



## KEEP IOWA BEAUTIFUL IMAGE ASSESSMENT

### SUMMARY REPORT DECEMBER 2010

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#### Project Overview

Essman/Research, an independent marketing research firm in Des Moines, Iowa, was retained by Keep Iowa Beautiful in October 2010, to conduct an Image Assessment among Iowans to identify the attitudes and perceptions of:

- Litter prevention
- Keep Iowa Beautiful

#### Project Objectives

- Litter Prevention
  - Is litter a problem in Iowa?
    - Is litter a problem in local communities?
  - Assess the awareness and attitudes toward fines and penalties for littering.
  - Are Iowans aware of the litter hotline?
  - Are Iowans in favor or opposed to a litter tax?
- Keep Iowa Beautiful
  - Assess the awareness and perceptions of Keep Iowa Beautiful.
  - Assess the familiarity with KIB programs.

#### Target Audiences

- Iowans
  - 18+ years of age
- Project Quotas were based on the following demographics:
  - Gender
  - Age
    - 18-50 years of age
    - 50+ years of age

- Geography
  - Rural households
  - Urban households
- Border counties
  - Tier One border counties
  - Tier Two border counties
  - Other counties

Note: quotas were based on representative samples.

### Research Methodology

- Essman/Research conducted a total of 801 random telephone interviews with adults (18 years of age and older) living in the state of Iowa; interviews were conducted in all 99 counties.
  - Essman/Research developed the telephone questionnaire and the random sample. The questionnaire was approved by Keep Iowa Beautiful and the project team on November 5, 2010.
- The 801 telephone interviews were conducted over nine days, including two weekends – November 11 – 20, 2010.
- Average interview length: 17 minutes.
- Essman/Research coded the open-ended verbatim responses.
- Essman Research prepared the PowerPoint presentation and the written Summary Report.

Note: See the Appendix for the telephone questionnaire.

### Statistical Validity

- The sample size required to produce statistically significant data is based on:
  - Margin of error
  - Level of confidence
- On the total sample of 801 interviews, at the 95% confidence level, the maximum margin of error is approximately +/- 3.5%.

### Demographics

— **Gender**

	<u>Percentage/# of Respondents</u>
• Female	51%/406
• Male	49%/395

— **Age**

	<u>Percentage/# of Respondents</u>
• 18 – 24	2%/15
• 25 – 35	11%/90
• 36 – 50	45%/363
• 51 – 65	18%/146
• 65+	23%/187

Quotas:

• 18-50 years of age	58%/468
• 50+ years of age	41%/333

— **Geography**

	<u>Percentage/# of Respondents</u>
• Urban households	58%/467
• Rural households	42%/334

— **County/Location**

	<u>Percentage/# of Respondents</u>
• Tier One border counties	35%/278
• Tier Two border counties	18%/141
• All other counties	48%/382

County	Completed Interviews
ADAIR	2
ADAMS	2
ALLAMAKEE	1
APPANOOSE	1
AUDUBON	1
BENTON	6
BLACK HAWK	44
BOONE	5
BREMER	4
BUCHANAN	6
BUENA VISTA	5
BUTLER	3
CALHOUN	3
CARROLL	4
CASS	3
CEDAR	3
CERRO GORDO	5
CHEROKEE	8
CHICKASAW	3
CLARKE	1
CLAY	6

CLAYTON	5
CLINTON	9
CRAWFORD	5
DALLAS	27
DAVIS	3
DECATUR	6
DELAWARE	3
DES MOINES	12
DICKINSON	4
DUBUQUE	33
EMMET	1
FAYETTE	6
FLOYD	3
FRANKLIN	2
FREMONT	2
GREENE	1
GRUNDY	5
GUTHRIE	1
HAMILTON	5
HANCOCK	3
HARDIN	5
HARRISON	5
HENRY	2
HOWARD	1
HUMBOLDT	2
IDA	1
IOWA	6
JACKSON	5
JASPER	5
JEFFERSON	3
JOHNSON	45
JONES	8
KEOKUK	1
KOSSUTH	3
LEE	7
LINN	57
LOUISA	3
LUCAS	1
LYON	4
MADISON	3
MAHASKA	5
MARION	10
MARSHALL	7

MILLS	2
MITCHELL	2
MONONA	2
MONROE	1
MONTGOMERY	2
MUSCATINE	4
OBRIEN	3
OSCEOLA	2
PAGE	3
PALO ALTO	4
PLYMOUTH	6
POCAHONTAS	3
POLK	92
POTTAWATTAMIE	38
POWESHIEK	3
RINGGOLD	1
SAC	3
SCOTT	56
SHELBY	4
SIOUX	7
STORY	22
TAMA	5
TAYLOR	3
UNION	3
VAN BUREN	3
WAPELLO	9
WARREN	21
WASHINGTON	4
WAYNE	3
WEBSTER	5
WINNEBAGO	1
WINNESHIEK	6
WOODBURY	32
WORTH	2
WRIGHT	3

— **Education**

	<u>Percentage/# of Respondents</u>
• Less than high school	3%/28
• High school	30%/237
• Some college	16%/132
• Technical/voc/two-year college	12%/99
• Four year college degree	25%/201
• Post graduate education	12%/99
• Refused	1%/5

— **Employment**

	<u>Percentage/# of Respondents</u>
• Full-time	54%/435
• Part-time	9%/76
• Homemaker	7%/55
• Retired	26%/205
• Student	1%/8
• Refused	3%/22

— **Marital Status**

	<u>Percentage/# of Respondents</u>
• Married	76%/611
• Single	11%/86
• Widowed	7%/58
• Divorced	5%/37
• Other (volunteered)	less than 1%/4
• Refused	1%/5

**Children (under the age of 18) in the household**

	<u>Percentage/# of Respondents</u>
• Yes	41%/331
• No	59%/470

— **Political affiliation (consider yourself)**

	<u>Percentage/# of Respondents</u>
• Independent	43%/341
• Republican	27%/218
• Democrat	24%/191
• Refused	4%/35
• Other (volunteered)	2%/16

## Key Findings

### ■ Litter Assessment

— According to the lowans surveyed, litter is somewhat of a problem in Iowa. (Using a 10-point scale where “1” means litter is an extreme problem in Iowa and “10” means that litter is not a problem in Iowa), 80% of lowans say that litter is “somewhat of a problem” in Iowa (ratings of 3, 4, 5, 6, 7 or 8 on the 10-point scale).

- 17% of lowans believe that litter is not a problem in Iowa (9 or 10 rating).
- 3% say that litter is an extreme problem in Iowa (1 or 2 rating).

— Although 80% of lowans say that litter is a problem in Iowa, lowans believe that litter is a lesser problem in their respective communities.

- 66% of lowans say that litter is somewhat of a problem in their community (ratings of 3, 4, 5, 6, 7, or 8 on the 10-point scale).
- 29% believe that litter is not a problem in their community (9 or 10 rating).
- 5% say that litter is an extreme problem in their community (1 or 2 rating).

— When asked (unaided) to identify the primary sources of litter in their community, lowans mentioned the following materials (frequently mentioned responses):

- |   |     |
|---|-----|
| • Fast food/convenience store containers, cups, packaging | 53% |
| • Cans and bottles  | 48% |
| • Plastic bags  | 26% |
| • Tobacco products  | 11% |
| • Tire or other automotive materials                      | 6%  |
| • Animal carcasses  | 2%  |
| • Construction debris                                     | 1%  |

— With regard to the Iowa landscape, lowans were asked if the following seven materials are considered a major litter problem, minor problem or no problem in Iowa. Among the seven materials identified as a “major problem in Iowa,” a higher percentage of lowans (41%) say that “fast food/convenience store containers, cups and packaging” is a major problem in Iowa.

	<u>No problem / Minor / Major Problem</u>		
• Fast food/convenience store containers, cups, packaging	9%	49%	41%
• Plastic bags	13%	58%	30%
• Tobacco products	27%	51%	22%
• Animal carcasses	31%	53%	16%
• Cans and bottles	22%	62%	15%
• Tire/automotive materials	37%	55%	8%
• Construction debris	40%	56%	4%

— With the exception of the Adopt a Highway Program, the majority of lowans are not very familiar with the following litter control programs:

	<u>Somewhat or Extremely Familiar</u>
• Adopt a Highway Program	70%
• Advertising programs aimed at preventing littering	23%
• Anti-litter education programs in the schools	13%
• Iowa's litter hotline	8%

— 53% of the lowans surveyed are familiar with Keep Iowa Beautiful – a statistically higher percentage of women (57%) than men (49%) as well as younger lowans 18-50 years of age (57%) than older lowans over the age of 50 (48%) are familiar with Keep Iowa Beautiful.

- 57% of the lowans surveyed in Polk County are familiar with Keep Iowa Beautiful.
- 46% of the lowans surveyed in Linn County are familiar with Keep Iowa Beautiful.

Note: The majority of lowans who are familiar with Keep Iowa Beautiful had heard or learned about the organization through newspaper articles or advertising (48%) or television (29%).

— More than half (52%) of the lowans surveyed are not aware of the fines for people caught littering in Iowa.

- Among the lowans who are aware of the fines (37%/295 of 801), 52% mentioned \$100 as the current fine for littering in Iowa.
  - Note: a statistically higher percentage of lowans living in rural communities (41%) than in urban communities (34%) are aware of the fines.
- With the current fine at \$70, 68% (546 of 801) of the lowans surveyed are “in favor of increased penalties” for littering. Among the lowans who favor increased penalties for littering, 33% (179 of 546) would increase the fines \$26 - \$50.
  - Note: a statistically higher percentage of younger lowans 18-50 years of age (74%) than older lowans over the age of 50 (60%) would favor the increased penalties for littering.





**KEEP IOWA BEAUTIFUL  
IMAGE ASSESSMENT**

**DETAILED FINDINGS  
DECEMBER 2010**

A total of 801 random telephone interviews were conducted with lowans over the age of 18 during the weeks of November 11 – 20, 2010.

The following report is a detailed summarization of the Image Assessment for Keep Iowa Beautiful.

**Detailed Findings**

■ **LITTER ASSESSMENT**

**Q1. Overall, how would you describe Iowa’s landscape?  
(Unaided. Open-ended response. Multiple responses accepted.)**

Overall, lowans have “positive perceptions” of Iowa’s landscape. Twenty-six percent (211 of 801) of the lowans surveyed described Iowa’s landscape as “beautiful, pretty, pleasant and attractive.”

Eight percent (65 of the 801 respondents) described Iowa’s landscape as “clean, well-kept, and not much litter.” A significantly higher percentage of lowans living in rural communities (11%) versus the urban communities (6%) described the landscape as “clean, well-kept, not much litter.”

The responses mentioned most frequently are included in the table.

Iowa’s Landscape	Total (801)	Gender		Age		Geography	
		Male (395)	Female (406)	18-50 (468)	50+ (333)	Rural (334)	Urban (467)
Beautiful/pretty/pleasant/attractive	<b>211</b> 26%	80 20%	131 32%	112 24%	99 30%	87 26%	124 27%
Hills/rolling hills	188 23%	91 23%	97 24%	107 23%	81 24%	71 21%	117 25%
Flat/plain/prairies/barren/open	181 23%	89 23%	92 23%	106 23%	75 23%	68 20%	113 24%

Agricultural/farmland/fields/crops	176 22%	84 21%	92 23%	112 24%	64 19%	78 23%	98 21%
Overall good	93 12%	50 13%	43 11%	56 12%	37 11%	45 13%	48 10%
Average/fair/decent/alright/just okay	73 9%	45 11%	28 7%	42 9%	31 9%	26 8%	47 10%
Clean/fairly clean/well-kept/not much litter	<b>65</b> <b>8%</b>	26 7%	39 10%	34 7%	31 9%	<b>36</b> <b>11%</b>	<b>29</b> <b>6%</b>
Green/lush	39 5%	14 4%	25 6%	21 4%	18 5%	14 4%	25 5%
Trees/woody	38 5%	18 5%	20 5%	21 4%	17 5%	14 4%	24 5%
Excellent/great	28 3%	19 5%	9 2%	16 3%	12 4%	10 3%	18 4%

**Q2. Is litter a problem in Iowa?**

*[Use a 10-point scale, where “1” means litter is an extreme problem in Iowa and “10” means that litter is not a problem in Iowa.]*

Nearly 80% (640 of 801) of Iowans say that litter is somewhat of a problem in Iowa (providing a rating of 3 – 8 on the 10-point scale).

However, 17% (134 of 801) say that litter is not a problem in Iowa (9 or 10 rating). A significantly higher percentage of older Iowans over the age of 50 (20%) than younger Iowans 18-50 years of age (15%) believe that litter is not a problem in Iowa.

Three percent (27 of 801) say that litter is an extreme problem in Iowa (1 or 2 rating on the 10-point scale).

Is litter a problem in Iowa? (10-point scale)	Total 801 100%	Age		Geography	
		18-50 years 468 100%	50+ years 333 100%	Rural 334 100%	Urban 467 100%
10 = Not a problem	49 6%	18 4%	<b>31</b> <b>9%</b>	26 8%	23 5%
9	85 11%	50 11%	<b>35</b> <b>11%</b>	32 10%	53 11%
<b>8</b>	<b>148</b> <b>18%</b>	87 19%	61 18%	53 16%	95 20%
<b>7</b>	<b>139</b> <b>17%</b>	91 19%	48 14%	61 18%	78 17%
<b>6</b>	<b>82</b> <b>10%</b>	49 10%	33 10%	36 11%	46 10%
<b>5</b>	<b>175</b> <b>22%</b>	96 21%	79 24%	67 20%	108 23%
<b>4</b>	<b>52</b> <b>6%</b>	30 6%	22 7%	23 7%	29 6%
<b>3</b>	<b>44</b> <b>5%</b>	32 7%	12 4%	22 7%	22 5%
2	10 1%	6 1%	4 1%	6 2%	4 1%
1 = Extreme problem	17 2%	9 2%	8 2%	8 2%	9 2%
Mean	6	6	7	6	6

**Q3. Is litter a problem in your community?**  
**[Use a 10-point scale, where “1” means litter is an extreme problem in your community and “10” means that litter is not a problem at all in your community.]**

With regard to whether litter is a problem in their respective community, 66% (528 of 801) of lowans say that litter is a somewhat of a problem in their community (providing a rating of 3 – 8 on the 10-point scale).

However, 29% (232 of 801) say that litter is not a problem in their community (9 or 10 rating).

Five percent (41 of 801) say that litter is an extreme problem in their community (1 or 2 rating on the 10-point scale).

Is litter a problem in your community? (10-point scale)	Total 801 100%	Age		Geography	
		18-50 years 468 100%	50+ years 333 100%	Rural 334 100%	Urban 467 100%
10 = Not a problem	103 13%	49 10%	54 16%	48 14%	55 12%
9	129 16%	82 18%	47 14%	53 16%	76 16%
<b>8</b>	<b>166</b> <b>21%</b>	93 20%	73 22%	68 20%	98 21%
<b>7</b>	<b>99</b> <b>12%</b>	61 13%	38 11%	36 11%	63 13%
<b>6</b>	<b>63</b> <b>8%</b>	40 9%	23 7%	26 8%	37 8%
<b>5</b>	<b>93</b> <b>12%</b>	59 13%	34 10%	41 12%	52 11%
<b>4</b>	<b>46</b> <b>6%</b>	28 6%	18 5%	21 6%	25 5%
<b>3</b>	<b>61</b> <b>8%</b>	32 7%	29 9%	21 6%	40 9%
2	26 3%	14 3%	12 4%	12 4%	14 3%
1 = Extreme problem	15 2%	10 2%	5 2%	8 2%	7 1%
Mean	7	7	7	7	7

**Q4a. What types of materials do you consider to be primary sources of litter in your community?  
(Unaided. Multiple responses accepted.)**

When asked (unaided) to identify the primary sources of litter in their community, 53% (421) of lowans mentioned “fast food/convenience store containers, cups and packaging,” as well as “cans and bottles” (48%/387).

A statistically higher percentage of women (56%) than men (49%), younger lowans 18-50 years of age (56%) than older lowans over the age of 50 (47%) and lowans living in the urban areas (57%) than the rural areas (46%) all mentioned “fast food/convenience store containers, cups and packaging” as primary sources of litter in their community.

Primary sources of litter in your community?	Total (801)	Gender		Age		Geography	
		Male (395)	Female (406)	18-50 (468)	50+ (333)	Rural (334)	Urban (467)
Fast food/convenience store containers, cups, packaging	<b>421</b> <b>53%</b>	193 49%	<b>228</b> <b>56%</b>	<b>264</b> <b>56%</b>	157 47%	155 46%	<b>266</b> <b>57%</b>
Cans and bottles	<b>387</b> <b>48%</b>	194 49%	193 48%	219 47%	168 50%	172 51%	215 46%
Plastic bags	208 26%	113 29%	95 23%	105 22%	103 31%	90 27%	118 25%
Tobacco products	92 11%	44 11%	48 12%	73 16%	19 6%	20 6%	72 15%
Tire or other car-related items	48 6%	19 5%	29 7%	27 6%	21 6%	26 8%	22 5%
Animal carcasses	17 2%	8 2%	9 2%	9 2%	8 2%	8 2%	9 2%
Construction debris	10 1%	3 1%	7 2%	9 2%	1 *	5 1%	5 1%
Other responses	186 23%	90 23%	96 24%	105 22%	81 24%	79 24%	107 23%

\*Less than 1%.

Note: 23% (186) of the lowans surveyed also mentioned “other” responses.

**Q4b. Thinking about the Iowa landscape, do you consider the following materials to be a major problem, a minor problem or no problem at all in Iowa?**

Although 53% of Iowans consider “fast food/convenience store containers, cups and packaging” to be a primary source of litter within their community, less than half (41%) of the Iowans surveyed consider “fast food packaging” to be a major litter problem in Iowa.

Note: 48% (387 of 801) of Iowans identified “cans and bottles” as a primary source of litter in their community. However, only 15% (124) consider “cans and bottles” to be a major litter problem in Iowa.

<b>Iowa Landscape – Do you consider the following materials to be a major, minor or no problem in Iowa?</b>	<b>Major Problem</b>	<b>Minor problem</b>	<b>No Problem</b>
Fast food/convenience store containers, cups, packaging	<b>332</b> <b>41%</b>	394 49%	75 9%
Plastic bags	237 30%	461 58%	103 13%
Tobacco products	176 22%	412 51%	213 27%
Animal carcasses	127 16%	428 53%	246 31%
Cans and bottles	<b>124</b> <b>15%</b>	498 62%	179 22%
Tire and other car-related items	64 8%	438 55%	299 37%
Construction debris	31 4%	452 56%	318 40%

**Q5a. Are you familiar with the following litter control programs?**  
*[Use a 5-point scale where “1” is not at all familiar and “5” is extremely familiar with the program.]*

- **Adopt a Highway Program**
- **Iowa’s litter hotline**
- **Anti-litter education programs in the schools**
- **Advertising programs aimed at preventing littering**

With the exception of the Adopt a Highway Program, the majority of Iowans are not very familiar with litter control programs – Iowa’s litter hotline, anti-litter programs in the schools or advertising programs aimed at preventing littering.

Adopt a Highway Program	Total 801 100%	Gender		Age		Geography	
		Male 395 100%	Female 406 100%	18-50 468 100%	50 + 333 100%	Rural 334 100%	Urban 467 100%
5 = Extremely familiar	407 51%	192 49%	215 53%	247 53%	160 48%	170 51%	237 51%
4	150 19%	74 19%	76 19%	99 21%	51 15%	57 17%	93 20%
3	138 17%	67 17%	71 17%	77 16%	61 18%	60 18%	78 17%
2	43 5%	27 7%	16 4%	19 4%	24 7%	16 5%	27 6%
1 = Not at all familiar	63 8%	35 9%	28 7%	26 6%	37 11%	31 9%	32 7%
Mean	4	4	4	4	4	4	4

Iowa’s litter hotline 1.888.noliter	Total 801 100%	Gender		Age		Geography	
		Male 395 100%	Female 406 100%	18-50 468 100%	50 + 333 100%	Rural 334 100%	Urban 467 100%
5 = Extremely familiar	38 5%	19 5%	19 5%	25 5%	13 4%	16 5%	22 5%
4	22 3%	12 3%	10 2%	14 3%	8 2%	8 2%	14 3%
3	56 7%	28 7%	28 7%	33 7%	23 7%	19 6%	37 8%
2	55 7%	27 7%	28 7%	36 8%	19 6%	16 5%	39 8%
1 = Not at all familiar	630 79%	309 78%	321 79%	360 77%	270 81%	275 82%	355 76%
Mean	1	1	1	2	1	1	2

Anti-litter education programs in the schools	Total 801 100%	Gender		Age		Geography	
		Male 395 100%	Female 406 100%	18-50 468 100%	50 + 333 100%	Rural 334 100%	Urban 467 100%
5 = Extremely familiar	56 7%	12 3%	44 11%	29 6%	27 8%	25 7%	31 7%
4	45 6%	15 4%	30 7%	29 6%	16 5%	18 5%	27 6%
3	91 11%	47 12%	44 11%	58 12%	33 10%	34 10%	57 12%
2	66 8%	27 7%	39 10%	40 9%	26 8%	28 8%	38 8%
1 = Not at all familiar	543 68%	294 74%	249 61%	312 67%	231 69%	229 69%	314 67%
Mean	2	2	2	2	2	2	2

Advertising programs aimed at preventing littering	Total 801 100%	Gender		Age		Geography	
		Male 395 100%	Female 406 100%	18-50 468 100%	50 + 333 100%	Rural 334 100%	Urban 467 100%
5 = Extremely familiar	99 12%	50 13%	49 12%	54 12%	45 14%	45 13%	54 12%
4	83 10%	35 9%	48 12%	41 9%	42 13%	36 11%	47 10%
3	189 24%	92 23%	97 24%	114 24%	75 23%	73 22%	116 25%
2	126 16%	66 17%	60 15%	79 17%	47 14%	47 14%	79 17%
1 = Not at all familiar	<b>304</b> <b>38%</b>	152 38%	152 37%	180 38%	124 37%	133 40%	171 37%
Mean	2	2	2	2	3	2	2

**Q5b. Based on what you know about this program, is it effective for controlling litter in Iowa?**

- **Adopt a Highway Program**
- **Iowa's litter hotline**
- **Anti-litter education programs in the schools**
- **Advertising programs aimed at preventing littering**

With the exception of the Adopt a Highway Program, the lowans surveyed “don't know” if Iowa's litter control programs – Iowa's litter hotline, anti-litter education programs in the schools and advertising programs aimed at preventing littering – are effective for controlling litter.

Is the following program effective for controlling litter in Iowa?	Yes	No	Don't know
Adopt a Highway Program	<b>645</b> <b>81%</b>	50 6%	106 13%
Iowa's litter hotline	124 15%	124 15%	<b>553</b> <b>69%</b>
Anti-litter education programs in the schools	239 30%	86 11%	<b>476</b> <b>59%</b>
Advertising programs aimed at preventing littering	303 38%	164 20%	<b>334</b> <b>42%</b>

**Q6a. Are you aware of the fines for people caught littering in Iowa?**

More than half (52%/419 of 801) of the lowans surveyed are not aware of the fines for people caught littering in Iowa.

Among the lowans who are aware of the littering fines (37%/295 of 801), a significantly higher percentage of lowans living in the rural communities (41%) than in the urban communities (34%) say they are aware of the fines for littering in Iowa.

Awareness of fines for littering?	Total 801 100%	Gender		Age		Geography	
		Male 395 100%	Female 406 100%	18-50 468 100%	50 + 333 100%	Rural 334 100%	Urban 467 100%
Yes	295 37%	156 39%	139 34%	173 37%	122 37%	<b>138</b> <b>41%</b>	157 34%
No	<b>419</b> <b>52%</b>	204 52%	215 53%	247 53%	172 52%	158 47%	261 56%
Don't know	87 11%	35 9%	52 13%	48 10%	39 12%	38 11%	49 10%

**Q6b. What is the current fine for littering in Iowa? (Unaided.)**

Of the lowans who are aware of the fines for people caught littering in Iowa, 52% (152 of 295) mentioned \$100 as the current fine for littering in Iowa.

- 295 total respondents
- \$0 6% (18 respondents)
  - \$10 1% (2 respondents)
  - \$26-\$50 8% (23 respondents)
  - \$51-\$75 4% (11 respondents)
  - **\$100 52% (152 respondents)**
  - \$150 2% (7 respondents)
  - \$200 3% (8 respondents)
  - \$250 4% (11 respondents)
  - \$500 13% (38 respondents)
  - \$750 1% (3 respondents)
  - \$1,000 3% (8 respondents)
  - Other response 3% (10 respondents)
  - Don't know 1% (4 respondents)



**Q6c. The current fine for people caught littering is \$70. Would you be in favor or opposed to increased penalties and fines based on the severity of littering?**

Overall, 68% (546 of 801) of the lowans surveyed are “in favor of increased penalties” for people caught littering.

A statistically higher percentage of younger lowans 18-50 years of age (74%) than older lowans over the age of 50 (60%), and lowans living in urban communities (72%) versus the rural communities (62%) favor the increased penalties for littering.

In favor or opposed to increased fines for littering?	Total 801 100%	Gender		Age		Geography	
		Male 395 100%	Female 406 100%	18-50 468 100%	50 + 333 100%	Rural 334 100%	Urban 467 100%
In favor of increased penalties	<b>546</b> <b>68%</b>	277 70%	269 66%	<b>345</b> <b>74%</b>	201 60%	208 62%	<b>338</b> <b>72%</b>
Opposed to increased penalties	255 32%	118 30%	137 34%	123 26%	132 40%	126 38%	129 28%

**Q6d. With the current fine at \$70, how much more would you increase the penalties and fines for littering? (Unaided.)**

Among the lowans who favor increasing the penalties for littering in Iowa, overall, 33% (179 of 546) would increase the fines \$26 - \$50.

Note: 25% (137 of 546) of lowans who favor increased penalties and fines for littering suggested increasing the fines more than \$100.

- \$0 2% (12 respondents)
- \$1-\$25 6% (35 respondents)
- **\$26-\$50 33% (179 respondents)**
- \$51-\$75 11% (59 respondents)
- \$76-\$100 21% (113 respondents)
- \$126-\$150 9% (47 respondents)
- \$151-\$175 Less than 1% (1 respondent)
- \$175-\$200 5% (26 respondents)
- \$201-\$225 1% (4 respondents)
- \$226-\$250 3% (18 respondents)
- \$426-\$450 3% (14 respondents)
- \$500 3% (19 respondents)
- \$930 1% (3 respondents)
- \$1,000 1% (5 respondents)
- Other responses 2% (9 respondents)
- Don't know Less than 1% (2 respondents)

**Q7a. Are you familiar with the organization Keep Iowa Beautiful?**

More than half (53%/427 of 801) of the lowans surveyed are familiar with Keep Iowa Beautiful.

A statistically higher percentage of women (57%) than men (49%) and younger lowans 18-50 years of age (57%) than older lowans over the age of 50 (48%) are familiar with the organization Keep Iowa Beautiful.

Note: A higher percentage of residents living in Polk County (57%) than in Linn County (46%) are familiar with Keep Iowa Beautiful.

Familiarity with Keep Iowa Beautiful	Total 801 100%	Gender		Age		Geography		County	
		Male 395 100%	Female 406 100%	18-50 468 100%	50 + 333 100%	Rural 334 100%	Urban 467 100%	Linn 57 100%	Polk 92 100%
Yes	<b>427</b> <b>53%</b>	194 49%	<b>233</b> <b>57%</b>	<b>266</b> <b>57%</b>	161 48%	173 52%	254 54%	26 46%	<b>52</b> <b>57%</b>
No	374 47%	201 51%	173 43%	202 43%	172 52%	161 48%	213 46%	31 54%	40 43%

**Q7b. How did you hear or learn about Keep Iowa Beautiful?  
(Unaided. Multiple responses accepted.)**

When asked specifically how they had heard or learned about Keep Iowa Beautiful, 48% of lowans mentioned “newspapers/articles or advertising” and 29% mentioned “television.”

- Newspapers/articles or advertising 48% (207 respondents)
- Television 29% (124 respondents)
- Word of mouth/neighbors/friends 9% (37 respondents)
- Radio 8% (33 respondents)
- School/information from school 4% (16 respondents)
- Direct mail 2% (9 respondents)
- Web site/Internet 1% (6 respondents)
- Other responses 19% (82 respondents)

**Conclusion**

The 2010 Image Assessment provides Keep Iowa Beautiful with statistical data to assess the overall perceptions and attitudes that lowans have towards litter prevention and Keep Iowa Beautiful.

A total of 801 random interviews were collected – with interviews conducted in all 99 Iowa counties. The research data presented in this Executive Summary Report can be generalized to the population.