

CALTRANS

SURVEY OF FRESNO AREA RESIDENTS
CONCERNING LITTER
CALTRANS DOCUMENT CONTROL #CTSW-RT-03-044

FINAL REPORT

April, 2003

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I. INTRODUCTION

The research findings presented in this report derive from a survey of residents of the Fresno, California area that was commissioned by the California Department of Transportation (Caltrans). Implemented between April 1 and April 16, 2003, the survey included 830 completed interviews: 428 in English and 402 in Spanish

The primary purpose of the survey was to serve as a follow-up measure of awareness, attitudes, and behaviors relative to littering on roadways and highways. The baseline survey was conducted between July 9 and July 26, 2001. Specific areas of inquiry included the following:

- Extent to which litter is a problem
- Source of the area's litter
- Appearance of the litter
- Effect of the litter on people's health
- Awareness of the illegality of littering on roadways and highways
- Awareness of the fine for littering on roadways and highways
- Among those who judged the fine to be less than it is or didn't know what it is, reaction if told the correct amount
- Awareness of the number one item of litter found along roadways and highways
- Among those not aware of the number one item, reaction if told the correct item
- Awareness that litter from roadways and highways goes into the storm drain system
- Where things that get into storm drains go
- Effect of the content of storm drains on water pollution
- Extent to which people respondents know litter from their cars
- Extent to which respondents litter from their cars
- Probability of people being influenced by various pieces of information to keep litter in their cars
- Probability of various strategies causing people to be less likely to litter from their cars
- Effectiveness of various sources of information about not littering from cars

- Respondent demographics, including Zip Code of residence, home ownership status, educational attainment, age, ethnicity, income, and gender

Following this Introduction, the report is divided into three additional sections. **Section II** contains a detailed discussion of the **Research Methods** used in conducting the survey, while **Section III** presents and discusses the **Findings**. Finally, **Section IV** contains the research firm's **Conclusions and Recommendations**.

For reference, there are also three appendices. **Appendix A** contains copies of the **Survey Instruments** (English and Spanish versions) that were used in conducting the research. **Appendix B** includes **Detailed Data Tabulations for the English Survey**, while **Appendix C** presents **Detailed Data Tabulations for the Spanish Survey**.

II. RESEARCH METHODS

Instrument Design

The survey instrument that was used in conducting this research was identical to the one used in 2001. Caltrans did not request any changes.

Sample Selection

The sample for the survey of English respondents was a random digit dialing (RDD) telephone sample designed to represent all households in the greater Fresno area. The sample for the Spanish interviews was an RDD sample of residents of the greater

Fresno area that have a minimum density of Hispanic and Latino surnames of 25 percent.

RDD, the most sophisticated strategy for telephone survey sampling, ensures the inclusion of unlisted, erroneously listed, and newly listed households in the sample. Communities included in the definition of the “greater Fresno area” were Clovis, Fowler, Fresno, Sanger, and Selena.

Area codes and prefixes for the sample were determined by Survey Sampling, Inc., the nation’s leading supplier. SSI then randomly appended the final four numbers of a telephone number to these area code/prefix combinations by computer. The resulting numbers were printed out on call record sheets designed to facilitate full sample implementation.

Interviewer Training

All of the interviewers who conducted the survey had undergone intensive training and briefing prior to conducting any actual interviews. Training included instruction in interviewing techniques, orientation to the mechanics of sample selection and recording, and extensive practice with survey instruments as well as with a systematic approach to answering respondents’ inquiries.

Survey Implementation

Interviewing for the survey was conducted from two centralized and fully monitored interviewing facilities. The dates of interviewing were April 1 to 15 for the English sample and April 2 to 16 for the Spanish sample.

As interviews were completed, supervisors checked them for accuracy, clarity, and completeness so that any problem areas could be discussed with the interviewer while the conversation was still remembered. In the event problems could not be resolved by recall, respondents were called back for clarification or amplification. Interviews that could not be corrected (n=13) were discarded and replaced so there would be no missing data in the database.

In order to ensure that working people were adequately represented in the telephone survey, calling took place only during the evening hours (5 to 9 p.m.) and on weekends (10 a.m. to 6 p.m. on Saturdays and 2 to 9 p.m. on Sundays). Up to four attempts were made to reach an eligible respondent at each number in the sample.

For the Spanish survey, all potential respondents were approached in Spanish. Only if an eligible respondent preferred to complete the interview in Spanish did the conversation proceed.

Data Tabulation and Analysis

Data from the English survey were key-entered into the data analytic software SPSS for Windows using SPSS Data Entry; data from the Spanish survey were entered into WinCATI by the interviewers. Both sets of data were then computer-checked for accuracy, adherence to the pre-established coding scheme, and internal logic. In addition, preliminary tabulations were reviewed manually to check for errors in areas that could not be programmed. Finally, tabulations, means, and other analyses were prepared using SPSS for Windows.

III. FINDINGS

Findings from the survey are presented here in the same order in which the questions were posed to respondents. Throughout, comparisons are made between the baseline survey in 2001 and the follow-up survey in 2003. Readers who are interested in the precise phrasing of the inquiries (in either English or Spanish) are invited to consult the copies of the survey instruments that can be found in Appendix A.

Extent to Which Litter Is a Problem in the Greater Fresno Area

As shown in Figure 1, about half of English respondents (51 percent) said litter is a major problem in the greater Fresno area. The comparable figure for Spanish respondents was close to three-quarters (74 percent). Both of these figures represent increases from 2001; the increase among Spanish-speaking respondents is statistically significant.

EXTENT TO WHICH LITTER IS A PROBLEM IN THE GREATER FRESNO AREA

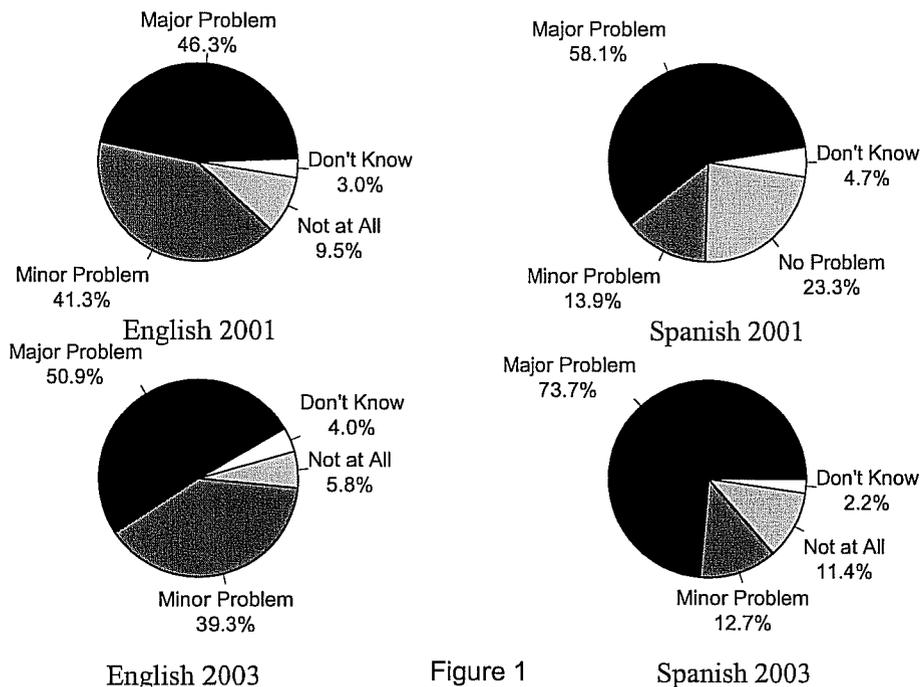


Figure 1

Source of the Litter

Figure 2 indicates that over half of English respondents (54 percent) said most of the litter in the area comes from residents. Among Spanish respondents, on the other hand, there was an almost equal division between residents (26 percent) and people passing through (28 percent).

SOURCE OF MOST OF THE LITTER

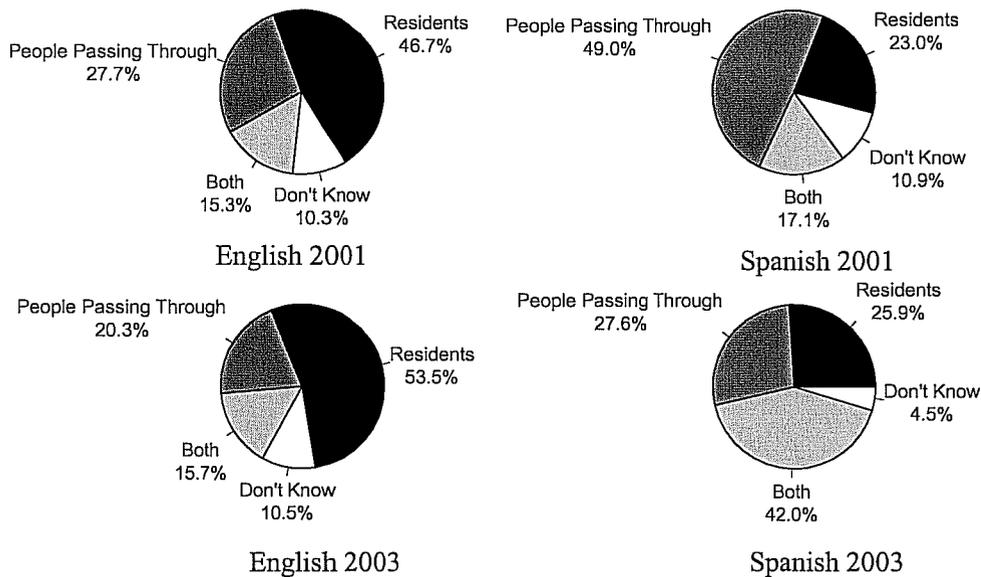


Figure 2

Appearance of the Litter

As Figure 3 illustrates, the largest group of English respondents (44 percent) said the litter in the area looks somewhat bad. In addition, a third (33 percent) said it looks very bad. When summed, these figures total over three-quarters (77 percent), which is a statistically significant increase from the two-thirds (66 percent) found in 2001.

HOW THE LITTER LOOKS

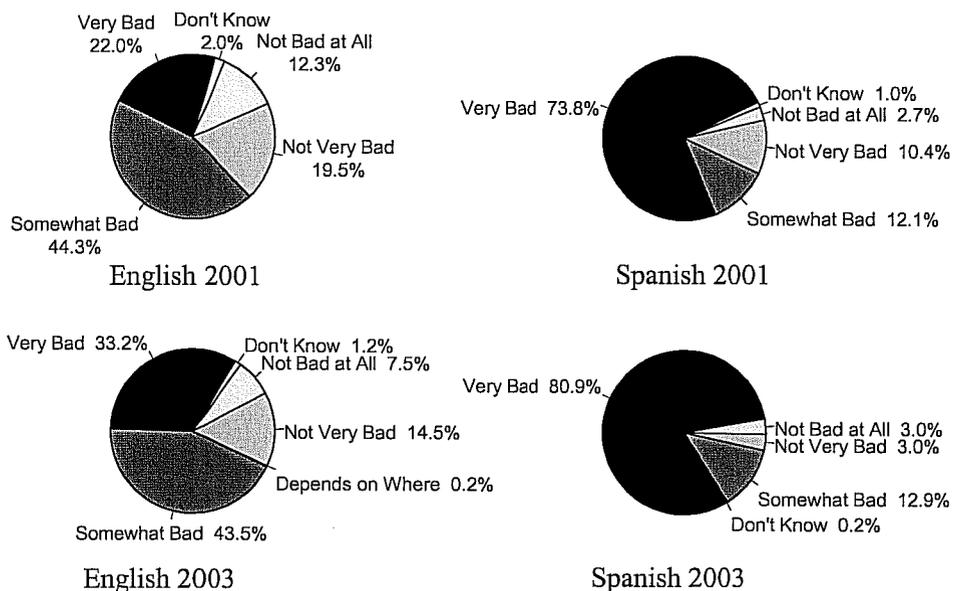


Figure 3

Among Spanish respondents, about four-fifths (81 percent) said the litter looks very bad and more than one in ten (13 percent) said it looks somewhat bad. These figures sum to by far the majority (94 percent), which is an increase from 2001 but not a statistically significant one.

Effect of the Litter on People's Health

Figure 4 demonstrates that the largest group of English respondents (47 percent) said litter has a minor effect on people's health. In addition, eight percent said it has no effect. These figures sum to the majority (56 percent). Close to two-fifths, on the other hand (38 percent), said litter has a major effect on health. These findings are essentially the same as those from 2001.

EFFECT OF THE LITTER ON PEOPLE'S HEALTH

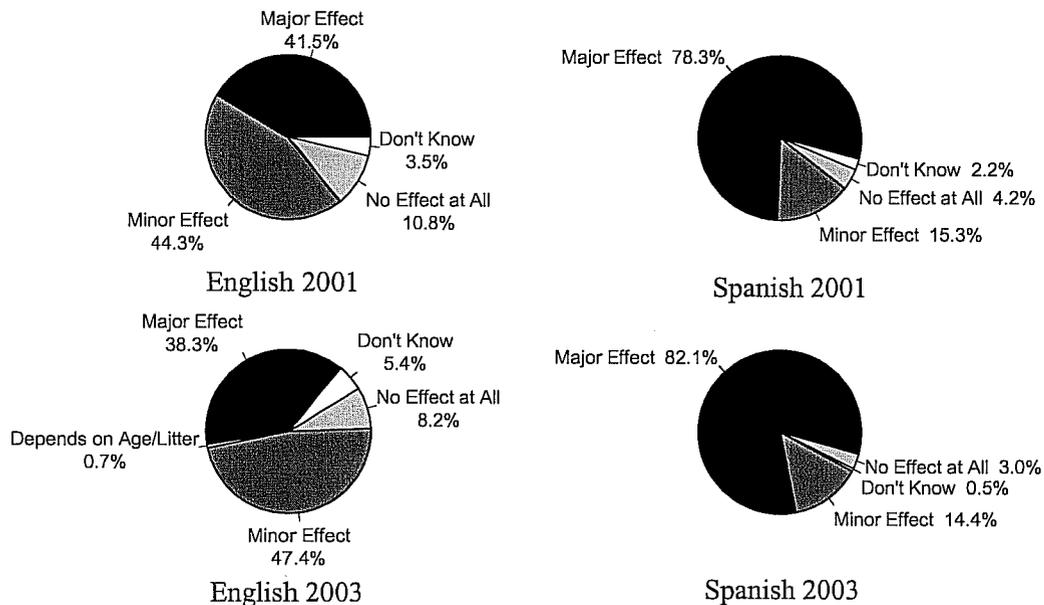


Figure 4

Among Spanish respondents, in contrast, over four-fifths (82 percent) said litter has a major effect on health. This represents an increase, albeit not a statistically significant one, from 2001.

Legality of Littering Roadways and Highways and Associated Fine

Virtually all respondents in both samples (96 percent of the English sample and 98 percent of the Spanish sample) said it is illegal to litter the roadways and highways, as Figure 5 indicates. Of these, as shown in Table 1, somewhat over a third of English respondents (37 percent) said the fine for littering roadways and highways is \$1,000. The parallel figure for Spanish respondents was 15 percent; the predominant answer was “don’t know” (59 percent). These results are highly similar to those from 2001.

LEGALITY OF LITTERING ROADWAYS AND HIGHWAYS

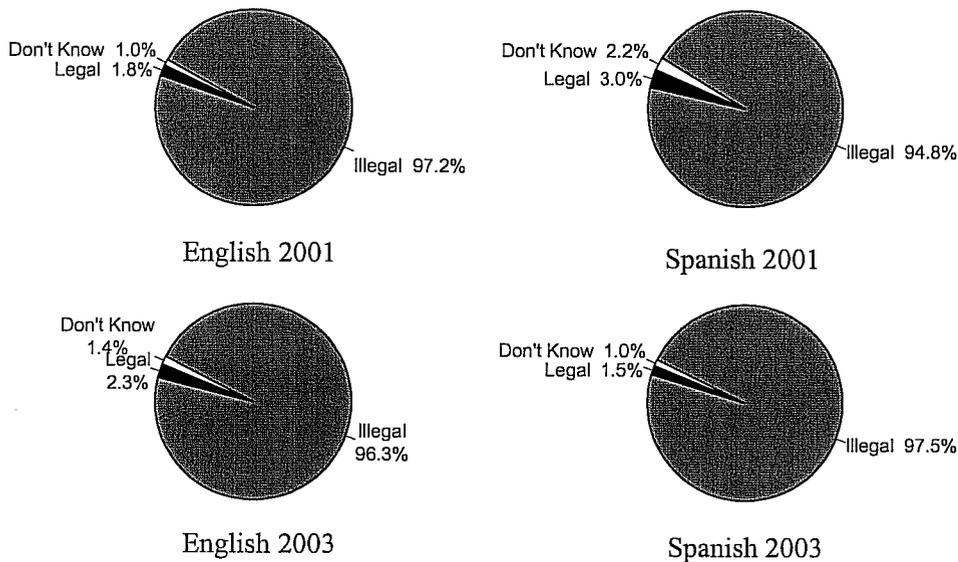


Figure 5

Table 1

DOLLAR AMOUNT OF THE FINE FOR LITTERING

	English 2001	English 2003	Spanish 2001	Spanish 2003
Zero	-	-	.3	.3
\$25	.3	.2	.3	-
\$30	-	-	-	.3
\$50	1.5	1.0	.5	1.0
\$75	-	.5	-	-
\$100	3.3	3.4	2.1	3.3
\$110	-	.2	-	-
\$125	-	.2	-	-
\$150	.5	.7	-	.3
\$200	3.3	1.9	.8	2.8
\$204	-	-	-	.3
\$250	3.6	3.2	1.6	2.0
\$270	-	-	.3	-
\$300	-	.2	.5	2.0
\$350	.3	.2	-	-
\$375	-	.2	-	-
\$400	-	.2	.8	.3
\$500	25.4	20.1	8.1	12.2
\$550	-	.2	-	-
\$600	.3	-	-	.3
\$1000	37.3	36.7	16.7	14.5
\$1100	-	.2	-	-
\$1200	-	.2	-	-
\$1500	.3	1.5	.3	.5
\$2000	.8	.7	.5	.5
\$2500	.3	1.0	-	-
\$3500	.3	-	.3	-
\$5000	1.3	1.2	-	.3
\$10000	-	.7	-	-
Don't Know	20.8	25.0	67.1	59.2

As demonstrated in Figure 6, more than half of English respondents who were unaware of the correct amount of the fine (56 percent) said they would be surprised if told it was \$1,000. The parallel figure among Spanish respondents was close to two-thirds (63 percent). Surprise increased among English respondents and decreased among Spanish respondents, but neither change is statistically significant.

WHETHER THOSE UNAWARE OF THE AMOUNT OF THE FINE WOULD BE SURPRISED IF TOLD IT IS \$1,000

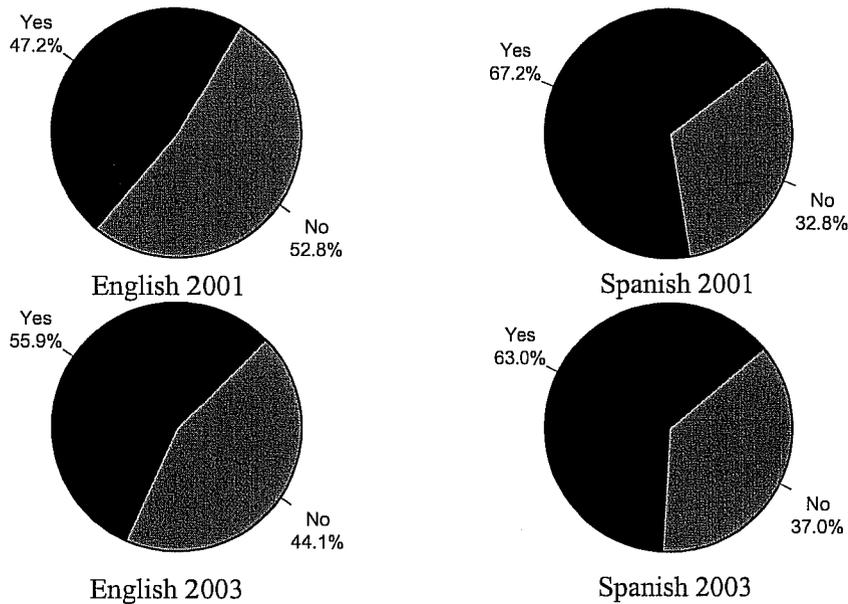


Figure 6

Number One Item of Litter Along Roadways and Highways

As Figure 7 illustrates, one in five English respondents (20 percent) said cigarette butts are the number one item of litter found along roadways. The corresponding figure among Spanish respondents was 8 percent. Both of these figures represent increases from 2001; the increase among English respondents is statistically significant.

NUMBER ONE ITEM OF LITTER FOUND ALONG ROADWAYS AND HIGHWAYS

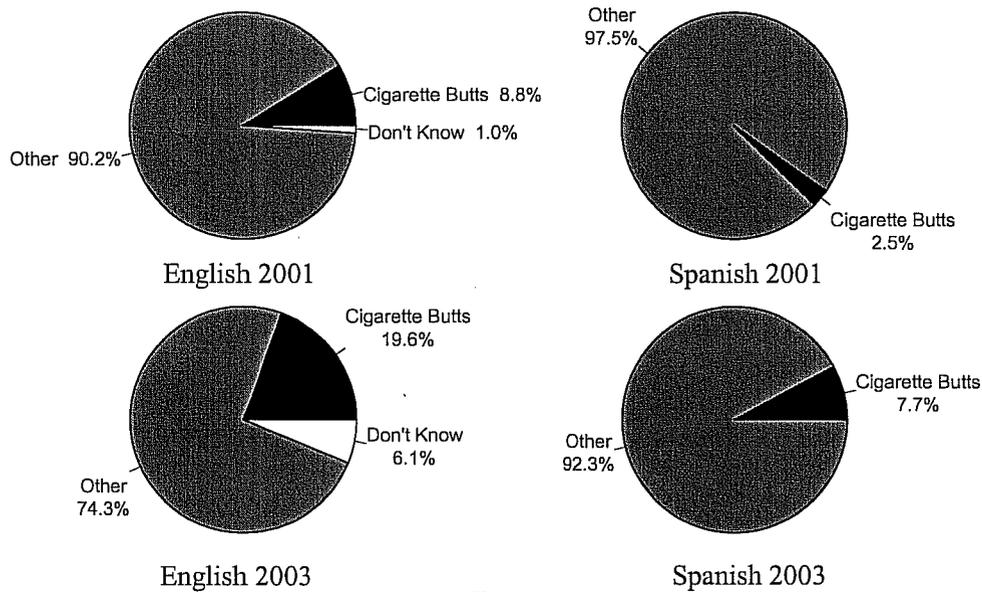


Figure 7

As shown in Figure 8, majorities of both respondent groups who were unaware that cigarette butts are the number one item of litter (55 percent of English respondents and 50 percent of Spanish respondents) said they would be surprised if they were told the correct answer. Changes in these findings between the two years are not statistically significant.

WHETHER THOSE UNAWARE THAT CIGARETTE BUTTS ARE THE NUMBER ONE ITEM OF LITTER WOULD BE SURPRISED IF THEY WERE TOLD THE CORRECT ANSWER

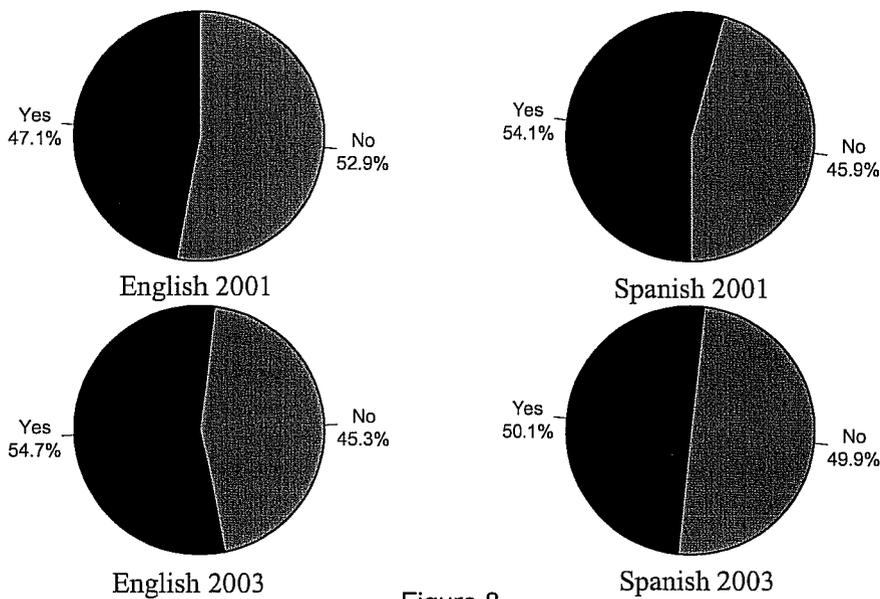


Figure 8

Litter, Storm Drains, and Water Pollution

Figure 9 indicates that more than four-fifths of English respondents (81 percent) said they are aware that litter from roadways and highways goes into the storm drain system. The comparable figure for Spanish respondents was close to three-quarters (71 percent). Both of these findings represent increases from 2001, but neither is statistically significant.

AWARENESS THAT LITTER FROM ROADWAYS AND HIGHWAYS GOES INTO THE STORM DRAIN SYSTEM

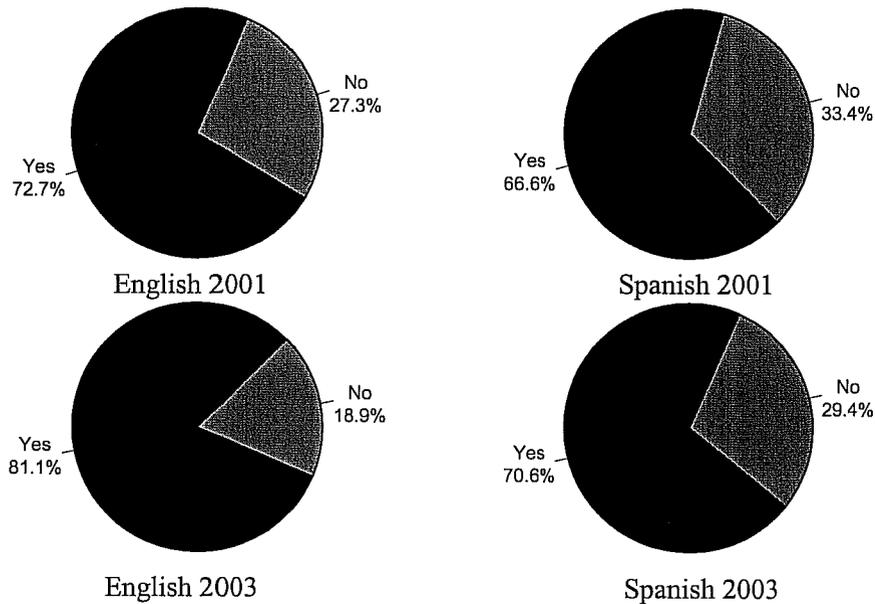


Figure 9

As Figure 10 demonstrates, the largest group of English respondents (26 percent) said they don't know where things that get into the storm drains go. Sixteen percent said they go to water bodies untreated, which is a statistically significant decrease from 2001.

WHERE THINGS THAT GET INTO THE STORM DRAINS GO

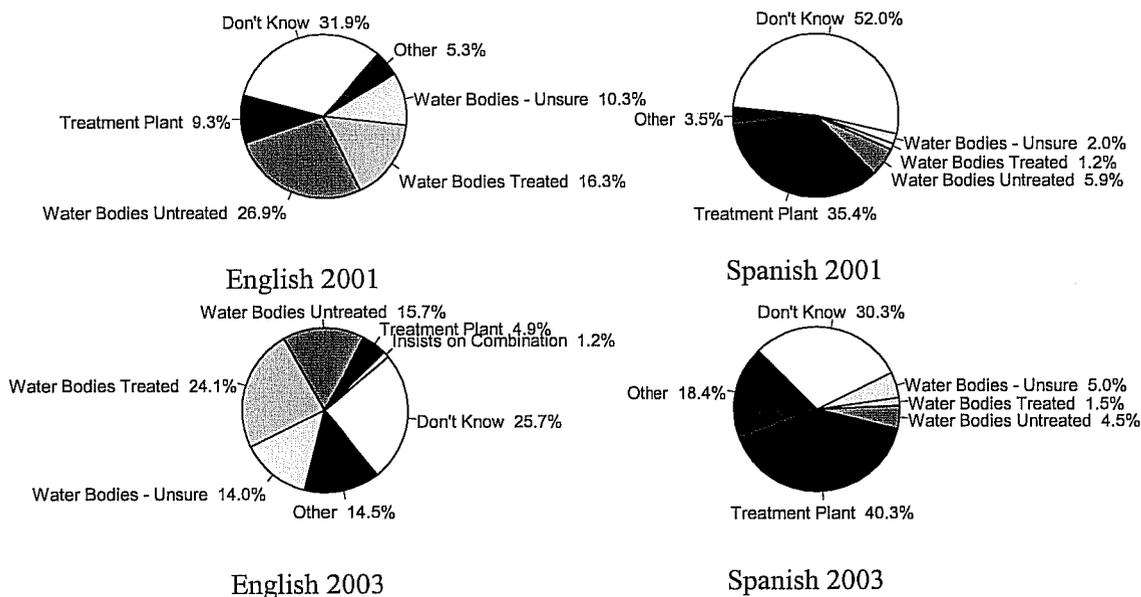


Figure 10

About a third of Spanish respondents (30 percent) said they don't know where things that get into the storm drains go, which represents a statistically significant decrease from 2001. Only five percent, however, said they go to water bodies untreated, which is essentially the same as what was found in 2001.

Figure 11 shows that strong majorities of both groups (77 percent of English respondents and 88 percent of Spanish respondents) said the contents of storm drains have a major effect on water pollution. Almost no one (1 and 2 percent, respectively) said they have no effect. Most of these findings are highly similar to those from 2001. There was an increase in responses of a major effect among Spanish respondents, but the change is not statistically significant.

EFFECT OF THE CONTENTS OF STORM DRAINS ON WATER POLLUTION

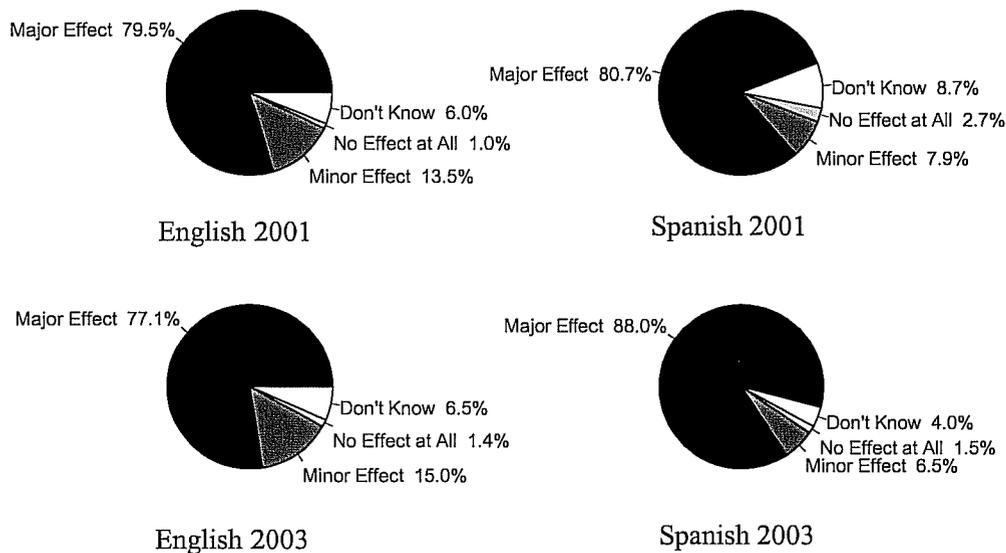


Figure 11

Frequency of Littering

A third of English respondents (33 percent) said people they know never litter by throwing trash or cigarettes out their car windows, as illustrated in Figure 12. In

addition, close to a third (32 percent) said they rarely do. These figures total the majority (64 percent), which represents an increase, although not a statistically significant one, from 2001.

FREQUENCY WITH WHICH PEOPLE RESPONDENTS KNOW LITTER

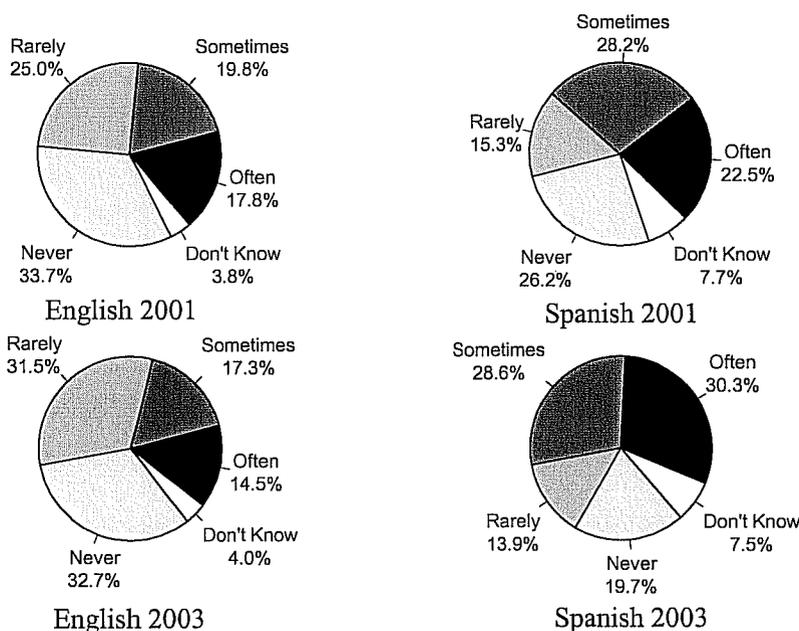


Figure 12

Among Spanish respondents, one in five (20 percent) said people they know never litter from their cars. In addition, 14 percent said they rarely do. These figures sum to about a third (34 percent). Close to a third, on the other hand (30 percent), said the people they know often litter this way. These findings represent a decrease in rarely or never littering and an increase in littering often. Neither change is statistically significant, however.

With respect to respondents themselves, Figure 13 demonstrates that most (72 percent of English respondents and 64 percent of Spanish respondents) said they never litter by throwing trash or cigarette butts out of their car windows. In addition, 16 percent of English respondents and 15 percent of Spanish respondents said they rarely do. When summed, these figures total almost nine in ten English respondents (89 percent) and over three-quarters of Spanish ones (79 percent). These results are almost identical to those from 2001.

FREQUENCY WITH WHICH RESPONDENTS LITTER

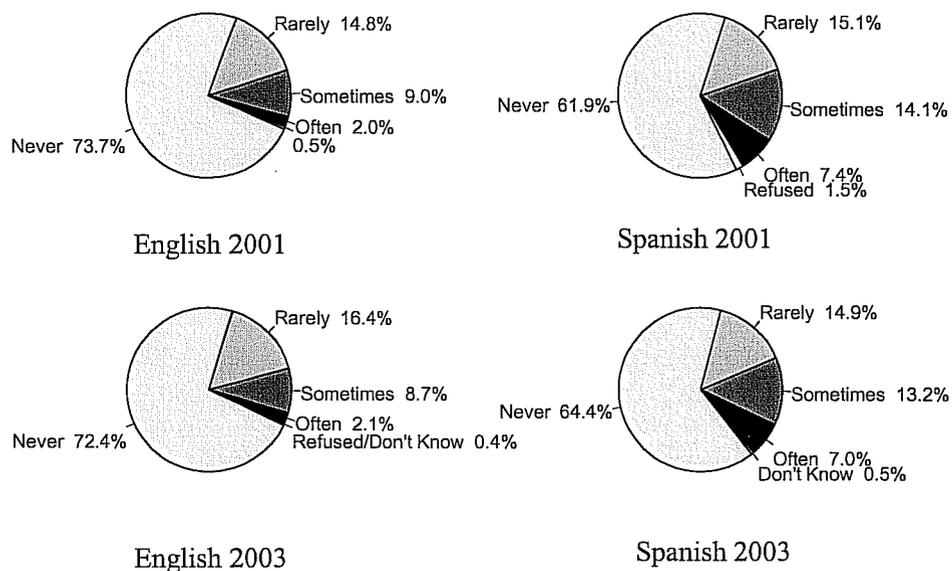
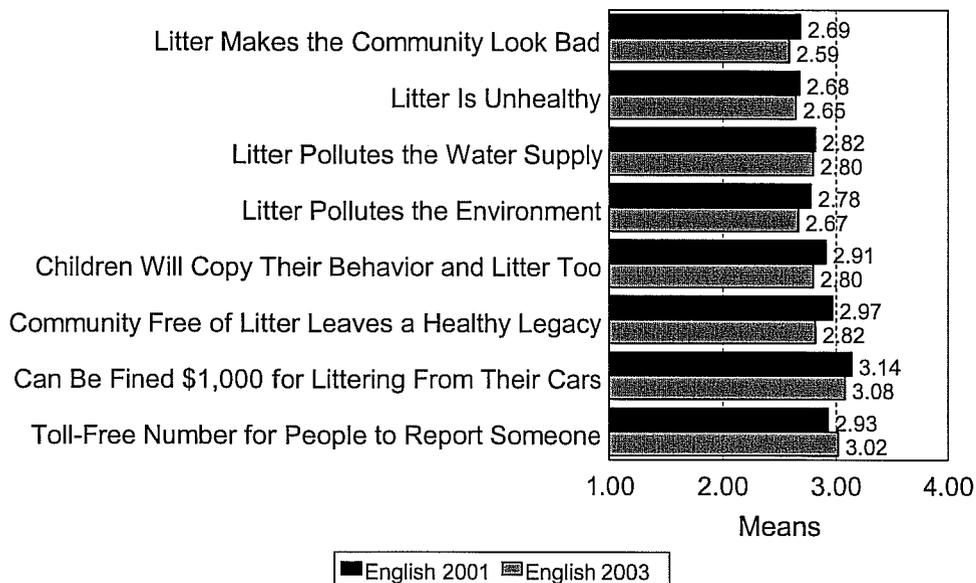


Figure 13

Influence of Various Pieces of Information

Mean probabilities that various pieces of information would influence people to keep their trash and cigarette butts in their cars until they got to a trashcan are portrayed in Figure 14. These probabilities were calculated on a four-point one where one equals definitely not and four equals definitely.

PROBABILITY OF SELECTED PIECES OF INFORMATION INFLUENCING PEOPLE TO KEEP TRASH AND CIGARETTE BUTTS IN THEIR CARS



PROBABILITY OF SELECTED PIECES OF INFORMATION INFLUENCING PEOPLE TO KEEP TRASH AND CIGARETTE BUTTS IN THEIR CARS

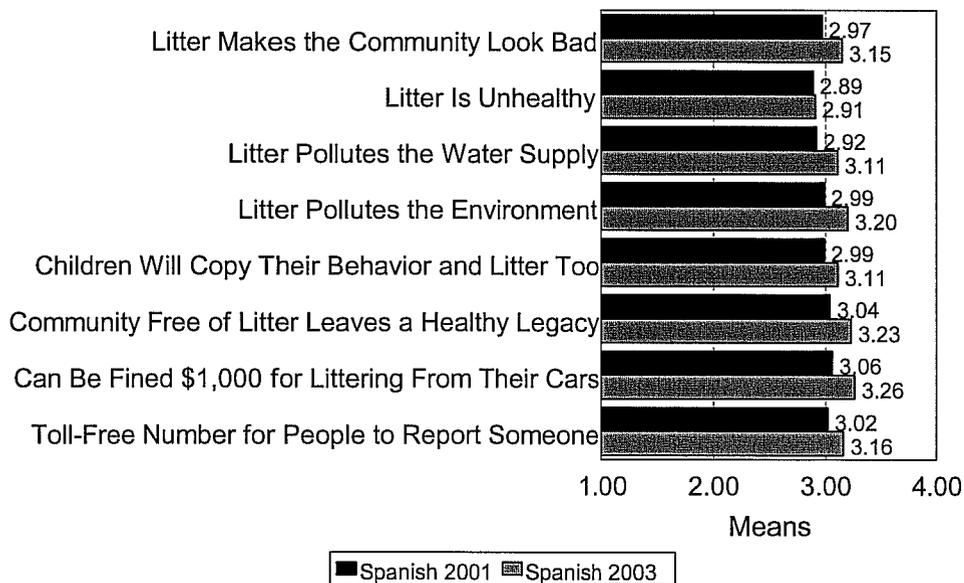


Figure 14

Among English respondents, the mean scores ranged from a low of 2.59 for “the community looks bad” to a high of 3.08 for “they can be fined \$1,000 for littering from their cars.” None of the values changed markedly from 2001.

For Spanish respondents, the low score was for “litter is unhealthy” (2.91); the high was also for “they can be fined \$1,000 for littering from their cars” (3.26). In this case, the scores tended to increase between 2001 and 2003; all but three were below the level of “probably” (mean value of 3.00) in 2001, while all but one were above that level in 2003.

Among English respondents, there was a statistically significant decrease in terms of leaving a healthy legacy for children. Among Spanish respondents, there were statistically significant increases relative to the community looking bad, litter polluting the water supply, litter polluting the environment, leaving a healthy legacy for children, being fined \$1,000 for littering, and having a toll-free number to report those who litter.

Effectiveness of Various Strategies

The mean effectiveness of various strategies for making people less likely to litter from their cars are displayed in Figure 15. These means, which were calculated on the same four-point scale, ranged from a low of 2.65 for “if free litter bags were given away at stores and restaurants” to a high of 3.03 for “if easy-to-reach trashcans were located in parking lots” among English respondents. Only one of the strategies achieved the level of “probably.”

PROBABILITY OF VARIOUS STRATEGIES MAKING PEOPLE LESS LIKELY TO LITTER FROM THEIR CARS



PROBABILITY OF VARIOUS STRATEGIES MAKING PEOPLE LESS LIKELY TO LITTER FROM THEIR CARS



Figure 15

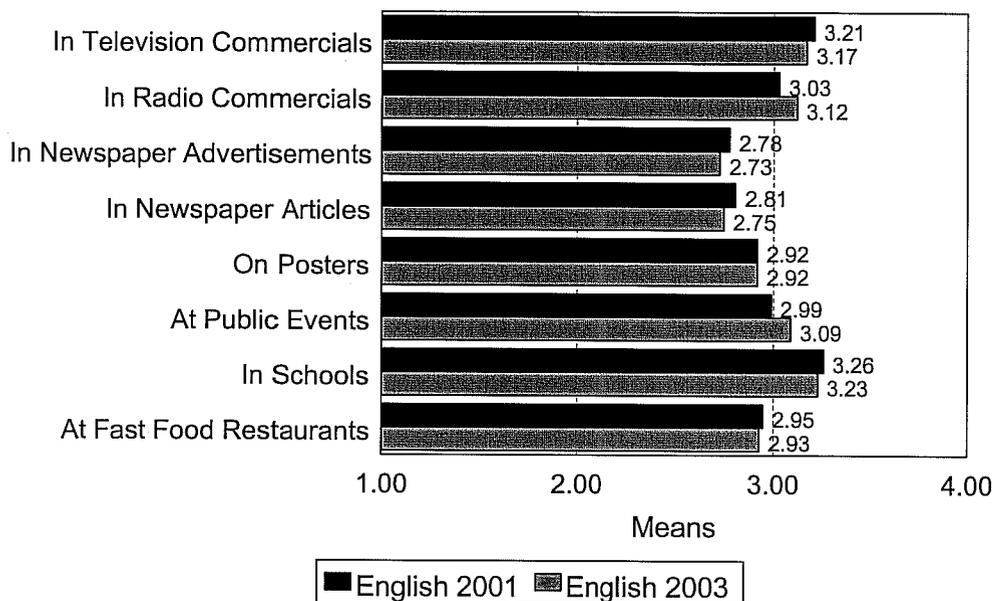
The lowest mean effectiveness among Spanish respondents was 2.99 for “if free litter bags were located next to gas pumps”; the highest was 3.08 for “if easy-to-reach trash cans were located in parking lots.” In 2001, all of the ratings were below the level of “probably”; in 2003, all but one were above this level, although only slightly.

Among English respondents, there were statistically significant decreases relative to free litter bags at gas pumps and easy-to-reach trashcans at drive-throughs. Among Spanish respondents, there were statistically significant increases in terms of free litter bags at stores and restaurants, free bags at schools and day care centers, free bags at work places, easy-to-reach trashcans at drive-throughs, and easy-to-reach trashcans in parking lots.

Effectiveness of Various Sources of Information

Figure 16 displays the mean effectiveness of various information sources in conveying the message that people shouldn't litter from their cars on a four-point scale where one equals not at all effective and four equals very effective. Among English respondents, mean ratings ranged from a low of 2.73 for newspaper advertisements to a high of 3.23 for schools. Here, four sources exceeded the level of “somewhat effective” (3.00), up from three in 2001. Differences between the two years are minor, however.

EFFECTIVENESS OF VARIOUS INFORMATION SOURCES FOR MESSAGES ABOUT NOT LITTERING FROM CARS



EFFECTIVENESS OF VARIOUS INFORMATION SOURCES FOR MESSAGES ABOUT NOT LITTERING FROM CARS

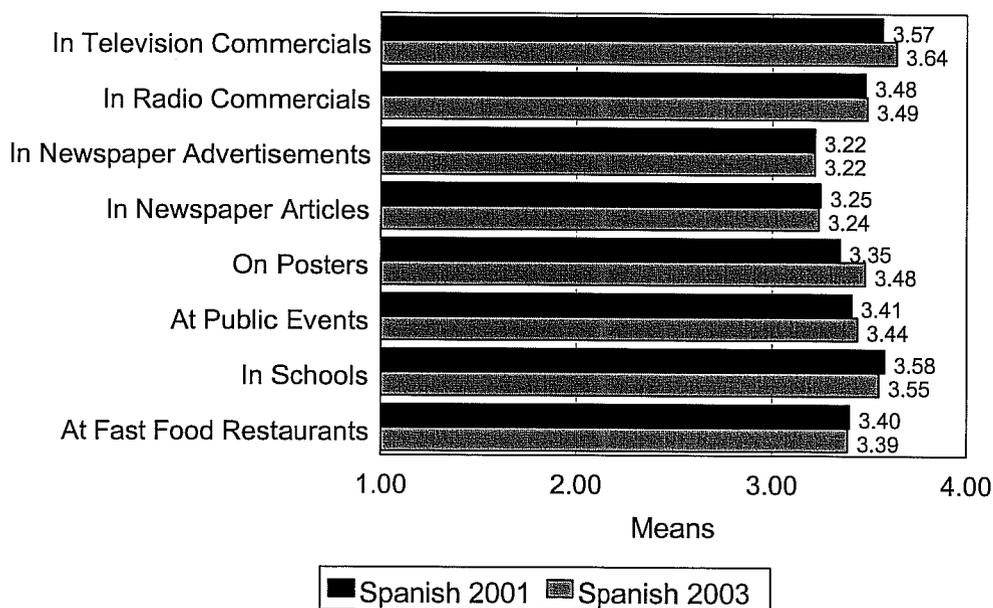


Figure 16

Mean effectiveness ratings among Spanish respondents ranged from a low of 3.22 for newspaper advertisements to a high of 3.64 for television commercials. In this case, all of the sources exceeded the level of “somewhat effective,” some by a considerable amount.

Among English respondents, there were no statistically significant changes on these measures. There was a statistically significant increase among Spanish respondents in terms of the effectiveness of messages on posters.

Respondent Demographics

Figures 17 and 18 and Tables 2 through 5 display the demographics of the responding samples. These illustrations indicate the following:

- Slightly over three-fifths of English respondents (62 percent) own their homes; the comparable figure among Spanish respondents is close to two-fifths (39 percent). These data are highly similar to the 2001 home ownership figures, with a small but not statistically significant increase among Spanish homeowners.

HOME OWNERSHIP STATUS

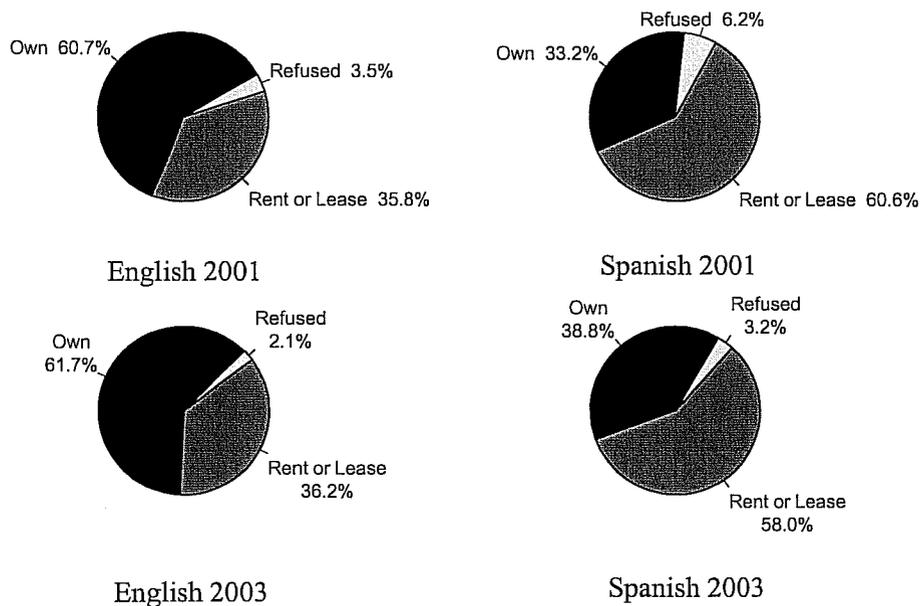


Figure 17

- The largest group of English respondents (35 percent) are high school graduates education; the majority (55 percent) have at least some college. Among Spanish respondents, the largest group (41 percent) did not complete high school, and the second largest group (39 percent) have high school diplomas. Only ten percent have at least some college. These are virtually identical to those from 2001.

	English 2001	English 2003	Spanish 2001	Spanish 2003
Less Than High School	6.8	6.8	38.1	41.0
High School Graduate	30.8	35.3	31.7	38.8
Vocational/Trade Certificate	.8	1.6	4.2	5.2
Some College	26.8	23.1	5.9	6.7
AA/ AS Degree	8.5	11.2	1.5	1.2
BA/BS Degree	10.8	13.3	1.0	.2
Graduate Work or Degree	11.5	7.2	.5	2.0
Refused	4.3	1.4	17.1	4.7

- The largest groups of English respondents are between the ages of 18 and 24 (21 percent) and between the ages of 35 and 44 (22 percent); up to age 54, the distribution of the sample among age groups is fairly even. Among Spanish respondents, by far the largest group is aged 25 to 34 (33 percent), while the second largest groups are aged 35 to 44 and 18 to 24 (21 and 17 percent, respectively). Those aged 44 and younger represent over two-thirds of the Spanish sample (71 percent) versus about three-fifths of the English sample (61 percent). These data are not materially different from the 2001 results.

Table 3

AGE

	English 2001	English 2003	Spanish 2001	Spanish 2003
18 to 24	16.3	21.0	19.6	16.7
25 to 34	19.0	18.2	28.5	32.8
35 to 44	15.3	21.5	19.3	21.4
45 to 54	21.0	14.7	11.4	11.7
55 to 64	10.3	12.1	6.2	7.0
65 and Over	13.5	8.9	7.7	7.2
Refused	4.8	3.5	7.4	3.2

- Close to half of English respondents (49 percent) are Caucasian, with about a quarter (27 percent) being Hispanic or Latino. Among Spanish respondents, more than nine in ten (95 percent) are Hispanic. These data are highly similar to the 2001 findings.

Table 4

ETHNICITY

	English 2001	English 2003	Spanish 2001	Spanish 2003
Caucasian/White	56.0	49.1	.7	2.2
African-American	3.0	6.8	.5	-
Asian/Pacific Islander	6.3	5.8	.3	-
Latino/Hispanic	25.3	27.3	91.3	95.3
Other	6.8	8.6	.2	.7
Refused	2.8	2.3	6.7	1.7

- The largest group of English respondents (36 percent) have household incomes of \$45,000 or more, while the largest group of Spanish respondents (29 percent) have incomes less than \$15,000. Incomes of \$30,000 or more represent half of English respondents (52 percent), while incomes of less than \$30,000 represent almost half of Spanish respondents (49 percent). These data are essentially the same as was found in 2001.

Table 5

HOUSEHOLD INCOME

	English 2001	English 2003	Spanish 2001	Spanish 2003
Under \$15,000	9.0	11.7	28.2	29.1
\$15,000 - \$29,999	20.0	19.6	28.5	19.9
\$30,000 - \$44,999	16.8	15.9	8.7	7.5
\$45,000 or More	34.0	36.2	3.0	4.2
Don't Know	4.8	6.3	10.1	29.1
Refused	15.5	10.3	21.5	10.2

The majority of both groups of respondents are female (54 percent of English respondents and 63 percent of Spanish respondents).

GENDER

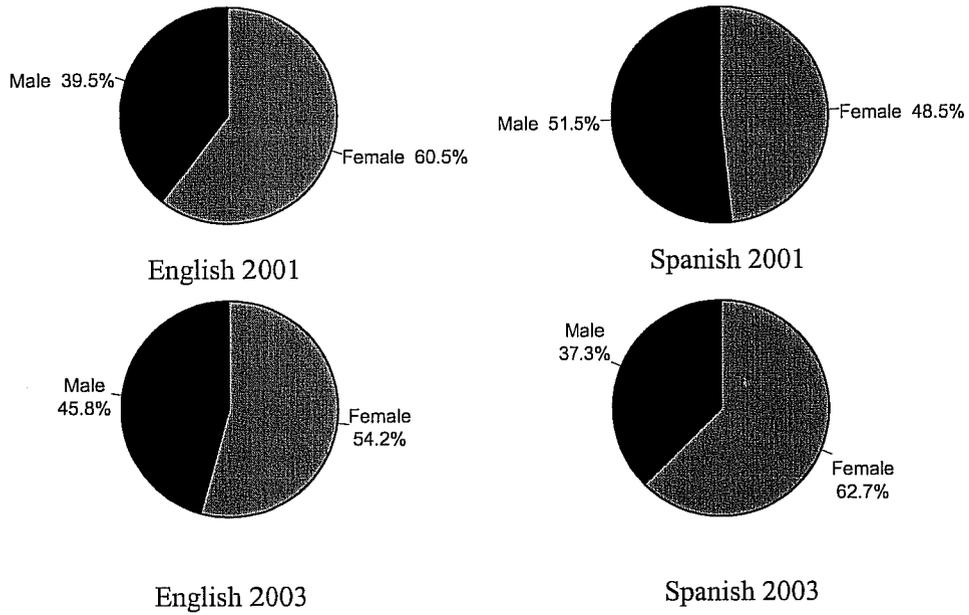


Figure 18

IV. CONCLUSIONS AND RECOMMENDATIONS

From the results of this research, it would appear that Caltrans' anti-littering campaign in the greater Fresno area may have had a number of positive effects between 2001 and 2003. Among English-speaking residents, there were two statistically significant increases in desirable attitudes and awareness:

- Believing that litter looks bad
- Recognizing that cigarette butts are the number one item of roadside litter

Among those who speak Spanish, there was one statistically significant increase:

- Believing litter is a major problem

In addition, there were a number of other increases that were noticeable although not statistically significant. Decreases in desirable awareness and attitudes were rare.

In terms of the effectiveness of various possible approaches to curtailing littering, the effects among Spanish-speaking residents were the most pronounced. These residents were more likely to believe in 2003 than in 2001 that the following messages would be effective:

- Litter makes the community look bad
- Litter pollutes the water supply
- Litter pollutes the environment
- Keeping our community free of litter leaves a healthy legacy for our children
- They can be fined \$1,000 for littering from their cars
- There is a toll-free number for people to report someone they see littering from their cars

They were also more likely to believe that the following strategies would deter littering:

- Free litter bags given away at stores and restaurants
- Free litter bags given away at schools and day care centers
- Free litter bags given away at places where people work
- Easy-to-reach trashcans located at fast food drive-throughs
- Easy-to-reach trashcans located in parking lots

Finally, they were more likely to believe that messages on posters would be effective.

Interestingly, changes on these latter dimensions among English-speaking residents were minimal and in the wrong direction. Accordingly, it may be the case that the Spanish-language materials were either better or simply more effective with the target population. Ogilvy may therefore wish to compare the two sets of materials carefully relative to future efforts on behalf of this and other campaigns.

APPENDIX A

Survey Instruments

M F

Interviewer:	Red Checked by:	Checked by:	Re-checked by:	Corrected by:	Correction Checked by:	Coded by:	Coding Checked by:
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OGILVY PUBLIC RELATIONS

CALIFORNIA DEPARTMENT OF TRANSPORTATION



SURVEY OF FRESNO AREA RESIDENTS ABOUT LITTER 2003 Follow-up

Introduction

Hello, this is _____ calling for the State of California. We are doing a survey of residents in your area about litter and would like to include the opinions of your household.

Screening

I would like to interview the youngest male adult aged 18 or older who is at home now.

IF NO MALE ADULT IN HOUSEHOLD OR MALE ADULT NOT AVAILABLE, SAY:

Then I would like to interview the youngest female adult aged 18 or older who is at home now.

IF NO ADULT AVAILABLE, SCHEDULE AND RECORD CALLBACK.

IF NO ADULT IN HOUSEHOLD, THANK AND TERMINATE.

WHEN YOU HAVE ELIGIBLE ADULT, CONTINUE.

Interview

⌚ Start Time: ____ : ____

1. First, would you say that litter is a major problem, a minor problem, or not a problem at all in the greater Fresno area?

- MAJOR.....1
- MINOR2
- NOT AT ALL3
- DON'T KNOW/NO OPINION.....9

2. And would you say that most of the litter in this area comes from residents or from people passing through on Highway 99?

- RESIDENTS1
- PEOPLE PASSING THROUGH.....2
- INSISTS ON COMBINATION/BOTH3
- DON'T KNOW/NO OPINION.....9

3. Would you say that the litter in this area looks very bad, somewhat bad, not very bad, or not bad at all?

- VERY BAD4
- SOMEWHAT BAD3
- NOT VERY BAD2
- NOT BAD AT ALL1
- DON'T KNOW/NO OPINION.....9

4. As far as you know, would you say that litter has a major effect, a minor effect, or no effect on people's health?

- MAJOR EFFECT.....3
- MINOR EFFECT1
- NO EFFECT AT ALL2
- DON'T KNOW/NO OPINION.....9

5. Also as far as you know, is it legal or illegal to litter the roadways and highways?

- LEGAL (SKIP TO Q #8)1
- ILLEGAL (CONTINUE)2
- DON'T KNOW/NOT SURE (SKIP TO Q #8).....9

IF ILLEGAL, ASK:

6. And what is the dollar amount of the fine for littering the roadways and highways? IF DON'T KNOW = 9999.

\$ _____

IF LESS THAN \$1,000, ASK:

7. Would you be surprised if I told you that the fine is actually \$1,000?

- YES1
- NO.....2

8. What would you say is the number one item of litter found along roadways and highways?

- CIGARETTE BUTTS.....1
- OTHER: _____ 8
- DON'T KNOW.....9

IF NOT CIGARETTE BUTTS, ASK:

9. Would you be surprised if I told you that the correct answer is cigarette butts?

- YES1
- NO.....2

10. Are you aware that litter from roadways and highways goes into the storm drain system?

- YES1
- NO.....2

11. As far as you know, where do things that get into the storm drains go? IF TO WATERBODIES, ASK: And do they go to a treatment plant first, or not?

TREATMENT PLANT.....	1
WATER BODIES UNTREATED	2
WATER BODIES TREATED.....	3
WATER BODIES - NOT SURE IF TREATED OR NOT	4
OTHER: _____	8
DON'T KNOW.....	9

12. Also as far as you know, do the contents of storm drains have a major effect, a minor effect, or no effect on water pollution?

MAJOR EFFECT.....	3
MINOR EFFECT	1
NO EFFECT	2
DON'T KNOW/NO OPINION.....	9

13. Now thinking about the people you know ... Would you say that they often, sometimes, rarely, or never litter by throwing trash or cigarette butts out their car windows?

OFTEN.....	4
SOMETIMES	3
RARELY.....	2
NEVER	1
DON'T KNOW.....	9

14. How about you ... Recognizing that we all do things we know we shouldn't ... Would you say that you often, sometimes, rarely, or never litter by throwing trash or cigarette butts out your car window?

OFTEN.....	4
SOMETIMES	3
RARELY	2
NEVER	1
REFUSED.....	0

15. Now thinking about people in general ... Do you think people would definitely, probably, probably not, or definitely not be influenced to keep their trash and cigarette butts in their cars until they got to a trash can if they knew that _____? How about if they knew that _____? START WITH STATEMENT CHECKED .

	Definitely	Probably	Probably Not	Definitely Not	Don't Know
<input type="checkbox"/> _a litter makes the community look bad	4	3	2	1	9
<input type="checkbox"/> _b litter is unhealthy	4	3	2	1	9
<input type="checkbox"/> _c litter pollutes the water supply	4	3	2	1	9
<input type="checkbox"/> _d litter pollutes the environment	4	3	2	1	9
<input type="checkbox"/> _e children will copy their behavior and litter too	4	3	2	1	9
<input type="checkbox"/> _f keeping our community free of litter leaves a healthy legacy for our children	4	3	2	1	9
<input type="checkbox"/> _g they can be fined \$1,000 for littering from their cars	4	3	2	1	9
<input type="checkbox"/> _h there is a toll-free number for people to report someone they see littering from their cars	4	3	2	1	9

16. Now I would like to ask you about some things that might make people less likely to litter from their cars. Do you think people would definitely, probably, probably not, or definitely not be less likely to litter from their cars if _____? How about if _____? START WITH STATEMENT CHECKED .

	Definitely	Probably	Probably Not	Definitely Not	Don't Know
<input type="checkbox"/> _a free litter bags were given away at stores and restaurants	4	3	2	1	9
<input type="checkbox"/> _b free litter bags were given away at schools and day care centers	4	3	2	1	9
<input type="checkbox"/> _c free litter bags were given away at places where people work	4	3	2	1	9
<input type="checkbox"/> _d free litter bags were located next to gas pumps	4	3	2	1	9
<input type="checkbox"/> _e easy-to-reach trashcans were located at fast food drive-throughs	4	3	2	1	9
<input type="checkbox"/> _f easy-to-reach trashcans were located in parking lots	4	3	2	1	9

17. If the State wanted to tell people why they shouldn't litter from their cars, would it be very effective, somewhat effective, not very effective, or not at all effective to put that message _____? How about _____? START WITH STATEMENT CHECKED.

	Very Effective	Somewhat Effective	Not Very Effective	Not at All Effective	Don't Know
<input type="checkbox"/> a in television commercials	4	3	2	1	9
<input type="checkbox"/> b in radio commercials	4	3	2	1	9
<input type="checkbox"/> c in newspaper advertisements	4	3	2	1	9
<input type="checkbox"/> d in newspaper articles	4	3	2	1	9
<input type="checkbox"/> e on posters	4	3	2	1	9
<input type="checkbox"/> f at public events	4	3	2	1	9
<input type="checkbox"/> g in schools	4	3	2	1	9
<input type="checkbox"/> h at fast food restaurants	4	3	2	1	9

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

18. First, what is the Zip Code where you live? _____

19. And do you own your home, or do you rent or lease?

OWN.....1
 RENT/LEASE.....2
 REFUSED.....0

20. What was the last grade that you completed in school?

LESS THAN HIGH SCHOOL1
 HIGH SCHOOL.....2
 VOCATIONAL/TECHNICAL TRAINING.....3
 SOME COLLEGE4
 AA/AS DEGREE.....5
 BA/BS DEGREE6
 GRADUATE WORK OR GRADUATE DEGREE7
 REFUSED.....0

21. What is your age, please? _____

22. We would also like to know your racial or ethnic background. Do you consider yourself Caucasian, African-American or Black, Asian or Asian-American, Latino or Hispanic, or some other ethnicity? (And what would that be?)

CAUCASIAN/WHITE	1
AFRICAN-AMERICAN/BLACK	2
ASIAN/ASIAN-AMERICAN.....	3
LATINO/HISPANIC	4
OTHER: _____	8

23. Was your total annual household income before taxes in 2002 under or over \$30,000?

UNDER (\$0-\$29,999) (ASK 24)	1
OVER (\$30,001+) (ASK 25)	2
EXACTLY \$30,000 (END INTERVIEW)	6
DON'T KNOW (END INTERVIEW).....	99
REFUSED (END INTERVIEW).....	10

***IF UNDER \$30,000 ASK:**

24. And was it under or over \$15,000?

UNDER (\$0-14,999).....	03
OVER (\$15,001-29,999).....	05
EXACTLY \$15,000	04
DON'T KNOW	99
REFUSED	20

***IF OVER \$30,000 ASK:**

25. Was it under or over \$45,000?

UNDER (\$30,001-44,999).....	07
EXACTLY \$45,000	08
OVER (\$45,001+).....	09
DON'T KNOW	99
REFUSED	30

THANK RESPONDENT!

26. RECORD GENDER:

MALE.....1
FEMALE.....2

TIME ENDED: ____ : ____

ELAPSED TIME: _____

DATE: _____ / _____ /03

INT ID #: _____

REP: _____

PAGE: _____

LINE: _____

☐ _____

PHONE #: () _____ - _____

CHECKER ERROR π₁

APPENDIX B

Detailed Data Tabulations for the English Survey

Survey of Fresno Area Residents About Litter – English Data - 2003

Q1 IS LITTER A PROBLEM IN FRESNO AREA

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
MAJOR	1	218	50.9	50.9	50.9
MINOR	2	168	39.3	39.3	90.2
NOT AT ALL	3	25	5.8	5.8	96.0
DON'T KNOW/NO OPINION	9	17	4.0	4.0	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	
Valid cases	428	Missing cases	0		

Q2 LITTER COMES FROM RESIDENTS/HIGHWAY 99

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
RESIDENTS	1	229	53.5	53.5	53.5
PEOPLE PASSING THROUGH	2	87	20.3	20.3	73.8
COMBINATION OF BOTH	3	67	15.7	15.7	89.5
DON'T KNOW/NO OPINION	9	45	10.5	10.5	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	
Valid cases	428	Missing cases	0		

Q3 WOULD YOU SAY LITTER IN AREA LOOKS...

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT BAD AT ALL	1	32	7.5	7.5	7.5
NOT VERY BAD	2	62	14.5	14.5	22.0
SOMEWHAT BAD	3	186	43.5	43.5	65.4
VERY BAD	4	142	33.2	33.2	98.6
DEPENDS ON WHERE GO	7	1	.2	.2	98.8
DON'T KNOW/NO OPINION	9	5	1.2	1.2	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	
Valid cases	428	Missing cases	0		

Survey of Fresno Area Residents About Litter – English Data - 2003

Q4 DOES LITTER HAVE AN EFFECT ON HEALTH

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
MINOR EFFECT	1	203	47.4	47.4	47.4
NO EFFECT AT ALL	2	35	8.2	8.2	55.6
MAJOR EFFECT	3	164	38.3	38.3	93.9
DEPENDS ON AGE/LITTER	7	3	.7	.7	94.6
DON'T KNOW/NO OPINION	9	23	5.4	5.4	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Q5 LEGAL OR ILLEGAL TO LITTER ROADWAYS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
LEGAL	1	10	2.3	2.3	2.3
ILLEGAL	2	412	96.3	96.3	98.6
DON'T KNOW/NOT SURE	9	6	1.4	1.4	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Survey of Fresno Area Residents About Litter – English Data - 2003

Q6 AMT OF FINE FOR LITTERING ROADWAY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	25	1	.2	.2	.2
	50	4	.9	1.0	1.2
	75	2	.5	.5	1.7
	100	14	3.3	3.4	5.1
	110	1	.2	.2	5.3
	125	1	.2	.2	5.6
	150	3	.7	.7	6.3
	200	8	1.9	1.9	8.3
	250	13	3.0	3.2	11.4
	300	1	.2	.2	11.7
	350	1	.2	.2	11.9
	375	1	.2	.2	12.1
	400	1	.2	.2	12.4
	500	83	19.4	20.1	32.5
	550	1	.2	.2	32.8
	1000	151	35.3	36.7	69.4
	1100	1	.2	.2	69.7
	1200	1	.2	.2	69.9
	1500	6	1.4	1.5	71.4
	2000	3	.7	.7	72.1
	2500	4	.9	1.0	73.1
	5000	5	1.2	1.2	74.3
DON'T KNOW	9999	103	24.1	25.0	99.3
	10000	3	.7	.7	100.0
	.	16	3.7	Missing	
	Total	428	100.0	100.0	

Valid cases 412 Missing cases 16

Q7 SURPRISED ACTUAL FINE IS \$1000

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	133	31.1	55.9	55.9
NO	2	105	24.5	44.1	100.0
	.	190	44.4	Missing	
	Total	428	100.0	100.0	

Valid cases 238 Missing cases 190

Survey of Fresno Area Residents About Litter – English Data - 2003

Q8 NUMBER ONE ROADWAY LITTER ITEM

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
CIGARETTE BUTTS	1	84	19.6	19.6	19.6
OTHER	8	318	74.3	74.3	93.9
DON'T KNOW	9	26	6.1	6.1	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	
Valid cases	428	Missing cases	0		

Q9 SURPRISED ANSWER IS CIGARETTE BUTTS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	188	43.9	54.7	54.7
NO	2	156	36.4	45.3	100.0
	.	84	19.6	Missing	
		-----	-----	-----	
	Total	428	100.0	100.0	
Valid cases	344	Missing cases	84		

Q10 AWARE ROAD LITTER GOES INTO STORM DRAIN

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	347	81.1	81.1	81.1
NO	2	81	18.9	18.9	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	
Valid cases	428	Missing cases	0		

Survey of Fresno Area Residents About Litter – English Data - 2003

Q11 WHERE DO STORM DRAIN CONTENTS GO

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
TREATMENT PLANT	1	21	4.9	4.9	4.9
WATER BODIES UNTREATED	2	67	15.7	15.7	20.6
WATER BODIES TREATED	3	103	24.1	24.1	44.6
WATER BODIES-NOT SURE	4	60	14.0	14.0	58.6
INSISTS ON COMBINATION	7	5	1.2	1.2	59.8
OTHER	8	62	14.5	14.5	74.3
DON'T KNOW	9	110	25.7	25.7	100.0

Total		428	100.0	100.0	

Valid cases 428 Missing cases 0

Q12 DO DRAIN CONTENTS EFFECT WATER POLLUTION

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
MINOR EFFECT	1	64	15.0	15.0	15.0
NO EFFECT AT ALL	2	6	1.4	1.4	16.4
MAJOR EFFECT	3	330	77.1	77.1	93.5
DON'T KNOW/NO OPINION	9	28	6.5	6.5	100.0

Total		428	100.0	100.0	

Valid cases 428 Missing cases 0

Q13 PEOPLE YOU KNOW--THROW TRASH OUT WINDOW...

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NEVER	1	140	32.7	32.7	32.7
RARELY	2	135	31.5	31.5	64.3
SOMETIMES	3	74	17.3	17.3	81.5
OFTEN	4	62	14.5	14.5	96.0
DON'T KNOW	9	17	4.0	4.0	100.0

Total		428	100.0	100.0	

Valid cases 428 Missing cases 0

Survey of Fresno Area Residents About Litter – English Data - 2003

Q14 DO YOU THROW TRASH OUT CAR WINDOW...

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
REFUSED	0	1	.2	.2	.2
NEVER	1	310	72.4	72.4	72.7
RARELY	2	70	16.4	16.4	89.0
SOMETIMES	3	37	8.6	8.6	97.7
OFTEN	4	9	2.1	2.1	99.8
DON'T KNOW	9	1	.2	.2	100.0
		-----	-----	-----	
Total		428	100.0	100.0	

Valid cases 428 Missing cases 0

Q15A INFLUENCED IF COMMUNITY LOOKS BAD

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	58	13.6	13.6	13.6
PROBABLY NOT	2	146	34.1	34.1	47.7
PROBABLY	3	127	29.7	29.7	77.3
DEFINITELY	4	91	21.3	21.3	98.6
DON'T KNOW	9	6	1.4	1.4	100.0
		-----	-----	-----	
Total		428	100.0	100.0	

Valid cases 428 Missing cases 0

Q15B INFLUENCED IF LITTER IS UNHEALTHY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	48	11.2	11.2	11.2
PROBABLY NOT	2	148	34.6	34.6	45.8
PROBABLY	3	129	30.1	30.1	75.9
DEFINITELY	4	98	22.9	22.9	98.8
DON'T KNOW	9	5	1.2	1.2	100.0
		-----	-----	-----	
Total		428	100.0	100.0	

Valid cases 428 Missing cases 0

Survey of Fresno Area Residents About Litter – English Data - 2003

Q15C INFLUENCED IF LITTER POLLUTES WATER SUPP

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	43	10.0	10.0	10.0
PROBABLY NOT	2	119	27.8	27.8	37.9
PROBABLY	3	141	32.9	32.9	70.8
DEFINITELY	4	120	28.0	28.0	98.8
DON'T KNOW	9	5	1.2	1.2	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Q15D INFLUENCED IF POLLUTES THE ENVIRONMENT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	57	13.3	13.3	13.3
PROBABLY NOT	2	130	30.4	30.4	43.7
PROBABLY	3	131	30.6	30.6	74.3
DEFINITELY	4	106	24.8	24.8	99.1
DON'T KNOW	9	4	.9	.9	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Q15E INFLUENCED IF CHILDREN COPY BEHAVIOR

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	48	11.2	11.2	11.2
PROBABLY NOT	2	111	25.9	25.9	37.1
PROBABLY	3	140	32.7	32.7	69.9
DEFINITELY	4	122	28.5	28.5	98.4
DON'T KNOW	9	7	1.6	1.6	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Survey of Fresno Area Residents About Litter – English Data - 2003

Q15F INFLUENCED IF HEALTHY LEGACY FOR CHILDREN

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	43	10.0	10.0	10.0
PROBABLY NOT	2	111	25.9	25.9	36.0
PROBABLY	3	148	34.6	34.6	70.6
DEFINITELY	4	120	28.0	28.0	98.6
DON'T KNOW	9	6	1.4	1.4	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Q15G INFLUENCED IF FINED \$1000 FOR CAR LITTER

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	29	6.8	6.8	6.8
PROBABLY NOT	2	78	18.2	18.2	25.0
PROBABLY	3	145	33.9	33.9	58.9
DEFINITELY	4	169	39.5	39.5	98.4
DON'T KNOW	9	7	1.6	1.6	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Q15H INFLUENCED IF TOLL-FREE # TO REPORT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	24	5.6	5.6	5.6
PROBABLY NOT	2	80	18.7	18.7	24.3
PROBABLY	3	172	40.2	40.2	64.5
DEFINITELY	4	135	31.5	31.5	96.0
DON'T KNOW	9	17	4.0	4.0	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Survey of Fresno Area Residents About Litter – English Data - 2003

Q16A LESS LIKELY IF FREE BAGS STORE/RESTAURANT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	41	9.6	9.6	9.6
PROBABLY NOT	2	135	31.5	31.5	41.1
PROBABLY	3	168	39.3	39.3	80.4
DEFINITELY	4	73	17.1	17.1	97.4
DON'T KNOW	9	11	2.6	2.6	100.0
		-----	-----	-----	
Total		428	100.0	100.0	

Valid cases 428 Missing cases 0

Q16B LESS LIKELY IF FREE BAGS SCHOOLS/DAYCARE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	37	8.6	8.6	8.6
PROBABLY NOT	2	141	32.9	32.9	41.6
PROBABLY	3	162	37.9	37.9	79.4
DEFINITELY	4	73	17.1	17.1	96.5
DON'T KNOW	9	15	3.5	3.5	100.0
		-----	-----	-----	
Total		428	100.0	100.0	

Valid cases 428 Missing cases 0

Q16C LESS LIKELY IF FREE BAGS AT WORK

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	34	7.9	7.9	7.9
PROBABLY NOT	2	122	28.5	28.5	36.4
PROBABLY	3	190	44.4	44.4	80.8
DEFINITELY	4	72	16.8	16.8	97.7
DON'T KNOW	9	10	2.3	2.3	100.0
		-----	-----	-----	
Total		428	100.0	100.0	

Valid cases 428 Missing cases 0

Survey of Fresno Area Residents About Litter – English Data - 2003

Q16D LESS LIKELY IF FREE BAGS AT GAS PUMP

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	32	7.5	7.5	7.5
PROBABLY NOT	2	103	24.1	24.1	31.5
PROBABLY	3	195	45.6	45.6	77.1
DEFINITELY	4	89	20.8	20.8	97.9
DON'T KNOW	9	9	2.1	2.1	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Q16E LESS LIKELY-EASY REACH TRASHCAN/DRIVE-THROUGH

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	29	6.8	6.8	6.8
PROBABLY NOT	2	82	19.2	19.2	25.9
PROBABLY	3	190	44.4	44.4	70.3
DEFINITELY	4	117	27.3	27.3	97.7
DON'T KNOW	9	10	2.3	2.3	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Q16F LESS LIKELY-EASY REACH TRASHCANS/PARKING LOT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	22	5.1	5.1	5.1
PROBABLY NOT	2	75	17.5	17.5	22.7
PROBABLY	3	197	46.0	46.0	68.7
DEFINITELY	4	130	30.4	30.4	99.1
DON'T KNOW	9	4	.9	.9	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Survey of Fresno Area Residents About Litter – English Data - 2003

Q17A EFFECTIVENESS OF MESSAGE IN TV COMMERCIALS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT AT ALL EFFECTIVE	1	24	5.6	5.6	5.6
NOT VERY EFFECTIVE	2	33	7.7	7.7	13.3
SOMEWHAT EFFECTIVE	3	213	49.8	49.8	63.1
VERY EFFECTIVE	4	153	35.7	35.7	98.8
DON'T KNOW	9	5	1.2	1.2	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Q17B EFFECTIVENESS OF MESSAGE-RADIO COMMERCIALS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT AT ALL EFFECTIVE	1	25	5.8	5.8	5.8
NOT VERY EFFECTIVE	2	43	10.0	10.0	15.9
SOMEWHAT EFFECTIVE	3	207	48.4	48.4	64.3
VERY EFFECTIVE	4	145	33.9	33.9	98.1
DON'T KNOW	9	8	1.9	1.9	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Q17C EFFECTIVENESS OF MESSAGE IN NEWSPAPER ADS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT AT ALL EFFECTIVE	1	39	9.1	9.1	9.1
NOT VERY EFFECTIVE	2	117	27.3	27.3	36.4
SOMEWHAT EFFECTIVE	3	179	41.8	41.8	78.3
VERY EFFECTIVE	4	83	19.4	19.4	97.7
DON'T KNOW	9	10	2.3	2.3	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Survey of Fresno Area Residents About Litter - English Data - 2003

Q17D EFFECTIVENESS OF MESSAGE-NEWSPAPER ARTICLES

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT AT ALL EFFECTIVE	1	43	10.0	10.0	10.0
NOT VERY EFFECTIVE	2	103	24.1	24.1	34.1
SOMEWHAT EFFECTIVE	3	188	43.9	43.9	78.0
VERY EFFECTIVE	4	85	19.9	19.9	97.9
DON'T KNOW	9	9	2.1	2.1	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Q17E EFFECTIVENESS OF MESSAGE ON POSTERS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT AT ALL EFFECTIVE	1	32	7.5	7.5	7.5
NOT VERY EFFECTIVE	2	71	16.6	16.6	24.1
SOMEWHAT EFFECTIVE	3	215	50.2	50.2	74.3
VERY EFFECTIVE	4	103	24.1	24.1	98.4
DON'T KNOW	9	7	1.6	1.6	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Q17F EFFECTIVENESS OF MESSAGE AT PUBLIC EVENTS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT AT ALL EFFECTIVE	1	21	4.9	4.9	4.9
NOT VERY EFFECTIVE	2	54	12.6	12.6	17.5
SOMEWHAT EFFECTIVE	3	213	49.8	49.8	67.3
VERY EFFECTIVE	4	135	31.5	31.5	98.8
DON'T KNOW	9	5	1.2	1.2	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Survey of Fresno Area Residents About Litter – English Data - 2003

Q17G EFFECTIVENESS OF MESSAGE IN SCHOOLS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT AT ALL EFFECTIVE	1	17	4.0	4.0	4.0
NOT VERY EFFECTIVE	2	40	9.3	9.3	13.3
SOMEWHAT EFFECTIVE	3	195	45.6	45.6	58.9
VERY EFFECTIVE	4	171	40.0	40.0	98.8
DON'T KNOW	9	5	1.2	1.2	100.0

Total		428	100.0	100.0	

Valid cases 428 Missing cases 0

Q17H EFFECTIVENESS OF MESSAGE FAST FOOD RESTAURANTS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT AT ALL EFFECTIVE	1	30	7.0	7.0	7.0
NOT VERY EFFECTIVE	2	78	18.2	18.2	25.2
SOMEWHAT EFFECTIVE	3	200	46.7	46.7	72.0
VERY EFFECTIVE	4	108	25.2	25.2	97.2
DON'T KNOW	9	12	2.8	2.8	100.0

Total		428	100.0	100.0	

Valid cases 428 Missing cases 0

Survey of Fresno Area Residents About Litter – English Data - 2003

Q18 ZIP CODE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
REFUSED	0	10	2.3	2.3	2.3
	92612	1	.2	.2	2.6
	92712	1	.2	.2	2.8
	92725	1	.2	.2	3.0
	92726	1	.2	.2	3.3
	93003	1	.2	.2	3.5
	93202	1	.2	.2	3.7
	93205	1	.2	.2	4.0
	93230	1	.2	.2	4.2
	93235	1	.2	.2	4.4
	93277	1	.2	.2	4.7
	93611	46	10.7	10.7	15.4
	93612	28	6.5	6.5	22.0
	93616	1	.2	.2	22.2
	93625	6	1.4	1.4	23.6
	93631	1	.2	.2	23.8
	93636	1	.2	.2	24.1
	93638	1	.2	.2	24.3
	93646	1	.2	.2	24.5
	93651	2	.5	.5	25.0
	93657	21	4.9	4.9	29.9
	93662	18	4.2	4.2	34.1
	93701	9	2.1	2.1	36.2
	93702	29	6.8	6.8	43.0
	93703	10	2.3	2.3	45.3
	93704	3	.7	.7	46.0
	93705	5	1.2	1.2	47.2
	93706	28	6.5	6.5	53.7
	93710	5	1.2	1.2	54.9
	93711	4	.9	.9	55.8
	93712	1	.2	.2	56.1
	93720	38	8.9	8.9	65.0
	93721	7	1.6	1.6	66.6
	93722	55	12.9	12.9	79.4
	93725	12	2.8	2.8	82.2
	93726	5	1.2	1.2	83.4
	93727	51	11.9	11.9	95.3
	93728	15	3.5	3.5	98.8
	93740	1	.2	.2	99.1
	93757	1	.2	.2	99.3
DON'T KNOW	99999	3	.7	.7	100.0
	Total	428	100.0	100.0	
Valid cases	428				
Missing cases		0			

Survey of Fresno Area Residents About Litter – English Data - 2003

Q19 RENT, LEASE OR OWN YOUR HOME

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
REFUSED	0	9	2.1	2.1	2.1
OWN	1	264	61.7	61.7	63.8
RENT/LEASE	2	155	36.2	36.2	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	
Valid cases	428	Missing cases	0		

Q20 LAST GRADE COMPLETED IN SCHOOL

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
REFUSED	0	6	1.4	1.4	1.4
LESS THAN HIGH SCHOOL	1	29	6.8	6.8	8.2
HIGH SCHOOL	2	151	35.3	35.3	43.5
VOCATIONAL/TECH TRAINING	3	7	1.6	1.6	45.1
SOME COLLEGE	4	99	23.1	23.1	68.2
AA/AS DEGREE	5	48	11.2	11.2	79.4
BA/BS DEGREE	6	57	13.3	13.3	92.8
GRAD WORK OR DEGREE	7	31	7.2	7.2	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	
Valid cases	428	Missing cases	0		

Survey of Fresno Area Residents About Litter – English Data - 2003

Q21 AGE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
REFUSED	0	15	3.5	3.5	3.5
	18	30	7.0	7.0	10.5
	19	11	2.6	2.6	13.1
	20	8	1.9	1.9	15.0
	21	15	3.5	3.5	18.5
	22	3	.7	.7	19.2
	23	14	3.3	3.3	22.4
	24	9	2.1	2.1	24.5
	25	13	3.0	3.0	27.6
	26	6	1.4	1.4	29.0
	27	8	1.9	1.9	30.8
	28	8	1.9	1.9	32.7
	29	6	1.4	1.4	34.1
	30	4	.9	.9	35.0
	31	8	1.9	1.9	36.9
	32	10	2.3	2.3	39.3
	33	9	2.1	2.1	41.4
	34	6	1.4	1.4	42.8
	35	9	2.1	2.1	44.9
	36	8	1.9	1.9	46.7
	37	10	2.3	2.3	49.1
	38	5	1.2	1.2	50.2
	39	9	2.1	2.1	52.3
	40	18	4.2	4.2	56.5
	41	5	1.2	1.2	57.7
	42	8	1.9	1.9	59.6
	43	12	2.8	2.8	62.4
	44	8	1.9	1.9	64.3
	45	9	2.1	2.1	66.4
	46	4	.9	.9	67.3
	47	10	2.3	2.3	69.6
	48	12	2.8	2.8	72.4
	49	2	.5	.5	72.9
	50	8	1.9	1.9	74.8
	51	2	.5	.5	75.2
	52	8	1.9	1.9	77.1
	53	5	1.2	1.2	78.3
	54	3	.7	.7	79.0
	55	12	2.8	2.8	81.8
	56	6	1.4	1.4	83.2
	57	2	.5	.5	83.6
	58	2	.5	.5	84.1
	59	8	1.9	1.9	86.0
	60	4	.9	.9	86.9
	61	5	1.2	1.2	88.1
	62	4	.9	.9	89.0

Survey of Fresno Area Residents About Litter – English Data - 2003

Q21 AGE

63	7	1.6	1.6	90.7
64	2	.5	.5	91.1
65	2	.5	.5	91.6
66	2	.5	.5	92.1
67	3	.7	.7	92.8
69	2	.5	.5	93.2
70	2	.5	.5	93.7
71	1	.2	.2	93.9
72	4	.9	.9	94.9
73	1	.2	.2	95.1
74	1	.2	.2	95.3
75	2	.5	.5	95.8
76	4	.9	.9	96.7
77	3	.7	.7	97.4
79	1	.2	.2	97.7
80	5	1.2	1.2	98.8
81	2	.5	.5	99.3
86	1	.2	.2	99.5
90	1	.2	.2	99.8
98	1	.2	.2	100.0

Total	428	100.0	100.0
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Valid cases 428 Missing cases 0

Q21REC AGE -RECODED

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
REFUSED	0	15	3.5	3.5	3.5
18 TO 24	1	90	21.0	21.0	24.5
25 TO 34	2	78	18.2	18.2	42.8
35 TO 44	3	92	21.5	21.5	64.3
45 TO 54	4	63	14.7	14.7	79.0
55 TO 64	5	52	12.1	12.1	91.1
65 AND OLDER	6	38	8.9	8.9	100.0

Total	428	100.0	100.0
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Valid cases 428 Missing cases 0

Survey of Fresno Area Residents About Litter – English Data - 2003

Q22 RACIAL OR ETHNIC BACKGROUND

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
REFUSED	0	10	2.3	2.3	2.3
CAUCASIAN/WHITE	1	210	49.1	49.1	51.4
AFRICAN-AMERICAN/BLA	2	29	6.8	6.8	58.2
ASIAN/ASIAN-AMERICAN	3	25	5.8	5.8	64.0
LATINO/HISPANIC	4	117	27.3	27.3	91.4
OTHER	8	37	8.6	8.6	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Q23 ANNUAL INCOME BEFORE TAXES IN 2002

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
\$0-\$14,999	3	50	11.7	11.7	11.7
EXACTLY \$15,000	4	1	.2	.2	11.9
\$15,001-\$29,999	5	83	19.4	19.4	31.3
EXACTLY \$30,000	6	7	1.6	1.6	32.9
\$30,001-\$44,999	7	61	14.3	14.3	47.2
EXACTLY \$45,000	8	10	2.3	2.3	49.5
\$45,001+	9	145	33.9	33.9	83.4
REFUSED	10	35	8.2	8.2	91.6
REF (UNDER \$30,000)	20	4	.9	.9	92.5
REF (OVER \$30,000)	30	5	1.2	1.2	93.7
DON'T KNOW	99	27	6.3	6.3	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Q26 GENDER

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
MALE	1	196	45.8	45.8	45.8
FEMALE	2	232	54.2	54.2	100.0
		-----	-----	-----	
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

Survey of Fresno Area Residents About Litter – English Data - 2003

ELAPSED ELAPSED TIME

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	3	2	.5	.5	.5
	4	1	.2	.2	.7
	5	31	7.2	7.2	7.9
	6	63	14.7	14.7	22.7
	7	89	20.8	20.8	43.5
	8	85	19.9	19.9	63.3
	9	51	11.9	11.9	75.2
	10	51	11.9	11.9	87.1
	11	17	4.0	4.0	91.1
	12	13	3.0	3.0	94.2
	13	8	1.9	1.9	96.0
	14	2	.5	.5	96.5
	15	5	1.2	1.2	97.7
	16	1	.2	.2	97.9
	19	2	.5	.5	98.4
	20	1	.2	.2	98.6
	21	2	.5	.5	99.1
	22	1	.2	.2	99.3
	28	1	.2	.2	99.5
	29	1	.2	.2	99.8
	30	1	.2	.2	100.0
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

DATE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	401	34	7.9	7.9	7.9
	402	35	8.2	8.2	16.1
	403	36	8.4	8.4	24.5
	404	40	9.3	9.3	33.9
	405	20	4.7	4.7	38.6
	406	50	11.7	11.7	50.2
	407	40	9.3	9.3	59.6
	408	16	3.7	3.7	63.3
	409	9	2.1	2.1	65.4
	410	56	13.1	13.1	78.5
	411	19	4.4	4.4	82.9
	412	43	10.0	10.0	93.0
	413	20	4.7	4.7	97.7
	414	8	1.9	1.9	99.5
	415	2	.5	.5	100.0
	Total	428	100.0	100.0	

Valid cases 428 Missing cases 0

APPENDIX C

Detailed Data Tabulations for the Spanish Survey

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q1 IS LITTER A PROBLEM IN FRESNO AREA

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
MAJOR	1	296	73.6	73.6	73.6
MINOR	2	51	12.7	12.7	86.3
NOT AT ALL	3	46	11.4	11.4	97.8
DON'T KNOW/NO OPINION	9	9	2.2	2.2	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	
Valid cases	402	Missing cases	0		

Q2 LITTER COMES FROM RESIDENTS/HIGHWAY 99

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
RESIDENTS	1	104	25.9	25.9	25.9
PEOPLE PASSING THROUGH	2	111	27.6	27.6	53.5
COMBINATION OF BOTH	3	169	42.0	42.0	95.5
DON'T KNOW/NO OPINION	9	18	4.5	4.5	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	
Valid cases	402	Missing cases	0		

Q3 WOULD YOU SAY LITTER IN AREA LOOKS...

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT BAD AT ALL	1	12	3.0	3.0	3.0
NOT VERY BAD	2	12	3.0	3.0	6.0
SOMEWHAT BAD	3	52	12.9	12.9	18.9
VERY BAD	4	325	80.8	80.8	99.8
DON'T KNOW/NO OPINION	9	1	.2	.2	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	
Valid cases	402	Missing cases	0		

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q4 DOES LITTER HAVE AN EFFECT ON HEALTH

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
MINOR EFFECT	1	58	14.4	14.4	14.4
NO EFFECT AT ALL	2	12	3.0	3.0	17.4
MAJOR EFFECT	3	330	82.1	82.1	99.5
DON'T KNOW/NO OPINION	9	2	.5	.5	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Q5 LEGAL OR ILLEGAL TO LITTER ROADWAYS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
LEGAL	1	6	1.5	1.5	1.5
ILLEGAL	2	392	97.5	97.5	99.0
DON'T KNOW/NOT SURE	9	4	1.0	1.0	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q6 AMT OF FINE FOR LITTERING ROADWAY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	1	.2	.3	.3
	30	1	.2	.3	.5
	50	4	1.0	1.0	1.5
	100	13	3.2	3.3	4.8
	150	1	.2	.3	5.1
	200	11	2.7	2.8	7.9
	204	1	.2	.3	8.2
	250	8	2.0	2.0	10.2
	300	8	2.0	2.0	12.2
	400	1	.2	.3	12.5
	500	48	11.9	12.2	24.7
	600	1	.2	.3	25.0
	1000	57	14.2	14.5	39.5
	1500	2	.5	.5	40.1
	2000	2	.5	.5	40.6
	5000	1	.2	.3	40.8
DON'T KNOW	9999	232	57.7	59.2	100.0
	.	10	2.5	Missing	
		-----	-----	-----	
Total		402	100.0	100.0	
Valid cases	392	Missing cases	10		

Q7 SURPRISED ACTUAL FINE IS \$1000

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	63	15.7	63.0	63.0
NO	2	37	9.2	37.0	100.0
	.	302	75.1	Missing	
		-----	-----	-----	
Total		402	100.0	100.0	
Valid cases	100	Missing cases	302		

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q8 NUMBER ONE ROADWAY LITTER ITEM

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
CIGARETTE BUTTS	1	31	7.7	7.7	7.7
OTHER	2	371	92.3	92.3	100.0
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Q9 SURPRISED ANSWER IS CIGARETTE BUTTS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	186	46.3	50.1	50.1
NO	2	185	46.0	49.9	100.0
	.	31	7.7	Missing	
	Total	402	100.0	100.0	

Valid cases 371 Missing cases 31

Q10 AWARE ROAD LITTER GOES INTO STORM DRAIN

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	284	70.6	70.6	70.6
NO	2	118	29.4	29.4	100.0
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q11 WHERE DO STORM DRAIN CONTENTS GO

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
TREATMENT PLANT	1	162	40.3	40.3	40.3
WATER BODIES UNTREATED	2	18	4.5	4.5	44.8
WATER BODIES TREATED	3	6	1.5	1.5	46.3
WATER BODIES-NOT SURE	4	20	5.0	5.0	51.2
OTHER	8	74	18.4	18.4	69.7
DON'T KNOW	9	122	30.3	30.3	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Q12 DO DRAIN CONTENTS EFFECT WATER POLLUTION

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
MINOR EFFECT	1	26	6.5	6.5	6.5
NO EFFECT AT ALL	2	6	1.5	1.5	8.0
MAJOR EFFECT	3	354	88.1	88.1	96.0
DON'T KNOW/NO OPINION	9	16	4.0	4.0	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Q13 PEOPLE YOU KNOW-THROW TRASH OUT WINDOW...

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NEVER	1	79	19.7	19.7	19.7
RARELY	2	56	13.9	13.9	33.6
SOMETIMES	3	115	28.6	28.6	62.2
OFTEN	4	122	30.3	30.3	92.5
DON'T KNOW	9	30	7.5	7.5	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q14 DO YOU THROW TRASH OUT CAR WINDOW...

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NEVER	1	259	64.4	64.4	64.4
RARELY	2	60	14.9	14.9	79.4
SOMETIMES	3	53	13.2	13.2	92.5
OFTEN	4	28	7.0	7.0	99.5
DON'T KNOW	9	2	.5	.5	100.0
		-----	-----	-----	
Total		402	100.0	100.0	

Valid cases 402 Missing cases 0

Q15A INFLUENCED IF COMMUNITY LOOKS BAD

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	32	8.0	8.0	8.0
PROBABLY NOT	2	59	14.7	14.7	22.6
PROBABLY	3	120	29.9	29.9	52.5
DEFINITELY	4	182	45.3	45.3	97.8
DON'T KNOW	9	9	2.2	2.2	100.0
		-----	-----	-----	
Total		402	100.0	100.0	

Valid cases 402 Missing cases 0

Q15B INFLUENCED IF LITTER IS UNHEALTHY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	61	15.2	15.2	15.2
PROBABLY NOT	2	54	13.4	13.4	28.6
PROBABLY	3	138	34.3	34.3	62.9
DEFINITELY	4	140	34.8	34.8	97.8
DON'T KNOW	9	9	2.2	2.2	100.0
		-----	-----	-----	
Total		402	100.0	100.0	

Valid cases 402 Missing cases 0

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q15C INFLUENCED IF LITTER POLLUTES WATER SUPPLY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	29	7.2	7.2	7.2
PROBABLY NOT	2	59	14.7	14.7	21.9
PROBABLY	3	146	36.3	36.3	58.2
DEFINITELY	4	159	39.6	39.6	97.8
DON'T KNOW	9	9	2.2	2.2	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Q15D INFLUENCED IF POLLUTES THE ENVIRONMENT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	24	6.0	6.0	6.0
PROBABLY NOT	2	46	11.4	11.4	17.4
PROBABLY	3	152	37.8	37.8	55.2
DEFINITELY	4	173	43.0	43.0	98.3
DON'T KNOW	9	7	1.7	1.7	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Q15E INFLUENCED IF CHILDREN COPY BEHAVIOR

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	31	7.7	7.7	7.7
PROBABLY NOT	2	49	12.2	12.2	19.9
PROBABLY	3	156	38.8	38.8	58.7
DEFINITELY	4	156	38.8	38.8	97.5
DON'T KNOW	9	10	2.5	2.5	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q15F INFLUENCED IF HEALTHY LEGACY FOR CHILDREN

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	29	7.2	7.2	7.2
PROBABLY NOT	2	34	8.5	8.5	15.7
PROBABLY	3	150	37.3	37.3	53.0
DEFINITELY	4	183	45.5	45.5	98.5
DON'T KNOW	9	6	1.5	1.5	100.0
Total		402	100.0	100.0	

Valid cases 402 Missing cases 0

Q15G INFLUENCED IF FINED \$1000 FOR CAR LITTER

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	28	7.0	7.0	7.0
PROBABLY NOT	2	44	10.9	10.9	17.9
PROBABLY	3	120	29.9	29.9	47.8
DEFINITELY	4	200	49.8	49.8	97.5
DON'T KNOW	9	10	2.5	2.5	100.0
Total		402	100.0	100.0	

Valid cases 402 Missing cases 0

Q15H INFLUENCED IF TOLL-FREE # TO REPORT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	27	6.7	6.7	6.7
PROBABLY NOT	2	32	8.0	8.0	14.7
PROBABLY	3	182	45.3	45.3	60.0
DEFINITELY	4	148	36.8	36.8	96.8
DON'T KNOW	9	13	3.2	3.2	100.0
Total		402	100.0	100.0	

Valid cases 402 Missing cases 0

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q16A LESS LIKELY IF FREE BAGS STORE/RESTAURANT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	22	5.5	5.5	5.5
PROBABLY NOT	2	58	14.4	14.4	19.9
PROBABLY	3	192	47.8	47.8	67.7
DEFINITELY	4	118	29.4	29.4	97.0
DON'T KNOW	9	12	3.0	3.0	100.0

Total		402	100.0	100.0	

Valid cases 402 Missing cases 0

Q16B LESS LIKELY IF FREE BAGS SCHOOLS/DAYCARE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	25	6.2	6.2	6.2
PROBABLY NOT	2	56	13.9	13.9	20.1
PROBABLY	3	191	47.5	47.5	67.7
DEFINITELY	4	123	30.6	30.6	98.3
DON'T KNOW	9	7	1.7	1.7	100.0

Total		402	100.0	100.0	

Valid cases 402 Missing cases 0

Q16C LESS LIKELY IF FREE BAGS AT WORK

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	24	6.0	6.0	6.0
PROBABLY NOT	2	58	14.4	14.4	20.4
PROBABLY	3	192	47.8	47.8	68.2
DEFINITELY	4	118	29.4	29.4	97.5
DON'T KNOW	9	10	2.5	2.5	100.0

Total		402	100.0	100.0	

Valid cases 402 Missing cases 0

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q16D LESS LIKELY IF FREE BAGS AT GAS PUMP

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	29	7.2	7.2	7.2
PROBABLY NOT	2	61	15.2	15.2	22.4
PROBABLY	3	192	47.8	47.8	70.1
DEFINITELY	4	114	28.4	28.4	98.5
DON'T KNOW	9	6	1.5	1.5	100.0
Total		402	100.0	100.0	

Valid cases 402 Missing cases 0

Q16E LESS LIKELY-EASY REACH TRASHCAN/DRIVE-THROUGH

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	26	6.5	6.5	6.5
PROBABLY NOT	2	54	13.4	13.4	19.9
PROBABLY	3	188	46.8	46.8	66.7
DEFINITELY	4	121	30.1	30.1	96.8
DON'T KNOW	9	13	3.2	3.2	100.0
Total		402	100.0	100.0	

Valid cases 402 Missing cases 0

Q16F LESS LIKELY-EASY REACH TRASHCANS/PARKING LOT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DEFINITELY NOT	1	27	6.7	6.7	6.7
PROBABLY NOT	2	44	10.9	10.9	17.7
PROBABLY	3	189	47.0	47.0	64.7
DEFINITELY	4	131	32.6	32.6	97.3
DON'T KNOW	9	11	2.7	2.7	100.0
Total		402	100.0	100.0	

Valid cases 402 Missing cases 0

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q17A EFFECTIVENESS OF MESSAGE IN TV COMMERCIAL

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT AT ALL EFFECTIVE	1	3	.7	.7	.7
NOT VERY EFFECTIVE	2	11	2.7	2.7	3.5
SOMEWHAT EFFECTIVE	3	113	28.1	28.1	31.6
VERY EFFECTIVE	4	269	66.9	66.9	98.5
DON'T KNOW	9	6	1.5	1.5	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Q17B EFFECTIVENESS OF MESSAGE-RADIO COMMERCIAL

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT AT ALL EFFECTIVE	1	4	1.0	1.0	1.0
NOT VERY EFFECTIVE	2	19	4.7	4.7	5.7
SOMEWHAT EFFECTIVE	3	153	38.1	38.1	43.8
VERY EFFECTIVE	4	220	54.7	54.7	98.5
DON'T KNOW	9	6	1.5	1.5	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Q17C EFFECTIVENESS OF MESSAGE IN NEWSPAPER AD

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT AT ALL EFFECTIVE	1	13	3.2	3.2	3.2
NOT VERY EFFECTIVE	2	58	14.4	14.4	17.7
SOMEWHAT EFFECTIVE	3	153	38.1	38.1	55.7
VERY EFFECTIVE	4	172	42.8	42.8	98.5
DON'T KNOW	9	6	1.5	1.5	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q17D EFFECTIVENESS OF MESSAGE-NEWSPAPER ARTICLES

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT AT ALL EFFECTIVE	1	14	3.5	3.5	3.5
NOT VERY EFFECTIVE	2	50	12.4	12.4	15.9
SOMEWHAT EFFECTIVE	3	158	39.3	39.3	55.2
VERY EFFECTIVE	4	173	43.0	43.0	98.3
DON'T KNOW	9	7	1.7	1.7	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Q17E EFFECTIVENESS OF MESSAGE ON POSTERS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT AT ALL EFFECTIVE	1	6	1.5	1.5	1.5
NOT VERY EFFECTIVE	2	19	4.7	4.7	6.2
SOMEWHAT EFFECTIVE	3	153	38.1	38.1	44.3
VERY EFFECTIVE	4	222	55.2	55.2	99.5
DON'T KNOW	9	2	.5	.5	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Q17F EFFECTIVENESS OF MESSAGE AT PUBLIC EVENT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT AT ALL EFFECTIVE	1	6	1.5	1.5	1.5
NOT VERY EFFECTIVE	2	15	3.7	3.7	5.2
SOMEWHAT EFFECTIVE	3	173	43.0	43.0	48.3
VERY EFFECTIVE	4	199	49.5	49.5	97.8
DON'T KNOW	9	9	2.2	2.2	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q17G EFFECTIVENESS OF MESSAGE IN SCHOOLS

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT AT ALL EFFECTIVE	1	4	1.0	1.0	1.0
NOT VERY EFFECTIVE	2	17	4.2	4.2	5.2
SOMEWHAT EFFECTIVE	3	134	33.3	33.3	38.6
VERY EFFECTIVE	4	244	60.7	60.7	99.3
DON'T KNOW	9	3	.7	.7	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Q17H EFFECTIVENESS OF MESSAGE FAST FOOD RESTAURANT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT AT ALL EFFECTIVE	1	7	1.7	1.7	1.7
NOT VERY EFFECTIVE	2	27	6.7	6.7	8.5
SOMEWHAT EFFECTIVE	3	166	41.3	41.3	49.8
VERY EFFECTIVE	4	195	48.5	48.5	98.3
DON'T KNOW	9	7	1.7	1.7	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q18 ZIP CODE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
REFUSED	0	49	12.2	12.2	12.2
	93025	1	.2	.2	12.4
	93027	1	.2	.2	12.7
	93070	1	.2	.2	12.9
	93072	1	.2	.2	13.2
	93227	1	.2	.2	13.4
	93322	1	.2	.2	13.7
	93609	1	.2	.2	13.9
	93625	4	1.0	1.0	14.9
	93632	1	.2	.2	15.2
	93648	1	.2	.2	15.4
	93652	2	.5	.5	15.9
	93662	28	7.0	7.0	22.9
	93682	1	.2	.2	23.1
	93701	18	4.5	4.5	27.6
	93702	81	20.1	20.1	47.8
	93703	25	6.2	6.2	54.0
	93704	1	.2	.2	54.2
	93705	11	2.7	2.7	57.0
	93706	38	9.5	9.5	66.4
	93711	2	.5	.5	66.9
	93712	1	.2	.2	67.2
	93721	7	1.7	1.7	68.9
	93722	29	7.2	7.2	76.1
	93725	26	6.5	6.5	82.6
	93726	3	.7	.7	83.3
	93727	25	6.2	6.2	89.6
	93728	16	4.0	4.0	93.5
	93768	1	.2	.2	93.8
	93776	1	.2	.2	94.0
	93970	1	.2	.2	94.3
	95705	1	.2	.2	94.5
	96530	3	.7	.7	95.3
	96625	1	.2	.2	95.5
	96662	1	.2	.2	95.8
	96701	1	.2	.2	96.0
	96722	1	.2	.2	96.3
	97227	2	.5	.5	96.8
	97322	1	.2	.2	97.0
	97701	1	.2	.2	97.3
	97706	1	.2	.2	97.5
DON'T KNOW	99999	10	2.5	2.5	100.0
	Total	402	100.0	100.0	
Valid cases	402	Missing cases	0		

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q19 RENT, LEASE OR OWN YOUR HOME

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
REFUSED	0	13	3.2	3.2	3.2
OWN	1	156	38.8	38.8	42.0
RENT/LEASE	2	233	58.0	58.0	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Q20 LAST GRADE COMPLETED IN SCHOOL

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
REFUSED	0	19	4.7	4.7	4.7
LESS THAN HIGH SCHOOL	1	165	41.0	41.0	45.8
HIGH SCHOOL	2	156	38.8	38.8	84.6
VOCATIONAL/TECH TRAINING	3	21	5.2	5.2	89.8
SOME COLLEGE	4	27	6.7	6.7	96.5
AA/AS DEGREE	5	5	1.2	1.2	97.8
BA/BS DEGREE	6	1	.2	.2	98.0
GRAD WORK OR DEGREE	7	8	2.0	2.0	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q21 AGE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
REFUSED	0	13	3.2	3.2	3.2
	18	8	2.0	2.0	5.2
	19	5	1.2	1.2	6.5
	20	9	2.2	2.2	8.7
	21	10	2.5	2.5	11.2
	22	10	2.5	2.5	13.7
	23	14	3.5	3.5	17.2
	24	11	2.7	2.7	19.9
	25	17	4.2	4.2	24.1
	26	12	3.0	3.0	27.1
	27	7	1.7	1.7	28.9
	28	18	4.5	4.5	33.3
	29	13	3.2	3.2	36.6
	30	25	6.2	6.2	42.8
	31	9	2.2	2.2	45.0
	32	10	2.5	2.5	47.5
	33	10	2.5	2.5	50.0
	34	11	2.7	2.7	52.7
	35	13	3.2	3.2	56.0
	36	9	2.2	2.2	58.2
	37	8	2.0	2.0	60.2
	38	12	3.0	3.0	63.2
	39	9	2.2	2.2	65.4
	40	14	3.5	3.5	68.9
	41	4	1.0	1.0	69.9
	42	6	1.5	1.5	71.4
	43	9	2.2	2.2	73.6
	44	2	.5	.5	74.1
	45	7	1.7	1.7	75.9
	46	5	1.2	1.2	77.1
	47	3	.7	.7	77.9
	48	3	.7	.7	78.6
	49	3	.7	.7	79.4
	50	10	2.5	2.5	81.8
	51	4	1.0	1.0	82.8
	52	3	.7	.7	83.6
	53	7	1.7	1.7	85.3
	54	2	.5	.5	85.8
	55	2	.5	.5	86.3
	57	4	1.0	1.0	87.3
	58	3	.7	.7	88.1
	59	7	1.7	1.7	89.8
	60	5	1.2	1.2	91.0
	62	2	.5	.5	91.5
	63	3	.7	.7	92.3
	64	2	.5	.5	92.8

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Q21 AGE

65	8	2.0	2.0	94.8
66	3	.7	.7	95.5
68	3	.7	.7	96.3
70	2	.5	.5	96.8
71	1	.2	.2	97.0
72	6	1.5	1.5	98.5
73	1	.2	.2	98.8
75	1	.2	.2	99.0
76	1	.2	.2	99.3
77	1	.2	.2	99.5
78	1	.2	.2	99.8
84	1	.2	.2	100.0

Total 402 100.0 100.0

Valid cases 402 Missing cases 0

Q21REC AGE -RECODED

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
REFUSED	0	13	3.2	3.2	3.2
18 TO 24	1	67	16.7	16.7	19.9
25 TO 34	2	132	32.8	32.8	52.7
35 TO 44	3	86	21.4	21.4	74.1
45 TO 54	4	47	11.7	11.7	85.8
55 TO 64	5	28	7.0	7.0	92.8
65 AND OLDER	6	29	7.2	7.2	100.0

Total 402 100.0 100.0

Valid cases 402 Missing cases 0

Q22 RACIAL OR ETHNIC BACKGROUND

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
CAUCASIAN/WHITE	1	9	2.2	2.2	2.2
LATINO/HISPANIC	4	383	95.3	95.3	97.5
OTHER	8	3	.7	.7	98.3
REFUSED	9	7	1.7	1.7	100.0

Total 402 100.0 100.0

Valid cases 402 Missing cases 0

Survey of Fresno Area Residents About Litter – Spanish Data – 2003

Q23 ANNUAL INCOME BEFORE TAXES IN 2002

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
\$0-\$14,999	3	117	29.1	29.1	29.1
EXACTLY \$15,000	4	11	2.7	2.7	31.8
\$15,001-\$29,999	5	69	17.2	17.2	49.0
EXACTLY \$30,000	6	1	.2	.2	49.3
\$30,001-\$44,999	7	29	7.2	7.2	56.5
EXACTLY \$45,000	8	3	.7	.7	57.2
\$45,001+	9	14	3.5	3.5	60.7
REFUSED	10	38	9.5	9.5	70.1
REF (UNDER \$30,000)	20	2	.5	.5	70.6
REF (OVER \$30,000)	30	1	.2	.2	70.9
DON'T KNOW	99	117	29.1	29.1	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

Q26 GENDER

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
MALE	1	150	37.3	37.3	37.3
FEMALE	2	252	62.7	62.7	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0

DATE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	402	1	.2	.2	.2
	404	2	.5	.5	.7
	405	27	6.7	6.7	7.5
	406	35	8.7	8.7	16.2
	407	48	11.9	11.9	28.1
	408	45	11.2	11.2	39.3
	409	8	2.0	2.0	41.3
	410	54	13.4	13.4	54.7
	411	51	12.7	12.7	67.4
	412	38	9.5	9.5	76.9
	413	15	3.7	3.7	80.6
	414	15	3.7	3.7	84.3
	415	51	12.7	12.7	97.0
	416	12	3.0	3.0	100.0
		-----	-----	-----	
	Total	402	100.0	100.0	

Valid cases 402 Missing cases 0