

**Keep Pennsylvania Beautiful  
Telephone/Web Survey  
Summary Report Weighed for Gender, Age, and Race  
(August 3, 2019)**

**Methods:**

A sample of numbers for residential landline and mobile telephones located in the State of Pennsylvania, was developed by Scientific Telephone Samples for the Docking Institute. Interviews began on March 13<sup>th</sup> and continued until May 1<sup>st</sup>, 2019. A web questionnaire option was also offered to telephone respondents.

At the end of the interview period, 502 interviews were completed. Thirty-one respondents ended the call mid-interview and 3,316 ended the call before beginning the interview. (Each potential respondent was called back up to 10 times to complete the interview.) The cooperation rate for this survey is 13% and the margin of error is +/-4.3%.

Data were weighted for gender, age, and race using percentages of each provided by the US Census (American Fact Finder and the American Community Survey). Respondents not providing gender, age, or race information are not included in this report.

The following tables provide questions and responses in the order presented in the survey. Appendix A provides completions by language and region. Appendix B shows frequency by county. Appendixes C and D provide response to open-ended questions (responses collapsed into categories are provided in following tables). Please see PDF “Keep Pennsylvania Beautiful Survey Questionnaire” for survey questions.

Q1. For this survey, we need to speak with someone who lives in the household and is 18 years of age or older. Are you at least 18 years of age?

	Frequency	Percent
Yes	482	100

Q2. Of the following age groups, which applies to you? (n=482)

	Frequency	Percent
18 to 24 years	72	14.9
25 to 34 years	80	16.6
35 to 44 years	70	14.5
45 to 54 years	85	17.6
55 to 64 years	82	17.1
65 years and over	93	19.3
Total	482	100

Q3. Are you male or female? (n=482)

	Frequency	Percent
Male	246	51.0
Female	236	49.0
Total	482	100

Q4A. Do you live near a stream, river, lake, or other waterways? (n=482)

	Frequency	Percent
Yes	328	68.1
No	150	31.2
Don't Know/No Answer	3	0.7
Total	482	100

Q4B. Do you recreate near a stream, river, lake, or other waterways? (n=482)

	Frequency	Percent
Yes	268	55.7
No	210	43.6
Don't Know/No Answer	3	0.7
Total	482	100

Q5. In general, would you say litter is a major problem, a minor problem, or not a problem at all in Pennsylvania? (n=482)

	Frequency	Percent
Major problem	298	61.9
Minor problem	167	34.6
Not at all a problem	12	2.4
Don't Know/No Answer	5	1
Total	482	100

Q6. Would you say litter in streams, rivers, lakes, or other waterways in Pennsylvania is a major problem, a minor problem, or not at all a problem? (n=482)

	Frequency	Percent
Major problem	264	54.8
Minor problem	180	37.4
Not at all a problem	15	3.1
Don't Know/No Answer	23	5
Total	482	100

Q7. In general, do you strongly agree, agree, neutral, disagree, or strongly disagree with the following:

	Percentages Shown (n=482)					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	DK/ No Answer
Litter is an environmental problem	54.5	41.9	1.0	2.1	0.5	0.0
Litter eventually ends up in our waterways	47.9	48.1	0.8	2.5	0.1	0.7
Litter impacts my quality of life	33.2	42.2	13.7	9.6	0.8	0.5
Litter leads to increased crime	8.1	23.6	21.5	36.3	4.0	6.6
Litter poses a health & safety risk to people and animals	47.4	47.4	1.6	3.2	0.1	0.3
Litter negatively impacts tourism and businesses	41.1	45.9	6.5	4.9	0.5	1.1
Litter reduces property values	44.2	49.4	2.9	2.1	0.1	1.3
Litter cause taxes to increase because of clean-up costs	27.1	49.0	7.6	10.8	0.7	4.8

Q8. Where do you see the most litter in Pennsylvania? (n=482)

	Count	Percent
Interstates, Freeways, and Expressways	243	50.4
Other roads and streets	269	55.8
Streams, rivers, lakes, and other waterways	90	18.6
Recreational sport facilities, parks, and other similar public areas	104	21.6
Stadiums, concerts, festivals, and other events	92	19.2
Downtown areas	152	31.5
Public transportation areas such as bus stops and subway stations	101	20.9
Malls and shopping centers	84	17.4
Schools	55	11.3
Gas stations and convenience stores	88	18.2
Rest areas and rest stops	63	13.2
Don't Know/No Answer	10	2.0

Q9. Based on your observation, what are the main sources of litter in Pennsylvania? (n=482)

	Count	Percent
Drivers & passengers discarding trash while driving	325	67.5
People walking, running, or playing outside discarding trash	212	44.0
Pick-up trucks with loose trash in the bed of the truck	99	20.5
Garbage trucks	68	14.1
Overflowing trash cans	104	21.7
Vehicle parts such as tire tread or items from car accidents	71	14.8
Don't Know/No Answer	20	4.1

Q10. Based on your observation, what is the main type of litter in Pennsylvania? (n=482)

	Frequency	Percent
Fast food packaging such as cups, wrappers, and bags	200	41.5
Snack food packaging such as candy wrappers and chip bags	29	6.0
Cigarette butts and tobacco packaging	61	12.7
Plastic bags such as grocery bags or garbage bags	78	16.2
Non-alcoholic beverage bottles and cans for water, soda, tea, and coffee	67	13.8
Alcoholic beverage container bottles and cans for beer, liquor, and wine	11	2.4
Foods such as apples and banana peels	3	0.5
Construction debris	9	1.9
Don't Know/No Answer	24	5.0
<hr/> Total	482	100

Q11. How frequently do you see people litter? Would you say often, sometimes, rarely, or never? (n=482)

	Frequency	Percent
Often	169	35.1
Sometimes	143	29.6
Rarely	133	27.6
Never	35	7.2
Don't Know/No Answer	2	0.5
Total	482	100

Q12. Have you seen someone litter in the past year? (n=482)

	Frequency	Percent
Yes	369	76.7
No	109	22.7
Don't Know/No Answer	3	0.6
Total	482	100

Q13. Based on your observation, why do people litter? (n=482)

	Count	Percent
Littering is more convenient than properly disposing of trash	231	48
No trash cans nearby	89	18.5
People don't care about the effects of litter	284	59
People don't know about the effects of litter	71	14.8
Don't Know/No Answer	9	1.9

Q14. Based on your observation, when have you seen people litter? (n=482)

	Count	Percent
When there is no trash can nearby	239	49.7
When the provided trash can is overflowing	127	26.3
When it's unclean or unhealthy to hold onto trash	76	15.8
When it is an accident	47	9.8
When the area is already littered	123	25.5
When what's thrown out is food	78	16.2
When what's thrown out is a cigarette butt	135	28.1
Never	14	2.9
Don't Know/No Answer	51	10.5

Q15. In your opinion, where is it acceptable to litter? (n=482)

	Count	Percent
Interstates, Freeways, and Expressways	1	0.1
Other roads and streets	3	0.6
Recreational sport facilities, parks, and other similar public areas	1	0.2
Stadiums, concerts, festivals, and other events	3	0.7
Downtown areas	1	0.1
Public transportation areas such as bus stops and subway stations	0	0
Malls and shopping centers	0	0
Schools	0	0
Gas stations and convenience stores	5	1.1
Rest areas and rest stops	0	0
Nowhere	467	97
Don't Know/No Answer	5	1.1

Q16. Do you consider cigarette butts to be litter? (n=482)

	Frequency	Percent
Yes	463	96.1
No	17	3.5
Don't Know/No Answer	2	0.4
Total	482	100

Q17. What are some of the reasons you do NOT consider cigarette butts to be litter?

	Count	Percent
Cigarette butts are biodegradable	7	38.4
Cigarette butts are so small	4	26.2
Fire hazard to hold onto cigarettes	5	30.3
Health hazard to hold onto cigarette butts	0	0
Some other reason...	0	0
Don't Know/No Answer	1	8.4

Q18. Do you smoke cigarettes and if so how often? Would you say every day, some days, not any more or I never have? (n=482)

	Frequency	Percent
Every day	46	9.5
Some days	18	3.8
Not any more	77	16.0
I never have	341	70.7
Don't Know/No Answer	0	0.0
Total	482	100

Q19. How likely are you/were you to drop a cigarette butt on the road or ground? Would you say you're very likely, somewhat likely, or not at all likely? (n=140)

	Frequency	Percent
Very likely	13	9.5
Somewhat likely	27	19.1
Not at all likely	99	70.6
Don't Know/No Answer	1	0.8
Total	140	100

Q20. Have you or someone you've known ever been caught or fined for littering? (n=482)

	Frequency	Percent
Yes	29	5.9
No	450	93.5
Don't Know/No Answer	3	0.6
Total	482	100

Q21. Generally speaking, would you say males or females are more likely to litter? (n=482)

	Frequency	Percent
Males	266	55.2
Females	30	6.3
Don't Know/No Answer	186	38.6
Total	482	100

Q22. What age group is most likely to litter? (n=482)

	Frequency	Percent
14 years and under	44	9.2
15 to 24 years	281	58.4
25 to 34 years	51	10.6
35 to 44 years	16	3.4
45 to 54 years	5	1.1
55 to 64 years	8	1.7
65 years and over	3	0.5
Don't Know/No Answer	73	15.1
Total	482	100

Q23. In your opinion, how likely are people who litter to get caught or fined for littering? Would you say very likely, somewhat likely, or not at all likely? (n=482)

	Frequency	Percent
Very likely	10	2.2
Somewhat likely	64	13.4
Not at all likely	405	84
Don't Know/No Answer	2	0.4
Total	482	100

Q24. Generally speaking, if you saw someone litter, would you be very likely, somewhat likely, or not at all likely for the following:

	Percentages Shown (n=482)			
	Very likely	Somewhat likely	Not at all likely	DK/No Answer
Ask them to pick it up	37.1	27.4	34.3	1.2
Report them to a hotline	13.3	16.1	69.2	1.4
Do nothing	16.7	25.9	56.0	1.3

Q25. In your opinion, why do people not report littering? (n=482)

	Count	Percent
Do not know how to report littering	233	48.3
It is inconvenient to report littering	164	34.0
No one gets convicted or penalized for littering	180	37.5
Don't Know/No Answer	23	4.8

Q26. Do you know how to report littering in Pennsylvania? (n=482)

	Frequency	Percent
Yes	53	11
No	426	88.5
Don't Know/No Answer	2	0.5
<hr/> Total	482	100

Q27. In your opinion, who should be responsible for cleaning up litter? (n=482)

	Count	Percent
The people who litter	339	70.3
Criminals/law violators sentenced to community service	185	38.4
Keep America Beautiful and other volunteer groups	101	20.9
Local government	126	26.2
State government	86	17.8
Other	30	6.3
Don't Know/No Answer	9	1.9

Q27 Additional Comments (n=37)

	Count	Percent
1. Everyone	18	48.6
2. Property Owner	4	10.8
3. Community/Neighborhoods	10	27.0
4. Homeless/people on welfare/prisoners	5	13.5
Total	37	100

Q28. Have you seen, read or heard of any litter prevention messages in Pennsylvania? (n=482)

	Frequency	Percent
Yes	252	52.3
No	225	46.8
Don't Know/No Answer	4	0.9
Total	482	100

Q29. Please tell me which litter prevention messages you have seen, read or heard. (n=252)

	Count	Percent
Keep Pennsylvania Beautiful	129	51.2
Keep America Beautiful	70	27.8
Pick it up PA	52	20.5
Other	29	11.3
None of the above	9	3.4
Don't Know/No Answer	37	14.8

Q30. Where have you seen, read or heard of litter prevention messages? (n=261)

	Count	Percent
Television	62	24.6
Radio	1	9.4
Signage on roadways	196	77.7
Other*	29	11.7
Don't Know/No Answer	10	4.1

Q30. Other (n=29)

Categories	Count	Percent
1. Web	13	41.9
2. Newspapers/Print	4	12.9
3. Signs on Trashbins	3	9.7
4. Park/Hiking Signs	4	12.9
5. Public Transportation/Billboards	3	9.7
6. Boy Scouts/Patches Sew on Clothing	4	12.9
Total	31	100

Q31. How frequently would you say you see, read or hear litter prevention messages? Would you say you often, sometimes, or rarely see or hear litter prevention messages media?

	Frequency	Percent
Often	40	16
Sometimes	88	34.8
Rarely	119	47.4
Don't Know/No Answer	5	1.8
Total	252	100

Q32. The last set of questions is for classification purposes only. To begin, have you recycled in the past month? (n=482)

	Frequency	Percent
Yes	430	89.3
No	51	10.6
Don't Know/No Answer	1	0.1
Total	482	100

Q33. Which best describes you: I have littered recently, I used to litter, I have never littered? (n=482)

	Frequency	Percent
I have littered recently	14	3.0
I used to litter	123	25.6
I have never littered	335	69.6
Don't Know/No Answer	8	1.7
Total	482	100

Q34. What is your race or ethnicity? (n=482)

	Frequency	Percent
American Indian or Alaska Native	1	0.2
Asian	33	6.9
Black or African American	52	10.9
Hispanic or Latino	36	7.4
White	350	72.7
Bi-racial	8	1.7
Other	1	0.2
Total	482	100

Q35. In what type of residence do you live? (n=482)

	Frequency	Percent
House, single-detached	384	79.8
Apartment/Townhouse/Condominium	82	17.1
Mobile home	11	2.3
Don't Know/No Answer	4	0.9
Total	482	100

Q36. Do you own or rent your place of residence? (n=482)

	Frequency	Percent
Own	352	73
Rent	104	21.5
Don't Know/No Answer	26	5.5
Total	482	100

Q37. What is the highest level of education that you have completed? (n=482)

	Frequency	Percent
Less than High School Diploma	11	2.4
High School Diploma or GED	105	21.8
Completed Some College	66	13.8
A Two-Year Associate (Community College) or Technical Degree	73	15.1
Bachelor Degree	135	28
Master or Law Degree	77	16
Doctoral Degree	9	2
Don't Know/No Answer	5	1
<b>Total</b>	<b>482</b>	<b>100</b>

Q38. Was your annual household income before taxes last year above or below \$60,000?

	Frequency	Percent
Under \$20,000	44	9.2
At least \$20,000 but under \$40,000	81	16.8
At least \$40,000 but under \$60,000	60	12.5
At least \$60,000 but under \$80,000	55	11.5
At least \$80,000 but under \$100,000	76	15.7
At least \$100,000 but under \$120,000	41	8.6
\$120,000 or more	52	10.8
Don't Know/No Answer	72	14.9
<b>Total</b>	<b>482</b>	<b>100</b>

## Appendix A

### Language

	Frequency	Percent
English	473	98.3
Spanish	8	1.7
Total	482	100

### Region

	Frequency	Percent
North Central	26	5.5
North East	89	18.6
North West	44	9.2
South Central	94	19.4
South East	159	33.0
South West	69	14.4
Total	482	100.1

## Appendix B

County	Frequency	Percent
ADAMS	4	0.7
ALLEGHENY	31	6.4
ARMSTRONG	3	0.7
BEAVER	5	1
BEDFORD	3	0.6
BERKS	15	3.1
BLAIR	2	0.5
BRADFORD	3	0.6
BUCKS	16	3.3
BUTLER	7	1.5
CAMBRIA	4	0.7
CARBON	1	0.2
CENTRE	6	1.2
CHESTER	18	3.8
CLARION	3	0.6
CLEARFIELD	1	0.3
COLUMBIA	2	0.3
CRAWFORD	2	0.5
CUMBERLAND	13	2.7
DAUPHIN	16	3.4
DELAWARE	24	5.1
ELK	1	0.1
ERIE	10	2.1
FAYETTE	5	1
FOREST	1	0.1
FRANKLIN	5	1

GREENE	1	0.3
HUNTINGDON	2	0.3
INDIANA	2	0.5
JEFFERSON	2	0.4
JUNIATA	1	0.1
LACKAWANNA	5	1
LANCASTER	12	2.5
LAWRENCE	5	1
LEBANON	2	0.4
LEHIGH	9	1.9
LUZERNE	19	3.9
LYCOMING	4	0.8
MCKEAN	2	0.4
MERCER	5	1
MONROE	3	0.5
MONTGOMERY	27	5.5
MONTOUR	1	0.3
NORTHAMPTON	37	7.6
NORTHUMBERLAND	2	0.4
PERRY	2	0.3
PHILADELPHIA	73	15.3
PIKE	5	1.1
POTTER	1	0.2
SCHUYLKILL	7	1.4
SOMERSET	6	1.2
SULLIVAN	1	0.1
SUSQUEHANNA	1	0.3
TIOGA	2	0.5
UNION	3	0.7
VENANGO	1	0.2
WARREN	1	0.2

WASHINGTON	4	0.7
WAYNE	3	0.5
WESTMORELAND	14	2.9
WYOMING	1	0.2
YORK	18	3.8
<hr/>		
Total	482	100

## Appendix C

### Opinion, Who Should be Responsible for Clean Up - Other

People in the neighborhoods

Homeowner, everyone

Communities

The community

Everyone

Parents

Everyone

Neighbor/ Self

The neighborhoods or blocks affected

Everyone's responsibility

Everyone

The prisoners

Everyone

Adopt a highway program

Everyone

Respondent used to clean up the area around her home with her family but no longer does so because of illegal drug (meth) related items present among the litter.

People on welfare

Everyone

Everyone

People who get caught littering

Everyone in the community

People on welfare need to do community service

Everyone

Everyone

Whoever sees it

Owners of property

Everyone

We are all responsible to keep our earth clean and habitable

Land owners

Citizens

The community, mandatory clean up days

Families, community, parenting

Anyone who reasonably can

Homeless people

Everyone

Someone who is not violent but has a record, should be out there, it would be a way to repay the community

Property owner

Everyone

Everyone

Everyone

## Appendix D

### Where Have You Seen Prevention Messaging - Other

Trashcans

Patch sewn onto clothing

Billboard

Online

Through Philadelphia city website

Youtube

Newspaper

Internet

Train station trash cans

Hiking areas

Flyers

Boy Scouts

Parks

Maps and brochures

Trails

Computer

Vehicle Registration

Social media, emails

Email

Newspapers

Social media

Public transportation

Park signs

Stickers from high school throughout town, state parks

Signs at parks

Facebook, media

Garbage cans, city public bus

Occasionally newspapers

Newspaper

Internet

Posters

Weekly readers