



**VALLEY PROUD  
ENVIRONMENTAL COUNCIL**  
*Will be Celebrating 25 Years of Service in 2015*

## **Captain Crab Clean Beach Campaign**

### **CUMULATIVE SURVEY RESULTS**

**70 schools** surveyed (*since January 2006*)

**14,301 students** responded

Questions in survey:

1. How many of you have heard of Captain Crab? **6,517 students/46%**
2. How many of you have seen him (show picture of Captain Crab) on billboards and beach signs? **7,313 students/51%**
3. How many of you have seen his commercial? **5,624 students/39%**
4. How many of you want to help Captain Crab stomp out litter?  
**10,599 students/74%**

*These totals reflect Lower Rio Grande Valley elementary campuses only. The actual number of students participating in the survey may be less than indicated. The student counts are given to us by the coordinator at each campus.*

7/15/08

