



## Captain Crab Clean Beach Campaign

### CUMULATIVE SURVEY RESULTS

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

**36,933 students** responded

Questions in survey:

1. How many of you have heard of Captain Crab? **13,397 students/36%**
2. How many of you have seen him (show picture of Captain Crab) on billboards and beach signs? **14,500 students/39%**
3. How many of you have seen his commercial? **11,150 students/30%**
4. How many of you want to help Captain Crab stomp out litter?  
**24,380 students/66%**

*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.*

6/30/11

