2016 Idling Awareness Survey

Draft Report

June 9th, 2016

Banister
Research & Consulting Inc.

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1.0 SUMMARY OF FINDINGS

In 2016, the Town of Sylvan Lake contracted Banister Research & Consulting Inc. (Banister Research) to conduct a survey amongst their residents regarding vehicle idling. The survey was a follow-up to the research conducted with residents in 2015.

1.1 Attitudes About Idling

- To begin the survey, respondents were asked to rate their level of concern with vehicle idling as an environmental issue using a scale of 1 to 5, where 1 meant "not at all concerned" and 5 meant "very concerned." Just under one-third of the respondents (31%, comparable to 36% in the pre-campaign survey) were concerned;
- Respondents were then asked to state any major concerns they had with regards to vehicle idling. The most common response was polluting the environment (66%, comparable to 64% in the pre-campaign survey) followed by noise pollution (11%, a significant increase from 7% in the pre-campaign survey) and wasting fuel (10%, consistent with 10% in the pre-campaign survey);
- Respondents were then asked to rate how concerned they were with the effects of idling on the environment, their health and well-being, and the use of resources. Over half of the respondents (51%, comparable to 48% in the pre-campaign survey) were concerned with their health and well-being, followed by 49% (comparable to 53% in the pre-campaign survey) who were concerned with the environment and 40% (consistent with 40% in the pre-campaign survey) who were concerned with use of resources;
- Respondents were then asked to indicate the most important reason for them to stop idling. Most commonly, respondents said to help improve air quality (49%, consistent with 49% in the pre-campaign survey), followed by saving money on gas (24%, comparable to 23% in the pre-campaign survey); and
- Respondents were asked what they thought the major barriers were for people, in terms of reducing idling behavior. Thirty-seven percent of respondents (37%, a significant decrease from 44% in the pre-campaign survey) mentioned weather and/or climate barriers, and twenty percent of respondents (20%, a significant decrease from 26% in the pre-campaign survey) mentioned laziness, ignorance and/or negligence.

1.2 Idling Behaviour

- When asked if they drive a vehicle for personal use, almost all respondents (>99%, comparable to 99% in the pre-campaign survey) of respondents said yes. When asked if they drive a company vehicle for work purposes, 25% (consistent with 25% in the pre-campaign survey) of respondents indicated that they did;
- Those who drove their own vehicle (n=398), were asked how often they idle this vehicle. The majority of respondents idled their personal vehicle only in the winter months (53%, comparable to 56% in the pre-campaign survey results);
- Those who drove a company vehicle (n=86), were asked how often they idle this vehicle. Most respondents only idled their company vehicle in the winter months (40%, a significant decrease

from 53% in the pre-campaign survey), followed by every time they drive (19%, a significant increase from 8% in the pre-campaign survey);

- Respondents were asked if they had idled their vehicle in a variety of situations during the past week. Most commonly, 37% (a significant increase from 24% in the pre-campaign survey) of respondents had idled their vehicle when stopped for take-out food in the past week, followed by 19% (comparable to 23% in the pre-campaign results) of respondents who had idled their vehicle while waiting for and/or picking up someone;
- When asked to identify any areas in the Town of Sylvan Lake where people idle more often, 77% of respondents identified a specific area. Most commonly, respondents mentioned fast food drive-thrus (29%, comparable to 30% in the pre-campaign results), followed by in front of or outside of schools (20%, consistent with 20% in the pre-campaign results); and
- Respondents were then asked if there were any areas in the Town of Sylvan Lake where idling should not occur but was still a significant issue. Forty-five percent of respondents (45%) specified locations. Most commonly, respondents specified in front of or outside of schools (23%, comparable to 21% in the pre-campaign survey).

1.3 Knowledge About Idling

- Respondents were given a list of statements and were asked to indicate whether they believed each statement was true or false. The vast majority (85% or higher) labeled the following as true:
    - Idling waste fuel and money (95% rated this statement as true, comparable to 92% the pre-campaign survey);
    - Idling negatively impacts the environment (89%, a significant decrease from 93% in the pre-campaign survey); and
    - Using a block heater helps an engine warm up quickly, which means less fuel consumption (85%, comparable to 89% in the pre-campaign survey).
- Less than 40% of respondents labeled the following statements as true:
    - Idling warms up the entire vehicle (36%, a significant decrease from 50% in the pre-campaign survey); and
    - Idling is only a problem in the winter (19%, a significant decrease from 33% in the pre-campaign survey).

1.4 Campaign Awareness

- Respondents were asked if they had seen, read, or heard any advertising or promotions in the past 12 months related to the issue of vehicle idling. Forty-four percent of respondents (44%, comparable to 38% in the pre-campaign survey) had seen campaign materials, while 56% had not;
- Those who had seen, read, or heard any advertising or promotions in the past 12 months related to the issue of vehicle idling (n=170) were asked, on an unaided basis, where they saw, heard or read the campaign materials. Most commonly, respondents had seen the campaign materials on television (16%) and through the Sylvan Lake News (16%);
- Respondents who completed the post-campaign survey and who were not aware of each of the following methods on an unaided basis (n=89-170) were then read the methods in which they may have seen, read, or heard of any advertising or promotions in the past twelve months related to the issue of vehicle idling and asked if they recalled each method, on an aided basis. Most commonly, respondents had seen, heard, or read about campaign materials through word of mouth (39%), followed by on the radio (35%), and on Facebook/Social Media (30%); and
- Respondents who recalled seeing, reading, or hearing campaign materials (aided or unaided) (n=6-82) were then asked what the main message of the campaign material was. For each campaign platform, most commonly, respondents recalled the main message being “idling is harmful to the environment.”

2.0 STUDY BACKGROUND

In 2016, the Town of Sylvan Lake contracted Banister Research to conduct an Idling Awareness Survey with their residents in order to objectively measure public opinion on vehicle idling, and identify priorities amongst residents as part of the Town's planning processes regarding idling programs.

Survey topics included:

- Residents' attitudes regarding vehicle idling;
- Resident idling behaviour;
- Residents' knowledge about idling; and
- Communication and education regarding idling.

As part of this research, Banister Research completed the following:

- **Pre-Campaign Survey (n=400)** A pre-campaign survey was conducted in April, 2015 with residents of Sylvan Lake over the age of 16 who drive a vehicle (car/van/SUV etc.) at least once in an average week.
- **Post-Campaign Survey (n=400)** In May, 2016, following the implementation of an anti-idling campaign developed by the Town of Sylvan Lake, Banister Research conducted a survey with residents of Sylvan Lake over the age of 16 who drive a vehicle (car/van/SUV etc.) at least once in an average week.

This report outlines the results for the 2016 Town of Sylvan Lake Post-Campaign Idling Awareness Survey. Where applicable, comparisons have been made to the pre-campaign data collected in April, 2015.

3.0 METHODOLOGY

All components of the project were designed and executed in close consultation with the Town of Sylvan Lake (the Client). A detailed description of each task of the project is outlined in the remainder of this section.

3.1 Project Initiation and Questionnaire Design

At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Banister Research. The consulting team familiarized itself with the objectives of the Client, ensuring a full understanding of the issues and concerns to be addressed in the project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

The questionnaire for the 2016 Sylvan Lake Idling Awareness Survey was designed in consultation with the Client. The survey included both quantitative and qualitative questions, in order to elicit a more in-depth investigation of the issues and concerns pertinent to the evaluation assignment. The survey instrument implementing for the post-campaign research was similar to the pre-campaign survey instrument to maintain comparability to the pre-campaign results. Questions were added to the post-campaign survey to gather respondents' knowledge and awareness of the anti-idling campaign developed by the Town. A copy of the final questionnaire is provided in Appendix A.

3.2 Survey Population and Data Collection

Telephone interviews were conducted from May 9th to 20th, 2016 at the Banister Research Call Centre. A total of 400 surveys were completed with residents of Sylvan Lake aged 16 and older; results provide a margin of error no greater than ±4.8% at the 95% confidence level, or 19 times out of 20[1].

To maximize the sample, up to five (5) call back attempts were made to each listing, prior to excluding it from the final sample. Busy numbers were scheduled for a call back every fifteen (15) minutes. Where there was an answering machine, fax, or no answer, the call back was scheduled for a different time period on the following day. The first attempts to reach each listing were made during the evening or on weekends. Subsequent attempts were made at a different time on the following day.

The following table presents the results of the final call attempts. Using the call summary standard established by the Market Research and Intelligence Association, there was a 19% response rate and a 60% refusal rate. It is important to note that the calculation used for both response and refusal rates is a conservative estimate and does not necessarily measure respondent interest in the subject area.

Summary of Final Call Attempts

Call Classification:	**Number of Calls:**
Completed Interviews	400
Busy/No Answer/Answering Machine	1300
Respondents Unavailable/Appt. Set	36
Refusals	775
Fax/Modem/Business/Not-In-Service/Wrong Number	456
Language Barrier/Communication Problem	21
Disqualified/Quota Full	114
Total	**3102**

At the outset of the fieldwork, all interviewers and supervisors were given a thorough step-by-step briefing to ensure the successful completion of telephone interviews. To ensure quality, at least 20% of each interviewer's work was monitored by a supervisor on an on-going basis.

The questionnaire was programmed into Banister Research's Computer Assisted Telephone Interviewing (CATI) system. Using this system, data collection and data entry were simultaneous, as data was entered into a computer file while the interview was being conducted. Furthermore, the CATI system allowed interviewers to directly enter verbatim responses to open-ended questions.

[1] Based on a Town population of 12,327 in 2011. Source: https://www12.statcan.gc.ca/census-recensement/2011/as-sa/fogs-spg/Facts-cma-eng.cfm?LANG=Eng&GK=CMA&GC=831

3.3 Data Analysis and Project Documentation

While data was being collected, Banister Research provided either a written or verbal progress report to the Client. After the questionnaires were completed and verified, all survey data was compiled into a computerized database for analysis.

Data analysis included cross-tabulation, whereby the frequency and percentage distribution of the results for each question were broken down based on respondent characteristics and responses (e.g. demographics, etc.). Statistical analysis included a Z-test to determine if there were significant differences in responses between respondent subgroups. Results were reported as statistically significant at the 95% confidence level. Z-tests were also performed between pre-campaign and post-campaign results where applicable. Results were reported as statistically significant at the 95% confidence level.

A list of responses to each open-ended question was generated by Banister Research. The lead consultant reviewed the list of different responses to the open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 10% of each coder's work. Once the questionnaires were fully coded, computer programs were written to check the data for quality and consistency. All survey data was compiled into a computerized database for analysis. Utilizing SPSS analysis software, the survey data was reviewed to guarantee quality and consistency (e.g., proper range values and skip patterns).

It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.

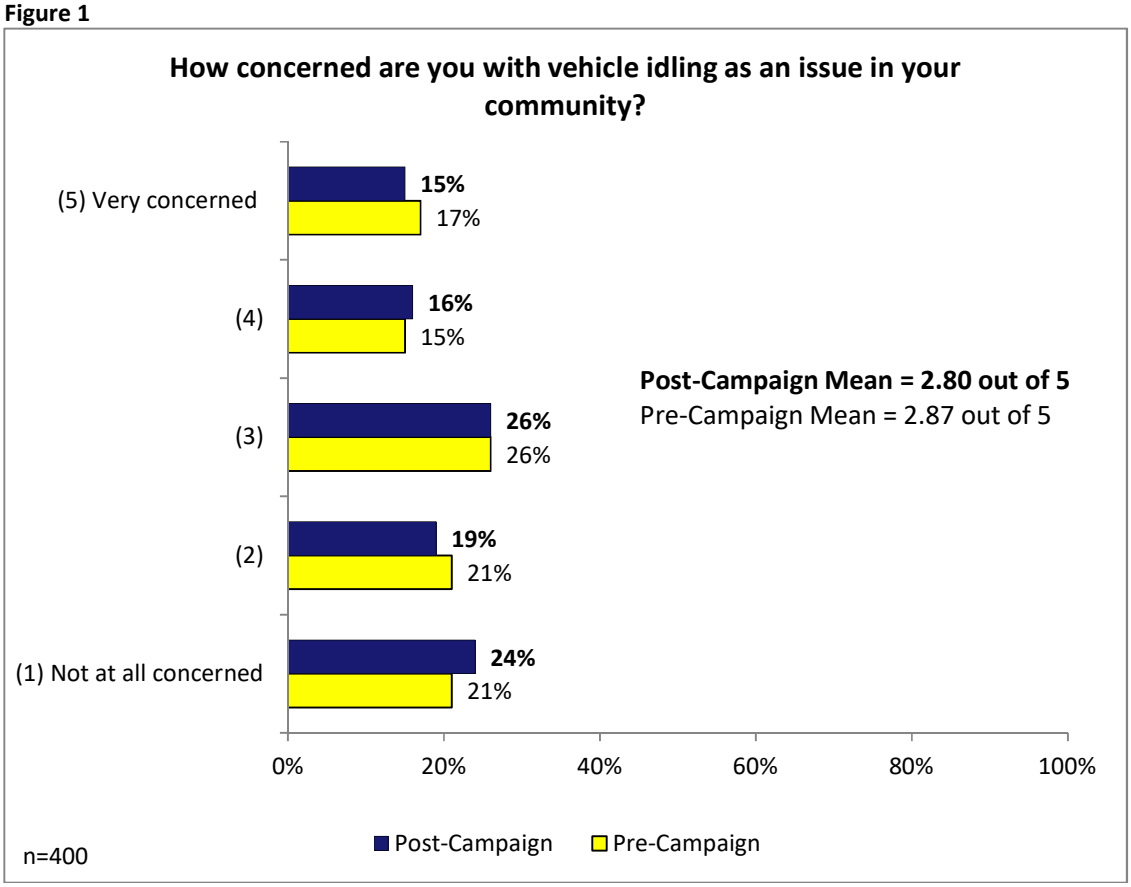
4.0 STUDY FINDINGS

Results of the survey are presented as they relate to the specific topic areas addressed by the survey. It is important to note when reading the report that the term *significant* refers to "statistical significance". Only those respondent subgroups which reveal statistically significant differences at the 95% confidence level (19 times out of 20) have been reported on. Respondent subgroups that are statistically similar have been omitted from the presentation of findings.

4.1 Attitudes About Idling

To begin the survey, respondents were asked to rate their level of concern with vehicle idling as an environmental issue using a scale of 1 to 5, where 1 meant "not at all concerned" and 5 meant "very concerned." Just under one-third of the respondents (31%, comparable to 36% in the pre-campaign survey) were concerned. See Figure 1, below.

Figure 1



Respondent subgroups significantly more likely to **be concerned (ratings of 4 or 5 out of 5) with vehicle idling as an issue in their community** included:

- Those who drive their vehicles 1 to 3 days per week (50%, versus 27% of those who drive their vehicles 7 days per week);
- Those who do not drive for work purposes (36%, versus 16% of those who do);
- Females (36%, versus 26% of males);
- Those aged 55 years or older (47%, versus 29% of those aged 35 to 54 and 22% of those aged 16 to 34); and
- Those who own one vehicle (54%, versus 27% of those who own two vehicles and 26% of those who own three or more vehicles).

Respondents were then asked to state any major concerns they have with regards to vehicle idling. The most common response was polluting the environment (66%, comparable to 64% in the pre-campaign survey) followed by noise pollution (11%, a significant increase from 7% in the pre-campaign survey) and wasting fuel (10%, consistent with 10% in the pre-campaign survey). See Table 1, below.

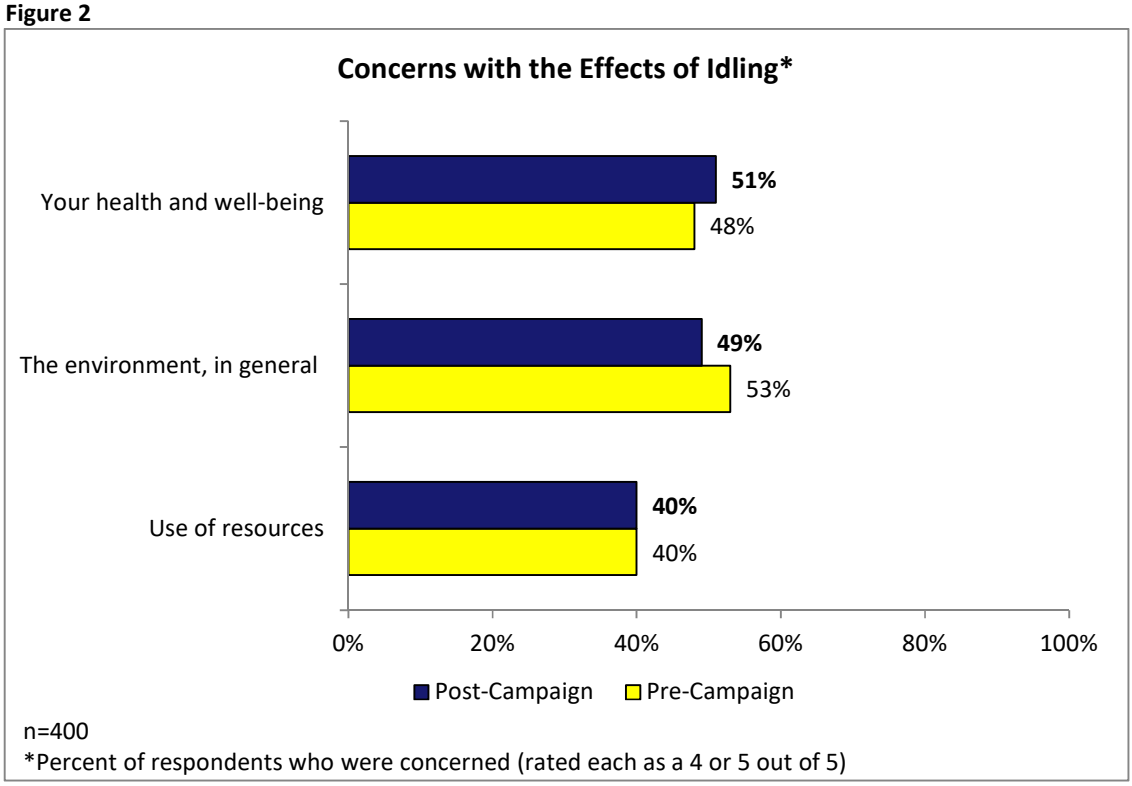
Table 1

What do you think are the major reasons for concern, if any, with regards to idling?		
	Percent of Respondents* (n=400)	
	Post-Campaign	**Pre-Campaign**
Air/environmental pollution/poor air quality	**66**	64
Noise pollution	**11**	7
Wasting fuel/inefficient use of fuel	**10**	10
Climate change/global warming concerns	**4**	<1
Vehicle theft/break-ins	**4**	5
Too much idling/too many people idle their vehicles (in general)	**3**	1
Warming up vehicle/engine during the winter	**2**	6
Health related issues (e.g., breathing in exhaust fumes, etc.)	**2**	5
Smell/odor of exhaust	**2**	3
People are lazy/negligent careless (in general)	**2**	3
Engine damage/wear and tear	**2**	2
Other (1% of respondents or less)	**2**	4
None/Nothing	**8**	11
Refuse/Don't Know	**5**	6

***Multiple responses**

Using the same scale, respondents were then asked to rate how concerned they were with the effects of idling on the environment, their health and well-being, and the use of resources. Over half of the respondents (51%, comparable to 48% in the pre-campaign survey) were concerned (ratings of 4 or 5 out of 5) with their health and well-being, followed by 49% (comparable to 53% in the pre-campaign survey) who were concerned with the environment and 40% (consistent with 40% in the pre-campaign survey) who were concerned with use of resources. See Figure 2, below, and Table 2, on the following page.

Figure 2



n=400
*Percent of respondents who were concerned (rated each as a 4 or 5 out of 5)

Table 2

How concerned are you with the effects of idling on each of the following…?														
Post-Campaign														
	Percent of Respondents (n=400)													
	Not at all Concerned (1)		(2)		(3)		(4)		Very Concerned (5)		Don't Know/Not Stated		Mean (out of 5)	
	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre
The environment, in general	**8**	11	12	13	**30**	24	**26**	24	**23**	29	**<1**	<1	**3.44**	3.48
Your health and well-being	**11**	15	15	16	**23**	22	**24**	20	**27**	28	**<1**	<1	**3.40**	3.31
Use of resources	**12**	15	18	16	**27**	27	**23**	19	**17**	21	**3**	2	**3.15**	3.16

Respondent subgroups significantly more likely to **be concerned (ratings of 4 or 5 out of 5) with the environment, in general** included:

- Those who expressed a high (90%) and moderate (42%) degree of concern with vehicle idling as an issue in their community versus those who expressed a low degree of concern (24%);
- Those who do not drive for work purposes (55%, versus 34% of those who do);
- Females (58%, versus 40% of males);
- Those aged 55 years or older (63%) and those aged 35 to 54 (53%) versus those aged 16 to 34 (38%); and
- Those who own one vehicle (65%) and those who own two vehicles (53%) versus those who own 3 or more vehicles (39%).

Respondent subgroups significantly more likely to **be concerned (ratings of 4 or 5 out of 5) with their health and well-being** included:

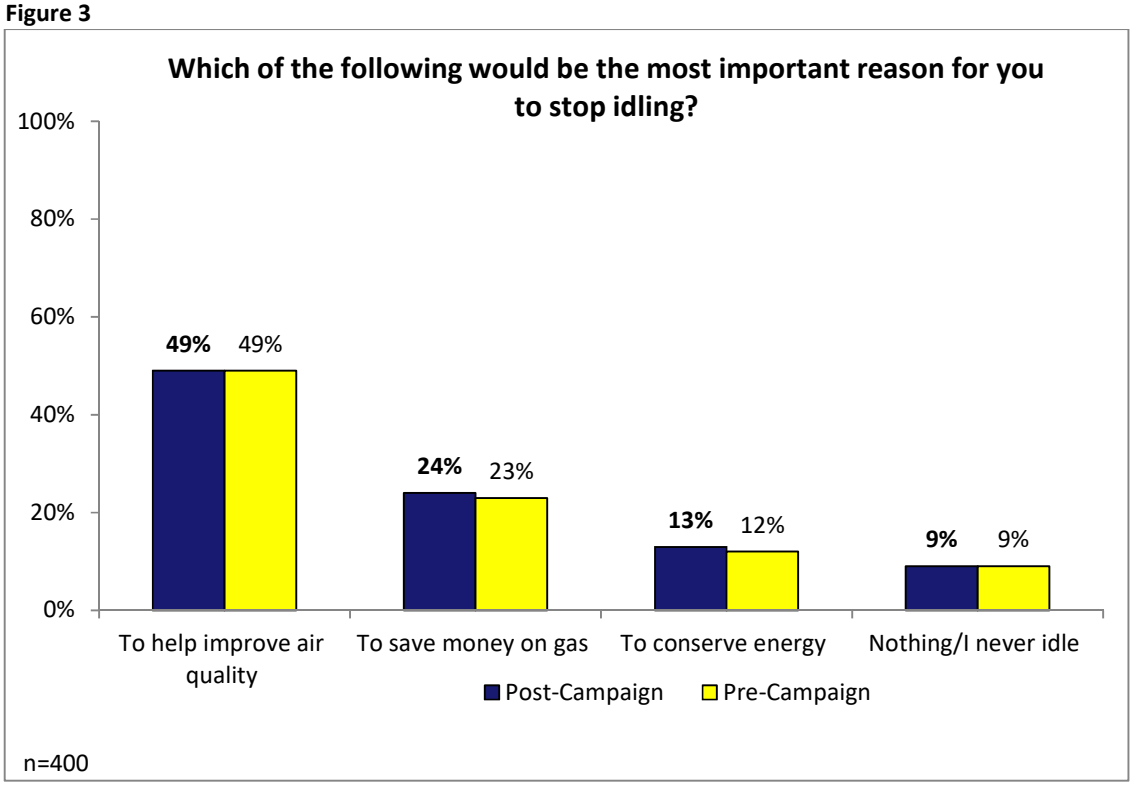
- Those who drive their vehicles 1 to 3 days per week (67%) and 4 to 6 days per week (58%) versus those who drive their vehicles 7 days per week (45%);
- Those who expressed a high (88%) or moderate (42%) degree of concern with vehicle idling as an issue in their community versus those who expressed a low degree of concern (29%);
- Those who do not drive for work purposes (55%, versus 40% of those who do);
- Females (62%, versus 39% of males); and
- Those with a college education (57%, versus 43% of those with a high school education).

Respondent subgroups significantly more likely to **be concerned (ratings of 4 or 5 out of 5) with the waste of resources** included:

- Those who drive their vehicle 1 to 3 days per week (57%) and 4 to 6 days per week (52%) versus those who drive their vehicle 7 days per week (33%);
- Those who expressed a high (74%) and moderate (39%) degree of concern with vehicle idling as an issue in their community versus those who expressed a low degree of concern (15%);
- Those who do not drive for work purposes (44%, versus 28% of those who do);
- Those aged 55 years or older (56%) versus those aged 35 to 54 (40%) and those aged 16 to 34 (30%);
- Those with a university or postgraduate education (49%, versus 37% of those with a college education); and
- Those who own one vehicle (56%, versus 39% of those who own two vehicles and 35% of those who own 3 or more vehicles).

Respondents were then asked to indicate the most important reason for them to stop idling. Most commonly, respondents said to help improve air quality (49%, consistent with 49% in the pre-campaign survey), followed by saving money on gas (24%, comparable to 23% in the pre-campaign survey). See Figure 3, below.

Figure 3



Other responses (3%) from the post-campaign survey included:

- All of the above (in general) (1%);
- To improve health and/or reduce health hazards (1%);
- To reduce engine damage and/or wear and tear (1%);
- To prevent vehicle theft (1%); and
- To eliminate/stop the effects of idling (in general) (1%).

Next, respondents were asked what they thought the major barriers were for people, in terms of reducing idling behavior. Thirty-seven percent of respondents (37%, a significant decrease from 44% in the pre-campaign survey) mentioned weather and/or climate barriers, 20% of respondents (a significant decrease from 26% in the pre-campaign survey) mentioned laziness, ignorance and/or negligence. See Table 3, below.

Table 3

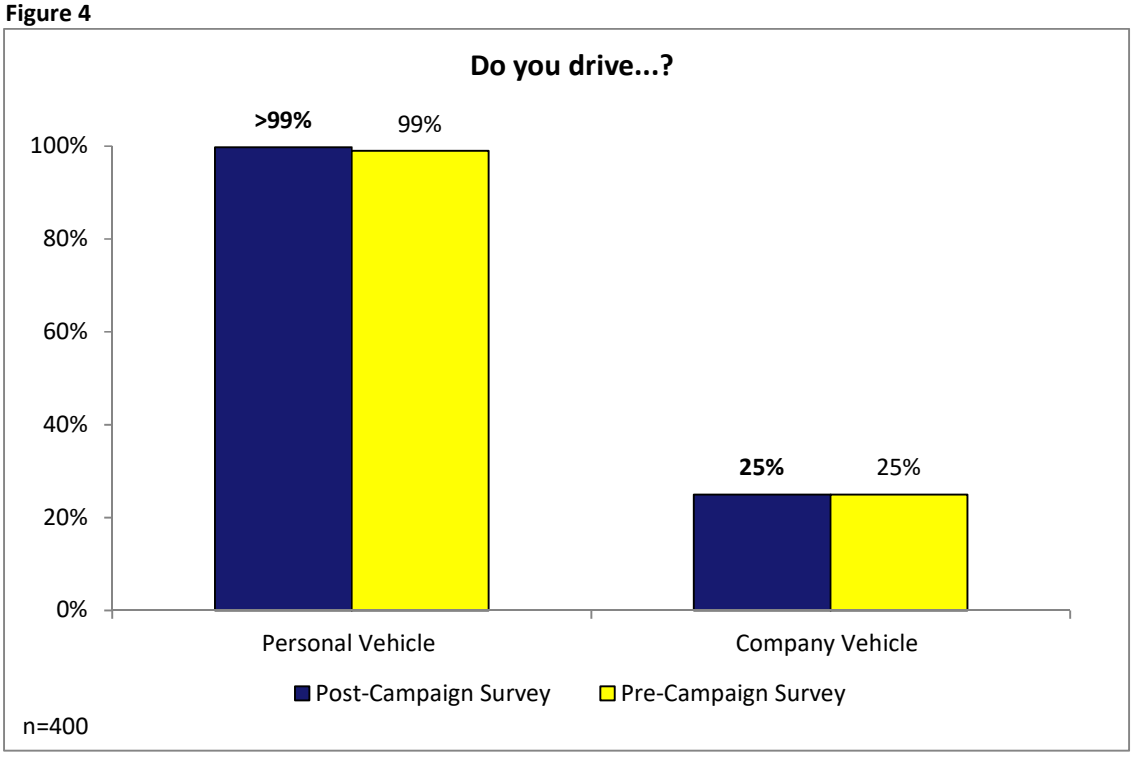
What do you think are the major barriers for people, in terms of reducing idling behaviour?		
	Percent of Respondents* (n=400)	
	Post-Campaign	**Pre-Campaign**
Weather/climate (e.g., warming up vehicle/engine in winter, air conditioning in the summer, laziness/ignorance/negligence)	**37**	44
Laziness/ignorance/negligence (in general)	**20**	26
Uneducated/unaware of idling hazards	**8**	10
Routine/habit (in general)	**6**	7
Convenience/comfort (in general)	**2**	4
Idling vehicle at stop signs/red lights/drive-thrus	**2**	2
Use of remote/automatic car starters	**<1**	1
Company/work vehicle idling	**<1**	1
Lack of anti-idling laws	**<1**	-
None/Nothing	**6**	5
Refuse/Don't Know	**26**	13

***Multiple responses**

4.2 Idling Behaviour

When asked if they drive a vehicle for personal use, almost all respondents (>99%, comparable to 99% in the pre-campaign survey) said yes. When asked if they drive a company vehicle for work purposes, 25% (consistent with 25% in the pre-campaign survey) of respondents indicated that they did. See Figure 4, below.

Figure 4

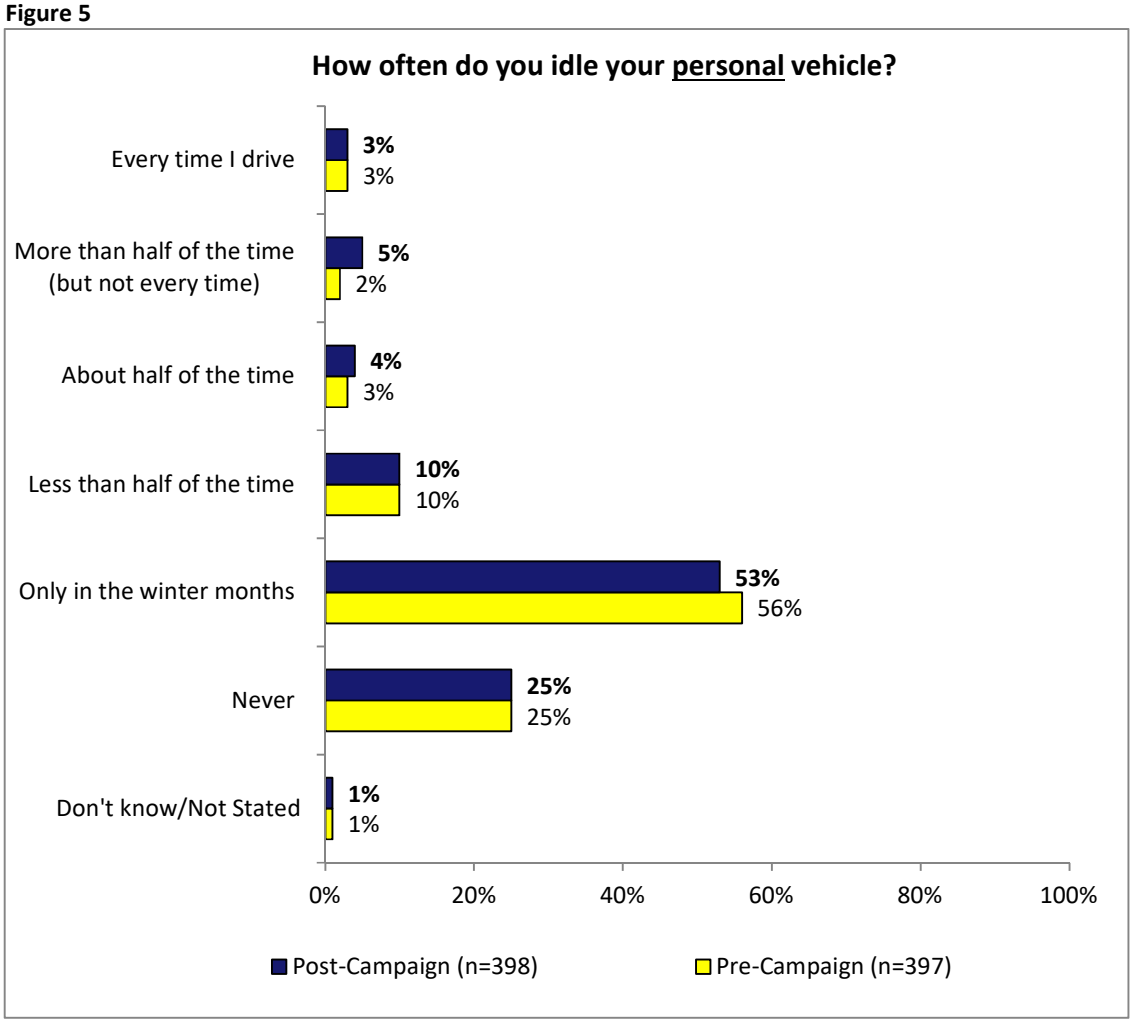


Respondent subgroups significantly more likely to **drive a company vehicle for work purposes** included:

- Those who drive a vehicle 1 to 3 days per week (96%, versus 74% of those who drive 4 to 6 days a week and 72% of those who drive 7 days per week);
- Those who expressed a high (87%) and low (74%) degree of concern with vehicle idling as an issue in their community versus those who expressed a moderate degree of concern (60%);
- Females (90%, versus 58% of males);
- Those aged 35 to 54 (32%) and 16 to 34 (26%) versus those aged 55 or older (15%);
- Those with a college education (29%, versus 18% of those with a high school education); and
- Those who own three or more vehicles (27%) and those who own two vehicles (28%) versus those who own one vehicle (13%).

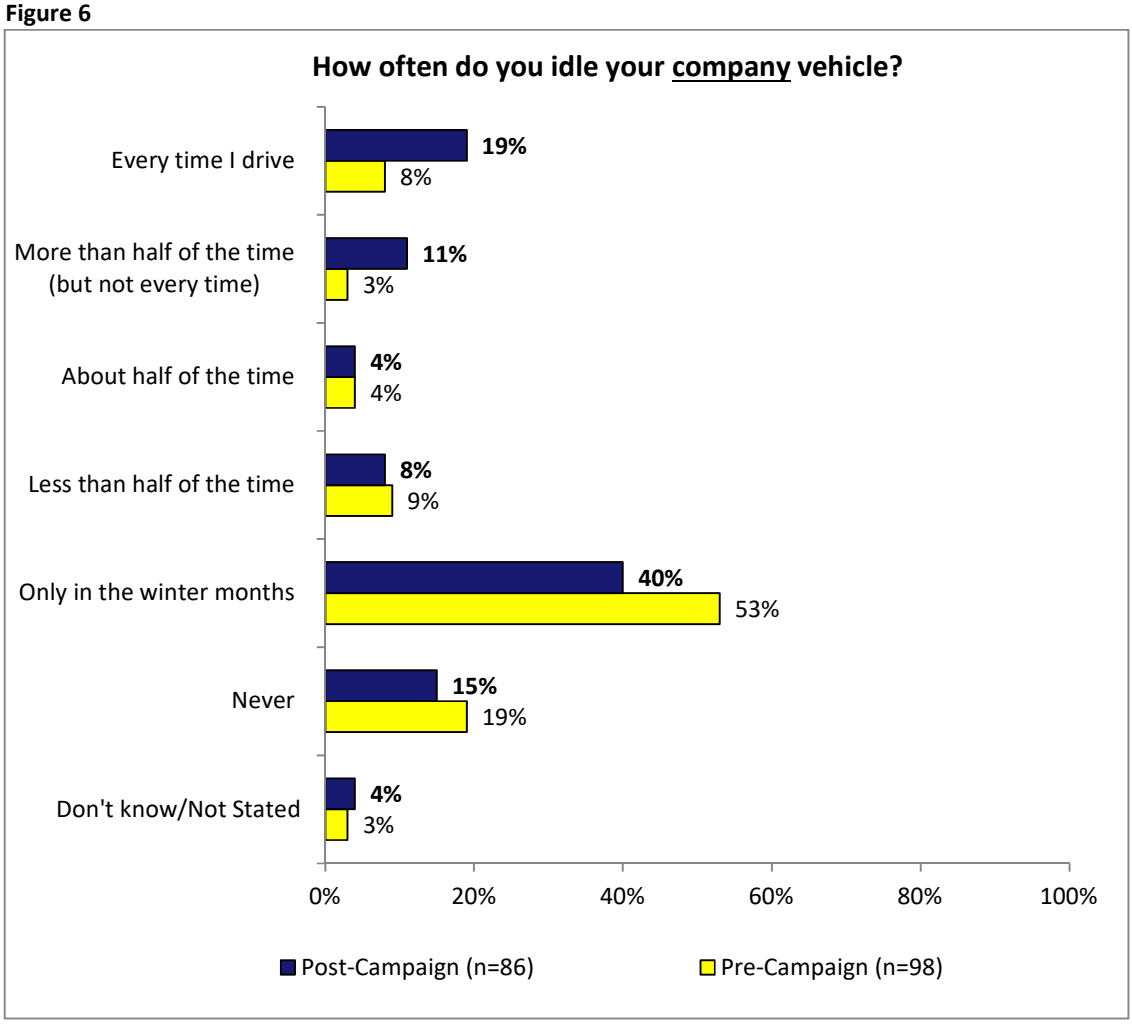
Those who drove their own vehicle (n=398), were asked how often they idle this vehicle. The majority of respondents idled their personal vehicle only in the winter months (53%, comparable to 56% in the pre-campaign survey results). See Figure 5, below.

Figure 5



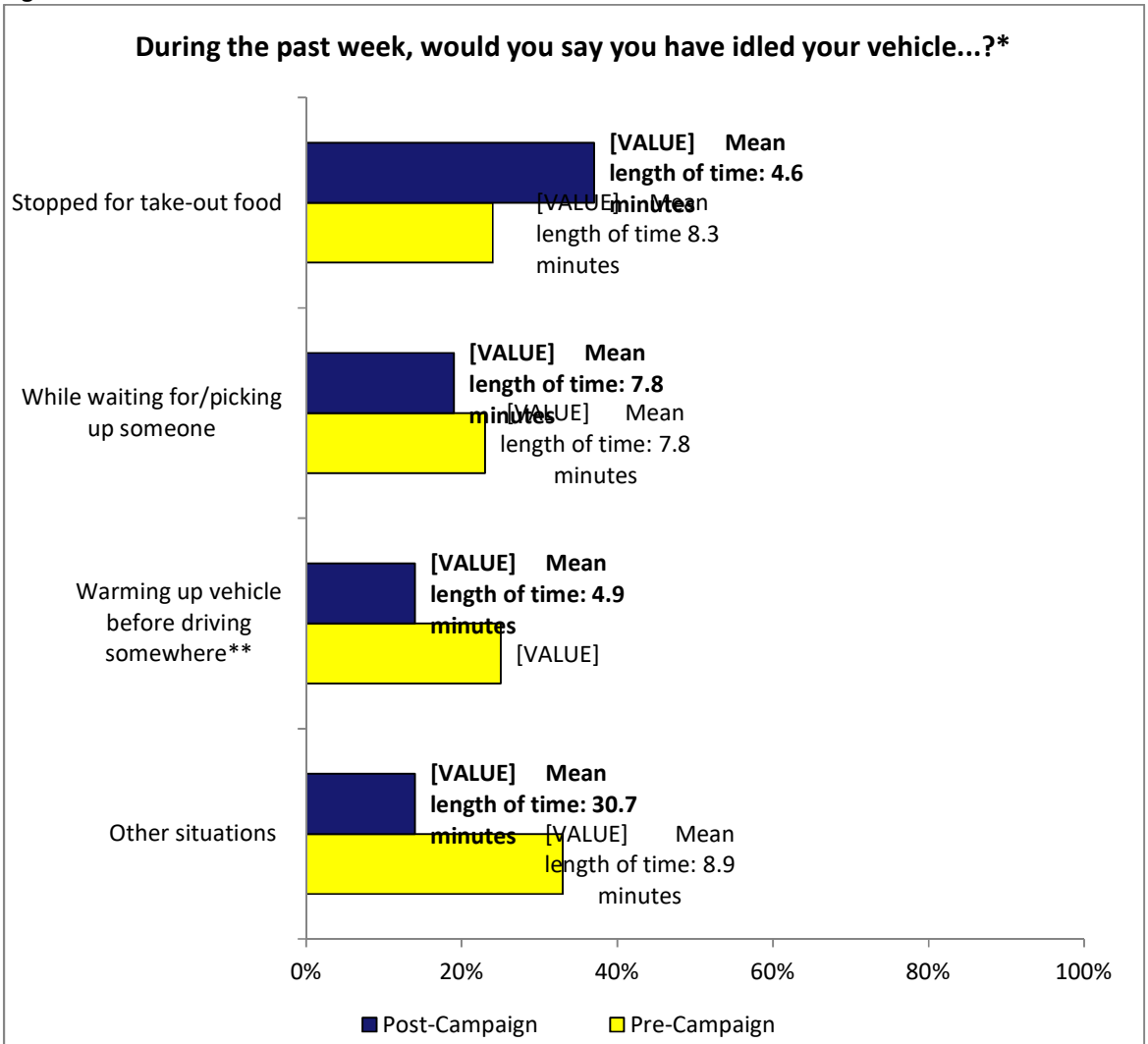
Those who drove a company vehicle for work purposes (n=86), were asked how often they idle this vehicle. Most respondents only idled their company vehicle in the winter months (40%, a significant decrease from 53% in the pre-campaign survey), followed by every time they drive (19%, a significant increase from 8% in the pre-campaign survey). See Figure 6, below.

Figure 6



Next, respondents were asked if they had idled their vehicle in a variety of situations during the past week. Most commonly, 37% (a significant increase from 24% in the pre-campaign survey) of respondents had idled their vehicle when stopped for take-out food in the past week, followed by 19% (comparable to 23% in the pre-campaign survey) of respondents who had idled their vehicle while waiting for and/or picking up someone. See Figure 7, below.

Figure 7



n=400
*Respondents who answered 'yes' to each scenario
**In the pre-campaign survey, respondents recalled 'warming up vehicle before driving somewhere' on an unaided basis (n=133)

"Other" situations (n=49) included:

- Traffic lights/stop signs (26%);
- Company/work vehicle idling (20%);
- Pulling over vehicle to talk on phone (14%);
- Idling while running into convenience/grocery store (13%);
- Charging vehicle battery (9%);
- Traffic jams/congestion (4%);
- To cool down vehicle/run the air conditioning (4%);
- While waiting to get gas (4%);
- While stopped at drive-thru ATM bank machine (3%);
- Picking up mail (2%); and
- Unspecified idling situation (2%).

Respondent subgroups significantly more likely to **idle their vehicle while waiting for or picking up someone** included:

- Those who drive a vehicle 4 to 6 days per week (24%) and 7 days per week (19%) versus those who drive a vehicle 1 to 3 days per week (2%);
- Those who expressed a low degree of concern (26%) with vehicle idling as an issue in their community versus those who expressed a high degree of concern (11%);
- Those who drive for work purposes (32%, versus 14% of those who do not);
- Those aged 16 to 34 (27%, versus 16% of those aged 35 to 54 and 10% of those aged 55 or older);
- Those with a college education (27%, versus 13% of those with a high school education and 11% of those with a university of postgraduate education); and
- Those who own three or more vehicles (23%) and those who own two vehicles (20%) versus those who own one vehicle (4%).

Respondent subgroups significantly more likely to **idle their vehicle while stopped for take-out food** included:

- Those aged 16 to 34 (45%) and those aged 35 to 54 (37%) versus 22% of those aged 55 and older;
- Those with a college education (48%) and those with a high school education (38%), versus 19% of those with a university of postgraduate education; and
- Those who own three or more vehicles (47%) and those who own two vehicles (35%) versus those who own one vehicle (16%).

Respondent subgroups significantly more likely to **idle their vehicle to warm it up before driving somewhere** included:

- Those who drive for work purposes (22%, versus 12% of those who do not);
- Males (25%, versus 5% of females); and
- Those with a college education (19%) and those with a high school education (17%) versus 5% of those with a university of postgraduate education.

When asked to identify any areas in the Town of Sylvan Lake where people idle more often, 77% of respondents identified a specific area. Most commonly, respondents mentioned fast food drive-thrus (29%, comparable to 30% in the pre-campaign survey), followed by in front of or outside of schools (20%, consistent with 20% in the pre-campaign survey). See Table 4, below.

Table 4

Are there any areas in the Town of Sylvan Lake where people idle more often?		
	Percent of Respondents* (n=400)	
	Post-Campaign	**Pre-Campaign**
No specific areas	**18**	21
Yes; Specify	**77**	76
Fast food drive-thrus	**29**	30
In front/outside of schools	**20**	20
In front/outside of grocery/convenience stores	**10**	15
Parking lots (in general)	**9**	2
In front/outside of residential homes/areas (in general)	**7**	8
Downtown area (e.g., Lakeshore Drive)	**6**	3
In front/outside of restaurants/bars	**5**	2
At/near the beach/lake	**5**	1
In front/outside of retail stores/business/shopping malls (in general)	**4**	10
In front of/outside of gas stations	**4**	-
In front/outside of recreational facilities/sports arenas	**3**	4
Parks/playgrounds/green spaces	**2**	<1
In front of/outside of banks	**2**	1
Around industrial areas/zones	**2**	<1
Other (1% of respondents or less for the post-campaign survey)	**2**	9
Refuse/Don't Know	**5**	3

***Multiple Responses**

Respondents were then asked if there were any areas in the Town of Sylvan Lake where idling should not occur but was still a significant issue. Forty-five percent of respondents (45%) specified locations. Most commonly, respondents specified in front of or outside of schools (23%, comparable to 21% in the pre-campaign survey). See Table 5, below.

Table 5

Are there any areas in the Town of Sylvan Lake where idling should not occur but is a significant issue?		
	Percent of Respondents* (n=400)	
	Post-Campaign	**Pre-Campaign**
No specific areas	**46**	44
Yes; Specify	**45**	44
In front/outside of schools	**23**	21
At/near the beach/lake	**7**	5
Downtown area (e.g., Lakeshore Drive)	**6**	5
Parks/playgrounds/green spaces	**5**	2
Other (2% of respondents or less for the post-campaign survey)	**15**	12
Refuse/Don't Know	**9**	12

***Multiple Responses**

4.3 Knowledge About Idling

Next, respondents were given a list of statements and were asked to indicate whether they believed each statement was true or false. The vast majority (85% or higher) labeled the following as true:

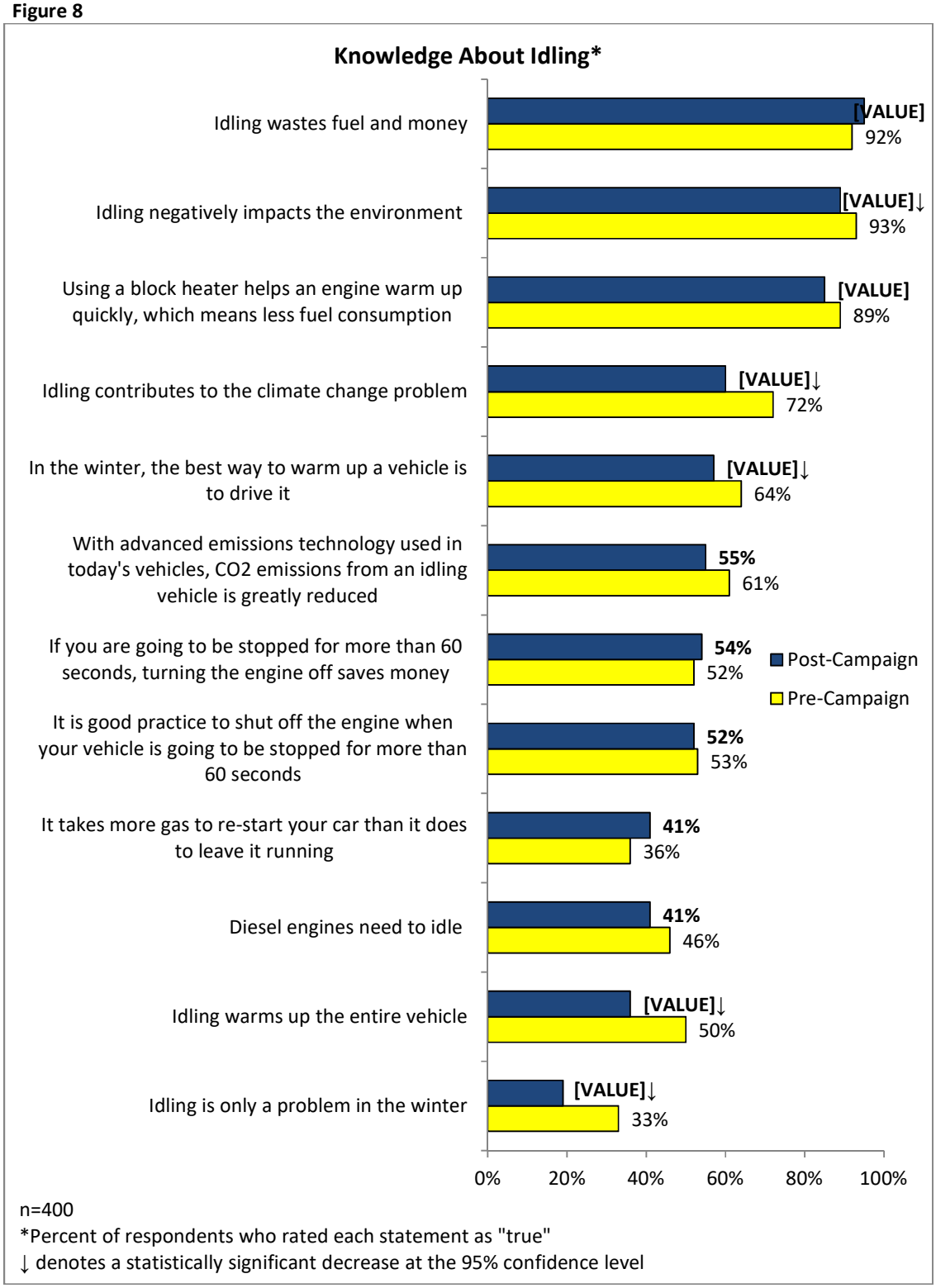
- Idling waste fuel and money (95% rated this statement as true, comparable to 92% the pre-campaign survey);
- Idling negatively impacts the environment (89%, a significant decrease from 93% in the pre-campaign survey); and
- Using a block heater helps an engine warm up quickly, which means less fuel consumption (85%, comparable to 89% in the pre-campaign survey).

Less than 40% of respondents labeled the following statements as true:

- Idling warms up the entire vehicle (36%, a significant decrease from 50% in the pre-campaign survey); and
- Idling is only a problem in the winter (19%, a significant decrease from 33% in the pre-campaign survey).

See Figure 8, on the following page.

Figure 8



n=400
*Percent of respondents who rated each statement as "true"
↓ denotes a statistically significant decrease at the 95% confidence level

Those who expressed a high degree of concern with vehicle idling as an issue in their community were significantly more likely to label the statement **"idling wastes fuel and money" as true** (98%, versus 91% of those who expressed a low degree of concern).

Respondent subgroups significantly more likely to label the statement **"Idling negatively impacts the environment" as true** included:

- Those who expressed a high degree of concern with vehicle idling as an issue in their community (99%, versus 79% of those who expressed a low degree of concern);
- Females (93%, versus 86% of males); and
- Those who own one vehicle (97%, versus 87% of those who own three or more vehicles).

Respondent subgroups significantly more likely to label the statement **"with the advanced emissions technology used in today's vehicles, carbon dioxide emissions from an idling vehicle are greatly reduced" as true** included:

- Those who expressed a moderate degree of concern with vehicle idling as an issue in their community (75%, versus 52% of those who expressed a high degree of concern and 46% of those who expressed a low degree of concern);
- Those who drive for work purposes (70%, versus 50% of those who do not);
- Those aged 35 to 54 (65%) and those aged 55 or older (63%) versus those aged 16 to 34 (41%); and
- Those with a university or postgraduate education (62%, versus 49% of those with a high school education).

Those who expressed a high (79%) or moderate (64%) degree of concern with vehicle idling as an issue in their community were significantly more likely to label the statement **"idling contributes to the climate change problem" as true** versus 44% of those who expressed a low degree of concern).

Respondent subgroups significantly more likely to label the statement **"in the winter, the best way to warm up a vehicle is to drive it" as true** included:

- Those who drive their vehicle 7 days per week (62%, versus 47% of those who drive their vehicle 4 to 6 days per week);
- Those who expressed a moderate (72%) or high (66%) degree of concern with vehicle idling as an issue in their community versus those who expressed a low (43%) degree of concern;

- Those aged 55 years or older (69%, versus 49% of those aged 16 to 34); and
- Those who own one (68%) or two (62%) vehicles versus those who own 3 or more vehicles (48%).

Respondent subgroups significantly more likely to label the statement **"using a block heater helps an engine warm up quickly, which means less fuel consumption" as true** included:

- Those who drive their vehicle 4 to 6 days per week (93%, versus 82% of those who drive their vehicle 7 days per week);
- Those who expressed a low degree of concern with vehicle idling as an issue in their community (89%, versus 79% of those who expressed a high degree of concern);
- Males (92%, versus 79% of females); and
- Those aged 35 to 54 (91%, versus 80% of those aged 16 to 34).

Respondent subgroups significantly more likely to label the statement **"idling warms up the entire vehicle" as true** included:

- Those who drive their vehicle 7 days per week (39%, versus 50% of those who drive their vehicle 1 to 3 days per week);
- Those aged 55 years or older (46%, versus 32% of those aged 16 to 34); and
- Those who own one vehicle (48%, versus 31% of those who own three or more vehicles).

Respondent subgroups significantly more likely to label the statement **"it's good practice to shut off the engine when your vehicle is going to be stopped for more than 60 seconds" as true** included:

- Those who expressed a high degree of concern with vehicle idling as an issue in their community (69%, versus 46% of those who expressed a low degree of concern and 42% of those who expressed a moderate degree of concern);
- Females (59%, versus 45% of males); and
- Those with a university or postgraduate education (59%, versus 43% of those with a high school education).

Those aged 55 or older (31%) were significantly more likely to label the statement **"idling is only a problem in the winter" as true** versus those aged 35 to 54 (18%) and those aged 16 to 34 (13%).

Respondent subgroups significantly more likely to label the statement **"diesel engines need to idle" as true** included:

- Those who drive their vehicle 4 to 6 days per week (53%, versus 36% of those who drive their vehicle 7 days per week);
- Those who expressed a low degree of concern with vehicle idling as an issue in their community (51%, versus 35% of those who expressed a moderate degree of concern and 31% of those who expressed a high degree of concern);
- Those with a college education (49%, versus 32% of those with a university or postgraduate education); and
- Those who own three vehicles or more (55%, versus 35% of those who own two vehicles and 22% of those who own one vehicle).

Respondent subgroups significantly more likely to label the statement **"If you are going to be stopped for more than 60 seconds, turning the engine off saves money" as true** included:

- Those who expressed a high degree of concern with vehicle idling as an issue in their community (59%, versus 45% of those who expressed a moderate degree of concern); and
- Those with a university or postgraduate education (64%, versus 50% of those with a college education).

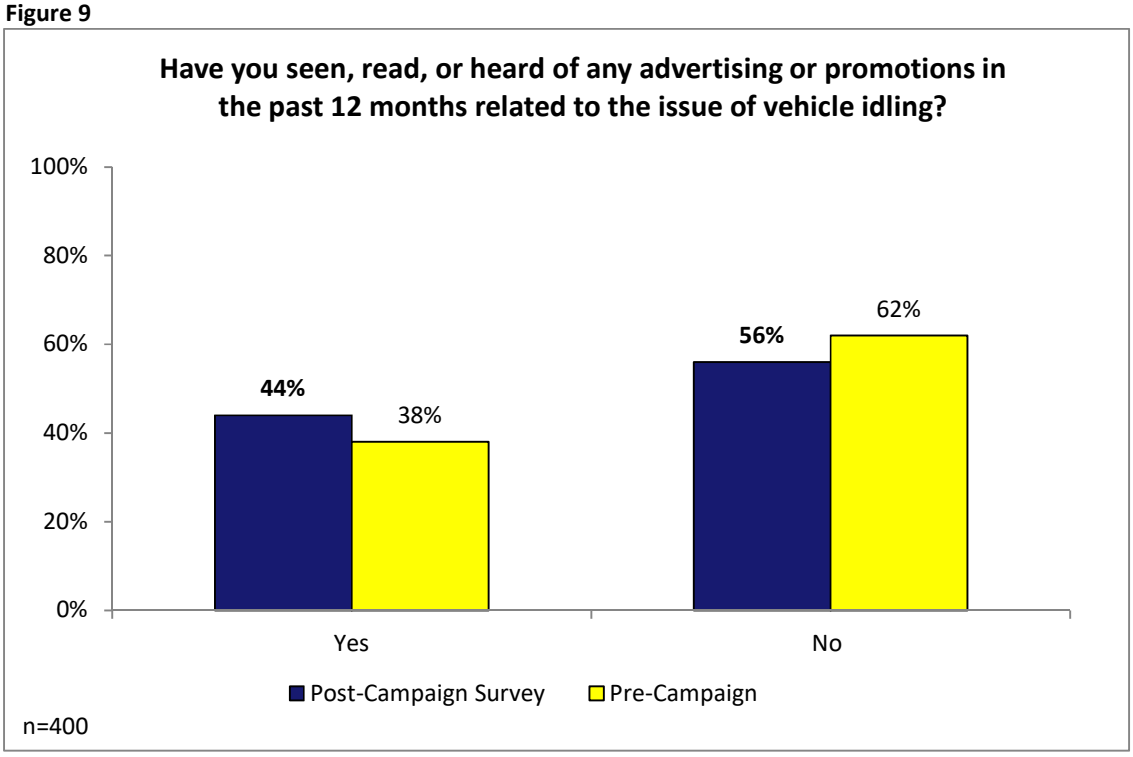
Respondent subgroups significantly more likely to label the statement **"It takes more gas to re-start your car than it does to leave it running" as true** included:

- Those who drive their vehicle 7 days per week (45%, versus 33% of those who drive their vehicle 4 to 6 days per week);
- Those who expressed a low (51%) and high (39%) degree of concern with vehicle idling as an issue in their community, versus 26% of those who expressed a moderate degree of concern;
- Those who do not drive for work purposes (44%, versus 32% of those who do);
- Females (46%, versus 35% of males);
- Those aged 16 to 34 (49%, versus 32% of those aged 35 to 54);
- Those with a high school (63%) and college (37%) education versus 25% of those with a university or postgraduate education; and
- Those who own three or more vehicles (49%, versus 33% of those who own two vehicles).

4.4 Campaign Awareness

To begin this section of the survey, respondents were asked if they had seen, read, or heard any advertising or promotions in the past 12 months related to the issue of vehicle idling. Forty-four percent of respondents (44%, comparable to 38% in the pre-campaign survey) had seen campaign materials, while 56% had not. See Figure 9, below.

Figure 9



Respondent subgroups significantly more likely to have **seen, read, or heard of any advertising or promotions in the past 12 months related to the issue of vehicle idling** included:

- Those who drive their vehicle 4 to 6 days per week (56%, versus 40% of those who drive their vehicle 7 days per week and 35% of those who drive their vehicle 1 to 3 days per week);
- Those with a university or postgraduate (57%) or college (46%) education versus 28% of those with a high school education; and
- Those who own three or more vehicles (49%, versus 33% of those who own one vehicle).

Those who had seen, read, or heard any advertising or promotions in the past 12 months related to the issue of vehicle idling (n=170) were asked, on an unaided basis, where they saw, heard or read the campaign materials. Most commonly, respondents had seen the campaign materials on television (16%, a significant decrease from 27% in the pre-campaign survey) and through the Sylvan Lake News (16%, a significant increase from 0% in the pre-campaign survey). See Table 6, below.

Table 6

Where did you see, hear, or read this? (UNAIDED)		
Base: Respondents had seen, read, or heard any advertising or promotions in the past 12 months related to the issue of vehicle idling	**Percent of Respondents***	
	Post-Campaign (n=170)	**Pre-Campaign (n=150)**
Television	**16**	27
Sylvan Lake News	**16**	-
Social Media (ex. Facebook, Twitter)	**12**	3
Town website	**11**	-
Radio	**11**	19
Word of mouth	**3**	-
Other	**48**	63
Refuse/Don't Know	**13**	7

***Multiple Responses**

"Other" responses included:

- Road signage/billboards (8%);
- In another town/city (7%);
- Newspaper (7%);
- In schools (6%);
- At work (in general) (5%);
- In a hospital/medical clinic (4%);
- Inside/outside of businesses (4%);
- Idling bylaw related information (3%);
- Magazines (2%);
- Posters/bulletin board postings (2%); and
- Other (1% of respondents or less) (4%).

Next, respondents who completed the post-campaign survey and who were not aware of each of the following methods on an unaided basis (n=89-170) were then read the methods in which they may have seen, read, or heard of any advertising or promotions in the past twelve months related to the issue of vehicle idling and asked if they recalled each method, on an aided basis. Most commonly, respondents had seen, heard, or read about campaign materials through word of mouth (39%), followed by on the radio (35%), and on Facebook/Social Media (30%). See Table 7, below.

Table 7

Have you seen, read, or heard of any advertising or promotions in the past 12 months related to the issue of vehicle idling through the following? (AIDED)*			
Base: Respondents who had seen, read, or heard any advertising or promotions in the past 12 months related to the issue of vehicle idling but did not mention each.	**Percent of Respondents****		
	Yes	**No**	**Don't Know**
Word of mouth (n=162)	39	61	1
Radio (n=148)	35	63	2
Facebook/Social Media (n=152)	30	70	1
Sylvan Lake News (n=130)	23	74	3
Television (n=130)	22	75	3
Town website (n=156)	20	80	1
Sylvan Lake Beach Ambassador (n=170)	3	96	1
Receiving a "Breath Easy" ticket (n=170)	-	98	2
Other (n=89)	5	94	1

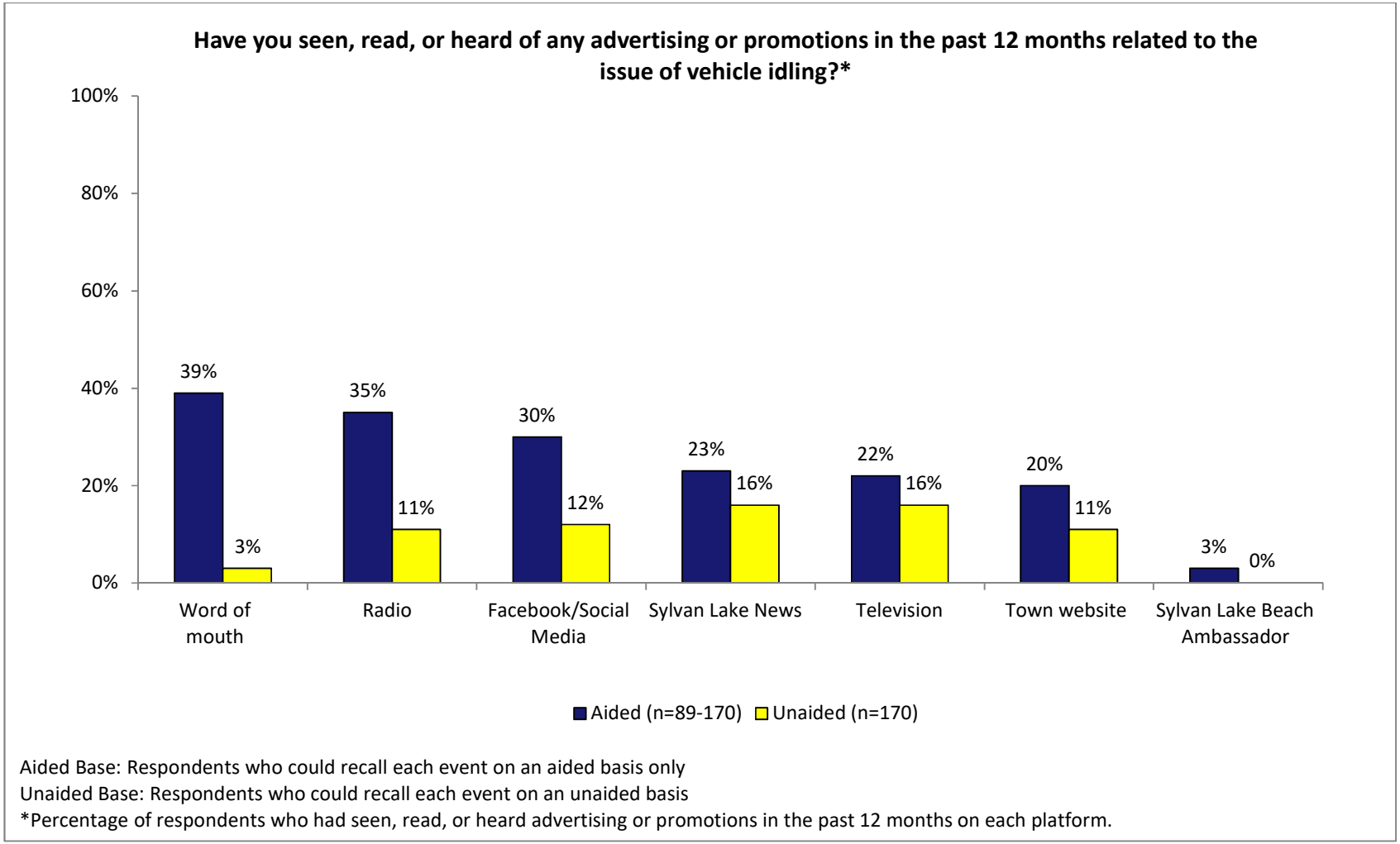
***New to the post-campaign questionnaire**
****Multiple Responses**

"Other" responses (n=5) included:

- Road signage/billboards (100%).

Figure 10, below, shows respondents' unaided and aided awareness of campaign materials on each platform.

Figure 10



Aided Base: Respondents who could recall each event on an aided basis only
Unaided Base: Respondents who could recall each event on an unaided basis
*Percentage of respondents who had seen, read, or heard advertising or promotions in the past 12 months on each platform.

Respondents who recalled seeing, reading, or hearing campaign materials (aided or unaided) were then asked what the main message of the campaign material was. Tables 8 through 15 on the following pages show the results.

Table 8

What was the main message you recalled seeing or hearing on television?	
Base: Respondents that recalled (aided/unaided) this as a source of advertising/promotion.	**Percent of Respondents* (n=74)**
Idling is harmful to the environment	30
Do not idle/idling is not necessary (in general)	16
Idling is harmful to your health	9
Idling wastes fuel and/or money	4
Your vehicle warms up faster by driving than by idling	4
Idling is illegal/could result in receiving a fine/there are idling bylaws	4
Other (2% of respondents or less)	6
Don't know/Not stated	26

***Multiple Responses**

Table 9

What was the main message you recalled seeing or reading on the Town website?	
Base: Respondents that recalled (aided/unaided) this as a source of advertising/promotion.	**Percent of Respondents* (n=38)**
Idling is harmful to the environment	46
Idling wastes fuel and/or money	10
Do not idle/idling is not necessary (in general)	9
Need to reduce/limit idling (in general)	4
Idling is illegal/could result in receiving a fine/there are idling bylaws	3
Your vehicle warms up faster by driving than by idling	2
Idling has a negative impact on the community (in general)	2
Idling is harmful to your health	1
Don't know/Not stated	23

***Multiple Responses**

Table 10

What was the main message you recalled seeing or reading on Facebook/Social Media?	
Base: Respondents that recalled (aided/unaided) this as a source of advertising/promotion.	**Percent of Respondents* (n=47)**
Idling is harmful to the environment	51
Do not idle/idling is not necessary (in general)	11
Idling wastes fuel and/or money	9
Need to reduce/limit idling (in general)	6
Idling is harmful to your health	5
Your vehicle warms up faster by driving than by idling	4
Idling is illegal/could result in receiving a fine/there are idling bylaws	2
Raising public awareness of idling	2
Don't know/Not stated	13

***Multiple Responses**

Table 11

What was the main message you recalled seeing, hearing, or reading through the Sylvan Lake News?	
Base: Respondents that recalled (aided/unaided) this as a source of advertising/promotion.	**Percent of Respondents* (n=77)**
Idling is harmful to the environment	27
Need to reduce/limit idling (in general)	12
Town is conducting a survey on idling	10
Do not idle/idling is not necessary (in general)	9
Your vehicle warms up faster by driving than by idling	9
Idling is harmful to your health	5
Idling wastes fuel and/or money	4
Idling is illegal	4
There are designated idle-free zones in town	4
Other (3% of respondents or less)	3
Don't know/Not stated	15

***Multiple Responses**

Table 12

What was the main message you recalled hearing on the radio?	
Base: Respondents that recalled (aided/unaided) this as a source of advertising/promotion.	**Percent of Respondents* (n=63)**
Idling is harmful to the environment	34
Idling wastes fuel and/or money	10
Do not idle/idling is not necessary (in general)	10
Your vehicle warms up faster by driving than by idling	8
All of the above (in general)	8
Idling is illegal/could result in receiving a fine/there are idling bylaws	5
Idling is harmful to your health	3
Need to reduce/limit idling (in general)	3
Turn off vehicle when stopped	1
Don't know/Not stated	19

***Multiple Responses**

Table 13

What was the main message you recalled hearing through word of mouth?	
Base: Respondents that recalled (aided/unaided) this as a source of advertising/promotion.	**Percent of Respondents* (n=72)**
Idling is harmful to the environment	39
Idling is harmful to your health	14
Is bad for the economy (in general)	9
Town is conducting a survey on idling	7
Idling wastes fuel and/or money	6
Need to reduce/limit idling (in general)	6
Your vehicle warms up faster by driving than by idling	4
Other (4% of respondents or less)	11
Don't know/Not stated	4

***Multiple Responses**

Table 14

What was the main message you recalled hearing from Sylvan Lake Ambassadors?	
Base: Respondents that recalled (aided/unaided) this as a source of advertising/promotion.	**Number of Respondents* (n=6**)**
Idling is harmful to the environment	3
Do not idle/idling is not necessary (in general)	1
Idling is illegal/could result in receiving a fine/there are idling bylaws	1
Need to reduce/limit idling (in general)	1

***Multiple Responses**
****Use caution interpreting results when n<30**

Table 15

What was the main message you recalled seeing, hearing, or reading through other?	
Base: Respondents that recalled (aided/unaided) this as a source of advertising/promotion.	**Percent of Respondents* (n=82)**
Idling is harmful to the environment	33
There are designated idle-free zones in town	14
Idling wastes fuel and/or money	9
Do not idle/idling is not necessary (in general)	8
Is bad for the economy (in general)	8
Turn off vehicle when stopped	7
Idling is illegal/could result in receiving a fine/there are idling bylaws	7
Idling is harmful to your health	4
Other (1% of respondents or less)	3

***Multiple Responses**

4.5 Respondent Profile

Tables 16 and 17, below and on the following page, provide a demographic profile of the respondents surveyed for the 2016 Sylvan Lake Idling Awareness Survey.

Table 16

	Percent of Respondents (n=400)	
	Post-Campaign	**Pre-Campaign**
Gender		
Male	**48**	50
Female	**52**	50
Age		
16 to 24	**10**	3
25 to 34	**28**	10
35 to 44	**17**	19
45 to 54	**19**	21
55 to 64	**10**	23
65 years or older	**12**	22
Refuse/Don't Know	**3**	2
Percent of respondents with at least one (1) member in the household belonging to the following age groups:	**(n=397)***	**(n=396)***
Under 14 years old	**47**	35
Between 14 and 18 years old	**19**	17
Between 19 and 44 years old	**67**	47
Between 45 and 64 years old	**45**	54
65 years of age or older	**17**	24
Mean Household Size	**3.2 people**	**2.9 people**
What is the highest level of education you have achieved to date?		
Less than high school	**10**	5
Graduated high school	**17**	24
Some or completed technical or vocational school	**11**	10
Some or completed college	**33**	29
Some or completed university	**21**	25
Post graduate	**7**	6
Not stated	**2**	1

***Excludes "Don't Know" responses**

Table 17

How many vehicles (excluding recreational/seasonal vehicles such as motorhomes, off-highway vehicles, and motorcycles) are owned or used by members of your household?	Percent of Respondents (n=400)	
	Post-Campaign	**Pre-Campaign**
1	**16**	20
2	**43**	48
3	**23**	19
4	**9**	8
5	**3**	3
6	**1**	1
7	**5**	-
8	**<1**	-
9	**-**	<1
10	**<1**	-
Refuse/Don't Know	**<1**	-
Mean Number of Vehicles	**2.6 vehicles**	2.3 vehicles
In an average week, how many days do you drive a vehicle?	**Post-Campaign**	**Pre-Campaign**
1 day	**1**	3
2 days	**2**	4
3 days	**5**	6
4 days	**4**	5
5 days	**12**	11
6 days	**12**	13
7 days	**64**	58
Don't Know	**<1**	<1
Mean	**6.1 days**	5.9 days

APPENDIX A
SURVEY INSTRUMENT

Town of Sylvan Lake –Idling Awareness Survey
Final Draft – April 29, 2016
Introductory Script
Good afternoon/evening my name is ___ and I am calling on behalf of Banister Research. We are presently conducting a survey among residents within your community on behalf of the Town of Sylvan Lake and the Parkland Airshed Management Zone. We are calling today to ask you a few questions about Canadians' driving habits. This will take less than 10 minutes to complete.
Please be assured we are not trying to sell you anything, we simply want to ask your opinions. Your identity and everything you say will be kept strictly confidential.

[**Interviewer Note**: If residents have questions about the study they can be referred to Sue Arrison at the Parkland Airshed Management Zone, info@pamz.org, 403.862.7046 or Joanne Gaudet at the Town of Sylvan Lake Office 403 887-1185 ext. 240]

A. Do you live within the limits of the Town of Sylvan Lake?

1. Yes	
1. No	**THANK AND TERMINATE**
F5 (Don't Know)	**THANK AND TERMINATE**

B. For this study, I need to speak to a [**ALTERNATE: Male/Female**] in your household who is 16 years of age or older. Is there someone available I can speak with?

1. Yes, speaking	**Continue**
2. Yes, I'll get him/her	**Repeat introduction and continue**
3. No, later	**Arrange callback and record first name of selected respondent**
4. No, refused	**Thank and terminate**

C. Do you drive a vehicle? By vehicle we mean car, truck, van or SUV. Is there someone available that I can speak with that does drive?

1. Yes, speaking	**Continue**
2. Yes, I'll get him/her	**Repeat introduction and continue**
3. No, later	**Arrange callback and record first name of selected respondent**
4. No, no one drives	**Thank and terminate**

D. In an average week, how many days would you say you drive a vehicle?

1. None – Thank and Terminate
2. 1 or more – RECORD NUMBER _____ Days

Attitudes about Idling

PREAMBLE: I would like to ask you a few short questions about vehicle idling. By this I mean leaving a vehicle engine running while it is parked or stopped, except when in traffic.

1. Using a scale of 1 to 5, where 1 means "not at all concerned" and 5 means "very concerned", how concerned are you with vehicle idling **as an issue in your community**?

   1. Not at all concerned
   .
   5. Very concerned
   F5 Don't know

2. What do you think are the major reasons for concern, if any, with regards to idling?

   _____ RECORD VERBATIM
   98. Don't know
   99. None/Nothing

3. Using a scale of 1 to 5, how concerned are you with the effects of idling on each of the following?

   1. Not at all concerned
   .
   5. Very concerned
   F5 Don't know

   a) The environment in general
   b) Your health and wellbeing
   c) Use of resources

4. Which of the following would be the most important reason for you to stop idling? (Accept only one response)

   1. To save money on gas
   2. To help improve air quality
   3. To conserve energy
   4. Something else: specify: _____
   5. None/Nothing – I never idle
   6. Don't know

5. What do you think are the major **barriers** for people, in terms of reducing idling behaviour?

   _____ RECORD VERBATIM

Idling Behaviour

6. Do you …? [YES/NO FOR EACH]

    1. Yes
    2. No

    1. Drive a vehicle for personal use
    2. Drive a company vehicle for work purposes

    IF NO TO BOTH – GO TO Q.8

7. How often do you idle….?

    A. [IF YES TO PERSONAL VEHICLE IN Q.6] Your personal vehicle: [READ LIST - SELECT ONE RESPONSE]

    1. Every time I drive this vehicle/every trip I make
    2. More than half of the time I drive this vehicle (but not every time)
    3. About half of the time I drive this vehicle
    4. Less than half of the time I drive this vehicle (but still sometimes)
    5. Only in the winter months
    6. Never/I do not idle this vehicle
    7. Don't know
    8. Not applicable

    B. [IF YES TO COMPANY VEHICLE IN Q.6] Your work/company vehicle: [READ LIST – SELECT ONE RESPONSE]

    1. Every time I drive this vehicle/every trip I make
    2. More than half of the time I drive this vehicle (but not every time)
    3. About half of the time I drive this vehicle
    4. Less than half of the time I drive this vehicle (but still sometimes)
    5. Only in the winter months
    6. Never/I do not idle this vehicle
    7. Don't know
    8. Not applicable

8. During the past week, would you say you have idled your vehicle in any of the following situations: [YES/NO to EACH]

    1. Yes
    2. No
    9. Don't know

    A. While waiting for or picking-up someone?
        1. (If yes) And how many minutes would you say your vehicle idled in this situation?
        ____ Number of Minutes

B. While you were stopped for take-out food? (This means waiting in line at a drive thru, or while you run into a fast-food restaurant, etc.)
   1. (If yes) And how many minutes would you say your vehicle idled in this situation?
   ____ Number of Minutes

C. To warm up your vehicle before driving somewhere?
   1. (If yes) And how many minutes would you say your vehicle idled in this situation?
   ____ Number of Minutes

9. Are there other situations that you have idled your vehicle? If so, what are they? [RECORD UP TO THREE "OTHER SITUATIONS"]
   a. (If yes) And how many minutes would you say your vehicle idled in this situation? [FOR EACH RESPONSE LISTED IN Q.9 – UP TO THREE TIMES RECORDED]
   _____ (Record number)

10. Can you think of any specific areas in the Town of Sylvan Lake where people idle more often?

_____ RECORD VERBATIM

11. Are there any areas in the Town of Sylvan Lake where idling should not occur but is a significant issue?

_____ RECORD VERBATIM

Knowledge about Idling

12. For each of the following statements, please indicate whether you believe it is TRUE or FALSE

1. True
2. False
F5 Don't know [Try not to accept]

a. Idling wastes fuel and money
b. Idling negatively impacts the environment
c. With the advanced emissions technology used in today's vehicles, carbon dioxide (CO_2) emissions from an idling vehicle are greatly reduced.
d. Idling contributes to the climate change problem
e. In the winter, the best way to warm up a vehicle is to drive it
f. Using a block heater helps an engine warm up quickly, which means less fuel consumption
g. Idling warms up the entire vehicle
h. It's a good practice to shut off the engine when your vehicle is going to be stopped for more than 60 seconds.
i. Idling is only a problem in the winter
j. Diesel engines need to idle
k. If you are going to be stopped for more than 60 seconds, turning the engine off saves money.
l. It takes more gas to re-start your car than it does to leave it running.

Campaign Awareness

13. Have you seen, read or heard of any advertising or promotions in the past 12 months related to the issue of vehicle idling?

    1. Yes
    2. No – GO TO Q.17
    F5 Don't know – GO TO Q.17

14. Where did you see, hear or read this? [Unaided, allow for multiple responses]

    _____ RECORD VERBATIM
    Pre-codes [**Do not read**]
    1. Television
    2. Town website
    3. Facebook/Social Media
    4. Sylvan Lake News
    5. Radio
    6. Word of mouth
    7. Sylvan Lake Beach Ambassadors
    8. Receiving a "Breath Easy" ticket
    9. Other [Specify]
    10. Don't Know

15. [FOR EACH NOT SELECTED IN Q 14 1 to 9, ASK] Have you seen, read or heard of any advertising or promotions in the past 12 months related to the issue of vehicle idling through the following: [Aided, only provide those **not mentioned in Q. 14**]

    1. Yes
    2. No
    F5. Don't Know
    1. Television
    2. Town website
    3. Facebook/Social Media
    4. Sylvan Lake News
    5. Radio
    6. Word of mouth
    7. Sylvan Lake Beach Ambassadors
    8. Receiving a "Breath Easy" ticket
    9. Other [Specify]

16. What was the main message you recalled seeing or reading through [Insert each selected in Q14 and each yes Q15]

    _____ RECORD VERBATIM

Pre-code answers [**Do not read**]:

1. Idling is harmful to your health
2. Idling wastes fuel and/or money
3. Idling is harmful to the environment
4. Your vehicle warms up faster by driving than by idling

Demographics

In order for us to better understand the different views and needs of people in the community, the next few questions allow us to analyze the data into sub-groups. Please note that survey responses will not be linked to your personal information in any way.

17. Gender
    1. Male
    2. Female

18. In what year were you born? [CONVERT TO AGE]
    _____ Age in years

19A. Including yourself, how many people in each of the following age groups live in your household? How many are (**Read list. Record actual number**)

1. Under 14 years old
2. Between 14 and 18 years old
3. Between 19 and 44 years old
4. Between 45 and 64 years old
5. 65 years of age or older

20. What is the highest level of education you have achieved to date?

1. Less than high school
2. Graduated high school
3. Some or completed technical or vocational school
4. Some or completed college
5. Some or completed university
6. Post graduate

21. How many vehicles (excluding recreational/seasonal vehicles such as motorhomes, off-highway vehicles, and motorcycles) are owned or used by members of your household?

_____ RECORD NUMBER

RECRUITMENT INVITATION

R1. The Town of Sylvan Lake may be conducting follow-up research in the future regarding your perceptions and opinions of vehicle idiling, including focus groups, web-based surveys and interviews. Would you be willing to participate in follow-up research?

YES – **[CONTINUE WITH SURVEY]**
NO – **[THANK & END]**
NO Response – **[END]**

R2. Do we have your permission to collect and release your contact information? Please be ensured that only your contact information will be released in this regard, and none of your responses to this survey will be linked to you in any way.

YES – **[CONTINUE WITH SURVEY]**
NO – **[THANK & END]**
NO Response – **[END]**

D9. Please confirm your first name, telephone number and email address so we may contact you in the future:

First name: _____
Telephone number: _____
Email address: _____

Thank you very much for participating in our survey. Your input is greatly appreciated.