

Town of Sylvan Lake –Idling Awareness Survey

Final Draft – March 30, 2015

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 Dave Brand at the Town of Sylvan Lake Office 403 887-1185]

- A. **[TELEPHONE ONLY]** Do you live within the limits of the Town of Sylvan Lake?
 - 1. Yes
 - 2. No **THANK AND TERMINATE**
 - F5 (Don’t Know) **THANK AND TERMINATE**

- B. **[TELEPHONE ONLY]** 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? (DO NOT READ. 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 for coffee, etc.)
 - 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.13 – 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 (CO₂) 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.16
- F5 Don't know – GO TO Q.16

14. Where did you see, hear or read this?

_____ RECORD VERBATIM

PRE-SURVEY – SKIP TO Q.16

15. ****Only ask for post-survey**** And what do you recall to be the main message of the materials you have seen in or at (PRECODE RESPONSES FROM Q.14 to BE INSERTED AS WELL AS SPECIFIC CAMPAIGN DETAILS IN POST SURVEY ONLY) ?

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.

16. Gender

1. Male
2. Female
3. Prefer not to say

17. In what year were you born? [CONVERT TO AGE]

_____ Age in years

17A. 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

18. 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

19. 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 idling, 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.