



RAQC Pre-Campaign Survey Results

June 2, 2010

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Zoomerang Survey Results

Regional Air Quality Council - Pre-Campaign Survey

1. Please paste your unique survey code below. This code can be found on the e-Rewards page that you clicked on to reach the survey.

396 Responses

2. How much of a problem is air pollution in the Denver area?

Major Problem	63	16%
Moderate Problem	218	54%
Minor Problem	94	24%
Not a Problem at All	13	3%
Don't Know	12	3%
Total	400	100%

3. Please rate to what extent you think air pollution negatively impacts the following.

Top number is the count of respondents selecting the option.

Bottom % is percent of the total respondents selecting the option.	Major Extent	Moderate Extent	Minor Extent	Not at All	Don't Know
a. Your daily life?	16 4%	114 29%	180 45%	83 21%	6 2%
b. The quality of life in the metro-Denver area?	30 8%	157 39%	165 41%	38 10%	8 2%
c. The health of residents in the metro-Denver area?	57 14%	174 44%	142 36%	19 5%	7 2%
d. The reputation of the metro-Denver area?	63 16%	137 34%	145 36%	45 11%	10 2%

4. How familiar would you say you are with the problem of ground level ozone?

Very Familiar	23	6%
Somewhat Familiar	106	27%
A Little Familiar	122	31%
Not at all Familiar	136	34%
Don't Know	10	3%
Total	397	100%

5. How much of a problem do you think ground level ozone is?

Major Problem	39	10%
Moderate Problem	145	37%
Minor Problem	89	23%
Not a Problem at All	10	3%
Don't Know	111	28%
Total	394	100%

6. Please mark whether or not you think each of the following contributes to ground level

Top number is the count of respondents selecting the option.

	Yes	No	Don't Know
	340	20	40
a. Auto emissions	85%	5%	10%
	347	16	37
b. Truck and bus emissions	87%	4%	9%
	182	94	123
c. Air conditioners	46%	24%	31%
	312	37	49
d. Gasoline-powered lawn equipment	78%	9%	12%
	253	65	80
e. Aerosol products, such as hair spray	64%	16%	20%
	307	35	57
f. Gasoline vapors	77%	9%	14%
	258	63	78
g. Vapors from paints, stains and solvents	65%	16%	20%
	144	135	119
h. Dust particles	36%	34%	30%

7. Please list what actions you are aware of that can help reduce ozone pollution.

Question #7 - Open-Ended Response

Total Responses	370
Reduce driving, carpool, walk/ride bike/mass transit	57
Aerosols/CFCs (as a cause)	47
Pump gas in evening & not on ozone alert days	40
Mow after hours	35
Hybrid/electric cars/cleaner fuel	26
Reduce carbon emissions/lower emission standards/catalytic converters	22
Reduce use of gas powered (lawn) equipment	15
Reduce electricity usage	10
Reduce fireplace burning/wood burning	9
Reduce use of ozone pollutants/ozone action days	7
Keeping car tuned	6
Fewer stops/reduce idling of car	5
Solvents/stains/paints	2
Rubber gas fume covers	1
Other	34
Don't Know/None/NA	51

8. How aware are you that the following things can help reduce ozone pollution?

Top number is the count of respondents selecting the option.

Bottom % is percent of the total respondents selecting the option.	Very Aware	Somewhat Aware	Not Very Aware	Don't Know
	304	65	15	13
a. Limit driving or take alternative modes of transportation	77%	16%	4%	3%
	213	111	59	16
b. Make sure that your gas cap is sealed tightly on your gas tank	53%	28%	15%	4%
	207	83	88	21
c. Stop pumping gasoline after the nozzle clicks off	52%	21%	22%	5%
	280	87	21	10
d. Keep your car well-maintained	70%	22%	5%	3%
	147	92	118	41
e. Mow your lawn only after 5:00 p.m.	37%	23%	30%	10%
	142	113	105	37
f. Use low-polluting or water-based paints and stains	36%	28%	26%	9%
	206	118	50	25
g. Use electric, battery-operated or low-polluting lawn equipment	52%	30%	13%	6%

9. How often would you say that you do each of the following things to reduce ozone pollution?

Top number is the count of respondents selecting the option.

Bottom % is percent of the total respondents selecting the option.

	Almost Always	Often	Some of the Time	Rarely	Almost Never	Does Not Apply	Don't Know
	53	84	138	67	43	3	10
a. Limit driving or take alternative modes of transportation	13%	21%	35%	17%	11%	1%	3%
	288	62	18	9	5	6	10
b. Make sure that your gas cap is sealed tightly on your gas tank	72%	16%	5%	2%	1%	2%	3%
	223	64	49	32	15	7	9
c. Stop pumping gasoline after the nozzle clicks off	56%	16%	12%	8%	4%	2%	2%
	240	108	30	6	2	5	8
d. Keep your car well-maintained	60%	27%	8%	2%	1%	1%	2%
	38	47	88	56	38	117	15
e. Mow your lawn only after 5:00 p.m.	10%	12%	22%	14%	10%	29%	4%
	71	70	64	28	21	104	41
f. Use low-polluting or water-based paints and stains	18%	18%	16%	7%	5%	26%	10%
	54	33	53	44	77	114	24
g. Use electric, battery-operated or low-polluting lawn equipment	14%	8%	13%	11%	19%	29%	6%

10. Please indicate if you are aware of each of the following air pollution programs or information sources?

Top number is the count of respondents selecting the option.

Bottom % is percent of the total respondents selecting the option.

	Aware of	Not Aware of	Don't Know
	148	225	25
a. Ozone Action Alert	37%	57%	6%
	29	328	40
b. Mow Down Pollution	7%	83%	10%
	51	305	40
c. Ozoneaware.org	13%	77%	10%
	31	327	41
d. Take Five to Clear The Air	8%	82%	10%
	10	343	41
e. Pledge to Chill	3%	87%	10%
	42	310	42
f. Let's Take Care of Our Summer Air	11%	79%	11%
	48	310	38
g. Join Our Clean Air Community	12%	78%	10%

11. Have you seen information on ozone pollution programs in any of the following media formats?

Top number is the count of respondents selecting the option.

Bottom % is percent of the total respondents selecting the option.

	Aware of	Not Aware of	Don't Know
a. Radio Advertising	115 29%	251 63%	30 8%
b. Radio News Story	95 24%	268 68%	33 8%
c. TV Advertising	171 43%	205 52%	21 5%
d. TV News Story	206 52%	171 43%	20 5%
e. Billboard Advertising	96 24%	274 70%	23 6%
f. Magazine & Newspaper Advertising	88 22%	282 71%	26 7%
g. Magazine & Newspaper News Story	117 30%	252 64%	27 7%
h. Bus Advertising	118 30%	246 63%	28 7%
i. Social Media (Facebook or Twitter)	40 10%	307 78%	48 12%
j. Online Banner Ads	39 10%	315 79%	43 11%
k. Online News Story	87 22%	269 68%	37 9%

12. Do you rent or own your residence?

RENT	87	22%
OWN	300	75%
DON'T KNOW	12	3%
Total	399	100%

13. Do you have children under 18 in your household?

YES	110	28%
NO	287	72%
Total	397	100%

14. Which one or more of the following would you say is your race or ethnicity?

White	332	83%
Black or African American	7	2%
Asian	21	5%
Native Hawaiian or Other Pacific Islander	0	0%
American Indian, Alaskan Native	1	0%
Hispanic/Latino	13	3%
Other	9	2%
DON'T KNOW	0	0%
REFUSE TO ANSWER	15	4%
Total	398	100%

15. Which of the following categories includes your age?

18 - 24	38	10%
25 - 34	100	25%
35 - 44	66	17%
45 - 54	64	16%
55 - 64	89	22%
65 - 74	37	9%
75 - 84	4	1%
85 or older	1	0%
Total	399	100%

16. What is your gender?

MALE	169	43%
FEMALE	228	57%
Total	397	100%

Regional Air Quality Council - Pre-Campaign Survey

Results Overview



Date: 5/25/2010 10:15 AM PST

Responses: Completes

Filter: No filter applied

7. Please list what actions you are aware of that can help reduce ozone pollution.

#	Response
1	test
2	test
3	Participate in "no drive" days, limit fireplace burning
4	riding bike to work, using more environment healthy cars,
5	Pollution Control for Vechiles, Fridge
6	Don't know
7	LIMITING DRIVING
8	Reduction in emissions from everything to cars to aerosols. Stricter guidelines for companies
9	don't know
10	carpoll
11	I don't know
12	dont know
13	buying gasoline at night; mowing the lawn at night; not buying aresol
14	stop using spray cans
15	try to avoid using aerosols and use my car less
16	Regularly tune vehicles - electric powered mowers
17	don't use aerosols
18	Reduce driving
19	Car pool
20	I don't know
21	I have no Idea
22	Don't know
23	reduce carbon emissions
24	Some are: efficient driving, using a more efficient gasoline, walking/riding bikes, taking the bus, using renewable resources over nonrenewable resources, to name a few.
25	Car pool to reduce the use of vehicals or ride a bike to get around.
26	not idling car; fewer stops and starts
27	DRIVE LESS, CUT YOUR LAWN IN THE EVENING
28	Stop
29	Fill your gas tank after dark.
30	Limit use of aerosol and benzene containing compunds
31	Running a lawn mower in the evening instead of morning or heat of day; Carpool; Use Light Rail Transit when possible
32	mowing with gas in the evening
33	use equipment later in day

34	Better, more efficient, freon free airconditioners, refrigerators; pump sprays instead of aerosol cans; more efficient car engines; changes in fuel grades; electric cars and buses; public transportation electric trains; hybrid cars, lawn mowers; smaller car engines; lighter cars; government mandated lower emissions on all household cooling and heating systems.
35	fuel efficiency
36	don't fuel cars on hot days
37	Not using aerosol cans, such as hair spray.
38	limit usage
39	none
40	lower pollution vehicles, get emissions test on older vehicles, no CFCs in products, monitor output from factories
41	Choose alternatives to driving, such as riding bicycles
42	carpool, public transportation
43	Drive less, mow the lawn in the late evening, use the EPA web site for criteria pollutants.
44	drive less
45	don't fill up gas tanks during the heat of the day. Combine shopping trips, etc.
46	Smog checks, friendly cleaning supplies, plants
47	less vehicles
48	drive less, use public transportation
49	no drive days
50	Driving less often. Not using hair sprays.
51	Drive less. Use mass transit.
52	wood burning restrictions, car pool lanes, tax incentives to make your home greener
53	DON'T REALLY KNOW
54	Aerosol reduction.
55	not use fire places when ozone level is high
56	electric vehicles, fill up gas in the morning or evening
57	Don't use aerosol sprays, stop thunderstorms
58	Unsure
59	Mass transit, alcohol fuels, natural gas fuels
60	fueling car up at night
61	limit travel in own vehicle, use public transportation
62	carpooling
63	less driving
64	hybrid cars, mow in early evening, car pool
65	fuel efficient cars
66	none
67	cut back
68	Car pooling
69	Bike to work day
70	electric mowers
71	get gas in the evening. Mow your lawn in the evening
72	Driving restrictions during periods of high ozone concentrations
73	carpooling
74	Don't drive as much.

75	Walk more, ride bike, use less air condition, recycle,
76	Gas up in evening, don't use aerosols
77	Fueling up vehicle at night, limiting driving, limiting use of lawn equipment
78	never heard of ground level ozone so don't know
79	mass transit, no fires, reduce electricity usage
80	Mow lawn at night
81	car pooling, only filling up in early morning or evening,
82	walk more
83	Use nuclear power instead of coal, drive fuel efficient vehicles instead of gas guzzlers, create a credit system for manufacturing pollutants
84	Reduce the use of all of the previous things. aka AC and aerosal.
85	dont know
86	Take public transport
87	tighten auto emission standards
88	dont know
89	Using some of these things less duing the day
90	Deduce driving
91	an improvement in gas mileage for cars and hybrid technology for vehicles
92	alternative to gas powered vehicles, aerosol cans w/no CFCs
93	mass transit
94	non use of aresols
95	Fill up gas tank in afternoon
96	electric law mower
97	walking
98	don't know
99	Keep sunlight off items containing nitrogen oxides
100	emission controls on vehicles, don't use aerosols
101	reduce emmissions, control the weather!
102	reduce dependance on petrolium products, run them durring eve hour
103	carpool
104	Vehicles should not be allowed according to the last number of their plate tags like from 0-to -6
105	Carpool, limit aerosol sprays
106	clean coal, hybrid vehicles
107	Reduce usage of pollutant products
108	Biking
109	Slowing use of aerosol products
110	Not using gas powered mower, limit car trips
111	Stopping the use of the items that cause it.
112	Less driving
113	Keep engines well tuned. Replace old equipment that is in daily use.
114	Drive less.
115	take public transportation/light rail. ride bikes
116	go green

117	Clean Emissions- program
118	Reduce driving
119	Reduce use of CFC's
120	Clean air emissions
121	N/A
122	Need to mow in evening,limit use of air conditioners, carpool, limit use of aerosol products
123	Keep auto engine tuned up with appropriate filters
124	none
125	Live like they did before the turn of the 20th century
126	fill gas tank early in the day
127	arasol sprays
128	None that I know of.
129	less cars
130	auto emmissions, no wood burning day
131	Not sure
132	higher efficient vehicles, less carbon producing vehicles.
133	car pool, take a bus, ride a bike, walk
134	reduce energy consumption, drive less
135	emissions, fire restrictions from fireplaces
136	mowing later on hot days, emission controls,not using spray cans
137	using electric tools instead of gas powered; reduce the number of short start/stop driving.
138	Riding a Bike, Reducing emissions
139	Clea ner fuel
140	don't know
141	use organic and go green
142	alternate energy sources, driving less, using non-cfc products
143	I do not know. I am unaware of the cause of ground ozone.
144	use public transportation when possible; don't use aerosol spray;
145	limiting contibutors during peak trouble times (incl. mid day)
146	Vehicle emissions standards
147	reduce the use of the items mentioned in question 6
148	use more fuel efficient car...car pool,
149	cleaner fuel
150	reduce use of energy, reduce use of gas powered machines
151	car pools, public transportation, walking, biking, purchasing non-aerosol products, electric yard tools, hybrid or electric vehicles
152	NO WOOD BURNING DAYS, FUELING CAR AFTER 5 PM, MOWING LAWN AFTER 5 PM
153	repair leaky AC units and high frequency electrical devices
154	none
155	Energy efficient cars
156	electric lawnmower, fill up gas tank after dark
157	ventilation fans
158	N/A

159	don't know
160	carpooling, filling up with gas in the evening, buying electric lawn mower
161	aragea
162	bicycle more, use special paint, don't use spray cans
163	carpooling, selective driving, filling your gas tank early or late in the day
164	unsure
165	go green all around
166	drive less, low-emission vehicles, energy saving appliances
167	Fill car with gas not at dusk
168	Use pump sprays instead of aerosole, use push mowers not power moweres
169	not driving so much, taking public transit, replacing gas mowers with electric
170	mow grass after 6:00 pm. Walk rather than short drives.
171	carpool, saver switch thru Xcel Energy
172	Don't fill up on cars on ozone action days, nor should you mow your lawns.
173	using fuel efficient cars, appliances, lawn care tools, etc.
174	catalix converter, a good breeze
175	use cars that run on veggie oil
176	I don't know
177	Fewer vehicles on the roads
178	don't drive as much, don't run the lawn mower on bad air days
179	Avoid mowing yard, fueling the car during the middle of the day
180	not familiar with the problem
181	filling gas tank and cutting grass at certain times
182	fill car's tank early morning or late night when it's cooler, don't mow lawn during heat of the day
183	Everyone has to do their part.
184	lack of use of gasoline
185	DON'T DRIVE
186	riding bikes
187	having your emmisions checked regularly, riding a bike, car pool
188	fueling your car in the morning or at night
189	drive less
190	utilizing clean energy sources
191	Electric Cars, Air filters
192	reduce CFCs
193	none
194	Hybrid or electic cars no aerosol knowledge about what to avoid
195	Drive less, walk more, switch to low emission vehicles/hybrid cars, car pool, better mass transit systems
196	Minimize use off cars, lawn mowers, and grills when it is hot out.
197	recycling, no aerosol type containers
198	I don't know
199	NONE
200	don't drive
201	Route interstate traffic around Denver

202	fill car at night; buy electric lawn mower; car pool
203	dont know
204	none
205	FUELING AT NIGHT
206	better emission control, less aerosol usage
207	Fill gas tank in evening
208	decrease driving, use non-aerosole hairsprays, modifications on engines to reduce ozone
209	using ozone safe products
210	People take public transportation instead of driving to work
211	changing focus to point emissions that contribute to ozone
212	walking or biking instead of dribing. use low energy appliances. use green products.
213	I don't know
214	Drive less
215	Reducing the overall amount of pollutants I release through transportation and product choice.
216	waalking, ridding bike, avoid driving
217	reduce driving, do not use aerosols and mow when it is cool
218	Cleaner cars
219	drive less at peak hours, use less electricity
220	The growth of mollusk shells
221	don't use stuff listed on last page
222	More efficient and lower emission engines
223	Car Pool, watch advisories, do all errands at one time, fuel up vehicles at night or early morning
224	reduce driving
225	Do not fill your gas tank in the day, do not mow during the day, limit driving, monitor car and truck emissions
226	ELIMINATE SPRAY CANS
227	Don't Know
228	carpooling
229	I was under the impression that reducing CFCs in aerosol cans has pretty much stopped the ozone depletion problem. Looks like I may need more education on the matter...
230	no idling of car, no public transportation
231	drive less
232	Taking Public Transportation
233	None
234	Alternative tranportation, carbon offsets, planting
235	don't use products with CFCs
236	less driving, better gas, alternate forms of transportation
237	fill up car after 5pm or later, mow lawn at night, car pool
238	hybrid vehicle, take bus to lessen pollution
239	Electric cars, carpool, biking to work, Lightrail
240	driving less
241	cleaner fuel
242	run lawn mower during evening
243	dont know

244	drive less autos - car pool
245	Don't pump gas, use lawn mowers and reduce driving on high ozone days
246	recycling, washing clothes on cold
247	clean up polluters
248	drive better cars
249	combine trips when using your car, walk instead of driving
250	CFC reduction, less driving
251	carpool, ride a bike instead of driving, use public transportation when possible, don't burn firewood, use non-arasol hairspray
252	limit driving, buy gas early or late in day, get electric mower
253	use materials that are listed to reduce ozone polution
254	commute via public transportation
255	lower use of cars
256	filling your car up with gas early in the morning, turning your car off when sitting idle
257	walk, use bus system
258	Not aware of much, other than carpooling to reduce number of vehicles on the road
259	use electric lawn care products
260	don't know
261	pump gas & mow your lawn at dusk, carpool or take public transportation
262	fill up gas tank and mow grass later in day
263	car pooling, greener cars.
264	car pooling
265	Think green and take actions whatever I can.
266	electric devices vs. gas powered. reduce deforestation, grow more trees, shrubs, so on
267	emission standards, drive less, fill up car when it's cooler outside
268	hybrid vehicles
269	Reduce use of ic engines during the hot part of the day
270	walk not drive
271	cleaner vehicles
272	cut down on the use of aerosols and petroleum products
273	combine errands, task, etc. in one trip
274	Hybrid cars, energy efficieny
275	walking instead of driving
276	walk
277	reduce driving
278	Reduse the use of items that cause this problem
279	limit driving, not mow during day, limit use of aerosoles, limit waste
280	drive less and don't use mowers when it is real hot
281	Riding the bus, buying energy star label products
282	less driving
283	Don't use aerosols with CFCs,
284	Honestly, I'm not sure!
285	going green

286	reduction of flurocarbons
287	drive less
288	Rbber gas fume covers at the gas pumps, as in Calif. Higher emissions qualifications for Trucks and buses, stronger requirements for more safe solvents, stains, etc.
289	educate the population
290	take public transportation, carpool
291	use of non-floride propellents in spray cans; catalytic converters
292	Taking the bus and car pooling, only mowing your lines on low pollution days
293	mow your lawn in the evening, don't use aerosols
294	TAKE PUBLIC TRANSIT, LIMIT AIR CONDITIONING USE, DON'T USE AEROSOLE, LEAF BLOWERS, LIMIT NUMBER OF CAR TRIPS
295	Reduce use of engines
296	carpooling
297	drive more electric cars
298	No
299	PUMP SPRAY BOTTLES, REDUCE DRIVING
300	hybrid cars
301	Turn power off when no need for it
302	Use the electric machain
303	not sure
304	limit use of gas powered engines
305	Carpool, ride bus
306	None
307	Drive less
308	Carpool, reduced use of gasoline powered lawn equipment and time of use.
309	fill gas tank at night, mow lawn at dusk, drive less
310	try to conserve energy usage, drive less if possible or car pool, electric mowers or even the old fashioned push kind (then you are also doing yourself a favor by excercising), pray
311	Car pool. Use public transportation. Don't drive. Use electric operated cars, devices...
312	drive less
313	recycling
314	Public Transportation
315	keep car engine tuned
316	Keep windows closed when air conditioning is on, don't leave fridge door open, get emissions run on your car
317	no aerosols
318	reduce use of pesticides
319	not sure
320	Driving a zero emmissions vehicle
321	none
322	do not know
323	Alternate transportation, waiting to mow the lawn
324	reduce emissions from any of the sources in question #6
325	build more fuel efficient cars that burn more smoothly
326	Recycling, carpooling

327	don't know
328	reducing driving at critical times, smoke, aerosol sprays, most cleaning solutions in spray form,
329	Don't know
330	reduce chemical usage
331	use non-gas powered equipment as much as possible
332	fire places
333	carpool
334	drive less. use air conditioning less?
335	drive less
336	I am not aware of any actions of realistic resolution.
337	n/a
338	none
339	drive less
340	Emissions testing; reduce driving
341	Save energy
342	ozone action days, limit usage and conservation tactics
343	Recycle
344	caRpool
345	Carpooling, hybrid vehicles, non-aerosol products
346	emissions testing on vehicles, vehicle that use other than gas, burn restrictions, airline emissions
347	driving reductions, wood burning reductions
348	recycling, not buying non biodegradable items
349	car pool
350	mow your lawn after 5 pm, don't use aerosols
351	finally make buses and trucks emission friendly
352	limit driving
353	None
354	carpooling, ride bus, use gas mower in morning
355	Riding bikes, planting trees
356	walking
357	filling up pump gas during the mornings
358	fill up in evening
359	drive less, no aerosol sprays
360	Electric mowers, non-aerosol sprays, cars that had low gas emissions.
361	to put gas in cars after 5 p.m.
362	not aware of specifics
363	Drive your car less
364	cut grass and fill car in evening
365	Carpool
366	drive less; take public transportation
367	Reduce carbon footprint
368	Conserving energy also reduces ozone pollution.
369	limit the amount you drive

370 | turn off power, car pool, car maintenance

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