

AMERICAN STRATEGIES

DATE: 26 AUGUST 1997
TO: *BASMAA COMMITTEE MEMBERS*
FROM: *KEVIN O'DONNELL*
RE: Draft Questionnaire for Fall Campaign Evaluation
CC: PAUL DOUPE, BHI

I am enclosing for you a copy of the Draft Questionnaire for the survey evaluation of the BASMAA Fall campaign.

We have re-tooled the questionnaire to reflect the substance of the campaign. So, instead of focusing on lawn and garden care and the Grow It Guide, this evaluation focuses on auto care issues -- e.g., oil, fluids, exhaust, etc.

We are scheduled to field this preliminary telephone survey immediately prior to the media flight: 8 - 13 September. We will conduct 400 randomly selected interviews across Marin, San Francisco, San Mateo, Santa Clara, Alameda, and Contra Costa.

I look forward to receiving your comments by Wednesday, 3 September.

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BASMAA REGIONAL MONITOR
FALL 1997 CAMPAIGN EVALUATION
PRE-WAVE

Field Schedule: 8 – 13 SEPTEMBER, 1997

Sample Frame:

- *400n Randomly selected residents. Cluster sample proportional to Bay Area population: San Francisco, San Mateo, Santa Clara, Alameda, Contra Costa, and Marin Counties.*
- *200n overload sample in Alameda County (up to 300n).*
- *Margin of Error = $\pm 4.9\%$ in 95 out of 100 cases. Margin of Error for Alameda subset = $\pm 5.65\%$. That is, if this survey was conducted 100 times, the estimates produced in approximately 95 of the surveys would be within the margin of error of the true percentages associated with the population under study. A pragmatic interpretation of the above statement is that we are 95% confident that the estimates from our survey are within the margin of error of the true percentages associated with the population under study.*

DATE:	RECORD:
BEGIN:	INTRVWR:
END:	SPRVSR:

Hello ... my name is [INTERVIEWER NAME] of American Strategies, a national research firm. We are talking with people in your area today and would like to ask you a few questions. Your responses will be strictly anonymous and recorded for statistical purposes only. This will take about 15 minutes.

[IF NECESSARY]

This is not a sales call and you will never be contacted as a result of the answers you give.

- A. Have I reached you at your primary residence?
- YES [CONTINUE] 1
 - NO [TERMINATE] 2
 - NOT RESIDENT
[ASK TO SPEAK WITH
PRIMARY RESIDENT] 3
- B. Do you or anyone in your family work for the NEWS MEDIA, ADVERTISING or MARKET RESEARCH?
- YES [THANK & TERMINATE] 1
 - NO [CONTINUE] 2

LET'S BEGIN ...

1. How many adults over 18-years-old reside at your household?
- | | |
|-------------------------|---|
| ONE / SELF [GO TO Q 3A] | 1 |
| TWO | 2 |
| THREE | 3 |
| FOUR | 4 |
| FIVE | 5 |
| SIX OR MORE | 6 |
| DON'T KNOW / REFUSE | 7 |

2. And which adult in your household is primarily responsible for maintaining your automobiles?
- | | |
|--|---|
| SELF/EQUAL [CONTINUE] | 1 |
| OTHER | |
| [ASK TO SPEAK WITH
IF NOT AVAILABLE,
RESCHED.] | 2 |
| NONE [TERMINATE] | 3 |

And are any of your cars leased?

- [DO NOT READ]
- | | |
|---------------|---|
| <u>YES</u> | |
| ONE | 1 |
| TWO | 2 |
| MORE THAN TWO | 3 |
| NO / NONE | 4 |
| OTHER | 5 |
| DON'T KNOW | 5 |

And how many automobiles in your household are you responsible for maintaining?

- [DO NOT READ]
- | | |
|---------------------|---|
| ONE | 1 |
| TWO | 2 |
| THREE | 3 |
| FOUR | 4 |
| FIVE | 5 |
| SIX OR MORE | 6 |
| DON'T KNOW / REFUSE | 7 |

Now, for each car in your household please tell me if that car is under maintenance warranty.

<u>AUTO #1</u>		
YES / WARRANTY		1
NO / NO WARRANTY		2
DON'T KNOW		3
<u>AUTO #2</u>		
YES / WARRANTY		4
NO / NO WARRANTY		5
DON'T KNOW		6
<u>AUTO #3</u>		
YES / WARRANTY		7
NO / NO WARRANTY		8
DON'T KNOW		9
<u>AUTO #4</u>		
YES / WARRANTY		10
NO / NO WARRANTY		11
DON'T KNOW		12

[ONLY IF ANY "YES / WARRANTY":]

And for regular maintenance and small repairs, where do you take the Warranted cars?

[DO NOT READ]

A DEALER /		
AUTHORIZED MECHANIC		1
OTHER MECHANIC / GARAGE		2
GAS STATION		3
SELF		4
OTHER		5
DON'T KNOW		6

And how many times in the past year have you ...

[RANDOM:]

HAD A TUNE-UP

[DO NOT READ]	2 TIMES / MORE	[ASK Q]
	ONCE	[ASK Q]
	LESS OFTEN	[ASK Q]
	NONE	[GO TO Q]
	DON'T KNOW	[GO TO Q]

HAD AN EXHAUST SYSTEM REPAIR

INSPECTED THE ENGINE FOR LEAKS

REPLACED RADIATOR COOLANT OR ANTI-FREEZE

REPAIRED AN OIL OR FLUID LEAK

[DO NOT ROTATE:]

CHANGED THE OIL

[DO NOT READ]	SIX TIMES / MORE	1
	FOUR / FIVE TIMES	2
	THREE TIMES / LESS	3
	DON'T KNOW	4

[FOR EACH AFFIRMATIVE IN Q , ASK:]

Did you or someone else ...

- A. TUNE THE CAR
- B. REPAIR THE EXHAUST SYSTEM
- C. INSPECT THE ENGINE FOR LEAKS
- D. REPLACE THE RADIATOR COOLANT OR ANTI-FREEZE
- E. REPAIR THE OIL OR FLUID LEAK
- F. CHANGE THE OIL

[IF "SELF" IN Q D/E/F, ASK:]

When you changed the oil or fluids in your car, how did you dispose of the old fluids or oil?

[DO NOT READ]

RECYCLE / TAKE TO DISPOSAL SITE
IN THE REGULAR TRASH FOR PICK-UP
POUR DOWN SINK
RINSE INTO DRIVEWAY / GUTTER / STORM DRAIN
POUR OVER OPEN GROUND
OIL CENTER / GAS STATION
STORED
OTHER
DON'T KNOW

And do any of the cars in your household currently have ... or ...

[RANDOM:]

AN OIL LEAK	YES	1
	NO / DON'T KNOW	2
A RADIATOR OR COOLANT LEAK		
EXCESS EXHAUST		

Now a different subject ... In your own words, what is polluting the Bay, Creeks, and Delta?

[DO NOT READ; RECORD MULTIPLE RESPONSES]

INDUSTRIES / FACTORIES / REFINERIES
PEOPLE / HOUSEHOLDS / EVERYBODY
AGRICULTURAL WASTE / AGRICULTURAL PESTICIDES
WASTE MATERIALS IN GENERAL
GARBAGE DUMPING
OIL SPILLS / OIL WASTE
AUTOMOBILES / GENERAL
AUTO LEAKS / OIL / FLUIDS
AUTO EXHAUST / POLLUTION
SEWAGE SYSTEM
HOUSEHOLD PESTICIDES
BOATS / TANKERS
BAY IS NOT POLLUTED

OTHER
DONT KNOW

Now I'm going to read you several causes of pollution to the BAY AREA's natural environment. For each, please tell me how serious of a threat that source of pollution is to Bay Area environment. On a scale of 1 to 100 -- where "1" is NO THREAT, and "100" is a VERY SERIOUS THREAT -- how much of a threat is ...

1 - 100
(Mean)

[RANDOM:]

CHEMICAL WASTE FROM FACTORIES
AUTOMOBILE EXHAUST
INDUSTRIAL SEWAGE & WASTE
POLLUTION FLOWING INTO
STORMDRAINS
OIL, GREASE AND FLUIDS FROM
CARS
PEOPLE CLEANING CHEMICALS AND
PAINTS INTO THE STREETS
AGRICULTURAL FERTILIZERS AND
PESTICIDES
LAWN FERTILIZER AND GARDEN
PESTICIDES RUN-OFF
HOUSEHOLD TRASH
SEWAGE FROM HOUSEHOLDS

In your opinion, what ONE THING can people like yourself do to reduce water pollution in the Bay Area?

[DO NOT READ; RECORD MULTIPLE RESPONSES]

PREVENT / REPAIR AUTO LEAKS

REDUCE AUTO EXHAUST

INDIVID. DISPOSE PROPERLY

RECYCLE

NOT USE HARMFUL CHEMICALS

USE FEWER PESTICIDES / FERTILIZERS

& CHEMICALS

ALLOW ONLY RAIN INTO

STORM DRAINS

DRIVE LESS

PROTEST AGAINST INDUSTRY

JOIN ENVIRONMENTAL GROUPS

WRITE / CALL PROGRAM / AGENCY

NO OVER-WATERING

NOTHING

OTHER

DONT KNOW

Now a slightly different question ... How would you find information about ways to prevent pollution to the bay, creeks and delta?

[DO NOT READ; PROBE; RECORD MULTIPLE RESPONSES:]

CITY / COUNTY / LOCAL GOV'T AGENCIES
STATE GOVERNMENT AGENCY
ASK RETAILERS
PHONE BOOK / GOVERNMENT PAGES
MAGAZINES / NEWSPAPERS
CALL 888-BAYWISE / OTHER 800 NUMBER
LOCAL COLLEGES / UNIVERSITIES
RADIO / TV PROGRAMS
ASK FAMILY / FRIEND /
CO-WORKERS

OTHER
DONT KNOW

How likely are you to call a special number to find out ways to prevent pollution to the bay, creeks and delta? Would you say ...

EXTREMELY LIKELY	1
VERY LIKELY	2
YOU MIGHT OR MIGHT NOT	3
NOT VERY LIKELY	4
NOT AT ALL LIKELY	5
[DO NOT READ]	
DONT KNOW	6

In the past few months, have you tried to find out information like that?

YES [ASK Q.]	1
NO [GO TO Q.]	2
DONT KNOW [GO TO Q.]	3

And do you remember where you tried to get that information?

[DO NOT READ; RECORD MULTIPLE RESPONSES]

CITY / COUNTY / LOCAL GOV'T AGENCIES
STATE GOVERNMENT AGENCY
ASK RETAILERS
ASK MECHANIC / GARAGE / GAS STATION
ASK DEALERSHIP / DEALER SERVICE CENTER
PHONE BOOK / GOVERNMENT PAGES
MAGAZINES / NEWSPAPERS
CALL 888-BAYWISE / OTHER 800 NUMBER
RADIO / TV PROGRAMS
ASK FAMILY / FRIEND /
CO-WORKERS

OTHER
DONT KNOW

And can you tell me if you have actually used the information you received?

YES / USED	1
NO / NOT USED	2
DONT KNOW	3

Now a slightly different question ... How likely is it in the next 6 months you will repair any oil and fluid leaks or tune up your engine to reduce exhaust? Would you say ...

- EXTREMELY LIKELY 1
 - VERY LIKELY 2
 - YOU MIGHT OR MIGHT NOT 3
 - NOT VERY LIKELY 4
 - NOT AT ALL LIKELY 5
 - [DO NOT READ]**
 - DONT KNOW 6
-

Do you use any products in or on your car that you might consider harmful to fish, animals or the local environment?

[PROBE:]

And what would those be?

[DO NOT READ; RECORD MULTIPLE RESPONSES:]

YES:

- OIL
- COOLANT / RADIATOR FLUID
- ANTI-FREEZE
- GASOLINE
- GREASE / LUBRICATION
- BRAKE FLUID
- TRANSMISSION / CLUTCH FLUID
- ARMORALL / CLEANING FLUID
- SOAP / DETERGENT
- WAX / POLISH
- OTHER
- MOST / ALL AUTO PRODUCTS

- NO
 - DONT KNOW
-

Over the past month or two, have you seen, read or heard anything about keeping your cars maintained to prevent pollution?

YES / HEARD [ASK Q.]	1
NO / NOT HEARD [GO TO Q.]	2
DONT KNOW [GO TO Q.]	3

Thinking specifically about that ... what one or two things do you remember most?
[PROBE: CAN YOU TELL ME MORE ABOUT THAT?]

[MULTIPLE RESPONSES REPORTED]

COPY POINTS

OTHER	7
DONT KNOW	8

Do you recall where you saw or heard about that?
[DO NOT READ]
[RECORD MULTIPLE RESPONSES]

TELEVISION	
GENERAL	1
NEWS	2
COMMERCIAL	3
RADIO	
GENERAL	4
NEWS	5
COMMERCIAL	6
NEWSPAPER	
GENERAL	7
ADVERTISEMENT	
INSERT	8
BILLBOARD/ OUTDOOR	9
STORM DRAIN STENCIL / SIGN	10
FRIEND / FAMILY / CO-WORKER	11
STORE PROMOTION	12
COMMUNITY EVENT	13
INTERNET	14
OTHER	15
DONT KNOW	16

Can you tell me how useful that information was in helping you keep your cars maintained?

- | | |
|-------------------|---|
| EXTREMELY USEFUL | 1 |
| VERY USEFUL | 2 |
| SOMEWHAT USEFUL | 3 |
| NOT VERY USEFUL | 4 |
| NOT AT ALL USEFUL | 5 |
| DONT KNOW | 6 |

Do the things you've seen or heard about auto maintenance and water pollution make you **MORE LIKELY** ... or ... **LESS LIKELY** to maintain and repair your cars? Or does it not make a difference to you?

[WAIT FOR RESPONSE, THEN ASK:]

Would that be *much* (MORE / LESS) likely or only *somewhat* (MORE / LESS) likely?

- | | |
|----------------------|---|
| MUCH MORE LIKELY | 1 |
| SOMEWHAT MORE LIKELY | 2 |
| SOMEWHAT LESS LIKELY | 3 |
| MUCH LESS LIKELY | 4 |
| NO DIFFERENCE | 5 |
| BAY NOT POLLUTED | 6 |
| DONT KNOW | 7 |

[DO NOT READ]

And, after hearing these messages, how likely are you to get information about what you can do to reduce pesticides and fertilizers ... and prevent water pollution?

Would that be *much* (MORE / LESS) likely or only *somewhat* (MORE / LESS) likely?

MUCH MORE LIKELY	1
SOMEWHAT MORE LIKELY	2
SOMEWHAT LESS LIKELY	3
MUCH LESS LIKELY	4
NO DIFFERENCE	5
DONT KNOW	6

How has that message about the causes of water pollution changed the way you maintain or repair your car?

[DO NOT READ; RECORD MULTIPLE RESPONSES]

CHECK FLUIDS LEAKS MORE FREQUENTLY
CHECK EXHAUST / MORE AWARE OF
CHANGE OR MAINTAIN OIL / COOLANT / FLUIDS
PROPERLY DISPOSE, RECYCLE
OIL / COOLANT / FLUIDS
NO LONGER DUMP FLUIDS INTO STORM DRAINS
NO LONGER DUMP FLUIDS INTO TRASH
USE LESS SOAPS / DETERGENTS / CLEANERS
USE BIO-DEGRADABLE SOAPS / DETERGENTS

NO CHANGE
OTHER
DONT KNOW

What was the last grade of formal education that you completed?

[DO NOT READ]	HI SCHOOL GRAD OR LESS	1
	SOME COLLEGE	2
	COLLEGE GRAD	3
	MASTERS DEGREE	4
	DOCTORATE	5
	REFUSED	6

Are you employed full-time, that is, 35 hours a week or more? Or part-time? Or are you unemployed ... a student ... retired ... or a home-maker?

EMPLOYED:		
FULL TIME [ASK Q. 31]		1
PART TIME [ASK Q. 31]		2
STUDENT		3
RETIRED		4
HOME-MAKER		5
UNEMPLOYED / DISABLED		6
OTHER		7

[ASK ONLY IF EMPLOYED]

What is your present job or position?

PROFESSIONAL / TECHNICAL
MANAGER / EXECUTIVE
SELF-EMPLOYED
SALES
SKILLED LABOR
UNSKILLED LABOR / OPERATORS
SERVICE WORKER
MILITARY
GOVERNMENT
REFUSED

Which of the following groups includes your total household income from last year?

LESS THAN \$15,000	1
\$15,000 - \$24,999	2
\$25,000 - \$34,999	3
\$35,000 - \$49,999	4
\$50,000 - \$75,000	5
MORE THAN \$75,000	6
REFUSED	7

What do you consider to be your racial background?

CAUCASIAN	1
HISPANIC	2
AFRICAN AMERICAN	3
ASIAN	4
OTHER	5
REFUSED	6

What will be your age on your next birthday?

18 - 24	1
25 - 34	2
35 - 44	3
45 - 54	4
55 - 64	5
65 & OLDER	6
REFUSED	7

FIPS CODE:

SAN FRANCISCO
 SAN MATEO
 SANTA CLARA
 ALAMEDA
 CONTRA COSTA
 MARIN

May I have your first name in case my supervisor wants to verify that this survey was conducted?

NAME: _____

THANK & GOOD-BYE

SEX [BY OBSERVATION]	MALE	1
	FEMALE	2

FROM SAMPLE:

PHONE NUMBER _____

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+

I HAVE READ THIS COMPLETED INTERVIEW SCHEDULE AND CERTIFY THAT ALL QUESTIONS REQUIRING ANSWERS HAVE BEEN APPROPRIATELY CODED AND THAT THIS INTERVIEW HAS BEEN LEGALLY OBTAINED FROM THE INDIVIDUAL.

INTERVIEWER SIGNATURE: _____

NOTE: THIS INTERVIEW SCHEDULE AND THE DATA IT CONTAINS IS THE SOLE PROPERTY AMERICAN STRATEGIES. ANY ATTEMPT TO DUPLICATE IT OR SELL ITS CONTENTS AND/OR DATA CONSTITUTES AN ILLEGAL ACT AND IS SUBJECT TO PROSECUTION.