



Regional Air Quality Council

Post Campaign

Public Awareness Survey Results





Study Background

o Purpose:

- To provide residents the opportunity to express their understanding of and opinions about ground-level ozone pollution
- To evaluate the impact of the public awareness campaign;
 - measure change in resident attitudes
 - test recognition of campaign messages



Study Background

- Telephone Interviews
 - 400 interviews completed
 - Calling for the post-campaign survey occurred August 16 to August 23, 2005
 - The 95 percent confidence level is ± 5 percentage points



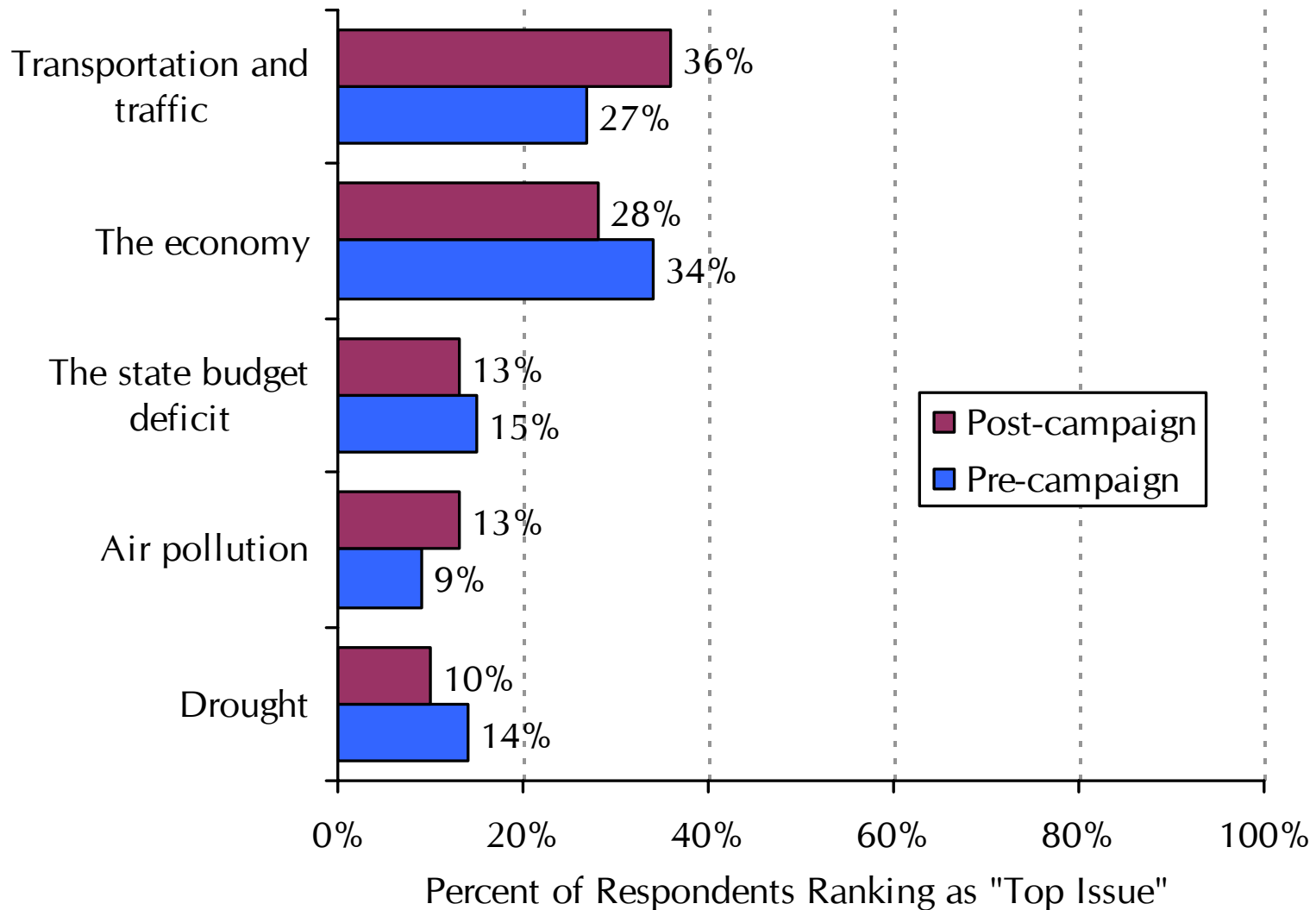
Results of the Interviews



Perception of Air Pollution as a Problem

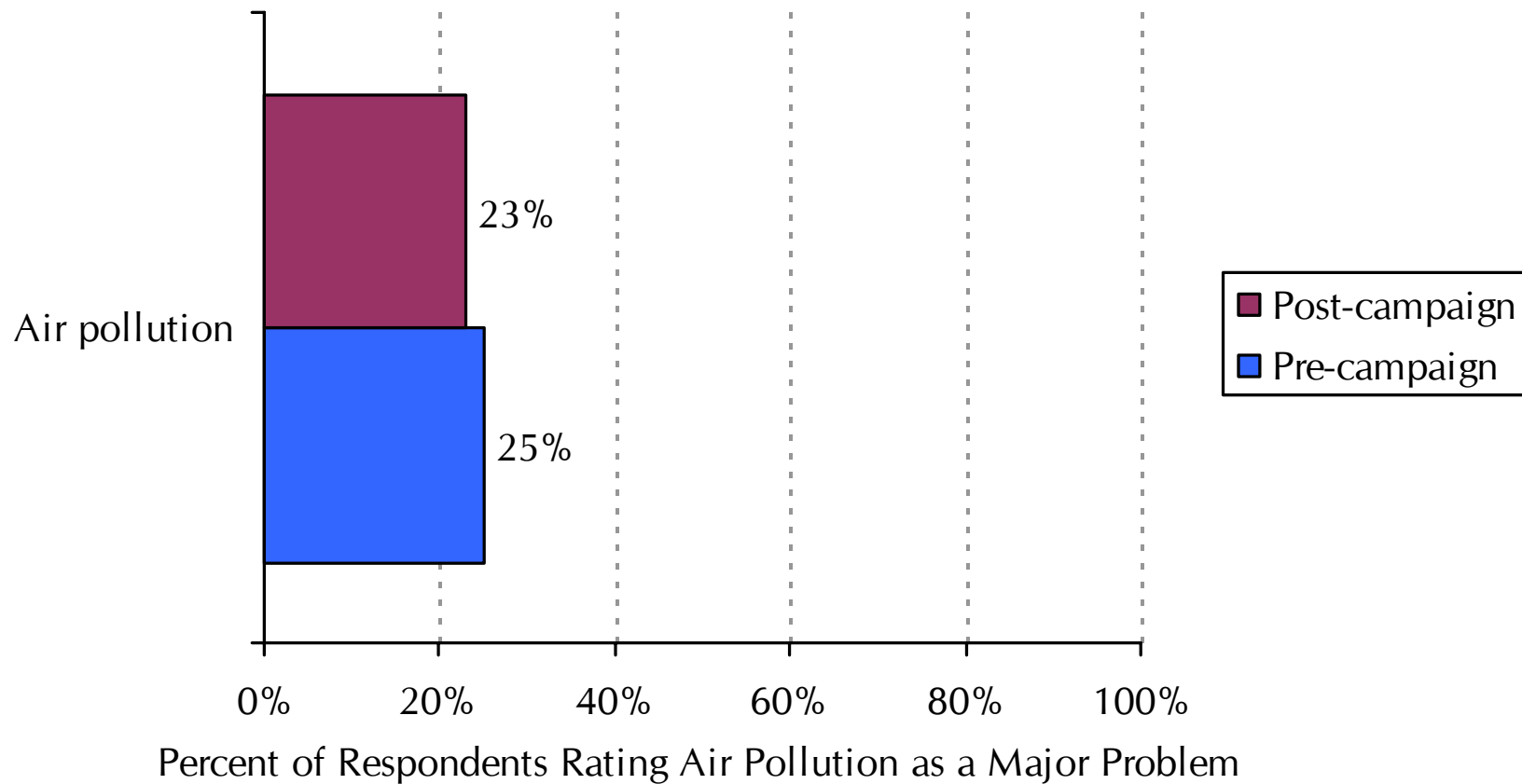


Most Important Issue Facing the Metro-Denver Area



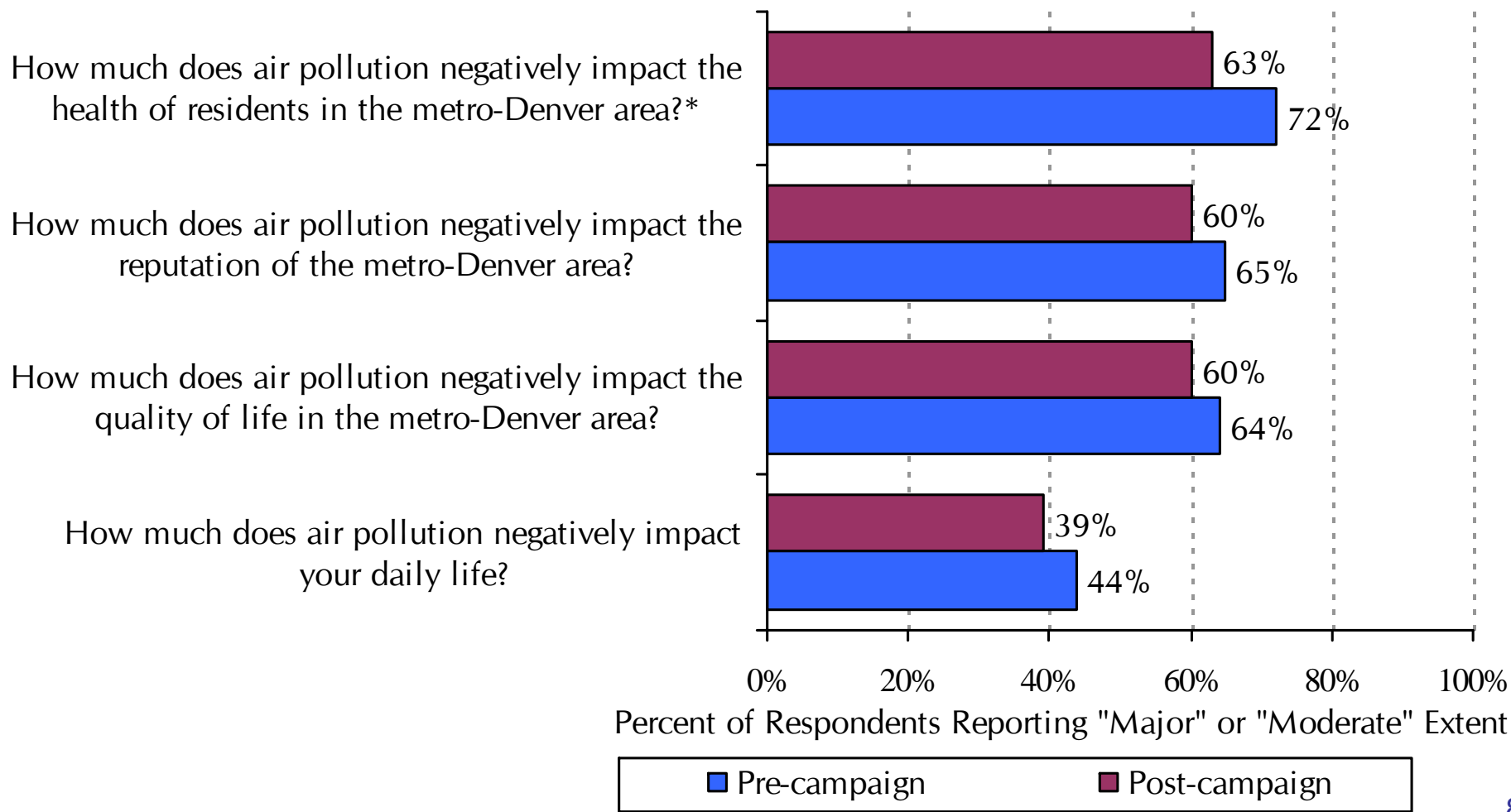


Perception of Air Pollution as a Problem in the Metro-Denver Area





Perceived Negative Impact of Air Pollution



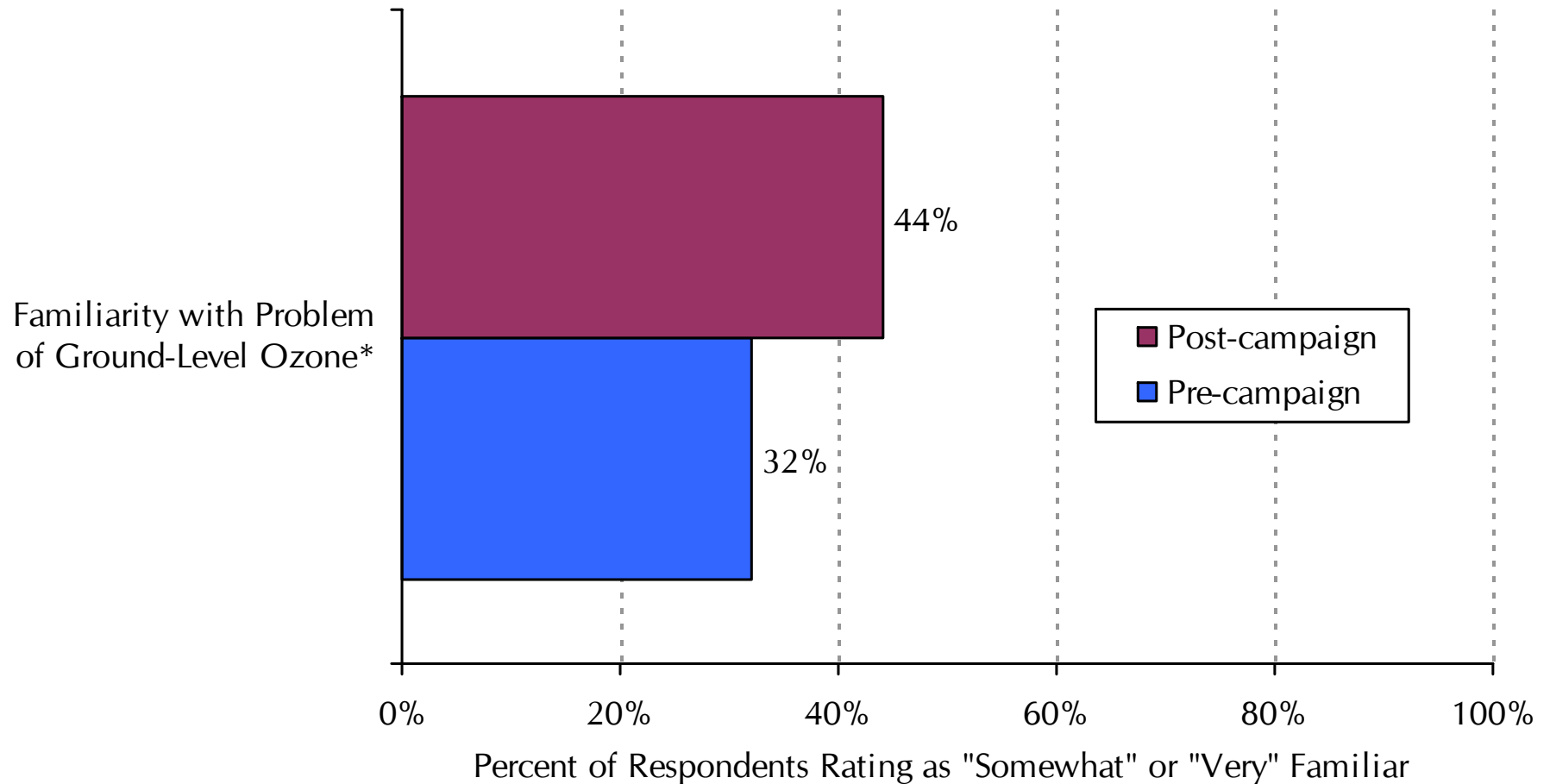
* Differences between pre-campaign and post-campaign responses are statistically significant.



Ground-Level Ozone: Knowledge and Behaviors



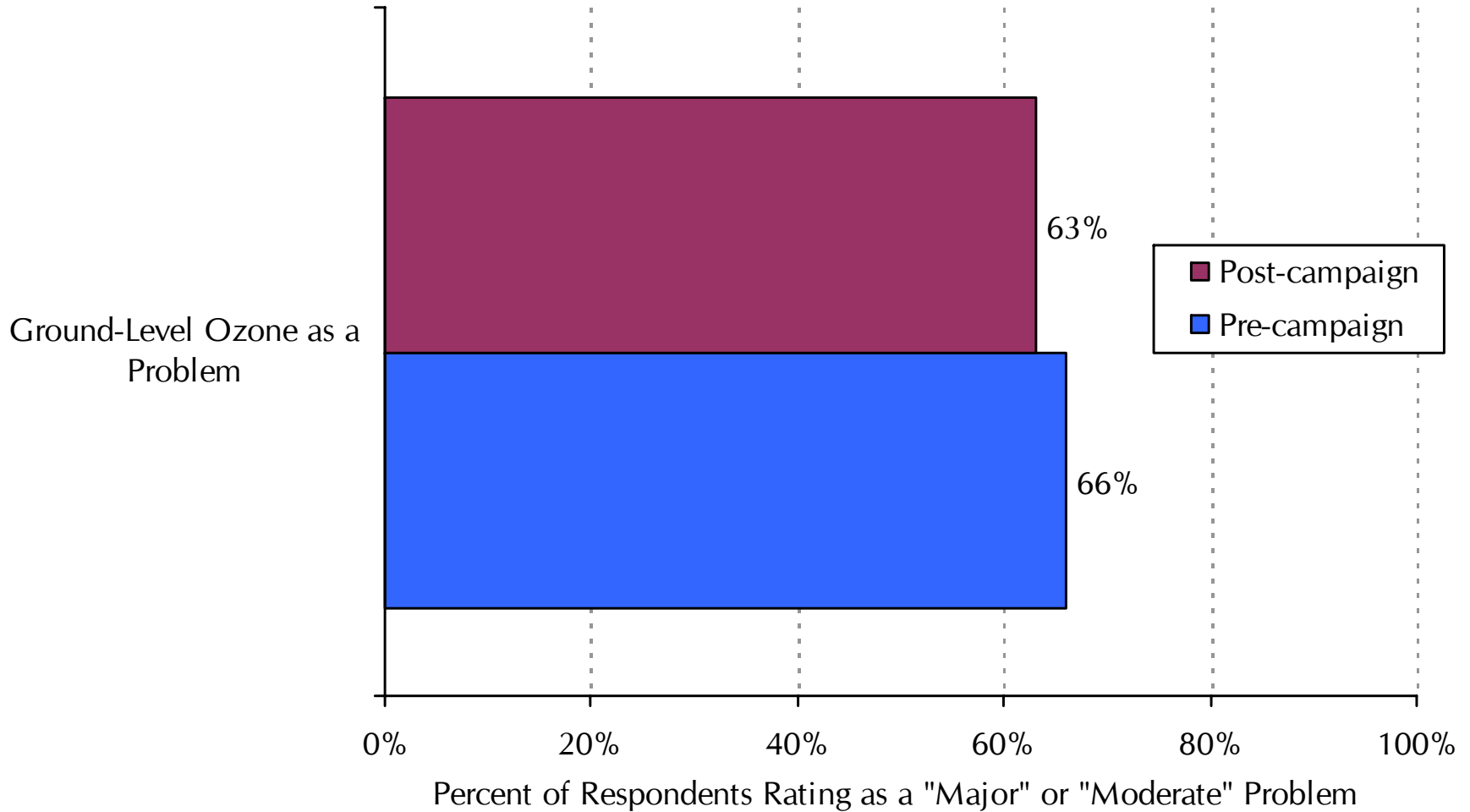
Familiarity with the Problem of Ground-level Ozone



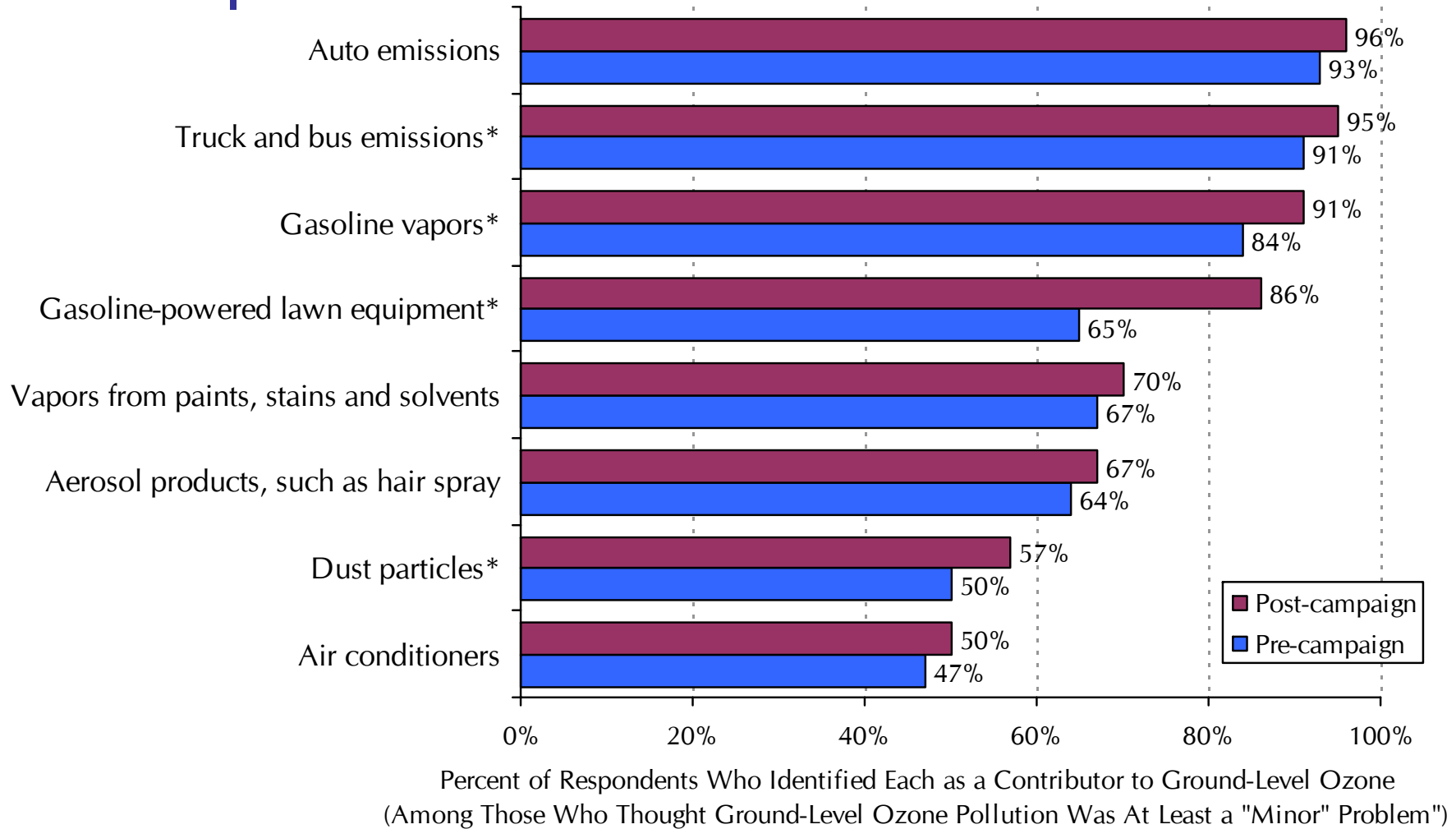
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Perception of Ground-level Ozone as a Problem



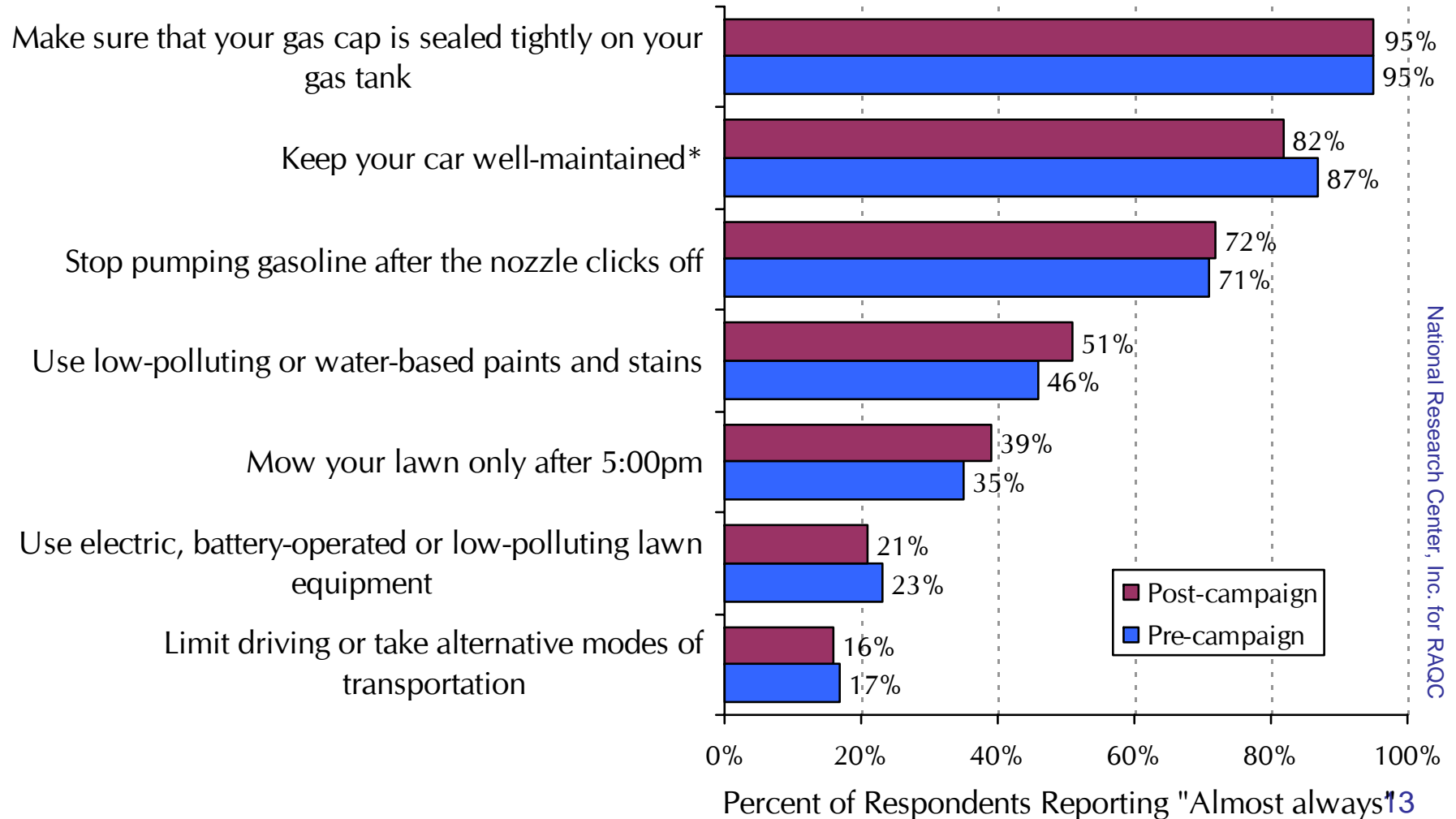
Factors that May Contribute to Ground-level Ozone Pollution



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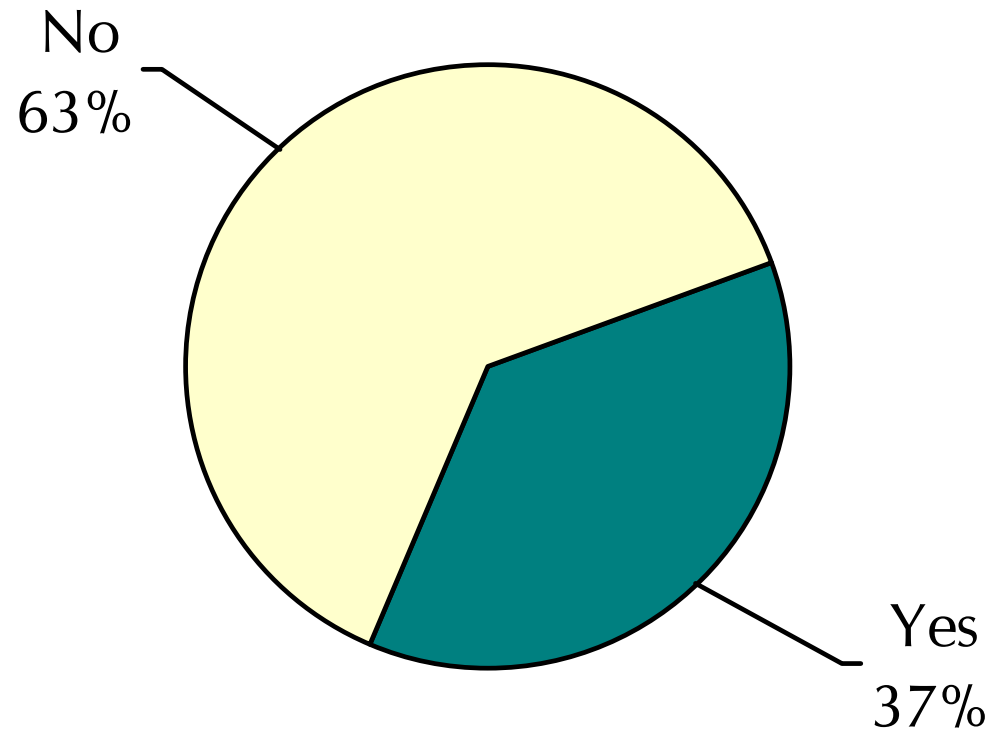
Frequency of Respondent Activities to Reduce Pollution



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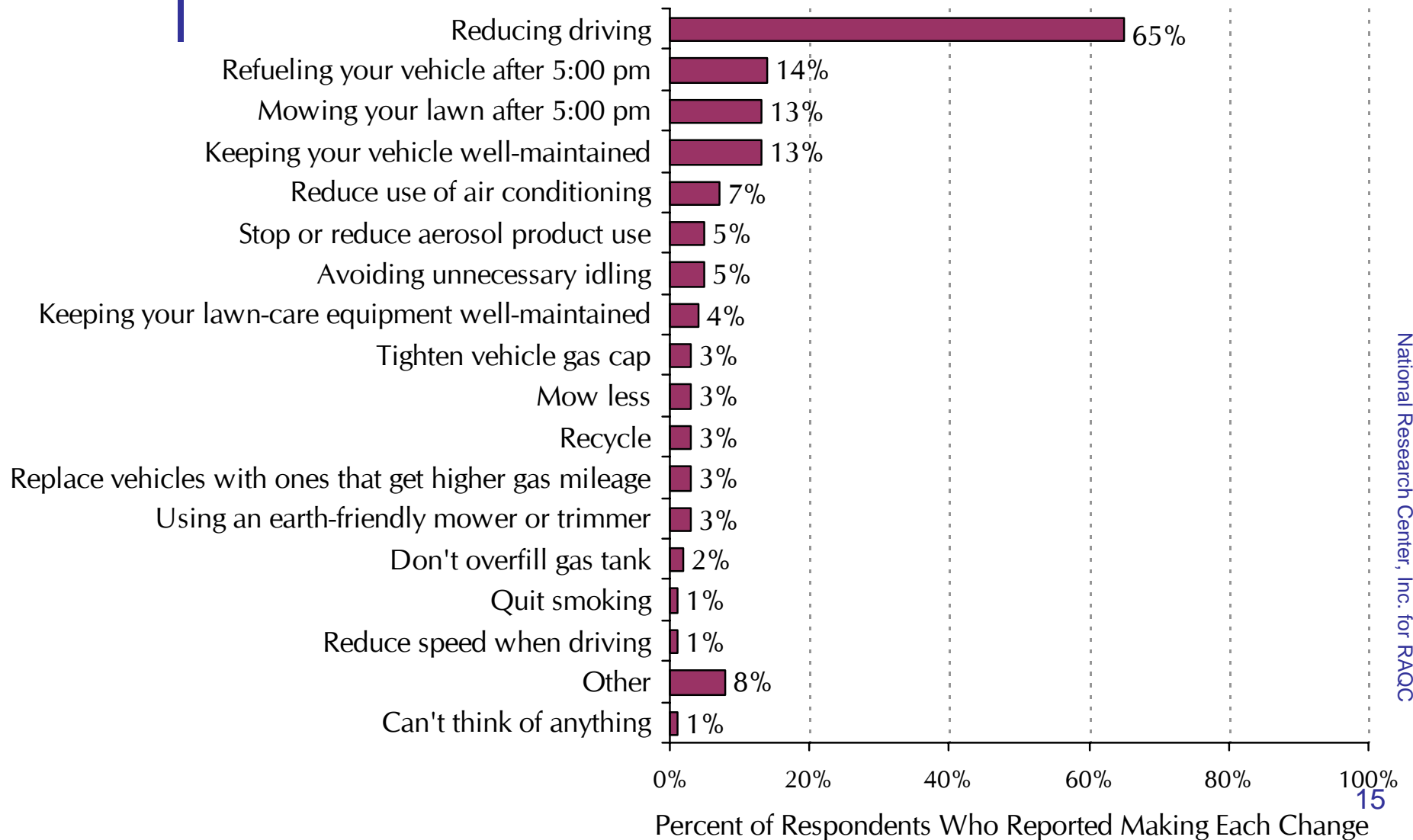


Was a Lifestyle Change Made to Reduce Ozone Pollution?



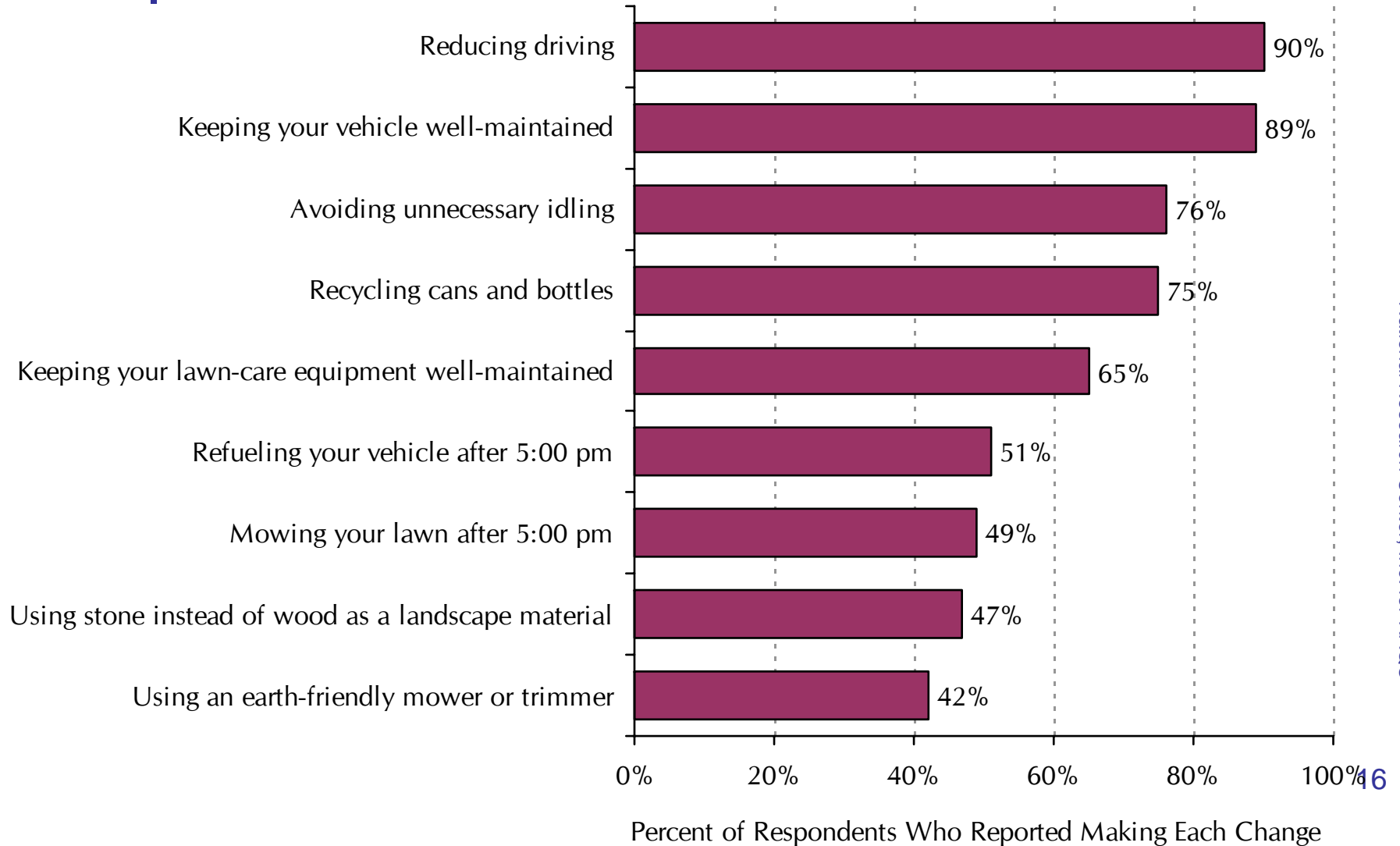


Lifestyle Change Made to Reduce Ozone Pollution





Prompted Changes Made This Summer

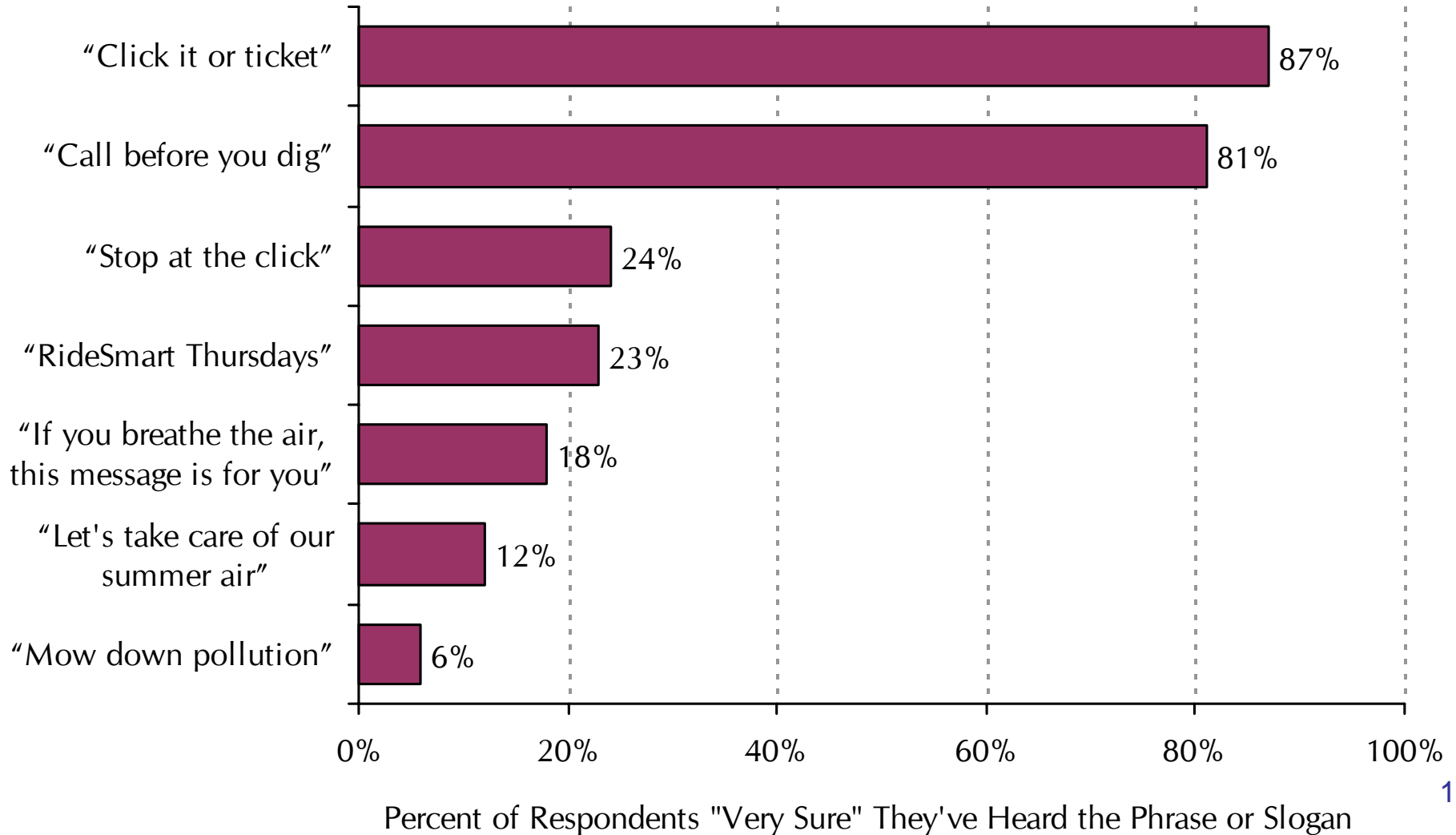




Awareness of Ground-Level Ozone Media Campaign and Ozone Action Alerts

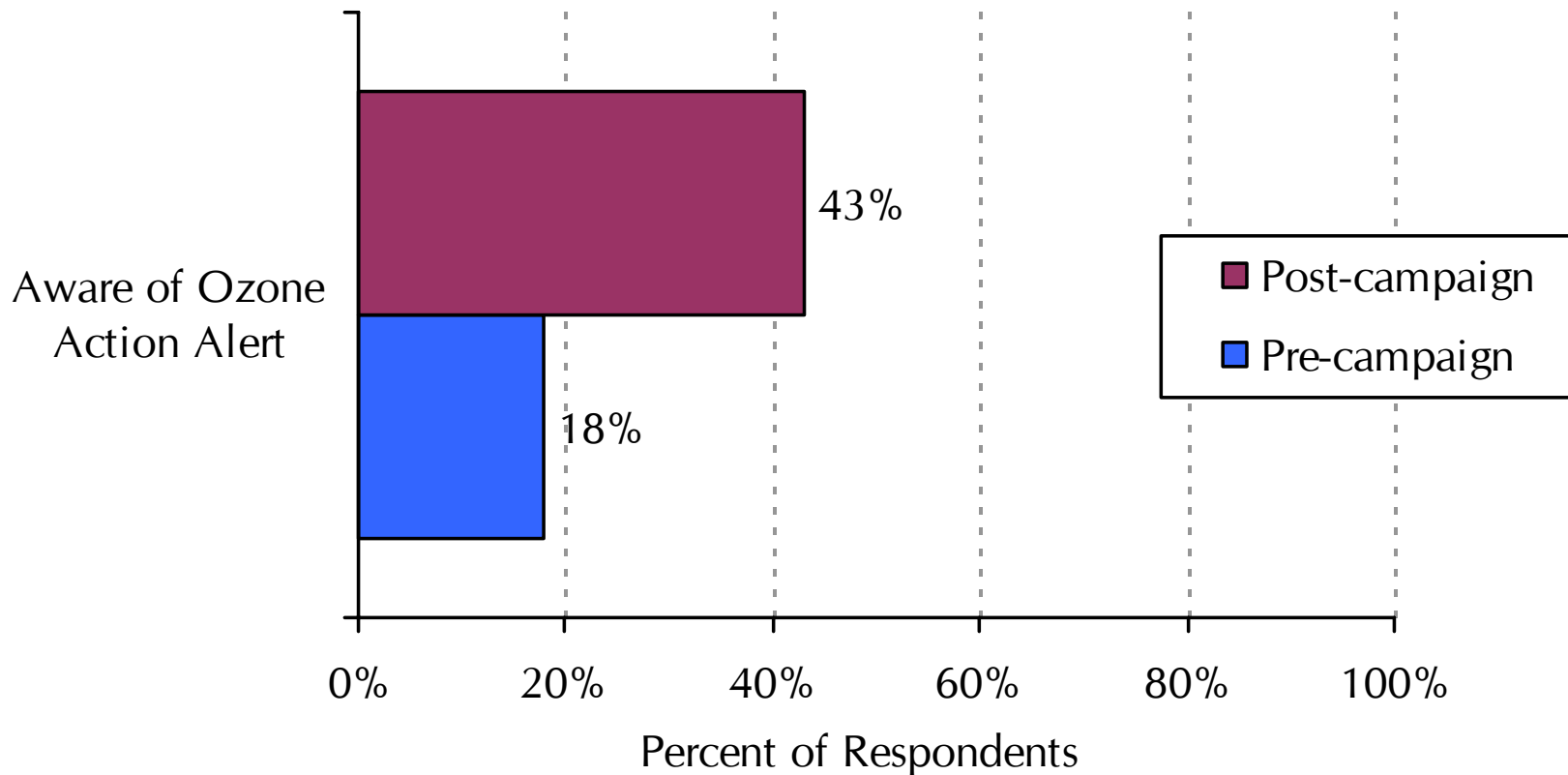


Respondent Awareness of Advertising or Public Relations Campaign Phrases

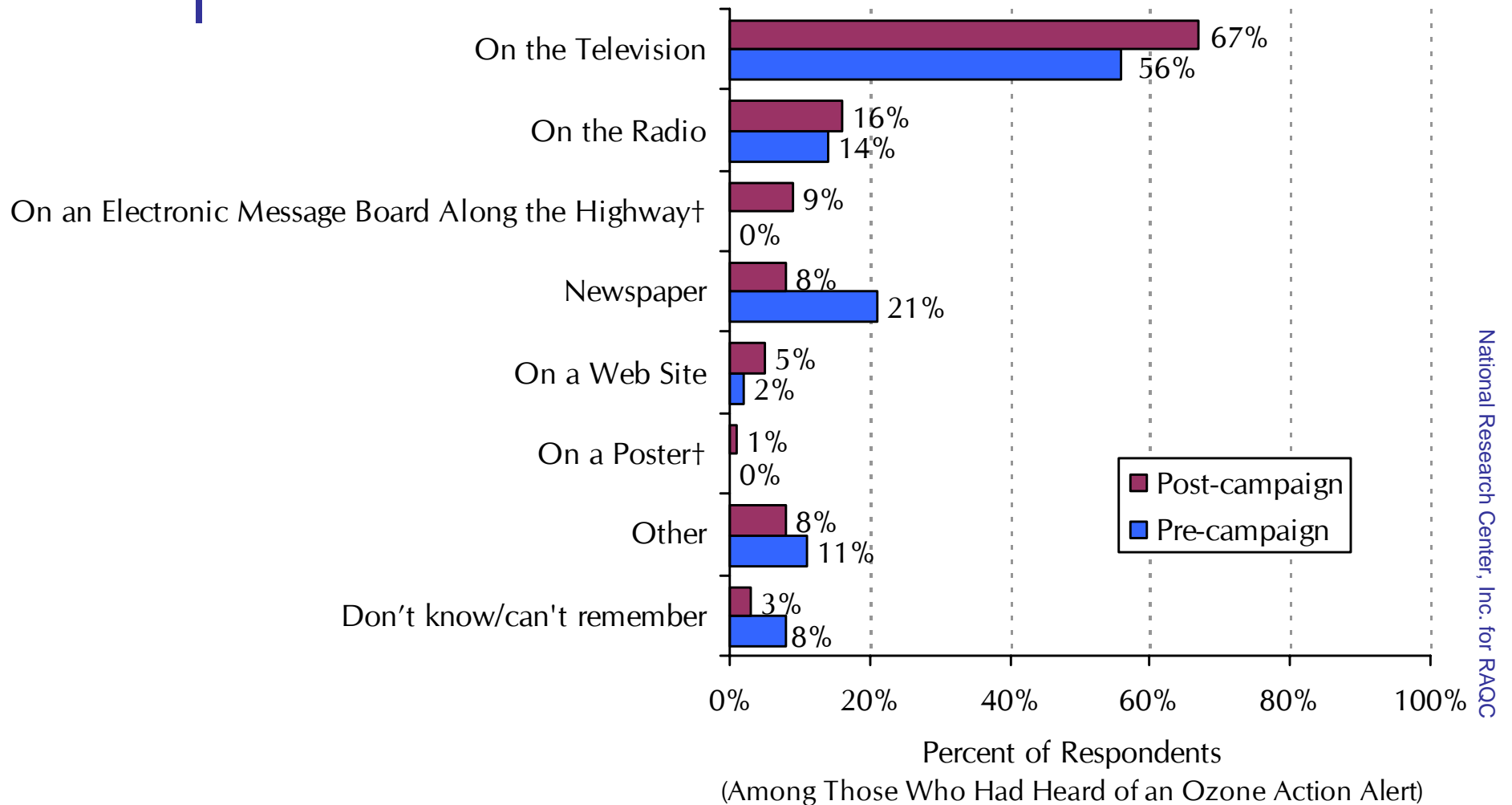




Respondent Awareness of Ozone Action Alert Program



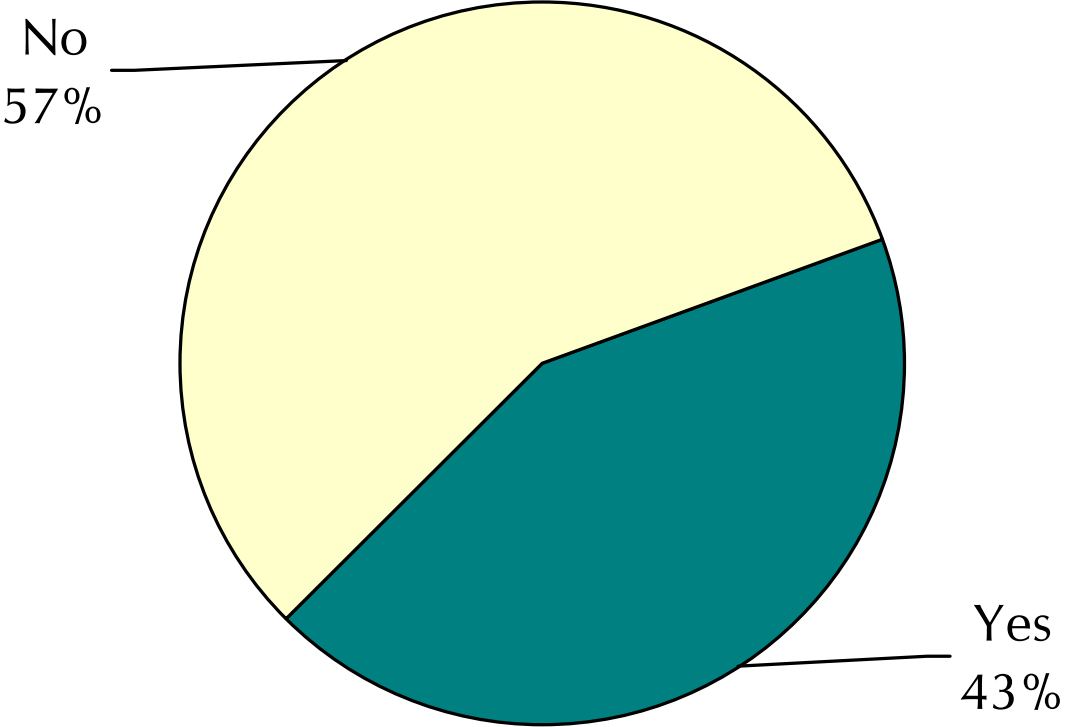
Where Respondents Had Heard the Ozone Action Alert



†These items were not included on the pre-campaign survey.

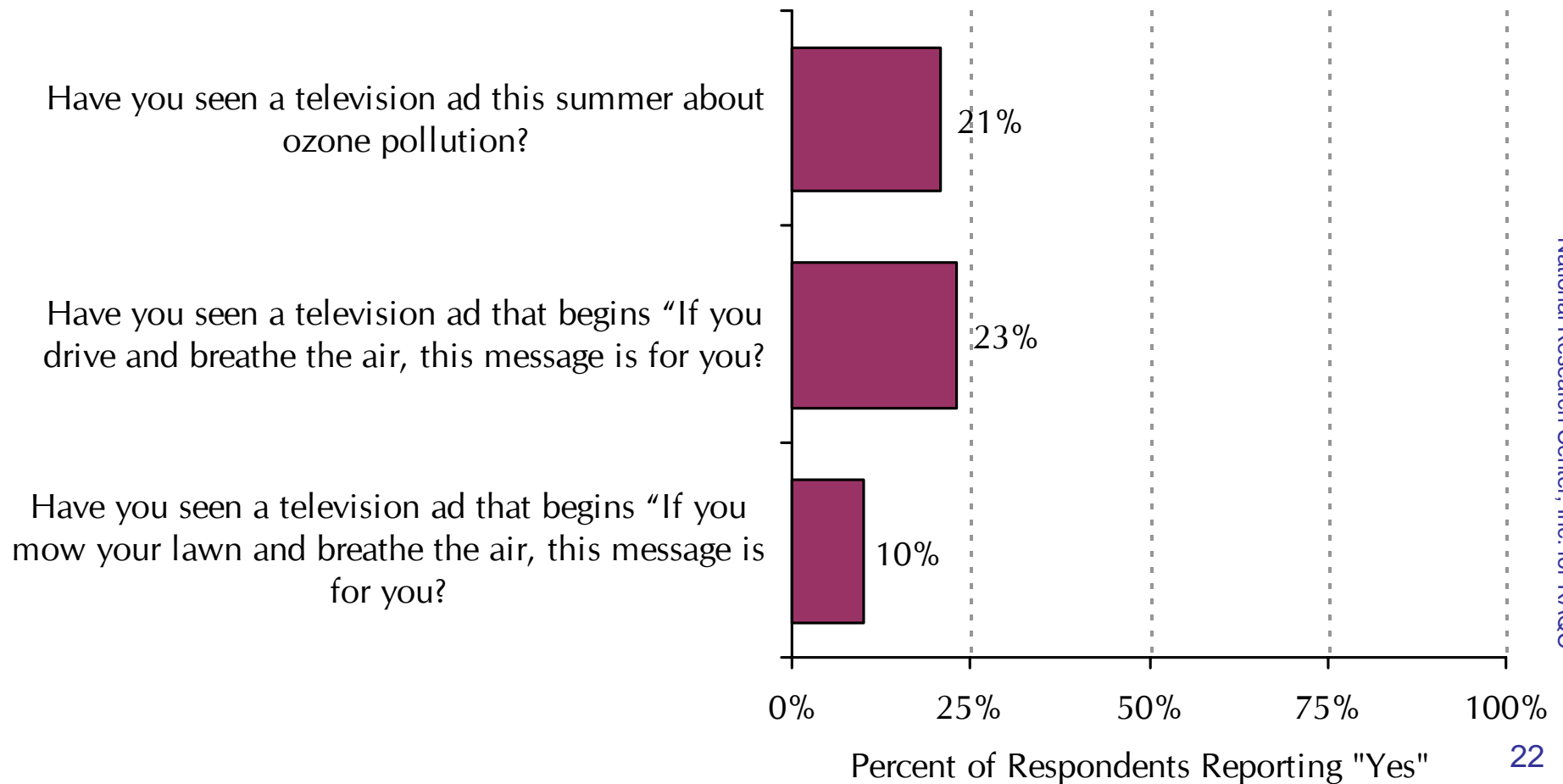


Respondent Knowledge of What an Ozone Alert Is



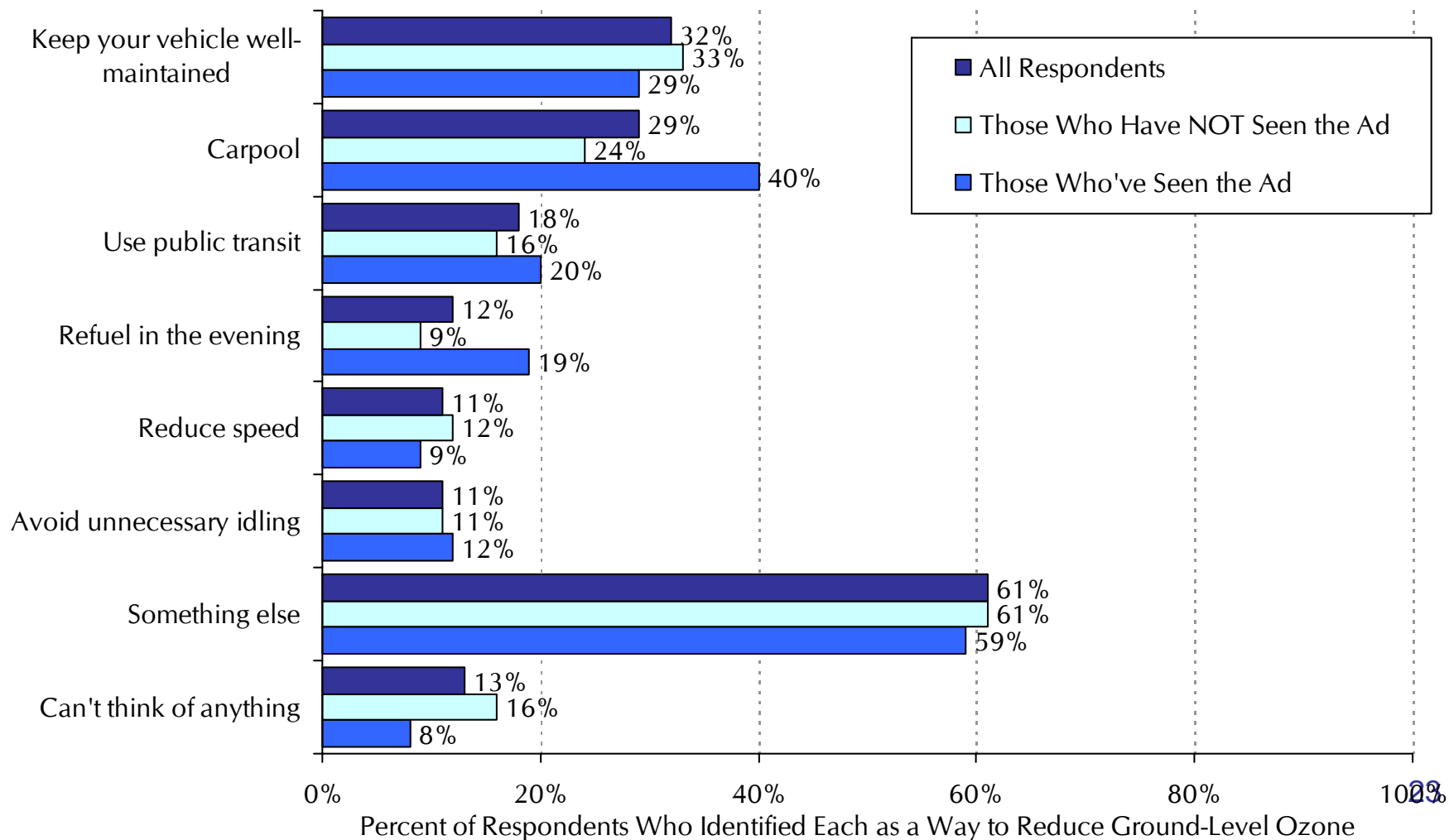


Respondent Awareness of Summer Television Ads About Ozone Pollution



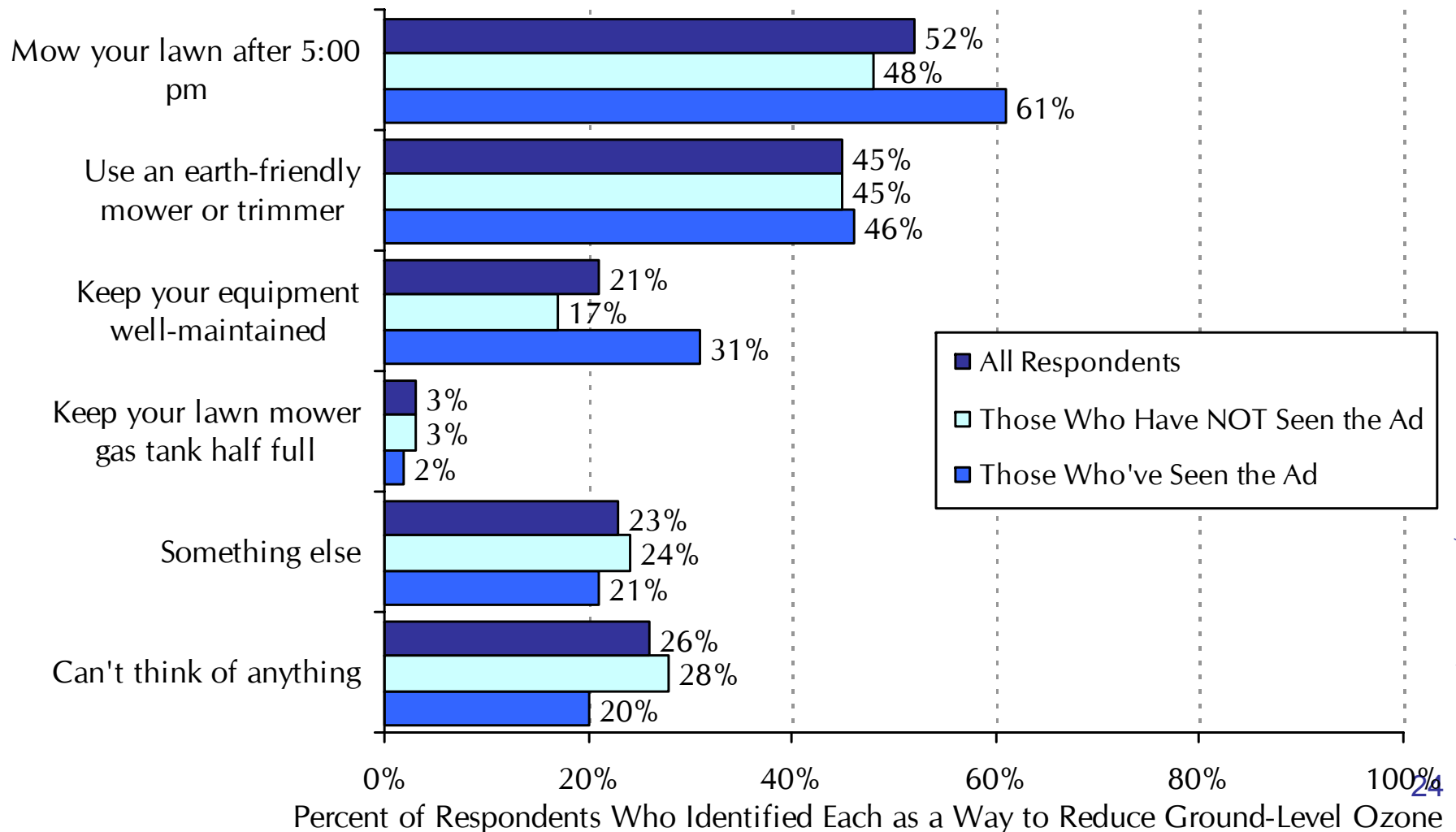


Activities Respondents Reported as Methods to Reduce Ozone Pollution If You Drive



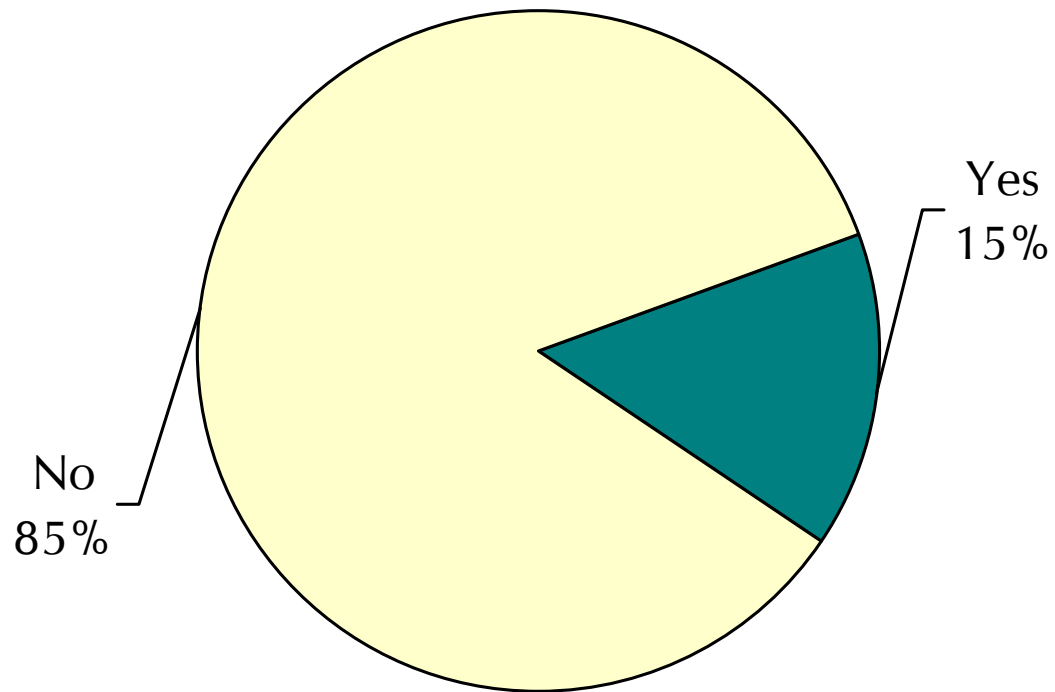


Activities Respondents Reported as Methods to Reduce Ozone Pollution If You Mow Your Lawn



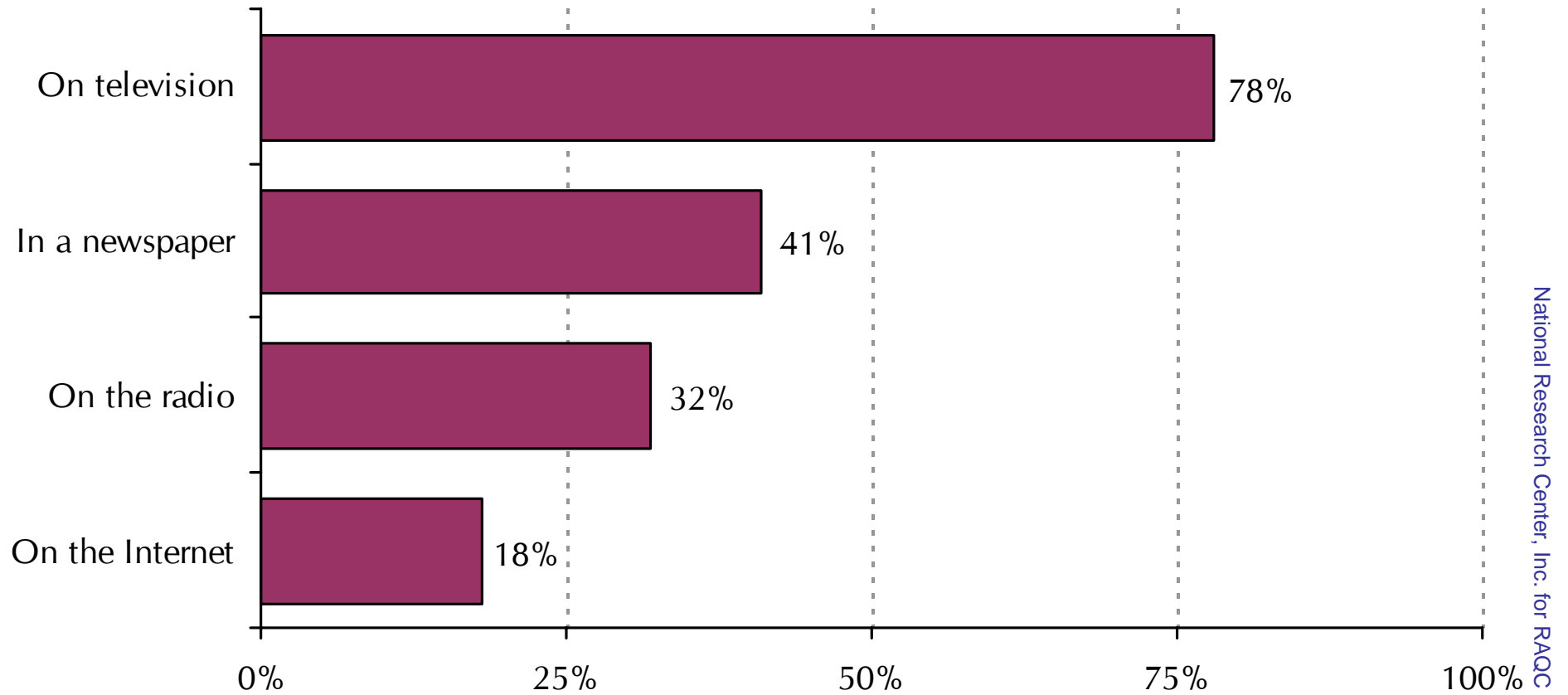


Respondent Awareness of News Stories About Ground-Level Ozone





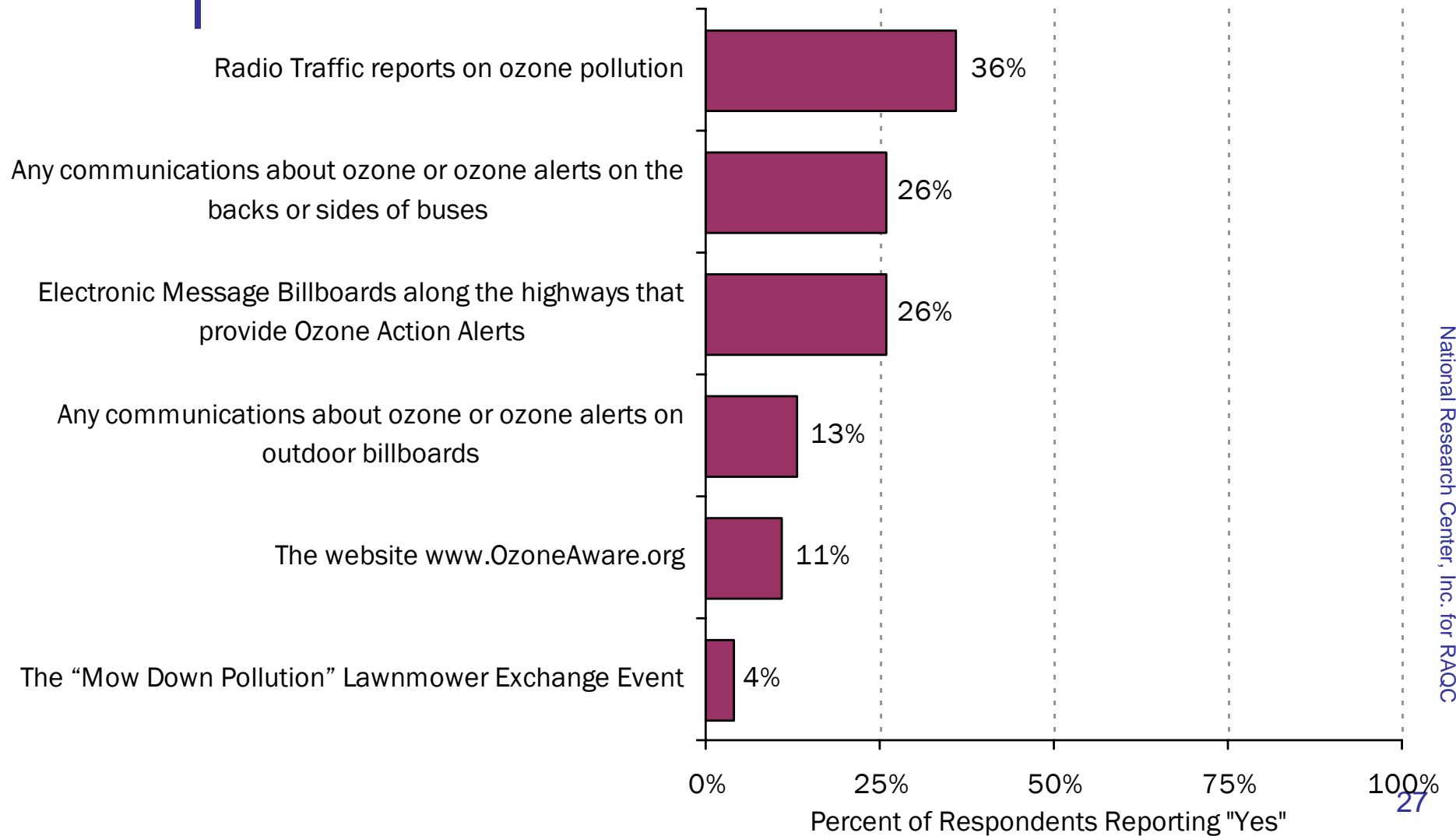
Respondent Source of Information About Ozone Pollution News Stories



Percent of Respondents Who Had Seen or Heard a News Story about Ozone Pollution Reporting Having Done So From Each Source



Respondent Awareness of Campaign Communication





In Conclusion



Meaningful increase in resident knowledge about the problem of ozone took place between the pre-campaign survey and the post-campaign survey.



Resident-reported activities to reduce ground-level ozone budged slightly between pre- and post-campaign.



A significant number of residents were aware of and reported recognizing the campaign and its messages.