

Summary of Survey Results

Topic	Page
• Car Availability, Mileage, Trips, and Average Miles per Trip	2-3
• Commuting Behavior	3-4
• Automobile Maintenance and Driving Tendencies	5-6
• Lawn Care Behavior	7-8
• Knowledge	9
• Process Attitudes	10
• Outcome Attitudes	11
• Behavioral Intentions and Ozone Alert Response	12-13
• Most Frequent Respondent Job Categories	14

Car Availability, Mileage, Trips, and Average Miles per Trip

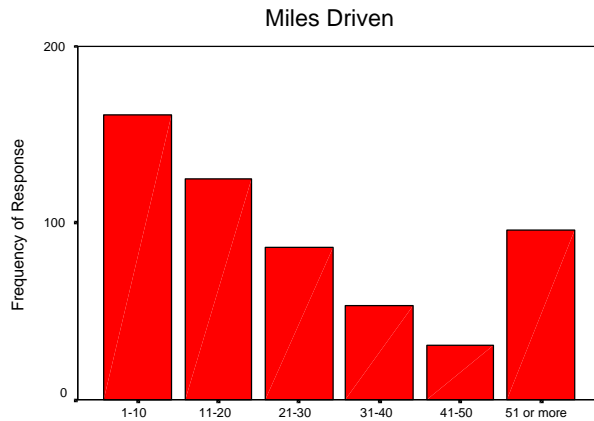
Availability

90% of all respondents (747) reported having access to a car that they drive frequently.

Mileage

Of the 747 respondents with access to a car:

- 544 (73%) reported having driven at least 1 mile in the last 24 hours
- 125 (17%) reported having driven at least 50 miles in the last 24 hours
- the median number of miles driven was 13.0 and the average 25.2 miles



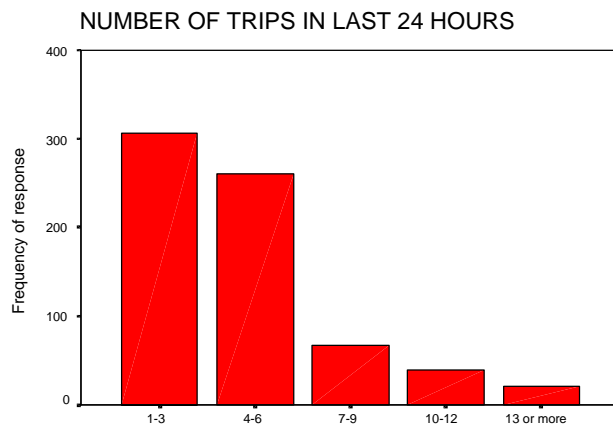
Number of Trips in the Last 24 Hours

Of the 747 respondents with access to a car:

- 93% of all respondents (695) reported taking at least one trip in their car in the last 24 hours
- The median number of trips for the last 24 hours was 4.0 and the average was 4.4

Average Number of Miles per trip

For the 696 respondents who both had access to a car and took a trip in the last 24 hours the median distance for a trip was 3.3 miles and the average distance was 7.1 miles



Commuting Behaviors

Rush Hour Driving

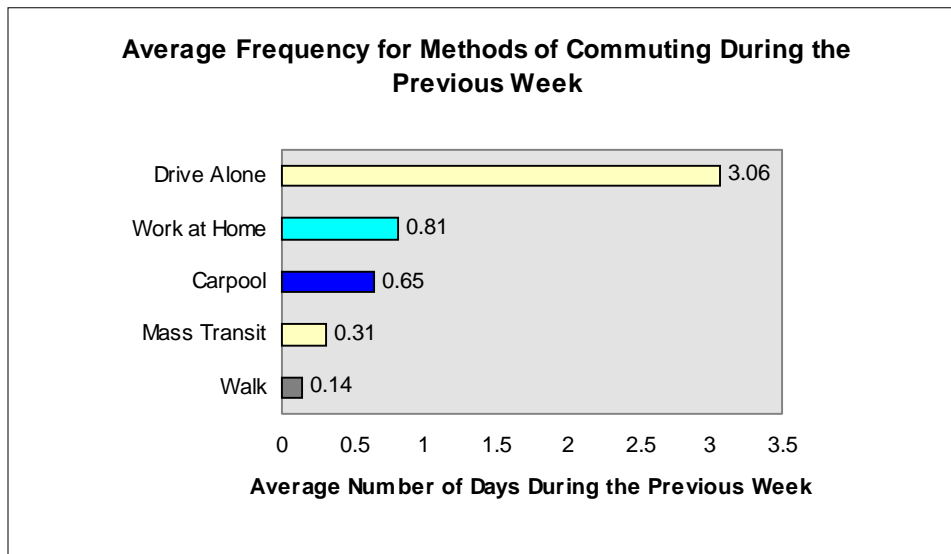
Of the 747 respondents with access to a car that they report driving frequently:

- 51% (381) drove during morning rush hour
- 45% (336) drove during evening rush hour
- 34% (255) drove during both morning and evening rush hour

Methods of Commuting to Work

For the 828 respondents living in the 13 county Metro Atlanta area:

- Over 39% drove by themselves to work five days in the previous week
- Only 18% reported carpooling on a trip during the last 24 hours
- Only 8% took mass transit at all the previous week
- Only 5% walked to work at all the previous week
- The following chart indicates the average numbers of days for each method of commuting during the previous week:



Percentages for the above chart are provided in the table below

	Percent of Respondents Using Each Method of Commuting in the Last Week								
	0 Days	1 Days	2 Days	3 Days	4 Days	5 Days	6 Days	7 Days	Total %
Walk	96.7	.8	.6	.7	0	.7	.2	.3	100
Mass Transit	95.6	.9	.6	1.1	.4	1.2	.2	0	100
Work at Home	80.1	2.6	3.0	2.3	2.0	6.1	1.2	2.7	100
Carpool	82.3	2.4	3.4	3.6	2.9	4.5	.6	.3	100
Drive Alone	28	5.8	6.8	8.6	4.1	38.6	5.4	2.7	100

For the previous week:

- The dominant commuting pattern by levels of domain is that 38.6% of respondents drove alone to work five days
- 6% of respondents worked at home five days
- 3% of respondents took mass transit five days and did not work at home
- 15% of respondents did not engage in any of the commuting behaviors

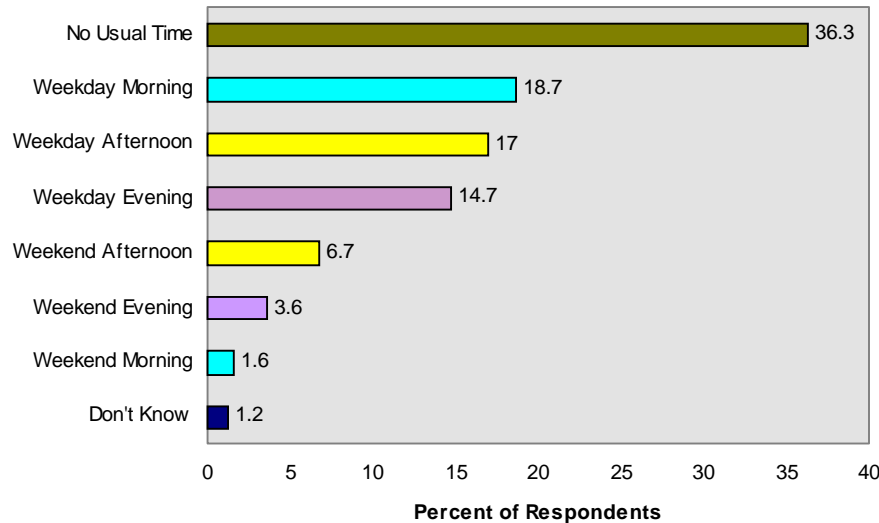
Automobile Maintenance and Driving Tendencies

Automobile Maintenance

For the 747 respondents with access to a car that they report driving frequently:

- 40% owned a car that had not had a tune-up in the last six months
- 12% were required to have repairs as a result of their last emissions test
- 36% frequently fill their gas tank on weekday mornings and weekday afternoons

Percent of Respondents Normally Filling Their Gas Tanks at Specified Times

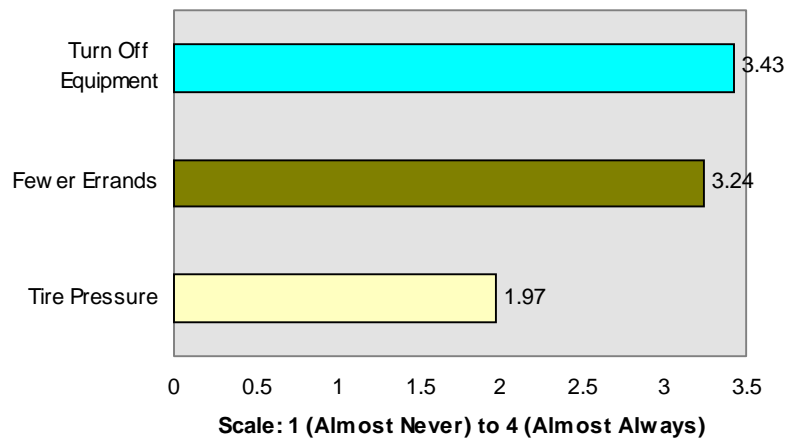


Respondents Driving Tendencies

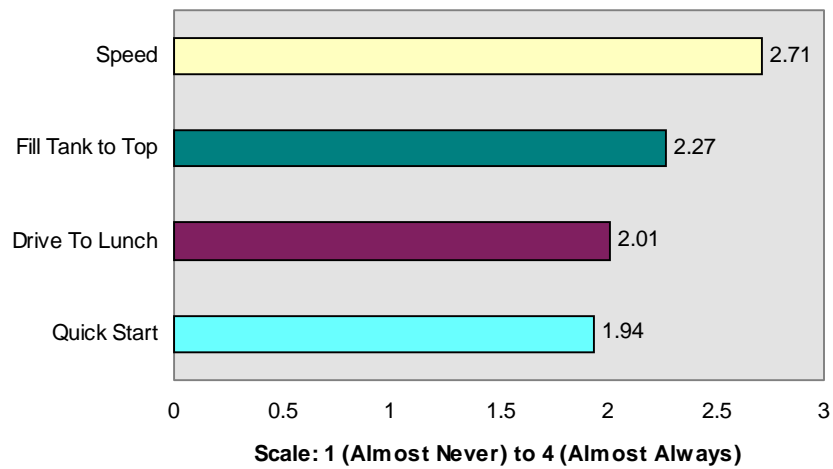
In addition to asking respondents when and how often they drive and get gas, they were asked how frequently they practice a series of other driving-related behavioral tendencies (or habits). Each respondent rated how frequently they engaged in each behavior on a scale from 1 (Almost Never) to 4 (Almost All the Time).

- 40.6% of respondents reported almost never checking their tire pressure when stopping to fill their gas tank and an additional 28% reported checking their tire pressure only occasionally
- 35% of respondents reported exceeding the speed limit almost all the time and an additional 24% reported speeding frequently
- 32.7% of respondents reported topping-off their gas tank almost all the time
- 16.5% of respondents reported almost always driving to lunch
- 15.1% of respondents reported quick-starting their car at intersections almost all the time
- 9.8% of respondents reported almost never turning off lights and equipment when not in use
- 7.5% of respondents reported almost never consolidating errands

Frequency Ratings for Three Positive Driving Tendencies

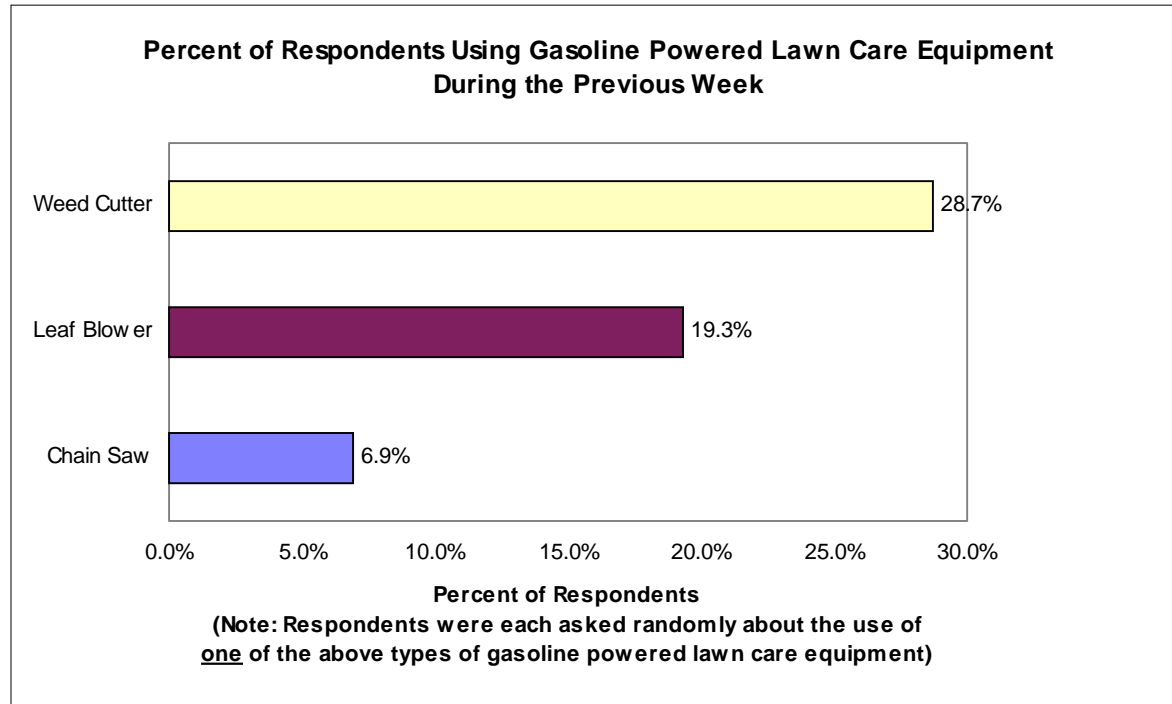


Frequency Ratings for Four of Negative Driving Tendencies

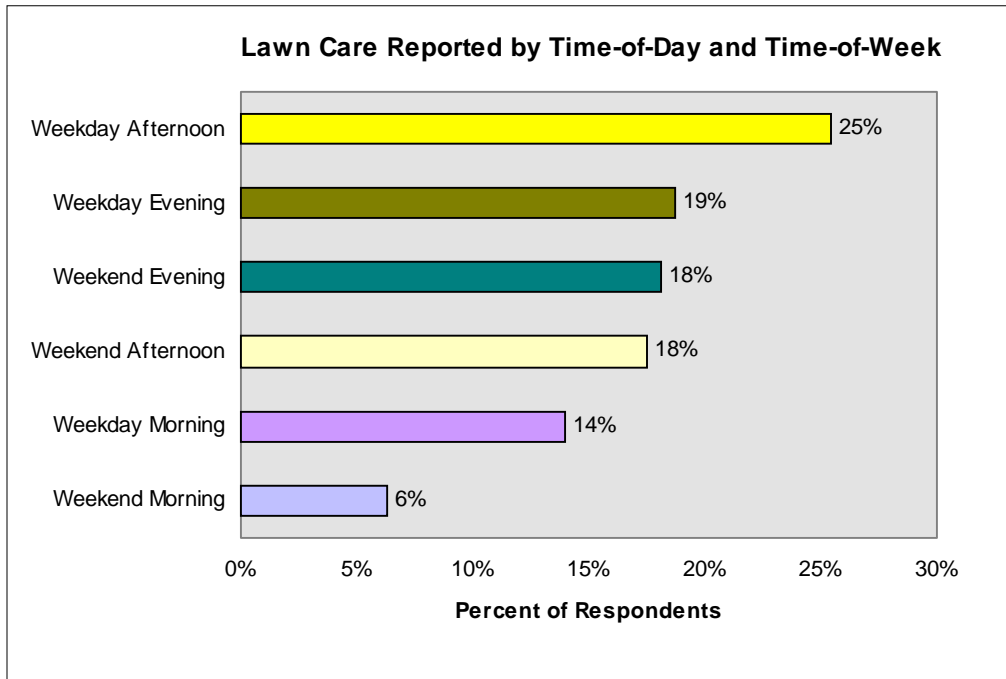


Lawn Care Behavior

- 70% of all respondents living in the 13 county metro Atlanta area (544) reported being responsible for the upkeep of a lawn. 84% of these respondents (responsible for lawn care) used gasoline powered equipment in the last week (e.g., mowers, weed cutters, leaf blowers and chain saws) while the remaining 17% did not use it or did not know if it had been used.
- Respondents were randomly selected to answer questions regarding one of three types of gasoline powered lawn care equipment. 282 respondents were asked questions regarding use of weed cutters, 276 respondents were asked questions regarding use of leaf blowers and 301 respondents were asked questions regarding use of chain saws.
- Of the 679 respondents with a gasoline powered mower, only 27% had it tuned during the last growing season.
- The following chart shows the percent of respondents who indicated using a given type of gasoline powered lawn care equipment:



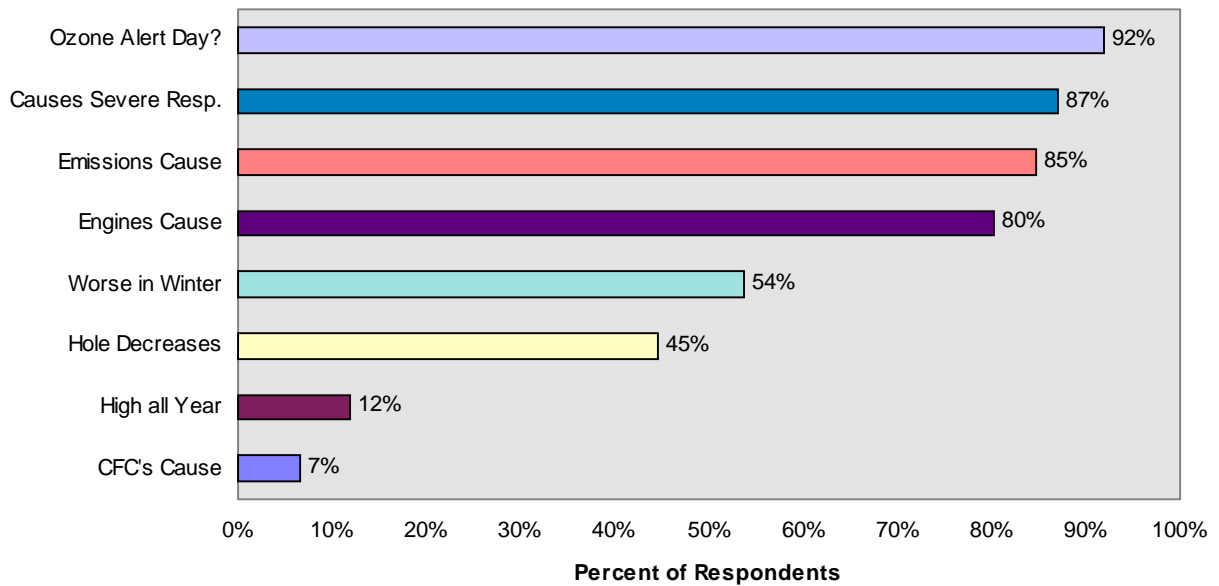
- The following chart provides reported lawn care by time-of-day and time-of-week:



Knowledge of Ground Level Ozone Pollution

	Correct Answer	% Correct
• Correctly answered that the day surveyed was not an ozone alert day	True	92.0%
• Ozone pollution causes severe respiratory problems	True	87.1%
• Emissions from cars are major causes of ozone pollution	True	84.7%
• Ground level ozone is caused by gasoline powered engines	True	80.3%
• Ozone pollution is worse in the winter months	False	53.0%
• Ground level ozone causes the hole in the ozone layer to decrease	False	44.6%
• Ozone pollution is high throughout the year in Atlanta	False	11.8%
• Ozone pollution is caused by aerosol sprays that contain CFC's	False	6.50%

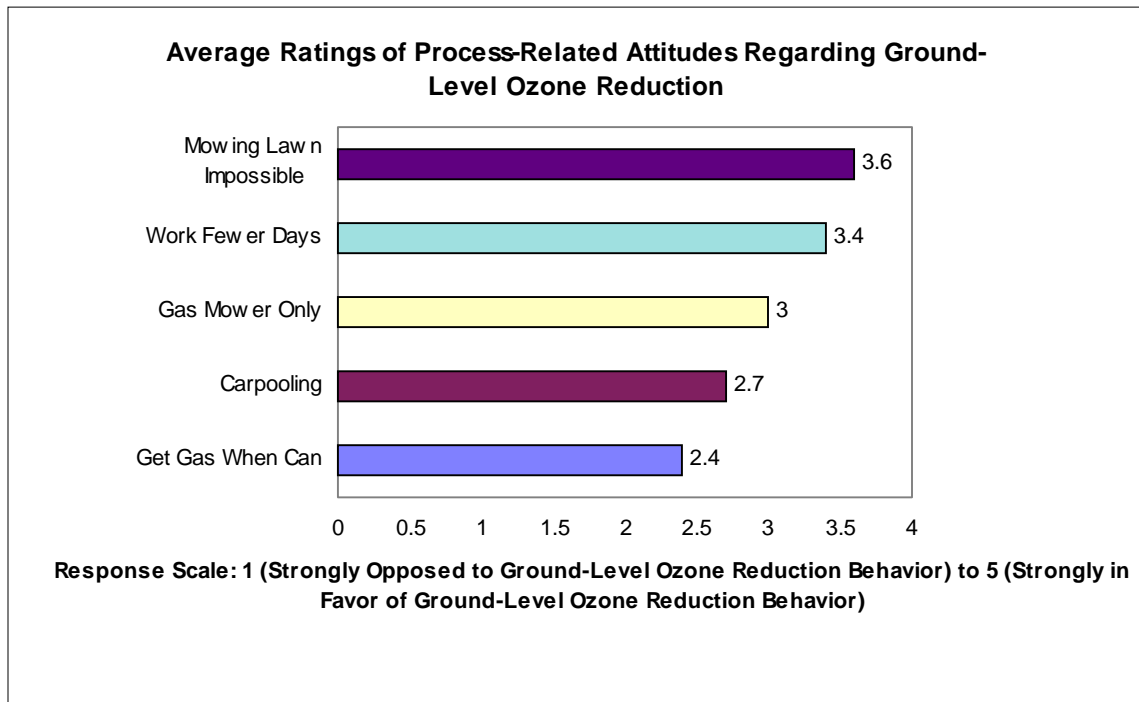
**Percent of Respondents Who Answered Each
Ozone Knowledge Question Correctly**



Process Attitudes

The following questions required the assignment of a rating of agreement of each item by respondents ranging from **1 (Strongly Against** Ground-Level Ozone Reduction Behavior) to **5 (Strongly in Favor** of Ground-Level Ozone Reduction Behavior). Mean and median responses are reported for each question:

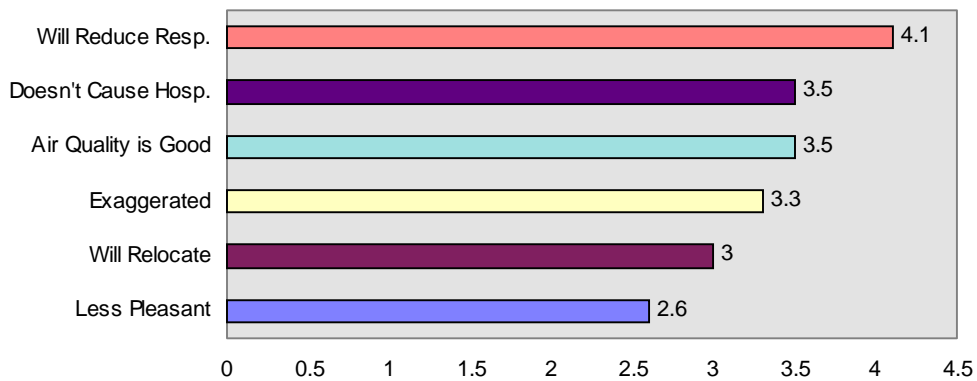
	Mean	Median
• It is nearly impossible to put off cutting the lawn to the weekend	3.6	4.0
• I would really like to work fewer days per week with more hours per day	3.4	4.0
• Gas powered mowers are the only type of mower that I would consider using	3.0	3.0
• From where I live and work, carpooling is impossible	2.7	2.0
• I have to put gas in the car when I can, often heading to or from work	2.4	2.0



Outcome Attitudes

	Mean	Median
• Reducing ground level ozone will reduce respiratory problems	4.1	4.0
• Ground level ozone doesn't seem to cause people to be hospitalized	3.4	4.0
• The air quality in Atlanta is very good	3.5	4.0
• Problems from ozone pollution are really exaggerated	3.3	4.0
• Air quality in Atlanta will cause businesses to locate elsewhere	3.0	2.0
• Air quality makes Atlanta a less pleasant place to live	2.6	2.0

Average Rating for Items Assessing Ground-Level Ozone Reduction Outcome Attitudes



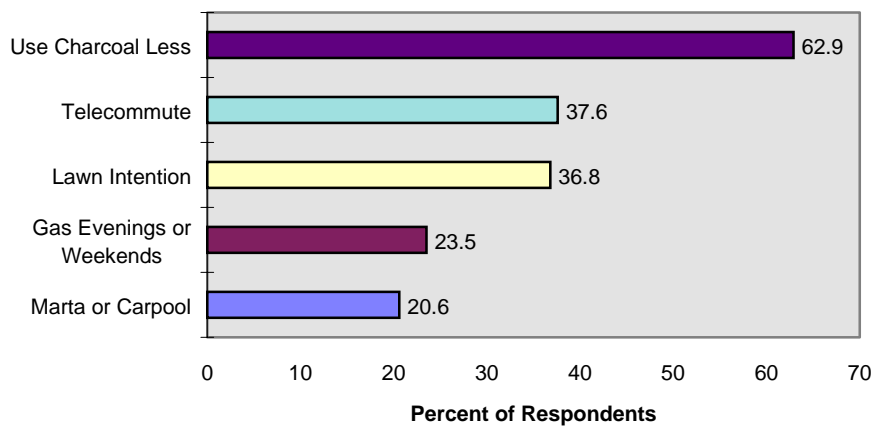
Scale: 1 (Strongly Against Reduction Behavior) to 4 (Strongly In Favor of Reduction Behavior)

Behavioral Intentions and Ozone Alert Response

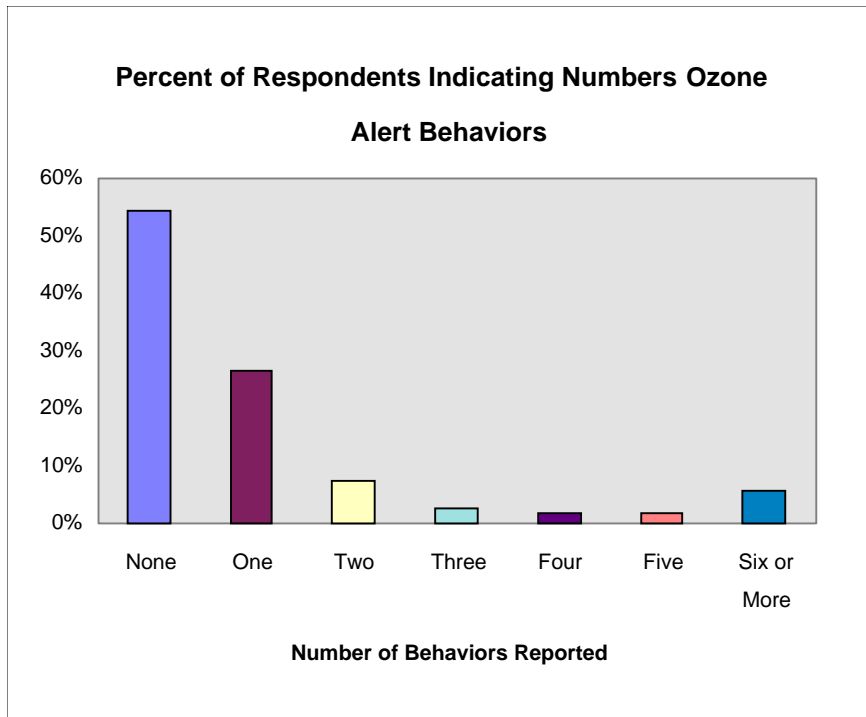
Respondents were asked to indicate their intentions for the a series of ozone related behaviors. Specifically, they were given two behavioral alternatives one resulting in a reduction in ground level ozone and one leading to an increase. It was found that:

- 62.9% intend to use charcoal less frequently;
- 37.6% intend to telecommute if their employer would agree;
- 36.8% intend to cut their lawn on the weekends;
- 23.5% intend to wait until the weekend to get gasoline; and
- 20.6% intend to use MARTA.

Percent Indicating Intentions to Engage in Behavior Resulting in Reduction of Ground-Level Ozone



- 56.4% of respondents could not indicate any behavioral changes that they would make in response to an ozone warning.



**The Six Most Prevalent Job Categories
Comprising 45% of All Respondents**

