



The Clean Air Partners Air Quality Action Days Member Satisfaction Survey

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Survey Method

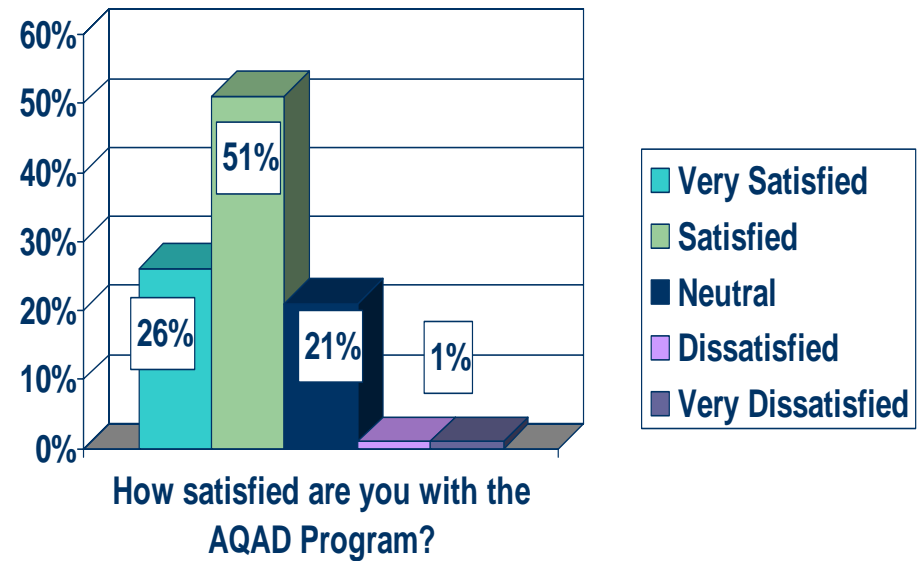
- Survey instrument was developed with membership survey committee.
- Used web-based survey method.
- Following notification letters, e-mail invitations were sent including survey link.
- Three additional e-mails were sent as follow-ups to encourage response.
- Survey was open from November 1 through December 4.

Population and Response

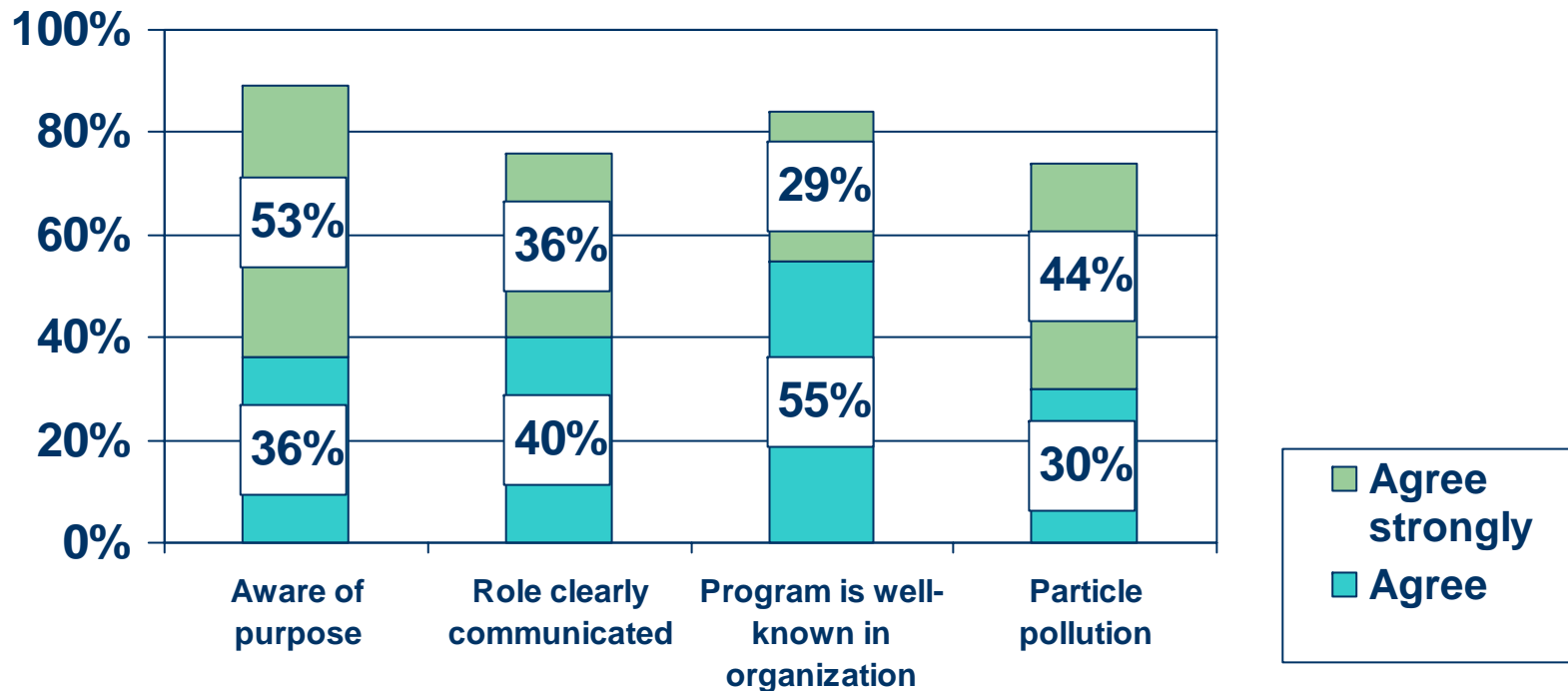
- Universe was all known member organizations (CAP and AQAD) with e-mail contacts (508).
- Reachable population of 384 (124 unreachable).
- 135 respondents (35%).
- Census has no sampling error.
 - Problem of non-response bias
 - Small business under-represented (a population effect)
 - Responses from highly motivated (?)
 - General apathy reflected in high level of non-response

Satisfaction with the Program

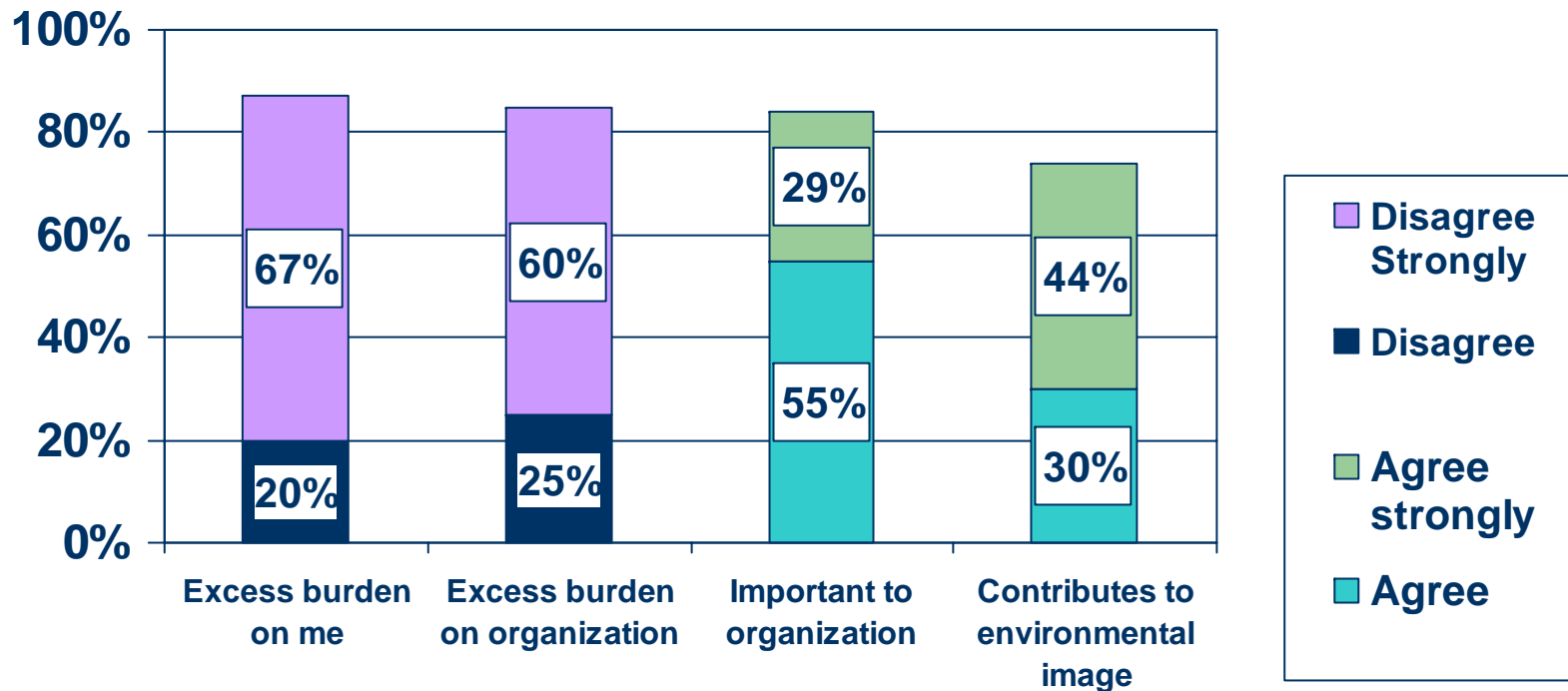
- 77% satisfied
 - 26% Strongly satisfied
 - 51% Satisfied
- Only 2% dissatisfied.
- 97% of opinion was positive (excluding neutral responses).



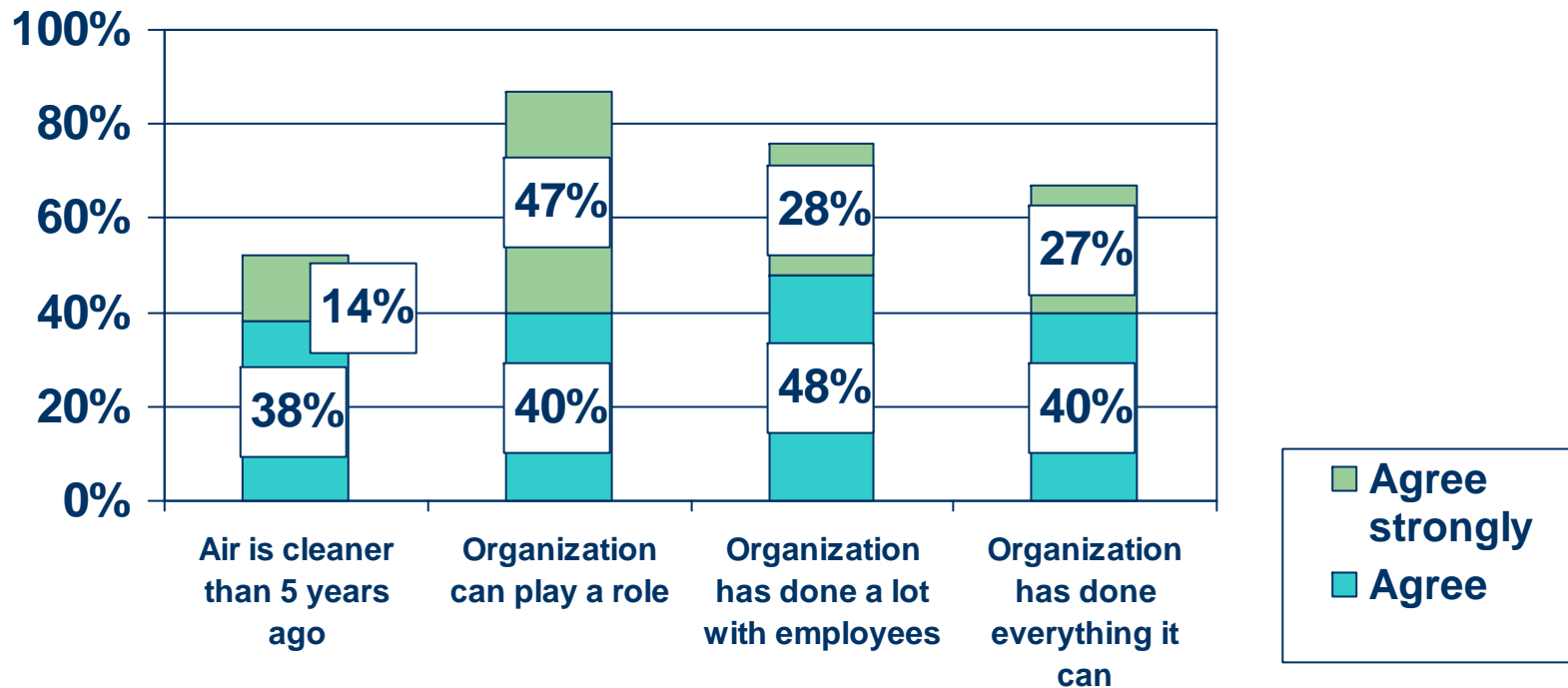
Knowledge of Program



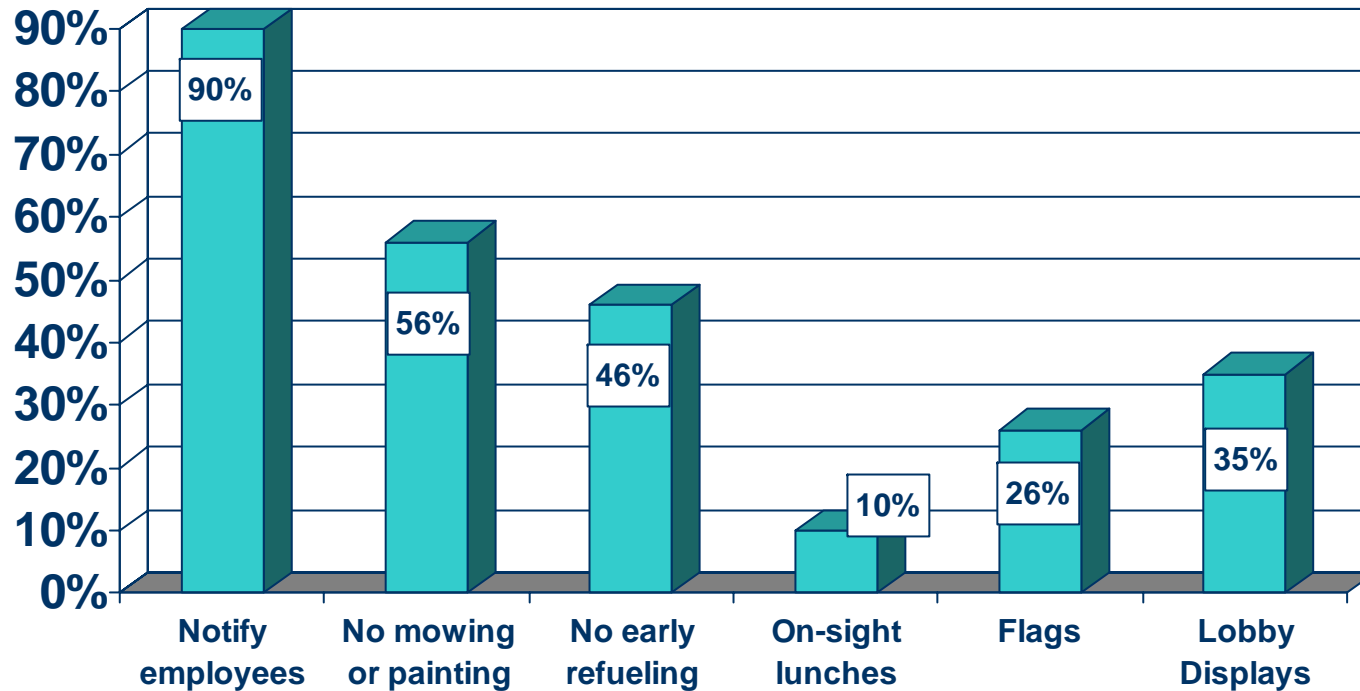
Burden/Benefit Comparison



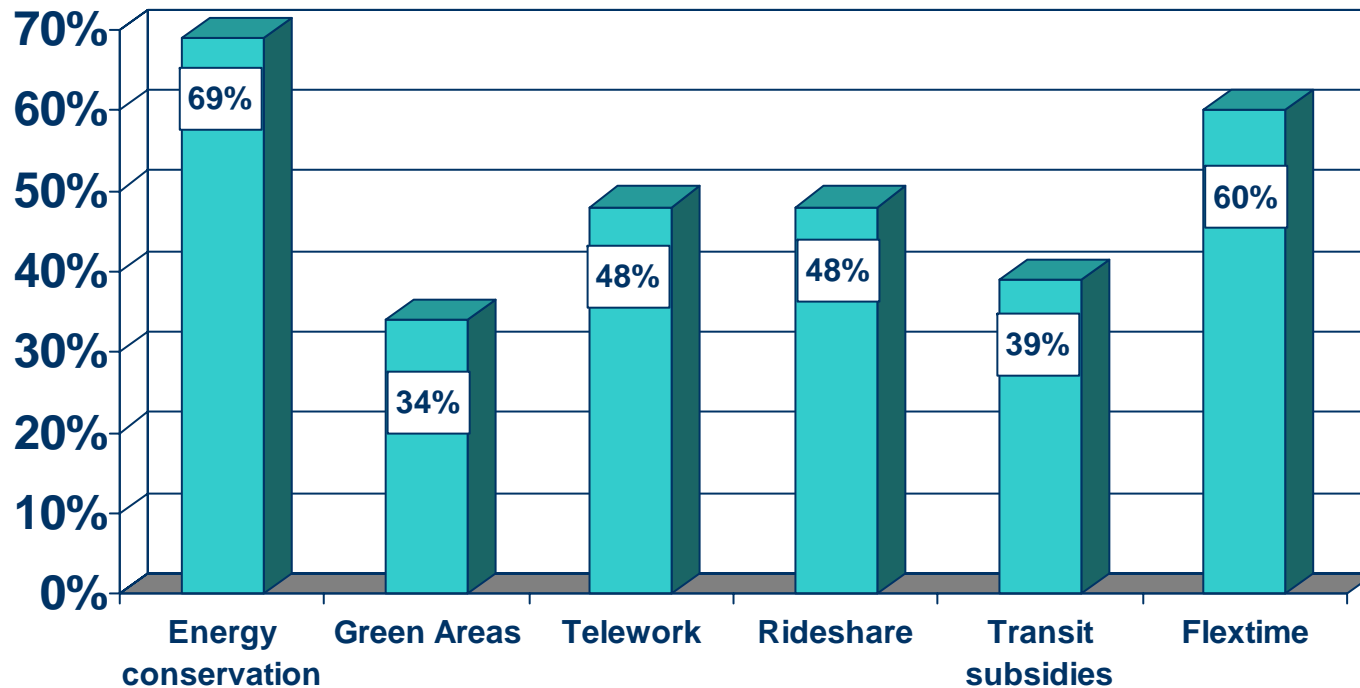
Attitudes on Improving Air Quality



Actions Taken on Air Quality Action Days



Actions Taken throughout the Year to Reduce Air Pollution



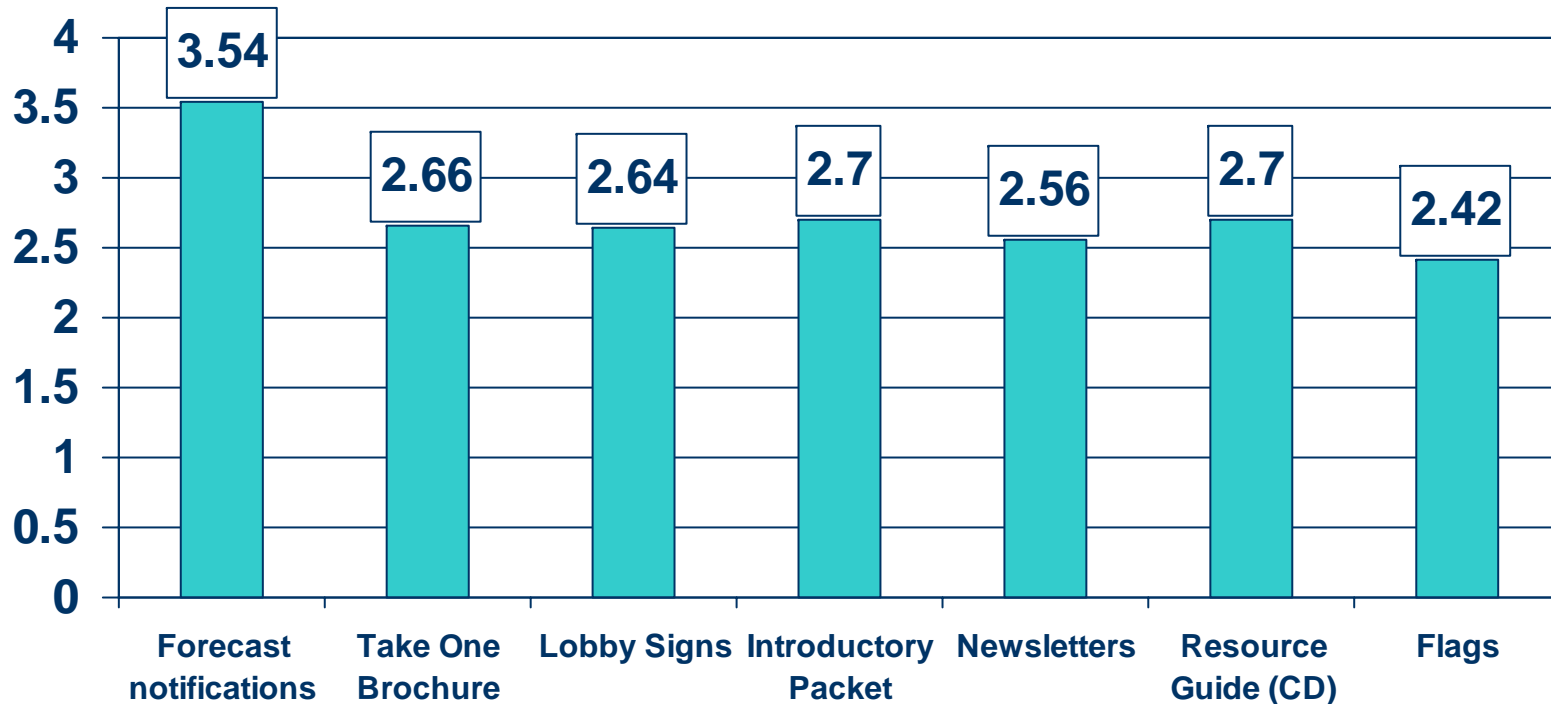
Rank Ordering of Products and Services by Mean of Respondent Value Ranking (0-4)

- Air quality forecast notifications by fax or e-mail.
- An introductory program packet
- An electronic resource guide (CD)
- The Clean Air Partners Take One brochure
- Lobby signs for your employment site
- Quarterly newsletters

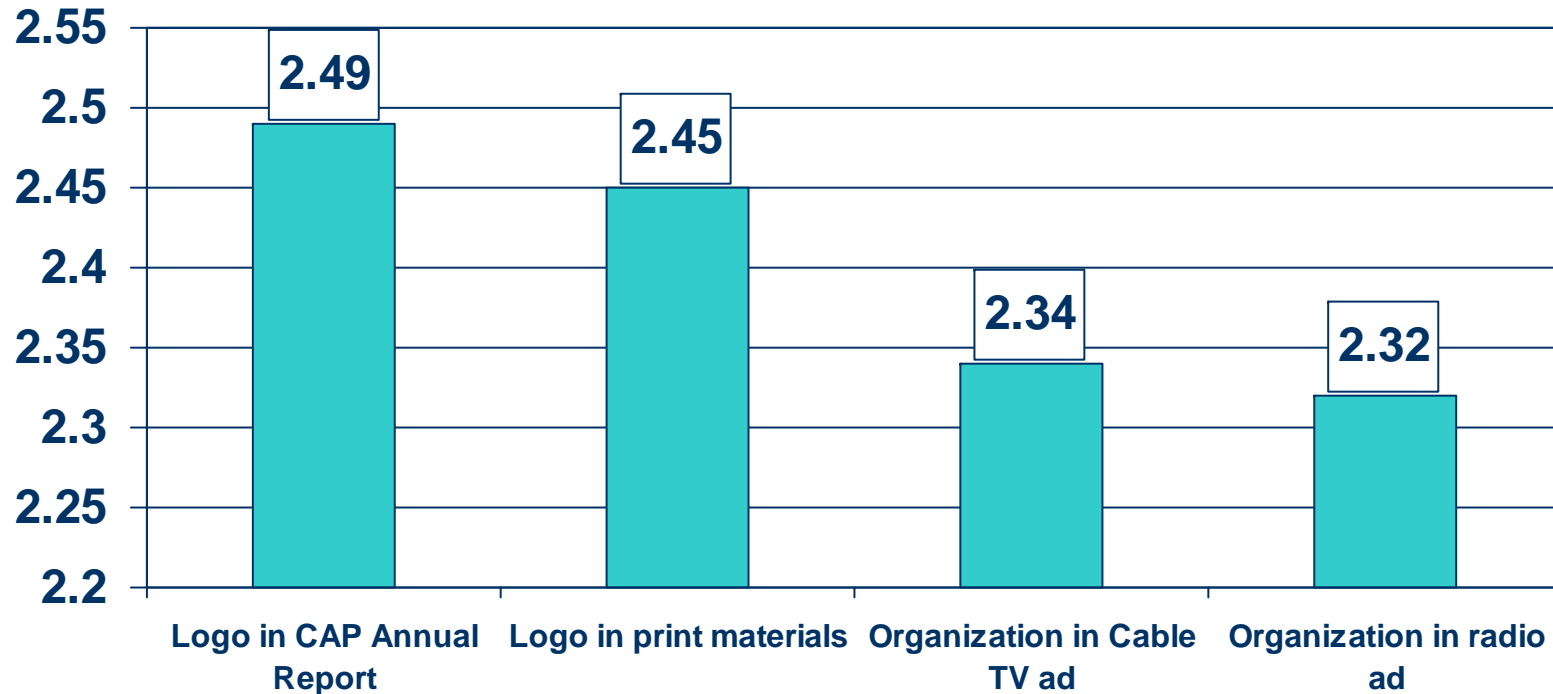
- Your company logo in the Clean Air Partners annual report
- Having your logo included on all Clean Air Partners print materials
- Air Quality Action Days flags.
- Having your organization highlighted in a radio advertisement.
- Having your organization and its Action Days activities highlighted in a cable television advertisement

- Access to the members only section of the Clean Air Partners website.
- Annual Ozone Season Kickoff Conference.
- On-site training sessions by a member of the Air Quality Action Day team.
- \$200/year toward an employer sponsored lunch at the work site on a Code Red Air Quality Action Day.
- An executive package, which will include items such as Clean Air Partners polo shirts, gift certificates to area restaurants, and golf-packages.
- Complimentary Annual Awards luncheon.
- Onsite consultation with a telework specialist

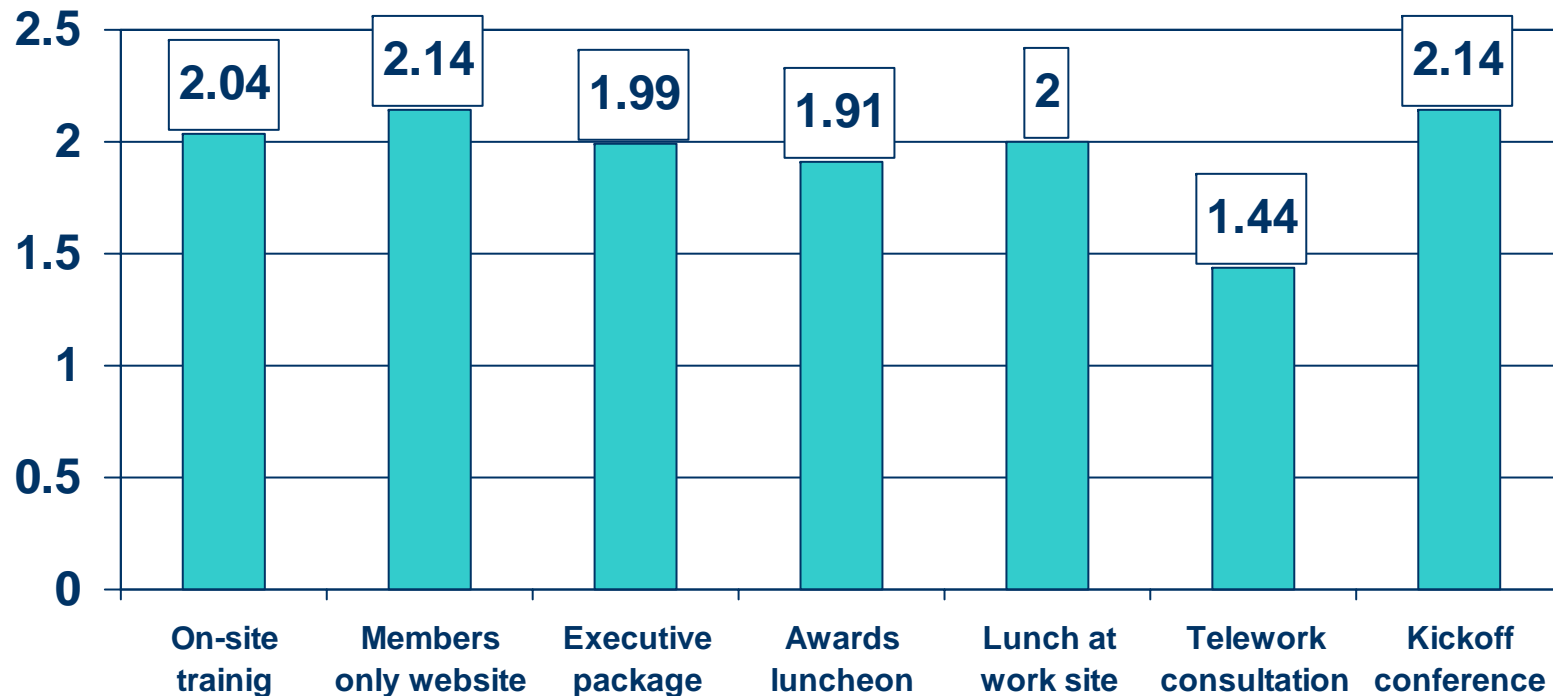
Values of Products and Services: Mean of Ratings of Information Products



Values of Products and Services: Mean of Ratings of Organizational Exposure



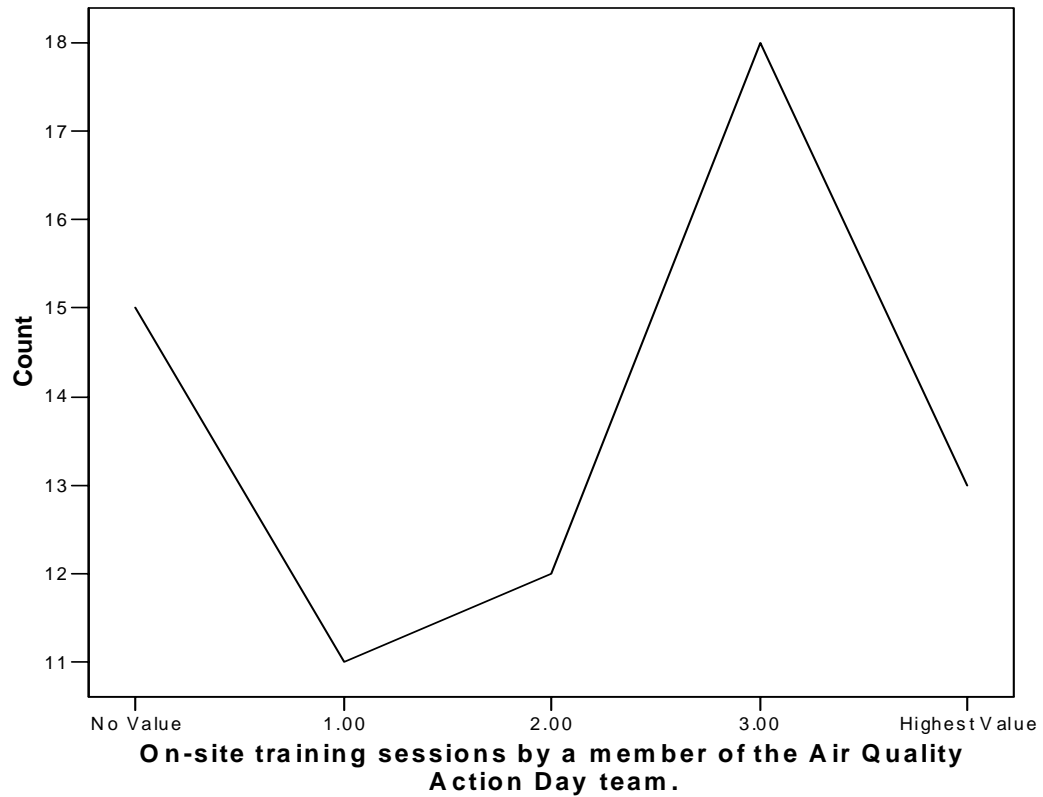
Values of Products and Services: Mean of Ratings of Perquisites and Training



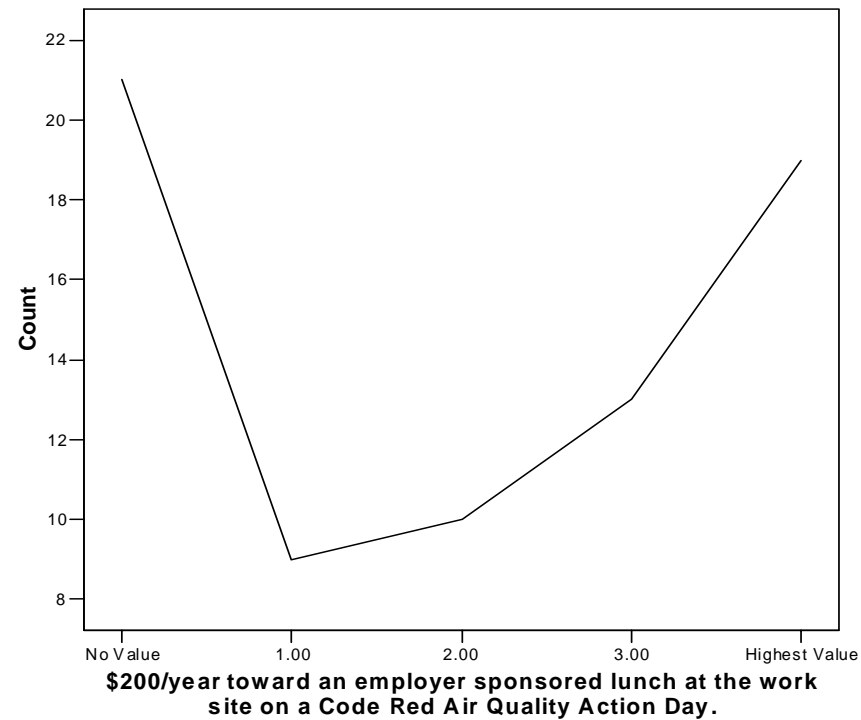
Distribution Issues

- Means tend to hide distribution.
- For understanding value distribution matters.
- Mode = the most common response.
- Bimodal distributions are where responses cluster in two areas.

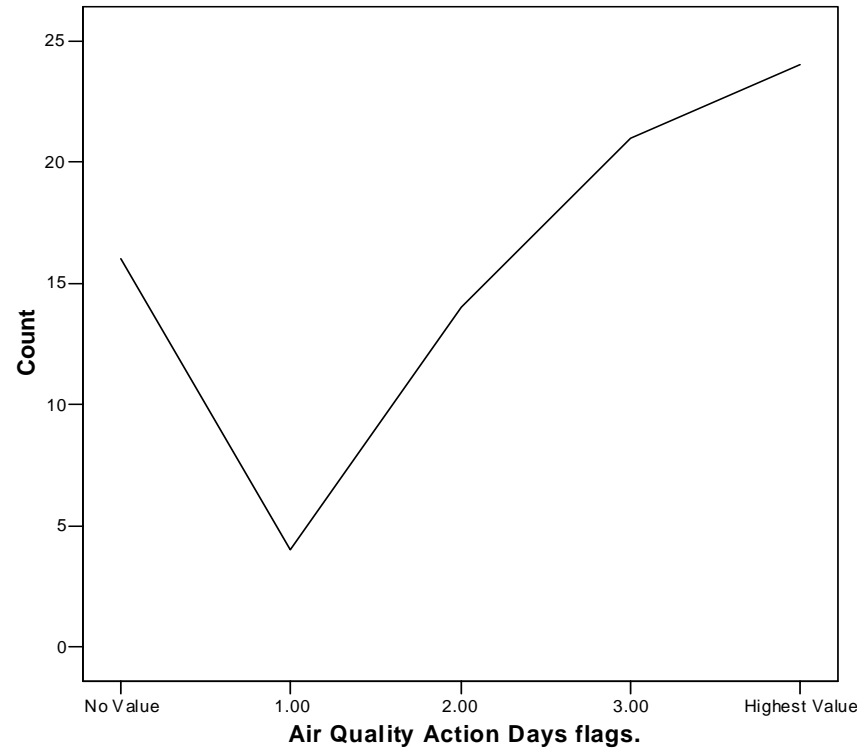
Bimodal ratings of value On-Site Training



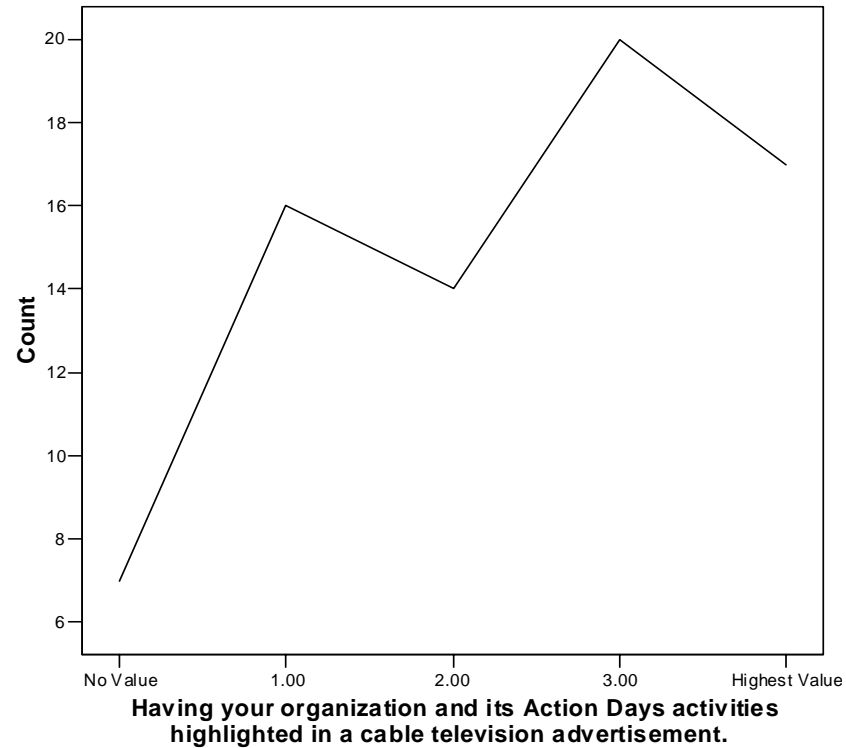
Bimodal ratings of value \$200 toward On-Site Lunch



Bimodal ratings of value AQAD Flags



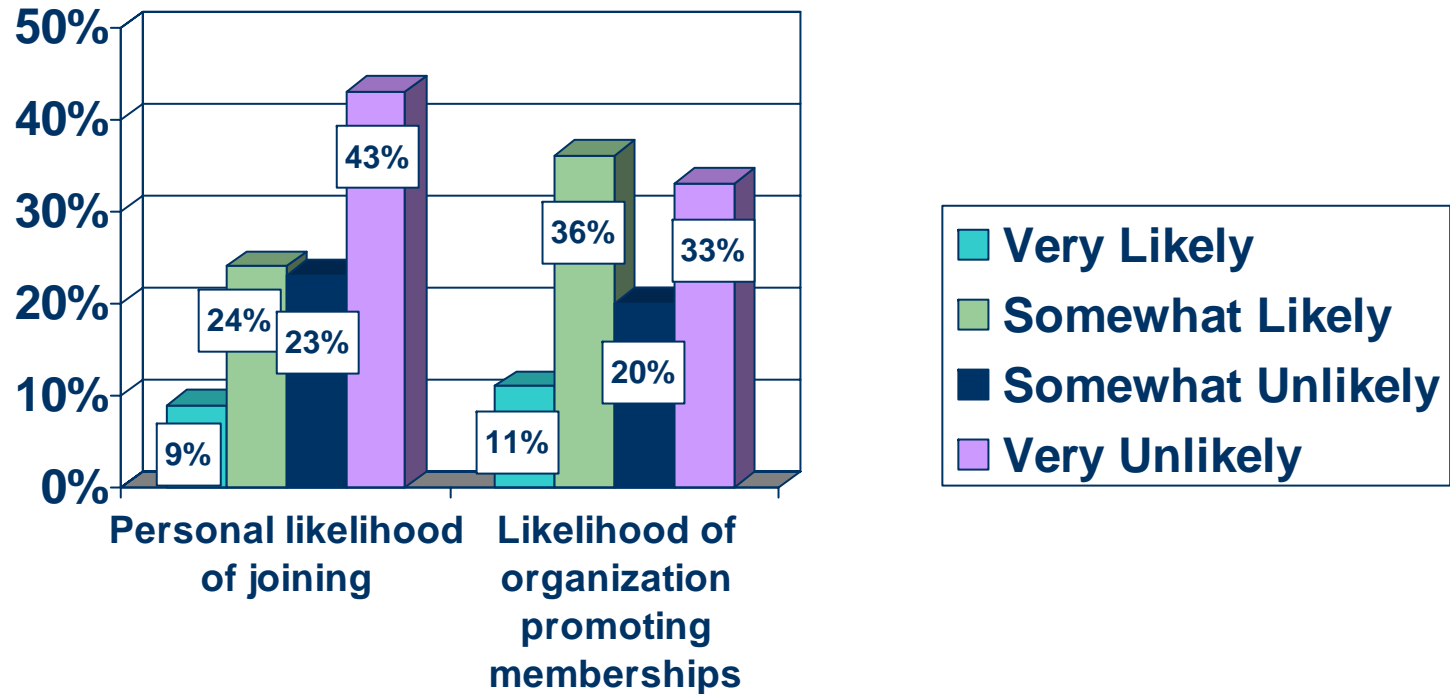
Bimodal ratings of value Organization in Cable TV Advertisement



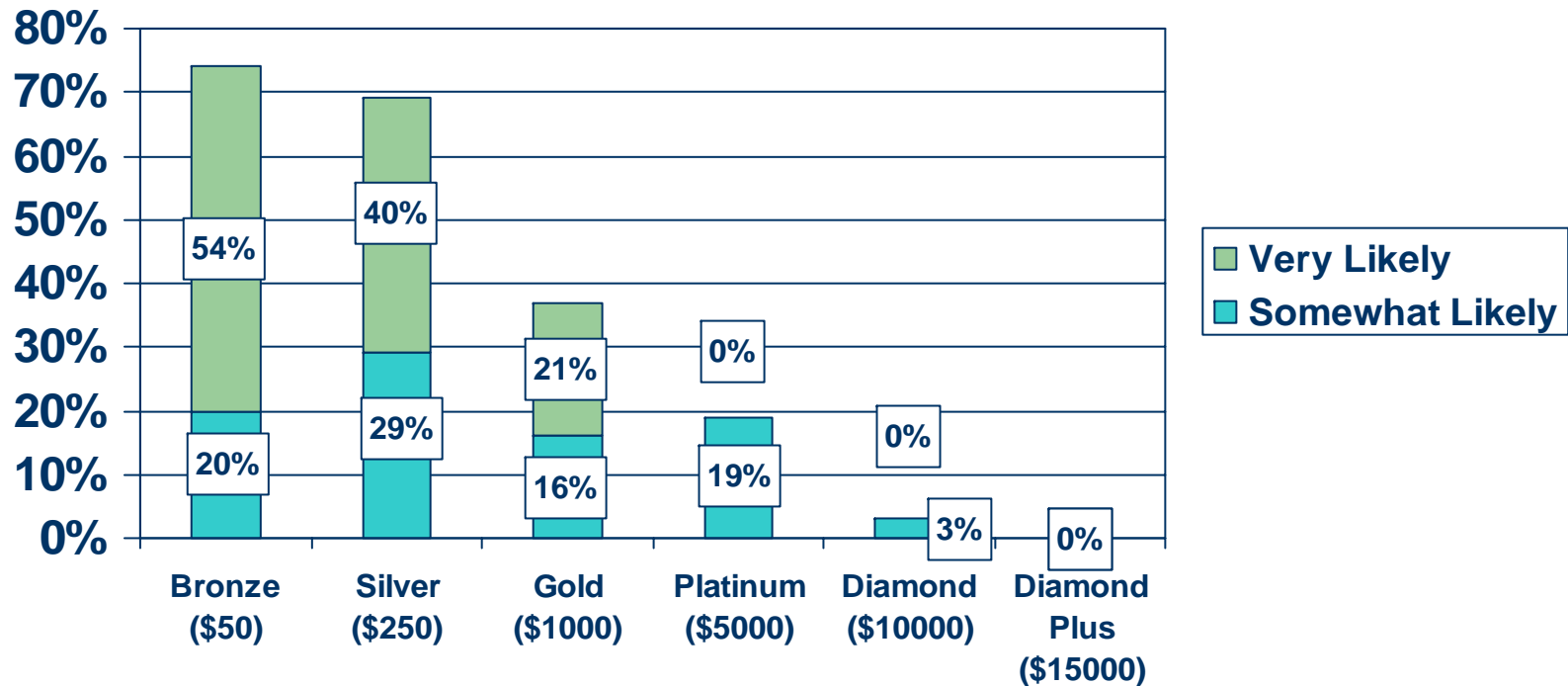
Differences in Ratings by Organization Type

- Private sector members rated CD resource guide relatively low compared to others. (14th of 18).
- County/Local government organizations rated exposure products and services relatively higher than others.
- Private sector members rated on-site training less valuable while government members rated it more valuable.

Willingness to Pay: Individual



Willingness to Pay: Packages



Willingness to Pay: Profile

ORGANIZATIONAL TYPE	Percentage of “Very Willing”	Standardized Proportion
Private/For Profit	44%	2.42
Non-Governmental Organization (NGO)	13%	0.74
Federal Government	0%	0
State Government	6%	0.5
County/Local Government	38%	1.29