

**Type of Data Required: Target Audience’s Perception and Attitudes About Idling**

**Data Collection Method: Telephone Surveys**

*Random survey with a pre-generated set of questions that can poll perceptions and ideas about idling as well as norms (is turning their engine off the right thing to do).*

Data Collection Steps:

- Draft desired survey questions. Draw from existing surveys for cost-effectiveness:
  - [Mississauga Baseline Resident Telephone Survey Summary Report](#)
  - [CPPI Pre Anti-Idling Campaign Awareness Study](#)
- Determine your sample size. There are several on-line resources to help with this (e.g. [Creative Research Systems](#) or conduct an internet search for other on-line tools). As an example, the CPPI project interviewed 300 people over 2 days before the campaign and 2 days after the campaign.
- Randomly select telephone numbers from your community.
- Implement the survey – ask to speak to the member of the household who does the most driving.
- Analyze survey results.

**Data Collection Method: Focus Groups**

*Group conversations about idling. Can be a good method to gain perspective on proposed idling campaign messages or communication materials.*

Data Collection Steps:

- Draft focus group questions (focus groups work best if you have a set of pre-determined questions to ask participants).
- Choose an easily accessible location in your community, and time of day that best suits your desired audience (e.g. for working public will need to be in evenings or on weekend).
- Identify and invite focus group participants (aim for 8 to 10 people so that you will get a sample of 6 to 8 participants).
- Conduct focus groups – ensure to reward participants for their time with refreshments or a small incentive (e.g. gift certificate or stipend/honorarium).

**Data Collection Method: One-on-One Interviews**

*Short 3-minute polls to receive “in-person” feedback on knowledge about key issues of the campaign, vehicle idling behaviours, or effective communication mechanisms.*

Data Collection Steps:

- Draft interview questions – keep short and concise.
- Select location for interviews – e.g. high people traffic areas such as shopping centres.

- Train staff or volunteers to conduct interviews.
- Conduct interviews and keep track of responses and other useful data.