ATTACHMENT F

POST-WAVE ANALYSIS FOR THE USED MOTOR OIL AND OIL FILTER RECYCLING PROJECT

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2014 Results of Used Motor Oil Campaign

Prepared For:

By:

June 2014

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INTRODUCTION

Background

- To assess the effectiveness of the County of Los Angeles Public Works Department's (Public Works) Used Motor Oil and Oil Filter Recycling Program aimed at diverse communities, a 2014 tracking study was commissioned to measure the impact of Public Works' marketing and communication initiatives compared to prior research waves.

- Three distinct community targets were identified for the research: General Audience, Hispanic, and Chinese (see screening specifications for more detail).

- This report documents the results from 2014 (Wave 7), compared against 2013 and all other previous waves.
  - 2014 research was fielded beginning on February 22, 2014, and completed on May 20, 2014.

Research Objectives

- **To measure the effectiveness of Public Works targeted campaign on awareness and recall measures by:**
  - Testing advertising awareness, communication, and recall
  - Identifying advertising appeal and attraction
  - Determining influence on used motor oil and oil filter recycling behavior, information, and attitudes

- **To evaluate possible shifts in attitudes between different wave testing as targeted households become familiar with Public Works campaign.**

- **To provide the necessary research intelligence for Public Works to further refine its communication strategy that targets diverse segments of L.A. County.**

Research Specifications

Who?

- Self-identified Hispanic, Chinese, and other LA County residents
- Ages 16+
- L.A. County residents
- Household uses a car, truck/SUV/van, motorcycle, boat, or personal watercraft
- Changed motor oil in any vehicle in the past 3 years —or— someone has changed motor oil in their vehicle in the past 3 years
- No Industry affiliation or similar research in past 12 months.

How?

- In-person intercept surveys were conducted predominantly at various locations within L.A. County. Data collected using programmed, hand-held PDA devices. All surveys were conducted in respondents' language preferences: English (General Audience), Spanish (Hispanic), and Mandarin (Chinese).

Where?

- Los Angeles County

When?

- 7th Wave: February 22 – May 20, 2014

How Many?

- 2014: Hispanic (75), Chinese (75), and General Audience (75) = 225

Caution: Sample Size

- Caution is recommended when analyzing data with sample sizes of N<40. Sample sizes <40 are deemed unquantifiable. However, N<40 sample sizes have been included in this report to provide data regarding key measures. The margin of error for each ethnic segment of 75 respondents is + / - 11.3% at the 95% confidence level.

KEY FINDINGS/INSIGHTS & RECOMMENDATIONS

Key Findings

- Overall, the impact of the Public Works campaign to get motor oil changers to recycle their used motor oil and oil filters remains steady among the Hispanic and General Audience segments, but there is a decrease in 2014 for recycling actions and perceptions among the Chinese segment.
- There are increases in 2014 awareness and previous usage of Certified Collection Centers (CCCs) to recycle used motor oil among the Hispanic and General Audience segments, but a decrease among the Chinese segment.
  - Hispanic CCC past usage (have used a CCC in the past to recycle used motor oil) is at 88%, an increase over 76% in 2013.
  - General Audience CCC past usage is also at 88%, a significant lift over the 68% seen in 2013.
  - Slightly less than half of the Chinese segment (48%) have previously used a CCC in their community, a significant decrease versus 2013 (68%), and prior years (since increasing once the campaign started in 2009).
- The majority of all segments indicate recently recycling their used motor oil (the last time the oil was changed), with a directional increase in recycling their used motor oil at a local CCC among Hispanics, but a decrease among the Chinese segment.
  - Hispanic segment recent CCC recycling is at 79%, a directional increase over 70% in 2013.
  - General Audience recent CCC recycling is at 45% in 2014 (vs. 45% in 2013), but there is an increase in taking the used motor oil to an auto service station/garage/shop (44% vs. 20% in 2013).
  - Among the Chinese segment, 45% have recently recycled their used motor oil at a CCC (vs. 65% in 2013), with more indicating they have saved the used motor oil, but have not yet discarded it.

(continued)

Key Findings (continued)

- Knowledge of how to find information about CCCs is improving among General segment respondents, but not as much among the Hispanics and Chinese segments.
  - Sixty-seven percent of the General segment (67%) know how to get information on CCCs, a directional increase over 2013 (59%), with most using the Internet to get information (72%).
  - Half of Hispanics indicate knowing how to get information on CCCs (51% vs. 57% in 2013), with the Internet again the most frequently cited method (53%).
  - Thirty-nine percent (39%) of Chinese in 2014 indicate knowing how to get CCC information, below previous years (58% in 2013), with lower Internet usage for such information (14%).
- O'Reilly has overtaken Autozone as the preferred CCC location to recycle used motor oil across all three segments.
  - Seventy-seven percent (77%) of Hispanics in 2014 have recycled used motor oil at O'Reilly (vs. 64% for Autozone), with 53% of Chinese (Autozone at 36%), and 41% of the General Audience segment (31% for Autozone), with significant increases in O'Reilly usage in 2014 (vs. 2013) across all three segments.
- Awareness of the (888) CLEAN LA phone number (to get more information) holds steady among the General segment, but there are decreases among both Hispanics and Chinese segments.
  - Thirty-six percent of the General segment are aware of the number (equal to 36% in 2013), compared to 33% of Hispanics (down from 50% in 2013), and just 23% of Chinese (down from 39% in 2013).
  - Among those aware, one-in-five General segment (22%) and Hispanic (20%) respondents have called the number, while only 6% of Chinese have called the phone number for more information on recycling used motor oil or oil filters.

(continued)

Key Findings (continued)

- Website awareness of www.CleanLA.com has not improved in 2014, holding steady among the General and Chinese segments, with a directional decrease among Hispanics.
  - Forty-five percent of the General segment are aware of the website (vs. 41% in 2013), while 40% of Hispanics are aware (directionally lower than 50% in 2013), with Chinese website awareness at 32% (31% in 2013).
  - There are limited levels of respondents who have visited the website (among those aware) across all three segments.
- Awareness of advertising that promotes recycling used motor oil or oil filter recycling is trending slightly upward in 2014 among the General segment, but is directionally lower among Hispanics, and considerably lower among the Chinese segment.
  - Hispanic ad awareness is at 57% in 2014 (versus 67% in 2013), 43% among the General segment (37% in 2013), and at 32% among the Chinese segment (71% in 2013), with the Chinese ad awareness level the lowest since the early stages of measuring the campaign (in 2009).
  - Among Hispanics, TV is cited most frequently as the source of ad awareness (64%), followed by radio (38%), then print (13%).
  - General segment perceived ad awareness is also highest for TV (48% - an interesting result since there was not TV advertising among the General segment), followed by print (36%), then radio (16%).
  - Among Chinese who are aware of used motor oil recycling advertising, print is cited most frequently (67%), followed by radio (38%) and TV (17%).
  - Hispanic recognition of 2014 recycling event in-language radio advertising remains high (91% vs. 89% in 2013).

(continued)

Key Findings (continued)

- Recognition of 2014 local recycling event print advertising (among those aware of category print advertising) is cited by nearly half of Chinese (though with a low base size), but only one-in-five General segment, and 9% of Hispanic ad aware respondents.

- Los Angeles County used motor oil/oil filter recycling event participation in 2014 is lower than 2013 across all three segments, with a particularly pronounced drop-off among the Chinese segment.
  - One-third of Hispanic respondents in 2014 attended a used motor oil/filter recycling event (33% directionally below 45% in 2014).
  - Chinese event attendance is 29% in 2014, lower than the 53% seen in 2013 (which was a considerable spike over 2012 attendance).
  - Thirteen percent of the General segment attended an event in 2014, slightly lower than the 20% from 2013 (more in line with 2011-12 event attendance for this segment).
  - Of the few General segment event attendees, a flyer/poster and word-of-mouth are the primary ways that they heard about the event.
  - Word-of-mouth is also the most frequently cited way that Hispanics found out about used motor oil/ filter recycling events), followed closely by advertising (primarily in-language radio ads), and some also citing their community newsletter/calendar.
  - Among the Chinese segment, newspaper advertising is the primary way that those who attended an event found out about it, with much lower citing of word-of-mouth as the way to hear about the event.

Summary Insight and Recommendations

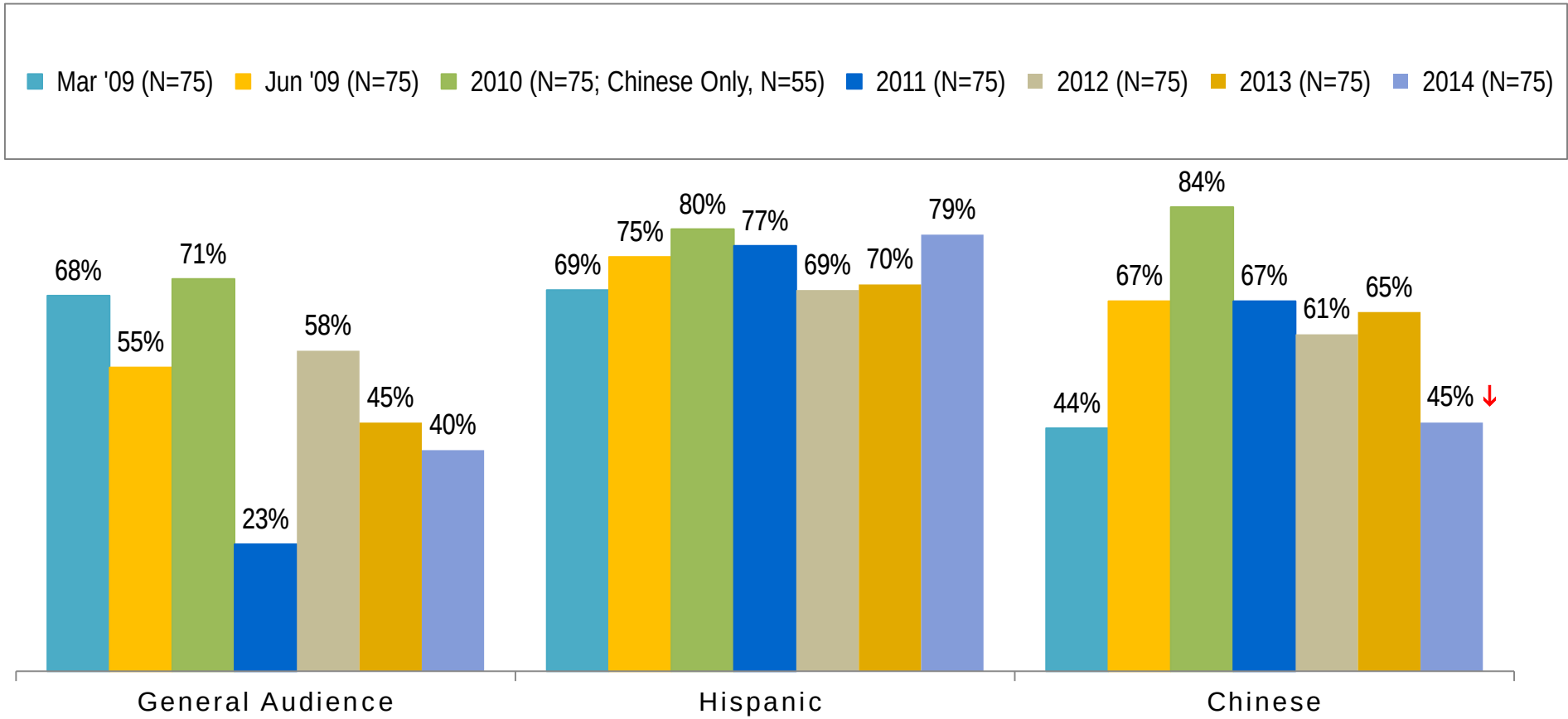
- There is definitely a lower degree of engagement among the Chinese segment towards recycling used motor oil and oil filters, with lower levels of recycling their used motor oil, awareness and usage of CCCs in their community, perceived category advertising awareness, and event participation (especially compared to 2013).
- Based on the results of the 2014 tracking research, consideration should be given to the following elements when moving forward towards the 2015 campaign.
  - For the Chinese segment, need to increase in-language advertising to re-engage them about the importance of recycling used motor oil/oil filters, either using traditional media (Chinese-language newspapers or radio ads), perhaps greater use of outdoor media in areas of LA County with a high Chinese population, or even social media targeted to Chinese males.
  - Social media (Facebook, Twitter), and placement of online news stories about the benefits of recycling used motor oil is also recommended for the General segment (who historically have been the least likely to have attended an used motor oil/oil filter recycling event).
  - For the Hispanic segment, increasing in-language radio advertising of the benefits of recycling used motor oil would be helpful to reinforce the benefits for Hispanic DIYers (either hearing the ad themselves, or being reminded about such advertising by other family members (especially their children who are likely more environmentally conscious).
  - Definitely need to reinforce the www.CleanLA.com website in all advertising, which is likely the best future option for target respondents to use to learn more about recycling used motor oil/ oil filters, as opposed to the toll-free phone number.

COMPARATIVE RESULTS

What Did You Do with the Used Motor Oil

- ***Four-in-five 2014 Hispanic target respondents (79%) have recycled used motor oil at a Certified Collection Center (CCC), directionally above 2013 level (70%), well above levels seen among the Chinese segment (45% - significant decrease over 2013) and the General Audience segment (40% - slightly down from 40% in 2013).***

Percent of Respondents Who Have Recycled Used Motor Oil at a CCC

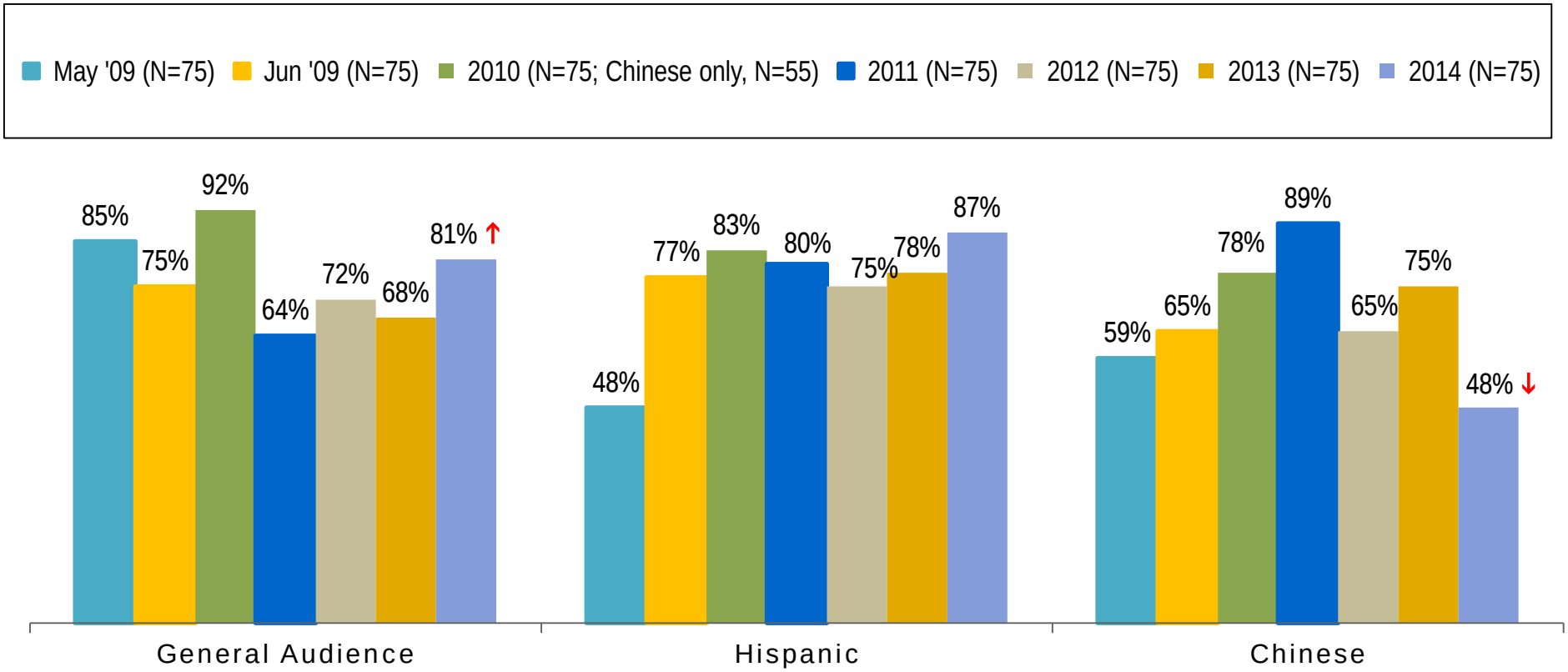


C1. When you were responsible for changing the motor oil in the past, what did you do with the used motor oil? (Aided)
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Awareness of CCCs in the Community

- ***Awareness of CCCs in 2014 increased directionally over 2013 among Hispanics (87%) and significantly among the General Audience (81%), but decreased considerably among the Chinese segment (48% significantly below 75% from 2013).***

Percent of Respondents Who Are Aware of CCCs in Community

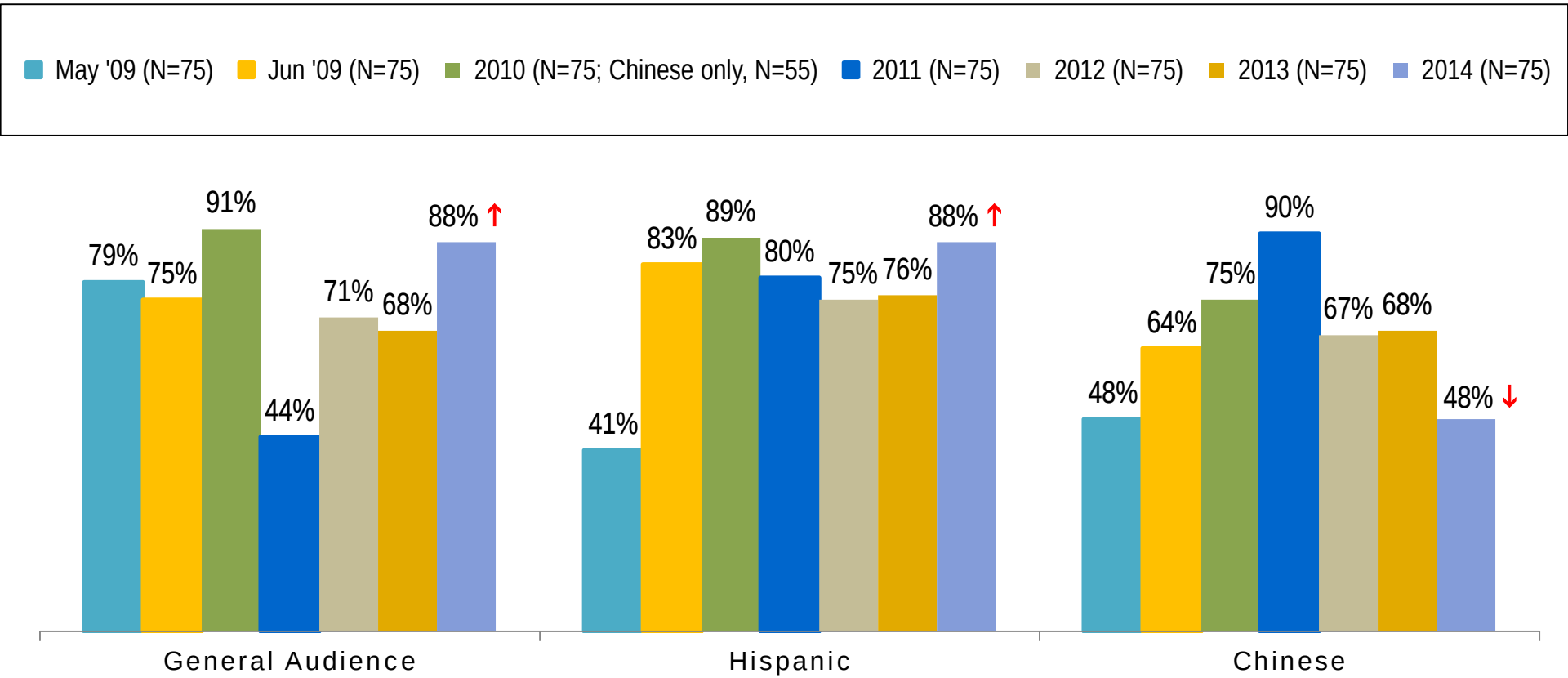


C2. Are you aware of Certified Collection Centers in your community that recycle used motor oil? Have you used a Certified Collection Center to recycle used motor oil in the past?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Usage of CCCs in the Community

- ***CCC usage in the community increased in 2014 (vs. 2013) among both Hispanics (88%) and General Audience (also 88%), but again decreased significantly among the Chinese segment (48% vs. 68% in 2013).***

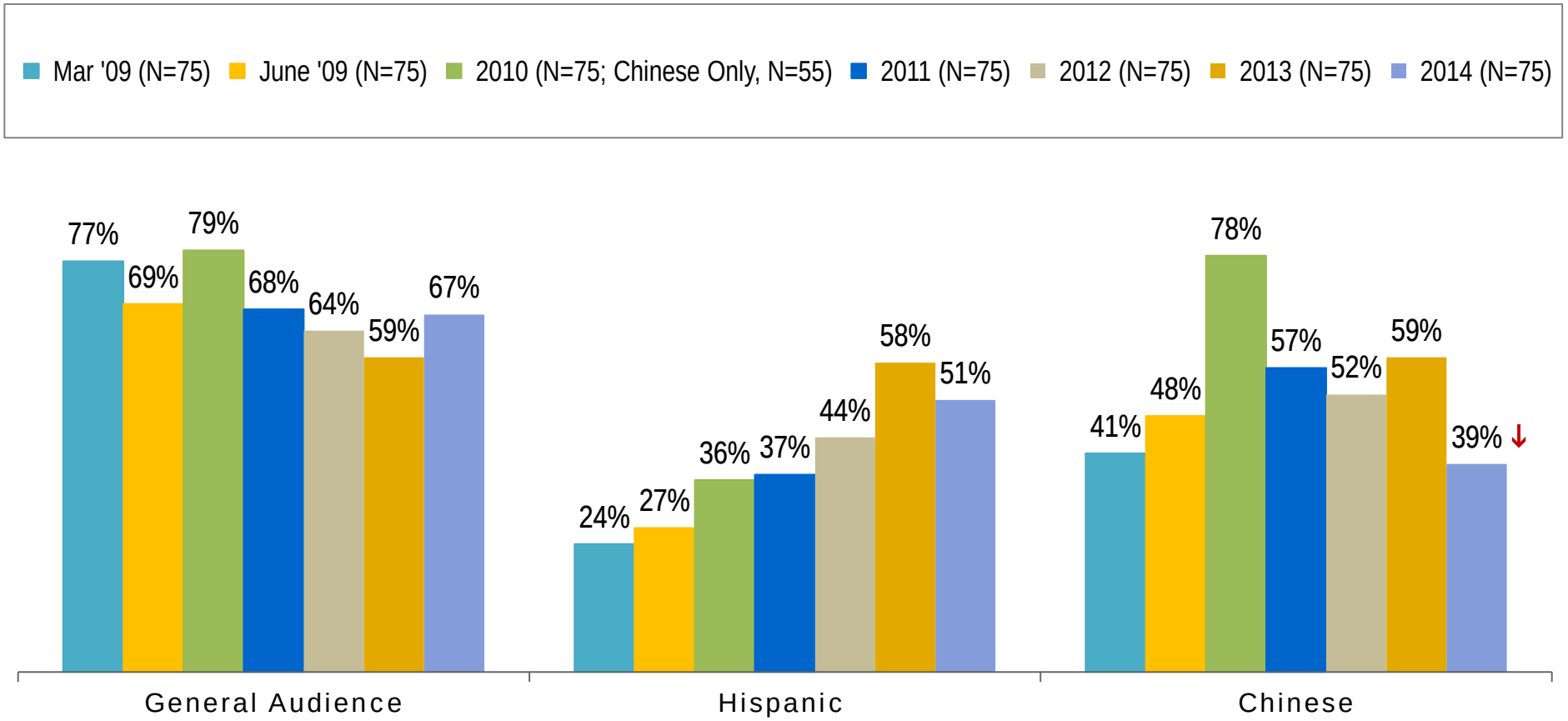
Percent of Respondents Who Have Used a CCC in the Past



C3. Have you used a Certified Collection Center to recycle used motor oil in the past?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Knowing How to Find Information about CCCs

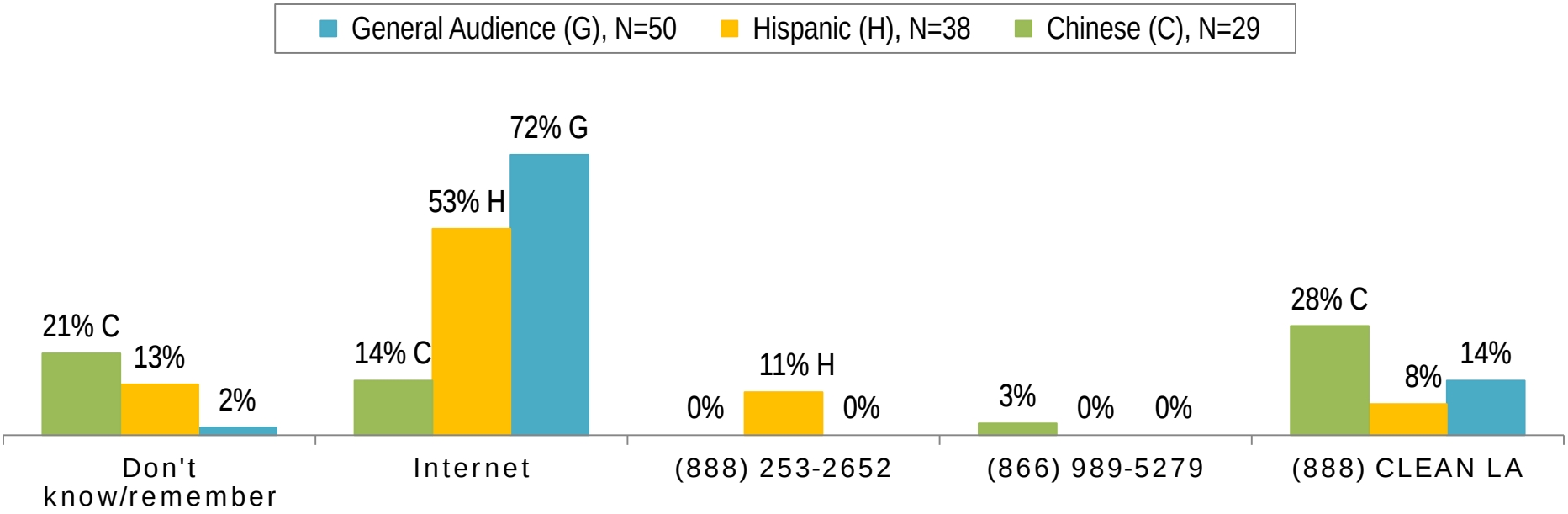
- ***Two-thirds of the 2014 General Audience knew how to find out information about CCCs (67% directionally above 59% in 2013), compared to half of Hispanics (51% - slightly lower than 58% in 2013), and less than two-in-five from the Chinese segment (39% again lower than 59% level seen in 2013).***



C5a. Do you know how to find information about Certified Collection Centers for recycling used motor oil?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

How to Find Info about CCCs

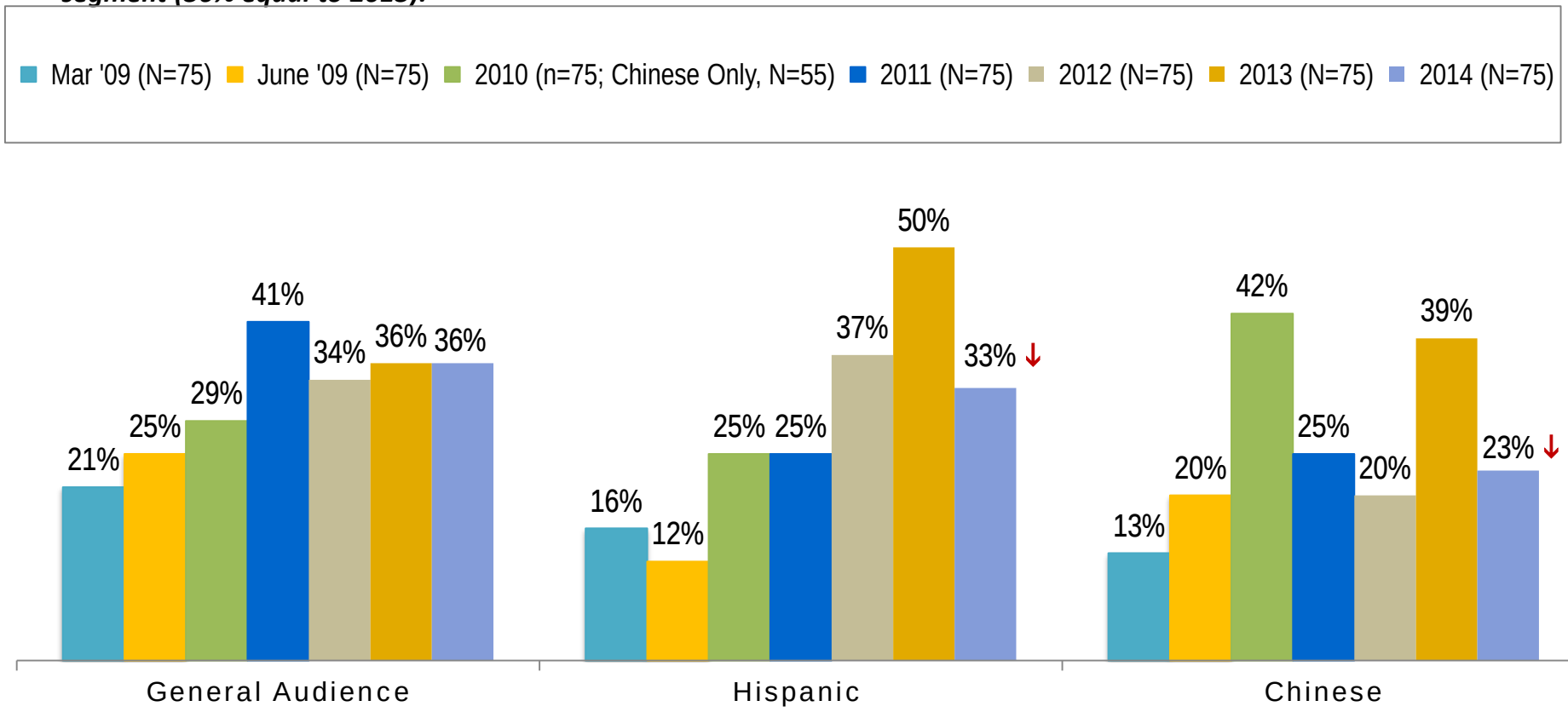
- ***When asked how they find information about CCCs, the Internet is used most frequently by the General Audience (72%), and Hispanic (53%) segments. Among the Chinese segment, the highest information source is the 1 (888) CLEAN LA phone number (28% vs. 14% for the Internet).***



C5b. How do you find information about Certified Collection Centers for recycling used motor oil?
Base: Know how to find information about Certified Collection Centers
Letter (G/H/C) = Significantly above designated group at 95% confidence level (G=General Audience, H=Hispanics, C= Chinese)

Heard of 1 (888) CLEAN LA

- ***Awareness of the toll free phone number 1 (888) CLEAN LA in 2014 decreased from 2013 among both the Hispanic (33% vs. 50% in 2013) and Chinese (23% vs. 39% in 2013) segments, while it remained constant among the General Audience segment (36% equal to 2013).***

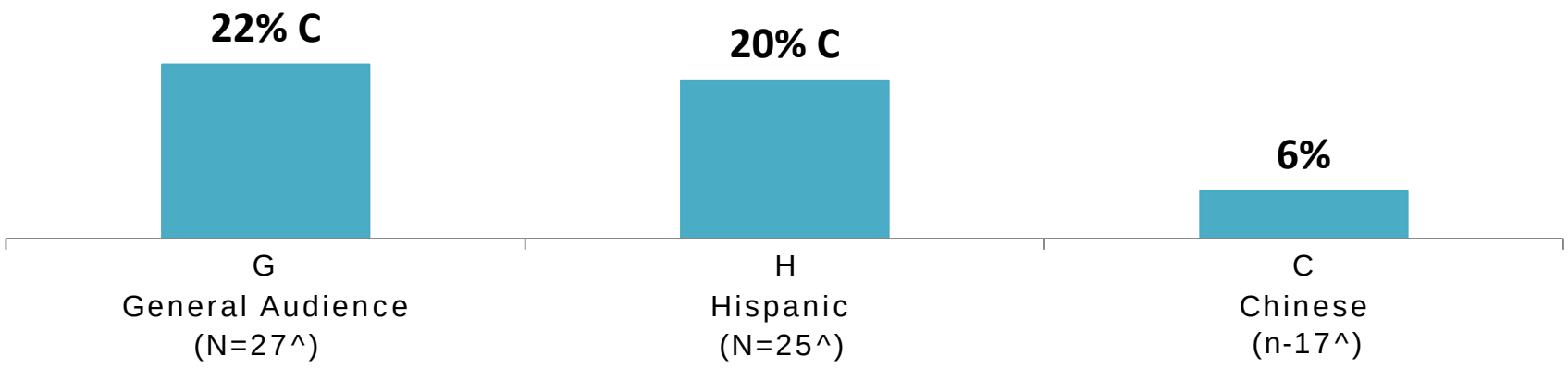


C6a. Have you heard of 1 (888) CLEAN LA, the toll-free number?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Called 1 (888) CLEAN LA

- ***Among the limited group of those aware of the toll-free number, one-in-five General Audience (22%) and Hispanics (20%) have called the number, while only 6% of Chinese have called the 1 (888) CLEAN LA phone number.***

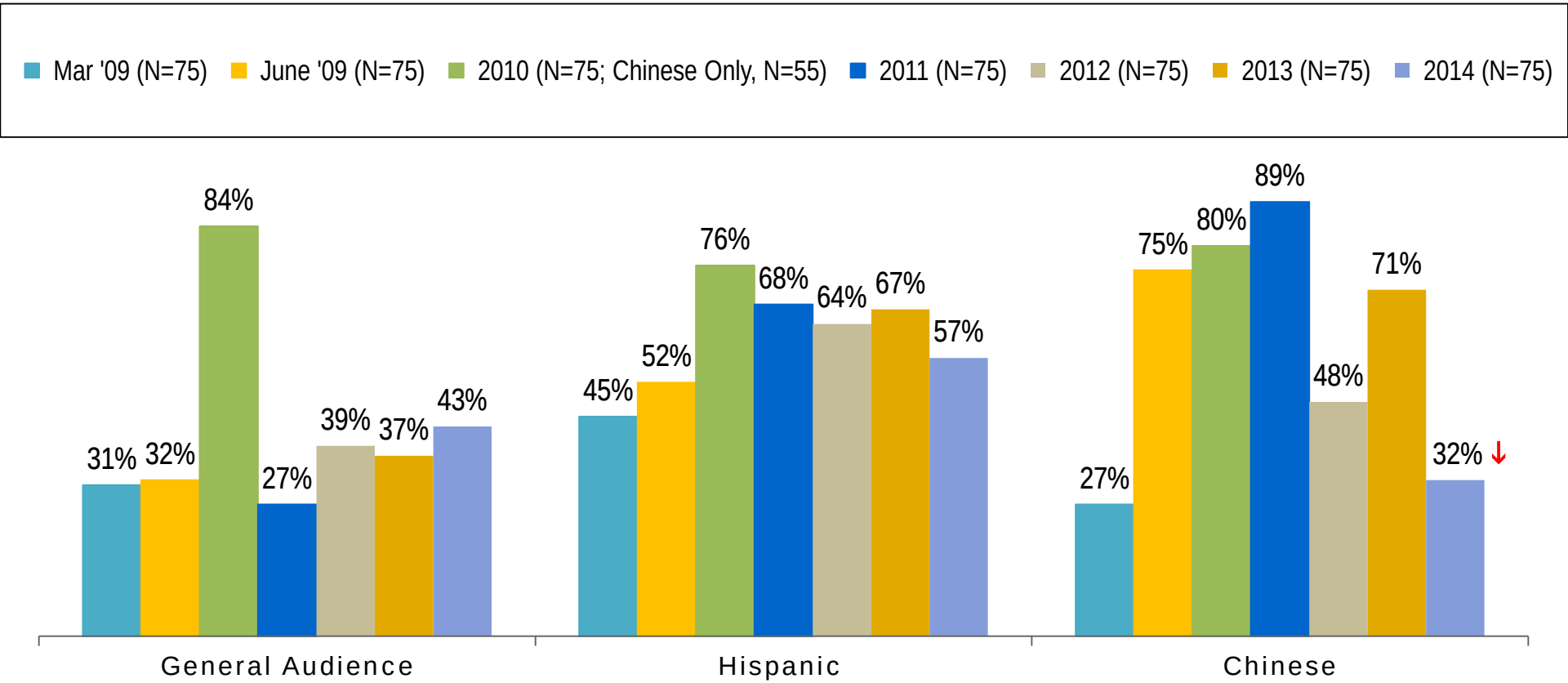
Percent of Respondents Who Have Called 1 (888) CLEAN LA



C6b. Have you ever called 1 (888) CLEAN LA?
^ Caution: small base
Base: Have heard of 1(888) CLEAN LA
Letter (G/H/C) = Significantly above designated group at 95% confidence level (G=General Audience, H=Hispanics, C= Chinese)

Advertising Awareness

- ***In 2014, advertising awareness of used motor oil/oil filter recycling was directionally down from 2013 among Hispanics (57% vs. 67% in 2013), increased slightly among the General Audience (43% vs. 37% in 2013), but was considerably lower among the Chinese segment (32% well below 71% in 2013 – even lower than the 48% dip in 2012).***



A1. Have you recently seen or heard any advertisement that raise awareness and promotes used motor oil and filter recycling? This includes any advertisement on television, magazine, newspaper, radio, or billboard/bus shelters, etc.
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

LA County Used Motor Oil Recycling Event Participation & How They Found Out About Events

- ***Used motor oil/oil filter recycling event participation in 2014 was directionally lower than 2013 among the Hispanic (33% vs. 45% in 2013) and General Audience (13% vs. 20% in 2013) segments, but was significantly lower among the Chinese segment (29% vs. 53% in 2013).***
- ***Among event attendees, General Audience most frequently found out about the event from a flyer/poster or word-of-mouth, with word-of-mouth, community newsletter and radio ad most frequently cited by Hispanics, and newspaper ads by Chinese.***

	General Audience		Hispanic		Chinese	
	2013 (N=75)	2014 (N=75)	2013 (N=75)	2014 (N=75)	2013 (N=75)	2014 (N=75)
Attended A Used Motor Oil or Oil Filter Recycling Event	**20%**	**13%**	**45%**	**33%**	**53%**	**29% ↓**
How They Found Out About Events	*(n=15^)*	*(n=10^)*	*(n=34^)*	*(n=25^)*	*(n=40)*	*(n=22^)*
Advertisement/Flyer - Net	**73%**	**70%**	**91%**	**32% ↓**	**90%**	**82%**
Newspaper ad	**33%**	**10% ↓**	**24%**	**4% ↓**	**64%**	**63%**
Radio ad	**-**	**-**	**53%**	**16% ↓**	**63%**	**14% ↓**
TV ad	**13%**	**10%**	**18%**	**4%**	**18%**	**14%**
Flyer/poster	**33%**	**50%**	**3%**	**9%**	**8%**	**-**
Word-of-mouth	**47%**	**40%**	**6%**	**40% ↑**	**5%**	**9%**
Online website	**7%**	**20%**	**3%**	**12%**	**10%**	**9%**
Community newsletter/calendar	**-**	**-**	**-**	**20% ↑**	**-**	**-**
1 (888) CLEAN LA hotline	**7%**	**10%**	**-**	**-**	**-**	**-**

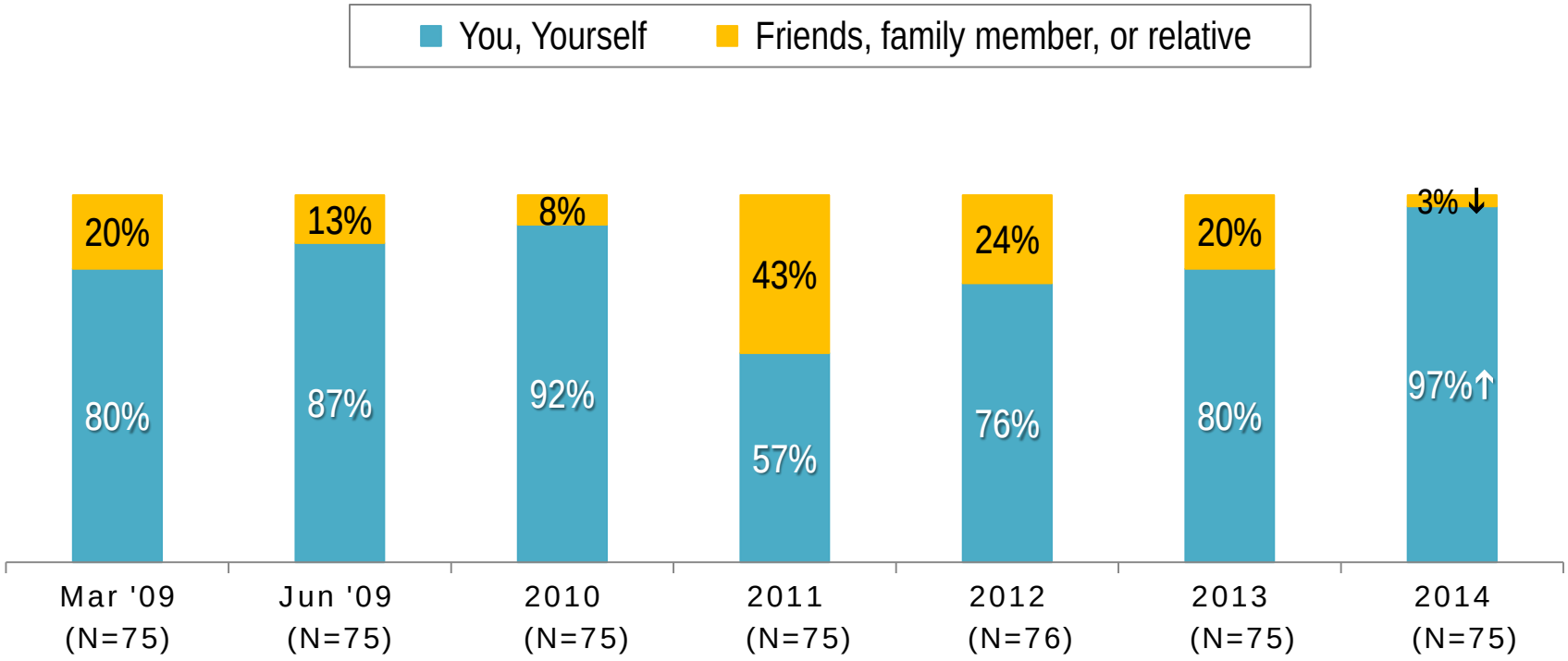
E1 / E3. Have you attended any of the following events in Los Angeles County? How did you find out about the event?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level. ^ Caution: Small Base

DETAILED FINDINGS

General Audience Results

Who Performed the Oil Changes for Your Vehicle?

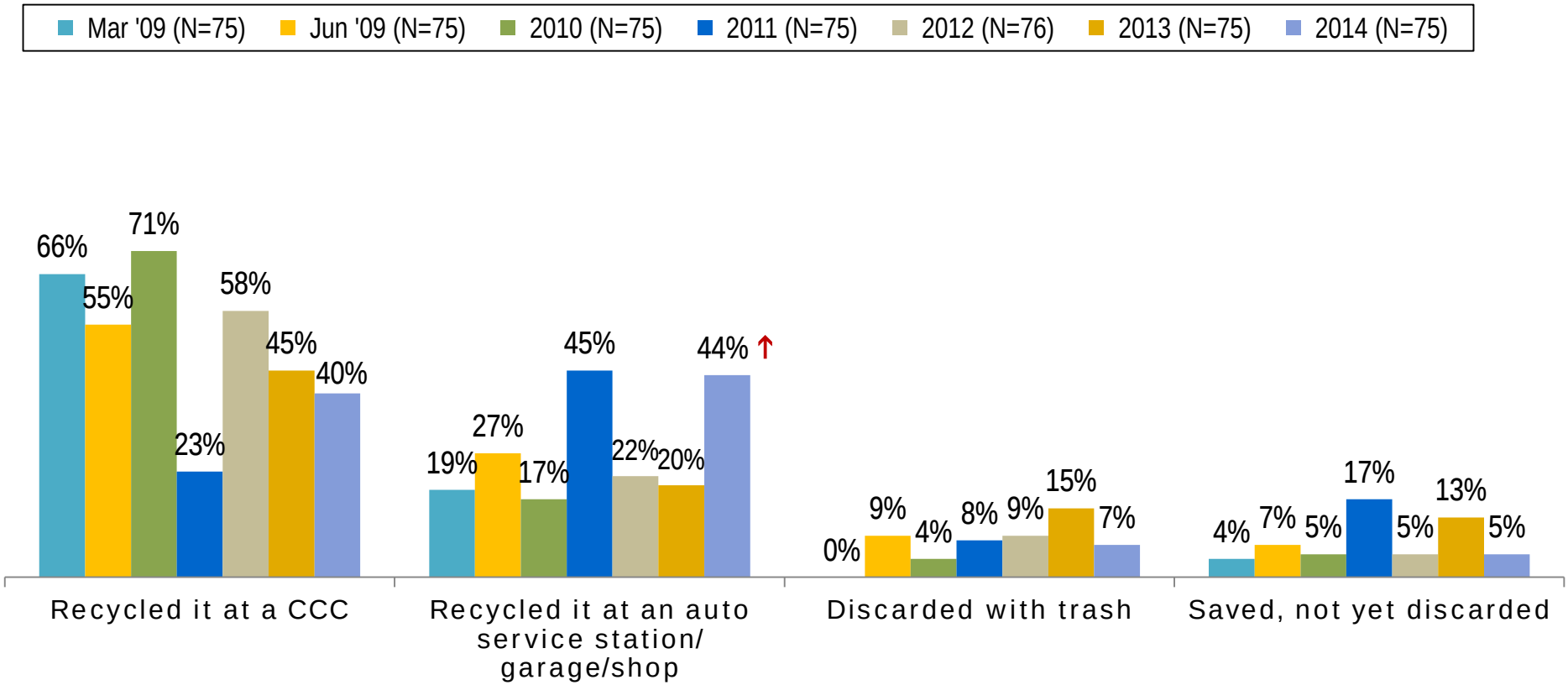
- ***Nearly all General Audience oil change deciders are do-it-yourselfers (97% - higher than 80% seen in 2013).***



S11. Who performed the oil changes for the vehicle you're responsible for? Was it….? (Aided)
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

What Did You Do with the Used Motor Oil

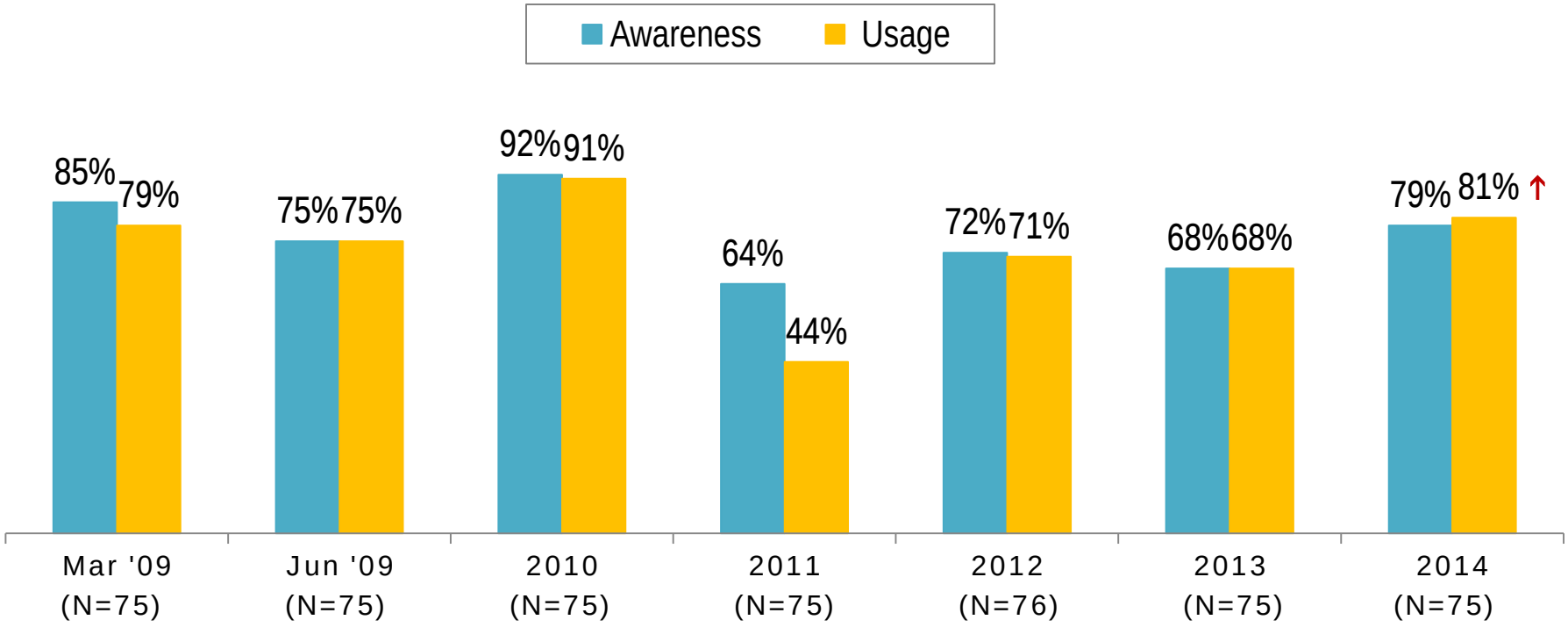
- ***There is an even split among 2014 General Audience respondents who recycled their used motor oil at a CCC (40%) , and those who visited an auto service station/garage/shop to recycle used motor oil (44% - significant increase versus 2012-13).***



C1. When you were responsible for changing the motor oil in the past, what did you do with the used motor oil? (Aided)
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Awareness/Usage of CCCs in the Community

- ***Four-in-five General Audience respondents are both aware of a CCC in their community, and have previously used a CCC to recycle used motor oil, both increased in 2014 over 2013.***

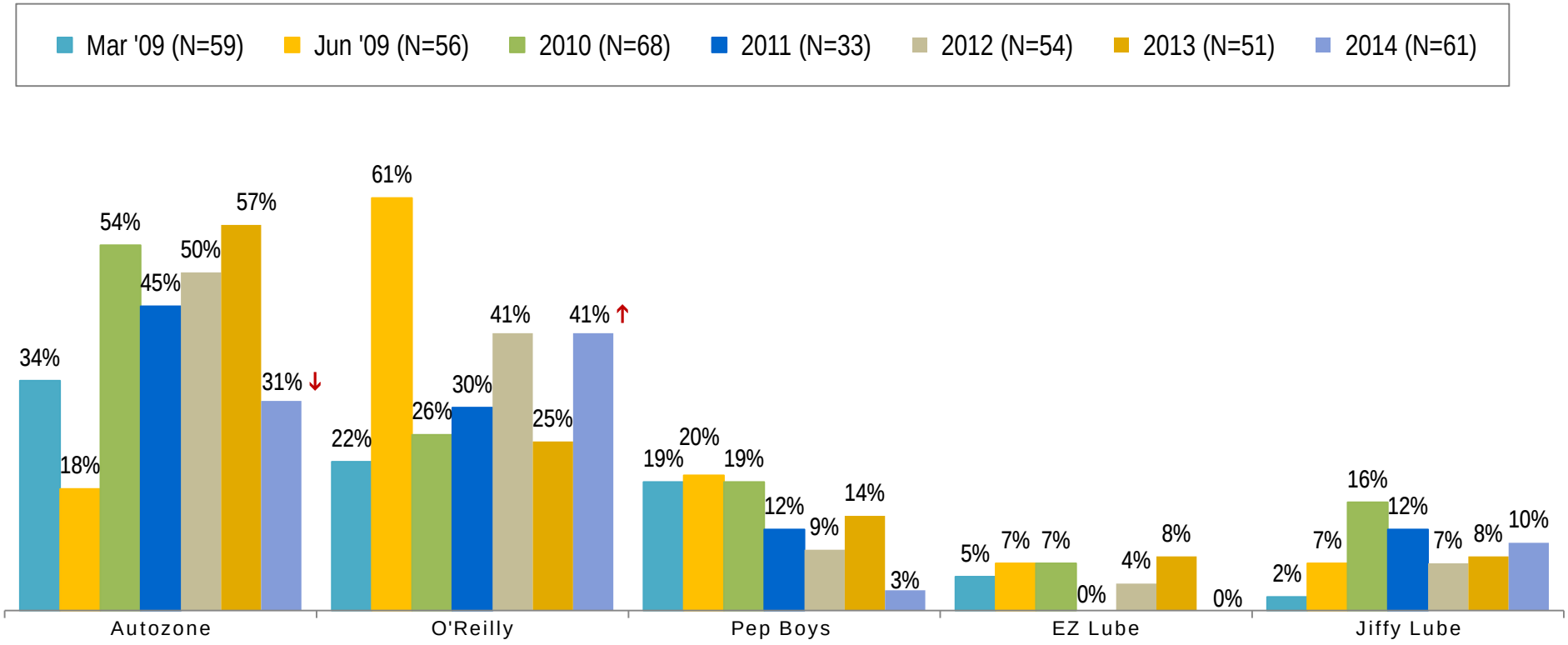


C2/C3. Are you aware of Certified Collection Centers in your community that recycle used motor oil? Have you used Certified Collection Center to recycle used motor oil in the past?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

CCCs Used

- ***O'Reilly Auto Parts has become the most frequently used CCC location among the General Audience segment (44% above 25% in 2013), followed by Autozone (31% usage down significantly from 57% in 2013).***

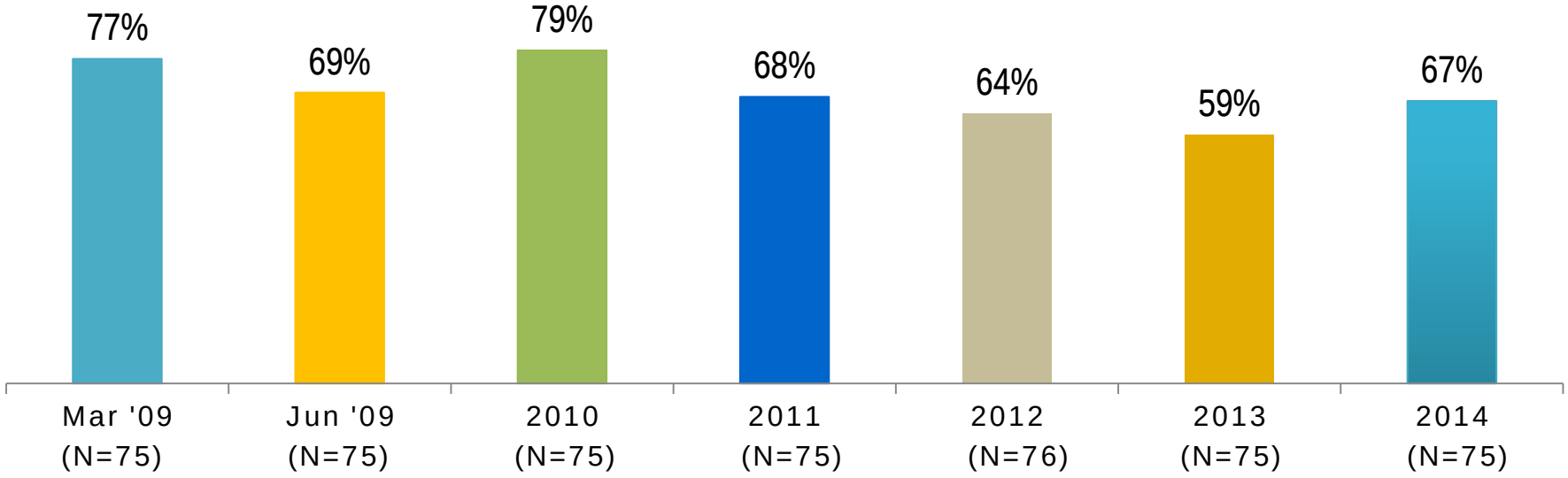
Percent of Respondents Who Have Used a CCC to Recycle Used Motor Oil



C4. Which center did you use?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Finding Information about CCCs

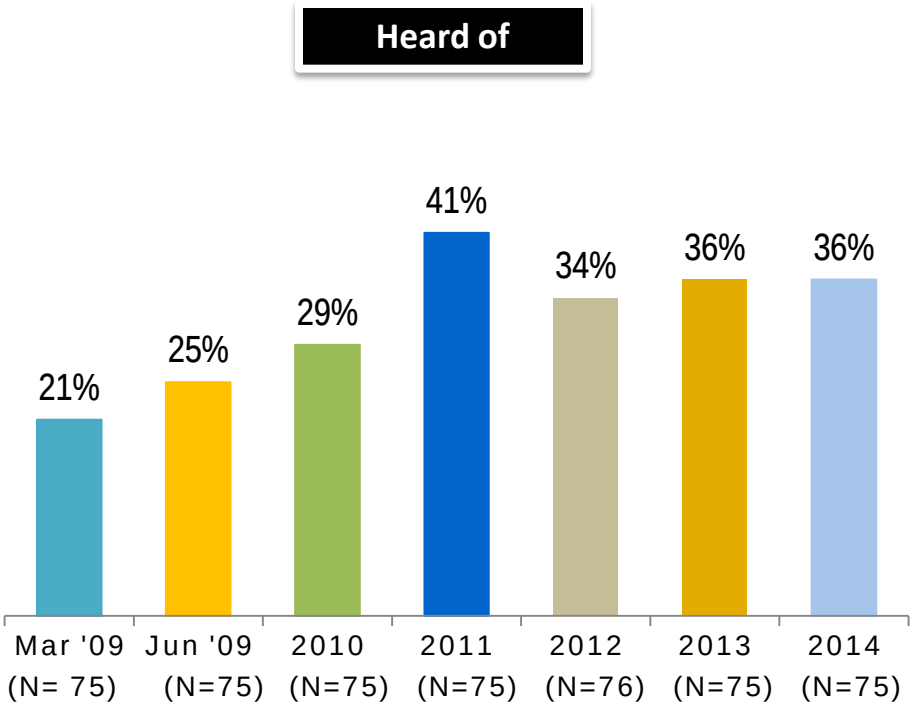
- ***Two-thirds of General Audience respondents (67%) knew how to find out information about CCCs for recycling used motor oil, a directional increase over 2013 (59%).***

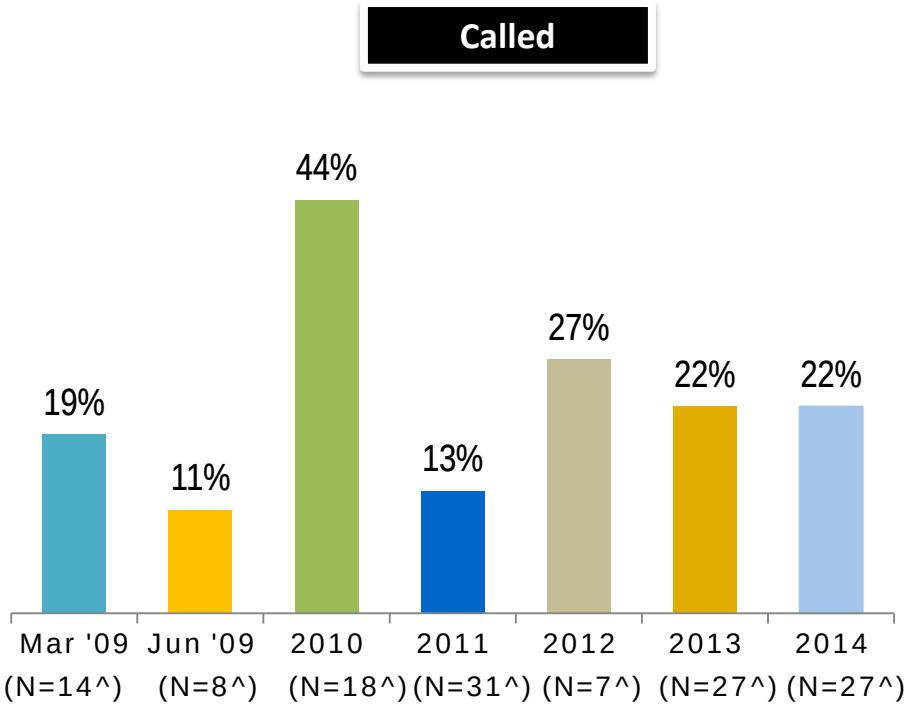


C5a. Do you know how to find information about Certified Collection Centers for recycling used motor oil?
↑/↓= 2013 significantly above/below 2013 at 95% confidence level

Heard/Called 1 (888) CLEAN LA

- ***Thirty-six percent (36%) of the 2014 General Audience segment heard of the 1 (888) CLEAN LA phone number (same as 2013), with 22% of those aware having called the number (also same as 2013 level).***

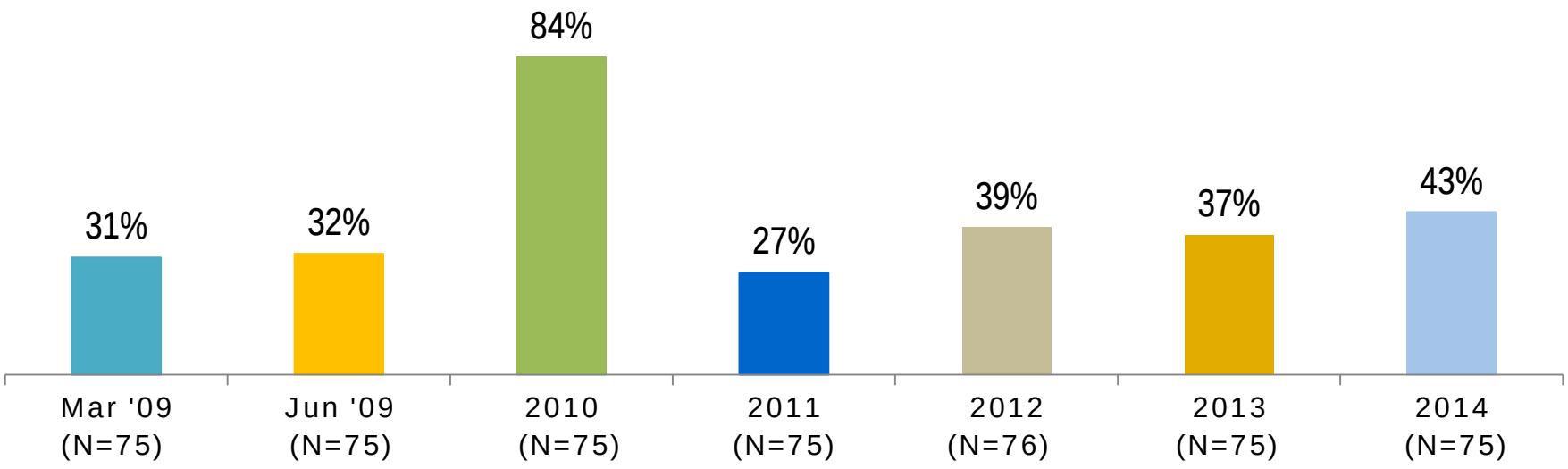




C6a/C6b. Have you heard of 1 (888) CLEAN LA, the toll-free number? Have you ever called 1 (888) CLEAN LA?
^ Caution: small base
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Advertising Awareness Promoting Used Motor Oil and Oil Filter Recycling

- ***Advertising awareness promoting used motor oil/oil filter recycling is cited by 43% of 2014 General Audience respondents, a slight increase over the 37% level seen in 2013.***

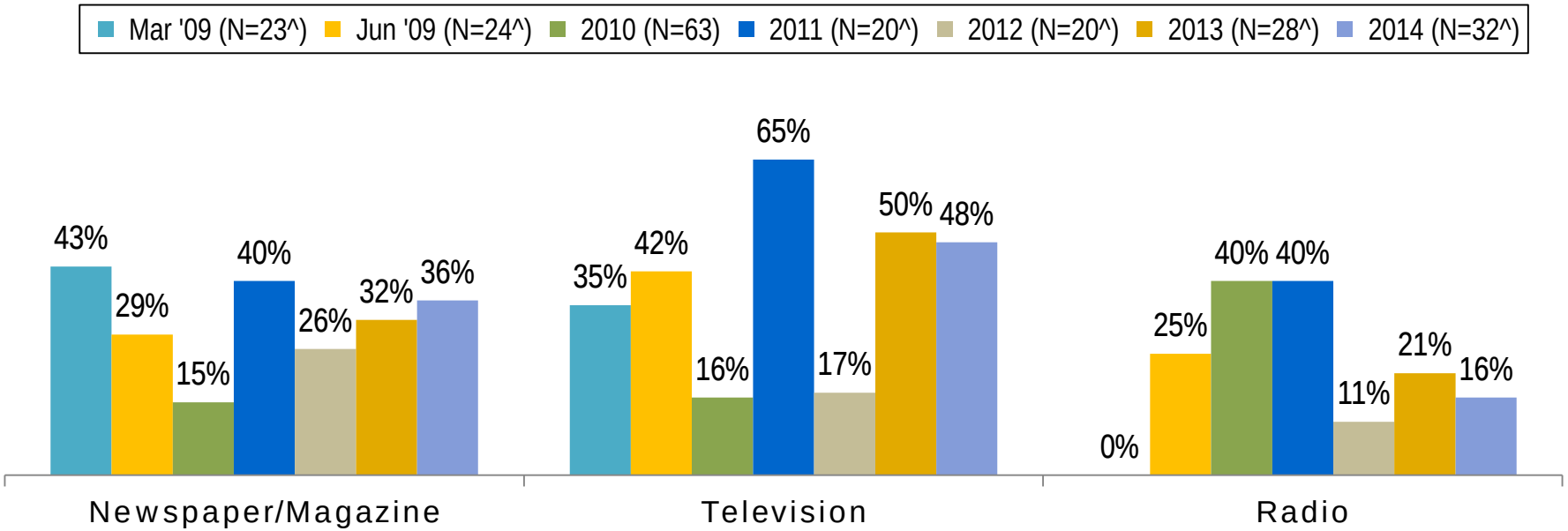


A1. Have you recently seen or heard any advertisement that raise awareness and promotes used motor oil and filter recycling? This includes any advertisement on television, magazine, newspaper, radio, or billboard/bus shelters, etc.
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Source of Advertising Awareness

- ***Among the one-third of General Audience respondents who are aware of used motor oil/oil filter recycling advertising, 48% claim that they have seen TV advertising, followed by 36% for newspaper, and 16% radio.***

Percent of Respondents Who Have Recently Seen or Heard Advertising Promoting Used Motor Oil and Oil Filter Recycling

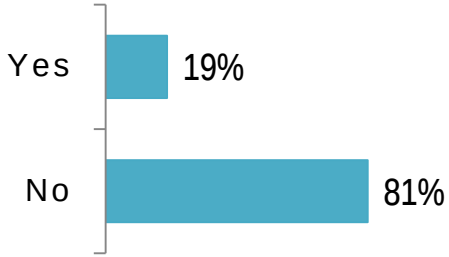


A2. Please tell me where you recently saw or heard the advertisement promoting used motor oil and filters recycling. Was it on . . . ? (Aided)
^ Caution: small base
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Aided Print Recall/Source of Print Recall/ Print Ad Perceptions

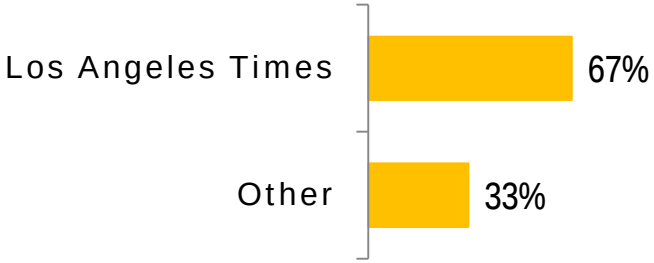
- ***One-in-five ad aware General Audience respondents recalled the 2014 print ad (two-thirds claimed recognition from the LA Times), with all of those recognizing the English-language print ad liking it, providing information, and raising their interest in recycling used motor oil.***

P3. Was this the advertising you saw?



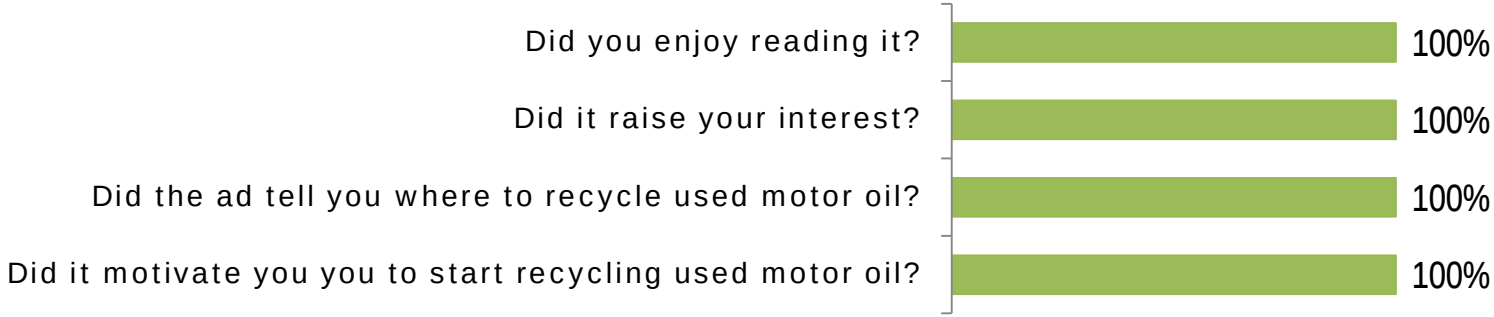
Base: N=32^

P1. What was the name of newspaper/magazine where you saw this ad . . .?



Base: N=6^

P4. Please describe how you may or may not feel about this ad . . .?

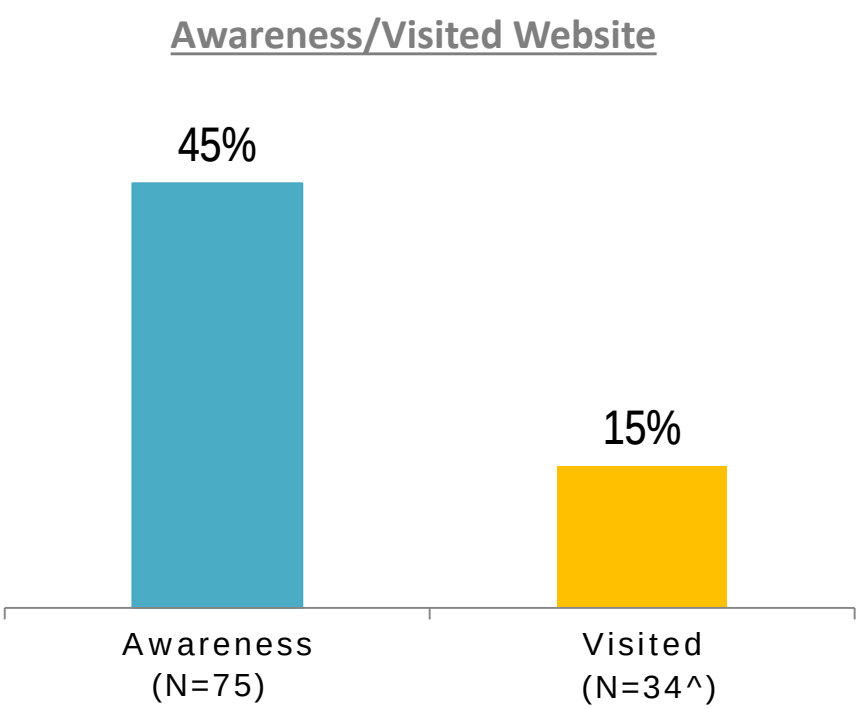


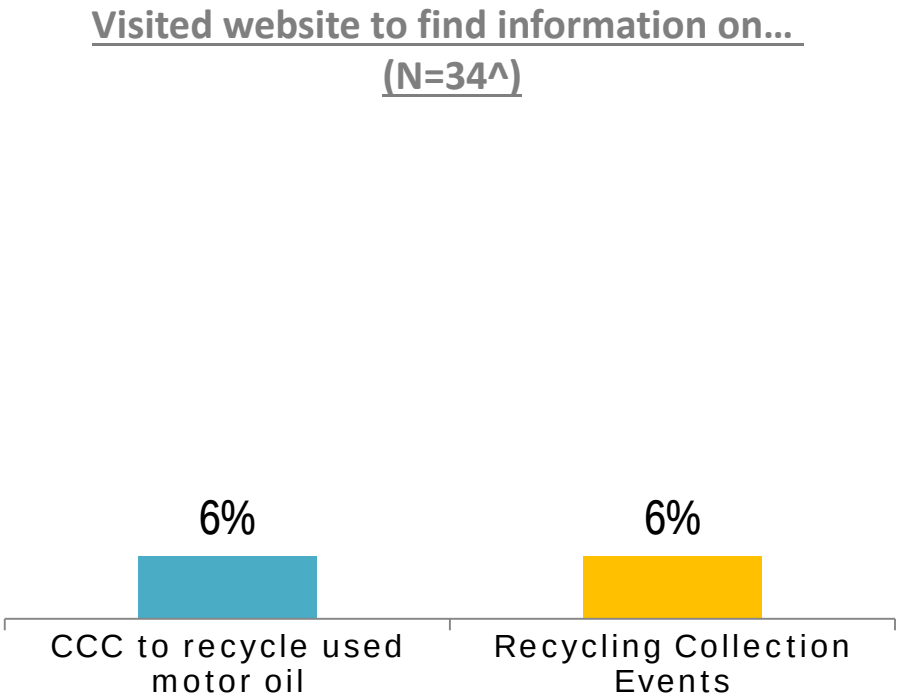
Base: N=6^

^ Caution: small base

Website Awareness, Usage & Reasons for Usage

- ***Forty-five percent of the General Audience were aware of the www.CleanLA.com website, though just 15% of those aware having visited the website.***

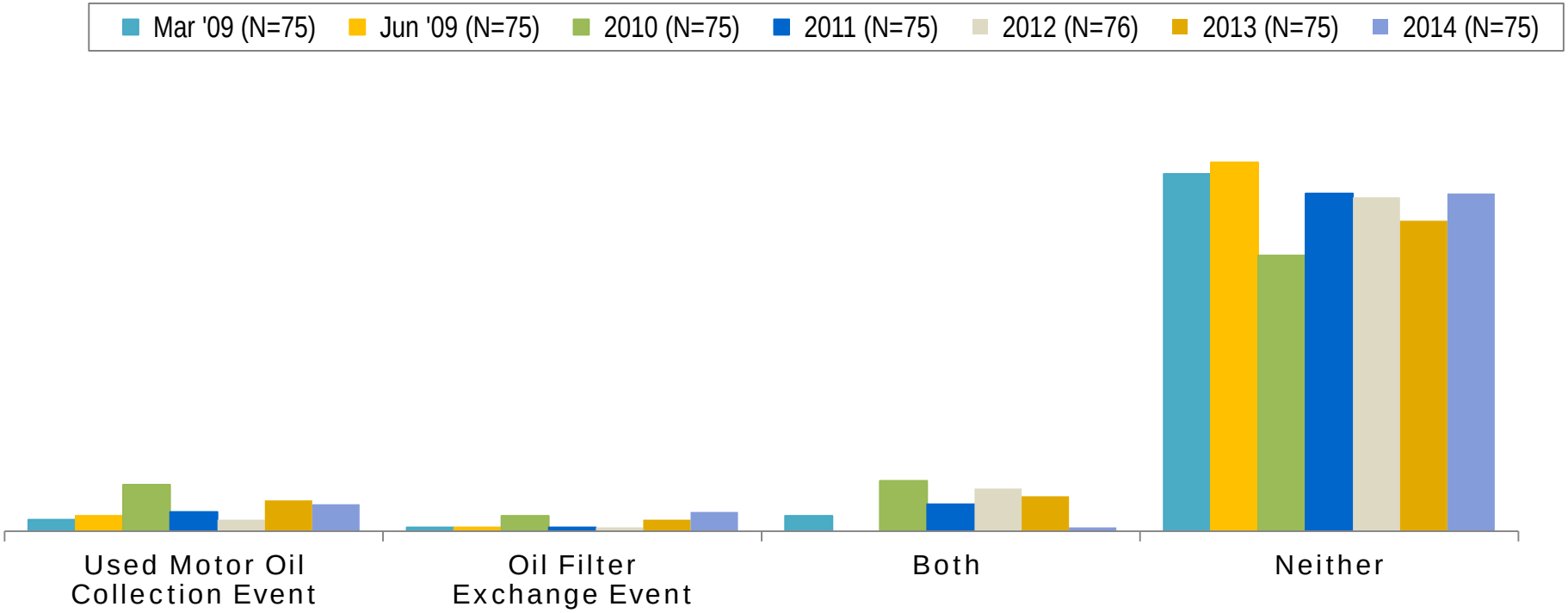




C8a/b/c. Have you ever heard of the website www.CleanLa.com? Have you ever visited the website www.CleanLA.com? Why did you visit www.CleanLA.com?
^ Caution: small base

Event Attendance

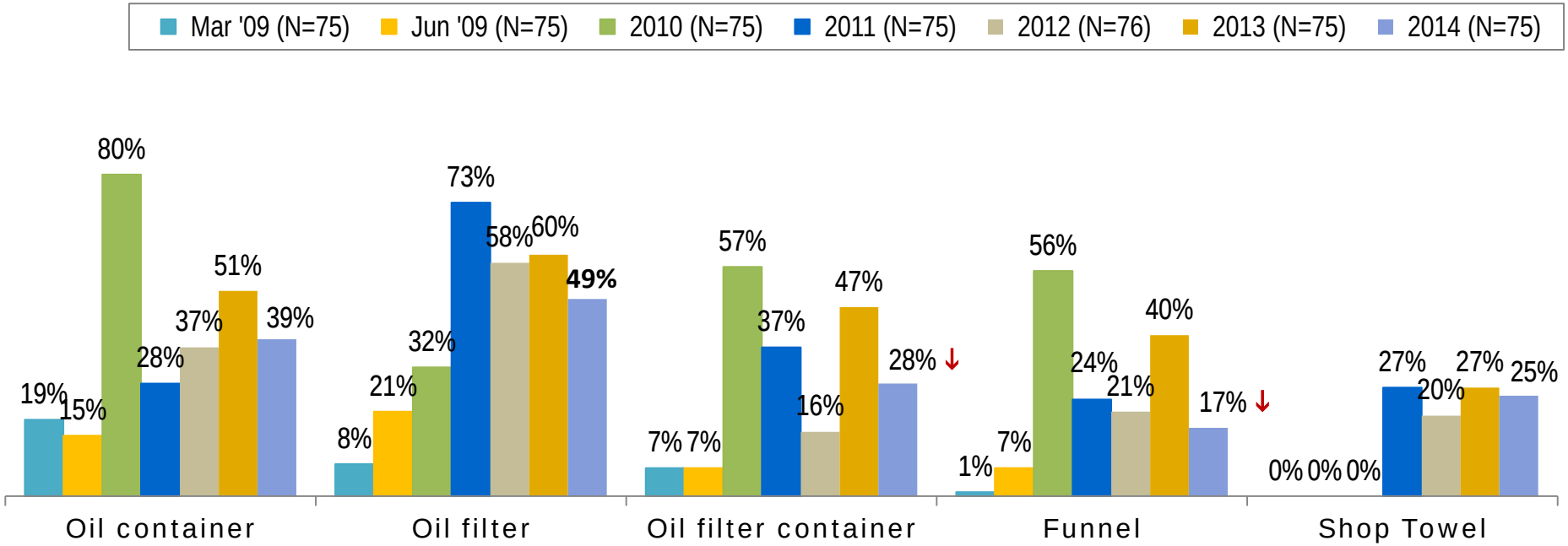
- ***Thirteen percent of General Audience respondents attended a used motor oil/oil filter recycling event in 2014, a directional decrease versus the 20% in 2013 who attended an event.***



E1. Have you attended any of the following events in Los Angeles County?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Functional Items

- ***Promotional item interest at an event among General Audience respondents was highest for an oil filter (49%), followed by an oil container (39%), and oil filter container (28%), all at lower levels than were reported in 2013.***

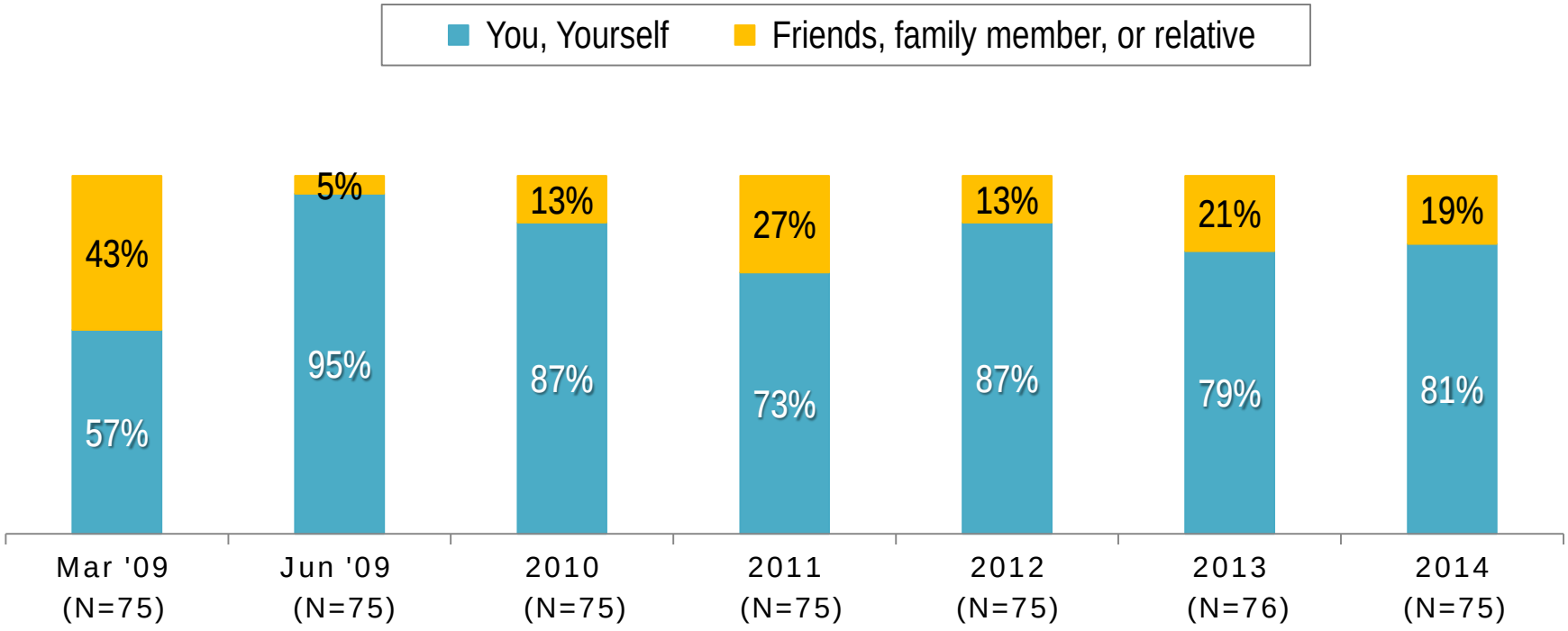


E4. Which of the following promotional items would you be most interested in receiving in exchange for recycling your used motor oil or filter at a collection or filter exchange event – that is to say, which item would most inspire you to participate at a collection or exchange event?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Hispanic Results

Who Performed the Oil Changes for Your Vehicle?

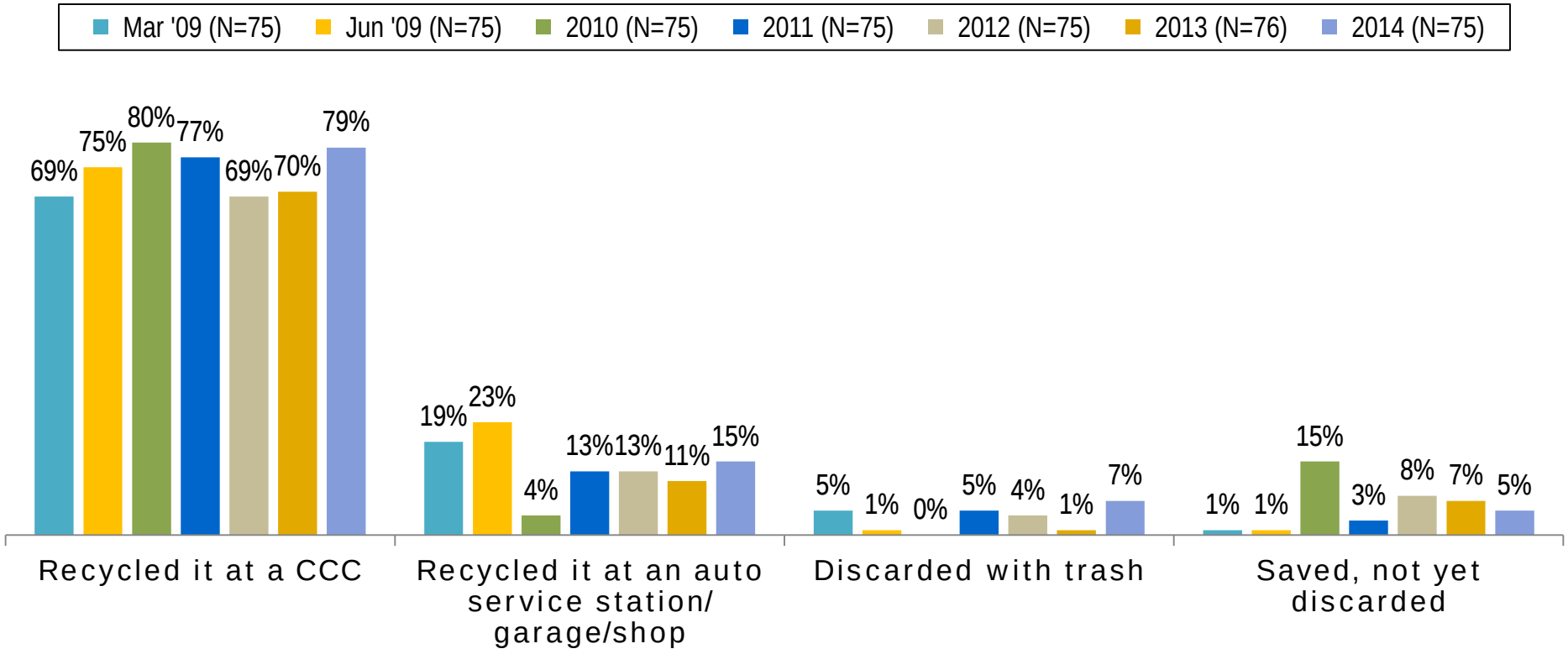
- ***Eighty-one percent of the Hispanic segment in 2014 were Do-It-Yourselfer oil changers, comparable to 2013 (79%).***



S11. Who performed the oil changes for the vehicle you're responsible for? Was it….? (Aided)
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

What Did You Do with the Used Motor Oil?

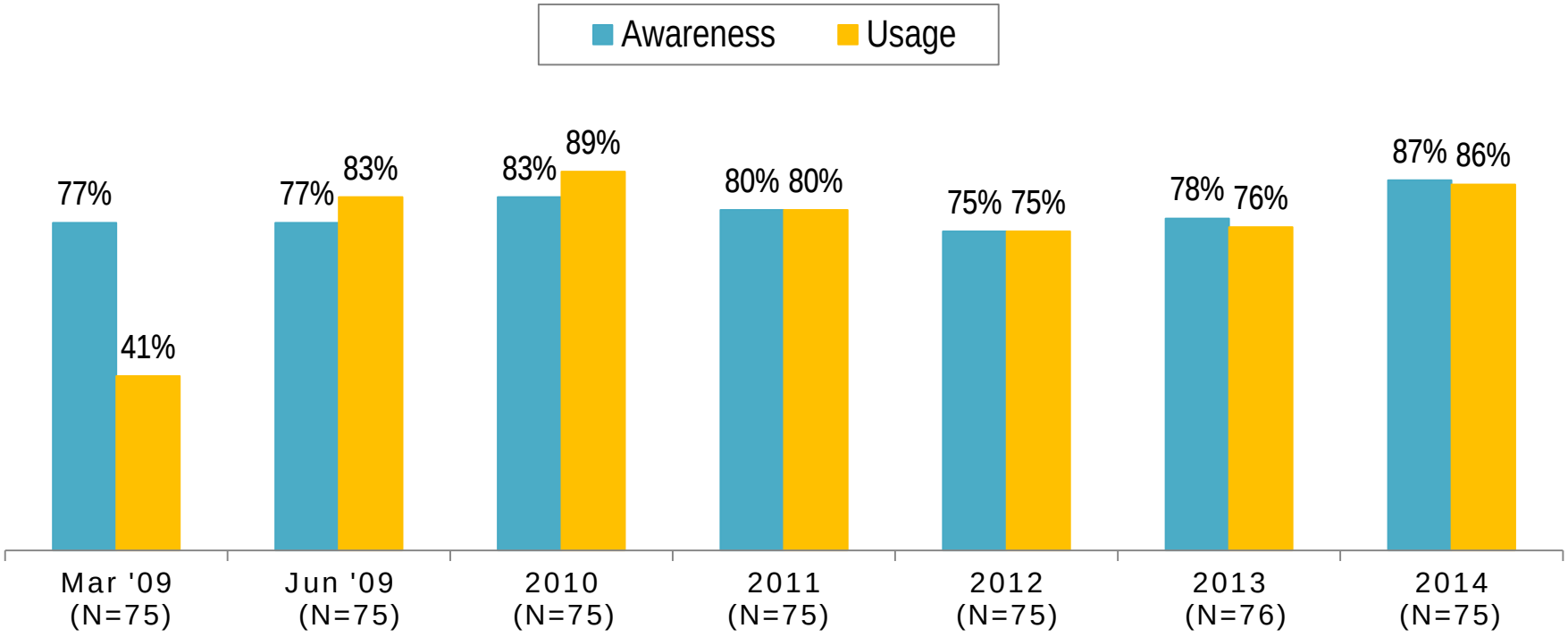
- ***Most Hispanics recycled their used motor oil at a CCC (79%), a directional increase over 2013 (70%).***



C1. When you were responsible for changing the motor oil in the past, what did you do with the used motor oil? (Aided)
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Awareness of CCCs in the Community

- ***Hispanic awareness and past usage of CCCs was very high in 2014, with 87% aware of a CCC in their community, and 86% having visited a CCC, both levels directionally higher than 2013.***

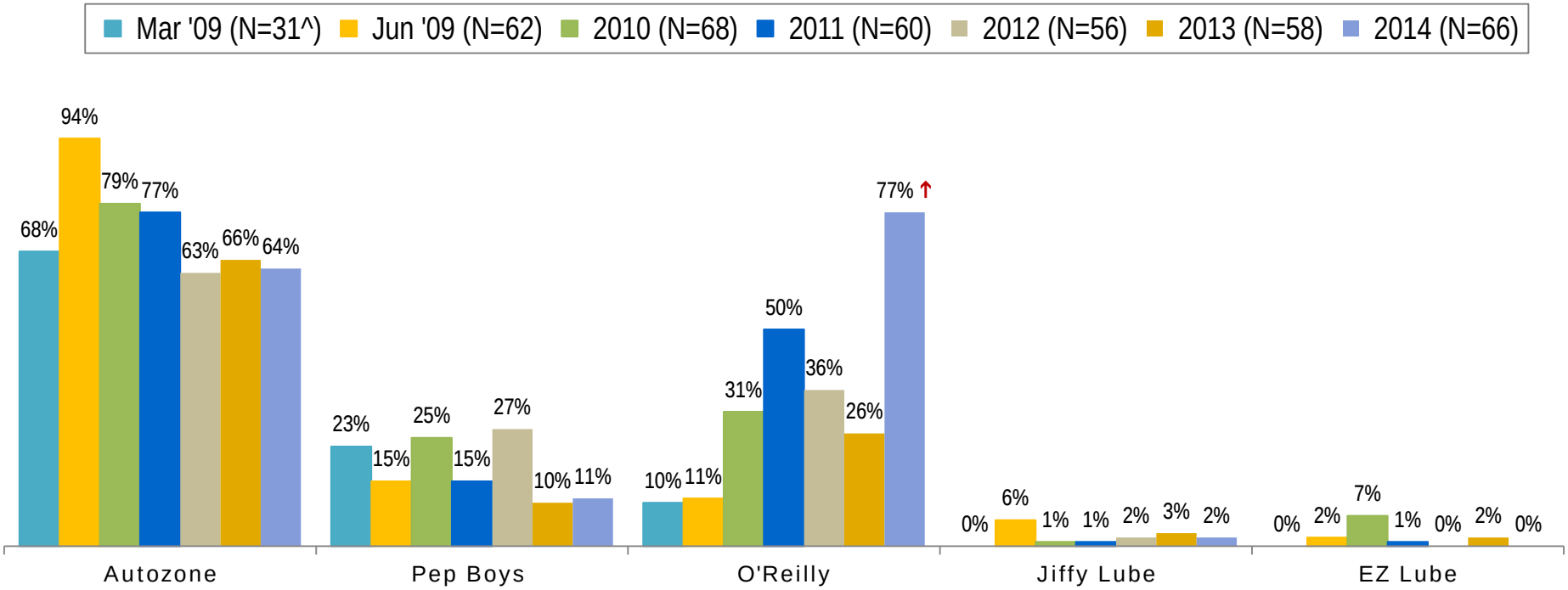


C2/C3. Are you aware of Certified Collection Centers in your community that recycle used motor oil? Have you used Certified Collection Center to recycle used motor oil in the past?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

CCCs Used

- ***Three-quarters of 2014 Hispanic CCC DIYers recycle their used motor oil at an O'Reilly store (77% - more than three times as high as reported in 2013), followed by 64% for Autozone (comparable to 66% in 2013, but a 30% point drop from 2009).***

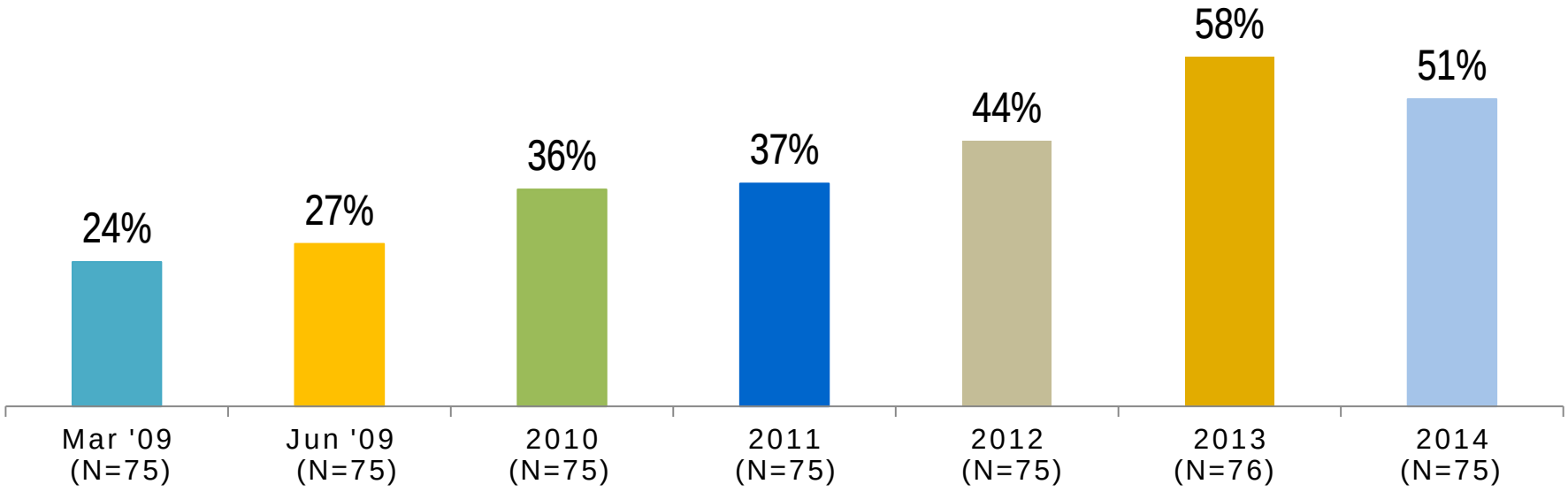
Percent of Respondents Who Have Used CCC to Recycle Used Motor Oil



C4. Which center did you use?
^ Caution: small base
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Finding Information about CCCs

- ***Just over half of Hispanics (51%) knew how to find information about CCCs, slightly below the 58% level in 2013.***

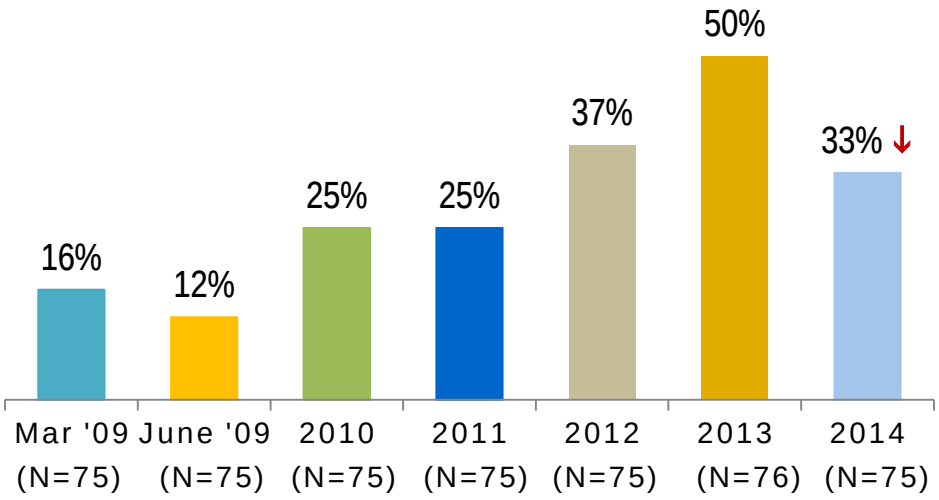


C5a. Do you know how to find information about Certified Collection Centers for recycling used motor oil?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

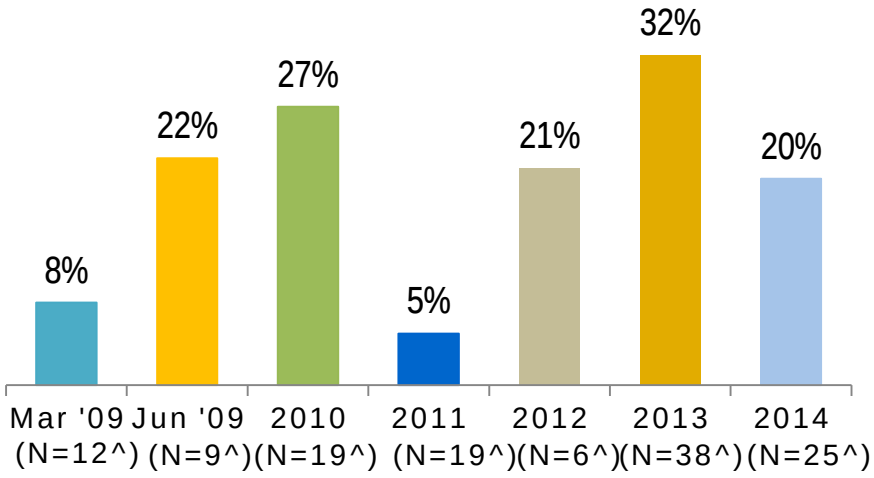
Heard/Called 1 (888) CLEAN LA

- ***Among Hispanics, there was a decrease in 2014 awareness and usage of the toll-free 1 (888) CLEAN LA phone number, with 33% aware (vs. 50% in 2013), and 20% of those aware called the number (vs. 32% in 2013).***

Heard of



Called



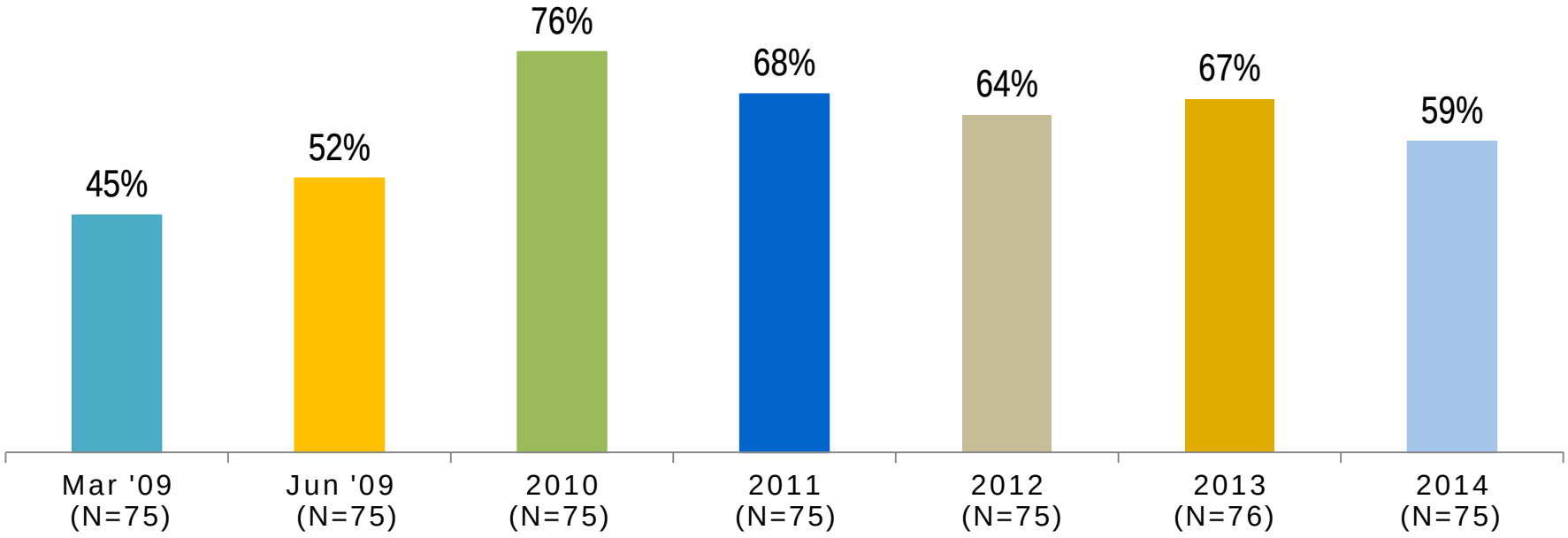
C6a/C6b. Have you heard of 1 (888) CLEAN LA, the toll-free number? Have you ever called 1 (888) CLEAN LA?

^ Caution: small base

↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Advertising Awareness Promoting Used Motor Oil and Oil Filter Recycling

- ***Fifty-nine percent of Hispanics (59%) in 2014 were aware of advertising that promotes used motor oil/oil filter recycling, directionally lower than the 67% in 2013.***

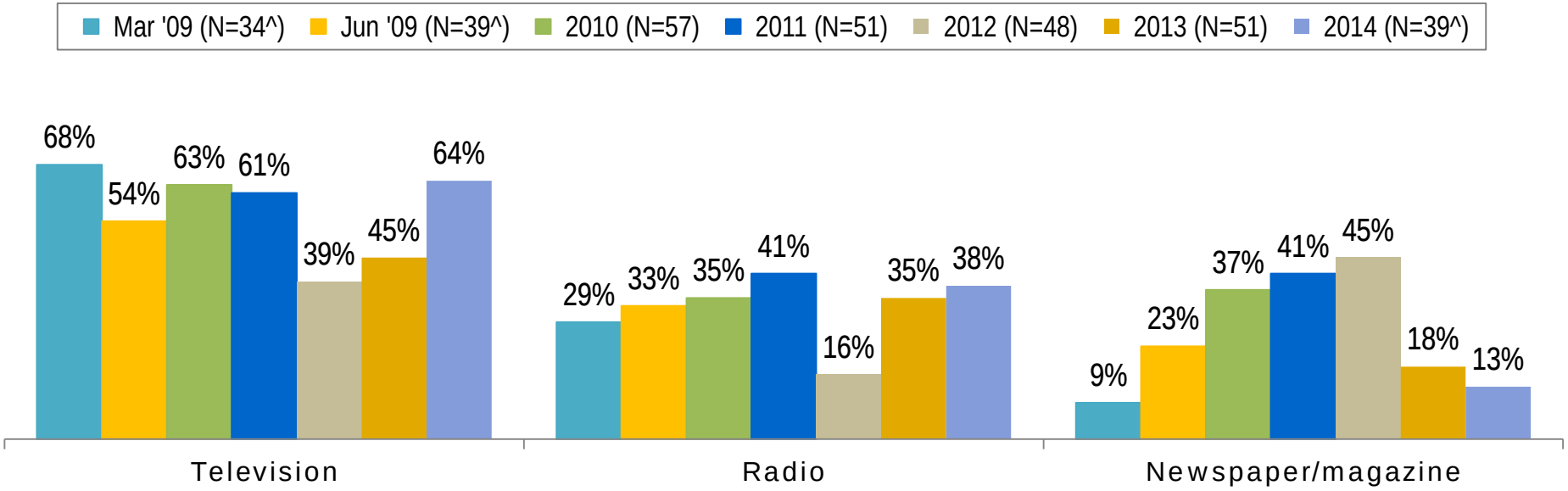


A1. Have you recently seen or heard any advertisement that raise awareness and promotes used motor oil and filter recycling? This includes any advertisement on television, magazine, newspaper, radio, or billboard/bus shelters, etc.
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Source of Advertising Awareness

- ***Among Hispanics, when asked about advertising awareness, TV was the most frequently cited source (64% - directionally above 2013), followed by radio (38% - comparable to 2013).***

Percent of Respondents Who Have Recently Seen or Heard Any Spanish Advertising Promoting Used Motor Oil and Oil Filter Recycling



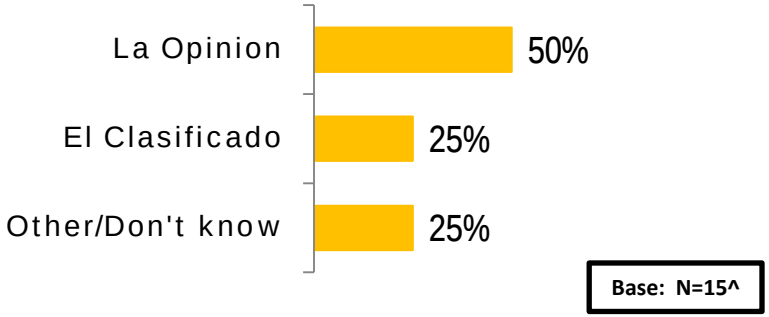
A2. Please tell me where you recently saw or heard the advertisement promoting used motor oil and filters recycling. Was it on . . . ? (Aided)
^ Caution: small base
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Aided Print Recall/Source of Print Recall/ Print Ad Perceptions

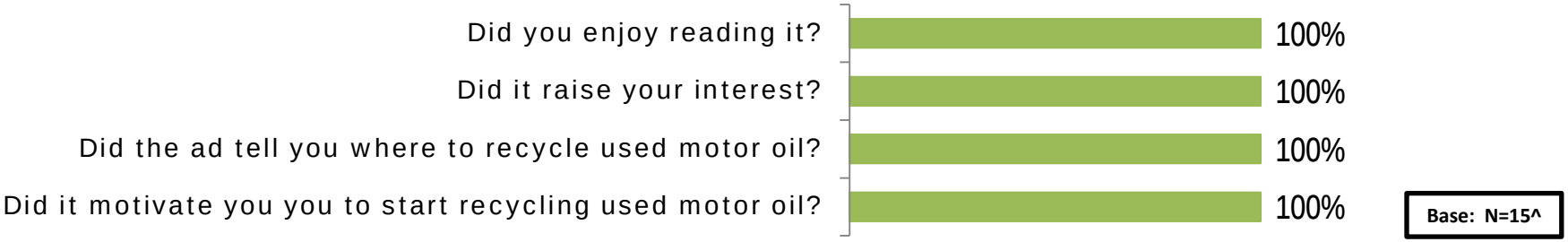
- ***Only 9% of Hispanics recalled used motor oil recycling event print advertisement in 2014 (it was just 14% in 2013), mostly via La Opinion, calling the ad found it likeable and motivating.***

P3. Was this the advertising you saw?

P1. What was the name of newspaper/magazine where you saw this ad . . .?



P4. Please describe how you may or may not feel about this ad . . .?

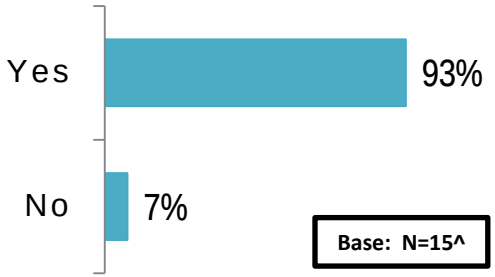


^ Caution: small base

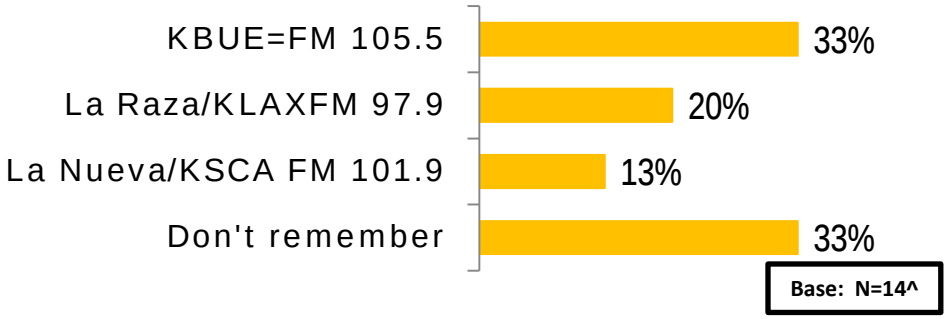
Aided Radio Recall/Source of Radio Recall/ Radio Ad Perceptions

- ***Nearly all of the Hispanics who recalled 2014 radio advertising remembered hearing the specific 2014 Spanish-language radio spot, with all liking the ad, and it raised their interest in recycling used motor oil.***

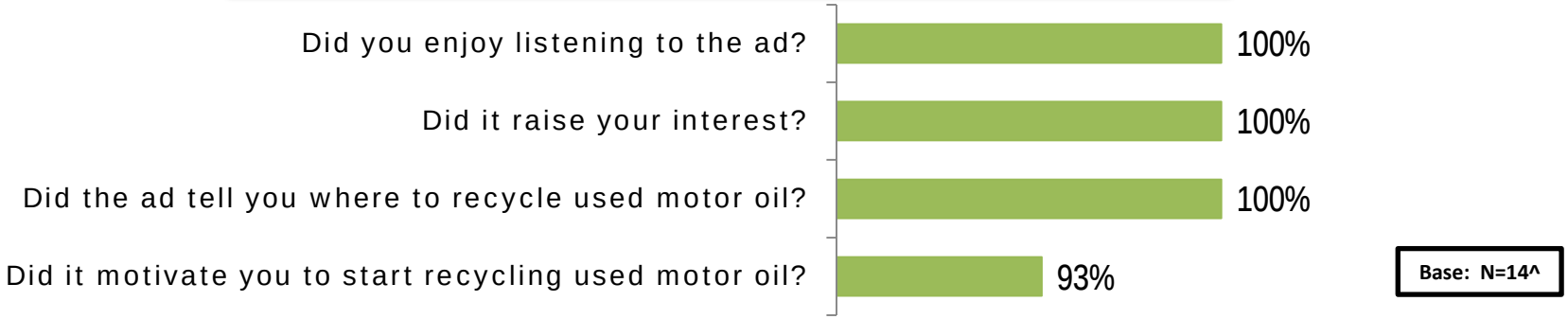
R3. Was this the advertising you heard?



R1. What was the name of radio station where you heard this ad?



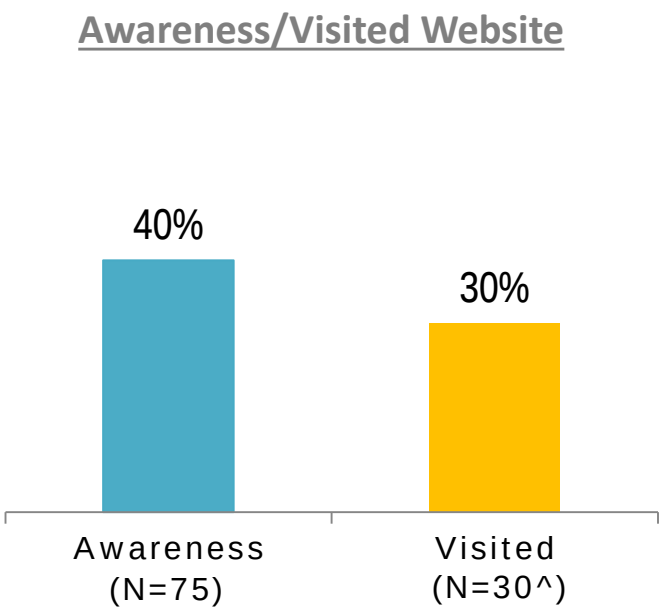
R4. Please describe how you may or may not feel about the radio ad you heard . . .?

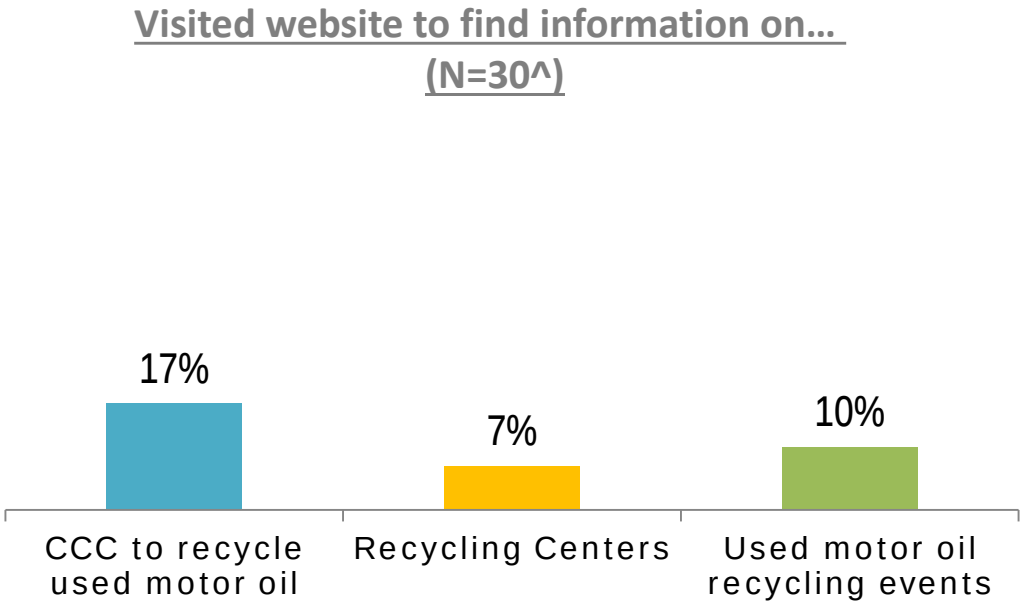


^ Caution: small base

Website Awareness, Usage & Reasons for Usage

- ***Forty percent of 2014 Hispanics surveyed were aware of the www.CleanLA.com website, with 30% of those aware having visited the website (primarily to find out the nearest CCC to recycle used motor oil).***

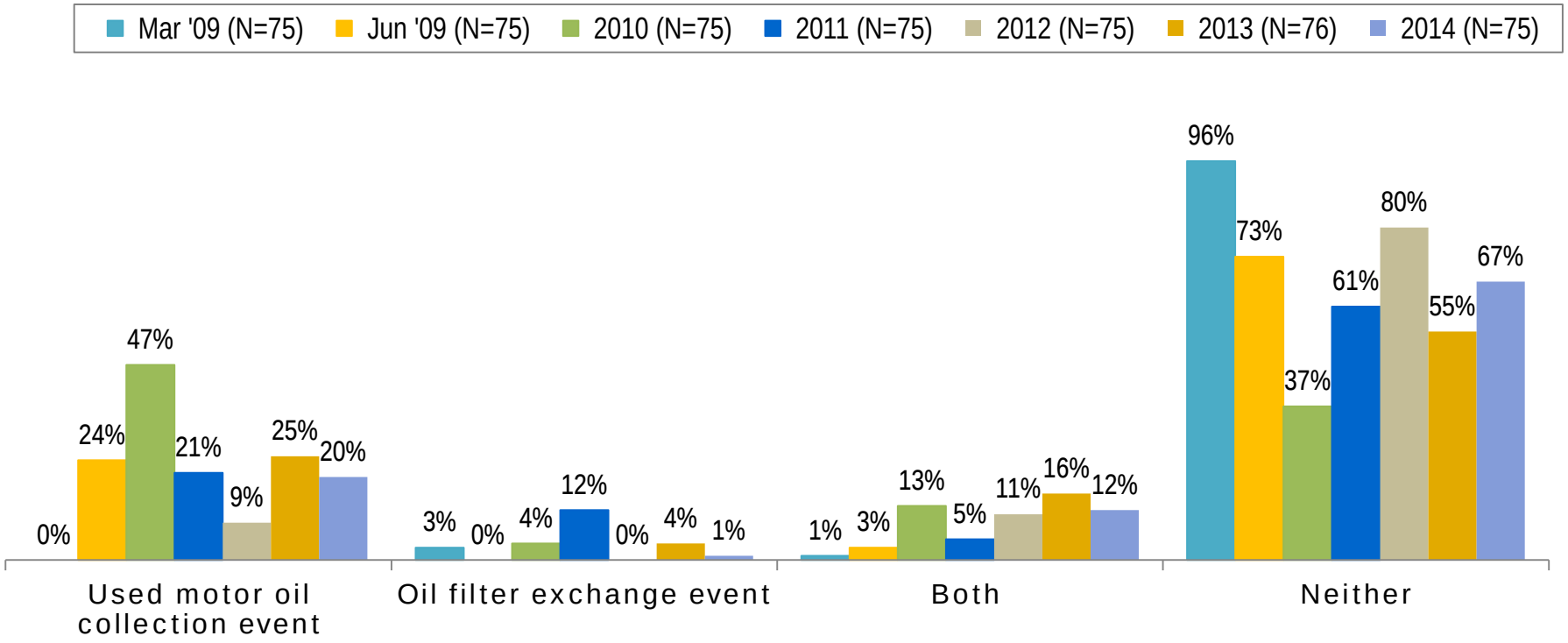




C8a/b/c. Have you ever heard of the website www.CleanLa.com? Have you ever visited the website www.CleanLA.com? Why did you visit www.CleanLA.com?
^ Caution: small base

Event Attendance

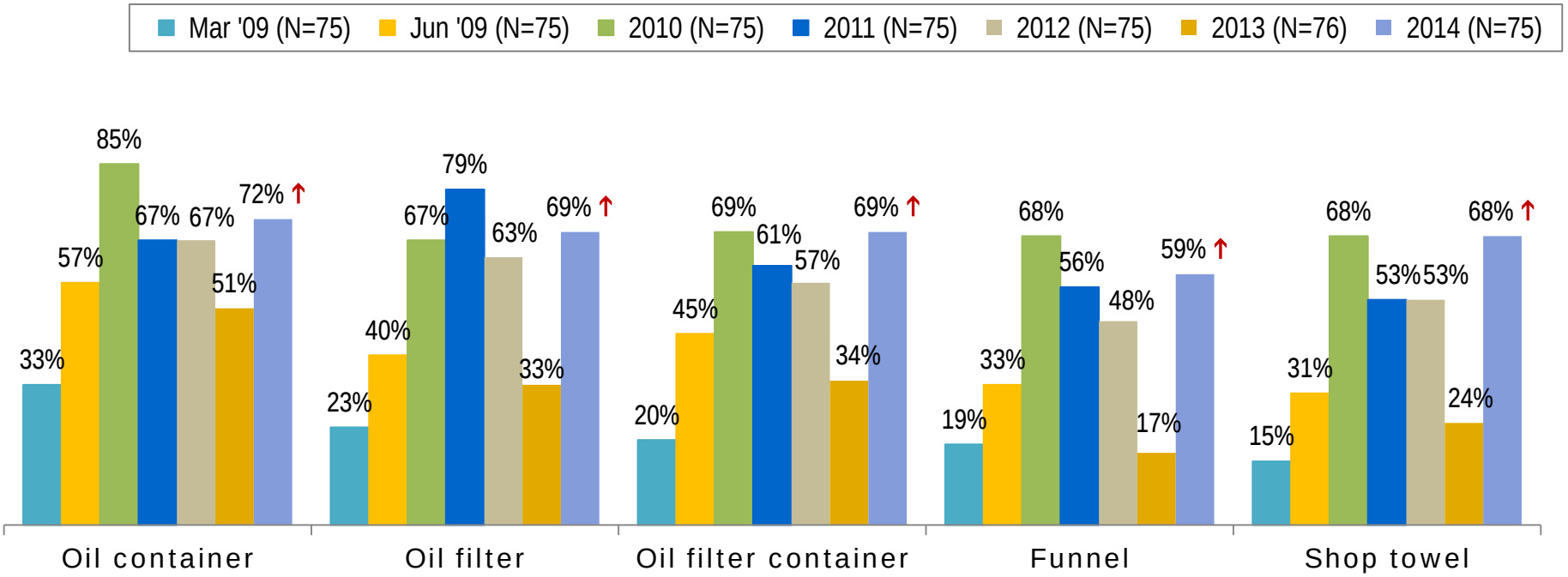
- ***One-third of the 2014 Hispanic segment indicated having attending a used motor oil/oil filter recycling event, with the 33% event attendance directionally lower than the 45% in 2013.***



E1. Have you attended any of the following events in Los Angeles County?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Functional Items

- ***The most popular promotional items among Hispanics in 2014 were oil containers (72%), oil filter containers (69%), and oil filters (69%), at higher levels than reported in in 2013 (more comparable to 2012 levels for each promotional item).***

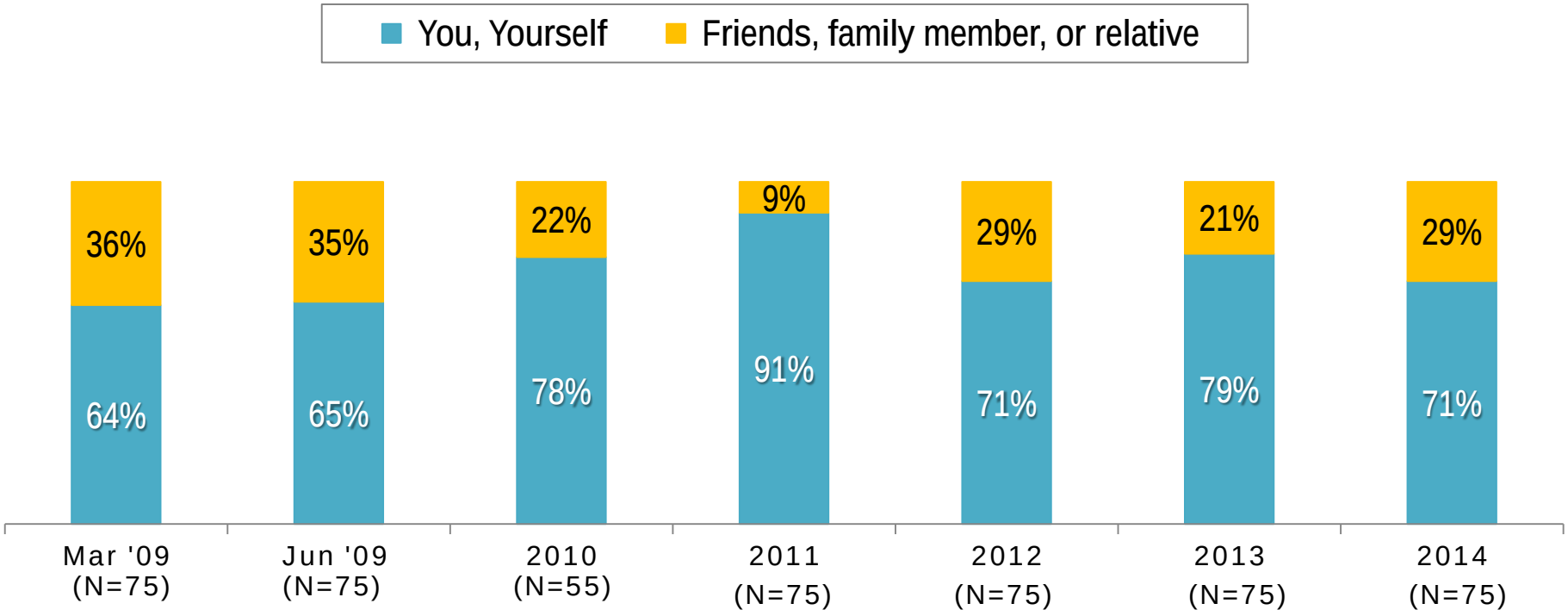


E4. Which of the following promotional items would you be most interested in receiving in exchange for recycling your used motor oil or filter at a collection or filter exchange event – that is to say, which item would most inspire you to participate at a collection or exchange event?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Chinese Results

Who Performed the Oil Changes for Your Vehicle?

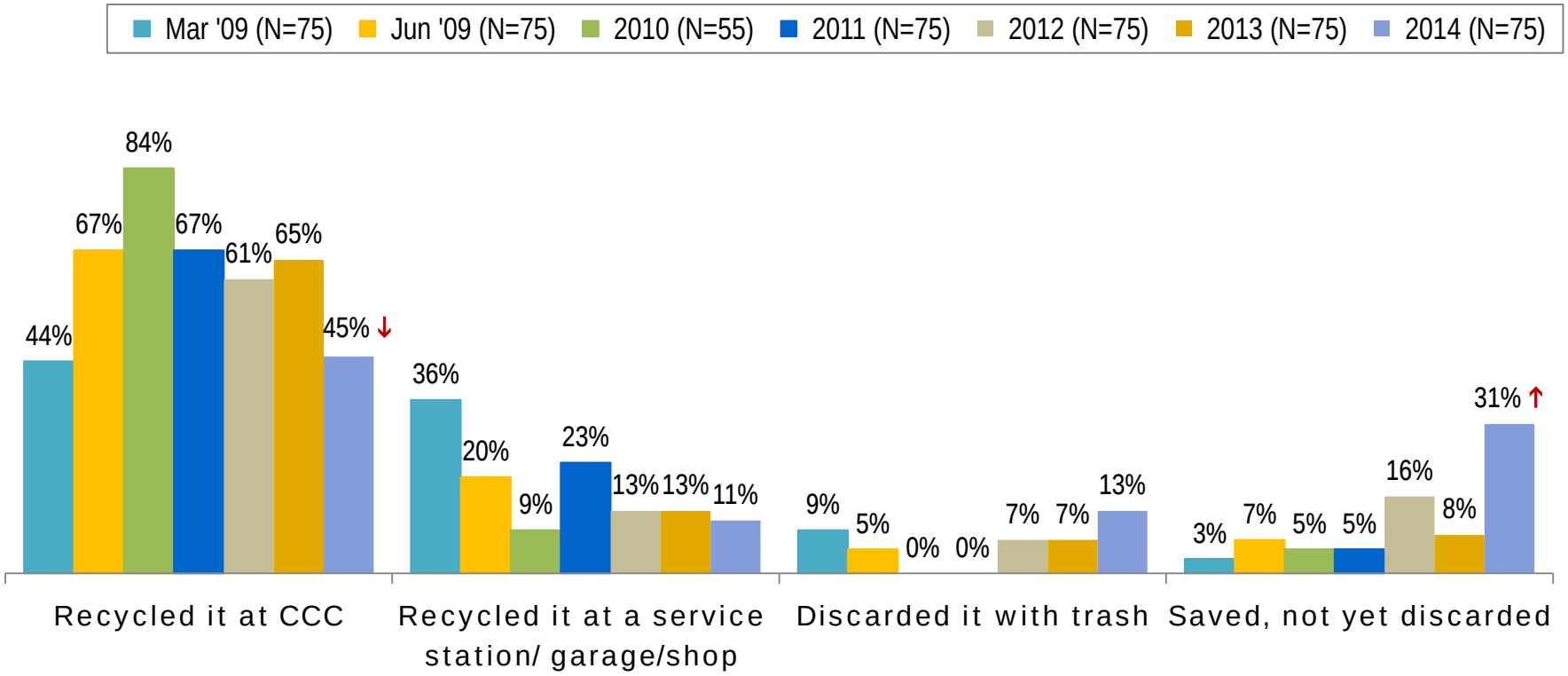
- ***Seventy-one percent of the 2014 Chinese segment performed their own oil changes, equal to 2012, and directionally lower than 2013.***



S11. Who performed the oil changes for the vehicle you're responsible for? Was it….? (Aided)
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

What Did You Do with the Used Motor Oil

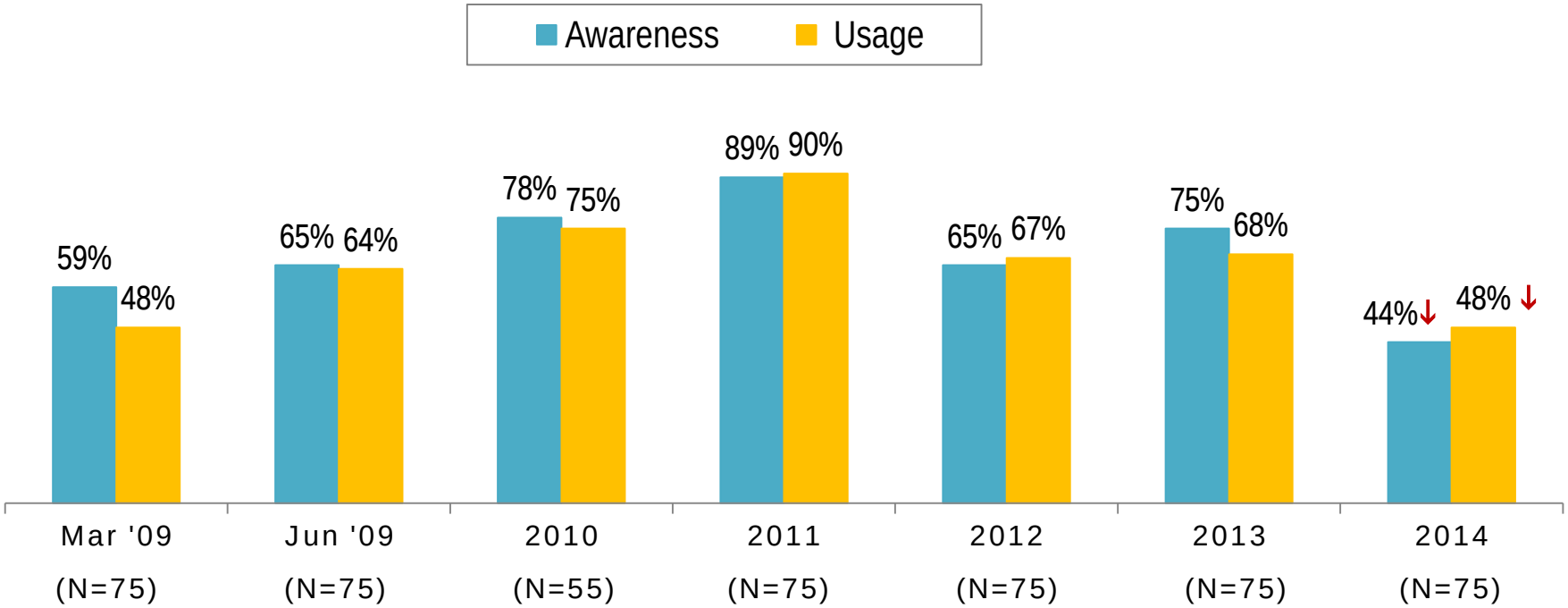
- ***There was a decrease in 2014 for the Chinese segment recycling used motor oil at a CCC (45% vs. 65% in 2013), with a corresponding increase in the level of having saved the used motor oil, but not yet discarded it (31% vs. 8% in 2013).***



C1. When you were responsible for changing the motor oil in the past, what did you do with the used motor oil? (Aided)
↑/↓= 2013 significantly above/below 2013 at 95% confidence level

Awareness & Usage of CCCs

- ***CCC awareness (in their community) and past usage have also decreased in 2014 among the Chinese segment, with 44% awareness of a CCC in their community (vs. 75% in 2013), while 48% have previously used a CCC (compared to 68% in 2013).***

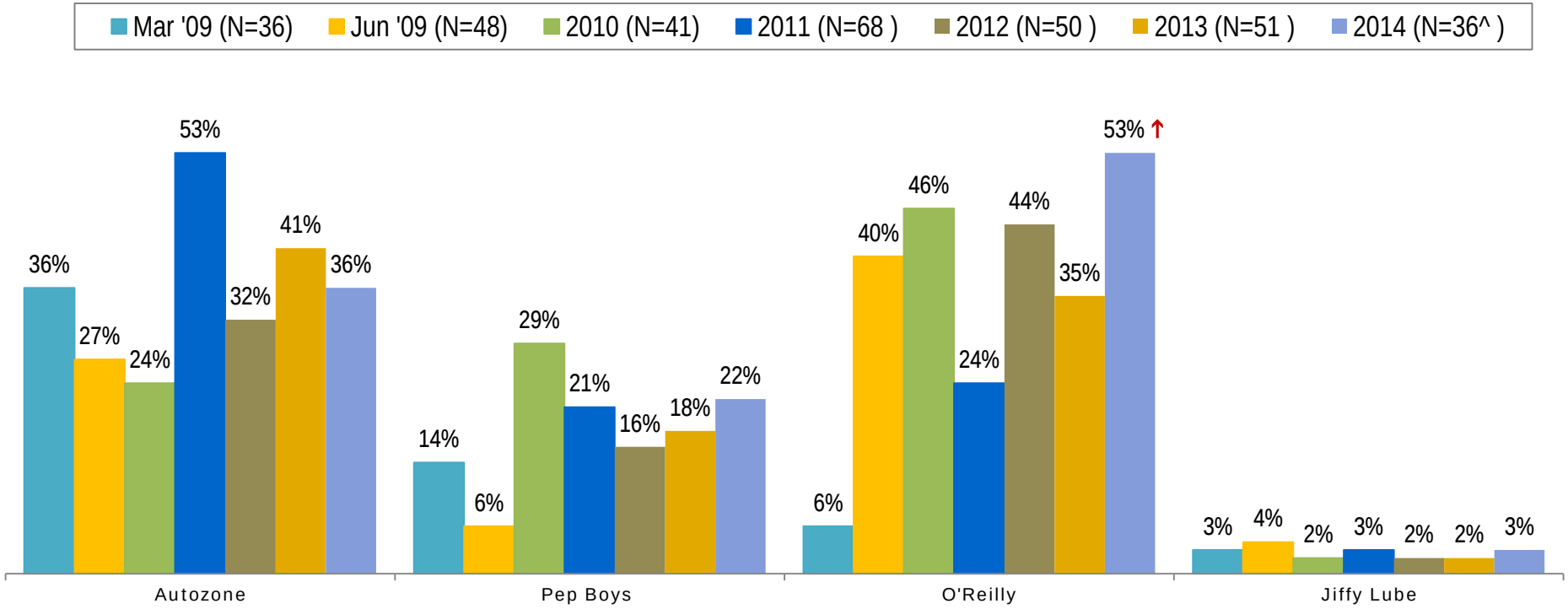


C2/C3. Are you aware of Certified Collection Centers in your community that recycle used motor oil? Have you used a Certified Collection Center to recycle used motor oil in the past?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

CCCs Used

- ***Among the 2014 Chinese segment who have used a CCC to recycle used motor oil, O'Reilly is the top location (53% - above 35% from 2013), followed by Autozone (36% vs. 41% in 2013).***

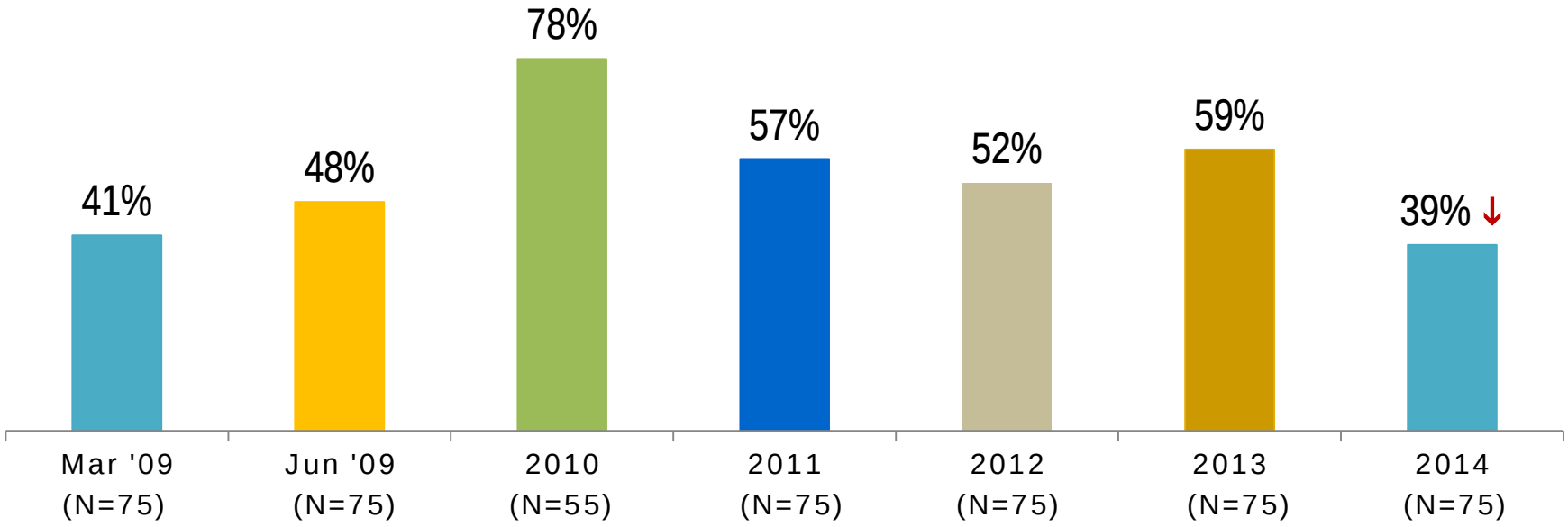
Percent of Respondents Who Have Used CCC to Recycle Used Motor Oil



C4. Which center did you use?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Finding Information about CCCs

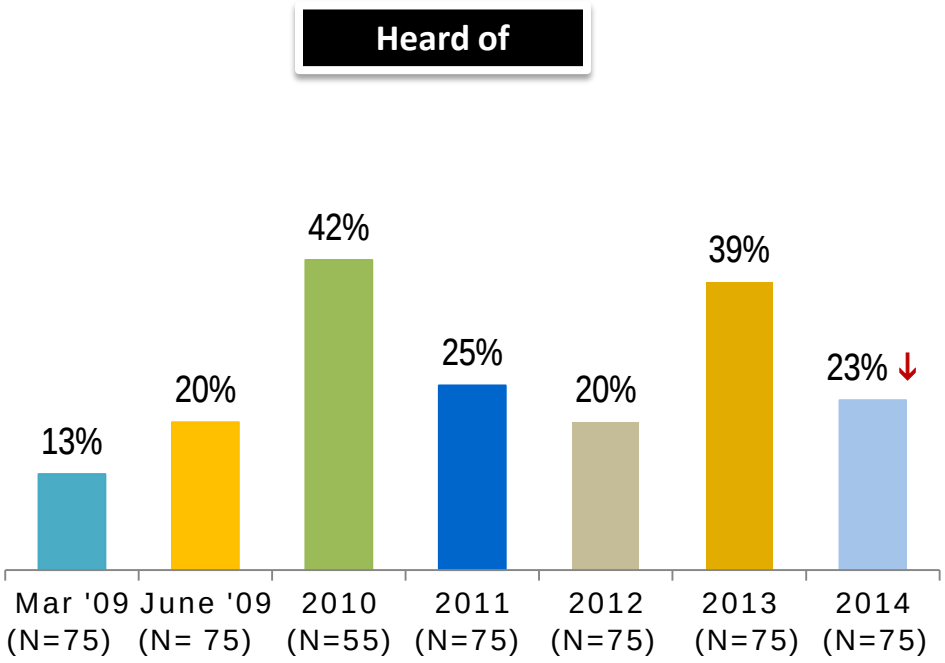
- ***Thirty-nine percent (39%) of the Chinese segment in 2014 knew how to find information about CCCs, a decrease compared to recent years (significantly lower than 59% in 2013).***

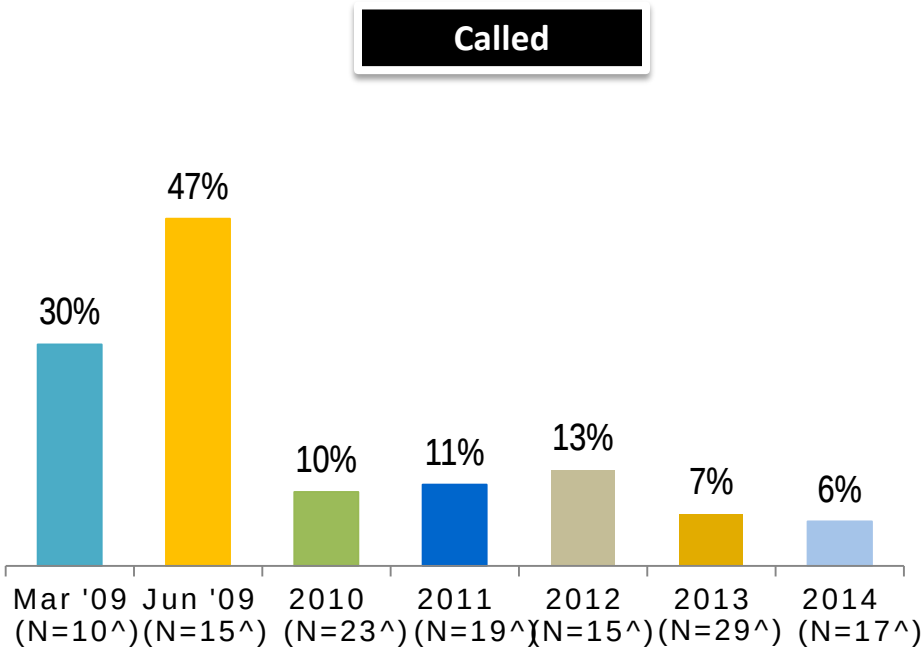


C5a. Do you know how to find information about Certified Collection Centers for recycling used motor oil?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Heard/Called 1 (866) 989-5279

- ***Awareness of the toll-free phone number (1-866-989-5279) among the 2014 Chinese segment (23%) decreased versus 2013 (39%), now more comparable to 2011-12 levels. Only 6% of Chinese in 2014 who were aware of the phone number called it.***

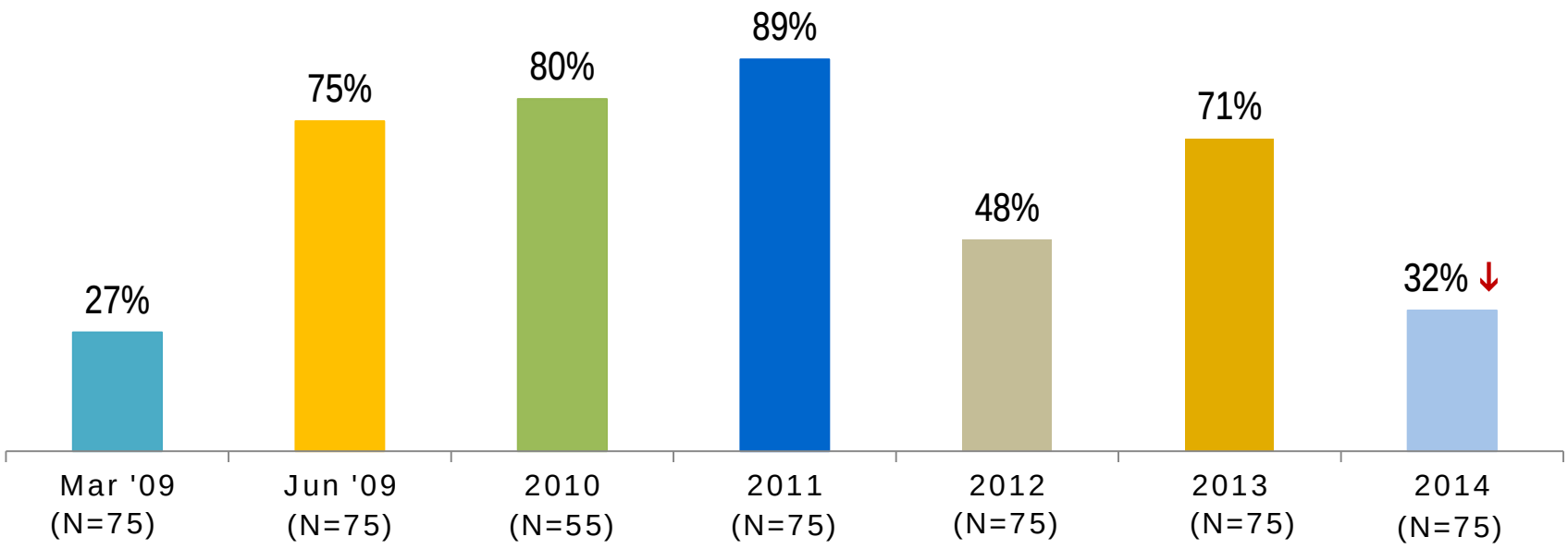




C6a/C6b. Have you heard of 1 (888) CLEAN LA, the toll-free number? Have you ever called 1 (888) CLEAN LA?
^ Caution: small base
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Advertising Awareness Promoting Used Motor Oil and Oil Filter Recycling

- ***Advertising awareness that promoted recycling used motor oil/oil filters decreased in 2014 among the Chinese segment, with the 32% ad awareness well below 2013 (71%), and the lowest among the Chinese segment since 2009.***

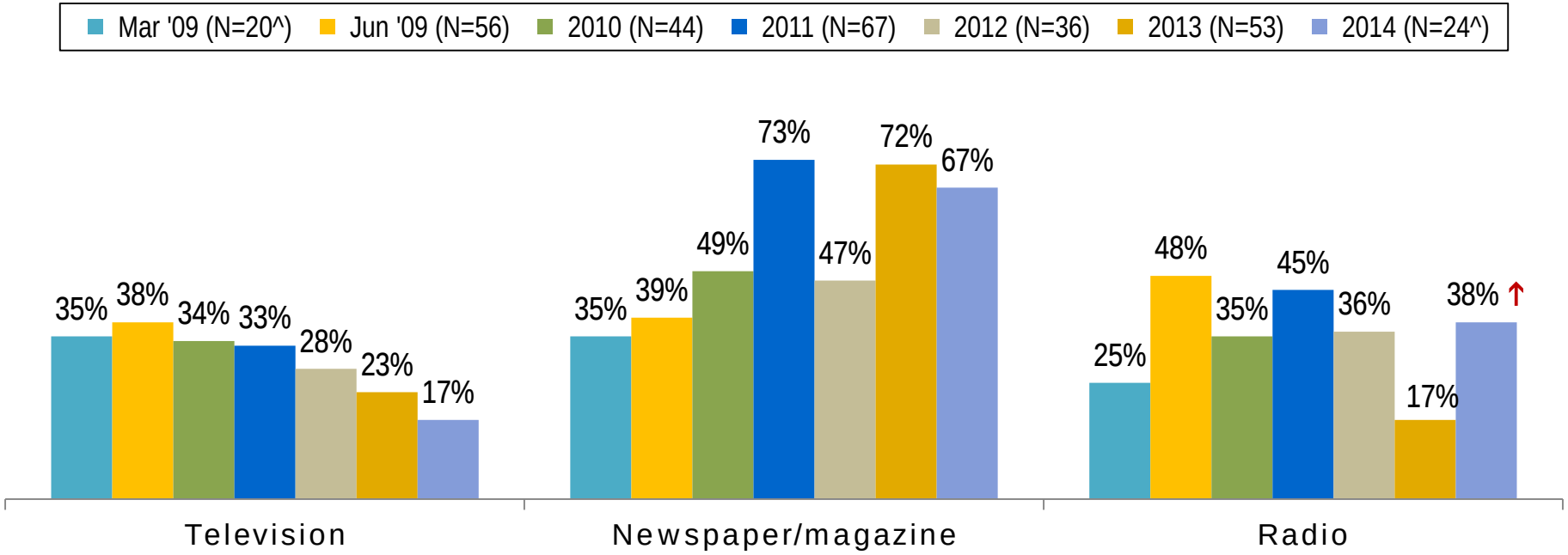


A1. Have you recently seen or heard any advertisement that raise awareness and promotes used motor oil and filter recycling? This includes any advertisement on television, magazine, newspaper, radio, or billboard/bus shelters, etc.
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Source of Advertising Awareness

- ***Among Chinese who reported advertising awareness in 2014, two-thirds cited newspaper/magazine as the source (67% vs. 72% in 2013), followed by radio (38% vs. 17% in 2013).***

Percent of Respondents Who Have Recently Seen or Heard Advertising Promoting Used Motor Oil and Oil Filter Recycling

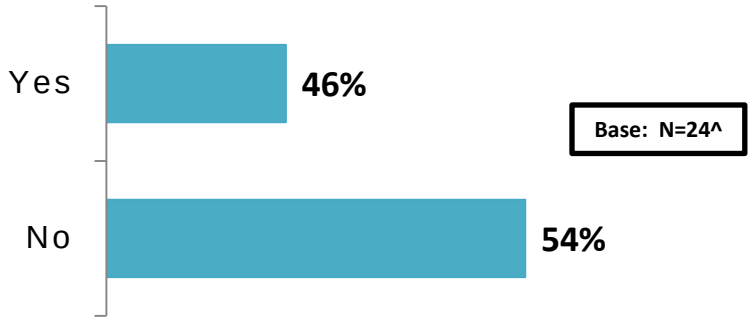


A2. Please tell me where you recently saw or heard the advertisement promoting used motor oil and filters recycling. Was it on . . . ? (Aided)
^ Caution: small base
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

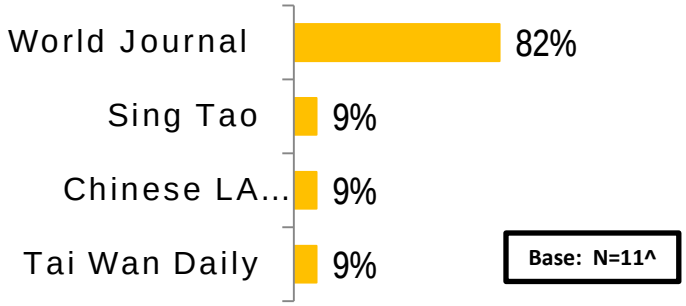
Aided Print Recall/Source of Print Recall/ Print Ad Perceptions

- ***Of the Chinese segment who recognized the event print ad as the advertising they recalled (46% vs. 40% in 2013), the World Journal was the primary source, with positive reactions to the print ad among those who recalled it.***

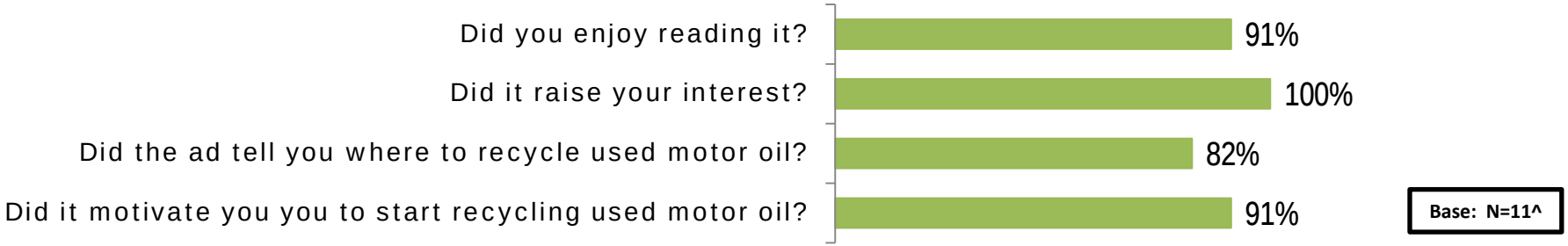
P3. Was this the advertising you saw?



P1. What was the name of newspaper/magazine where you saw this ad . . .?



P4. Please describe how you may or may not feel about this ad . . .?

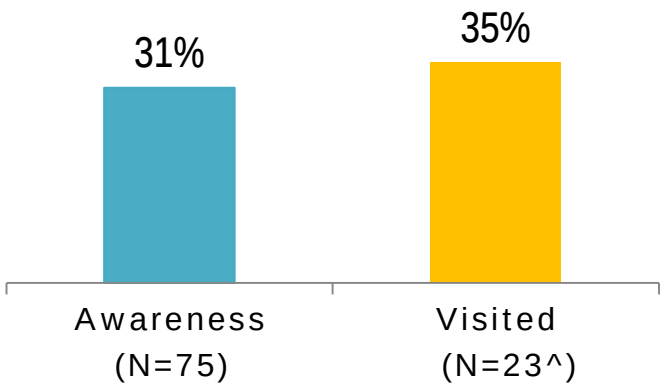


^ Caution: small base

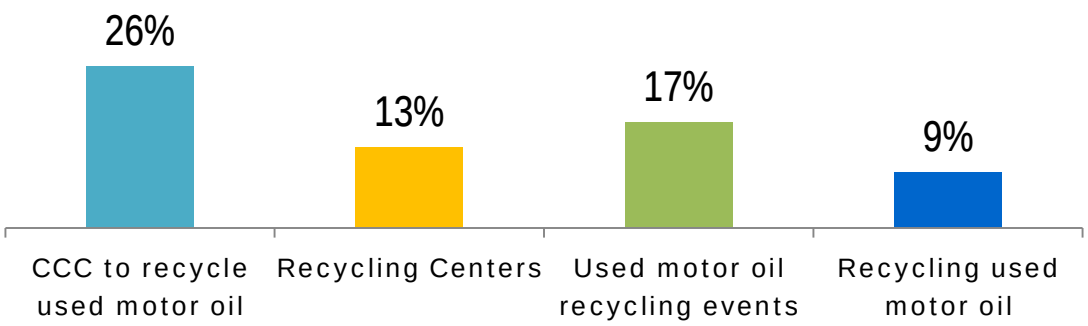
Website Awareness, Usage & Reasons for Usage

- ***One-third of the Chinese segment were aware of the www.cleanLA.com website, with one-third of those having visited the site (most frequently for finding information about CCC locations).***

Awareness/Visited Website



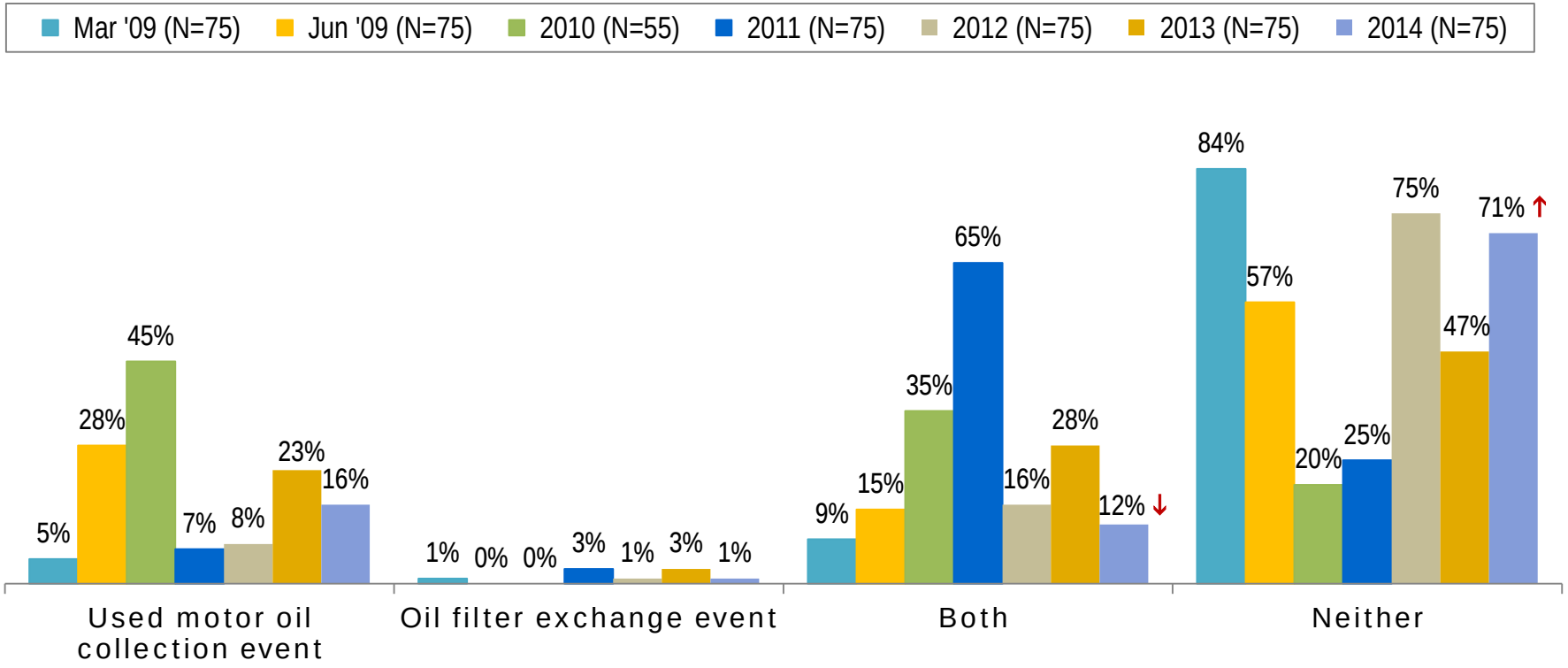
Visited website to find information on… (N=23^)



C8a/b/c. Have you ever heard of the website www.CleanLa.com? Have you ever visited the website www.CleanLA.com? Why did you visit www.CleanLA.com?
^ Caution: small base

Event Attendance

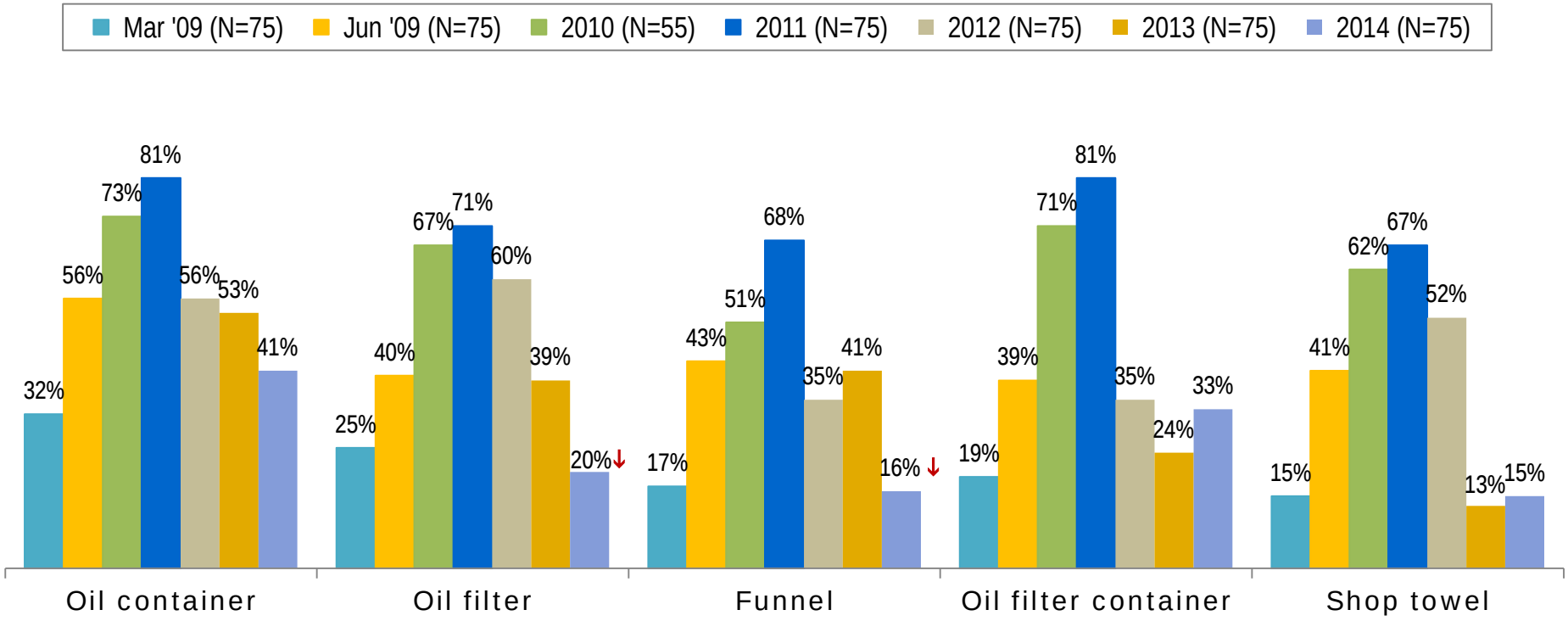
- ***Attendance of a used motor oil/oil filter recycling event decreased among the Chinese segment in 2014, with 29% indicating having attended an event, compared to the big jump seen in 2013 (53%), more in line with the 25% event attendance from 2012.***



E1. Have you attended any of the following events in Los Angeles County?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

Functional Items

- ***Oil containers (41%) were the promotional item that 2014 Chinese respondents cited as being most interested in receiving in exchange for recycling used motor oil or oil filter at an event, with lower levels reported for several functional items in 2014 compared to 2013 (oil containers, oil filters, funnels), with a directional increase in 2014 for the selection of oil filter containers.***



E4. Which of the following promotional items would you be most interested in receiving in exchange for recycling your used motor oil or filter at a collection or filter exchange event – that is to say, which item would most inspire you to participate at a collection or exchange event?
↑/↓= 2014 significantly above/below 2013 at 95% confidence level

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