ATTACHMENT C

POST-WAVE ANALYSIS

2013 Results of Used Motor Oil Campaign

Prepared For: County of Los Angeles Public Works — Public Service That Works

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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 2013 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 Market, Hispanic, and Chinese (see screening specifications for more detail).

- This report documents the results from 2013 (wave six), compared against 2012 and all other previous waves.

2013

- The 2013 research was fielded beginning on March 2, 2013
- The Hispanic fieldwork was completed on May 20, 2013
- The Chinese fieldwork was also completed on May 20, 2013
- The General Market fieldwork was completed on May 24, 2013

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 behavior, information, and attitudes

- **To evaluate possible shifts in attitudes between different wave testing as targeted households become exposed to 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 all others (General Market)
- Ages 16+
- L.A. County residents
- Household that use a car, truck/SUV/van, motorcycle, boat, or personal watercraft
- Residents who change motor oil in any vehicle in the past three years -- or -- someone has changed motor oil in their vehicle in the past three years
- No Industry affiliation or participation in 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 Market), Spanish (Hispanic), and Mandarin (Chinese).

Where?

- Los Angeles County

When?

- 6th Wave: March 2 – May 24, 2013

How Many?

- 2013: Hispanic (76), Chinese (75), and General Market (75) = 226

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.

KEY FINDINGS

Key Findings

- Overall, the 2013 Public Works' Used Motor Oil and Filter Recycling campaign shows improvement among both the Chinese segment (rebounding from decreases seen in 2012), and the Hispanic segment (increased awareness of the campaign phone number, website, and knowing how to find out more information), while the campaign is holding steady among the General Market segment.

- At least two-thirds of all segments are aware of, and have previously used Certified Collection Centers (CCCs) to recycle used motor oil.
  - Chinese segment awareness of CCCs is directionally higher in 2013 (75% vs. 65% in 2012), with CCC usage at 68% (consistent with 2012 68% usage).
  - Hispanic CCC usage is at 76%, the highest of any segment (also consistent with 2012 CCC usage of 75%).
  - General Market CCC usage is at 68%, at parity with 2012 (71%).

- More than three-quarters of Hispanics and Chinese segments indicate recycling used motor oil (the last time the oil was changed), with between 65-70% recycling their used motor oil at a local CCC.
  - Hispanic segment recent CCC recycling is at 70% (holding steady from 69% in 2012).
  - Chinese segment recent CCC usage is 65% (also a slight numeric increase from 61% in 2012).
  - General Market recent CCC usage is at 45%, a directional decrease from 58% in 2012.

(continued)

Key Findings (continued)

- Six-in-ten respondents from all three segments know how to find out information about Certified Collection Centers for recycling used motor oil.
  - 2013 Hispanic levels on knowing how to find out information on CCCs is at 58%, a directional increase from the 44% in 2012.
  - There is also a slight increase for the Chinese segment in 2013 (59% vs. 52% in 2012).
  - General Market 2013 level is also 59%, a slight decrease versus 2012 (64%).
- Awareness of the 888-CLEAN-LA phone number (to get more information regarding recycling used motor oil) increases in 2013 among both the Hispanic and Chinese segments.
  - 50% of Hispanics have heard of the phone number, directionally higher than the 37% in 2012 (and definitely trending up from previous years of the tracking study).
  - Chinese awareness of the phone number in 2013 is at 39%, significantly higher than the 20% seen in 2012.
  - General Market awareness of the phone number is at 36%, comparable to the 34% in 2012.
  - When asked how they find out about CCCs, over four-in-ten Chinese (45%) and Hispanics cite the 888-CLEAN LA phone number (ranking second to the Internet for both segments).
  - More Hispanics have called the 888-CLEAN-LA phone number (32%) than General Market (22%) and the Chinese segment (7%).

(continued)

Key Findings (continued)

- Website awareness of www.CleanLA.com in 2013 has increased among Hispanics (up to 50% versus 37% in 2012).
  - 37% of Hispanics who are aware of this website in 2013 have visited it (also directionally higher than the 29% in 2012).
  - Website awareness is 41% among the General Market segment (slight decrease from 46% in 2012) and 32% among the Chinese segment (also a slight decrease from 37% in 2012).
  - Overall, most respondents visited the website to find information on CCCs (20% of General Market, 21% of Hispanic segment, 38% of Chinese)
- Advertising awareness of the campaign is cited by more than two-thirds of Chinese and Hispanic segment respondents.
  - The 71% Chinese ad awareness level in 2013 is significantly higher than 2012 (48% was a considerable decrease from 2009-2011).
  - Two-thirds of Hispanics have campaign ad awareness in 2013 (67%), comparable to the 64% in 2012 (and 68% in 2011).
  - Just over one-third (37%) of the General Market segment have advertising awareness, consistent with 2013 (39%).
  - Print is the primary source of the increased 2013 advertising awareness among the Chinese segment, with 72% of those aware of campaign ads noting their awareness comes from newspapers (well above the 47% print ad source identification in 2012).

(continued)

Key Findings (continued)

- Source of campaign ad awareness among Hispanics has increased for radio in 2013 (35% vs. 16% in 2012), with radio ranking second to TV as a source among Hispanics (TV at 45% in 2013).
- Nearly all Hispanics with campaign ad awareness recognized the specific radio (89%) and TV (70%) they were exposed to in the survey (2013 TV spot recognition higher than 42% in 2012).

- Los Angeles County used motor oil/oil filter recycling event participation in 2013 is considerably higher among the Hispanic and Chinese segments.
  - 53% of surveyed Chinese respondents attended a 2013 recycling event, up from 25% in 2012, a result that is contributing to the enhanced ad awareness among the Chinese segment.
  - 2013 event attendance by Hispanics is at 45%, also well above 2012 (20%).
  - There is also a directional increase in 2013 motor oil recycling event attendance among the General Market segment (20% vs. 14% in 2012).

- Functional items: Hispanic and Chinese segments preferred the oil containers, General Market preferred motor oil filters.
  - General market preference: oil filter (60%), oil container (51%), oil filter container (47%)
  - Hispanic market preference: oil containers (51%), oil filter containers (34%), oil filters (33%)
  - Chinese market preference: oil containers (53%), funnels (41%), oil filters (39%)

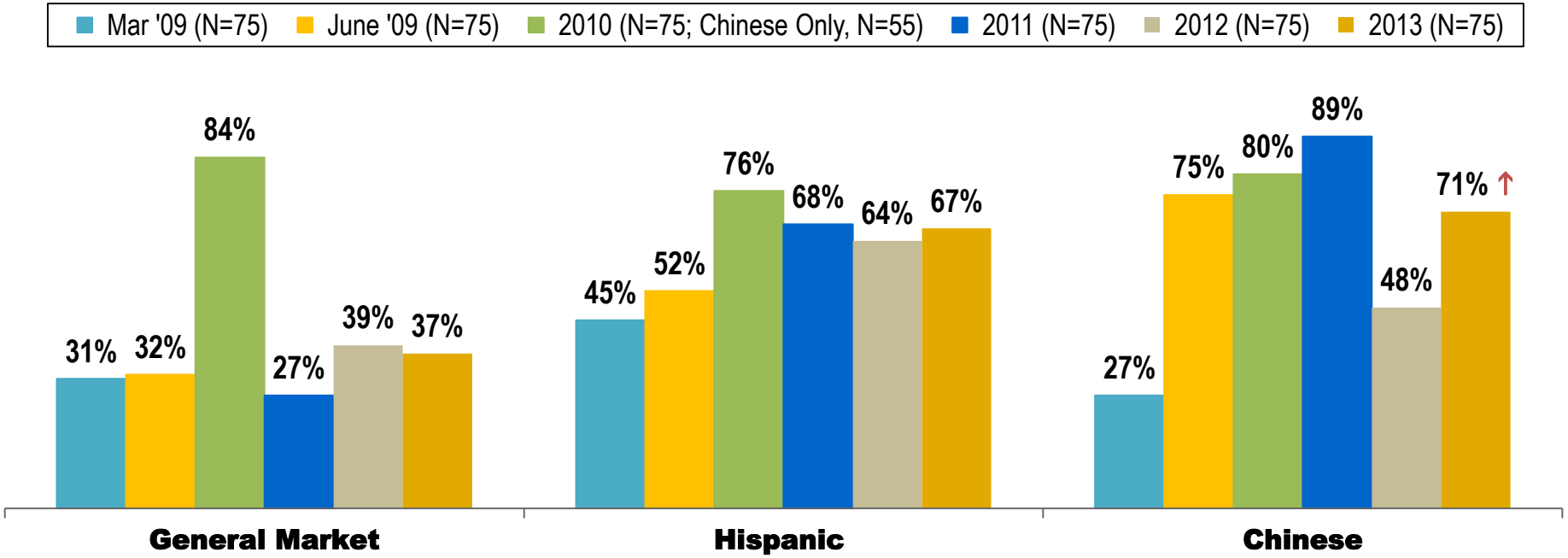
Insights & Recommendations

- The 2013 campaign has been more successful than 2012 in reaching targeted Chinese oil change deciders in Los Angeles, and in conveying ways for Hispanics and Chinese to get more information about the ease and benefits of recycling used motor oil (and used motor oil filters).
  - General market target oil change deciders remain the most difficult to reach.
- Based on the results of the 2013 tracking research, consideration should be given to the following elements when moving forward towards the 2014 campaign.
  - For the Chinese segment, continue to emphasize in-language print advertising.
  - Spanish-language radio ads are the best way to reach target Hispanic oil change deciders.
  - Marketing efforts (print, radio, TV) should continue to show both the toll-free phone numbers, as well as the www.CleanLA.com website.
  - Continue staging motor oil/filter recycling events in heavily Hispanic or Chinese areas of Los Angeles, to maximize the opportunity to get out the message in a fun environment.
    - Autozone stores are a preferred option for Hispanic-oriented events, given their high use among target Hispanic oil change deciders.
    - Either Autozone or O'Reilly's are viable options to stage recycling events aimed at Chinese target oil change deciders.

COMPARATIVE RESULTS

Advertising Awareness

- ***2013 advertising awareness for the promotion of used motor oil and filter recycling rebounds among the Chinese (significantly above 2012, more in line with 2009-2011).***
- ***Hispanic and General Market campaign ad awareness levels in 2013 are comparable to 2012, again higher among Hispanics than the General Market.***

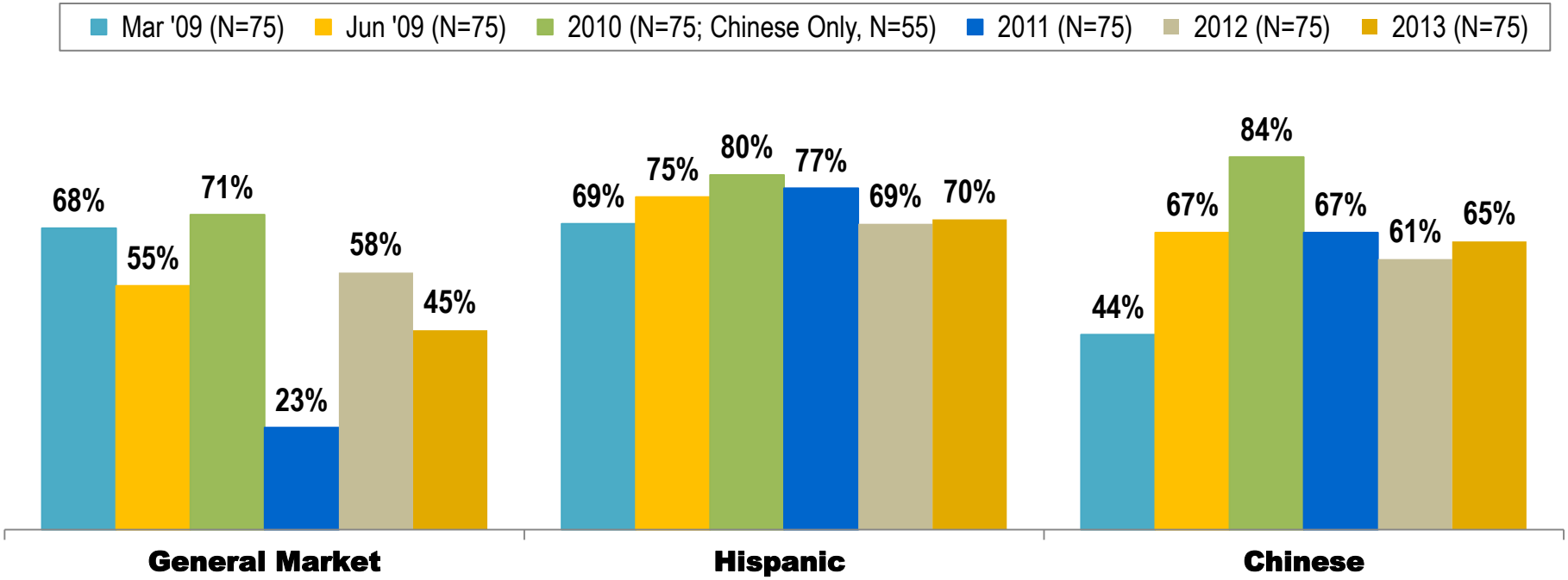


A1. Have you recently seen or heard any advertisement that raise awareness and promotes used motor oil and filter recycling? This includes any advertisement on television, magazine, newspaper, radio, or billboard/bus shelters, etc.
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

What Did You Do with the Used Motor Oil

- ***Two-thirds of Chinese and Hispanic target respondents in 2013 recycled their used motor oil at a Certified Collection Center (both comparable to 2012 levels), while there is a directional decrease in 2013 CCC use among the General Market segment.***

% of Respondents Who Have Recycled Used Motor Oil at a Certified Collection Center

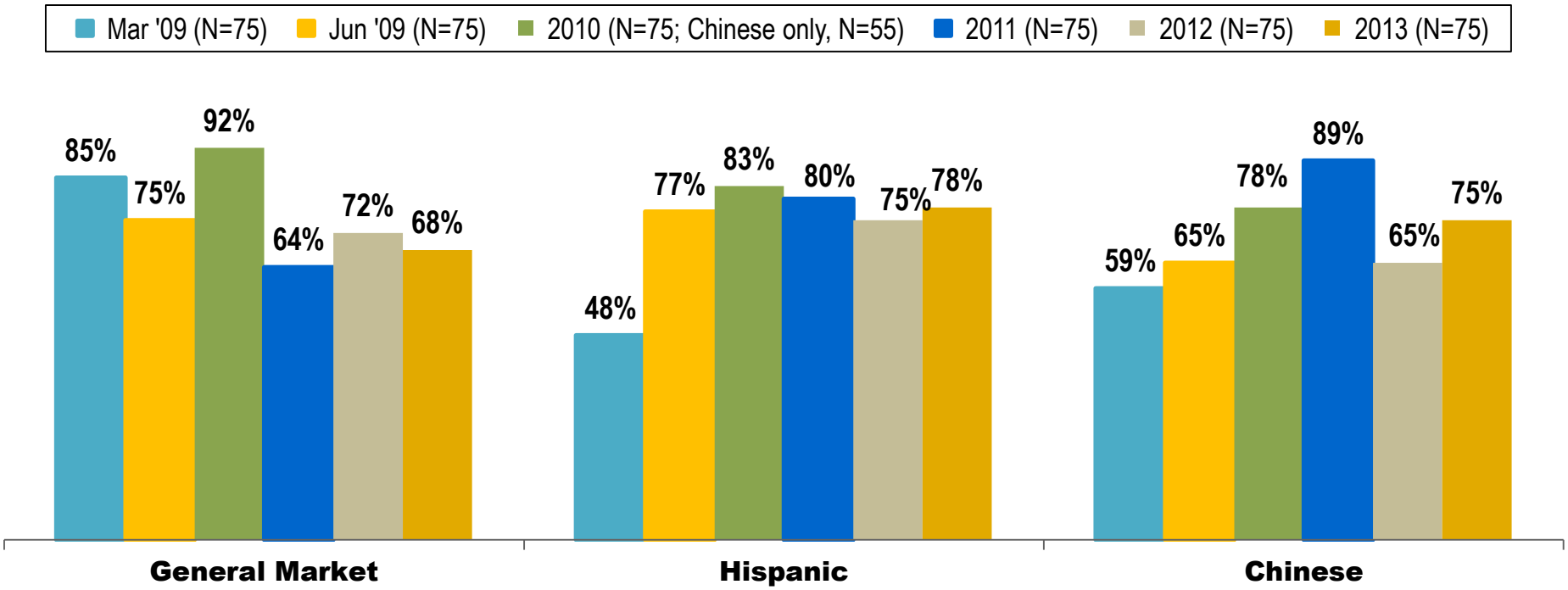


C1. When you were responsible for changing the motor oil in the past, what did you do with the used motor oil? (Aided)
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Awareness of CCCs in the Community

- ***Awareness of Certified Collection Centers is conveyed by three-quarters of Hispanic and Chinese target respondents, with the Chinese level directionally higher than was seen in 2012 (Hispanic level comparable to 2012). Two-thirds of General Market respondents are aware of CCCs in 2013 (at parity to 2012 level).***

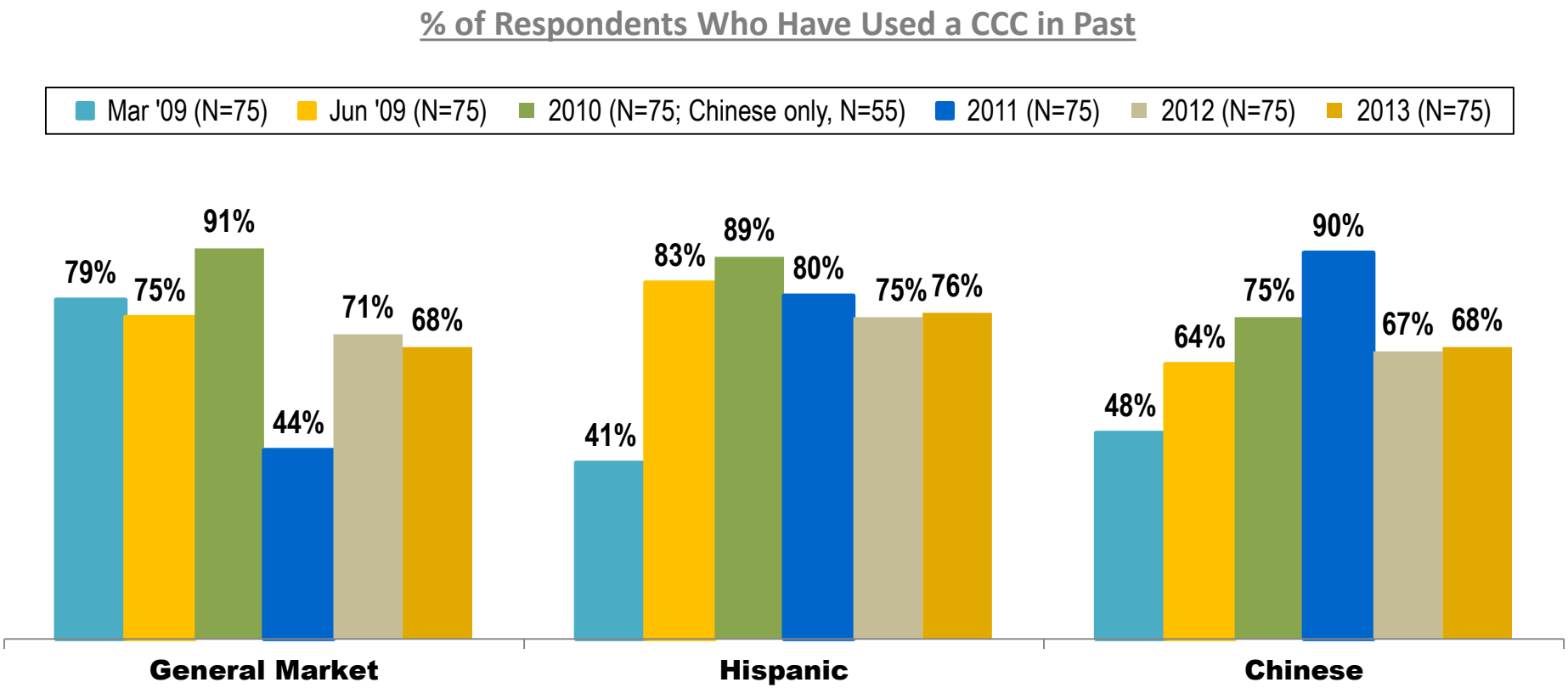
% of Respondents Who Are Aware of CCC in Community



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?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Usage of CCCs in the Community

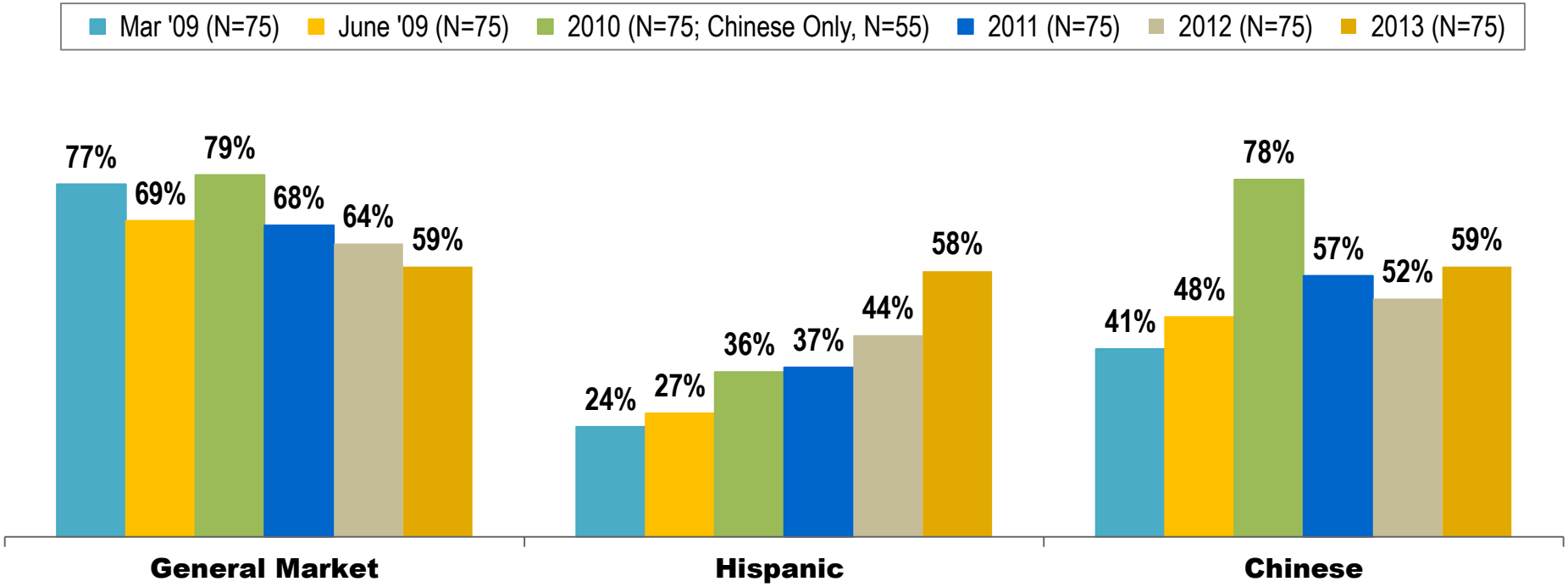
- ***2013 usage of Certified Collection Centers is done by most target respondents, three-quarters of Hispanics, and two-thirds of Chinese and General Market, all at comparable levels to 2012.***



C3. Have you used a Certified Collection Center to recycle used motor oil in the past?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Knowing How to Find Info about CCCs

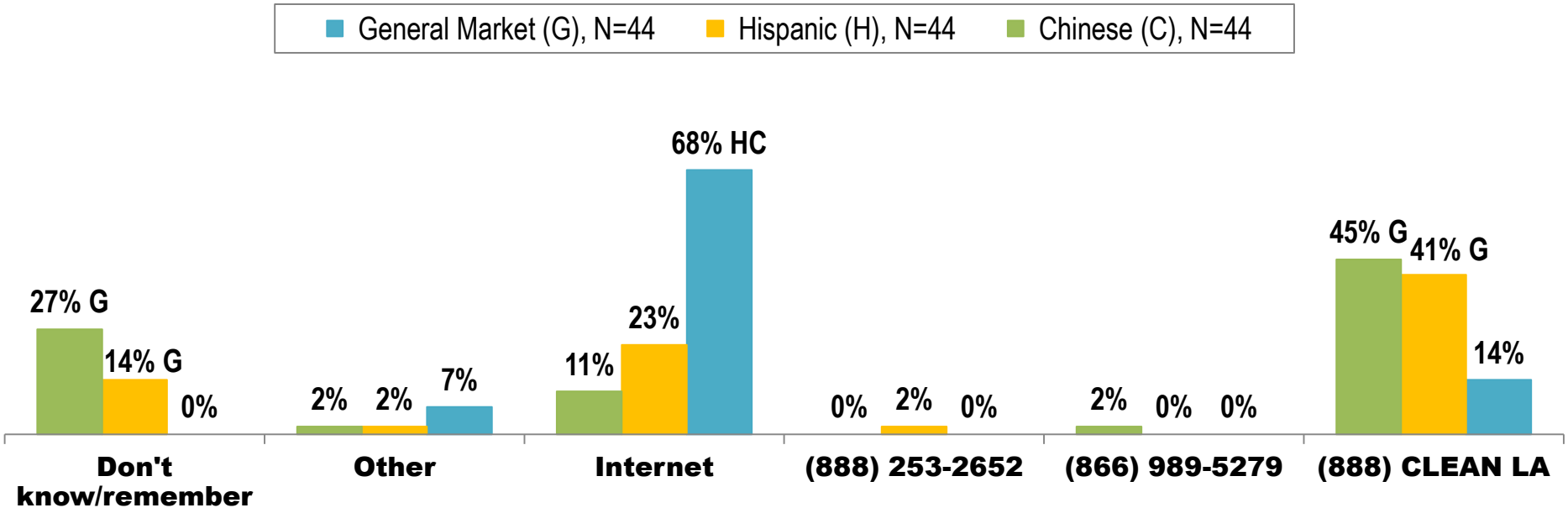
- ***Six-in-ten respondents in all three segments for 2013 indicate that they know how to find information about Certified Collection Centers, with a directional increase over 2012 among Hispanics, a slight increase among Chinese, and a slight decrease among the General Market (though not statistically significant).***



C5a. Do you know how to find information about Certified Collection Centers for recycling used motor oil?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

How to Find Info about Certified Collection Centers

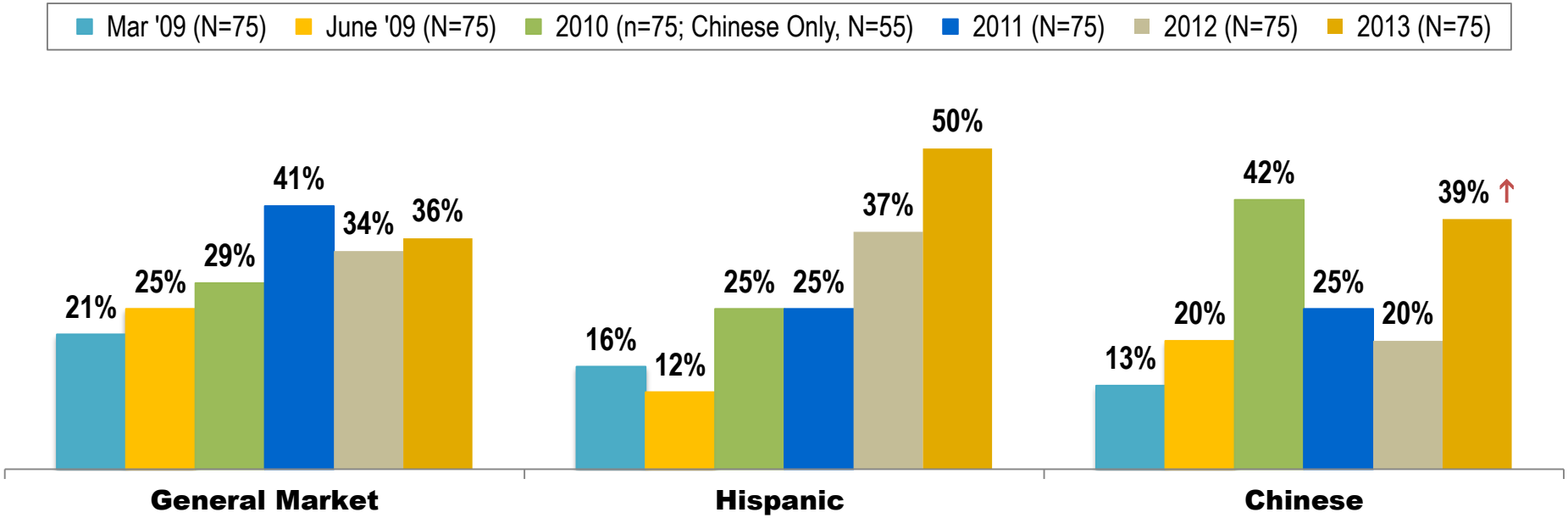
- ***When asked how they find information about Certified Collection Centers, over four-in-ten Hispanic and Chinese target respondents mention the 888-CLEAN LA phone number (ranking second to the Internet for these two segments). Among the General Market, the Internet is cited by two-thirds as how they find out about CCCs.***



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 = Significantly above designated group at 95% confidence level

Heard of 1 (888) CLEAN-LA

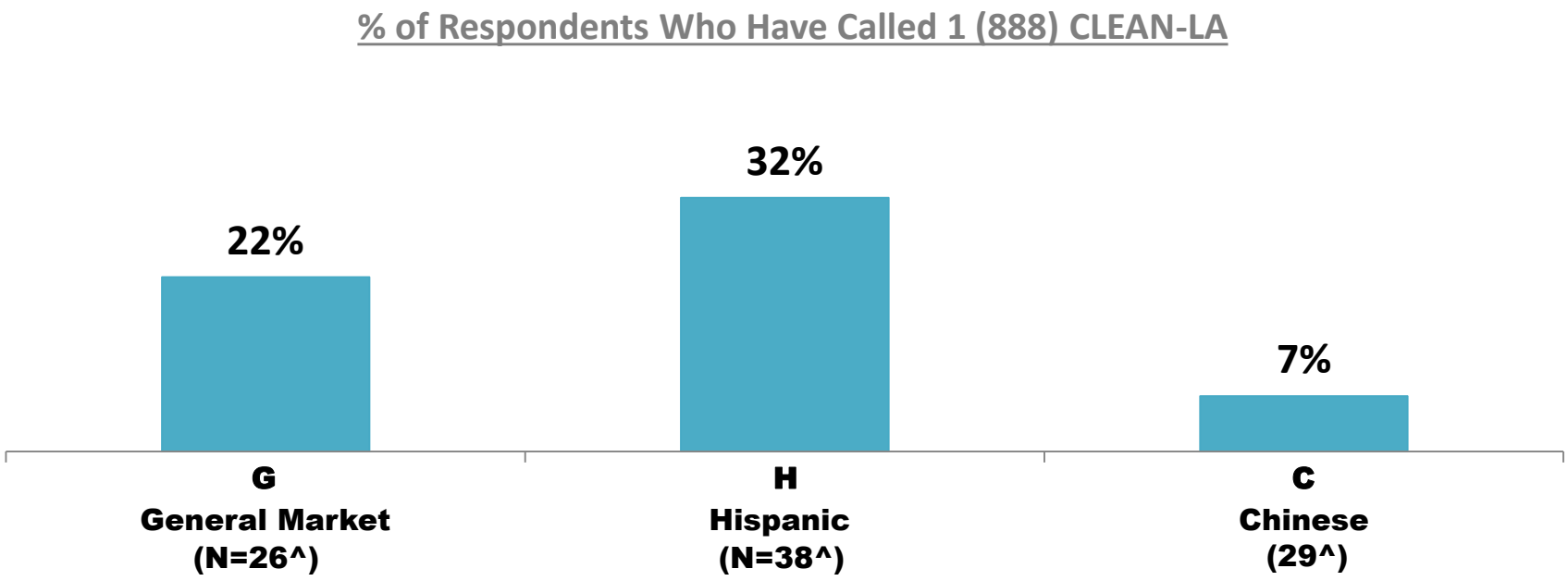
- ***Half of Hispanics have awareness of the toll-free number (1 888 CLEAN LA), with the 50% level in 2013 a directional increase over the 37% from 2012.***
- ***There is a significant increase in awareness of the phone number for the Chinese segment in 2013 (39% above 20% from 2012), while the General Market awareness (36%) is consistent with the 2012 level.***



C6a. Have you heard of 1 (888) CLEAN LA, the toll-free number?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Called 1 (888) CLEAN-LA

- ***One-third of Hispanic respondents who are aware of the (888) CLEAN LA phone number called the number, compared to 22% among General Market, and just 7% of the Chinese (noting limited base sizes for Chinese and General Market given just over one-third aware of the phone number).***



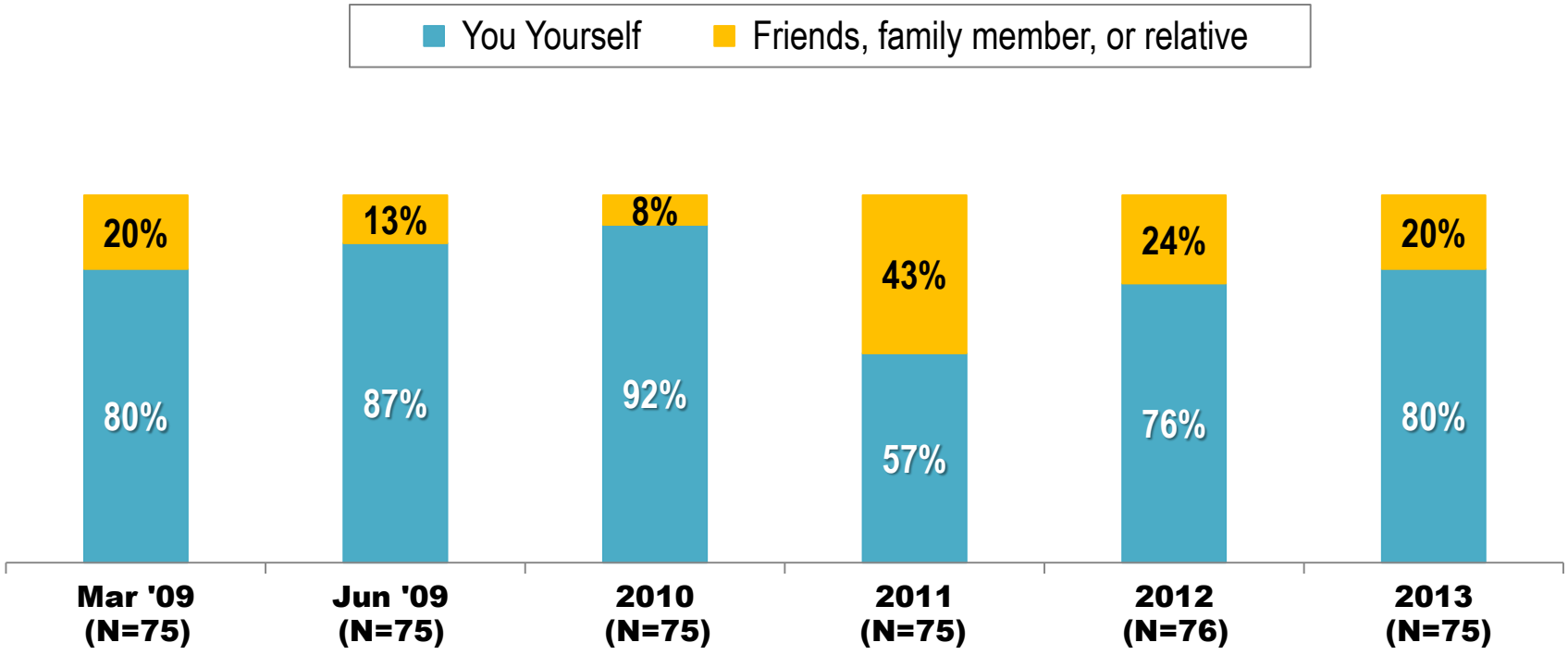
C6b. Have you ever called 1 (888) CLEAN LA?
^ Caution: small base
Base: Have heard of 1(888) CLEAN LA
Letter = Significantly above designated group at 95% confidence

DETAILED FINDINGS

General Market Segment Results

Who Performed the Oil Changes for Your Vehicle?

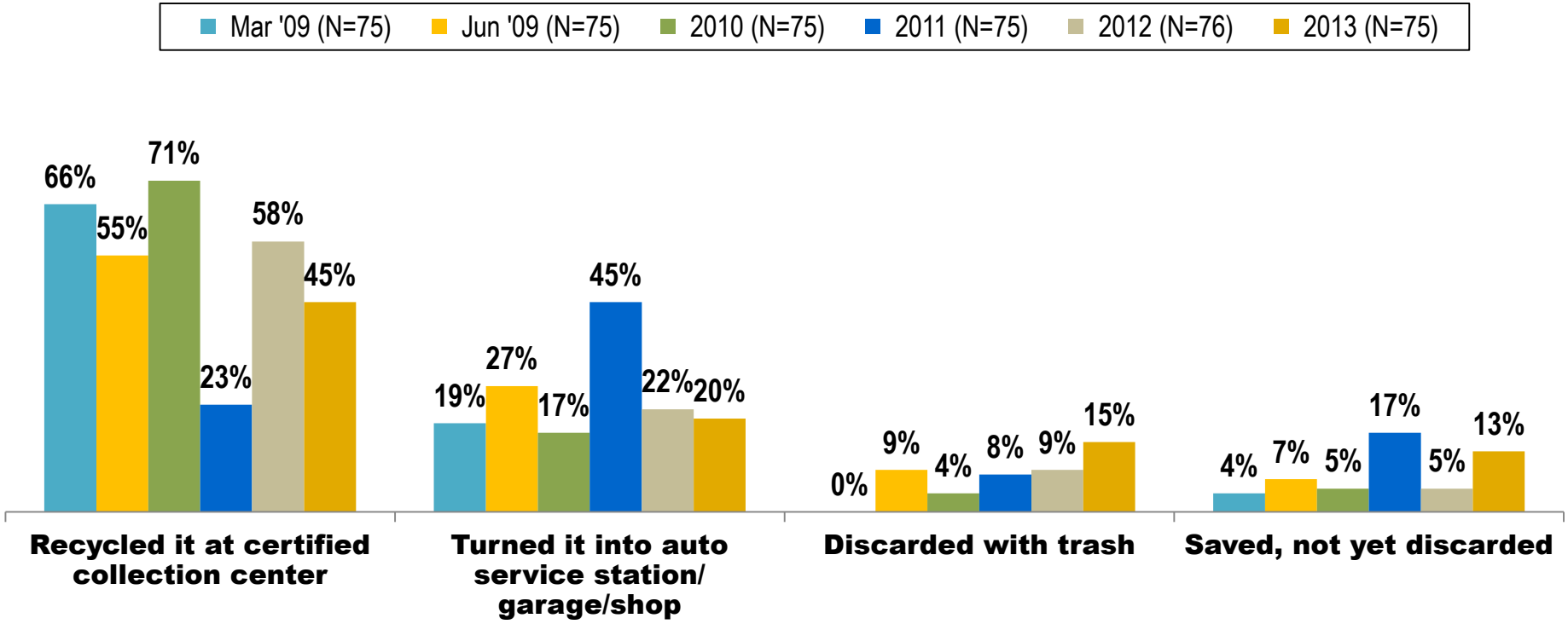
- ***80% of General Market respondents are DIYers (who perform oil changes on their vehicles themselves), at parity with the 76% seen in 2012.***



S11. Who performed the oil changes for the vehicle you're responsible for? Was it….? (Aided)
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

What Did You Do with the Used Motor Oil

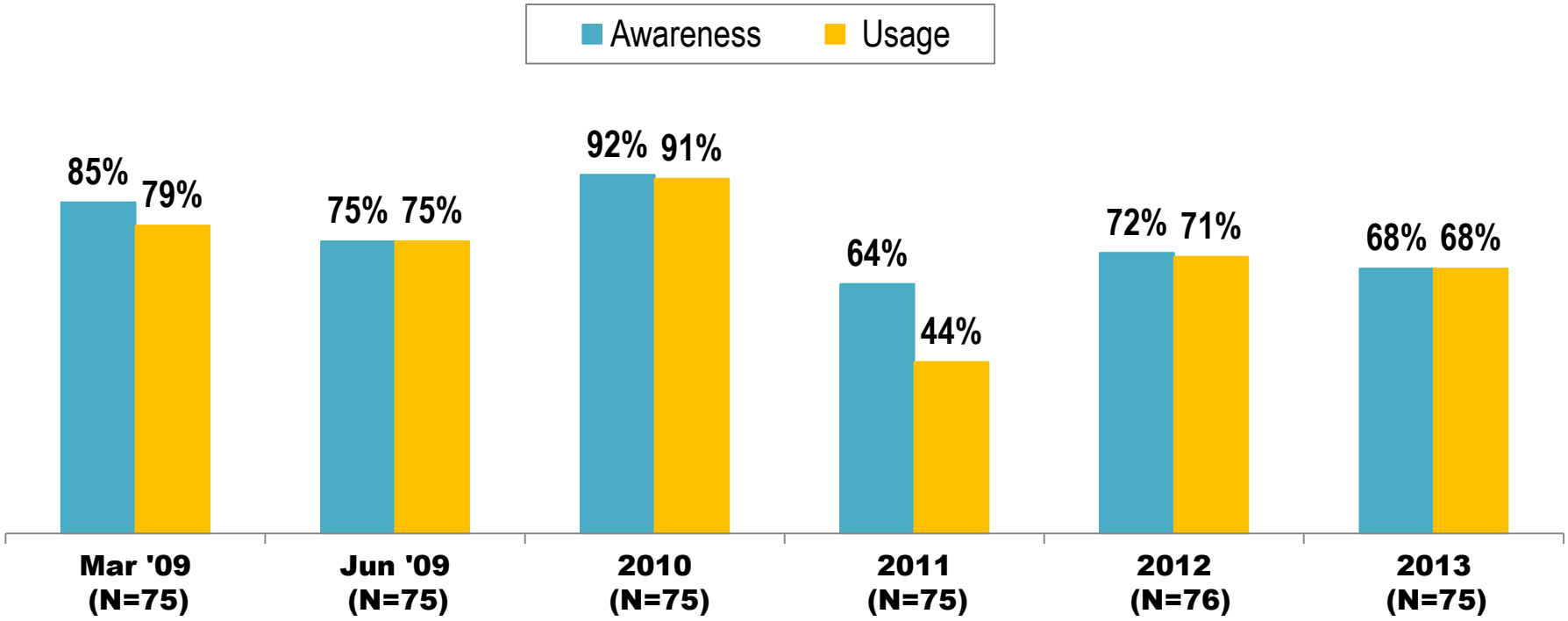
- ***Nearly two-thirds of target General Market respondents recycle their used motor oil, either at CCC or by turning it into an auto service station. Of note, the 2013 level for recycling at a CCC is directionally lower than was seen in 2012 among the General Market.***



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 2012 at 95% confidence level

Awareness/Usage of Certified Collection Centers in the Community

- ***Two-thirds of General Market respondents in 2013 are aware of Certified Collection Centers, and have previously used a CCC to recycle used motor oil.***

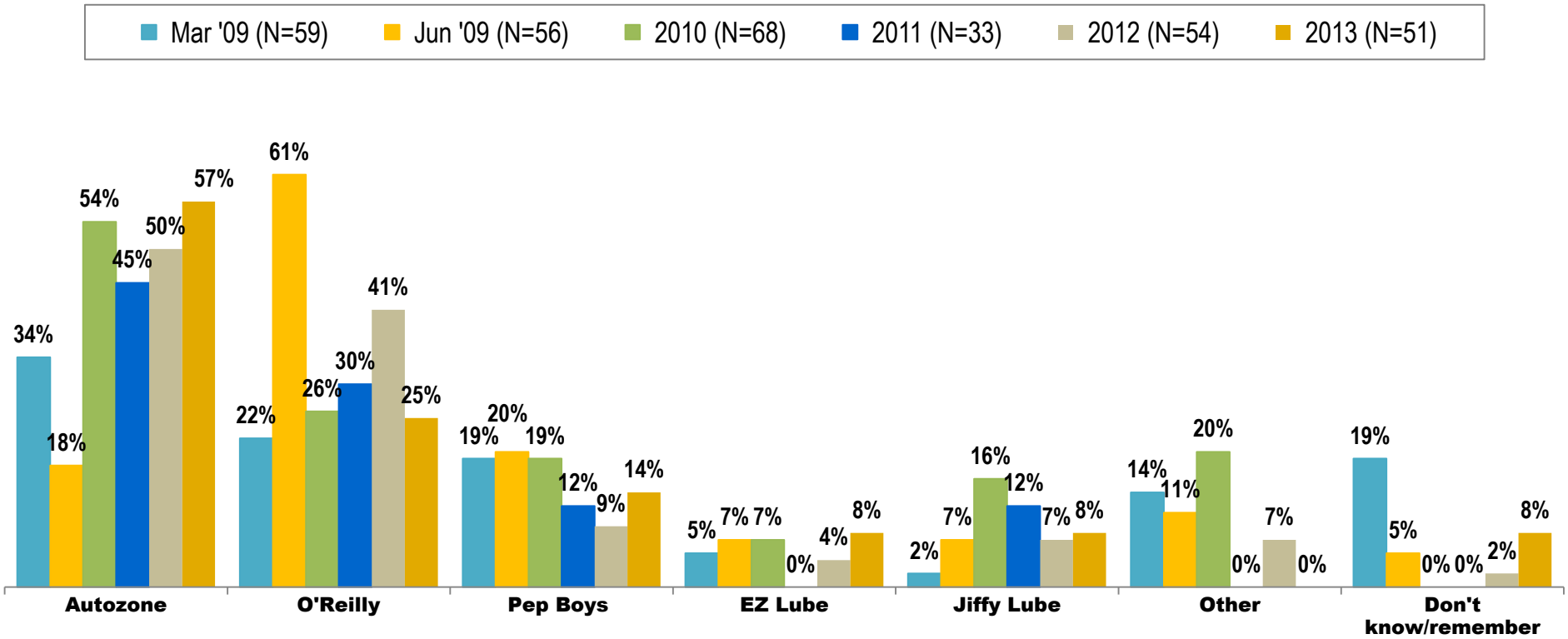


C2/C3. Are you aware of Certified Collection Centers in your community that recycle used motor oil? Have you used Certified Center to recycle used motor oil in the past?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Certified Collection Centers Used

- ***Autozone is the most frequently used location as a Certified Collection Center among General Market respondents, followed by O'Reilly's (which has a directional decrease from 2012).***

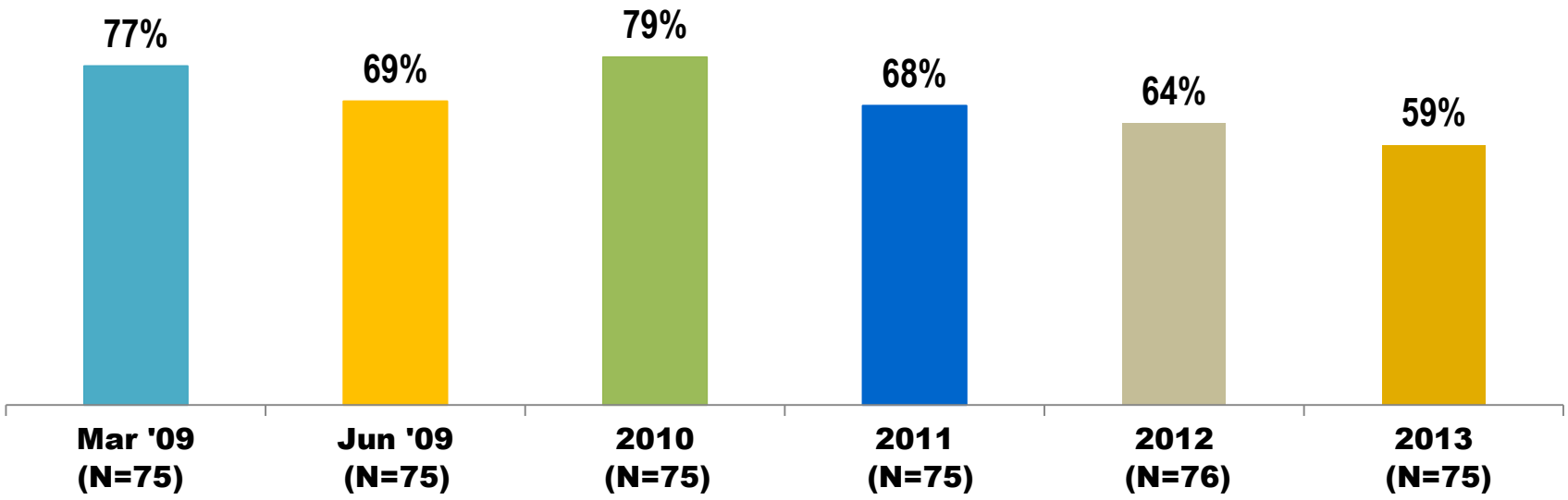
% of Respondents Who Have Used Certified Collection Center to Recycle Used Motor Oil



C4. Which center did you use?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Finding Information about Certified Collection Centers

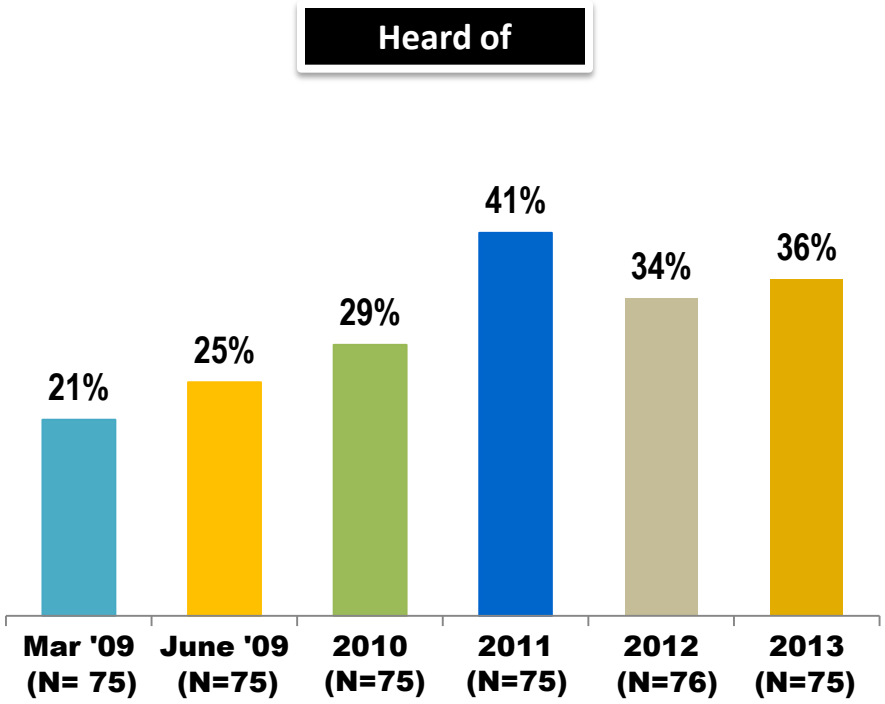
- ***Six-in-ten of 2013 General Market respondents know how to find information about Certified Collection Centers, a result at parity with 2012, though knowledge has been trending down since 2010 among this General Market segment.***

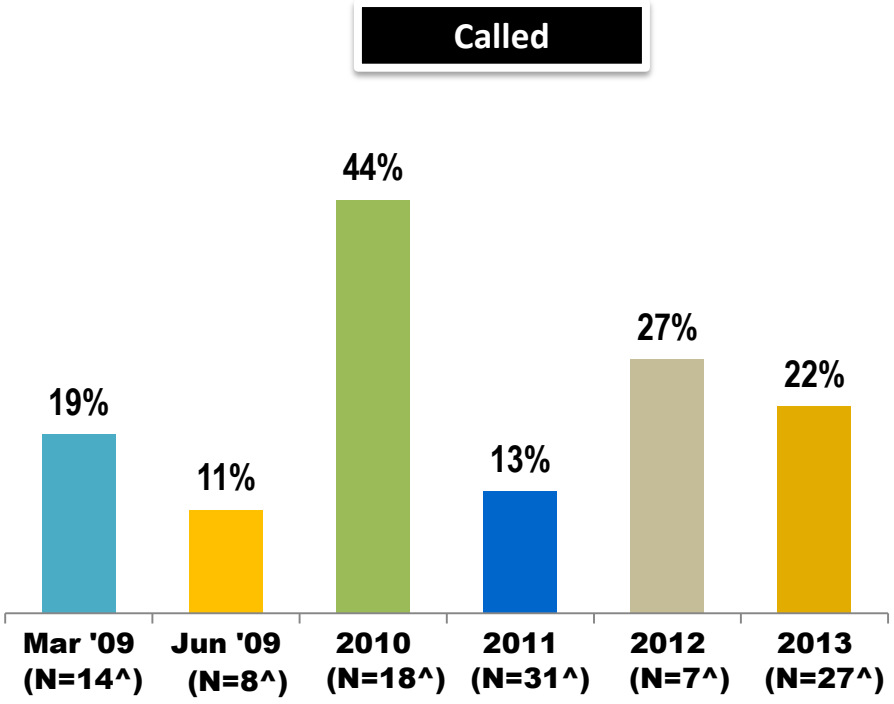


C5a. Do you know how to find information about Certified Collection Centers for recycling used motor oil?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Heard/Called 1 (888) CLEAN-LA

- ***36% of General Market respondents in 2013 have heard of the (888) CLEAN LA phone number, equivalent to 2012. Among those who have heard of it, 22% called the CLEAN LA number.***

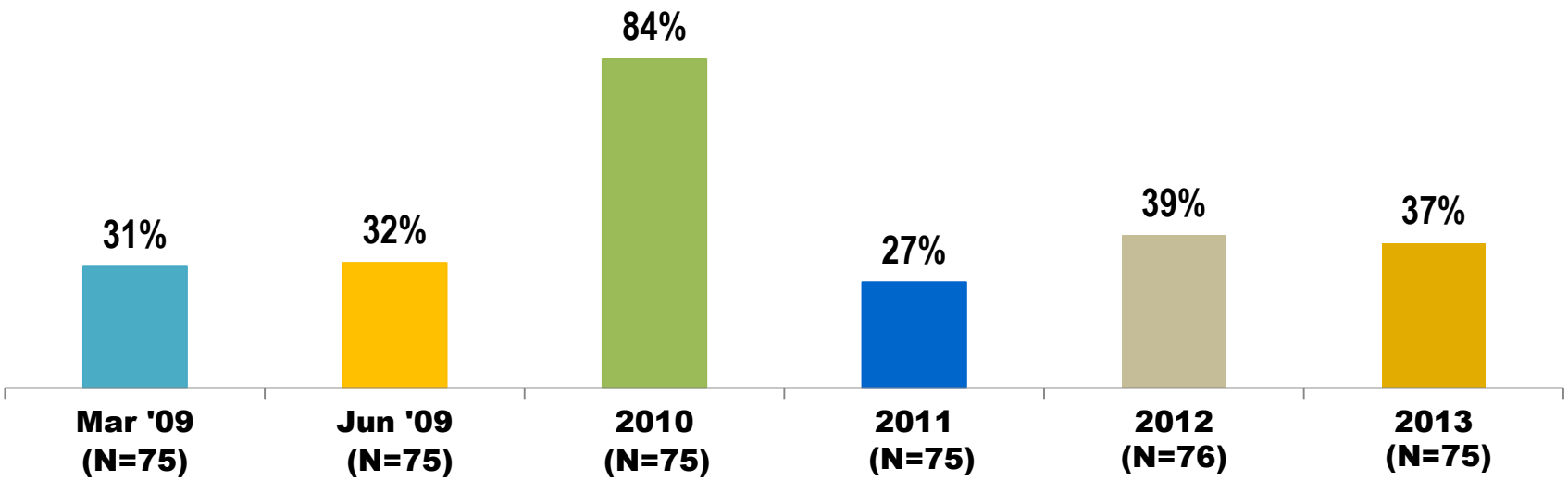




C6a/C6b. Have you heard of 1 (888) CLEAN LA, the toll-free number? Have you ever called 1 (888) CLEAN LA?
^ Caution: small base
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Advertising Awareness Promoting Used Motor Oil and Filter Recycling

- ***Advertising awareness of promoting used motor oil/oil filter recycling is conveyed by 37% of the General Market, at parity with 2012.***

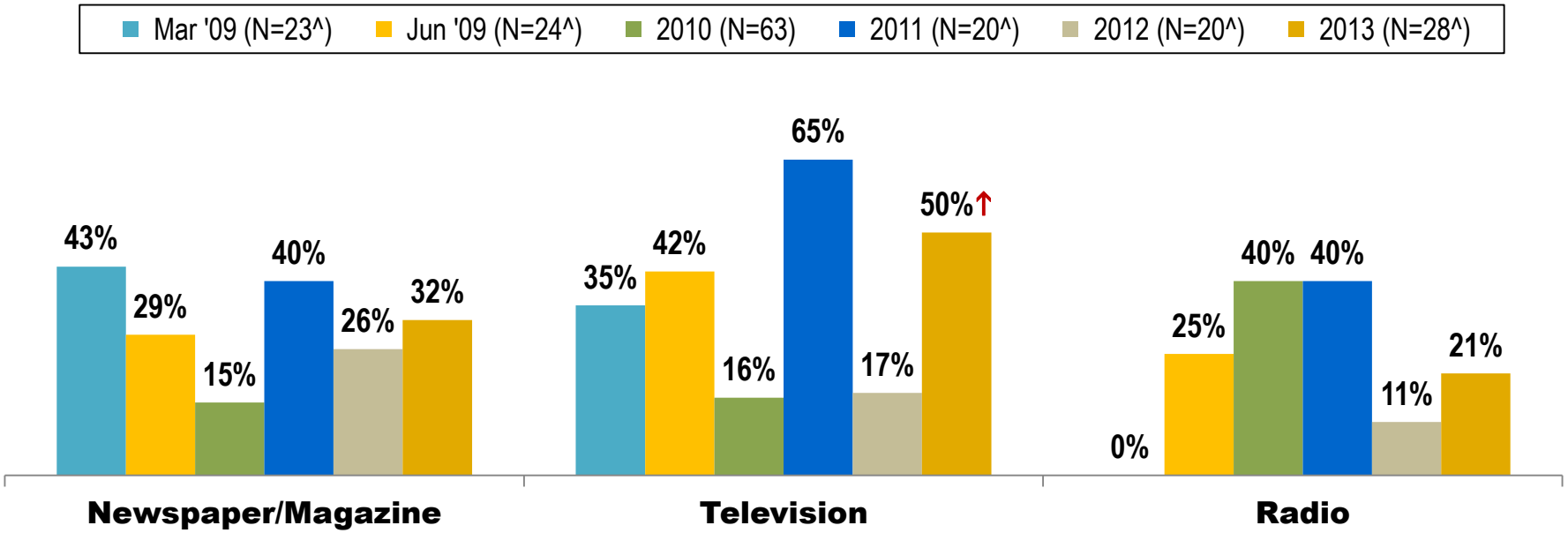


A1. Have you recently seen or heard any advertisement that raise awareness and promotes used motor oil and filter recycling? This includes any advertisement on television, magazine, newspaper, radio, or billboard/bus shelters, etc.
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Source of Advertising Awareness

- ***Among the one-third of General Market respondents who have campaign advertising awareness, half recall the ads from TV (above 2012), followed by 32% for newspapers and 11% for radio.***

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

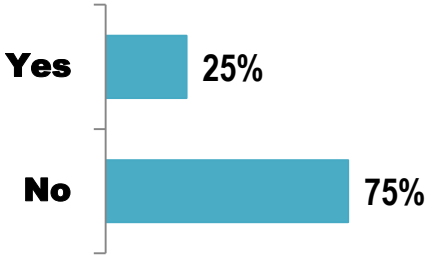


A2. Please tell me where you recently saw or heard the advertisement promoting used motor oil and filters recycling. Was it on . . . ? (Aided)
^ Caution: small base
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

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

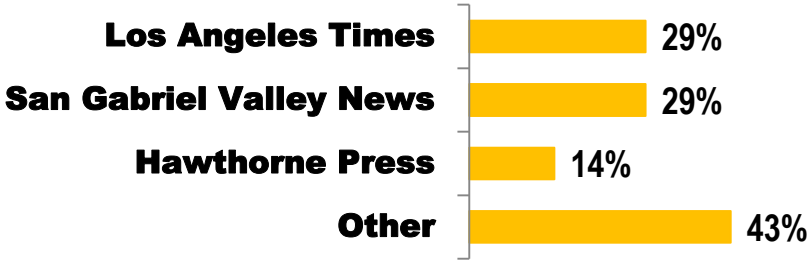
- *25% of General Market with ad awareness recognized the particular 2013 campaign print advertising, with nearly all of those (limited number) having favorable perceptions of the print advertising.*

P3. Was this the advertising you saw?



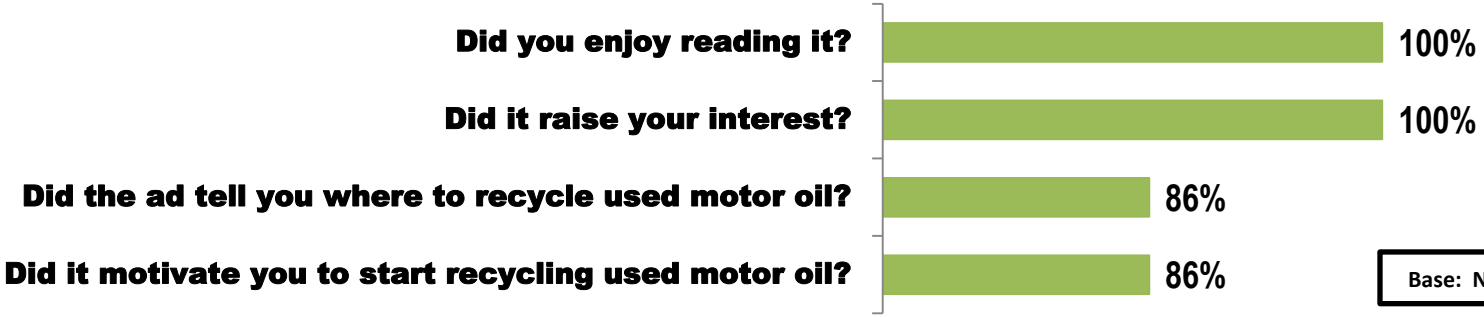
Base: N=28^

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



Base: N=7^

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

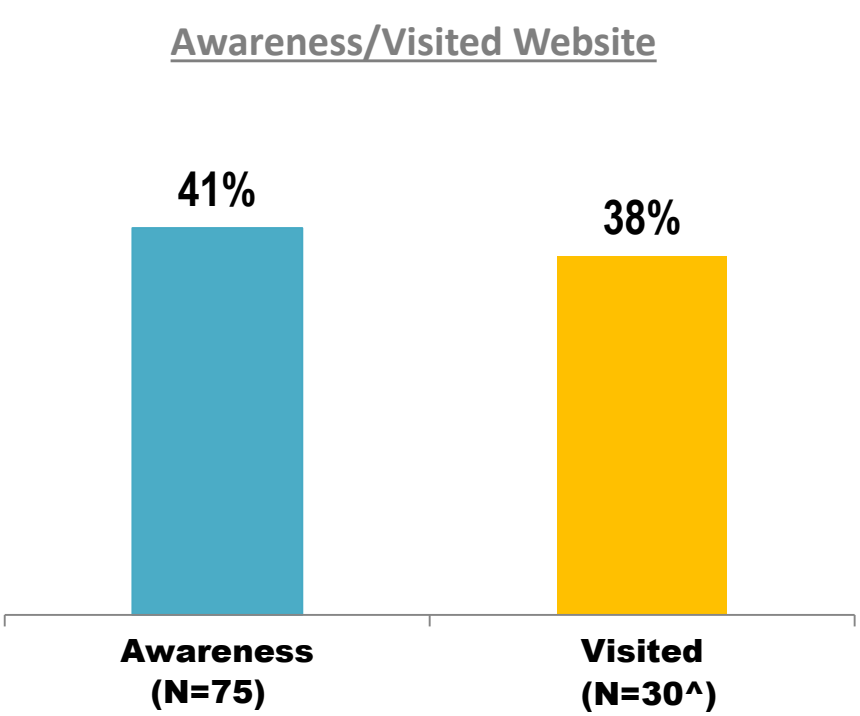


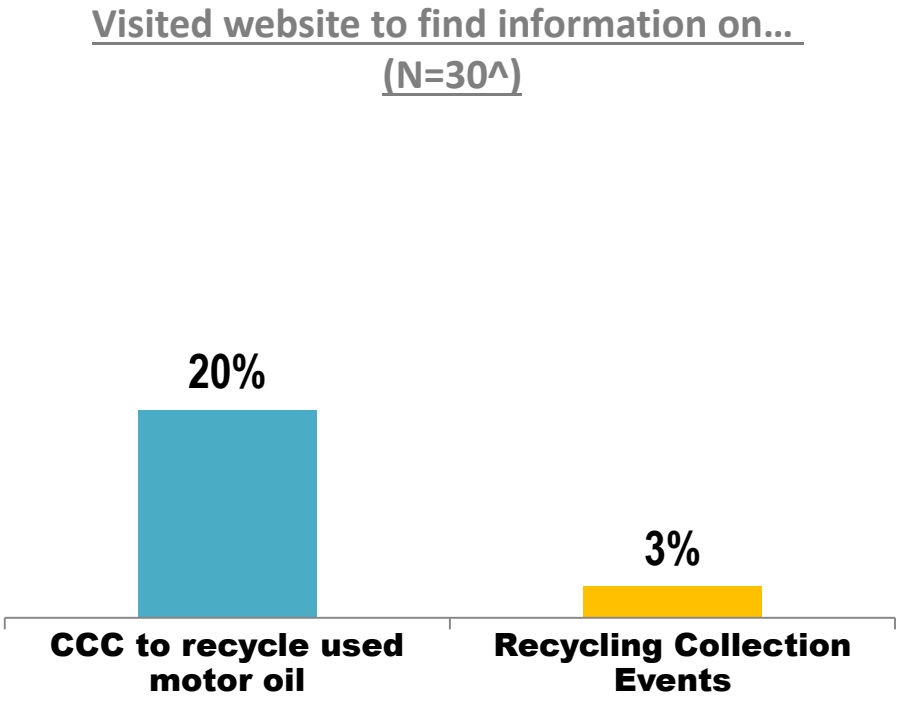
Base: N=7^

^ Caution: small base

Website Awareness, Usage & Reasons for Usage

- ***41% of the General Market are aware of the www.CleanLA.com website, with 38% of those aware having visited the website (mostly to get information on the nearest CCC to recycle used motor oil).***

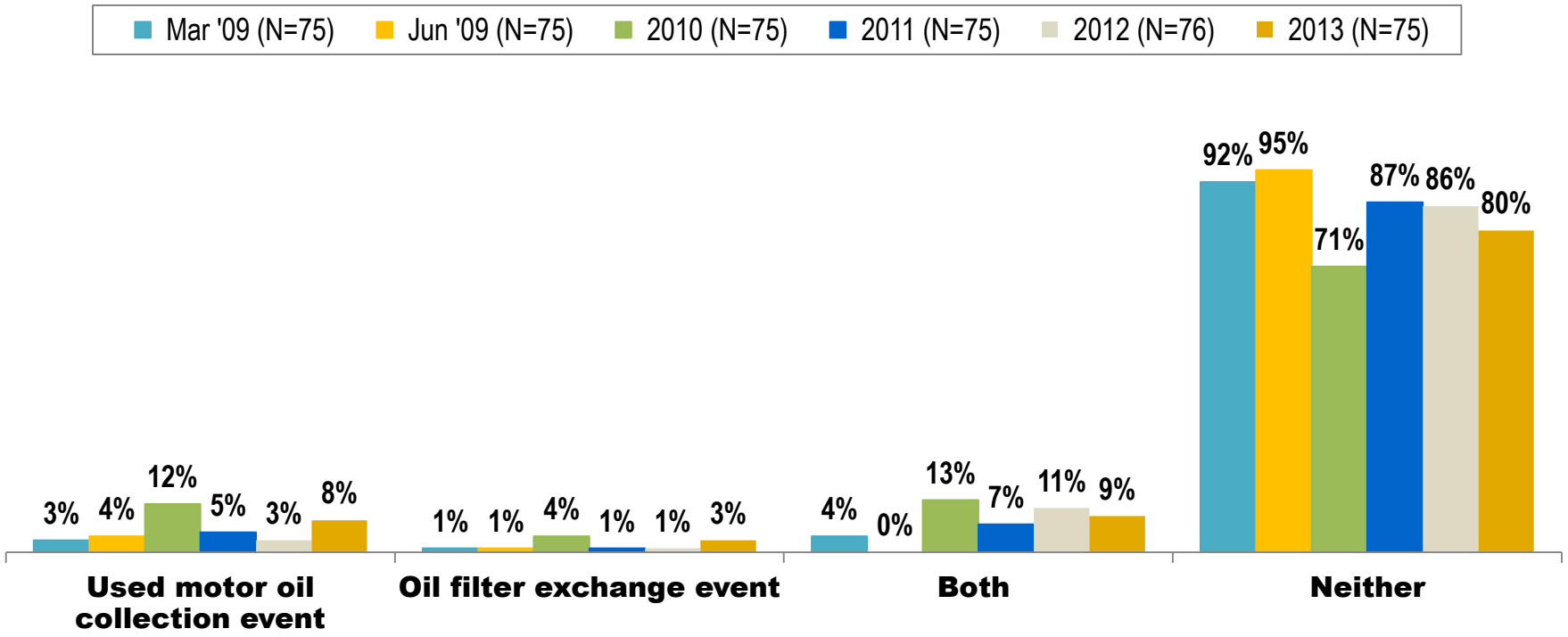




C8a/b/c. Have you ever heard of the website www.CleanLa.com? Have you ever visited the website www.CleanLa.com? Why did you visit www.CleanLa.com?
^ Caution: small base

Event Attendance

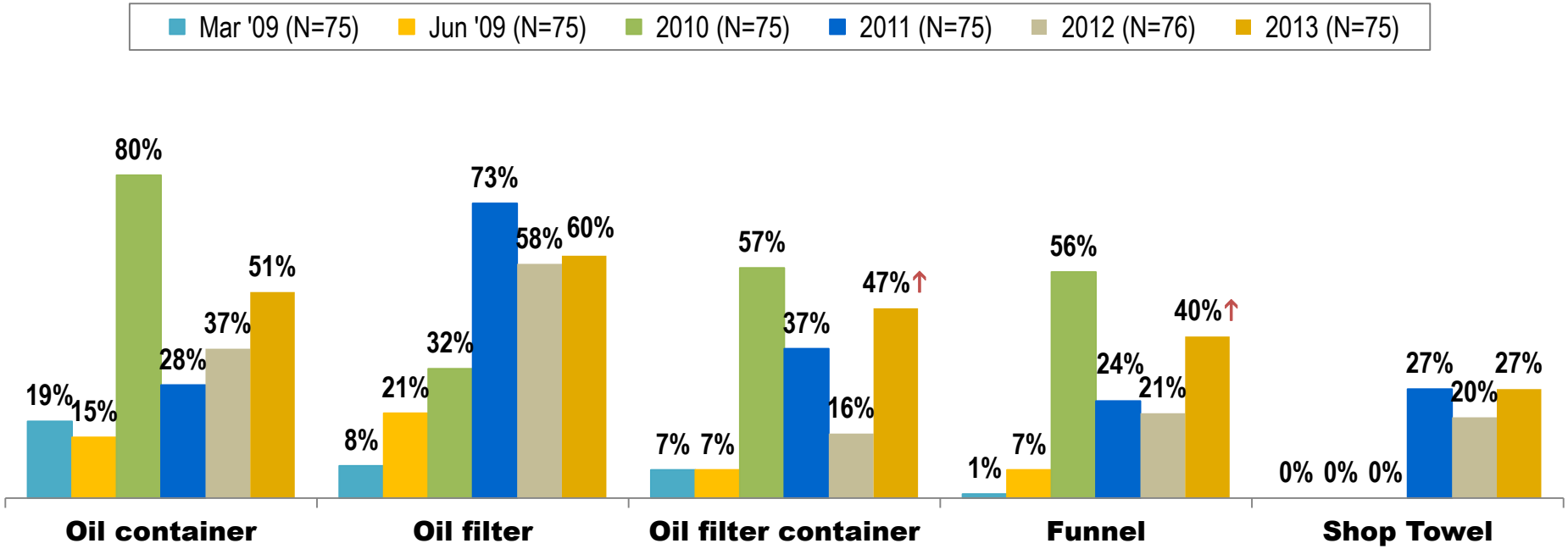
- ***2013 recycling event attendance among the General Market is at 20%, a directional increase over the 14% in 2012 (and highest since 2010). There is an even split between General Market respondents who have attended <u>both</u> a used motor oil collection and filter exchange event (9%), and those only going to used motor oil collection event (8%).***



E1. Have you attended any of the following events in Los Angeles County?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Functional Items

- ***Promotional item interest in 2013 among the General Market is highest for an oil filter (60%), oil container (51%), oil filter container (47% - above 2012 interest), and funnel (40% - also above 2012 level).***

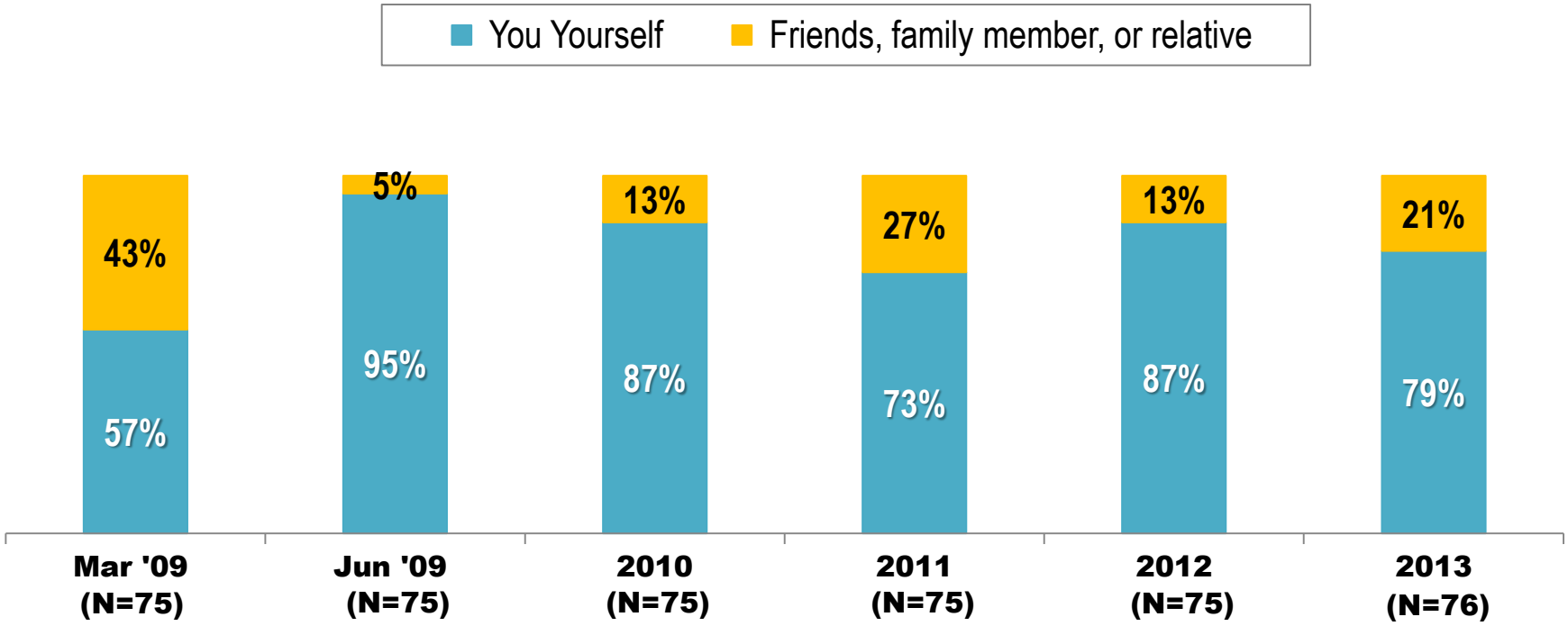


E4. Which of the following promotional items would you be most interested in receiving in exchange for recycling your used motor oil or filter at a collection or filter exchange event – that is to say, which item would most inspire you to participate at a collection or exchange event?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Hispanic Segment Results

Who Performed the Oil Changes for Your Vehicle?

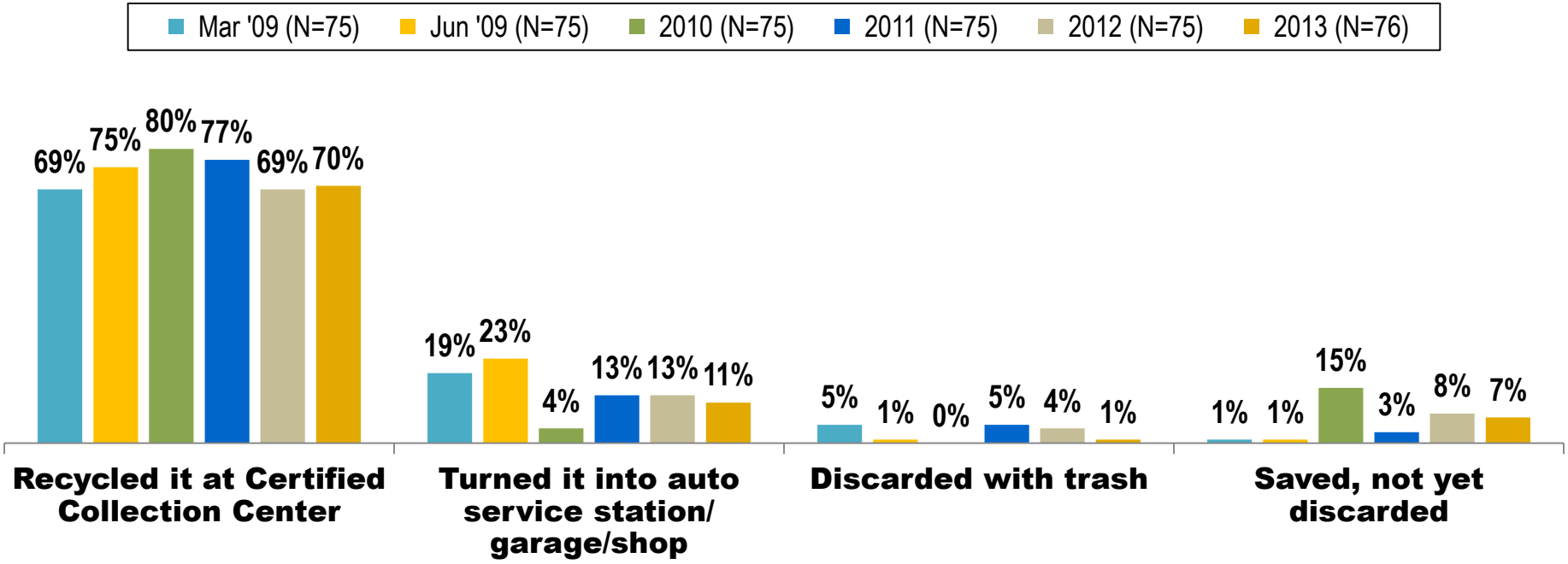
- ***79% of surveyed target Hispanics in 2013 are DIYers, a directional decrease from the 87% in 2012.***



S11. Who performed the oil changes for the vehicle you're responsible for? Was it….? (Aided)
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

What Did You Do with the Used Motor Oil

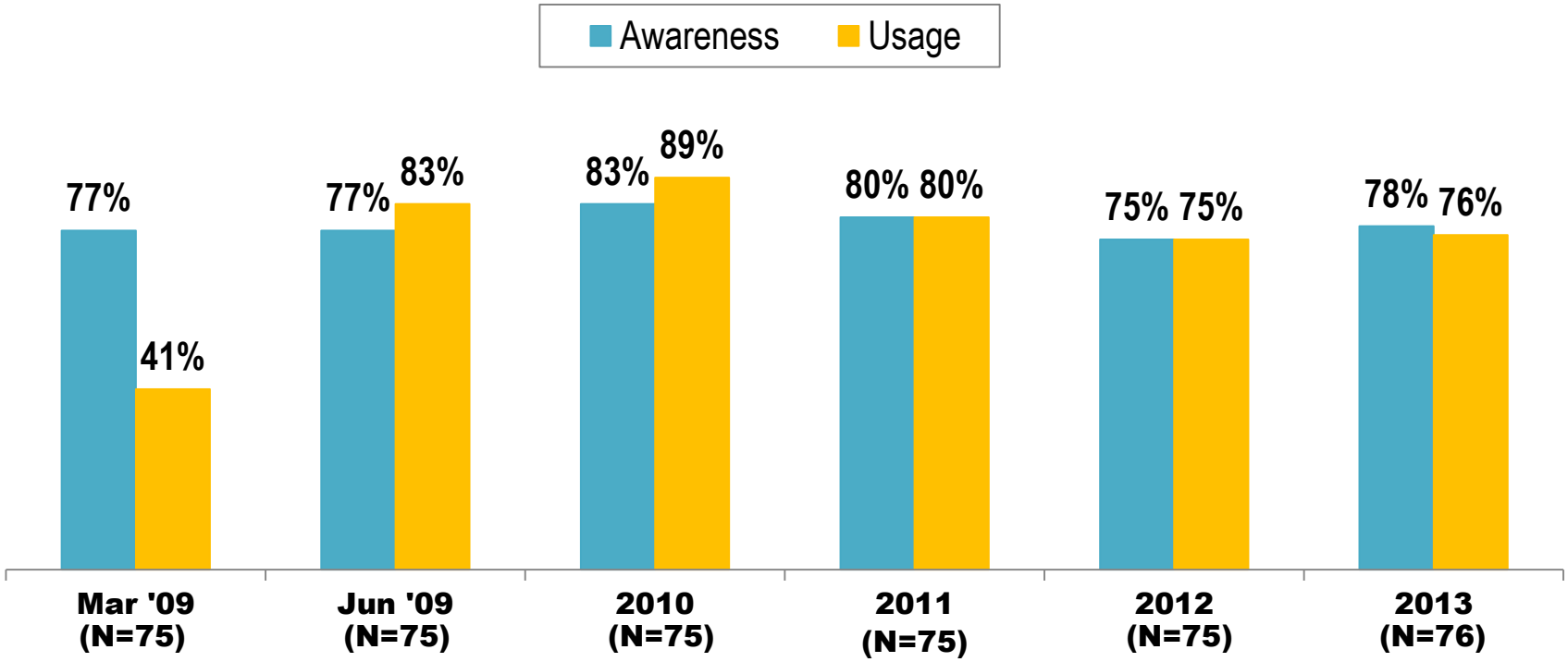
- ***70% of 2013 target Hispanics recycle their used motor oil at a Certified Collection Center.***



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 2012 at 95% confidence level

Awareness of Certified Collection Centers in the Community

- ***Three-quarters of Hispanics in 2013 are aware of Certified Collection Centers, and have previously used a CCC (both comparable to 2012 levels).***

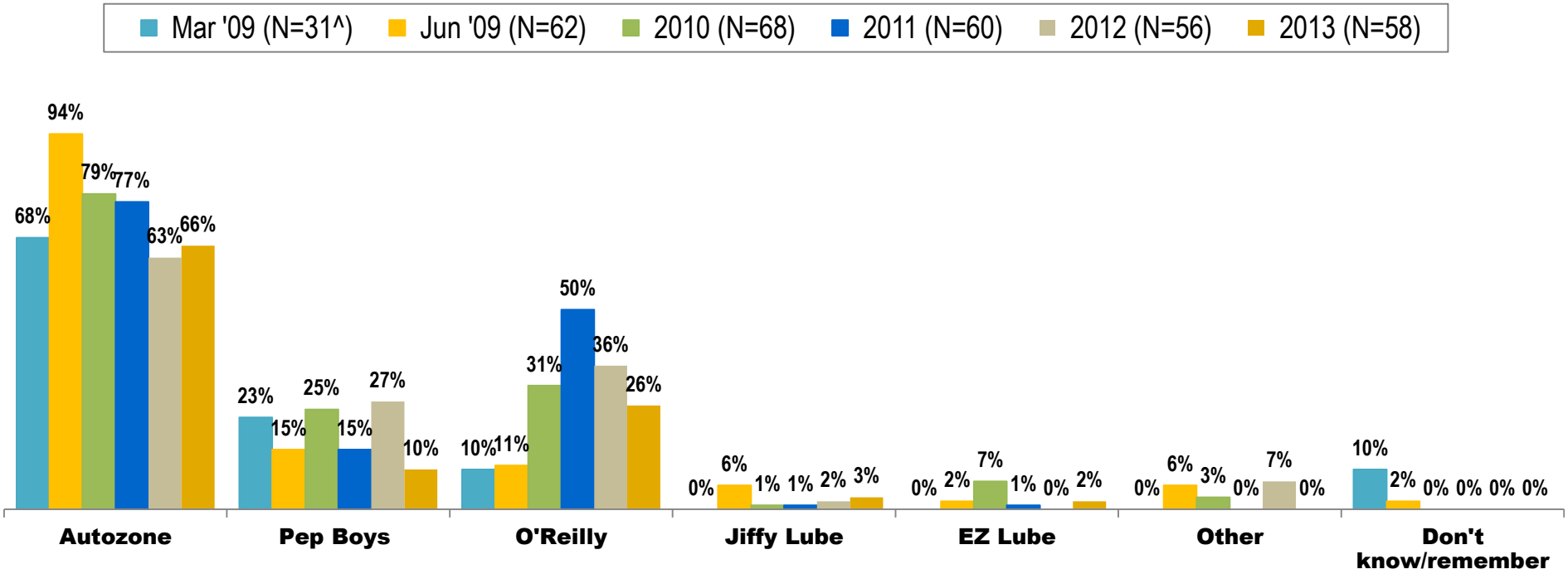


C2/C3. Are you aware of Certified Collection Centers in your community that recycle used motor oil? Have you used Certified Center to recycle used motor oil in the past?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Certified Collection Centers Used

- ***Autozone is the preferred CCC location used by 66% of Hispanics in 2013, comparable to 2012.***

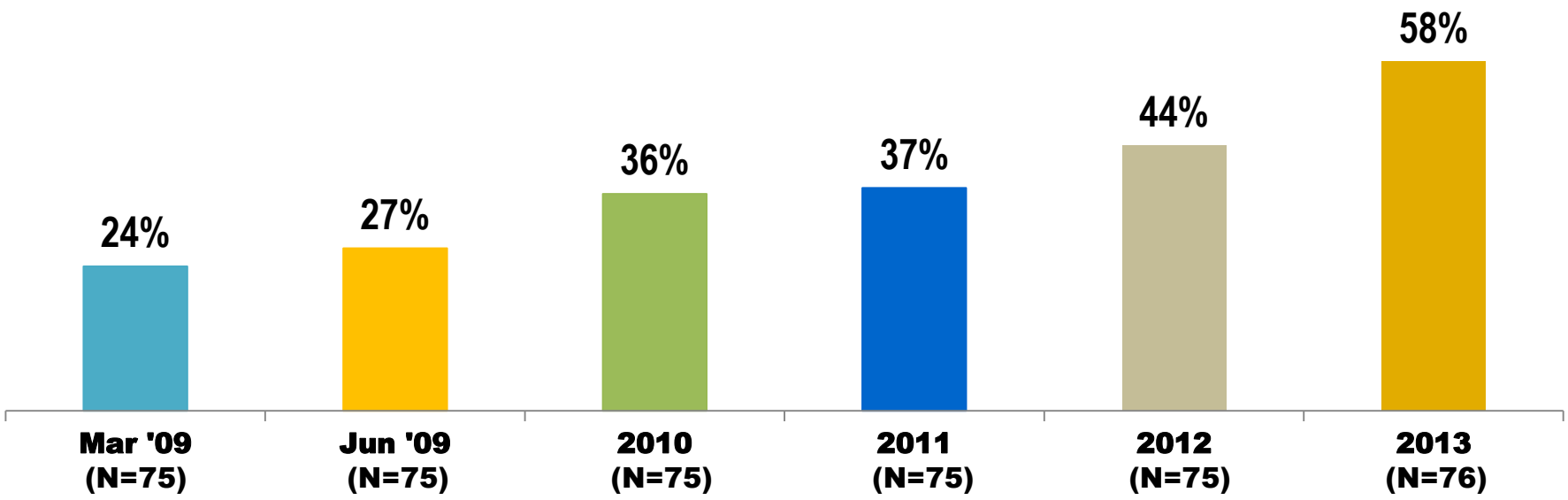
% of Respondents Who Have Used Certified Collection Center to Recycle Used Motor Oil



C4. Which center did you use?
^ Caution: small base
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Finding Information about Certified Collection Centers

- ***Hispanic knowledge about how to find information about local Certified Collection Centers continues to grow, with 58% able to in 2013, directionally higher than the 44% in 2012.***

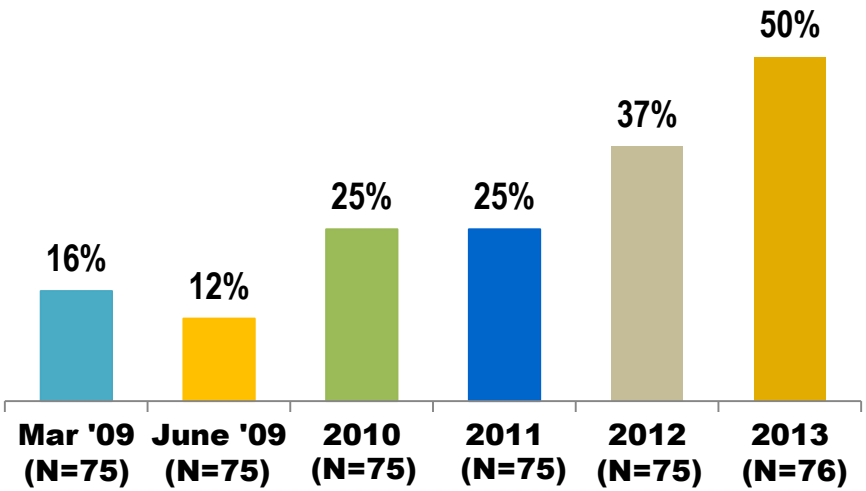


C5a. Do you know how to find information about Certified Collection Centers for recycling used motor oil?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

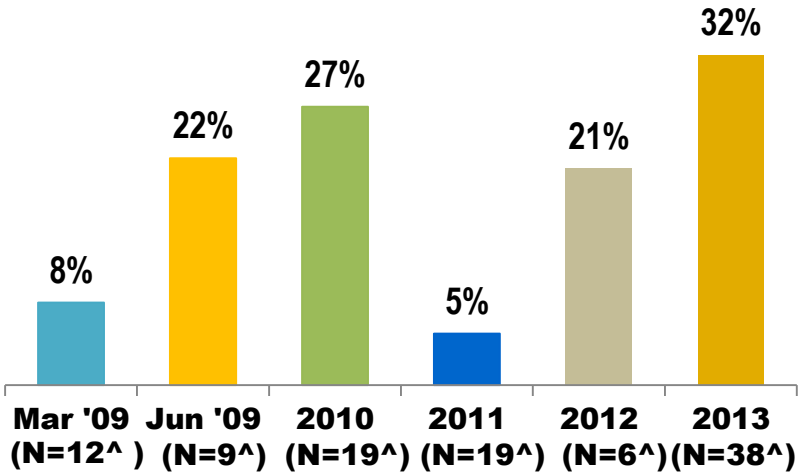
Heard/Called 1 (888) CLEAN-LA

- ***Half of Hispanics have heard of the (888) CLEAN LA phone number, a directional increase over 2012. Among those aware, one-third of Hispanics (32%) called the phone number.***

Heard of



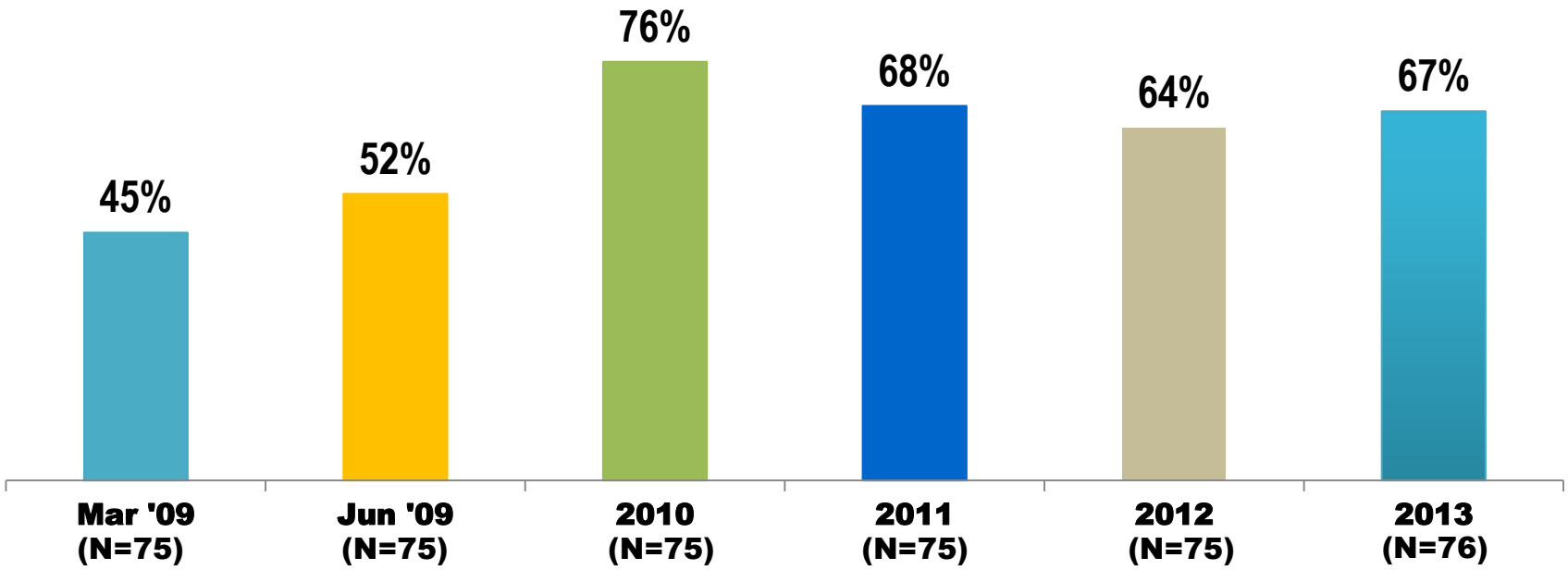
Called



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
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Advertising Awareness Promoting Used Motor Oil and Filter Recycling

- ***Two-thirds of Hispanics in 2013 are aware of advertising that promotes used motor oil recycling, at parity with 2012 level.***

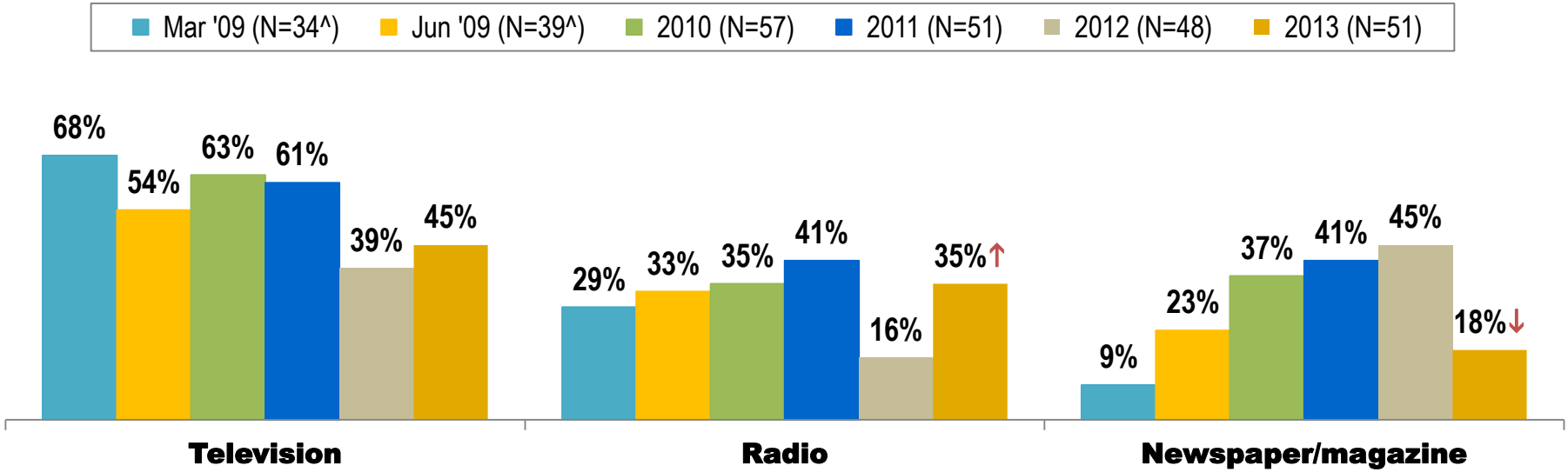


A1. Have you recently seen or heard any advertisement that raise awareness and promotes used motor oil and filter recycling? This includes any advertisement on television, magazine, newspaper, radio, or billboard/bus shelters, etc.
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Source of Advertising Awareness

- ***The primary perceived sources of 2013 campaign awareness among Hispanics are television (45%), radio (35% - an increase over 2012), and newspapers/magazines (18% - a decrease versus 2012).***

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

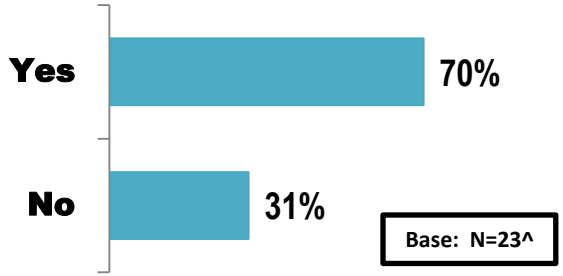


A2. Please tell me where you recently saw or heard the advertisement promoting used motor oil and filters recycling. Was it on . . . ? (Aided)
^ Caution: small base
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

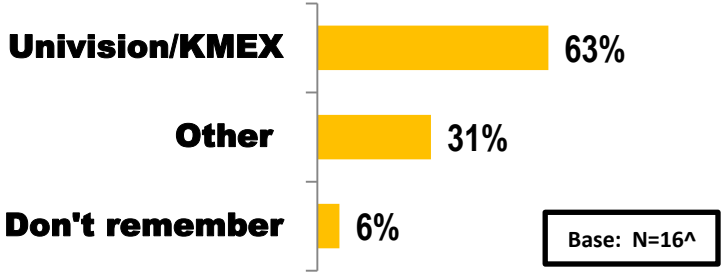
Aided TV Recall/Source of TV Recall/ TV Commercial Perceptions

- *There is high recall of the TV spot among those aware of campaign TV advertising, with nearly two-thirds recalling the TV ad from Univision (KMEX), and nearly all having positive perceptions of the TV advertising.*

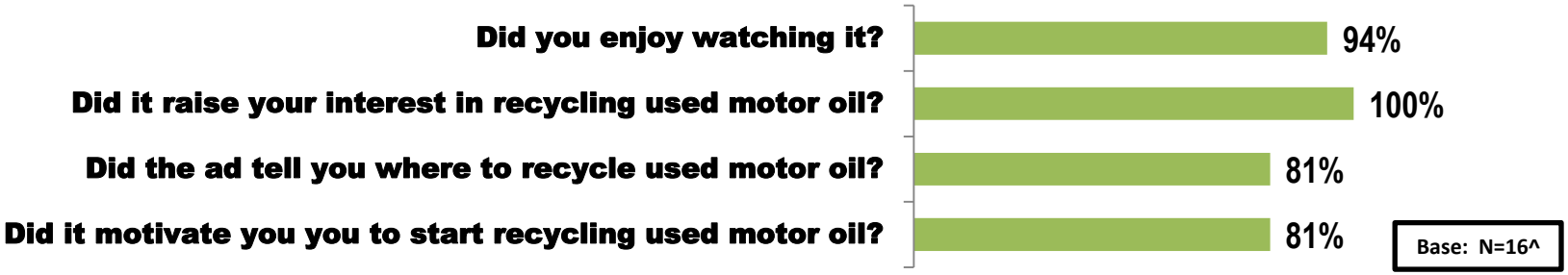
A3. Was this the advertising you saw?



A3a. What was the name of TV station /channel where you saw this ad?



A6. Please describe how you may or may not feel about this commercial . . .?

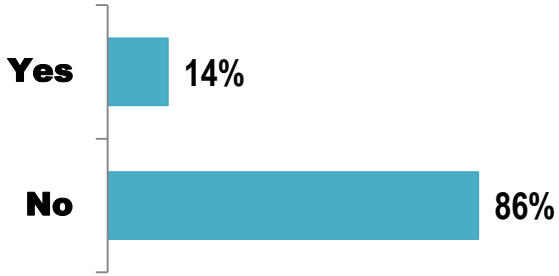


^ Caution: small base

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

- *Just 14% of Hispanics who claim awareness of print advertising recognized the specific print ad.*

P3. Was this the advertising you saw?

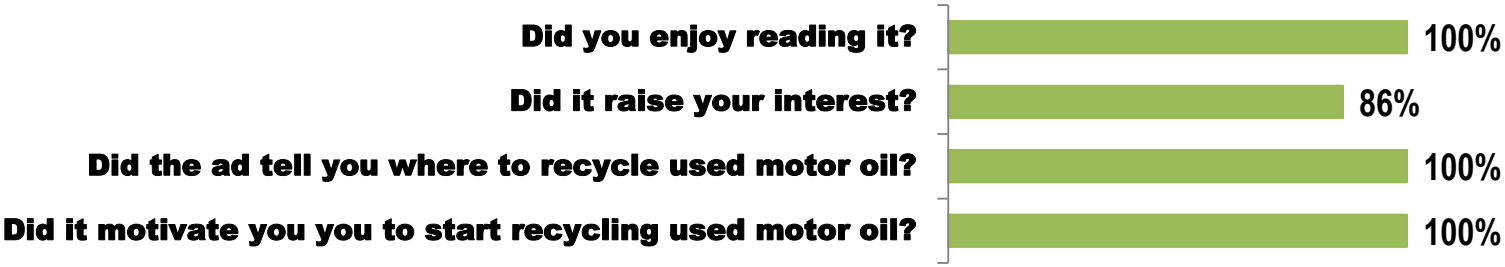


Base: N=51

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

Base: N=7^

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



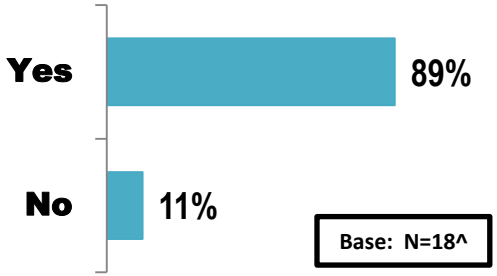
Base: N=7^

^ Caution: small base

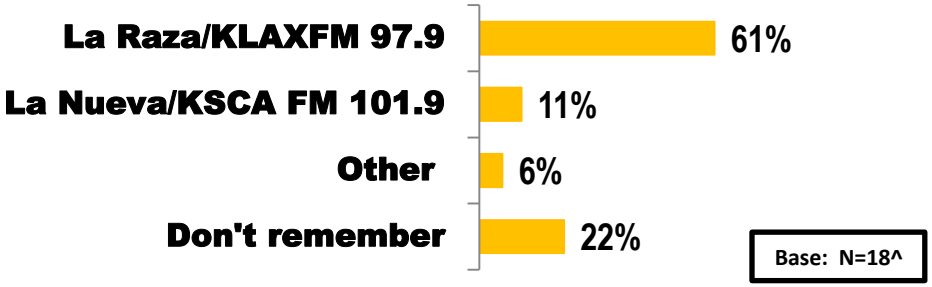
Aided Radio Recall/Source of Radio Recall/ Radio Ad Perceptions

- ***Nearly all of the few Hispanics who recalled 2013 radio advertising remember hearing the specific 2013 Spanish-language radio spot.***

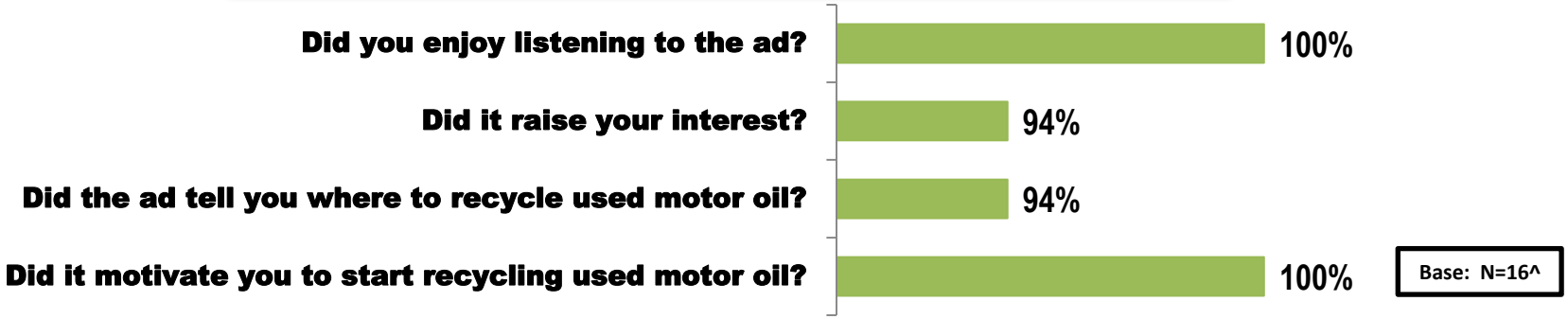
R3. Was this the advertising you heard?



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



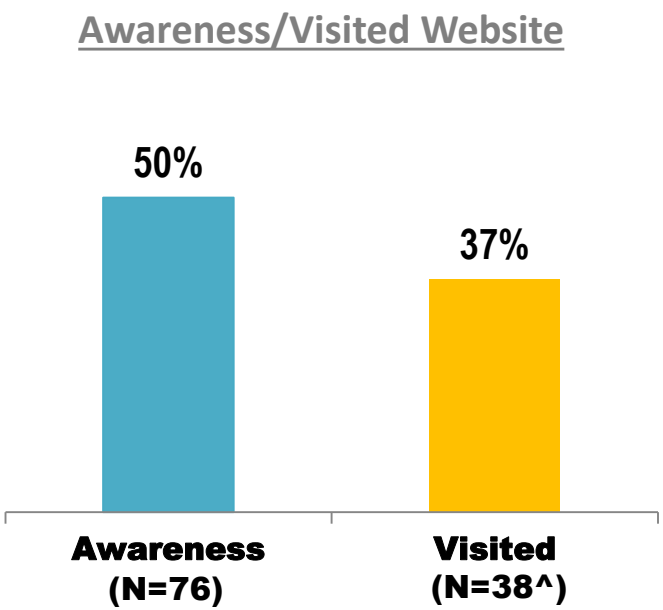
R4. Please describe how you may or may not feel about the radio ad you heard . . .?

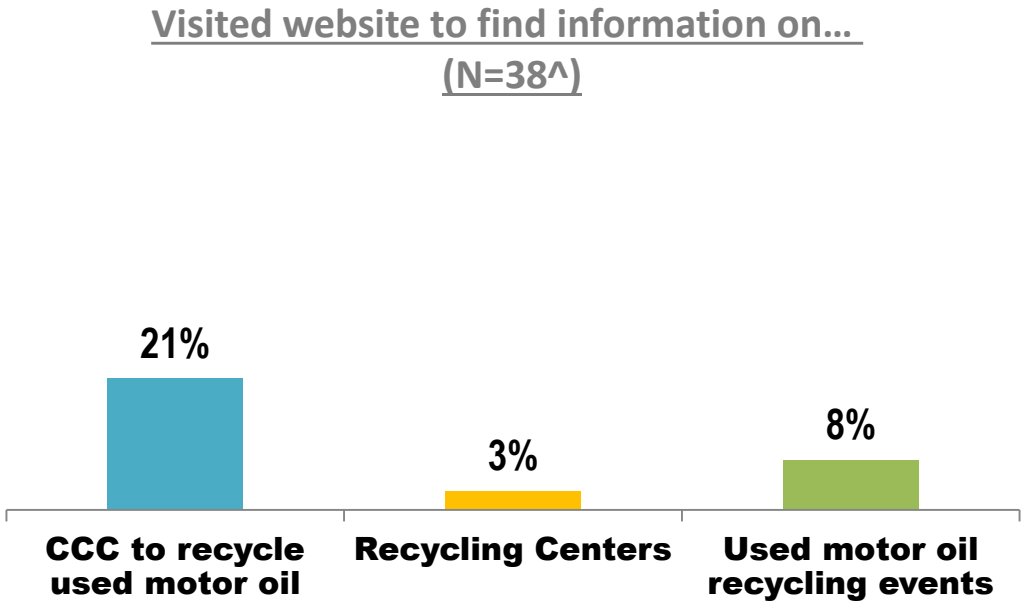


^ Caution: small base

Website Awareness, Usage & Reasons for Usage

- ***Half of 2013 Hispanics are aware of the www.CleanLA.com website, with 37% of those aware having visited the website (mostly to find out their nearest CCC to recycle used motor oil).***

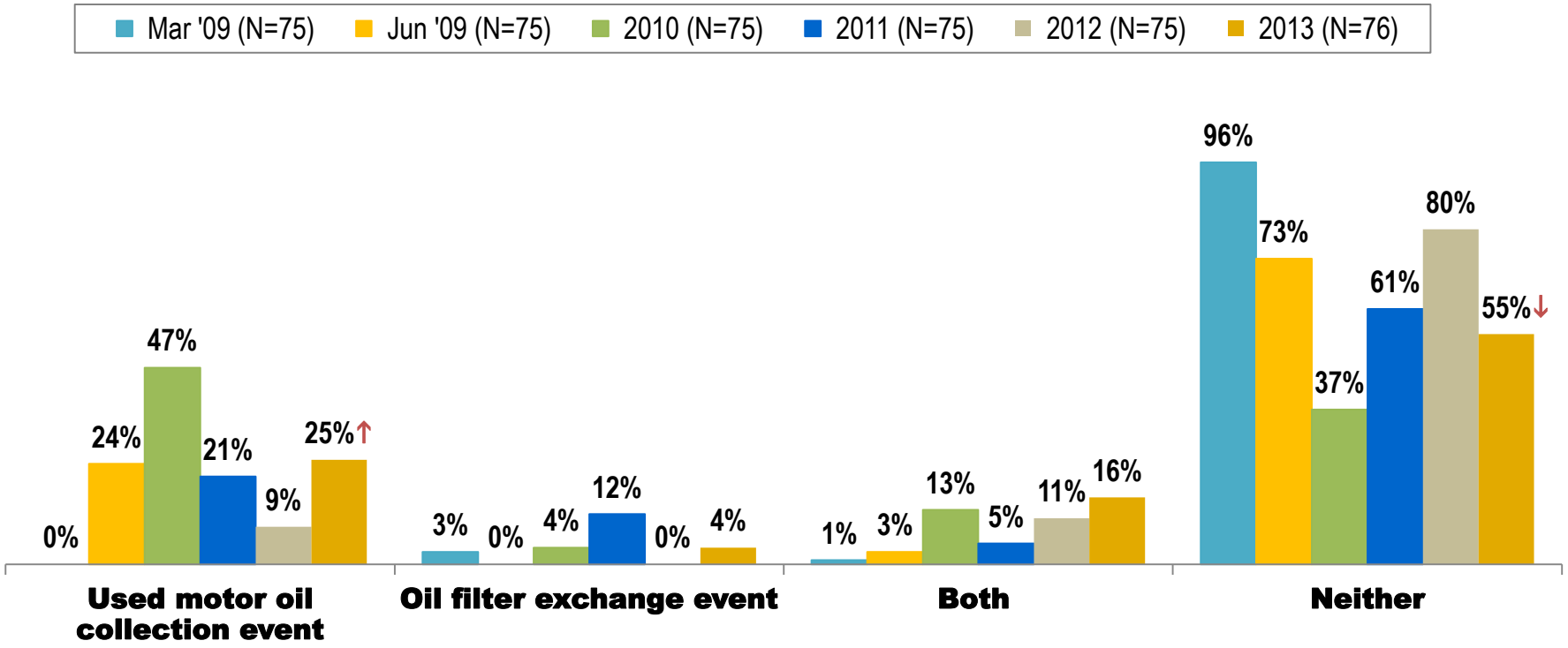




C8a/b/c. Have you ever heard of the website www.CleanLa.com? Have you ever visited the website www.CleanLa.com? Why did you visit www.CleanLa.com?
^ Caution: small base

Event Attendance

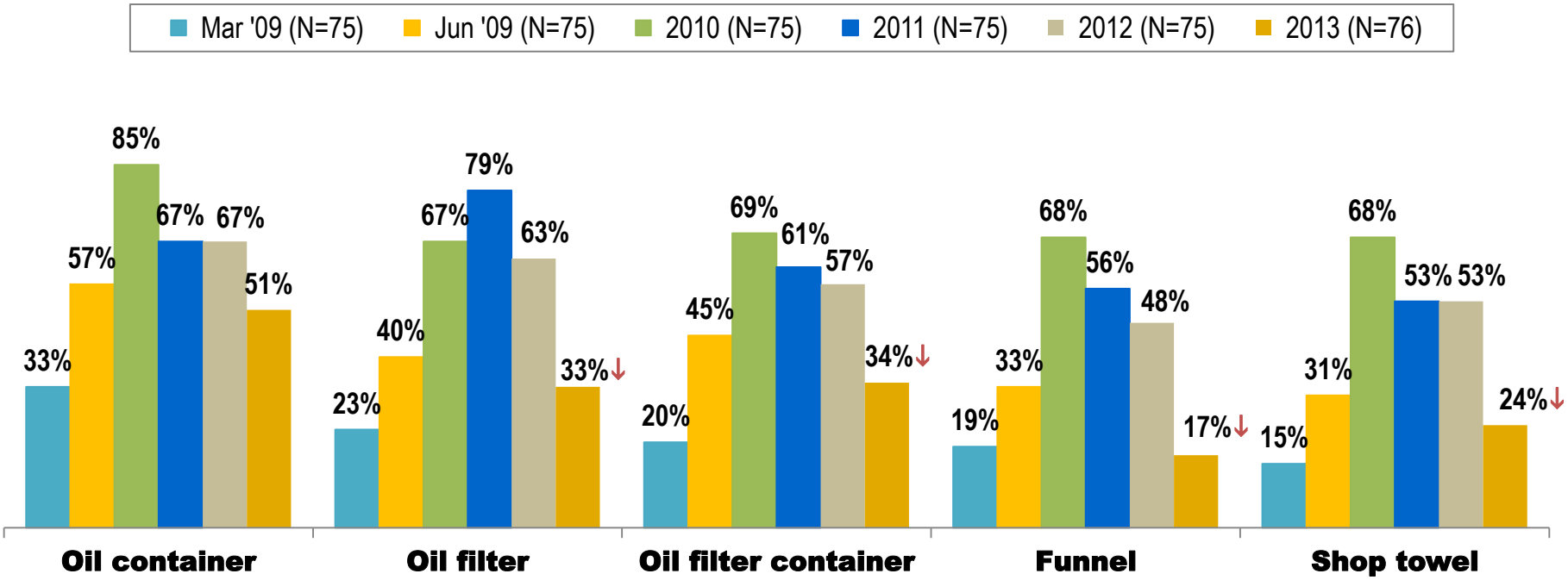
- ***Nearly half of Hispanics attended a recycling event in 2013 (45%), an increase over 2012 (20%), with the highest percentage attending only a used motor oil collection event.***



E1. Have you attended any of the following events in Los Angeles County?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Functional Items

- ***The most popular promotional items among target Hispanics in 2013 are oil containers (51%), oil filter containers (34%), and oil filters (33%), at lower levels than seen in 2012.***

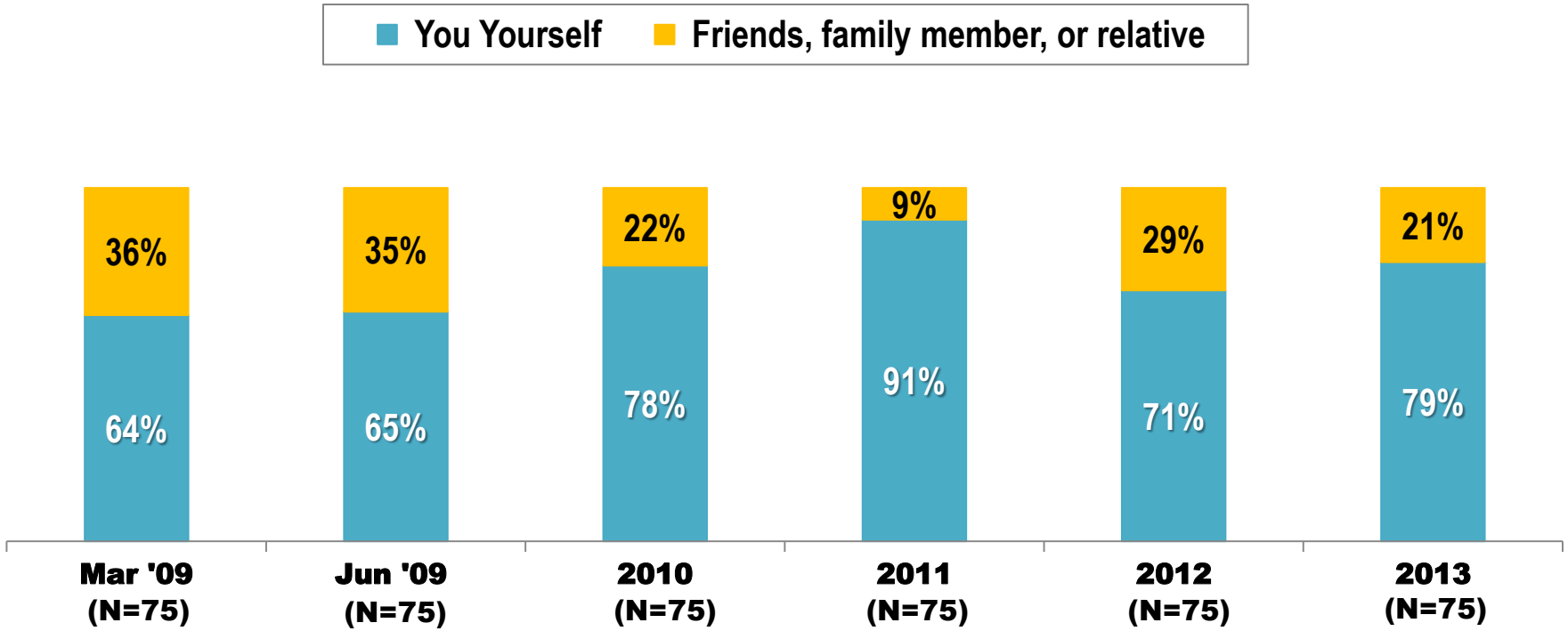


E4. Which of the following promotional items would you be most interested in receiving in exchange for recycling your used motor oil or filter at a collection or filter exchange event – that is to say, which item would most inspire you to participate at a collection or exchange event?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Chinese Segment Results

Who Performed the Oil Changes for Your Vehicle?

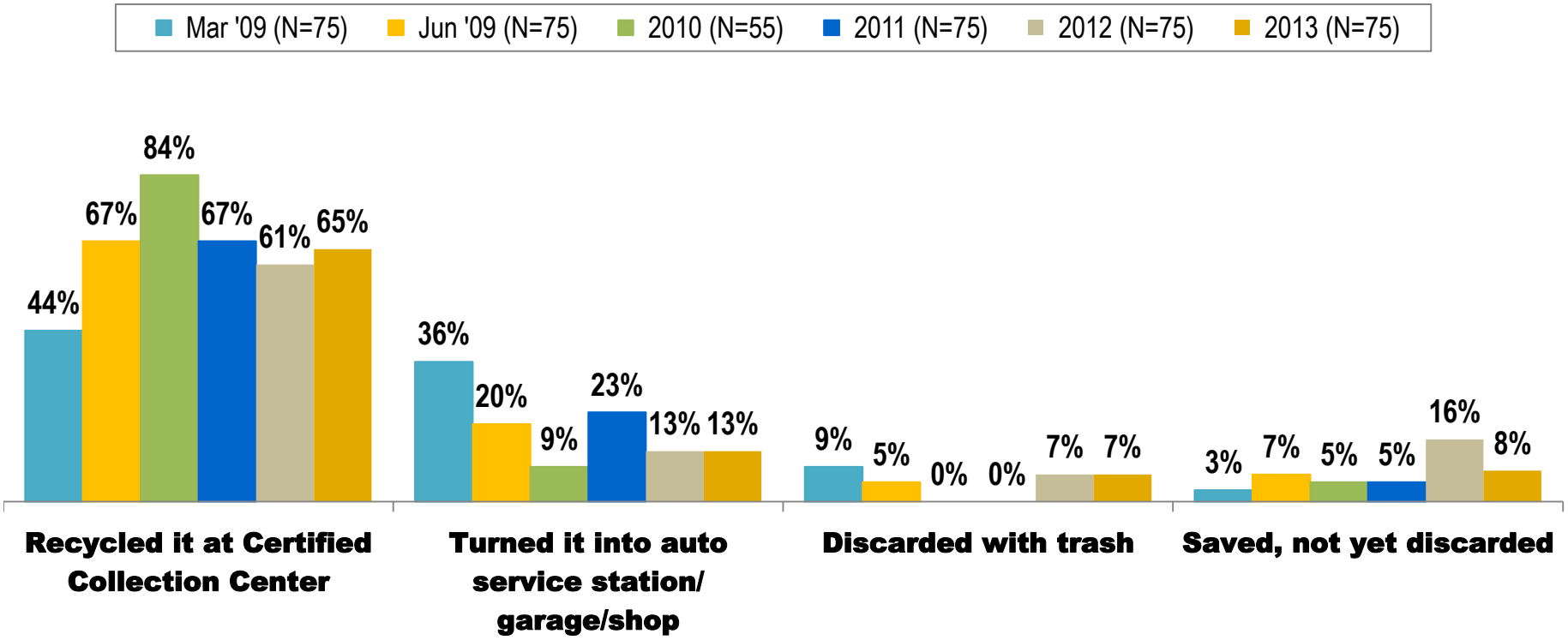
- *79% of 2013 target Chinese respondents are DIYers, a directional increase over 2012 (71%).*



S11. Who performed the oil changes for the vehicle you're responsible for? Was it….? (Aided)
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

What Did You Do with the Used Motor Oil

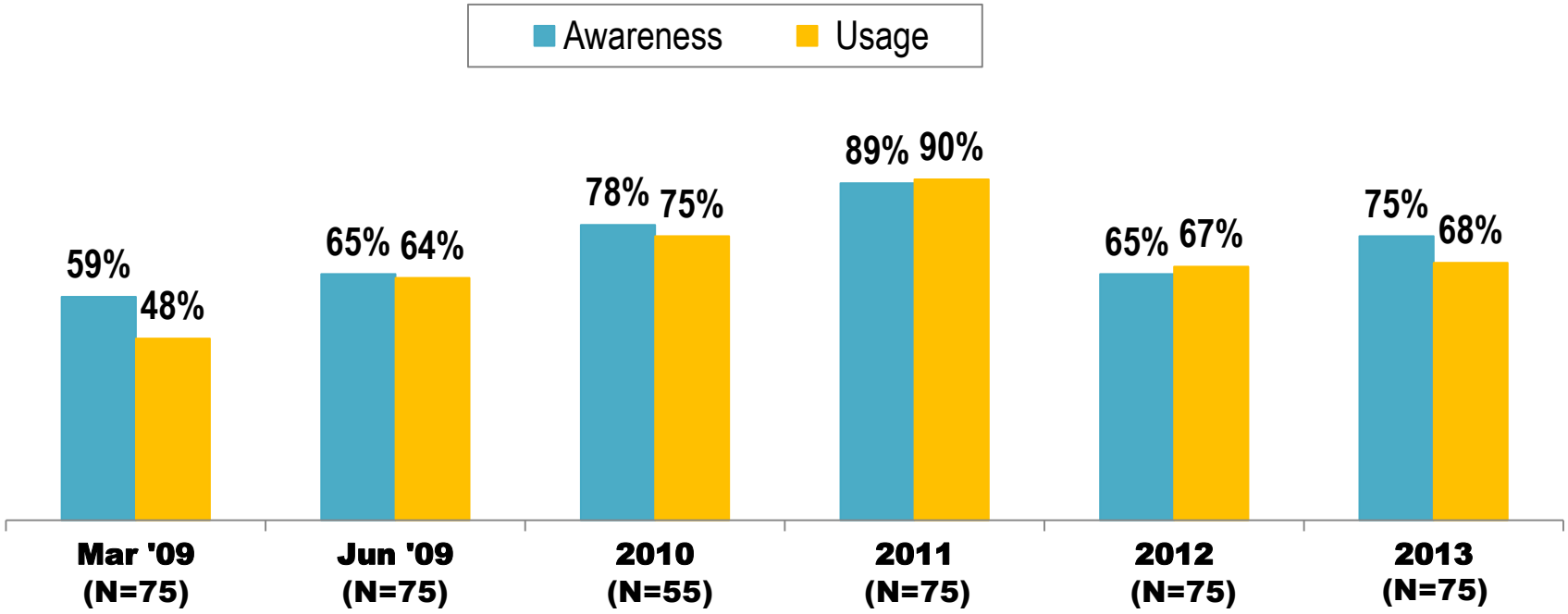
- ***Nearly 80% of Chinese recycled used motor oil in 2013, with 65% at a Certified Collection Center (at parity with 61% level from 2012).***



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 2012 at 95% confidence level

Awareness & Usage of Certified Collection Centers

- ***Three-quarters of Chinese in 2013 are aware of Certified Collection Centers (a directional increase over 2012), with two-thirds having previously used a CCC (at parity with 2012).***

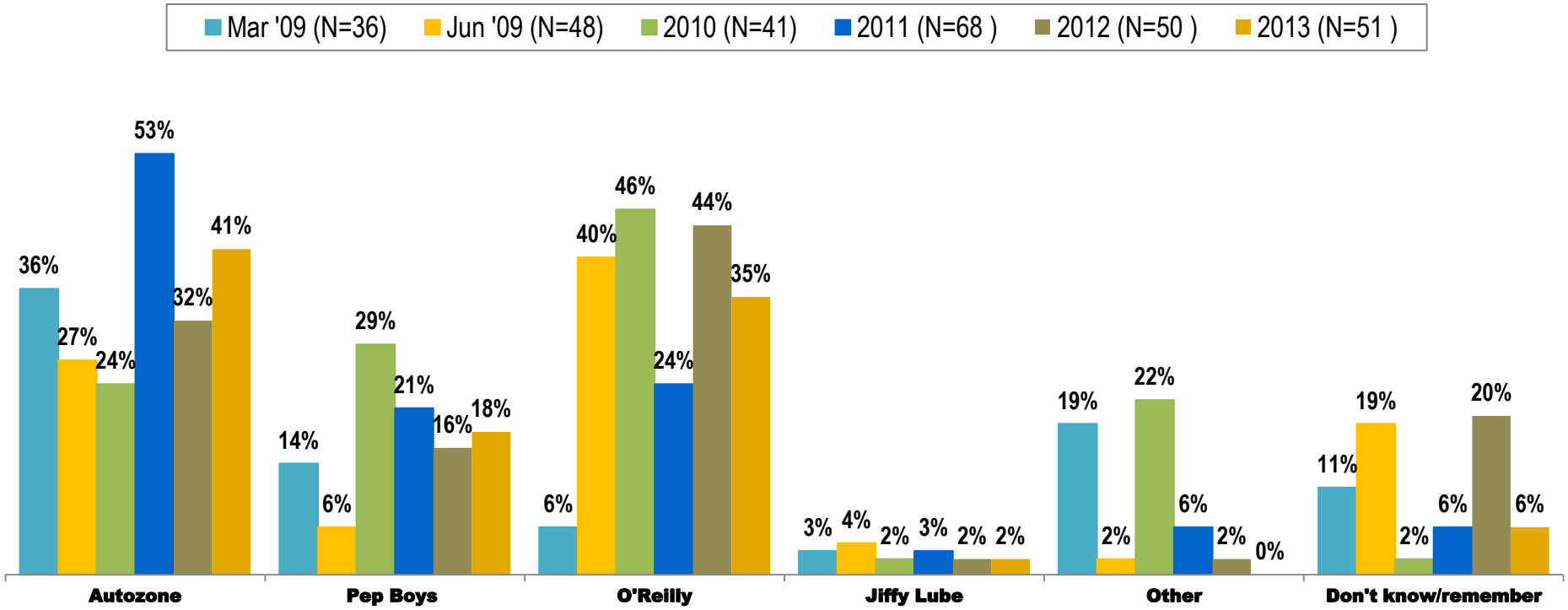


C2/C3. Are you aware of Certified Collection Centers in your community that recycle used motor oil? Have you used a Certified Collection Center to recycle used motor oil in the past?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Certified Collection Centers Used

- ***Autozone is the most popular Certified Collection Center among Chinese in 2013 (41%), followed closely by O'Reilly Auto Parts (35%).***

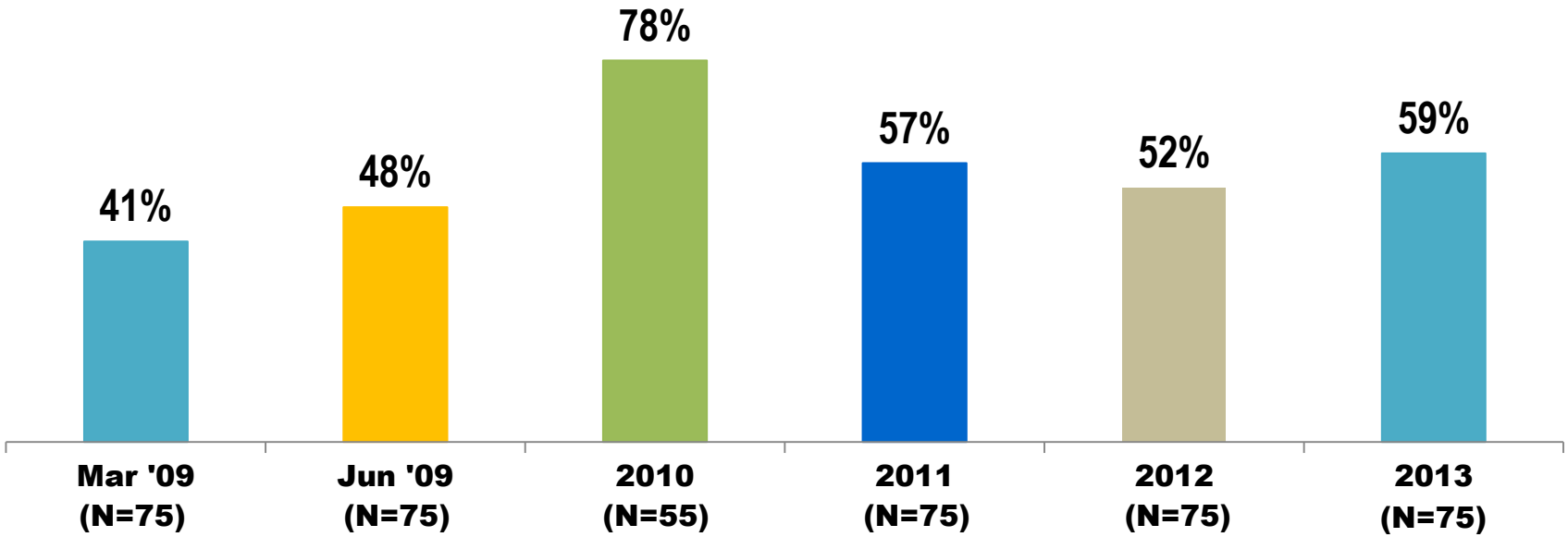
% of Respondents Who Have Used Certified Collection Center to Recycle Used Motor Oil



C4. Which center did you use?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Finding Information about Certified Collection Centers

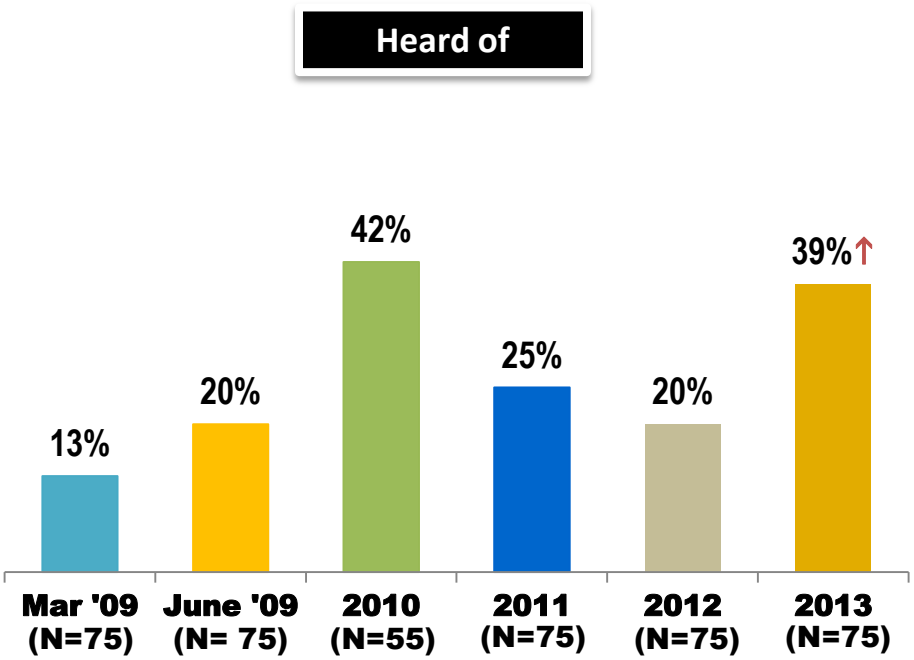
- *59% of 2013 Chinese respondents know how to find information about Certified Collection Centers, a slight (though not significant) lift over 2012 (52%).*

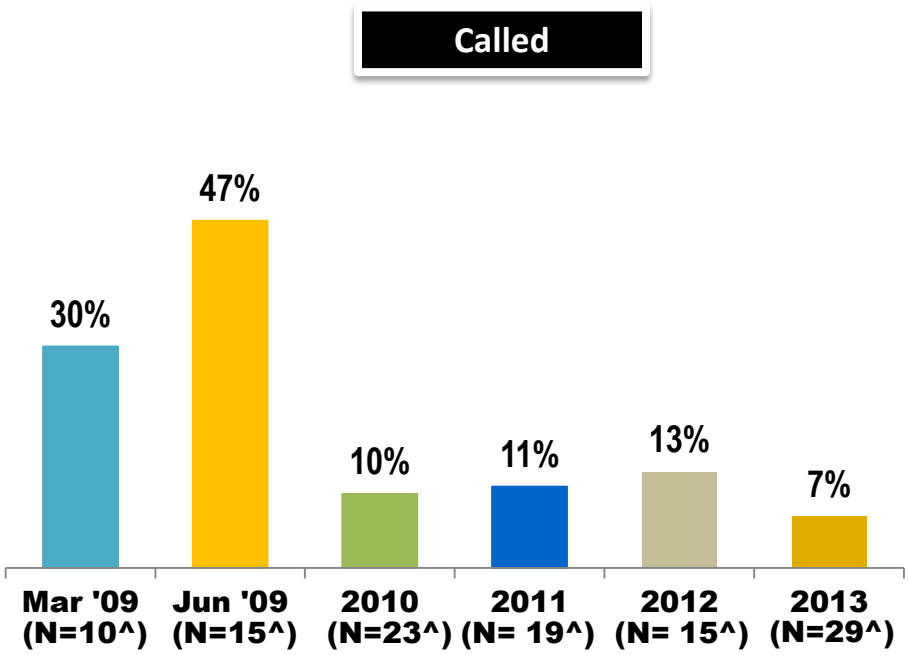


C5a. Do you know how to find information about Certified Collection Centers for recycling used motor oil?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Heard/Called 1 (866) 989-5279

- *39% of Chinese in 2013 are aware of the toll free number (866 989-5279) for CLEAN LA, a significant increase over 2012 (20%). Among those aware, just 7% of Chinese called the number in 2013.*

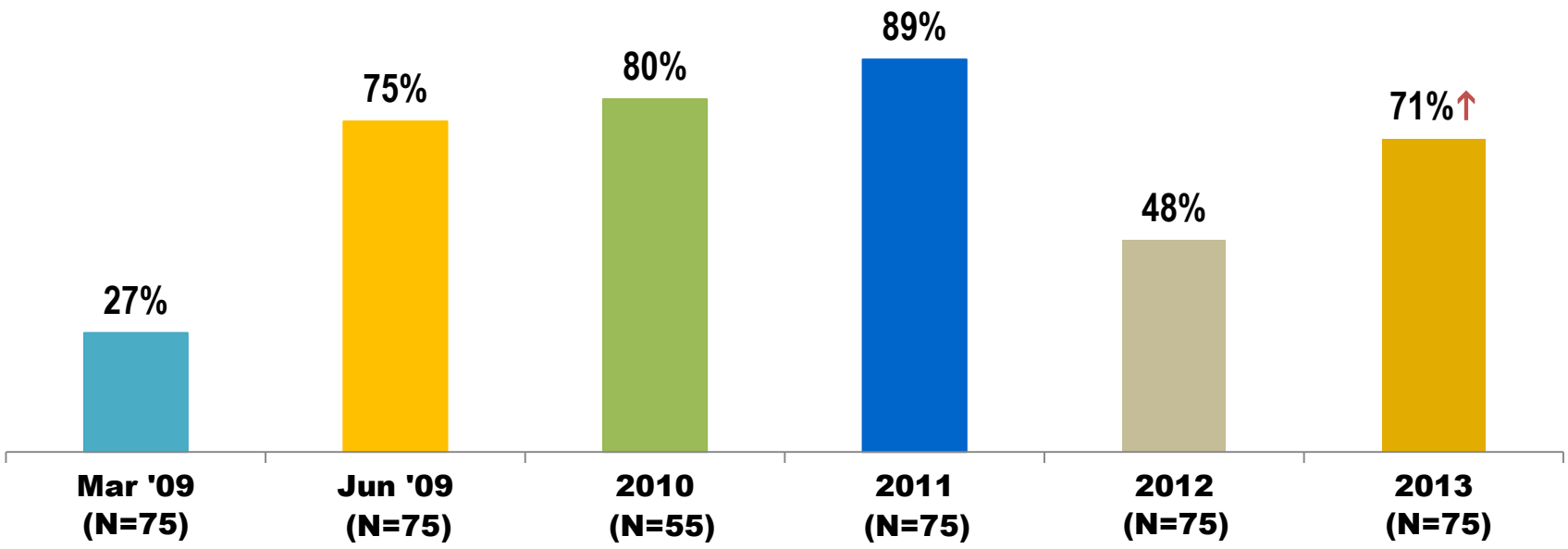




C6a/C6b. Have you heard of 1 (888) CLEAN-LA, the toll-free number? Have you ever called 1 (888) CLEAN-LA?
^ Caution: small base
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Advertising Awareness Promoting Used Motor Oil and Filter Recycling

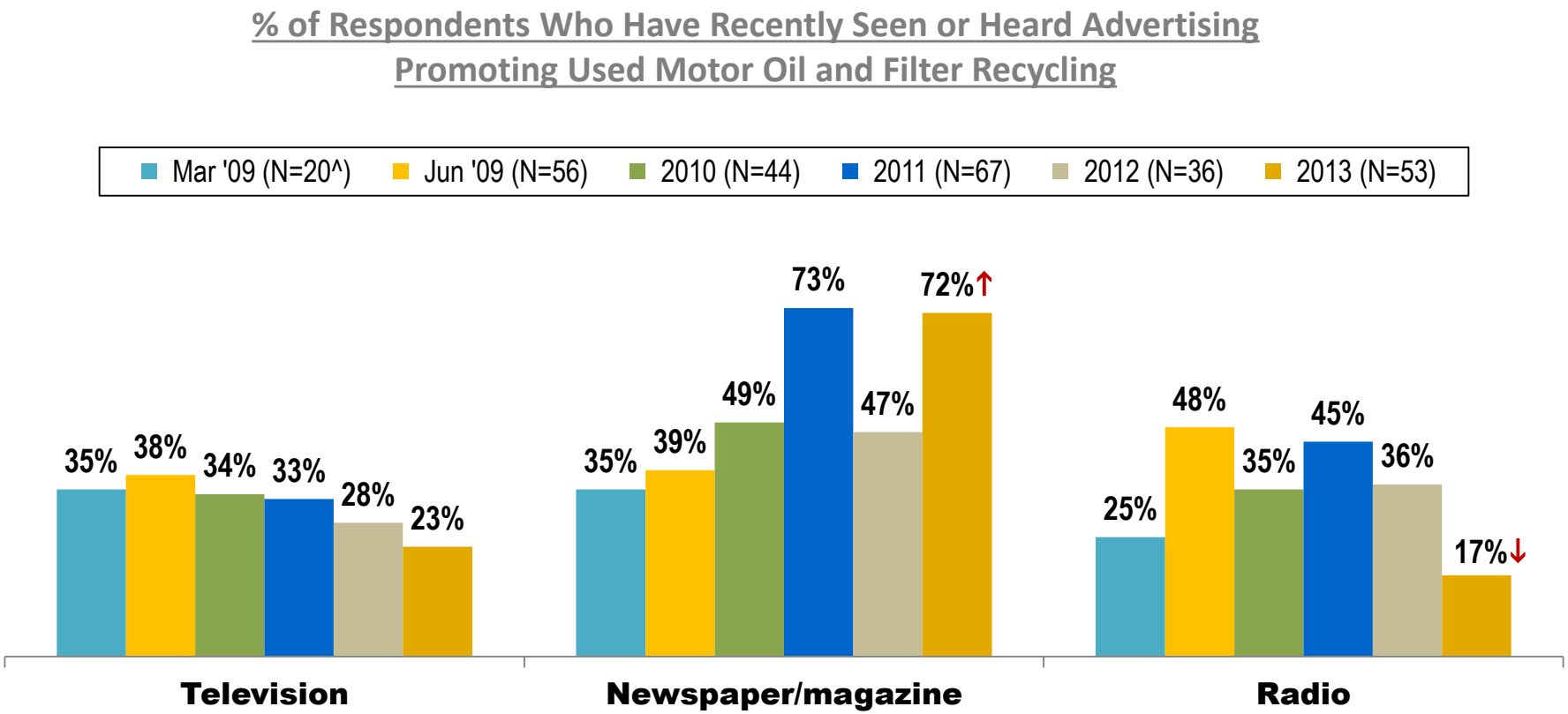
- ***Seven-in-ten Chinese in 2013 (71%) have advertising awareness of the campaign to promote used motor oil/oil filter recycling, an increase over 2012 (48%).***



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.
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Source of Advertising Awareness

- ***Newspapers/magazines are the primary source of 2013 campaign awareness among the Chinese segment (72% - an increase over 47% in 2012), followed by TV (23%) and radio (17% - down from 2012).***

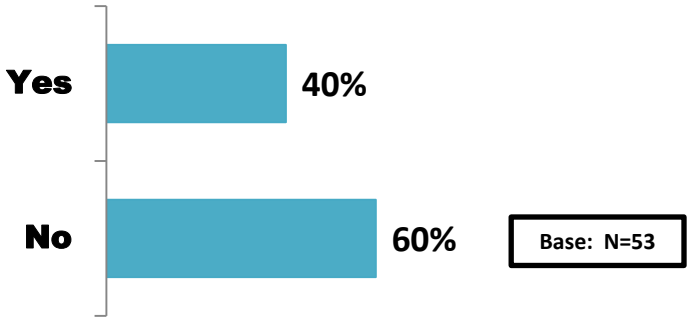


A2. Please tell me where you recently saw or heard the advertisement promoting used motor oil and filters recycling. Was it on . . . ? (Aided)
^ Caution: small base
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

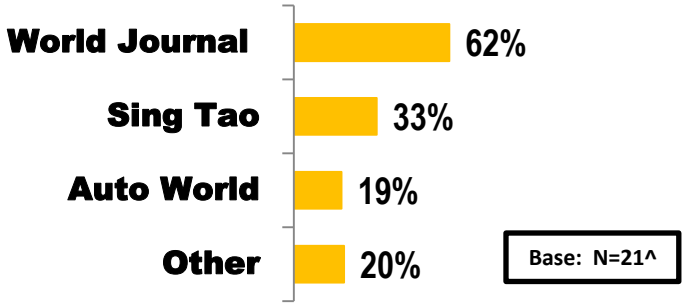
Aided Print Recall/Source of Print Recall/ Print Ad Perceptions

- ***Among Chinese who recalled 2013 campaign print advertising, 40% indicate recalling the specific 2013 Chinese print advertising, with all having very positive perceptions of the print ad.***

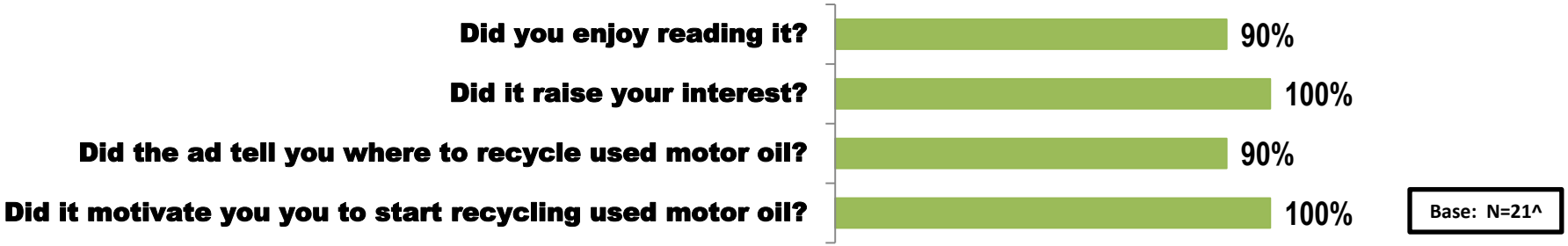
P3. Was this the advertising you saw?



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 . . .?

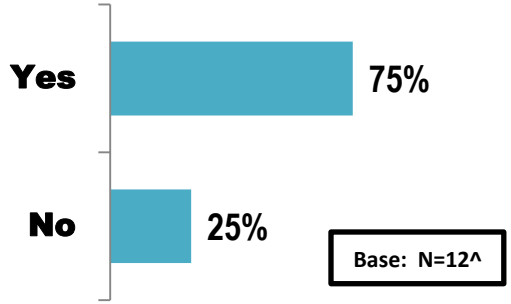


^ Caution: small base

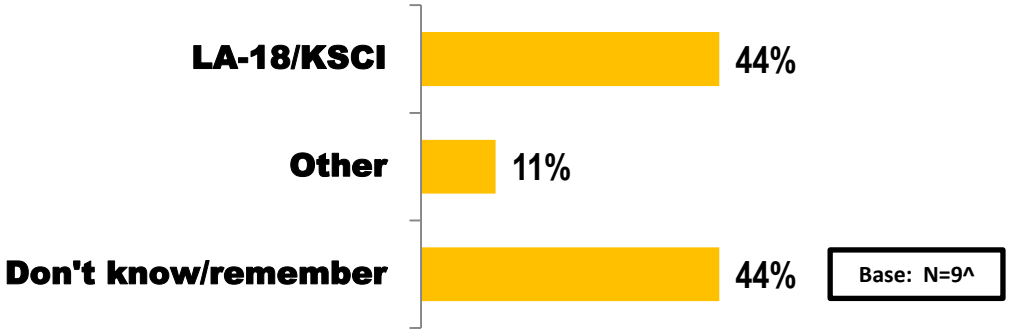
Aided TV Recall/Source of TV Recall/ TV Commercial Perceptions

- *Of the few Chinese who are aware of campaign TV advertising, three-quarters recognized the specific in-language commercial.*

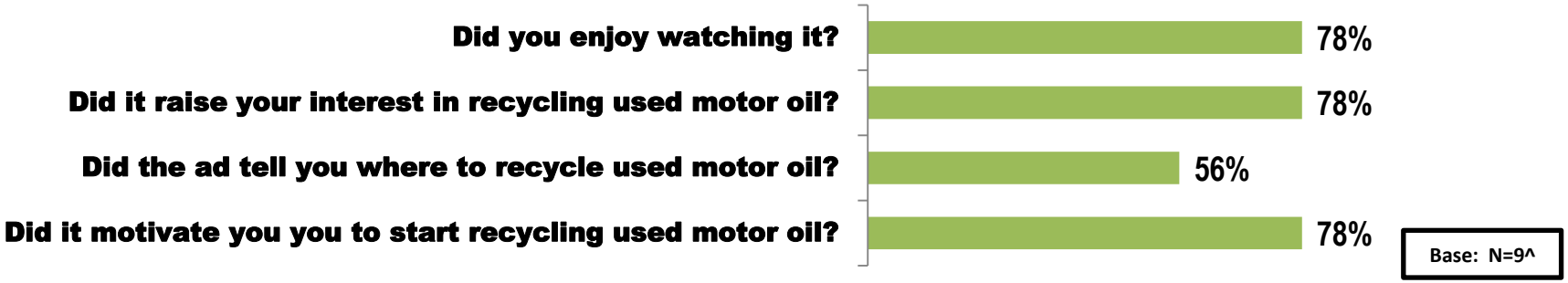
A3. Was this the advertising you saw?



A3a. What was the name of TV station /channel where you saw this ad?



A6. Please describe how you may or may not feel about this commercial . . .?

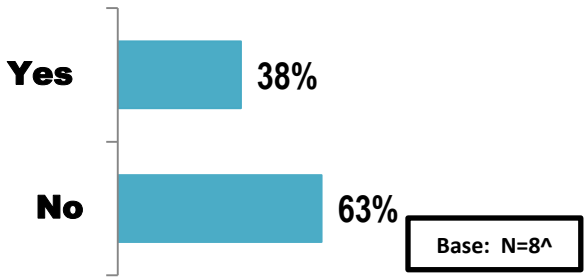


^ Caution: small base

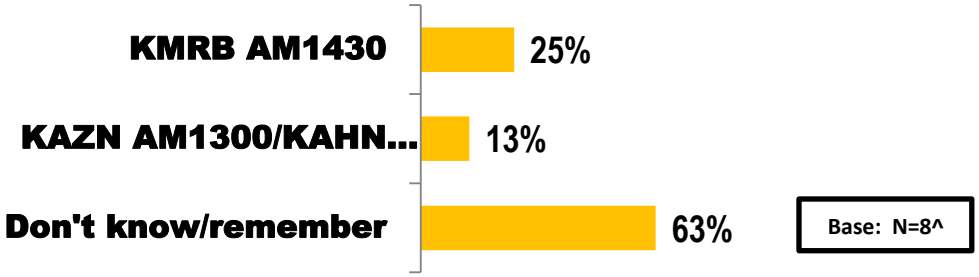
Aided Radio Recall/Source of Radio Recall/ Radio Ad Perceptions

- *Of the limited number of Chinese aware of 2013 campaign radio advertising, 38% recognized the specific Chinese radio spot.*

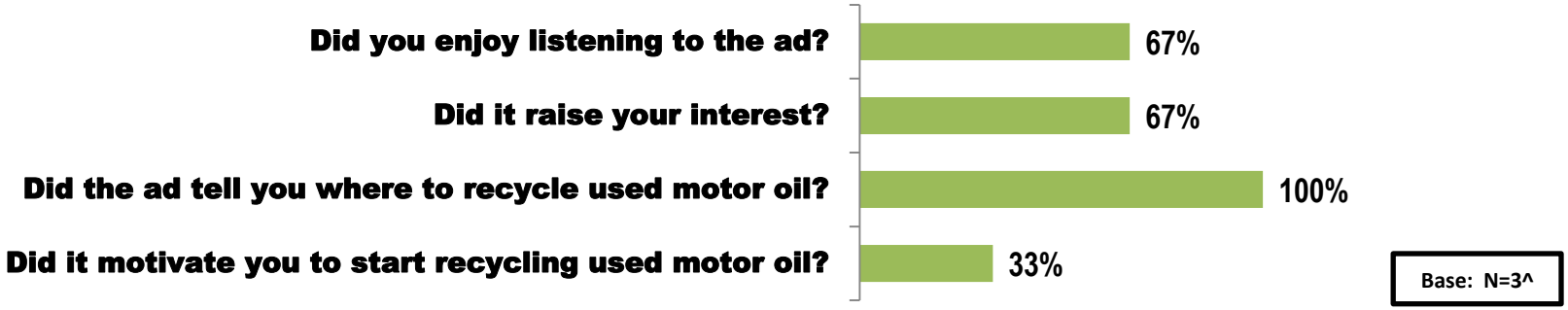
R3. Was this the advertising you heard?



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 . . .?

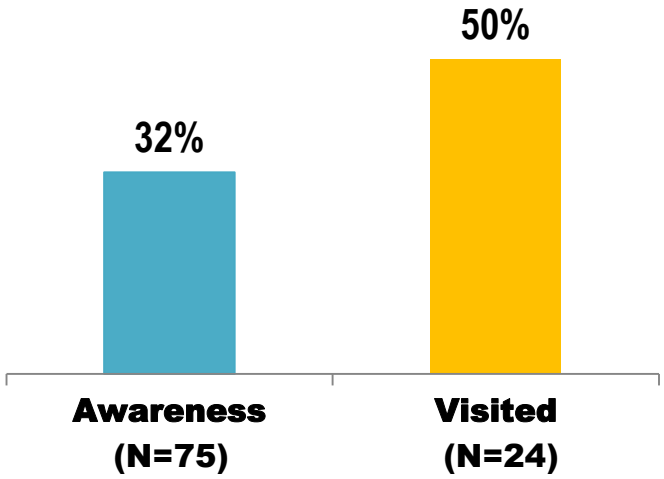


^ Caution: small base

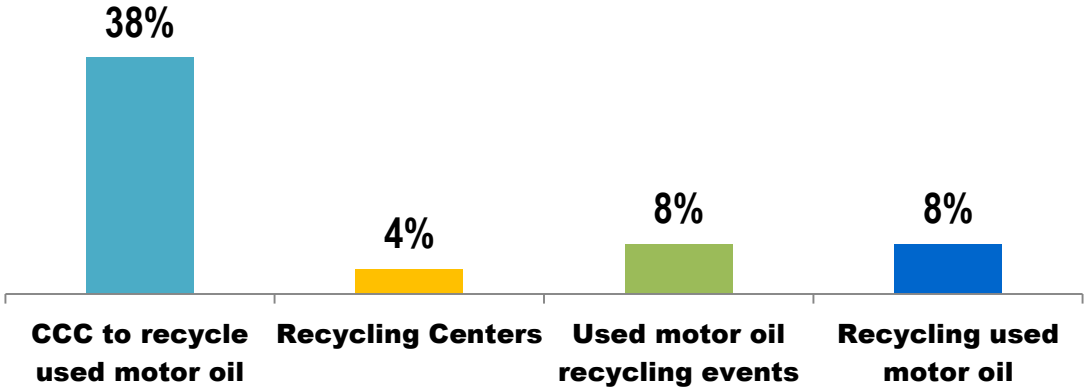
Website Awareness, Usage & Reasons for Usage

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

Awareness/Visited Website



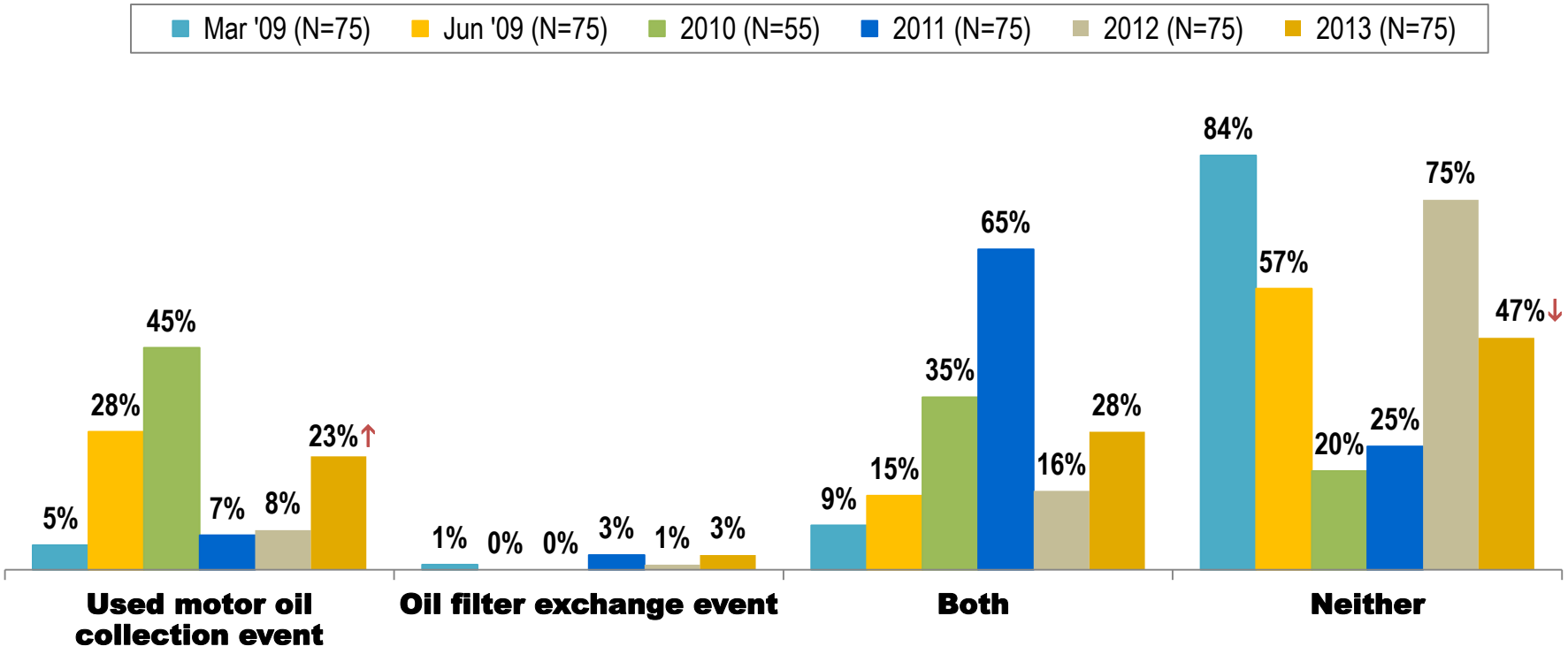
Visited website to find information on… (N=24^)



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

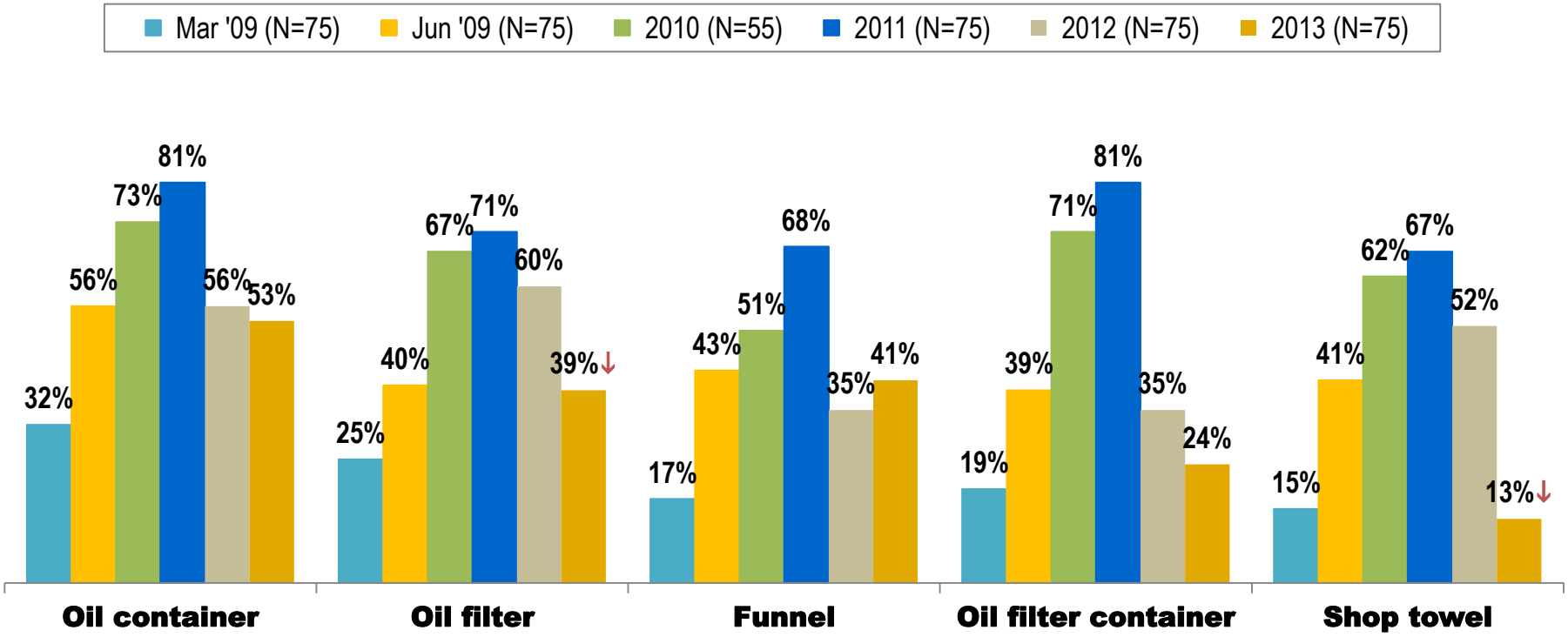
- ***54% of Chinese respondents have attended a recycling event in 2013, an increase over 2012 (just 25%), with an increase in those attending just a used motor oil collection event (23% above 8% in 2012).***



E1. Have you attended any of the following events in Los Angeles County?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level

Functional Items

- ***Oil containers are the most popular promotional items for the Chinese segment in 2013 (53%), followed by funnels (41%), and oil filters (39%).***



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?
↑/↓= 2013 significantly above/below 2012 at 95% confidence level