

Be a Hero... Fight Air Pollution

Movie Theater Ad Survey Brought to you by the Dover/Kent County Metropolitan Planning Organization.

1). Where did you see the ad?

- Dover Mall
- Lewes/Rehoboth Beach
- Both Theaters

2). Did you see the ad or links to air quality tips? (choose all that apply)

- On screen
- On a poster in the theater hallway
- from a business card posted in the theater lobby

3). How informative did you find the ad(s)

- Very informative. I didn't know how much I could do to save the air
- Somewhat informative. I only remember one or two tips
- Not very informative.

4). How did you get to this survey?

- By reading the QR Code from my smart phone
- By going online to the MPO's Website

5). How likely are you to follow the air quality tips and/or tell your friends and family about how they can take steps to better air quality?

- Very likely. I am going to start right away.
- Somewhat likely. I might follow one or two tips, or mention them in passing.
- Not likely to do either.

Tell us about you:

What county do you reside?

- New Castle
- Kent
- Sussex

* If not from Delaware, what state are you from? _____

What gender are you?

- Male
- Female

What is your age group?

- 0-9
- 10-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70-79
- 80-89
- 90-100

Please mail, fax or email a copy of this survey to:



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