

Year 2006

Annual Air Quality Survey Results

Conducted for
Mid America Regional Council



by

ETC *Institute*

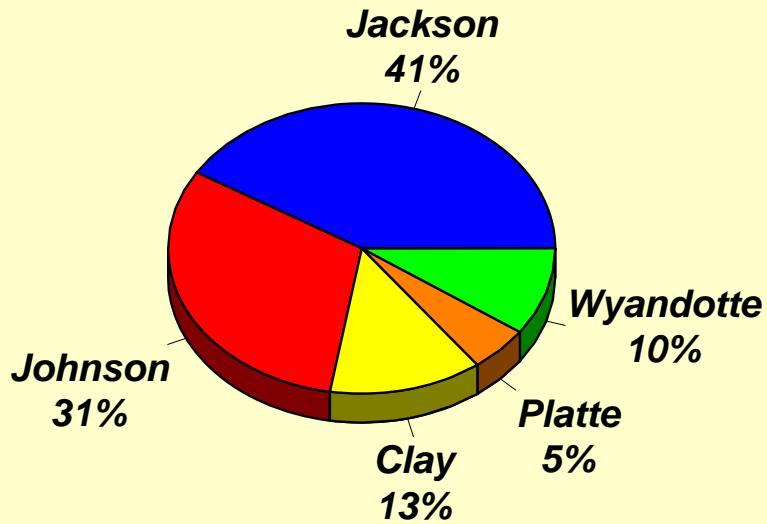
Methodology

- Survey has been conducted annually since 1998; the first survey was conducted in 1996
- Administered to a stratified random sample of 1,014 households in the metropolitan Kansas City area; sample was statistically valid for each of five counties: Wyandotte, Johnson, Clay, Platte, Jackson
- Results have a 95% level of confidence with a precision of at least +/-3%

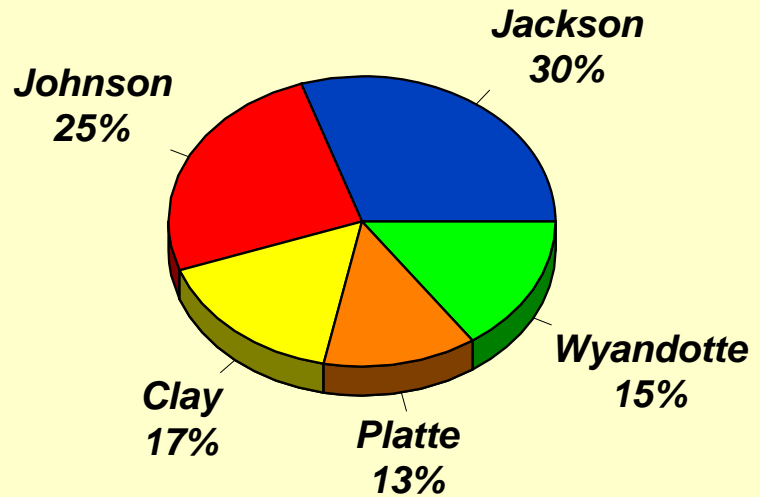
County Where Respondents Live

By Percentage of All Respondents

Weighted Sample



Unweighted Sample

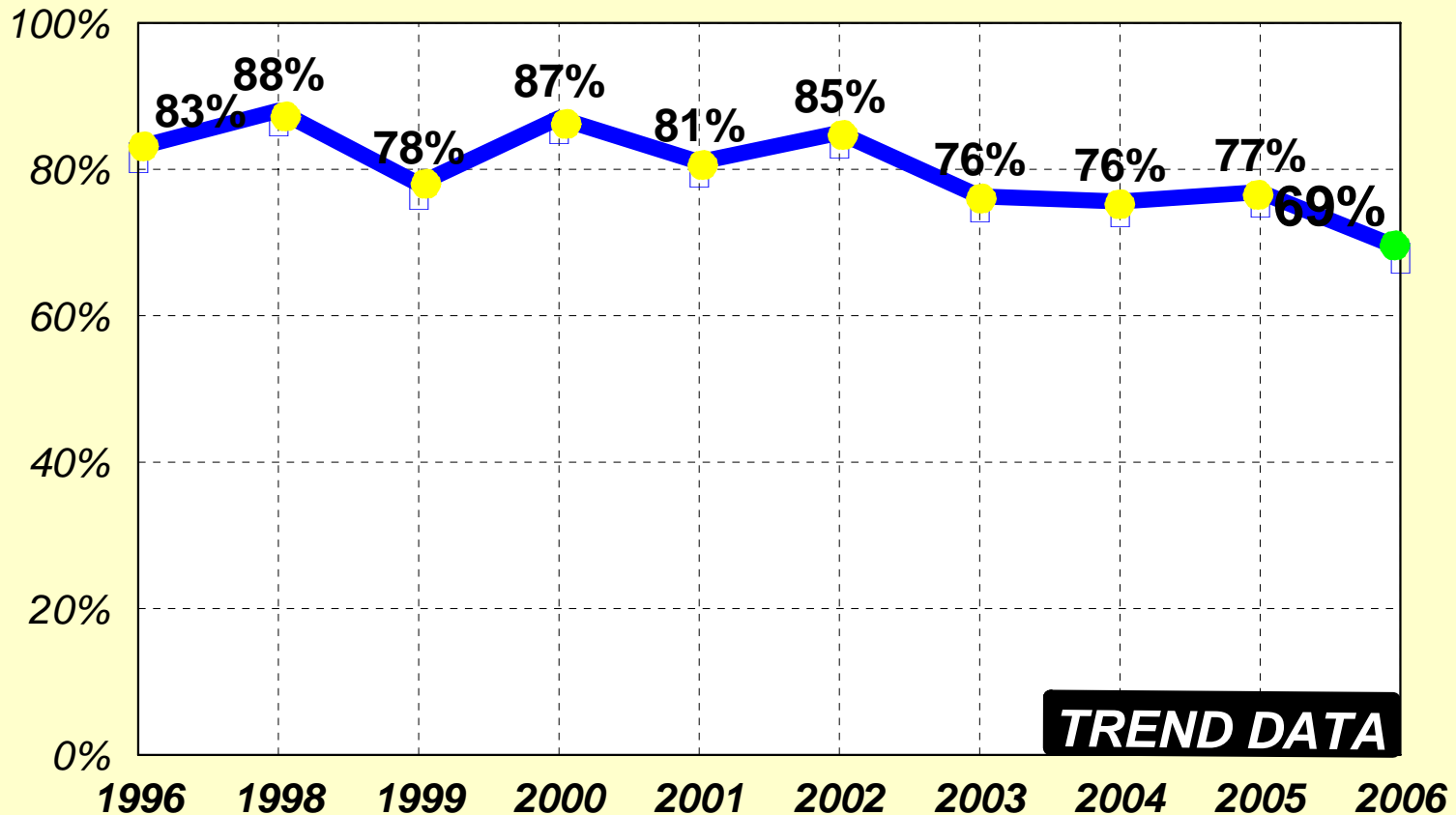


Awareness and Perceptions

MARC Air Quality Education Campaign

Percentage of Residents Who Were Very or Somewhat Concerned About the Health Consequences of Poor Air Quality in the Kansas City Area

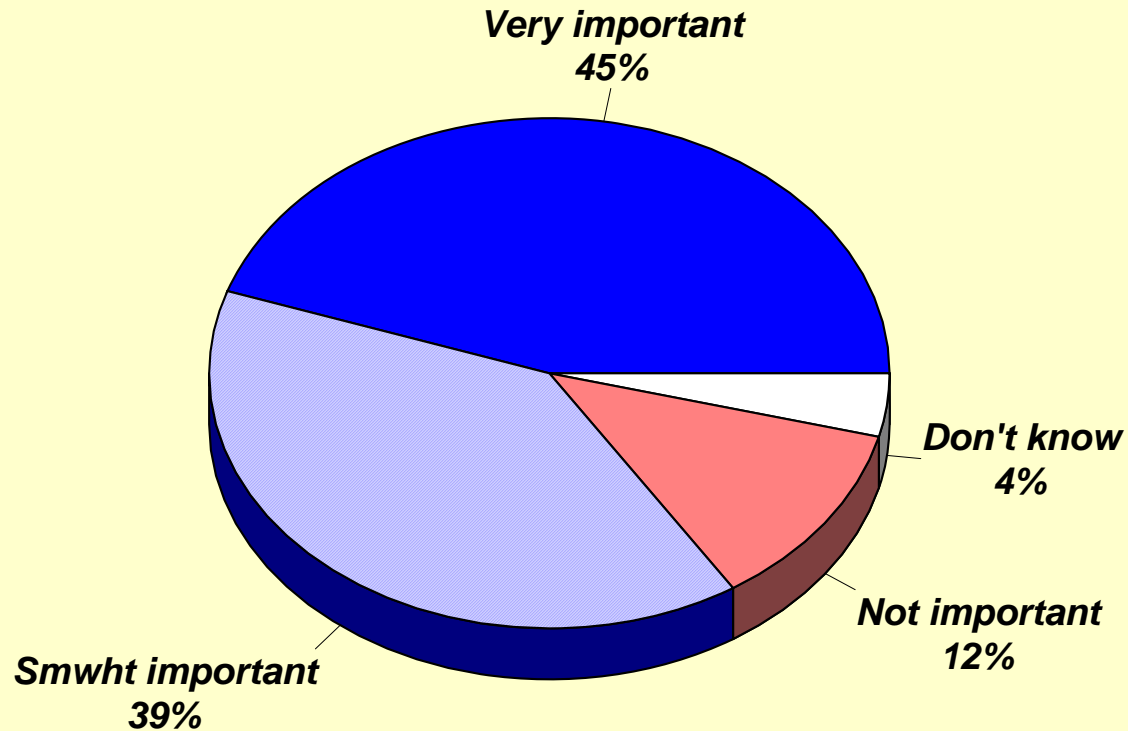
By Percentage of All Respondents



Sources: ETC Institute Surveys (Spring 1996, Fall 1998, Fall 1999, Fall 2000, Fall 2001, Fall 2002, Fall 2003, Fall 2004, Fall 2005, Fall 2006)

Importance of Knowing When It Is an OZONE ALERT Day in the Kansas City Area

By Percentage of All Respondents



Although Residents Are Less Concerned, They Still Think Air Quality Information Is Important

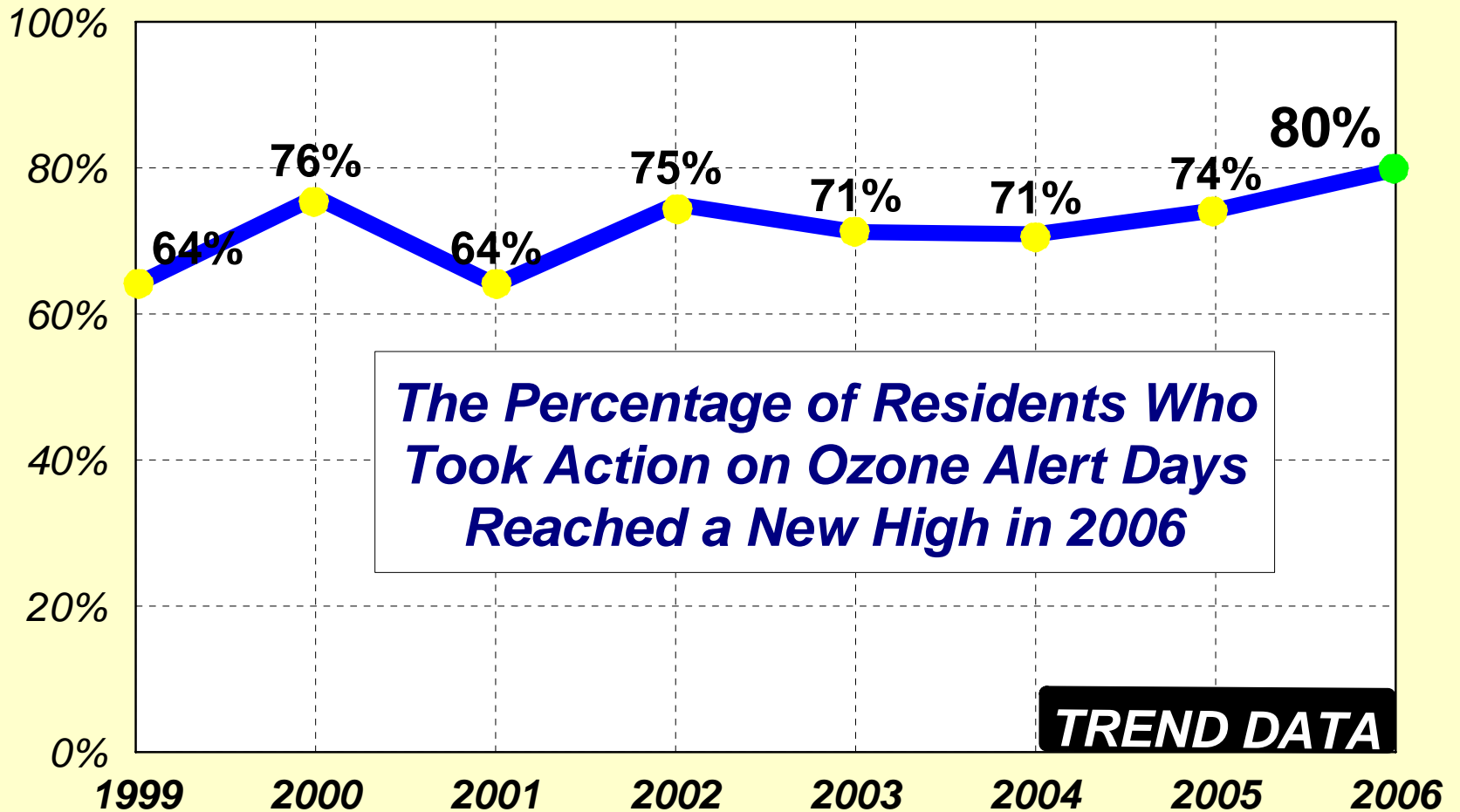
Sources: ETC Institute Survey (Fall 2006)

Areas of Progress

MARC Air Quality Education Campaign

Percentage of Kansas City Area Residents Who Took Action to Help Reduce Air Pollution at Least Once on an OZONE (RED) ALERT Day During the Previous Summer

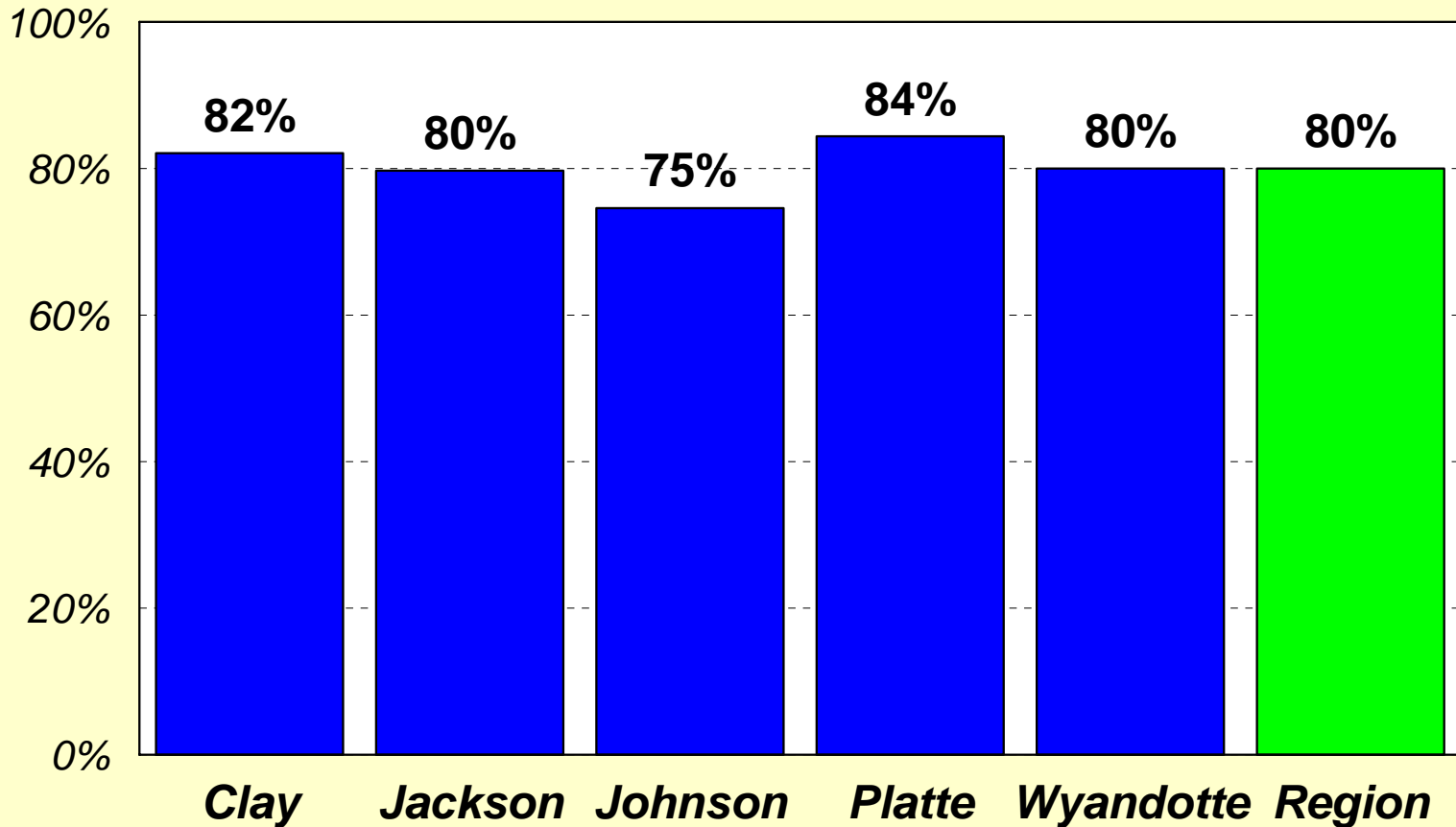
By Percentage of All Respondents



Sources: ETC Institute Surveys (Fall 1999, Fall 2000, Fall 2001, Fall 2002, Fall 2003, Fall 2004, Fall 2005, Fall 2006)

Percentage of Kansas City Area Residents Who Took an Action to Help Reduce Air Pollution at Least Once on an OZONE ALERT Day During the Previous Summer - By COUNTY

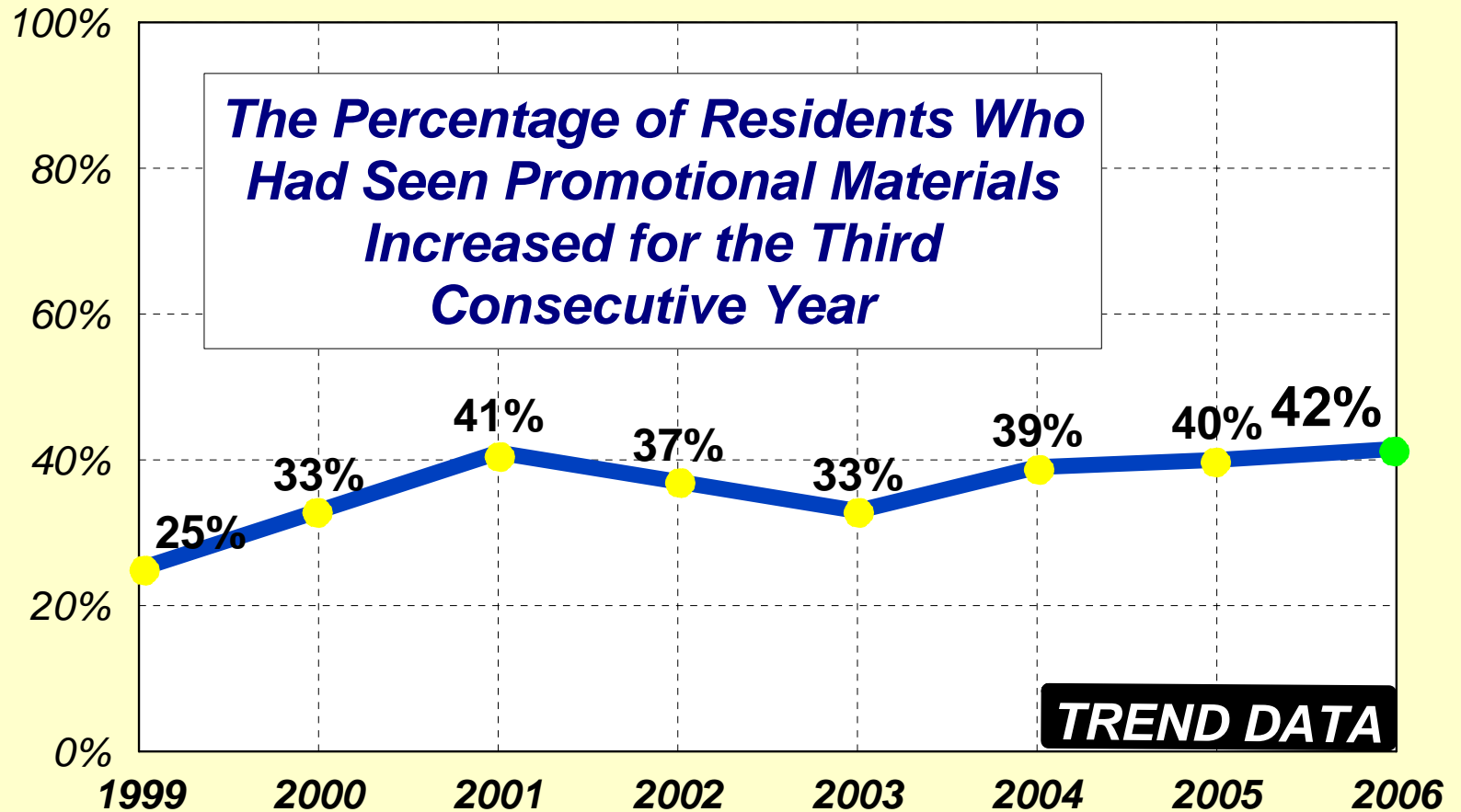
By Percentage of All Respondents



Sources: ETC Institute Survey (Fall 2006)

Percentage of Residents Who Had Seen or Heard Promotional Materials About Air Quality in the Kansas City Area During the Previous Year

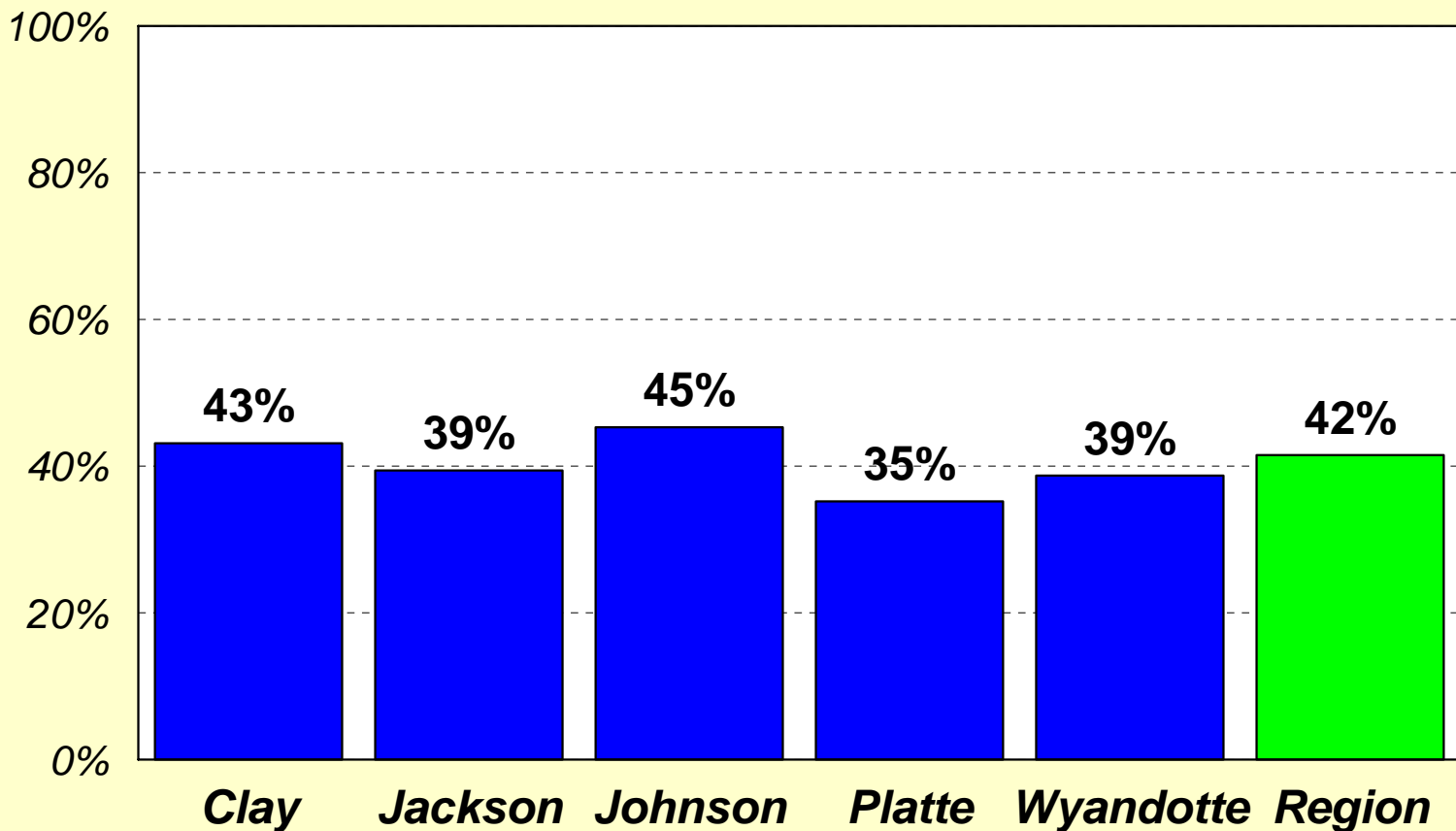
By Percentage of All Respondents



Sources: ETC Institute Surveys (Fall 1999, Fall 2000, Fall 2001, Fall 2002, Fall 2003, Fall 2004, Fall 2005, Fall 2006)

Percentage of Residents Who Had Seen or Heard Promotional Materials About Air Quality in the Kansas City Area During the Previous Year - By COUNTY

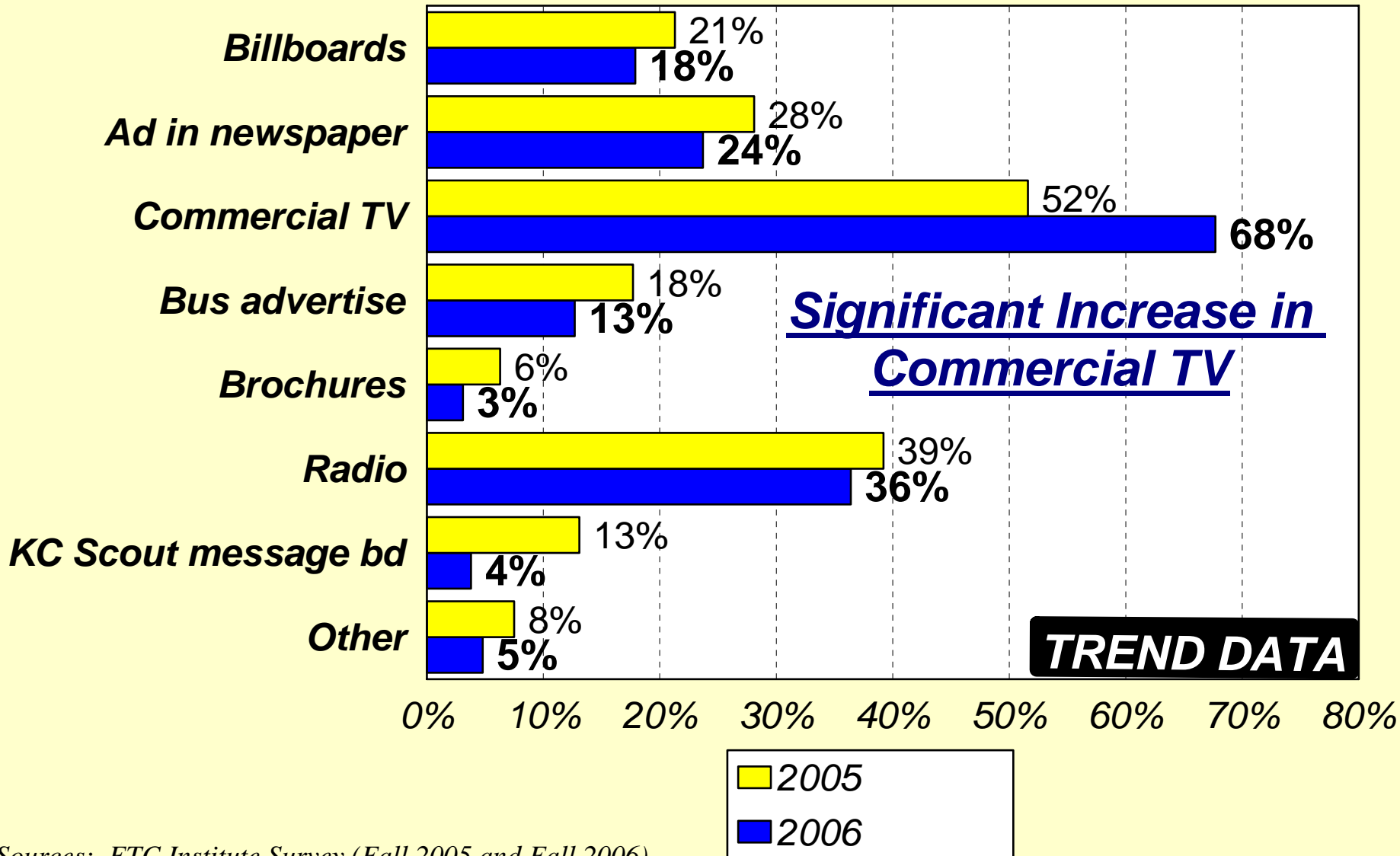
By Percentage of All Respondents



Sources: ETC Institute Survey (Fall 2006)

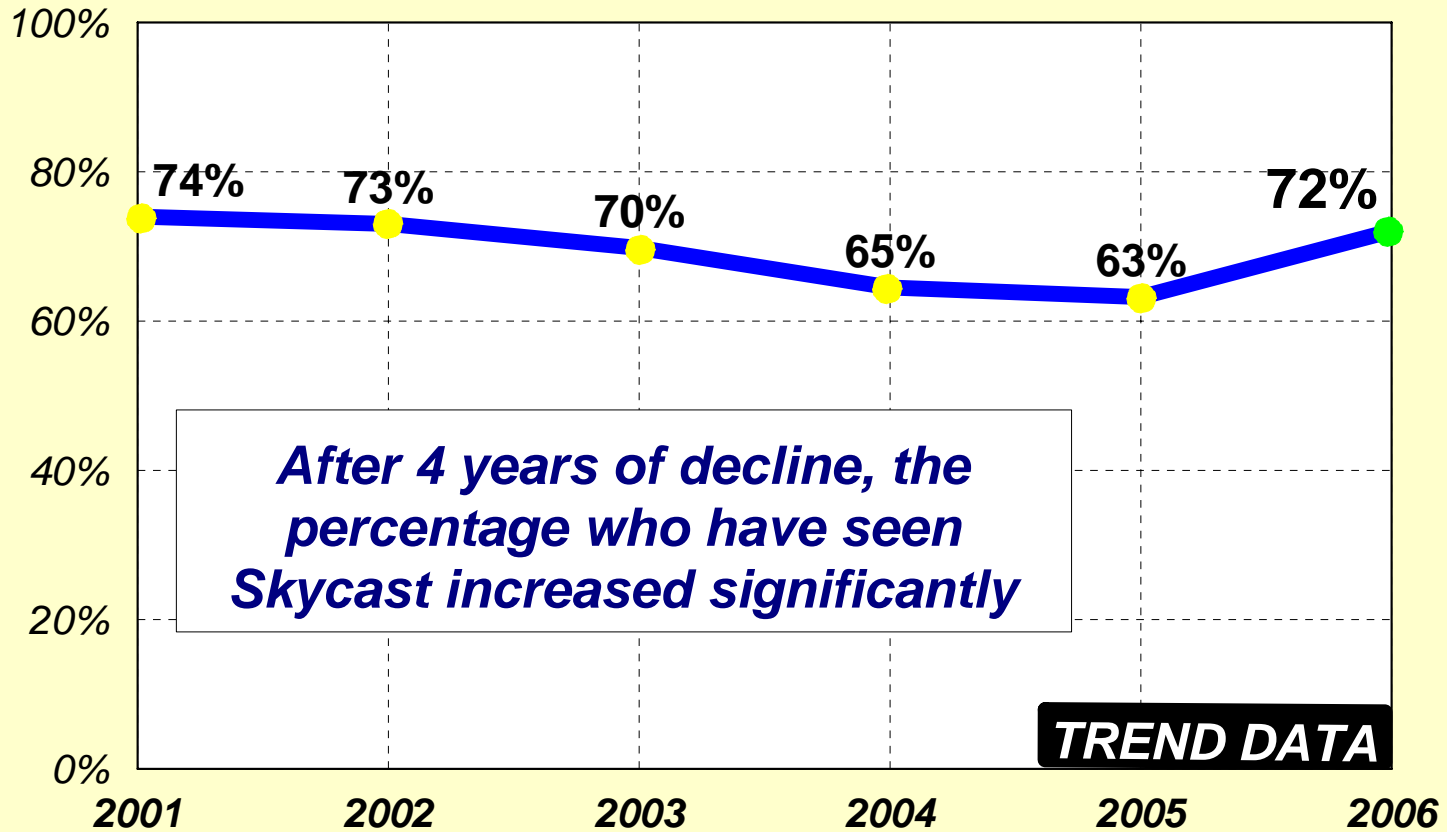
What Types of Promotional Media have you Seen or Heard?

By Percentage of All Respondents



Percentage of Residents Who Have Seen Skycast Information During Weather Forecasts on Local Television News

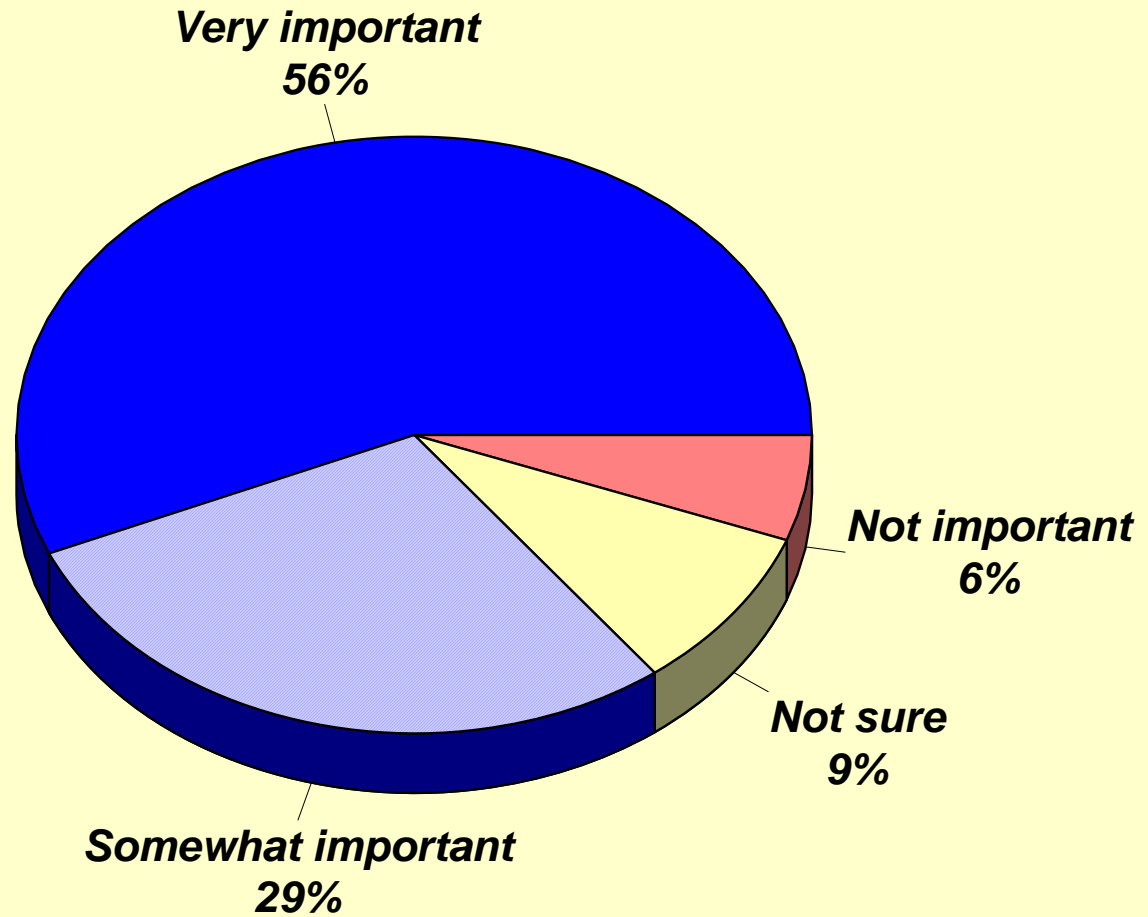
By Percentage of All Respondents



Source: ETC Institute Surveys (Fall 2001, Fall 2002, Fall 2003, Fall 2004, Fall 2005, Fall 2006)

How Important Residents Think It Is for Local Television News to Provide Skycast Information

By Percentage of All Respondents



Sources: ETC Institute Survey (Fall 2006)

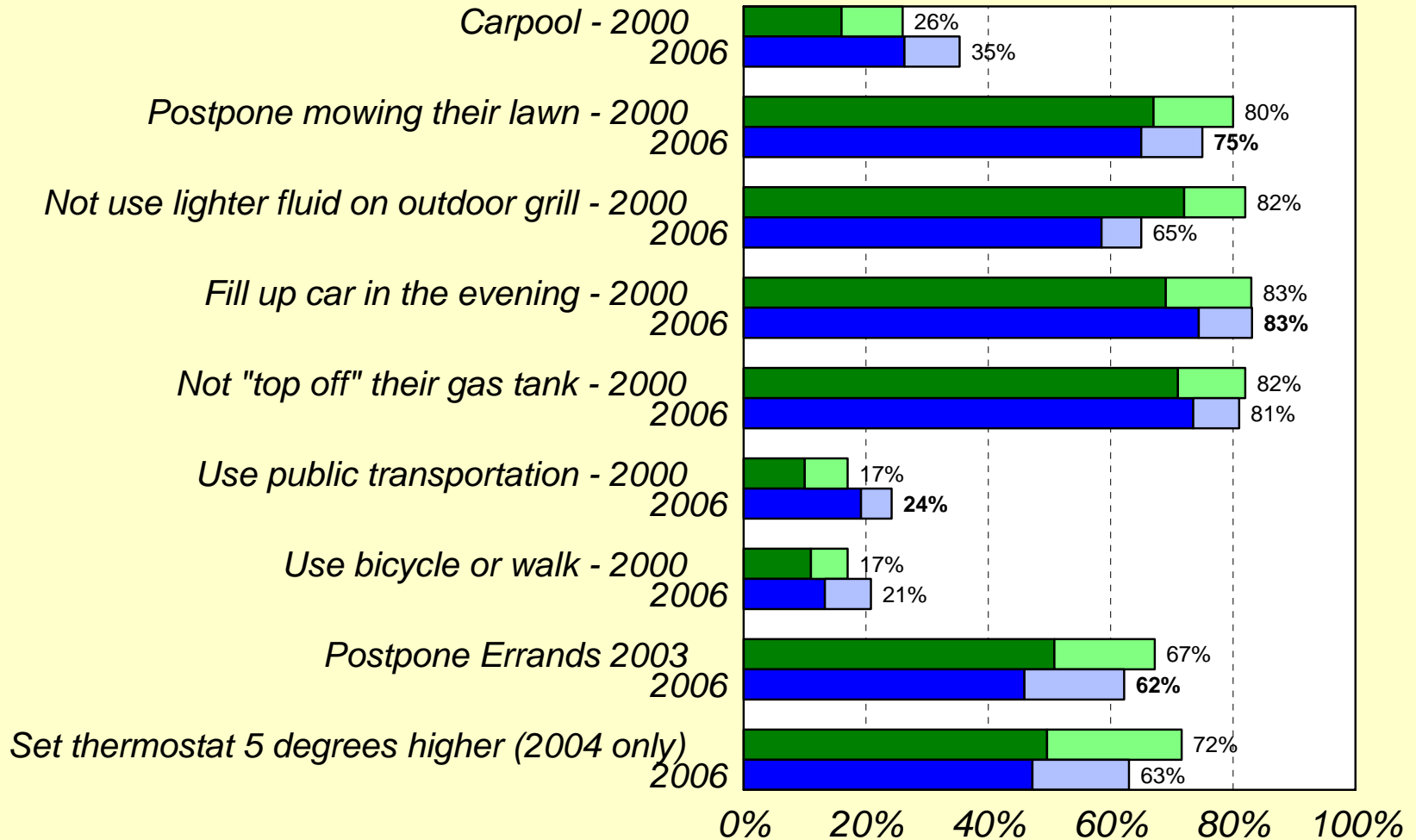
Opportunities

MARC Air Quality Education Campaign

Willingness of Residents to Do Various Activities on an OZONE (RED) ALERT Day in the Kansas City Area

By Percentage of Respondents who indicated "very willing" or "willing"

(Residents Rated Their Willingness on a Scale of 1-5 where 5 was "very willing" and 1 was "not willing")

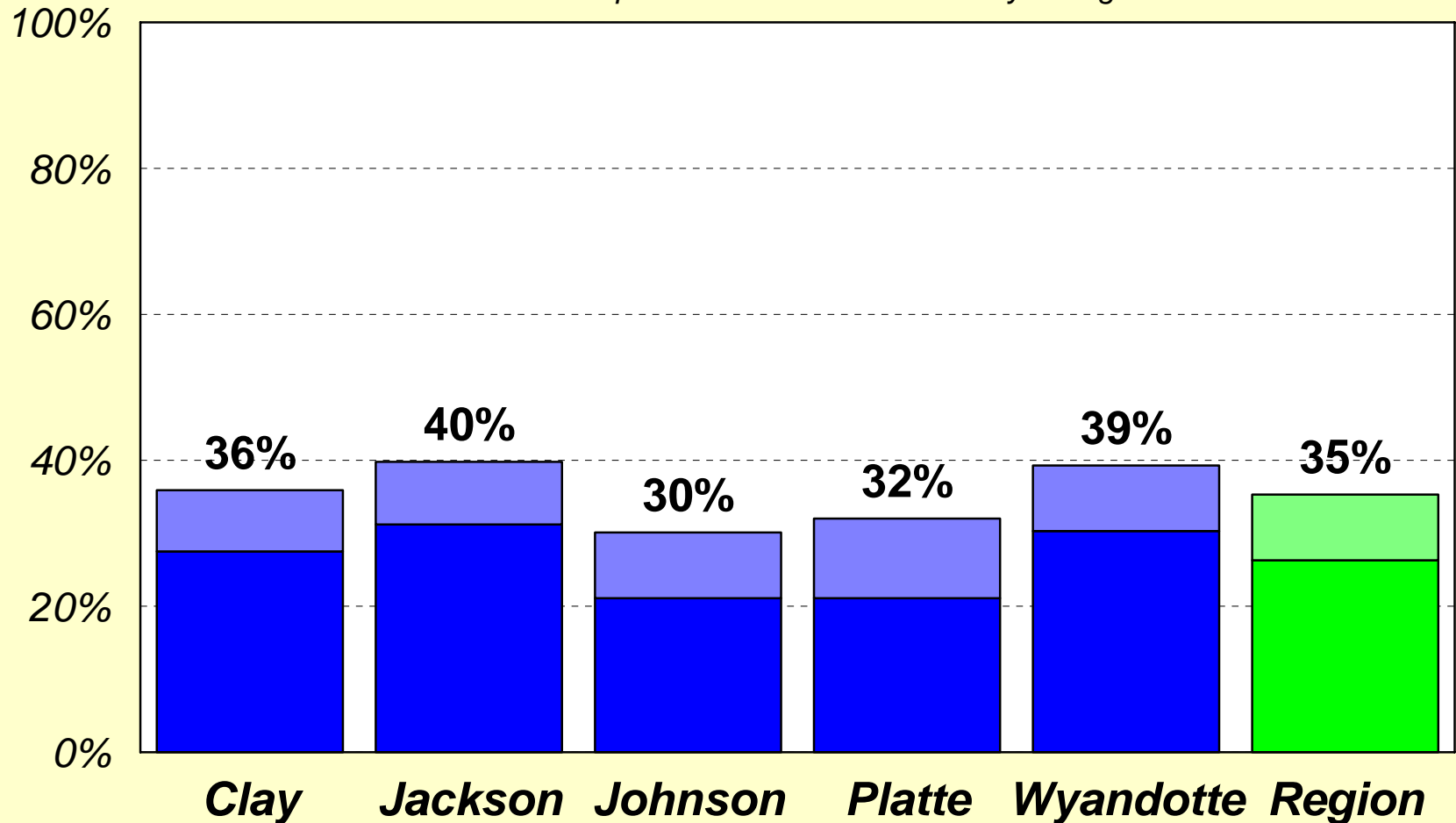


Sources: ETC Institute Surveys (Fall 2000, Fall 2001, Fall 2002, Fall 2003, Fall 2004, Fall 2005, Fall 2006)

TREND DATA

Willingness of Residents to CARPOOL on an OZONE (RED) ALERT Day in the Kansas City Area by COUNTY

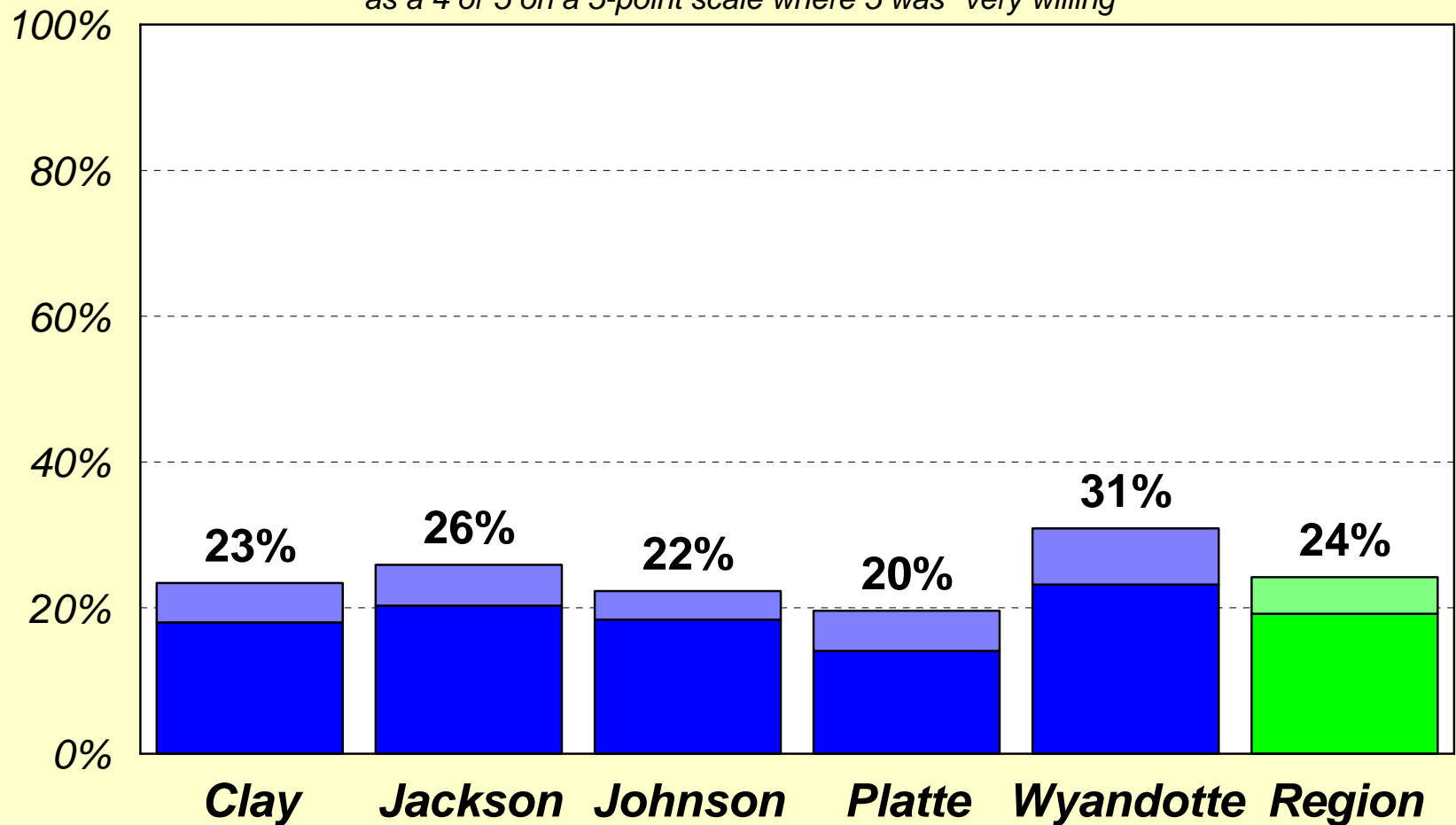
By Percentage of Respondents Who Rated Their Willingness as a 4 or 5 on a 5-point scale where 5 was "very willing"



Sources: ETC Institute Survey (Fall 2006)

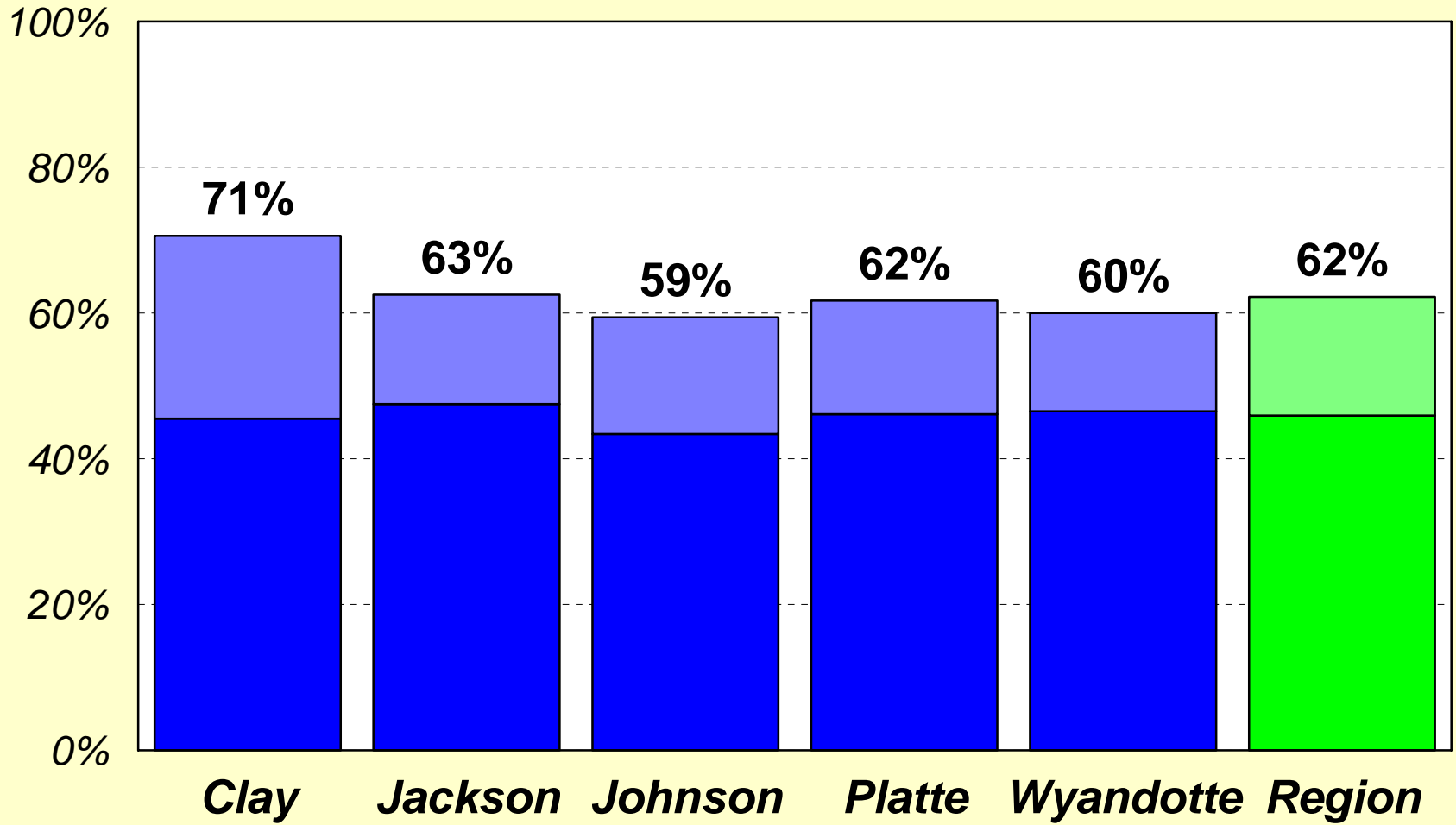
Willingness of Residents to USE PUBLIC TRANSIT on an OZONE (RED) ALERT Day in the Kansas City Area by COUNTY

By Percentage of Respondents Who Rated Their Willingness as a 4 or 5 on a 5-point scale where 5 was "very willing"



Willingness of Residents to POSTPONE ERRANDS on an OZONE (RED) ALERT Day in the Kansas City Area by COUNTY

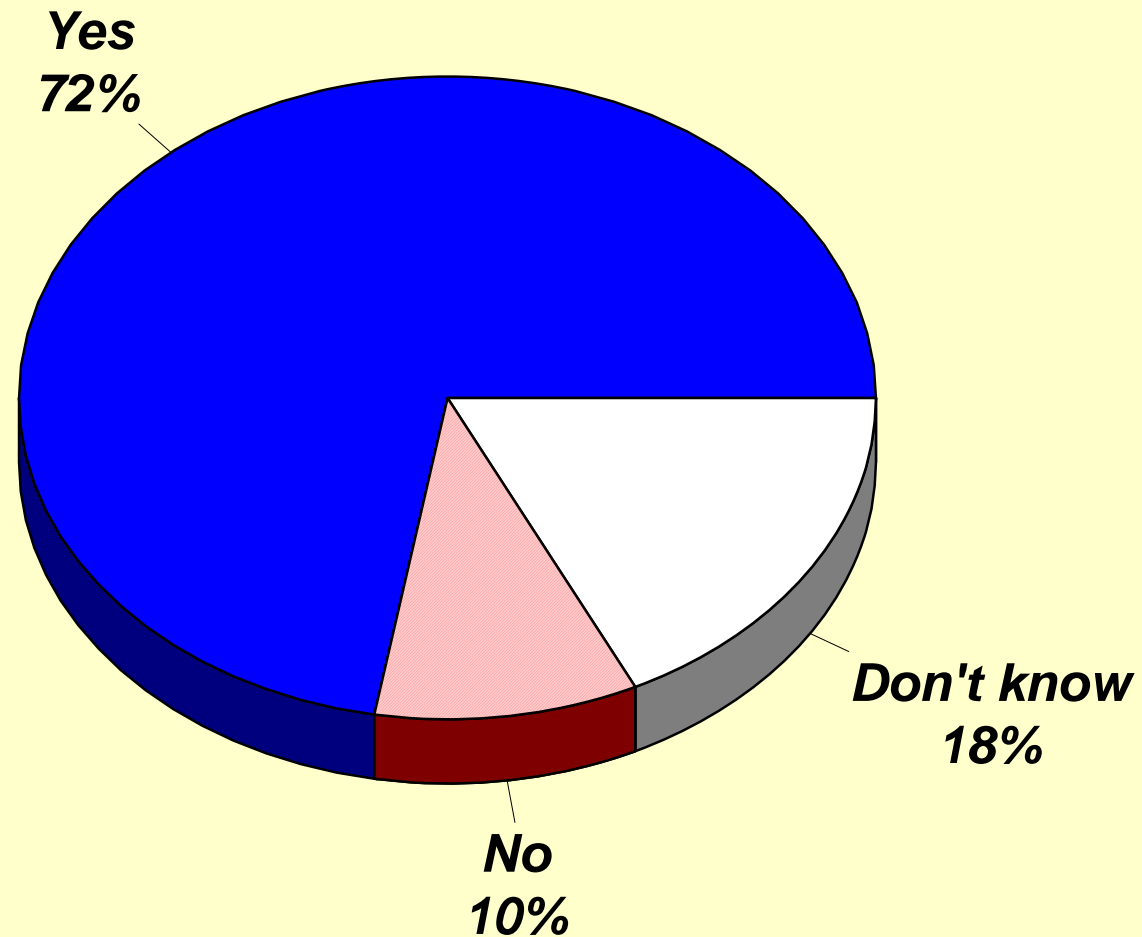
By Percentage of Respondents Who Rated Their Willingness as a 4 or 5 on a 5-point scale where 5 was "very willing"



Sources: ETC Institute Survey (Fall 2006)

Would you Actively Seek Out Retailers that Commit to Selling Low-Emissions Products?

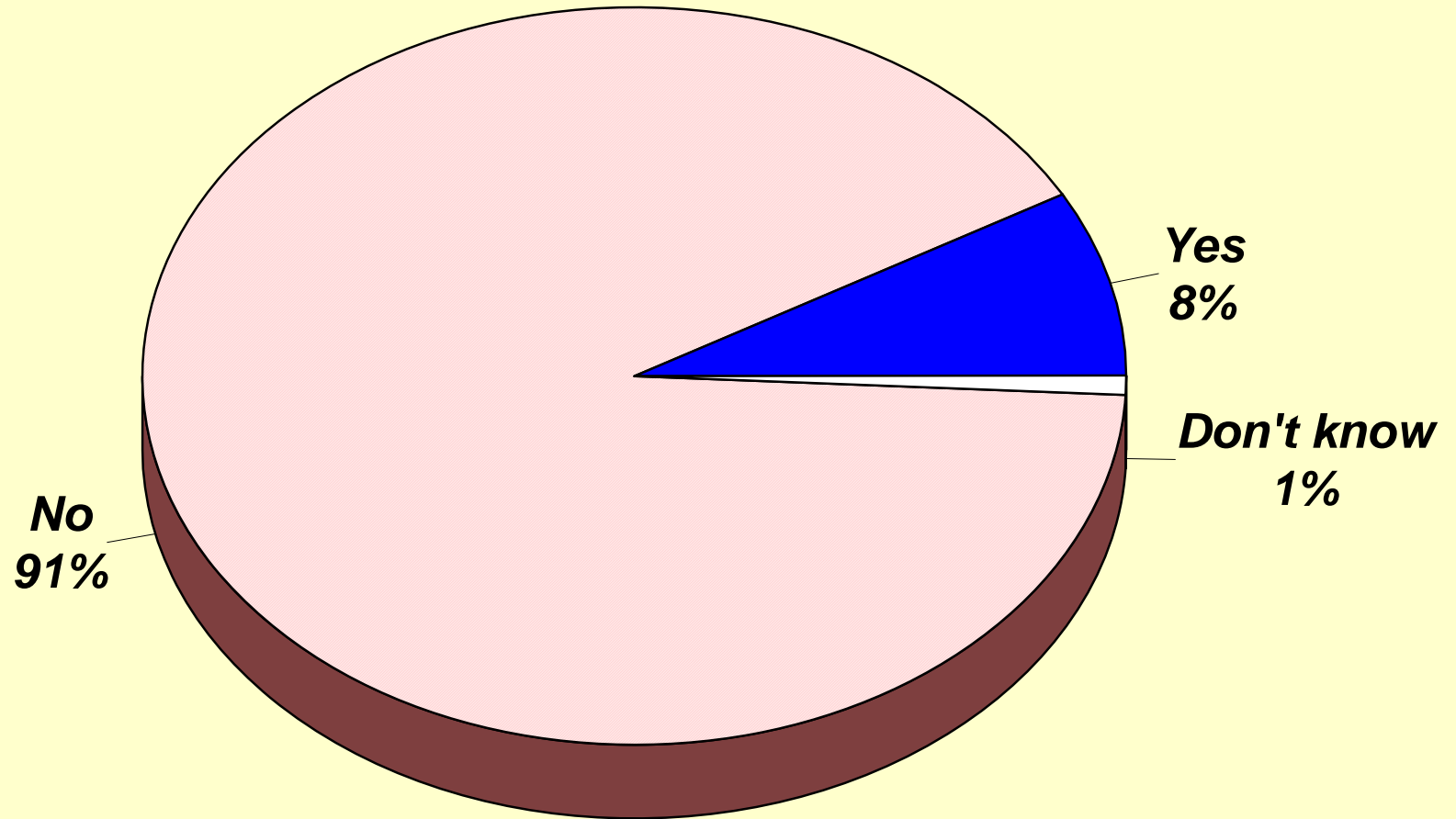
By Percentage of All Respondents



Sources: ETC Institute Survey (Fall 2006)

Have you heard about the AirQ Program?

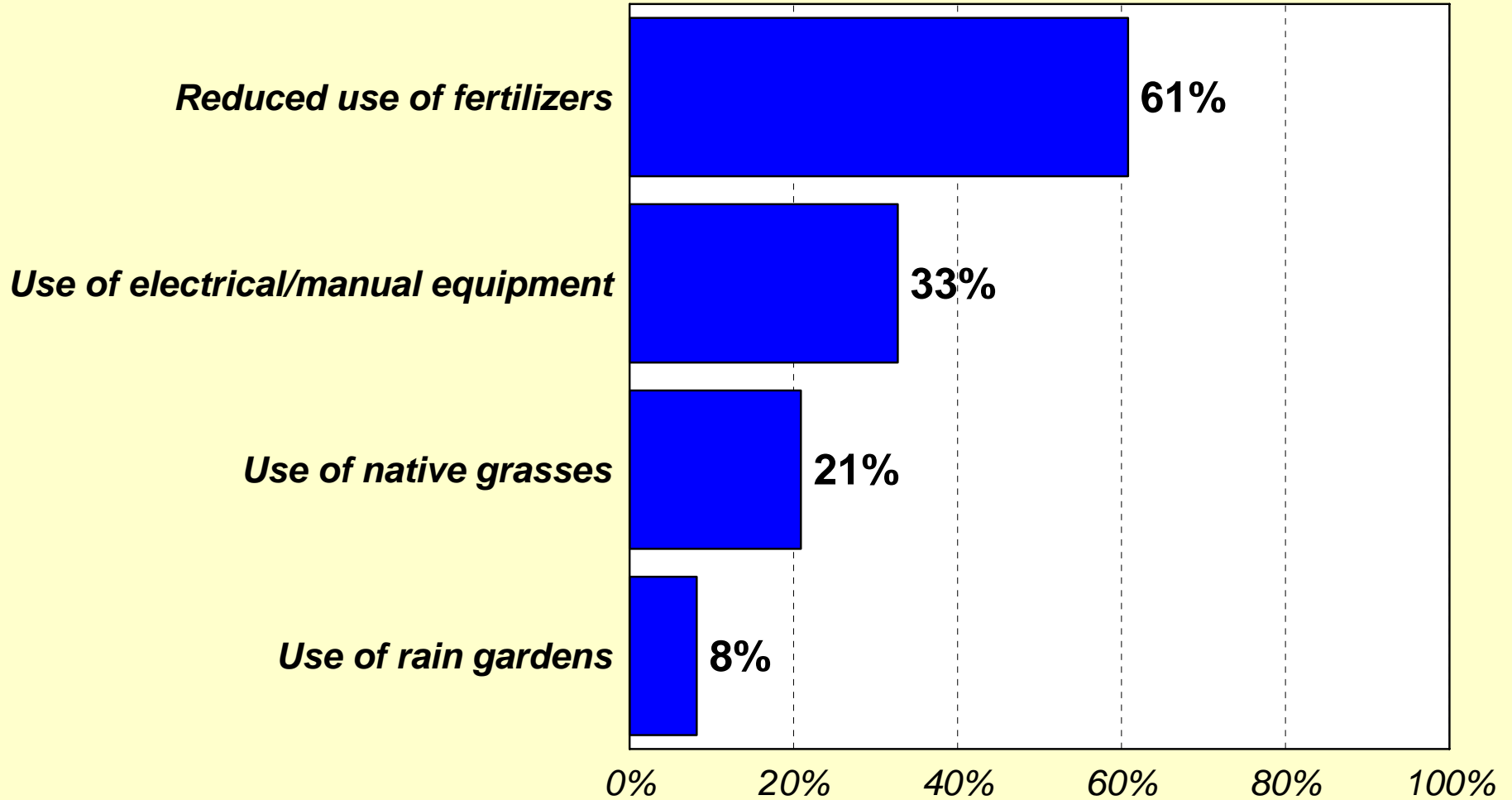
By Percentage of All Respondents



Environmentally Friendly Behaviors

Percentage of Residents who Reported Using Various Low-Maintenance Landscaping Practices on Their Property

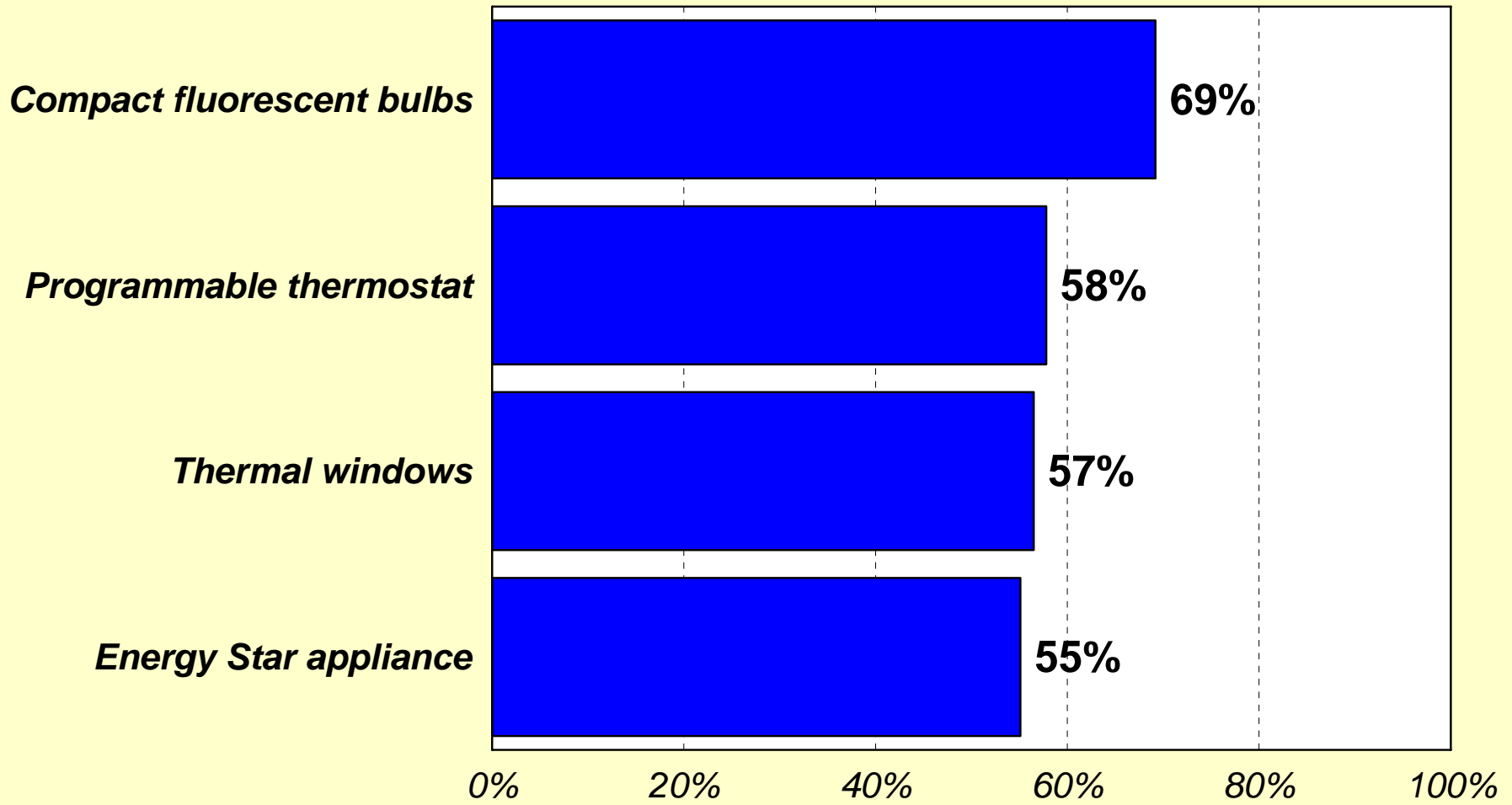
By Percentage of Respondents (multiple responses made)



Sources: ETC Institute Survey (Fall 2006)

Percentage of Residents who Reported Using Various Energy-Saving Measures in Their Home

By Percentage of Respondents (multiple responses made)

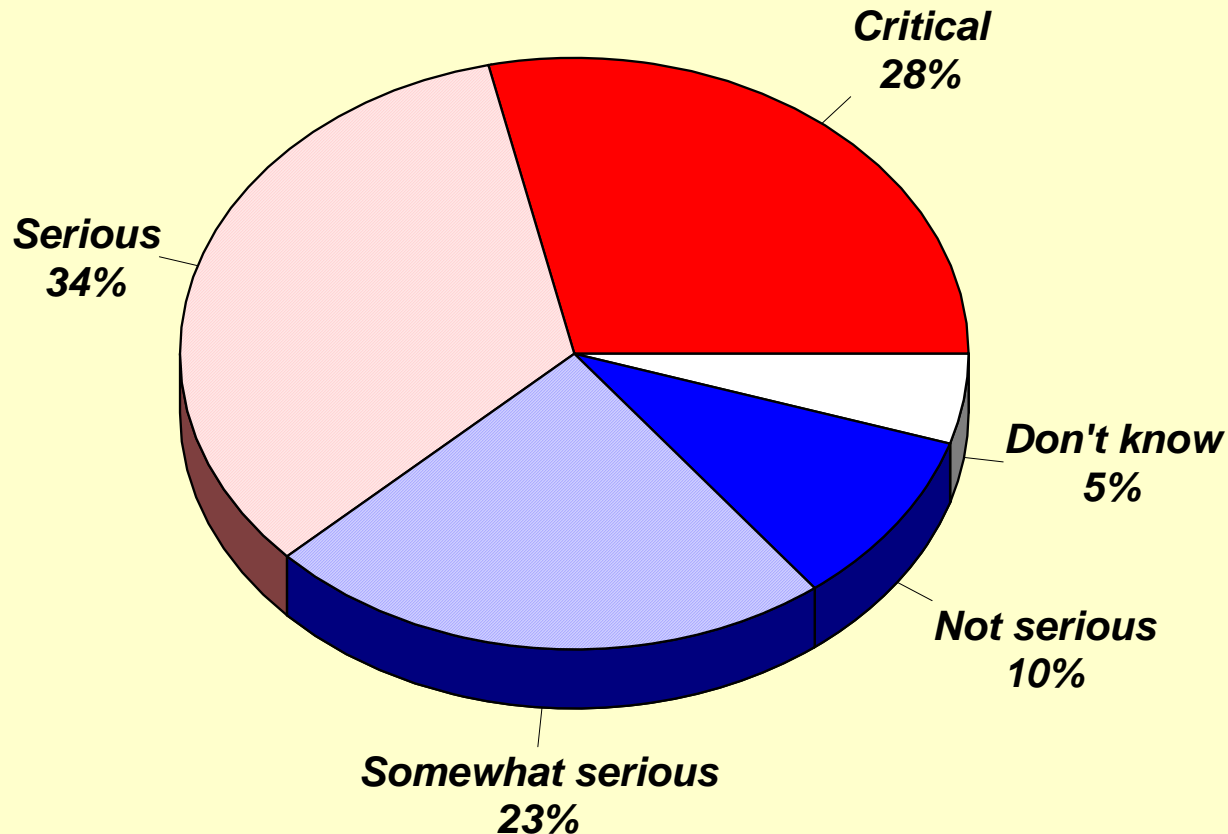


Sources: ETC Institute Survey (Fall 2006)

Other Issues

How Serious a Problem Do You Think Climate Change Is?

By Percentage of All Respondents

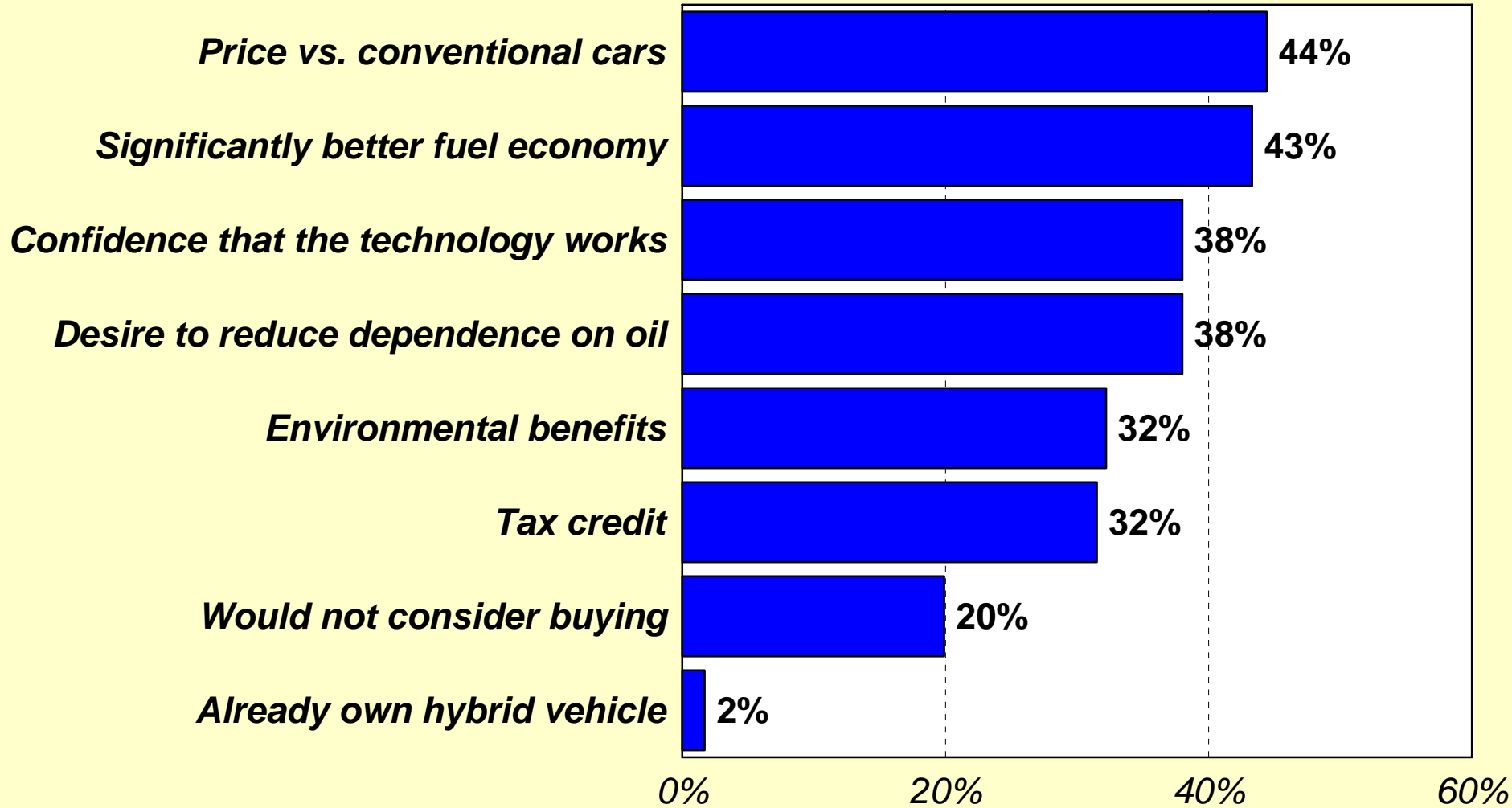


Most residents think climate change is a serious issue

Sources: ETC Institute Survey (Fall 2006)

Reasons Residents WOULD Consider Buying a Hybrid Gasoline-Electric Vehicle

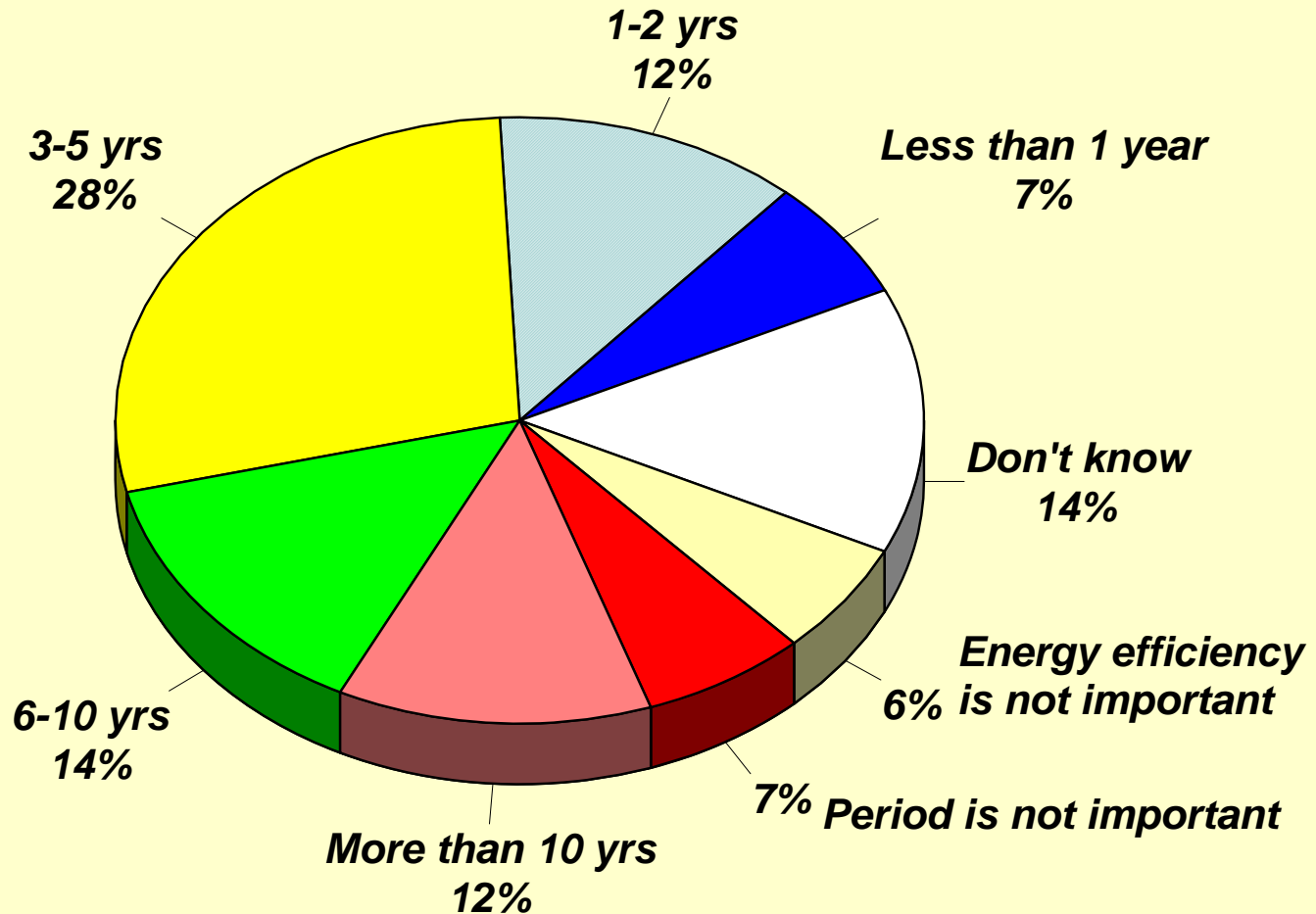
By Percentage of Respondents



Many residents would consider buying a hybrid vehicle

What Payback Period Would You Require to Buy an Energy-Efficient House?

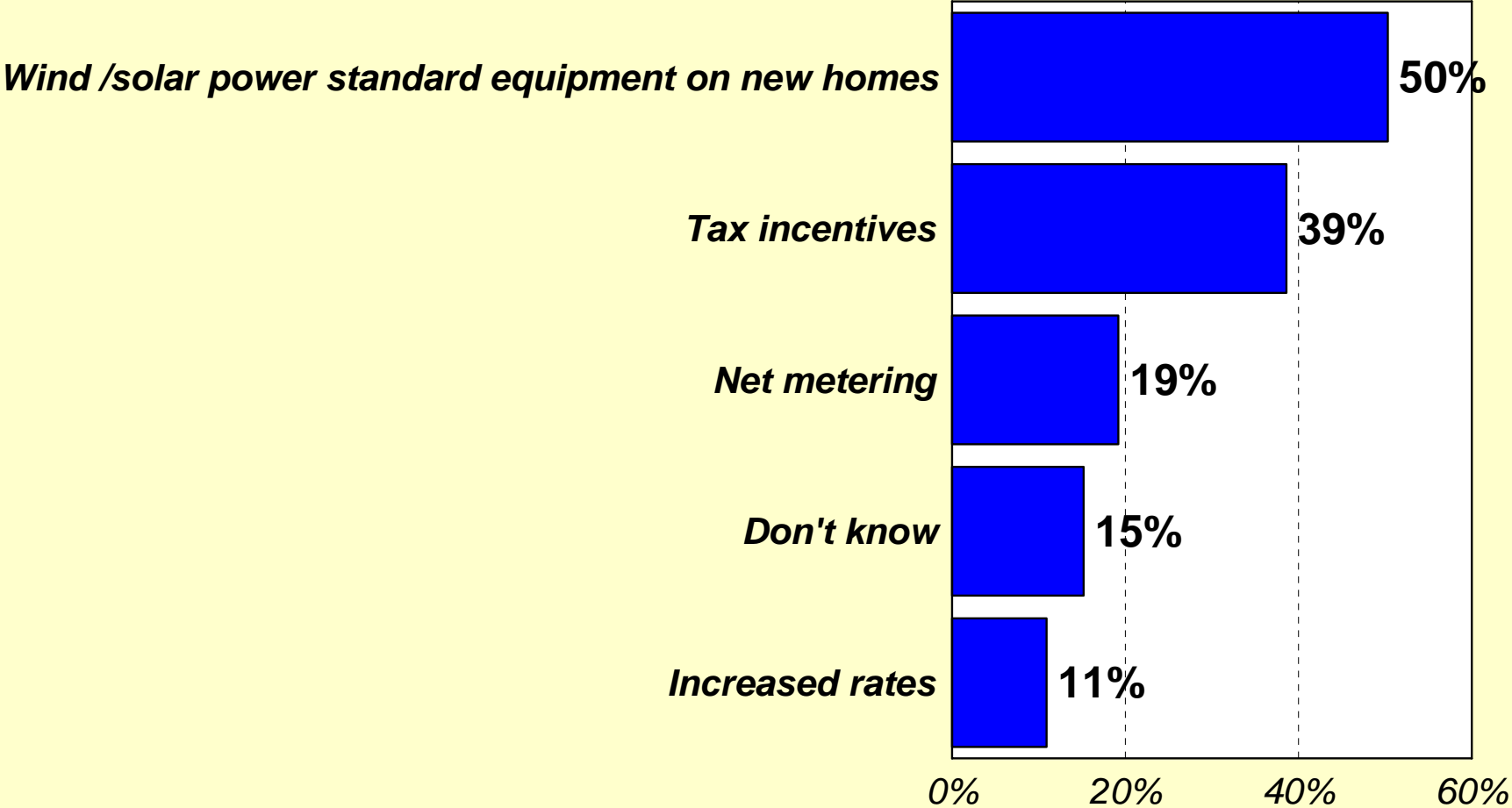
By Percentage of All Respondents



Many residents would consider buying an energy-efficient house

Incentives that Would Encourage Kansas City Area Residents to Use Renewable Energy

By Percentage of Respondents (multiple responses made)



Sources: ETC Institute Survey (Fall 2006)

Summary

- **The percentage of residents who indicated that they had seen or heard promotional materials about air quality issues in the Kansas City area increased for the third consecutive year.**
- **The percentage of residents who reported that they took action to help reduce air pollution on an "Ozone Alert Day" reached a new high of 80%**
- **Seventy-two percent (72%) of those surveyed indicated that they have seen Skycast (Ozone Alert) information during weather forecasts on local television news. This was a significant increase from 63% in 2005.**
- **Although the percentage of residents who were "very" or "somewhat concerned" about the health consequences of poor air quality in the Kansas City area has declined, most (84%) residents thought it was either "very important" or "somewhat important" to know when it was an "Ozone Alert Day" in the Kansas City area.**
- **Nearly three fourths (72%) of those surveyed indicated that they would actively seek out businesses that commit to selling low-emissions products, use low emissions processes, or support clean air initiatives.**
- **With the right incentives, many residents would consider purchasing hybrid vehicles and environmentally friendly vehicles and energy efficient homes**