

2010 Annual Air Quality Awareness Survey FINAL Report

*Conducted for
Mid-America Regional Council*



by
ETC Institute

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2010 Annual Air Quality Survey

Executive Summary

Overview

During November and December 2010, Mid-America Regional Council (MARC) conducted its Annual Air Quality Survey of residents in the metropolitan Kansas City area. The survey is part of an ongoing effort to measure the impact that air quality education efforts have had on the public's overall awareness and behavior. The Annual Air Quality Survey provides a benchmark for objectively evaluating the sustained impact of air quality education. The survey has been conducted annually since 1998.

The survey was administered to a random sample of 842 Kansas City area residents. The sample size was provided to enable analysis by County: Wyandotte, Johnson, Clay, Platte and Jackson. The overall results for the region have a precision of at least +/-3.4% at the 95% level of confidence.

Major findings from the 2010 Annual Air Quality Survey are highlighted below. A complete set of the results along with comparisons to the results from previous years are provided in the next two sections of this report.

Major Findings

PERCEPTIONS OF AIR QUALITY IN THE KC METRO AREA

- Seventy percent (70%) of the residents surveyed were “very” or “somewhat concerned” about the health consequences of poor air quality in the Kansas City area. This was an increase (+3%) from 67% in 2009.
- Twenty-nine percent (29%) of residents felt air pollution in the Kansas City area was “getting much worse” or “getting somewhat worse,” 55% felt it was “staying the same,” 10% felt it was “getting somewhat better,” 2% felt it was “getting much better” and 4% did not provide a response.

PERCEIVED IMPORTANCE OF OZONE ALERT DAYS AND SKYCAST

- Eighty percent (80%) of residents felt it was “very important” or “important” to know it was an Ozone Alert Day in the Kansas City area. This was an increase (+3%) from 77% in 2009.

- Most (93%) of residents felt it was either “very important” or “somewhat important” for local television stations to provide Skycast (ozone alert) information to the public. This was an increase (+4%) from 89% in 2009.

IMPACT OF AIR QUALITY EDUCATION EFFORTS

- Seventy-one percent (71%) of residents indicated they remembered hearing about Ozone Alert Days during the previous summer.
- Thirty-two percent (32%) of residents indicated that they had seen or heard promotional materials about air quality in the Kansas City area during the past year. This was the same percent of residents who had reported seeing or hearing any promotional materials about air quality in 2009.
- The most frequent source of promotional media for air quality information was the television news/weather (65%). Some of the other more frequent sources were: radio (29%), ads in print media (27%) and television advertising (15%).
- Seventy-five percent (75%) of residents felt their level of awareness about air quality issues in the Kansas City area was the same compared to last year, 18% felt they were more aware, 5% felt they were less aware and 2% indicated the question was not applicable to their situation because they did not live in the area during the last year.
- Fifty-six percent (56%) of residents had seen “Skycast” information during weather forecasts on their local television news. This was a decrease (-4%) from 60% in 2009.
- Most (96%) of the residents surveyed had not heard about the AirQ program.

WILLINGNESS TO IMPROVE AIR QUALITY

- The activities that residents were most willing to do on Ozone Alert Day, based upon the combined percentage of residents who were “very willing” and “willing,” were:
 - fill up their car with gasoline in the evening (85%)
 - not “top off” their gas tank (84%)
 - postpone mowing their lawn (82%)
 - not using lighter fluid on outdoor grills (81%)

The activities that residents were “more willing” to do, compared to the 2009 survey results, were:

- using lighter fluid on outdoor grills (+3%)
- postponing mowing their lawn (+1%)

- More than half (53%) of residents felt they could personally do something to help improve air quality in the Kansas City area, 31% did not think they could personally do anything to reduce air pollution and 16% were not sure.

ACTIONS RESIDENTS CURRENTLY TAKE TO IMPROVE AIR QUALITY

- Seventy-one percent (71%) of Kansas City metro residents did at least one thing the past summer to help reduce air pollution. This was a decrease (-5%) from 76% in 2009.
- The actions that residents reported doing regularly last summer to help reduce air pollution even if it was not an “Ozone Alert Day” were: filling up gas tanks in the evening instead of during the day (53%), not topping off gas tanks (52%) and postponing mowing their lawn (51%).
- The following situations would motivate residents most to take action to help reduce air pollution:
 - saving money (79%)
 - knowing the action is the “right thing to do” for the environment (77%)
 - being concerned about the health effects of air pollution (76%)
 - knowing the action is easy (76%)

SUPPORT OF GOVERNMENT EFFORTS TO HELP REDUCE GAS EMISSIONS

- Sixty-eight percent (68%) of the residents surveyed supported efforts by the municipal or county government to help reduce greenhouse gas emissions. The top three strategies that residents felt the government should use to help reduce greenhouse emissions were to use renewable energy sources (44%), improve public transit (44%) and plant more trees (41%).

OTHER FINDINGS

- Fifty-four percent (54%) of residents thought the natural environment will be better in the future, 39% did not and 7% did not provide a response.
- Forty-one percent (41%) of residents felt people were trustworthy “most of the time,” 39% felt people were trustworthy “some of the time,” 13% felt people were “rarely” trustworthy and 7% did not know.
- Twenty-two percent 22% of residents felt today’s children would be “better off” compared to the lives of their parents, 20% felt they would be “the same,” 37% felt they would be “worse off,” and 21% did not know.

Section 1:
Charts and Graphs

Year 2010 Annual Air Quality Survey Results

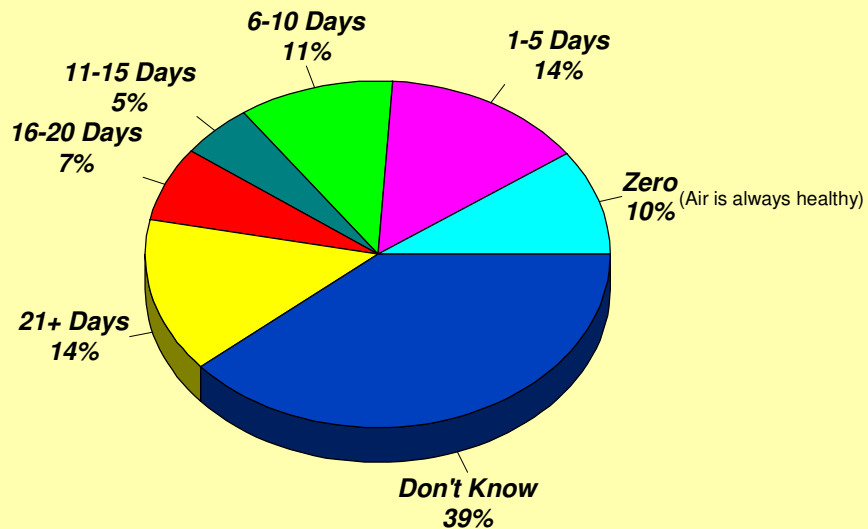
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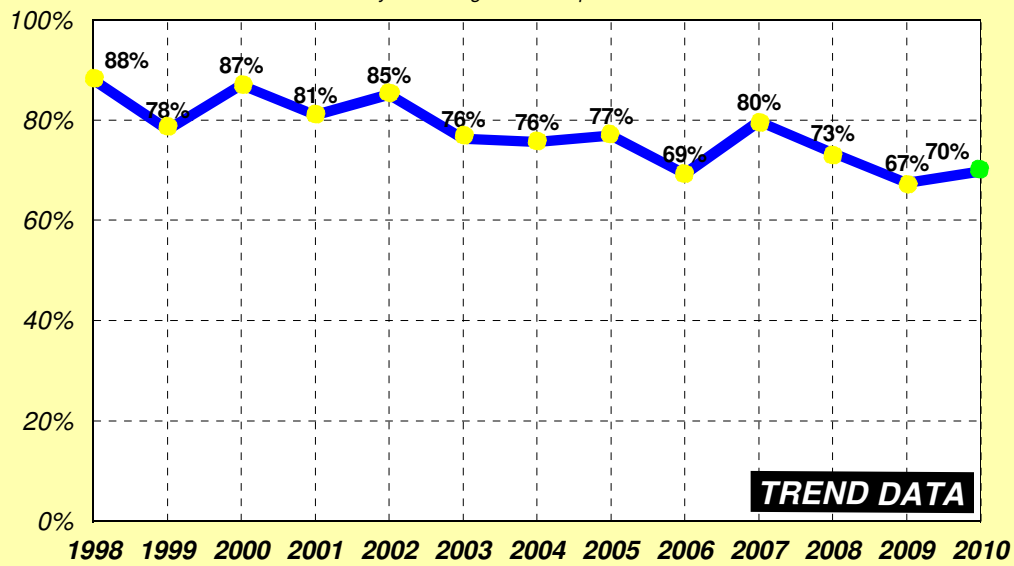
Q1: On average, how many days per year do you think Metropolitan Kansas City's Air Pollution Levels Fails to Meet the Health Standards Set By the Environmental Protection Agency?

By Percentage of All Respondents



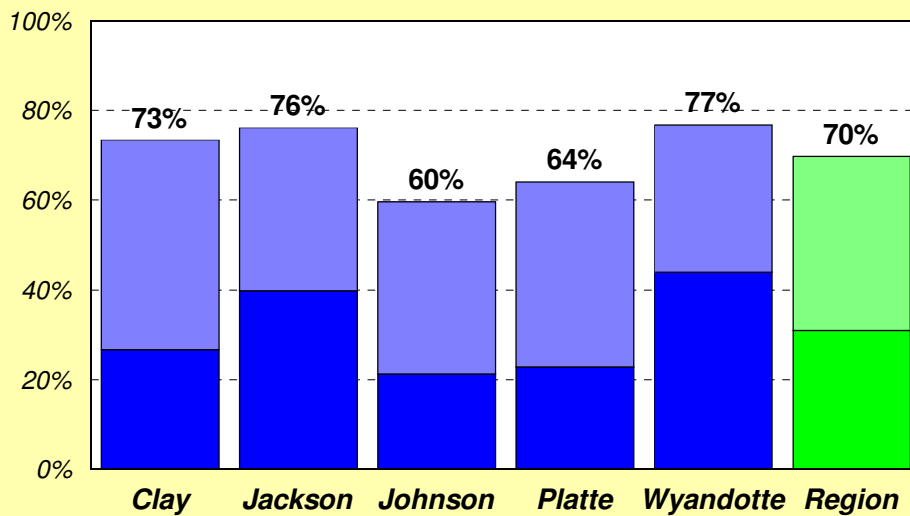
Sources: ETC Institute (2010 Survey)

Q2: 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 from 1998 to 2010)

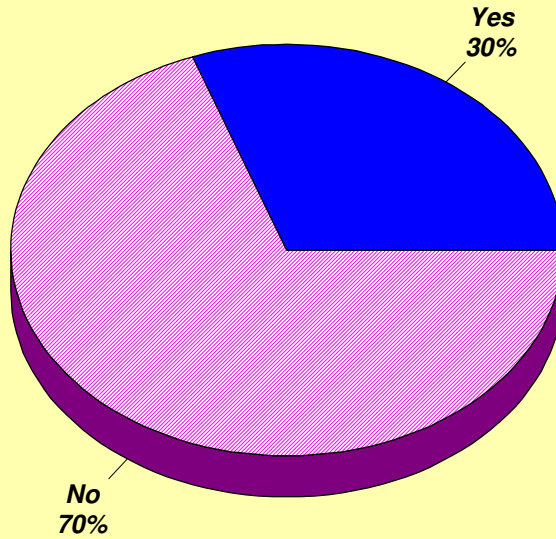
Q2: Percentage of Residents Who Were Very or Somewhat Concerned About the Health Consequences of Poor Air Quality in the Kansas City Area - By COUNTY
 By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q3: Do you or does anyone in your household have a breathing or respiratory problem?

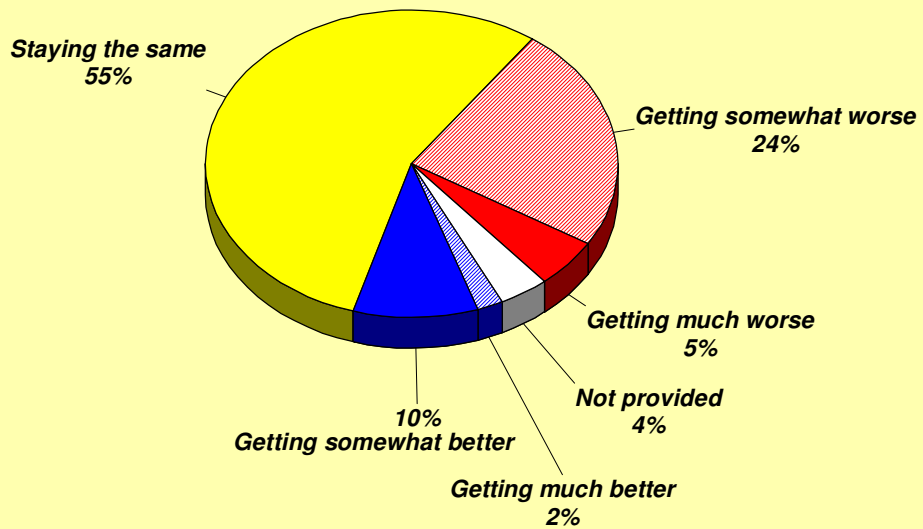
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q4: Do you think air pollution in the Kansas City area is:

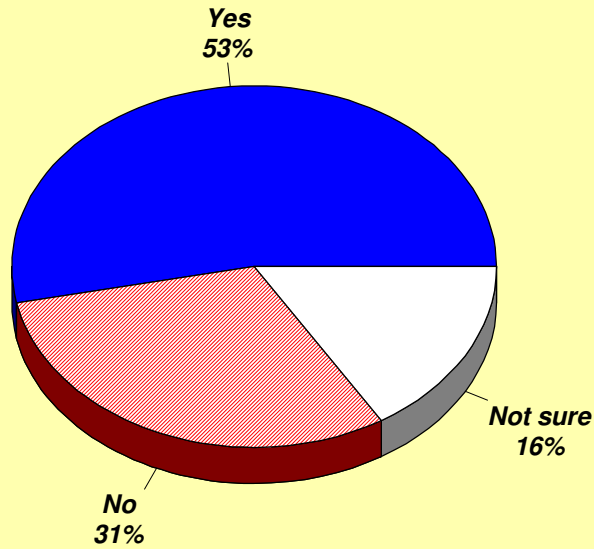
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q5: Do you think you can personally do anything to help improve air quality in the Kansas City area?

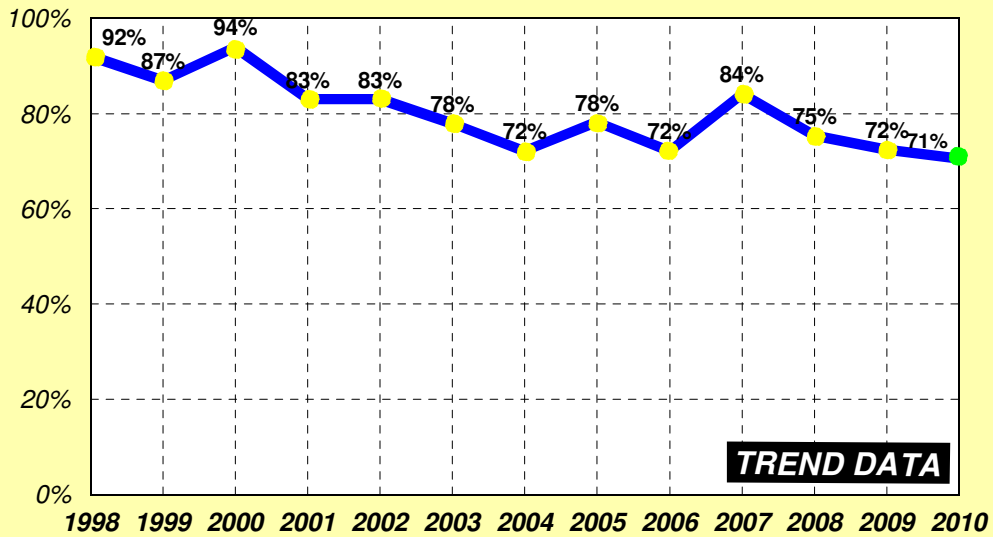
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q6: Percentage of Residents Who Remembered Hearing About OZONE ALERT Days During the Previous Summer

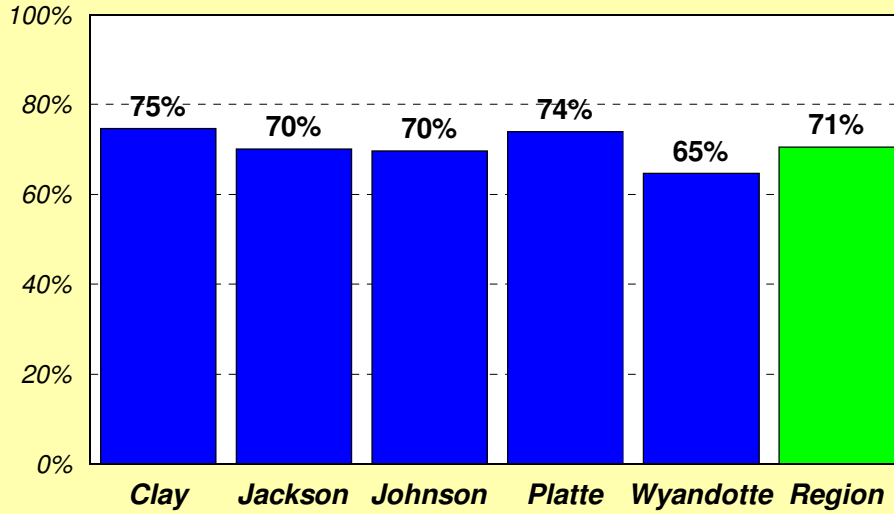
By Percentage of All Respondents



Sources: ETC Institute (Surveys from 1998 to 2010)

Q6: Percentage of Residents Who Remembered Hearing About OZONE ALERT Days During the Previous Summer - By COUNTY

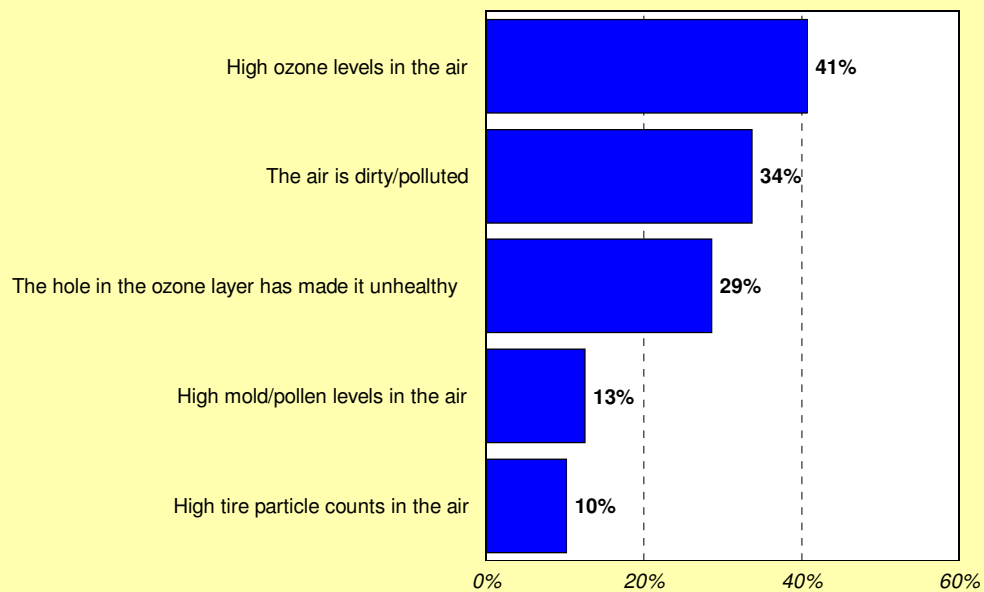
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q7: What do you think "OZONE ALERT" day means?

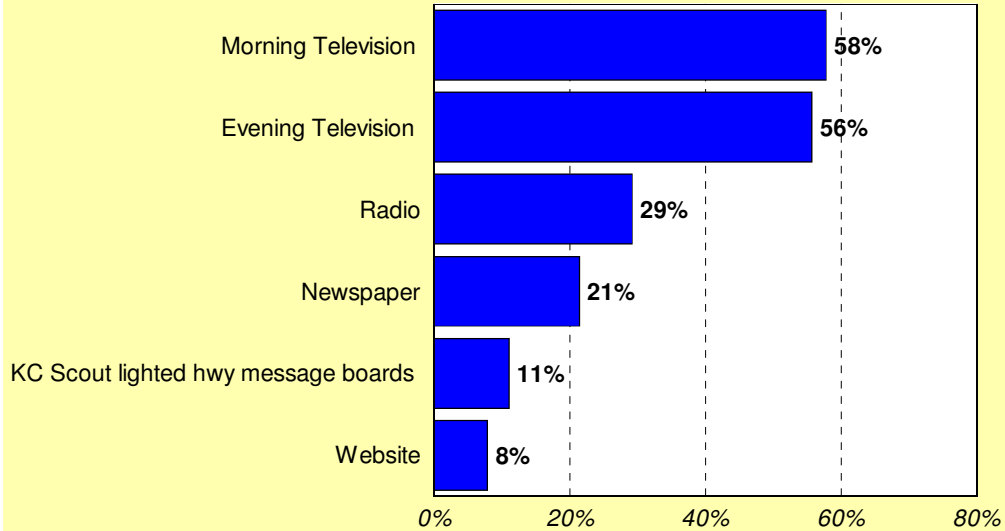
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q8: Have you seen or heard the phrase "OZONE ALERT" used to describe air quality in the Kansas City area from any of the following sources?

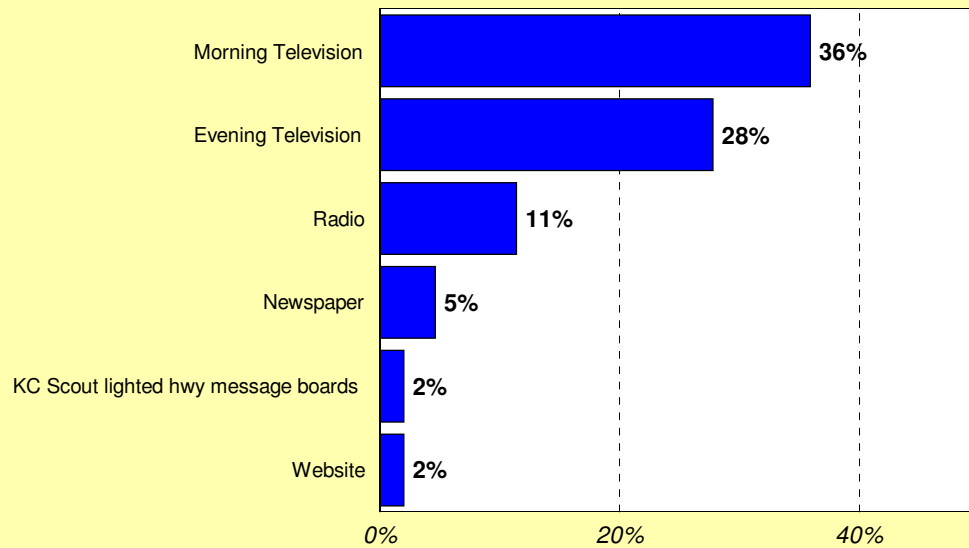
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q8a: Which ONE of these sources do you consult most often?

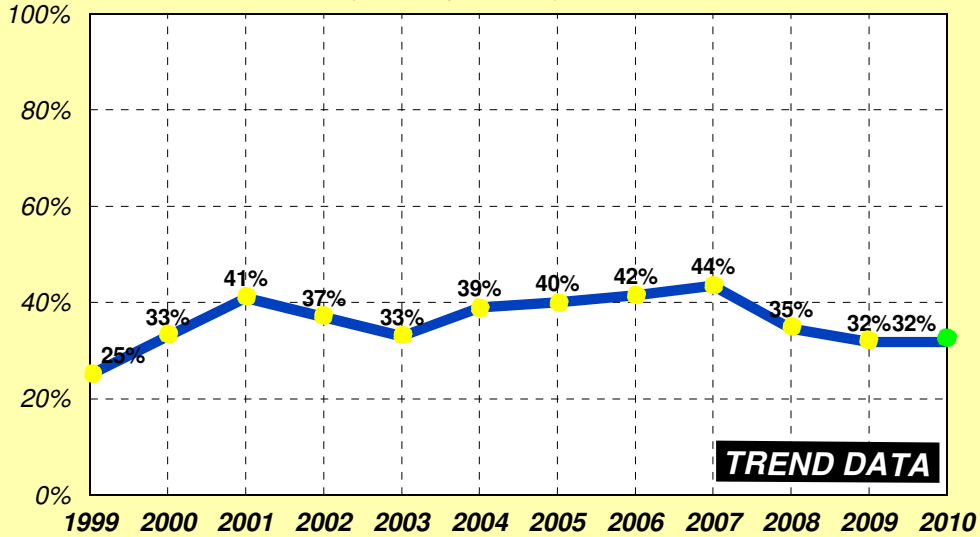
By Percentage of All Respondents Who Selected the Item as Their Top Choice



Sources: ETC Institute (2010 Survey)

Q9: Percentage of Residents Who Had Seen or Heard Any Advertisements, Public Service Announcements, Brochures, Billboards, Radio or Other Promotional Media About Air Quality in the Kansas City Area During the Past Year

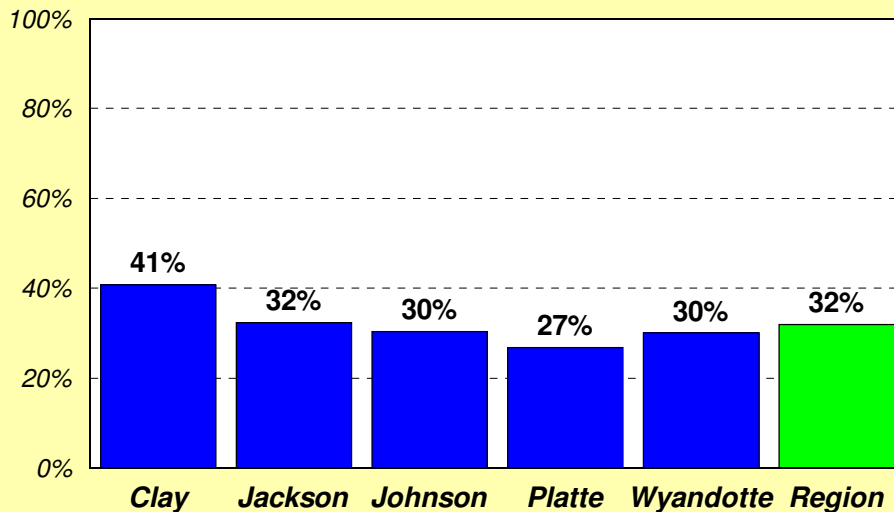
By Percentage of All Respondents



Sources: ETC Institute (Surveys from 1999 to 2010)

Q9: Percentage of Residents Who Had Seen or Heard Any Advertisements, Public Service Announcements, Brochures, Billboards, Radio or Other Promotional Media About Air Quality in the Kansas City Area During the Past Year - By COUNTY

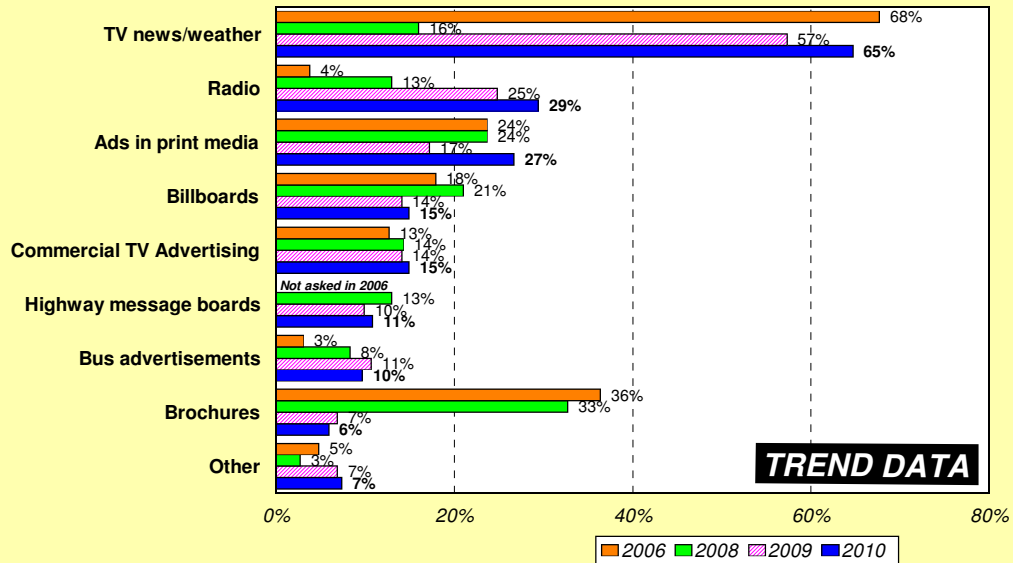
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q9a: What Types of Promotional Media Have You Seen or Heard?

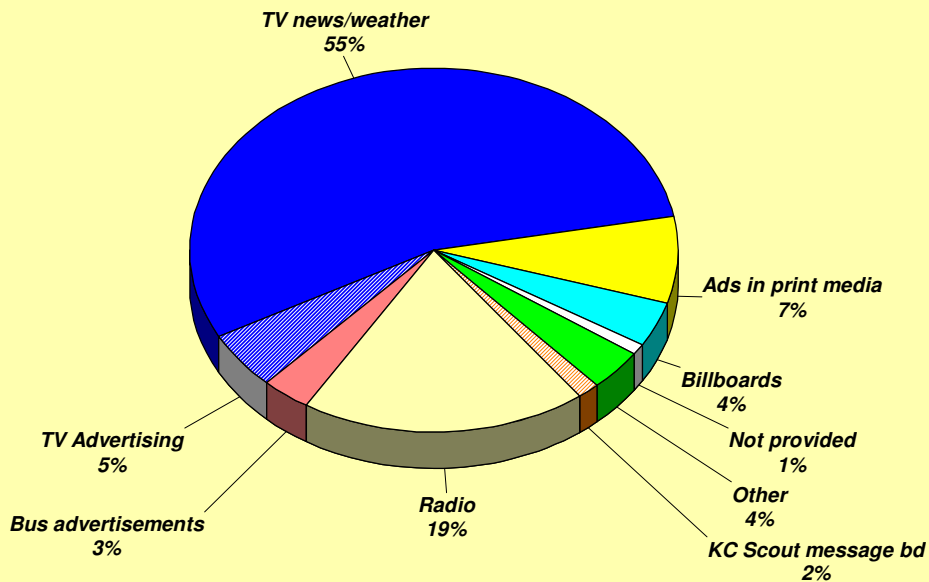
By Percentage of All Respondents



Sources: ETC Institute Survey (Surveys from 2006, 2008, 2009 & 2010)

Q9b: What One of the Promotional Media is your Most Frequent Source of Information About Air Quality?

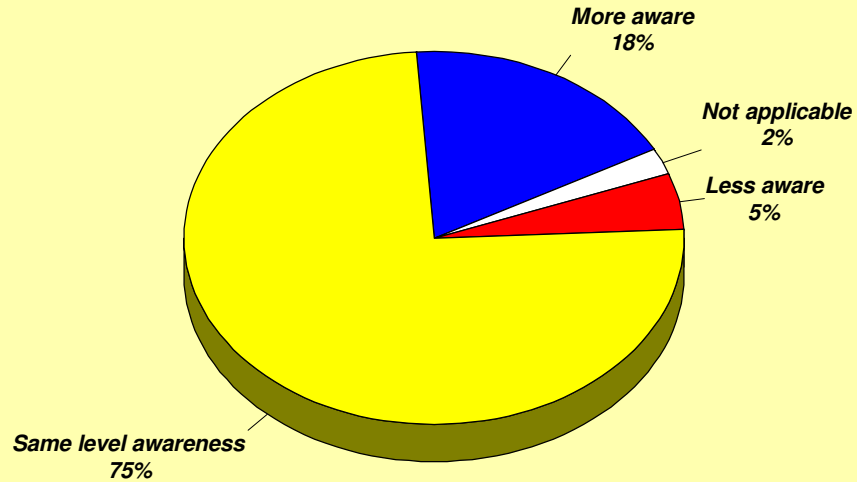
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q10: Compared to last year, how would you rate your level of awareness concerning air quality issues in the Kansas City area?

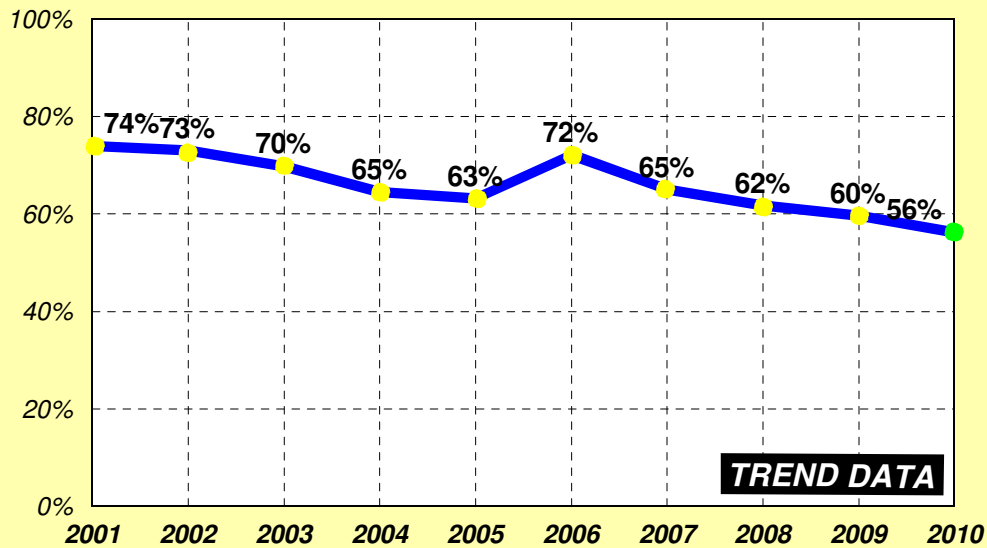
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q11: Percentage of Residents Who Have Seen "SKYCAST" Information During Weather Forecasts on Local Television News

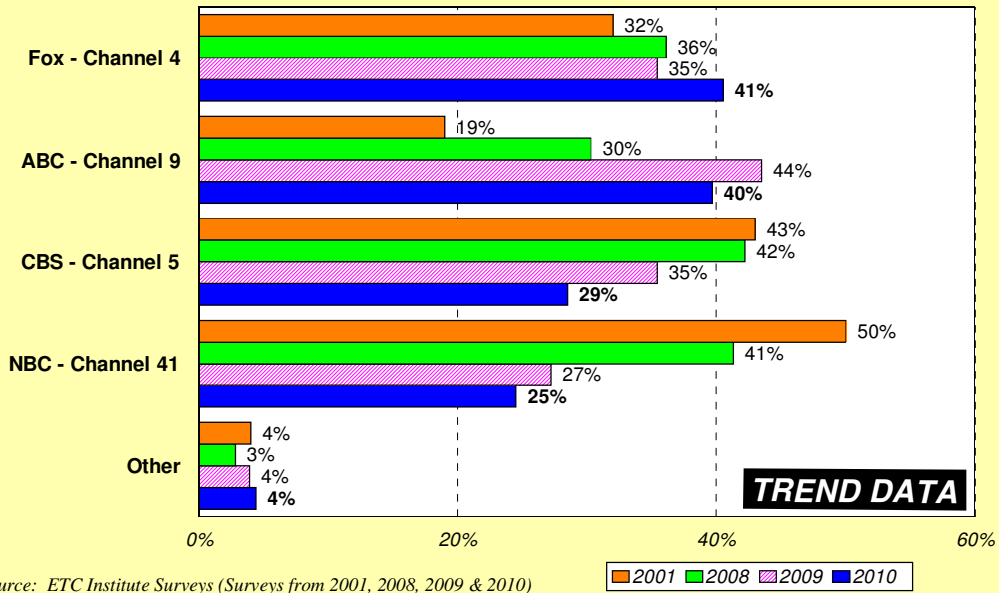
By Percentage of All Respondents



Source: ETC Institute Surveys (Surveys from 2001 to 2010)

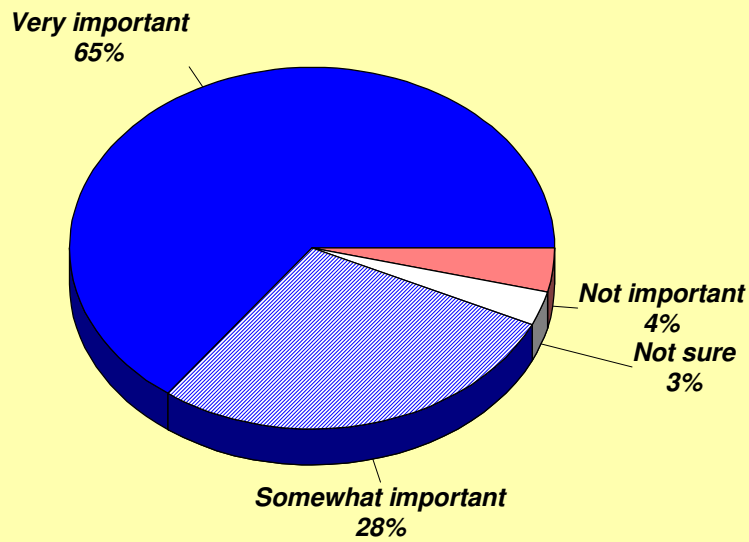
Q11a: Percentage of Residents Who Have Seen "SKYCAST" Information on Local Television Stations

By Percentage of All Respondents Who Have Seen "SKYCAST" Information



Q11b: How Important Residents Think It Is for Local Television News to Provide "SKYCAST" Information

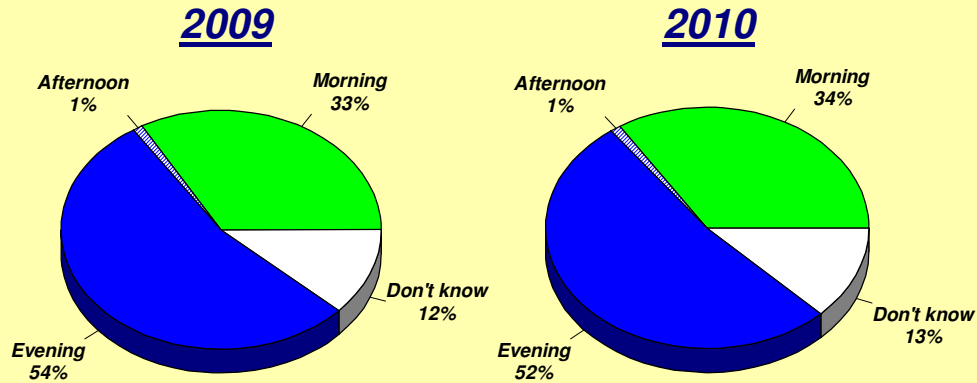
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q12: When Do You Think is the Best Time of Day to Fill Your Vehicle's Gasoline Tank During Ozone Season?

By Percentage of All Respondents

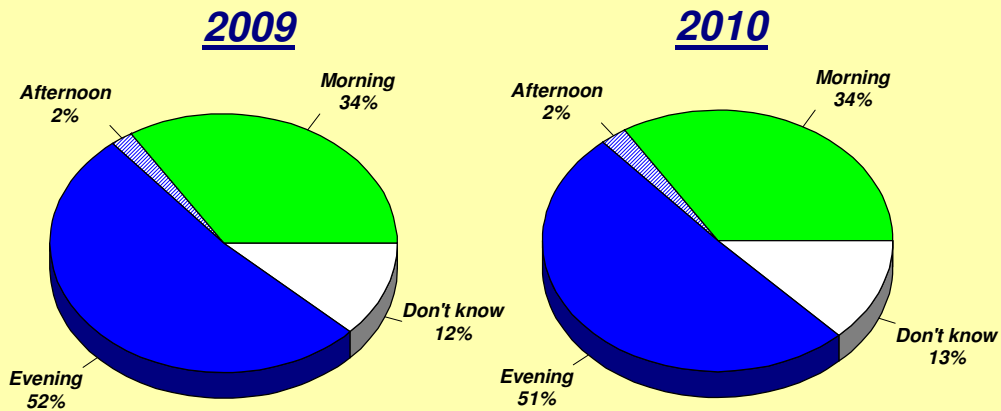


Sources: ETC Institute (Surveys from 2009 & 2010)

TREND DATA

Q13: When Do You Think is the Best Time of Day to Mow Your Lawn During Ozone Season?

By Percentage of All Respondents

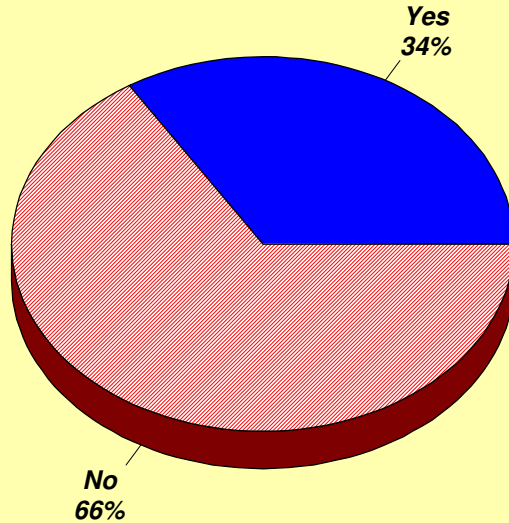


Sources: ETC Institute (Surveys from 2009 & 2010)

TREND DATA

Q14: Can you think of anything that can be done to reduce the amount of fumes released when filling your gas tank?

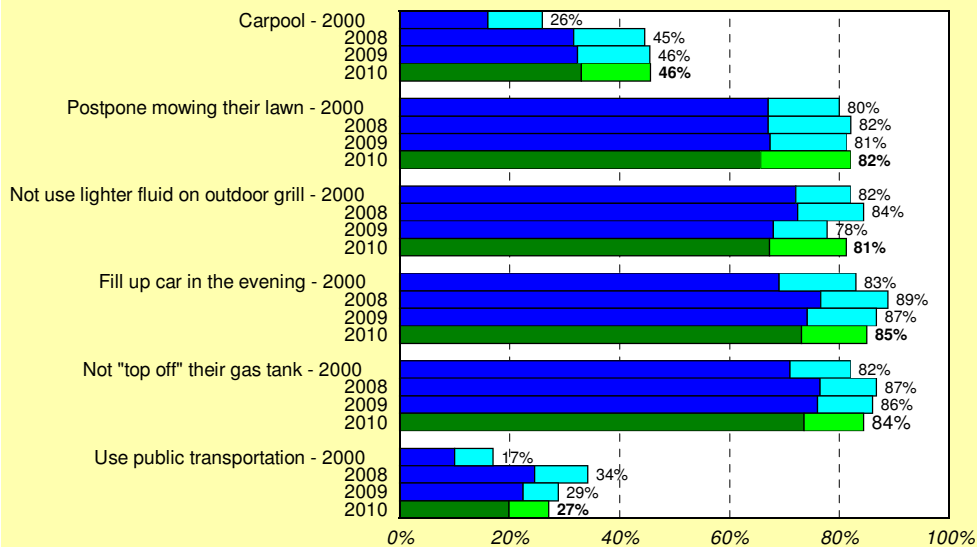
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q15: Willingness of Residents to Do Various Activities on an OZONE ALERT Day in the Kansas City Area

(Residents Rated Their Willingness on a Scale of 1-5 where 5 was "very willing" and 1 was "not willing")
By Percentage of Respondents who were "very willing" or "willing"

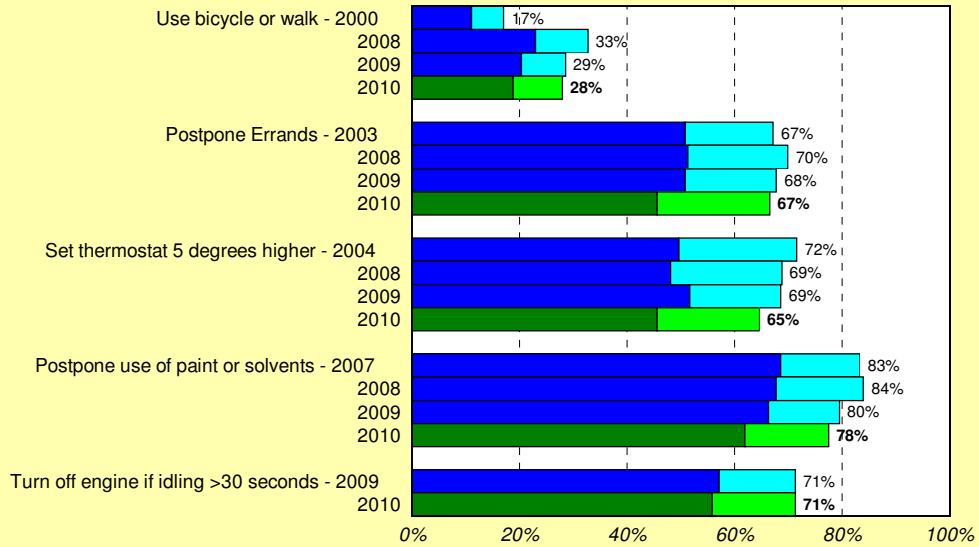


Sources: ETC Institute Surveys (Surveys from 2000, 2003, 2004, 2007, 2008, 2009 & 2010)

TREND DATA

Q15 (CONTINUED): Willingness of Residents to Do Various Activities on an OZONE ALERT Day in the Kansas City Area

(Residents Rated Their Willingness on a Scale of 1-5 where 5 was "very willing" and 1 was "not willing")
By Percentage of Respondents who indicated "very willing" or "willing"

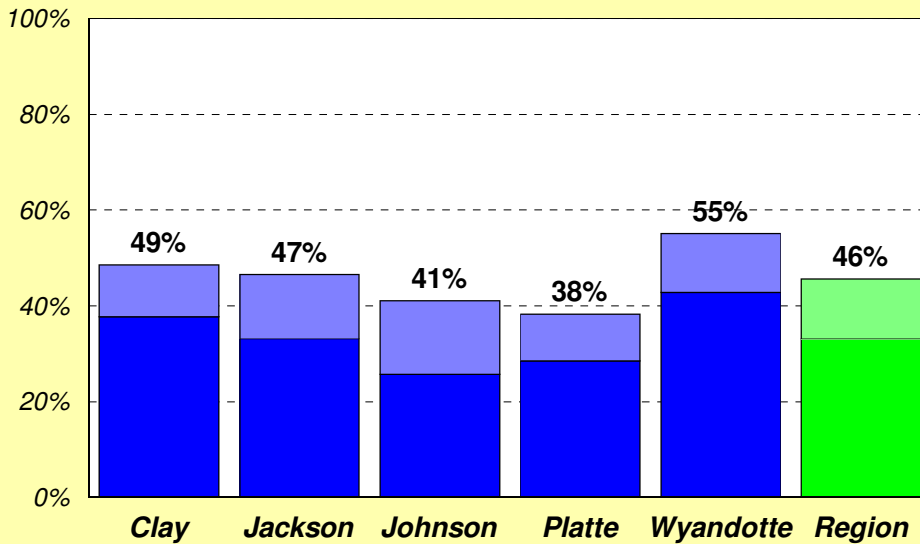


Sources: ETC Institute Surveys (Surveys from 2000, 2003, 2004, 2007, 2008, 2009 & 2010)

TREND DATA

Q15a: Willingness of Residents to CARPOOL on an OZONE ALERT Day in the Kansas City Area by COUNTY

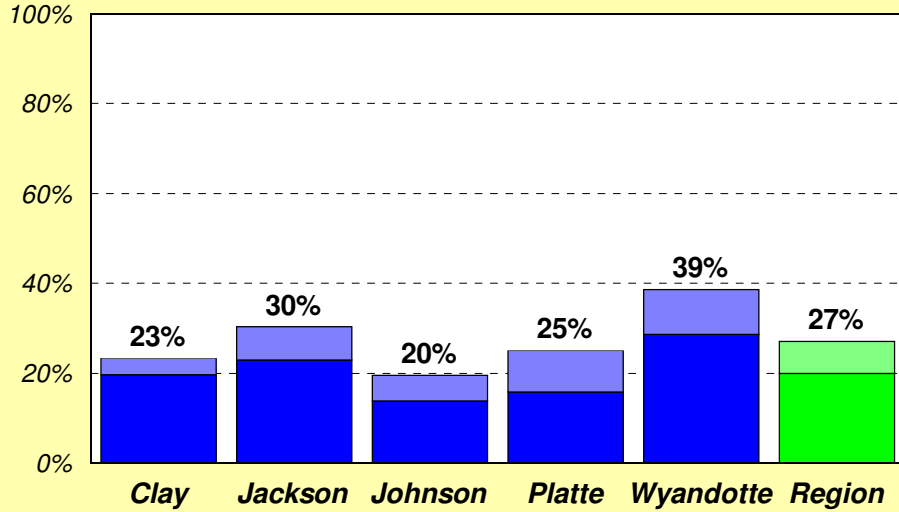
By Percentage of Respondents Who Rated Their Willingness as a 4 or 5 on a 5-point scale where 5 was "very willing"



Sources: ETC Institute (2010 Survey)

Q15f: Willingness of Residents to USE PUBLIC TRANSIT on an OZONE ALERT Day in the Kansas City Area by COUNTY

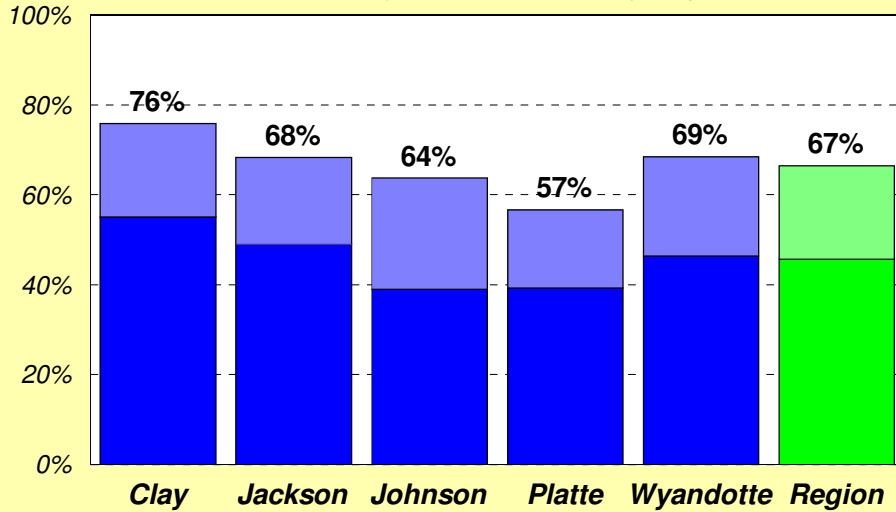
By Percentage of Respondents Who Rated Their Willingness as a 4 or 5 on a 5-point scale where 5 was "very willing"



Sources: ETC Institute (2010 Survey)

Q15h: Willingness of Residents to POSTPONE ERRANDS on an OZONE ALERT Day in the Kansas City Area by COUNTY

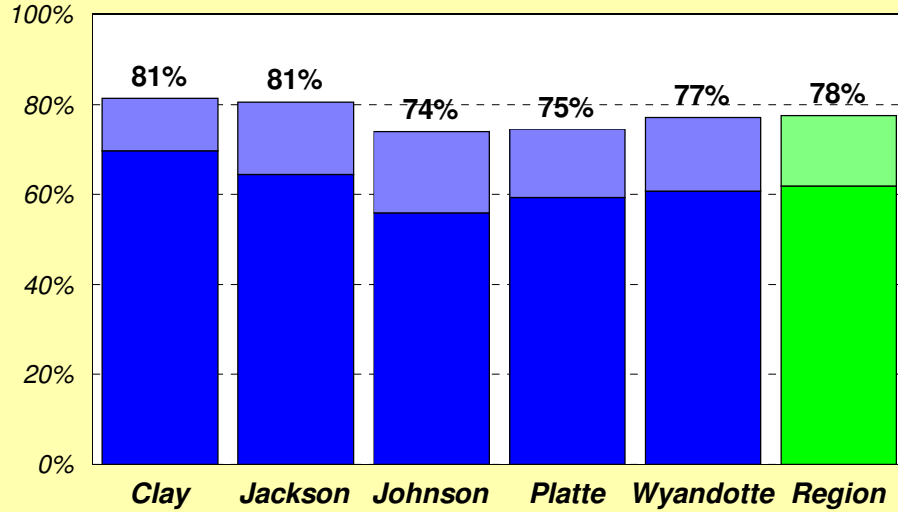
By Percentage of Respondents Who Rated Their Willingness as a 4 or 5 on a 5-point scale where 5 was "very willing"



Sources: ETC Institute (2010 Survey)

Q15j: Willingness of Residents to POSTPONE THE USE OF PAINTS/SOLVENTS on an OZONE ALERT Day in the Kansas City Area by COUNTY

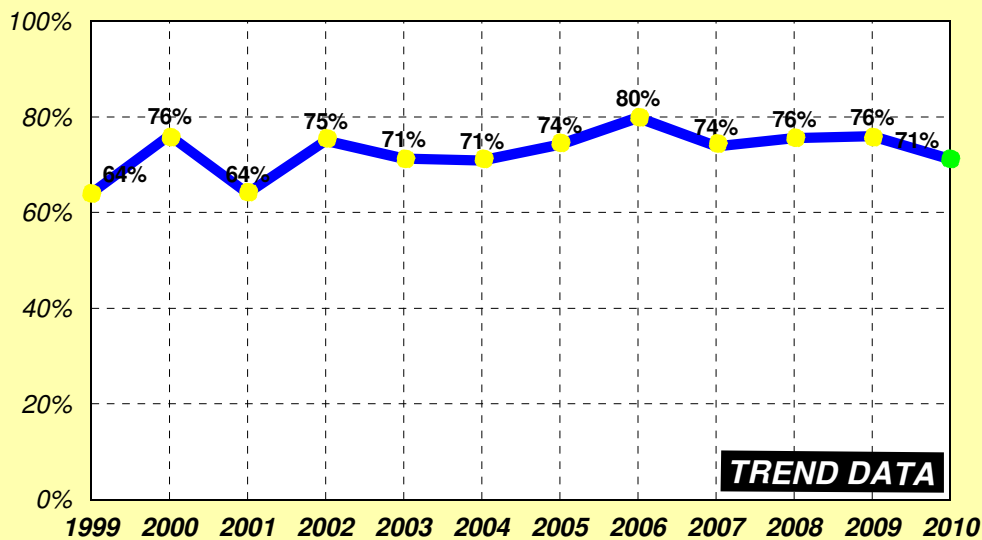
By Percentage of Respondents Who Rated Their Willingness as a 4 or 5 on a 5-point scale where 5 was "very willing"



Sources: ETC Institute (2010 Survey)

Q16: Percentage of Kansas City Area Residents Who Took an Action to Help Reduce Air Pollution at Least Once During the Previous Summer

By Percentage of All Respondents

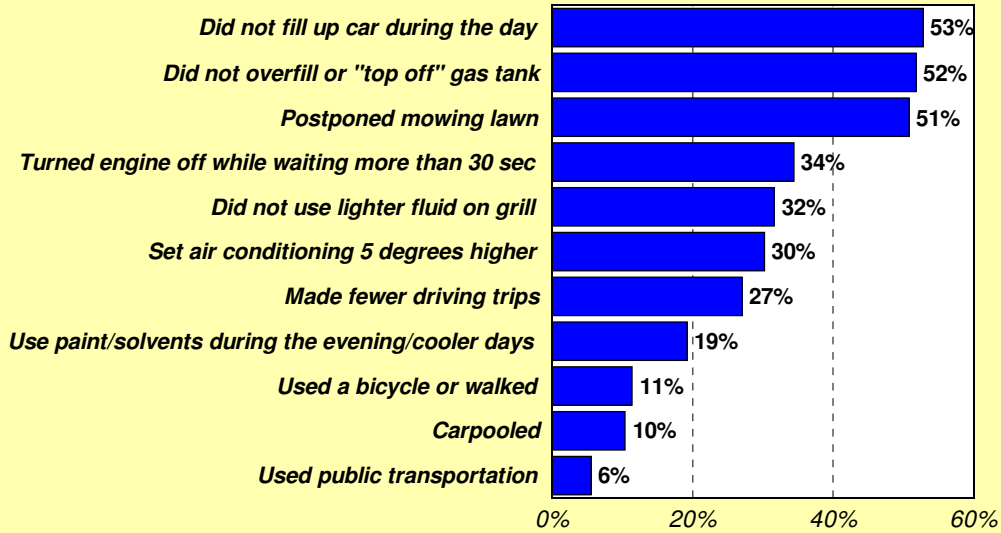


TREND DATA

Sources: ETC Institute Surveys (Surveys from 1999 to 2010)

**Q16a: Actions Kansas City Area Residents Regularly Did Last Summer
(Even if it was NOT an Ozone Alert Day)**

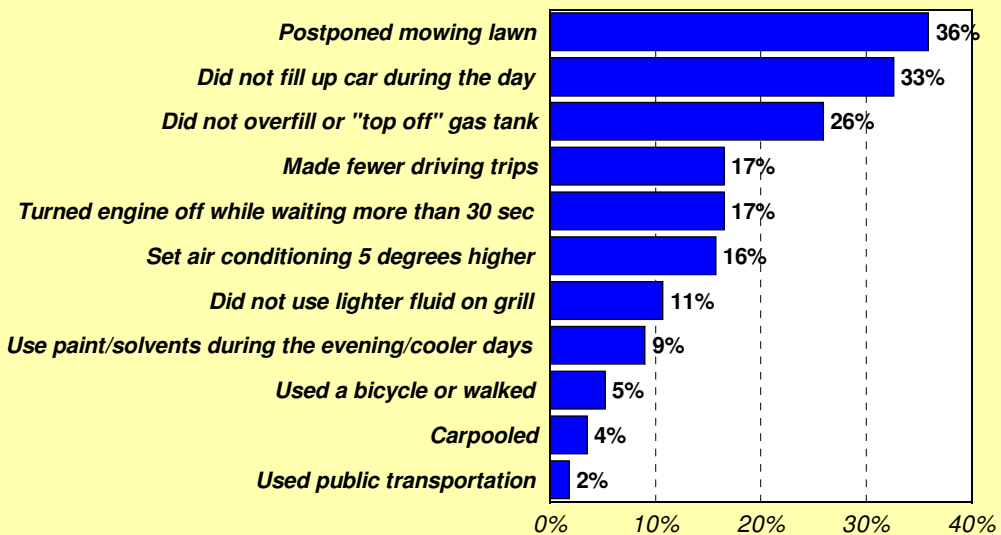
By Percentage of Respondents



Sources: ETC Institute (2010 Survey)

Q16b: Actions Kansas City Area Residents Did Last Summer Only Because It was an Ozone Alert Day

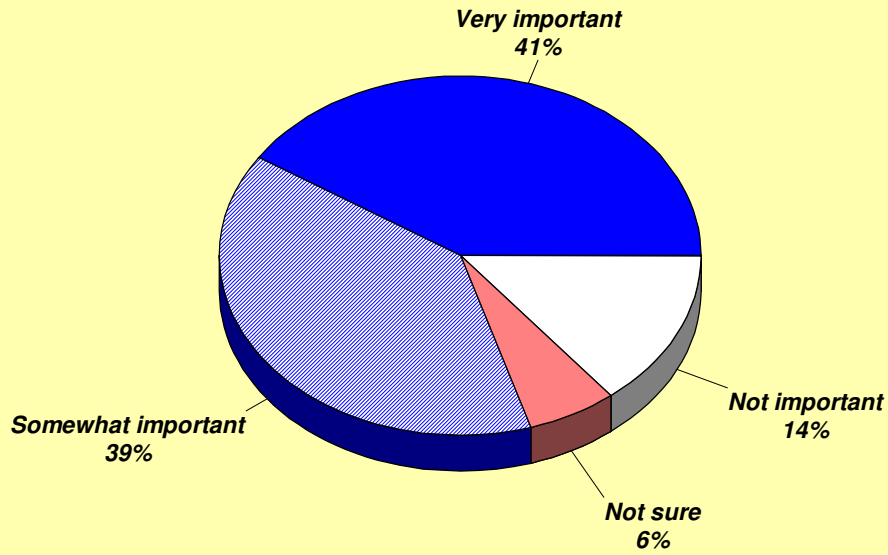
By Percentage of Respondents



Sources: ETC Institute (2010 Survey)

Q17: Importance of Knowing When It Is an OZONE ALERT Day in the Kansas City Area

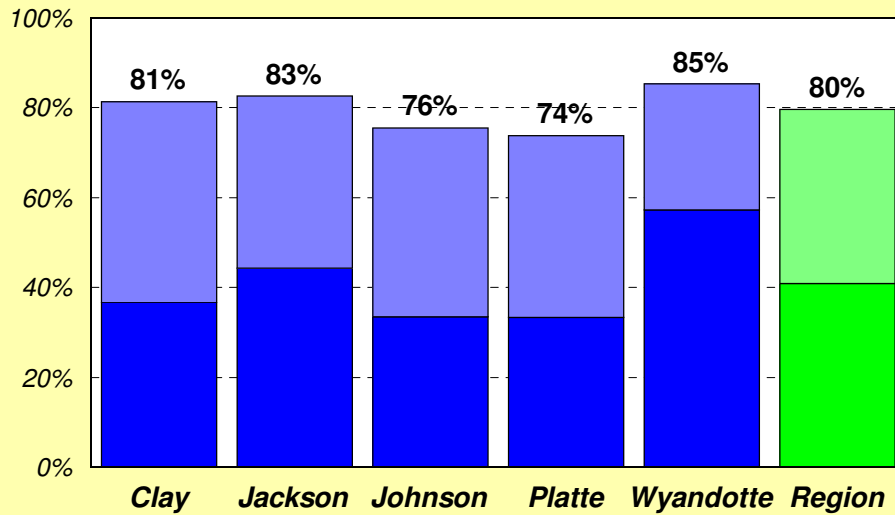
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q17: Importance of Knowing When It Is an OZONE ALERT Day in the Kansas City Area - By COUNTY

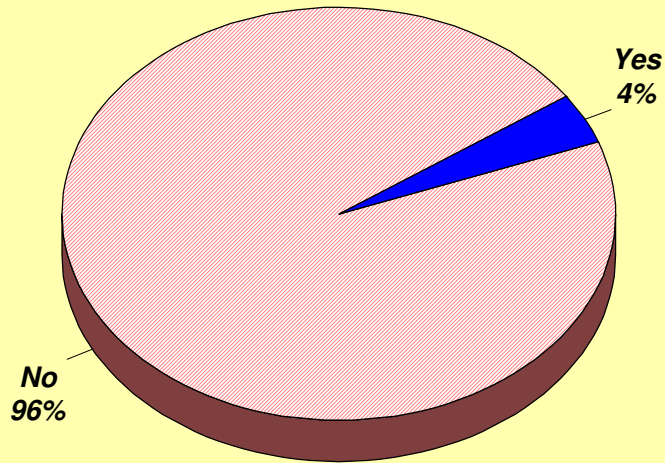
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q18: Have you heard about the AirQ Program?

By Percentage of All Respondents

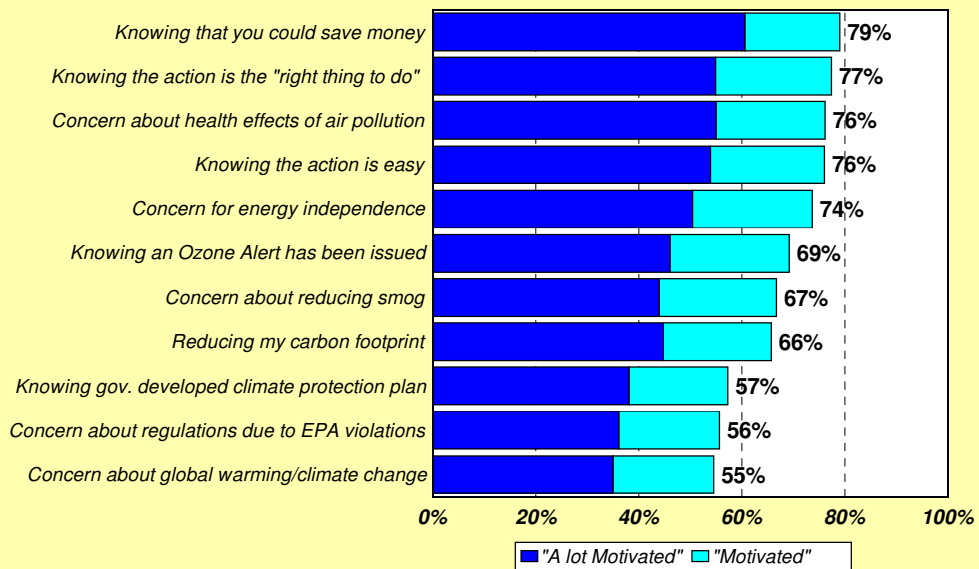


Sources: ETC Institute (2010 Survey)

Q19: Level of Motivation Various Situations Would Give Residents to Reduce Air Pollution in the Kansas City Area

(Residents Rated Their Motivation on a Scale of 1-5 where 5 was "a lot motivated" and 4 was "motivated")

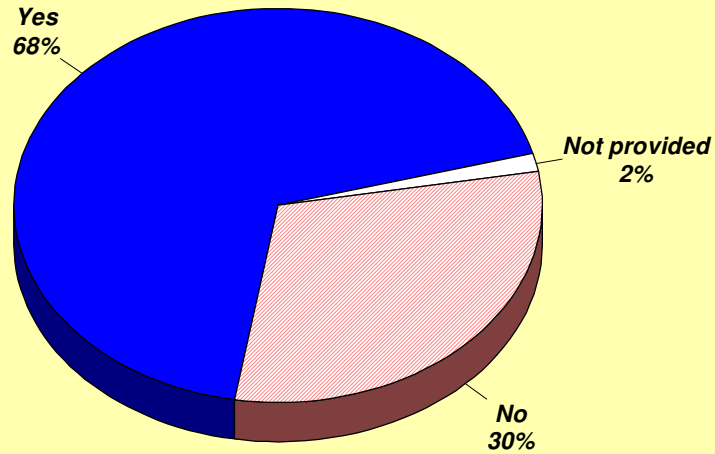
By Percentage of Respondents who indicated "a lot motivated" or "motivated"



Sources: ETC Institute (2010 Survey)

Q20: Do you or would you support efforts by the municipal/county government to reduce greenhouse gas emissions?

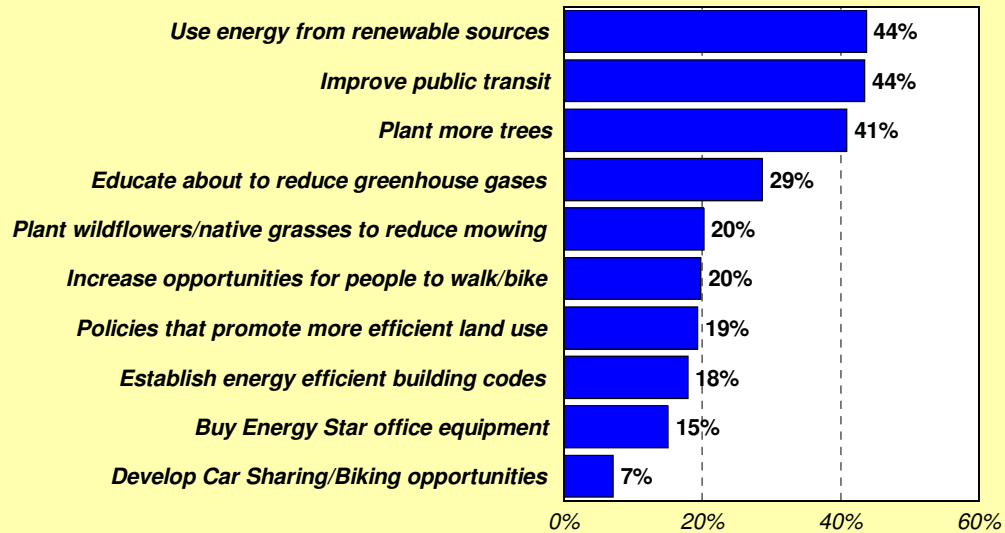
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q20a: Which of the following do you think should be the top strategies your municipal or county government should use to reduce greenhouse gas emissions?

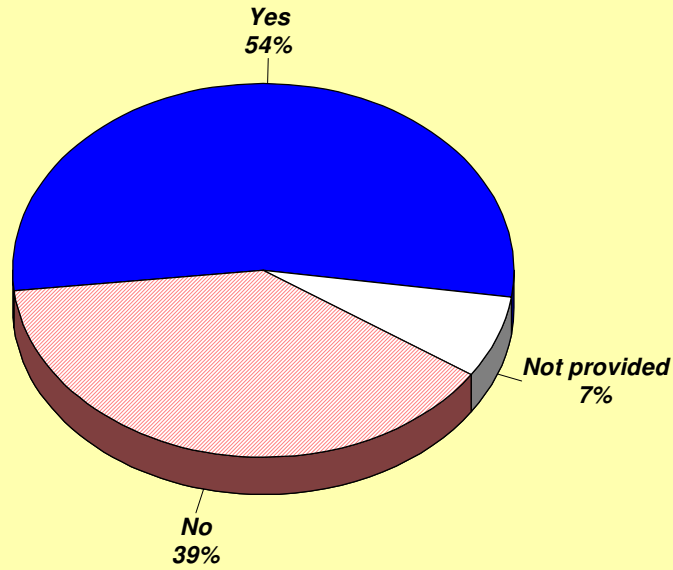
By Percentage of Respondents (Sum of Top Three Choices)



Sources: ETC Institute (2010 Survey)

Q21: Do You Think That Our Natural Environment Will Be Better in the Future?

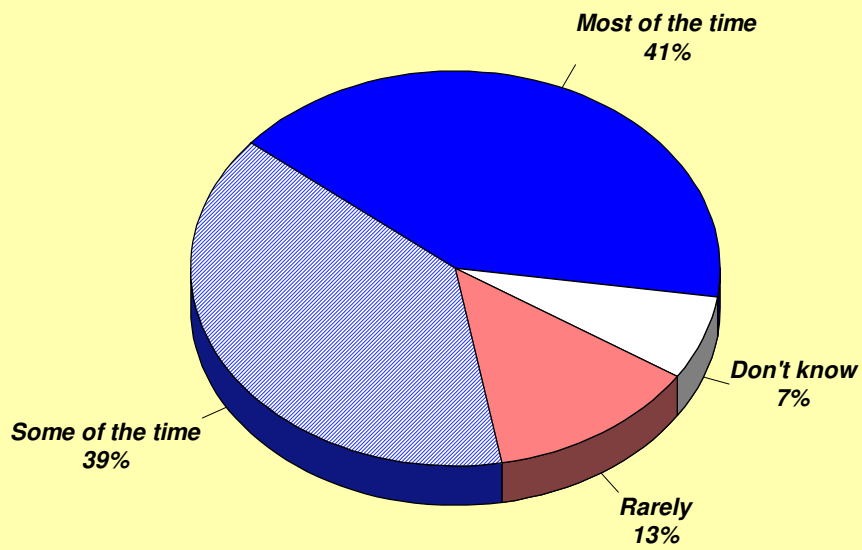
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q22: Would You Say that People are Trustworthy...

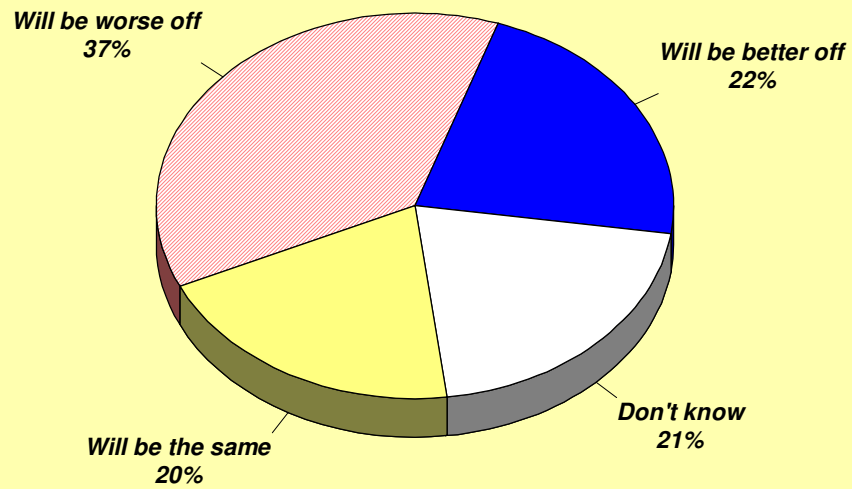
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Q23: As Today's Children Grow to Adulthood, How Will Their Lives Compare to Their Parent's Lives?

By Percentage of All Respondents

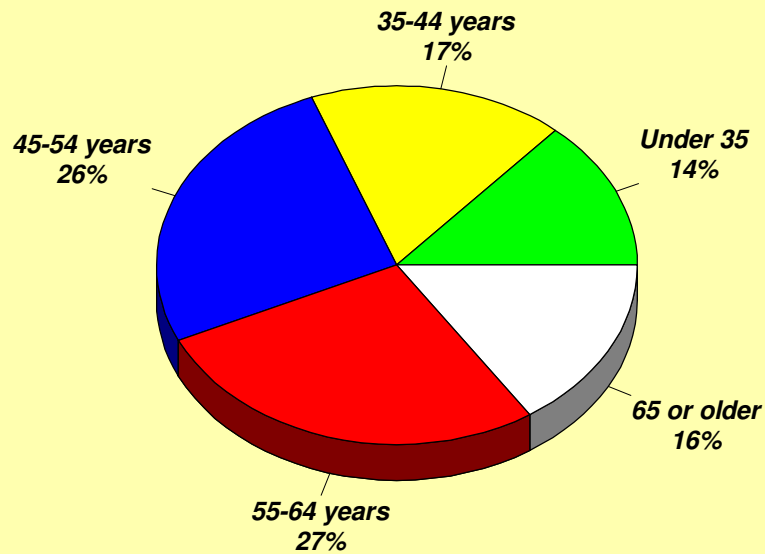


Sources: ETC Institute (2010 Survey)

Demographics

Age of Respondents

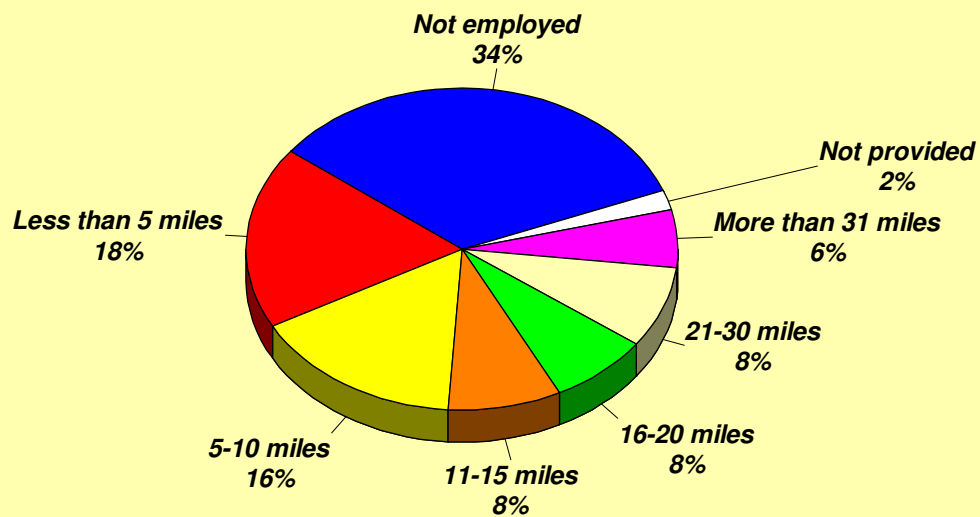
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Average Distance of Normal Daily Commute (one way)

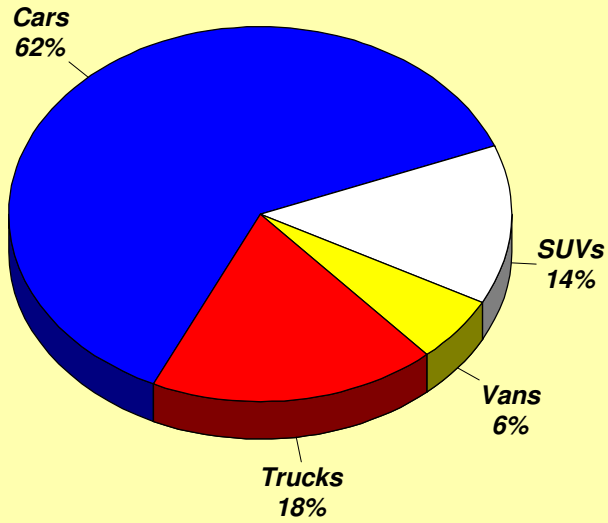
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Number of Vehicles Owned by Household

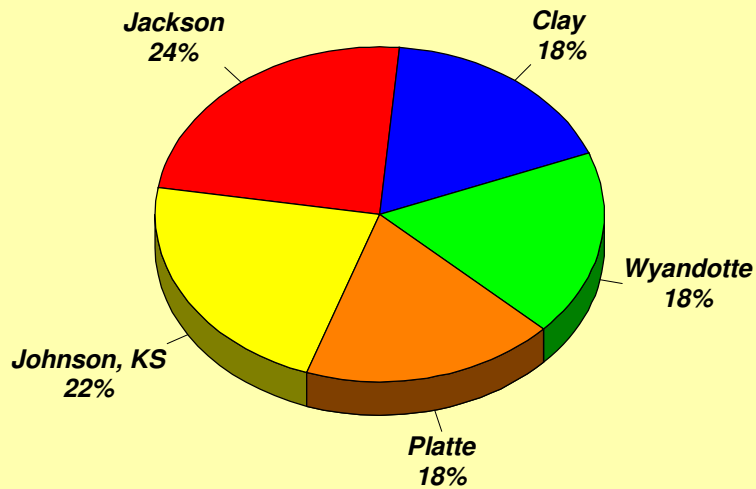
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

County Where Respondents Live

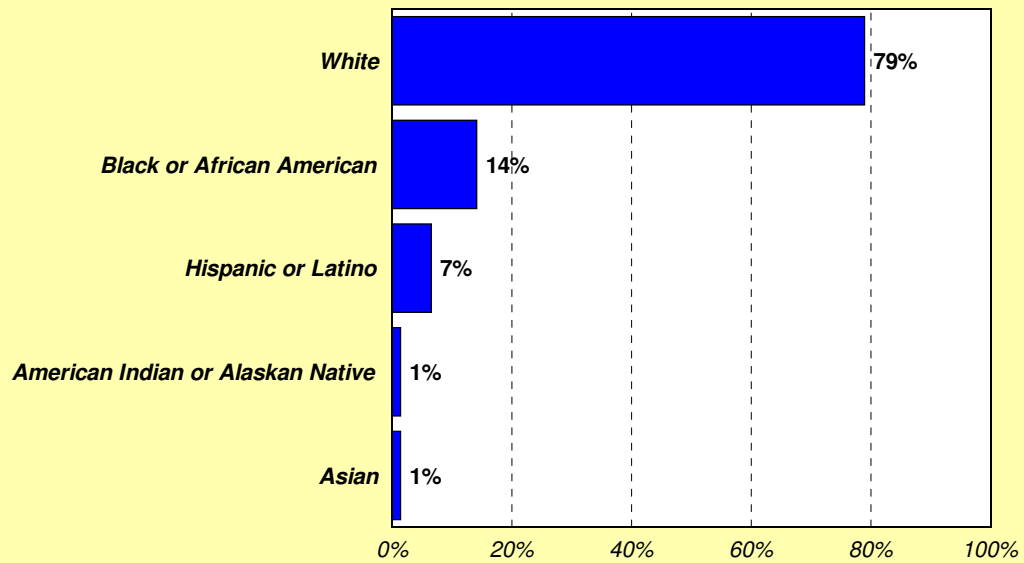
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Race/Ethnicity

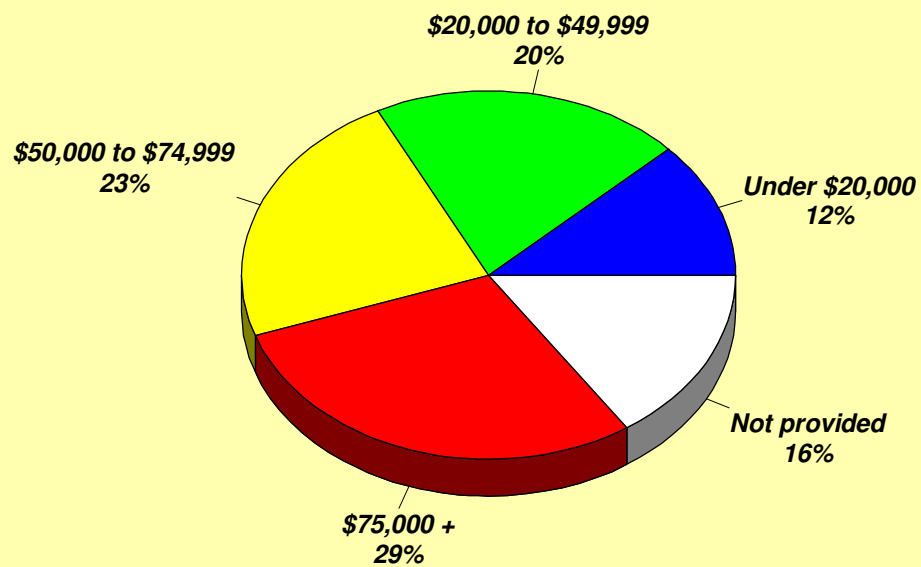
By Percentage of All Respondents (Multiple Choices Allowed)



Sources: ETC Institute (2010 Survey)

Annual Household Income

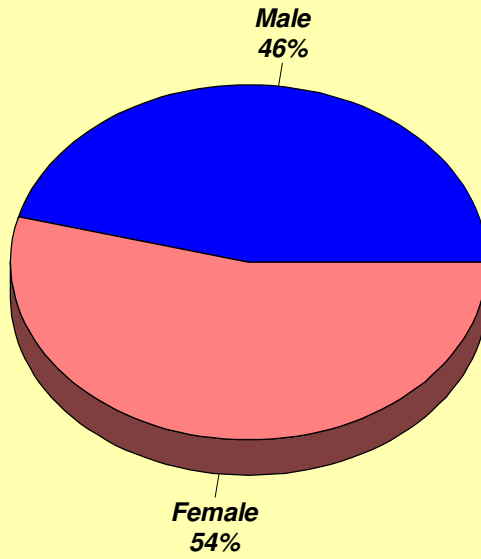
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Gender of Respondents

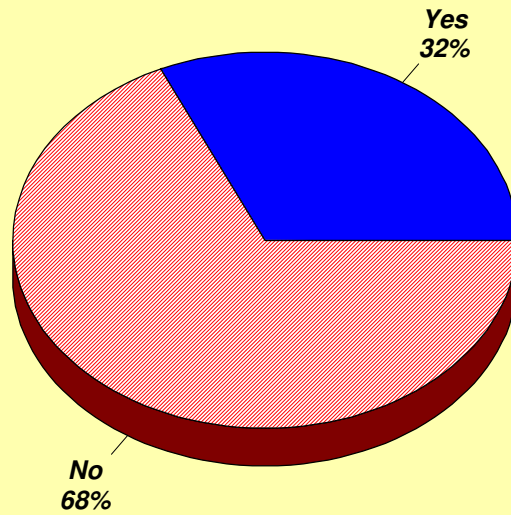
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Households with Children 17 Years or Under

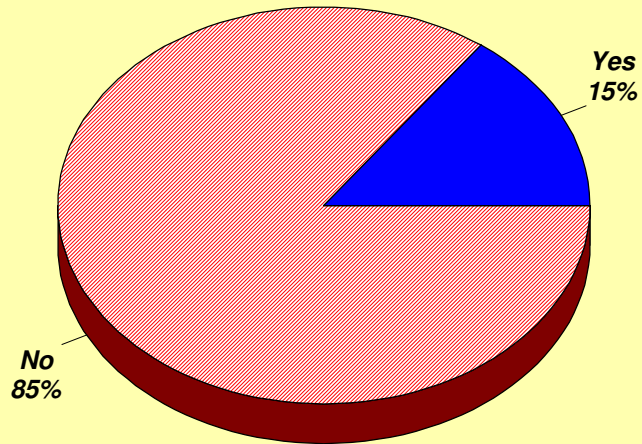
By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Would you be interested in receiving an e-mail to notify you when it is an Ozone Alert Day?

By Percentage of All Respondents



Sources: ETC Institute (2010 Survey)

Section 2:
Tabular Data

2010 Annual Air Quality Awareness Survey

Q1. On average, how many days per year do you think metropolitan Kansas City's air pollution levels fail to meet the health standards set by the Environmental Protection Agency?

Q1. How many days per year do air pollution levels fail to meet standards	Number	Percent
Zero (air is always healthy)	83	9.9 %
1-5 days	120	14.3 %
6-10 days	91	10.8 %
11-15 days	44	5.2 %
16-20 days	54	6.4 %
21+ days	121	14.4 %
Don't know	329	39.1 %
Total	842	100.0 %

Q2. How concerned are you about the health consequences of poor air quality in the Kansas City area?

Q2. Concerned about health consequences of poor air quality	Number	Percent
Very concerned	261	31.0 %
Somewhat concerned	327	38.8 %
Not sure	55	6.5 %
Not concerned	198	23.5 %
Don't know	1	0.1 %
Total	842	100.0 %

Q3. Do you or does anyone in your household have a breathing or respiratory problem?

Q3. Anyone have a breathing or respiratory problem	Number	Percent
Yes	256	30.4 %
No	585	69.5 %
Not provided	1	0.1 %
Total	842	100.0 %

2010 Annual Air Quality Awareness Survey

Q4. Do you think air pollution in the Kansas City area is:

Q4. Air pollution in Kansas City area	Number	Percent
Getting much worse	44	5.2 %
Getting somewhat worse	199	23.6 %
Staying the same	463	55.0 %
Getting somewhat better	80	9.5 %
Getting much better	17	2.0 %
Don't know	39	4.6 %
Total	842	100.0 %

Q5. Do you think you can personally do anything to help improve air quality in the Kansas City area?

Q5. You can do anything to help improve air quality	Number	Percent
Yes	447	53.1 %
No	258	30.6 %
Not sure	137	16.3 %
Total	842	100.0 %

Q6. Do you remember hearing about any "OZONE ALERT" days this past summer?

Q6. Remember hearing about "OZONE ALERT" days	Number	Percent
Yes	594	70.5 %
No	244	29.0 %
Not provided	4	0.5 %
Total	842	100.0 %

2010 Annual Air Quality Awareness Survey

Q7. What do you think an "OZONE ALERT" day means?

<u>Q7. What does an "OZONE ALERT" day mean</u>	<u>Number</u>	<u>Percent</u>
High mold/pollen levels in the air	105	12.5 %
High tire particle counts in the air	86	10.2 %
High ozone levels in the air	343	40.7 %
The hole in the ozone layer has made it unhealthy to be outside	241	28.6 %
Air is dirty/polluted	284	33.7 %
Other	84	10.0 %
<u>Not provided</u>	<u>70</u>	<u>8.3 %</u>
Total	1213	

2010 Annual Air Quality Awareness Survey

Q7. Other

Q7. Other	Number	Percent
AIR IS HOT/THICK	3	3.6%
AIR QUALITY OUTSIDE IS BAD	5	6.0%
BE CAREFUL OUTSIDE	5	6.0%
CARBON PARTICLES IN THE AIR	1	1.2%
CO'S & EPA RULE	1	1.2%
REMINDER TO DELAY SOME TASKS	5	6.0%
DON'T FILL UP GAS TANK IN CAR	6	7.1%
DON'T USE GAS/MOW LAWN	5	6.0%
DRIVE LESS	4	4.8%
GAS AFTER DARK	1	1.2%
GAS/POLLUTION	1	1.2%
HEAT/O2 IN THE AIR IS HIGH	1	1.2%
HEAVY SMOG	2	2.4%
HIGH O3 IN AIR	1	1.2%
HIGH OZONE/SMOG	1	1.2%
WEATHER OUTSIDE IMPACTS BREATHING	4	4.8%
INDUSTRIAL POLLUTANTS IN THE AIR ARE HIGH	1	1.2%
IT'S HUMID OUTSIDE	1	1.2%
LATEX	1	1.2%
LESS O2/SQ M	1	1.2%
NITRO FROM CAR IN THE AIR IS HIGH	1	1.2%
NO GLOBAL WARMING	1	1.2%
NOTHING	4	4.8%
STAY IN-HEAT IS TOO HIGH	2	2.4%
STRONG OZONE	1	1.2%
SUN COULD CAUSE DAMAGE TO THE SKIN	5	6.0%
TEMPERATURE OUTSIDE IS HIGH; UNSAFE	12	14.3%
DON'T KNOW/UNSURE	8	9.5%
Total	84	100.0%

2010 Annual Air Quality Awareness Survey

Q8. Have you seen or heard the phrase "OZONE ALERT" used to describe air quality in the Kansas City area from any of the following sources?

Q8. Seen or heard "OZONE ALERT" from following sources	Number	Percent
Newspaper	180	21.4 %
Radio	246	29.2 %
Morning TV	487	57.8 %
Evening TV	469	55.7 %
Website	66	7.8 %
KC Scout lighted highway message boards	93	11.0 %
Other	20	2.4 %
<u>Not provided</u>	<u>118</u>	<u>14.0 %</u>
Total	1679	

Q8. Other

Q8. Other	Number	Percent
BUSES	5	25.0 %
DOCTOR	1	5.0 %
EMAILS	2	10.0 %
FRIENDS	1	5.0 %
NO WHERE	4	20.0 %
DON'T REMEMBER WHERE	1	5.0 %
SCHOOL	2	10.0 %
WEATHER UPDATES	1	5.0 %
<u>WORK</u>	<u>3</u>	<u>15.0 %</u>
Total	20	100.0 %

Q8a. Which ONE of these sources do you consult most often? (Top Choice)

Q8a. Top choice	Number	Percent
Newspaper	39	4.6 %
Radio	96	11.4 %
Morning TV	302	35.9 %
Evening TV	234	27.8 %
Website	17	2.0 %
KC Scout lighted highway message boards	17	2.0 %
Other	12	1.4 %
<u>Not provided</u>	<u>125</u>	<u>14.8 %</u>
Total	842	100.0 %

2010 Annual Air Quality Awareness Survey

Q9. Have you seen or heard any advertisements, public service announcements, brochures, billboards, radio or other promotional media about air quality in the Kansas City area during the past year?

Q9. Seen or heard any promotional media about air quality	Number	Percent
Yes	269	31.9 %
No	566	67.2 %
Not provided	7	0.8 %
Total	842	100.0 %

Q9a. [IF YES to question #9]: What types of promotional media have you seen or heard?

Q9a. What types of promotional media	Number	Percent
Billboards	40	14.9 %
Ads in newspapers, magazines or other print media	72	26.7 %
TV news/weather	174	64.7 %
Commercial TV ads	40	14.9 %
Bus ads	26	9.7 %
Brochures	16	5.9 %
Radio	79	29.4 %
KC Scout lighted highway message boards	29	10.8 %
Other	20	7.4 %
Not provided	2	0.7 %
Total	498	

Q9a. Other

Q9a. Other	Number	Percent
AIRQ	1	5.0 %
EMAILS	1	5.0 %
INTERNET	4	20.0 %
KANSASCITY.COM	1	5.0 %
MEETINGS	1	5.0 %
METRO	1	5.0 %
MARC	1	5.0 %
CHURCH	1	5.0 %
MY DOCTOR	1	5.0 %
WEBSITE	2	10.0 %
WORD OF MOUTH	2	10.0 %
WORK	4	20.0 %
Total	20	100.0 %

2010 Annual Air Quality Awareness Survey

Q9b. [IF YES to question #9] Which one of those promotional media is your most frequent source of information about air quality? (Top Choice)

<u>Q9b. Top choice</u>	<u>Number</u>	<u>Percent</u>
Billboards	12	4.5 %
Ads in newspapers, magazines or other print media	20	7.4 %
TV news/weather	146	54.3 %
Commercial TV ads	14	5.2 %
Bus ads	9	3.3 %
Brochures	1	0.4 %
Radio	50	18.6 %
KC Scout lighted highway message boards	4	1.5 %
Other	10	3.7 %
<u>Not provided</u>	<u>3</u>	<u>1.1 %</u>
Total	269	100.0 %

Q10. Compared to last year, would you say you:

<u>Q10. Your awareness of air quality</u>	<u>Number</u>	<u>Percent</u>
Are more aware of air quality issues	154	18.3 %
Have same level of awareness of air quality issues	628	74.6 %
Are less aware of air quality issues	40	4.8 %
Not applicable (did not live in KC last year)	19	2.3 %
<u>Don't know</u>	<u>1</u>	<u>0.1 %</u>
Total	842	100.0 %

2010 Annual Air Quality Awareness Survey

Q11. Have you seen Ozone "SKYCAST" information during the weather forecast on local television news?

<u>Q11. Seen Ozone "SKYCAST" information</u>	<u>Number</u>	<u>Percent</u>
Yes	474	56.3 %
No	368	43.7 %
Total	842	100.0 %

Q11a. [IF YES to question #11]: On which TV stations have you seen "SKYCAST" information?

<u>Q11a. Which TV stations</u>	<u>Number</u>	<u>Percent</u>
NBC-Channel 41	116	24.5 %
CBS-Channel 5	135	28.5 %
FOX-Channel 4	192	40.5 %
ABC-Channel 9	188	39.7 %
Other	21	4.4 %
Not provided	17	3.6 %
Total	669	

Q11a. Other

<u>Q11a. Other</u>	<u>Number</u>	<u>Percent</u>
CHANNEL 12	1	5.9 %
CHANNEL 13	3	17.6 %
CHANNEL 3	1	5.9 %
CNN	1	5.9 %
DISCOVERY CHANNEL	1	5.9 %
KCTV5 CH 3	1	5.9 %
KMBC	3	17.6 %
METRO WEATHER CHANNEL	1	5.9 %
WEATHER CHANNEL	5	29.4 %
Total	17	100.0 %

2010 Annual Air Quality Awareness Survey

Q11b. [IF YES to question #11]: How important do you think it is for local television stations to provide "SKYCAST" information?

<u>Q11b. Level of importance</u>	<u>Number</u>	<u>Percent</u>
Very important	306	64.6 %
Somewhat important	133	28.1 %
Not sure	17	3.6 %
Not important	18	3.8 %
Total	474	100.0 %

Q12. When do you think is the BEST time of day to fill your vehicle's gasoline tank during ozone season?

<u>Q12. BEST time of day to fill gasoline tank during ozone season</u>	<u>Number</u>	<u>Percent</u>
Morning (before noon)	289	34.3 %
Afternoon (noon-6pm)	9	1.1 %
Evening (6pm-midnight)	444	52.7 %
Don't know	107	12.7 %
Total	849	

Q13. When do you think is the BEST time of day to mow your lawn during ozone season?

<u>Q13. BEST time of day to mow lawn during ozone season</u>	<u>Number</u>	<u>Percent</u>
Morning (before noon)	286	34.0 %
Afternoon (noon-6pm)	21	2.5 %
Evening (6pm-midnight)	430	51.1 %
Don't know	109	12.9 %
Total	846	

2010 Annual Air Quality Awareness Survey

Q14. Can you think of anything that can be done to reduce the amount of fumes released when filling your gas tank?

Q14. Reduce amount of fumes released when filling gas tank	Number	Percent
Yes	283	33.6 %
No	553	65.7 %
Not provided	6	0.7 %
Total	842	100.0 %

2010 Annual Air Quality Awareness Survey

Q14. If YES, what can you do?

Q14 What can you do	Number	Percent
MAKE SURE CAR STAYS PROPERLY MAINTAINED	3	1.1%
BURN MORE ETHANOL	1	0.4%
BURN SOMETHING BESIDES GAS	1	0.4%
CAR MANUFACTURERS OBLIGATION	1	0.4%
CARPOOLING	2	0.7%
FILTER & SEAL SYSTEM	1	0.4%
FLEXI-STRAW	1	0.4%
USE FUME SHIELD	1	0.4%
USE FUMELESS, AIRTIGHT MACHINERY	1	0.4%
COVER FUMES W/SOMETHING	1	0.4%
DON'T DRIVE	5	1.8%
DON'T "TOP OFF" GAS TANK	130	46.9%
OTHER FUELING PROCESS (MAKE SURE NOZZLES ARE TIGHT, CONES AROUND NOZZLES, ETC.)	56	20.2%
DON'T KNOW	2	0.7%
ELECTRIC CARS	11	4.0%
FILL UP IN AM/PM WHEN COOL OUTSIDE	27	9.7%
GAS COMES OUT SLOWER	1	0.4%
INCENTIVES FOR VEHICLE MAINTENANCE	1	0.4%
KEEP GAS TANK FULL	4	1.4%
NATURAL GAS USAGE	1	0.4%
USE NEWER DESIGNS; HAVE BETTER INTAKE	1	0.4%
USE NO SPILL GAS TANK!	2	0.7%
REDUCE GAS CONSUMPTION	2	0.7%
REFINE GAS TO PREVENT EMISSIONS	1	0.4%
PUBLIC TRANSPORTATION	3	1.1%
SLOWING DOWN	2	0.7%
TURN OFF CAR/DON'T IDLE CAR	9	3.2%
TURN OFF CAR WHILE FUELING	2	0.7%
TYPE OF FUEL	1	0.4%
USING SOMETHING OTHER THAN GAS	1	0.4%
VAPOR SEAL IS SEALED PROPERLY	1	0.4%
WALK	1	0.4%
Total	277	100.0%

2010 Annual Air Quality Awareness Survey

Q15. An air pollution "OZONE ALERT" indicates that weather conditions may lead to poor air quality. Using a 5-point scale where "5" means "very willing" and "1" means "not willing," how willing would you be to do each of the following on an "OZONE ALERT" day in the Kansas City area?

(N=842)

	Not willing	2	3	4	Very willing	Not sure
Q15a. Carpool on "OZONE ALERT" days	30.4%	7.3%	11.9%	11.4%	30.2%	8.8%
Q15b. Postpone mowing the lawn for a day or two with a gasoline-powered lawnmower	8.7%	2.0%	6.2%	15.3%	61.6%	6.2%
Q15c. Not use lighter fluid on an outdoor charcoal grill	8.2%	2.0%	6.5%	12.5%	60.3%	10.5%
Q15d. Fill up your car with gasoline in the evening	8.1%	1.5%	4.9%	11.4%	70.3%	3.8%
Q15e. Not overfilling or "topping off" your gas tank	8.3%	1.3%	5.2%	10.5%	70.3%	4.4%
Q15f. Use public transportation	51.2%	8.7%	9.2%	6.8%	18.9%	5.2%
Q15g. Use bicycle or walk to work or to run errands	51.1%	6.9%	10.8%	8.7%	18.0%	4.5%
Q15h. Postpone non-essential errands by car until next good or "GREEN" air quality day	11.4%	5.0%	15.9%	20.2%	44.1%	3.3%
Q15i. Set your thermostat five degrees higher on "Ozone Alert" days	14.7%	4.9%	14.5%	18.3%	44.0%	3.6%
Q15j. Postpone use of paint or solvents until next good or "GREEN" air quality day	9.5%	1.7%	10.0%	14.7%	58.4%	5.7%
Q15k. Turn off your engine if idling for longer than 30 seconds	12.6%	3.9%	10.5%	14.5%	52.3%	6.2%

2010 Annual Air Quality Awareness Survey

EXCLUDING NOT SURE

Q15. An air pollution "OZONE ALERT" indicates that weather conditions may lead to poor air quality. Using a 5-point scale where "5" means "very willing" and "1" means "not willing," how willing would you be to do each of the following on an "OZONE ALERT" day in the Kansas City area? (without "not sure")

(N=842)

	Not willing	2	3	4	Very willing
Q15a. Carpool on "OZONE ALERT" days	33.4%	8.0%	13.0%	12.5%	33.1%
Q15b. Postpone mowing lawn for a day or two with a gasoline powered lawnmower	9.3%	2.2%	6.6%	16.3%	65.7%
Q15c. Not use lighter fluid on an outdoor charcoal grill	9.2%	2.3%	7.3%	13.9%	67.3%
Q15d. Fill up your car with gasoline in the evening	8.4%	1.6%	5.1%	11.9%	73.1%
Q15e. Not overfilling or "topping off" your gas tank	8.7%	1.4%	5.5%	10.9%	73.5%
Q15f. Use public transportation	54.1%	9.2%	9.7%	7.2%	19.9%
Q15g. Use bicycle or walk to work or to run errands	53.5%	7.2%	11.3%	9.1%	18.8%
Q15h. Postpone non-essential errands by car until next good or "GREEN" air quality day	11.8%	5.2%	16.5%	20.9%	45.6%
Q15i. Set your thermostat five degrees higher on "Ozone Alert" days	15.3%	5.1%	15.0%	19.0%	45.6%
Q15j. Postpone the use of paint or solvents until next good or "GREEN" air quality day	10.1%	1.8%	10.6%	15.6%	61.9%
Q15k. Turn off your engine if idling for longer than 30 seconds	13.4%	4.2%	11.2%	15.5%	55.8%

2010 Annual Air Quality Awareness Survey

Q16. Did you do any of those actions this past summer?

<u>Q16. Did you do any of those this past summer</u>	<u>Number</u>	<u>Percent</u>
Yes	599	71.1 %
No	242	28.7 %
Not provided	1	0.1 %
Total	842	100.0 %

Q16a. [IF YES to question #16]: Which of the following actions did you do regularly last summer (even when it was NOT an Ozone Alert Day)?

<u>Q16a. Which did you do regularly</u>	<u>Number</u>	<u>Percent</u>
Carpooled	62	10.4 %
Postponed mowing the lawn	304	50.8 %
Did not use lighter fluid on the grill	189	31.6 %
Did not fill up car during day	316	52.8 %
Did not overfill or "top off" gas tank	310	51.8 %
Set air conditioning 5 degrees higher	181	30.2 %
Turned engine off while waiting	206	34.4 %
Used public transportation	33	5.5 %
Biked or walked	68	11.4 %
Made fewer driving trips	162	27.0 %
Used paint or solvents in evenings or on cooler day	115	19.2 %
Other	10	1.7 %
Not provided	17	2.8 %
Total	1973	

Q16a. Other

Q16A Other

DON'T BURN EXTRA GAS

TURN OFF LIGHT BULBS

KIDS STAY INSIDE ON OZONE ALERT DAYS

NEW LIGHT BULBS

REMIND FAMILY!

STAY INDOORS

WALKED TO WORK

WORK FROM HOME

2010 Annual Air Quality Awareness Survey

Q16b. [IF YES to question #16]: Which of the following actions did you only do because it was an Ozone Alert Day?

<u>Q16b. Which did you only do</u>	<u>Number</u>	<u>Percent</u>
Carpooled	21	3.5 %
Postponed mowing lawn	215	35.9 %
Did not use lighter fluid on grill	64	10.7 %
Did not fill up car during day	195	32.6 %
Did not overfill or "top off" gas tank	155	25.9 %
Set air conditioning 5 degrees higher	94	15.7 %
Turned engine off while waiting	99	16.5 %
Used public transportation	11	1.8 %
Biked or walked	31	5.2 %
Made fewer driving trips	99	16.5 %
Used paint or solvents in evenings or on cooler day	54	9.0 %
Other	11	1.8 %
<u>Not provided</u>	<u>216</u>	<u>36.1 %</u>
Total	1265	

Q16b. Other

Q16b Other

DON'T BURN EXTRA GAS

EFFICIENCY

KIDS STAY INSIDE

NOTHING

AVOIDED DRIVING MY CAR

USE MINI ELECTRIC GRILL

WORKED FROM HOME

2010 Annual Air Quality Awareness Survey

Q17. How important is it for you to know when it is an "OZONE ALERT" day in the Kansas City area?

Q17. How important for you to know when it is "OZONE ALERT" day	Number	Percent
Very important	344	40.9 %
Somewhat important	327	38.8 %
Not sure	51	6.1 %
Not important	120	14.3 %
Total	842	100.0 %

Q18. Have you heard about the AirQ Program?

Q18. Heard about AirQ Program	Number	Percent
Yes	34	4.0 %
No	805	95.6 %
Not provided	3	0.4 %
Total	842	100.0 %

Q18a. [IF YES to #18] Where did you hear about it?

Q18a. Where did you hear about it	Number	Percent
AN ARTICLE IN THE KC STAR	1	2.9 %
ART MAGAZINE	1	2.9 %
CHANNEL 19	1	2.9 %
CHANNEL 5	1	2.9 %
DON'T KNOW/DON'T REMEMBER	6	17.6 %
EDUCATIONAL PROGRAM	1	2.9 %
LIGHT/GAS BILL	1	2.9 %
MARC	1	2.9 %
MARCH PUBLIC HEALTH MTGS/CONFRENCES	1	2.9 %
NEWS	3	8.8 %
NEWSPAPER	2	5.9 %
NORTHLAND COALITION MEETING	1	2.9 %
POSTERS AT WORK	1	2.9 %
RADIO	2	5.9 %
RADIO & TV	1	2.9 %
SCHOOL	1	2.9 %
TELEVISION	5	14.7 %
TV NEWS	1	2.9 %
WEATHERMAN	1	2.9 %
WORD OF MOUTH	1	2.9 %
WORK	1	2.9 %
Total	34	100.0 %

2010 Annual Air Quality Awareness Survey

Q19. People reduce air pollution for different reasons. Using a 5-point scale where "5" means "a lot of motivation" and "1" means "little motivation," please indicate how much motivation the following would give you to reduce air pollution?

(N=842)

	Little motivation	2	3	4	A lot of motivation	Not sure
Q19a. Concern about global warming/climate change	20.4%	6.5%	17.0%	18.8%	33.8%	3.4%
Q19b. Concern about reducing smog	10.0%	5.2%	17.1%	22.1%	42.8%	2.9%
Q19c. Concern about health effects of air pollution	7.2%	4.2%	11.8%	20.7%	53.6%	2.6%
Q19d. Concern for energy independence	8.0%	3.7%	13.4%	22.2%	48.1%	4.6%
Q19e. Concern about new regulations due to EPA violations	14.4%	5.2%	20.1%	17.5%	32.4%	10.5%
Q19f. Knowing that an Ozone Alert has been issued	10.6%	4.6%	14.6%	22.3%	44.5%	3.3%
Q19g. Knowing that it is the "right thing to do" or good for the environment	8.1%	2.7%	11.3%	22.0%	53.6%	2.4%
Q19h. Knowing that it is easy & will not interfere with routine	7.5%	3.8%	11.9%	21.4%	52.0%	3.4%
Q19i. Knowing that you could save money	7.6%	2.6%	10.1%	17.8%	58.7%	3.2%
Q19j. Reducing my carbon footprint	10.2%	4.4%	16.4%	18.9%	40.5%	9.6%
Q19k. Knowing that local government has developed or is developing a climate protection plan	15.6%	6.1%	18.2%	17.9%	35.5%	6.8%

2010 Annual Air Quality Awareness Survey

EXCLUDING NOT SURE

Q19. People reduce air pollution for different reasons. Using a 5-point scale where "5" means "a lot of motivation" and "1" means "little motivation," please indicate how much motivation the following would give you to reduce air pollution? (excluding "not sure")

(N=842)

	Little motivation	2	3	4	A lot of motivation
Q19a. Concern about global warming/ climate change	21.2%	6.8%	17.6%	19.4%	35.1%
Q19b. Concern about reducing smog	10.3%	5.4%	17.6%	22.7%	44.0%
Q19c. Concern about health effects of air pollution	7.4%	4.3%	12.1%	21.2%	55.0%
Q19d. Concern for energy independence	8.3%	3.9%	14.1%	23.3%	50.4%
Q19e. Concern about new regulations due to EPA violations	16.0%	5.8%	22.4%	19.5%	36.2%
Q19f. Knowing that an Ozone Alert has been issued	10.9%	4.8%	15.1%	23.1%	46.1%
Q19g. Knowing that it is "right thing to do" or good for environment	8.3%	2.8%	11.6%	22.5%	54.9%
Q19h. Knowing that it is easy & will not interfere with routine	7.7%	3.9%	12.3%	22.1%	53.9%
Q19i. Knowing that you could save money	7.9%	2.7%	10.4%	18.4%	60.6%
Q19j. Reducing my carbon footprint	11.3%	4.9%	18.1%	20.9%	44.8%
Q19k. Knowing that local government has developed or is developing a climate protection plan	16.7%	6.5%	19.5%	19.2%	38.1%

2010 Annual Air Quality Awareness Survey

Q20. Do you or would you support efforts by your municipal/county government to reduce greenhouse gas emissions?

<u>Q20. Support municipal/county government to reduce greenhouse gas emissions</u>	<u>Number</u>	<u>Percent</u>
Yes	575	68.3 %
No	254	30.2 %
<u>Not provided</u>	13	1.5 %
Total	842	100.0 %

Q20a. [IF YES to #20] Which of the following do you think should be the top strategies your municipal or county government should use to reduce greenhouse gas emissions?

<u>Q20a. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Improve public transit	250	43.5 %
Increase opportunities for people to walk & bike	55	9.6 %
Promote more efficient land use	59	10.3 %
Plant more trees	91	15.8 %
Reduce need for lawn mowing by planting more native wildflowers and grasses	19	3.3 %
Buy Energy Star office equipment	16	2.8 %
Educate government employees & local residents	34	5.9 %
Use energy from renewable sources	8	1.4 %
Establish energy efficient building codes	3	0.5 %
Develop Car Sharing/Bike Sharing opportunities	1	0.2 %
Other	4	0.7 %
<u>None chosen</u>	35	6.1 %
Total	575	100.0 %

2010 Annual Air Quality Awareness Survey

Q20a. [IF YES to #20] Which of the following do you think should be the top strategies your municipal or county government should use to reduce greenhouse gas emissions?

<u>Q20a. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Increase opportunities for people to walk & bike	59	10.3 %
Promote more efficient land use	29	5.0 %
Plant more trees	126	21.9 %
Reduce need for lawn mowing by planting more native wildflowers and grasses	66	11.5 %
Buy Energy Star office equipment	43	7.5 %
Educate government employees & local residents	85	14.8 %
Use energy from renewable sources	85	14.8 %
Establish energy efficient building codes	9	1.6 %
Develop Car Sharing/Bike Sharing opportunities	2	0.3 %
Other	2	0.3 %
None chosen	69	12.0 %
Total	575	100.0 %

Q20a. [IF YES to #20] Which of the following do you think should be the top strategies your municipal or county government should use to reduce greenhouse gas emissions?

<u>Q20a. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Promote more efficient land use	23	4.0 %
Plant more trees	18	3.1 %
Reduce need for lawn mowing by planting more native wildflowers and grasses	31	5.4 %
Buy Energy Star office equipment	28	4.9 %
Educate government employees & local residents	46	8.0 %
Use energy from renewable sources	158	27.5 %
Establish energy efficient building codes	91	15.8 %
Develop Car Sharing/Bike Sharing opportunities	38	6.6 %
Other	10	1.7 %
None chosen	132	23.0 %
Total	575	100.0 %

2010 Annual Air Quality Awareness Survey

Q20a. [IF YES to #20] Which of the following do you think should be the top strategies your municipal or county government should use to reduce greenhouse gas emissions? (top 3)

Q20a. Sum of All Three Choices	Number	Percent
Improve public transit	250	43.5 %
Increase opportunities for people to walk & bike	114	19.8 %
Promote more efficient land use	111	19.3 %
Plant more trees	235	40.9 %
Reduce need for lawn mowing by planting more native wildflowers and grasses	116	20.2 %
Buy Energy Star office equipment	87	15.1 %
Educate government employees & local residents	165	28.7 %
Use energy from renewable sources	251	43.7 %
Establish energy efficient building codes	103	17.9 %
Develop Car Sharing/Bike Sharing opportunities	41	7.1 %
Other	16	2.8 %
None chosen	35	6.1 %
Total	1524	

Q20a. Other

Q20a. Other	Number	Percent
BIODIESEL & ELEC FOR CITY VEHICLES	1	6.7 %
CARPOOL	2	13.3 %
CLEAN UP OLD BUILDINGS	1	6.7 %
DON'T KNOW ENOUGH ABOUT THIS	1	6.7 %
ELECTRIC TRANSIT; GAS POWER TRANSIT	1	6.7 %
GET INDUSTRIES THAT REALLY DAMAGE THE ENVIRONMENT	1	6.7 %
INNOVATION/RESEARCH	1	6.7 %
INSTALL SHOWERS AT WORK-BIKE TO WORK	1	6.7 %
MASS TRANSIT IS NEEDED	1	6.7 %
NEW FUELS	1	6.7 %
RECYCLE	1	6.7 %
REFINE GAS/PREVENT SMOKING IN PUBLIC	1	6.7 %
SEE THESE ALREADY BEING DONE	1	6.7 %
SYNCHRONIZATION OF TRAFFIC FLOW	1	6.7 %
Total	15	100.0 %

2010 Annual Air Quality Awareness Survey

Q21. Do you think that our natural environment will be better in the future?

Q21. Natural environment will be better	Number	Percent
Yes	454	53.9 %
No	328	39.0 %
Not provided	60	7.1 %
Total	842	100.0 %

Q22. What is your general level of trust in other people? Would you say that people are trustworthy...

Q22. General level of trust in other people	Number	Percent
Most of the time	348	41.3 %
Some of the time	325	38.6 %
Rarely	111	13.2 %
Don't know	58	6.9 %
Total	842	100.0 %

Q23. As today's children grow to adulthood, how will their lives compare to their parents lives?

Q23. How will today's children's lives compare to their parents lives	Number	Percent
They will be better off	188	22.3 %
They will be worse off	312	37.1 %
Their lives will be the same	171	20.3 %
Don't know	171	20.3 %
Total	842	100.0 %

2010 Annual Air Quality Awareness Survey

Q24. What is your age?

<u>Q24. Age</u>	<u>Number</u>	<u>Percent</u>
Under 35	114	13.5 %
35 to 44	147	17.5 %
45 to 54	219	26.0 %
55 to 64	230	27.3 %
65+	132	15.7 %
Total	842	100.0 %

Q25. Approximately how far is your normal daily commute (one way)?

<u>Q25. Normal daily one way commute</u>	<u>Number</u>	<u>Percent</u>
Not employed	287	34.1 %
Less than 5 miles	155	18.4 %
5-10 miles	137	16.3 %
11-15 miles	71	8.4 %
16-20 miles	65	7.7 %
21-30 miles	70	8.3 %
31+ miles	48	5.7 %
Not provided	9	1.1 %
Total	842	100.0 %

Q26 Total vehicles in the household

<u>Total Vehicles in Household</u>	<u>Number</u>	<u>Percent</u>
None	42	5.0 %
1	184	21.9 %
2	404	48.0 %
3	128	15.2 %
4+	79	9.4 %
Not provided	5	0.6 %
Total	842	100.0 %

2010 Annual Air Quality Awareness Survey

Q26. How many cars are in your household?

<u>Q26. Cars in household</u>	<u>Number</u>	<u>Percent</u>
None	161	19.1 %
1 car	359	42.6 %
2 cars	253	30.0 %
3 cars	50	5.9 %
4 cars	9	1.1 %
5 cars	5	0.6 %
<u>Not provided</u>	<u>5</u>	<u>0.6 %</u>
Total	842	100.0 %

Q26. How many trucks are in your household?

<u>Q26. Trucks in household</u>	<u>Number</u>	<u>Percent</u>
None	566	67.2 %
1 truck	234	27.8 %
2 trucks	33	3.9 %
3 trucks	3	0.4 %
5 trucks	1	0.1 %
<u>Not provided</u>	<u>5</u>	<u>0.6 %</u>
Total	842	100.0 %

Q26. How many vans are in your household?

<u>Q26. Vans in household</u>	<u>Number</u>	<u>Percent</u>
None	743	88.2 %
1 van	86	10.2 %
2 vans	6	0.7 %
3 vans	2	0.2 %
<u>Not provided</u>	<u>5</u>	<u>0.6 %</u>
Total	842	100.0 %

2010 Annual Air Quality Awareness Survey

Q26. How many SUVs are in your household?

<u>Q26. SUVs in household</u>	<u>Number</u>	<u>Percent</u>
None	646	76.7 %
1 SUV	159	18.9 %
2 SUVs	27	3.2 %
3 SUVs	1	0.1 %
4 SUVs	3	0.4 %
5 SUVs	1	0.1 %
Not provided	5	0.6 %
Total	842	100.0 %

Q27. What county do you live in?

<u>Q27. County</u>	<u>Number</u>	<u>Percent</u>
Clay	150	17.8 %
Jackson	201	23.9 %
Johnson (KS)	188	22.3 %
Platte	153	18.2 %
Wyandotte	150	17.8 %
Total	842	100.0 %

Q28. What do you consider to be your race or ethnicity?

<u>Q28. Race or ethnicity</u>	<u>Number</u>	<u>Percent</u>
White	664	78.9 %
Black or African American	119	14.1 %
American Indian or Alaskan Native	11	1.3 %
Asian	11	1.3 %
Hispanic or Latino	55	6.5 %
Other	2	0.2 %
Total	862	

Q28. Other

Q28 Other

EURO-AMERICAN

MIXED DESCENT

2010 Annual Air Quality Awareness Survey

Q29. Would you say your total annual household income is:

<u>Q29. Total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$20K	101	12.0 %
\$20K-\$49,999	171	20.3 %
\$50K-\$74,999	193	22.9 %
\$75K+	246	29.2 %
<u>Declined</u>	<u>131</u>	<u>15.6 %</u>
Total	842	100.0 %

Q30. Your Gender:

<u>Q30. Gender</u>	<u>Number</u>	<u>Percent</u>
Male	383	45.5 %
<u>Female</u>	<u>459</u>	<u>54.5 %</u>
Total	842	100.0 %

Q31. Are there children (ages 17 or younger) residing in your household?

<u>Q31. Children 17 or younger</u>	<u>Number</u>	<u>Percent</u>
Yes	266	31.6 %
No	573	68.1 %
<u>Not provided</u>	<u>3</u>	<u>0.4 %</u>
Total	842	100.0 %

Q32. Would you be interested in receiving an e-mail message that notifies you when it is an OZONE ALERT day?

<u>Q32. Interested in receiving an e-mail</u>	<u>Number</u>	<u>Percent</u>
Yes	124	14.7 %
No	716	85.0 %
<u>Not provided</u>	<u>2</u>	<u>0.2 %</u>
Total	842	100.0 %

Section 3:
Crosstabs by County

2010 Annual Air Quality Awareness Survey

Q1. On average, how many days per year do you think metropolitan Kansas City's air pollution levels fails to meet the health standards set by the Environmental Protection Agency?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q1. How many days per year do air pollution levels fail to meet standards</u>						
Zero (air is always healthy)	10.7%	8.5%	11.7%	9.8%	8.7%	9.9%
1-5 days	16.0%	11.9%	14.4%	15.7%	14.0%	14.3%
6-10 days	11.3%	11.9%	13.3%	7.8%	8.7%	10.8%
11-15 days	4.7%	4.5%	6.9%	4.6%	5.3%	5.2%
16-20 days	4.0%	7.0%	7.4%	8.5%	4.7%	6.4%
21+ days	14.7%	15.4%	10.1%	15.7%	16.7%	14.4%
Don't know	38.7%	40.8%	36.2%	37.9%	42.0%	39.1%

2010 Annual Air Quality Awareness Survey

Q2. How concerned are you about the health consequences of poor air quality in the Kansas City area?

N=842

	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q2. Concerned about health consequences of poor air quality

Very concerned	26.7%	39.8%	21.3%	22.9%	44.0%	31.0%
Somewhat concerned	46.7%	36.3%	38.3%	41.2%	32.7%	38.8%
Not sure	6.7%	4.5%	9.0%	5.9%	6.7%	6.5%
Not concerned	20.0%	19.4%	30.9%	30.1%	16.7%	23.5%
Don't know	0.0%	0.0%	0.5%	0.0%	0.0%	0.1%

2010 Annual Air Quality Awareness Survey

Q3. Do you or does anyone in your household have a breathing or respiratory problem?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q3. Anyone have a breathing or respiratory problem</u>						
Yes	30.0%	29.9%	26.6%	29.4%	37.3%	30.4%
No	70.0%	70.1%	72.9%	70.6%	62.7%	69.5%
Not provided	0.0%	0.0%	0.5%	0.0%	0.0%	0.1%

2010 Annual Air Quality Awareness Survey

Q4. Do you think air pollution in the Kansas City area is:

N=842

	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q4. Air pollution in Kansas City area

Getting much worse	3.3%	7.0%	1.6%	4.6%	10.0%	5.2%
Getting somewhat worse	20.7%	26.9%	22.3%	21.6%	26.0%	23.6%
Staying the same	64.0%	48.3%	58.0%	56.2%	50.0%	55.0%
Getting somewhat better	6.7%	11.4%	9.0%	11.8%	8.0%	9.5%
Getting much better	2.7%	0.0%	4.3%	1.3%	2.0%	2.0%
Don't know	2.7%	6.5%	4.8%	4.6%	4.0%	4.6%

2010 Annual Air Quality Awareness Survey

Q5. Do you think you can personally do anything to help improve air quality in the Kansas City area?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q5. You can do anything to help improve air quality

Yes	58.7%	48.8%	58.5%	52.3%	47.3%	53.1%
No	24.0%	37.8%	28.2%	34.6%	26.7%	30.6%
Not sure	17.3%	13.4%	13.3%	13.1%	26.0%	16.3%

Q6. Do you remember hearing about any "OZONE ALERT" days this past summer?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q6. Remember hearing about "OZONE ALERT" days

Yes	74.7%	70.1%	69.7%	73.9%	64.7%	70.5%
No	24.7%	29.9%	29.8%	25.5%	34.7%	29.0%
Not provided	0.7%	0.0%	0.5%	0.7%	0.7%	0.5%

2010 Annual Air Quality Awareness Survey

Q7. What do you think an "OZONE ALERT" day means?

N=842

	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q7. What does an "OZONE ALERT" day mean

High mold/pollen levels in air	12.0%	14.4%	10.1%	9.8%	16.0%	12.5%
High tire particle counts in air	14.0%	9.0%	9.0%	5.9%	14.0%	10.2%
High ozone levels in air	42.0%	41.3%	43.1%	39.9%	36.7%	40.7%
Hole in ozone layer has made it unhealthy to be outside	30.0%	24.9%	27.1%	25.5%	37.3%	28.6%
Air is dirty/polluted	39.3%	36.3%	30.3%	28.8%	34.0%	33.7%
Other	12.0%	10.9%	7.4%	9.8%	10.0%	10.0%
Not provided	4.7%	9.0%	10.1%	5.9%	11.3%	8.3%

2010 Annual Air Quality Awareness Survey

Q8. Have you seen or heard the phrase "OZONE ALERT" used to describe air quality in the Kansas City area from any of the following sources?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q8. Seen or heard "OZONE ALERT" from following sources</u>						
Newspaper	20.7%	23.9%	21.8%	18.3%	21.3%	21.4%
Radio	28.0%	31.8%	32.4%	26.8%	25.3%	29.2%
Morning TV	55.3%	63.2%	60.1%	53.6%	54.7%	57.8%
Evening TV	54.7%	62.2%	50.5%	57.5%	52.7%	55.7%
Website	6.7%	9.0%	9.0%	6.5%	7.3%	7.8%
KC Scout lighted highway message boards	11.3%	13.4%	14.4%	7.8%	6.7%	11.0%
Other	2.7%	2.5%	1.6%	0.7%	4.7%	2.4%
Not provided	10.7%	14.9%	14.9%	13.1%	16.0%	14.0%

2010 Annual Air Quality Awareness Survey

Q8a. Which ONE of these sources do you consult most often? (Top Choice)

N=842

	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q8a. Top choice</u>						
Newspaper	3.3%	5.0%	3.2%	5.9%	6.0%	4.6%
Radio	14.0%	9.5%	13.3%	11.1%	9.3%	11.4%
Morning TV	35.3%	38.8%	40.4%	30.1%	32.7%	35.9%
Evening TV	32.0%	26.9%	19.1%	34.6%	28.7%	27.8%
Website	2.0%	2.0%	1.6%	3.3%	1.3%	2.0%
KC Scout lighted highway message boards	0.7%	1.5%	4.3%	1.3%	2.0%	2.0%
Other	1.3%	1.0%	1.6%	0.0%	3.3%	1.4%
Not provided	11.3%	15.4%	16.5%	13.7%	16.7%	14.8%

2010 Annual Air Quality Awareness Survey

Q9. Have you seen or heard any advertisements, public service announcements, brochures, billboards, radio or other promotional media about air quality in the Kansas City area during the past year?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q9. Seen or heard any promotional media about air quality</u>						
Yes	40.7%	32.3%	30.3%	26.8%	30.0%	31.9%
No	58.7%	67.2%	68.6%	71.9%	69.3%	67.2%
Not provided	0.7%	0.5%	1.1%	1.3%	0.7%	0.8%

2010 Annual Air Quality Awareness Survey

Q9a. [IF YES to question #9]: What types of promotional media have you seen or heard?

N=269

	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q9a. What types of promotional media

Billboards	16.4%	13.8%	14.0%	12.2%	17.8%	14.9%
Ads in newspapers, magazines or other print media	31.1%	21.5%	29.8%	26.8%	20.0%	26.0%
TV news/weather	60.7%	67.7%	68.4%	68.3%	57.8%	64.7%
Commercial TV ads	14.8%	16.9%	21.1%	9.8%	8.9%	14.9%
Bus ads	8.2%	10.8%	7.0%	7.3%	15.6%	9.7%
Brochures	4.9%	6.2%	7.0%	7.3%	4.4%	5.9%
Radio	31.1%	24.6%	35.1%	26.8%	28.9%	29.4%
KC Scout lighted highway message boards	11.5%	9.2%	15.8%	7.3%	8.9%	10.8%
Other	11.5%	4.6%	10.5%	7.3%	6.7%	8.2%
Not provided	1.6%	0.0%	0.0%	0.0%	2.2%	0.7%

2010 Annual Air Quality Awareness Survey

Q9b. [IF YES to question #9] Which one of those promotional media is your most frequent source of information about air quality?

N=269

	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q9b. Top choice</u>						
Billboards	6.6%	3.1%	5.3%	0.0%	6.7%	4.5%
Ads in newspapers, magazines or other print media	6.6%	3.1%	7.0%	17.1%	6.7%	7.4%
TV news/weather	49.2%	63.1%	52.6%	58.5%	46.7%	54.3%
Commercial TV ads	6.6%	4.6%	5.3%	2.4%	6.7%	5.2%
Bus ads	1.6%	6.2%	0.0%	0.0%	8.9%	3.3%
Brochures	0.0%	0.0%	1.8%	0.0%	0.0%	0.4%
Radio	19.7%	15.4%	22.8%	17.1%	17.8%	18.6%
KC Scout lighted highway message boards	1.6%	0.0%	1.8%	2.4%	2.2%	1.5%
Other	4.9%	4.6%	3.5%	2.4%	2.2%	3.7%
Not provided	3.3%	0.0%	0.0%	0.0%	2.2%	1.1%

2010 Annual Air Quality Awareness Survey

Q10. Compared to last year, would you say you:

N=842

	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q10. Your awareness of air quality

More aware of air quality issues	15.3%	19.4%	14.4%	18.3%	24.7%	18.3%
Same level of awareness of air quality issues	77.3%	71.6%	81.4%	77.1%	64.7%	74.6%
Less aware of air quality issues	6.0%	4.5%	2.1%	3.3%	8.7%	4.8%
Not applicable (did not live in KC last year)	1.3%	4.0%	2.1%	1.3%	2.0%	2.3%
Don't know	0.0%	0.5%	0.0%	0.0%	0.0%	0.1%

2010 Annual Air Quality Awareness Survey

Q11. Have you seen Ozone "SKYCAST" information during the weather forecast on local television news?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q11. Seen Ozone "SKYCAST" information

Yes	56.7%	59.7%	59.0%	56.2%	48.0%	56.3%
No	43.3%	40.3%	41.0%	43.8%	52.0%	43.7%

Q11a. [IF YES to question #11]: On which TV stations have you seen "SKYCAST" information?

N=474	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q11a. Which TV stations

NBC-Channel 41	17.6%	21.7%	37.8%	24.4%	16.7%	24.5%
CBS-Channel 5	32.9%	25.8%	29.7%	25.6%	29.2%	28.5%
FOX-Channel 4	55.3%	34.2%	35.1%	39.5%	43.1%	40.5%
ABC-Channel 9	32.9%	40.8%	45.9%	36.0%	40.3%	39.7%
Other	2.4%	5.8%	2.7%	3.5%	8.3%	4.4%
Not provided	4.7%	3.3%	1.8%	4.7%	4.2%	3.6%

2010 Annual Air Quality Awareness Survey

Q11b. [IF YES to question #11]: How important do you think it is for local television stations to provide "SKYCAST" information?

N=474	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q11b. Level of importance</u>						
Very important	64.7%	70.0%	60.4%	58.1%	69.4%	64.6%
Somewhat important	27.1%	25.8%	31.5%	30.2%	25.0%	28.1%
Not sure	3.5%	3.3%	3.6%	5.8%	1.4%	3.6%
Not important	4.7%	0.8%	4.5%	5.8%	4.2%	3.8%

2010 Annual Air Quality Awareness Survey

Q12. When do you think is the BEST time of day to fill your vehicle's gasoline tank during ozone season?

N=842	<u>Q12. County</u>					<u>Total</u>
	<u>Johnson</u>					
	<u>Clay</u>	<u>Jackson</u>	<u>(KS)</u>	<u>Platte</u>	<u>Wyandotte</u>	
<u>Q12. BEST time of day to fill gasoline tank during ozone season</u>						
Morning (before noon)	32.0%	26.9%	42.6%	40.5%	30.0%	34.3%
Afternoon (noon-6pm)	0.7%	1.5%	1.1%	0.7%	1.3%	1.1%
Evening (6pm-midnight)	60.7%	52.2%	47.9%	50.3%	54.0%	52.7%
Don't know	6.7%	19.9%	10.1%	9.2%	16.0%	12.7%

2010 Annual Air Quality Awareness Survey

Q13. When do you think is the BEST time of day to mow your lawn during ozone season?

N=842

	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q13. BEST time of day to mow lawn during ozone season

Morning (before noon)	26.0%	32.3%	37.2%	35.3%	38.7%	34.0%
Afternoon (noon-6pm)	2.0%	3.5%	2.7%	0.7%	3.3%	2.5%
Evening (6pm-midnight)	60.7%	50.7%	44.7%	54.2%	46.7%	51.1%
Don't know	11.3%	14.4%	16.0%	9.8%	12.0%	12.9%

2010 Annual Air Quality Awareness Survey

Q14. Can you think of anything that can be done to reduce the amount of fumes released when filling your gas tank?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q14. Reduce amount of fumes released when filling gas tank

Yes	36.0%	28.9%	42.6%	34.0%	26.0%	33.6%
No	64.0%	70.1%	56.4%	65.4%	73.3%	65.7%
Not provided	0.0%	1.0%	1.1%	0.7%	0.7%	0.7%

2010 Annual Air Quality Awareness Survey

Q15. An air pollution "OZONE ALERT" indicates that weather conditions may lead to poor air quality. Using a 5-point scale where "5" means very willing and "1" means not willing, how willing would you be to do each of the following on an "OZONE ALERT" day in the Kansas City area? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q15a. Carpool on "OZONE ALERT" days</u>						
Not willing	34.1%	32.6%	36.6%	36.8%	26.1%	33.4%
2	6.5%	9.9%	8.6%	10.4%	3.6%	8.0%
3	10.9%	11.0%	13.7%	14.6%	15.2%	13.0%
4	10.9%	13.4%	15.4%	9.7%	12.3%	12.5%
Very willing	37.7%	33.1%	25.7%	28.5%	42.8%	33.1%

2010 Annual Air Quality Awareness Survey

Q15. An air pollution "OZONE ALERT" indicates that weather conditions may lead to poor air quality. Using a 5-point scale where "5" means very willing and "1" means not willing, how willing would you be to do each of the following on an "OZONE ALERT" day in the Kansas City area? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q15b. Postpone mowing lawn for a day or two</u>						
Not willing	4.9%	10.9%	10.8%	12.1%	6.5%	9.3%
2	1.4%	2.2%	4.0%	1.3%	1.4%	2.2%
3	7.7%	7.7%	5.7%	5.4%	6.5%	6.6%
4	14.8%	16.4%	18.8%	16.1%	15.1%	16.3%
Very willing	71.1%	62.8%	60.8%	65.1%	70.5%	65.7%

2010 Annual Air Quality Awareness Survey

Q15. An air pollution "OZONE ALERT" indicates that weather conditions may lead to poor air quality. Using a 5-point scale where "5" means very willing and "1" means not willing, how willing would you be to do each of the following on an "OZONE ALERT" day in the Kansas City area? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q15c. Not use lighter fluid on an outdoor charcoal grill</u>						
Not willing	7.1%	11.0%	10.0%	10.4%	6.6%	9.2%
2	2.9%	1.7%	2.4%	3.0%	1.5%	2.3%
3	10.0%	7.5%	5.9%	4.5%	8.8%	7.3%
4	7.1%	13.9%	15.9%	11.2%	21.3%	13.9%
Very willing	72.9%	65.9%	65.9%	70.9%	61.8%	67.3%

2010 Annual Air Quality Awareness Survey

Q15. An air pollution "OZONE ALERT" indicates that weather conditions may lead to poor air quality. Using a 5-point scale where "5" means very willing and "1" means not willing, how willing would you be to do each of the following on an "OZONE ALERT" day in the Kansas City area? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q15d. Fill up your car with gasoline in evening</u>						
Not willing	8.1%	9.1%	8.2%	9.2%	7.2%	8.4%
2	2.0%	2.7%	1.1%	0.0%	2.2%	1.6%
3	4.1%	4.3%	7.1%	4.6%	5.0%	5.1%
4	8.8%	11.3%	16.8%	9.9%	11.5%	11.9%
Very willing	77.0%	72.6%	66.8%	76.3%	74.1%	73.1%

2010 Annual Air Quality Awareness Survey

Q15. An air pollution "OZONE ALERT" indicates that weather conditions may lead to poor air quality. Using a 5-point scale where "5" means very willing and "1" means not willing, how willing would you be to do each of the following on an "OZONE ALERT" day in the Kansas City area? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q15e. Not overfilling or "topping off" your gas tank</u>						
Not willing	6.9%	9.1%	10.3%	9.3%	7.2%	8.7%
2	1.4%	0.5%	2.2%	1.3%	1.4%	1.4%
3	4.1%	4.3%	7.6%	5.3%	5.8%	5.5%
4	6.2%	9.6%	11.4%	12.0%	15.9%	10.9%
Very willing	81.4%	76.5%	68.5%	72.0%	69.6%	73.5%

2010 Annual Air Quality Awareness Survey

Q15. An air pollution "OZONE ALERT" indicates that weather conditions may lead to poor air quality. Using a 5-point scale where "5" means very willing and "1" means not willing, how willing would you be to do each of the following on an "OZONE ALERT" day in the Kansas City area? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q15f. Use public transportation</u>						
Not willing	59.1%	50.0%	60.0%	58.6%	42.1%	54.1%
2	8.8%	9.0%	9.4%	10.5%	7.9%	9.2%
3	8.8%	10.6%	11.1%	5.9%	11.4%	9.7%
4	3.6%	7.4%	5.6%	9.2%	10.0%	7.2%
Very willing	19.7%	22.9%	13.9%	15.8%	28.6%	19.9%

2010 Annual Air Quality Awareness Survey

Q15. An air pollution "OZONE ALERT" indicates that weather conditions may lead to poor air quality. Using a 5-point scale where "5" means very willing and "1" means not willing, how willing would you be to do each of the following on an "OZONE ALERT" day in the Kansas City area? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q15g. Use bicycle or walk to work or to run errands</u>						
Not willing	55.3%	52.1%	54.7%	61.6%	43.7%	53.5%
2	6.4%	6.4%	7.7%	7.3%	8.5%	7.2%
3	9.9%	11.2%	11.6%	11.3%	12.7%	11.3%
4	7.1%	11.7%	9.9%	6.0%	9.9%	9.1%
Very willing	21.3%	18.6%	16.0%	13.9%	25.4%	18.8%

2010 Annual Air Quality Awareness Survey

Q15. An air pollution "OZONE ALERT" indicates that weather conditions may lead to poor air quality. Using a 5-point scale where "5" means very willing and "1" means not willing, how willing would you be to do each of the following on an "OZONE ALERT" day in the Kansas City area? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q15h. Postpone non-essential errands by car until next good or "GREEN" air quality day

Not willing	7.4%	13.5%	9.9%	18.7%	9.3%	11.8%
2	3.4%	5.2%	7.7%	3.3%	5.7%	5.2%
3	13.4%	13.0%	18.7%	21.3%	16.4%	16.5%
4	20.8%	19.3%	24.7%	17.3%	22.1%	20.9%
Very willing	55.0%	49.0%	39.0%	39.3%	46.4%	45.6%

2010 Annual Air Quality Awareness Survey

Q15. An air pollution "OZONE ALERT" indicates that weather conditions may lead to poor air quality. Using a 5-point scale where "5" means very willing and "1" means not willing, how willing would you be to do each of the following on an "OZONE ALERT" day in the Kansas City area? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q15i. Set your thermostat five degrees higher on "Ozone Alert" days</u>						
Not willing	15.6%	17.5%	13.2%	15.7%	14.3%	15.3%
2	4.8%	4.8%	5.5%	3.3%	7.1%	5.1%
3	12.2%	11.6%	21.4%	16.3%	12.9%	15.0%
4	18.4%	19.0%	17.6%	24.8%	15.0%	19.0%
Very willing	49.0%	47.1%	42.3%	39.9%	50.7%	45.6%

2010 Annual Air Quality Awareness Survey

Q15. An air pollution "OZONE ALERT" indicates that weather conditions may lead to poor air quality. Using a 5-point scale where "5" means very willing and "1" means not willing, how willing would you be to do each of the following on an "OZONE ALERT" day in the Kansas City area? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q15j. Postpone use of paint or solvents until next good or "GREEN" air quality day</u>						
Not willing	10.3%	10.2%	10.7%	11.7%	7.1%	10.1%
2	0.7%	3.2%	1.7%	0.7%	2.1%	1.8%
3	7.6%	5.9%	13.6%	13.1%	13.6%	10.6%
4	11.7%	16.1%	18.1%	15.2%	16.4%	15.6%
Very willing	69.7%	64.5%	55.9%	59.3%	60.7%	61.9%

2010 Annual Air Quality Awareness Survey

Q15. An air pollution "OZONE ALERT" indicates that weather conditions may lead to poor air quality. Using a 5-point scale where "5" means very willing and "1" means not willing, how willing would you be to do each of the following on an "OZONE ALERT" day in the Kansas City area? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q15k. Turn off engine if idling for longer than 30 seconds</u>						
Not willing	11.2%	14.2%	15.1%	14.1%	11.9%	13.4%
2	1.4%	3.8%	3.9%	5.4%	6.7%	4.2%
3	14.0%	9.3%	14.0%	10.1%	8.1%	11.2%
4	14.7%	13.1%	18.4%	18.8%	11.9%	15.5%
Very willing	58.7%	59.6%	48.6%	51.7%	61.5%	55.8%

2010 Annual Air Quality Awareness Survey

Q16. Did you do any of those actions this past summer?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q16. Did you do any of those this past summer</u>						
Yes	71.3%	74.1%	68.1%	75.8%	66.0%	71.1%
No	28.7%	25.4%	31.9%	24.2%	34.0%	28.7%
Not provided	0.0%	0.5%	0.0%	0.0%	0.0%	0.1%

2010 Annual Air Quality Awareness Survey

Q16a. [IF YES to question #16]: Which of the following actions did you do regularly last summer (even when it was NOT an Ozone Alert Day)?

N=599	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q16a. Which did you do regularly</u>						
Carpooled	7.5%	12.8%	7.8%	8.6%	15.2%	10.4%
Postponed mowing lawn	49.5%	51.7%	46.9%	57.8%	47.5%	50.8%
Did not use lighter fluid on grill	34.6%	30.2%	27.3%	31.0%	36.4%	31.6%
Did not fill up car during day	54.2%	56.4%	53.1%	50.0%	48.5%	52.8%
Did not overfill or "top off" gas tank	51.4%	55.0%	54.7%	50.9%	44.4%	51.8%
Set air conditioning 5 degrees higher	36.4%	28.9%	26.6%	37.1%	22.2%	30.2%
Turned engine off while waiting	38.3%	36.2%	23.4%	41.4%	33.3%	34.4%
Used public transportation	2.8%	7.4%	2.3%	3.4%	12.1%	5.5%

2010 Annual Air Quality Awareness Survey

Q16a. [IF YES to question #16]: Which of the following actions did you do regularly last summer (even when it was NOT an Ozone Alert Day)?

N=599

	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q16a. Which did you do regularly (Cont.)

Biked or walked	11.2%	14.1%	8.6%	11.2%	11.1%	11.4%
Made fewer driving trips	32.7%	24.2%	25.8%	29.3%	24.2%	27.0%
Used paint or solvents in evenings or on cooler days	27.1%	18.1%	10.9%	25.0%	16.2%	19.2%
Other	1.9%	0.7%	3.1%	2.6%	0.0%	1.7%
Not provided	1.9%	2.0%	5.5%	1.7%	3.0%	2.8%

2010 Annual Air Quality Awareness Survey

Q16b. [IF YES to question #16]: Which of the following actions did you only do because it was an Ozone Alert Day?

N=599

	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q16b. Which did you only do</u>						
Carpooled	0.9%	2.7%	2.3%	2.6%	10.1%	3.5%
Postponed mowing lawn	34.6%	38.3%	35.2%	33.6%	37.4%	35.9%
Did not use lighter fluid on grill	8.4%	11.4%	7.0%	10.3%	17.2%	10.7%
Did not fill up car during day	36.4%	33.6%	35.2%	26.7%	30.3%	32.6%
Did not overfill or "top off" gas tank	23.4%	27.5%	33.6%	18.1%	25.3%	25.9%
Set air conditioning 5 degrees higher	22.4%	10.1%	11.7%	17.2%	20.2%	15.7%
Turned engine off while waiting	15.0%	16.8%	10.9%	19.8%	21.2%	16.5%
Used public transportation	0.9%	2.0%	1.6%	0.0%	5.1%	1.8%
Biked or walked	6.5%	6.0%	5.5%	2.6%	5.1%	5.2%

2010 Annual Air Quality Awareness Survey

Q16b. [IF YES to question #16]: Which of the following actions did you only do because it was an Ozone Alert Day?

N=599

	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q16b. Which did you only do (Cont.)

Made fewer driving trips	20.6%	12.8%	14.8%	17.2%	19.2%	16.5%
Used paint or solvents in evenings or on cooler days	15.9%	6.7%	7.0%	5.2%	12.1%	9.0%
Other	1.9%	1.3%	1.6%	3.4%	1.0%	1.8%
Not provided	35.5%	36.2%	36.7%	40.5%	30.3%	36.1%

2010 Annual Air Quality Awareness Survey

Q17. How important is it for you to know when it is an "OZONE ALERT" day in the Kansas City area?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q17. How important for you to know when it is "OZONE ALERT" day

Very important	36.7%	44.3%	33.5%	33.3%	57.3%	40.9%
Somewhat important	44.7%	38.3%	42.0%	40.5%	28.0%	38.8%
Not sure	2.0%	5.5%	10.1%	4.6%	7.3%	6.1%
Not important	16.7%	11.9%	14.4%	21.6%	7.3%	14.3%

2010 Annual Air Quality Awareness Survey

Q18. Have you heard about the AirQ Program?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q18. Heard about AirQ Program</u>						
Yes	4.7%	4.5%	4.3%	2.6%	4.0%	4.0%
No	94.7%	95.0%	95.7%	97.4%	95.3%	95.6%
Not provided	0.7%	0.5%	0.0%	0.0%	0.7%	0.4%

2010 Annual Air Quality Awareness Survey

Q19. People reduce air pollution for different reasons. Using a 5-point scale where "5" means a lot of motivation and "1" means little motivation, please indicate how much motivation the following would give you to reduce air pollution? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q19a. Concern about global warming/climate change</u>						
Little motivation	17.4%	17.5%	28.1%	29.8%	12.1%	21.2%
2	8.1%	5.2%	5.6%	8.6%	7.1%	6.8%
3	17.4%	18.0%	23.0%	15.2%	12.8%	17.6%
4	16.1%	23.2%	19.1%	15.9%	22.0%	19.4%
A lot of motivation	40.9%	36.1%	24.2%	30.5%	46.1%	35.1%

2010 Annual Air Quality Awareness Survey

Q19. People reduce air pollution for different reasons. Using a 5-point scale where "5" means a lot of motivation and "1" means little motivation, please indicate how much motivation the following would give you to reduce air pollution? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q19b. Concern about reducing smog</u>						
Little motivation	10.2%	10.8%	9.9%	14.7%	5.6%	10.3%
2	6.8%	6.2%	3.8%	5.3%	4.9%	5.4%
3	12.9%	13.8%	23.6%	19.3%	18.1%	17.6%
4	19.0%	26.2%	26.4%	21.3%	18.8%	22.7%
A lot of motivation	51.0%	43.1%	36.3%	39.3%	52.8%	44.0%

2010 Annual Air Quality Awareness Survey

Q19. People reduce air pollution for different reasons. Using a 5-point scale where "5" means a lot of motivation and "1" means little motivation, please indicate how much motivation the following would give you to reduce air pollution? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q19c. Concern about health effects of air pollution</u>						
Little motivation	8.7%	7.2%	7.1%	10.7%	3.5%	7.4%
2	5.3%	3.1%	4.4%	4.7%	4.2%	4.3%
3	10.7%	10.3%	15.8%	11.4%	11.9%	12.1%
4	14.7%	24.6%	20.2%	29.5%	16.1%	21.2%
A lot of motivation	60.7%	54.9%	52.5%	43.6%	64.3%	55.0%

2010 Annual Air Quality Awareness Survey

Q19. People reduce air pollution for different reasons. Using a 5-point scale where "5" means a lot of motivation and "1" means little motivation, please indicate how much motivation the following would give you to reduce air pollution? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q19d. Concern for energy independence</u>						
Little motivation	7.5%	7.4%	9.4%	13.0%	4.2%	8.3%
2	2.1%	3.2%	5.0%	0.7%	8.4%	3.9%
3	13.7%	13.3%	16.7%	13.7%	12.6%	14.1%
4	19.9%	26.6%	20.6%	26.7%	22.4%	23.3%
A lot of motivation	56.8%	49.5%	48.3%	45.9%	52.4%	50.4%

2010 Annual Air Quality Awareness Survey

Q19. People reduce air pollution for different reasons. Using a 5-point scale where "5" means a lot of motivation and "1" means little motivation, please indicate how much motivation the following would give you to reduce air pollution? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q19e. Concern about new regulations due to EPA violations</u>						
Little motivation	15.1%	15.1%	18.5%	20.4%	10.9%	16.0%
2	4.3%	6.1%	6.2%	8.0%	4.4%	5.8%
3	19.4%	24.6%	24.7%	21.2%	21.2%	22.4%
4	21.6%	21.2%	21.0%	15.3%	17.5%	19.5%
A lot of motivation	39.6%	33.0%	29.6%	35.0%	46.0%	36.2%

2010 Annual Air Quality Awareness Survey

Q19. People reduce air pollution for different reasons. Using a 5-point scale where "5" means a lot of motivation and "1" means little motivation, please indicate how much motivation the following would give you to reduce air pollution? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q19f. Knowing that an Ozone Alert has been issued</u>						
Little motivation	10.8%	9.3%	12.2%	15.5%	6.9%	10.9%
2	4.7%	5.2%	6.1%	2.0%	5.6%	4.8%
3	11.5%	11.3%	18.9%	20.3%	13.9%	15.1%
4	21.6%	26.3%	25.0%	25.7%	15.3%	23.1%
A lot of motivation	51.4%	47.9%	37.8%	36.5%	58.3%	46.1%

2010 Annual Air Quality Awareness Survey

Q19. People reduce air pollution for different reasons. Using a 5-point scale where "5" means a lot of motivation and "1" means little motivation, please indicate how much motivation the following would give you to reduce air pollution? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q19g. Knowing that it is "right thing to do" or good for environment</u>						
Little motivation	8.0%	7.7%	9.3%	12.1%	4.2%	8.3%
2	2.0%	2.0%	4.4%	2.0%	3.5%	2.8%
3	10.7%	11.2%	14.2%	6.0%	15.3%	11.6%
4	17.3%	27.0%	23.0%	27.5%	16.0%	22.5%
A lot of motivation	62.0%	52.0%	49.2%	52.3%	61.1%	54.9%

2010 Annual Air Quality Awareness Survey

Q19. People reduce air pollution for different reasons. Using a 5-point scale where "5" means a lot of motivation and "1" means little motivation, please indicate how much motivation the following would give you to reduce air pollution? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q19h. Knowing that it is easy & will not interfere with routine</u>						
Little motivation	7.5%	6.2%	8.8%	10.1%	6.3%	7.7%
2	3.4%	3.6%	4.4%	2.7%	5.6%	3.9%
3	10.3%	12.4%	14.4%	10.7%	13.3%	12.3%
4	18.5%	26.8%	22.1%	26.8%	14.7%	22.1%
A lot of motivation	60.3%	51.0%	50.3%	49.7%	60.1%	53.9%

2010 Annual Air Quality Awareness Survey

Q19. People reduce air pollution for different reasons. Using a 5-point scale where "5" means a lot of motivation and "1" means little motivation, please indicate how much motivation the following would give you to reduce air pollution? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q19i. Knowing that you could save money</u>						
Little motivation	8.2%	6.8%	7.1%	11.8%	5.6%	7.9%
2	4.8%	1.1%	2.2%	0.7%	5.6%	2.7%
3	12.2%	10.0%	13.0%	7.9%	8.5%	10.4%
4	12.2%	21.6%	19.6%	21.7%	15.5%	18.4%
A lot of motivation	62.6%	60.5%	58.2%	57.9%	64.8%	60.6%

2010 Annual Air Quality Awareness Survey

Q19. People reduce air pollution for different reasons. Using a 5-point scale where "5" means a lot of motivation and "1" means little motivation, please indicate how much motivation the following would give you to reduce air pollution? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q19j. Reducing my carbon footprint</u>						
Little motivation	7.1%	10.7%	13.8%	17.4%	6.9%	11.3%
2	6.4%	3.4%	4.6%	2.2%	8.4%	4.9%
3	16.3%	15.8%	21.8%	19.6%	16.8%	18.1%
4	18.4%	19.8%	26.4%	22.5%	16.0%	20.9%
A lot of motivation	51.8%	50.3%	33.3%	38.4%	51.9%	44.8%

2010 Annual Air Quality Awareness Survey

Q19. People reduce air pollution for different reasons. Using a 5-point scale where "5" means a lot of motivation and "1" means little motivation, please indicate how much motivation the following would give you to reduce air pollution? (excluding "not sure")

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q19k. Knowing that local government has developed or is developing a climate protection plan</u>						
Little motivation	17.4%	14.9%	20.0%	20.3%	10.3%	16.7%
2	6.5%	5.3%	6.9%	8.1%	5.9%	6.5%
3	18.1%	19.7%	22.9%	19.6%	16.2%	19.5%
4	22.5%	17.0%	18.3%	20.3%	19.1%	19.2%
A lot of motivation	35.5%	43.1%	32.0%	31.8%	48.5%	38.1%

2010 Annual Air Quality Awareness Survey

Q20. Do you or would you support efforts by your municipal/county government to reduce greenhouse gas emissions?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q20. Support municipal/county government to reduce greenhouse gas emissions</u>						
Yes	75.3%	70.1%	66.0%	60.1%	70.0%	68.3%
No	23.3%	27.4%	32.4%	39.9%	28.0%	30.2%
Not provided	1.3%	2.5%	1.6%	0.0%	2.0%	1.5%

2010 Annual Air Quality Awareness Survey

Q20a. [IF YES to #20] Which of the following do you think should be the top strategies your municipal or county government should use to reduce greenhouse gas emissions? (sum of top 3 choices)

N=575	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q20a. Sum of Top Three Choices</u>						
Improve public transit	41.6%	38.3%	44.4%	51.1%	44.8%	43.5%
Increase opportunities for people to walk & bike	15.9%	22.0%	16.9%	25.0%	20.0%	19.8%
Promote more efficient land use	20.4%	19.9%	20.2%	18.5%	17.1%	19.3%
Plant more trees	50.4%	33.3%	36.3%	40.2%	46.7%	40.9%
Reduce need for lawn mowing by planting more wildflowers & native grasses	23.0%	19.1%	17.7%	22.8%	19.0%	20.2%
Buy Energy Star office equipment	19.5%	10.6%	18.5%	17.4%	10.5%	15.1%

2010 Annual Air Quality Awareness Survey

Q20a. [IF YES to #20] Which of the following do you think should be the top strategies your municipal or county government should use to reduce greenhouse gas emissions? (sum of top 3 choices)

N=575	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q20a. Sum of Top Three Choices (Cont.)</u>						
Educate government employees & local residents	23.9%	30.5%	29.0%	26.1%	33.3%	28.7%
Use energy from renewable sources	48.7%	41.1%	49.2%	34.8%	42.9%	43.7%
Establish energy efficient building codes	23.0%	16.3%	18.5%	19.6%	12.4%	17.9%
Develop Car Sharing/Bike Sharing opportunities	9.7%	7.1%	6.5%	4.3%	7.6%	7.1%
Other	3.5%	2.1%	3.2%	1.1%	3.8%	2.8%
None chosen	1.8%	12.1%	4.8%	6.5%	3.8%	6.1%

2010 Annual Air Quality Awareness Survey

Q21. Do you think that our natural environment will be better in the future?

N=842

	Q27. County					Total
	Clay 1	Jackson 2	Johnson (KS) 3	Platte 4	Wyandotte 5	

Q21. Natural environment will be better

1=Yes	55.3%	57.7%	56.4%	47.1%	51.3%	53.9%
2=No	37.3%	34.8%	37.2%	45.8%	41.3%	39.0%
9=Not provided	7.3%	7.5%	6.4%	7.2%	7.3%	7.1%

2010 Annual Air Quality Awareness Survey

Q22. What is your general level of trust in other people? Would you say that people are trustworthy...

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q22. General level of trust in other people</u>						
Most of the time	41.3%	37.3%	46.8%	45.1%	36.0%	41.3%
Some of the time	40.7%	42.3%	36.7%	34.0%	38.7%	38.6%
Rarely	12.7%	12.9%	9.0%	15.7%	16.7%	13.2%
Don't know	5.3%	7.5%	7.4%	5.2%	8.7%	6.9%

2010 Annual Air Quality Awareness Survey

Q23. As today's children grow to adulthood, how will their lives compare to their parents lives?

N=842

	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q23. How will today's children's lives compare to their parents lives

They will be better off	22.7%	22.9%	18.1%	29.4%	19.3%	22.3%
They will be worse off	38.0%	36.3%	37.2%	37.9%	36.0%	37.1%
Their lives will be the same	20.0%	18.9%	23.9%	17.0%	21.3%	20.3%
Don't know	19.3%	21.9%	20.7%	15.7%	23.3%	20.3%

2010 Annual Air Quality Awareness Survey

Q24. What is your age?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q24. Age</u>						
Under 35	14.7%	12.4%	11.2%	10.5%	20.0%	13.5%
35-44	23.3%	18.9%	13.8%	18.3%	13.3%	17.5%
45-54	28.0%	20.4%	26.6%	24.8%	32.0%	26.0%
55-64	24.7%	23.4%	28.7%	32.7%	28.0%	27.3%
65+	9.3%	24.9%	19.7%	13.7%	6.7%	15.7%

2010 Annual Air Quality Awareness Survey

Q25. Approximately, how far is your normal daily commute (one way)?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q25. Normal daily one way commute</u>						
Not employed	24.7%	41.8%	34.6%	30.1%	36.7%	34.1%
Less than 5 miles	18.7%	22.4%	20.7%	13.7%	14.7%	18.4%
5-10 miles	15.3%	13.9%	19.7%	13.7%	18.7%	16.3%
11-15 miles	6.7%	7.0%	6.4%	11.1%	12.0%	8.4%
16-20 miles	10.0%	6.0%	7.4%	5.9%	10.0%	7.7%
21-30 miles	14.7%	5.0%	4.8%	13.7%	5.3%	8.3%
31+ miles	9.3%	2.0%	4.8%	11.8%	2.0%	5.7%
Not provided	0.7%	2.0%	1.6%	0.0%	0.7%	1.1%

2010 Annual Air Quality Awareness Survey

Q26 Total vehicles in household

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Total Vehicles in the household</u>						
None	1.3%	8.5%	2.7%	3.9%	8.0%	5.0%
1	20.0%	25.4%	20.7%	15.7%	26.7%	21.9%
2	54.7%	45.3%	51.6%	47.1%	41.3%	48.0%
3	12.7%	11.4%	14.9%	21.6%	16.7%	15.2%
4+	10.0%	9.0%	10.1%	11.8%	6.0%	9.4%
Not provided	1.3%	0.5%	0.0%	0.0%	1.3%	0.6%

2010 Annual Air Quality Awareness Survey

Q26. How many cars are in your household?

N=842	<u>Q27. County</u>					<u>Total</u>
	<u>Clay</u>	<u>Jackson</u>	<u>Johnson (KS)</u>	<u>Platte</u>	<u>Wyandotte</u>	
<u>Q26. Cars in household</u>						
None	20.0%	19.9%	14.9%	19.6%	22.0%	19.1%
1 car	44.0%	44.8%	41.0%	43.8%	39.3%	42.6%
2 cars	27.3%	28.4%	36.7%	26.1%	30.7%	30.0%
3 cars	6.0%	5.5%	5.3%	7.2%	6.0%	5.9%
4 cars	0.7%	0.5%	2.1%	2.0%	0.0%	1.1%
5 cars	0.7%	0.5%	0.0%	1.3%	0.7%	0.6%
Not provided	1.3%	0.5%	0.0%	0.0%	1.3%	0.6%

2010 Annual Air Quality Awareness Survey

Q26. How many trucks are in your household?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q26. Trucks in household</u>						
None	58.7%	68.2%	78.2%	59.5%	68.7%	67.2%
1 truck	34.0%	27.9%	19.7%	32.7%	26.7%	27.8%
2 trucks	6.0%	3.0%	2.1%	6.5%	2.7%	3.9%
3 trucks	0.0%	0.5%	0.0%	1.3%	0.0%	0.4%
5 trucks	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%
Not provided	1.3%	0.5%	0.0%	0.0%	1.3%	0.6%

2010 Annual Air Quality Awareness Survey

Q26. How many vans are in your household?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q26. Vans in household</u>						
None	85.3%	91.0%	88.3%	90.8%	84.7%	88.2%
1 van	12.0%	7.5%	11.7%	9.2%	11.3%	10.2%
2 vans	1.3%	0.0%	0.0%	0.0%	2.7%	0.7%
3 vans	0.0%	1.0%	0.0%	0.0%	0.0%	0.2%
Not provided	1.3%	0.5%	0.0%	0.0%	1.3%	0.6%

2010 Annual Air Quality Awareness Survey

Q26. How many SUVs are in your household?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q26. SUVs in household</u>						
None	74.0%	82.1%	71.3%	69.3%	86.7%	76.7%
1 SUV	23.3%	13.9%	21.8%	25.5%	10.7%	18.9%
2 SUVs	1.3%	2.0%	6.4%	5.2%	0.7%	3.2%
3 SUVs	0.0%	0.5%	0.0%	0.0%	0.0%	0.1%
4 SUVs	0.0%	1.0%	0.5%	0.0%	0.0%	0.4%
5 SUVs	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%
Not provided	1.3%	0.5%	0.0%	0.0%	1.3%	0.6%

2010 Annual Air Quality Awareness Survey

Q28. What do you consider to be your race or ethnicity?

N=842

	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	

Q28. Race or ethnicity

White	88.0%	78.6%	91.0%	92.8%	40.7%	78.9%
Black or African American	5.3%	19.4%	3.2%	5.9%	38.0%	14.1%
American Indian or Alaskan Native	2.0%	1.0%	0.5%	0.7%	2.7%	1.3%
Asian	2.0%	1.0%	2.7%	0.0%	0.7%	1.3%
Hispanic or Latino	4.7%	3.5%	4.3%	1.3%	20.7%	6.5%
Other	0.7%	0.5%	0.0%	0.0%	0.0%	0.2%

2010 Annual Air Quality Awareness Survey

Q29. Would you say your total annual household income is:

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q29. Total annual household income</u>						
Under \$20K	7.3%	15.4%	8.0%	9.8%	19.3%	12.0%
\$20K-\$49,999	16.7%	22.9%	12.8%	19.0%	31.3%	20.3%
\$50K-\$74,999	30.0%	20.4%	20.2%	22.9%	22.7%	22.9%
\$75K+	32.7%	23.4%	42.6%	35.9%	10.0%	29.2%
Declined	13.3%	17.9%	16.5%	12.4%	16.7%	15.6%

2010 Annual Air Quality Awareness Survey

Q30. Gender:

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q30. Gender</u>						
Male	42.7%	45.3%	46.3%	51.6%	41.3%	45.5%
Female	57.3%	54.7%	53.7%	48.4%	58.7%	54.5%

2010 Annual Air Quality Awareness Survey

Q31. Are there children (ages 17 or younger) residing in your household?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q31. Children 17 or younger</u>						
Yes	37.3%	25.9%	31.4%	24.8%	40.7%	31.6%
No	61.3%	74.1%	68.6%	75.2%	58.7%	68.1%
Not provided	1.3%	0.0%	0.0%	0.0%	0.7%	0.4%

2010 Annual Air Quality Awareness Survey

Q32. Would you be interested in receiving an e-mail message that notifies you when it is an OZONE ALERT day?

N=842	Q27. County					Total
	Clay	Jackson	Johnson (KS)	Platte	Wyandotte	
<u>Q32. Interested in receiving an e-mail</u>						
Yes	14.7%	14.4%	17.6%	13.1%	13.3%	14.7%
No	85.3%	85.6%	81.9%	86.3%	86.7%	85.0%
Not provided	0.0%	0.0%	0.5%	0.7%	0.0%	0.2%

Section 4:

Survey Instrument

9. **Have you seen or heard any advertisements, public service announcements, brochures, billboards, radio or other promotional media about air quality in the Kansas City area during the past year?**

___(1) Yes [ask Q 9a & 9b] ___(2) No – [skip to #10]

9a. [IF YES to question #9]: **What types of promotional media have you seen or heard?**
[check all that apply]

- ___(1) Billboards
- ___(2) Advertisements in newspapers, magazines or other print media
- ___(3) Television news/weather
- ___(4) Commercial TV Advertising
- ___(5) Bus advertisements
- ___(6) Brochures
- ___(7) Radio
- ___(8) KC Scout lighted highway message boards
- ___(9) Other _____

9b. [IF YES to question #9] **Which one of those promotional media is your most frequent source of information about air quality?**

_____ [write the number from the list in question #9a.]

10. **Compared to last year, would you say you:**

- ___(1) are more aware of air quality issues in the Kansas City area
- ___(2) have about the same level of awareness of air quality issues
- ___(3) are less aware of air quality issues in the Kansas City area
- ___(4) Not applicable (did not live in the Kansas City area last year)

11. **Have you seen Ozone “SKYCAST” information during the weather forecast on local television news?**

___(1) Yes [ask Q 11a & 11b] ___(2) No – [skip to #12]

11a. [IF YES to question #11]: **On which TV stations have you seen “SKYCAST” information?** [check all that apply]

- ___(1) NBC - Channel 41
- ___(2) CBS - Channel 5
- ___(3) Fox - Channel 4
- ___(4) ABC - Channel 9
- ___(5) Other: _____

11b. [IF YES to question #11]: **How important do you think it is for local television stations to provide “SKYCAST” information?**

- ___(1) Very important
- ___(2) Somewhat important
- ___(3) Not sure
- ___(4) Not important

12. **When do you think is the BEST time of day to fill your vehicle’s gasoline tank during ozone season?**

- ___(1) morning (before noon)
- ___(2) afternoon (noon-6pm)
- ___(3) evening (6pm-midnight)
- ___(4) don’t know

13. **When do you think is the BEST time of day to mow your lawn during ozone season?**

- ___(1) morning (before noon)
- ___(2) afternoon (noon-6pm)
- ___(3) evening (6pm-midnight)
- ___(4) don’t know

17. How important is it for you to know when it is an "OZONE ALERT" day in the Kansas City area?

- ____(1) Very important
- ____(2) Somewhat important

- ____(3) Not sure
- ____(4) Not important

18. Have you heard about the AirQ Program? ____ (1) Yes [ask 18a] ____ (2) No – [skip to #19]

18a. [IF YES to #18] Where did you hear about it? _____

19. People reduce air pollution for different reasons. Using a 5-point scale where "5" means a lot of motivation and "1" means little motivation, please indicate how much motivation the following would give you to reduce air pollution?

	<u>Little</u> <u>Motivation</u>						<u>A Lot of</u> <u>Motivation</u>	<u>Not</u> <u>Sure</u>
A) Concern about global warming/climate change	1	2	3	4
B) Concern about reducing smog	1	2	3	4
C) Concern about health effects of air pollution	1	2	3	4
D) Concern for energy independence	1	2	3	4
E) Concern about new regulations due to EPA violations	1	2	3	4
F) Knowing that an Ozone Alert has been issued	1	2	3	4
G) Knowing that the action is the "right thing to do" or good for the environment	1	2	3	4
H) Knowing that the action you do is easy and will not interfere with your routine	1	2	3	4
I) Knowing that you could save money	1	2	3	4
J) Reducing my carbon footprint.....	1	2	3	4
K) Knowing that my local government has developed or is developing a climate protection plan.....	1	2	3	4

20. Do you or would you support efforts by your municipal/county government to reduce greenhouse gas emissions?

- ____(1) Yes
- ____(2) No – skip to #21

20a. [IF YES to 20] Which of the following do you think should be the top strategies your municipal or county government should use to reduce greenhouse gas emissions?

(read list, check up to THREE)

- ____(01) Improve public transit
- ____(02) Increase opportunities for people to walk and bicycle
- ____(03) Establish policies that promote more efficient land use
- ____(04) Plant more trees
- ____(05) Reduce the need for lawn mowing by planting wildflowers and native grasses
- ____(06) Buy Energy Star office equipment
- ____(07) Educate government employees and local residents about things individuals can do to reduce greenhouse gases
- ____(08) Use energy from renewable sources like solar and wind
- ____(09) Establish energy efficient building codes
- ____(10) Develop Car Sharing or Bicycle Sharing opportunities
- ____(11) Other (describe)_____

21. Do you think that our natural environment will be better in the future?

- ____(1) Yes
- ____(2) No

