2018 Annual Air Quality Awareness Survey Findings

PRESENTED BY

ETC Institute

MARCH 2019
Purpose

- To measure impact of air quality education efforts on awareness and behavior
- To provide a benchmark for objectively evaluating the sustained impact of air quality education
Methodology

- Survey Description: 10 minute survey
- Method of Administration: mail, e-mail/Internet
  - Address-based, stratified random sample of residents
  - E-mails were sent to residents in the sample encouraging participation and to ensure adequate goals in each County and by key demographic variables
- Sample Size: 856 completed surveys
  - At least 160 completed surveys in each County: Wyandotte and Johnson Counties in KS and Clay, Platte and Jackson Counties in MO
  - Overall survey results weighted by actual population of each County
- Confidence Level: 95%
- Margin of Error: +/-3.3%
Major Finding #1
Perceptions of Air Quality
The number of “very concerned” and “somewhat concerned” responses is trending upwards.
Q4: Do you think air pollution in the Kansas City area is:

By percentage of respondents

- Staying the same: 37%
- Getting somewhat worse: 33%
- Getting somewhat better: 7%
- Getting much worse: 5%
- Getting much better: 1%
- Don't know: 17%

Sources: ETC Institute (2018 Survey)

38% Believe Air Pollution in KC is Getting Worse
Q22: Do You Think That Our Natural Environment Will Be Better in the Future?

By percentage of respondents

- No: 42%
- Yes: 20%
- Don't know: 39%

Sources: ETC Institute (2018 Survey)

3 out of 4 Respondents are Concerned, and a Majority Are Not Sure If It’s Going to Get Better
Major Finding #2
Importance of SKYCAST, OZONE ALERT Days, and the Reduction of Air Pollution
Importance Trends
2018: 95%
2017: 87%

Awareness
45% Have Seen SKYCAST Information During Weather Forecasts.
*This is an All-Time Low

Q11b: How Important Residents Think It Is for Local Television News to Provide “SKYCAST” Information
By percentage of respondents

- Very important: 71%
- Somewhat important: 24%
- Not sure: 4%
- Not important: 2%

Sources: ETC Institute (2018 Survey)
Q16: Importance of Knowing When It Is an OZONE ALERT Day in the Kansas City Area

By percentage of respondents

- Very important: 42%
- Somewhat important: 44%
- Not important: 7%
- Not sure: 7%

Importance Trends
86% in 2018
84% in 2017 and 2016

Awareness
80% Have Heard About OZONE ALERT Days During the Summer
(+6% from 2017/2016)

Sources: ETC Institute (2018 Survey)
Major Finding #3
Communication and the Impact of Air Quality Efforts
Q8: 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 respondents

Sources: ETC Institute (Surveys from 1999, 2012 to 2018)

Small Numbers of Respondents Are Seeing Promotional Media About Air Quality
Q17: Have you heard about the AirQ Program?

By percentage of respondents

- **2018**
  - Yes: 4%
  - No: 96%

- **2017**
  - Yes: 6%
  - No: 94%

- **2016**
  - Yes: 7%
  - No: 93%

Sources: ETC Institute (Surveys from 2016 to 2018)
Q21: Have You Heard About “Operation Green Light”?

By percentage of respondents

- Yes: 13%
- Don’t know: 8%
- No: 80%

Sources: ETC Institute (2018 Survey)
Q11: Percentage of Residents Who Have Seen “SKYCAST” Information During Weather Forecasts on Local Television News

By percentage of respondents

TREND DATA

Source: ETC Institute Surveys (Surveys from 2001, 2012 to 2018)
Local TV and Radio is Still the Primary Method of Receiving OZONE ALERT Information
Most Respondents (63%) Are Aware of What an OZONE ALERT Day Means
Q8b: Which ONE of the promotional media is your most frequent source of information about air quality?

By percentage of respondents have seen or heard promotional materials/media in the past year

- TV news/weather: 45%
- Commercial TV advertising: 3%
- Bus advertisements: 4%
- Radio: 19%
- Ads in print media: 1%
- Billboards: 3%
- None chosen: 4%
- KC Scout message boards: 11%
- Social media: 8%
- Other media: 1%
- Internet (other than social media): 3%

Sources: ETC Institute (2018 Survey)

Communication and Outreach Efforts are Aligned - Most Prefer TV (68%) or Radio (59%)
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 respondents

- More aware: 11%
- Not applicable/don't know: 2%
- Less aware: 6%
- Same level of awareness: 82%

Sources: ETC Institute (2018 Survey)

82% Have the Same Level of Awareness, up 4% from 2017
Major Finding #4
Willingness to Improve Air Quality
Q18: Level of Motivation Various Situations Would Give Residents to Reduce Air Pollution in the Kansas City Area

Based on the percentage of residents who rated their motivation on a scale of 1-5 where 5 was "very motivating" and 4 was "motivating"

- Health effects of air pollution: 86%
- Knowing that you could save money: 83%
- Feeling action is right thing to do: 82%
- Reducing smog: 81%
- Knowing action you do is easy: 78%
- Global warming/climate change: 76%
- Reducing your carbon footprint: 74%
- Knowing an Ozone Alert issued: 74%
- Energy independence: 70%
- Knowing local government is developing a climate protection plan: 68%
- Knowing about new regulations: 47%

Sources: ETC Institute (2018 Survey)
Q15a: 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"

- Not overfill/"top off" gas tank: 88%
- Fill up car in evening: 86%
- Not use lighter fluid on outdoor grill: 81%
- Adopt driving habits that reduce emissions: 78%
- Postpone mowing the lawn: 76%
- Postpone use of paint or solvents: 74%
- Turn off engine if idling >30 seconds: 67%
- Postpone errands/make fewer trips: 62%
- Set thermostat five degrees higher: 55%
- Carpool: 30%
- Use a bicycle or walk: 27%
- Use public transportation: 17%
- Other activities: 84%

Sources: ETC Institute (2018 Survey)
Major Finding #5
Support for Government Action
Q20: Do you or would you support efforts by the municipal/county government to reduce greenhouse gas emissions?

By percentage of respondents

- Yes: 83%
- No: 13%
- Not provided: 4%

Significant increase from 2017 (76%) and 2016 (72%)

Sources: ETC Institute (2018 Survey)
Number of Selections for Most Items Were Significantly Higher Than in 2017
Summary

• Respondents are more concerned than ever about the health consequences of poor air quality
• Respondents believe that air pollution is either staying the same (37%) or getting worse (38%)
• Respondents are unsure if our natural environment will ever get better
• Respondents still believe SKYCAST information is important
  o Only 45% saw SKYCAST information during weather forecasts on local television news last year, downward trend over last 4 years
Summary

• Respondents believe it is important to know when it is an OZONE ALERT day
  ○ Significantly more respondents were notified of an OZONE ALERT day last year.

• 1/3rd of respondents indicated they have seen or heard promotional media about air quality in Kansas City during the past year

• Television and Radio are still primary and preferred sources of information
  ○ Most (82%) of respondents feel their awareness of air quality issues remains unchanged
Summary

- Health Effects and Global Warming are the two items that provide the most motivation for respondents to reduce air pollution.

- Respondents are less willing to change behaviors on OZONE ALERT days:
  - Not overfilling/”topping off” gas tank was the one behavior most respondents indicated they did regularly last summer regardless of OZONE ALERT.

- Respondents are in support of local municipalities reducing greenhouse gas emissions.
Questions?