2025 Annual Air Quality Awareness Survey

Final Report

Conducted for

Mid-America Regional Council

Contents

2025 Annual Air Quality Survey
Executive Summary

Overview and Methodology

Between April and June 2025, the Mid-America Regional Council (MARC) conducted an 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.

ETC Institute selected a stratified random sample of households in the metropolitan Kansas City area to complete the survey. The sample was address-based and was stratified to ensure the completion of at least 800 surveys, with 160 surveys in each of the following counties: Wyandotte and Johnson Counties in Kansas and Clay, Platte and Jackson Counties in Missouri. Text messages were sent to residents in the sample encouraging participation and included a link to an online version of the survey, which was provided in both English and Spanish.

A total of 835 households completed the survey. The number completed for each county was: 160 in Clay, 166 in Jackson, 175 in Johnson, 166 in Platte, and 168 in Wyandotte. The results for the random sample of 835 households have a 95% level of confidence with a precision of at least +/- 3.4%. Individual survey responses were weighted to reflect the actual population of each county within the five-county region. The latest census data show the following population distribution by county in the MARC Air Quality region: 14% in Clay, 39% in Jackson, 32% in Johnson, 6% in Platte, and 10% in Wyandotte.

Major findings from the 2025 Annual Air Quality Survey are highlighted on the following pages. A complete set of the results is provided in the next three sections of this report. Comparisons with previous years are addressed in the "TREND DATA" graphs. Items identified as "*statistically significant*" changes were changes of more than 3.4% from 2024 to 2025.

Major Findings

PERCEPTIONS OF AIR QUALITY IN THE KC METRO AREA

- Eighty-two percent (82%) of the residents surveyed were "very" or "somewhat concerned" about the health consequences of poor air quality in the Kansas City area. This was 4% higher than in 2024. In 1998, 88% of residents surveyed were "very" or "somewhat concerned" about the health consequences of poor air quality in the Kansas City area.

- Forty-nine percent (49%) of residents felt air pollution in the Kansas City area was "getting much worse" or "getting somewhat worse," 36% felt it was "staying the same," 6% felt it was "getting somewhat better," 2% felt it was "getting much better" and 6% did not know.

IMPACT OF AIR QUALITY EDUCATION EFFORTS

- Sixty-six percent (66%) of residents felt their level of awareness about air quality issues in the Kansas City area was the same compared to last year, 27% felt they were more aware, 6% felt they were less aware, and 1% did not know or indicated the question was not applicable to their situation because they did not live in the area during the last year. The percentage of residents who felt they were "more aware" of air quality issues was the same as it was in 2024 (27%).

- Thirty-seven percent (37%) 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 an increase from 31% that was reported in 2024.

- The most frequent source of promotional media for air quality information was TV news/weather (78%). Some of the other more frequent sources were: radio (38%), KC Scout lighted highway message boards (33%), social media (X, Facebook, Instagram, etc.) (30%), internet (other than social media) (20%), and billboards (15%).

- Seventy-six percent (76%) of the residents surveyed remember seeing or hearing notifications about days with high levels of smoke or particulate matter. This was a statistically significant increase of 15% from 2024.

- More than half (51%) of residents had seen "Skycast" information during weather forecasts on their local television news. This was an increase from 50% in 2024.

- Twelve percent (12%) of residents reported they had heard about the AirQ program or AirQKC.org. In 2024, 7% indicated they had heard about the AirQ program, and in 2023 10% reported they had heard about the AirQ program.

PERCEIVED IMPORTANCE OF SKYCAST, OZONE ALERT DAYS AND THE REDUCTION OF AIR POLLUTION

- Ninety-three percent (93%) of residents felt it was "very important" or "somewhat important" for local television news stations to provide Skycast (Ozone Action Alert) information to the public. This was a decrease from 96% that was reported in 2024.

- Eighty percent (80%) of residents felt it was "very important" or "somewhat important" to know that it was an Ozone Action Alert Day in the Kansas City area. This was a significant increase from 72% that was reported in 2024.

- The number one reason residents felt it was important to reduce air pollution was the health effects (61%). Residents also felt it was important to reduce air pollution because of global warming/climate change (51%).

WILLINGNESS TO IMPROVE AIR QUALITY

- The activities that residents were most willing to do on an 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 rather than the day (88%)
    - not overfilling or "topping off" their gas tank (87%)
    - not using lighter fluid on an outdoor grill (83%)
    - postpone mowing the lawn (82%)
    - postpone the use of paints or solvents (81%)
    - adopt driving habits that reduce emissions (79%)

- There was a statistically significant increase in 4 of the 12 activities that residents reported they were "more willing" to do compared to 2024. There were two significant decreases from 2024.

MOTIVATION TO REDUCE AIR POLLUTION

- The following situations would motivate residents most to take action to help reduce air pollution:

    - health effects of air pollution (80%)
    - saving money (74%)
    - knowing an Ozone Alert has been issued (72%)
    - feeling the action is the "right thing to do" or good for the environment (69%)
    - Reducing smog (69%)

- There were five significant increases in situations motivating residents to reduce air pollution from 2024.

SUPPORT OF GOVERNMENT EFFORTS TO HELP REDUCE GAS EMISSIONS

- Eighty-five percent (85%) of the residents surveyed supported efforts by the Municipal or County government to help reduce greenhouse gas emissions; this was an increase of 2% from 2024. The top three strategies that residents felt the government should use to help reduce greenhouse emissions were: using energy from renewable sources (77%), planting more trees (74%), and improving public transit (69%).

OTHER FINDINGS

- The top three sources that residents most preferred to receive information about air quality in the community were: an internet source that is easy to find (62%), television (54%), and email (40%).

- Eighteen percent (18%) of residents thought the natural environment would be better in the future, 57% did not, and 25% did not know.

Section 1:
Charts and Graphs

Q1: 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
27%

Not applicable/don't know
1%

Less aware
6%

66%
Same level of awareness
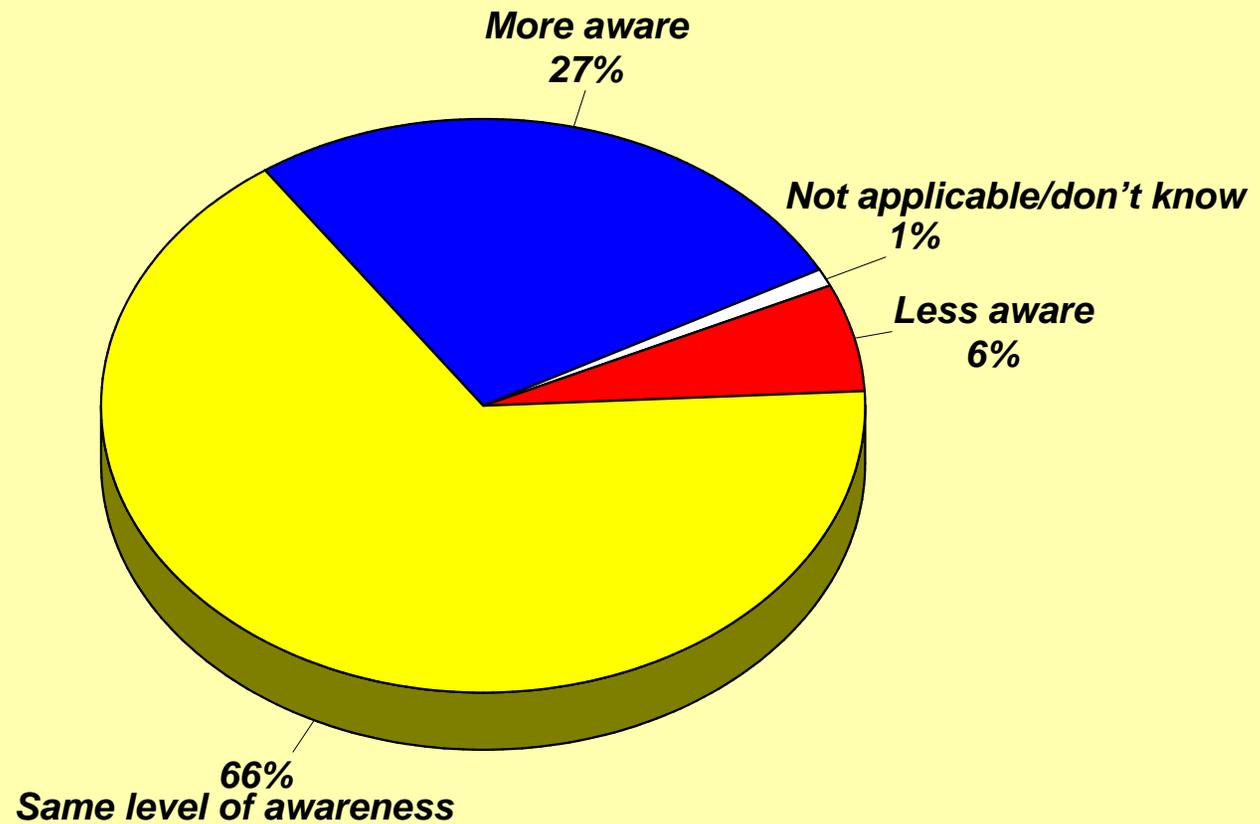
Q2: Do you think that our natural environment will be better in the future?

By percentage of respondents

No
57%

Yes
18%

Don't know
25%
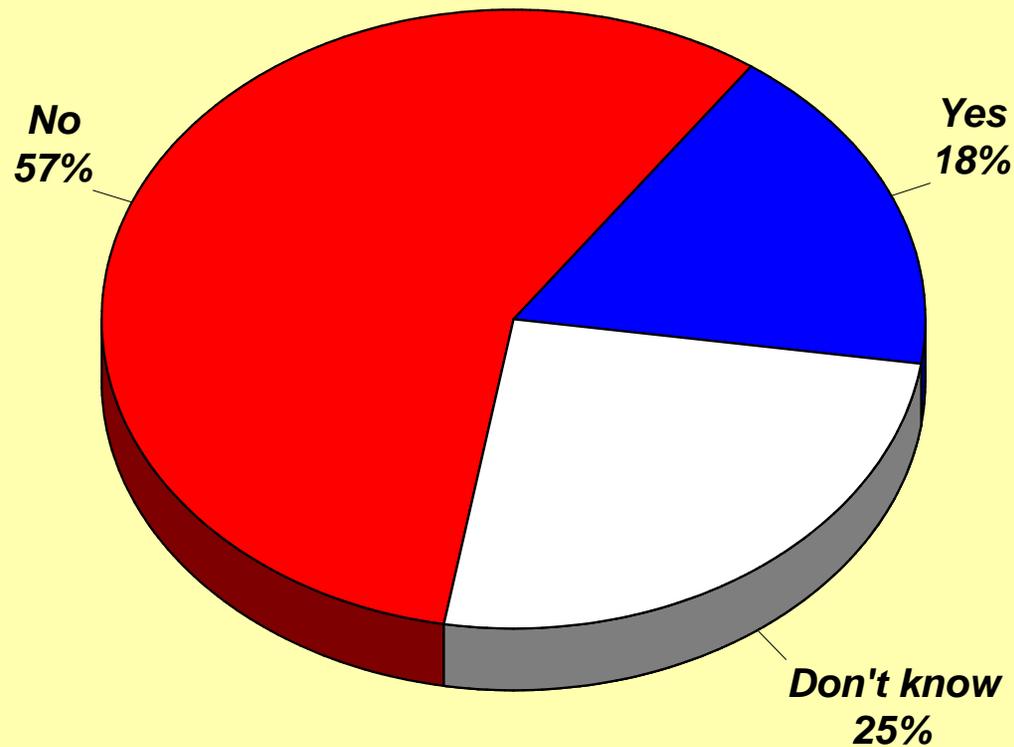
Q3: Do you think air pollution in the Kansas City area is:

By percentage of respondents
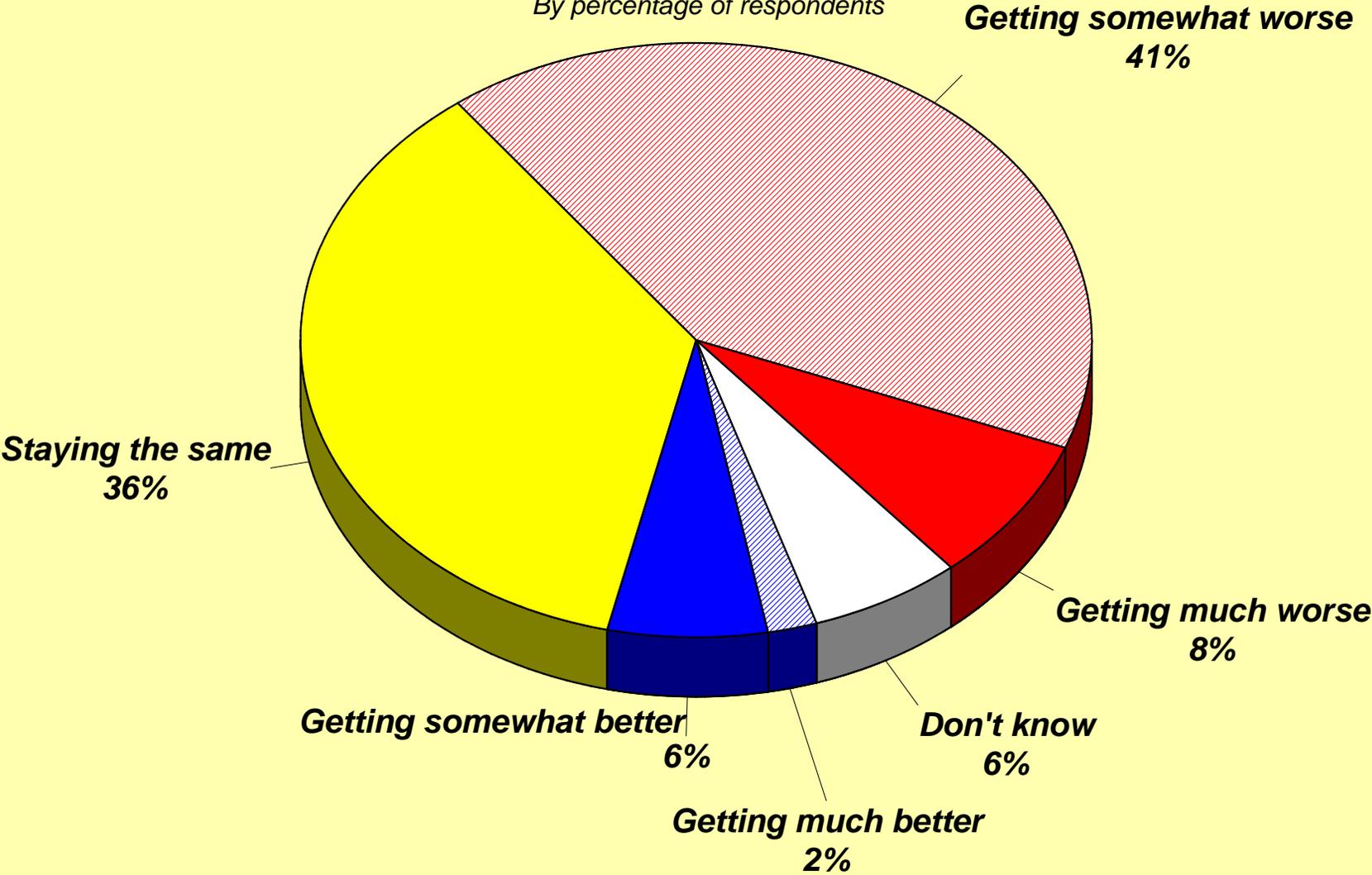
Getting somewhat worse 41%

Staying the same 36%

Getting much worse 8%

Getting somewhat better 6%

Don't know 6%

Getting much better 2%

Q4: On average, how many days per year do you think Metropolitan Kansas City's Air Pollution levels fails to meet the health standards set in the Environmental Protection Agency?

By percentage of respondents

- 6-10 Days 14%
- 1-5 Days 11%
- Zero (Air is always healthy) 3%
- 11-15 Days 13%
- 16-20 Days 12%
- 21+ Days 21%
- Don't Know 26%
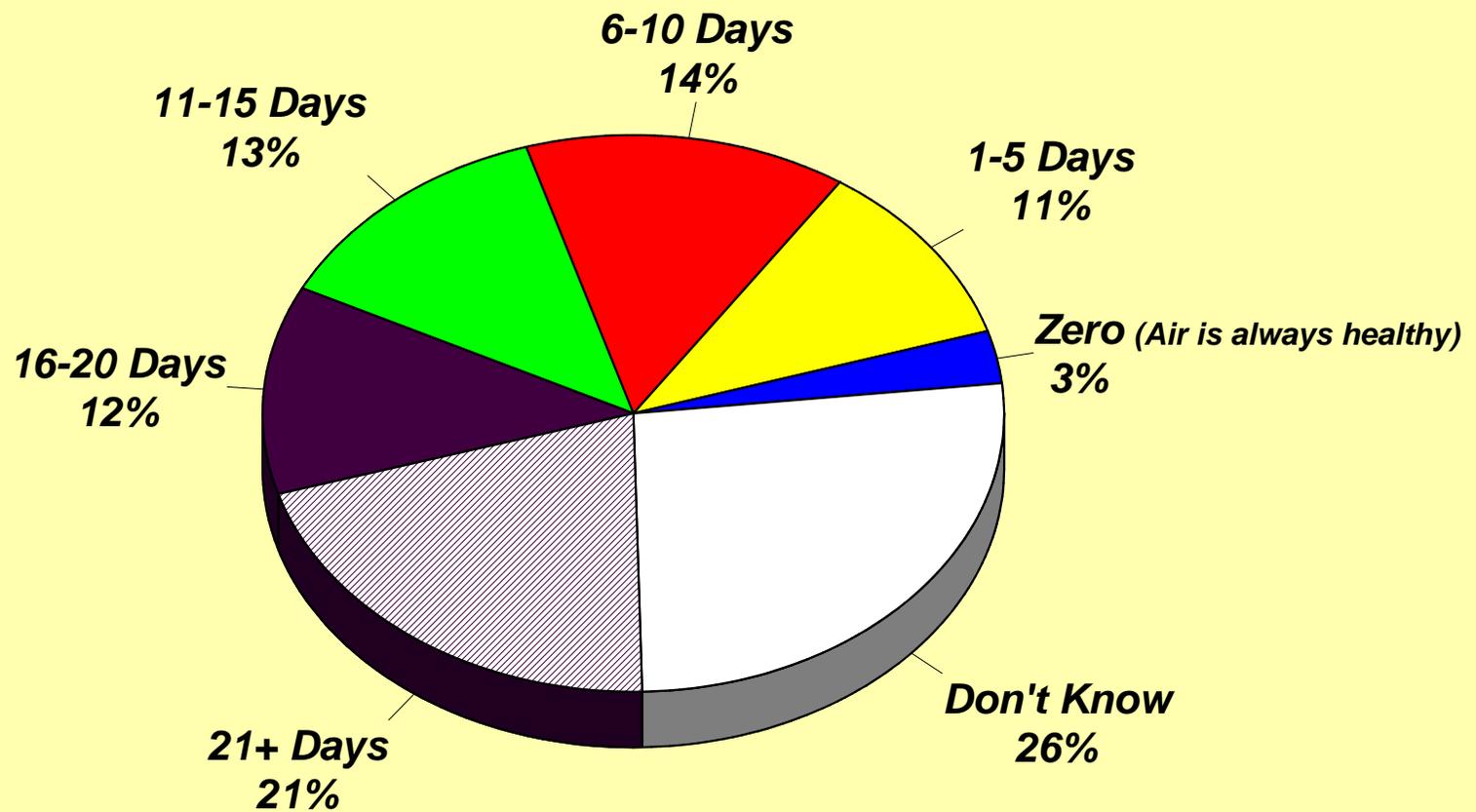
Q5: Do you or does anyone in your household have a breathing or respiratory problem?

By percentage of respondents
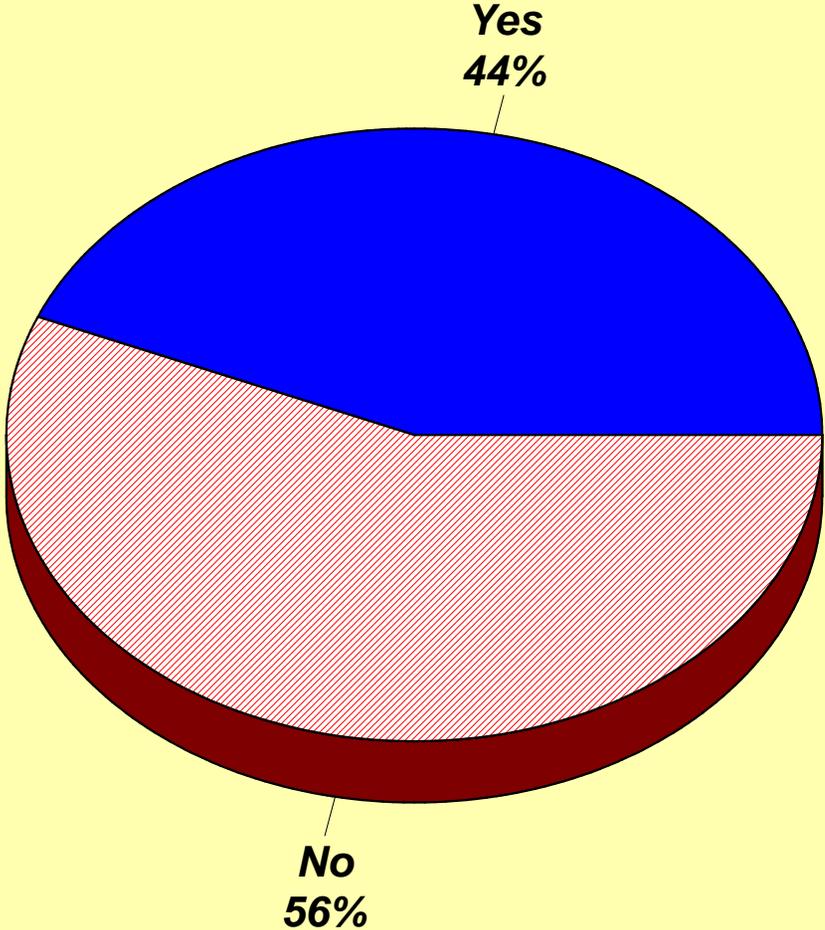
Yes
44%

No
56%

Q6: How concerned are you about the health consequences of poor air quality in the Kansas City area?

By percentage of respondents

Very concerned
35%

Not concerned
12%

Not sure
6%

Somewhat concerned
47%
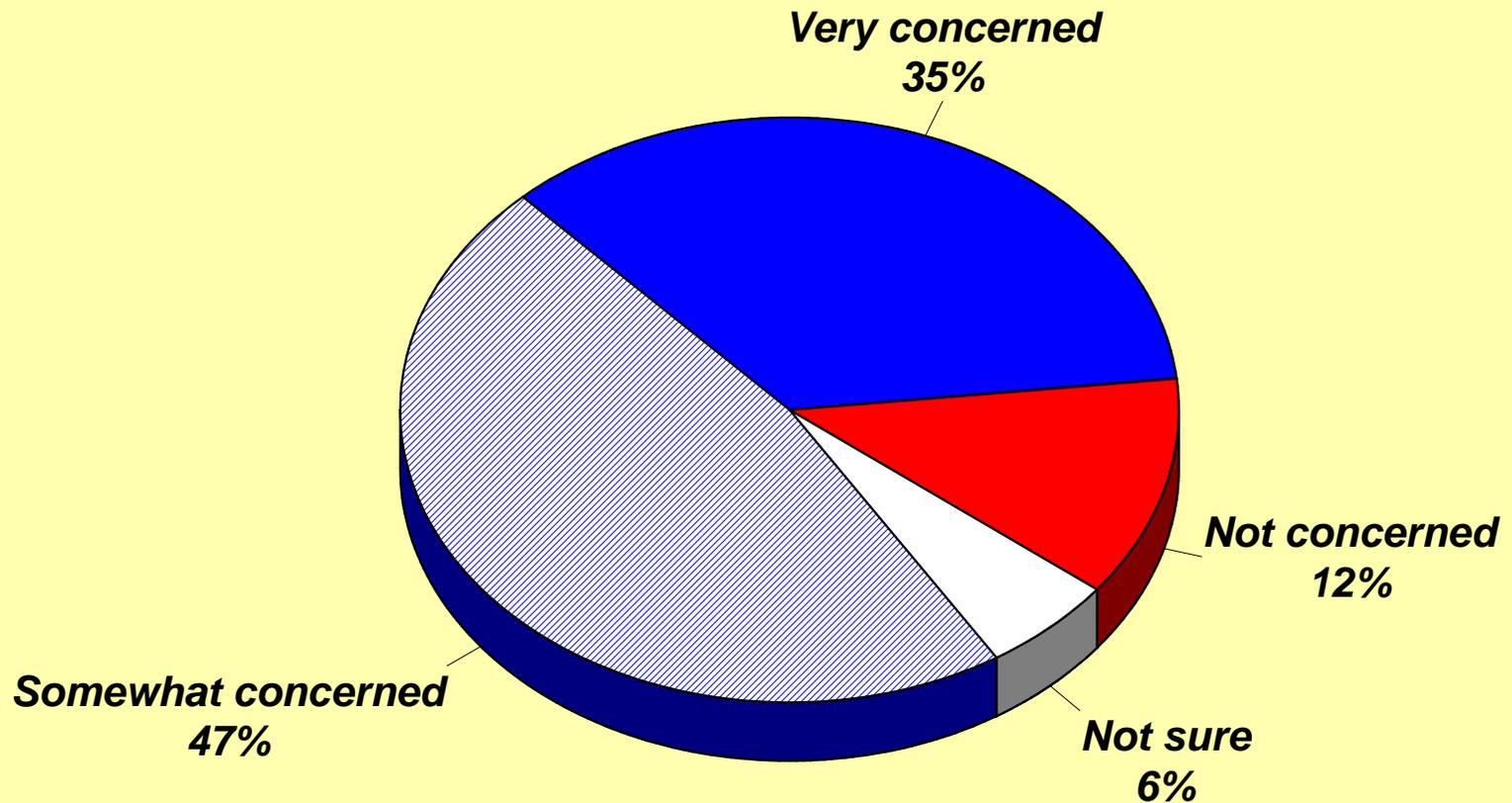
Q6: Percentage of Residents Who Were Very or Somewhat Concerned About the Health Consequences of Poor Air Quality in the Kansas City Area

By percentage of respondents

TREND DATA

Year	1998	2014	2015	2016	2017	2018	2019	2021	2022	2023	2024	2025
%	88%	69%	66%	70%	70%	76%	67%	74%	75%	69%	78%	82%
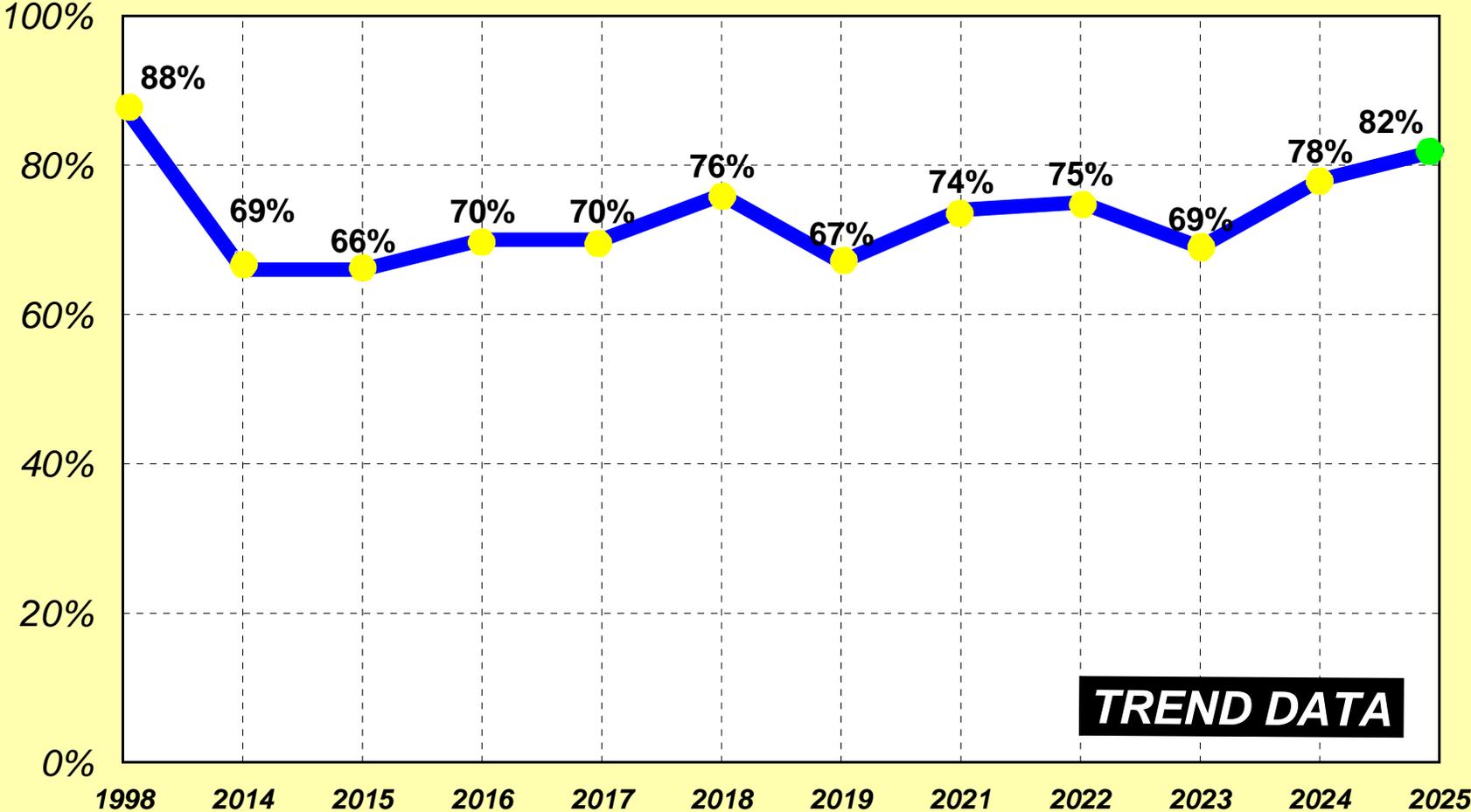
Q7: Percentage of Residents Who Had Seen or Heard Any Advertisements, Public Service Announcements, Brochures, Billboards, Radio or Other Promotional Media About Air Quality in the Kansas City Area During the Past Year

By percentage of respondents

TREND DATA

Data points by year:
- 1999: 25%
- 2014: 43%
- 2015: 26%
- 2016: 29%
- 2017: 33%
- 2018: 33%
- 2019: 31%
- 2021: 28%
- 2022: 48%
- 2023: 46%
- 2024: 31%
- 2025: 37%

Q7a: What types of promotional media did you see or hear?

By percentage of respondents

Media	Percentage
Television news/weather	78%
Radio	38%
KC Scout lighted highway message boards	33%
Social media (X, Facebook, Instagram, etc.)	30%
Internet (other than social media)	20%
Billboards	15%
Advertisements in newspapers/magazines/other print media	14%
Commercial TV advertising	10%
Bus advertisements	7%
Brochures	7%
Streaming radio	5%
YouTube (pre-roll ads or program videos)	5%
Digital images at KCI Airport	4%
Spanish language communications	1%
Other	4%

Q7a: What types of promotional media did you see or hear?

By percentage of respondents

TV news/weather
- 68%
- 67%
- 78%
- 84%
- 79%
- 83%
- 81%
- 78%

Radio
- 4%
- 52%
- 34%
- 39%
- 38%
- 39%
- 28%
- 38%

KC Scout lighted highway message boards
- *Not asked in 2006*
- 46%
- 32%
- 29%
- 30%
- 31%
- 24%
- 33%

Social media (X, Facebook, Instagram, etc.)
- *Not asked in 2006*
- 16%
- 13%
- 16%
- 19%
- 18%
- 27%
- 30%

Internet (other than social media)
- *Not asked in 2006*
- 11%
- 13%
- 16%
- 14%
- 14%
- 20%
- 20%

Billboards
- 18%
- 13%
- 14%
- 14%
- 11%
- 15%

Ads in newspapers, etc.
- 24%
- 10%
- 13%
- 10%
- 6%
- 9%
- 14%

Commercial TV Advertising
- 13%
- 14%
- 13%
- 13%
- 10%
- 10%
- 10%

TREND DATA

Legend: ☐2006 ▨2018 ☐2019 ▨2021 ☐2022 ▨2023 ☐2024 ▨**2025**

Q7a (CONTINUED): What types of promotional media did you see or hear?

By percentage of respondents

Bus advertisements
- 3%
- 33%
- 11%
- 8%
- 5%
- 8%
- 8%
- 7%

Brochures
- 36%
- 4%
- 2%
- 5%
- 0%
- 4%
- 4%
- 7%

Streaming radio
- *Not asked before 2023*
- 3%
- 3%
- 5%

YouTube (pre-roll ads or program videos)
- *Not asked before 2023*
- 1%
- 3%
- 5%

Digital images at KCI Airport
- *Not asked before 2024*
- 4%
- 4%

Spanish language communications
- *Not asked before 2023*
- 0%
- 0%
- 1%

Other media
- 5%
- 1%
- 2%
- 2%
- 7%
- 2%
- 5%
- 4%

TREND DATA

0%   10%   20%   30%   40%   50%

Legend: ■ 2006 ▨ 2018 ■ 2019 ■ 2021 ■ 2022 ■ 2023 ■ 2024 ■ **2025**
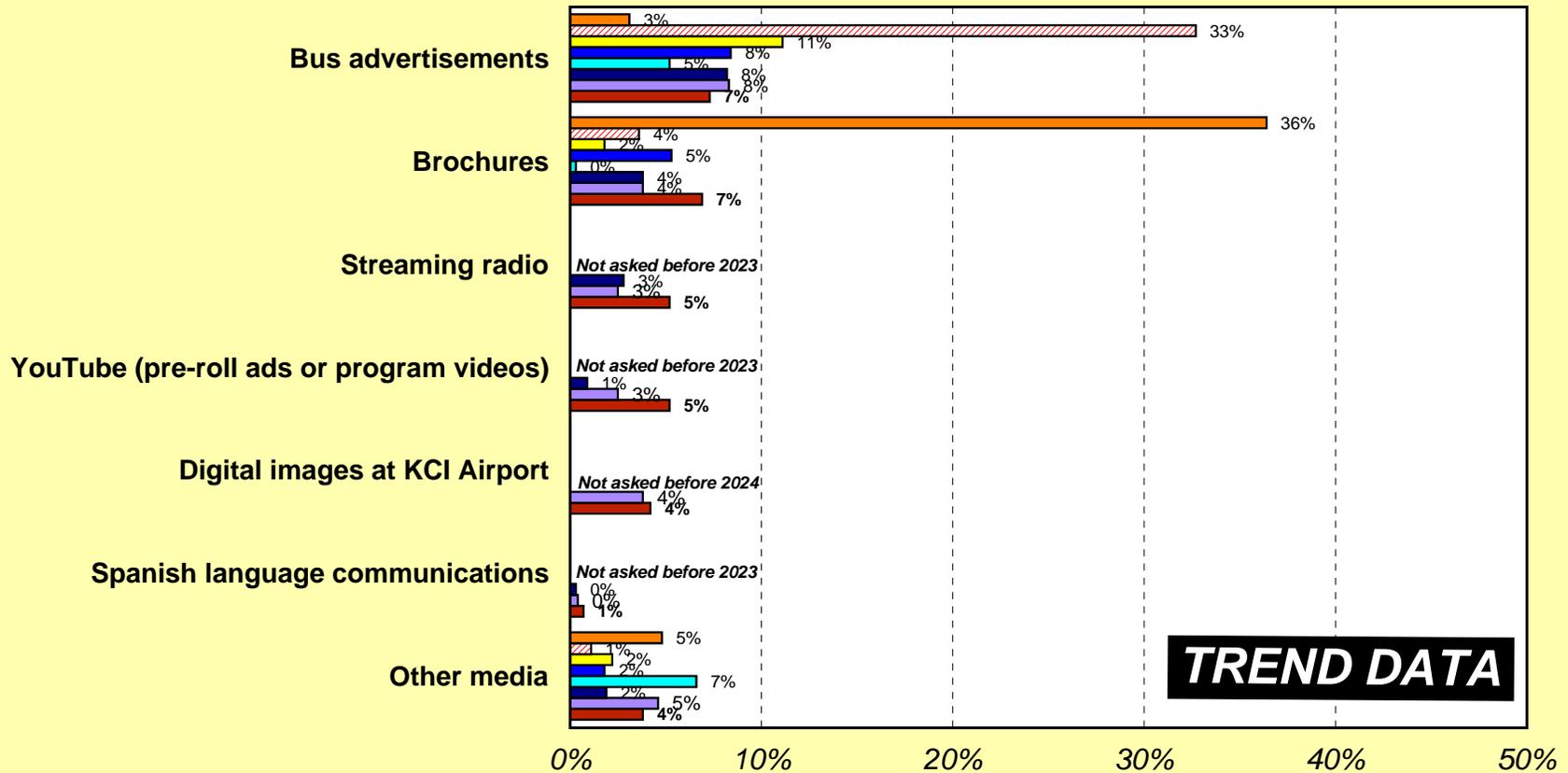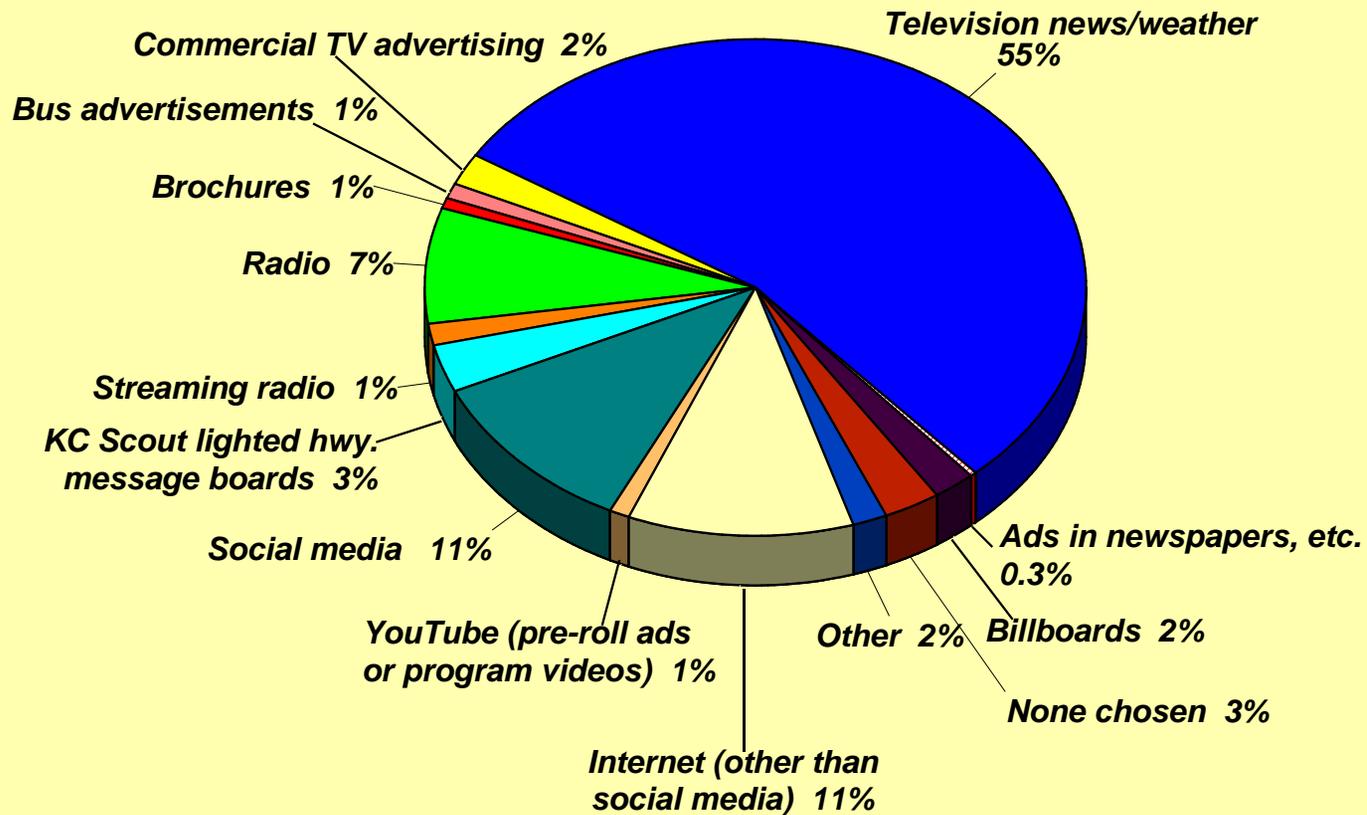
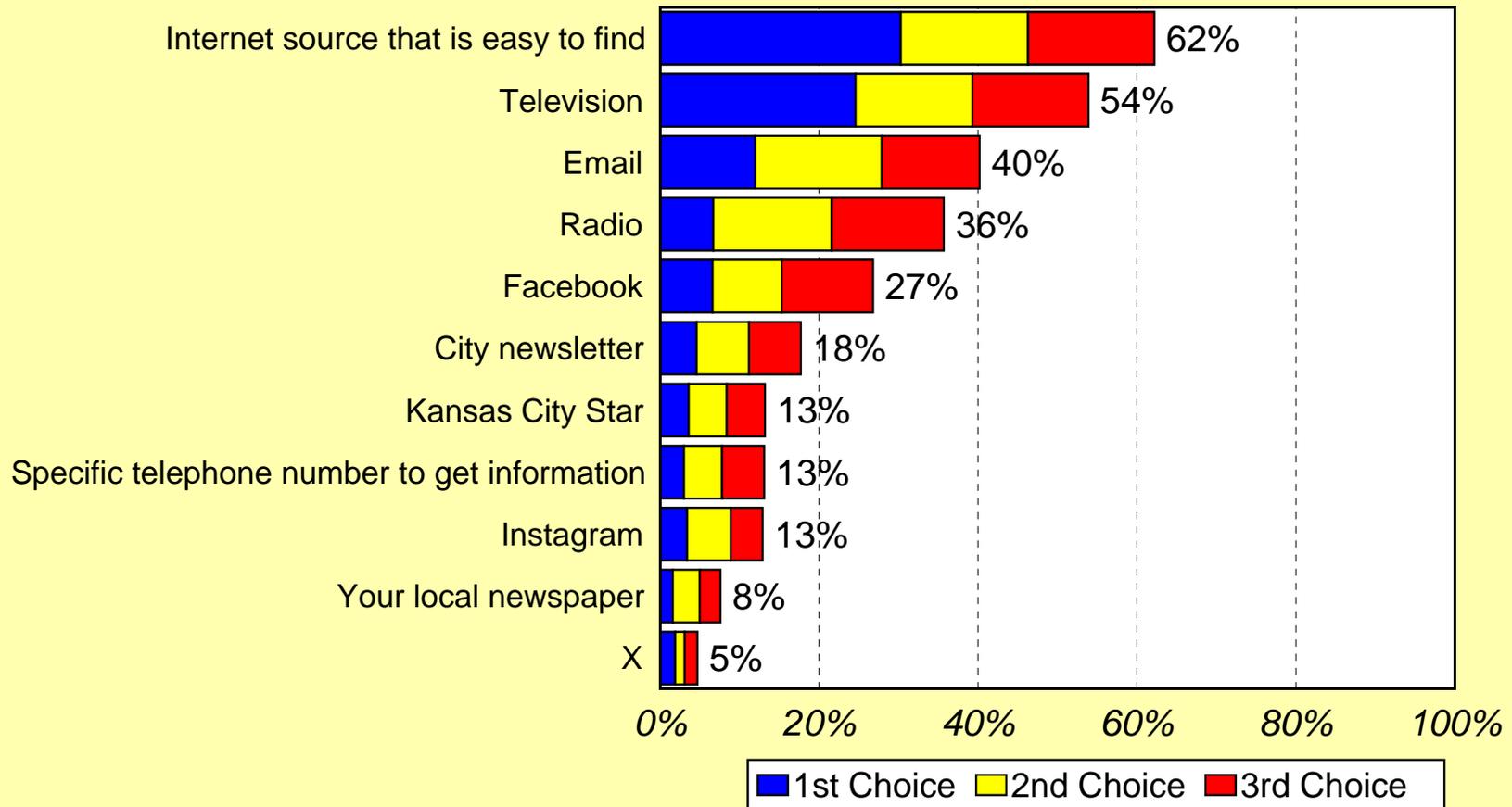*One (1) respondent selected "Spanish language communications"*

Q7b: 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

Commercial TV advertising 2%

Bus advertisements 1%

Brochures 1%

Radio 7%

Streaming radio 1%

KC Scout lighted hwy. message boards 3%

Social media 11%

YouTube (pre-roll ads or program videos) 1%

Television news/weather 55%

Ads in newspapers, etc. 0.3%

Other 2%

Billboards 2%

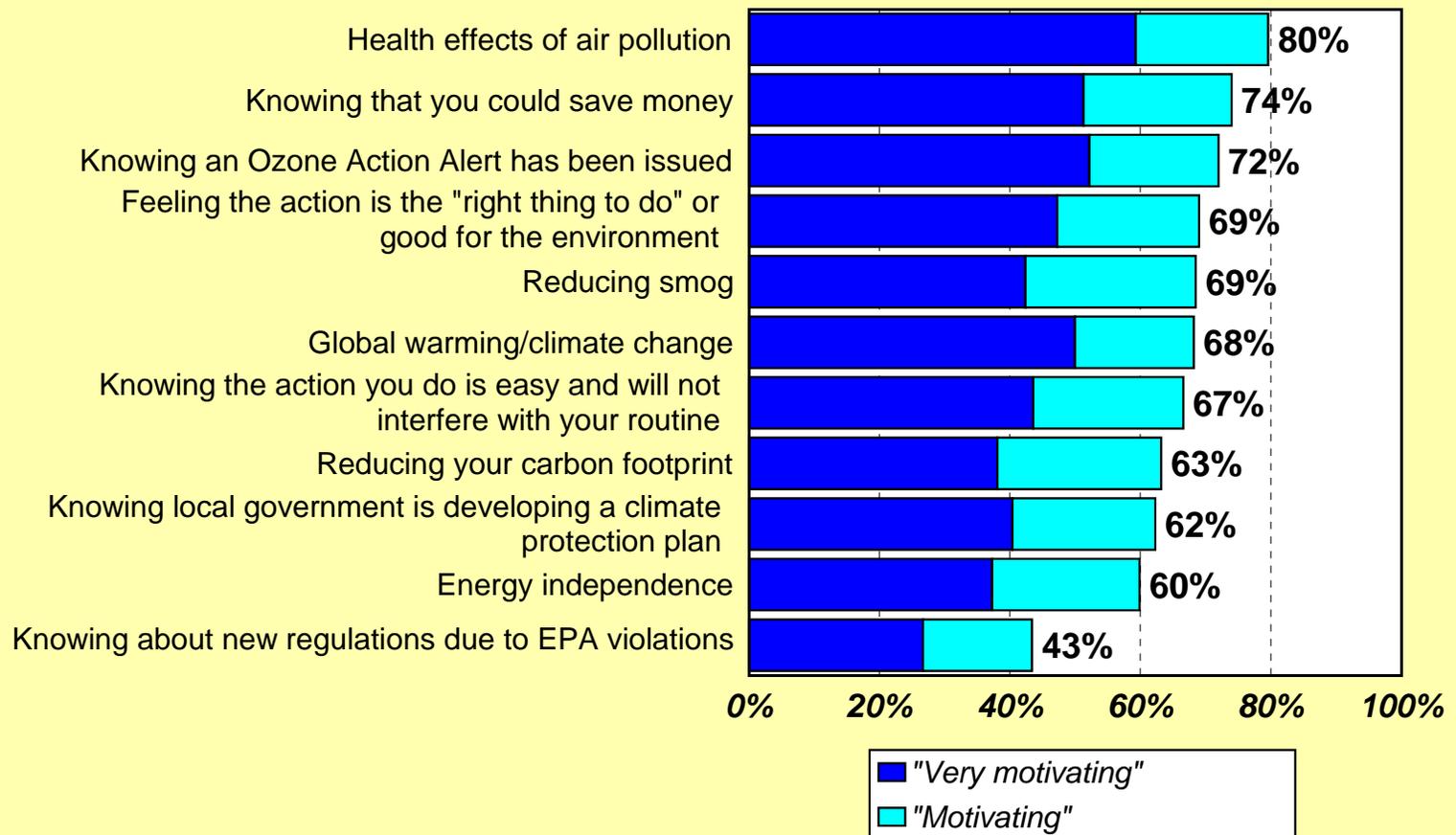**None chosen 3%**

Internet (other than social media) 11%

Q8: Which THREE of the following sources would you MOST prefer to receive information about air quality in your community?

By percentage of respondents who selected the item as one of their top three choices

Source	Percentage
Internet source that is easy to find	62%
Television	54%
Email	40%
Radio	36%
Facebook	27%
City newsletter	18%
Kansas City Star	13%
Specific telephone number to get information	13%
Instagram	13%
Your local newspaper	8%
X	5%

■ 1st Choice □ 2nd Choice ■ 3rd Choice

Q9: 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")

Situation	Percentage
Health effects of air pollution	80%
Knowing that you could save money	74%
Knowing an Ozone Action Alert has been issued	72%
Feeling the action is the "right thing to do" or good for the environment	69%
Reducing smog	69%
Global warming/climate change	68%
Knowing the action you do is easy and will not interfere with your routine	67%
Reducing your carbon footprint	63%
Knowing local government is developing a climate protection plan	62%
Energy independence	60%
Knowing about new regulations due to EPA violations	43%

Legend:
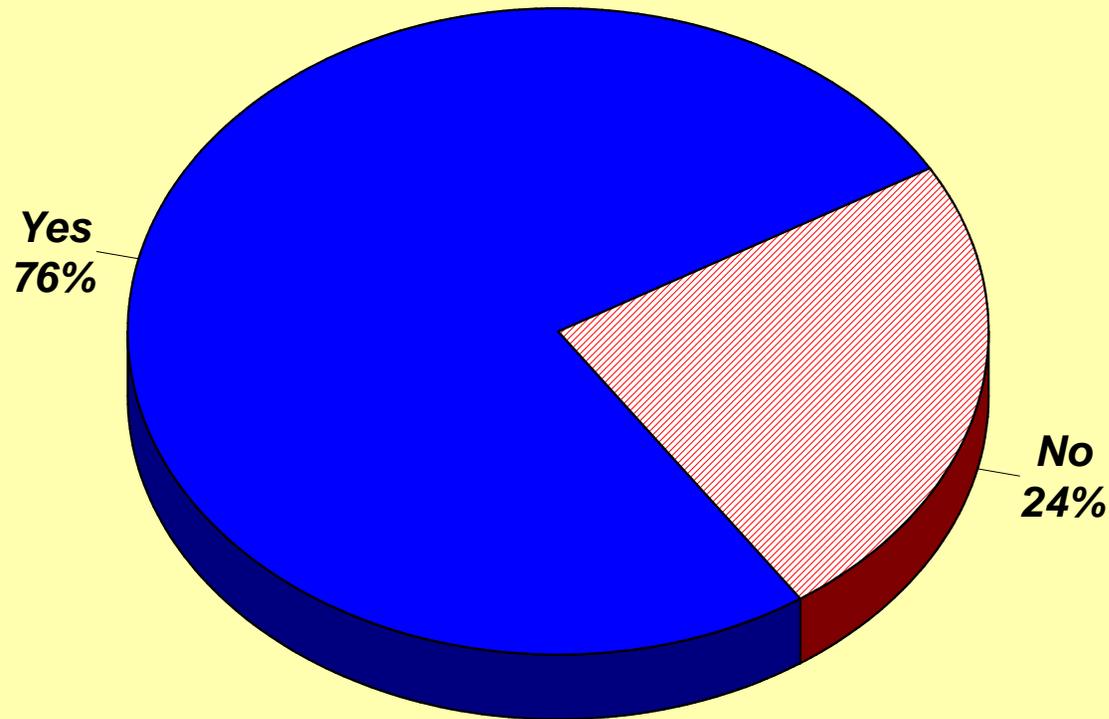- "Very motivating"
- "Motivating"

Q10: Reasons Residents Felt It Was Important to Reduce Air Pollution

By percentage of respondents who selected the item as one of their top two choices
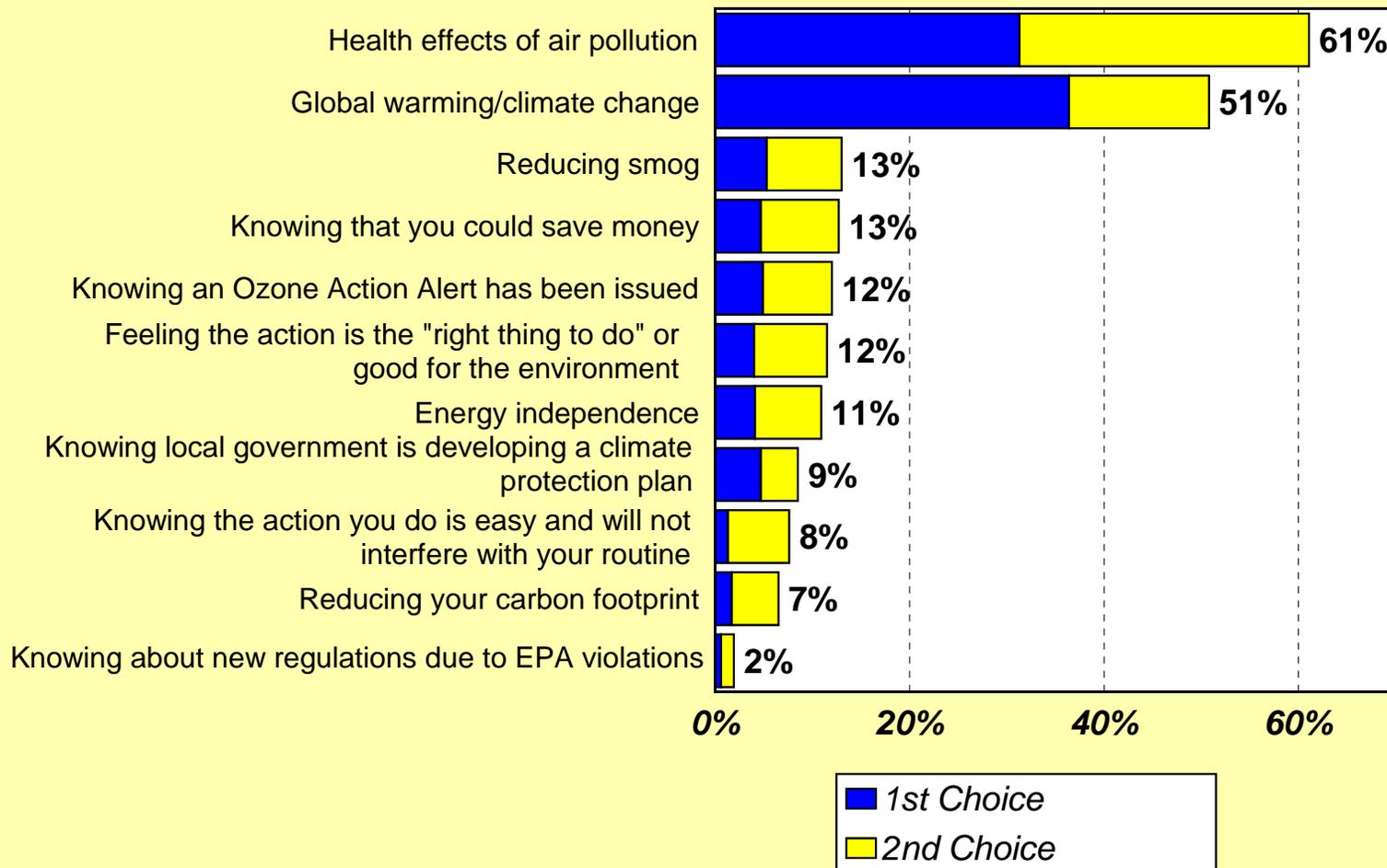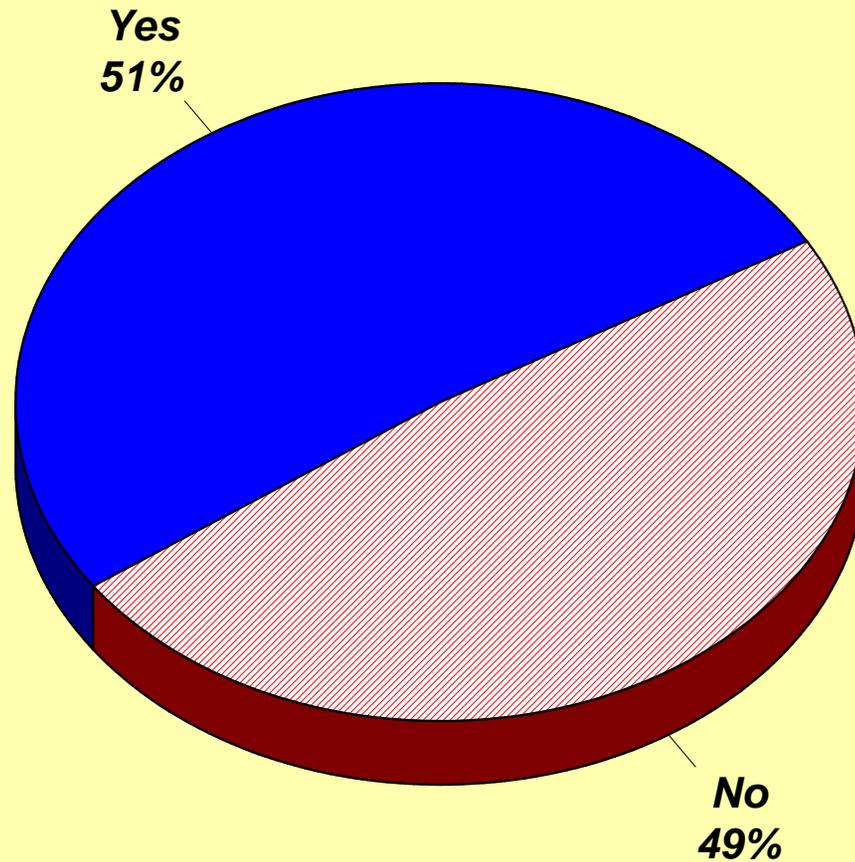
Q11: Do you remember seeing or hearing specific notifications about days with high levels of smoke or particulate matter?
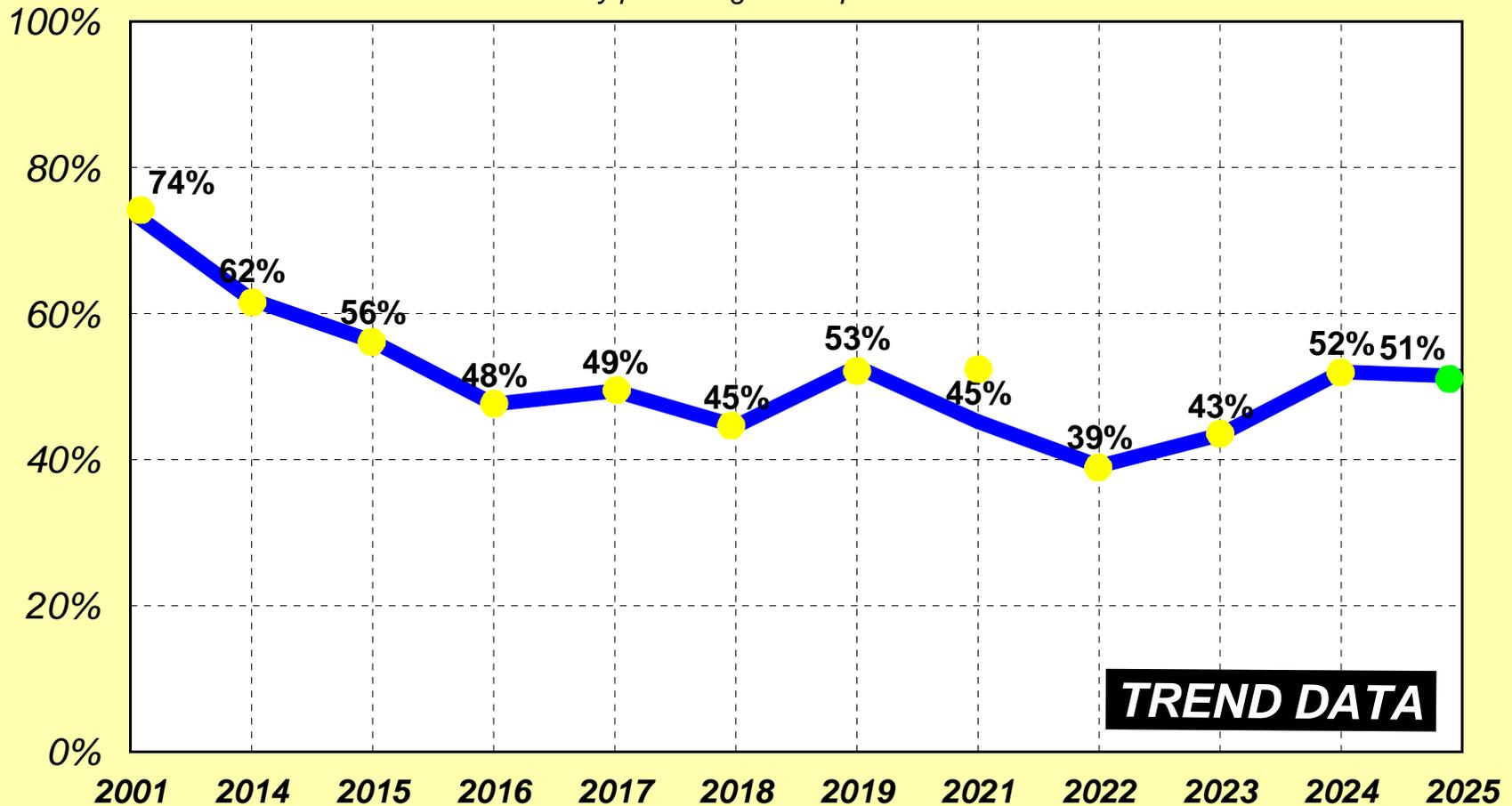
By percentage of respondents

Yes 76%

No 24%

Q12: Have you seen Ozone "SKYCAST" information during the weather forecast on local television news or a Spanish-language TV station?

By percentage of respondents

Yes
51%

No
49%

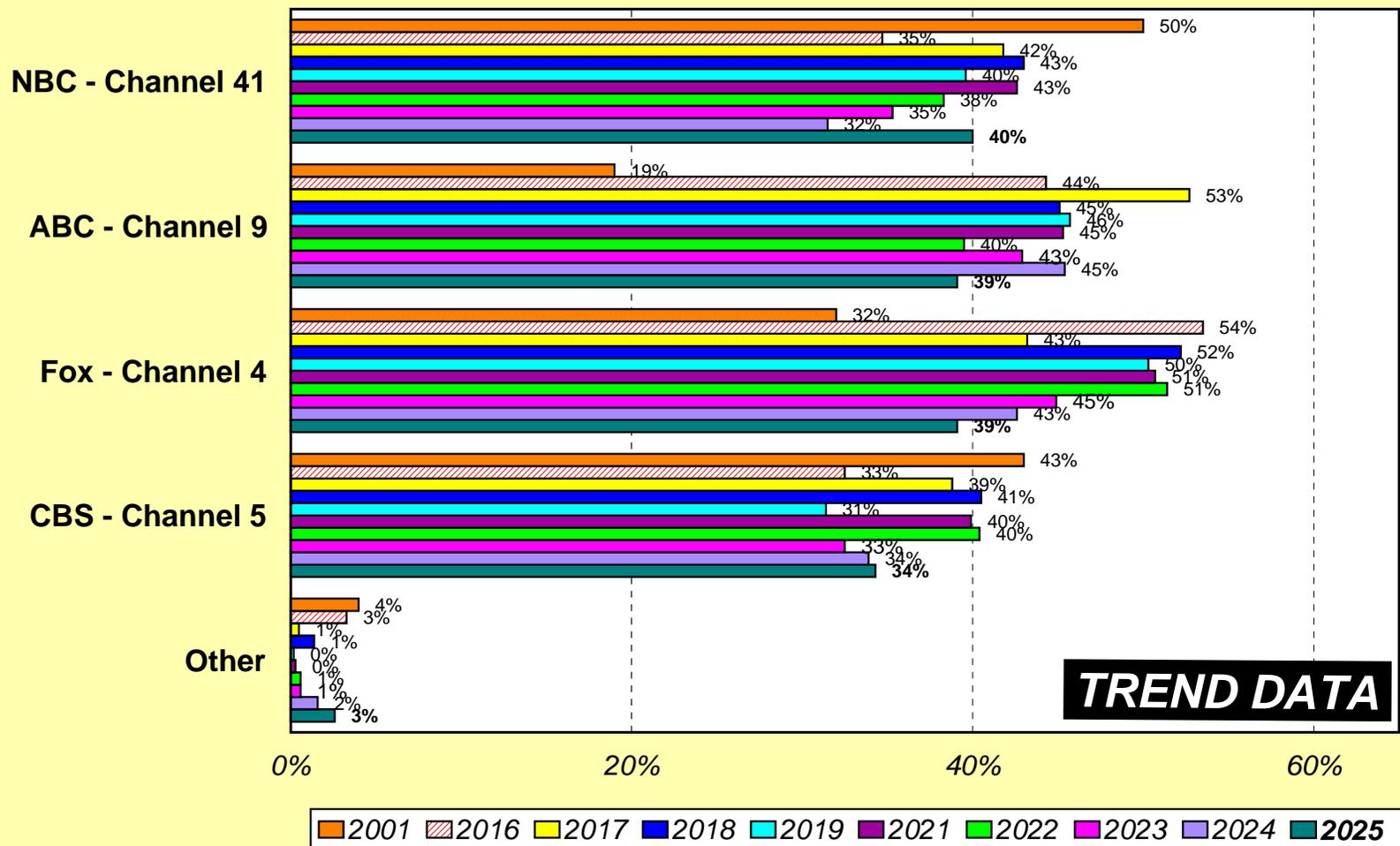# Q12: Percentage of Residents Who Have Seen "SKYCAST" Information During Weather Forecasts on Local Television News

By percentage of respondents

TREND DATA

Year	Percentage
2001	74%
2014	62%
2015	56%
2016	48%
2017	49%
2018	45%
2019	53%
2021	45%
2022	39%
2023	43%
2024	52%
2025	51%

Q12a: Percentage of Residents Who Have Seen "SKYCAST" Information on Local Television Stations

By percentage of respondents who had seen "SKYCAST" information

NBC - Channel 41
- 50%
- 35%
- 42%
- 43%
- 40%
- 43%
- 38%
- 35%
- 32%
- **40%**

ABC - Channel 9
- 19%
- 44%
- 53%
- 45%
- 46%
- 45%
- 40%
- 43%
- 45%
- **39%**

Fox - Channel 4
- 32%
- 54%
- 43%
- 52%
- 50%
- 51%
- 51%
- 45%
- 43%
- **39%**

CBS - Channel 5
- 43%
- 33%
- 39%
- 41%
- 31%
- 40%
- 40%
- 33%
- 34%
- **34%**

Other
- 4%
- 3%
- 1%
- 2%
- 0%
- 0%
- 1%
- 2%
- 2%
- **3%**

X-axis: 0% 20% 40% 60%

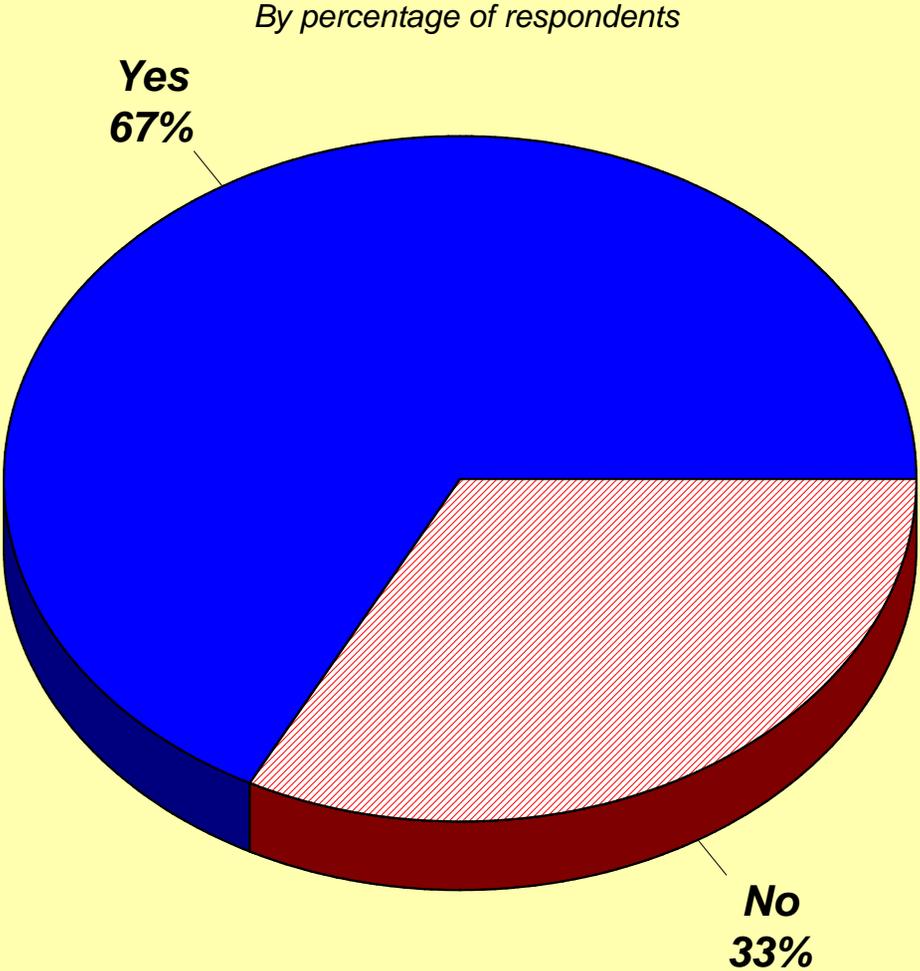Legend: 2001 2016 2017 2018 2019 2021 2022 2023 2024 **2025**

TREND DATA

Q12b: How Important Residents Think It Is for Local Television News to Provide "SKYCAST" Information

By percentage of respondents

Very important
75%

Not important
3%

Not sure
4%

Somewhat important
18%

By percentage of respondents

Yes
67%

No
33%
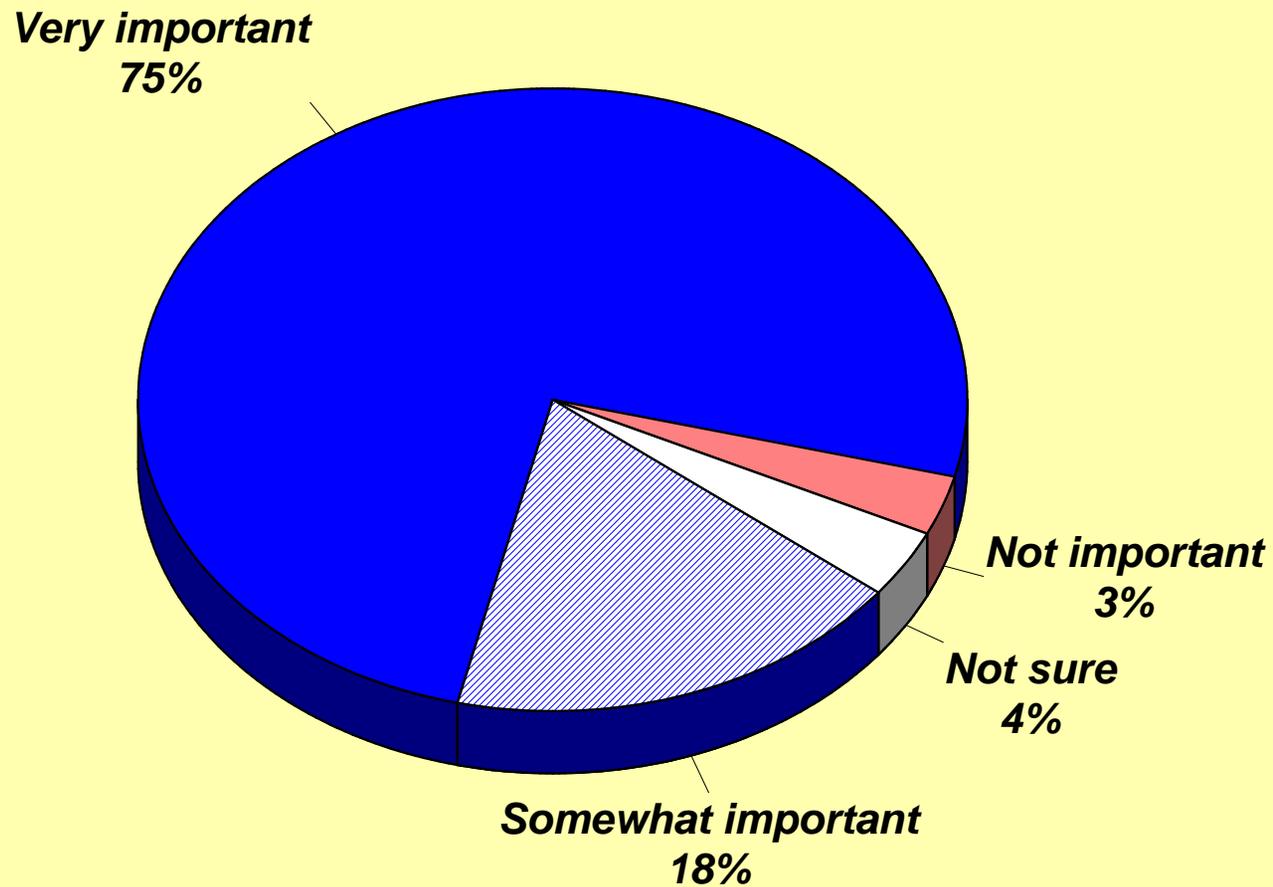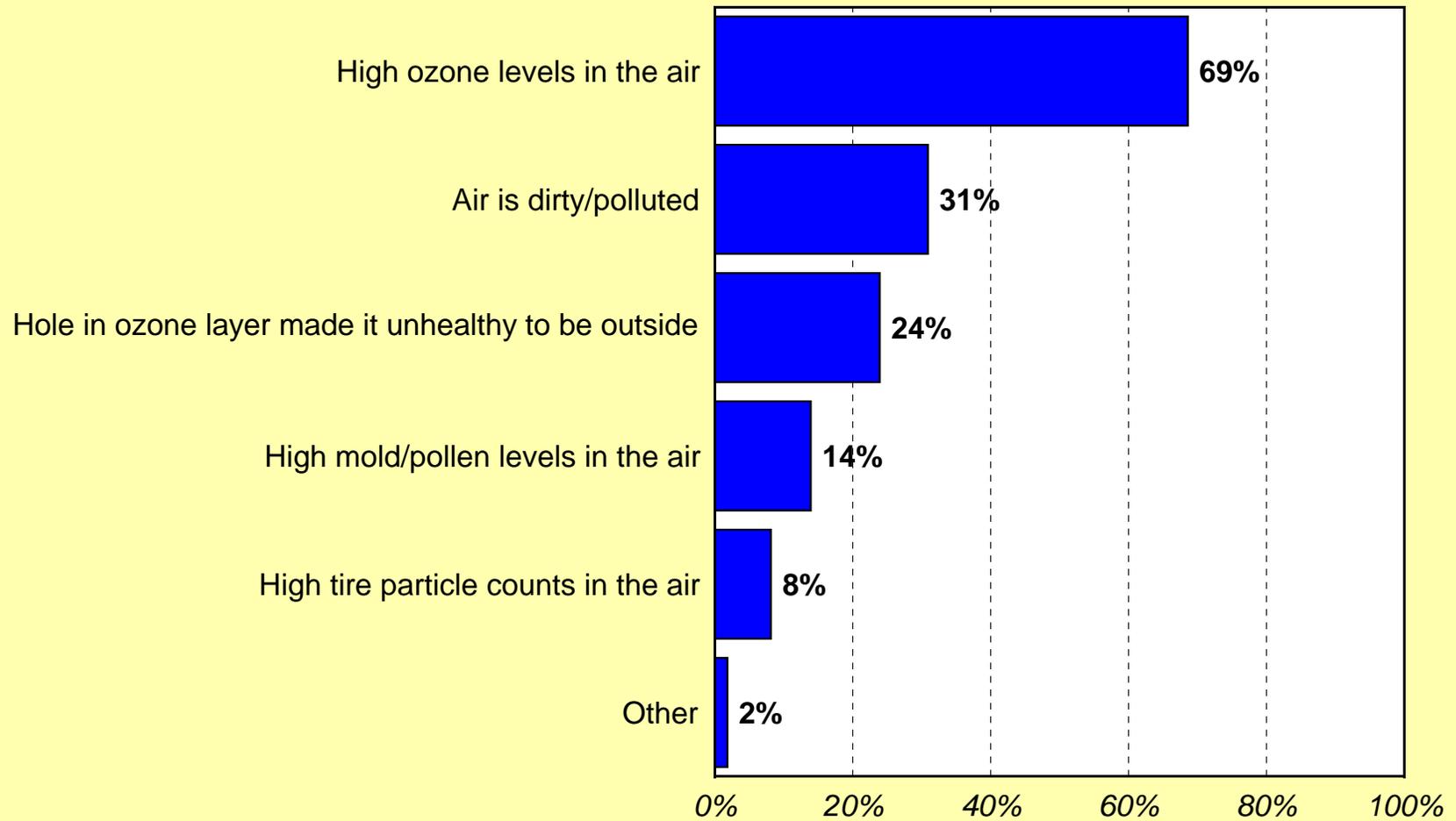
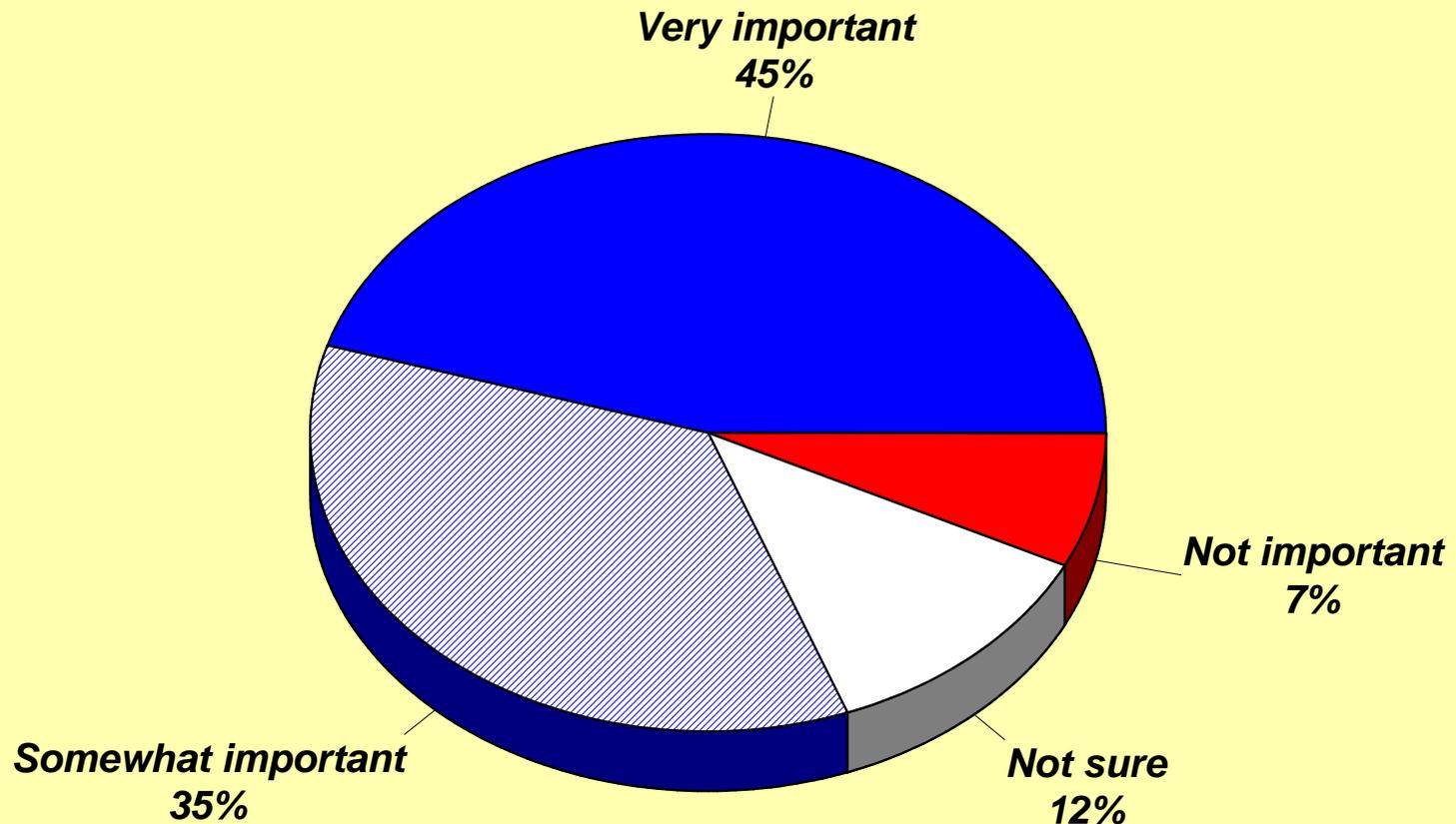# Q14: What do you think an "Ozone Action Alert" day means?

By percentage of respondents (excluding "don't know")

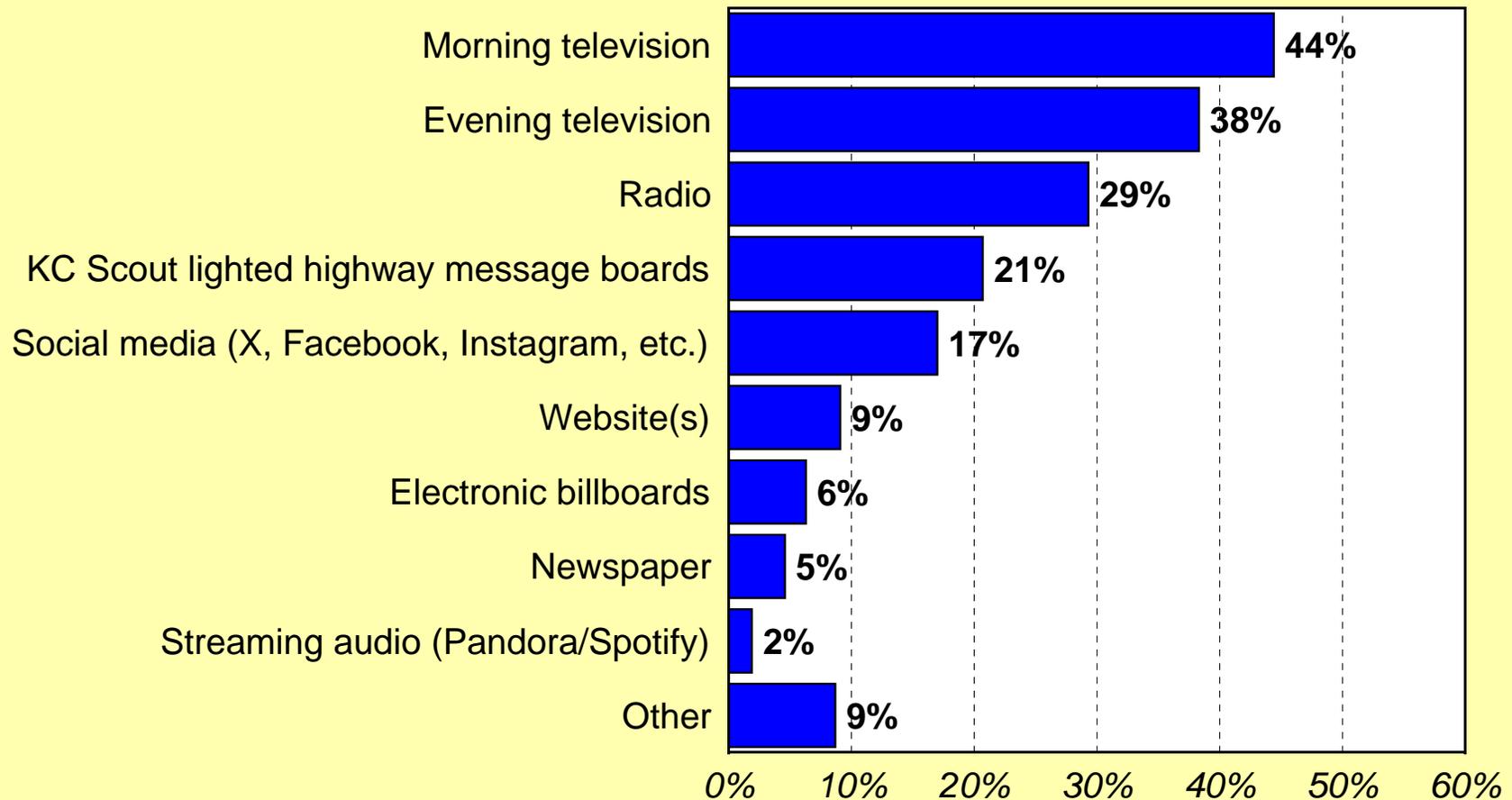| Response	Percentage
High ozone levels in the air	69%
Air is dirty/polluted	31%
Hole in ozone layer made it unhealthy to be outside	24%
High mold/pollen levels in the air	14%
High tire particle counts in the air	8%
Other	2%

Q15: Importance of Knowing When It Is an "Ozone Action Alert" Day in the Kansas City Area

By percentage of respondents

Very important
45%

Not important
7%

Somewhat important
35%

Not sure
12%

Q16: Have you seen or heard the phrase "Ozone Action Alert" used to describe air quality in the Kansas City area from any of the following sources?

by percentage of respondents

Source	Percentage
Morning television	44%
Evening television	38%
Radio	29%
KC Scout lighted highway message boards	21%
Social media (X, Facebook, Instagram, etc.)	17%
Website(s)	9%
Electronic billboards	6%
Newspaper	5%
Streaming audio (Pandora/Spotify)	2%
Other	9%

Q16a: Which ONE of these sources do you consult most often?

by percentage of respondents

Evening television 16%

Morning television 26%

Website(s) 11%

Streaming audio (Pandora/Spotify) 1%

KC Scout lighted hwy. message boards 4%

Electronic billboards 1%

Social media (X, Facebook, Instagram, etc.) 12%

Other 7%

None chosen 9%

Newspaper 1%

Radio 12%
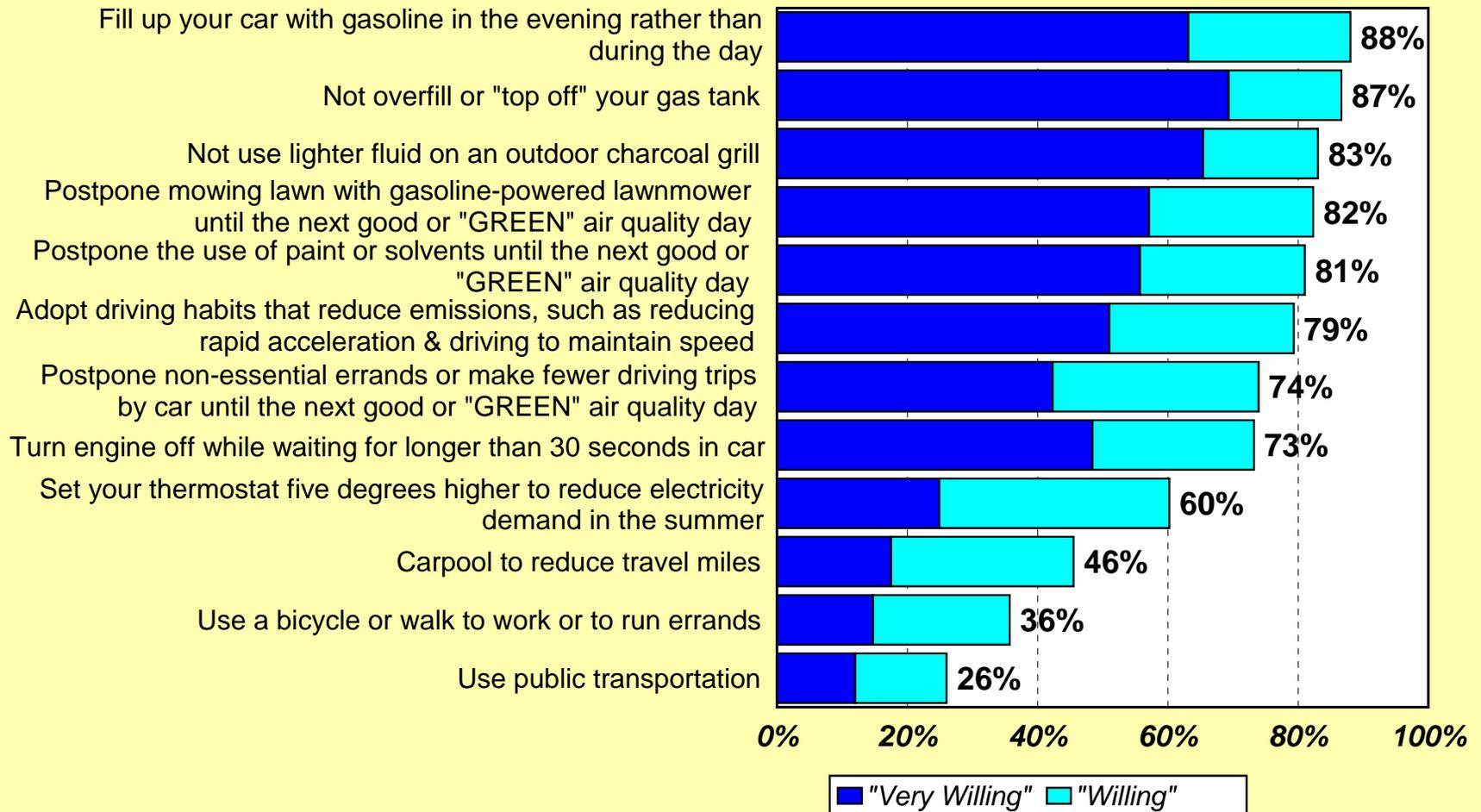
Q17a: Willingness of Residents to Do Various Activities on an OZONE ACTION ALERT Day in the Kansas City Area
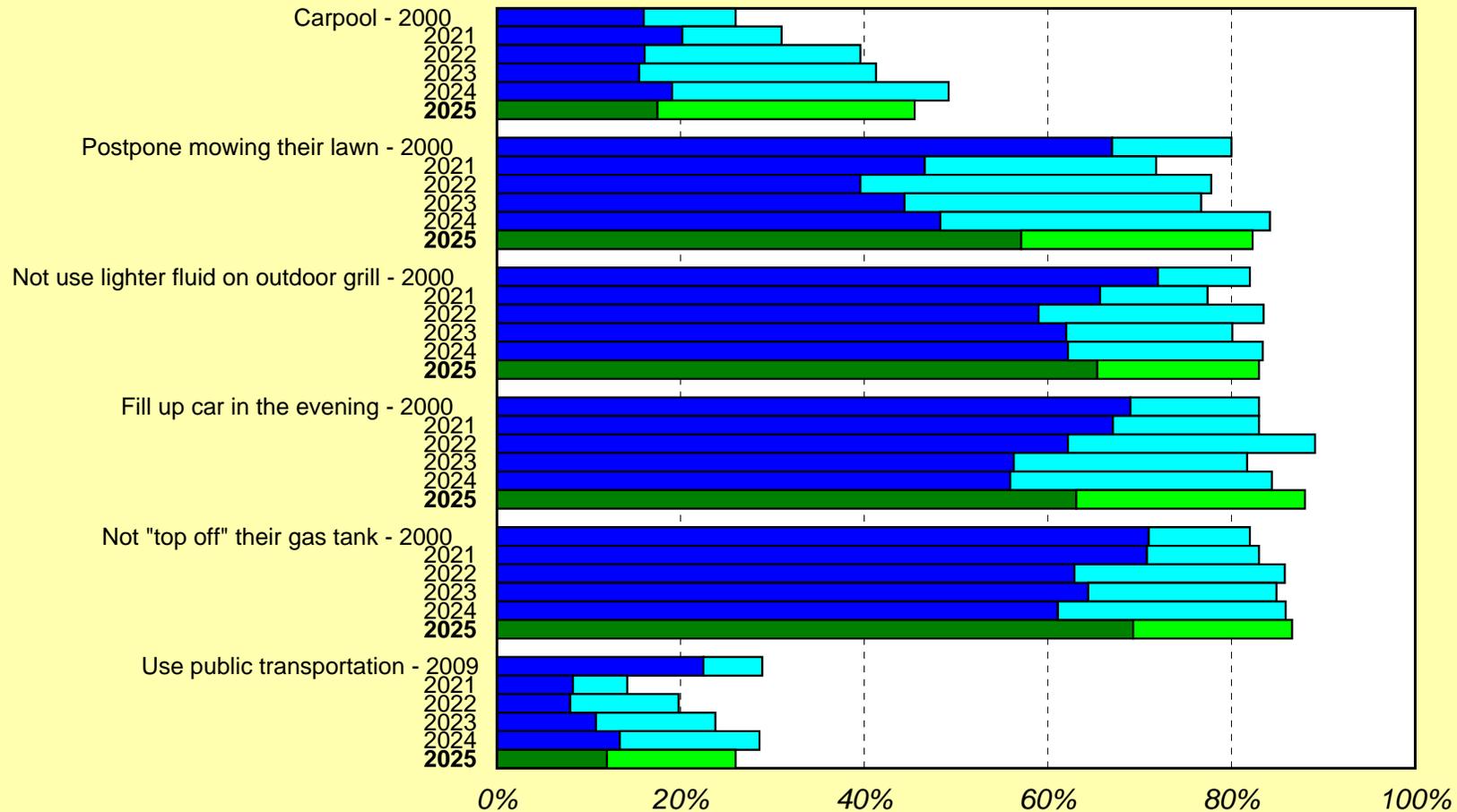
(Residents rated their willingness on a scale of 1-5 where 5 was "very willing" and 1 was "not willing")
By percentage of respondents who were "very willing" or "willing"

Q17a: Willingness of Residents to Do Various Activities on an OZONE ACTION 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"

TREND DATA

Q17a (CONTINUED): Willingness of Residents to Do Various Activities on an Ozone Action 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")
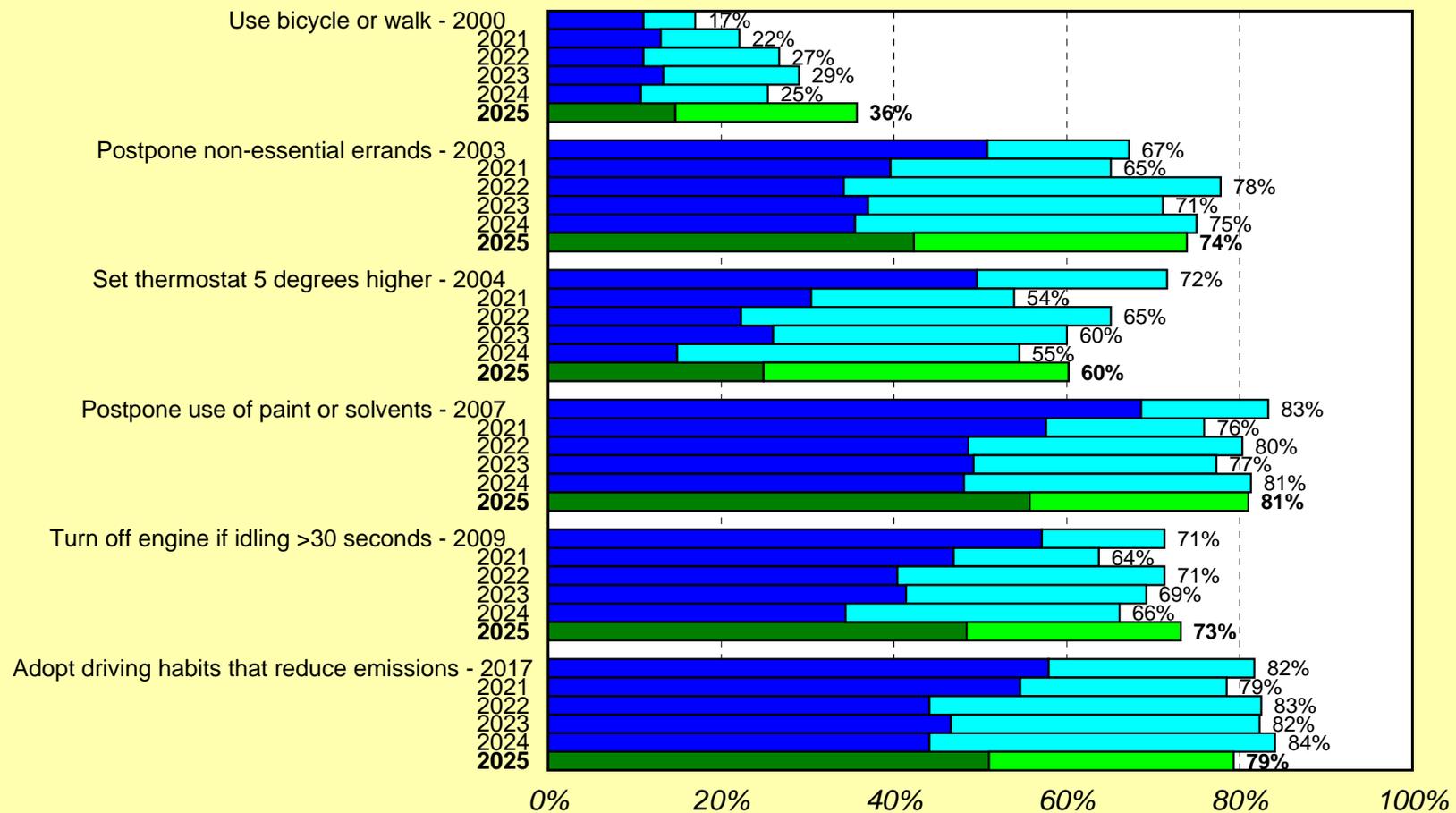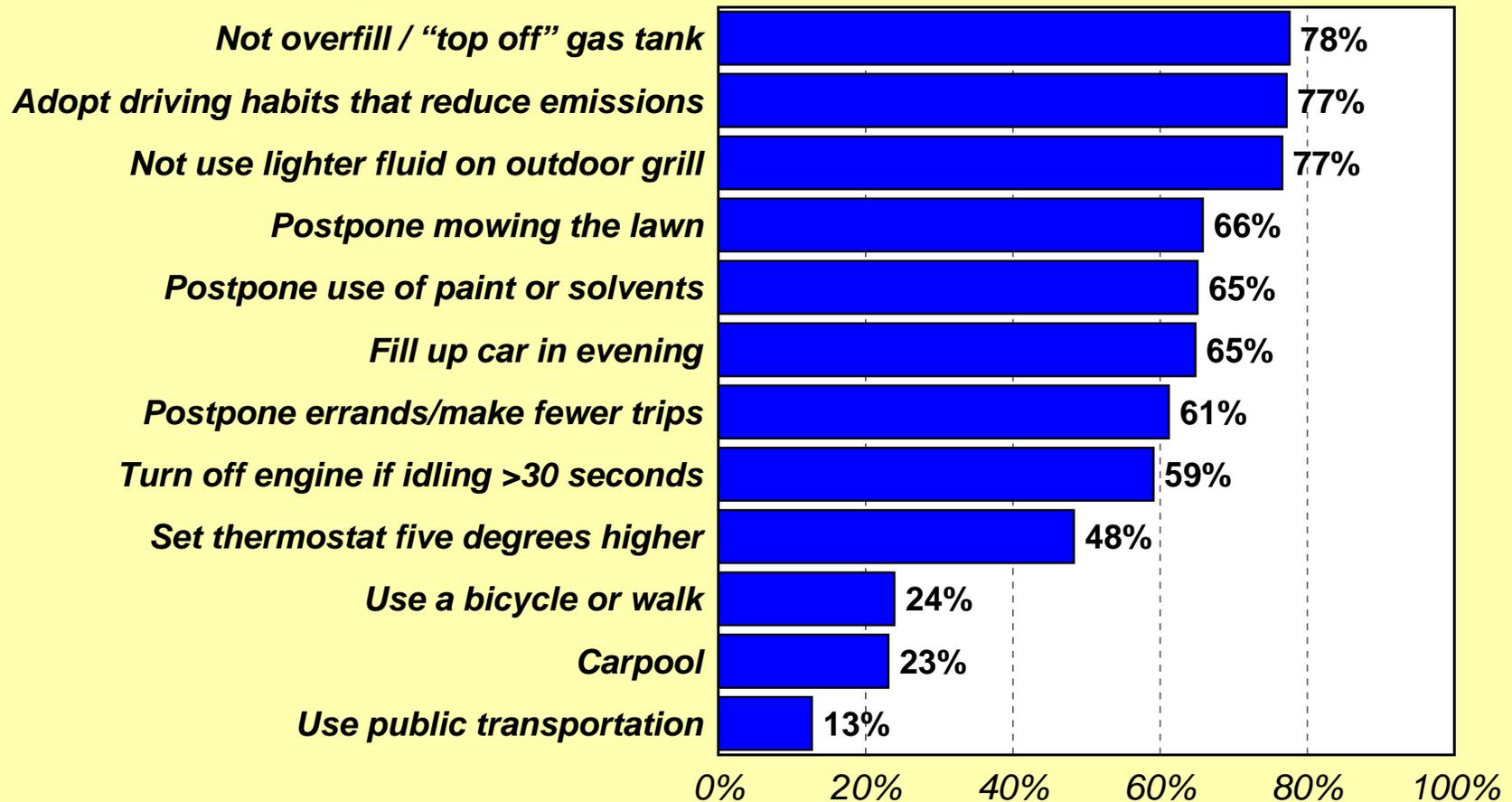*By percentage of respondents who were "very willing" or "willing"*

Use bicycle or walk - 2000
- 2000: 17%
- 2021: 22%
- 2022: 27%
- 2023: 29%
- 2024: 25%
- 2025: **36%**

Postpone non-essential errands - 2003
- 2003: 67%
- 2021: 65%
- 2022: 78%
- 2023: 71%
- 2024: 75%
- 2025: **74%**

Set thermostat 5 degrees higher - 2004
- 2004: 72%
- 2021: 54%
- 2022: 65%
- 2023: 60%
- 2024: 55%
- 2025: **60%**

Postpone use of paint or solvents - 2007
- 2007: 83%
- 2021: 76%
- 2022: 80%
- 2023: 77%
- 2024: 81%
- 2025: **81%**

Turn off engine if idling >30 seconds - 2009
- 2009: 71%
- 2021: 64%
- 2022: 71%
- 2023: 69%
- 2024: 66%
- 2025: **73%**

Adopt driving habits that reduce emissions - 2017
- 2017: 82%
- 2021: 79%
- 2022: 83%
- 2023: 82%
- 2024: 84%
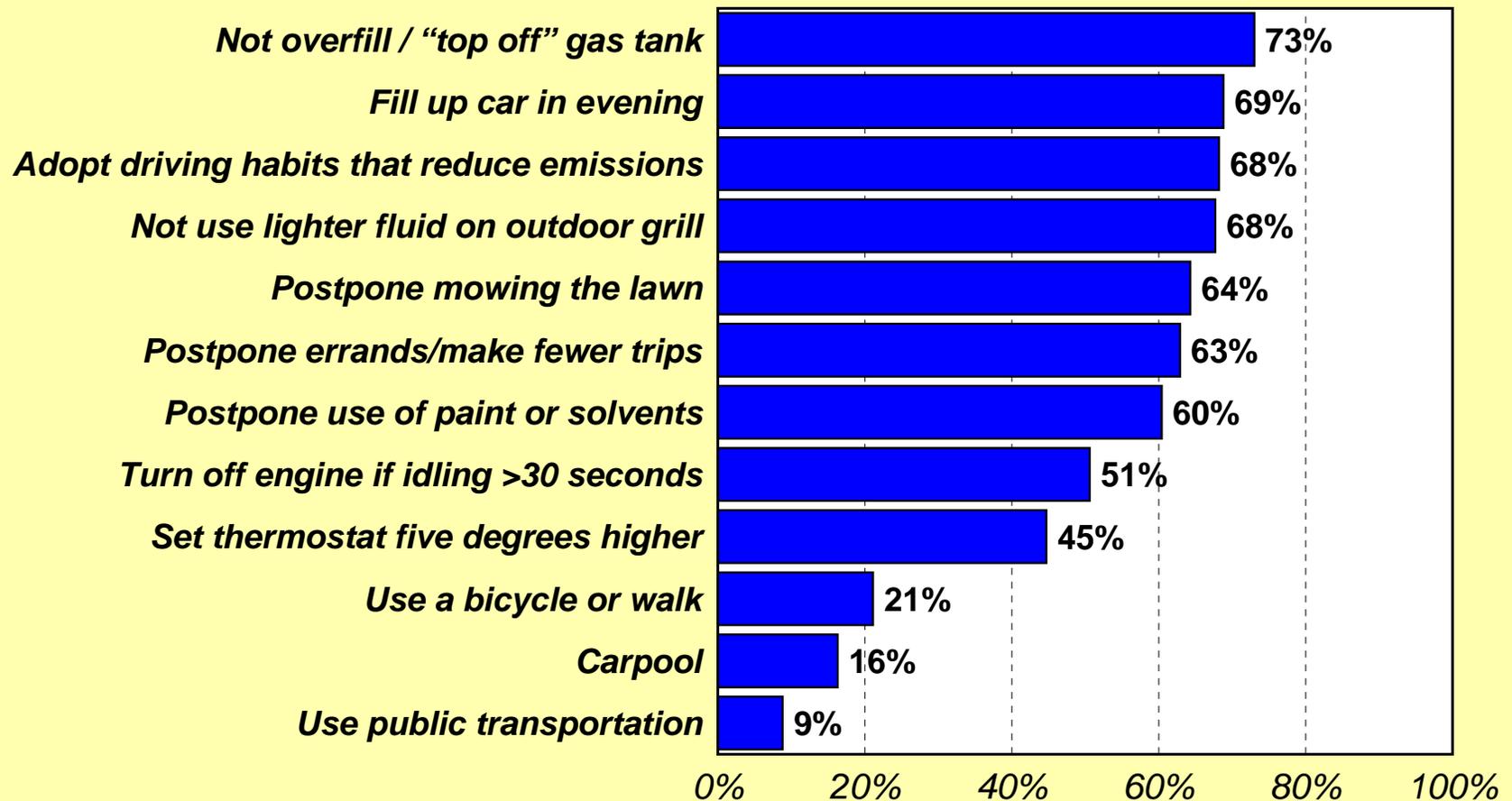- 2025: **79%**

0%   20%   40%   60%   80%   100%

TREND DATA

Q17b: Actions Kansas City Area Residents Do Regularly (Even When It Is NOT an Ozone Action Alert Day)

By percentage of respondents

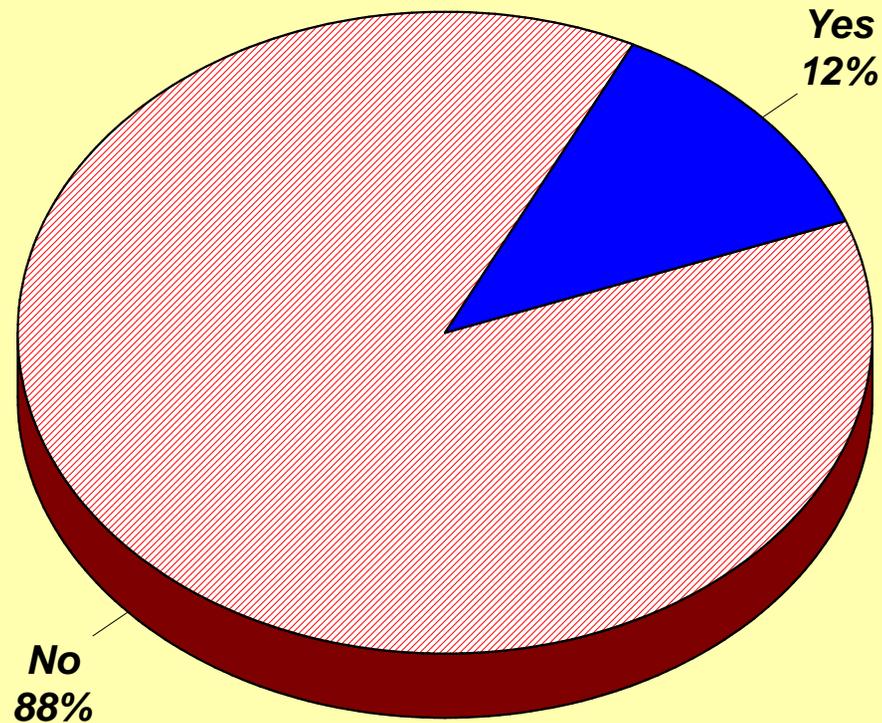| Action	Percentage
Not overfill / "top off" gas tank	78%
Adopt driving habits that reduce emissions	77%
Not use lighter fluid on outdoor grill	77%
Postpone mowing the lawn	66%
Postpone use of paint or solvents	65%
Fill up car in evening	65%
Postpone errands/make fewer trips	61%
Turn off engine if idling >30 seconds	59%
Set thermostat five degrees higher	48%
Use a bicycle or walk	24%
Carpool	23%
Use public transportation	13%

Q17c: Actions Kansas City Area Residents Already Do In Response to an Ozone Action Alert Day Notification

By percentage of respondents

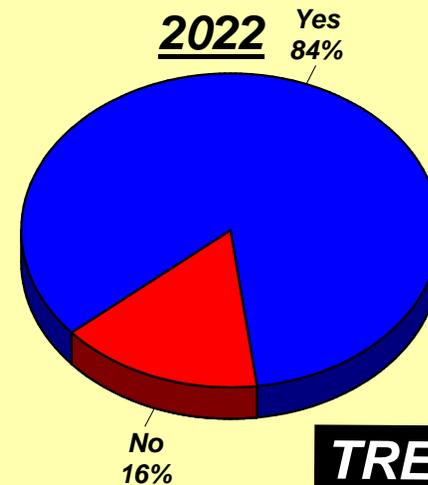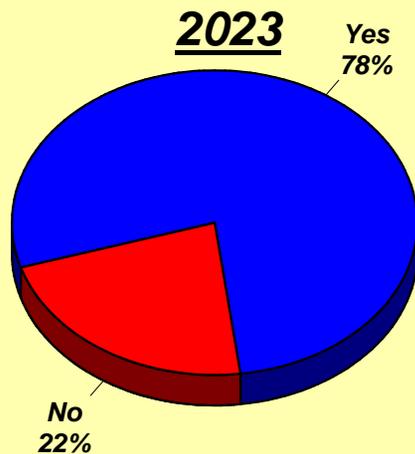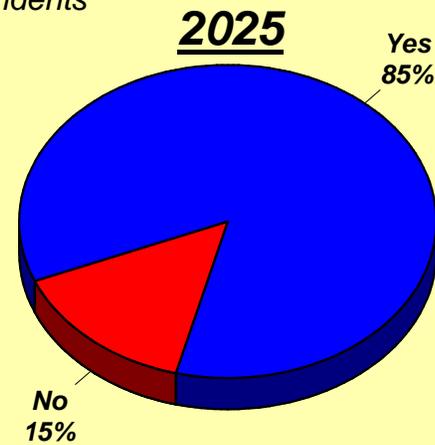| Action	Percentage
Not overfill / "top off" gas tank	73%
Fill up car in evening	69%
Adopt driving habits that reduce emissions	68%
Not use lighter fluid on outdoor grill	68%
Postpone mowing the lawn	64%
Postpone errands/make fewer trips	63%
Postpone use of paint or solvents	60%
Turn off engine if idling >30 seconds	51%
Set thermostat five degrees higher	45%
Use a bicycle or walk	21%
Carpool	16%
Use public transportation	9%

Q18: Have you heard about the AirQ Program or AirQKC.org?

By percentage of respondents

**Yes
12%**

**No
88%**

Q19: Do you or would you support efforts by your Municipal/County government to reduce greenhouse gas emissions?
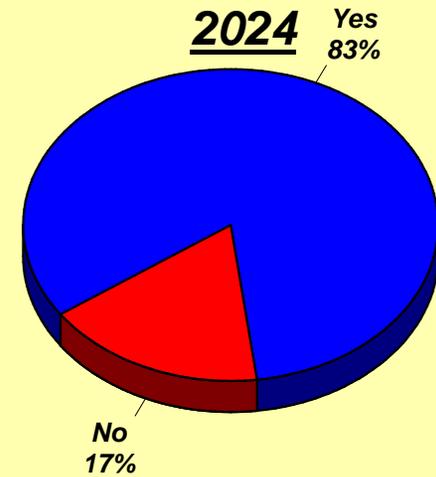
By percentage of respondents

2024

Yes
83%

No
17%

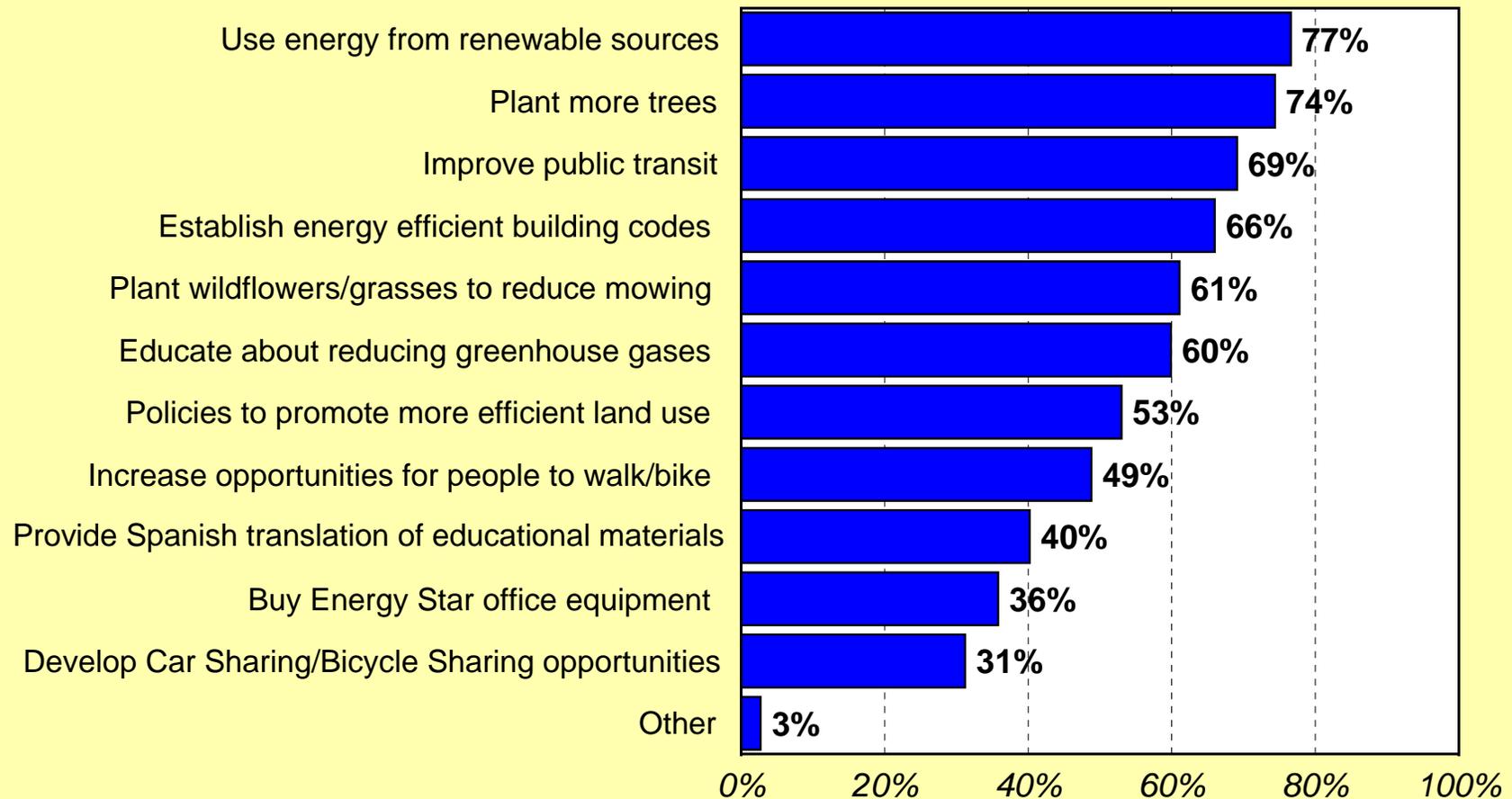**2025**

Yes
85%

No
15%

2023

Yes
78%

No
22%

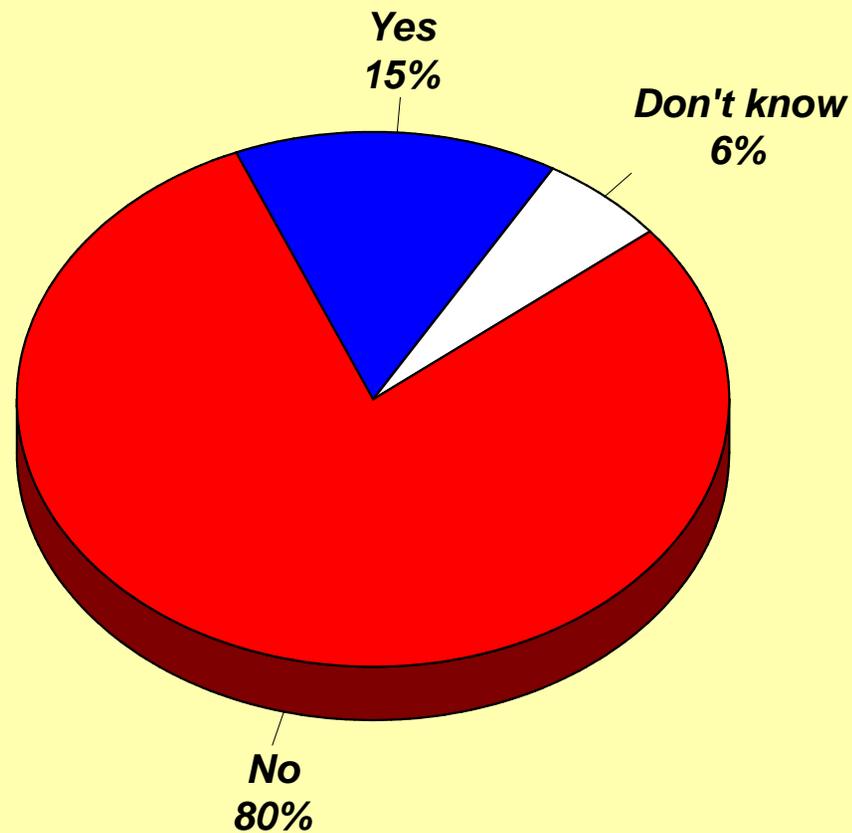**2022**

Yes
84%

No
16%

TREND DATA

Q19a: 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 (multiple selections could be made)

Strategy	Percentage
Use energy from renewable sources	77%
Plant more trees	74%
Improve public transit	69%
Establish energy efficient building codes	66%
Plant wildflowers/grasses to reduce mowing	61%
Educate about reducing greenhouse gases	60%
Policies to promote more efficient land use	53%
Increase opportunities for people to walk/bike	49%
Provide Spanish translation of educational materials	40%
Buy Energy Star office equipment	36%
Develop Car Sharing/Bicycle Sharing opportunities	31%
Other	3%

Q20: Have You Heard About "Operation Green Light"?

By percentage of respondents

Yes
15%

Don't know
6%

No
80%

Demographics

Age of Respondents

By percentage of respondents

35-44 years
19%

Under 35
22%

45-54 years
21%

65 or older
19%

55-64 years
20%
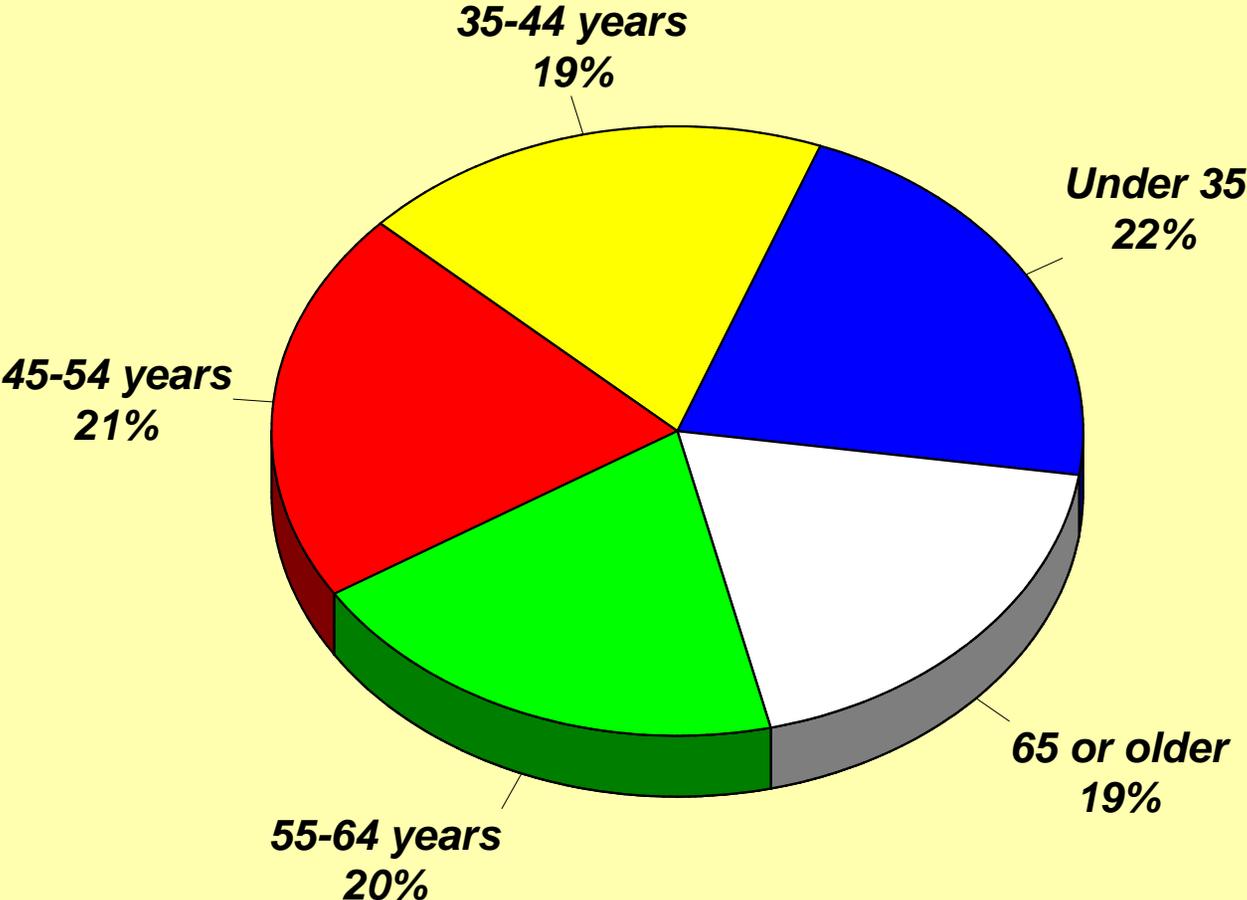
Average Distance of Normal Daily Commute (one way)

By percentage of respondents

Do not commute daily
38%

More than 30 miles
5%

21-30 miles
5%

16-20 miles
7%

11-15 miles
9%

5-10 miles
16%

Less than 5 miles
19%
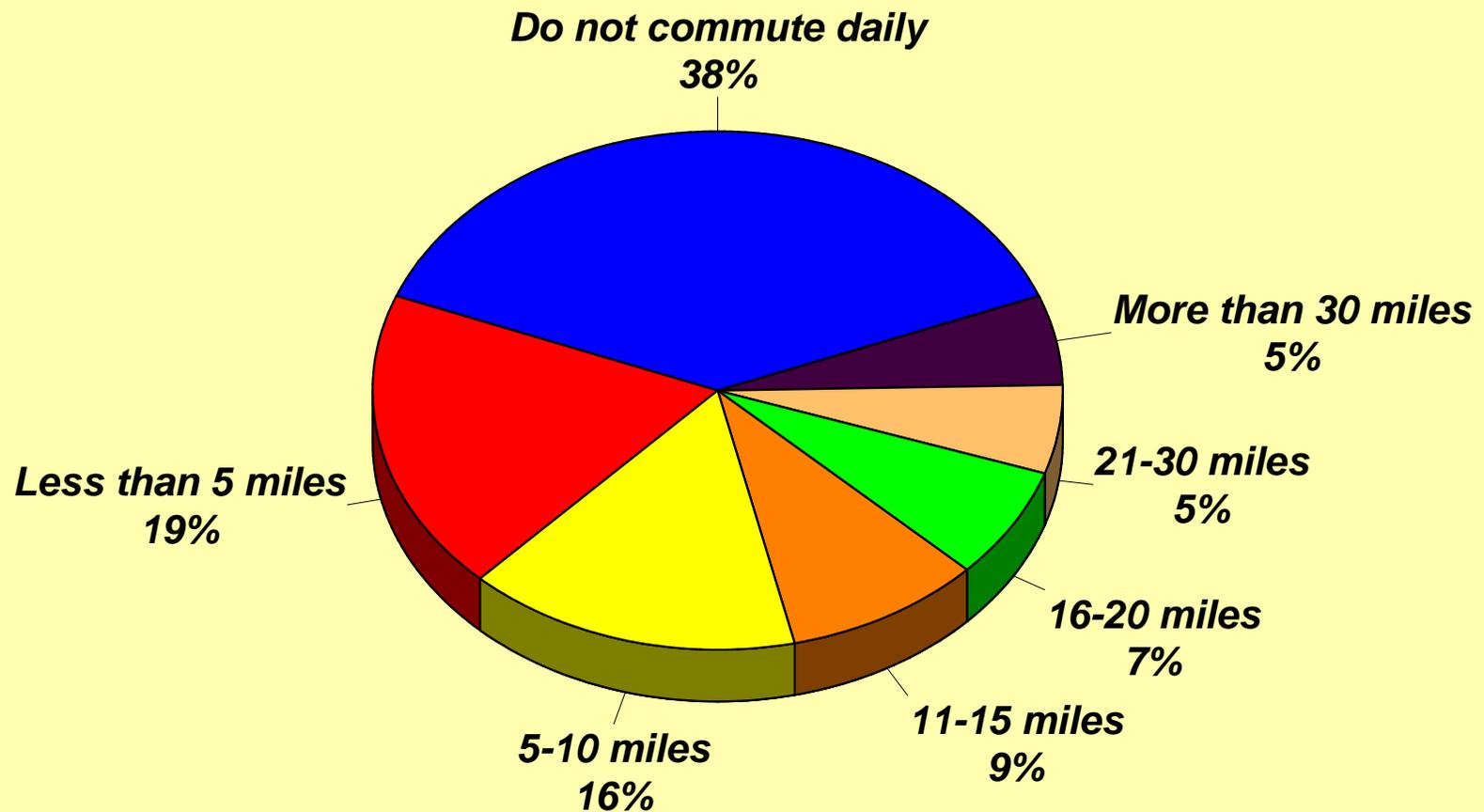
Number of Vehicles Owned by Household
Avg. Number of Vehicles Per Household = 2.17

Cars — 1.23
Trucks — 0.48
SUVs — 0.94

(axis: 0.00, 0.50, 1.00, 1.50, 2.00)
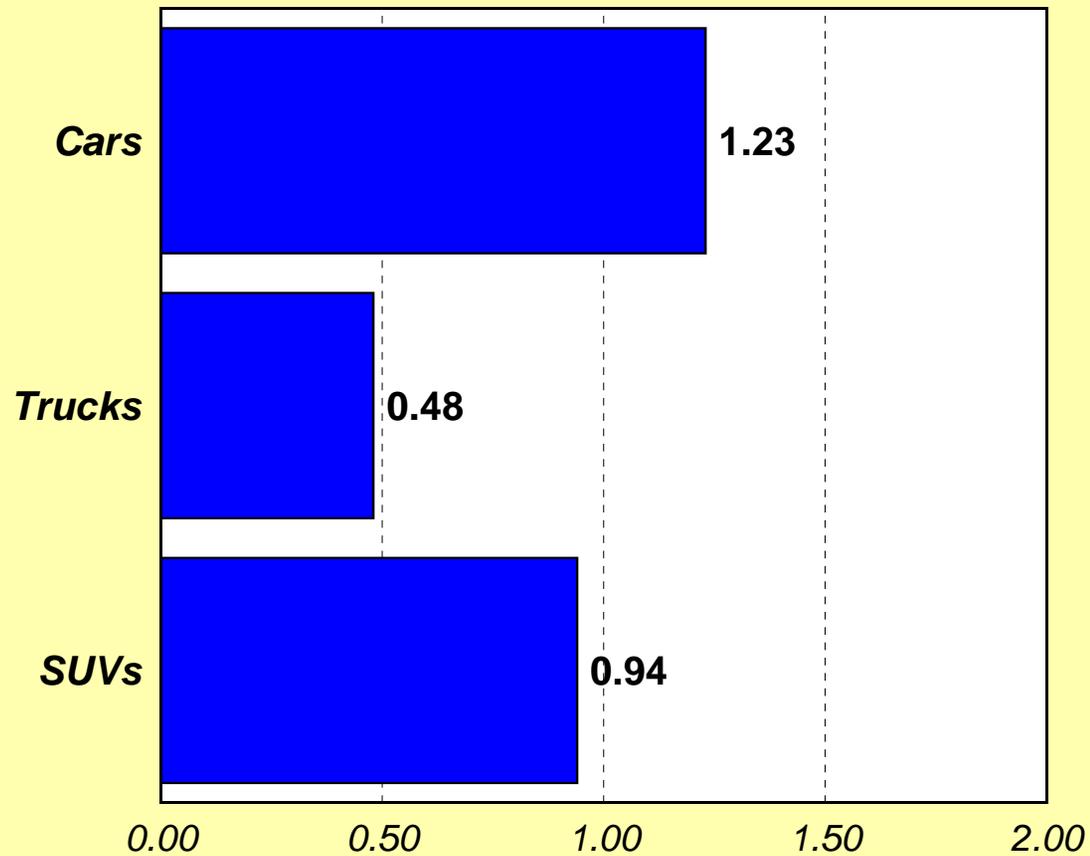
County Where Respondents Live
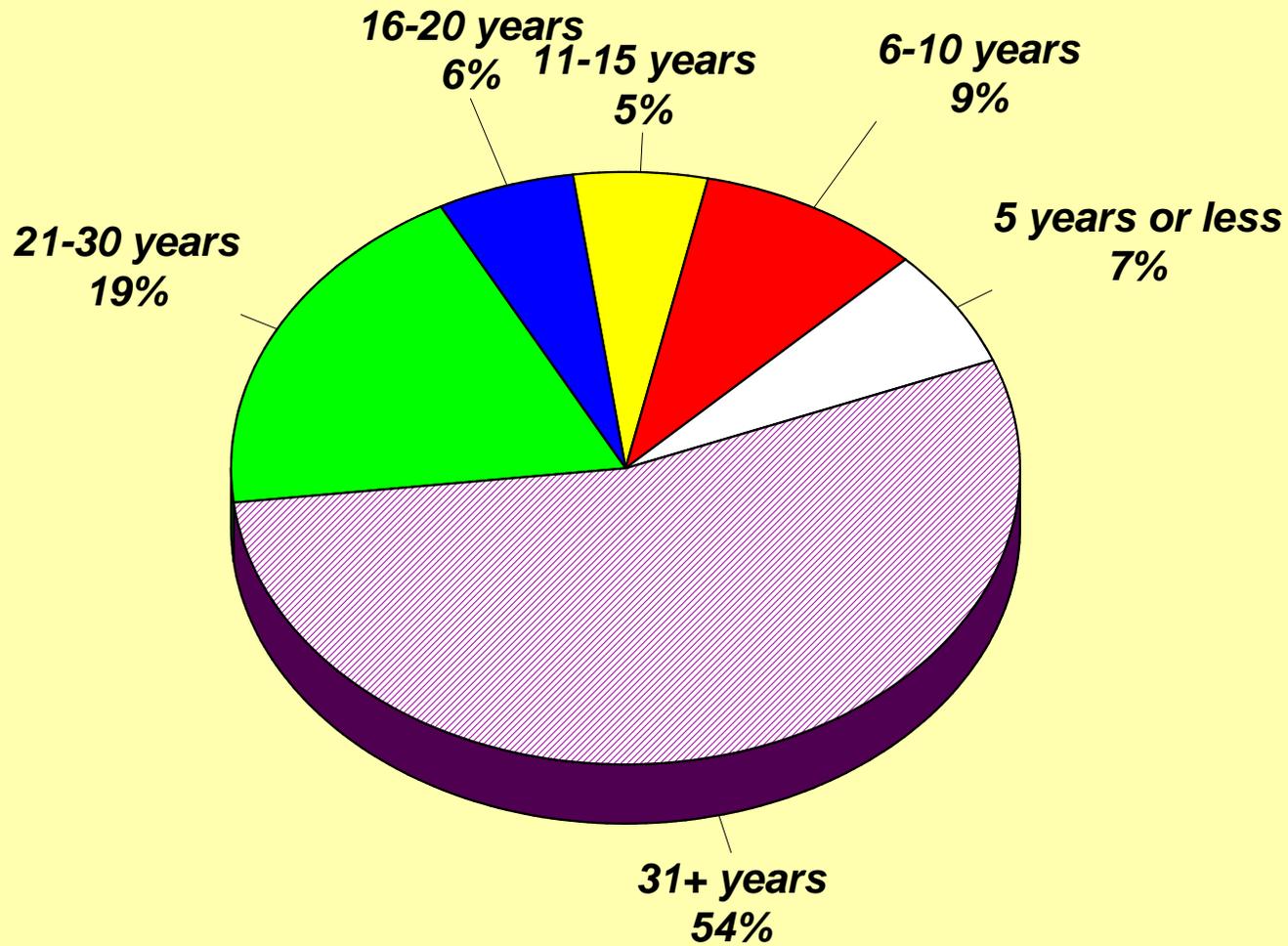
By percentage of respondents
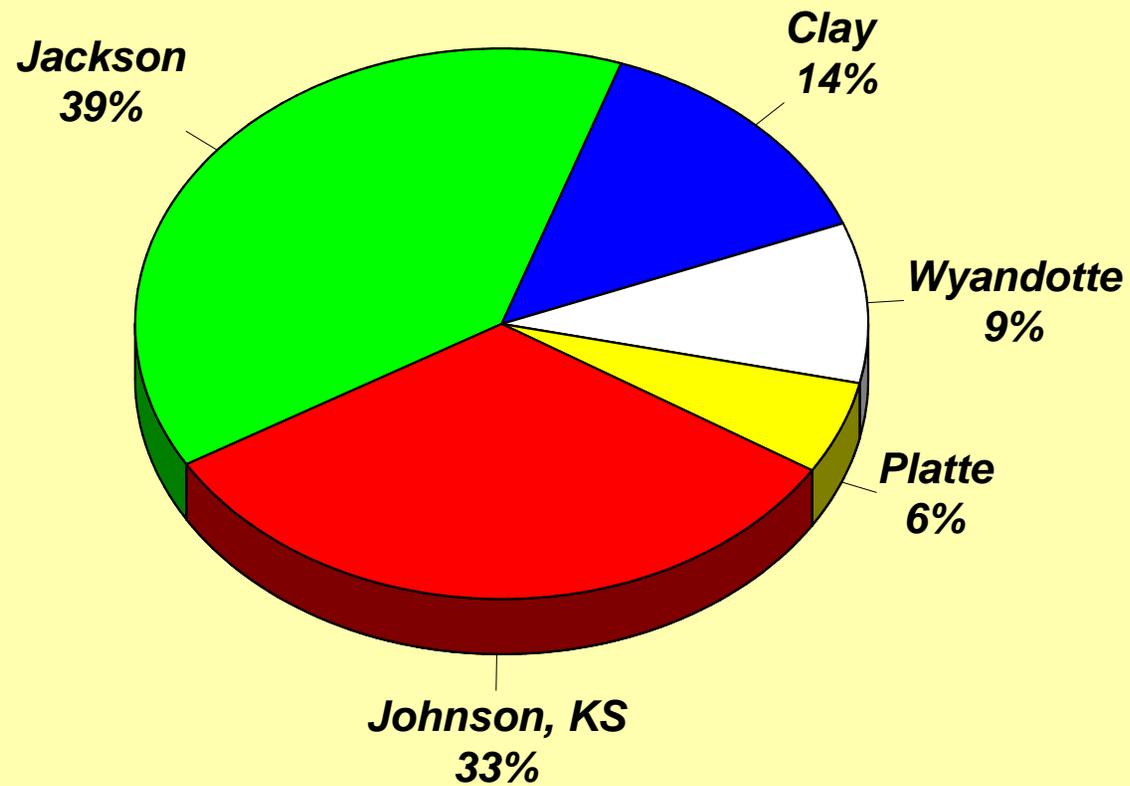
How long have you lived in the Kansas City area?

By percentage of respondents

16-20 years 6%

11-15 years 5%

6-10 years 9%

5 years or less 7%

21-30 years 19%

31+ years 54%

Are you or other members of your family of Hispanic, Spanish, or or Latino/a/x ancestry?

By percentage of respondents

Yes
12%

No
88%
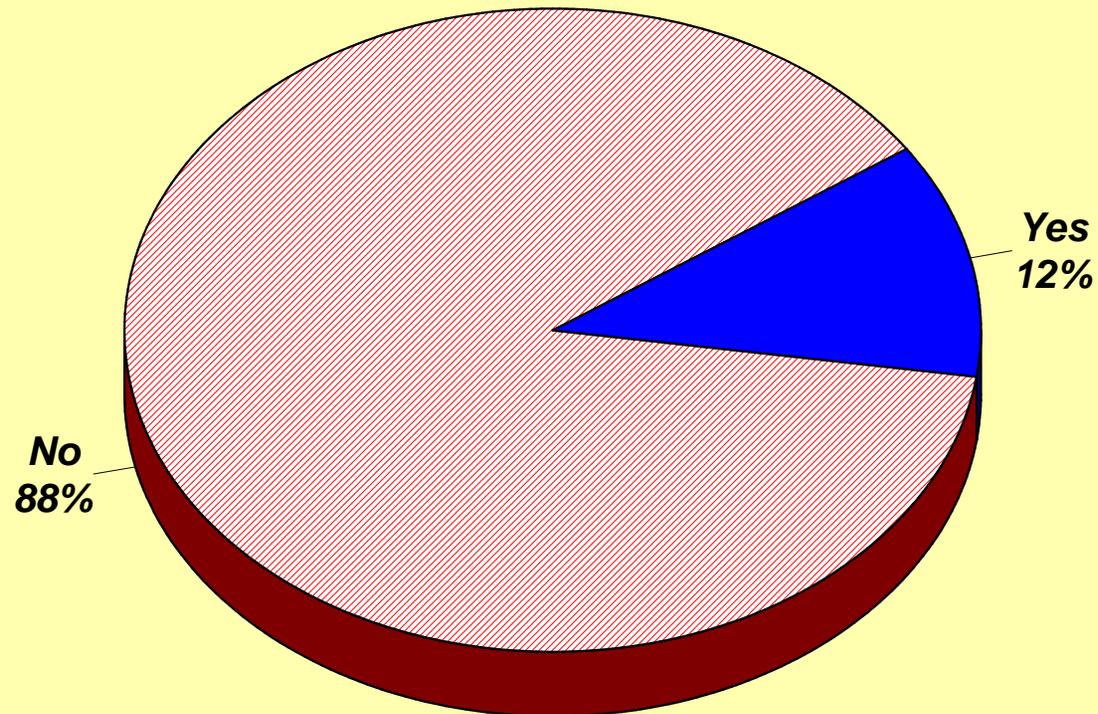
Race/Ethnicity

By percentage of respondents (multiple selections could be made)

Category	Percentage
White or Caucasian	77%
Black or African American	15%
Asian or Asian Indian	3%
American Indian or Alaska Native	1%
Native Hawaiian or other Pacific Islander	0.4%
Other	3%
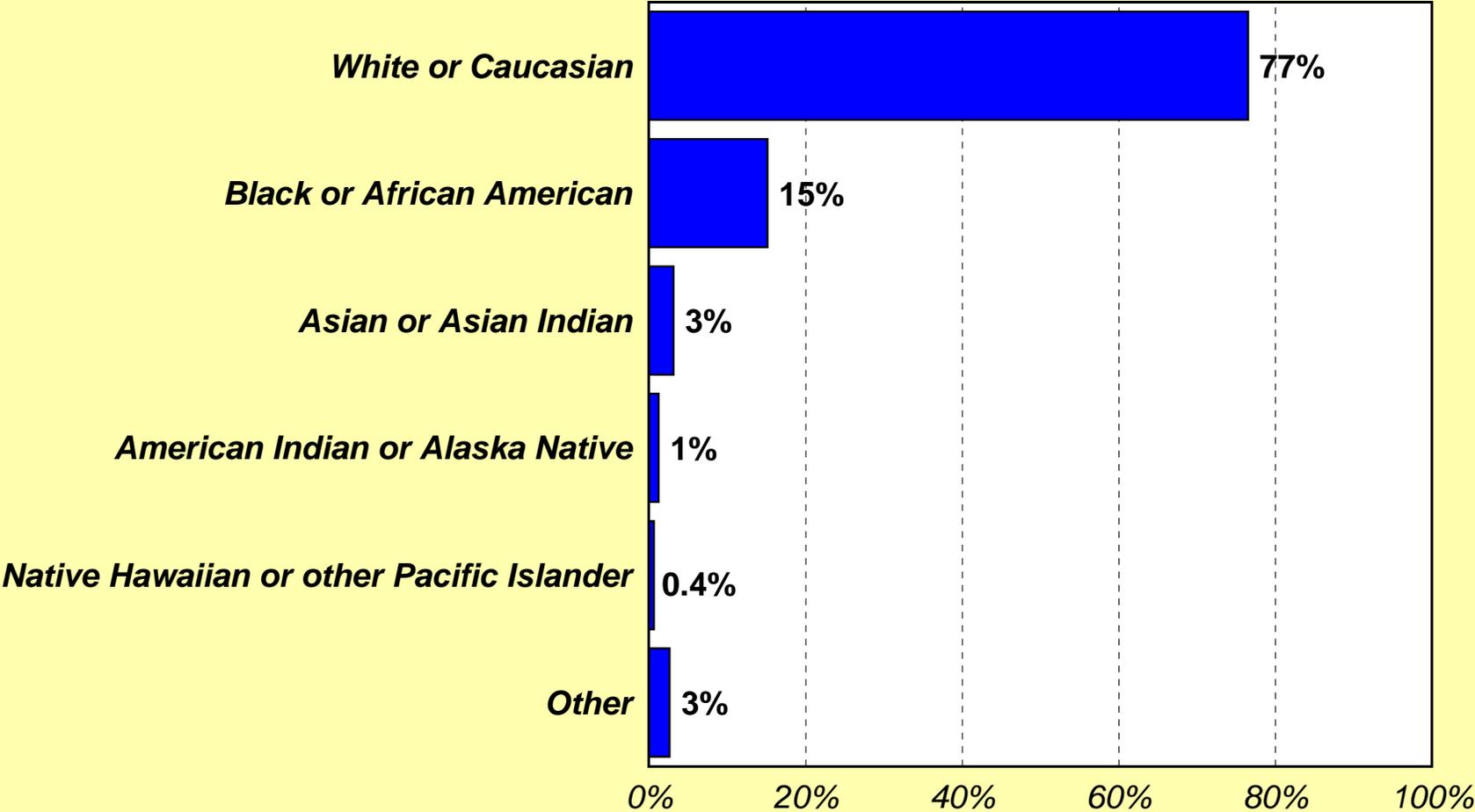
Annual Household Income
By percentage of respondents

$20K-$49,999
16%

$50K-$79,999
21%

Under $20K
6%

Not provided
11%

$80K+
47%
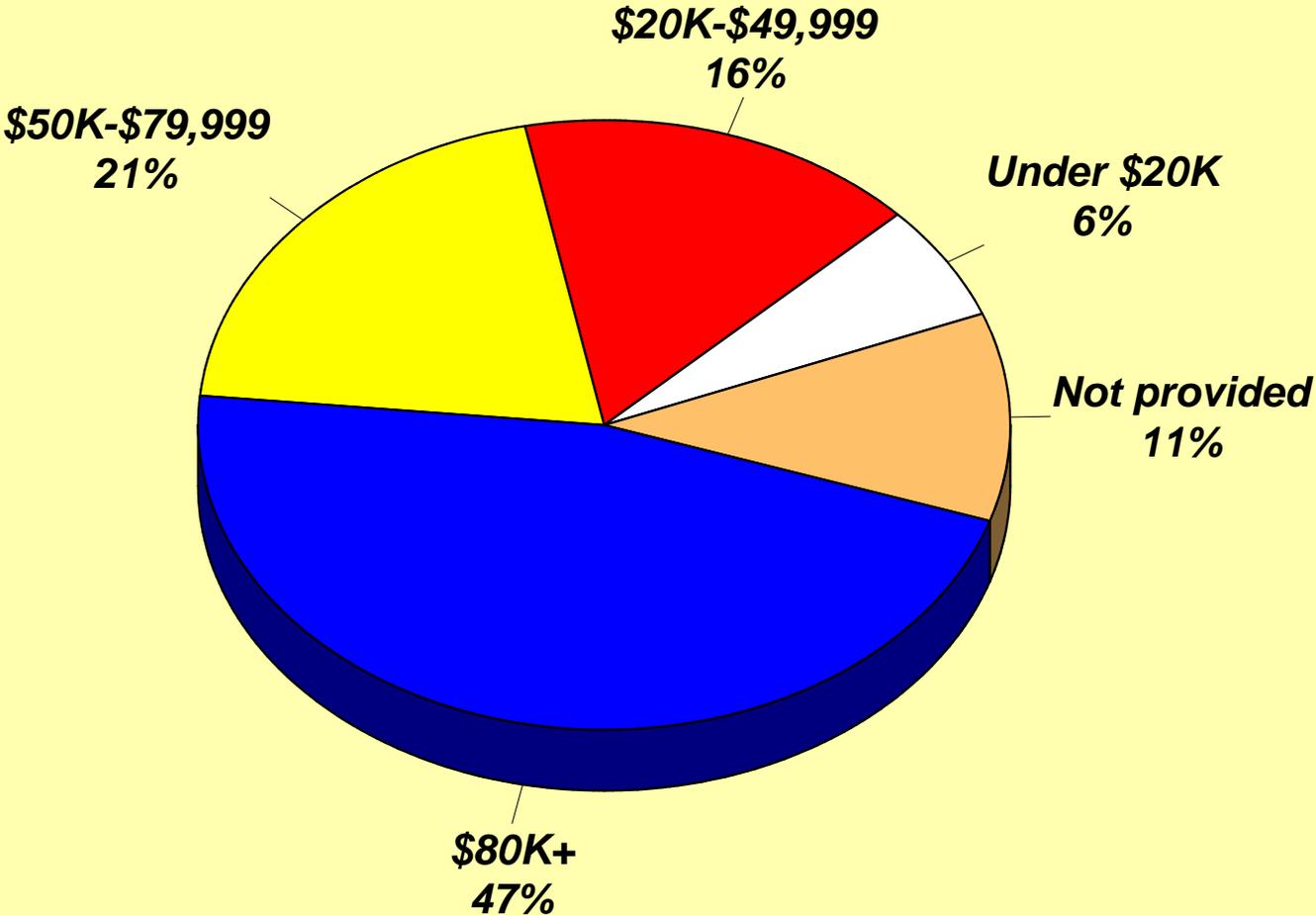
Gender of Respondents

By percentage of respondents

Male 49%

Prefer not to respond 1%

Non-binary 1%

Female 49%
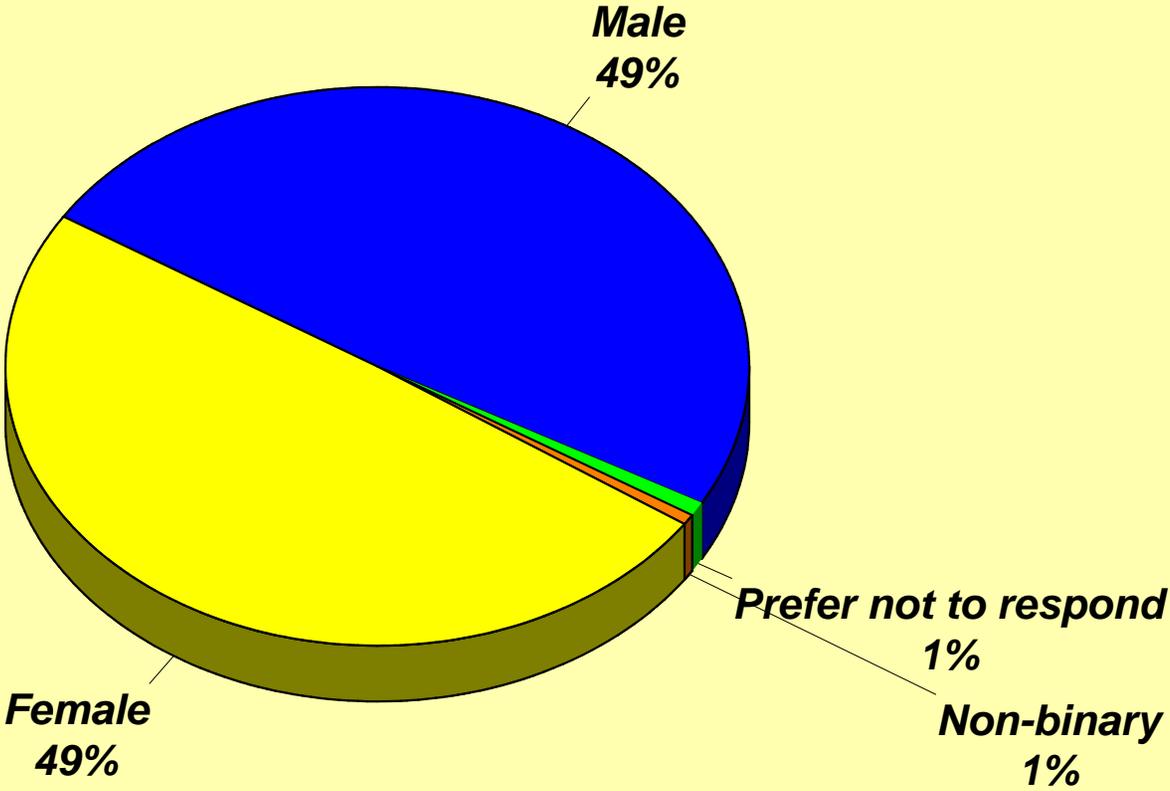
Households with Children 17 Years or Younger

By percentage of respondents

Yes
34%

No
66%
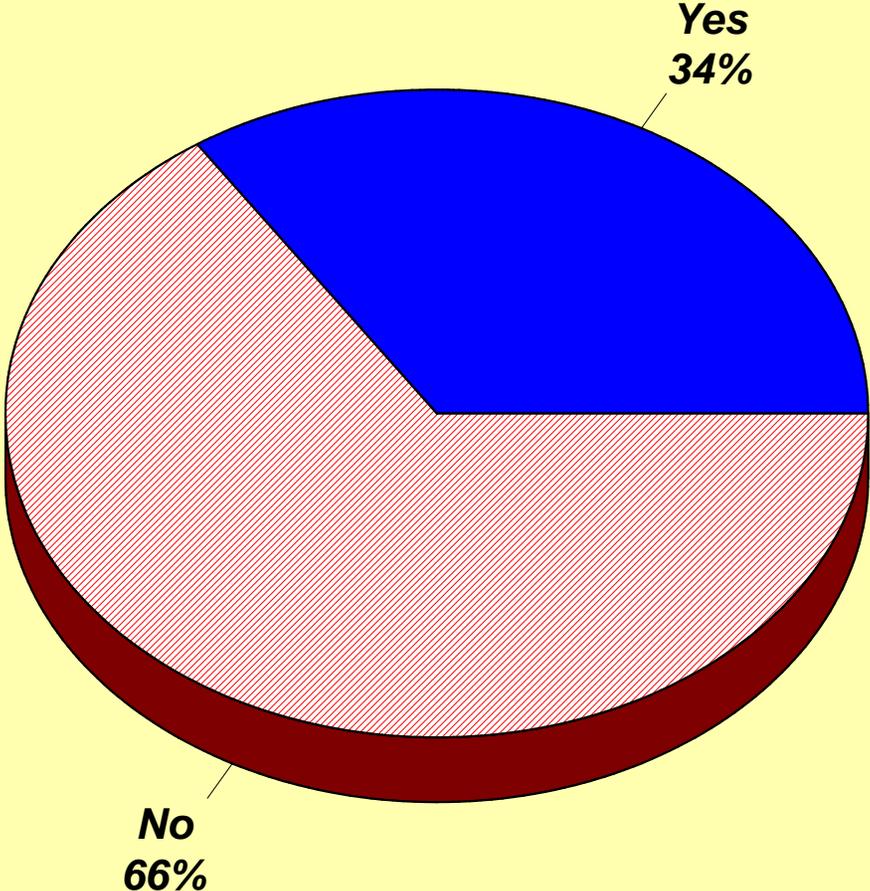
Section 2:
Tabular Data

Q1. Compared to last year, would you say you...

Q1. What would you say you are compared to last year	Number	Percent
Are more aware of air quality issues in Kansas City area	222	26.6 %
Have about the same level of awareness of air quality issues	547	65.5 %
Are less aware of air quality issues in Kansas City area	50	6.0 %
Not applicable (did not live in Kansas City area last year)	8	1.0 %
Not provided	8	1.0 %
Total	835	100.0 %

WITHOUT "NOT PROVIDED"
Q1. Compared to last year, would you say you... (without "not provided")

Q1. What would you say you are compared to last year	Number	Percent
Are more aware of air quality issues in Kansas City area	222	26.8 %
Have about the same level of awareness of air quality issues	547	66.1 %
Are less aware of air quality issues in Kansas City area	50	6.0 %
Not applicable (did not live in Kansas City area last year)	8	1.0 %
Total	827	100.0 %

Q2. Do you think that our natural environment will be better in the future?

Q2. Do you think that our natural environment will be better in the future	Number	Percent
Yes	146	17.5 %
No	477	57.1 %
Don't know	212	25.4 %
Total	835	100.0 %

WITHOUT "DON'T KNOW"
Q2. Do you think that our natural environment will be better in the future? (without "don't know")

Q2. Do you think that our natural environment will be better in the future	Number	Percent
Yes	146	23.4 %
No	477	76.6 %
Total	623	100.0 %

Q3. Do you think air pollution in the Kansas City area is...

Q3. What is air pollution in Kansas City area	Number	Percent
Getting much worse	68	8.1 %
Getting somewhat worse	342	41.0 %
Staying the same	302	36.2 %
Getting somewhat better	53	6.3 %
Getting much better	17	2.0 %
Don't know	53	6.3 %
Total	835	100.0 %

WITHOUT "DON'T KNOW"
Q3. Do you think air pollution in the Kansas City area is... (without "don't know")

Q3. What is air pollution in Kansas City area	Number	Percent
Getting much worse	68	8.7 %
Getting somewhat worse	342	43.7 %
Staying the same	302	38.6 %
Getting somewhat better	53	6.8 %
Getting much better	17	2.2 %
Total	782	100.0 %

Q4. 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?

Q4. How many days per year do air pollution levels in
metropolitan KC fail to meet health standards set by

Environmental Protection Agency	Number	Percent
Zero (air is always healthy)	25	3.0 %
1-5 days	92	11.0 %
6-10 days	116	13.9 %
11-15 days	109	13.1 %
16-20 days	99	11.9 %
20+ days	174	20.8 %
Don't know	220	26.3 %
Total	835	100.0 %

WITHOUT "DON'T KNOW"
Q4. 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? (without "don't know")

Q4. How many days per year do air pollution levels in
metropolitan KC fail to meet health standards set by

Environmental Protection Agency	Number	Percent
Zero (air is always healthy)	25	4.1 %
1-5 days	92	15.0 %
6-10 days	116	18.9 %
11-15 days	109	17.7 %
16-20 days	99	16.1 %
20+ days	174	28.3 %
Total	615	100.0 %

Q5. Do you or does anyone in your household have a breathing or respiratory problem?

Q5. Do you or does anyone in your household have a breathing or respiratory problem	Number	Percent
Yes	361	43.2 %
No	463	55.4 %
Not provided	11	1.3 %
Total	835	100.0 %

WITHOUT "NOT PROVIDED"
Q5. Do you or does anyone in your household have a breathing or respiratory problem? (without "not provided")

Q5. Do you or does anyone in your household have a breathing or respiratory problem	Number	Percent
Yes	361	43.8 %
No	463	56.2 %
Total	824	100.0 %

Q6. How concerned are you about the health consequences of poor air quality in the Kansas City area?

Q6. How concerned are you about the health consequences of poor air quality in KC area	Number	Percent
Very concerned	295	35.3 %
Somewhat concerned	391	46.8 %
Not sure	48	5.7 %
Not concerned	101	12.1 %
Total	835	100.0 %

Q7. 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?

Q7. Have you seen or heard any advertisements, public service announcements, brochures, billboards, radio or other promotional media about air quality in KC area	Number	Percent
Yes	288	34.5 %
No	485	58.1 %
Don't know	62	7.4 %
Total	835	100.0 %

WITHOUT "DON'T KNOW"

Q7. 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? (without "don't know")

Q7. Have you seen or heard any advertisements, public service announcements, brochures, billboards, radio or other promotional media about air quality in KC area	Number	Percent
Yes	288	37.3 %
No	485	62.7 %
Total	773	100.0 %

Q7a. What types of promotional media did you see or hear?

Q7a. What types of promotional media did you see or hear	Number	Percent
Billboards	43	14.9 %
Advertisements in newspapers, magazines, or other print media	40	13.9 %
Television news/weather	224	77.8 %
Commercial TV advertising	28	9.7 %
Spanish language communications	2	0.7 %
Bus advertisements	21	7.3 %
Brochures	20	6.9 %
Radio	109	37.8 %
Streaming radio	15	5.2 %
KC Scout lighted highway message boards	96	33.3 %
Social media (X, Facebook, Instagram, etc.)	87	30.2 %
YouTube (pre-roll ads or program videos)	15	5.2 %
Internet (other than social media)	58	20.1 %
Digital images at KCI Airport	12	4.2 %
Other	11	3.8 %
Total	781	

Q7a-15. Other:

Q7a-15. Other	Number	Percent
Weather service alerts	2	18.2 %
MyRadar app	2	18.2 %
Weather and air quality monitored by household connected device	2	18.2 %
Library	2	18.2 %
Microsoft Weather app on Windows computer	1	9.1 %
AirNow app	1	9.1 %
My weather app	1	9.1 %
Total	11	100.0 %

Q7b. Using the list from Question 7a, write the number of the ONE promotional media that is your most frequent source of information about air quality.

Q7b. Most frequent information source	Number	Percent
Billboards	6	2.1 %
Advertisements in newspapers, magazines, or other print media	1	0.3 %
Television news/weather	157	54.5 %
Commercial TV advertising	6	2.1 %
Bus advertisements	3	1.0 %
Brochures	2	0.7 %
Radio	21	7.3 %
Streaming radio	4	1.4 %
KC Scout lighted highway message boards	9	3.1 %
Social media (X, Facebook, Instagram, etc.)	32	11.1 %
YouTube (pre-roll ads or program videos)	3	1.0 %
Internet (other than social media)	31	10.8 %
Other	5	1.7 %
None chosen	8	2.8 %
Total	288	100.0 %

Q8. Which THREE of the following sources would you MOST prefer to receive information about air quality in your community?

Q8. Top choice	Number	Percent
Internet source that is easy to find	253	30.3 %
Facebook	55	6.6 %
X	16	1.9 %
Instagram	28	3.4 %
Email	100	12.0 %
Specific telephone number to get information	25	3.0 %
City newsletter	38	4.6 %
Your local newspaper	13	1.6 %
Kansas City Star	30	3.6 %
Television	205	24.6 %
Radio	56	6.7 %
None chosen	16	1.9 %
Total	835	100.0 %

Q8. Which THREE of the following sources would you MOST prefer to receive information about air quality in your community?

Q8. 2nd choice	Number	Percent
Internet source that is easy to find	134	16.0 %
Facebook	73	8.7 %
X	10	1.2 %
Instagram	46	5.5 %
Email	133	15.9 %
Specific telephone number to get information	40	4.8 %
City newsletter	55	6.6 %
Your local newspaper	28	3.4 %
Kansas City Star	40	4.8 %
Television	123	14.7 %
Radio	124	14.9 %
None chosen	29	3.5 %
Total	835	100.0 %

Q8. Which THREE of the following sources would you MOST prefer to receive information about air quality in your community?

Q8. 3rd choice	Number	Percent
Internet source that is easy to find	133	15.9 %
Facebook	96	11.5 %
X	13	1.6 %
Instagram	33	4.0 %
Email	103	12.3 %
Specific telephone number to get information	44	5.3 %
City newsletter	54	6.5 %
Your local newspaper	22	2.6 %
Kansas City Star	40	4.8 %
Television	122	14.6 %
Radio	118	14.1 %
None chosen	57	6.8 %
Total	835	100.0 %

SUM OF TOP 3 CHOICES
Q8. Which THREE of the following sources would you MOST prefer to receive information about air quality in your community? (top 3)

Q8. Sum of top 3 choices	Number	Percent
Internet source that is easy to find	520	62.3 %
Facebook	224	26.8 %
X	39	4.7 %
Instagram	107	12.8 %
Email	336	40.2 %
Specific telephone number to get information	109	13.1 %
City newsletter	147	17.6 %
Your local newspaper	63	7.5 %
Kansas City Star	110	13.2 %
Television	450	53.9 %
Radio	298	35.7 %
None chosen	16	1.9 %
Total	2419	

Q9. 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 give you to help reduce air pollution?

(N=835)

	A lot of motivation	4	3	2	Little motivation	Not sure
Q9-1. Global warming/climate change	48.3%	17.6%	8.7%	3.7%	18.2%	3.5%
Q9-2. Reducing smog	40.8%	25.1%	16.0%	6.3%	8.0%	3.6%
Q9-3. Health effects of air pollution	58.2%	19.9%	11.1%	4.7%	4.2%	1.9%
Q9-4. Energy independence	35.8%	21.7%	17.2%	7.9%	13.3%	4.1%
Q9-5. Knowing about new regulations due to EPA violations	24.8%	15.4%	23.4%	10.4%	18.7%	7.3%
Q9-6. Knowing an OZONE ALERT has been issued	50.4%	19.2%	14.9%	5.0%	7.2%	3.4%
Q9-7. Feeling the action is the "right thing to do" or good for the environment	45.6%	21.0%	17.1%	4.4%	8.4%	3.5%
Q9-8. Knowing the action you do is easy & will not interfere with your routine	41.7%	22.0%	17.6%	4.7%	9.7%	4.3%
Q9-9. Knowing that you could save money	50.2%	22.2%	15.1%	3.7%	6.6%	2.3%
Q9-10. Reducing your carbon footprint	37.1%	24.4%	14.6%	7.2%	14.1%	2.5%
Q9-11. Knowing that your local government has developed or is developing a climate protection plan	38.9%	21.1%	13.8%	5.0%	17.5%	3.7%

WITHOUT "NOT SURE"
Q9. 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 give you to help reduce air pollution? (without "not sure")

(N=835)

	A lot of motivation	4	3	2	Little motivation
Q9-1. Global warming/climate change	50.0%	18.2%	9.1%	3.8%	18.9%
Q9-2. Reducing smog	42.4%	26.1%	16.6%	6.6%	8.3%
Q9-3. Health effects of air pollution	59.3%	20.3%	11.4%	4.8%	4.3%
Q9-4. Energy independence	37.3%	22.6%	18.0%	8.2%	13.9%
Q9-5. Knowing about new regulations due to EPA violations	26.7%	16.7%	25.2%	11.2%	20.2%
Q9-6. Knowing an OZONE ALERT has been issued	52.2%	19.8%	15.4%	5.2%	7.4%
Q9-7. Feeling the action is the "right thing to do" or good for the environment	47.3%	21.7%	17.7%	4.6%	8.7%
Q9-8. Knowing the action you do is easy & will not interfere with your routine	43.6%	23.0%	18.4%	4.9%	10.1%
Q9-9. Knowing that you could save money	51.3%	22.7%	15.4%	3.8%	6.7%
Q9-10. Reducing your carbon footprint	38.1%	25.1%	15.0%	7.4%	14.5%
Q9-11. Knowing that your local government has developed or is developing a climate protection plan	40.4%	21.9%	14.3%	5.2%	18.2%

Q10. Which TWO of the items listed in Question 9 above do you think are the MOST IMPORTANT reasons to reduce air pollution?

Q10. Top choice	Number	Percent
Global warming/climate change	304	36.4 %
Reducing smog	44	5.3 %
Health effects of air pollution	261	31.3 %
Energy independence	34	4.1 %
Knowing about new regulations due to EPA violations	5	0.6 %
Knowing an OZONE ALERT has been issued	41	4.9 %
Feeling the action is the "right thing to do" or good for the environment	33	4.0 %
Knowing the action you do is easy & will not interfere with your routine	11	1.3 %
Knowing that you could save money	39	4.7 %
Reducing your carbon footprint	14	1.7 %
Knowing that your local government has developed or is developing a climate protection plan	39	4.7 %
None chosen	10	1.2 %
Total	835	100.0 %

Q10. Which TWO of the items listed in Question 9 above do you think are the MOST IMPORTANT reasons to reduce air pollution?

Q10. 2nd choice	Number	Percent
Global warming/climate change	120	14.4 %
Reducing smog	64	7.7 %
Health effects of air pollution	249	29.8 %
Energy independence	57	6.8 %
Knowing about new regulations due to EPA violations	11	1.3 %
Knowing an OZONE ALERT has been issued	59	7.1 %
Feeling the action is the "right thing to do" or good for the environment	63	7.5 %
Knowing the action you do is easy & will not interfere with your routine	53	6.3 %
Knowing that you could save money	67	8.0 %
Reducing your carbon footprint	40	4.8 %
Knowing that your local government has developed or is developing a climate protection plan	32	3.8 %
None chosen	20	2.4 %
Total	835	100.0 %

Q10. Which TWO of the items listed in Question 9 above do you think are the MOST IMPORTANT reasons to reduce air pollution? (top 2)

Q10. Sum of top 2 choices	Number	Percent
Global warming/climate change	424	50.8 %
Reducing smog	108	12.9 %
Health effects of air pollution	510	61.1 %
Energy independence	91	10.9 %
Knowing about new regulations due to EPA violations	16	1.9 %
Knowing an OZONE ALERT has been issued	100	12.0 %
Feeling the action is the "right thing to do" or good for the environment	96	11.5 %
Knowing the action you do is easy & will not interfere with your routine	64	7.7 %
Knowing that you could save money	106	12.7 %
Reducing your carbon footprint	54	6.5 %
Knowing that your local government has developed or is developing a climate protection plan	71	8.5 %
None chosen	10	1.2 %
Total	1650	

Q11. Do you remember seeing or hearing specific notifications about days with high levels of smoke or particulate matter?

Q11. Do you remember seeing or hearing specific notifications about days with high levels of smoke or particulate matter	Number	Percent
Yes	630	75.4 %
No	198	23.7 %
Not provided	7	0.8 %
Total	835	100.0 %

Q11. Do you remember seeing or hearing specific notifications about days with high levels of smoke or particulate matter? (without "not provided")

Q11. Do you remember seeing or hearing specific notifications about days with high levels of smoke or particulate matter	Number	Percent
Yes	630	76.1 %
No	198	23.9 %
Total	828	100.0 %

Q12. Have you seen Ozone "SKYCAST" information during the weather forecast on local television news or a Spanish-language TV station?

Q12. Have you seen Ozone "SKYCAST" information during weather forecast on local television news or a Spanish-language TV station	Number	Percent
Yes	417	49.9 %
No	394	47.2 %
Not provided	24	2.9 %
Total	835	100.0 %

WITHOUT "NOT PROVIDED"
Q12. Have you seen Ozone "SKYCAST" information during the weather forecast on local television news or a Spanish-language TV station? (without "not provided")

Q12. Have you seen Ozone "SKYCAST" information during weather forecast on local television news or a Spanish-language TV station	Number	Percent
Yes	417	51.4 %
No	394	48.6 %
Total	811	100.0 %

Q12a. On which TV stations have you seen "SKYCAST" information?

Q12a. On which TV stations have you seen "SKYCAST" information	Number	Percent
NBC-Channel 41	167	40.0 %
CBS-Channel 5	143	34.3 %
Fox-Channel 4	163	39.1 %
ABC-Channel 9	163	39.1 %
Other	11	2.6 %
Total	647	

Q12a-5. Other

- City alerts
- Highway info signs, electronic
- I believe in energy independence with gas and. nuclear . Others are not reliable. I hate these ozone notices . This is just another way to spend our money with limited to no benefit.
- PBS
- Spectrum news. I don't watch local TV newscasts.
- Streaming channel ads.
- Weather channel

Q12b. How important do you think it is for local television stations to provide "SKYCAST" information?

Q12b. How important is it for local television stations to provide "SKYCAST" information	Number	Percent
Very important	314	75.3 %
Somewhat important	75	18.0 %
Not sure	15	3.6 %
Not important	13	3.1 %
Total	417	100.0 %

Q13. Do you remember hearing specific notifications about any "OZONE ALERT" days?

Q13. Do you remember hearing specific notifications about any "OZONE ALERT" days	Number	Percent
Yes	529	63.4 %
No	255	30.5 %
Not provided	51	6.1 %
Total	835	100.0 %

WITHOUT "NOT PROVIDED"
Q13. Do you remember hearing specific notifications about any "OZONE ALERT" days? (without "not provided")

Q13. Do you remember hearing specific notifications about any "OZONE ALERT" days	Number	Percent
Yes	529	67.5 %
No	255	32.5 %
Total	784	100.0 %

Q14. What do you think an "OZONE ALERT" day means?

Q14. What do you think an "OZONE ALERT" day means	Number	Percent
High mold/pollen levels in the air	110	13.2 %
High tire particle counts in the air	62	7.4 %
High ozone levels in the air	513	61.4 %
The hole in the ozone layer has made it unhealthy to be outside	182	21.8 %
The air is dirty/polluted	238	28.5 %
Other	13	1.6 %
I don't know what an "OZONE ALERT" day means	95	11.4 %
Total	1213	

WITHOUT "DON'T KNOW"
Q14. What do you think an "OZONE ALERT" day means? (without "don't know")

Q14. What do you think an "OZONE ALERT" day means	Number	Percent
High ozone levels in the air	508	68.6 %
The air is dirty/polluted	229	30.9 %
The hole in the ozone layer has made it unhealthy to be outside	177	23.9 %
High mold/pollen levels in the air	103	13.9 %
High tire particle counts in the air	60	8.1 %
Other	13	1.8 %
Total	1090	

Q14-6. Other

- DIFFICULT TO BREATH
- It usually means high smog levels are expected due to reduced wind combined with sunshine. CO is carbon monoxide aka smog, O2 is oxygen is healthy oxygen we breath. High levels of CO + O2 + O2 with sunshine to excite the particles causes a carbon from CO to move to an O2 atom forming CO2 (Carbon Dioxide) and the released Oxygen binds to the other O2 forming O3 (Ozone). O3 is harmful in the body because it is circulated in our blood like O2, but the extra O is unstable. So it will often in the blood turn into O2 + O. The O can then bind elsewhere destroying cells or creating toxins based on what happens to bump into in the bloodstream.
- POTENTIAL FOR HIGH POLLUTION
- Skip mowing the grass. Wait to buy gas or do it at the coolest time of day.
- Stay inside
- The air is unhealthy. When I first started hearing about them, I kind of scoffed because I'm a former smoker and I figured my lungs could handle it. Then I went outside to do yard work and I had to go in after 20 minutes. I felt like I had chained smoked an entire pack of cigs in that time, which isn't really possible.
- The hole in the ozone has been relatively repaired but I imagine this alert would indicate that if actions are not taken that the hole could regrow
- There are more efficient, productive and less costly things to spend government money. Eliminate.
- Those with lung problems need to take care.
- UV Rays are bad.

Q15. How important is it for you to know when it is an "OZONE ALERT" day in the Kansas City area?

Q15. How important is it for you to know when it is an "OZONE ALERT" day in Kansas City area	Number	Percent
Very important	379	45.4 %
Somewhat important	294	35.2 %
Not sure	102	12.2 %
Not important	60	7.2 %
Total	835	100.0 %

Q16. 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?

Q16. From what sources have you seen or heard the phrase "OZONE ALERT"	Number	Percent
Newspaper	38	4.6 %
Radio	245	29.3 %
Streaming audio (Pandora/Spotify)	16	1.9 %
Morning television	371	44.4 %
Evening television	320	38.3 %
Website(s)	76	9.1 %
KC Scout lighted highway message boards	173	20.7 %
Electronic billboards	53	6.3 %
Social media (X, Facebook, Instagram, etc.)	142	17.0 %
Other	73	8.7 %
Total	1507	

Q16-6. Which websites?

- AccuWeather
- AirNow or something like that
- Any KC news app
- Apple Weather
- Facebook
- google.com, marc.org
- Iqair.com
- KansasCity.com
- KC metro
- KC Star
- KC Today
- KC WEATHER WEBSITE
- KCMO
- KCTV, KMBC

Q16-6. Which websites?

- kmbc.com
- Local news
- MARC
- MARC website, Wunderground app/site, AirNow.gov
- MARC, The Weather Channel, Weather Underground
- MyRadar app.
- National Weather Service
- National Weather Service
- National Weather Service
- National weather service and weather channel
- Not sure. Maybe Shawnee mission post?
- NPR, KCUR
- Storm Prediction Center
- The Weather Channel
- The Weather Channel
- The Weather Channel
- The Weather Channel
- The Weather Channel
- Weather app
- Weather app
- Weather app
- Weather app
- Weather app
- Weather App - Apple Phone
- Weather Station, local stations that have serious weather, Euronews, CBS(Canada), Yellowknife
- Weather Underground
- Weather underground, AccuWeather
- Weather underground, weather app
- weather website
- weather.com
- weather.com
- weather-related

Q16-10. Other

- A weather app
- AccuWeather app
- Apple Weather app
- Blog post
- Bus or transit
- BUS, WEATHERBUG
- GOOGLE SCREEN
- I've seen it on buses
- JoCo Notify
- Local weather app on my phone specific to my exact residence.
- MORNING TELEVISION
- My watch is connected to the national weather service
- My Weather Bug app and texts on my phone.
- Text alerts from Jo Co and KMBC
- Text or email alert from the City
- The weather app on my iPhone
- TV
- Weather app
- Weather app
- Weather app
- Weather app
- Weather app
- Weather app
- Weather app
- Weather app
- Weather app
- WEATHER APP A;ERT
- Weather app alerts
- Weather app on phone
- Weather app on phone
- Weather app on phone
- Weather app on phone
- Weather app on phone
- Weather app Wunderground
- Weather app, MyRadar
- Weather app-WeatherBug
- Weather channel app
- Weather reports by Joe Lauria fox 4
- YouTube

Q16a. Referring to the list in Question 16 above, please write the number of the ONE source you consult most often.

Q16a. Source consulted most often	Number	Percent
Newspaper	10	1.2 %
Radio	97	11.6 %
Streaming audio (Pandora/Spotify)	9	1.1 %
Morning television	217	26.0 %
Evening television	131	15.7 %
Website(s)	90	10.8 %
KC Scout lighted highway message boards	32	3.8 %
Electronic billboards	6	0.7 %
Social media (X, Facebook, Instagram, etc.)	103	12.3 %
Other	62	7.4 %
None chosen	78	9.3 %
Total	835	100.0 %

Q17. An air pollution "OZONE ALERT" indicates that weather conditions may lead to poor air quality. Using a scale from 1 to 5, where a 5 means "Very Willing" and a 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=835)

	Very willing	Willing	Neutral	Unwilling	Very unwilling	Not sure
Q17-1. Carpool to reduce travel miles	15.6%	24.9%	26.9%	9.8%	11.7%	11.0%
Q17-2. Postpone mowing lawn with gasoline-powered lawnmower until the next good or "GREEN" air quality day	53.3%	23.5%	9.2%	2.6%	4.7%	6.7%
Q17-3. Not use lighter fluid on an outdoor charcoal grill	60.2%	16.2%	10.1%	1.0%	4.7%	7.9%
Q17-4. Fill up your car with gasoline in the evening rather than during the day	60.7%	24.0%	5.0%	1.8%	4.8%	3.7%
Q17-5. Not overfill or "top off" your gas tank	65.7%	16.4%	7.4%	1.3%	4.0%	5.1%
Q17-6. Use public transportation	10.9%	12.7%	22.4%	19.3%	25.5%	9.2%
Q17-7. Use a bicycle or walk to work or to run errands	13.2%	18.8%	17.7%	15.8%	24.1%	10.4%
Q17-8. Postpone non-essential errands or make fewer driving trips by car until the next good or "GREEN" air quality day	41.0%	30.7%	15.8%	3.2%	6.2%	3.1%
Q17-9. Set your thermostat five degrees higher to reduce electricity demand in the summer	23.8%	33.8%	19.3%	10.5%	8.4%	4.2%
Q17-10. Postpone use of paint or solvents until the next good or "GREEN" air quality day	52.5%	23.8%	10.3%	3.1%	4.6%	5.7%
Q17-11. Turn engine off while waiting for longer than 30 seconds in car	46.6%	23.8%	13.4%	5.4%	7.1%	3.7%
Q17-12. Adopt driving habits that reduce emissions, such as reducing rapid acceleration & driving to maintain your speed	48.6%	26.9%	11.9%	1.9%	6.0%	4.7%
Q17-13. Other	5.9%	4.4%	4.1%	0.1%	1.8%	83.7%

Q17. An air pollution "OZONE ALERT" indicates that weather conditions may lead to poor air quality. Using a scale from 1 to 5, where a 5 means "Very Willing" and a 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=835)

	Very willing	Willing	Neutral	Unwilling	Very unwilling
Q17-1. Carpool to reduce travel miles	17.5%	28.0%	30.3%	11.0%	13.2%
Q17-2. Postpone mowing lawn with gasoline-powered lawnmower until the next good or "GREEN" air quality day	57.1%	25.2%	9.9%	2.8%	5.0%
Q17-3. Not use lighter fluid on an outdoor charcoal grill	65.4%	17.6%	10.9%	1.0%	5.1%
Q17-4. Fill up your car with gasoline in the evening rather than during the day	63.1%	24.9%	5.2%	1.9%	5.0%
Q17-5. Not overfill or "top off" your gas tank	69.3%	17.3%	7.8%	1.4%	4.2%
Q17-6. Use public transportation	12.0%	14.0%	24.7%	21.2%	28.1%
Q17-7. Use a bicycle or walk to work or to run errands	14.7%	21.0%	19.8%	17.6%	26.9%
Q17-8. Postpone non-essential errands or make fewer driving trips by car until the next good or "GREEN" air quality day	42.3%	31.6%	16.3%	3.3%	6.4%
Q17-9. Set your thermostat five degrees higher to reduce electricity demand in the summer	24.9%	35.3%	20.1%	11.0%	8.8%
Q17-10. Postpone use of paint or solvents until the next good or "GREEN" air quality day	55.7%	25.3%	10.9%	3.3%	4.8%
Q17-11. Turn engine off while waiting for longer than 30 seconds in car	48.4%	24.8%	13.9%	5.6%	7.3%
Q17-12. Adopt driving habits that reduce emissions, such as reducing rapid acceleration & driving to maintain your speed	51.0%	28.3%	12.4%	2.0%	6.3%
Q17-13. Other	36.0%	27.2%	25.0%	0.7%	11.0%

Q17. Do you already do this regularly (even when it is not an "Ozone Action Alert" day)?

(N=835)

	Yes	No	Not provided
Q17-1. Carpool to reduce travel miles	18.1%	60.4%	21.6%
Q17-2. Postpone mowing lawn with gasoline-powered lawnmower until the next good or "GREEN" air quality day	50.7%	26.3%	23.0%
Q17-3. Not use lighter fluid on an outdoor charcoal grill	59.6%	18.2%	22.2%
Q17-4. Fill up your car with gasoline in the evening rather than during the day	53.2%	28.9%	18.0%
Q17-5. Not overfill or "top off" your gas tank	64.6%	18.7%	16.8%
Q17-6. Use public transportation	10.1%	68.9%	21.1%
Q17-7. Use a bicycle or walk to work or to run errands	19.0%	60.5%	20.5%
Q17-8. Postpone non-essential errands or make fewer driving trips by car until the next good or "GREEN" air quality day	50.3%	31.9%	17.8%
Q17-9. Set your thermostat five degrees higher to reduce electricity demand in the summer	40.0%	42.9%	17.1%
Q17-10. Postpone use of paint or solvents until the next good or "GREEN" air quality day	50.1%	26.8%	23.1%
Q17-11. Turn engine off while waiting for longer than 30 seconds in car	47.9%	33.2%	18.9%
Q17-12. Adopt driving habits that reduce emissions, such as reducing rapid acceleration & driving to maintain your speed	63.0%	18.6%	18.4%
Q17-13. Other	7.4%	7.8%	84.8%

WITHOUT "NOT PROVIDED"
Q17. Do you already do this regularly (even when it is not an "Ozone Action Alert" day)? (without "not provided")

(N=835)

	Yes	No
Q17-1. Carpool to reduce travel miles	23.1%	76.9%
Q17-2. Postpone mowing lawn with gasoline-powered lawnmower until the next good or "GREEN" air quality day	65.8%	34.2%
Q17-3. Not use lighter fluid on an outdoor charcoal grill	76.6%	23.4%
Q17-4. Fill up your car with gasoline in the evening rather than during the day	64.8%	35.2%
Q17-5. Not overfill or "top off" your gas tank	77.6%	22.4%
Q17-6. Use public transportation	12.7%	87.3%
Q17-7. Use a bicycle or walk to work or to run errands	23.9%	76.1%
Q17-8. Postpone non-essential errands or make fewer driving trips by car until the next good or "GREEN" air quality day	61.2%	38.8%
Q17-9. Set your thermostat five degrees higher to reduce electricity demand in the summer	48.3%	51.7%
Q17-10. Postpone use of paint or solvents until the next good or "GREEN" air quality day	65.1%	34.9%
Q17-11. Turn engine off while waiting for longer than 30 seconds in car	59.1%	40.9%
Q17-12. Adopt driving habits that reduce emissions, such as reducing rapid acceleration & driving to maintain your speed	77.2%	22.8%
Q17-13. Other	48.8%	51.2%

Q17-13. Other

- A different choice other than the choices listed.
- Any other suggested better for the environment.
- Any that can help
- Any that would be recommended.
- Avoid travel if possible.
- Avoid using a charcoal grill or fire pit.
- Combine errands and plan route focused on farthest to closest stores to minimize gas needed leading to less emissions.
- Consolidate errands
- Dependent on activity
- Depends
- Depends on what other options are.
- Do away with cigarettes.
- DRIVE AN ELECTRIC CAR
- Driving less, whatever it takes
- Driving our electric vehicle
- Educate family members
- Fix infrastructure. No stop lights on Federal and State Highway / Freeway will reduce emissions 80%
  Put in one way feeder roads along freeways I70, I35,I29,I435,I49,I670,40 Highway, 78 Highway, 50 Highway, etc.
  Make bridges on freeway so cross roads go under bridge.
  Combine exit / entrance to freeways with feeder roads. I.e. model after Texas Systems.
  Stop all building within 150 feet each side of freeways for expansion and feeder toad systems.
- Gazing up car certain times, mowing certain times
- Have Hawthorn over spray ammonia to reduce NOx emissions.
- I am very concerned about those who have breathing problems and contamination of our   parks and gardens.
- I bought a plug in hybrid car
- I garden to provide food for pollinators.
- I hate when people idle in parking lots! Outside ice cream places or picking up food parked outside a patio. I would love to see No Idle signs in parking lots!!!! Billy doesn't idle!!! Neither should you!!
- I hoped answering "Other" would give me a chance to say this: Why on earth would I want use a bicycle or walk to work or to run errands if an Ozone Action Alert is in effect because of poor air quality? Bicycle? Walk? Outside in the midst of a serious air quality event? Are you kidding?
- I purchased a hybrid vehicle to help the environment.
- I reduce and avoid all activities that can negatively effect air quality.
- If asked to not use appliances certain hours of the day.
- If asked to postpone work that would drive up the air quality concerns.
- If public transit was practical, I'd much prefer it to driving my car. But I'm not paying utilities and Kansas City taxes to sit in 80° "air conditioning" when it's 100 degrees outside.
- If we had electric public transportation I would use it occasionally.   If it was provided free to residents my kids and I would use it regularly to visit our shopping centers even if I have a vehicle to use as well.   We would need a local route in prairie village to make use of it.   At least stops at the middle school, village shops, shawnee mission east high school, and corinth square along mission road.   I would prefer if this electric bus was just local to prairie village.   I do not feel safe about my kids riding a bus that takes them outside our community without me with them.   So this would be for local transportation only.
- Industrial activity is the cause of most pollutants, have industry find means to reduce those pollutants must be priority. Blaming individuals as culprits is ludicrous, although I agree every one can chip in.
- KEEP CAR TUNED UP
- Literally anything.
- Live closer to where I work or work from home

Q17-13. Other

- Mostly use public transportation now. Have set thermostat 7 degrees there in summer and 10 degrees lower in winter. Walk more. Very energy conscious at home. Dislike that Energy is still using so many coal run power plants. Has not buried lines that was promised years ago. Has not improved the grid that numerous rate increases were supposed to correct Would prefer solar. And wind energy even hydro. Not nuclear as been discussed. Solar panels can be recycled as can turbines. Nuclear waste is a dangerous substance and difficult to be rid of.
- No burning of yard waste or having any outdoor fires
- Not driving or staying inside
- Plant native plants to help as well as trees
- Planting trees and plants that help with air quality
- Reduce wasteful activities and products/deliveries
- Remind others of ways to reduce pollution
- Schedule or activity changes.
- Staying home
- Staying home
- Things that are achievable and realistic
- Throw all the MAGA politicians in the trash.
- Use an EV car
- Use battery powered lawn equipment.
- Use electric lawn and garden tools.
- Utilization of leased solar panels from Evergy
- Wait to burn
- Walk to work
- Walking in to a business instead of using a driving lane. Bought a hybrid. (Which is why I answered "not willing" to turn off car when idling.
- We own an electric hybrid.
- We have 1 electric car and an electric lawn mower already. Our gas vehicles don't get used on bad days or very often. Carpooling not an option; retired.   Never use lighter fluid.
- We have switch to electric cars. We also try to commute and use our bikes. There MUST be more driver education to accompany the bike paths. The cars have no respect and as a family. I'm unwilling to have our 9 year old on many of the paths. Some are okay.
- Whatever is needed
- Whatever is suggested
- Whatever it takes
- Whatever it takes to protect the environment and hopefully save money.   I'm open to ideas.
- Whatever works but uses common sense, not just pretty words.
- Work from home
- Work remote, stay inside, check on elderly neighbors to make sure they're aware of air conditions
- You dumped toxic lithium plant in backyard for $4,000,000,000 of our dollars. You are sticking us with electrical vehicles that cause massive lack of electricity. Don't you know Bill Gates wants to darken skies against Solar and wind? Don't you know AI center looking at gigawatt energy generation need?

Q17. Do you already do this in response to an "Ozone Action Alert" Day?

(N=835)

	Yes	No	Not provided
Q17-1. Carpool to reduce travel miles	12.3%	63.2%	24.4%
Q17-2. Postpone mowing lawn with gasoline-powered lawnmower until the next good or "GREEN" air quality day	47.3%	26.2%	26.5%
Q17-3. Not use lighter fluid on an outdoor charcoal grill	50.4%	24.1%	25.5%
Q17-4. Fill up your car with gasoline in the evening rather than during the day	53.2%	24.1%	22.8%
Q17-5. Not overfill or "top off" your gas tank	56.3%	20.8%	22.9%
Q17-6. Use public transportation	6.6%	68.4%	25.0%
Q17-7. Use a bicycle or walk to work or to run errands	15.8%	59.2%	25.0%
Q17-8. Postpone non-essential errands or make fewer driving trips by car until the next good or "GREEN" air quality day	49.1%	29.0%	21.9%
Q17-9. Set your thermostat five degrees higher to reduce electricity demand in the summer	34.5%	42.8%	22.8%
Q17-10. Postpone use of paint or solvents until the next good or "GREEN" air quality day	44.4%	29.1%	26.5%
Q17-11. Turn engine off while waiting for longer than 30 seconds in car	38.4%	37.6%	24.0%
Q17-12. Adopt driving habits that reduce emissions, such as reducing rapid acceleration & driving to maintain your speed	52.0%	24.2%	23.8%
Q17-13. Other	6.1%	12.7%	81.2%

WITHOUT "NOT PROVIDED"
Q17. Do you already do this in response to an "Ozone Action Alert" Day? (without "not provided")

(N=835)

	Yes	No
Q17-1. Carpool to reduce travel miles	16.3%	83.7%
Q17-2. Postpone mowing lawn with gasoline-powered lawnmower until the next good or "GREEN" air quality day	64.3%	35.7%
Q17-3. Not use lighter fluid on an outdoor charcoal grill	67.7%	32.3%
Q17-4. Fill up your car with gasoline in the evening rather than during the day	68.8%	31.2%
Q17-5. Not overfill or "top off" your gas tank	73.0%	27.0%
Q17-6. Use public transportation	8.8%	91.2%
Q17-7. Use a bicycle or walk to work or to run errands	21.1%	78.9%
Q17-8. Postpone non-essential errands or make fewer driving trips by car until the next good or "GREEN" air quality day	62.9%	37.1%
Q17-9. Set your thermostat five degrees higher to reduce electricity demand in the summer	44.7%	55.3%
Q17-10. Postpone use of paint or solvents until the next good or "GREEN" air quality day	60.4%	39.6%
Q17-11. Turn engine off while waiting for longer than 30 seconds in car	50.6%	49.4%
Q17-12. Adopt driving habits that reduce emissions, such as reducing rapid acceleration & driving to maintain your speed	68.2%	31.8%
Q17-13. Other	32.5%	67.5%

Q18. Have you heard about the AirQ Program or our website, AirQKC.org?

Q18. Have you heard about AirQ Program or our website, AirQKC.org	Number	Percent
Yes	102	12.2 %
No	730	87.4 %
Not provided	3	0.4 %
Total	835	100.0 %

WITHOUT "NOT PROVIDED"
Q18. Have you heard about the AirQ Program or our website, AirQKC.org? (without "not provided")

Q18. Have you heard about AirQ Program or our website, AirQKC.org	Number	Percent
Yes	102	12.3 %
No	730	87.7 %
Total	832	100.0 %

Q18-1. Where did you hear about it?

- Ads
- AT LEPC meeting
- At work
- BILLBOARDS
- Bridging the Gap
- College
- Envi-Sci Class at UMKC
- Facebook
- Flyer
- Friend
- Friends at political group
- Google
- Internet research
- Internet search for air quality reports
- Johnson County DHE.
- JOHNSON COUNTY ENVIRONMENTAL
- KCUR
- MARC
- MARC
- MARC
- Marc posts and social media

Q18-1. Where did you hear about it?

- MARC website
- MDC meeting
- NBC 41 News
- ON TV
- Online news article
- Radio
- Radio
- Radio
- Scrap the green new scam. Save billions. City and county needs DOGE.
- Social Media
- Television
- Through MARC
- TV
- TV
- TV news
- Web
- Web
- Work
- Work for a local health department

Q19. Do you or would you support efforts by your Municipal/County government to reduce greenhouse gas emissions?

Q19. Do you or would you support efforts by your Municipal/County government to reduce greenhouse gas emissions	Number	Percent
Yes	676	81.0 %
No	119	14.3 %
Not provided	40	4.8 %
Total	835	100.0 %

WITHOUT "NOT PROVIDED"
Q19. Do you or would you support efforts by your Municipal/County government to reduce greenhouse gas emissions? (without "not provided")

Q19. Do you or would you support efforts by your Municipal/County government to reduce greenhouse gas emissions	Number	Percent
Yes	676	85.0 %
No	119	15.0 %
Total	795	100.0 %

Q19a. Which of the following do you think should be the top strategies your Municipal or County government should use to reduce greenhouse gas emissions?

Q19a. Which following should be the top strategies your municipal or county government should use to reduce greenhouse gas emissions	Number	Percent
Improve public transit	467	69.1 %
Increase opportunities for people to walk & bicycle	330	48.8 %
Establish policies that promote more efficient land use	358	53.0 %
Plant more trees	503	74.4 %
Reduce the need for lawn mowing by planting wildflowers & native grasses	413	61.1 %
Buy Energy Star office equipment	242	35.8 %
Educate government employees & local residents about things individuals can do to reduce greenhouse gases	405	59.9 %
Provide Spanish translation of educational materials about things individuals can do to reduce greenhouse gas emissions	272	40.2 %
Use energy from renewable sources like solar & wind	518	76.6 %
Establish energy efficient building codes	446	66.0 %
Develop car sharing or bicycle sharing opportunities	211	31.2 %
Other	18	2.7 %
Total	4183	

Q19a-12. Other

- Additional green spaces/parks/outdoor recreation areas
- Alternate road repair efforts to reduce delays and more circles less traffic lights
- Develop and deploy electric bike rebate programs like what exist in Denver and Atlanta.
- Do not raise taxes or fees, and spend funds already appropriated for environmental purposes responsibly, and wisely
- Encourage businesses and office complexes to adopt these strategies- higher thermostat settings, reducing lights, better building codes, encouraging employee activities.
- I think Prairie Village should look into adding it's own municipal utility for power.   So it can establish pricing, rate plans, and neighborhood battery packs to better utilize solar.   For example the current time of use energy plan from Evergy will not allow solar panels and surplus energy in the solar plans only compensate overproduction of energy at a very low rate.   Surplus solar energy should be sold back at about 25% less than what it is being sold for in that time of use window.   So if it's .12 per kwh at noon we should compensate people with solar panels at .09 per kwh for their surplus for their neighbors.   Battery packs should be in neighborhoods and the packs should be recharged at night when surplus wind energy is present at wholesale rates (often under .03/kwh) and then provided to residents during the day. These pricing structures should make it profitable to add neighborhood batteries and for residents to add solar with a ROI of under 10 yrs.   Partnering with local banks should streamline the process for residents.
- I've heard about communities participating in a program to measure their carbon footprint while trying to reduce it. There's lots of outreach, publicity, and encouragement. Then, at the end, there's the "reveal" and celebration if the results are positive. They even brag with signs by the city-limits signs. Looks like it would be a community builder or, at least, get people talking. Local municipalities could compete.
- Incentivize corporations, which by far cause the most amount of pollution compared to individual citizens, to reduce greenhouse admissions and fine those that don't comply
- LET PEOPLE MAKE THEIR OWN CHOICE
- More television and news stories, Instagram postings and alerts
- One big thing never mentioned here is the role of corporations and billionaires. With the reduction of regulations they are doing far more to destroy our world than any individual. Focus more on that.

Q19a-12. Other

- Promote work from home options.
- Protect mature trees.
- Publicize in a variety of ways and locations the importance and benefits -- both short term and long term -- of reducing greenhouse gas emissions. Actively enlist churches, synagogues, mosques and other spiritual/religious communities in the area seeking greater involvement in these initiatives.
- PURCHASE ELECTRIC POLICE CARS
- Shorten that work week?
- Stop using coal power plants. Promote solar, wind and Hydro power plants. Bury power lines for safety. Promote planting more trees and allowing prairie grass lawns in the city   and along highways.
- Stop using gas powered lawn equipment. It stinks and is too loud. Too much herbicide and pesticide use. This makes living in Fairway unacceptable. Herb and pesticides spraying should be banned. If you want it, tent your yard. I don't want it!
- Work from home

Q20. Have you heard about "Operation Green Light," a regional effort to coordinate traffic signals at intersections on major routes which cross multiple government jurisdictions?

Q20. Have you heard about "Operation Green Light"	Number	Percent
Yes	121	14.5 %
No	665	79.6 %
Don't know	49	5.9 %
Total	835	100.0 %

WITHOUT "DON'T KNOW"
Q20. Have you heard about "Operation Green Light," a regional effort to coordinate traffic signals at intersections on major routes which cross multiple government jurisdictions? (without "don't know")

Q20. Have you heard about "Operation Green Light"	Number	Percent
Yes	121	15.4 %
No	665	84.6 %
Total	786	100.0 %

Q21. What is your age?

Q21. Your age	Number	Percent
18-34	176	21.1 %
35-44	152	18.2 %
45-54	169	20.2 %
55-64	160	19.2 %
65+	156	18.7 %
Not provided	22	2.6 %
Total	835	100.0 %

WITHOUT "NOT PROVIDED"
Q21. What is your age? (without "not provided")

Q21. Your age	Number	Percent
18-34	176	21.6 %
35-44	152	18.7 %
45-54	169	20.8 %
55-64	160	19.7 %
65+	156	19.2 %
Total	813	100.0 %

Q22. Approximately how far is your normal daily commute one-way?

Q22. How far is your normal daily commute one-way	Number	Percent
Not employed, work from home, or retired	315	37.7 %
Less than 5 miles	154	18.4 %
5-10 miles	128	15.3 %
11-15 miles	77	9.2 %
16-20 miles	58	6.9 %
21-30 miles	44	5.3 %
30+ miles	45	5.4 %
Not provided	14	1.7 %
Total	835	100.0 %

WITHOUT "NOT PROVIDED"
Q22. Approximately how far is your normal daily commute one-way? (without "not provided")

Q22. How far is your normal daily commute one-way	Number	Percent
Not employed, work from home, or retired	315	38.4 %
Less than 5 miles	154	18.8 %
5-10 miles	128	15.6 %
11-15 miles	77	9.4 %
16-20 miles	58	7.1 %
21-30 miles	44	5.4 %
30+ miles	45	5.5 %
Total	821	100.0 %

Q23. How many CARS are in your household?

Q23. How many cars are in your household	Number	Percent
0	127	15.2 %
1	341	40.8 %
2	176	21.1 %
3	41	4.9 %
4+	9	1.1 %
Not provided	141	16.9 %
Total	835	100.0 %

WITHOUT "NOT PROVIDED"
Q23. How many CARS are in your household? (without "not provided")

Q23. How many cars are in your household	Number	Percent
0	127	18.3 %
1	341	49.1 %
2	176	25.4 %
3	41	5.9 %
4+	9	1.3 %
Total	694	100.0 %

Q23. How many TRUCKS are in your household?

Q23. How many trucks are in your household	Number	Percent
0	317	38.0 %
1	186	22.3 %
2+	31	3.7 %
Not provided	301	36.0 %
Total	835	100.0 %

WITHOUT "NOT PROVIDED"
Q23. How many TRUCKS are in your household? (without "not provided")

Q23. How many trucks are in your household	Number	Percent
0	317	59.4 %
1	186	34.8 %
2+	31	5.8 %
Total	534	100.0 %

Q23. How many SUVs are in your household?

Q23. How many SUVs are in your household	Number	Percent
0	188	22.5 %
1	320	38.3 %
2	109	13.1 %
3+	18	2.2 %
Not provided	200	24.0 %
Total	835	100.0 %

WITHOUT "NOT PROVIDED"
Q23. How many SUVs are in your household? (without "not provided")

Q23. How many SUVs are in your household	Number	Percent
0	188	29.6 %
1	320	50.4 %
2	109	17.2 %
3+	18	2.8 %
Total	635	100.0 %

Q23. Total Operating Vehicles in the Household

	Mean	Sum
number	2.17	923
Q23. How many cars are in your household	1.23	853
Q23. How many trucks are in your household	0.48	255
Q23. How many SUVs are in your household	0.94	596

Q24. What County do you live in?

Q24. What County do you live in	Number	Percent
Clay	117	14.0 %
Jackson	322	38.6 %
Johnson (Kansas)	273	32.7 %
Platte	46	5.5 %
Wyandotte	77	9.2 %
Total	835	100.0 %

Q25. Approximately how long have you lived in the Kansas City area?

Q25. How long have you lived in Kansas City area	Number	Percent
0-5	54	6.5 %
6-10	76	9.1 %
11-15	43	5.1 %
16-20	46	5.5 %
21-30	156	18.7 %
31+	440	52.7 %
Not provided	20	2.4 %
Total	835	100.0 %

WITHOUT "NOT PROVIDED"
Q25. Approximately how long have you lived in the Kansas City area? (without "not provided")

Q25. How long have you lived in Kansas City area	Number	Percent
0-5	54	6.6 %
6-10	76	9.3 %
11-15	43	5.3 %
16-20	46	5.6 %
21-30	156	19.1 %
31+	440	54.0 %
Total	815	100.0 %

Q26. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?

Q26. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry	Number	Percent
Yes	97	11.6 %
No	729	87.3 %
Not provided	9	1.1 %
Total	835	100.0 %

WITHOUT "NOT PROVIDED"
Q26. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry? (without "not provided")

Q26. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry	Number	Percent
Yes	97	11.7 %
No	729	88.3 %
Total	826	100.0 %

Q27. Which of the following best describes your race/ethnicity?

Q27. Your race/ethnicity	Number	Percent
Asian or Asian Indian	26	3.1 %
Black or African American	126	15.1 %
American Indian or Alaska Native	10	1.2 %
White or Caucasian	639	76.5 %
Native Hawaiian or other Pacific Islander	5	0.6 %
Other	22	2.6 %
Total	828	

Q27-6. Self-describe your race/ethnicity:

Q27-6. Self-describe your race/ethnicity	Number	Percent
Hispanic	7	38.9 %
Mixed	5	27.8 %
Jewish	4	22.2 %
Mexican	1	5.6 %
Puerto Rican	1	5.6 %
Total	18	100.0 %

Q28. Would you say your total annual household income is...

Q28. Your total annual household income	Number	Percent
Under $20K	53	6.3 %
$20K-$49,999	133	15.9 %
$50K-$79,999	171	20.5 %
$80K+	388	46.5 %
Not provided	90	10.8 %
Total	835	100.0 %

WITHOUT "NOT PROVIDED"
Q28. Would you say your total annual household income is... (without "not provided")

Q28. Your total annual household income	Number	Percent
Under $20K	53	7.1 %
$20K-$49,999	133	17.9 %
$50K-$79,999	171	23.0 %
$80K+	388	52.1 %
Total	745	100.0 %

Q29. Your gender:

Q29. Your gender	Number	Percent
Male	410	49.1 %
Female	413	49.5 %
Non-binary	5	0.6 %
Prefer not to respond	7	0.8 %
Total	835	100.0 %

WITHOUT "PREFER NOT TO RESPOND"
Q29. Your gender: (without "prefer not to respond")

Q29. Your gender	Number	Percent
Male	410	49.5 %
Female	413	49.9 %
Non-binary	5	0.6 %
Total	828	100.0 %

Q30. Are there children (ages 17 or younger) residing in your household?

Q30. Are there children 17 or younger residing in your household	Number	Percent
Yes	285	34.1 %
No	545	65.3 %
Not provided	5	0.6 %
Total	835	100.0 %

WITHOUT "NOT PROVIDED"
Q30. Are there children (ages 17 or younger) residing in your household? (without "not provided")

Q30. Are there children 17 or younger residing in your household	Number	Percent
Yes	285	34.3 %
No	545	65.7 %
Total	830	100.0 %

Section 3:
Survey Instrument

March 2025

Air Quality: Make your voice heard

Dear Clay, Jackson, Johnson, Platte and Wyandotte County residents:

The MARC Air Quality Program is conducting a survey to help us better understand how residents feel about a wide range of issues related to regional air quality, including:

- Your perceptions of air quality in the Kansas City region.

- How you receive air quality information and alerts.

- How often you do activities that affect our air quality.

- How important air quality is to you.

Your feedback will help us set priorities, adjust our outreach activities and identify important educational messages for the coming year.

We have contracted with ETC Institute, a professional survey firm in Olathe, KS, to conduct this survey. Your address was selected at random for participation. All individual responses are confidential, and results will be shared only in a summary format. Please complete the survey and return it in the enclosed postage-paid envelope within the next two weeks. If you prefer to take the survey online, you may do so at MARCAirQualitySurvey.com. As our way of thanking everyone who participates, ETC Institute will randomly select one respondent to receive a $500 Visa gift card.

The results of the 2025 survey will be available this summer at marc.org/environment/air-quality/air-quality-public-awareness-survey.

Thank you for taking the time to complete the survey. Your participation will benefit all Kansas City metro area residents.

If you have any questions, please feel free to contact Doug Norsby, Air Quality Planner at the Mid-America Regional Council, at (816) 474-4240 or airq@marc.org.

Sincerely,

Douglas J. Norsby

Doug Norsby
Air Quality Program
Mid-America Regional Council

This survey is printed on 30% recycled paper. ♲

2025 MARC Air Quality Survey

Thank you for taking the time to complete this important survey! Your input will be used to determine perceptions of air quality issues in the metropolitan Kansas City area. This survey takes approximately 15 minutes to complete. When finished, please return your completed survey in the postage-paid envelope provided; you may also complete this survey online at. *MARCAirQualitySurvey.com*. **Everyone who completes the survey will be given a chance to enter a random drawing for a $500 Visa gift card**. If you have questions about the survey, please contact Doug Norsby at (816) 474-4240 or *airq@marc.org*. Thank you!

---

1.   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)

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

____(1) Yes   ____(2) No   ____(9) Don't know

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

____(1) Getting much worse   ____(3) Staying the same   ____(5) Getting much better
____(2) Getting somewhat worse   ____(4) Getting somewhat better   ____(9) Don't know

4.   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?

____(1) Zero (air is always healthy)   ____(4) 11-15 days   ____(9) Don't know
____(2) 1-5 days   ____(5) 16-20 days
____(3) 6-10 days   ____(6) More than 20 days

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

____(1) Yes   ____(2) No

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

____(4) Very concerned   ____(3) Somewhat concerned   ____(2) Not sure   ____(1) Not concerned

7.   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 [*Answer Q7a-b.*]   ____(2) No [*Skip to Q8.*]   ____(9) Don't know [*Skip to Q8.*]

7a.   What types of promotional media did you see or hear? [*Check all that apply.*]

____(01) Billboards
____(02) Advertisements in newspapers, magazines, or other print media
____(03) Television news/weather
____(04) Commercial TV advertising
____(05) Spanish language communications
____(06) Bus advertisements
____(07) Brochures

____(08) Radio
____(09) Streaming radio
____(10) KC Scout lighted highway message boards
____(11) Social media ('X', Facebook, Instagram, etc.)
____(12) YouTube (pre-roll ads or program videos)
____(13) Internet (other than social media)
____(14) Digital Images at KCI Airport
____(15) Other: _____

7b. **Using the list from Question 7a on the previous page, write the number of the ONE promotional media that is your most frequent source of information about air quality.** *[Write in your answer below using the numbers from the list in Question 7a.]*

MOST FREQUENT information source: _____

8. **Which THREE of the following sources would you MOST prefer to receive information about air quality in your community?** *[Write in your answers using the numbers from the list below.]*

01. Internet source that is easy to find
02. Facebook
03. 'X'
04. Instagram
05. Email
06. Specific telephone number to get information
07. City newsletter
08. Your local newspaper
09. Kansas City Star
10. Television
11. Radio

1st: _____   2nd: _____   3rd: _____

9. **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 give you to help reduce air pollution?**

Reasons	A Lot of Motivation	*	*	*	Little Motivation	Not Sure
01. Global warming/climate change	5	4	3	2	1	9
02. Reducing smog	5	4	3	2	1	9
03. Health effects of air pollution	5	4	3	2	1	9
04. Energy independence	5	4	3	2	1	9
05. Knowing about new regulations due to EPA violations	5	4	3	2	1	9
06. Knowing an OZONE ACTION ALERT has been issued	5	4	3	2	1	9
07. Feeling the action is the "right thing to do" or good for the environment	5	4	3	2	1	9
08. Knowing the action you do is easy and will not interfere with your routine	5	4	3	2	1	9
09. Knowing that you could save money	5	4	3	2	1	9
10. Reducing your carbon footprint	5	4	3	2	1	9
11. Knowing that your local government has developed or is developing a climate protection plan	5	4	3	2	1	9

10. **Which TWO of the items listed in Question 9 above do you think are the MOST IMPORTANT reasons to reduce air pollution?** *[Write in your answers below using the numbers from the list in Question 9.]*

1st: _____   2nd: _____

11. **Do you remember seeing or hearing specific notifications about days with high levels of smoke or particulate matter?**

_____(1) Yes   _____(2) No

12. **Have you seen Ozone "SKYCAST" information during the weather forecast on local television news or a Spanish-language TV station?**

_____(1) Yes *[Answer Q12a-b.]*   _____(2) No *[Skip to Q13.]*

12a. **On which TV stations have you seen "SKYCAST" information?** *[Check all that apply.]*

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

12b. **How important do you think it is for local television stations to provide "SKYCAST" information?**

_____(4) Very important   _____(3) Somewhat important   _____(2) Not sure   _____(1) Not important

13. **Do you remember hearing specific notifications about any "OZONE ACTION ALERT" days?**

____(1) Yes   ____(2) No

14. **What do you think an "OZONE ACTION ALERT" day means?** *[Check all that apply.]*

____(1) High mold/pollen levels in the air
____(2) High tire particle counts in the air
____(3) High ozone levels in the air
____(4) The hole in the ozone layer has made it unhealthy to be outside

____(5) The air is dirty/polluted
____(6) Other: _____
____(7) I don't know what an "OZONE ACTION ALERT" day means

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

____(4) Very important   ____(3) Somewhat important   ____(2) Not sure   ____(1) Not important

16. **Have you seen or heard the phrase "OZONE ACTION ALERT" used to describe air quality in the Kansas City area from any of the following sources?** *[Check all that apply.]*

____(01) Newspaper
____(02) Radio
____(03) Streaming audio (Pandora/Spotify)
____(04) Morning television
____(05) Evening television

____(06) Website(s): _____
____(07) KC Scout lighted highway message boards
____(08) Electronic billboards
____(09) Social media ('X', Facebook, Instagram, etc.)
____(10) Other: _____

16a. **Referring to the list in Question 16 above, write the number of the ONE source you consult most often.** *[Write in your answer below using the numbers from the list in Question 16.]*

Source consulted MOST OFTEN: ____

17. **An air pollution "OZONE ACTION ALERT" indicates that weather conditions may lead to poor air quality. Using a scale from 1 to 5, where 5 means "Very Willing" and 1 means "Not Willing," how willing would you be to do each of the following on an "OZONE ACTION ALERT" day in the Kansas City area?**

Activity	Very Willing	Willing	Neutral	Unwilling	Very Unwilling	Not Sure	Do you already do this regularly (even when it is not an Ozone Action Alert day)?		Do you already do this in response to an Ozone Action Alert Day?	
01. Carpool to reduce travel miles	5	4	3	2	1	9	Yes	No	Yes	No
02. Postpone mowing lawn with gasoline-powered lawnmower until the next good or "GREEN" air quality day	5	4	3	2	1	9	Yes	No	Yes	No
03. Not use lighter fluid on an outdoor charcoal grill	5	4	3	2	1	9	Yes	No	Yes	No
04. Fill up your car with gasoline in the evening rather than during the day	5	4	3	2	1	9	Yes	No	Yes	No
05. Not overfill or "top off" your gas tank	5	4	3	2	1	9	Yes	No	Yes	No
06. Use public transportation	5	4	3	2	1	9	Yes	No	Yes	No
07. Use a bicycle or walk to work or to run errands	5	4	3	2	1	9	Yes	No	Yes	No
08. Postpone non-essential errands or make fewer driving trips by car until the next good or "GREEN" air quality day	5	4	3	2	1	9	Yes	No	Yes	No
09. Set your thermostat five degrees higher to reduce electricity demand in the summer	5	4	3	2	1	9	Yes	No	Yes	No
10. Postpone the use of paint or solvents until the next good or "GREEN" air quality day	5	4	3	2	1	9	Yes	No	Yes	No
11. Turn engine off while waiting for longer than 30 seconds in car	5	4	3	2	1	9	Yes	No	Yes	No
12. Adopt driving habits that reduce emissions, such as reducing rapid acceleration and driving to maintain your speed	5	4	3	2	1	9	Yes	No	Yes	No
13. Other: _____	5	4	3	2	1	9	Yes	No	Yes	No

18. **Have you heard about the AirQ Program or our website, _AirQKC.org_?**

____(1) Yes (Where did you hear about it? _____)   ____(2) No

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

____(1) Yes *[Answer Q19a.]*   ____(2) No *[Skip to Q20.]*

    19a. **Which of the following do you think should be the top strategies your municipal or county government should use to reduce greenhouse gas emissions?** *[Check all that apply.]*

    ____(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) Provide Spanish translation of educational materials about things individuals can do to reduce greenhouse gas emissions
    ____(09) Use energy from renewable sources like solar and wind
    ____(10) Establish energy efficient building codes
    ____(11) Develop car sharing or bicycle sharing opportunities
    ____(12) Other: _____

20. **Have you heard about "Operation Green Light," a regional effort to coordinate traffic signals at intersections on major routes which cross multiple government jurisdictions?**

____(1) Yes   ____(2) No   ____(9) Don't know

Demographics: *Your responses to the following questions will remain completely confidential and will not be associated with your household in any way. The purpose of the questions in this section is to help MARC further analyze and understand the survey data collected.*

---

21. **What is your age?** _____ years

22. **Approximately how far is your normal daily commute one-way?**

____(1) Not employed, work   ____(3) 5-10 miles   ____(6) 21-30 miles
    from home, or retired   ____(4) 11-15 miles   ____(7) More than 30 miles
____(2) Less than 5 miles   ____(5) 16-20 miles

23. **How many cars, trucks or SUVs are in your household?** *[If you have none, please write "0."]*

# of cars: ____   # of trucks: ____   # of SUVs: ____

24. **What county do you live in?**

____(1) Clay   ____(2) Jackson   ____(3) Johnson (Kansas)   ____(4) Platte   ____(5) Wyandotte

25. **Approximately how long have you lived in the Kansas City area?** _____ years

26. **Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?**

____(1) Yes   ____(2) No

27. **Which of the following best describes your race/ethnicity?** *[Check all that apply.]*

____(01) Asian or Asian Indian   ____(04) White or Caucasian
____(02) Black or African American   ____(05) Native Hawaiian or other Pacific Islander
____(03) American Indian or Alaska Native   ____(99) Other: _____

28.   Would you say your total annual household income is...

____(1) Under $20,000   ____(2) $20,000-$49,999   ____(3) $50,000-$79,999   ____(4) $80,0000 or more

29.   Your gender:

____(1) Male   ____(4) Prefer to self-describe: _____
____(2) Female   ____(5) Prefer not to respond
____(3) Non-Binary

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

____(1) Yes   ____(2) No

31.   Would you be interested in receiving an email message that notifies you when it is an "OZONE ACTION ALERT" day?

____(1) Yes (What is your email address? _____)   ____(2) No

32.   Would you be willing to participate in future surveys sponsored by MARC?

____(1) Yes *[Answer Q32a.]*   ____(2) No

32a.   Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

To enter the random drawing for a $500 Visa gift card for fully completing the survey, please provide the following information below:

Name: _____   Phone: _____

Email: _____

This concludes the survey. Thank you for your time!
Return your completed survey in the enclosed postage paid envelope addressed to:
Please ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information shown to the right will ONLY be used to help ensure the survey results are statistically representative of residents in the KC metro area. If your address is not correct, please provide the correct information. Thank you.