

# *2024 Annual Air Quality Awareness Survey Final Report*

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*Conducted for  
Mid-America Regional Council*



*by*  
**ETC Institute**

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# *2024 Annual Air Quality Survey*

## *Executive Summary*

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### *Overview and Methodology*

Between June and August 2024, 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 840 households completed the survey. The number completed for each county was: 165 in Clay, 172 in Jackson, 175 in Johnson, 161 in Platte, and 167 in Wyandotte. The results for the random sample of 840 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 2024 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 2023 to 2024.

# *Major Findings*

## **PERCEPTIONS OF AIR QUALITY IN THE KC METRO AREA**

- Seventy-eight percent (78%) of the residents surveyed were “very” or “somewhat concerned” about the health consequences of poor air quality in the Kansas City area. This was 9% higher than in 2023. 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-eight percent (48%) 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,” 9% 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-four percent (64%) 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, 7% felt they were less aware, and 2% 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 12% higher than in 2023.
- Thirty-one percent (31%) 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 a decrease from 46% that was reported in 2023.
- The most frequent source of promotional media for air quality information was TV news/weather (81%). Some of the other more frequent sources were: radio (28%), social media (X, Facebook, Instagram, etc.) (27%), KC Scout lighted highway message boards (24%), internet (other than social media) (20%), and billboards (11%).
- Sixty-one percent (61%) of the residents surveyed remember seeing or hearing notifications about days with high levels of smoke or particulate matter.
- More than half (52%) of residents had seen “Skycast” information during weather forecasts on their local television news. This was a statistically significant increase from 43% in 2023
- Seven percent (7%) of residents reported they had heard about the AirQ program or AirQKC.org. In 2023, 10% indicated they had heard about the AirQ program, and in 2022 5% reported they had heard about the AirQ program.

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

- Ninety-six percent (96%) of residents felt it was “very important” or “somewhat important” for local television news stations to provide Skycast (Ozone Alert) information to the public. This was an increase from 93% that was reported in 2023.
- Seventy-two percent (72%) of residents felt it was “very important” or “somewhat important” to know that it was an Ozone Alert Day in the Kansas City area. This was a decrease from 83% that was reported in 2023.
- The number one reason residents felt it was important to reduce air pollution was the health effects (55%). Residents also felt it was important to reduce air pollution because of global warming/climate change (48%).

## **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:
  - not overfilling or “topping off” their gas tank (86%)
  - fill up their car with gasoline in the evening rather than the day (84%)
  - postpone mowing the lawn (84%)
  - adopt driving habits that reduce emissions (84%)
  - not using lighter fluid on an outdoor grill (83%)
  - postpone the use of paints or solvents (81%)
- There was a statistically significant increase in 5 of the 12 activities that residents reported they were “more willing” to do compared to 2023. There were two significant decreases from 2023.

## **MOTIVATION TO REDUCE AIR POLLUTION**

- The following situations would motivate residents most to take action to help reduce air pollution:
  - saving money (76%)
  - health effects of air pollution (74%)
  - knowing an Ozone Alert has been issued (72%)
  - feeling the action is the “right thing to do” or good for the environment (69%)
  - knowing the action is easy/will not interfere with routine (64%)
- There were four significant decreases in situations motivating residents to reduce air pollution from 2023.

## **SUPPORT OF GOVERNMENT EFFORTS TO HELP REDUCE GAS EMISSIONS**

- Eighty-three percent (83%) of the residents surveyed supported efforts by the Municipal or County government to help reduce greenhouse gas emissions; this was an increase of 5% from 2023. The top three strategies that residents felt the government should use to help reduce greenhouse emissions were: using energy from renewable sources (78%), planting more trees (72%), and improving public transit (64%).

## **OTHER FINDINGS**

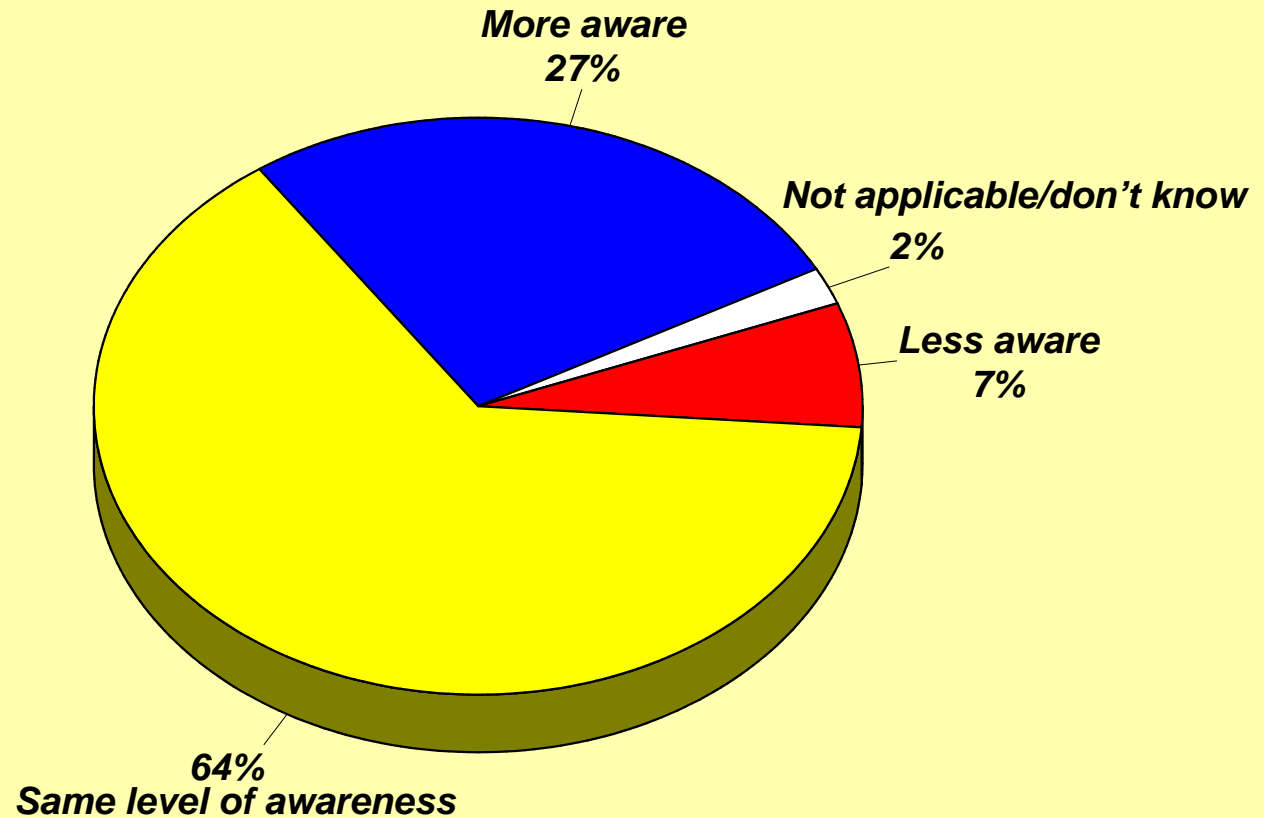
- The top three sources that residents most preferred to receive information about air quality in the community were: television (62%), an internet source that is easy to find (62%), and Facebook (35%).
- Twenty-one percent (21%) of residents thought the natural environment would be better in the future, 53% did not, and 27% did not know.

*Section 1:*  
*Charts and Graphs*

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# **Q1: Compared to last year, how would you rate your level of awareness concerning air quality issues in the Kansas City area?**

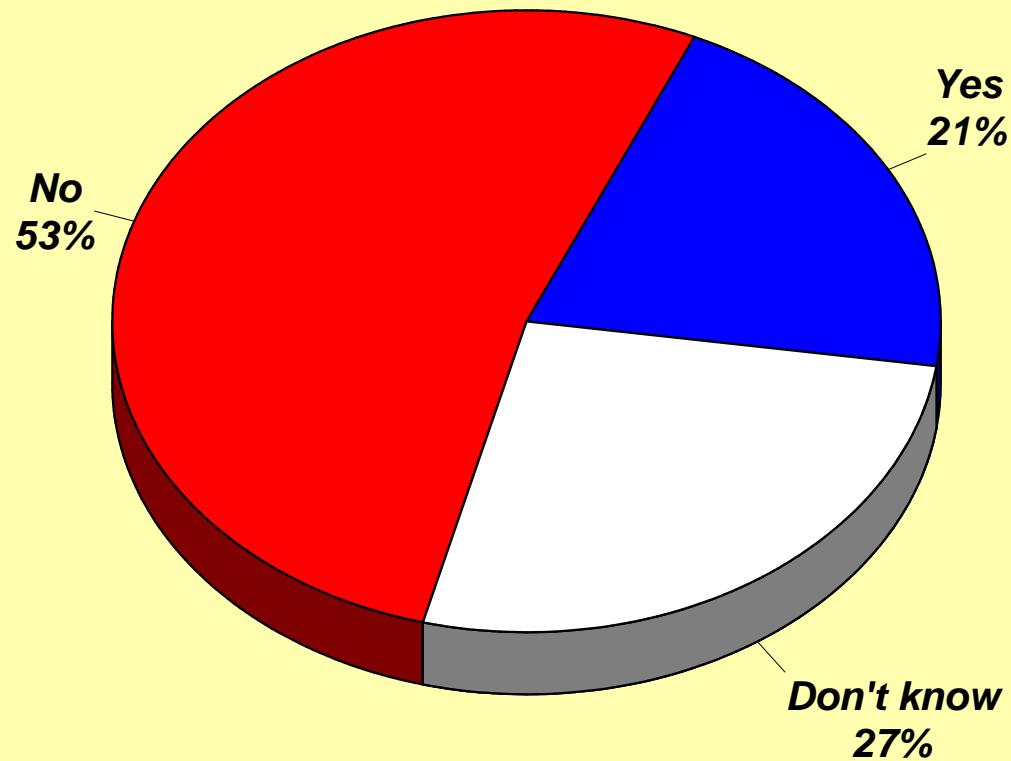
*By percentage of respondents*





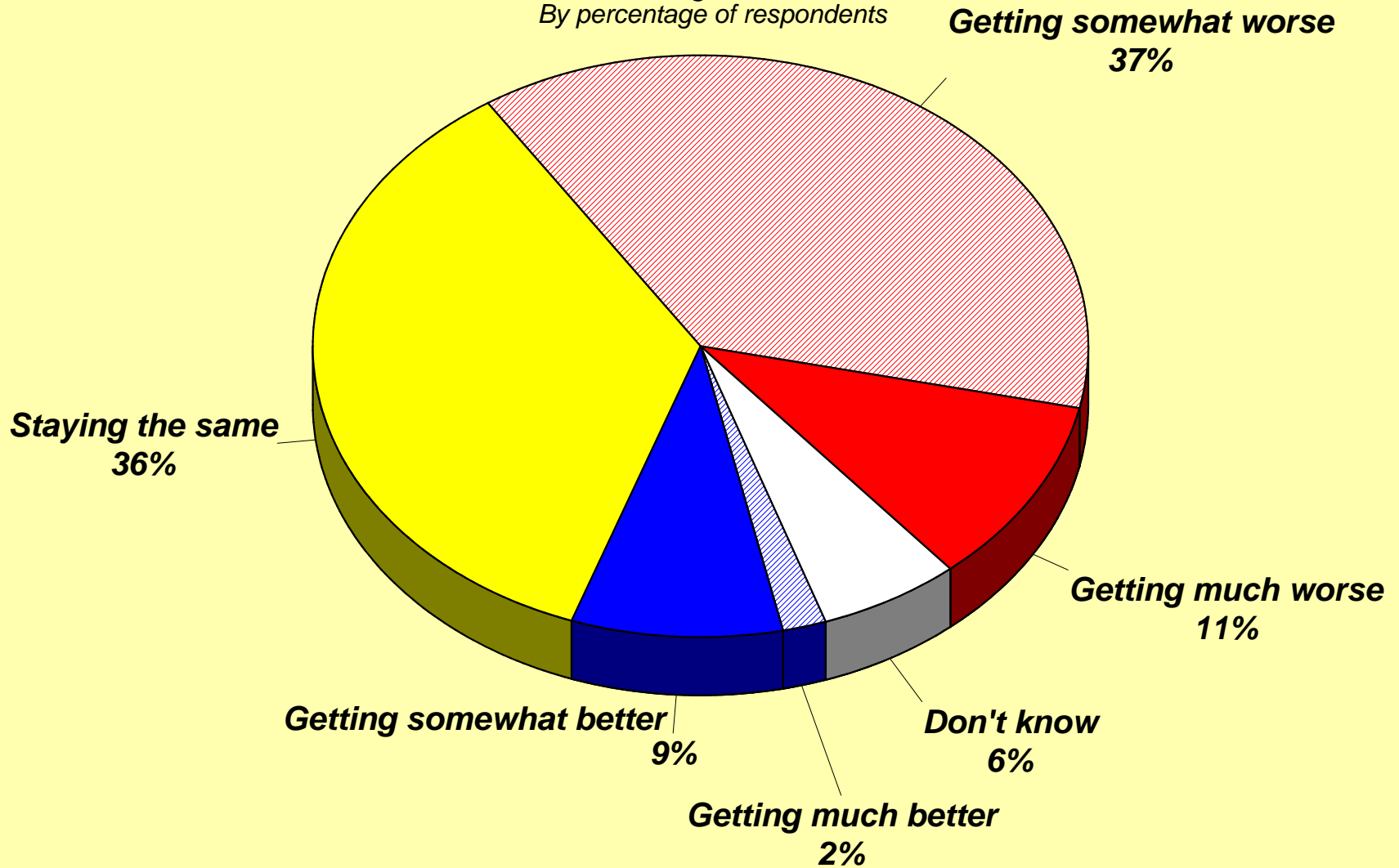
## **Q2: Do You Think That Our Natural Environment Will Be Better in the Future?**

*By percentage of respondents*



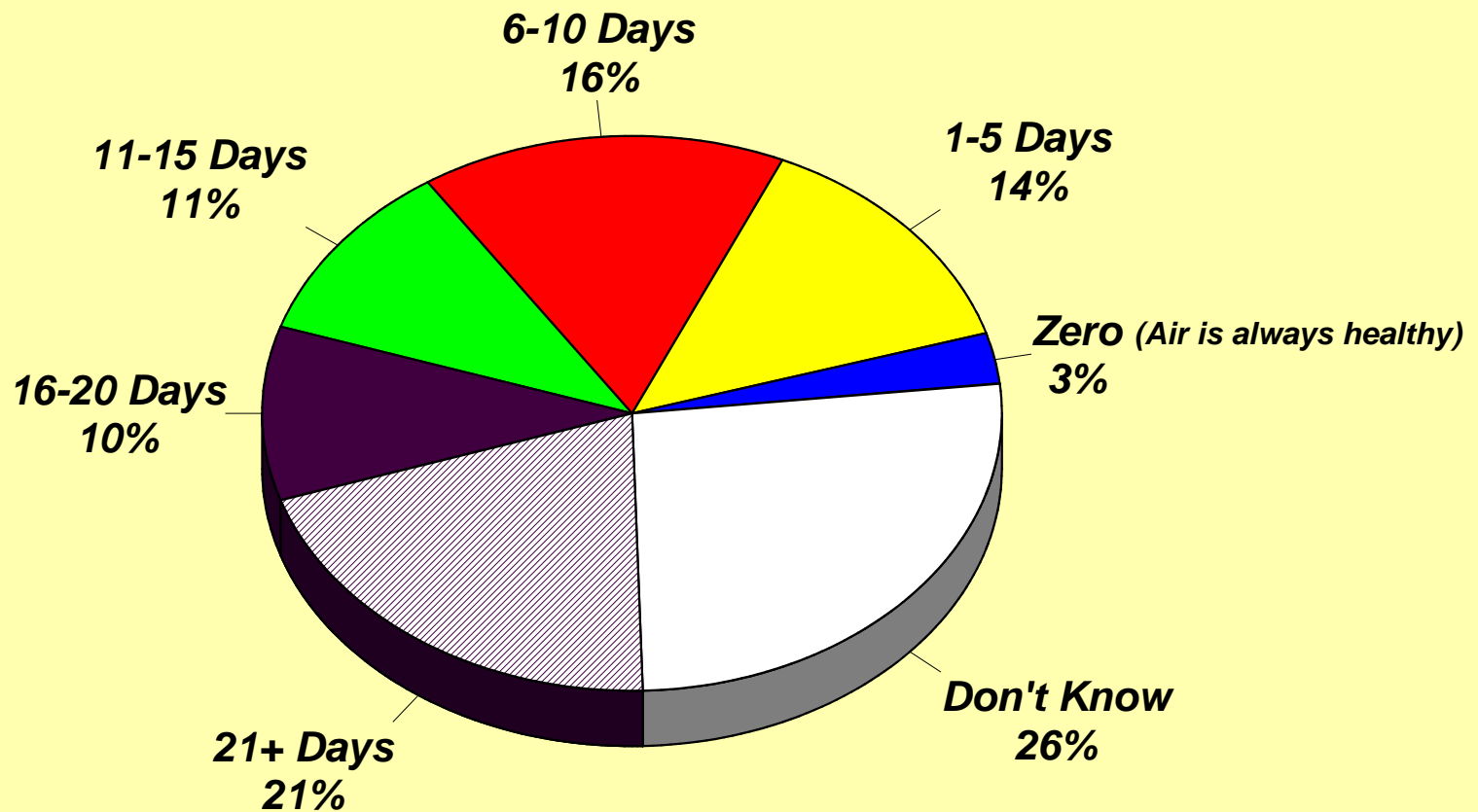
### Q3: Do you think air pollution in the Kansas City area is:

By percentage of respondents



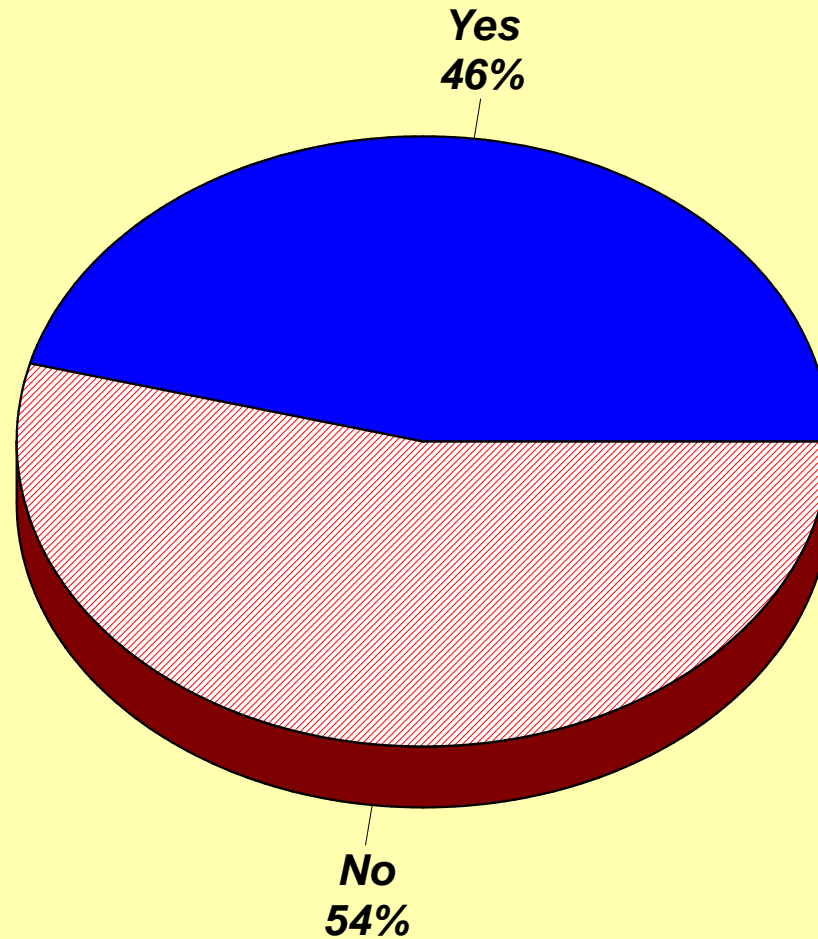
**Q4: On average, how many days per year do you think Metropolitan Kansas City's Air Pollution levels fails to meet the health standards set in the Environmental Protection Agency?**

*By percentage of respondents*



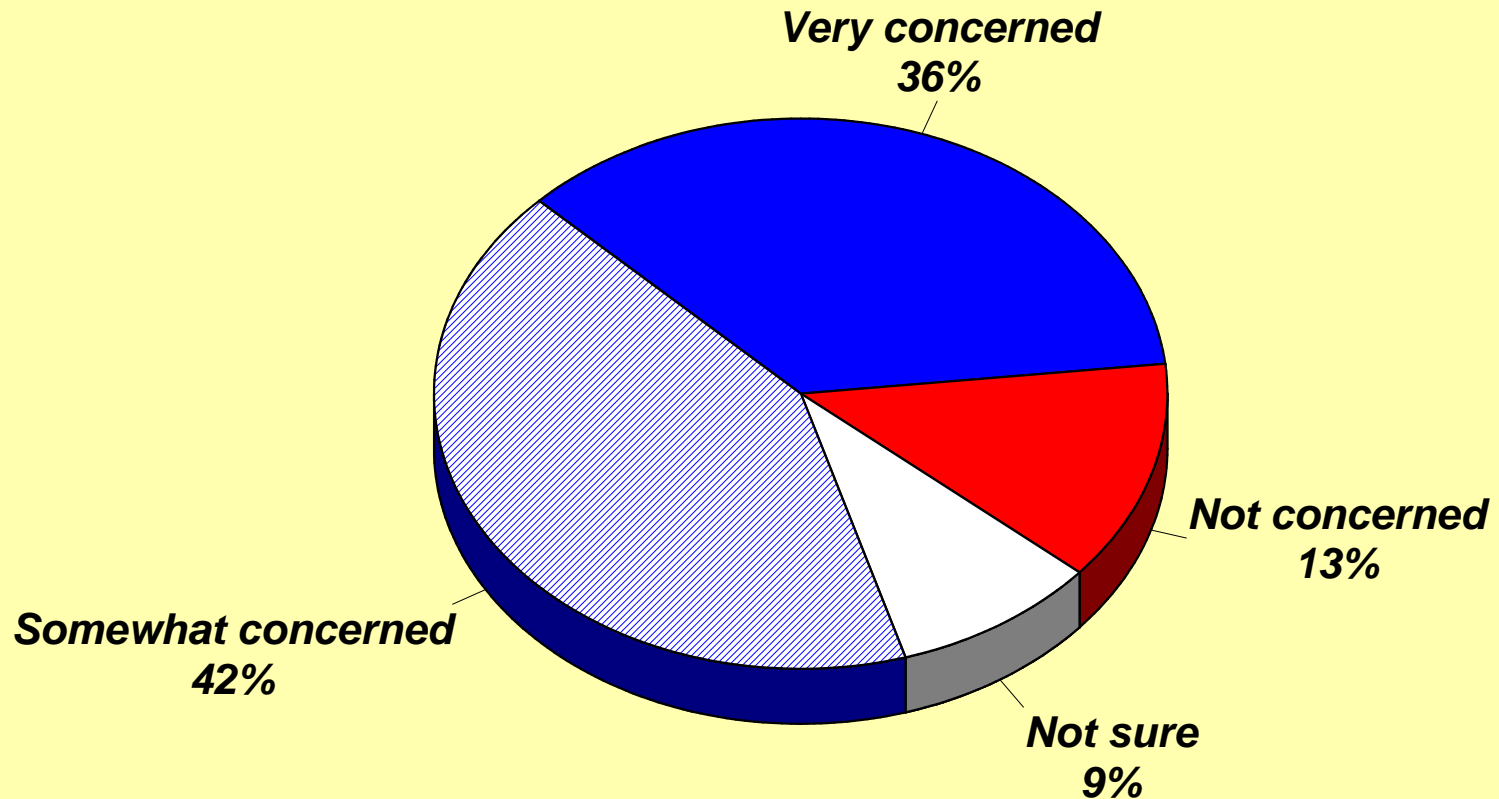
# Q5: Do you or does anyone in your household have a breathing or respiratory problem?

By percentage of respondents



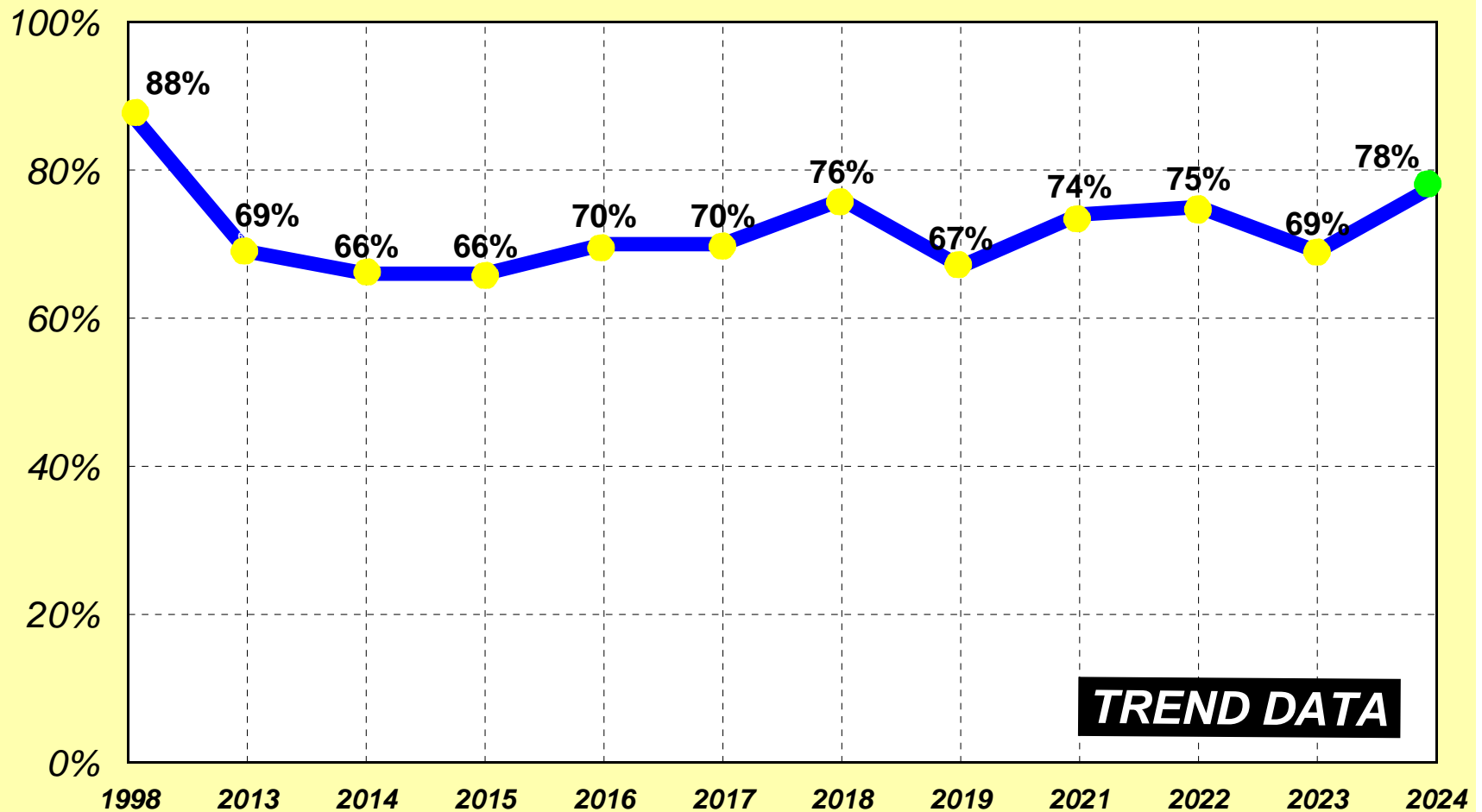
## **Q6: How concerned are you about the health consequences of poor air quality in the Kansas City area?**

*By percentage of respondents*



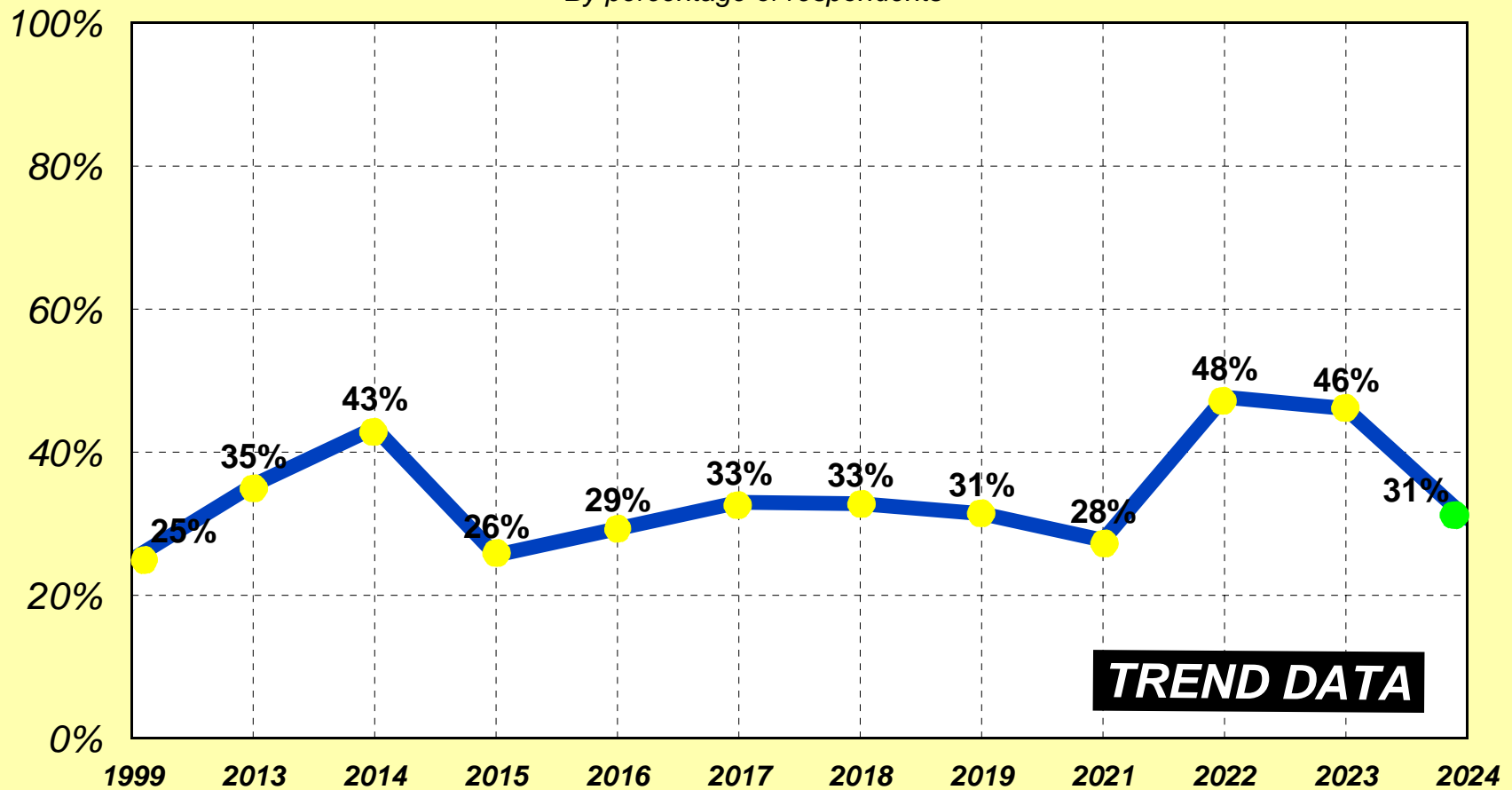
## Q6: Percentage of Residents Who Were Very or Somewhat Concerned About the Health Consequences of Poor Air Quality in the Kansas City Area

By percentage of respondents



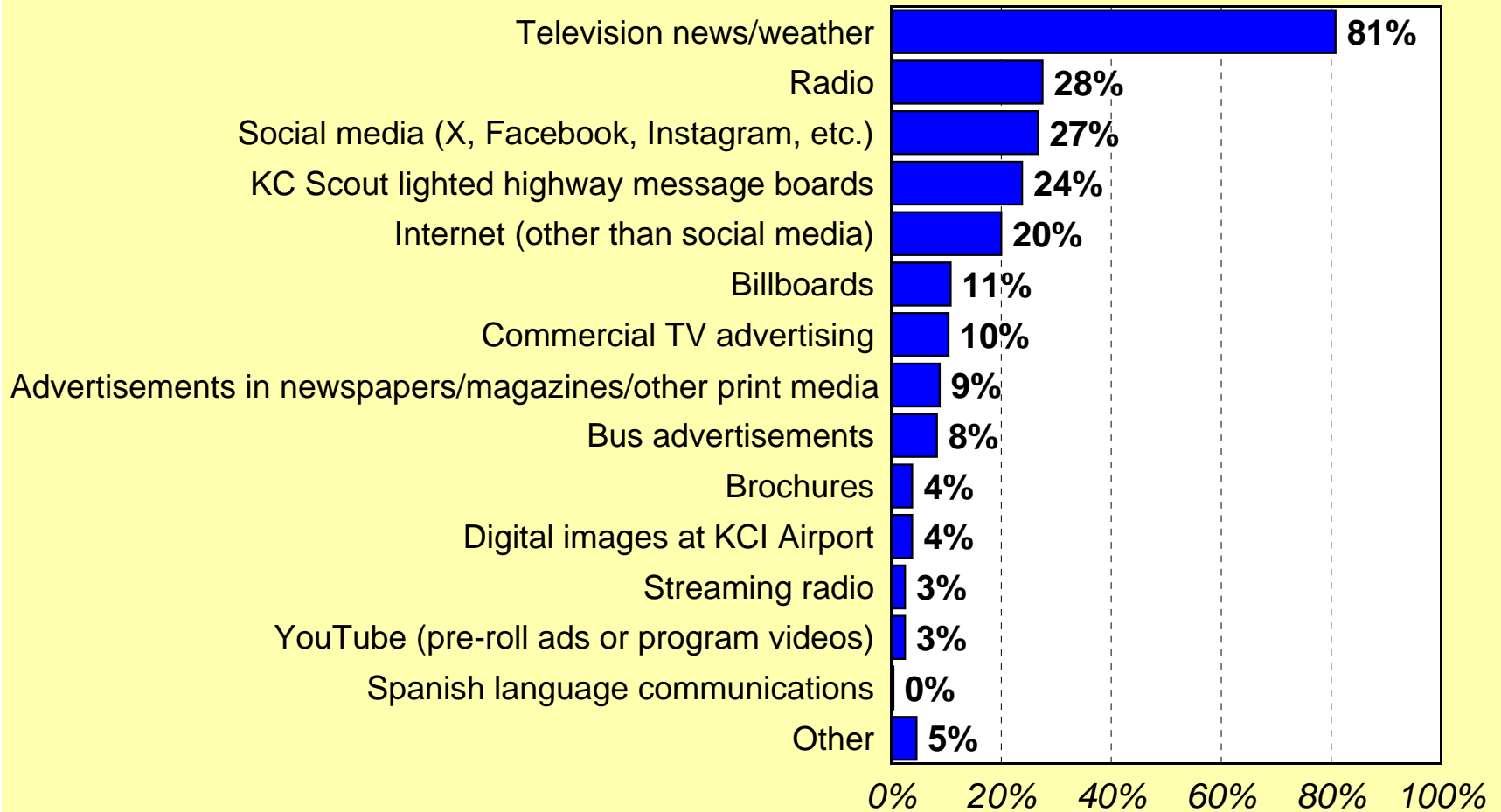
### **Q7: Percentage of Residents Who Had Seen or Heard Any Advertisements, Public Service Announcements, Brochures, Billboards, Radio or Other Promotional Media About Air Quality in the Kansas City Area During the Past Year**

*By percentage of respondents*



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

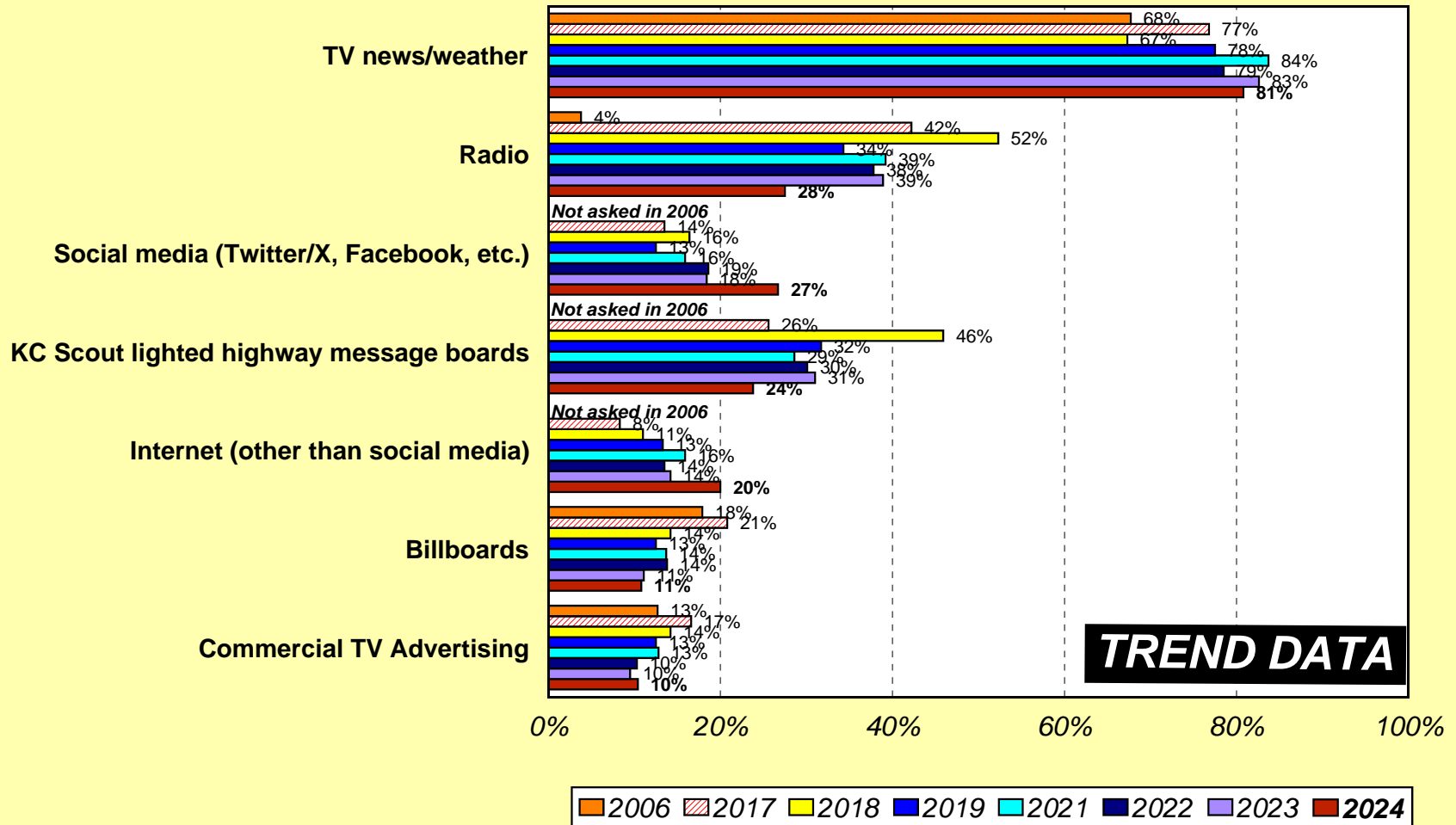
By percentage of respondents





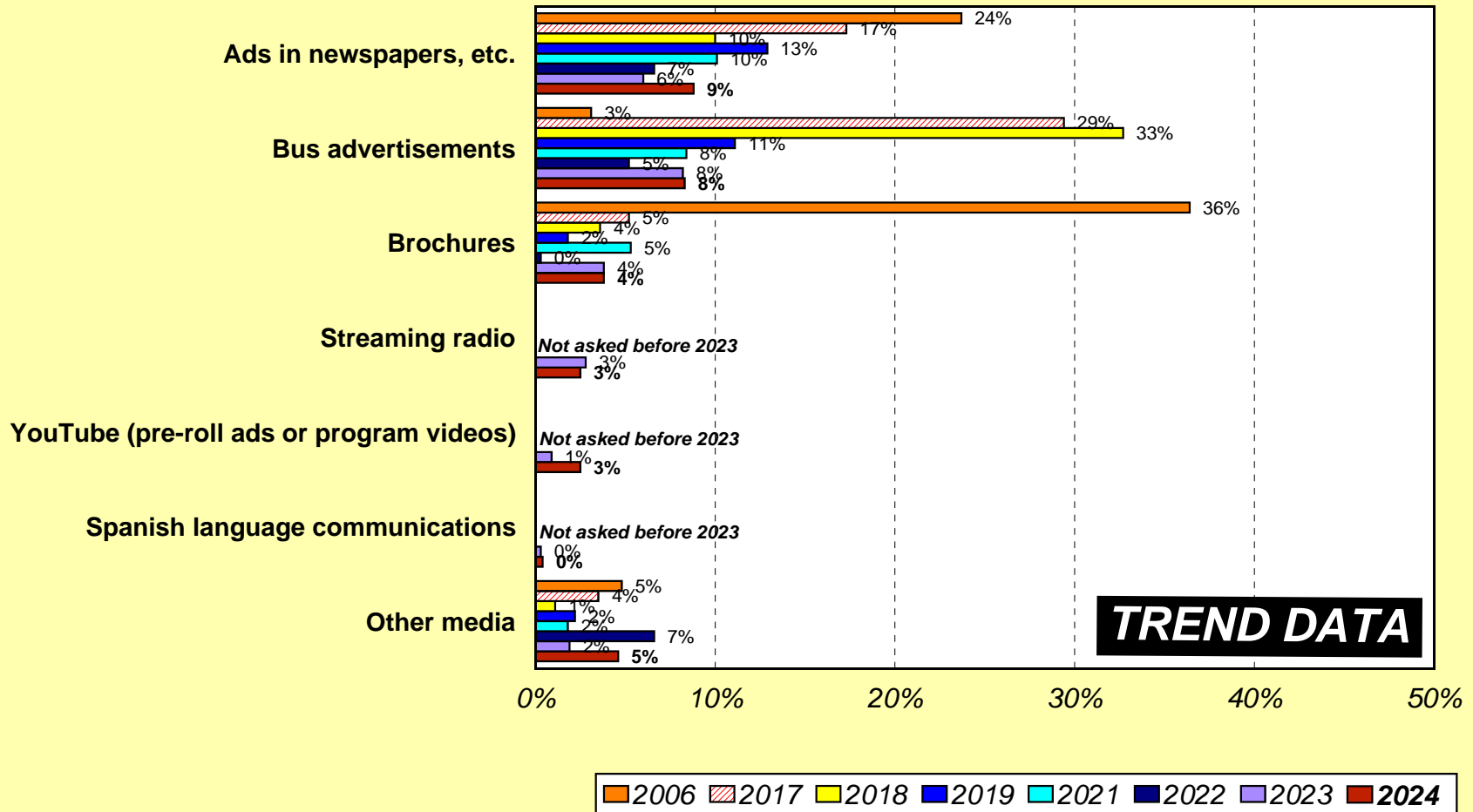
# Q7a: What types of promotional media did you see or hear?

By percentage of respondents



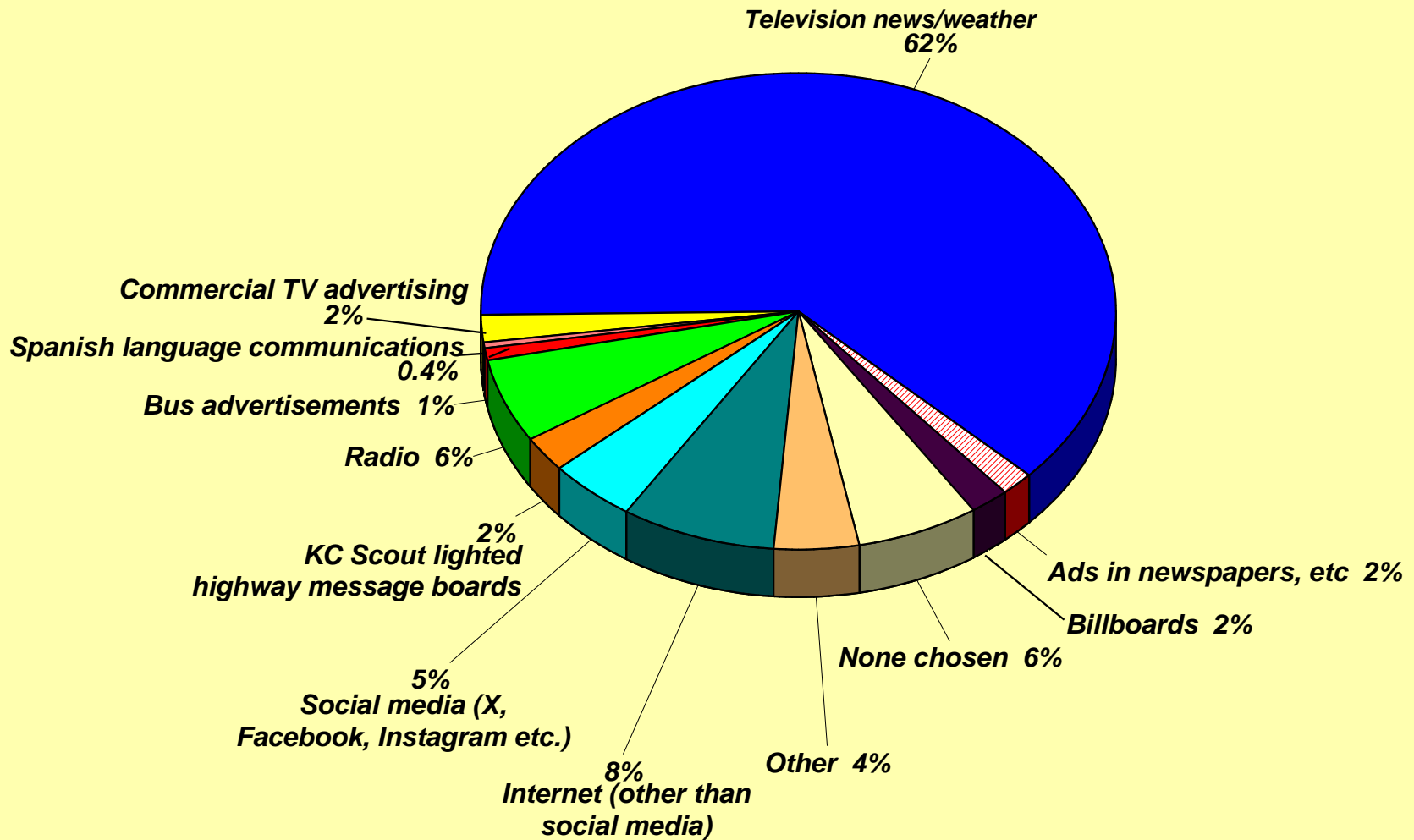
# Q7a (CONTINUED): What types of promotional media did you see or hear?

By percentage of respondents



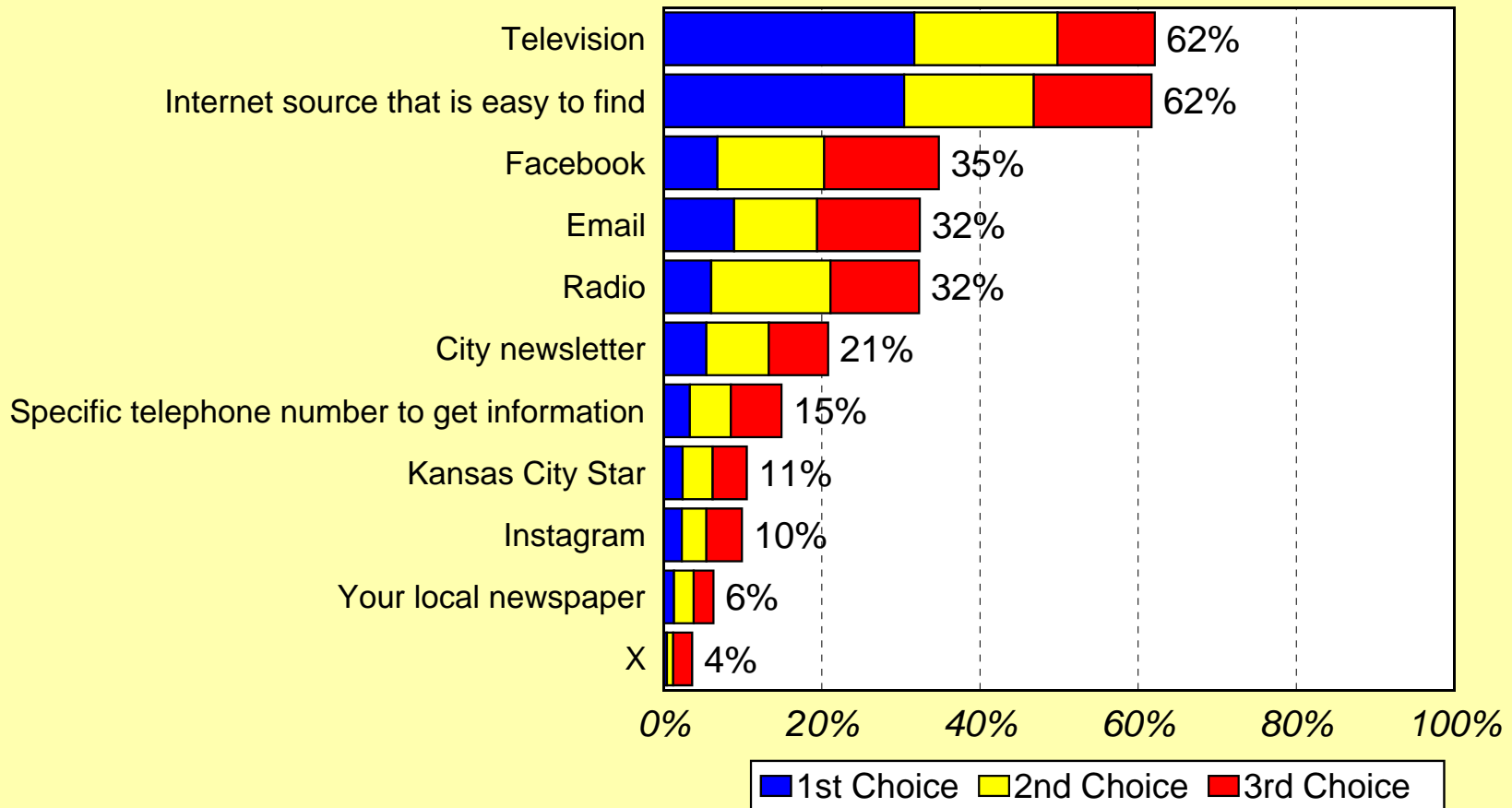
# Q7b: Which ONE of the promotional media is your most frequent source of information about air quality?

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



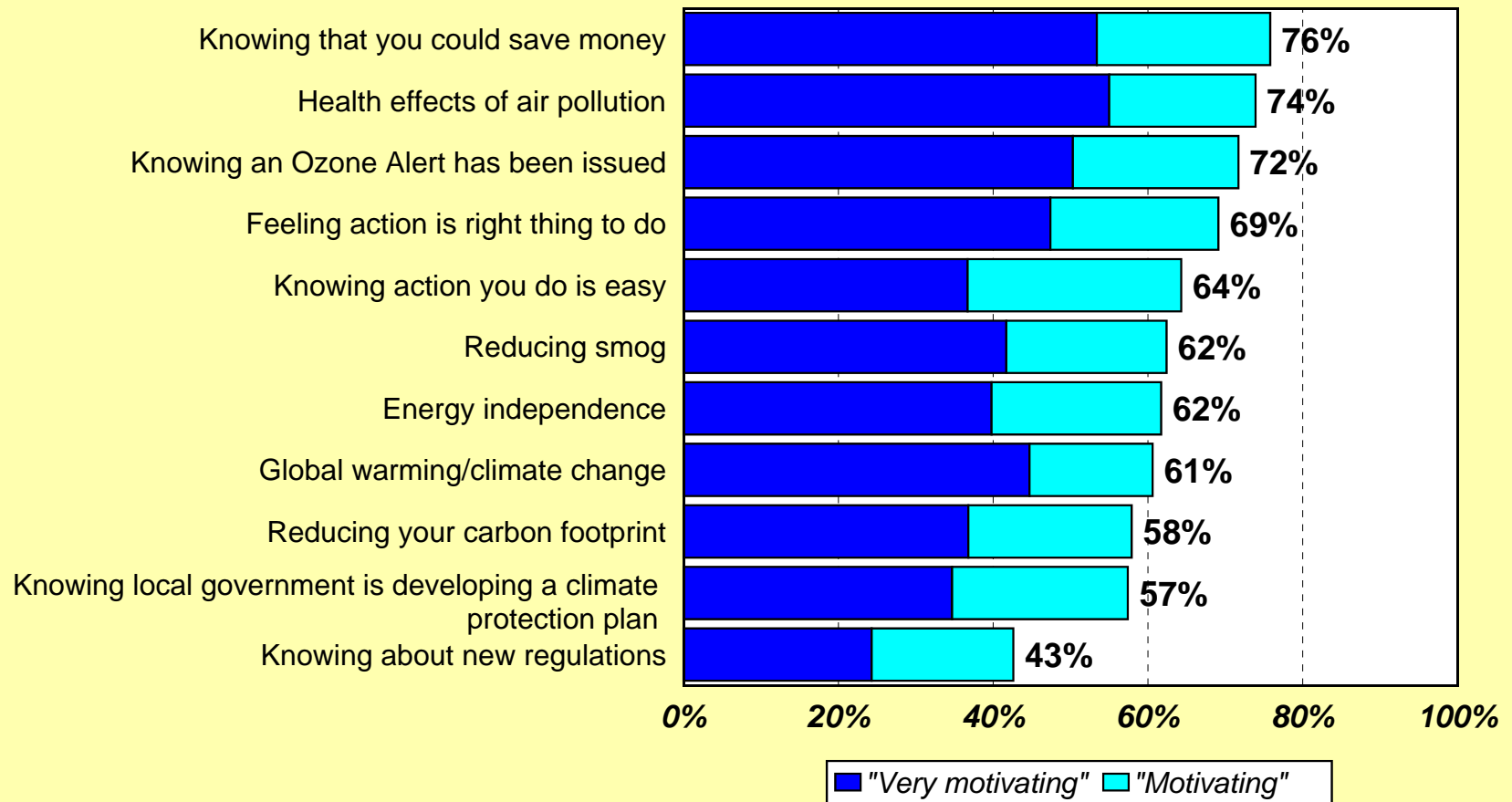
## Q8: Which **THREE** of the following sources would you **MOST** prefer to receive information about air quality in your community?

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



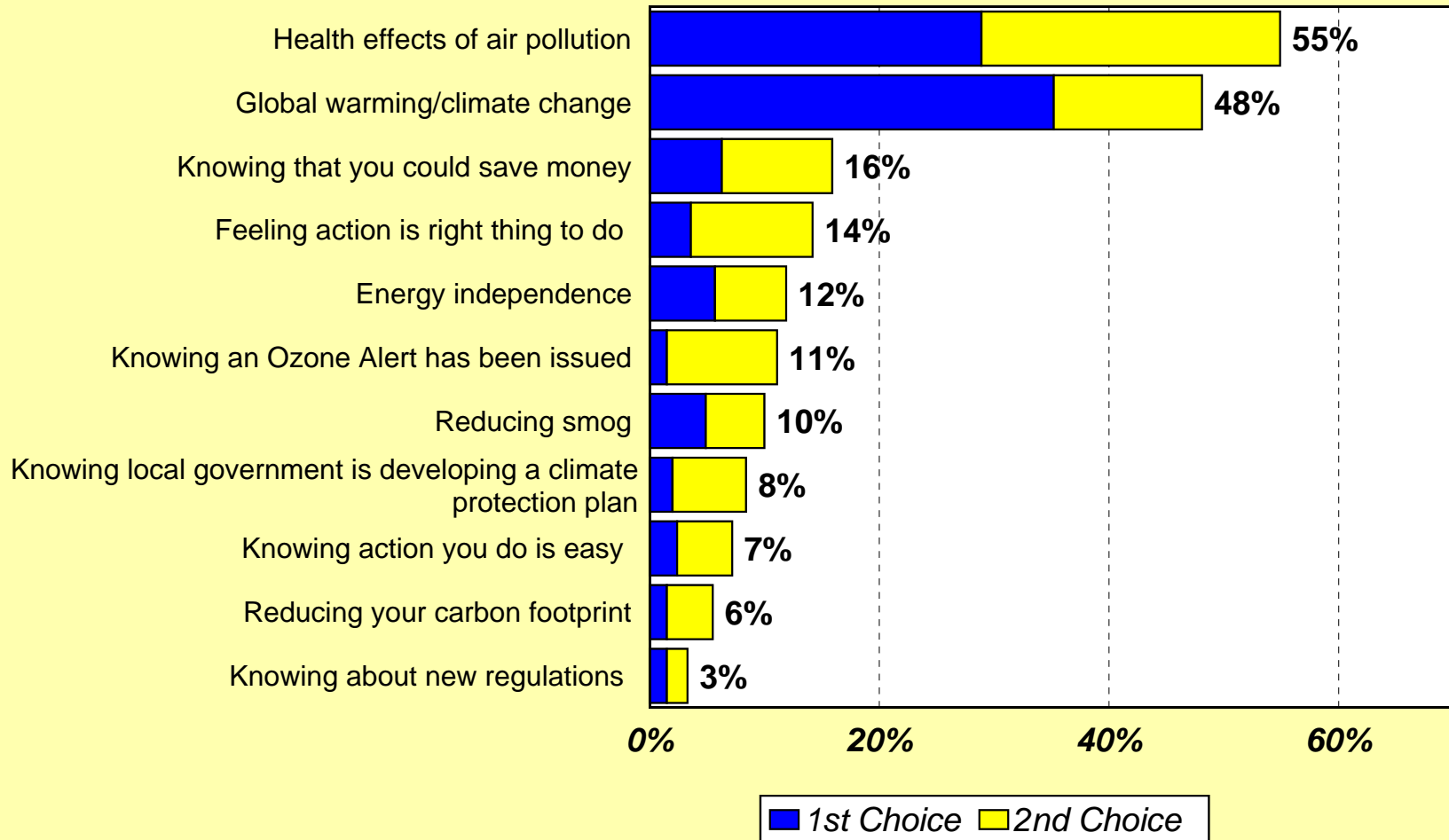
## Q9: Level of Motivation Various Situations Would Give Residents to Reduce Air Pollution in the Kansas City Area

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")



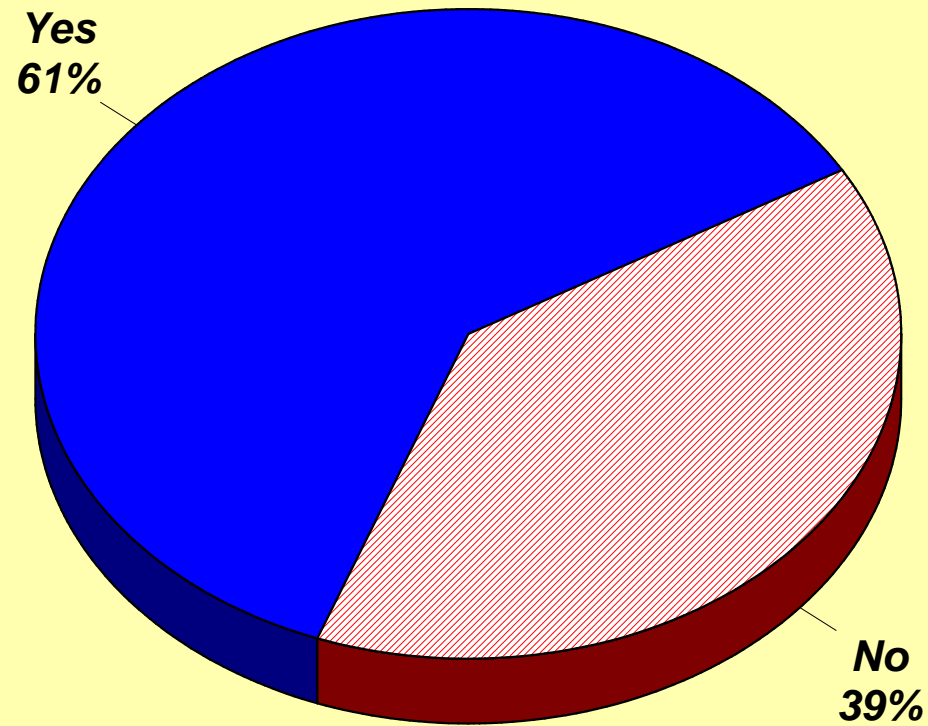
## Q10: Reasons Residents Felt It Was Important to Reduce Air Pollution

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



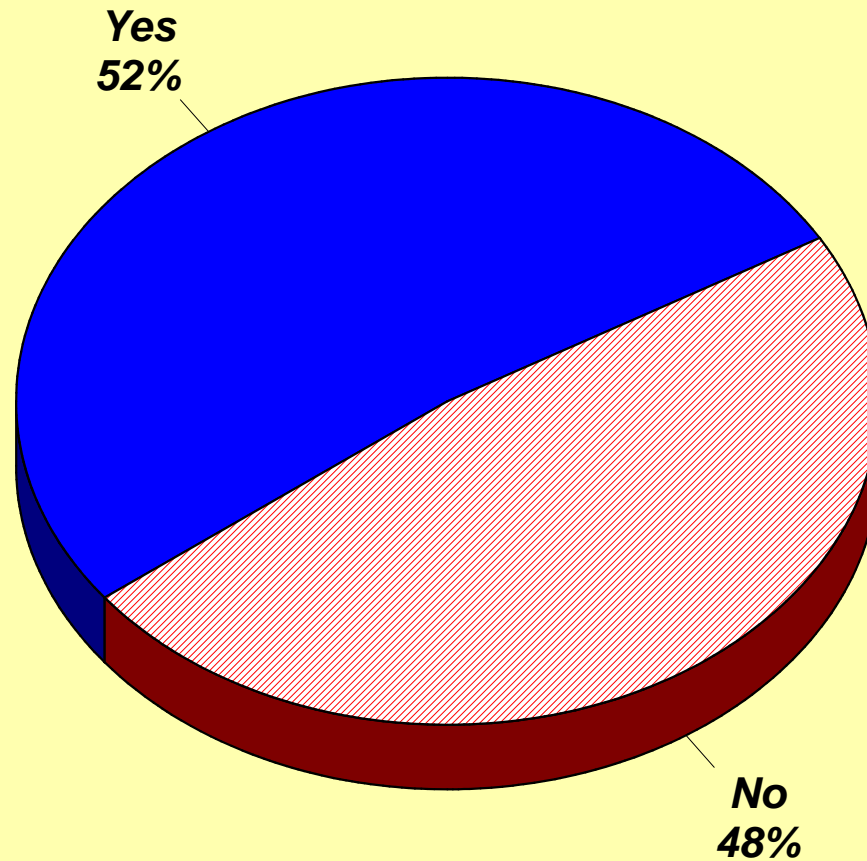
**Q11: Do you remember seeing or hearing specific notifications about days with high levels of smoke or particulate matter?**

*By percentage of respondents*



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

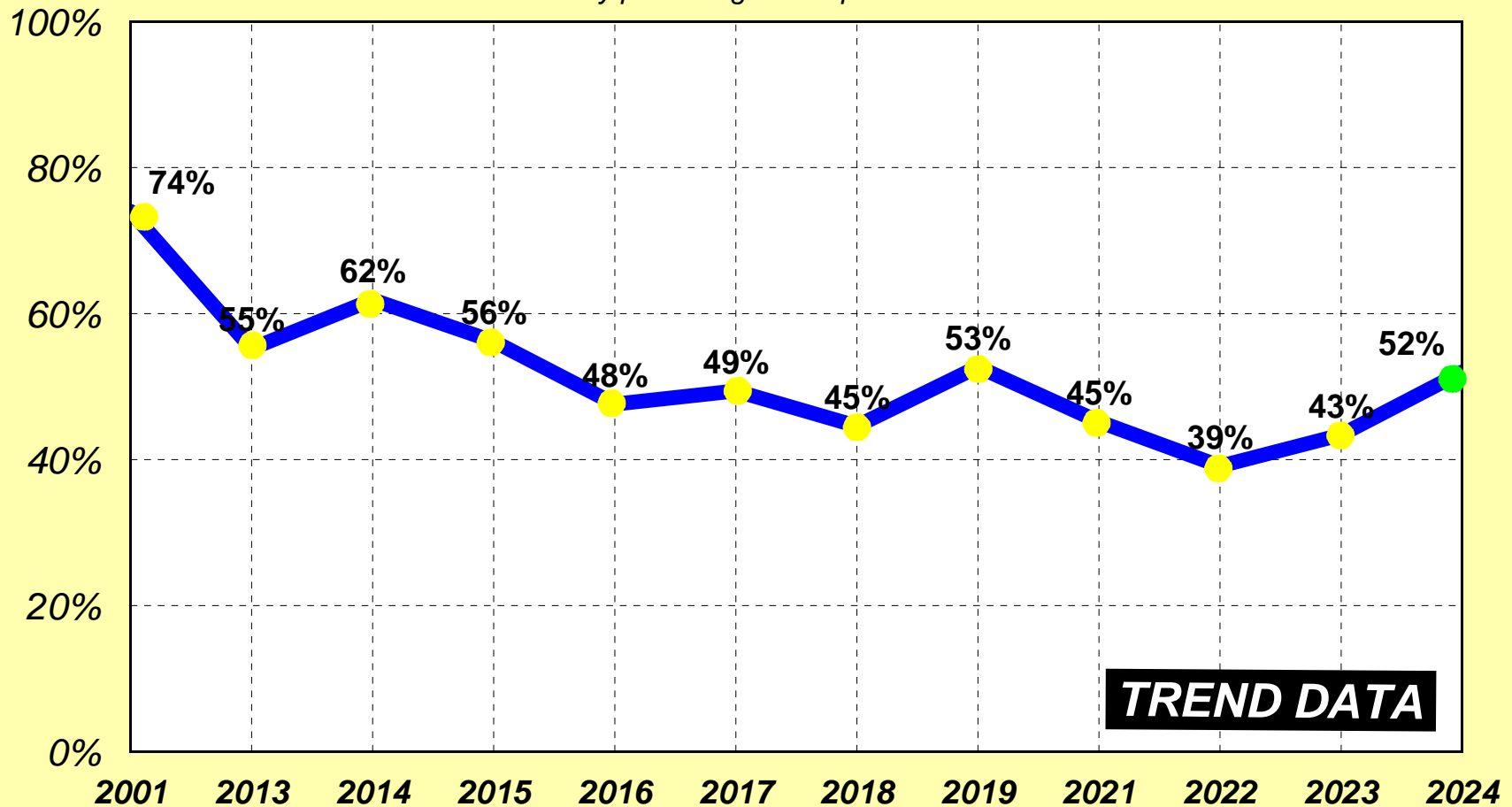
*By percentage of respondents*





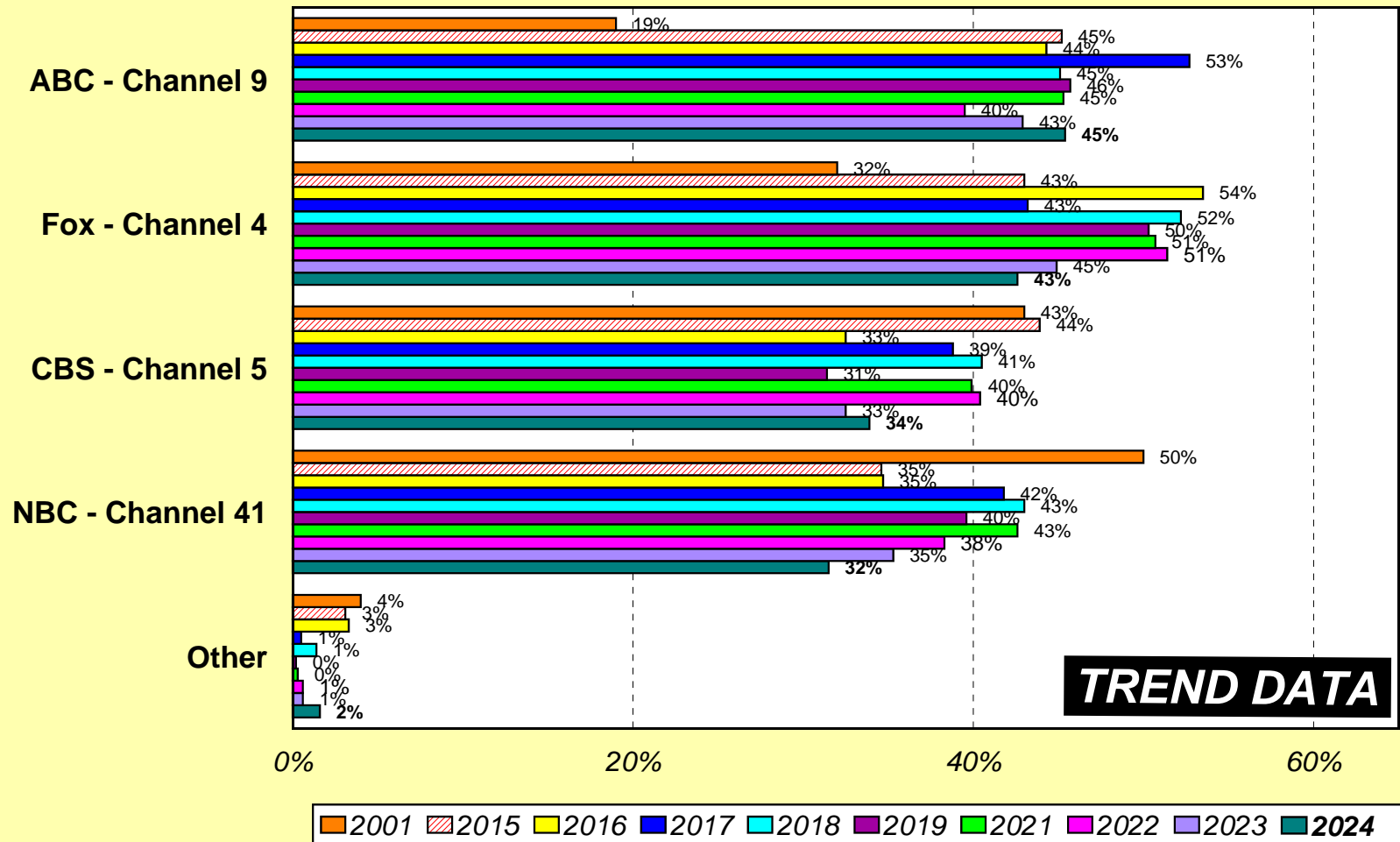
## Q12: Percentage of Residents Who Have Seen “SKYCAST” Information During Weather Forecasts on Local Television News

By percentage of respondents



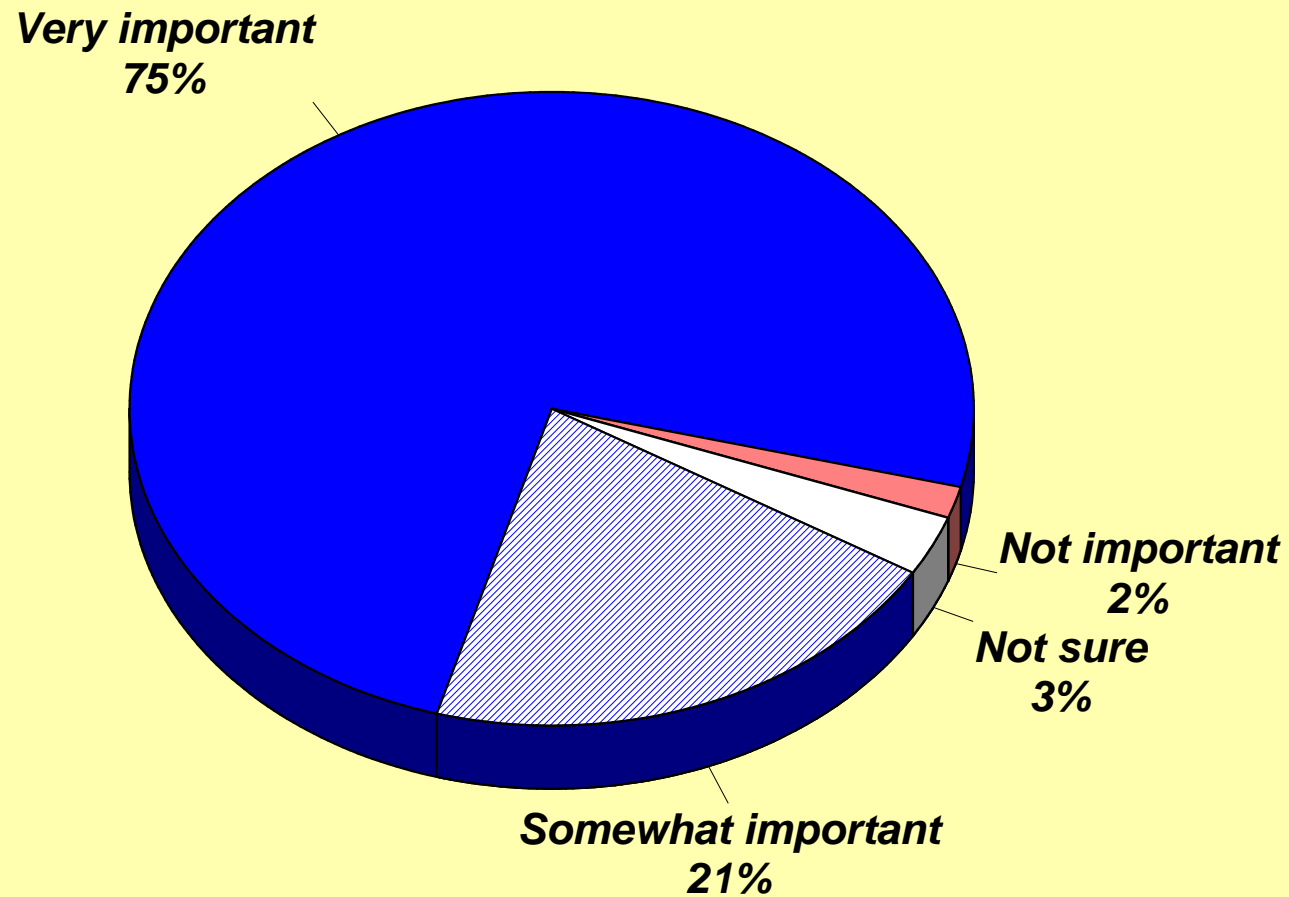
# Q12a: Percentage of Residents Who Have Seen “SKYCAST” Information on Local Television Stations

By percentage of respondents who had seen “SKYCAST” information



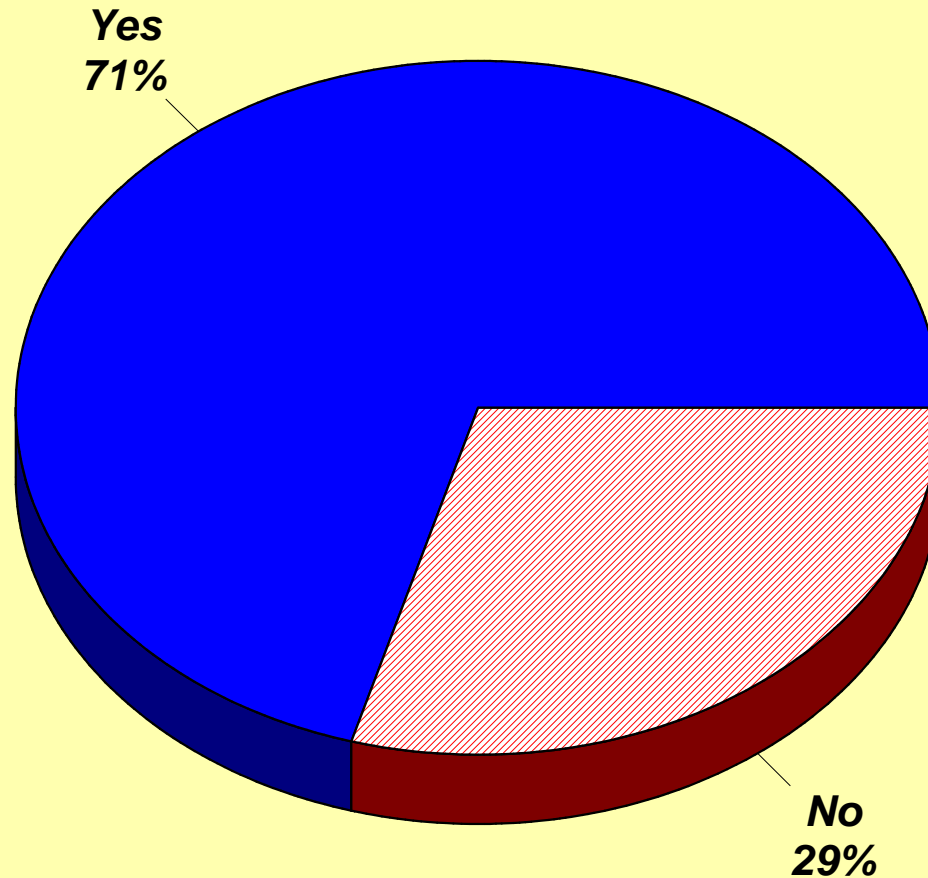
## **Q12b: How Important Residents Think It Is for Local Television News to Provide “SKYCAST” Information**

*By percentage of respondents*



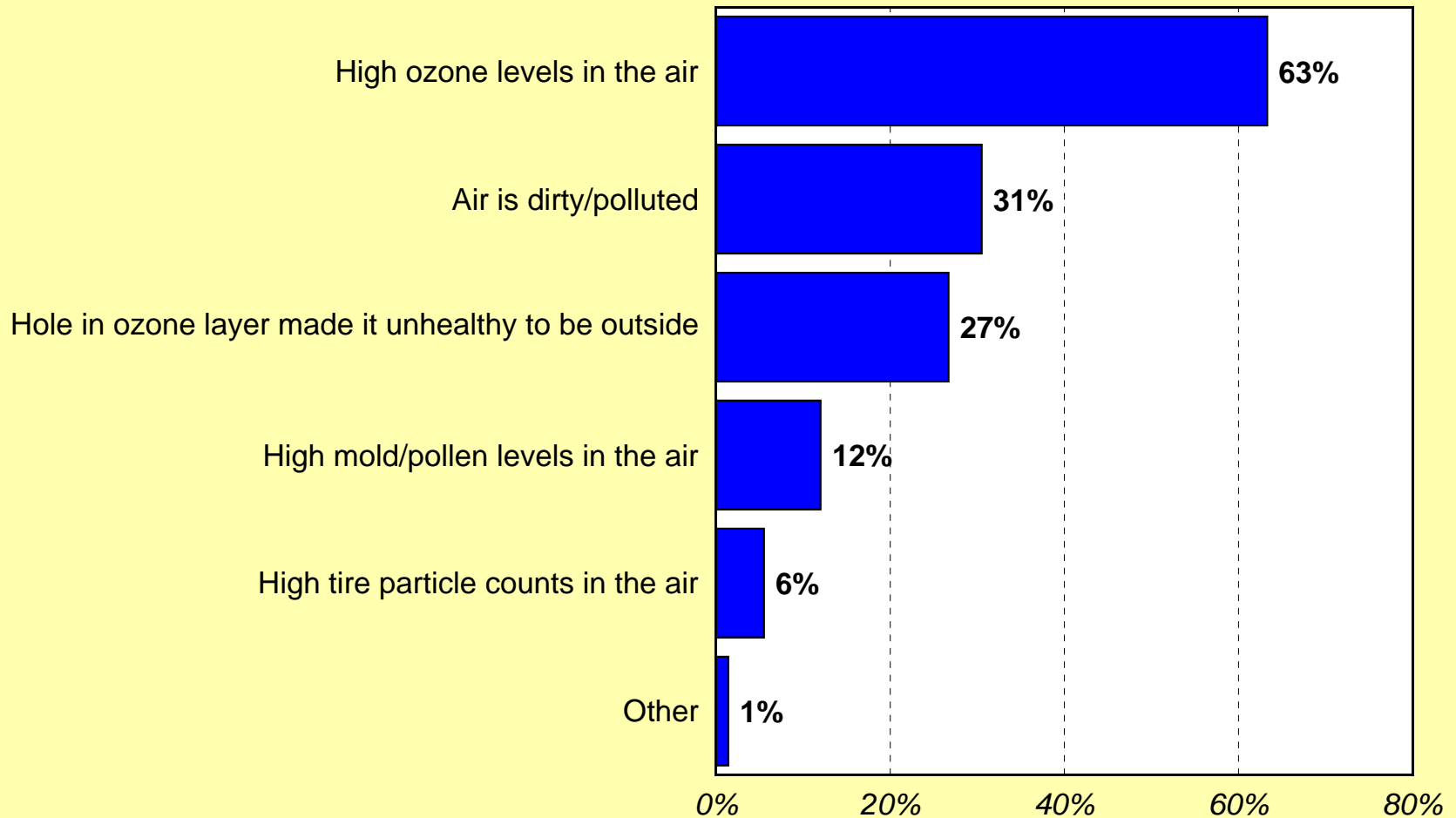
# Q13: Do you remember hearing notifications about any “OZONE ALERT” days?

By percentage of respondents



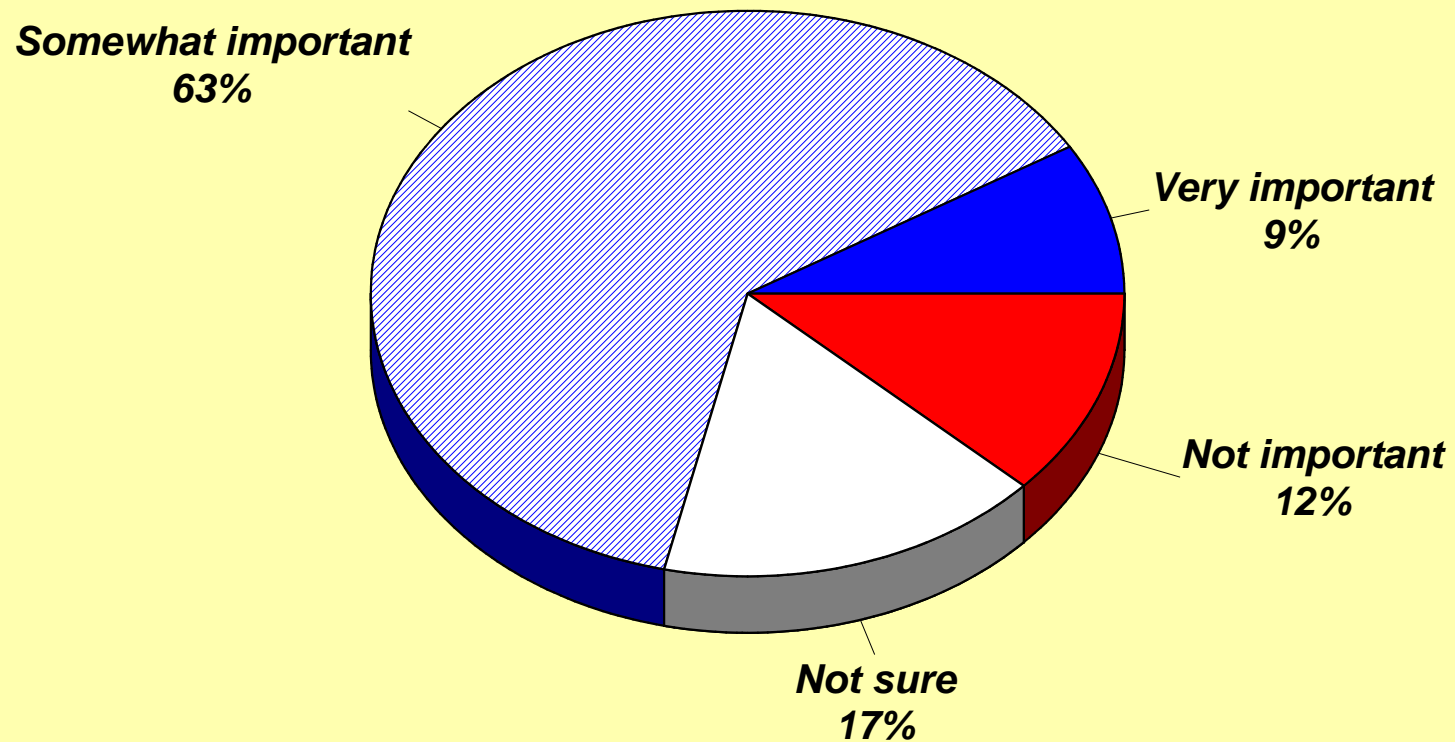
## Q14: What do you think an "OZONE ALERT" day means?

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



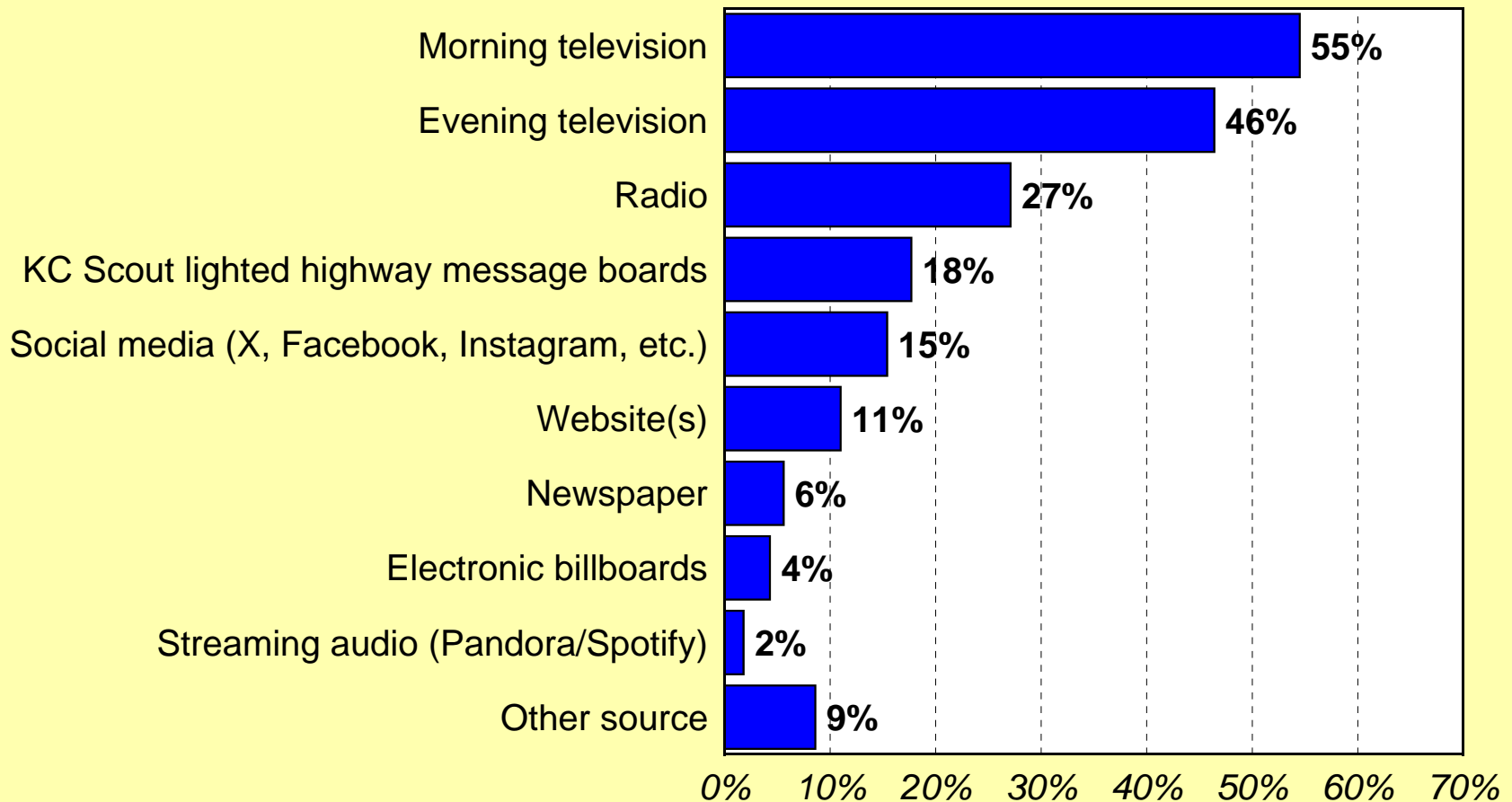
## **Q15: Importance of Knowing When It Is an “OZONE ALERT” Day in the Kansas City Area**

*By percentage of respondents*



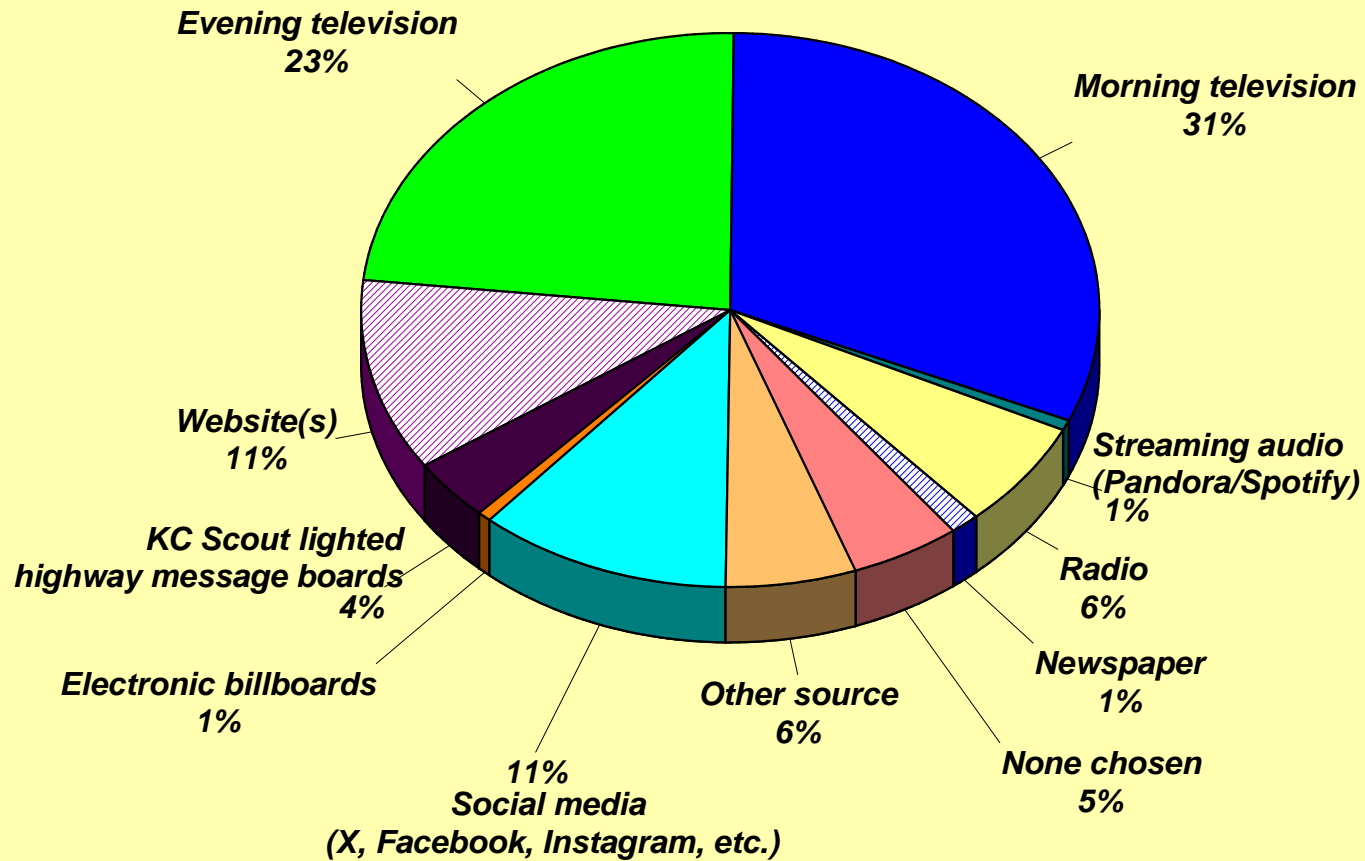
**Q16: Have you seen or heard the phrase "OZONE ALERT" used to describe air quality in the Kansas City area from any of the following sources?**

*by percentage of respondents*



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

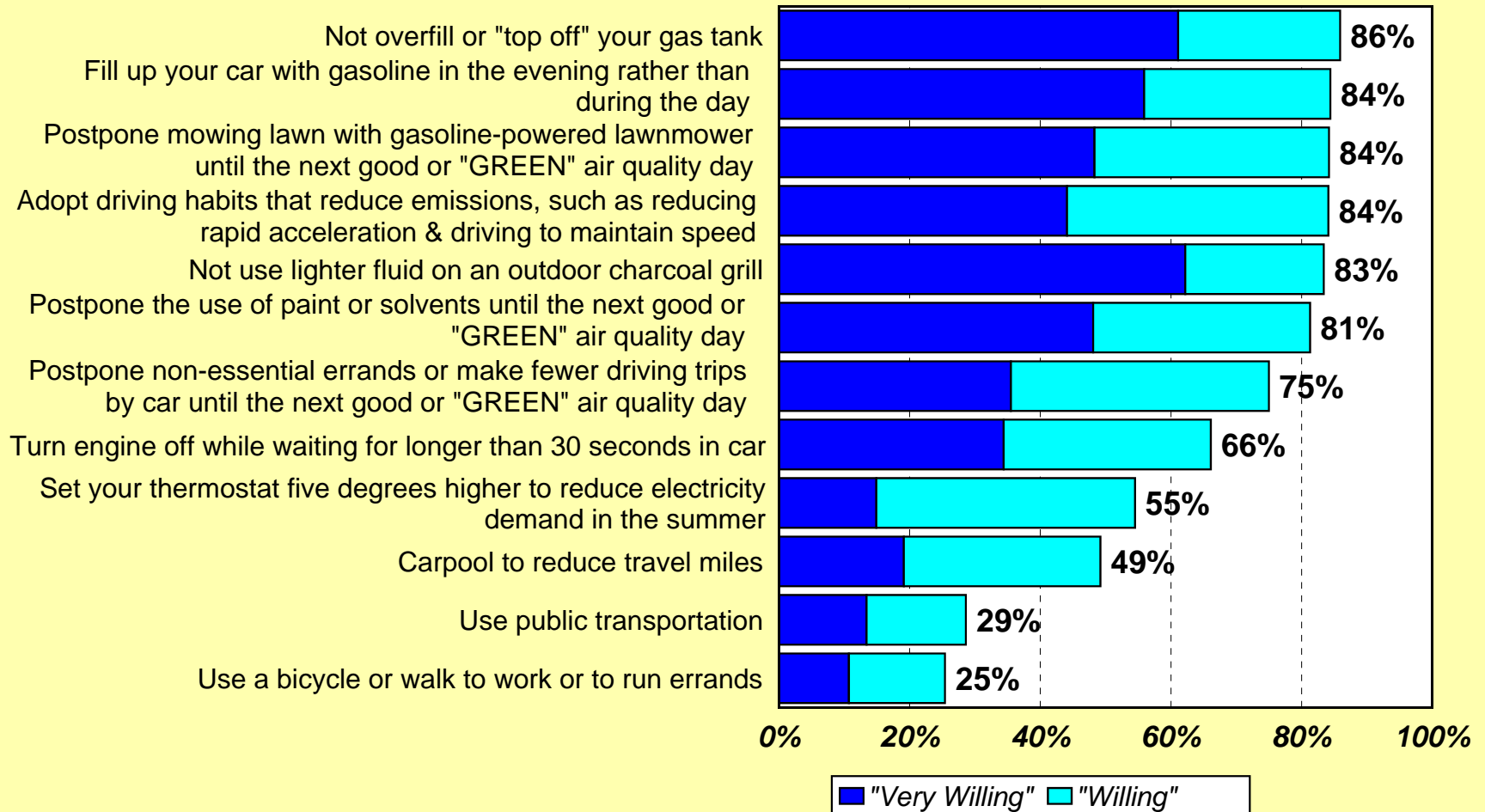
by percentage of respondents





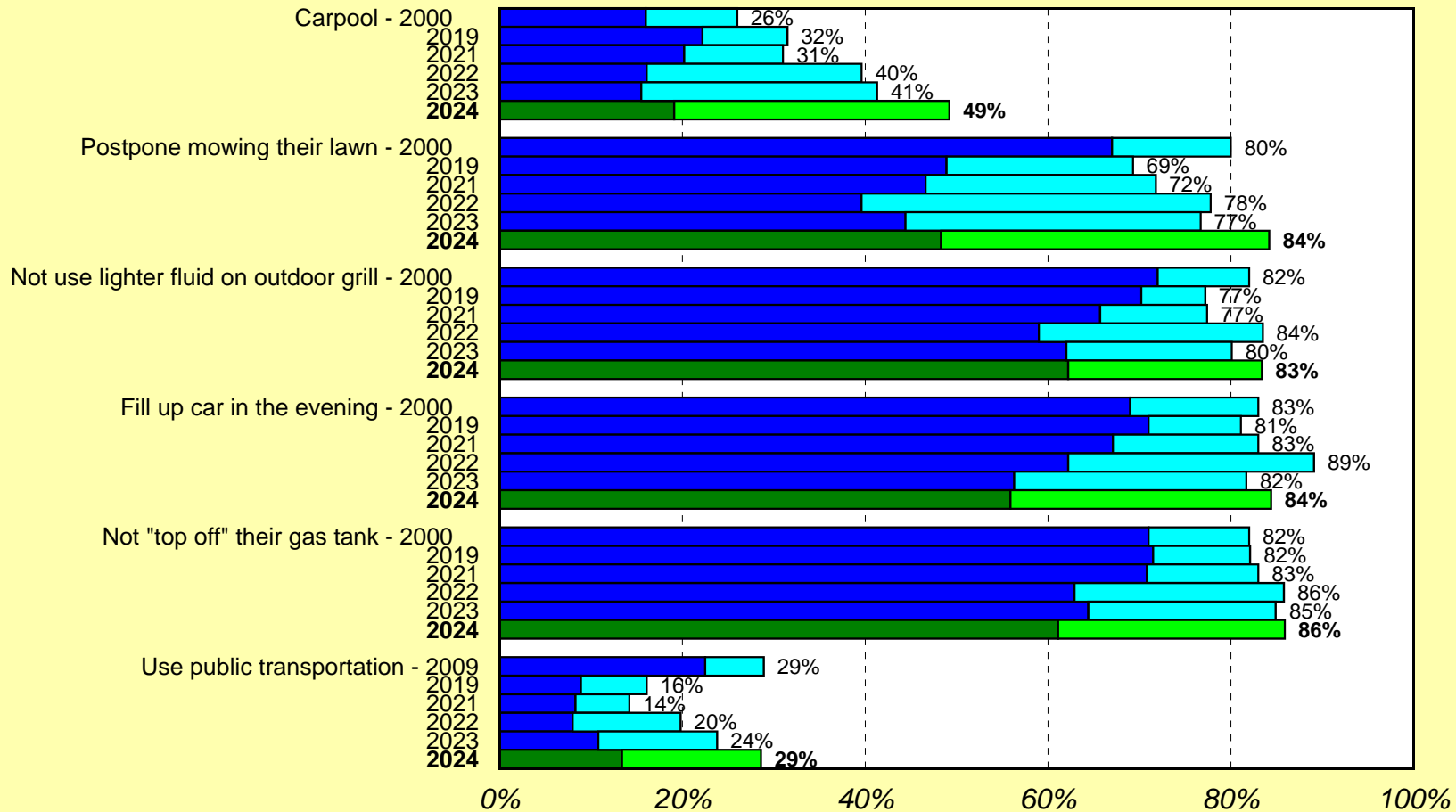
## Q17a: Willingness of Residents to Do Various Activities on an OZONE ALERT Day in the Kansas City Area

(Residents rated their willingness on a scale of 1-5 where 5 was "very willing" and 1 was "not willing")  
 By percentage of respondents who were "very willing" or "willing"



# Q17a: Willingness of Residents to Do Various Activities on an OZONE ALERT Day in the Kansas City Area

(Residents rated their willingness on a scale of 1-5 where 5 was "very willing" and 1 was "not willing")  
 By percentage of respondents who were "very willing" or "willing"

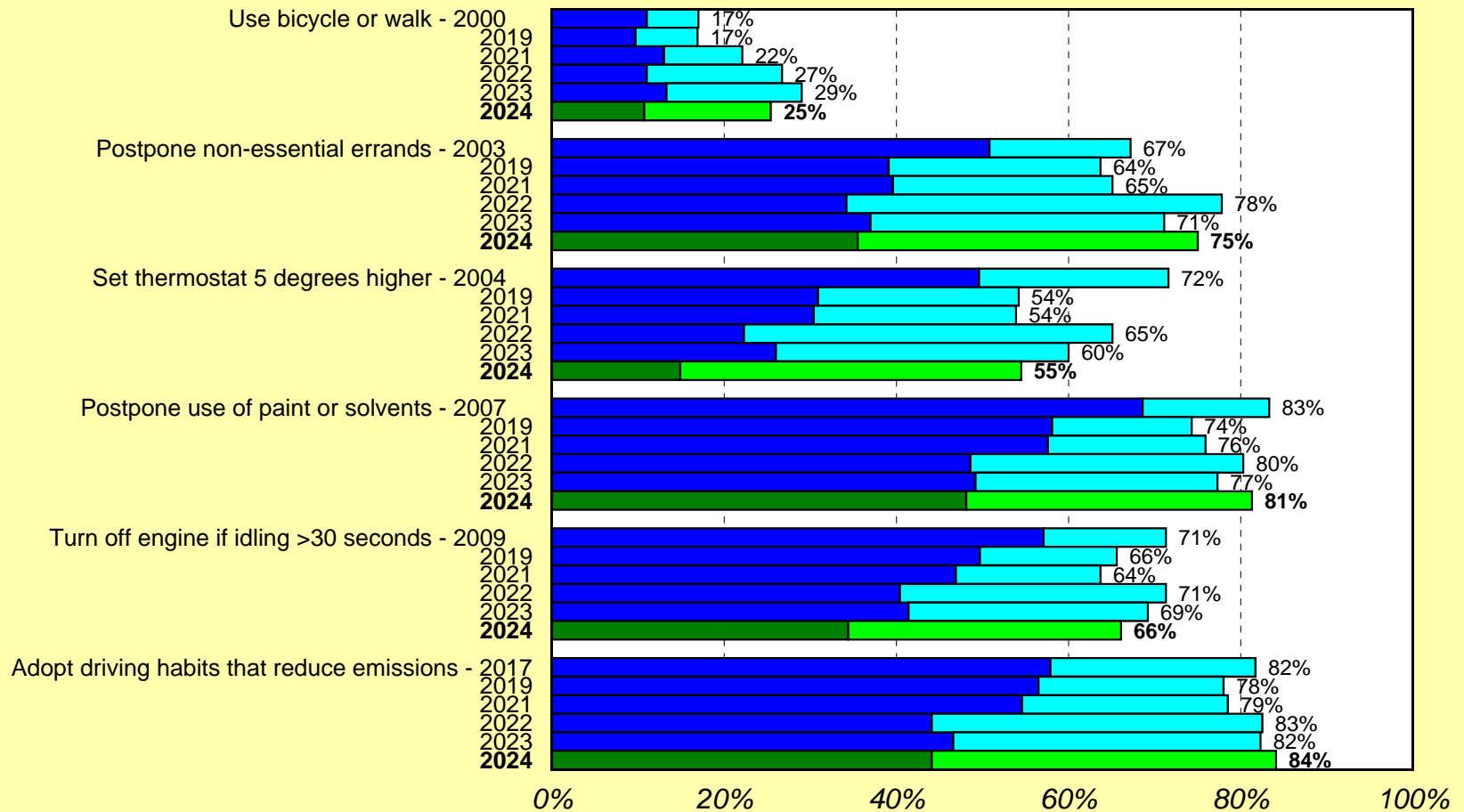


**TREND DATA**

# Q17a (CONTINUED): Willingness of Residents to Do Various Activities on an OZONE ALERT Day in the Kansas City Area

(Residents rated their willingness on a scale of 1-5 where 5 was "very willing" and 1 was "not willing")

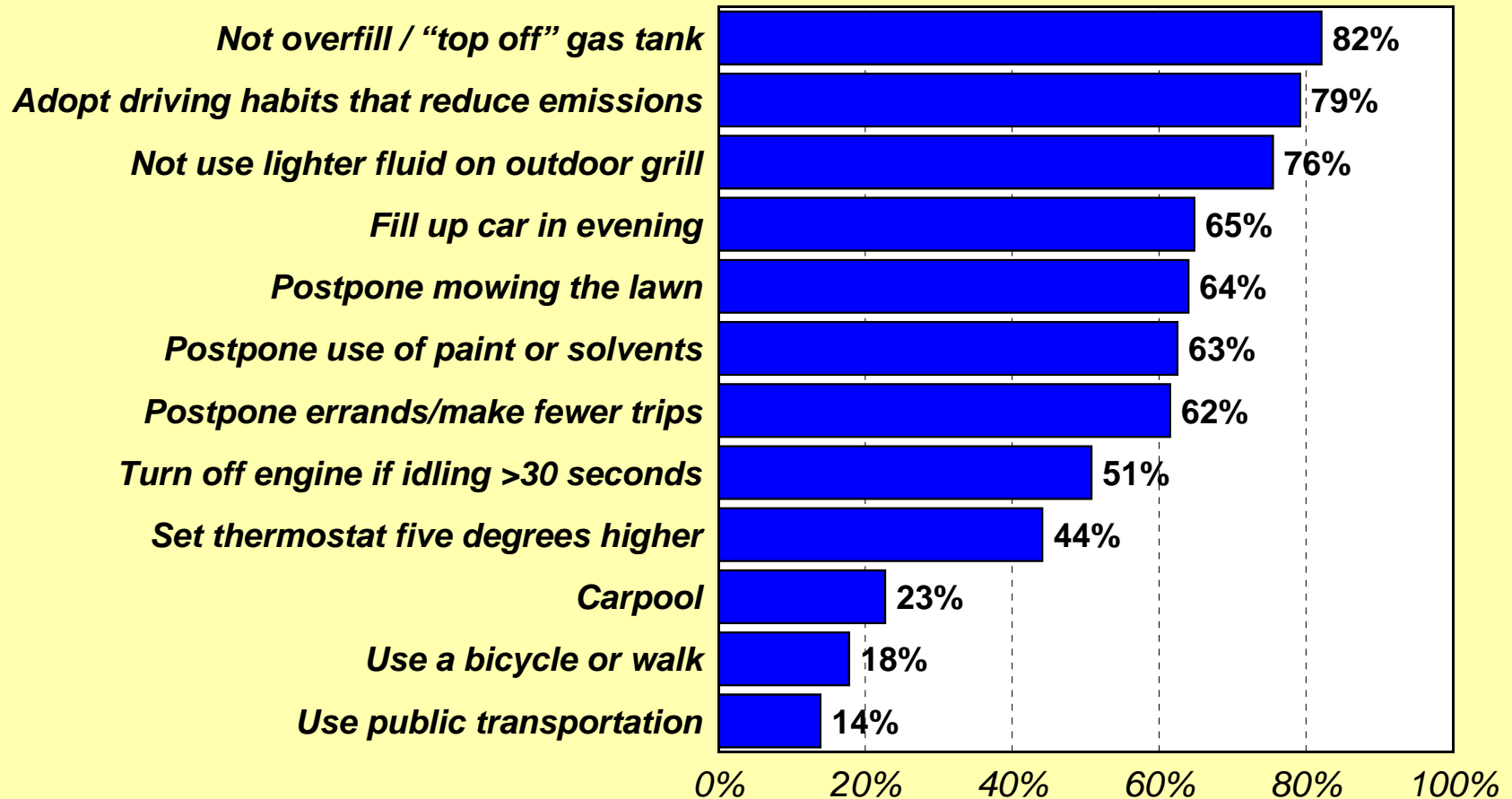
By percentage of respondents who were "very willing" or "willing"



**TREND DATA**

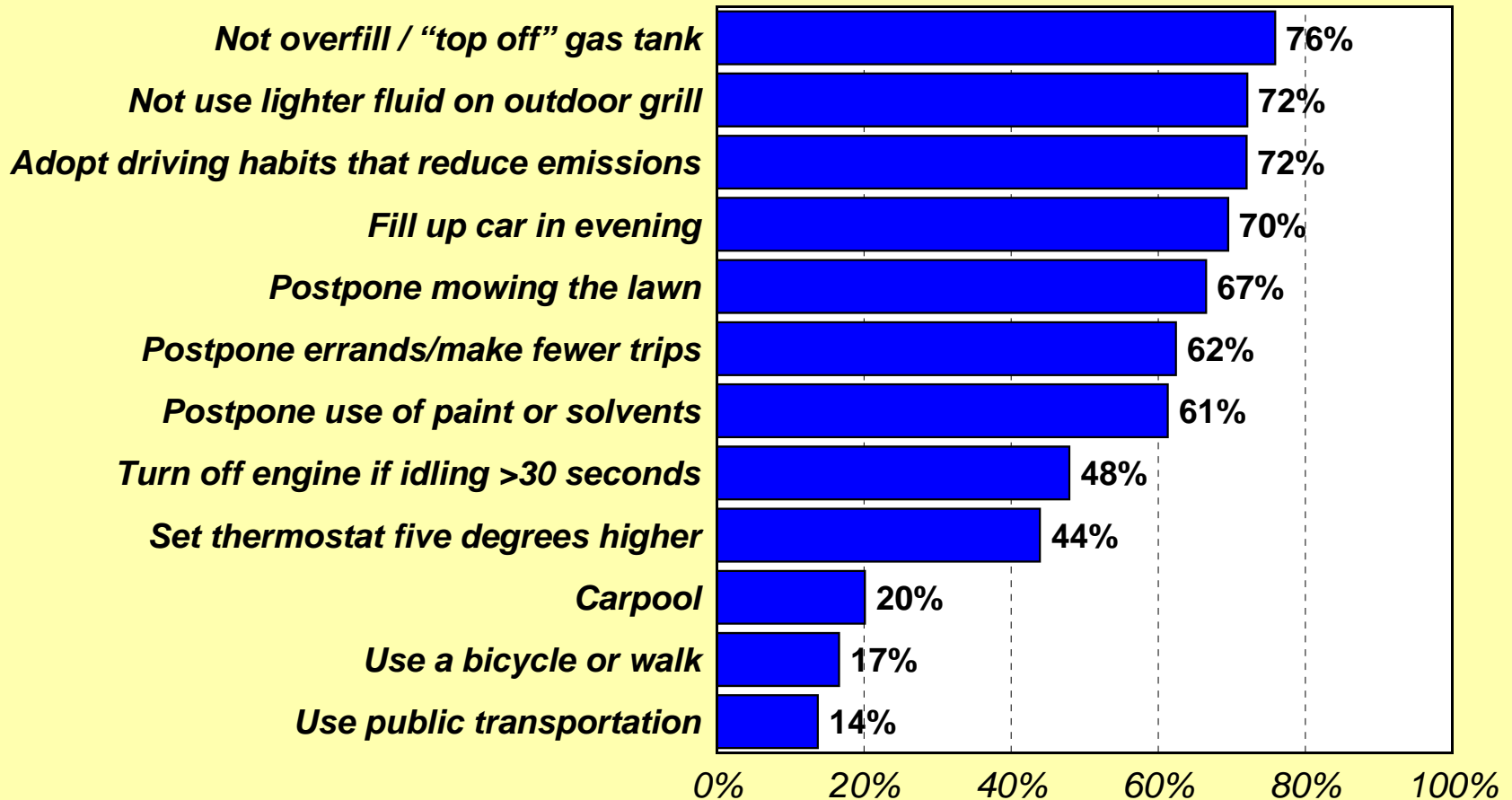
## **Q17b: Actions Kansas City Area Residents Do Regularly (Even When It Is NOT an Ozone Alert Day)**

*By percentage of respondents*



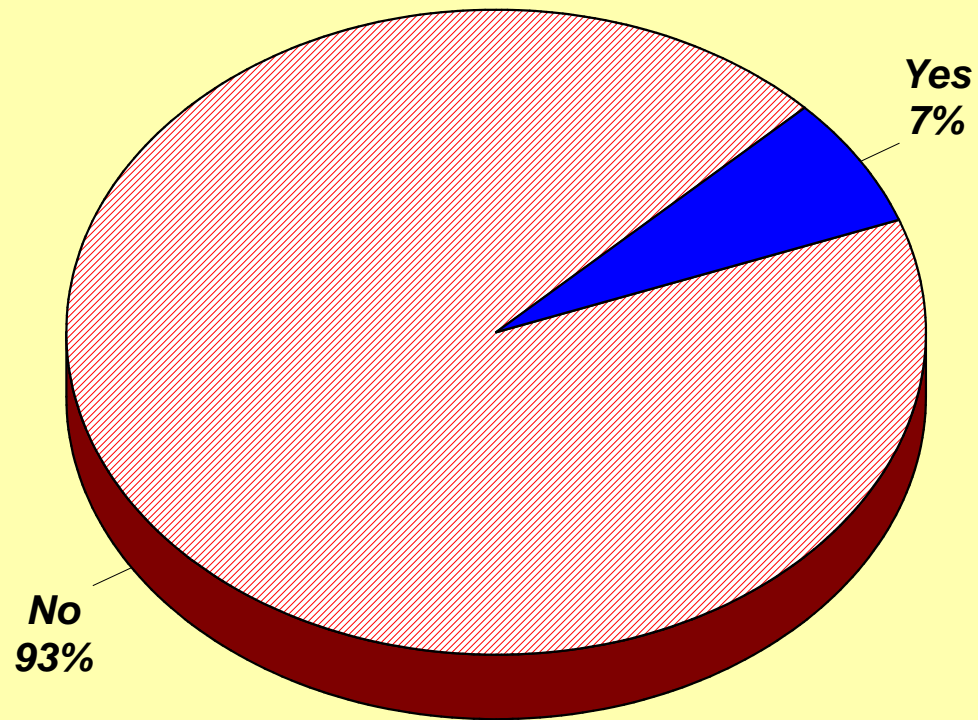
## Q17c: Actions Kansas City Area Residents Already Do In Response to an Ozone Alert Day Notification

By percentage of respondents



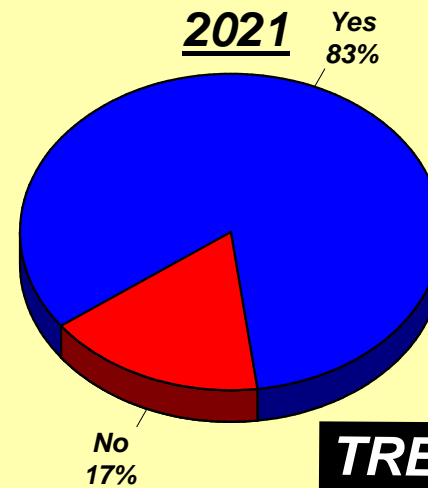
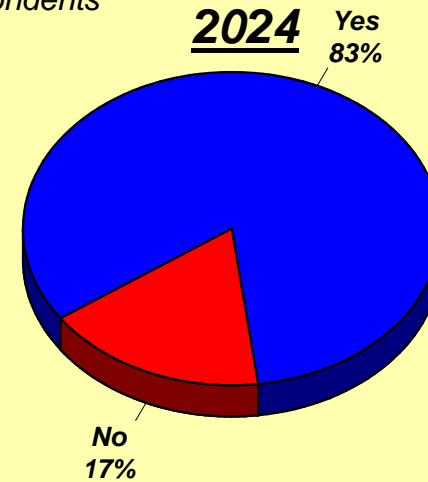
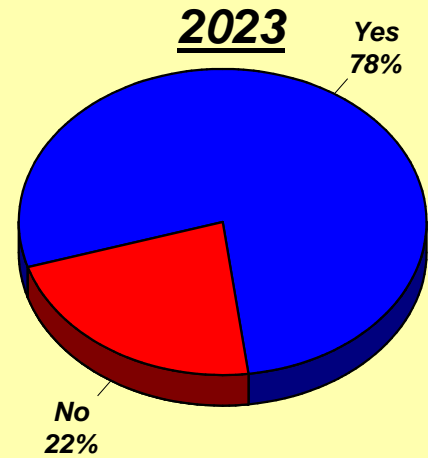
# Q18: *Have you heard about the AirQ Program or AirQKC.org?*

*By percentage of respondents*



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

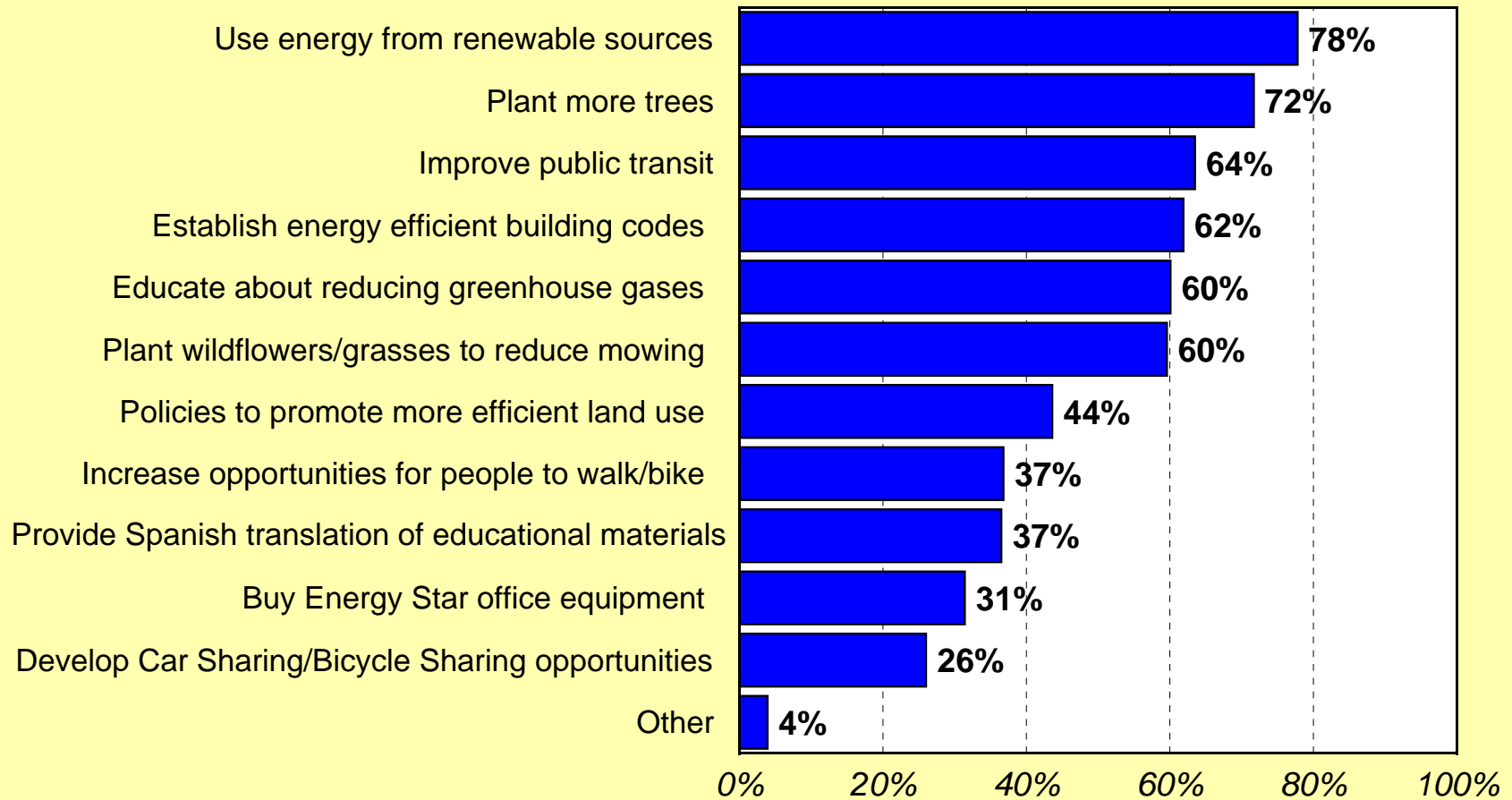
By percentage of respondents



**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?**

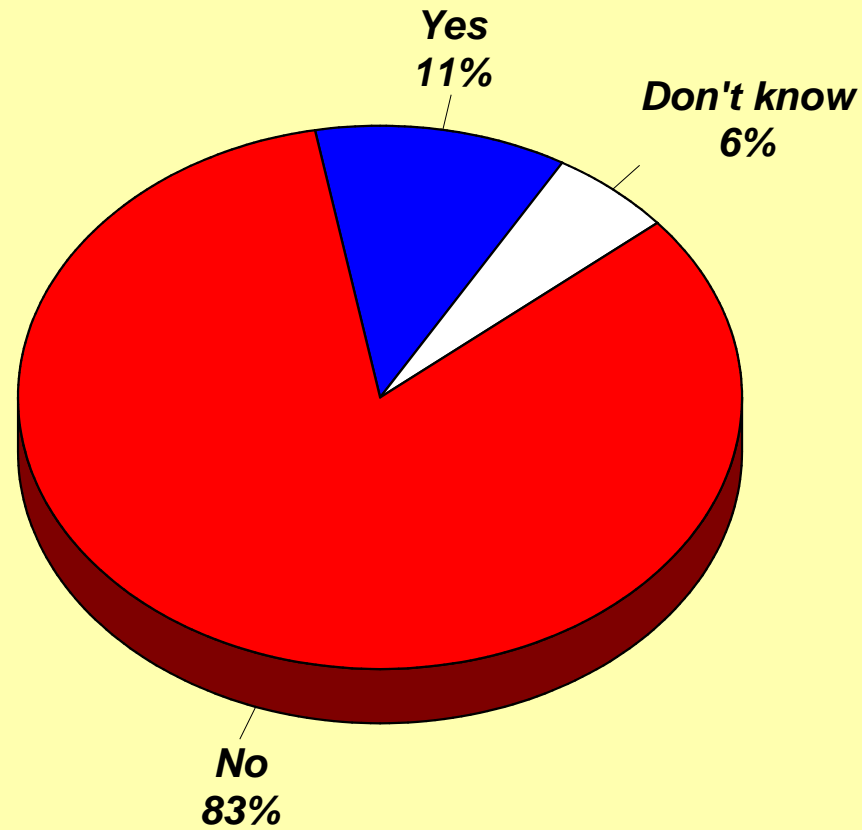
*By percentage of respondents (multiple selections could be made)*





## Q20: Have You Heard About “Operation Green Light”?

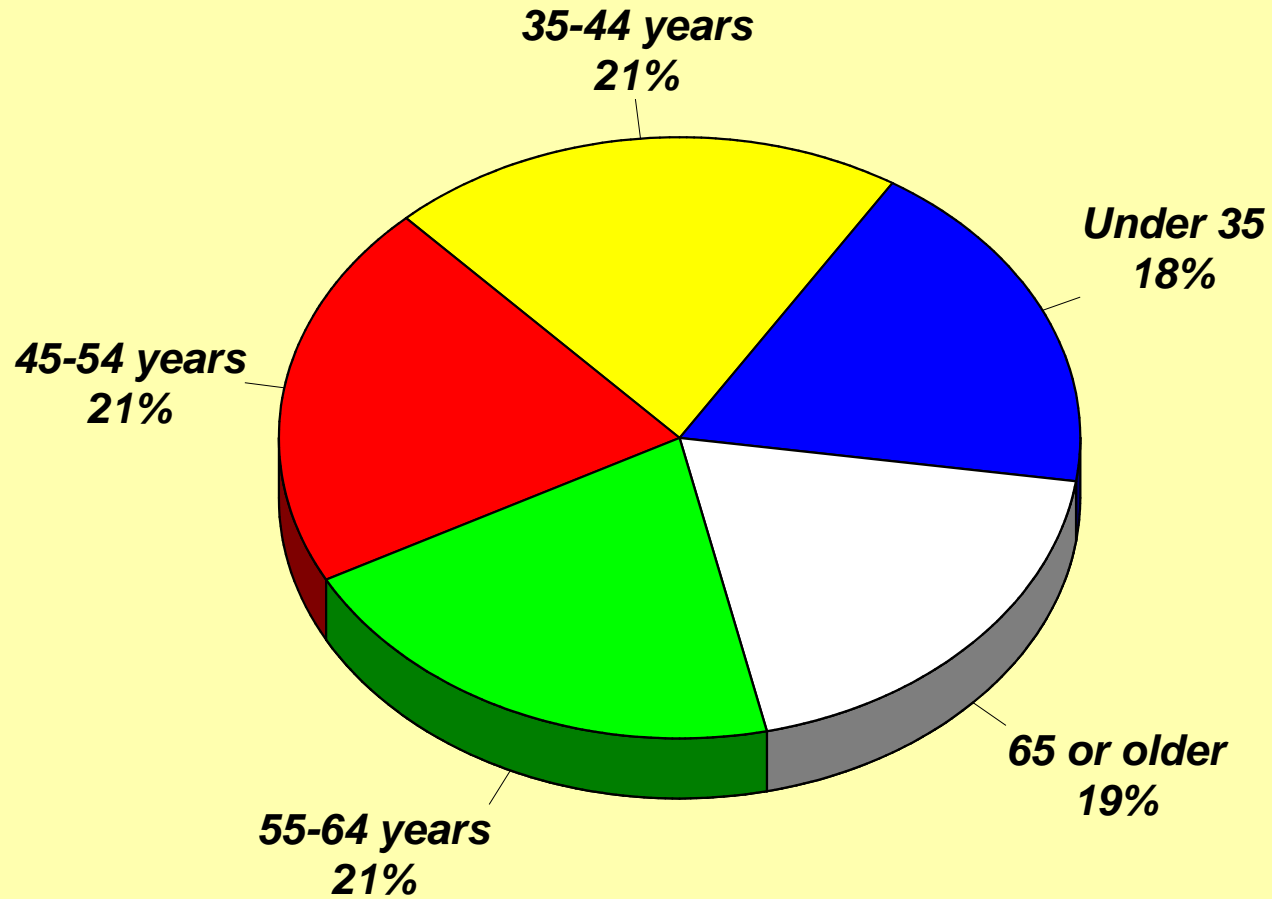
By percentage of respondents



# **Demographics**

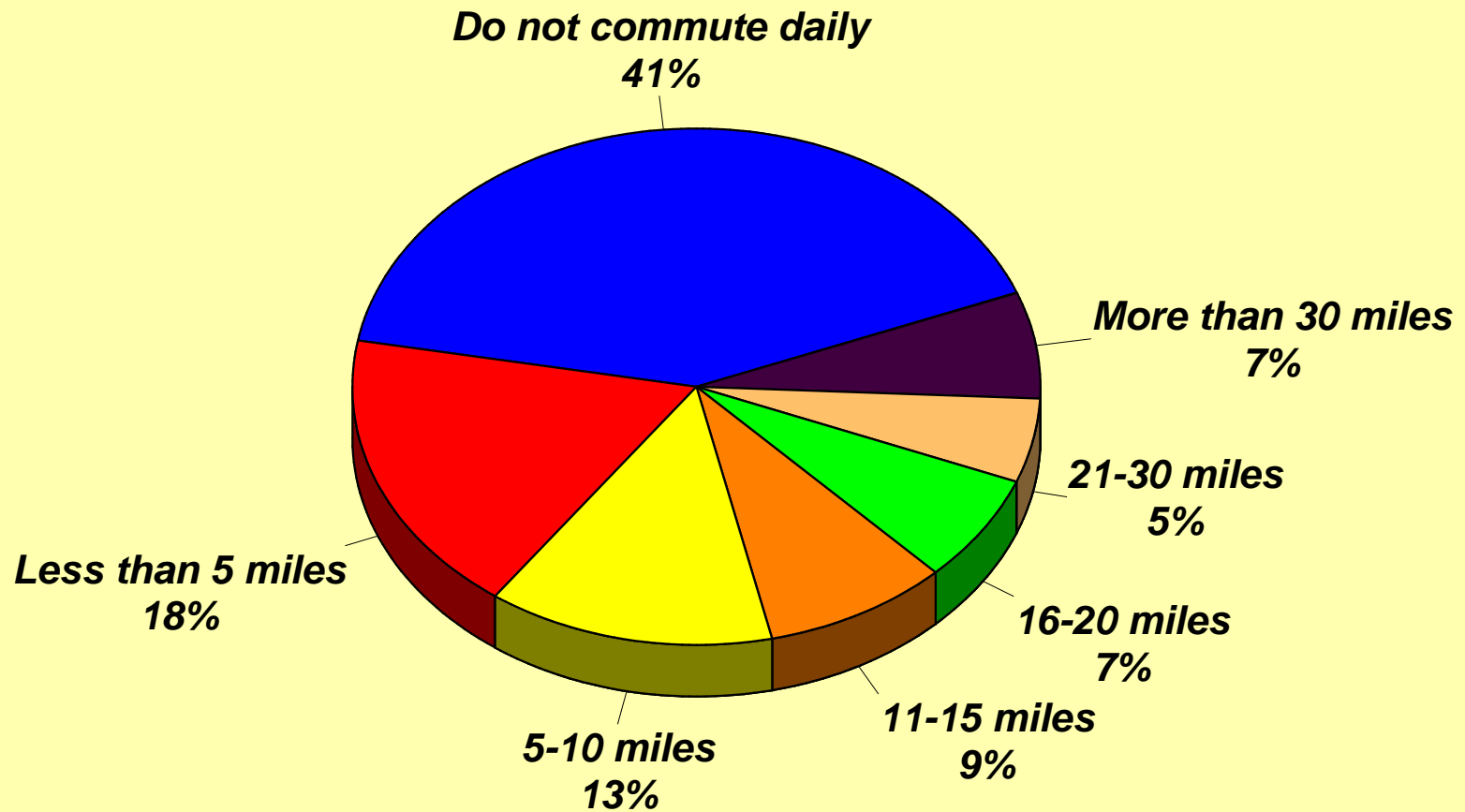
## Age of Respondents

*By percentage of respondents*



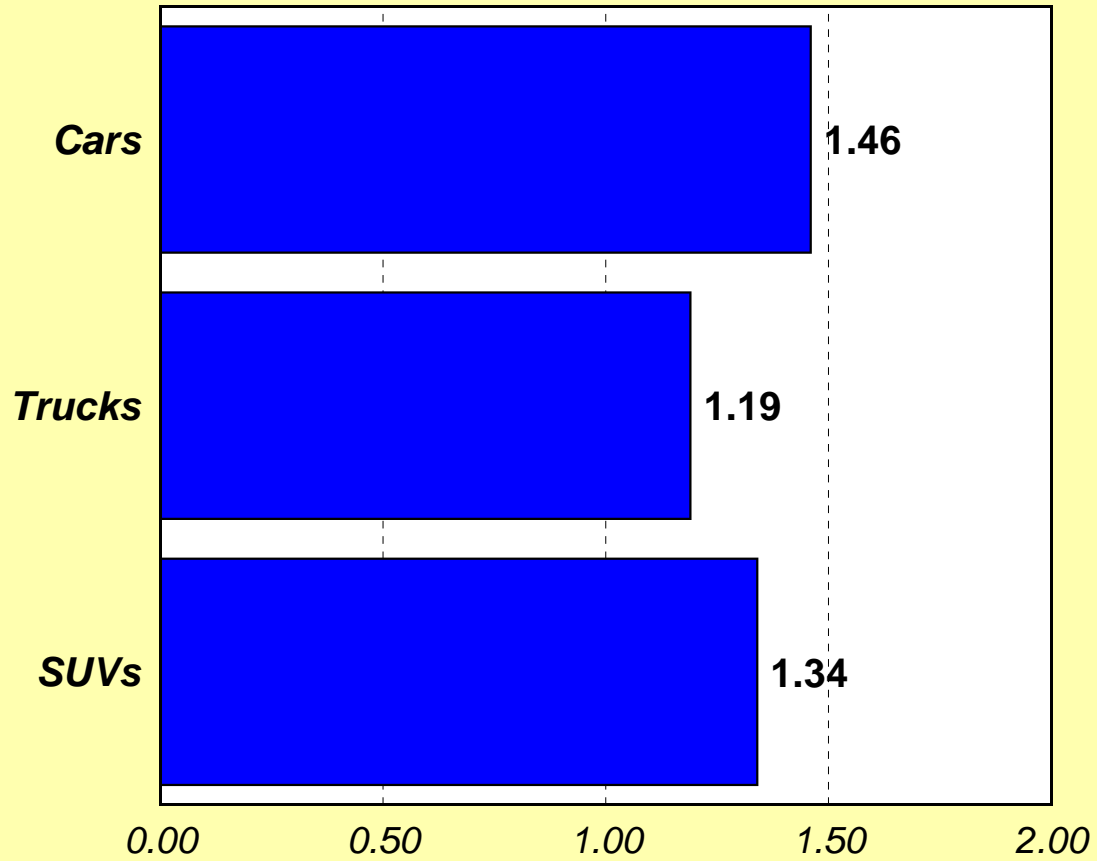
# Average Distance of Normal Daily Commute (one way)

By percentage of respondents



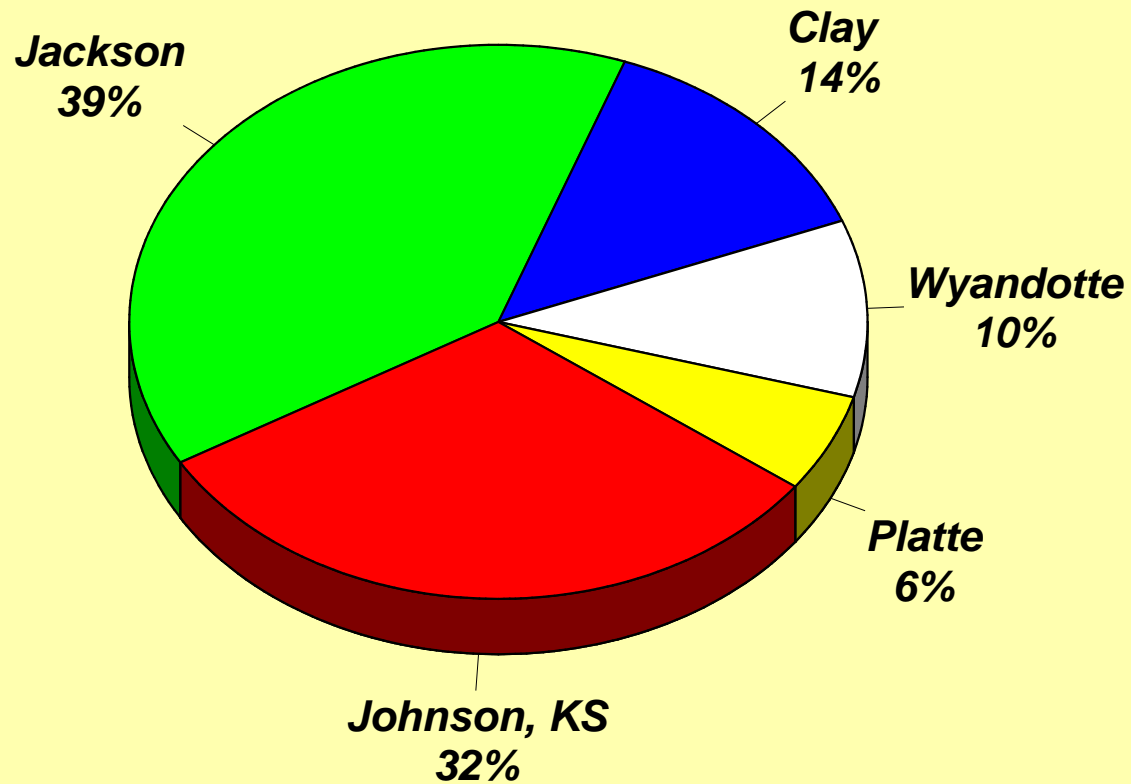
## ***Number of Vehicles Owned by Household***

**Avg. Number of Vehicles Per Household = 3.97**



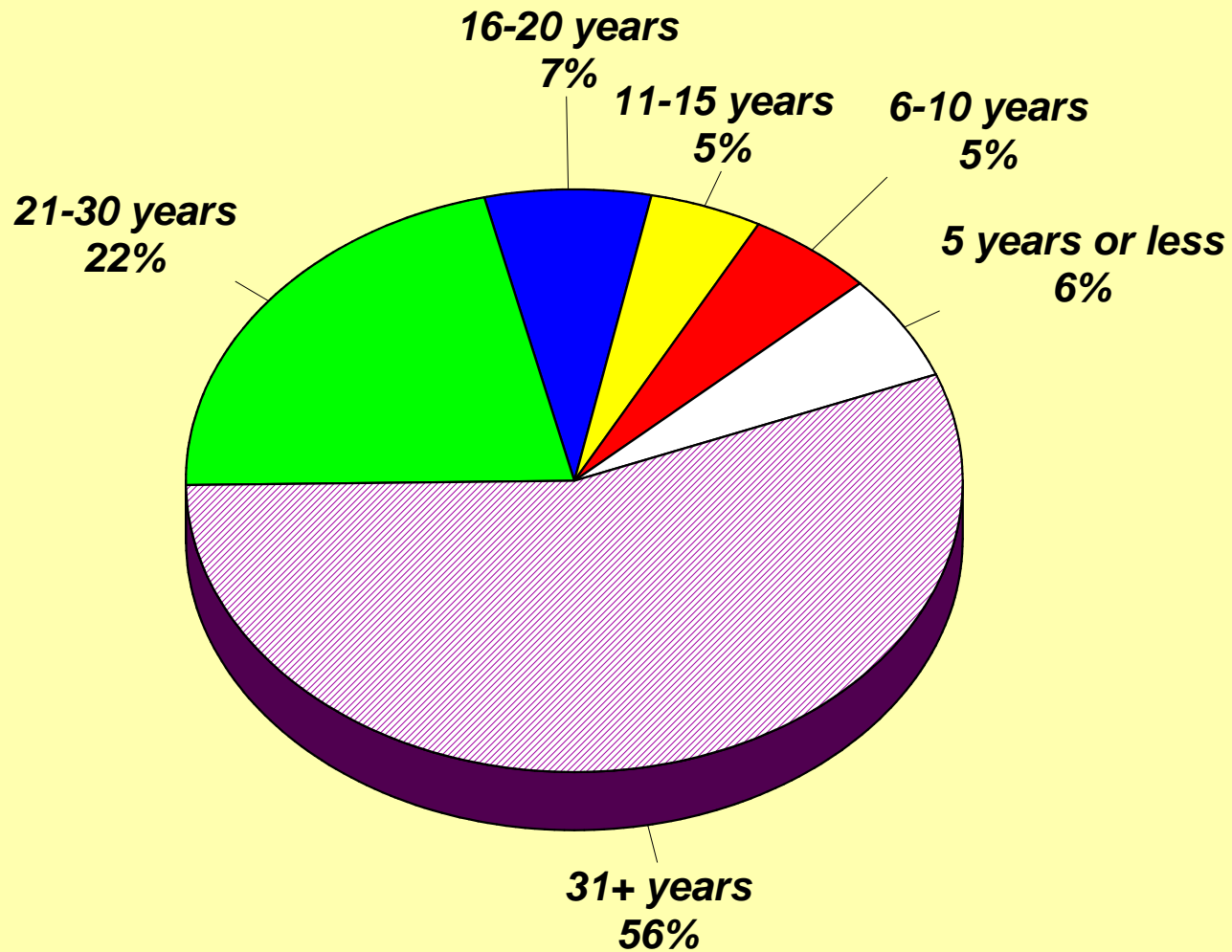
## County Where Respondents Live

*By percentage of respondents*



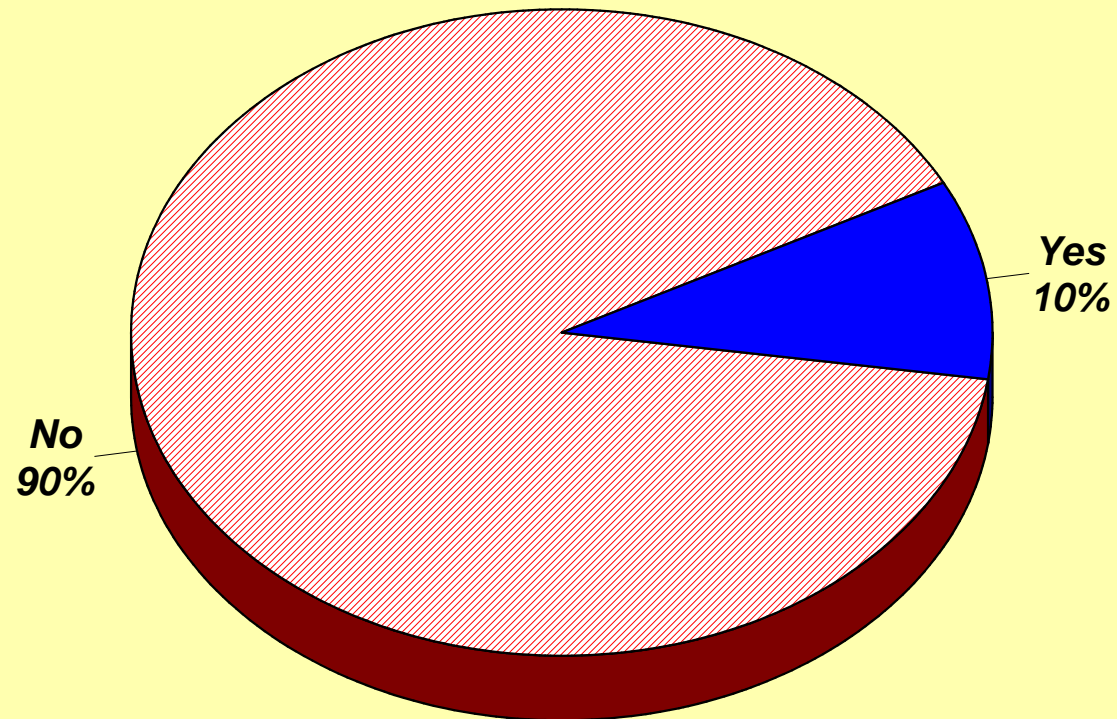
## How long have you lived in the Kansas City area?

By percentage of respondents



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

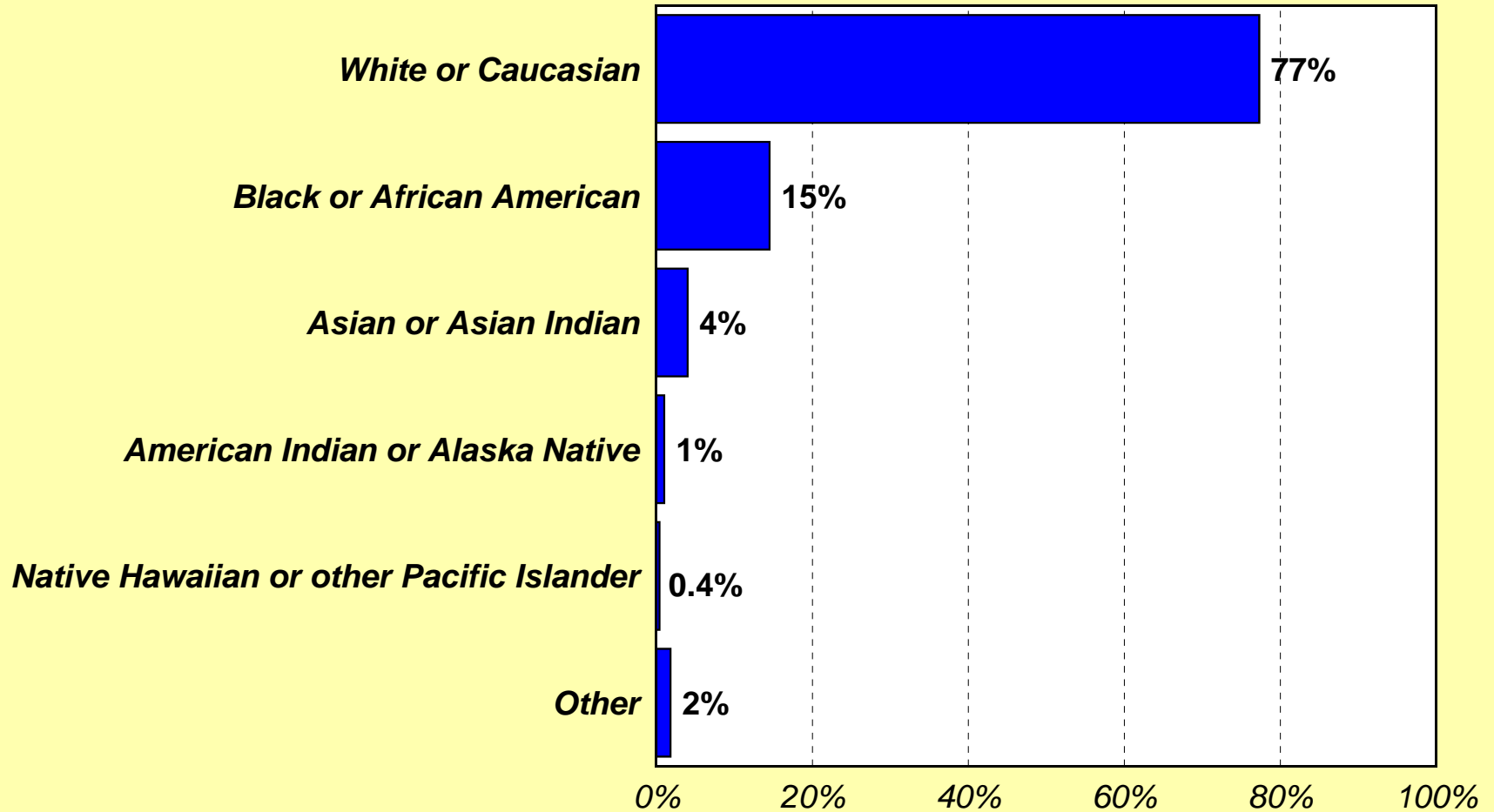
*By percentage of respondents*





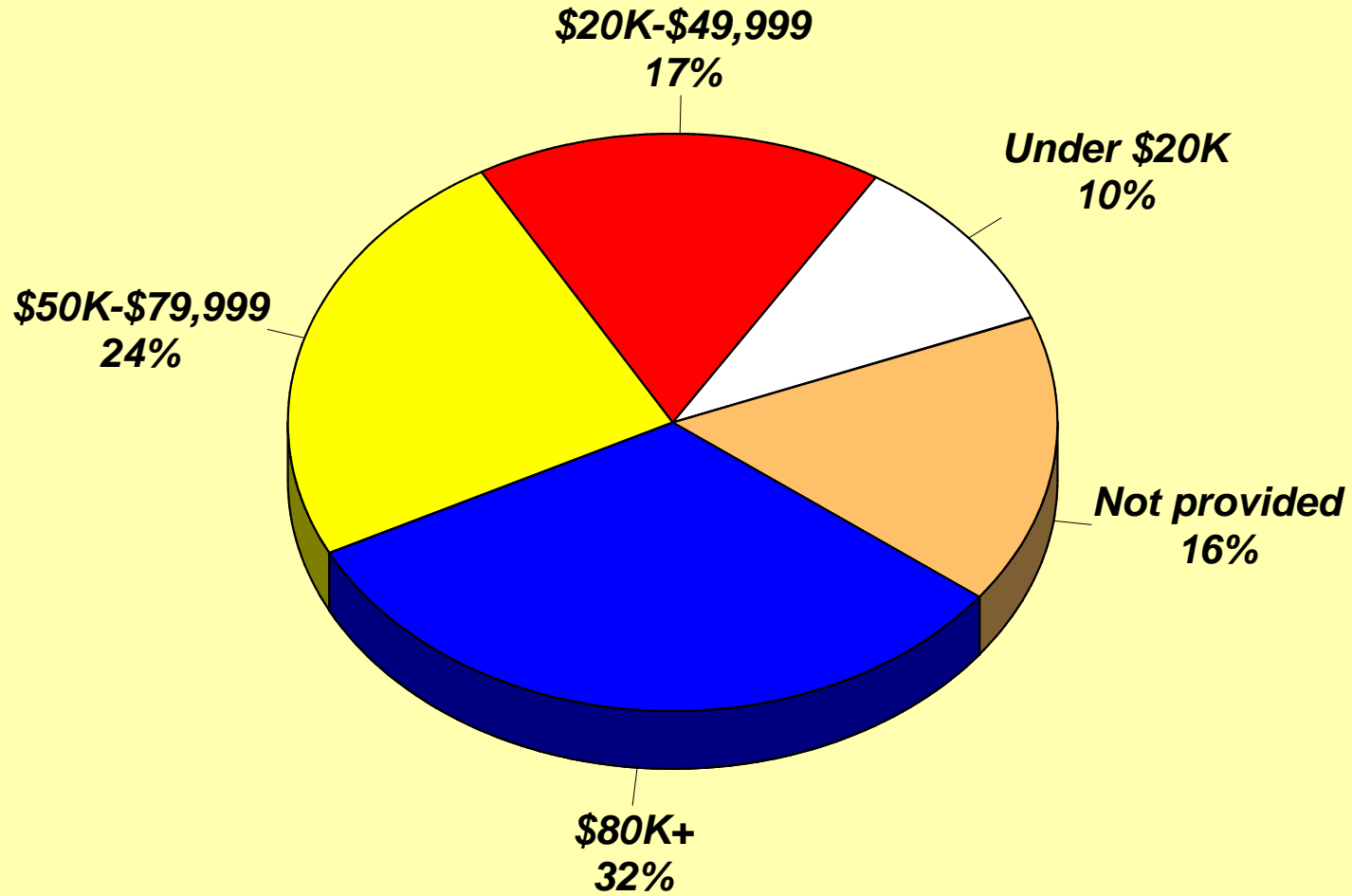
## Race/Ethnicity

By percentage of respondents (multiple selections could be made)



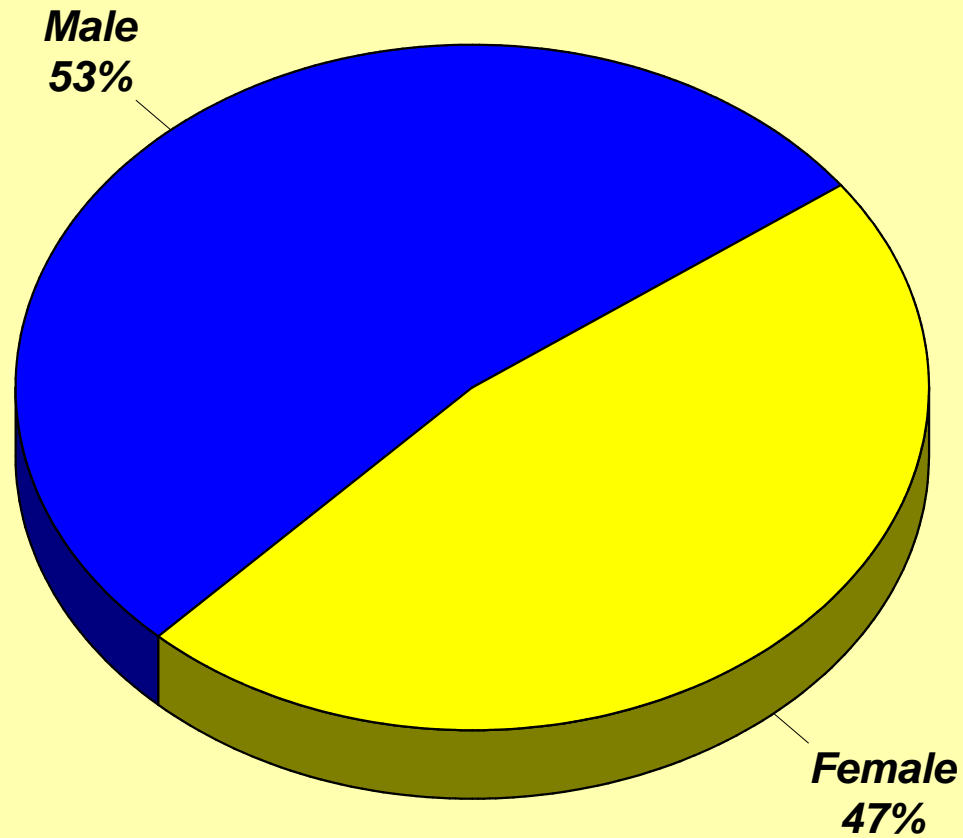
## Annual Household Income

By percentage of respondents



## ***Gender of Respondents***

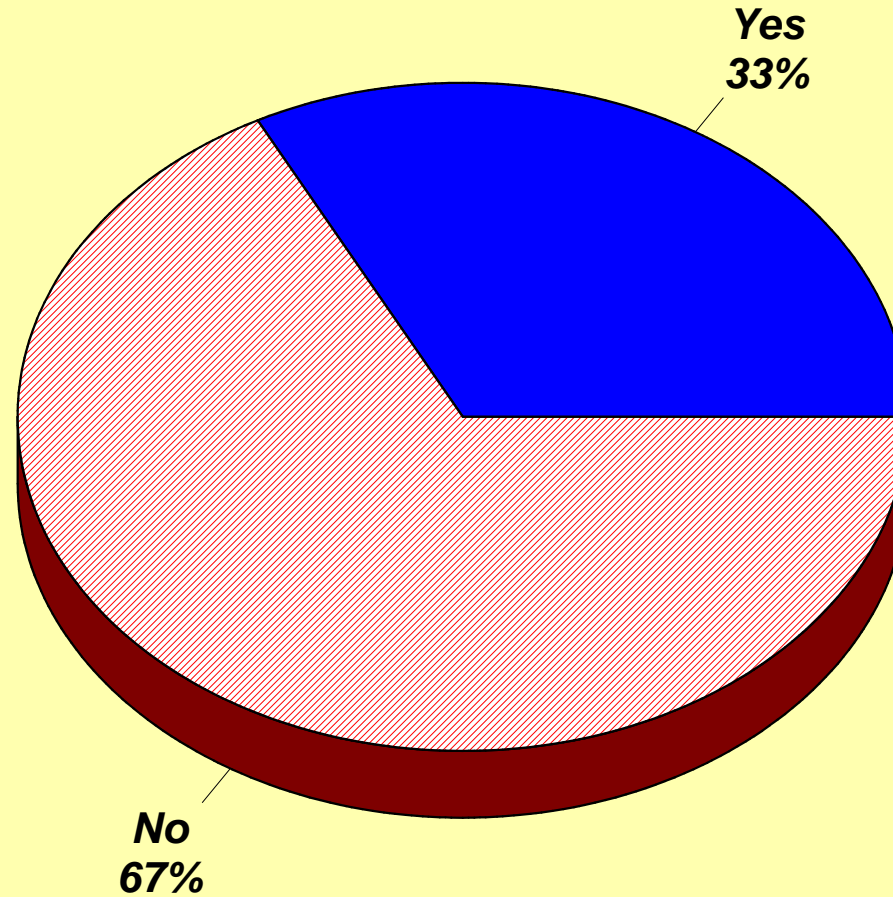
*By percentage of respondents*



*0.4% non-binary  
0.2% preferred to self-describe*

## ***Households with Children 17 Years or Younger***

*By percentage of respondents*



*Section 2:*  
***Tabular Data***

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

<u>Q1. What would you say you are compared to last year</u>	<u>Number</u>	<u>Percent</u>
Are more aware of air quality issues in Kansas City area	225	26.8 %
Have about the same level of awareness of air quality issues	540	64.3 %
Are less aware of air quality issues in Kansas City area	57	6.8 %
Not applicable (did not live in Kansas City area last year)	11	1.3 %
Not provided	7	0.8 %
Total	840	100.0 %

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

<u>Q1. What would you say you are compared to last year</u>	<u>Number</u>	<u>Percent</u>
Are more aware of air quality issues in Kansas City area	225	27.0 %
Have about the same level of awareness of air quality issues	540	64.8 %
Are less aware of air quality issues in Kansas City area	57	6.8 %
Not applicable (did not live in Kansas City area last year)	11	1.3 %
Total	833	100.0 %

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

<u>Q2. Do you think that our natural environment will be better in the future</u>	<u>Number</u>	<u>Percent</u>
Yes	174	20.7 %
No	442	52.6 %
Don't know	224	26.7 %
Total	840	100.0 %

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

<u>Q2. Do you think that our natural environment will be better in the future</u>	<u>Number</u>	<u>Percent</u>
Yes	174	28.2 %
No	442	71.8 %
Total	616	100.0 %

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

<u>Q3. What is air pollution in Kansas City area</u>	<u>Number</u>	<u>Percent</u>
Getting much worse	89	10.6 %
Getting somewhat worse	315	37.5 %
Staying the same	299	35.6 %
Getting somewhat better	72	8.6 %
Getting much better	15	1.8 %
Don't know	50	6.0 %
Total	840	100.0 %

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

<u>Q3. What is air pollution in Kansas City area</u>	<u>Number</u>	<u>Percent</u>
Getting much worse	89	11.3 %
Getting somewhat worse	315	39.9 %
Staying the same	299	37.8 %
Getting somewhat better	72	9.1 %
Getting much better	15	1.9 %
Total	790	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

<u>Environmental Protection Agency</u>	<u>Number</u>	<u>Percent</u>
Zero (air is always healthy)	24	2.9 %
1-5 days	117	13.9 %
6-10 days	133	15.8 %
11-15 days	91	10.8 %
16-20 days	83	9.9 %
20+ days	172	20.5 %
Don't know	220	26.2 %
Total	840	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

<u>Environmental Protection Agency</u>	<u>Number</u>	<u>Percent</u>
Zero (air is always healthy)	24	3.9 %
1-5 days	117	18.9 %
6-10 days	133	21.5 %
11-15 days	91	14.7 %
16-20 days	83	13.4 %
20+ days	172	27.7 %
Total	620	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	383	45.6 %
No	449	53.5 %
Not provided	8	1.0 %
Total	840	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	383	46.0 %
No	449	54.0 %
Total	832	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	302	36.0 %
Somewhat concerned	352	41.9 %
Not sure	78	9.3 %
Not concerned	108	12.9 %
Total	840	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	240	28.6 %
No	542	64.5 %
Don't know	58	6.9 %
Total	840	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	240	30.7 %
No	542	69.3 %
Total	782	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	26	10.8 %
Advertisements in newspapers, magazines, or other print media	21	8.8 %
Television news/weather	194	80.8 %
Commercial TV advertising	25	10.4 %
Spanish language communications	1	0.4 %
Bus advertisements	20	8.3 %
Brochures	9	3.8 %
Radio	66	27.5 %
Streaming radio	6	2.5 %
KC Scout lighted highway message boards	57	23.8 %
Social media (X, Facebook, Instagram, etc.)	64	26.7 %
YouTube (pre-roll ads or program videos)	6	2.5 %
Internet (other than social media)	48	20.0 %
Digital images at KCI Airport	9	3.8 %
Other	11	4.6 %
Total	563	

**Q7a-15. Other:**

Q7a-15. Other	Number	Percent
Weather app	4	36.4 %
My Weatherbug app has air quality and pollen levels and includes alerts	2	18.2 %
Air alerts on mobile phone	2	18.2 %
First Warn 5 app	2	18.2 %
Alerts through the WeatherBug 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.**

<u>Q7b. Most frequent information source</u>	<u>Number</u>	<u>Percent</u>
Billboards	5	2.1 %
Advertisements in newspapers, magazines, or other print media	4	1.7 %
Television news/weather	151	62.9 %
Commercial TV advertising	2	0.8 %
Spanish language communications	1	0.4 %
Bus advertisements	2	0.8 %
Radio	14	5.8 %
KC Scout lighted highway message boards	6	2.5 %
Social media (X, Facebook, Instagram, etc.)	11	4.6 %
Internet (other than social media)	19	7.9 %
Other	10	4.2 %
None chosen	15	6.3 %
Total	240	100.0 %

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

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Internet source that is easy to find	255	30.4 %
Facebook	57	6.8 %
X	3	0.4 %
Instagram	19	2.3 %
Email	75	8.9 %
Specific telephone number to get information	28	3.3 %
City newsletter	45	5.4 %
Your local newspaper	11	1.3 %
Kansas City Star	20	2.4 %
Television	266	31.7 %
Radio	50	6.0 %
None chosen	11	1.3 %
Total	840	100.0 %

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

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Internet source that is easy to find	138	16.4 %
Facebook	113	13.5 %
X	7	0.8 %
Instagram	26	3.1 %
Email	88	10.5 %
Specific telephone number to get information	44	5.2 %
City newsletter	66	7.9 %
Your local newspaper	21	2.5 %
Kansas City Star	32	3.8 %
Television	152	18.1 %
Radio	127	15.1 %
None chosen	26	3.1 %
Total	840	100.0 %

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

<u>Q8. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Internet source that is easy to find	125	14.9 %
Facebook	122	14.5 %
X	20	2.4 %
Instagram	38	4.5 %
Email	109	13.0 %
Specific telephone number to get information	54	6.4 %
City newsletter	63	7.5 %
Your local newspaper	21	2.5 %
Kansas City Star	36	4.3 %
Television	103	12.3 %
Radio	94	11.2 %
None chosen	55	6.5 %
Total	840	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)**

<u>Q8. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Internet source that is easy to find	518	61.7 %
Facebook	292	34.8 %
X	30	3.6 %
Instagram	83	9.9 %
Email	272	32.4 %
Specific telephone number to get information	126	15.0 %
City newsletter	174	20.7 %
Your local newspaper	53	6.3 %
Kansas City Star	88	10.5 %
Television	521	62.0 %
Radio	271	32.3 %
None chosen	11	1.3 %
Total	2439	

**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=840)

	A lot of motivation	4	3	2	Little motivation	Not sure
Q9-1. Global warming/climate change	42.9%	15.2%	13.5%	4.9%	19.5%	4.0%
Q9-2. Reducing smog	39.5%	19.6%	16.5%	8.0%	11.2%	5.1%
Q9-3. Health effects of air pollution	53.3%	18.3%	13.1%	4.3%	7.9%	3.1%
Q9-4. Energy independence	37.3%	20.5%	19.9%	6.9%	9.2%	6.3%
Q9-5. Knowing about new regulations due to EPA violations	21.5%	16.2%	21.0%	9.5%	20.4%	11.4%
Q9-6. Knowing an OZONE ALERT has been issued	48.3%	20.6%	14.2%	6.2%	6.8%	3.9%
Q9-7. Feeling the action is the "right thing to do" or good for the environment	45.4%	20.7%	15.5%	5.6%	8.5%	4.4%
Q9-8. Knowing the action you do is easy & will not interfere with your routine	34.6%	26.1%	17.1%	7.0%	9.5%	5.6%
Q9-9. Knowing that you could save money	51.5%	21.7%	12.4%	5.2%	5.7%	3.5%
Q9-10. Reducing your carbon footprint	35.4%	20.2%	17.5%	7.9%	15.1%	3.9%
Q9-11. Knowing that your local government has developed or is developing a climate protection plan	32.7%	21.4%	15.5%	6.4%	18.2%	5.7%

**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=840)

	A lot of motivation	4	3	2	Little motivation
Q9-1. Global warming/climate change	44.7%	15.9%	14.0%	5.1%	20.3%
Q9-2. Reducing smog	41.7%	20.7%	17.4%	8.4%	11.8%
Q9-3. Health effects of air pollution	55.0%	18.9%	13.5%	4.4%	8.1%
Q9-4. Energy independence	39.8%	21.9%	21.2%	7.4%	9.8%
Q9-5. Knowing about new regulations due to EPA violations	24.3%	18.3%	23.7%	10.8%	23.0%
Q9-6. Knowing an OZONE ALERT has been issued	50.3%	21.4%	14.7%	6.4%	7.1%
Q9-7. Feeling the action is the "right thing to do" or good for the environment	47.4%	21.7%	16.2%	5.9%	8.8%
Q9-8. Knowing the action you do is easy & will not interfere with your routine	36.7%	27.6%	18.2%	7.4%	10.1%
Q9-9. Knowing that you could save money	53.4%	22.4%	12.8%	5.4%	5.9%
Q9-10. Reducing your carbon footprint	36.8%	21.1%	18.2%	8.2%	15.7%
Q9-11. Knowing that your local government has developed or is developing a climate protection plan	34.7%	22.7%	16.4%	6.8%	19.3%



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

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Global warming/climate change	296	35.2 %
Reducing smog	41	4.9 %
Health effects of air pollution	243	28.9 %
Energy independence	48	5.7 %
Knowing about new regulations due to EPA violations	13	1.5 %
Knowing an OZONE ALERT has been issued	56	6.7 %
Feeling the action is the "right thing to do" or good for the environment	30	3.6 %
Knowing the action you do is easy & will not interfere with your routine	20	2.4 %
Knowing that you could save money	53	6.3 %
Reducing your carbon footprint	13	1.5 %
Knowing that your local government has developed or is developing a climate protection plan	17	2.0 %
None chosen	10	1.2 %
Total	840	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?**

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Global warming/climate change	108	12.9 %
Reducing smog	43	5.1 %
Health effects of air pollution	218	26.0 %
Energy independence	52	6.2 %
Knowing about new regulations due to EPA violations	15	1.8 %
Knowing an OZONE ALERT has been issued	81	9.6 %
Feeling the action is the "right thing to do" or good for the environment	89	10.6 %
Knowing the action you do is easy & will not interfere with your routine	40	4.8 %
Knowing that you could save money	81	9.6 %
Reducing your carbon footprint	34	4.0 %
Knowing that your local government has developed or is developing a climate protection plan	54	6.4 %
None chosen	25	3.0 %
Total	840	100.0 %

**SUM OF TOP 2 CHOICES****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)**

<u>Q10. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Global warming/climate change	404	48.1 %
Reducing smog	84	10.0 %
Health effects of air pollution	461	54.9 %
Energy independence	100	11.9 %
Knowing about new regulations due to EPA violations	28	3.3 %
Knowing an OZONE ALERT has been issued	137	16.3 %
Feeling the action is the "right thing to do" or good for the environment	119	14.2 %
Knowing the action you do is easy & will not interfere with your routine	60	7.1 %
Knowing that you could save money	134	16.0 %
Reducing your carbon footprint	47	5.6 %
Knowing that your local government has developed or is developing a climate protection plan	71	8.5 %
None chosen	10	1.2 %
Total	1655	

**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	506	60.2 %
No	322	38.3 %
Not provided	12	1.4 %
Total	840	100.0 %

**WITHOUT "NOT PROVIDED"****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	506	61.1 %
No	322	38.9 %
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	425	50.6 %
No	393	46.8 %
Not provided	22	2.6 %
Total	840	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	425	52.0 %
No	393	48.0 %
Total	818	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	134	31.5 %
CBS-Channel 5	144	33.9 %
Fox-Channel 4	181	42.6 %
ABC-Channel 9	193	45.4 %
Other	7	1.6 %
Total	659	

**Q12a-5. Other:**

Q12a-5. Other	Number	Percent
Local 31	2	28.6 %
Internet	2	28.6 %
NOAA	1	14.3 %
PBS	1	14.3 %
Text notifications and Weather Bug app	1	14.3 %
Total	7	100.0 %

**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	317	74.6 %
Somewhat important	88	20.7 %
Not sure	13	3.1 %
Not important	7	1.6 %
Total	425	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	573	68.2 %
No	237	28.2 %
Not provided	30	3.6 %
Total	840	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	573	70.7 %
No	237	29.3 %
Total	810	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	94	11.2 %
High tire particle counts in the air	43	5.1 %
High ozone levels in the air	496	59.0 %
The hole in the ozone layer has made it unhealthy to be outside	209	24.9 %
The air is dirty/polluted	239	28.5 %
Other	11	1.3 %
I don't know what an "OZONE ALERT" day means	57	6.8 %
Total	1149	

**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	496	63.3 %
The air is dirty/polluted	239	30.5 %
The hole in the ozone layer has made it unhealthy to be outside	209	26.7 %
High mold/pollen levels in the air	94	12.0 %
High tire particle counts in the air	43	5.5 %
Other	11	1.4 %
Total	1092	

**Q14-6. Other:**

Q14-6. Other	Number	Percent
Heavy heat index	2	25.0 %
Population related.	2	25.0 %
High temperatures small shadow	1	12.5 %
Protect from sun	1	12.5 %
Pollution in the air isn't being distributed due to lack of air	1	12.5 %
And healthy for anyone to be outside	1	12.5 %
Total	8	100.0 %

**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	371	44.2 %
Somewhat important	323	38.5 %
Not sure	85	10.1 %
Not important	61	7.3 %
Total	840	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	47	5.6 %
Radio	228	27.1 %
Streaming audio (Pandora/Spotify)	15	1.8 %
Morning television	458	54.5 %
Evening television	390	46.4 %
Website(s)	92	11.0 %
KC Scout lighted highway message boards	149	17.7 %
Electronic billboards	36	4.3 %
Social media (X, Facebook, Instagram, etc.)	129	15.4 %
Other	72	8.6 %
Total	1616	

**Q16-6. Which website(s)?**

- AccuWeather
- AccuWeather
- AccuWeather
- AccuWeather
- AccuWeather
- AirNow
- AirQKC
- aitrnow.gov
- Can't remember
- Channel 5 news
- Facebook
- Facebook
- Facebook
- Facebook
- Fox4
- Fox4, KCTV5, KMBC
- Fox4KC.com/weather
- Google
- Google
- Google. Weather App
- iPhone weather ap
- KCMO's web site
- Kmbc or KCTV5
- KMBZ; others
- Kshb 41
- Local news websites
- Local weather and news sites
- MARC
- News
- News
- News stations
- NOAA
- NOAA
- NOAA (and MARC) AQI -- airnow.gov
- NOAH , local news, weather app on my iPhone
- on internet
- Plume
- The Weather Channel
- The Weather Channel
- Weather
- Weather
- Weather



**Q16-6. Which website(s)?**

- Weather alert
- Weather app
- Weather app
- Weather app
- weather bus
- Weather Channel
- Weather Channel
- Weather Channel
- Weather Channel
- Weather Channel
- weather service
- Weather sites
- Weather website
- Weather, AccuWeather
- Weather, news
- Weather.com
- Weather.com
- Weather.com
- Weather.com
- weather.gov
- Weather.gov and weather.com
- "Weather" on my I-phone
- WeatherBug, MyRadar
- Whether bug
- wunderground

**Q16-10. Other**

- All of them
- amazon echo updates on home screen
- Bus
- Cell phone weather
- Chiefs Jumbotron.
- email from aviation
- Email from UG.
- FAMILY AND/OR FRIEND (AFFECTS ON OTHERS HEALTH)
- First Warns 5 app
- Friend sharing information
- Google home alert
- I think maybe 2 years ago I heard it on the news. But not 4 the past 2 years here in kcks have I heard it anywhere.
- Internal hospitalization.
- KC metro bus system
- Local TV news and weather.
- Metro buses
- Metropolitan buses.
- Missouri Department of Natural resources has an air quality monitor which I check almost daily. I can tell when I am having a bad day health wise that our air is dirty. Let's talk about those coal-fired power plants, eh?
- National weather service
- Neighbor mentioned it
- Never heard it. In Arizona is was constant their air quality sucks.
- News apps
- No heard anything like that
- NOAA (and MARC) AQI -- airnow.gov
- NOAA Weather App
- On weather apps that describe air quality
- On Weatherbug app
- PBS
- phone alerts
- Shawnee Mission Post
- Sports training app
- The weather app on my Android phone
- The weather channel app
- TV
- TV
- Weather app
- Weather app
- Weather app
- Weather app
- Weather app

- **Q16-10. Other**

- Weather app
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- Weather app
- Weather app on my phone
- Weather app on my phone
- Weather app on my phone
- Weather app on my phone
- Weather app, air now and plume app
- Weather channel on Internet
- Weather site on iPhone
- WeatherBug app

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

<u>Q16a. Source consulted most often</u>	<u>Number</u>	<u>Percent</u>
Newspaper	11	1.3 %
Radio	54	6.4 %
Streaming audio (Pandora/Spotify)	5	0.6 %
Morning television	263	31.3 %
Evening television	197	23.5 %
Website(s)	93	11.1 %
KC Scout lighted highway message boards	31	3.7 %
Electronic billboards	5	0.6 %
Social media (X, Facebook, Instagram, etc.)	93	11.1 %
Other	47	5.6 %
<u>None chosen</u>	<u>41</u>	<u>4.9 %</u>
Total	840	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=840)

	Very willing	Willing	Neutral	Unwilling	Very unwilling	Not sure
Q17-1. Carpool to reduce travel miles	17.1%	27.0%	24.0%	10.6%	11.0%	10.2%
Q17-2. Postpone mowing lawn with gasoline-powered lawnmower until the next good or "GREEN" air quality day	46.3%	34.4%	8.3%	3.7%	3.2%	4.0%
Q17-3. Not use lighter fluid on an outdoor charcoal grill	58.9%	20.1%	9.4%	4.0%	2.3%	5.2%
Q17-4. Fill up your car with gasoline in the evening rather than during the day	55.0%	28.1%	8.9%	3.7%	2.7%	1.5%
Q17-5. Not overfill or "top off" your gas tank	59.3%	24.0%	8.3%	2.3%	3.1%	3.0%
Q17-6. Use public transportation	11.8%	13.3%	19.4%	19.4%	24.0%	12.0%
Q17-7. Use a bicycle or walk to work or to run errands	9.8%	13.5%	17.7%	19.6%	30.7%	8.7%
Q17-8. Postpone non-essential errands or make fewer driving trips by car until the next good or "GREEN" air quality day	35.0%	38.9%	15.8%	4.4%	4.4%	1.4%
Q17-9. Set your thermostat five degrees higher to reduce electricity demand in the summer	14.5%	38.7%	16.8%	15.5%	12.1%	2.4%
Q17-10. Postpone use of paint or solvents until the next good or "GREEN" air quality day	46.1%	31.8%	11.5%	3.8%	2.6%	4.2%
Q17-11. Turn engine off while waiting for longer than 30 seconds in car	33.0%	30.4%	16.7%	9.2%	6.7%	4.2%
Q17-12. Adopt driving habits that reduce emissions, such as reducing rapid acceleration & driving to maintain your speed	43.0%	39.0%	10.0%	3.0%	2.5%	2.5%
Q17-13. Other	2.6%	1.9%	0.8%	0.0%	0.0%	94.6%

**WITHOUT "NOT SURE"**

**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=840)

	Very willing	Willing	Neutral	Unwilling	Very unwilling
Q17-1. Carpool to reduce travel miles	19.1%	30.1%	26.8%	11.8%	12.2%
Q17-2. Postpone mowing lawn with gasoline-powered lawnmower until the next good or "GREEN" air quality day	48.3%	35.9%	8.7%	3.8%	3.3%
Q17-3. Not use lighter fluid on an outdoor charcoal grill	62.2%	21.2%	9.9%	4.3%	2.4%
Q17-4. Fill up your car with gasoline in the evening rather than during the day	55.9%	28.5%	9.1%	3.7%	2.8%
Q17-5. Not overfill or "top off" your gas tank	61.1%	24.8%	8.6%	2.3%	3.2%
Q17-6. Use public transportation	13.4%	15.2%	22.1%	22.1%	27.3%
Q17-7. Use a bicycle or walk to work or to run errands	10.7%	14.7%	19.4%	21.5%	33.6%
Q17-8. Postpone non-essential errands or make fewer driving trips by car until the next good or "GREEN" air quality day	35.5%	39.5%	16.1%	4.5%	4.5%
Q17-9. Set your thermostat five degrees higher to reduce electricity demand in the summer	14.9%	39.6%	17.2%	15.9%	12.4%
Q17-10. Postpone use of paint or solvents until the next good or "GREEN" air quality day	48.1%	33.2%	12.0%	4.0%	2.7%
Q17-11. Turn engine off while waiting for longer than 30 seconds in car	34.4%	31.7%	17.4%	9.6%	7.0%
Q17-12. Adopt driving habits that reduce emissions, such as reducing rapid acceleration & driving to maintain your speed	44.1%	40.0%	10.3%	3.1%	2.6%
Q17-13. Other	48.9%	35.6%	15.6%	0.0%	0.0%

**Q17-13. Other**

- Any action that is or becomes crucial to clean air.
- Any recommendations from reliable sources.
- Anything that hasn't already been stated.
- Anything that would help.
- Anything that would make a difference.
- Because people have to work and they drive long distant .plus when cutting grass it only what people have to do to keep .the grass for getting taller.
- carpool, plan trips
- Change habits of household activities. Help educate & spread the word.
- City transportation
- Combine errands with family.
- Depends on what is being asked or told and possibly not applicable to me-retired
- Dong what I can to reduce my carbon footprint
- drive an EV
- Go electric
- Growing as many plants as possible.
- Have workplaces give permission for everyone to work at home. Sorry, but this is a major duh option! On the turn your thermostat 5 degrees higher, that is not reasonable for those of us who are already environmentally conscious to do - my family keeps ours at 78 already. If everyone would do that or was forced to do that and not just put the temperature wherever they wanted (especially including businesses!), it would ease demand significantly. There's no reason that anyone should need the air conditioning lower than about 74.
- I'd be happy to take public transportation, if it were more convenient.
- Make errands in one outing properly aligned for efficiency.
- no plastic no gas
- Not burning anything in the outdoor fire pit.
- Outlaw drive-through restaurants
- People also need to keep their cars maintained
- Plant more trees
- recycle, buy glass products, solar if was affordable
- Reduce the fireworks on the 4th of July to where only professionals can light them off
- Run dryer at night, turn lights off, unplug unused electronics.
- Saving energy and water consumption and not washing a half empty load.
- Since I have COPD W/ASTHMA when it's an OZONE ALERT DAY I can't go outside. So my carbon footprint for the day will be 0
- Something that would help that I could do
- stay home
- Study more about ways to help my community and environment and also keep influencing others to help do their part
- There needs to be a change to the traffic lights. Remove lights that cause excessive idling such as those just there for ease of access to shopping centers.
- Try to work from home and not drive as much
- Use less electricity in prime time usage
- Using cruise control to regulate fuel usage while driving.

**Q17-13. Other**

- Using the dishwasher, washer and dryer between 4am and 8am or after 8pm.
- Void using car unless absolutely necessary. No bbq if outside on those days. Neighbors and I carpooling to grocery store.
- Volunteering to disseminate information
- Welcome new suggestions of how to tackle the problem
- What is being recommended for the good of air quality for us all...
- Whatever recommendations are scientifically shown to help.
- Work from home to reduce commute to office
- Work from home. You should engage companies in kansas city to allow work from home on high ozone days. When employees can of course
- Work with local government to ensure native landscaping is adopted throughout the county
- Working hard and trying to absolve the issues of the ozone layer being infiltrated with mold and fungus and pollen
- Working remotely to stay off the roads
- Would need to determine.



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

(N=840)

	Yes	No	Not provided
Q17-1. Carpool to reduce travel miles	20.8%	71.1%	8.1%
Q17-2. Postpone mowing lawn with gasoline-powered lawnmower until the next good or "GREEN" air quality day	59.5%	33.5%	7.0%
Q17-3. Not use lighter fluid on an outdoor charcoal grill	69.4%	22.5%	8.1%
Q17-4. Fill up your car with gasoline in the evening rather than during the day	60.8%	33.1%	6.1%
Q17-5. Not overfill or "top off" your gas tank	78.5%	17.1%	4.4%
Q17-6. Use public transportation	12.9%	79.9%	7.3%
Q17-7. Use a bicycle or walk to work or to run errands	16.4%	75.7%	7.9%
Q17-8. Postpone non-essential errands or make fewer driving trips by car until the next good or "GREEN" air quality day	56.8%	35.5%	7.7%
Q17-9. Set your thermostat five degrees higher to reduce electricity demand in the summer	42.4%	53.7%	3.9%
Q17-10. Postpone use of paint or solvents until the next good or "GREEN" air quality day	56.4%	33.8%	9.8%
Q17-11. Turn engine off while waiting for longer than 30 seconds in car	48.1%	46.7%	5.2%
Q17-12. Adopt driving habits that reduce emissions, such as reducing rapid acceleration & driving to maintain your speed	75.5%	19.9%	4.6%
Q17-13. Other	3.0%	0.5%	96.5%

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

(N=840)

	Yes	No
Q17-1. Carpool to reduce travel miles	22.7%	77.3%
Q17-2. Postpone mowing lawn with gasoline-powered lawnmower until the next good or "GREEN" air quality day	64.0%	36.0%
Q17-3. Not use lighter fluid on an outdoor charcoal grill	75.5%	24.5%
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	82.1%	17.9%
Q17-6. Use public transportation	13.9%	86.1%
Q17-7. Use a bicycle or walk to work or to run errands	17.8%	82.2%
Q17-8. Postpone non-essential errands or make fewer driving trips by car until the next good or "GREEN" air quality day	61.5%	38.5%
Q17-9. Set your thermostat five degrees higher to reduce electricity demand in the summer	44.1%	55.9%
Q17-10. Postpone use of paint or solvents until the next good or "GREEN" air quality day	62.5%	37.5%
Q17-11. Turn engine off while waiting for longer than 30 seconds in car	50.8%	49.2%
Q17-12. Adopt driving habits that reduce emissions, such as reducing rapid acceleration & driving to maintain your speed	79.2%	20.8%
Q17-13. Other	86.2%	13.8%

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

(N=840)

	Yes	No	Not provided
Q17-1. Carpool to reduce travel miles	17.6%	70.0%	12.4%
Q17-2. Postpone mowing lawn with gasoline-powered lawnmower until the next good or "GREEN" air quality day	57.7%	29.0%	13.2%
Q17-3. Not use lighter fluid on an outdoor charcoal grill	59.9%	23.2%	16.9%
Q17-4. Fill up your car with gasoline in the evening rather than during the day	60.4%	26.5%	13.1%
Q17-5. Not overfill or "top off" your gas tank	65.8%	21.0%	13.2%
Q17-6. Use public transportation	11.9%	75.2%	12.9%
Q17-7. Use a bicycle or walk to work or to run errands	14.5%	72.7%	12.7%
Q17-8. Postpone non-essential errands or make fewer driving trips by car until the next good or "GREEN" air quality day	55.0%	33.1%	11.9%
Q17-9. Set your thermostat five degrees higher to reduce electricity demand in the summer	39.0%	50.0%	11.0%
Q17-10. Postpone use of paint or solvents until the next good or "GREEN" air quality day	52.5%	33.2%	14.3%
Q17-11. Turn engine off while waiting for longer than 30 seconds in car	41.7%	45.4%	13.0%
Q17-12. Adopt driving habits that reduce emissions, such as reducing rapid acceleration & driving to maintain your speed	62.7%	24.4%	12.9%
Q17-13. Other	2.9%	1.0%	96.2%

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

(N=840)

	Yes	No
Q17-1. Carpool to reduce travel miles	20.1%	79.9%
Q17-2. Postpone mowing lawn with gasoline-powered lawnmower until the next good or "GREEN" air quality day	66.5%	33.5%
Q17-3. Not use lighter fluid on an outdoor charcoal grill	72.1%	27.9%
Q17-4. Fill up your car with gasoline in the evening rather than during the day	69.5%	30.5%
Q17-5. Not overfill or "top off" your gas tank	75.9%	24.1%
Q17-6. Use public transportation	13.7%	86.3%
Q17-7. Use a bicycle or walk to work or to run errands	16.6%	83.4%
Q17-8. Postpone non-essential errands or make fewer driving trips by car until the next good or "GREEN" air quality day	62.4%	37.6%
Q17-9. Set your thermostat five degrees higher to reduce electricity demand in the summer	43.9%	56.1%
Q17-10. Postpone use of paint or solvents until the next good or "GREEN" air quality day	61.3%	38.8%
Q17-11. Turn engine off while waiting for longer than 30 seconds in car	47.9%	52.1%
Q17-12. Adopt driving habits that reduce emissions, such as reducing rapid acceleration & driving to maintain your speed	72.0%	28.0%
Q17-13. Other	75.0%	25.0%

**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	56	6.7 %
No	784	93.3 %
Total	840	100.0 %

**Q18-1. Where did you hear about the AirQ Program or the website, AirQKC.org?**

Q18-1. Where did you hear about AirQ Program or AirQKC.org	Number	Percent
MARC	6	17.6 %
Facebook	4	11.8 %
TV	3	8.8 %
Email	2	5.9 %
Bus	2	5.9 %
News media	2	5.9 %
Website	2	5.9 %
Newscast	2	5.9 %
News	2	5.9 %
Weather Channel	1	2.9 %
Social media, City of Mission	1	2.9 %
This survey	1	2.9 %
Internet	1	2.9 %
Social media and television	1	2.9 %
Work	1	2.9 %
Newspaper	1	2.9 %
Mail	1	2.9 %
Radio/NPR	1	2.9 %
Total	34	100.0 %

**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	695	82.7 %
No	145	17.3 %
Total	840	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	441	63.5 %
Increase opportunities for people to walk & bicycle	256	36.8 %
Establish policies that promote more efficient land use	303	43.6 %
Plant more trees	498	71.7 %
Reduce the need for lawn mowing by planting wildflowers & native grasses	414	59.6 %
Buy Energy Star office equipment	218	31.4 %
Educate government employees & local residents about things individuals can do to reduce greenhouse gases	418	60.1 %
Provide Spanish translation of educational materials about things individuals can do to reduce greenhouse gas emissions	254	36.5 %
Use energy from renewable sources like solar & wind	541	77.8 %
Establish energy efficient building codes	430	61.9 %
Develop car sharing or bicycle sharing opportunities	181	26.0 %
Other	27	3.9 %
Total	3981	

**Q19a-12. Other**

- Adopt city planning ideas as in the book The 15-minute City.
- All viable options should be considered
- Anything not listed that is beneficial
- Appeal to lawmakers to eliminate caps on personal stored energy. Monthly savings don't warrant solar investment because we can only go "off grid" less than 50% of energy use per month.
- Ban fireworks and control smoke
- Build major power grids on wasteland away from cities, or farmland – desert Southwest
- Clay county is not walker/bike friendly
- Encourage work from home opportunities, perhaps offer tax discount.
- Government provide grants to homeowners (not just businesses) for making energy efficiency upgrades to homes.
- I am disabled. I drove my 2005 Chevy Aveo with less than 27 thousand miles 60 miles between December and June of this year. Your questions really don't include people like me. That's why so many questions haven't been answered.
- I'm also interested in air quality regarding transmission of airborne infections. We need better air quality standards.
- make solar panels really affordable so it pays off before you die or move
- Offer tax incentives and grant money to help homeowners make changes like add solar panels or return portions of their yard to prairie and plant trees. Change the codes to legally allow for more native plants. Offer free or cheap native plants, etc.
- Promote Leed certification for buildings. Also, mandate ways to reduce trash and litter. Make solar power cheap for apartment buildings to obtain. I see a lot of apartments being built and it would be a step forward to make them all solar powered without it being costly for landlords. The streetcar is not enough for public transit in the city. We should have a subway system.
- Put in passenger rail/light rail/monorail lines into Kansas City, and from JCCC to Lawrence.
- Remove non essential traffic signals that cause excessive idling such as those for ease of access to shopping centers. Time other lights so you do not stop and idle within view of your last stop light.
- Shut down the meth labs
- Solar power for government buildings, solar incentives for citizens, more electric vehicles for government, local EV incentives, more free or affordable EV charging stations.
- Stop mowing roadsides unless growth is a safety hazard.
- stop using plastic
- Support or Subsidize housing insulation. Socialize utilities -- replace 'profit' with 'service'.
- Upgrade insulation in older housing (which has been more cost-effective than most of what was suggested above); tax conspicuous consumption; ... .
- We are retired. We need communities where you can walk to store and restaurants near your home. We need retirement community developments. We could move from our homes so young people could buy them and we could move to communities that would work better for us.
- We should consider Any recommendations

**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	93	11.1 %
No	700	83.3 %
Don't know	47	5.6 %
Total	840	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	93	11.7 %
No	700	88.3 %
Total	793	100.0 %

**Q21. What is your age?**

Q21. Your age	Number	Percent
18-34	153	18.2 %
35-44	173	20.6 %
45-54	173	20.6 %
55-64	172	20.5 %
65+	161	19.2 %
Not provided	8	1.0 %
Total	840	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q21. What is your age? (without "not provided")**

Q21. Your age	Number	Percent
18-34	153	18.4 %
35-44	173	20.8 %
45-54	173	20.8 %
55-64	172	20.7 %
65+	161	19.4 %
Total	832	100.0 %



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

<u>Q22. How far is your normal daily commute one-way</u>	<u>Number</u>	<u>Percent</u>
Not employed, work from home, or retired	340	40.5 %
Less than 5 miles	147	17.5 %
5-10 miles	109	13.0 %
11-15 miles	72	8.6 %
16-20 miles	57	6.8 %
21-30 miles	43	5.1 %
30+ miles	53	6.3 %
Not provided	19	2.3 %
Total	840	100.0 %

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

<u>Q22. How far is your normal daily commute one-way</u>	<u>Number</u>	<u>Percent</u>
Not employed, work from home, or retired	340	41.4 %
Less than 5 miles	147	17.9 %
5-10 miles	109	13.3 %
11-15 miles	72	8.8 %
16-20 miles	57	6.9 %
21-30 miles	43	5.2 %
30+ miles	53	6.5 %
Total	821	100.0 %

**Q23. How many CARS are in your household?**

Q23. How many cars are in your household	Number	Percent
1	372	44.3 %
2	180	21.4 %
3	18	2.1 %
4+	16	1.9 %
Not provided	254	30.2 %
Total	840	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
1	372	63.5 %
2	180	30.7 %
3	18	3.1 %
4+	16	2.7 %
Total	586	100.0 %

**Q23. How many TRUCKS are in your household?**

Q23. How many trucks are in your household	Number	Percent
1	172	20.5 %
2+	33	3.9 %
Not provided	635	75.6 %
Total	840	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
1	172	83.9 %
2+	33	16.1 %
Total	205	100.0 %

**Q23. How many SUVs are in your household?**

<u>Q23. How many SUVs are in your household</u>	<u>Number</u>	<u>Percent</u>
1	283	33.7 %
2	106	12.6 %
3+	14	1.7 %
Not provided	437	52.0 %
Total	840	100.0 %

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

<u>Q23. How many SUVs are in your household</u>	<u>Number</u>	<u>Percent</u>
1	283	70.2 %
2	106	26.3 %
3+	14	3.5 %
Total	403	100.0 %

**Q23. Total Operating Vehicles in the Household**

	<u>Mean</u>	<u>Sum</u>
Number	3.97	151
Q23. How many cars are in your household	1.46	858
Q23. How many trucks are in your household	1.19	244
Q23. How many SUVs are in your household	1.34	542

**Q24. What County do you live in?**

<u>Q24. What County do you live in</u>	<u>Number</u>	<u>Percent</u>
Clay	115	13.7 %
Jackson	326	38.8 %
Johnson (Kansas)	265	31.5 %
Platte	49	5.8 %
Wyandotte	85	10.1 %
Total	840	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	50	6.0 %
6-10	45	5.4 %
11-15	39	4.6 %
16-20	56	6.7 %
21-30	180	21.4 %
31+	463	55.1 %
Not provided	7	0.8 %
Total	840	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	50	6.0 %
6-10	45	5.4 %
11-15	39	4.7 %
16-20	56	6.7 %
21-30	180	21.6 %
31+	463	55.6 %
Total	833	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	82	9.8 %
No	758	90.2 %
Total	840	100.0 %

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

<u>Q27. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	34	4.0 %
Black or African American	122	14.5 %
American Indian or Alaska Native	8	1.0 %
White or Caucasian	649	77.3 %
Native Hawaiian or other Pacific Islander	3	0.4 %
Other	15	1.8 %
Total	831	

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

<u>Q27-6. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Hispanic	4	26.7 %
Latino	2	13.3 %
Hispanic/White	2	13.3 %
Mexican	2	13.3 %
Irish	2	13.3 %
European	2	13.3 %
2 or more races	1	6.7 %
Total	15	100.0 %

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

<u>Q28. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$20K	87	10.4 %
\$20K-\$49,999	143	17.0 %
\$50K-\$79,999	203	24.2 %
\$80K+	272	32.4 %
Not provided	135	16.1 %
Total	840	100.0 %

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

<u>Q28. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$20K	87	12.3 %
\$20K-\$49,999	143	20.3 %
\$50K-\$79,999	203	28.8 %
\$80K+	272	38.6 %
Total	705	100.0 %

**Q29. Your gender:**

<u>Q29. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	442	52.6 %
Female	393	46.8 %
Non-binary	3	0.4 %
Prefer to self-describe	2	0.2 %
Total	840	100.0 %

**Q29-4. Self-describe your gender:**

<u>Q29-4. Self-describe your gender</u>	<u>Number</u>	<u>Percent</u>
Gender fluid	2	100.0 %
Total	2	100.0 %

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

<u>Q30. Are there children 17 or younger residing in your household</u>	<u>Number</u>	<u>Percent</u>
Yes	270	32.1 %
No	560	66.7 %
Not provided	10	1.2 %
Total	840	100.0 %

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

<u>Q30. Are there children 17 or younger residing in your household</u>	<u>Number</u>	<u>Percent</u>
Yes	270	32.5 %
No	560	67.5 %
Total	830	100.0 %

*Section 3:*  
*Survey Instrument*

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June 2024

## 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](http://MARCAirQualitySurvey.com). As our way of thanking everyone who participates, ETC Institute will randomly select one respondent to receive a \$500 Visa gift card.

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](mailto:airq@marc.org).

Sincerely,

A handwritten signature in black ink that reads "Douglas J. Norsby".

Doug Norsby  
Air Quality Program  
Mid-America Regional Council





# 2024 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](https://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](mailto: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
- (2) Getting somewhat worse
- (3) Staying the same
- (4) Getting somewhat better
- (5) Getting much 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)
- (2) 1-5 days
- (3) 6-10 days
- (4) 11-15 days
- (5) 16-20 days
- (6) More than 20 days
- (9) Don't know

**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         | 07. City newsletter      |
| 02. Facebook                                     | 08. Your local newspaper |
| 03. 'X'  | 09. Kansas City Star     |
| 04. Instagram                                    | 10. Television           |
| 05. Email  | 11. Radio                |
| 06. Specific telephone number to get information |                          |

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 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 ALERT" days?

\_\_\_\_(1) Yes      \_\_\_\_ (2) No

14. What do you think an "OZONE 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 ALERT" day means

15. How important is it for you to know when it is an "OZONE 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 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 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 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 Alert day)?		Do you already do this in response to an Ozone 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](http://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 from home, or retired	____(3) 5-10 miles	____(6) 21-30 miles
____(2) Less than 5 miles	____(4) 11-15 miles	____(7) More than 30 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: _____

