

AMERICAN LUNG ASSOCIATION Comparison of Data

In 1998 through 2004 and in 2006 and 2007, UNICOM • ARC conducted a telephone survey on behalf of the American Lung Association. In all eight surveys, approximately 600 interviews were conducted from residents of selected Illinois and Missouri counties.

The following presents comparisons (when applicable) from each of the nine surveys. Only questions that were asked on two or more of the surveys are included in this comparison.

Response	St. Louis Metropolitan area								
	1998	1999	2000	2001	2002	2003	2004	2006	2007
Right Direction	54.3%	56.0%	52.5%	51.2%	45.9%	53.3%	54.5%	56.7%	52.4%
Mixed	18.3%	13.9%	20.7%	17.4%	15.8%	11.1%	11.5%	11.9%	11.3%
Wrong Direction	15.9%	18.1%	15.7%	14.2%	27.5%	27.0%	25.2%	21.8%	23.1%
Other/DK	11.5%	11.9%	11.1%	17.2%	10.8%	8.6%	8.8%	9.6%	13.1%

Response	Participant's Local Area								
	1998	1999	2000	2001	2002	2003	2004	2006	2007
Right Direction	70.3%	69.1%	63.6%	67.5%	60.0%	68.2%	63.8%	64.7%	62.9%
Mixed	9.5%	10.8%	15.1%	12.3%	13.6%	5.5%	8.5%	9.9%	8.0%
Wrong Direction	17.8%	16.5%	18.2%	17.2%	23.4%	23.3%	24.5%	21.3%	22.3%
Other/DK	2.5%	3.6%	3.1%	3.0%	3.0%	3.0%	3.2%	4.1%	6.8%

“I’m going to read a list of local challenges facing the St. Louis area. Tell me if you think each challenge is a very high priority, a somewhat high priority, not much of a priority, or not at a priority at all.”

Prioritizing Challenges Facing the Area

Challenge	Very/Somewhat High Priority								
	1998	1999	2000	2001	2002	2003	2004	2006*	2007*
Economic Development	88.7%	86.3%	86.3%	90.4%	87.7%	91.2%	90.8%	83.6%	79.9%
Environmental Problems	80.9%	87.8%	83.3%	85.3%	83.3%	83.3%	78.8%	74.3%	75.9%
Traffic and Congestion	84.5%	83.7%	83.8%	83.4%	83.1%	82.3%	81.3%	80.8%	78.7%
Fighting Urban Sprawl	59.8%	62.6%	62.4%	61.8%	58.5%	61.3%	56.7%	54.6%	53.4%
Road construction	-	-	-	-	-	-	-	-	82.9%

* In 2006 and 2007, this question was asked about challenges facing the *bi-state area* instead of the St. Louis Area.

“Do you have plans to adjust your commute or have you already adjusted your commute to work due to current or planned road construction in the bi-state area? Would you say you have adjusted your plans daily, sometimes, or not at all?”

Response	%	
	2006	2007
Daily	15.8%	18.0%
Sometimes	17.9%	18.8%
Not at all	56.8%	57.4%
Other/don’t know	9.4%	5.8%

“Now I’m going to read a list of environmental problems that many communities are facing. For each, tell me if it is a very serious problem in your community, a moderately serious problem, not very serious, or not at all a serious problem.”

Issue	Very/Moderately Serious								
	1998	1999	2000	2001	2002	2003	2004	2006*	2007*
Lack of landfill space	46.7%	42.1%	51.6%	39.7%	45.6%	48.2%	51.3%	55.7%	60.4%
Water pollution	45.0%	43.3%	45.2%	36.6%	43.1%	44.5%	45.5%	49.8%	55.1%
Poor air quality	54.1%	57.7%	58.1%	49.2%	58.2%	61.6%	59.0%	62.2%	67.6%
Inadequate recycling programs	54.0%	47.6%	44.9%	45.0%	43.9%	51.5%	52.8%	51.0%	61.7%
Noise pollution	40.4%	35.3%	37.7%	33.4%	32.8%	37.6%	34.5%	34.3%	42.9%

* In 2006 and 2007, this question was asked about challenges facing the *bi-state area* instead of “your community.”

“How familiar are you with daily air quality information? Would you say you are very familiar, somewhat familiar, not very familiar, or not at all familiar?”

Response	Percent Responding								
	1998	1999	2000	2001	2002	2003	2004	2006	2007
Very Familiar	17.3%	25.5%	30.1%	24.0%	33.2%	37.6%	31.3%	30.6%	32.9%
Somewhat Familiar	52.8%	45.3%	43.2%	45.9%	43.1%	37.3%	40.3%	39.4%	38.6%
Not Very Familiar	19.1%	17.2%	16.6%	20.2%	14.9%	15.4%	17.8%	18.1%	15.8%
Not At All Familiar	10.3%	11.9%	9.6%	9.9%	8.6%	9.8%	10.5%	11.2%	12.0%
Other/don't know	0.3%	0.2%	0.5%	0.0%	0.2%	0.0%	0.0%	0.7%	0.7%
Total Familiar	70.1%	70.8%	73.3%	69.9%	76.3%	74.8%	71.7%	70.0%	71.5%
Total Not Familiar	29.4%	29.1%	26.2%	30.1%	23.5%	25.2%	28.3%	29.3%	27.8%

“How familiar are you with daily air quality forecasts? Would you say you are very familiar, somewhat familiar, not very familiar, or not at all familiar?”

Response	Percent Responding						
	2000	2001	2002	2003	2004	2006	2007
Very Familiar	34.9%	31.0%	38.3%	38.6%	33.5%	38.3%	37.4%
Somewhat Familiar	43.0%	46.9%	44.1%	36.6%	40.7%	39.3%	41.6%
Not Very Familiar	14.4%	13.9%	11.4%	17.2%	17.5%	16.0%	15.9%
Not At All Familiar	7.6%	8.3%	8.6%	7.6%	8.2%	5.9%	0.4%
Total Familiar	78.0%	77.8%	82.4%	75.2%	74.2%	77.6%	79.0%
Total Not Familiar	22.0%	22.2%	17.4%	24.8%	25.7%	21.8%	20.6%

“There are many ways people learn about daily air quality. What would you say is the primary way you learned about daily air quality information this past summer?”

Response	Percent Responding	
	2006	2007
Television	74.1%	70.4%
Radio	6.8%	6.0%
Employer	0.4%	1.0%
Department of Transportation signs	9.7%	7.1%
Newspaper	3.9%	3.4%
Science Center Overpass	0.8%	1.2%
American Lung Association	0.0%	0.0%
Internet	2.3%	6.0%

“Please tell me if you have received air quality information from each of the following sources during the past summer?”

Response	% Yes	
	2006	2007
Television	70.1%	70.3%
Radio	55.3%	57.6%
Employer	6.0%	4.2%
Department of Transportation signs	40.1%	37.9%
Newspaper	47.1%	49.3%
Science Center Overpass	26.7%	26.4%
American Lung Association	19.7%	19.0%
Internet	20.9%	26.1%

“What television station did you hear that air quality information from?”

Response	Percent Responding								
	1998	1999	2000	2001	2002	2003	2004	2006	2007
KSDK channel 5	22.0%	27.3%	33.1%	29.0%	29.9%	21.9%	24.7%	31.9%	33.1%
KMOV channel 4	29.1%	29.6%	36.1%	30.0%	28.2%	29.6%	28.5%	27.2%	25.5%
KTVI channel 2	5.0%	8.0%	10.4%	10.9%	15.1%	12.7%	14.2%	15.1%	16.8%
KPLR channel 11	-	-	0.7%	1.0%	0.5%	0.7%	0.7%	2.1%	2.0%
Not asked	37.7%	27.1%	-	22.5%	20.7%	27.3%	23.8%	11.4%	12.1%
Don't Know	4.5%	5.9%	18.5%	6.5%	5.8%	7.8%	8.2%	8.1%	5.5%

“What television station do you think of when you hear air quality information?”

Response	Percent Responding							
	1999	2000	2001	2002	2003	2004	2006	2007
KSDK channel 5	36.1%	33.1%	31.5%	36.5%	28.6%	30.8%	30.0%	33.4%
KMOV channel 4	35.6%	36.1%	34.4%	32.0%	33.3%	32.0%	28.7%	27.3%
KTVI channel 2	10.6%	10.4%	13.1%	18.4%	15.4%	16.2%	14.3%	16.6%
KPLR channel 11	1.0%	0.7%	1.5%	1.0%	0.7%	1.3%	3.3%	2.8%
Don't Know	15.5%	18.5%	18.6%	13.1%	22.0%	19.7%	23.8%	19.8%

“The American Lung Association occasionally declares a “Red Air Quality Day” in St. Louis which means that the air quality is potentially unhealthy. When there is a red air quality day, would you say you are always aware, usually aware, sometimes aware, rarely aware or never aware?”

Response	Percent Responding								
	1998	1999	2000	2001	2002	2003	2004	2006	2007
Always	17.6%	15.7%	20.9%	17.4%	21.9%	21.2%	15.8%	16.9%	18.6%
Usually	34.1%	35.5%	35.9%	32.1%	35.7%	37.4%	37.0%	33.6%	30.6%
Sometimes	27.9%	27.6%	25.3%	30.8%	26.0%	23.5%	27.3%	29.0%	27.8%
Rarely	11.6%	12.3%	10.9%	11.1%	9.8%	11.1%	9.8%	10.4%	14.5%
Never	8.3%	8.3%	6.6%	8.1%	6.0%	6.6%	9.8%	9.0%	7.7%
Other/DK	0.5%	0.5%	0.3%	0.5%	0.7%	0.2%	0.2%	1.1%	0.8%

“How does this daily air quality reporting cause you to change your behavior? Would you say this daily air quality reporting has caused you to change your behavior a lot, some, not a lot, or has not changed at all?”

Response	Percent Responding								
	1998	1999	2000	2001	2002	2003	2004	2006	2007
A Lot	10.3%	9.2%	10.9%	9.8%	10.6%	10.1%	12.0%	8.3%	10.6%
Some	36.9%	30.7%	32.0%	27.0%	31.7%	32.8%	25.0%	30.5%	27.1%
Not Very Much	20.9%	25.5%	19.0%	23.3%	25.5%	16.1%	18.0%	18.9%	19.0%
Not At All	29.7%	33.8%	37.9%	39.2%	31.8%	40.6%	43.8%	41.4%	42.1%
Other/DK	2.2%	0.8%	0.8%	0.2%	0.7%	0.3%	0.5%	1.0%	1.2%
A Lot/Some	47.2%	39.9%	39.9%	42.9%	36.8%	42.3%	42.9%	38.8%	37.8%
Not Very Much/ Not At All	50.6%	59.3%	59.3%	56.9%	62.5%	57.3%	56.7%	60.3%	61.1%

“And do you think air pollution in the St. Louis metropolitan area has grown worse over the last few years, stayed the same or gotten better?”

Response	Percent Responding							
	1999	2000	2001	2002	2003	2004	2006	2007
Grown worse	38.9%	32.9%	32.8%	35.2%	35.3%	31.8%	16.3%	21.1%
Same	35.5%	41.2%	39.6%	39.5%	40.1%	40.0%	59.3%	55.1%
Gotten better	17.5%	18.4%	20.5%	17.4%	17.1%	20.3%	12.1%	12.3%
Other/DK	8.0%	7.5%	7.1%	8.0%	7.6%	7.8%	12.4%	11.5%

“Now, I’m going to read a list of actions that help to improve air quality in the bi-state area. Please tell me how likely you would be to do each action. Would you be very likely, somewhat likely, not very likely or not at all likely?”

Response	Very/Somewhat Likely	
	2006	2007
Carpool to work	27.4%	31.9%
Perform routine maintenance on your vehicle	82.1%	78.4%
Check traffic reports for alternative routes to avoid congestion	63.4%	66.4%
Ride the bus or MetroLink	31.6%	34.4%
Not top off gas tank to prevent gas spillage	58.6%	64.1%
Bring your lunch or walk to lunch instead of driving	55.4%	65.7%
Postpone mowing lawn on red or orange air quality days	59.3%	58.6%
Not filling gas tank before 7:00 p.m.	45.6%	51.9%
Not using charcoal lighter fluid to barbecue	47.4%	49.9%
Flex your work schedule so you're not commuting during the traditional rush hour	-	37.8%

“Of these ten actions, which do you think would help improve air quality the most?”

Response	%	
	2006	2007
Carpool to work	40.7%	29.8%
Perform routine maintenance on your vehicle	8.5%	8.5%
Check traffic reports for alternative routes to avoid congestion	3.6%	5.2%
Ride the bus or MetroLink	22.6%	22.6%
Not top off gas tank to prevent gas spillage	4.2%	4.3%
Bring your lunch or walk to lunch instead of driving	2.1%	1.7%
Postpone mowing lawn on red or orange air quality days	3.1%	4.3%
Not filling gas tank before 7:00 p.m.	3.1%	3.7%
Not using charcoal lighter fluid to barbecue	2.1%	2.5%
Flex your work schedule so you're not commuting during the traditional rush hour	-	2.5%

“Suppose you heard that tomorrow was going to be a red or orange air quality day. Would you say you would change your daily habits a lot, a little, not very much or not at all?”

Response	Percent Responding							
	1999	2000	2001	2002	2003	2004	2006	2007
A Lot	10.3%	12.9%	9.8%	12.3%	12.3%	12.5%	11.2%	14.6%
Some	36.9%	30.5%	29.3%	32.5%	31.0%	29.3%	31.6%	27.1%
Not Very Much	20.9%	22.2%	23.0%	20.6%	19.4%	21.3%	27.7%	23.1%
Not At All	29.7%	33.8%	37.9%	34.2%	37.1%	36.5%	28.5%	33.9%
Other/DK	2.2%	0.7%	-	-	0.3%	0.3%	1.0%	1.2%
A lot/some	47.2%	43.4%	39.1%	44.8%	43.3%	41.8%	42.8%	41.8%
Not very/not at all	50.6%	56.0%	60.9%	54.8%	56.5%	57.8%	56.2%	57.1%

“How much do you think air pollution affects your health? Would you say it affects your health a lot, a little, not very much, or not at all?”

Response	Percent Responding	
	2006	2007
A Lot	43.3%	37.1%
Some	31.3%	27.3%
Not Very Much	15.6%	20.5%
Not At All	8.8%	11.6%
Other/DK	1.0%	3.5%
A lot/some	74.6%	64.4%
Not very/not at all	24.4%	32.1%

“How much do you think air pollution affects the health of people with respiratory problems? Would you say it affects their health a lot, a little, not very much, or not at all?”

Response	Percent Responding	
	2006	2007
A Lot	90.1%	85.5%
Some	7.3%	8.7%
Not Very Much	1.3%	1.7%
Not At All	0.3%	1.0%
Other/DK	1.0%	3.2%
A lot/some	97.4%	94.2%
Not very/not at all	1.6%	2.7%

“I am going to read statements about potential effects of air pollution and ground level ozone. For each, tell me how serious a problem you think each effect is for the bi-state area? Would you say the effect is very serious, somewhat serious, not very serious or not at all serious?”

Response	% Very/Somewhat Serious	
	2006	2007
Increased regulations on businesses	72.0%	71.5%
Respiratory symptoms such as coughing, wheezing, chest tightness, headaches or nausea	87.8%	87.5%
Increased hospital admissions for respiratory related problems.	83.4%	81.2%
Residents and businesses leaving the region for areas with cleaner air, hurting the local economy.	59.6%	58.4%
Negative health effects on children	87.0%	87.2%
Additional medication for people with respiratory problems such as asthma	89.6%	89.5%
Negative health effects on the elderly.	91.7%	91.7%

“What would you say is the primary reason that you would be willing to take action to reduce air pollution?”

Response	% Yes	
	2006	2007
Health reasons	66.4%	51.4%
Prevention	10.3%	11.0%
Impact on economy	7.0%	7.2%
Other-specify	16.3%	30.4%

“The Missouri Department of Transportation has a Gateway Guide System which is designed to help commuters avoid traffic congestion and help clean the air, by posting real-time traffic conditions on their website at www.gatewayguide.com. Would you say you are very familiar, somewhat familiar, not very familiar or not at all familiar with the gateway guide program?”

Response	% Yes	
	2006	2007
Very familiar	4.2%	5.2%
Somewhat familiar	15.8%	22.1%
Not very familiar	16.0%	14.5%
Not at all familiar	61.9%	56.9%
Other/don't know	2.1%	1.3%
Total familiar	20.0%	27.3%
Total not familiar	77.9%	71.4%