Ozone Reduction Survey Results Fall 1997

Gary T. Henry, Principal Investigator
Charlotte Steeh, Project Director
Mark D. Rivera, Project Manger

APPLIED RESEARCH CENTER
School of Policy Studies
Georgia State University

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General Introduction

The Annual Ozone Reduction telephone survey measures ground level ozone knowledge, attitudes, intentions, and behaviors and is given to Atlanta residents living and working in the 13 county ozone non-attainment area. The survey was conducted by the Applied Research Center at Georgia State University. Residents were randomly selected and interviewed from October 1st – November 7th, 1997. Interviewing was conducted on weekdays from 10:00 a.m. to 9:15 p.m. Monday through Thursday, and 10:00 a.m. to 5:00 p.m. on Friday. Weekend interviewing was conducted Saturday 11:00 a.m. to 7:00 p.m. and Sunday 10:00 a.m. 6:00 p.m. Each number was contacted a minimum of 7 times, or until a final disposition was reached. The actual results collected were weighted using the most recent U.S. Census data on the state of Georgia.

The results of the Survey are likely to contain some error. Ninety-five percent of the time, error due to the random selection process will be no more than 3.5 percentage points plus or minus the reported percentage for all Georgians. Error for subgroups is likely to be slightly larger. Other sources of error are caused by individuals refusing to participate in the interview and inability to connect with the selected telephone number. For the Fall 1997 survey, 1275 surveys were completed, a response rate of 66%. Every feasible effort is made to obtain a response and reduce the error, but the reader should be aware that some error is inherent in all research.

Approximately 74% of respondents were white and 23% African American, 55% were female and 45% male. The mean age was 41 and, on average, respondents had completed some college course work. The median family income was $50,000-$75,000 and 66% of those surveyed owned their residence.

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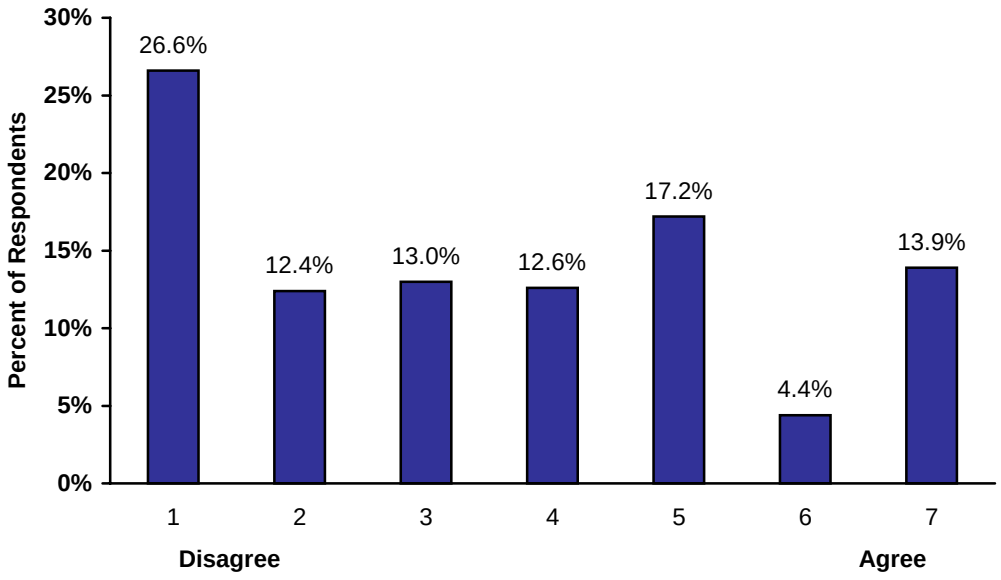
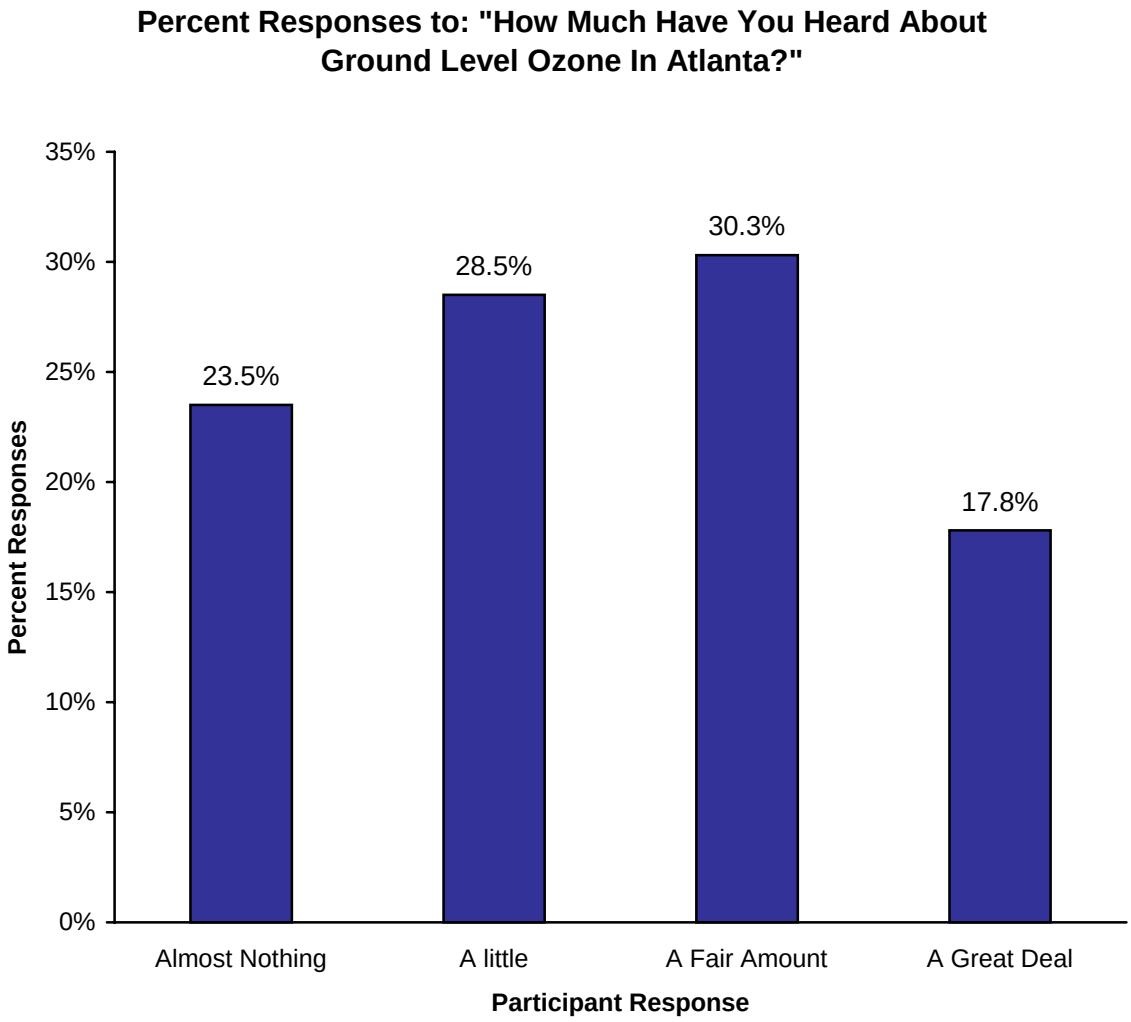
Throughout this report, Spring, 1997 survey data are provided along side Fall, 1997 data for purposes of comparison. The symbol "XX" indicates that a parallel question did not appear on the Spring survey.

Awareness	**Spring**	**Fall**
Of those respondents who heard about ground level ozone through one of the sources mentioned:		
• the majority received most information from watching television	XX	56%
• radio programs were a source of information	XX	20%
• felt well-informed about ozone issues	XX	36%

Agreement with the Statement: "I Am Well-informed About Ozone Issues."

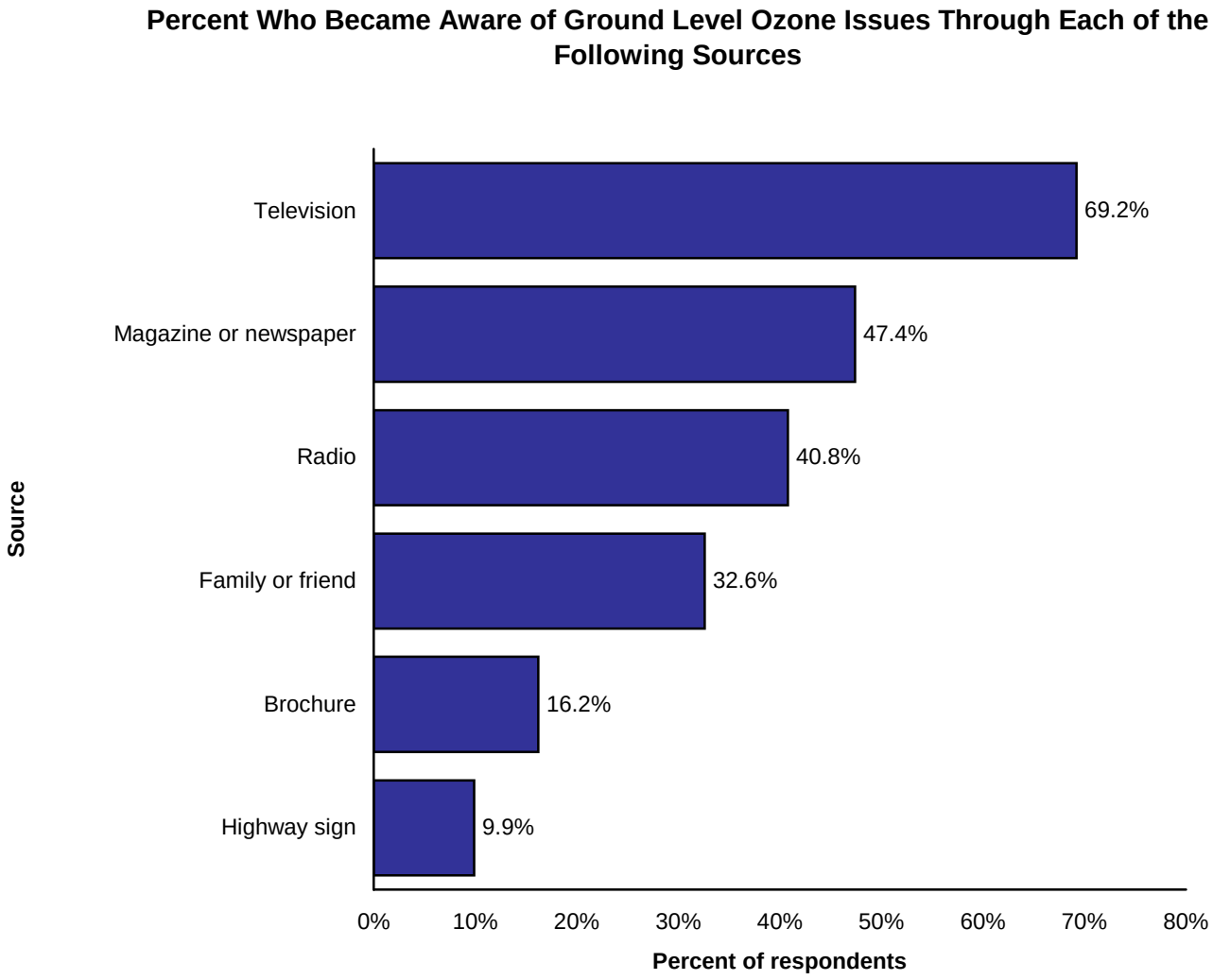



Percent Responses to: "How Much Have You Heard About Ground Level Ozone In Atlanta?"
35%
30%
25%
20%
15%
10%
5%
0%
Percent Responses
23.5%
28.5%
30.3%
17.8%
Almost Nothing
A little
A Fair Amount
A Great Deal
Participant Response

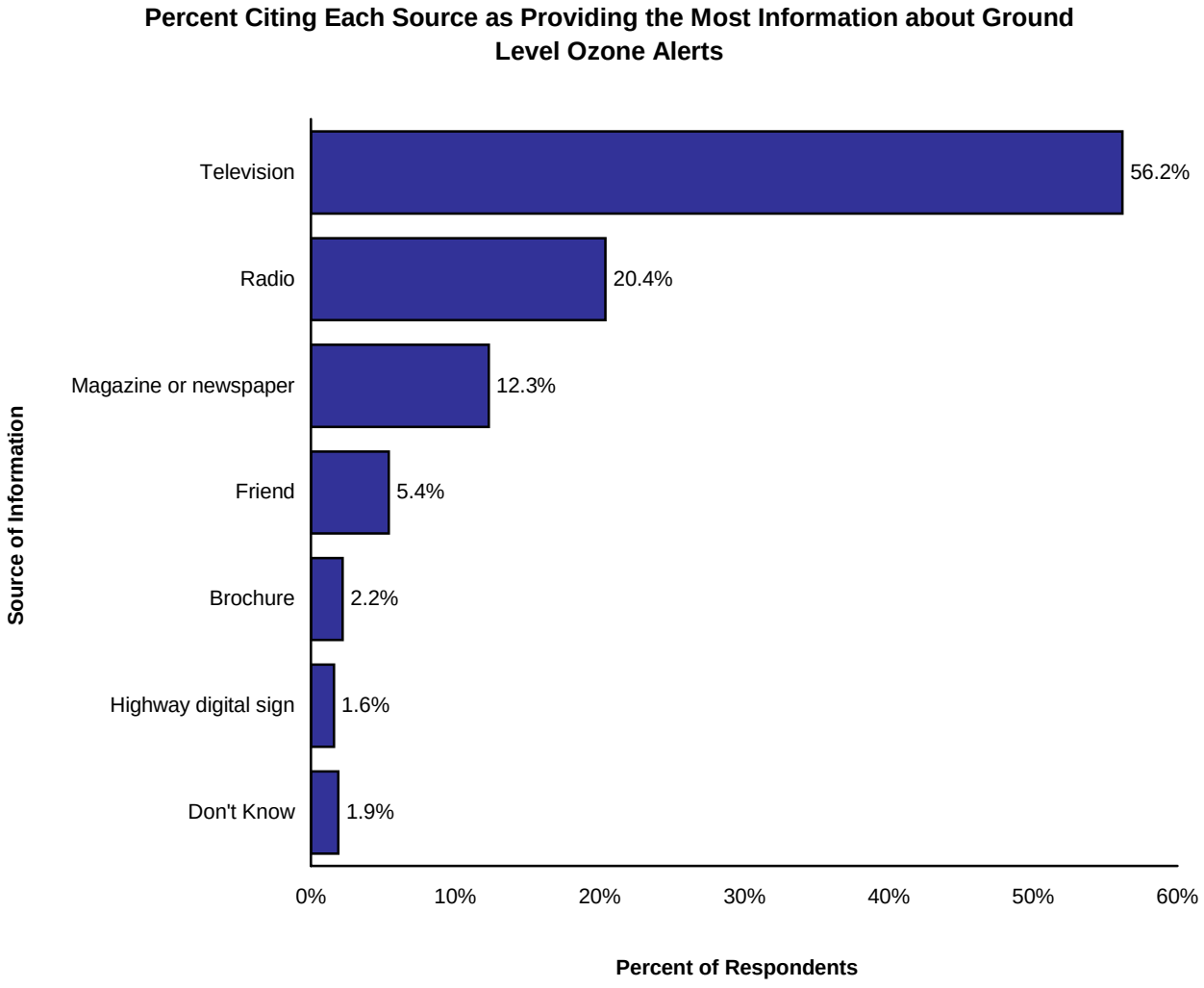
Respondent Awareness

Source of Information

- Of the 99% of respondents who responded to the question in which they were asked how they heard about ground-level ozone issues in Atlanta:

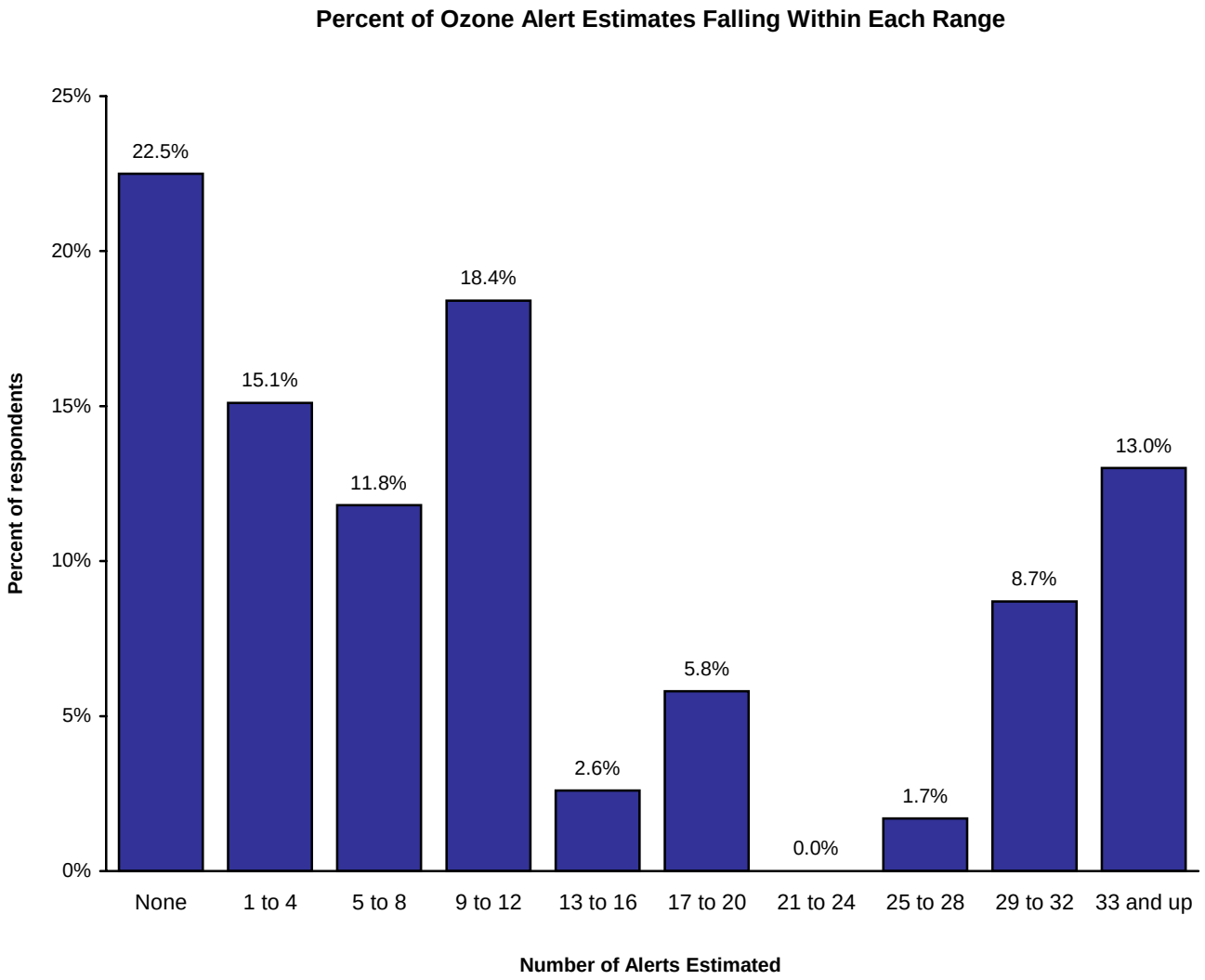


- When asked from which source respondents received the MOST information about ozone alerts, respondents indicated the following:



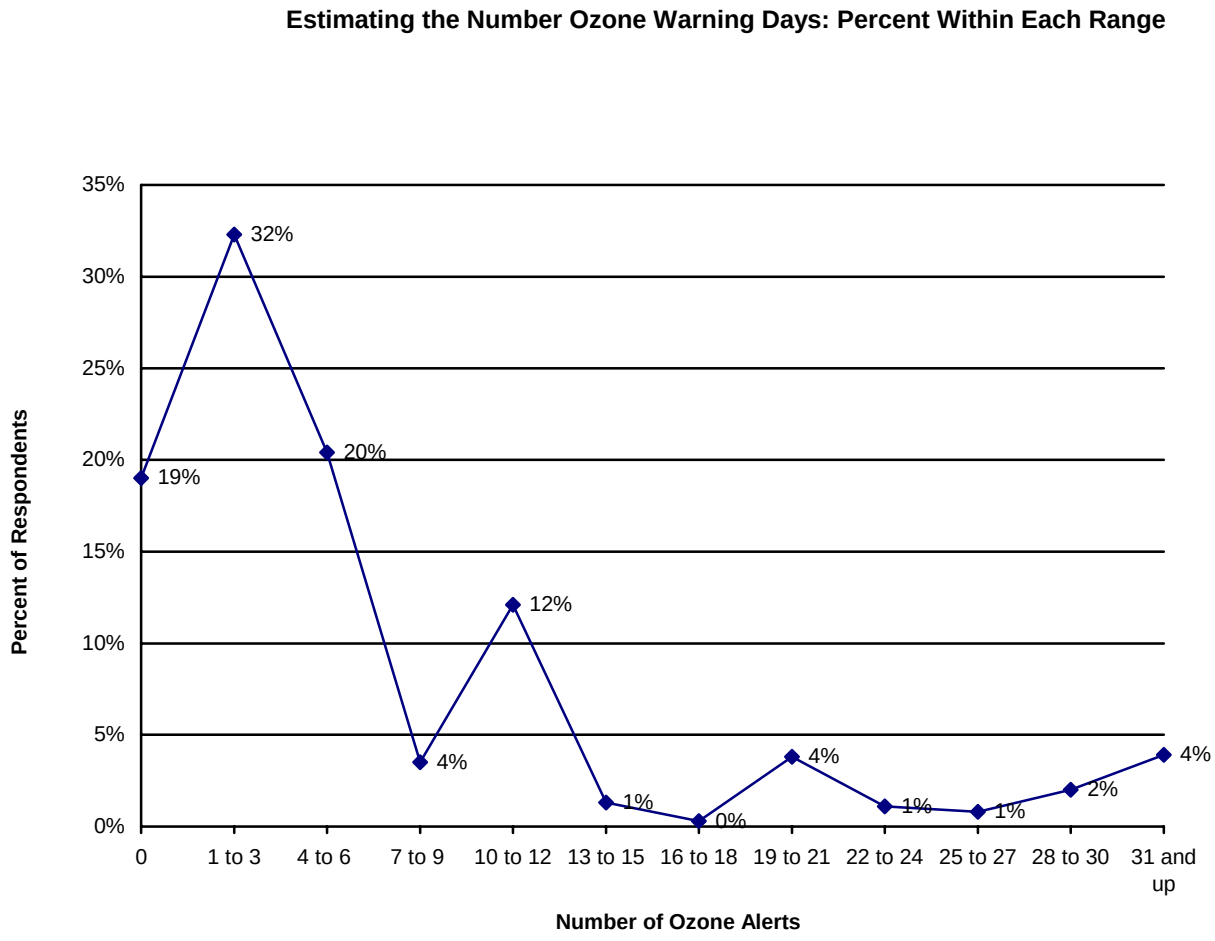
Estimation of Number of Ozone Alerts

Of the 43% of respondents who had heard that ozone alerts would occur during the summer, the following table indicates the number of ozone alerts they remembered actually hearing.

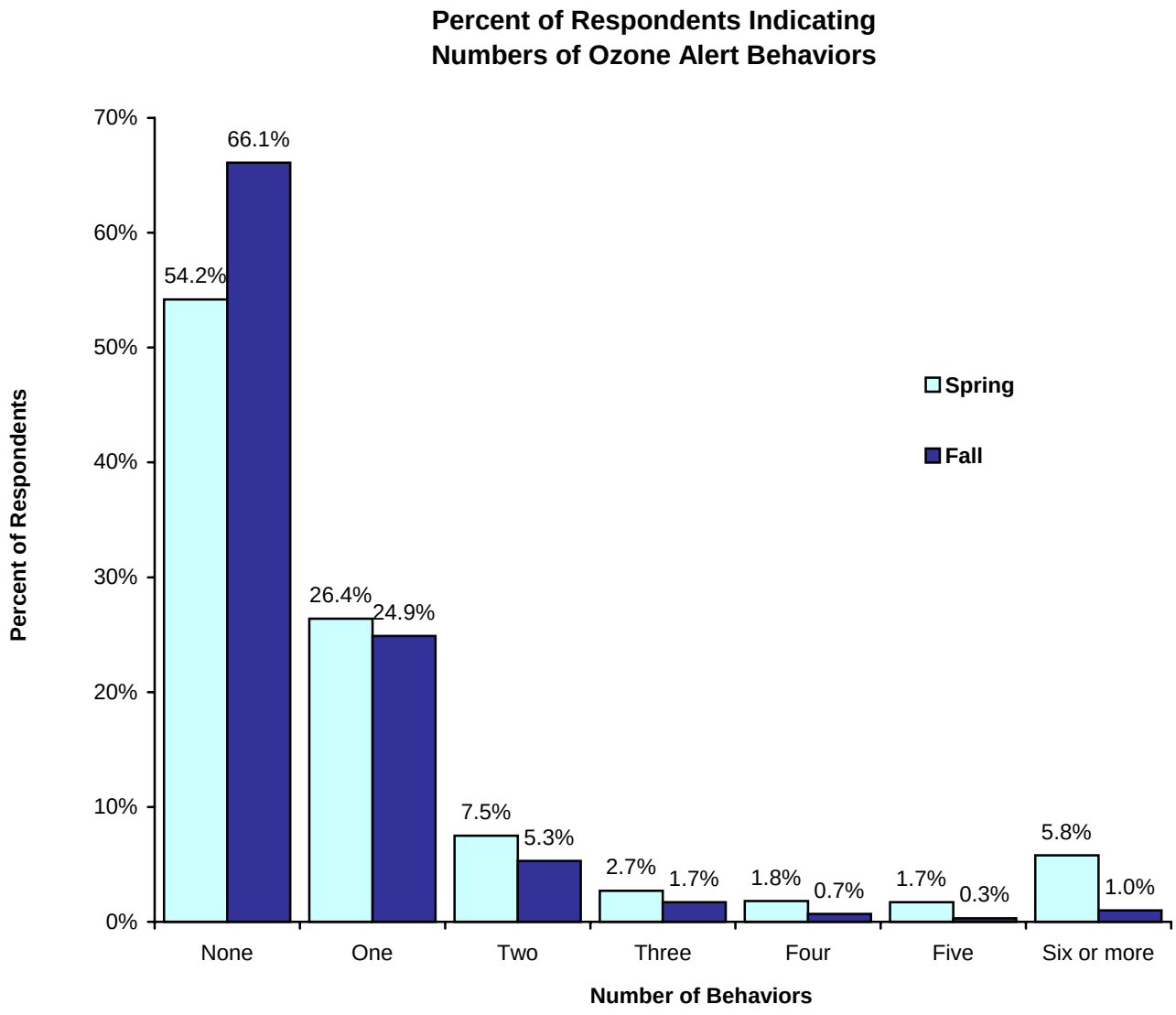


Estimation of Number of Ozone Alert Days

Of the 44% of respondents who had heard that ozone alerts would occur during the summer, the following table indicates the number of days last summer on which they heard ozone alerts.



Behavioral Measures Taken in Response to Ozone Warnings



Car Availability, Mileage, and Trips

	Spring	Fall
Availability		
• Have access to a car that they drive frequently	90%	91%
• Work outside the home	XX	68%
Mileage		
Of respondents with access to a car that they drive frequently		
• Drove at least 50 miles in the last 24 hours	17%	33%
• Number of miles driven: 25th percentile	0	20
• Number of miles driven: 50th percentile	13	40
• Number of miles driven: 75th percentile	33	70
• Average number of miles driven	25	56
Number of Trips in the Last 24 Hours		
Of those respondents with access to a car that they drive frequently:		
• Took at least one trip in their car in the last 24 hours	93%	94%
• Took at least five trips in their car in the last 24 hours	34%	31%
• Median number of trips in the last 24 hours	4.0	4.0
• Average number of trips in the last 24 hours	4.4	4.7

Commuting Behaviors

Of those respondents to the Spring and Fall surveys with regular access to an automobile:

	Spring	Fall
Rush Hour Driving		
Of those who had access to a car that they drive frequently:		
• Drove during morning rush hour	15%	20%
• Drove during evening rush hour	10%	9.7%
• Drove during both morning and evening rush hour	31%	28%
• Drove during rush hour at some point in the last 24 hours	56%	58%
Methods of Commuting to Work		
Of all respondents:		
• Drove by themselves to work at least five days in the previous week	47%	64%
• Took mass transit at least once during the previous week	8%	6%
• Walked to work at least once during the previous week	5%	2%
• Car pooled on a trip during the last 24 hours	10%	15%
• At least one member of their household worked for an employer offering car pooling, van pooling or another program encouraging employees to drive less.	XX	10%

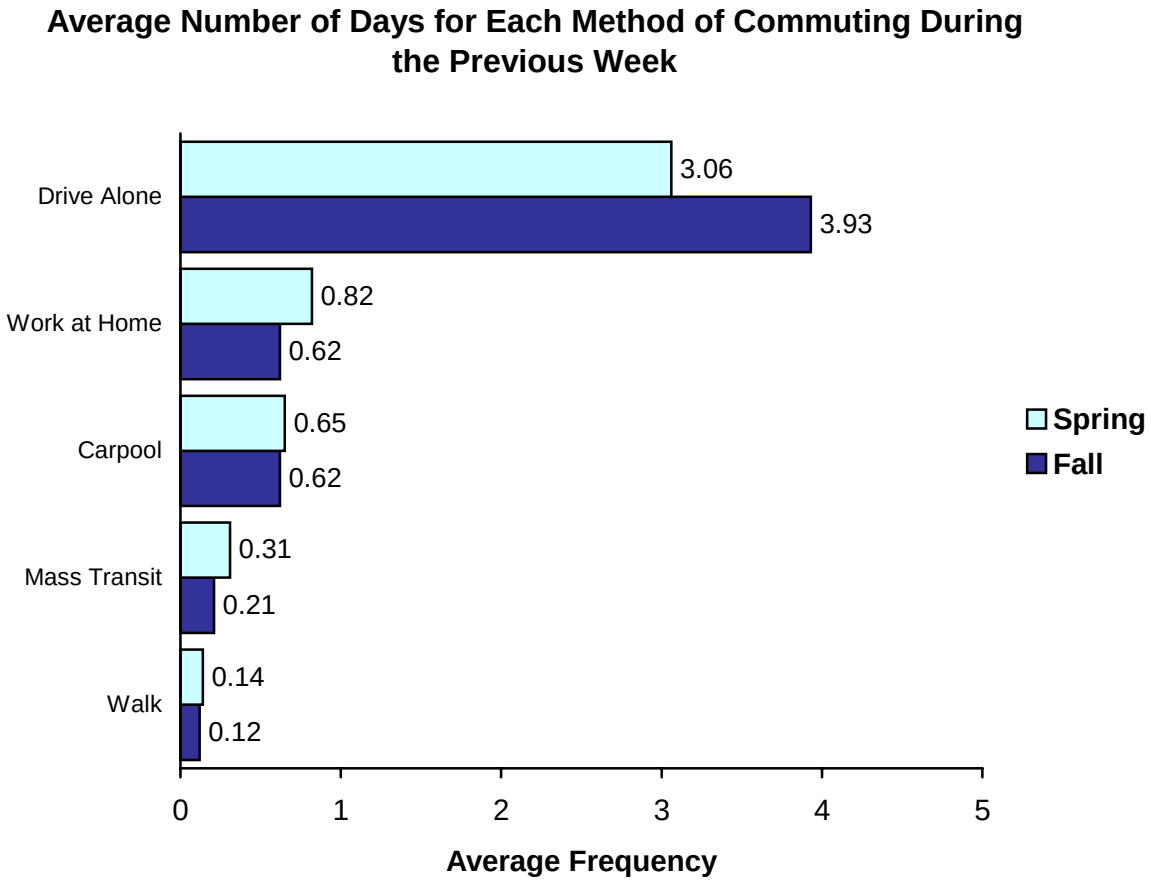
The following chart indicates the average numbers of days for each method

of commuting during the previous week:

	Percent of Respondents Using Each Method of Commuting in the Last Week								
	0 Days	1 Day	2 Days	3 Days	4 Days	5 Days	6 Days	7 Days	Total %
Walk	S: 95.3 F: 98.2	S: 1.2 F: .4	S: 1.0 F: .3	S: 1.0 F: .4	S: .1 F: .1	S: .8 F: .5	S: .1 F: 0	S: .4 F: .2	100
Mass Transit	S: 91.9 F: 94.2	S: 1.1 F: 1.1	S: .8 F: 1.1	S: 1.5 F: .4	S: .7 F: .2	S: 3.2 F: 2.5	S: .5 F: 0	S: .3 F: .5	100
Work at Home	S: 79.7 F: 84.2	S: 2.6 F: 2.6	S: 3.2 F: 1.9	S: 2.3 F: 2.0	S: 1.8 F: 1.2	S: 6.3 F: 5.8	S: 1.3 F: .9	S: 2.7 F: 1.4	100
Car pool	S: 81.6 F: 81.9	S: 2.4 F: 3.1	S: 3.1 F: 2.8	S: 3.7 F: 3.3	S: 2.7 F: 2.1	S: 5.2 F: 5.8	S: .6 F: .3	S: .7 F: .6	100
Drive Alone	S: 28.0 F: 15.5	S: 5.8 F: 2.6	S: 6.8 F: 4.8	S: 8.6 F: 6.2	S: 4.1 F: 6.7	S: 38.6 F: 53.2	S: 5.4 F: 7.5	S: 2.7 F: 3.4	100

Note: "S": Spring Data; "F": Fall Data

	Spring	Fall
Of those respondents with regular access to a car:		
• Drove alone to work five days	38.6%	53.2%
• Worked at home five days	6.1%	5.8%
• Car pooled five days	4.5%	5.8%
• Took mass transit five days	1.2%	2.5%



Automobile Maintenance

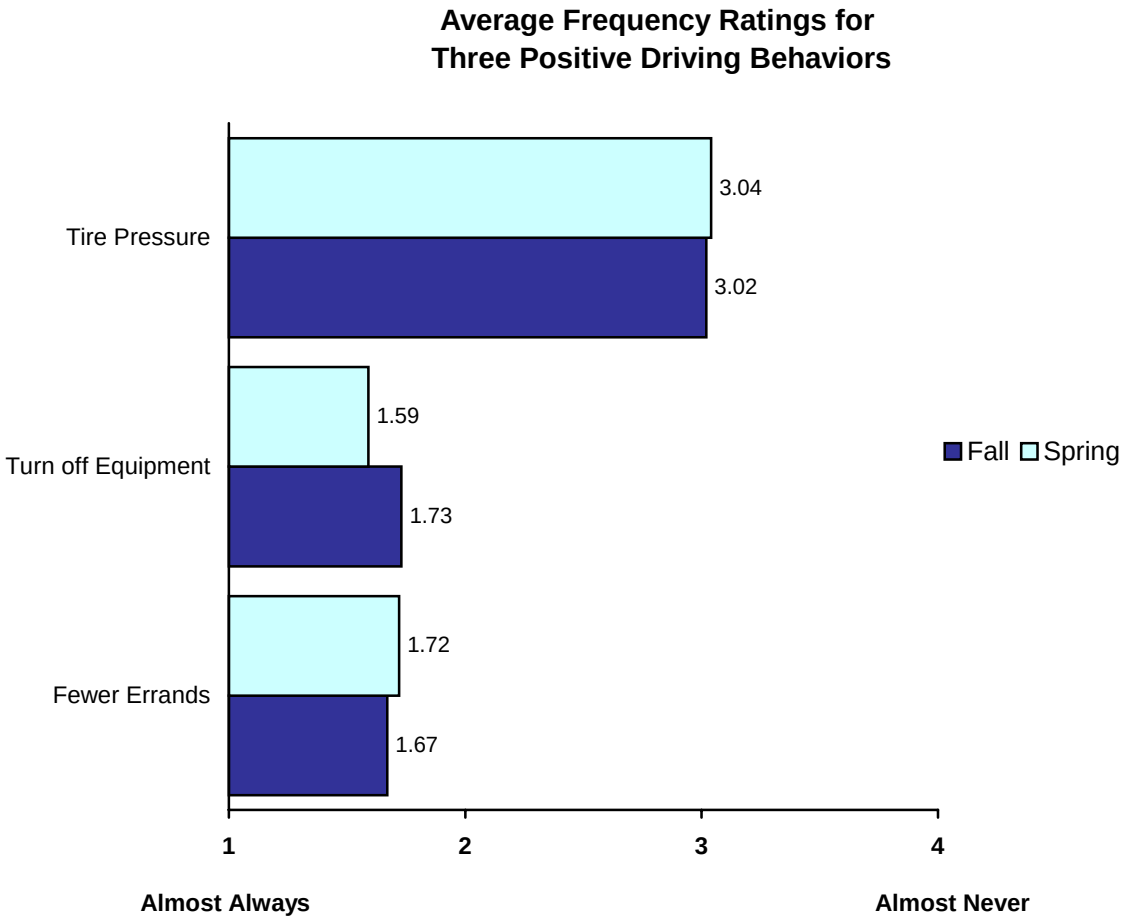
Of those respondents with regular access to car:

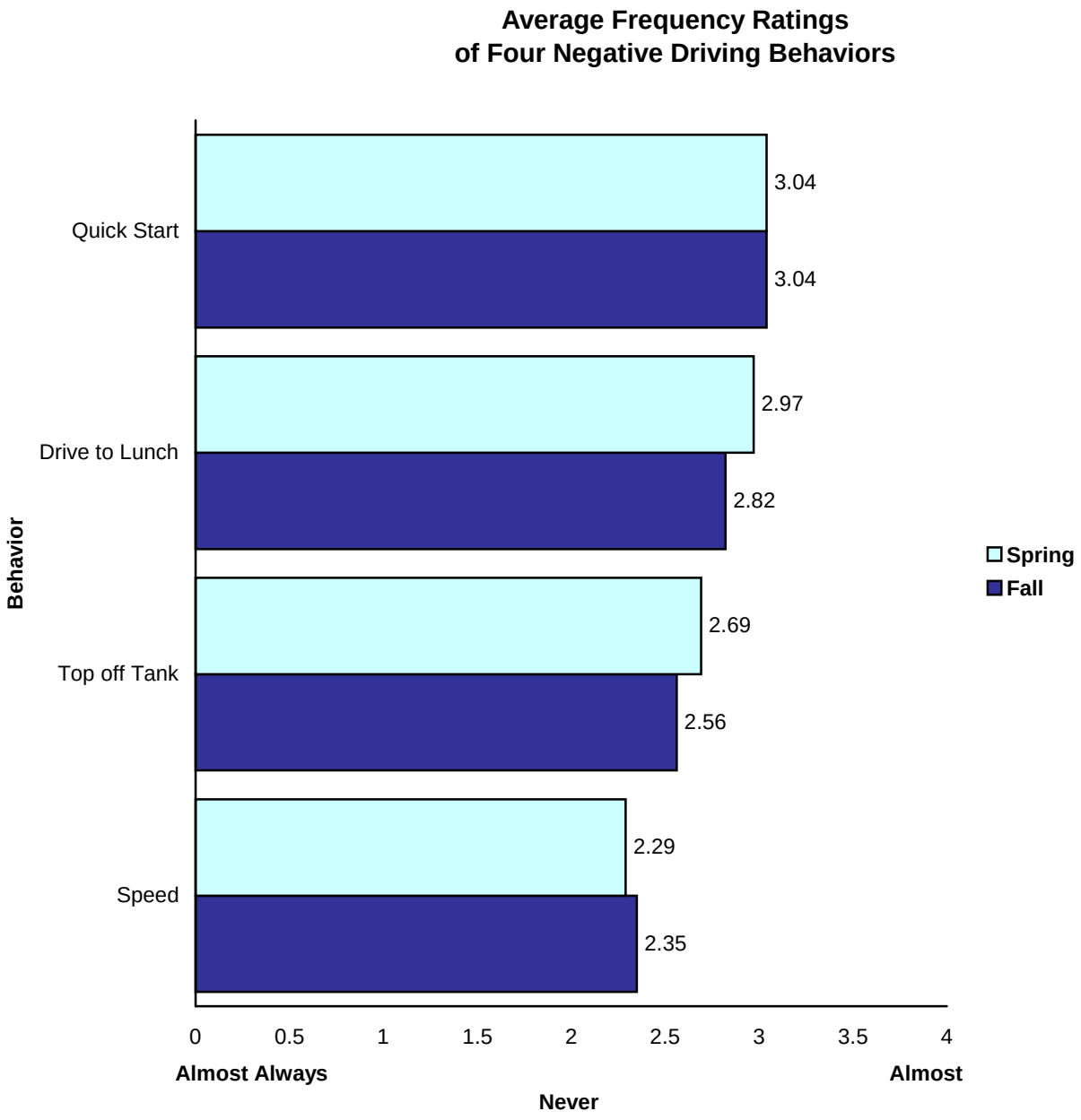
• had not had a tune-up in the last six months	40%	41%
• did not know the last time their car was tuned	5%	11%
• were required to have repairs as a result of their last emissions test	12%	8%
• purchased gas in the last week between 7:30am and 6:30pm	61%	69%
• usually fill gas tank between 7:30am and 6:30pm on a weekday	XX	26%
• reported using unleaded fuel	XX	98%

Respondent Driving Tendencies

In addition to asking respondents when and how often they drive and get gas, they were asked how frequently they practice other driving-related behavioral tendencies (or habits). Each respondent rated how frequently they engaged in each behavior on a scale from 1 (Almost Never) to 4 (Almost All the Time).

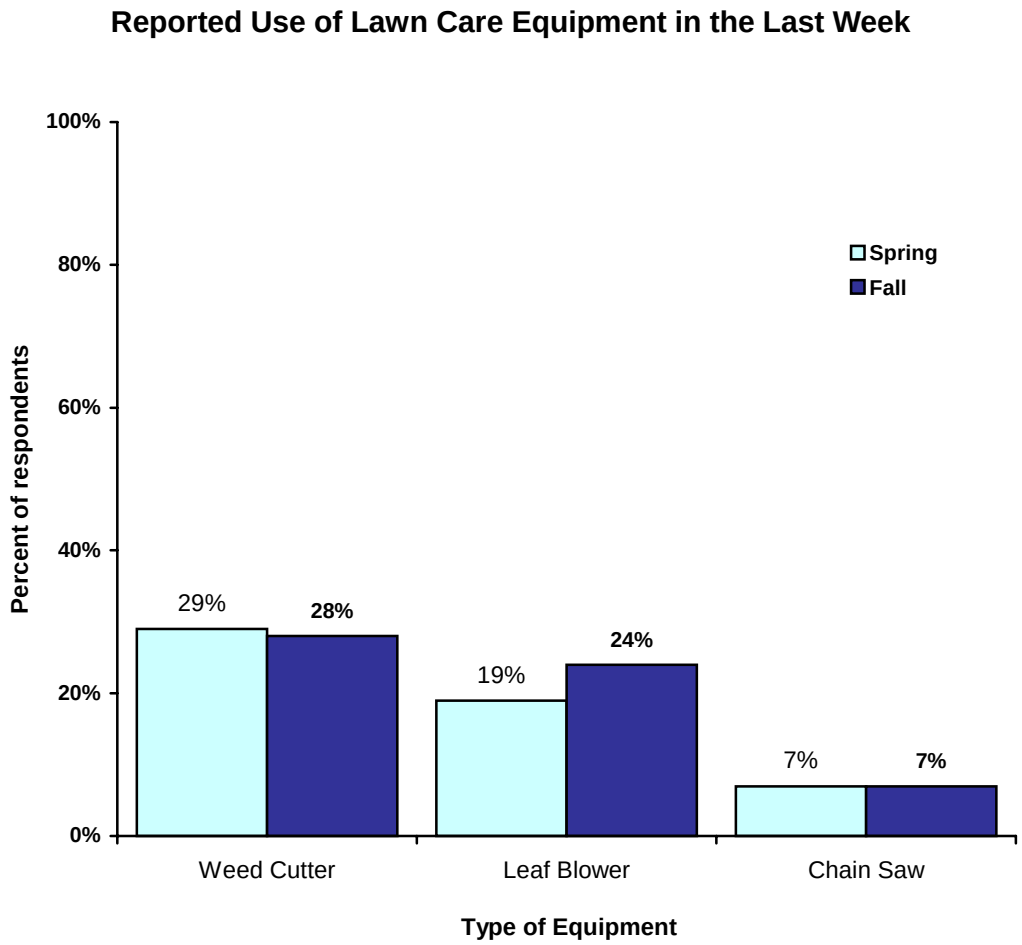
	Spring	**Fall**
• Almost never check the tire pressure	41%	38%
• Almost always exceed the speed limit	35%	32%
• Almost always top-off the gas tank	33%	35%
• Almost always drive to lunch	17%	22%
• Almost always quick-start at intersections	15%	13%
• Almost never turn off lights and equipment when not in use	10%	11%
• Almost never consolidate errands	8%	6%


Average Frequency Ratings for
Three Positive Driving Behaviors
Tire Pressure
3.04
3.02
Turn off Equipment
1.59
1.73
Fewer Errands
1.72
1.67
Fall
Spring
1
2
3
4
Almost Always
Almost Never


Average Frequency Ratings
of Four Negative Driving Behaviors
Behavior
Quick Start
Drive to Lunch
Top off Tank
Speed
3.04
3.04
2.97
2.82
2.69
2.56
2.29
2.35
Spring
Fall
0
0.5
1
1.5
2
2.5
3
3.5
4
Almost Always
Almost
Never

Lawn Care

	Spring	Fall
• Responsible for the upkeep of a lawn	67%	63%
• Used gasoline powered equipment in the last week (e.g., mowers, weed cutters, leaf blowers and chain saws).	84%	67%
• Used a gasoline powered lawn mower in the last week.	XX	80%
• Used a gasoline powered weed cutter in the last week.	29%	28%
• Used a gasoline powered leaf blower in the last week	19%	24%
• Used a gasoline powered chain saw in the last week.	7%	7%



Grilling		
• Used a charcoal grill.	41%	36%
• Of those who used a grill, the percentage who used it on a weekday between 7:30am and 6:30pm	26%	39%
Household		
Of all respondents		
• Used oil-based paint or stain in the last week during the daytime	7%	5%
• Used an aerosol spray can in the last week during the daytime.	XX	33%
Health		
• Suffer from respiratory problems such as asthma or allergies	38%	32%
• A member of the household suffers from allergies	40%	35%

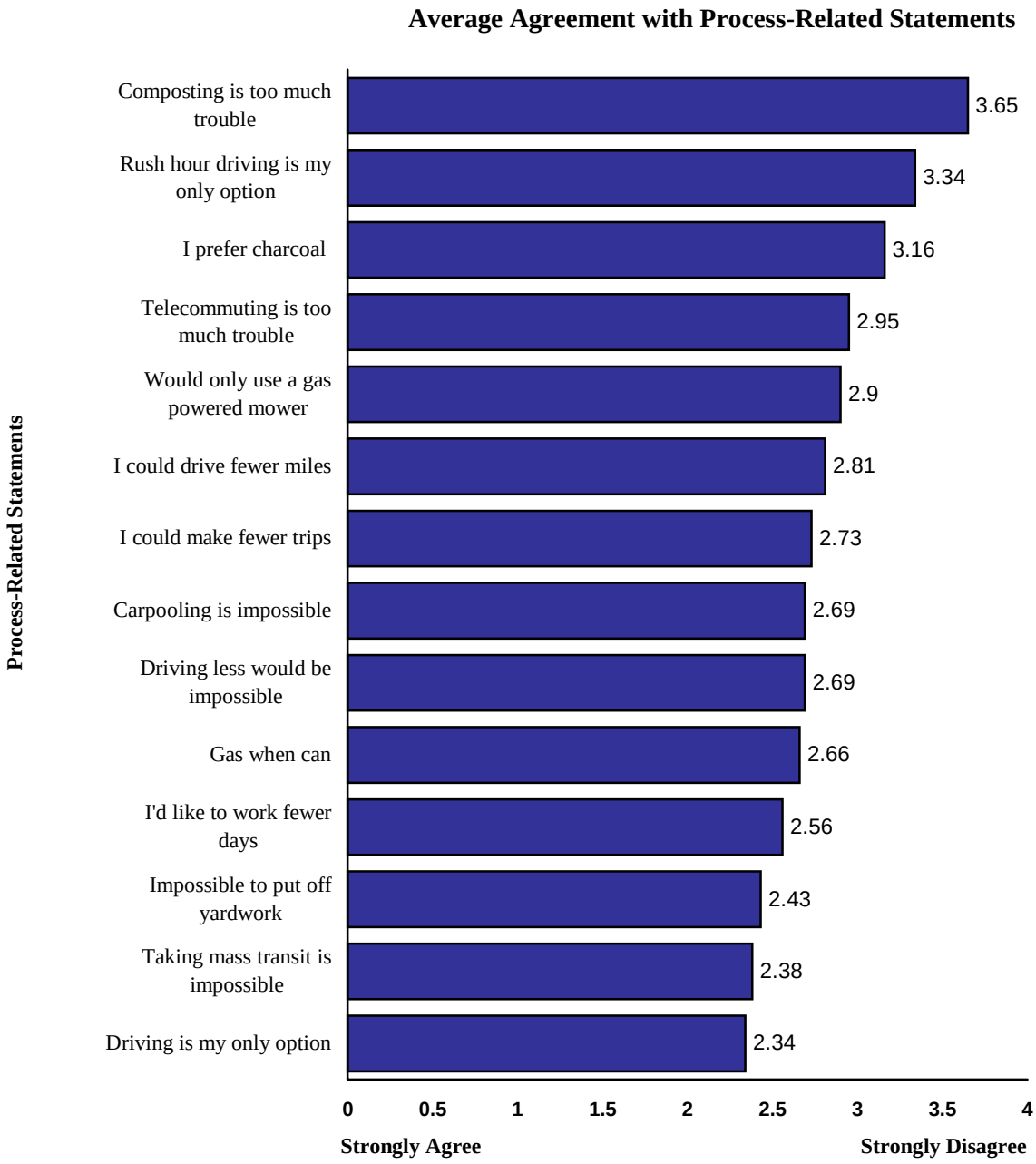
Knowledge of Ground Level Ozone Pollution

	Correct Answer	Spring % Correct	Spring Don't Know	Fall % Correct	Fall Don't Know
Ground level ozone causes the hole in the ozone layer to decrease in size	False	45%	21%	51%	20%
Ground level ozone pollution is caused by gasoline powered engines such lawn mowers and leaf blowers	True	80%	10%	77%	10%
Ground level ozone pollution causes severe respiratory problems for some people	True	86%	8%	85%	7%
Ground level ozone is caused by the CFCs contained in aerosol spray cans	False	7%	8%	18%	11%
Ground level ozone pollution is high throughout the year in Atlanta	False	13%	13%	12%	13%
Ground level ozone pollution is worse in the winter months (December through February)	False	55%	22%	59%	19%
Emissions from cars are major causes of ground-level ozone pollution	True	85%	6%	82%	8%
Mass Transit (for example MARTA and bus) and car pooling produce less ground-level ozone than driving to work.	True	XX	XX	82%	7%
Driving to work during rush hour significantly increases ground level ozone	True	XX	XX	83%	8%
Use of gas-powered lawn equipment doesn't lead to ground level ozone	False	XX	XX	66%	13%
Filling up with gas during weekdays has no impact on ground level ozone	False	XX	XX	45%	22%
Natural gas grills cause just as much ground level ozone production as charcoal grills	False	XX	XX	54%	19%
Ground-level ozone has been linked to serious health problems	True	XX	XX	82%	9%
Telecommuting can reduce ground-level ozone	True	XX	XX	82%	8%

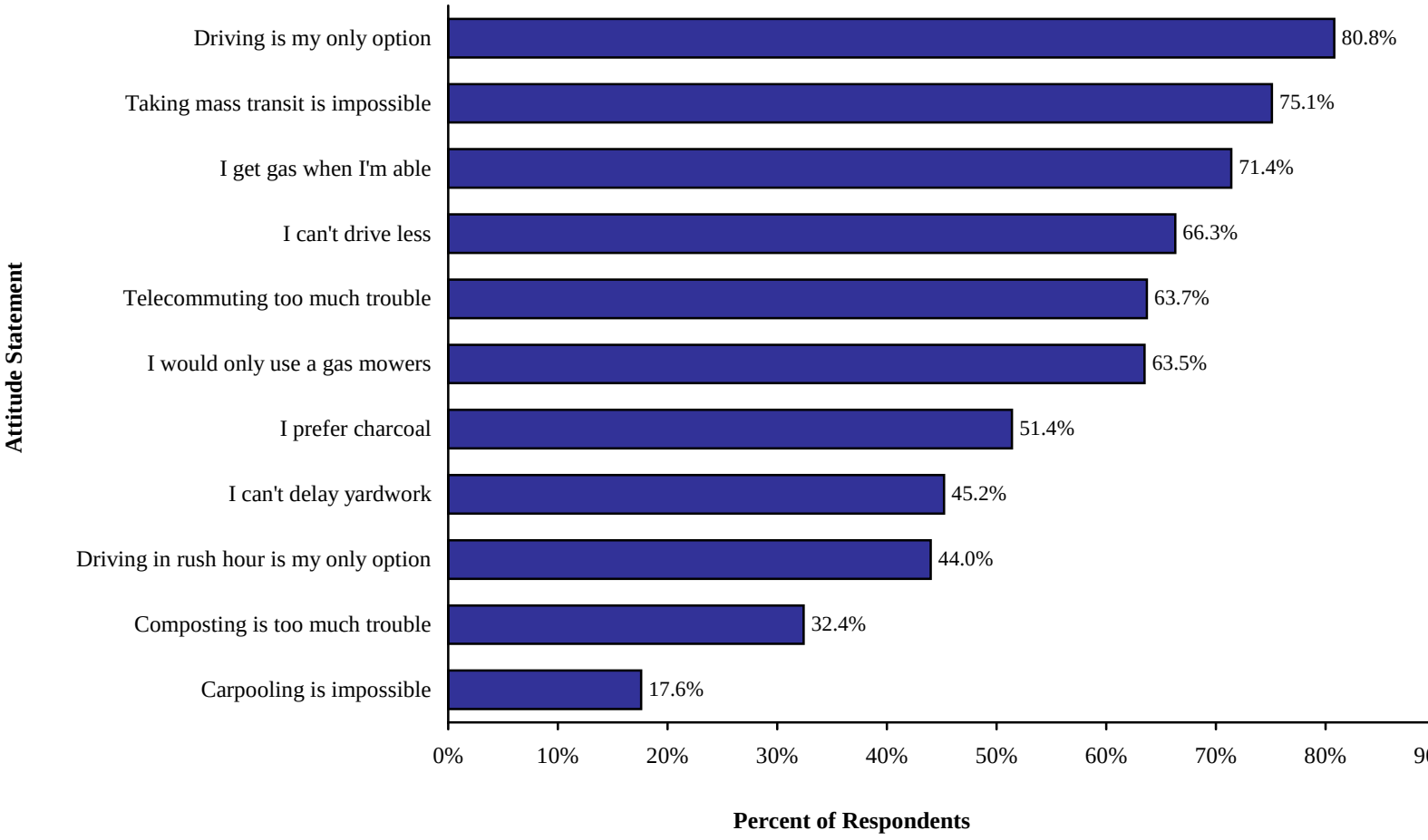
Process Attitudes

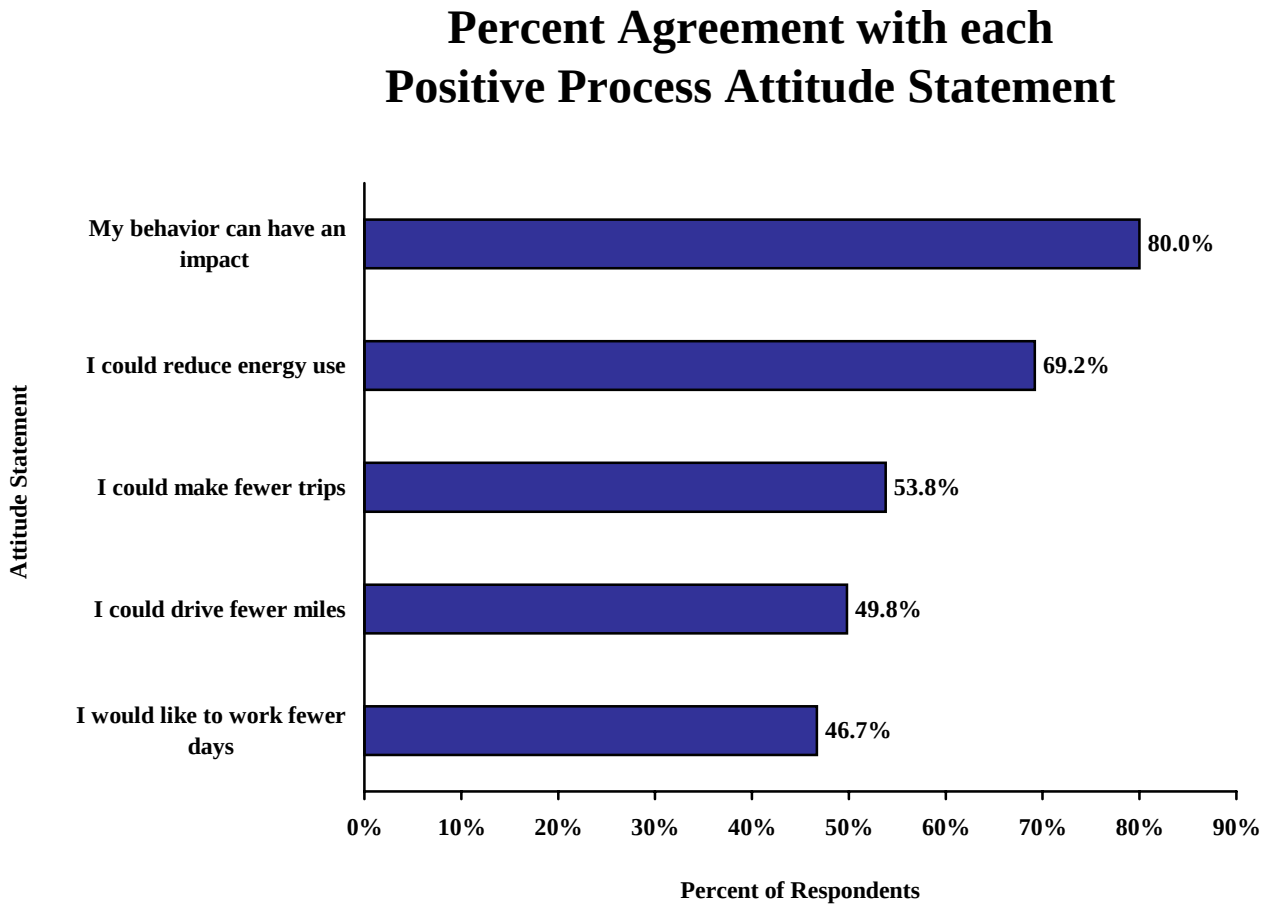
The following questions required the assignment of a rating of agreement of each item by respondents ranging from **1** (**Strongly Agree**) to **5** (**Strongly Disagree**). Mean responses are reported for each question**:**

	Average For Spring	Average for Fall
• From where I live and work, car pooling is impossible.	2.8	2.7
• Gas powered mowers are the only type of mower that I would consider using.	3.2	2.9
• I would really like to work fewer days per week with more hours per day.	2.9	2.6
• From where I live and work, taking mass transit such as MARTA or the bus system is impossible.	XX	2.4
• It is nearly impossible to put off yard work to the weekend.	3.8	3.4
• I have to put gas in the car when I can, often heading to or from work.	2.5	2.7
• From where I live and work, driving to work is my only option.	XX	2.3
• Telecommuting at least one day a week would be more trouble than it's worth.	XX	3.0
• I prefer using a charcoal grill rather than a gas or electric grill.	XX	3.2
• Driving less would be impossible for me.	XX	2.7
• Driving during rush hour is my only option.	XX	3.3
• Composting leaves and plant clippings or bagging them along with trash is too much trouble.	XX	3.7
• By making a few adjustments, I could drive fewer miles per week.	XX	2.8
• By making a few adjustments, I could make fewer trips in the car per week.	XX	2.7


Average Agreement with Process-Related Statements
Process-Related Statements
Composting is too much trouble
Rush hour driving is my only option
I prefer charcoal
Telecommuting is too much trouble
Would only use a gas powered mower
I could drive fewer miles
I could make fewer trips
Carpooling is impossible
Driving less would be impossible
Gas when can
I'd like to work fewer days
Impossible to put off yardwork
Taking mass transit is impossible
Driving is my only option
3.65
3.34
3.16
2.95
2.9
2.81
2.73
2.69
2.69
2.66
2.56
2.43
2.38
2.34
0
0.5
1
1.5
2
2.5
3
3.5
4
Strongly Agree
Strongly Disagree

Percent Agreement With Each Negative Process Attitude Statement

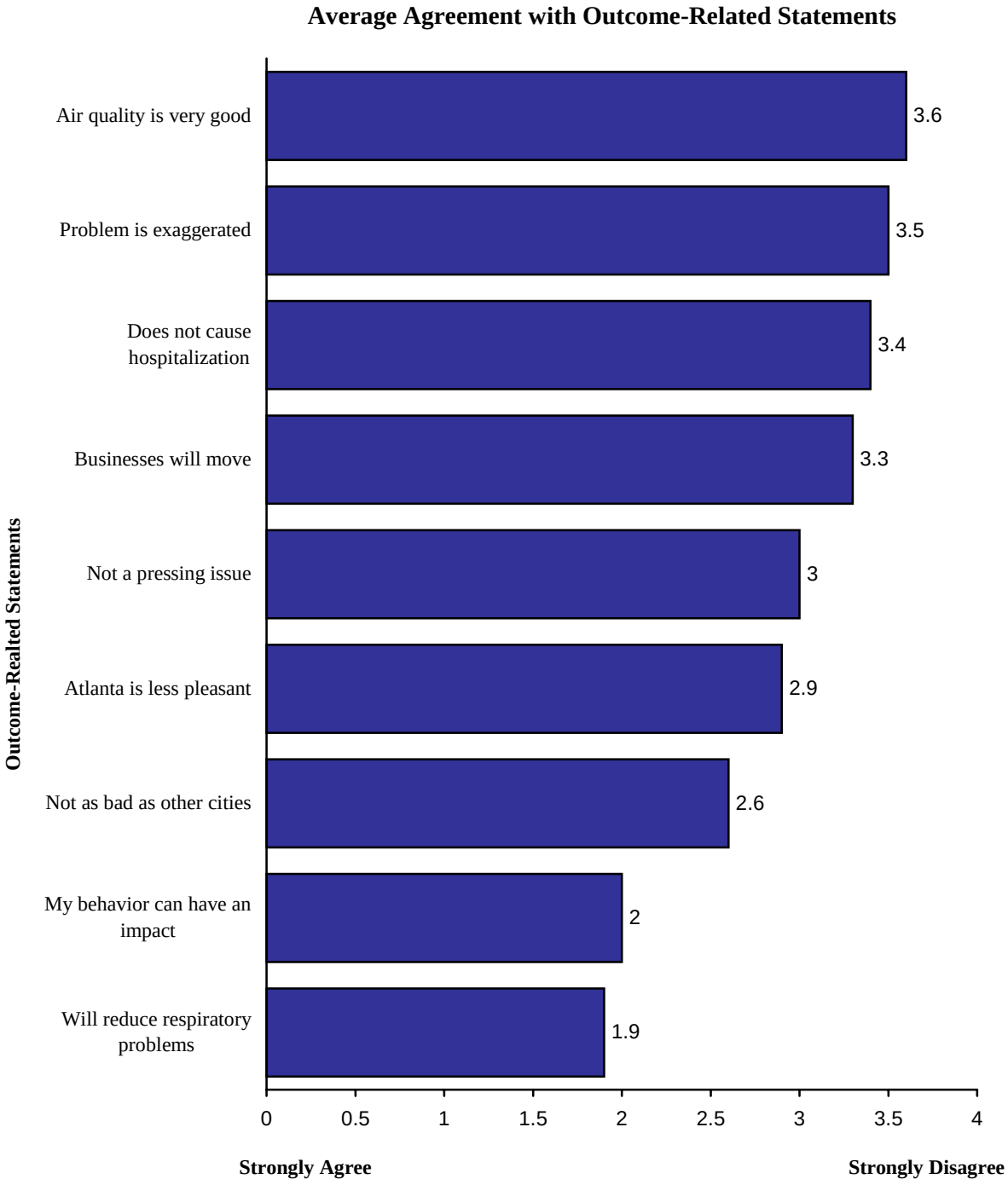



Percent Agreement with each Positive Process Attitude Statement
My behavior can have an impact
I could reduce energy use
I could make fewer trips
I could drive fewer miles
I would like to work fewer days
80.0%
69.2%
53.8%
49.8%
46.7%
Attitude Statement
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
Percent of Respondents

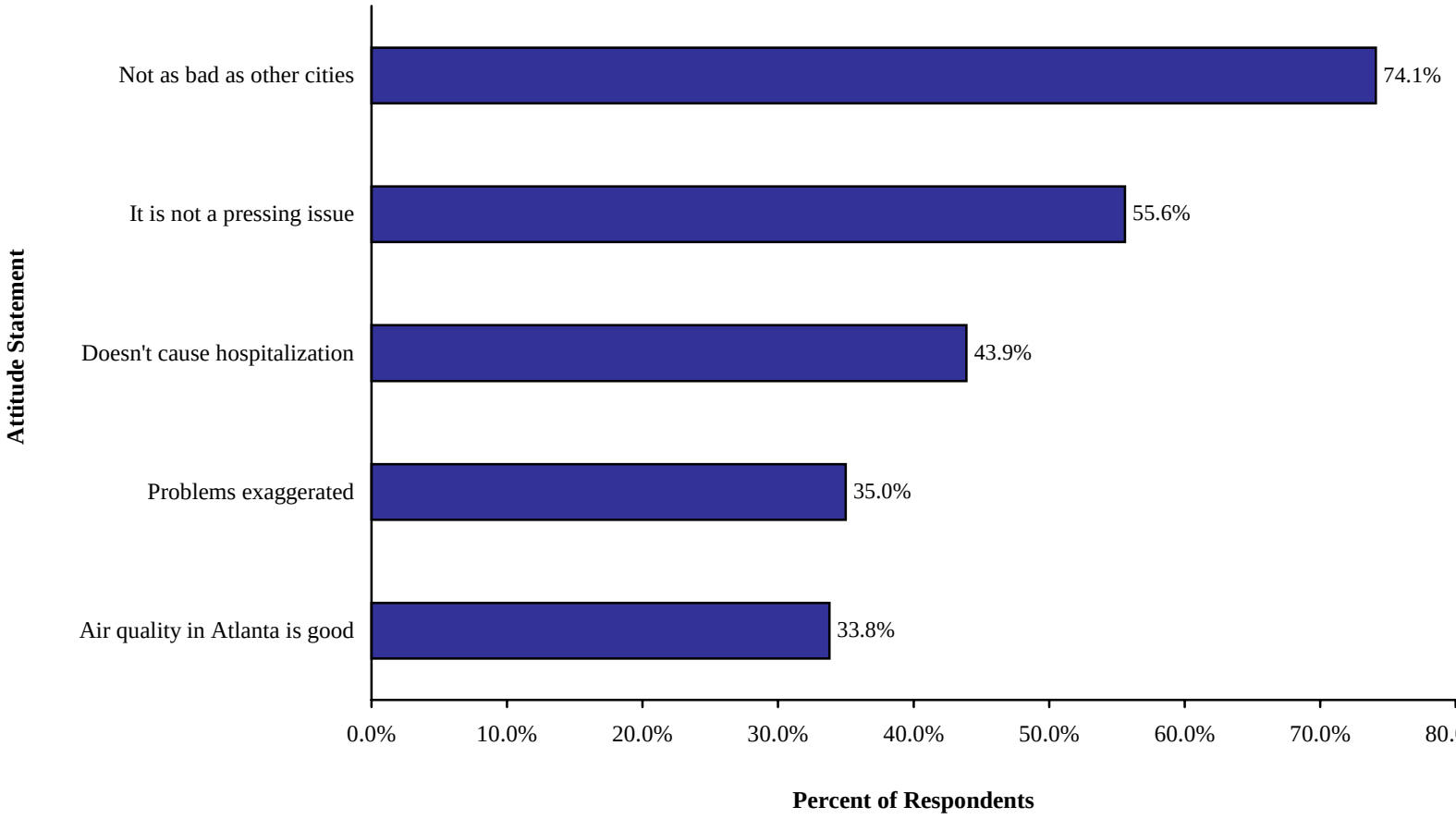
Outcome Attitudes

The following questions required the assignment of a rating of agreement of each item by respondents ranging from **1** (**Strongly Agree**) to **5** (**Strongly Disagree**). Mean responses are reported for each question**:**

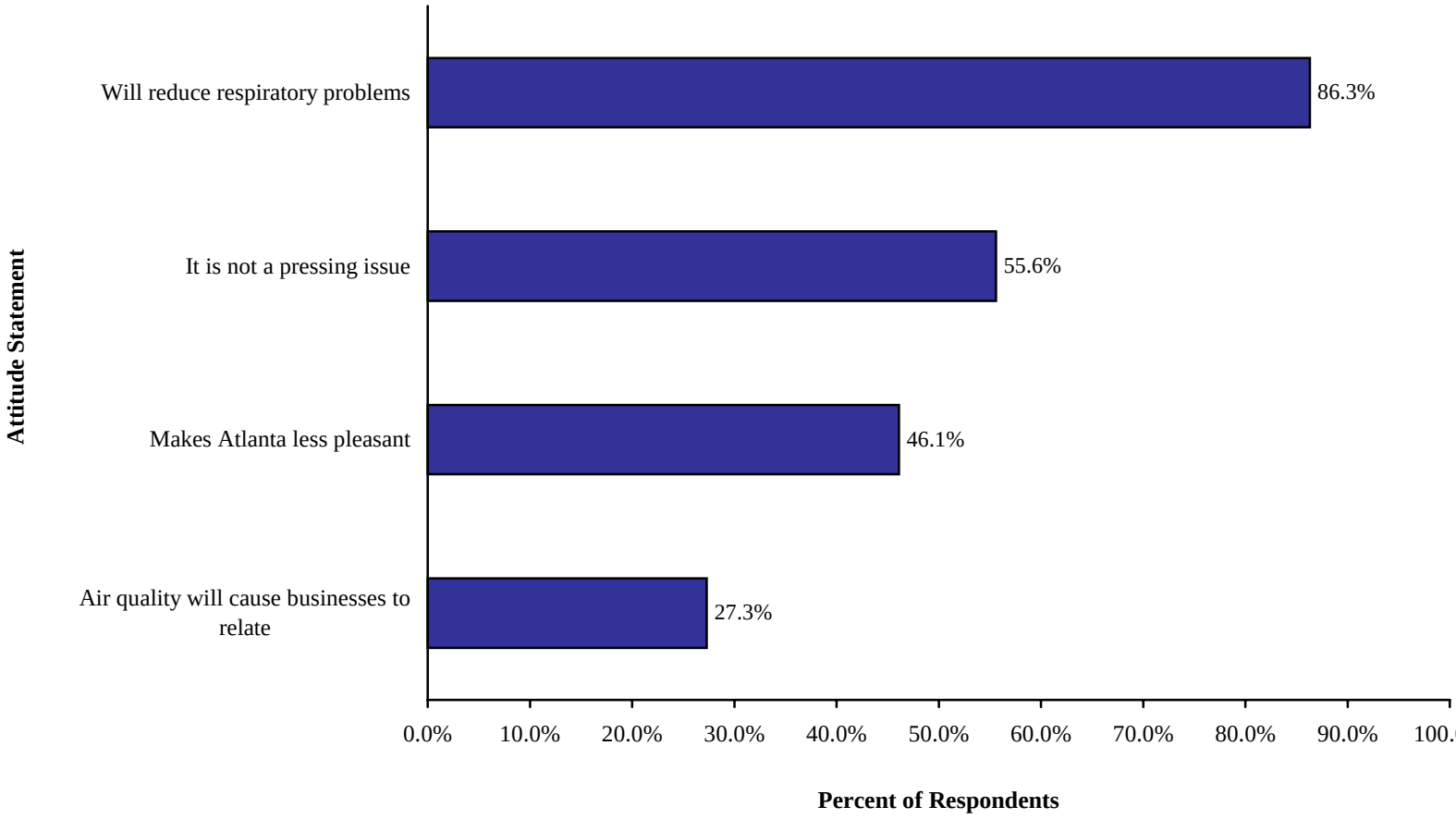
	Average for Spring	Average for Fall
• Problems from ozone pollution are really exaggerated.	3.6	3.5
• The air quality in Atlanta is very good.	3.7	3.6
• Air quality in Atlanta will cause businesses to locate elsewhere.	3.7	3.3
• Reducing ground level ozone will reduce respiratory problems for many children and adults.	2.2	1.9
• Ground level ozone doesn't seem to cause people to be hospitalized.	4.2	3.4
• Air quality makes Atlanta a less pleasant place to live.	3.1	2.9
• The air problem in Atlanta is not as bad as other major metropolitan cities.	XX	2.6
• While air pollution is a problem in Atlanta, it is not a pressing, everyday issue.	XX	3.0
• While air My behavior can have an impact on ground-level ozone.	XX	2.1


Average Agreement with Outcome-Related Statements
Air quality is very good
3.6
Problem is exaggerated
3.5
Does not cause hospitalization
3.4
Businesses will move
3.3
Not a pressing issue
3
Atlanta is less pleasant
2.9
Not as bad as other cities
2.6
My behavior can have an impact
2
Will reduce respiratory problems
1.9
Outcome-Realted Statements
0
0.5
1
1.5
2
2.5
3
3.5
4
Strongly Agree
Strongly Disagree

Percent Agreement with each Negative Outcome Attitude Statement



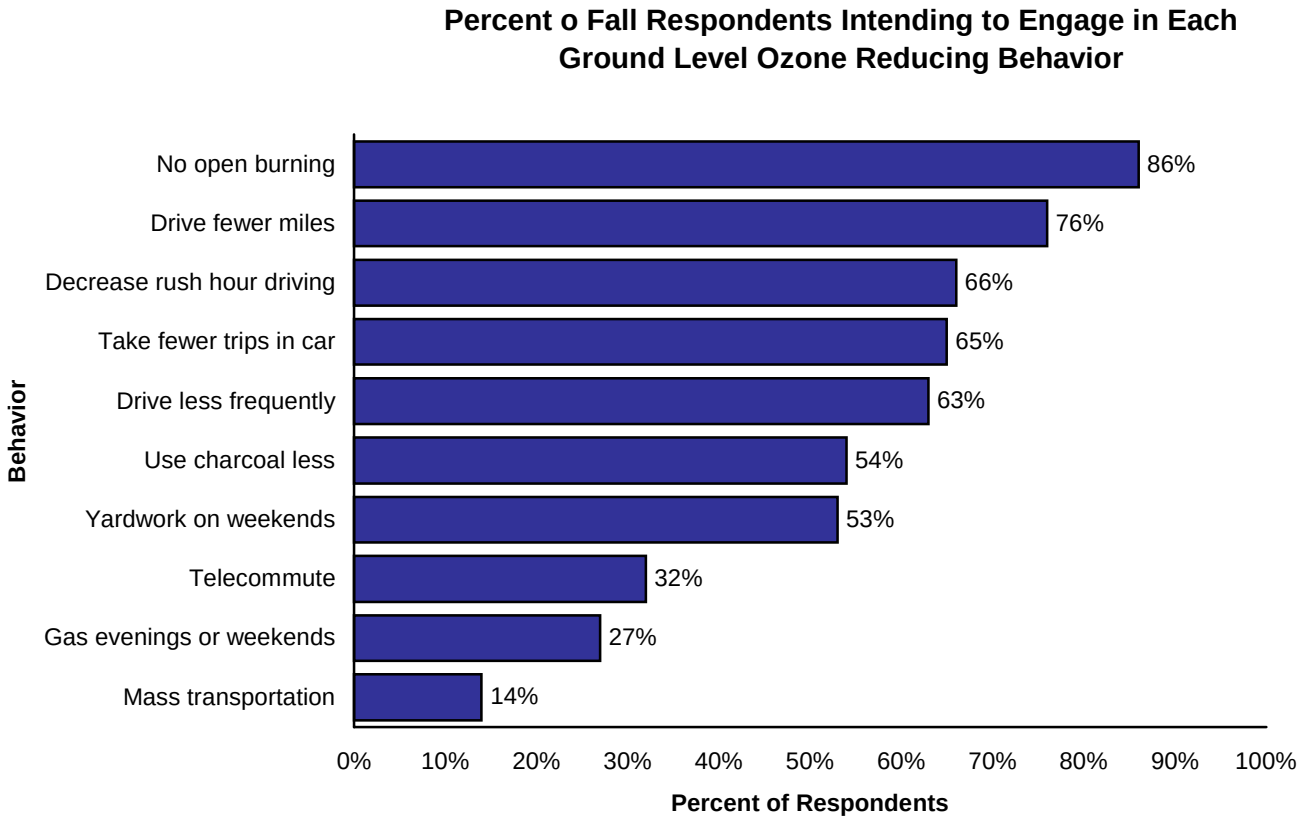
Percent Agreement with each Positive Outcome Attitude Statement



Behavioral Intentions and Ozone Alert Response

Respondents were asked to indicate their intentions for the a series of ozone related behaviors. Specifically, they were given two behavioral alternatives one resulting in a reduction in ground level ozone and one leading to an increase. It was found that:

	Spring	Fall
• Intend to take alternative forms of transportation such as MARTA	21%	14%
• Telecommuting if my employer would agree	36%	32%
• Intend to wait until the evenings or weekends to get gas	21%	27%
• Intend to do their yard work on the weekends	36%	53%
• Don't intend to use self-starting charcoal or lighter fluid	62%	54%
• Drive less frequently.	XX	63%
• Decrease driving during rush hour	XX	66%
• Dispose of leaves without burning them	XX	86%
• Cut back on the number of miles I currently drive	XX	76%
• Cut back on the number of trips I take	XX	65%
• Could not think of any behavioral changes to make in response to an ozone warning	54%	66%



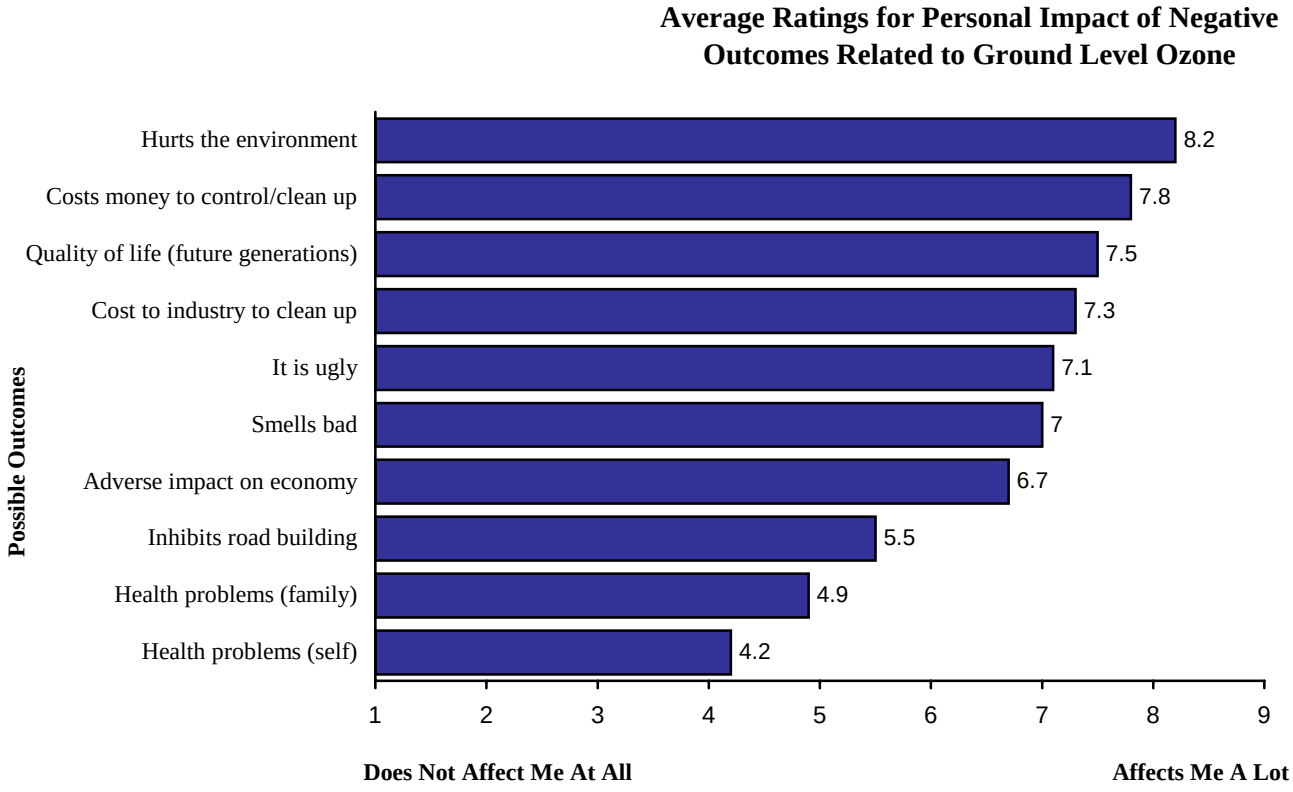
Personal Impact (Values)

Some people feel that ground level ozone affects them personally on a day to day basis, while others feel that it has no effect. I am going read a list of possible outcomes of ground level ozone. Please rate each on a 10-point scale where 1 represents no affect and 10 represents a great personal affect:

Does not affect me at all — Affects me a lot

|----------|----------|----------|----------|----------|----------|----------|----------|----------|

1 2 3 4 5 6 7 8 9 10



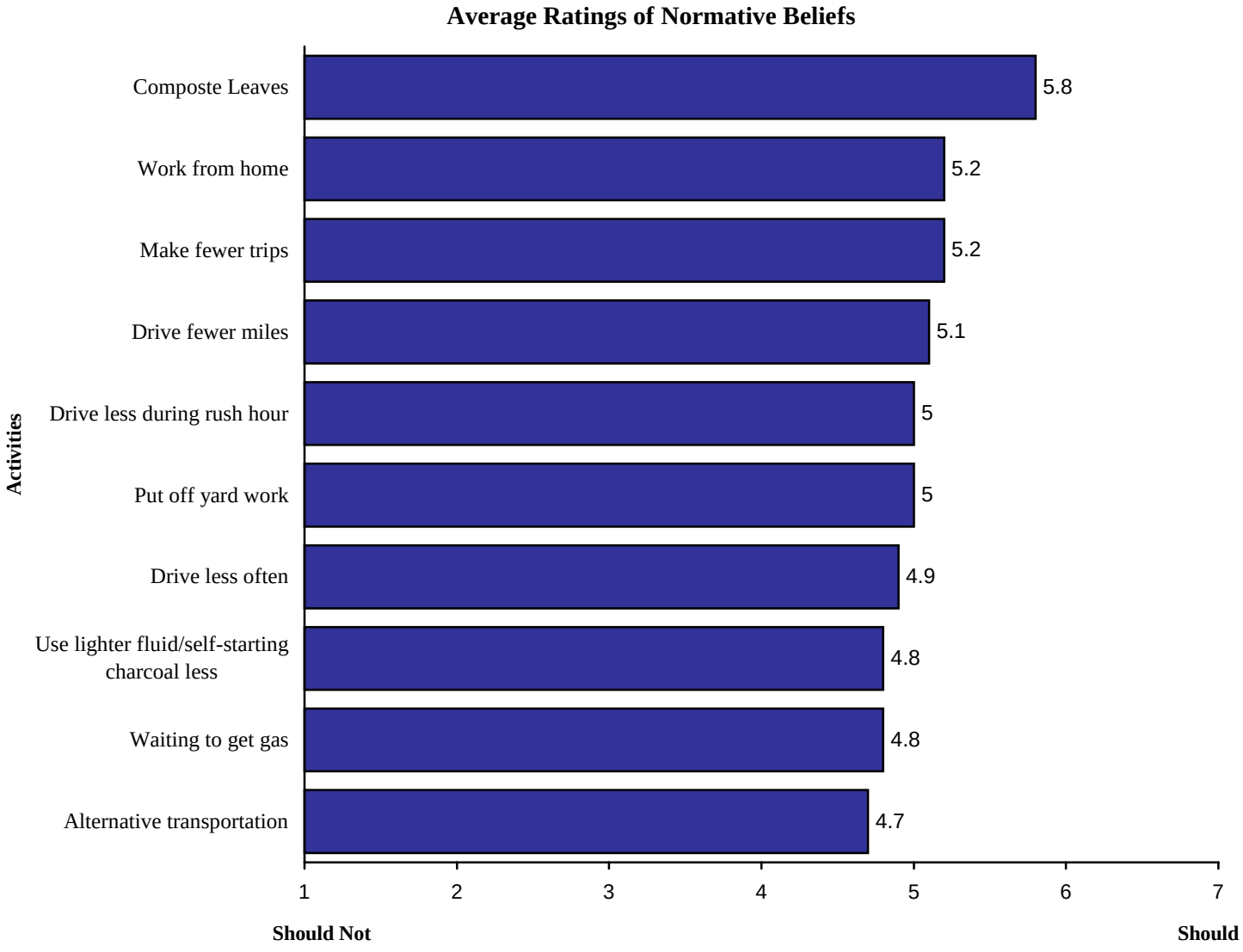
Norms

People who are important to us may feel that we should or should not do certain things. On a scale from 1 to 7 where 1 means that you should NOT and 7 means that you SHOULD, what would people who are important to you say about....

Should Not Should

|----------|----------|----------|----------|----------|----------|

1 2 3 4 5 6 7



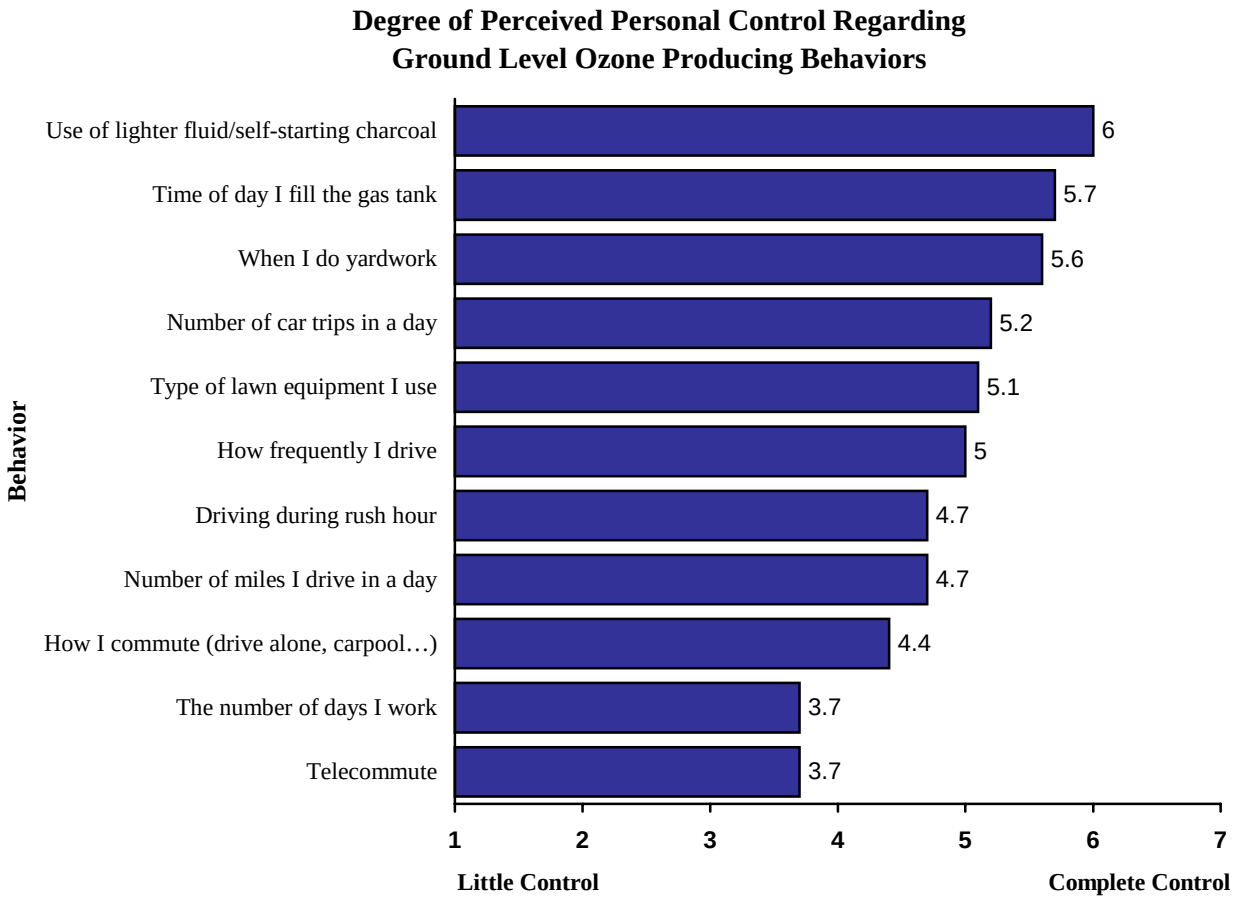
Degree of Perceived Personal Control

On a scale from 1 to 7 where 1 is little control and 7 is complete control, please indicate the degree of control you feel you have over doing the following...

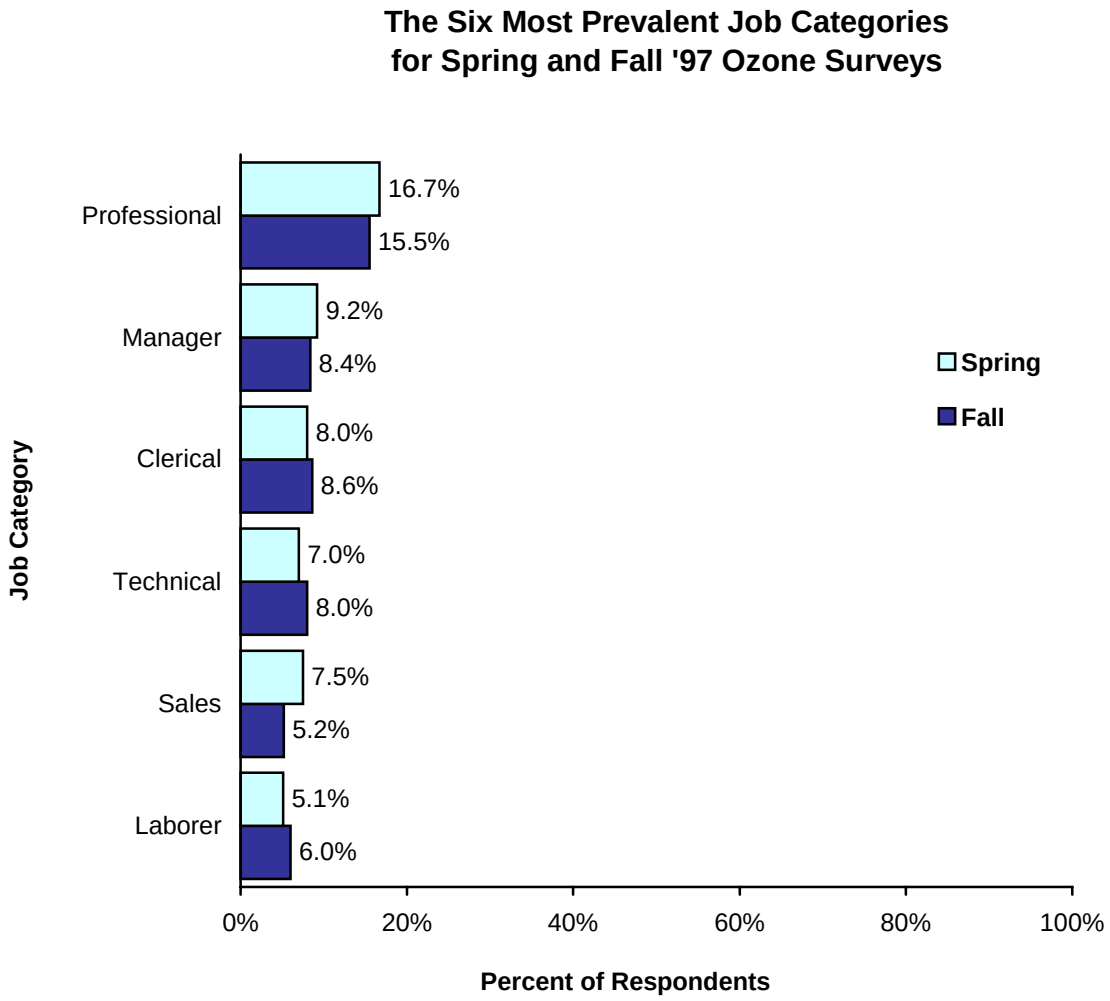
Little Control Complete Control

|----------|----------|----------|----------|----------|----------|

1 2 3 4 5 6 7



Most Prevalent Job Categories



Chi-Square Tests by Sex For Driving Tendencies

Action Items Do you...	Male		Female		Sig. (Chi-square)
	Yes	No	Yes	No	
Top off gas tank	51.5	48.5	45.5	54.6	**.038**
Consolidate errands	81.8	18.2	85.6	14.4	.081
Check tires for air pressure	31.5	68.5	22.3	77.7	**.000**
Exceed the speed limit	60.5	39.5	49.8	50.2	**.000**
Quick start the car	32.8	67.2	26.1	73.9	**.013**
Drive to get lunch	39.7	60.3	32.1	67.9	**.006**
Drive lunch	31.3	68.7	22.4	77.6	.106

Chi-Square Tests by Race (White/NonWhite) of Respondent for Driving Tendencies

Action Items Do you..	White		Non-white		Sig. (Chi-square)
	Yes	No	Yes	No	
Top off gas tank	48.2	51.8	48.0	52.0	.961
Consolidate errands	87.6	12.4	71.7	28.3	**.000**
Check tires for air pressure	27.2	72.8	24.4	75.6	.354
Exceed the speed limit	53.9	46.1	57.4	42.6	.304
Quick start the car	28.4	71.6	31.8	68.2	.281
Drive to get lunch	33.2	66.8	43.0	57.0	**.003**
Drive to lunch	29.3	70.7	17.6	82.4	.060

Chi-Square Tests by Sex for Process and Outcome Attitudes

Process Items Do you...	Male		Female		Sig. (Chi-square)
	Agree	Disagree	Agree	Disagree	
Car pooling is impossible	61.2	38.8	56.2	43.8	.102
Ozone pollution problems are exaggerated	30.0	70.0	22.2	77.8	**.003**
Would like to work fewer days per week	68.2	31.8	62.0	38.0	**.047**
Air quality in Atlanta is good	25.6	74.4	17.8	82.2	**.002**
Mass transit (proc 5)	72.2	27.8	70.2	29.8	.457
Gas mowers are the only type to use	54.7	45.3	49.3	50.7	.094
Air quality will cause businesses to relocate	32.0	68.0	35.0	65.0	.309
Impossible to put off yard work	31.2	68.8	27.2	72.8	.167
Put gas in the car when convenient	66.7	33.3	63.3	36.7	.253
Reducing ground level ozone will reduce respiratory problems	90.6	9.4	95.6	4.4	**.001**
Ground level ozone does not cause people to be sick	32.2	67.8	24.0	76.0	**.004**
Air quality makes Atlanta less pleasant	54.6	45.4	53.8	46.2	.808
Driving to work is my only option	77.9	22.1	73.1	26.9	.077
Would like to telecommute	57.2	42.8	45.5	54.5	**.000**
Prefer a charcoal grill	40.8	59.2	40.5	59.5	.909
Driving less would be impossible	62.0	38.0	60.7	39.3	.641
Driving during rush hour is the only option	38.5	61.5	29.6	70.4	**.002**
Composting is too much trouble	19.9	80.1	18.3	81.7	.514
Could drive fewer miles	58.0	42.0	58.8	41.2	.805
Could make fewer trips	62.1	37.9	62.3	37.7	.930
Air quality in Atlanta is not as bad as other cities	67.6	32.4	69.6	30.4	.493
Proc. 22	51.0	49.0	48.1	51.9	.342
My behavior can have an impact on ground level ozone	84.5	15.5	90.6	9.4	**.001**
Can reduce use of household energy	72.6	27.4	78.0	22.0	**.033**

Chi-Square Tests by Race for Process and Outcome Attitudes

Process Items Do you...	White		Non-white		Sig. (Chi-square)
	Agree	Disagree	Agree	Disagree	
Car pooling is impossible	63.1	36.9	45.7	54.3	**.000**
Ozone pollution problems are exaggerated	26.0	74.0	24.8	75.2	.678
Would like to work fewer days per week	64.9	35.1	65.6	34.4	.830
Air quality in Atlanta is good	18.2	81.8	30.5	69.5	**.000**
Mass transit (proc 5)	77.4	22.6	53.2	46.8	**.000**
Gas mowers are the only type to use	53.7	46.3	45.8	54.2	**.037**
Air quality will cause businesses to relocate	36.5	63.5	25.2	74.8	**.001**
Impossible to put off yard work	28.9	71.1	29.6	70.4	.830
Put gas in the car when convenient	64.4	35.6	66.0	34.0	.630
Reducing ground level ozone will reduce respiratory problems	92.9	7.1	95.1	4.9	.183
Ground level ozone does not cause people to be sick	28.1	71.9	26.4	73.6	.595
Air quality makes Atlanta less pleasant	58.7	41.3	41.3	58.7	**.000**
Driving to work is my only option	80.5	19.5	61.4	38.6	**.000**
Would like to telecommute	52.2	47.8	48.4	51.6	.308
Prefer a charcoal grill	33.1	66.9	62.5	37.5	**.000**
Driving less would be impossible	61.7	38.3	59.8	40.2	.589
Driving during rush hour is the only option	33.5	66.5	34.7	65.3	.706
Composting is too much trouble	16.1	83.9	28.0	72.0	**.000**
Could drive fewer miles	56.0	44.0	65.9	34.1	**.004**
Could make fewer trips	60.6	39.4	67.4	32.6	**.045**
Air quality in Atlanta is not as bad as other cities	68.2	31.8	70.0	30.0	.573
Proc. 22	43.6	56.4	65.5	34.5	**.000**
My behavior can have an impact on ground level ozone	90.3	9.7	80.7	19.3	**.000**
Can reduce use of household energy	71.7	28.3	86.4	13.6	**.000**

Independent Samples T-Tests by Sex For Value-Related Questions

Affect Items: Ground level ozone affects: (1 = no affect, 10 = great affect)	Male - Mean	Female - Mean	Sig. (t-test)
Health problems (pertaining to self)	3.91	4.48	.204
Health problems (pertaining to family)	4.39	5.28	**.037**
Quality of life for future generations	7.14	7.68	.618
It is ugly	6.87	7.32	.150
Hurts the environment	7.89	8.46	.171
Smells bad	6.67	7.21	.219
Costs money to control and clean up	7.74	7.92	.565
Cost to industry to clean up	7.18	7.43	.473
Adverse impact on economy	6.51	6.89	**.028**

Independent Samples T-Tests by Sex For Behavioral Intentions

Important Scale (1=Should not do, 7=Should do)	Male - Mean	Female - Mean	Sig. (t-test)
Use alternative transportation	4.70	4.77	.088
Work from home	4.96	5.42	.457
Put off yard work until the weekend	4.83	5.19	.917
Wait until the evening to pump gas	4.55	4.94	.372
Use lighter fluid less often	4.69	4.89	.368
Drive less often	4.71	4.97	**.025**
Drive less during rush hour	4.93	5.13	.067
Compost leaves	5.67	5.82	.595
Drive fewer miles	4.96	5.23	.563
Make fewer trips	4.90	5.39	.092

Independent Samples T-Tests by Race (White/Non-White) for Personal Control Scale

Degree of Control (1 = no control, 7 = complete control)	Male - Mean	Female - Mean	Sig. (t-test)
How you commute (drive, car pool, Marta)	4.40	4.42	**.000**
Able to telecommute once a week	3.59	3.77	**.003**
Able to do yard work on weekends	5.50	5.66	.436
Time of day you get gas	5.61	5.80	.938
Use charcoal lighter fluid	5.91	6.10	.385
How frequently you drive	4.94	5.11	.269
Drive during rush hour	4.50	4.92	**.009**
How many miles a day you drive	4.44	4.84	**.007**
Work fewer days per week	3.47	3.79	.090
Type of lawn equipment used	5.18	5.12	.136
Composting leaves	5.91	6.03	**.037**
Number of car trips in one day	4.90	5.38	.152

Independent Samples T-Tests by Race (White/Non-White) for Values

Affect Items: Ground level ozone affects: (1 = no affect, 10 = great affect)	White - Mean	Non-white-Mean	Sig. (t-test)
Health problems (pertaining to self)	4.16	4.43	.204
Health problems (pertaining to family)	4.77	5.20	**.037**
Quality of life for future generations	7.42	7.51	.618
It is ugly	7.19	6.91	.150
Hurts the environment	8.27	8.05	.171
Smells bad	6.91	7.15	.219
Costs money to control and clean up	7.82	7.92	.565
Cost to industry to clean up	7.36	7.22	.473
Adverse impact on economy	6.62	7.02	**.028**

Independent Samples T-Tests by Race (White/Non-White for Behavioral Intentions

Important Scale (1=Should not do, 7=Should do)	White - Mean	Non-white - Mean	Sig. (t-test)
Use alternative transportation	4.67	4.93	.088
Work from home	5.17	5.29	.457
Put off yard work until the weekend	5.02	5.04	.917
Wait until the evening to pump gas	4.79	4.65	.372
Use lighter fluid less often	4.76	4.90	.368
Drive less often	4.77	5.10	**.025**
Drive less during rush hour	4.97	5.24	.067
Compost leaves	5.74	5.81	.595
Drive fewer miles	5.09	5.17	.563
Make fewer trips	5.11	5.35	.092

Independent Samples T-Tests by Race (White/Non-White) for Personal Control Scale

Degree of Control (1 = no control, 7 = complete control)	White - Mean	Non-white - Mean	Sig. (t-test)
How you commute (drive, car pool, Marta)	4.23	4.93	**.000**
Able to telecommute once a week	3.54	4.08	**.003**
Able to do yard work on weekends	5.61	5.49	.436
Time of day you get gas	5.72	5.71	.938
Use charcoal lighter fluid	5.99	6.09	.385
How frequently you drive	4.99	5.16	.269
Drive during rush hour	4.63	5.04	**.009**
How many miles a day you drive	4.56	4.97	**.007**
Work fewer days per week	3.55	3.86	.090
Type of lawn equipment used	5.20	4.96	.163
Composting leaves	6.05	5.76	**.037**
Number of car trips in one day	5.11	5.32	.152