



LIFE 15 IPE IT 013



VALUTA L'ARIA

*la percezione dei cittadini
sulla qualità dell'aria*



The perception of citizens on Air Quality in the Po Valley Area

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The second edition of the survey on the perception of air quality by the citizens of the Po Valley

Timing:

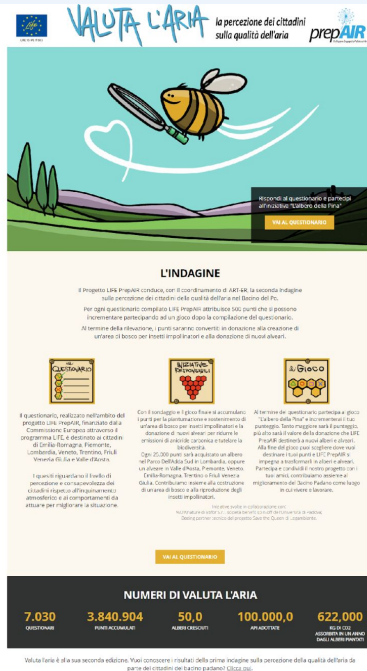
- december 2022: launch of the questionnaire
- 31st march 2023: end of data elaboration

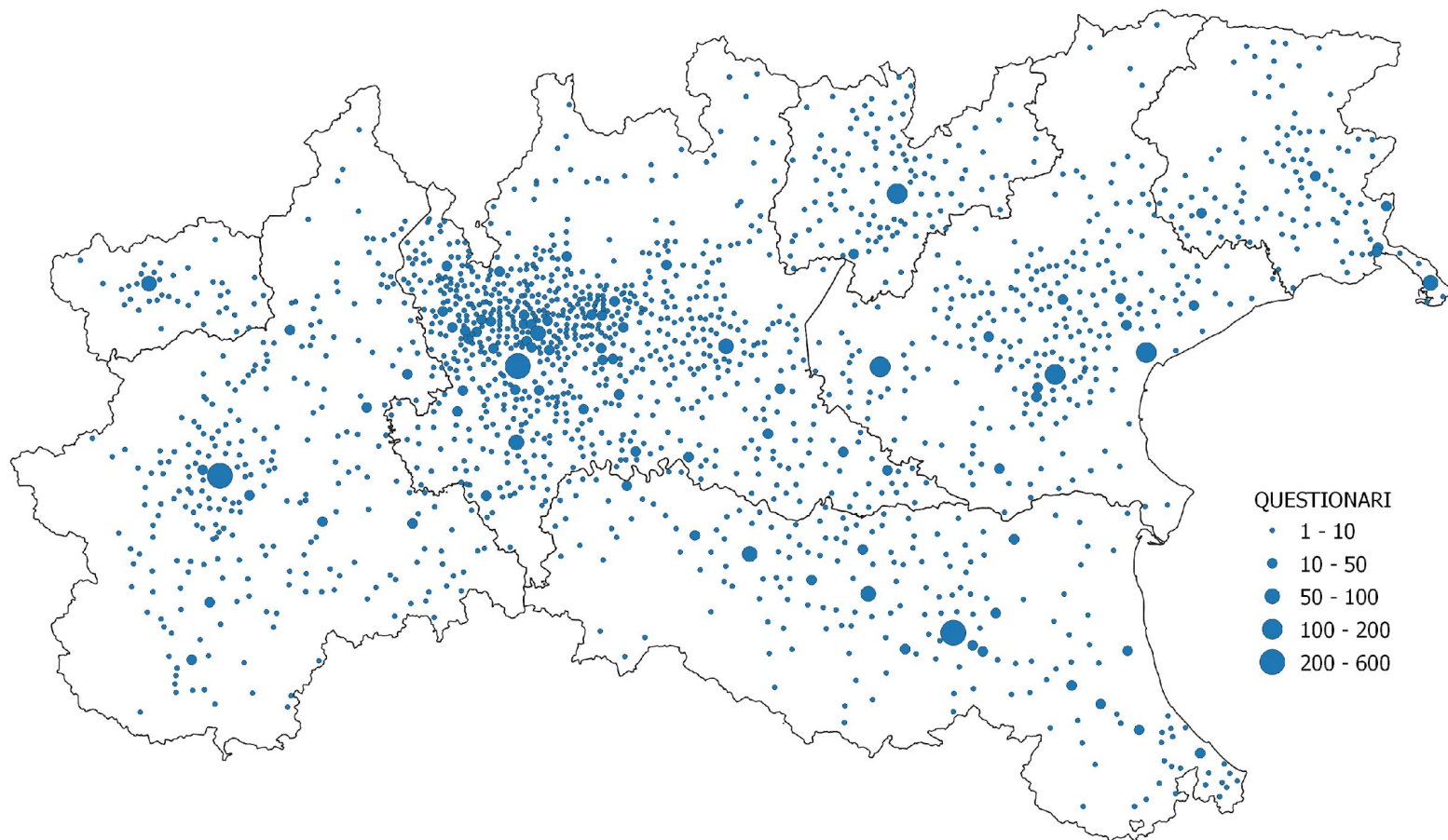
Methodology: CAWI Computer Assisted Web Interview + CATI Computer Assisted Telephone Interview.

Sample size: 7.030

Scope: Po Basin (Valle D'Aosta, Piemonte, Lombardia, Trentino, Emilia-Romagna, Veneto, Friuli Venezia Giulia)

NEW - The participation to the survey has been rewarded with the plantation of trees and installation of bee hives.



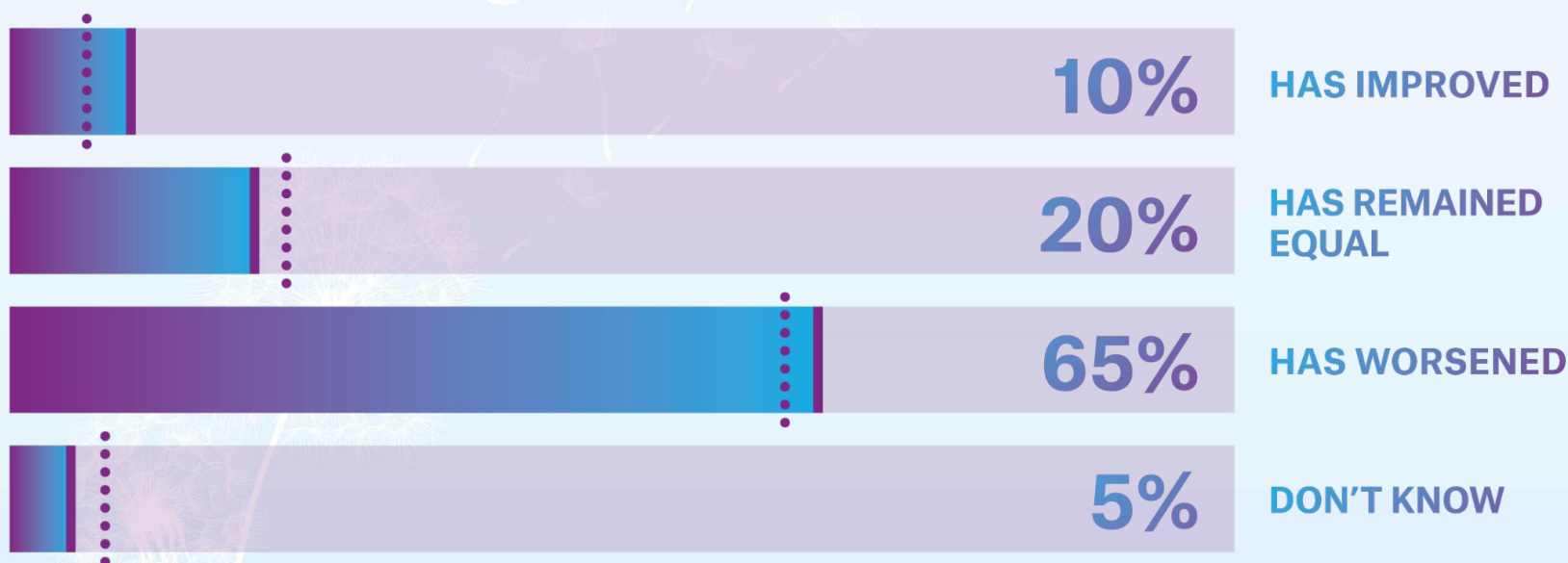


A very good
representativity
of each
territory.

The Results: Fact 1 - PERCEPTION

COMPARED TO THE PREVIOUS SURVEY, BOTH PERCEPTIONS OF IMPROVEMENT AND THOSE OF WORSENING APPEAR TO BE INCREASING.

Perceived air quality trends over the past decade



- Vs 1st edition: Both the extreme opinions have increased - (it has worsened/it has improved)
- BUT.....**Data say AQ in the Po valley has generally improved over the years.**

Fact 2 - CONCERN and AWARENESS

Perceived causes of pollution

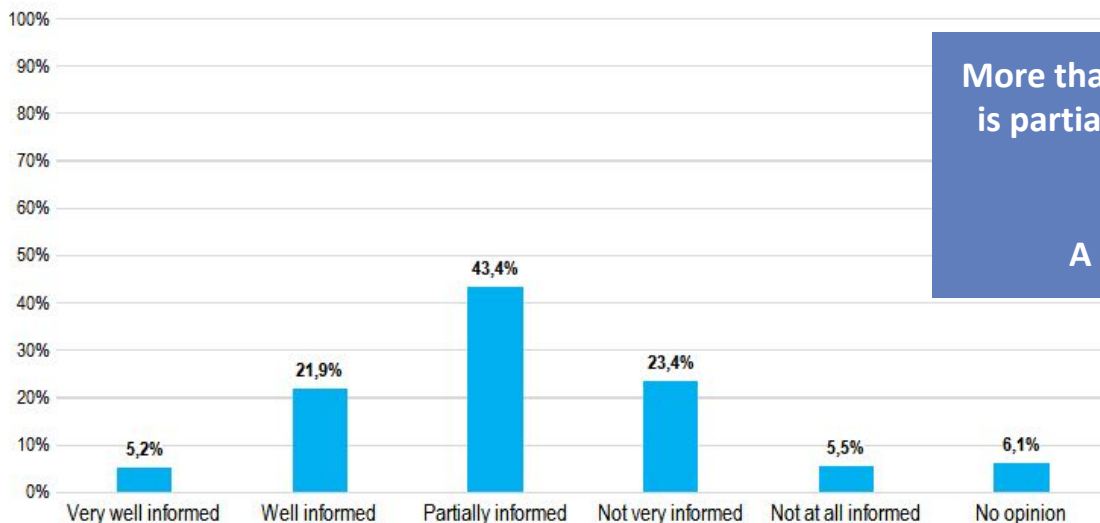


12% thinks biomass does not pollute at all !!

- 65% of the sample think Transportation sector causes “a lot” or “very much” pollution
- Transportation and industrial sectors are perceived as main causes, Domestic Heating is “in between” while Agriculture and biomass are considered less responsible.
- Industries’ emissions are clearly *overestimated* by a majority of the sample, while Agriculture and biomass are *underestimated*.

Fact 3 - INFORMATION and Knowledge

Figure 7 - Level of information about air quality in your country/region/city



More than 70% of respondents
is partially informed or less on
AQ

A lot of work TBD!

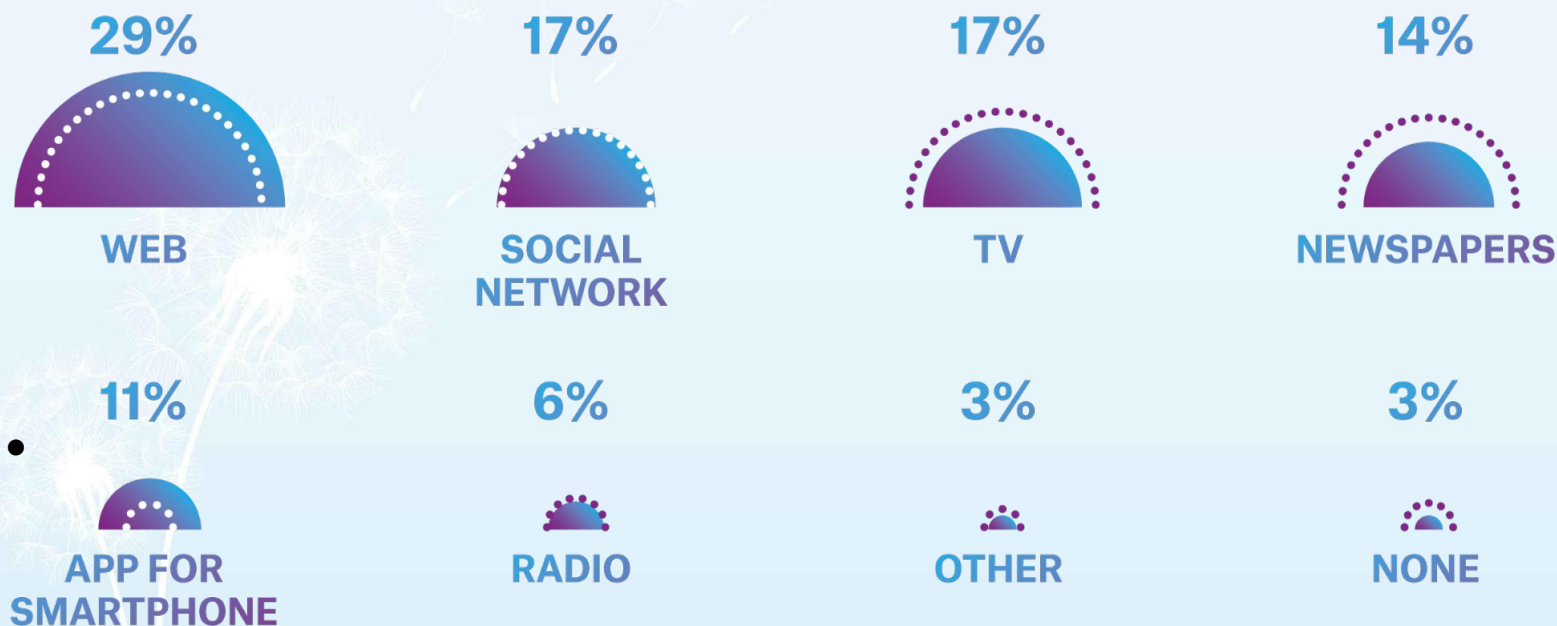
Figure 9 - Information that the respondent would like to be able to access more easily



Fact 3 - INFORMATION and Knowledge

29% OF RESPONDENTS SAY THE MOST IMPORTANT INFORMATION TOOL IS THE WEB, FOLLOWED BY SOCIAL NETWORKS AND TV, CHOSEN BOTH BY 17% OF THE SAMPLE.

Main sources of information regarding air quality



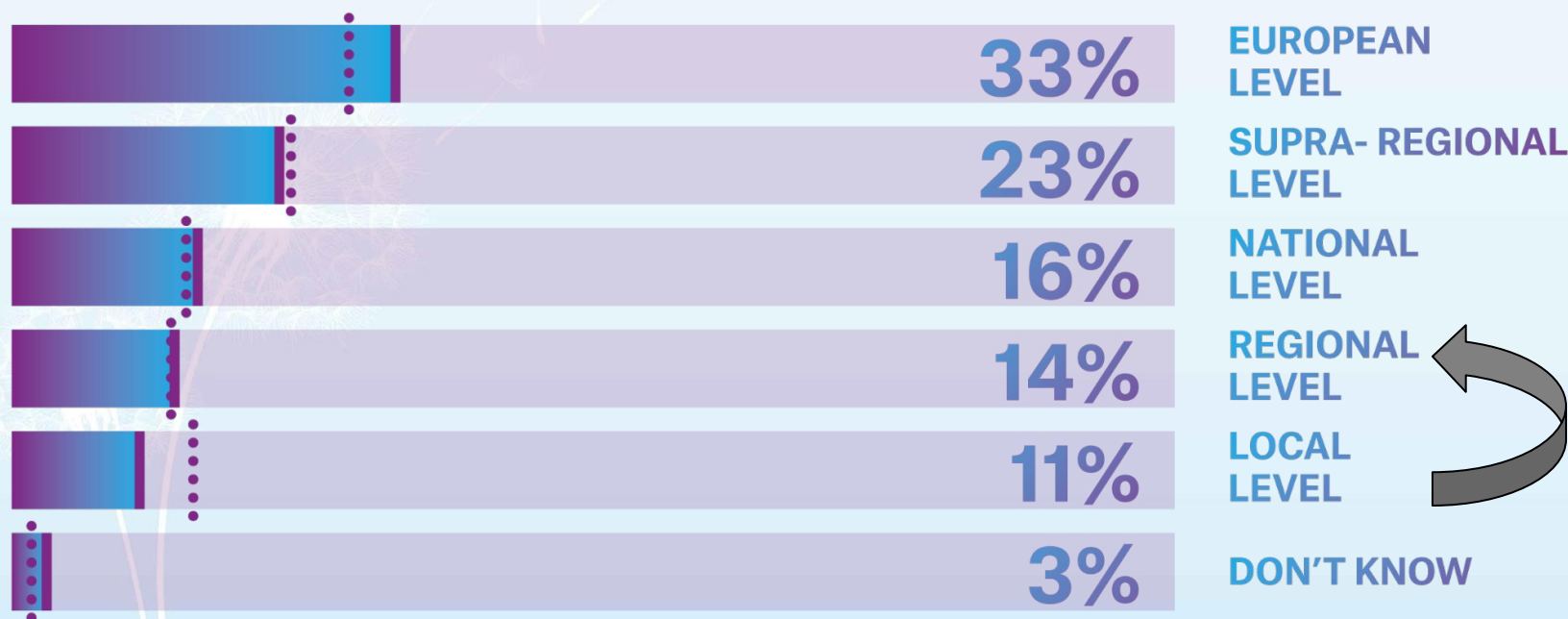
Web is confirmed the most used source of information for AQ topic.

All “traditional” media share have diminished compared to 2019’s Survey

Fact 4 - OPINION on Policies and Initiatives

THE BEST AREA OF INTERVENTION TO ADDRESS THE CHALLENGES POSED BY THE AIR QUALITY PROBLEM AND THE MOST EFFECTIVE INITIATIVES ARE CONSIDERED BY THE MAJORITY OF RESPONDENTS (32%) TO BE THOSE UNDERTAKEN AT THE EUROPEAN LEVEL.

Better scope to address challenges related to air quality



Fact 4 - OPINION on Policies and Initiatives

Respondents are quite supportive of all initiatives:

top three initiatives:

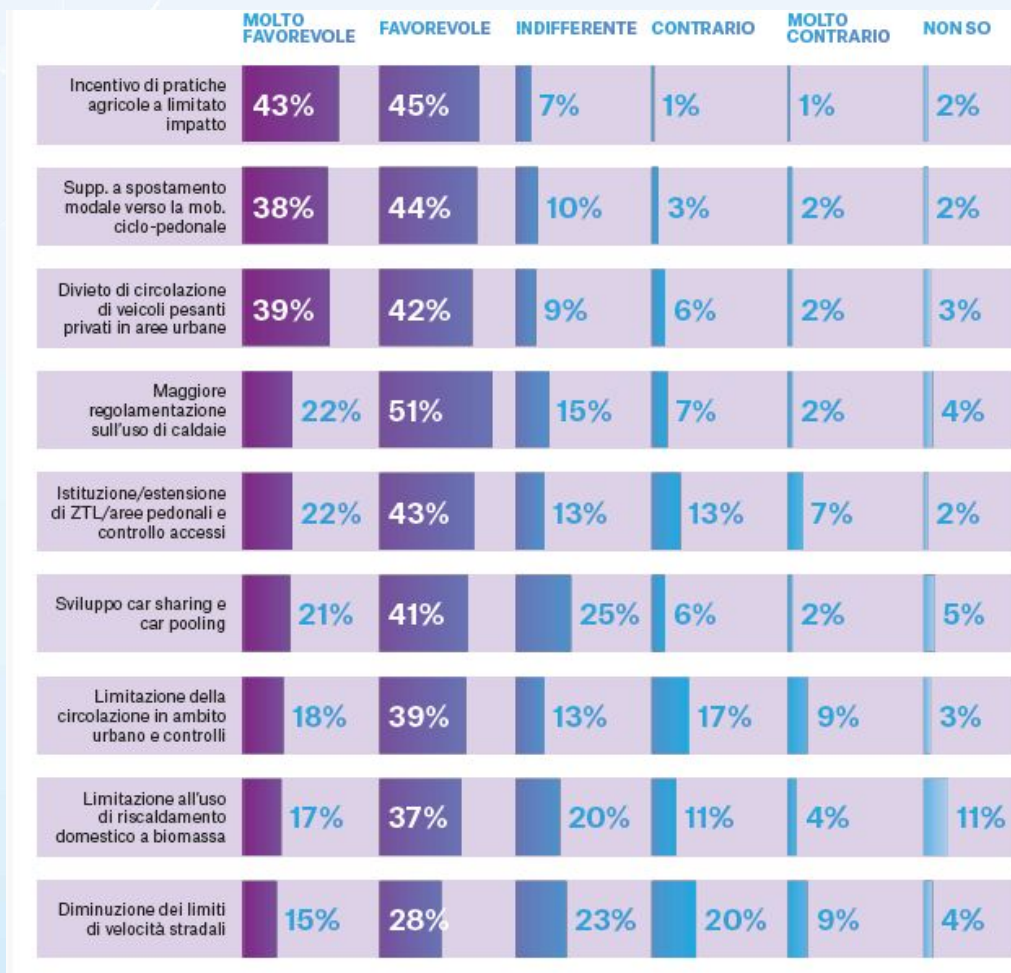
- incentives for low impact agriculture
- support for cycling mobility
- ban of private heavy vehicles in urban areas are the in terms of preferences

bottom three

- limitation to urban traffic
- **limitation to the use of biomass** for domestic heating
- reduce speed limits

Interviewees tend to answer incoherently on the real target (AQ improvement) while are coherent in preferring initiatives either that do not affect them directly or that promise a personal bonus

Consensus on initiative.....

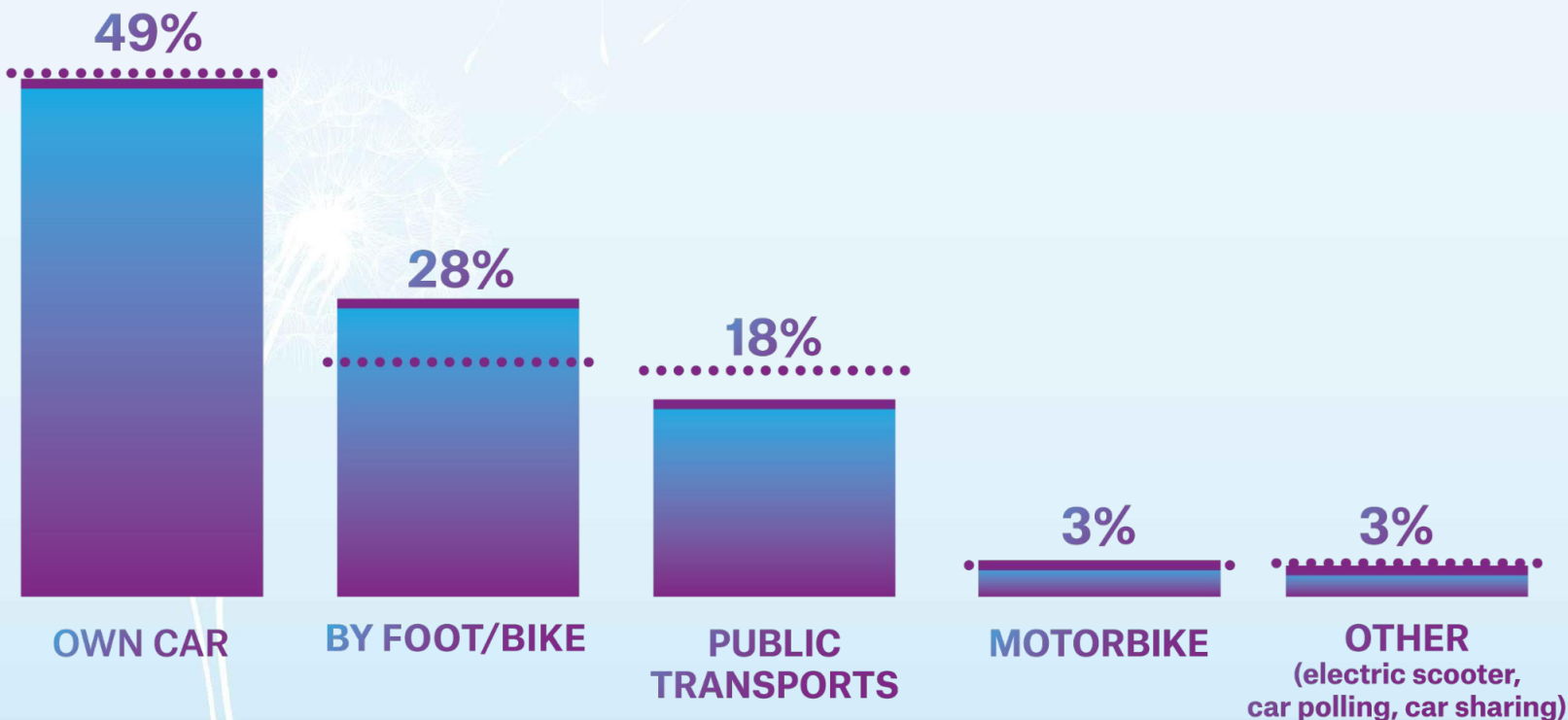


Limitation to the use of biomass is an unpopular initiative

Fact 5 - BEHAVIOURS to Reduce Air Pollution

THE MOST USED MEANS OF TRANSPORTATION IS ONE'S OWN CAR (49%), IN LINE WITH THE PREVIOUS SURVEY, FOLLOWED BY PUBLIC TRANSPORTATION (18%), WITH A 30% POINTS OF GAP.

Vehicle used to travel to work

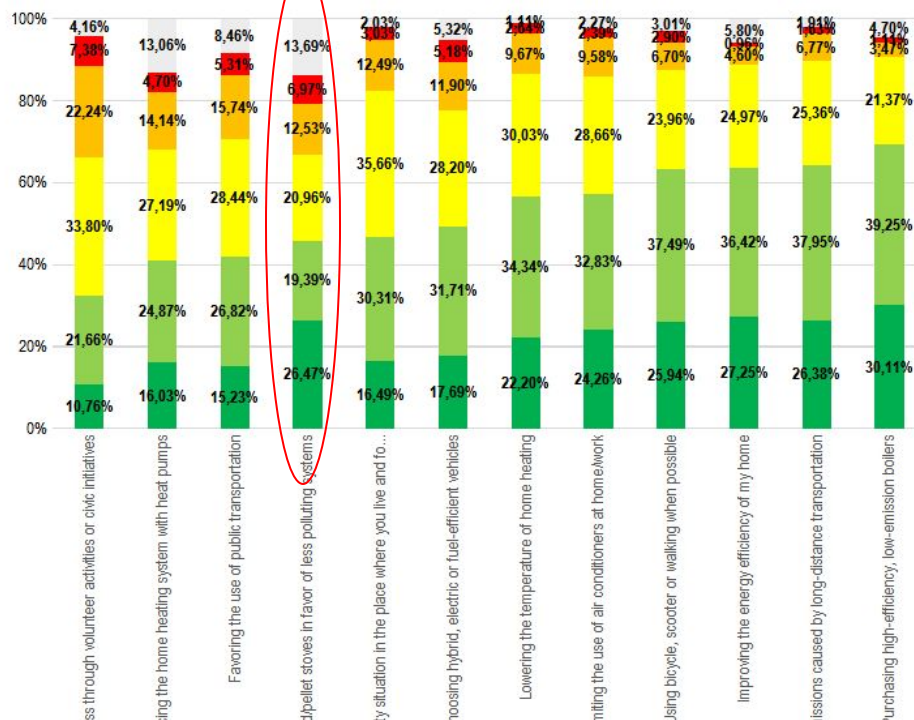


Fact 5 - BEHAVIOURS to Reduce Air Pollution

Buying **hi-efficiency boilers**, buying local products and improve the energy efficiency of the house are the top ranking best practices.

While volunteering, using **Heat pumps for domestic heating** and using public transport are the lowest.

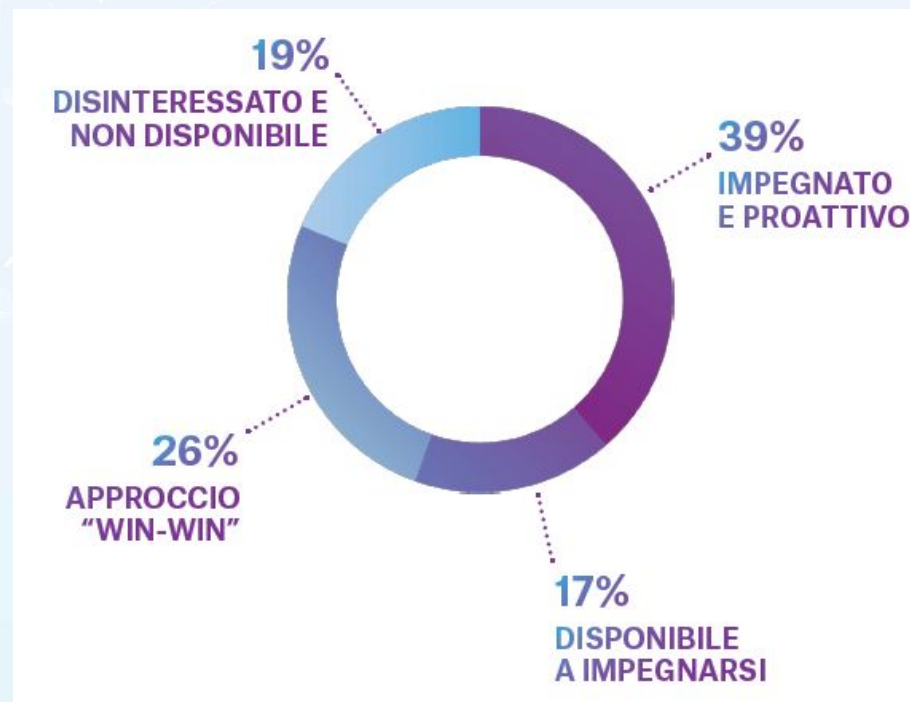
Figure 16 - Willingness to implement the following behaviors



Fact 6 - Profile of the Respondents

The analysis distinguished four groups of citizens distinguished primarily in terms of their willingness or unwillingness to implement behaviors and initiatives to improve air quality.

Based then on the results of the analysis, four citizen profiles were identified:



- "**Engaged and proactive**": very willing to implement virtuous behaviors for the improvement of air quality;
- "**Willing to engage, but to a fair extent**": somewhat willing to implement virtuous behaviors;
- "**Win-win approach**": not very willing to implement virtuous behaviors, except those that involve a direct economic return;
- "**Disinterested and unwilling**": low willingness to implement virtuous behaviors, lower than the other groups.

Fact 6 - Profile of the Respondents

ENGAGED AND PROACTIVE

Gender



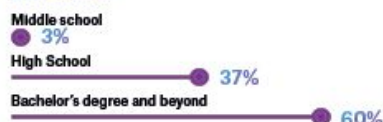
Channels of Information



Age



Education



Air quality evaluation



Major causes of pollution

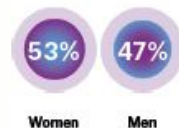


Behaviors disposed to implement



WILLING TO COMMIT

Gender



Channels of Information



Age



Education



Air quality evaluation



Major causes of pollution



Behaviors disposed to implement



"WIN-WIN" APPROACH

Gender



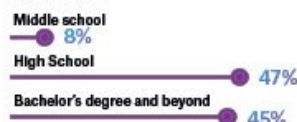
Channels of Information



Age



Education



Air quality evaluation



Major causes of pollution



Behaviors disposed to implement



DISINTERESTED

Gender



Channels of Information



Age



Education



Air quality evaluation



Major causes of pollution

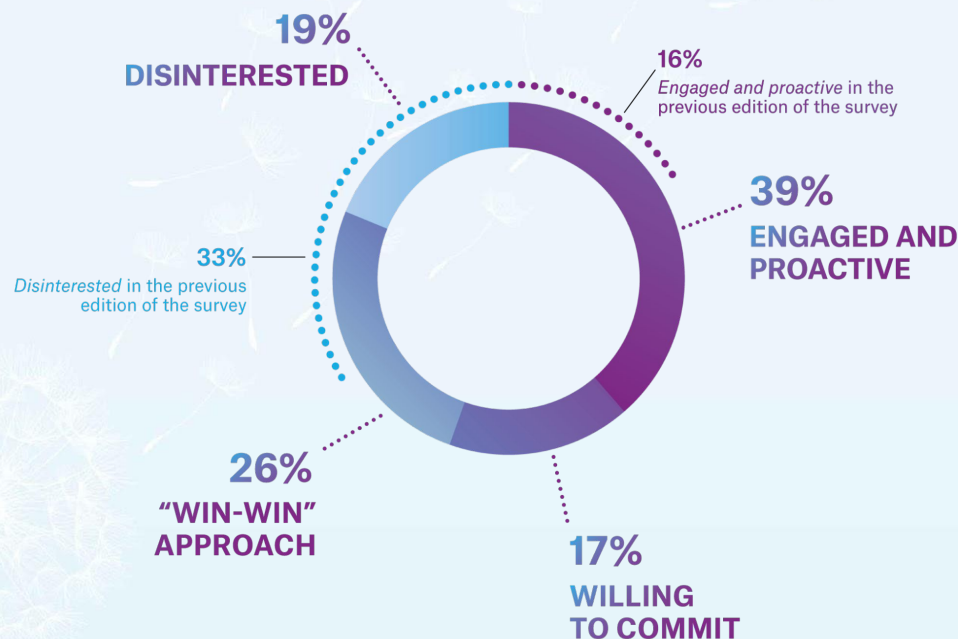


Behaviors disposed to implement



Fact 6 - Profile of the Respondents

Sample distribution in the four clusters



Confronting the results of the current edition with the previous one we registered a **clear shift toward more positive/active categories.**

Thank you for your attention!

The report of the survey is available in the PrepAIR website- [pillar communication web page](http://pillarcommunicationwebpage)



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ARSO ENVIRONMENT
Slovenian Environment Agency

