

2009 Pollen Report Subscriber Survey

On 4 December 2009 the NC Division of Air Quality Ambient Monitoring Section circulated a questionnaire to the email subscribers of the daily pollen report. On 14 December, we emailed a summary the responses and prompted a few additional responses.

This document is a completed summary and analysis of the responses we received through 28 December.

Results

Sampling Statistics

- 006 Undeliverable Emails
- 040 Respondents
- 079 Nonrespondents
- 119 Effective Sample Size
- Table of Margins of Error across a range of different response levels:

Response	Lower 95% confidence level	Upper 95% confidence level
3%	0%	9%
5%	0%	11%
8%	0%	15%
10%	0%	17%
12%	6%	21%
25%	17%	35%
50%	40%	60%
75%	65%	83%

Question 1. Do you depend on the pollen reports for your personal comfort during allergy seasons, or to satisfy a professional need (such as health care provision or weather reporting)?

- 23% yes, because of allergies
- 08% yes, because of asthma
- 05% yes, because of intellectual curiosity or spiritual inspiration
- 05% yes, as a health service provider or researcher
- 10% yes, as a media reporter
- 23% yes, for other or unspecified reasons

- 13% no
- 15% did not answer

Question 2. How many other people benefit from the pollen reports through you? What is their relationship to you?

- About 75% of respondents identified a few nuclear family members or a small circle of friends
- The median number of people shared with is 2
- 2 respondents are clinical researchers using the information for professional purposes
- 1 respondent reports Winston-Salem pollen count data for an air quality monitoring agency in Forsyth County, using the Raleigh pollen reports for “level-3 validation”
- 1 respondent is a television meteorologist with ~100,000 viewers
- 1 respondent is a national weather service provider to two coastal N.C. newspapers, citing 40,000 combined circulations
- 1 medical provider reported serving ~400 patients annually

Question 3. If we did not continue providing pollen reports in 2010, would you be able to find similar information to meet your needs from another source?

- 18% responding yes, could find an alternative information source
- 33% responding no
- 15% responding uncertain of (a satisfactory) alternative
- 35% did not answer

Questions 4 and 5. Changes of name, address or subscription status.

- 2 respondents were unsubscribed from the list at respondent’s request (but can still be contacted)
- 3 respondents were deleted from the list at respondent’s request
- 9 respondents supplied contact information corrections that we updated

Question 6. Do you have any [constructive] comments, questions or suggestions about our agency’s pollen reports?

- 2 respondents requested we report mold spore counts and/or dust levels
- 1 respondent requested we report on more days and collaborate (merge data) with the other local counters, such as allergy clinics in our area, if doing so would produce a more complete data record
- 3 respondents requested we issue and evaluate a subscriber/user survey like this every year
- 2 respondents indicated willingness to *pay us a monthly or annual fee* to receive pollen reports
- On 23 December 2009, Governor Perdue issued North Carolina’s first social media policy and guidelines for state government, prompting the chief client of this survey to request we explore distributing future daily pollen reports using *Twitter*, in addition to conventional email