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**UTAHN'S HEALTH RISK PERCEPTION SURROUNDING AIR POLLUTION**

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Poor air quality in Utah creates an array of economic, environmental, and health-related impacts that merit investigation and informed political responses. Air pollution is known to cause a variety of health concerns ranging from increased rates of asthma, cardiovascular and lung disease. Our research investigates if Utahns understand the health risks associated with long-term and short-term impacts of air quality. To assess the degree to which Utahns perceive of the health risks of air pollution, we performed an ordinal logistic regression analysis on 1,160 individual responses to the Utah Air Quality Risk and Behavioral Action Survey to determine how socioeconomic status impacts the perception of the health risks of air pollution. We based socioeconomic status on annual income with the lowest group making \$25,000 or less per year and the highest making \$150,000+ per year. In our analysis we added controls for age, gender, education level, being parents, and rural vs. urban location. We found that higher or lower socioeconomic status alone is not a predictor of perceiving air pollution as a short-term or long-term risk to their health. An accurate gauge on the health risk perceptions of air pollution allows for effective environmental education to be targeted at the correct populations and policies that adequately address these serious concerns.