

EXECUTIVE SUMMARY

Survey Methodology

In consultation with the Puget Sound Clean Air Agency, PRR:

- Reviewed reports and survey instruments from previous waves of the survey
- Developed a statistically-valid telephone survey for the current wave (2008)
- Purchased a random digit dialing list of households within the four county area to allow those with unlisted telephone numbers, as well as those with cell phones, an equal chance of participating
- Pre-tested the survey and made necessary revisions before final fielding
- Administered the survey to a disproportionate stratified random sample of 1,201 households. The sample was disproportionately stratified relative to county, with 300+ households from each county. This sample size resulted in an overall margin of error of ± 2.82 percent and county-area margins of error of ± 5.66 percent. To reduce sample bias, up to four attempts per potential respondent were made to establish telephone contact at different times of the day and days of the week.
- Data analysis included weighting the data relative to the proportion of households in each county

In this report the results are shown for the total sample. Differences among counties are presented when such differences are statistically significant. When the total sample was analyzed (as opposed to county sub-sets) the data was weighted to reflect the proportion of households per county according to the most recent census data. The county proportions and weights are shown below:

County	Sample n	Household %	Weight
King	300	54%	2.2055
Pierce	300	21%	.8214
Snohomish	302	18%	.7170
Kitsap	301	7%	.2807

In regard to comparison of results across waves of the survey, results from previous years (2005, 2002, 1998, and 1993) were reviewed for those questions that have been asked in more than one year. In some cases the wording of a question may have been slightly modified from a previous year, but comparisons to previous years were only made when such wording changes had not substantially changed the meaning or comparability of the question. Finally, we chose to not report any of the data from the 1995 survey due to the fact that those results were not appropriately weighted and any comparisons would be questionable.

Results

Air Quality Knowledge, Beliefs and Attitudes

- Trend toward seeing air pollution in the Puget Sound area as a *very serious* problem has been generally downward since 1993 (16%), with only 12% seeing it as a *very serious* problem in 2008 (females somewhat more likely slightly more likely to think air pollution is a serious problem)
- Still more than a third (41%) think air pollution has gotten worse over last five years (females somewhat more likely hold this opinion)
- Most (89%) still know that air pollution comes mostly from motor vehicles
- Many (47%) think not enough is being done to control air pollution (females somewhat more likely and those with breathing problems in their family are more likely to hold this opinion)
- Concern about global warming is significantly increasing, 55% compared to 47% in 2005 (females and those with breathing problems in their family somewhat more likely to be concerned)
- Auto exhaust and industry pollution seen as big causes of global warming and air pollution
- Two-thirds (69%) think vehicle idling contributes much to overall air problems
- Just over three-quarters (76%) are in favor of restricting vehicle idling (favored by those with breathing problems in their family)
- Most (66%) believe there are things they can do as individuals to reduce global warming

Willingness & Motivators to Change to Protect Air Quality

- Majority (57%) *strongly agree* they would change their behavior if they just knew what to do (females and those with breathing problems in their family are somewhat more likely to hold this opinion)
- Family's health is the number one motivator (73%), followed by preserving air for future generations (66%) and personal health (66%)

Burning/Equipment Behaviors & Willingness to Change

- More than one third (43%) have some type of fireplace, wood stove, fireplace insert or pellet stove
- Only 2% have pellet stoves
- Vast majority (67%) do not plan to replace their woodstove or fireplace insert with natural gas, propane, or a certified wood stove or insert
- Just over a third (35%) use for heat and a third (33%) use for heat and pleasure
- Most (80%) burn wood; about a third (32%) burn pressed logs
- About a third (40%) have voluntarily stopped using their fireplace, woodstove or fireplace insert in last 12 months because air quality was poor (those from Kitsap or Pierce counties somewhat less likely to reduce use of indoor burning equipment)
- A quarter (25%) have voluntarily stopped using gas powered yard equipment in last 12 months because air quality was poor
- About 21% report burning materials outside (up slightly from 2005)

Vehicle/Travel Behaviors & Willingness to Change

- Just over a third (38%) report driving less when air quality is poor (females somewhat more likely to do so)

- Driving less typically involves staying home (17%; down from 2005), carpooling (22%; down from 2005) or walking (21%; down from 2005). However, although biking (13%; up from 2005), taking the bus (22%; up from 2005), and more efficient trip-changing (30%; large increase from 2005) have increased almost from 2005. And unlike early surveys, reducing errands (23%) is also mentioned as a way to reduce driving.
- Vast majority (78%) would be willing to pay more for a vehicle that meets their personal needs and also saves them money at the gas pump
- More than half (57%) indicate fuel economy is a very important factor in buying a new car

Willingness to Pay for Clean Air

- Unlike 2005 results, people are less willing to pay taxes/fees that are connected to motor vehicles, but are more willing to pay for taxes/fees that are connected to tobacco, liquor, and gambling.
- Increased gas taxes are less popular now than in 2005 (21% vs. 36%), as are vehicle excise taxes (22% vs. 39%)
- New in 2008 survey, almost a quarter (22%) are willing to support a driver's license tax
- Similar to 2005 results, large majorities (from 92% to 79%) are willing to pay anywhere from \$1 a year to \$10 a year to have cleaner air

Use of Air Quality Reports

- Almost two-thirds of respondents (62%) (19% increase from 2005) report having seen or heard air quality messages for the Puget Sound area in the last year Messages heard are typically burn bans (31%) or air quality reports (19%)
- Messages are typically heard/seen on TV news (62%), radio (19%) or newspapers (20%)

Who is Responsible for Air Quality & Awareness of Puget Sound Clean Air Agency

- Most(19%) see the EPA as the agency responsible for air quality
- Just over a third (36%; similar but slightly increased to the 30% in 2005) of respondents have heard of the agency, even when they are provided with the name of the agency (aided recognition).
- Of those aware, most (67%) do not know the Puget Sound Clean Air Agency has a website
- Most (58%) do not complain about air quality problems