



Puget Sound Clean Air Agency 2005 Survey Report

Executive Summary

Prepared for:

Puget Sound Clean Air Agency

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Prepared by:

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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
- Purchased a random digit dialing list of households within the four county area to allow those with unlisted telephone numbers 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 1,203 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 five 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
- The response rate¹ was 21 percent.

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 (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 13% seeing it as a *very serious* problem in 2005 (females somewhat more likely and those from King or Pierce counties slightly more likely to think air pollution is a serious problem)
- More than a third (38%) think air pollution has gotten worse over last five years (females somewhat more likely and those from King or Pierce counties slightly more likely to hold this opinion)
- Most (89%) know that air pollution comes mostly from motor vehicles
- Many (42%) think not enough is being done to control air pollution (females somewhat more likely and those from King or Pierce counties slightly more likely to hold this opinion)
- Concern about global warming is increasing, 47% compared to 25% in 2002 (females somewhat more likely to be concerned)

¹ Response rate is defined as the number of completed surveys plus the number of those contacted who did not qualify *divided* by the number of completed surveys plus hard and soft refusals plus qualified refusals plus the number contacted who did not qualify.

- Auto exhaust and industry pollution are seen as big causes of global warming and air pollution
- Global warming is seen as a natural cycle of the earth by about 4%
- Two-thirds (66%) think vehicle idling contributes much to overall air problems (females more likely to hold this opinion)
- Almost three-quarters (73%) are in favor of restricting vehicle idling
- Most (60%) believe there are things they can do as individuals to reduce global warming

Willingness & Motivators to Change to Protect Air Quality

- Majority (53%) *strongly agree* they would change their behavior if they just knew what to do (females somewhat more likely to hold this opinion)
- Family's health is the number one motivator (71%), followed by preserving air for future generations (65%) and personal health (64%)

Burning/Equipment Behaviors & Willingness to Change

- More than one third (41%) have some type of fireplace, wood stove, fireplace insert or pellet stove (down from 66% in 1993)
- Only 3% have pellet stoves
- Almost two-thirds (61%) report their wood stove or insert is certified
- Vast majority (79%) do not plan to replace their woodstove or fireplace insert with natural gas, propane, or a certified wood stove or insert
- Most (73%) burn wood; about a third (38%) burn pressed logs
- About a third (31%) 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 15% report burning materials outside (down from 21% in 1998)

Vehicle/Travel Behaviors & Willingness to Change

- About a third (31%) report driving less when air quality is poor; up from 19% in 1998 (females somewhat more likely to do so)
- Driving less typically involves staying at home (28%; up from 16% in 1998), carpooling (26%; up from 21% in 1998), walking (24%; up from 16% in 1998), taking a bus (19%; down from 27% in 1998), or increased trip-chaining (19%; down from 21% in 1998)
- 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

Willingness to Pay for Clean Air

- People are more willing to pay taxes/fees that are connected to motor vehicles
- Increased gas taxes are less popular now than in 2002 (36% vs. 49%), as are vehicle excise taxes (39% vs. 48%)
- Large majorities (from 91% to 79%) are willing to pay anywhere from \$1 a year to \$10 a year to have cleaner air

Use of Air Quality Reports

- Less than half (43%; about the same as in 2002 and 1998) have seen or heard air quality messages
- Messages heard are typically air quality reports (25%) or burn bans (13%)
- Messages are typically heard/seen on TV news (53%), radio (19%) or newspapers (17%)

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

- Most (23%) see the EPA as the agency responsible for air quality
- Most (66%, about the same as in 2002, but more than the 53% in 1993) have not heard of the Puget Sound Clean Air Agency
- Of those aware, most (70%) do not know the Puget Sound Clean Air Agency has a website
- Most (53%) do not complain about air quality problems