

Puget Sound Clean Air Agency

2011 Survey Key Findings

Key Findings

What Do People Know, Think and Believe about Air Quality and Global Warming/Climate Change?

Fewer see air pollution in the Puget Sound area as a very serious problem

Since 1993 (when 16% saw air pollution as a very serious problem) the general trend has been that air pollution is seen as less of a serious problem, so that by 2011 only 6 percent saw air pollution as a very serious problem.

More now believe that air pollution has improved over the past 5 years

In 2011, more people believed that air pollution had improved in the last five years. Compared to 2008 (9%) and 2005 (10%), 13 percent of respondents in 2011 believed that air pollution had improved in the last five years. There was almost a third (28%) who believed that air pollution had gotten worse.

Few think that air pollution impacts people's health in their county

In 2011, about a fifth (21%) reported that air pollution impacts people's health in their county, with 12% reporting that it impacts people's health 'very much'.

Few think that air pollution impacts people's health frequently and seriously

In 2011, over one-third (37%) reported that people's health is impacted 'not very often, but fairly seriously', 27% reported 'frequently but not seriously' and 12% reported 'frequently and fairly seriously. Almost one quarter (24%) reported 'not very often and it's not a big impact when it happens'.

Few in Pierce County are aware that the air pollution levels in their county violate national standards

Most (82%) were not aware of this, only 18% are.

Most continue to acknowledge that air pollution comes mostly from motor vehicles

As in 2008 and 2005, the vast majority (84%) in 2011 understood that motor vehicles are a major source of air pollution. There was also increased knowledge in 2011 (compared to 2008 and 2005) that air pollution comes from woodstoves/fireplaces (14%) or burning outside (11%).

Concern about global warming decreasing

Almost three-quarters (70%) reported that global warming was 'somewhat serious' or 'very serious', with 46% reporting that it was a very serious problem. In 2011, fewer saw global warming as a very serious problem (compared to 2008; 55%).

Auto exhaust and industry pollution seen as big contributors to global warming

In 2011, 44 percent viewed automobile exhaust as the major contributor to global warming and 26% believed that industrial pollution was a big contributor to global warming.

Many have taken voluntarily action because of their concern with global warming

A little under half (42%) indicated that they had voluntarily taken some action because of their concern for global warming.

Future generations and family health are the big motivators for addressing global warming

In 2011, when it comes to things that are the most motivating reasons for addressing global warming, preserving air for future generations (26%) was the number one motivator, followed by family health (21%).

What Wood-Burning Device Do People Have and What do they Use it For?

Most continue to not have any burning devices. Those that do, mostly have fireplaces.

Similar to the 2008 results, the majority (69%) of respondents in 2011 reported having no indoor wood burning devices. Those who did have wood burning devices were most likely to have fireplaces (15%).

Most use their wood burning devices for heat and for pleasure

In 2011, 50 percent of respondents used their wood burning devices for heat and over half (57%) used their devices for pleasure. In addition, 11 percent used their devices for cooking.

Most burn firewood, but half as many burn pressed logs

Firewood remained the most popular fuel (79%; similar to 2008) to burn, and pressed logs were still used, but less popular (33%).

Some don't know how to maximize heat and minimize smoke

More respondents in 2011 (62%) than in 2005 (55%) but slightly less than 2008 (65%) believed it was best to close the air controls to provide just enough air to sustain the fire, and other sizeable percents believe it was good to use damp wood (13%), or fit as much wood into the firebox as possible (15%).

Have People Considered Switching to Natural Gas or Propane? Why or Why Not?

Some have considered switching their wood-burning device to natural gas or propane

About one-third (31%) had considered switching to natural gas, over two-thirds (69%) had not.

- Those who had considered switching to natural gas gave the following top three reasons:
 - Burns cleaner, less smoke, less pollution (37%)
 - More convenient, easier to use (29%)
 - Less mess, cleaner house (13%)
- Those who had not considered switching to natural gas gave the following top four reasons:
 - Rent, don't own (25%)
 - Happy with current situation (21%)
 - Use infrequently, not often (18%)

Most have another source of heat in a power outage, a fireplace is the most popular

Half (50%) had another source of heat in a power outage, with most using a fireplace (28%) or wood stove (16%).

Some have taken voluntary action to improve air quality

Over one-third (37%) reported that they had voluntarily taken action to improve air quality, a little under two thirds (63%) reported that they had not taken any action.

Most would be in favor of restrictions on vehicle idling at places like schools, ferry docks, draw bridges, or fast food drive-throughs

Almost three-quarters (72%) in 2011 (up from 45% in 2008) strongly agree that restrictions should be placed on vehicle idling at places such as schools, ferry docks, and draw bridges and fast food drive-throughs.

Are People Willing to Pay for Clean Air?

Many are willing to pay vehicle related taxes to improve air quality (but not through non-vehicle-related tax)

Similar to 2008, respondents are not averse to paying to improve air quality. 2011 respondents are more willing to pay vehicle related taxes (license plate messages [76%], tab fees [72%], excise tax [47%] gas tax [43%]) and property tax (22%).

Many are willing to pay extra in taxes and fees per year to have cleaner air

Similar to 2008 and 2005, when it comes to actual dollar amounts that people are willing to pay, the vast majority were willing to pay anywhere between one dollar (87%) and ten dollars (64%) a year in taxes or fees for improved air quality.

Where do People get their Information about Air Quality?

Most report they get their information about air quality from television news

As in 2008, television news shows were the place where over half (59%; decrease of 3% from 2008) reported they had seen air quality reports for the Puget Sound area. A distant second was newspapers at 39 percent, followed by radio (13%), and television weather forecasts (11%).

Most remembered seeing or hearing messages regarding burn bans

Almost two-thirds (63%) reported having seen or heard messages regarding burn bans during the winter months. This was a considerable increase from 2008 (31%).

- They reported that the burn bans were for:
 - Air quality reasons (57%)
 - Both fire danger and air quality reasons (35%)
 - Outdoor fire danger reasons (8%)
- They heard about the burn bans from:
 - Television news (64%)
 - Newspaper announcements (23%)
 - Radio announcements (23%)
- The vast majority (94%) reported complying with the burn bans

Who is Responsible for Air Quality & Are People Aware of Puget Sound Clean Air Agency?

Majority report that they do not know who is responsible for air quality

The majority reported that they did not know who was responsible for monitoring air quality in their county (63%). Nearly one-quarter (22%) reported the Environmental Protection Agency was responsible and only 5% reported that the Puget Sound Clean Air Agency was responsible for air quality.

Some report that they do not know who to trust to make sure the air in the Puget Sound region is healthy, and to make sound decisions on their behalf

When asked who they trusted to make sure the air in the Puget Sound region is healthy and to make sound decisions on their behalf regarding air quality, one third (33%) reported that they did not know, almost one-fifth (19%) reported that they trusted County officials and less than one-fifth (11%) reported that they trusted the Environmental Protection Agency. Few responded with Puget Sound Clean Air Agency (3%).

When aided, many report having heard of the Puget Sound Clean Air Agency

There was greater aided name recognition of the Puget Sound Clean Air Agency in 2011 (42% aided; 5% unaided) compared to 2008 (36% aided; 8% unaided).

Which Air Quality Goals Are Important?

Many Report that PSCAA Air Quality Goals are Important¹

Reducing pollution from business/industry

- 63% reported that this was important, with 45% indicating that it was ‘very important’

Measuring/monitoring air pollution

- 60% reported that this was important, with 42% indicating that it was ‘very important’

Reducing smog

- 60% reported that this was important, with 45% indicating that it was ‘very important’

Reducing pollution from transportation/motor vehicles

- 59% reported that this was important, with 43% indicating that it was ‘very important’

Making sure pollution doesn’t affect the poor and vulnerable

- 56% reported that this was important, with 43% indicating that it was ‘very important’

Reducing greenhouse gases

- 54% reported that this was important, with 36% indicating that it was ‘very important’

Reducing diesel exhaust

- 53% reported that this was important, with 39% indicating that it was ‘very important’

Planning pedestrian-friendly communities

- 48% reported that this was important, with 34% indicating that it was ‘very important’

Reducing pollution from burning/smoke

- 45% reported that this was important, with 32% indicating that it was ‘very important’

¹ Important is defined as rating each goal a 6 or 7 on an importance scale from 1 (not at all important) to 7 (very important)

Market Segments

Cluster analysis was performed to identify specific market segments for more targeted education/marketing. The following market segments or clusters were identified for the 2011 survey results.

Cluster 1 (n=324; 36%)

“I’m somewhat concerned about air pollution and global warming, I’m a little willing to pay to improve air quality and I think the air quality goals are somewhat important”

Cluster 2 (n=162; 18%)

“I’m not concerned about air pollution and global warming, I’m not willing to pay to improve air quality and I think the air quality goals are not important”

Cluster 3 (n=416; 46%)

“I’m very concerned about air pollution and global warming, I’m very willing to pay to improve air quality and I think the air quality goals are very important”

SEATTLE
1109 First Ave. #300
Seattle, WA 98101
T 206.623.0735 F 206.623.0781

WASHINGTON DC
1000 Potomac St NW, 5th Floor
Washington, DC 20007
T 202.3381961 F 202.338.1960



www.prrbiz.com