

Puget Sound Clean Air Agency

2011 Survey Report



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Puget Sound Clean Air Agency
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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”

Introduction

Background and Objectives

The Puget Sound Clean Air Agency has the following mission:

“Every day, we work to protect public health, improve neighborhood air quality and reduce greenhouse gases to preserve our climate. We do this by:

- adopting and enforcing air quality regulations,
- sponsoring voluntary initiatives to improve air quality, and
- educating people and businesses about clean-air and climate-friendly choices they can make.”

When it comes to the essentials of life nothing...nothing...is more vital than air. And that makes the quality of air a critical issue to us all. A large portion of air pollution in the region comes from individual actions. Among the many challenges is that air quality is rarely a top-of-mind priority.

Understanding community member’s awareness, attitudes, and behaviors is the starting point. Baseline data was previously collected by the agency in 1993, followed by additional waves of the survey in 1995, 1998, 2002, 2005 and 2008. The purpose of the current wave of the survey is to update certain data from the earlier surveys and incorporate new information that will enhance the agency’s ability to set measureable goals, implement their marketing plan initiatives and track the impact of those initiatives.

Survey Methodology

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

- Reviewed reports and survey instruments from previous waves of the survey (especially from 2005 and 2008)
- Developed a statistically-valid telephone survey for the current wave (see Attachment A)
- Purchased both random digit dial and cell phone sample 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 902 households. The sample was disproportionately stratified relative to county. This sample size resulted in an overall margin of error of +/- 3.26 percent and county-area margins of error of:
 - King County (n=296; margin of error +/- 5.7%)
 - Pierce County (n=289; margin of error +/- 5.76%)
 - Snohomish County (n=212; margin of error +/- 6.73%)
 - Kitsap County (n=105; margin of error +/- 9.56%)
- To reduce sample bias, a minimum of four attempts per potential phone number 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
- This sampling approach produced a response rate² of 5.1 percent and a cooperation rate³ of 29 percent.

Data Processing and Analysis

Data processing consisted of coding and entering quantitative and qualitative responses with the use of a CATI (Computer-Assisted Telephone Interview) system and performing response range and logic checks on quantitative variables in order to check for miscoded variables thereby cleaning the final data file. Data analysis was conducted with SPSS.

2 Response rate is defined as the number of completed interviews divided by the number of completed interviews + qualified refusals + breakoffs + no answer + hard refusals + busy + answering machine + soft refusals + scheduled callbacks + unspecified callbacks.

3 Cooperation rate is defined as the number of completed interviews divided by the number of completed interviews + refusals + breakoffs

Data analysis involved the use of appropriate descriptive statistical techniques (frequencies, percentages and means) and explanatory statistical techniques (in this case Cramer’s V, Kendall’s tau c, and T-tests) to test for the statistical significance of relationships and differences between variables.⁴ Throughout this report relationships between variables that are statistically significant at the .05 level or better, and that are meaningful (correlations > .10) to an understanding of the data will be reported. Finally, cluster analysis was performed to identify any relevant market segments for more strategic communications approaches.

In this report the results are shown for the total sample for the years 1993 through 2011, as well as broken out by county for 2011. (Please refer to Appendix B for frequency tables by county for 2011.) Differences among counties that are statistically significant are identified in the body of the report. 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 data⁵. The county proportions and weights are shown below:

County	Sample n	Census Household %	Weight
King	296	54%	1.6588
Pierce	289	21%	0.6449
Snohomish	212	18%	0.7820
Kitsap	105	7%	0.5601

In regard to comparison of results across waves of the survey, results from previous years (2008, 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.

4 Cramer’s V is a measure of the relationship between two variables and is appropriate to use when one or both of the variables are at the nominal level of measurement. Cramer’s V ranges from 0 to +1 and indicates the strength of a relationship. The closer to +1, the stronger the relationship between the two variables. The Kendall’s tau c statistic is a measure of the relationship between two variables and is appropriate to use with ordinal level variables or with dichotomous nominal level variables. Tau c ranges from -1 to +1 and indicates the strength and direction (inverse or direct) of a relationship. The closer to either +1 or -1, the stronger the relationship between the two variables. Partial correlations test the presence and strength of a relationship while controlling for the effects of a third variable. The T-test assesses whether the means of two groups are statistically different from each other. The accompanying “p” values presented in this report for Cramer’s V, Kendall’s tau c, partial correlations and t-tests indicate the level of statistical significance. The T-test assesses whether the means of two groups are statistically different from each other.

5 American Community Survey 2005-2009

Sample Demographics 2011

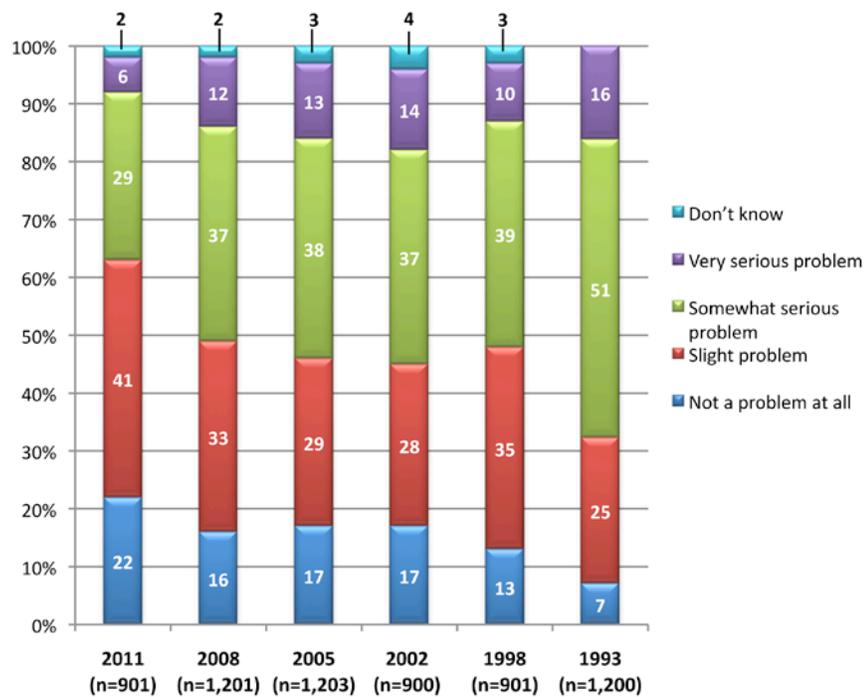
We compared the 2011 sample demographics to the 2005-2009 American Community Survey. The sample demographics (with the exception of age) were similar enough to the American Community Survey demographics that we did not need to weight the data by demographics. It should be noted that, although the sample is somewhat underrepresented by those in the 18-34 year age range, age was only significantly correlated with a few variables and when it was the strength of the relationships were weak. Therefore we chose not to weight the data by age since weighting data can introduce other unintended consequences in the analysis.

Gender	
Male	50.4%
Female	49.6%
Age (n=902)	
18-24	4.7%
25-34	10.8%
35-44	16.6%
45-54	20.9%
55-64	20.2%
65 & older	24.6%
Refused	2.2%
Income (n=902)	
Less than \$10,000	4.6%
\$10,000 to less than \$20,000	7.1%
\$20,000 to less than \$30,000	6.9%
\$30,000 to less than \$40,000	6.0%
\$40,000 to less than \$50,000	8.8%
\$50,000 to less than \$75,000	15.2%
\$75,000 to less than \$100,000	11.7%
\$100,000 to less than \$150,000	15%
\$150,000 to less than \$200,000	4%
\$200,000 or more	3.6%
Don't Know	2.6%
Refused	14.4%

Education (n=878)	
Some high school or less	2.9%
High school graduate or GED	15.3%
Some college/technical school/AA degree	30.1%
Four year college degree	27.5%
Some graduate courses	5.4%
Post graduate degree	18.8%
Housing type (n=879)	
Apartment	15.3%
Condominium	6.8%
Townhouse or duplex	5.7%
Single family detached	67.2%
Mobile home	3.4%
Other	1.5%
Neighborhood description (n=879)	
Urban	29.7%
Mixed urban/suburban	2%
Suburban	48.4%
Mixed suburban/rural	2.4%
Rural	14.1%
Don't know/not sure/other	3.3%
Household member with breathing problems (n=887)	
Asthma	20.8%
Other breathing problem	5.1%
Cardiac Problems	6.7%
No breathing problems	68.9%
Average years lived in Puget Sound Region	
	32.47
Average household size	
	2.59
Percent with kids under 18 in household	
	30.6%

Air Quality and Global Warming Knowledge, Beliefs and Attitudes

Figure 1: Seriousness of Air Pollution in Puget Sound Area by Year



Fewer See Air Pollution as a Very Serious Problem

As can be seen in Figure 1, 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 (although females were somewhat more likely to see it as a very serious problem than males⁶). Not surprisingly, households that reported having members with breathing problems and those who had lived longer in Puget Sound were more likely to see air pollution as a very serious problem⁷.

Figure 2: Seriousness of Air Pollution in Puget Sound Area by County (2011)

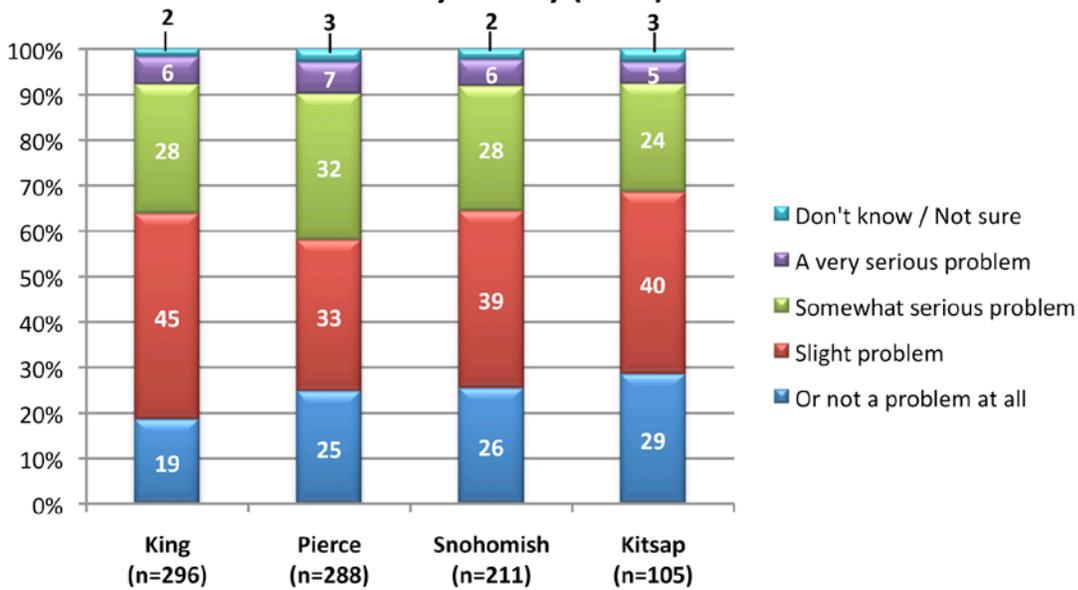


Figure 2 shows the seriousness of air pollution in the Puget Sound Area, broken down by county. There were no significant differences among the counties.

6 Cramer's V = .18, p = .000
 7 Breathe: Cramer's V = .10, p = .002
 Years in PS: Kendall's Tau-c = .11, p=.000

More Now See Air Pollution as Improving Over the Last Five Years

As can be seen in Figure 3, in 2011, more people (13%) believed that air pollution had improved in the last five years, compared to 2008 (9%) and 2005 (10%). In 2011, there were a little more than a quarter (26%) who believed that air pollution had gotten worse, and that opinion was somewhat more likely to be held by those who were female (35%, compared to males 22%⁸).

Figure 3 : Air Pollution Change Over the Last Five Years by Year

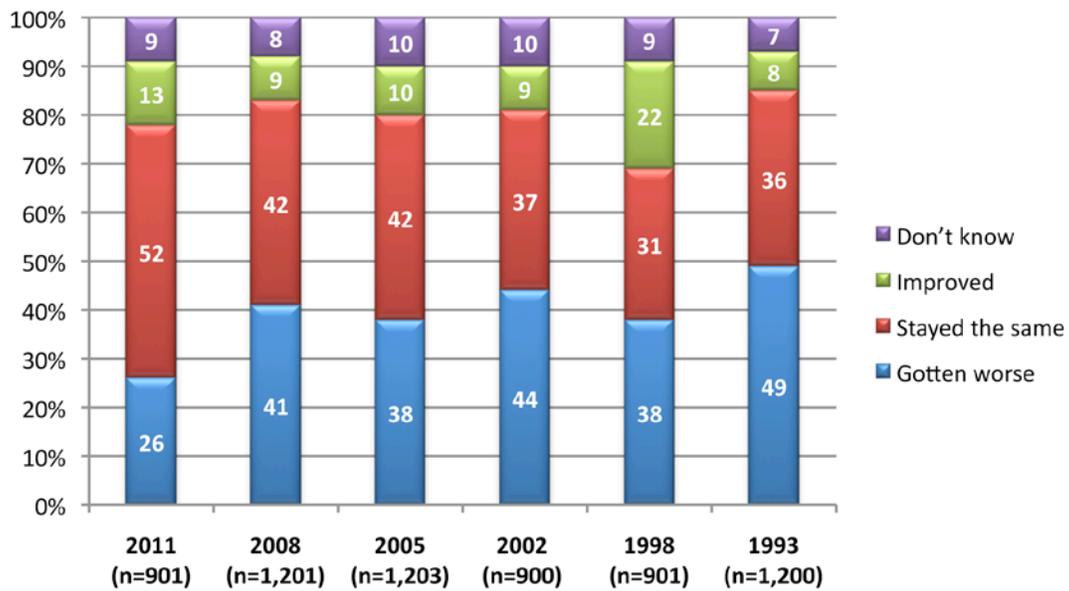
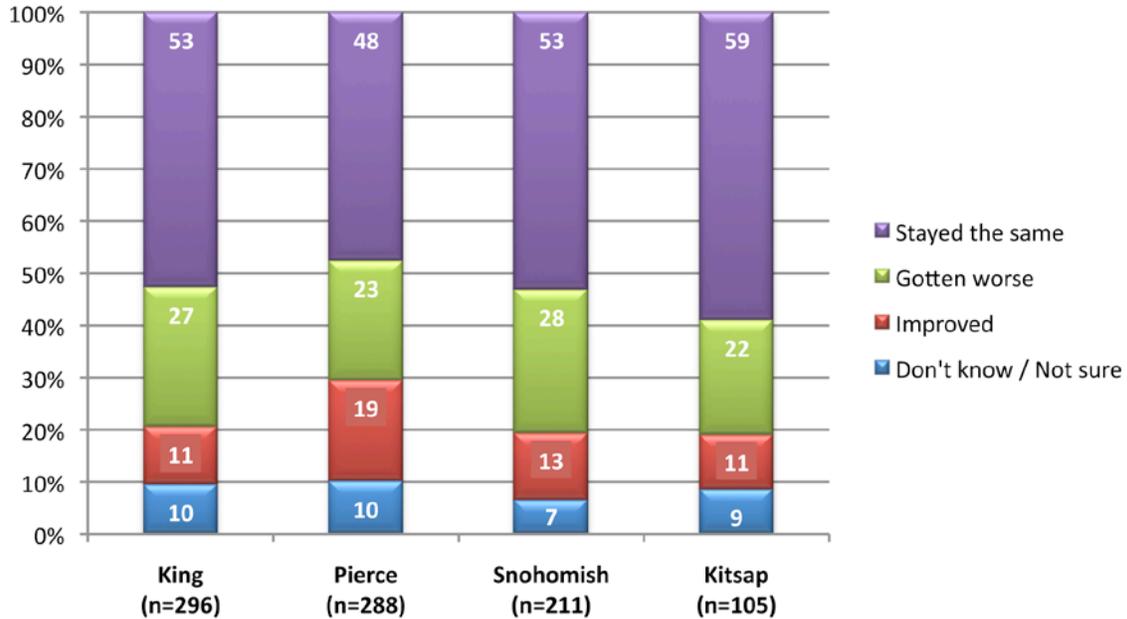


Figure 4 shows 2011 beliefs about how air pollution has changed, broken down by county. Those in Pierce County were significantly more likely to believe that air pollution had improved.⁹

8 Cramer's V = .15, p = .000

9 Cramer's V = .088; p = .048

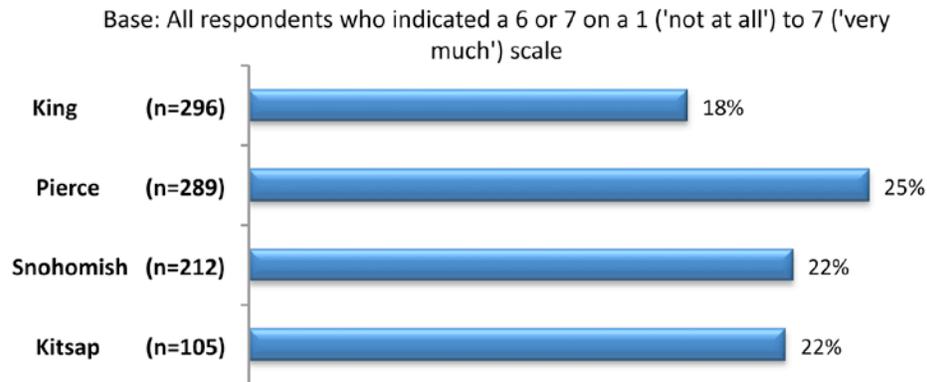
Figure 4 : Air Pollution Change Over the Last Five Years by County (2011)



Few Think that Air Pollution Impacts People's Health in their County

When asked how much they think air pollution impacts people's health in their county, few respondents (21%) indicated that it impacts people very much. There were no statistically significant differences among the counties (see Figure 5).

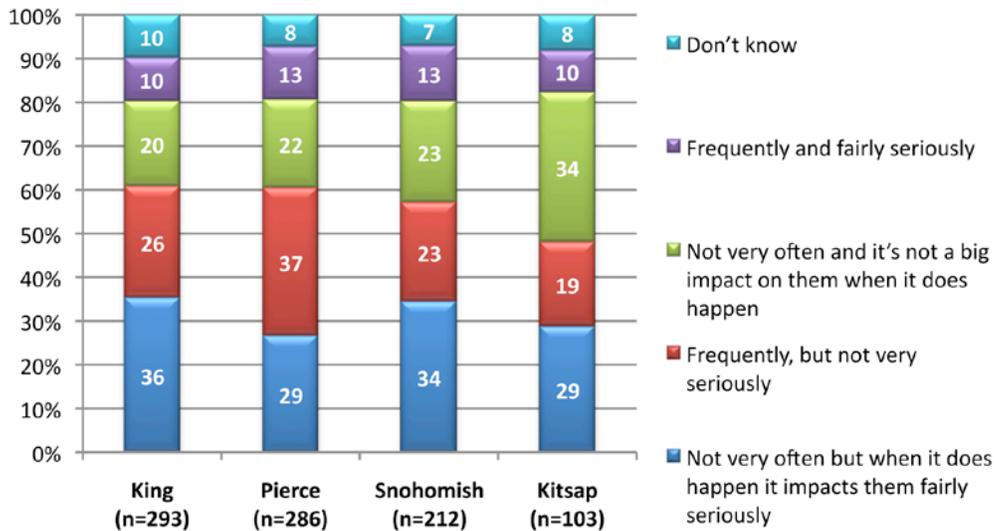
Figure 5: How Air Pollution Impacts People's Health in your County (2011)



Few Think that Air Pollution Impacts People's Health Frequently and Seriously

Even in regard to those who are impacted, respondents mostly believed that they are not very often impacted, but when they are it is fairly serious. Again, there were no statistically significant differences among the counties (see Figure 6).

Figure 6: How Frequently and Seriously People's Health is Impacted (2011)

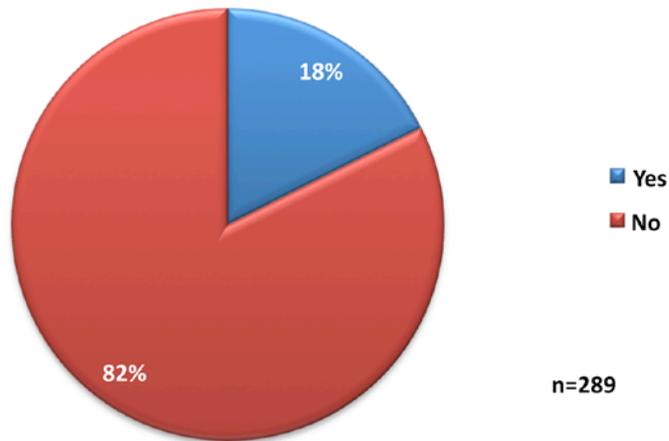


Few in Pierce County are Aware that the Air Pollution Levels in their County Violate National Standards

When Pierce County residents were asked whether they were aware that the pollution levels in Pierce County violated national standards, only 18 percent were aware. Most (82%) were not aware (See figure 7).

Figure 7: Awareness that the air pollution levels in Pierce County violate national standards (2011)

Base: Respondents in Pierce County



Most Continue to Acknowledge that Air Pollution Comes Mostly from Motor Vehicles

Public knowledge about where pollution comes from continues to be pretty well established. As in 2008, the vast majority (84%) understood that motor vehicles are a major source of air pollution. There was also increased knowledge in 2011 (compared to 2008) that air pollution comes from woodstoves/fireplaces (14%) or burning outside (11%; see Table 1).

Table 1 – Where does air pollution come from?

	2011 % (n=894)	2008 % (n=1,201)	2005 % (n=1,203)
Motor vehicles	84	89	89
Industry	63	28	53
Diesel exhaust	15	8	14
Wood stoves and fireplaces	14	7	11
Burn barrels/pits	5	4	6
Gasoline powered yard equipment	5	3	3
Outdoor barbecuing using charcoal	2	1	2
Don't know	3	1	2
Outdoor fires (yard waste/recreational)	11	5	0

Given the vast majority who believe that air pollution comes mostly from motor vehicles, it is not surprising that when it comes to vehicle idling as a contributing factor, the public sees the connection with air pollution. Almost three-quarters (72%) in 2011 (up from 45% in 2008); especially among females [45%] compared to males [31%]¹⁰) agree or strongly agree that restrictions should be placed on vehicle idling at places such as schools, ferry docks, draw bridges, and drive-throughs. Those with higher total household income were less likely to agree with placing restrictions on idling.¹¹

Table 2 shows 2011 beliefs about where air pollution comes from, broken down by county. Still respondents from all counties mostly believed that air pollution comes from motor vehicles. There were no statistically significant differences among the counties.

Table 2 – Where does air pollution come from? (2011, by County)

	King % (n=293)	Pierce % (n=287)	Snohomish % (n=210)	Kitsap % (n=104)
Motor vehicles	87	81	80	79
Industry	67	63	58	40
Diesel exhaust	16	13	17	14
Wood stoves and fireplaces	13	19	11	16
Burn barrels/pits	4	7	3	13
Gasoline powered yard equipment	4	3	9	4
Outdoor barbecuing using charcoal	1	2	3	2
Outdoor fires (yard waste/recreational)	9	10	16	15
Don't know	3	5	4	7

Concern about Global Warming Decreasing

A relatively new area of concern in the public realm is global warming, with females (52%) somewhat more likely to see it as very serious compared to males (43%).¹² Respondents living in urban and mixed/urban neighborhoods were also more likely to be concerned with global warming.¹³ Questions related to global warming were first asked in the 2002 survey. From 2002 to 2008 there has been a significant increase in the public's concern, with more than half (55%) viewing it as a very serious problem in 2008 (up more than two-fold since 2002).¹⁴ In 2011 however, fewer people (compared to 2008) view global warming as a very serious problem. This is an 11% decrease from 2008 (see Figure 8).

10 Cramer's V = .20, p = .000

11 Cramer's V = .11, p = .001

12 Cramer's V = .12, p = .006

13 Cramer's V = .12, p = .002
T-test, p = .038

14 T-test, p = .038

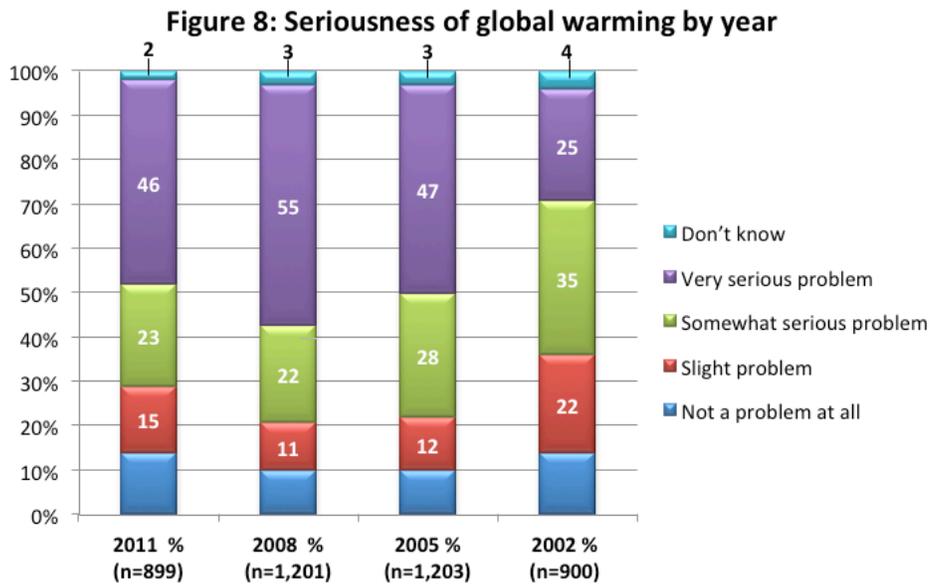
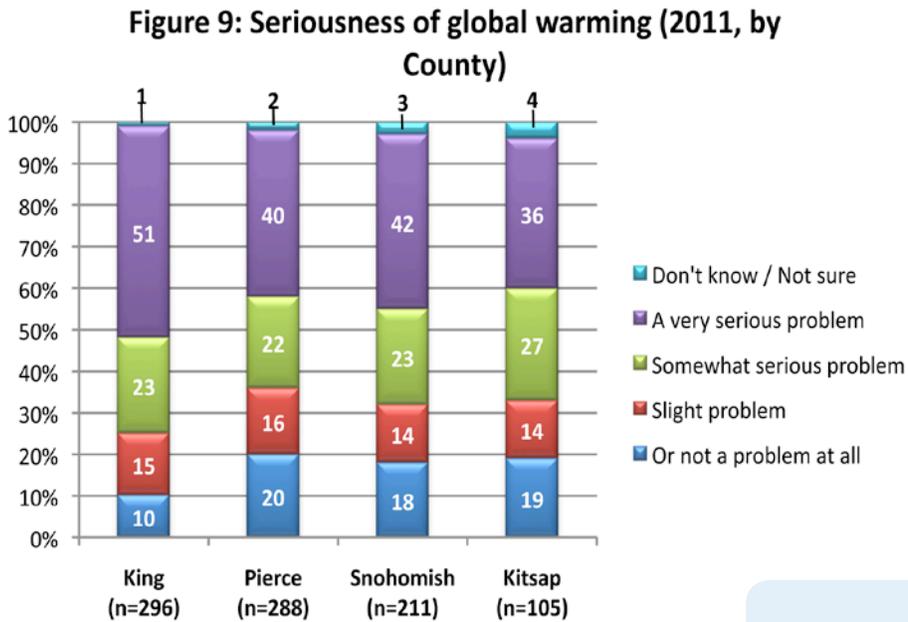


Figure 9 shows 2011 beliefs about the seriousness of global warming broken out by county. Residents in King County (51%) were somewhat more likely to believe that global warming was a very serious problem, compared to Pierce (40%), Snohomish (42%) and Kitsap (36%) Counties.¹⁵



15 Cramer's V= .08, p=.037

Auto Exhaust and Industry Pollution Seen as Big Contributors Global Warming

In 2011, almost half (44%) saw automobile exhaust as the major contributor to global warming, followed by industrial pollution (26%). Because this question was asked differently in 2011 (multiple response) than in 2008 (closed ended), we cannot compare directly to previous years, but these two were also thought to be big contributors to global warming in 2008. Few respondents saw home heating (3%), electricity generation (2%), and particularly home lighting (1%) as contributors to global warming.

Table 3 – What contributes to global warming?

	2011 % (n=775)
Industrial pollution	26
Automobile exhaust	44
Home heating	3
Electricity generation	2
Home lighting	1

Table 4 shows 2011 beliefs about what contributes to global warming, broken down by county. Respondents from all counties mostly believed that the top two big contributors to global warming are automobile exhaust and industrial pollution. There were no statistically significant differences among the counties.

Table 4 – What contributes to global warming? (2011, by County)

	King % (n=266)	Pierce % (n=231)	Snohomish % (n=175)	Kitsap % (n=85)
Industrial pollution	27	27	28	17
Automobile exhaust	47	41	41	35
Home heating	3	3	1	2
Electricity generation	1	2	3	1
Home lighting	0.4	1	1	2

Motivators for Addressing Global Warming

Future Generations and Family Health are the Most Motivating Reasons to Address Global Warming

When it comes to things that are the most motivating reasons to address global warming, future generations (26%) was the number one motivator, followed by family health (21%). Again, because this question was asked differently 2011 (multiple response and slightly different wording) than in 2008 (closed ended), we cannot compare previous waves of the survey, but these were also found to be the most motivating reasons to reduce global warming in 2008.

Other motivating reasons included to reduce the chances of catastrophic climate events such as serious storms, floods, hurricanes and tornadoes (17%), to maintain our typical climate patterns during the four seasons (16%), and protecting endangered species (14%).

Many Report Making Changes to Improve Air Quality

In 2011, over one third (37%) reported that they had voluntarily taken action to improve air quality (see Table 5). Those who have higher income¹⁶, older people¹⁷ and those with respiratory or cardiac problems¹⁸ were more likely to report that they had voluntarily taken some action to improve air quality.

16 Cramer's V=.16, p=.029

17 Cramer's V=.14, p=.005

18 Cramer's V=.12, p=.005

Just over two-fifths (42%) indicated they had voluntarily taken actions because of their concern for global warming (see Table 5). Respondents with higher income¹⁹, those who are older²⁰, those who had a higher level of education²¹, those who had more people living in their household²² and those who had lived in the Puget Sound area for longer²³ were more likely to report that they had taken voluntary action because of their concern for global warming.

Table 5 – Percent voluntarily taking action to improve air quality

	2011 % (n=902)	2008 % (n=1,201)
In last 12 months voluntarily taken action to improve air quality	37	46
In last 12 months voluntarily taken action because of concern for global warming	42	51

19 Cramer's V = .19, p =.004

20 Cramer's V = .20, p =.000

21 Cramer's V = .18, p =.000

22 Cramer's V = .18, p =.010

23 Cramer's V = .38, p =.004

Burning/Equipment Behaviors and Willingness to Change

Majority Have No Wood Burning Equipment; Fireplaces Most Popular Among Those That Do

Similar to the 2008 results, the majority (69%) of respondents in 2011 report having no indoor wood burning devices. However, unlike 2008, in 2011 those with such devices were more likely to live in mixed urban and suburban homes²⁴, compared to 2008 when they were more likely to live in rural areas.

As in 2008, households who do have indoor wood burning devices are most likely to have fireplaces (15%), although the percent having fireplaces has apparently decreased since 1998. This may be due to gas fireplaces, fireplace inserts or pellet stoves becoming more popular (see Table 6).

24 Cramer's V = .16, p =.000

Table 6 – Wood burning devices

	2011 % (n=902)	2008 % (n=1201)	2005 % (n=1,203)	2002 % (n=900)	1998 % (n=901)	1993 % (n=1,200)
No wood burning device	69	56	59	--	--	34
Fireplace	15	23	25	26	52	43
Wood burning stove	8	14	11	12	22	17
Fireplace insert	5	4	4	4	--	--
Pellet stove	2	2	3	2	--	--

Table 7 shows 2011 frequency of various wood burning devices, broken down by county. Fireplaces seem to be more popular in King County and wood burning stoves seem to be most popular in Kitsap County. There were no statistically significant differences among the counties.

Table 7- Wood burning devices (2011, by County)

	King % (n=296)	Pierce % (n=289)	Snohomish % (n=212)	Kitsap % (n=105)
No wood burning device	72	67	67	62
Fireplace	18	12	9	15
Wood burning stove	5	8	11	13
Fireplace insert	3	6	9	7
Pellet stove	0.3	5	4	3

As can be seen in Table 8, the majority of respondents with wood burning devices use them for heat (50%), but they also use them for pleasure (57%). Those living in rural areas²⁵ and in mobile homes are more likely to use their wood burning devices for heat.²⁶

Table 8 - Use Wood Burning Devices

	2011 % (n=251)
Heat	50
Pleasure	57
Cooking	11

Table 9 shows 2011 uses of wood burning devices, broken down by county. Residents in Kitsap County (84%) are more likely to use their wood burning devices for heat, compared to King (34%), Pierce (62%) and Snohomish (68%) Counties.²⁷

Table 9 - Use Wood Burning Devices

	King % (n=296)	Pierce % (n=289)	Snohomish % (n=212)	Kitsap % (n=105)
Heat	34	62	68	84
Pleasure	60	55	55	51
Cooking	10	9	13	14

²⁵ Cramer's V=.44, p=.000

²⁶ Cramer's V=.30, p=.001

²⁷ Cramer's V=.36, p=.000

Worded slightly differently in the 2011 survey, all respondents with wood burning devices were asked if they had considered switching to natural gas or propane. One-third (31%) of those with these devices indicated they had considered this switch. Their reasons for considering the switch primarily included the increased burning efficiency (burns cleaner, less smoke/less pollution) and less mess (cleaner house). The main reason they had not considered switching is because they rent (do not own their home) and their infrequent use. Those respondents with higher income²⁸, who had more children under the age of 18 living in their household²⁹ and those who had lived in the Puget Sound for longer³⁰ were more likely to consider switching to gas or propane in 2011.

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%; See Table 10). Burning firewood was significantly more likely in rural and mixed suburban/rural areas³¹, whereas manufactured logs were more popular in urban and suburban areas.³²

Table 10- Materials burned in fireplace, wood stove or fire place insert

	2011 % (n=902)	2008 % (n=1,201)	2005 % (n=1,203)
Firewood	79	80	73
Pressed logs	33	32	38
Paper	41	34	34
Other	--	3	5
Garbage	2	2	3

28 Cramer's V=.31, p=.003

29 Cramer's V=.30, p=.026

30 Cramer's V=.80, p=.000

31 Cramer's V = .28, p = .003

32 Cramer's V = .21, p = .053

Table 11- Materials burned in fireplace, wood stove or fireplace insert (2011, by County)

	King % (n=80)	Pierce % (n=76)	Snohomish % (n=62)	Kitsap % (n=37)
Firewood	76	79	81	89
Pressed logs	31	34	39	24
Paper	40	40	48	30
Garbage	1	0	3	3

Table 11 shows 2011 materials burned in wood burning devices, broken down by county. There were no statistically significant differences among the counties.

Some Don't Know How to Maximize Heat and Minimize Smoke

As can be seen in Table 12, knowledge about how to burn a “good fire” (one that maximizes heat and minimizes smoke) is still wanting in 2011 given that even more respondents in 2011 (although slightly lower than in 2008) believed it was best to close the air controls to provide just enough air to sustain the fire (62%), and other sizeable percents believed it was good to use damp wood (13%), or fit as much wood into the firebox as possible (15%).

Table 12 – Ways to burn a “good fire”

	2011 % (n=902)	2008 % (n=492)	2005 % (n=488)
Use dry wood	92	90	85
Burn small hot fires	72	77	76
Provide lots of air to the fire	66	61	61
Close air controls to provide just enough air to sustain fire	62	65	55
Use damp wood that burns more slowly	13	15	16
Fit as much wood into the firebox as possible	15	15	9

Table 13 shows 2011 ways to burn a “good fire,” broken down by county. There were no statistically significant differences among the counties.

Table 13- Ways to burn a “good fire” (2011, by County)

	King % (n=80)	Pierce % (n=76)	Snohomish % (n=62)	Kitsap % (n=37)
Use dry wood	91	95	94	92
Burn small hot fires	69	75	79	73
Provide lots of air to the fire	66	68	68	60
Close air controls to provide just enough air to sustain fire	61	63	65	62
Use damp wood that burns more slowly	10	13	19	19
Fit as much wood into the firebox as possible	16	13	11	22

Most Have another Source of Heat in a Power Outage

Half (50%) reported that they had another source of heat in a power outage (especially in rural areas³³), with a majority using a fireplace (28%) or wood stove (16%). See Table 14 for percents.

Table 14 – Source of heat in a power outage

	2011 % (n=902)	2008 % (n=721)
Fireplace	28	39
Wood stove	16	21
Gas stove	11	17
Generator	9	9
Gas/propane/general heater	6	6
Gas Fireplace	28	
Kerosene heater	1	4
Pellet stove	.4	2
Blankets/clothes/layers	2	1
Other	3	5

33 Cramer's V=.18, p=.000

Table 15 shows 2011 sources of heat during a power outage, broken down by county. There were no statistically significant differences among the counties.

Table 15 – Source of heat in a power outage (2011, by County)

	King % (n=132)	Pierce % (n=160)	Snohomish % (n=115)	Kitsap % (n=72)
Fireplace	33	22	25	21
Wood stove	14	17	17	26
Gas stove	88	16	10	13
Generator	10	7	10	8
Gas/propane/general heater	8	4	4	4
Gas Fireplace	28	28	30	24
Kerosene heater	1	3	--	3
Pellet stove	--	1	1	1
Blankets/clothes/layers	4	1	2	--
Other	5	2	2	1

Willingness to Pay to Improve Air Quality

Many Are Willing to Pay to Improve Air Quality (but not through non-vehicle-related tax)

Similar to 2008, respondents in 2011 are not averse to paying to improve air quality. Many were more willing to pay vehicle related taxes and property tax. See Table 16 for percents.

Table 16 – Willingness to pay to improve air quality

	2011 % (n=736)	2008 % (n=775)	2005 % (n=1011)	2002 % (n=489)
Vehicle license plates with clean air message	76	47	75	--
Small increase in license tab fees	72	48	67	--
Vehicle excise tax	47	26	43	48
Gas tax	43	25	32	49
Property tax	22	13	22	17

Table 17 shows 2011 willingness to pay to improve air quality, broken down by county. There were no statistically significant differences among the counties.

Table 17 – Willingness to pay to improve air quality (2011, by County)

	King % (n=296)	Pierce % (n=289)	Snohomish % (n=212)	Kitsap % (n=105)
Vehicle license plates with clean air message	44	56	47	42
Small increase in license tab fees	49	46	46	46
Vehicle excise tax	33	30	39	37
Gas tax	40	20	32	30
Property tax	20	15	13	18

Similar to 2008, when it comes to actual dollar amounts that people are willing to pay, the vast majority were willing to pay anywhere between one dollar and ten dollars a year in taxes or fees for improved air quality. Older people³⁴ and those with higher levels of education³⁵ were more willing to pay \$10.

Table 18 – Dollar amounts willing to pay to improve air quality

	2011 % (n=902)	2008 % (n=1,201)	2005 % (n=1,203)
\$1.00	87	92	91
\$2.00	--	90	88
\$5.00	79	83	79
\$10.00	64	79	80

34 Cramer's V = .20, p = .002

35 Cramer's V = .18, p = .006

Table 19 shows the 2011 dollar amounts that respondents are willing to pay, broken down by county. There were no statistically significant differences among the counties.

Table 19 – Dollar amounts willing to pay to improve air quality (2011, by County)

	King % (n=296)	Pierce % (n=289)	Snohomish % (n=212)	Kitsap % (n=105)
\$1.00	88	84	90	86
\$5.00	83	77	74	64
\$10.00	67	62	59	61

Burn Bans and Air Quality Information

Majority Do Remember Hearing or Seeing Messages regarding Burn Bans

Almost two-thirds (63%) reported that they saw or heard messages regarding burn bans. This was a considerable increase from 2008 (31%). People who lived longer in the Puget Sound area³⁶ were most likely to remember seeing or hearing burn ban messages. Most of the messages remembered about burn bans were for air quality reasons (57%).

Most get information on air quality from TV News, newspapers, and the internet

When asked where they actually receive information on air quality most respondents indicated TV news (59%; 57% in 2008), newspapers (39%; 40% in 2008), and the internet (37%; 28% in 2008). In 2011, some also got their air quality information from radio (13%) and TV weather forecasts (11%).

36 Cramer's V=.42, p=.000

Table 20 – Where respondents get information on air quality

	2011 % (n=894)	2008 % (n=1201)
TV news	59	57
Radio	13	
TV weather forecast	11	
Newspaper	39	40
Don't know	6	
Bus signs	.1	
Billboards	1	
TV commercials	1	
Internet	37	28
Other	2	
Friends/neighbors/word-of-mouth	7	
Mail	4	
E-mail	1	

Who Is Responsible For Air Quality And Awareness Of Puget Sound Clean Air Agency

Majority Do Not Know Who is Responsible for Monitoring Air Quality

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). Those who had lived in the Puget Sound region longer³⁷, those who had more people living in their household³⁸, those who had more children under the age of 18 in their household³⁹, and those who lived in condominiums⁴⁰ were more likely to have heard of the Puget Sound Clean Air Agency.

37 Cramer's V=.48, p=.000

38 Cramer's V=.22, p=.000

39 Cramer's V=.22, p=.000

40 Cramer's V=.13, p=.016

Table 21: Who is responsible for air quality

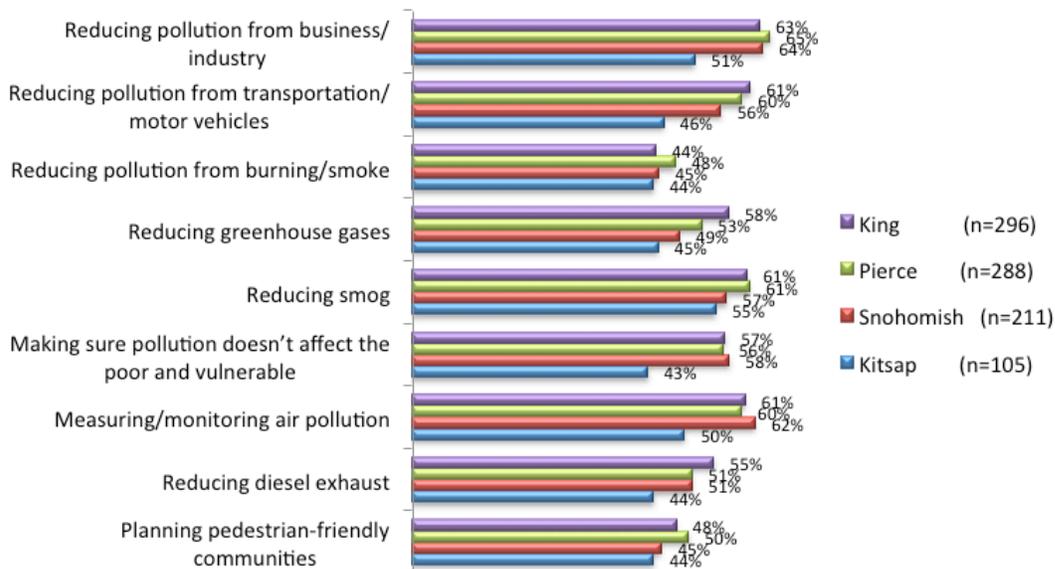
	2011 % (n=900)	2008 % (n = 1,201)
Don't know	63	60
Environmental Protection Agency	22	19
Puget Sound Clean Air Agency	5	8
Some other agency	7	6
Department of Ecology	1	3
Their county	4	4
Department of Health	1	2
Their city	2	1

Importance of Air Quality Goals

When asked how important various air quality goals were, more than 40% of respondents rated each a 6 or 7 on a scale of 1(not important) to 7 (very important). See Figure 10 for percents.

Figure 10: Importance of air quality goals

Base: Respondents who answered either 6 or 7 on a 1(not important) to 7(very important) scale



Market Segments

In addition to the previous analyses, a cluster analysis was performed to identify specific market segments for more targeted education/marketing in 2011. The following market segments or clusters were identified for the 2011 data.

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”
<ul style="list-style-type: none"> Less likely to view air pollution as a very serious problem 	<ul style="list-style-type: none"> Least likely to view air pollution as a very serious problem 	<ul style="list-style-type: none"> Most likely to view air pollution as a very serious problem
<ul style="list-style-type: none"> Less likely to see pollution as getting worse over the past 5 years 	<ul style="list-style-type: none"> Least likely to see pollution as getting worse over the past 5 years 	<ul style="list-style-type: none"> Most likely to see pollution as getting worse over the past 5 years
<ul style="list-style-type: none"> Less likely to think people’s health is impacted very much by air pollution 	<ul style="list-style-type: none"> Least likely to think people’s health is impacted very much by air pollution 	<ul style="list-style-type: none"> Most likely to think people’s health is impacted very much by air pollution
<ul style="list-style-type: none"> Less likely to think people’s health is impacted frequently and often by air pollution 	<ul style="list-style-type: none"> Least likely to think people’s health is impacted frequently and often by air pollution 	<ul style="list-style-type: none"> Most likely to think people’s health is impacted frequently and often by air pollution
<ul style="list-style-type: none"> If they live in Pierce County, are less likely to be aware air pollution in Pierce violates national standards 	<ul style="list-style-type: none"> If they live in Pierce County, are less likely to be aware air pollution in Pierce violates national standards 	<ul style="list-style-type: none"> If they live in Pierce County, are most likely to be aware air pollution in Pierce violates national standards
<ul style="list-style-type: none"> Less likely to have taken voluntary action over the past year to improve air quality 	<ul style="list-style-type: none"> Least likely to have taken voluntary action over the past year to improve air quality 	<ul style="list-style-type: none"> Most likely to have taken voluntary action over the past year to improve air quality

<ul style="list-style-type: none"> • Less likely to see global warming as a very serious problem 	<ul style="list-style-type: none"> • Least likely to see global warming as a very serious problem 	<ul style="list-style-type: none"> • Most likely to see global warming as a very serious problem
<ul style="list-style-type: none"> • Less likely to have taken voluntary action over the past year because of their concern for global warming 	<ul style="list-style-type: none"> • Least likely to have taken voluntary action over the past year because of their concern for global warming 	<ul style="list-style-type: none"> • Most likely to have taken voluntary action over the past year because of their concern for global warming
<ul style="list-style-type: none"> • Less likely to have a wood-burning device 	<ul style="list-style-type: none"> • Likely to have a wood-burning device 	<ul style="list-style-type: none"> • Likely to have a wood-burning device
<ul style="list-style-type: none"> • Somewhat less likely to use their wood-burning device for heat 	<ul style="list-style-type: none"> • Most likely to use their wood-burning device for heat 	<ul style="list-style-type: none"> • Least likely to use their wood-burning device for heat
<ul style="list-style-type: none"> • Somewhat likely to use their wood-burning device for pleasure 	<ul style="list-style-type: none"> • Least likely to use their wood-burning device for pleasure 	<ul style="list-style-type: none"> • Somewhat likely to use their wood-burning device for pleasure
<ul style="list-style-type: none"> • Somewhat likely to use their wood-burning device for cooking 	<ul style="list-style-type: none"> • Most likely to use their wood-burning device for cooking 	<ul style="list-style-type: none"> • Least likely to use their wood-burning device for cooking
<ul style="list-style-type: none"> • Most likely to burn wood 	<ul style="list-style-type: none"> • Somewhat likely to burn wood 	<ul style="list-style-type: none"> • Least likely to burn wood
<ul style="list-style-type: none"> • Somewhat likely to burn pressed logs 	<ul style="list-style-type: none"> • Least likely to burn pressed logs 	<ul style="list-style-type: none"> • Most likely to burn pressed logs
<ul style="list-style-type: none"> • Most likely to burn paper 	<ul style="list-style-type: none"> • Less likely to burn paper 	<ul style="list-style-type: none"> • Least likely to burn paper
<ul style="list-style-type: none"> • Somewhat less likely to burn garbage 	<ul style="list-style-type: none"> • More likely to burn garbage 	<ul style="list-style-type: none"> • Least likely to burn garbage
<ul style="list-style-type: none"> • Most likely to think that using dry wood makes a “good fire” 	<ul style="list-style-type: none"> • Somewhat likely to think that using dry wood makes a “good fire” 	<ul style="list-style-type: none"> • Least likely to think that using dry wood makes a “good fire”
<ul style="list-style-type: none"> • Less likely to think burning small, hot fires makes a “good fire” 	<ul style="list-style-type: none"> • Least likely to think burning small, hot fires makes a “good fire” 	<ul style="list-style-type: none"> • Most likely to think burning small, hot fires makes a “good fire”
<ul style="list-style-type: none"> • Somewhat likely to think that providing lots of air to the fire makes a “good fire” 	<ul style="list-style-type: none"> • Least likely to think that providing lots of air to the fire makes a “good fire” 	<ul style="list-style-type: none"> • Most likely to think that providing lots of air to the fire makes a “good fire”

<ul style="list-style-type: none"> • Most likely to think that closing all air controls and providing just enough heat to sustain the fire makes a “good fire” 	<ul style="list-style-type: none"> • Least likely to think that closing all air controls and providing just enough heat to sustain the fire makes a “good fire” 	<ul style="list-style-type: none"> • Less likely to think that closing all air controls and providing just enough heat to sustain the fire makes a “good fire”
<ul style="list-style-type: none"> • Less likely to think that using damp wood makes a “good fire” 	<ul style="list-style-type: none"> • Least likely to think that using damp wood makes a “good fire” 	<ul style="list-style-type: none"> • Most likely to think that using damp wood makes a “good fire”
<ul style="list-style-type: none"> • Most likely to think that fitting as much wood into their wood-burning device makes a “good fire” 	<ul style="list-style-type: none"> • Somewhat more likely to think that fitting as much wood into their wood-burning device makes a “good fire” 	<ul style="list-style-type: none"> • Least likely to think that fitting as much wood into their wood-burning device makes a “good fire”
<ul style="list-style-type: none"> • Most likely to have considered switching to natural gas 	<ul style="list-style-type: none"> • Least likely to have considered switching to natural gas 	<ul style="list-style-type: none"> • Less likely to have considered switching to natural gas
<ul style="list-style-type: none"> • Least likely to have a source of heat when there is a power outage 	<ul style="list-style-type: none"> • Most likely to have a source of heat when there is a power outage 	<ul style="list-style-type: none"> • Less likely to have a source of heat when there is a power outage
<ul style="list-style-type: none"> • Less likely to agree with placing restrictions on vehicle idling 	<ul style="list-style-type: none"> • Least likely to agree with placing restrictions on vehicle idling 	<ul style="list-style-type: none"> • Most likely to agree with placing restrictions on vehicle idling
<ul style="list-style-type: none"> • Less likely to be willing to pay to improve air quality 	<ul style="list-style-type: none"> • Least likely to be willing to pay to improve air quality 	<ul style="list-style-type: none"> • Most likely to be willing to pay to improve air quality
<ul style="list-style-type: none"> • Least likely to have heard burn ban messages 	<ul style="list-style-type: none"> • Less likely to have heard burn ban messages 	<ul style="list-style-type: none"> • Most likely to have heard burn ban messages
<ul style="list-style-type: none"> • Less likely to comply with the burn bans 	<ul style="list-style-type: none"> • Least likely to comply with the burn bans 	<ul style="list-style-type: none"> • Most likely to comply with the burn bans
<ul style="list-style-type: none"> • Somewhat likely to have heard of the Puget Sound Clean Air Agency 	<ul style="list-style-type: none"> • Least likely to have heard of the Puget Sound Clean Air Agency 	<ul style="list-style-type: none"> • Most likely to have heard of the Puget Sound Clean Air Agency
<ul style="list-style-type: none"> • Less likely to think all the air quality goals are very important 	<ul style="list-style-type: none"> • Least likely to think all the air quality goals are very important 	<ul style="list-style-type: none"> • Most likely to think all the air quality goals are very important

Demographics		
<ul style="list-style-type: none"> • More likely to be male (54%) than female (46%) 	<ul style="list-style-type: none"> • More likely to be male (72%) than female (28%) 	<ul style="list-style-type: none"> • More likely to be female (60%) than male (40%)
<ul style="list-style-type: none"> • Least likely to have respiratory/cardiac problems (24%) 	<ul style="list-style-type: none"> • Less likely to have respiratory/cardiac problems (27%) 	<ul style="list-style-type: none"> • Most likely to have respiratory/cardiac problems (38%)
<ul style="list-style-type: none"> • Least likely to have income above \$50K 	<ul style="list-style-type: none"> • Most likely to have income above \$50K 	<ul style="list-style-type: none"> • Less likely to have income above \$50K
<ul style="list-style-type: none"> • More likely to have children below the age of 18 	<ul style="list-style-type: none"> • Least likely to have children below the age of 18 	<ul style="list-style-type: none"> • Most likely to have children below the age of 18
<ul style="list-style-type: none"> • Likely to live in single family dwelling (66%) than apartment (19%) 	<ul style="list-style-type: none"> • Likely to live in single family dwelling (76%) than apartment (7%) 	<ul style="list-style-type: none"> • Likely to live in single family dwelling (65%) than apartment (16%)

Recommendations

Research

- Continue to track over time for trends and impacts of specific initiatives (both agency and non-agency driven) such as targeted promotions, burn bans, economy, cost of fuel, etc.

Audiences

- If possible, target messages to women as they appear to be most receptive and have high-influence in household decisions.
- Target those who live in single-family, owner occupied dwellings.
- Target families with children and individuals having air quality related health issues.

Messages

- Utilize motivational messaging
 - Primary motivation should be family health and personal health.
 - Use preservation of air quality for future generations as a secondary motivating message.
 - Tertiary messages should be pride of place, preserving the natural beauty of the Pacific Northwest.
 - Create a sense of social norm. Let people know that many of their friends and neighbors take specific steps to reduce their impact on air quality.
 - Provide validating “science” regarding severity and impact.
 - Include desired actions in messaging.
 - For those who already practice desired behaviors, encourage increased practice of current behaviors and trial of additional behaviors.
 - Provide individuals with specific guidance on what they can and should do to improve air quality.
 - Provide tools and make them easy to access and easily identifiable as coming from the agency.

Programmatic focus

- Increase reach for air quality reports and burn ban messages.
- Take advantage of bad air days to encourage specific behaviors and address causes.
- Seek opportunities to create incentives that make it easier to make changes such as home heat source, while also providing a sense of urgency through approaches such as limiting the time discounts are available.
- Target messages during the most relevant times such as the beginning of the burn season.
- Select practices when speaking to the broad population that are easy to do (don't burn, burn smart, don't idle, etc.)
- Prioritize messages, programs and audiences based on need and required impact (for example Pierce County residents need to understand non-compliance, the impact of wood burning and the behaviors you want them to adopt).
- Consider using vehicle plates (air quality plates or tab fees) as an opportunity for additional funding opportunity.
- Consider increasing the information conveyed during burn bans to include agency name, potential dangers and personal actions.
- Emphasize specific actions individuals can do such as:
 - Reducing vehicle idling
 - Proper burning
 - Alternative products (heat sources, lawn mowers, barbeque, etc.)

Partnerships

- Provide market intelligence to manufacturers and retailers who sell preferable products and guide them towards messaging that will improve their effectiveness.
- Consider approaching others like the EPA (that is trusted) to help carry your messages.
- Leverage communities that address health issues influenced by air quality (asthma, lung, etc.).
- Work with others in the region to establish common messaging (for example related to climate change / global warming / carbon neutral / green house gasses / severe weather impacts, etc.).

Attachment A – Survey For 2011

Hello, this is _____ with Pacific Market Research, a national market research firm. We are conducting a survey about air quality in the Puget Sound area and we would like to include your opinions. Please be assured that this is not a sales call.

Q0

I would like to speak to the (male)(female) head of household who is at least 18 years of age.

Would that be you?

DO NOT READ LIST – RECORD ONE ANSWER

- 1 No
- 2 Yes

Q0A

ASK IF Q0=1

May I please speak to a head of household who is at least 18 years of age?

DO NOT READ LIST – RECORD ONE ANSWER

- 1 Yes, on the phone now
- 2 Yes, coming to the phone
(RE-READ INTRODUCTION)
- 3 No, not available now (SCHEDULE
CALLBACK)
- 4 No, refused (TERMINATE)

Q52

DO NOT READ – RECORD RESPONDENTS GENDER

- 1 Male
- 2 Female

Q1

Do you live in (SAMPQUOT) County?

DO NOT READ LIST – RECORD ONE ANSWER

- 1 No
- 2 Yes

Q1A

ASK IF Q1=1

Which county do you live in?

DO NOT READ LIST – RECORD ONE ANSWER

- 01 King
- 02 Pierce
- 03 Snohomish
- 04 Kitsap
- 98 Any other county (TERMINATE)
- 99 Don't know / Refused (TERMINATE)

1B

Do you own or rent the place in which you live?

- Own (quota 50%)
- Rent (quota 50%)
- Refused (THANK and TERMINATE)

1C

Which of the following best describes your household's phone situation? (QUOTA: LANDLINE 76%, CELL PHONE 24%)

- Have just a landline phone (count toward landline quota)
- Have just cell phones (count toward cell phone quota)
- Have cell phones and a landline, but most calls are taken on the cell phones (count toward cell phone quota)
- Have cell phones and a landline, but most calls are taken on the landline (count toward landline quota)
- Have cell phones and a landline, and calls are taken about equally on both (count toward landline quota)

1D. Interviewer enter respondent gender (QUOTA 50%/50%)

Q2

How serious a problem is air pollution in the Puget Sound area, that is, the area of King, Pierce, Snohomish and Kitsap Counties?

Would you say that air pollution is. . .

READ LIST – RECORD ONE ANSWER

- 04 A very serious problem
- 03 Somewhat serious problem
- 02 Slight problem
- 01 Or not a problem at all
- DO NOT READ
- 98 Don't know / Not sure
- 99 Refused

Q3

Over the past five years, do you think that air pollution in the Puget Sound area has improved, gotten worse or stayed the same?

DO NOT READ LIST – RECORD ONE ANSWER

- 03 Improved
- 02 Or stayed the same
- 01 Gotten worse
- 98 Don't know / Not sure
- 99 Refused

Q3A

On a scale of 1 to 7, with 1 being 'not at all' and 7 being 'very much', how much do you think air pollution impacts people's health in your county?

- 01 not at all
- 02
- 03
- 04
- 05
- 06
- 07 very much
- 98 Don't know

Q3C

For those people in your county whose health is impacted by air pollution, do you think they are impacted:

- 01 not very often and it's not a big impact on them when it does happen
- 02 not very often but when it does happen it impacts them fairly seriously
- 03 frequently, but not very seriously
- 04 frequently and fairly seriously
- 05 other (specify)
- 98 don't know

Q4**ASK IF Q1 IS PIERCE COUNTY**

Are you aware that the air pollution levels in Pierce County violate national standards?

- 01 No
- 02 Yes

Q5

Where do you think air pollution comes from?

DO NOT READ LIST – RECORD ALL THAT APPLY

- 01 Motor vehicles
- 02 Diesel exhaust
- 03 Wood stoves and fireplaces
- 04 Burn barrels / pits
- 05 Gasoline powered yard equipment
- 06 Outdoor barbecuing using charcoal
- 07 Industry
- 08 outdoor fires (yard waste, recreational)
- 98 Don't know
- 99 Refused

Now we're going to ask you some questions about how you heat your home.

Q14

Do you currently have a wood-burning fireplace or a stove (such as a wood-burning stove, a pellet stove or a wood-burning insert in a fireplace) that you use for heating or for pleasure in your home?

DO NOT READ LIST – RECORD ONE ANSWER

- 01 Yes, wood-burning fireplace
- 02 Yes, wood burning stove
- 03 Yes, pellet stove
- 04 Yes, wood-burning fireplace insert
- 05 No, no wood-burning fireplace, or pellet stove or wood-burning fireplace insert
- 98 Don't know / not sure
- 99 Refused

Q14x**ASK IF Q14=01,02,04**

Do you use it for:

- 01 Heat
- 02 Pleasure
- 03 Cooking
- 98 Don't know / not sure
- 99 Refused

DO NOT READ LIST – RECORD ONE ANSWER

- 1 No
- 2 Yes

Q18**ASK IF Q14=01,02,04**

Which of the following do you burn in your wood stove or wood-burning fireplace?

- a. Fire wood
- b. Pressed logs such as Duraflame or Energy Logs
- c. Paper
- d. Garbage

DO NOT READ LIST – RECORD ONE ANSWER

- 1 No
- 2 Yes

ASK Q19 ONLY IF ANSWERED 01, 02, OR 04 ON Q14**Q19**

Which of the following are good ways to maximize the heat AND minimize the smoke from your wood stove or fireplace? (ROTATE AND READ)

- a. Use dry wood
- b. Burn small, hot fires
- c. Provide lots of air to the fire
- d. Close air controls to provide just enough air to sustain the fire
- e. Use damp wood that burns more slowly
- f. Fit as much wood into the firebox as possible

DO NOT READ LIST – RECORD ONE ANSWER

- 1 No
- 2 Yes

Q20A

ASK IF Q14=01

Have you considered switching your <insert type of device from Q14> to natural gas or propane?

DO NOT READ LIST – RECORD ONE ANSWER

- 01 No
- 02 Yes
- 98 Don't know / not sure
- 99 Refused

Q21AY

ASK IF Q20A=02

Why?

DO NOT READ LIST – RECORD ALL THAT APPLY

- 01 Rent / don't own
- 02 Use infrequently / not often
- 03 Expensive / cost
- 04 Gas not available
- 05 Wood cheap / available
- 06 Prefer wood (aesthetically)
- 07 Wood stove is new / recent purchase
- 08 Won't work in power outage
- 09 Happy with current situation
- 10 Burns cleaner / less smoke / less pollution / better for environment
- 11 More convenient / easier to use
- 12 Less mess / cleaner house
- 13 Cheaper / more economical
- 14 More efficient / better heat
- 15 Other (SPECIFY)
- 16 Don't want gas / scared of gas
- 98 Don't know
- 99 Refused

Q21AN

ASK IF Q20A=01

Why not?

DO NOT READ LIST – RECORD ALL THAT APPLY

- 01 Rent / don't own
- 02 Use infrequently / not often
- 03 Expensive / cost
- 04 Gas not available
- 05 Wood cheap / available
- 06 Prefer wood (aesthetically)
- 07 Wood stove is new / recent purchase
- 08 Won't work in power outage
- 09 Happy with current situation
- 10 Burns cleaner / less smoke / less pollution / better for environment
- 11 More convenient / easier to use
- 12 Less mess / cleaner house
- 13 Cheaper / more economical
- 14 More efficient / better heat
- 15 Other (SPECIFY)
- 16 Don't want gas / scared of gas
- 98 Don't know
- 99 Refused

Q21x

When there is a power outage do you have a source of heat?

DO NOT READ LIST – RECORD ONE ANSWER

- 1 No (skip to Q22d2)
- 2 Yes

Q21y

What is that source of heat? (do not read, choose all that apply)

- 01 Wood-burning fireplace
- 02 Wood stove
- 03 Pellet stove
- 04 Kerosene heater
- 05 Gas or propane stove
- 06 Gas or propane fireplace
- 07 Other (specify)
- 98 Don't know

99 Refused

Now we have some questions specifically about air quality.

Q22D2

Over the past 12 months, have you voluntarily taken any action to improve air quality?

DO NOT READ LIST – RECORD ONE ANSWER

- 1 No
- 2 Yes

Q13

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

READ IF NECESSARY

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

DO NOT READ LIST – RECORD ONE ANSWER

- 04 Strongly agree
- 03 Somewhat agree
- 02 Somewhat disagree
- 01 Strongly disagree
- 98 Don't know / not sure
- 99 Refused

Q28

Motor vehicles cause over half the air pollution in Washington.

Until the year 2000, all motorists paid a \$2 fee on their vehicle license tabs to support clean air programs. This fee is no longer being collected.

Which of the following would you be willing to support to improve air quality?

ROTATE AND READ FIRST 6 ITEMS – RECORD ALL THAT APPLY

- 01 Vehicle excise tax
- 02 Property tax
- 03 Gas tax
- 04 Vanity license plates with a clean air message
- 05 A small increase in vehicle license tab fees
- 06 Or some other type of tax (SPECIFY)

DO NOT READ

- 97 Other (SPECIFY)
- 00 None of these
- 98 Don't know / Not sure
- 99 Refused
- 11 Tobacco tax / smoker tax
- 12 Liquor tax
- 13 Vehicle tax / fee / luxury cars / SUVs / trucks
- 14 Gambling tax
- 15 Sales tax
- 16 Driver's license tax

Q29

ASK IF Q28=01,02,03,04,05,06,97

Would you pay one extra dollar a year in taxes or fees to have cleaner air in your area?

DO NOT READ LIST – RECORD ONE ANSWER

- 01 No
- 02 Yes
- 98 Don't know / not sure
- 99 Refused

Q31

ASK IF Q30=02,98,99

Would you pay an extra \$5 in taxes or fees per year for cleaner air?

DO NOT READ LIST – RECORD ONE ANSWER

- 01 No
- 02 Yes
- 98 Don't know / Not sure
- 99 Refused

Q32

ASK IF Q31=02,98,99

Would you pay an extra \$10 in taxes or fees per year for cleaner air?

DO NOT READ LIST – RECORD ONE ANSWER

- 01 No
- 02 Yes
- 98 Don't know / not sure
- 99 Refused

Q7

Next some questions on global warming, also known as climate change. How serious do you think global warming or climate change is?

Would you say it is. . .

READ LIST – RECORD ONE ANSWER

- 04 A very serious problem
- 03 Somewhat serious problem
- 02 Slight problem
- 01 Or not a problem at all (SKIP TO Q32a)
- DO NOT READ
- 98 Don't know / not sure
- 99 Refused

Q8F

What do you think contributes to global warming (also known as climate change)?

Q8F CODE

- 01 Automobile exhaust
- 02 Electricity generation
- 03 Industrial pollution
- 04 Home heating
- 05 Home lighting
- 06 Logging / clear cutting / deforestation
- 07 Burning forests / forest fires
- 08 Aerosol cans / spray cans
- 09 Cattle / cattle farms / livestock
- 10 Volcanoes
- 11 Burning of coal / wood / fossil fuels
- 12 Industrial pollution
- 13 Natural disasters
- 14 Overpopulation / too many people / people
- 15 Nature / the earth's natural cycle / mother Nature
- 16 Chemicals
- 17 Ships / boats
- 18 Airplanes
- 19 Garbage / dumping waste
- 20 Nuclear testing / military testing
- 21 Breakdown in ozone layer / hole in ozone
- 22 Government / government agencies
- 23 War
- 24 There's no problem - it's all hype
- 25 Overdevelopment / urbanization
- 26 Other (please specify)
- 27 Don't know

Q8g

Over the past 12 months, have you voluntarily taken any action because of your concern with global warming or climate change)?

DO NOT READ LIST – RECORD ONE ANSWER

- 1 No
- 2 Yes

Q9

What do you think are the top two most motivating reasons to address global warming (also known as climate change)? (DO NOT READ. ACCEPT JUST TWO)

- 01 For national security reasons
- 02 To protect endangered species
- 03 To protect low lying shoreline population areas
- 04 To maintain our typical climate patterns during the four seasons
- 05 To reduce the chances of catastrophic climate events such as serious storms, floods, hurricanes, and tornadoes
- 06 For the sake of future generations
- 07 To protect our snowpack
- 08 To protect salmon habitat
- 09 Conserve energy/energy efficiency
- 10 To protect our hydropower sources
- 11 To support green jobs/green economy
- 12 Protect forests, national parks, winter recreational sports
- 13 For healthy families
- 14 To reduce consumption
- 15 Food security/prices
- 98 other (specify)

Now some questions about where you get information about air quality.

Q32a

Where do you get information about air quality?

DO NOT READ LIST – RECORD ALL THAT APPLY

- 01 TV weather forecast
- 02 TV news
- 03 Radio
- 04 Newspapers
- 05 Friends, neighbors, word-of-mouth
- 06 Internet
- 07 E-mail
- 08 Bus signs
- 09 Billboards
- 10 TV commercials
- 11 Mail
- 12 From your children or grandchildren
- 97 Other (SPECIFY)
- 98 Don't know / not sure
- 99 Refused

Q35a

In the past winter, did you see or hear any messages regarding burn bans in your area?

DO NOT READ LIST – RECORD ONE ANSWER

- 01 No (skip to Q37)
- 02 Yes
- 98 Don't know / not sure (skip to Q37)
- 99 Refused (skip to Q37)

Q35b

Were the burn bans for: (ROTATE AND READ FIRST TWO CHOICES)

- 01 Outdoor fire danger reasons
- 02 Air quality reasons
- 03 Or both fire danger and air quality reasons
- 98 Don't know
- 99 Refused

Q35c

How did you find out about the burn bans? (DO NOT READ. ACCEPT ALL ANSWERS)

- 01 Television news
- 02 Radio announcement
- 03 Newspaper announcement
- 04 Message board at fire station
- 05 Announcement on web site
- 06 Email message
- 07 From family or friends
- 08 Burn ban hotline
- 09 Social media (such as Facebook and Twitter)
- 10 Other (specify)

Q35c1 – ASK IF Q35C = 05

What websites would that be?

- 01 Puget Sound Clean Air Agency
- 02 Other (specify)

Q35d

Did you comply with the burn ban?

- 01 No
- 02 Yes
- 98 Don't know
- 99 Refused

35d1 – ASK IF Q35D = 01

Please tell us the most important reason why you didn't comply with the burn ban. (ACCEPT JUST ONE ANSWER)

Q37

Which agency is responsible for monitoring and protecting air quality in your county?

DO NOT READ LIST – RECORD ALL THAT APPLY

- 01 Environmental Protection Agency
- 02 Department of Ecology
- 03 Health department
- 04 Your county
- 05 Your city
- 06 Puget Sound Clean Air Agency
- 07 Other
- 98 Don't know

- 99 Refused

Q37a

When it comes to making sure the air in the Puget Sound region is healthy, who do you most trust to make sound decisions on your behalf? (DO NOT READ. ACCEPT ALL THAT APPLY)

- 01 County officials
- 02 Air quality agency staff
- 03 The Environmental Protection Agency (EPA)
- 04 Scientists
- 05 Local TV news meteorologists
- 06 State Department of Health staff
- 07 State Department of Ecology staff
- 08 Puget Sound Clean Air Agency
- 09 Other (specify)
- 98 Don't know
- 99 Refused

Q38

ASK IF Q37 <> 06

Have you heard of the Puget Sound Clean Air Agency?

DO NOT READ LIST – RECORD ONE ANSWER

- 01 No
- 02 Yes
- 98 Don't know / not sure
- 99 Refused

Q38b

On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important are the following air quality goals to you? (ROTATE AND READ)

- Reducing pollution from business/industry
- Reducing pollution from transportation/motor vehicles
- Reducing pollution from burning/smoke
- Reducing greenhouse gases
- Reducing smog
- Making sure pollution doesn't affect the poor and vulnerable
- Measuring/monitoring air pollution
- Reducing diesel exhaust
- Planning pedestrian-friendly communities

Your answers to the next few questions will remain completely confidential and your answers will be combined with those of others for analysis purposes only.

Q42

Do you or does anyone in your household currently have asthma or any respiratory or cardiac problems?

DO NOT READ LIST – RECORD ALL THAT APPLY

- 01 Yes, asthma
- 02 Yes, other respiratory problems
- 03 Yes, cardiac problems
- 04 No
- 98 Don't know / not sure
- 99 Refused

Q43

Of the following age categories, which includes your age?

READ LIST – RECORD ONE ANSWER

- 1 18 to 24
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 to 74
- 7 Or 75 or older
- DO NOT READ
- 8 Refused

Q44

Which of the following income categories includes your total household income in 2010 before taxes?

READ LIST – RECORD ONE ANSWER

- 01 Less than \$10,000
- 02 \$10,000 to less than \$20,000
- 03 \$20,000 to less than \$30,000
- 04 \$30,000 to less than \$40,000
- 05 \$40,000 to less than \$50,000
- 06 \$50,000 to less than \$75,000
- 07 \$75,000 to less than \$100,000
- 08 \$100,000 to less than \$150,000
- 09 \$150,000 to less than \$200,000
- 10 \$200,000 or more
- DO NOT READ
- 98 Don't know
- 99 Refused

Q45

What is the highest level of education you have completed?

DO NOT READ LIST – RECORD ONE ANSWER

- 01 Some high school or less
- 02 High school graduate / or GED
- 03 Some college / technical school / AA degree
- 04 Four year college degree
- 05 Some graduate courses
- 06 Post graduate degree
- 99 Refused

Q46

Including yourself, how many people live in your household?

PROBE FOR EXACT NUMBER – RANGE = 1 - 20
PEOPLE

IF REFUSED - ENTER 99

Q47**ASK IF Q46=02-20****How many children under the age of 18 are in your household?**

PROBE FOR EXACT NUMBER – RANGE = 0 –
ANSWER FROM Q46 CHILDREN

IF REFUSED - ENTER 99

Q48**What is your residential zip code?**

IF REFUSED - ENTER 99999

Q49**How many years have you lived in Puget Sound area?**

PROBE FOR EXACT LENGTH - RANGE =
1 - 98 YEARS

IF LESS THAN 1 YEAR - ENTER 0

IF MORE THAN 98 YEARS - ENTER 98

IF REFUSED - ENTER 99

Q50**What best describes your home. . .****READ LIST – RECORD ONE ANSWER**

- 01 Apartment
- 02 Condominium
- 03 Townhouse or duplex (plex)
- 04 Single family dwelling detached
- 05 Mobile home
- 97 Or something else (SPECIFY)
- DO NOT READ
- 99 Refused

Q51**Would you describe your neighborhood as urban, suburban, or rural?****DO NOT READ LIST – RECORD ONE ANSWER**

- 01 Urban
- 02 Mixed urban / suburban
- 03 Suburban
- 04 Mixed suburban / rural
- 05 Rural
- 97 Other (SPECIFY)
- 98 Don't know / not sure
- 99 Refused

Q52**Which of the following best describes your ethnic/ racial background? Would you say:**

- 01 White/Caucasian (not Hispanic/Latino background)
- 02 White/Caucasian (Hispanic/Latino background)
- 03 Black/African American
- 04 Asian/Pacific Islander
- 05 Hispanic/Latino
- 06 Native American
- 07 Multi-racial
- 08 Other (specify)
- 99 Refused

Q52a**What is the primary language spoken at home?****DO NOT READ LIST – RECORD ONE ANSWER**

- 01 English
- 02 Spanish
- 03 Russian
- 04 Vietnamese
- 05 Chinese / Mandarin / Cantonese
- 06 Other [Specify]
- 07 Refused

Appendix B – 2011

Frequency Tables by Survey Question

PSCAA Phone Survey Frequency Tables

PSCAA Phone Survey Frequency Tables

Q1c. Which of the following best describes your household's phone situation? * County

			County			
			King	Pierce	Snohomish	Kitsap
Which of the following best describes your household's phone situation?	Have just a landline phone	Count	34	41	31	18
		% within County	11.5%	14.2%	14.6%	17.1%
	Have just cell phones	Count	32	20	13	9
		% within County	10.8%	6.9%	6.1%	8.6%
	Have cell phones and a landline, but most calls are taken on the cell phones	Count	48	48	41	20
		% within County	16.2%	16.6%	19.3%	19.0%
	Have cell phones and a landline, but most calls are taken on the landline	Count	83	68	53	22
		% within County	28.0%	23.5%	25.0%	21.0%
	Have cell phones and a landline, and calls are taken about equally on both	Count	99	112	74	36
		% within County	33.4%	38.8%	34.9%	34.3%
Total	Count	296	289	212	105	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q1d. Gender * County

			County			
			King	Pierce	Snohomish	Kitsap
Gender	Male	Count	155	140	101	51
		% within County	52.4%	48.4%	47.6%	48.6%
	Female	Count	141	149	111	54
		% within County	47.6%	51.6%	52.4%	51.4%
Total	Count	296	289	212	105	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q2. How serious a problem is air pollution in the Puget Sound area, that is, the area of King, Pierce, Snohomish and Kitsap Counties? Would you say that air pollution is... * County

			County			
			King	Pierce	Snohomish	Kitsap
How serious a problem is air pollution in the Puget Sound area, that is, the area of King, Pierce, Snohomish and Kitsap Counties? Would you say that air pollution is...	Or not a problem at all	Count	55	71	54	30
		% within County	18.6%	24.7%	25.6%	28.6%
	Slight problem	Count	134	96	82	42
		% within County	45.3%	33.3%	38.9%	40.0%
	Somewhat serious problem	Count	84	93	58	25
		% within County	28.4%	32.3%	27.5%	23.8%
	A very serious problem	Count	18	20	12	5
		% within County	6.1%	6.9%	5.7%	4.8%
	Don't know / Not sure	Count	5	8	5	3
		% within County	1.7%	2.8%	2.4%	2.9%
	Total	Count	296	288	211	105
		% within County	100.0%	100.0%	100.0%	100.0%

Q3. Over the past five years, do you think that air pollution in the Puget Sound area has improved, gotten worse or stayed the same? County

			County			
			King	Pierce	Snohomish	Kitsap
Over the past five years, do you think that air pollution in the Puget Sound area has improved, gotten worse or stayed the same?	Gotten worse	Count	79	66	58	23
		% within County	26.7%	22.9%	27.5%	21.9%
	Stayed the same	Count	156	137	112	62
		% within County	52.7%	47.6%	53.1%	59.0%
	Improved	Count	33	56	27	11
		% within County	11.1%	19.4%	12.8%	10.5%
	Don't know / Not sure	Count	28	29	14	9
		% within County	9.5%	10.1%	6.6%	8.6%
Total	Count	296	288	211	105	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q3A. On a scale of 1 to 7, with 1 being 'not at all' and 7 being 'very much', how much do you think air pollution impacts people's health in your county? * County

			County			
			King	Pierce	Snohomish	Kitsap
On a scale of 1 to 7, with 1 being 'not at all' and 7 being 'very much', how much do you think air pollution impacts people's health in your county?	Not at all	Count	27	30	21	12
		% within County	9.1%	10.4%	9.9%	11.4%
	02	Count	40	30	23	20
		% within County	13.5%	10.4%	10.8%	19.0%
	03	Count	55	43	40	16
		% within County	18.6%	14.9%	18.9%	15.2%
	04	Count	54	33	35	18
		% within County	18.2%	11.4%	16.5%	17.1%
	05	Count	59	67	39	10
		% within County	19.9%	23.2%	18.4%	9.5%
	06	Count	23	30	18	7
		% within County	7.8%	10.4%	8.5%	6.7%
	Very much	Count	30	43	29	16
		% within County	10.1%	14.9%	13.7%	15.2%
	Don't know	Count	8	13	7	6
		% within County	2.7%	4.5%	3.3%	5.7%
Total	Count	296	289	212	105	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q3C. For those people in your county whose health is impacted by air pollution, do you think they are impacted: * County

			County			
			King	Pierce	Snohomish	Kitsap
For those people in your county whose health is impacted by air pollution, do you think they are impacted:	Not very often, and it's not a big impact on them when it...	Count	58	64	49	35
		% within County	19.6%	22.1%	23.1%	33.3%
	Not very often, but when it does happen it impacts them f...	Count	105	84	73	30
		% within County	35.5%	29.1%	34.4%	28.6%
	Frequently, but not very seriously	Count	75	76	48	20
		% within County	25.3%	26.3%	22.6%	19.0%
	Frequently and fairly seriously	Count	28	38	27	10
% within County		9.5%	13.1%	12.7%	9.5%	
Other	Count	3	3	0	2	
	% within County	1.0%	1.0%	.0%	1.9%	
Don't know	Count	27	24	15	8	
	% within County	9.1%	8.3%	7.1%	7.6%	
Total	Count	296	289	212	105	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q4. Are you aware that the air pollution levels in Pierce County violate national standards? * County

			County
			Pierce
Are you aware that the air pollution levels in Pierce County violate national standards?	No	Count	238
		% within County	82.4%
	Yes	Count	51
		% within County	17.6%
Total	Count	289	
	% within County	100.0%	

Q5. Where do you think air pollution comes from? * County

			County			
			King	Pierce	Snohomish	Kitsap
Where do you think air pollution comes from?	Motor vehicles	Count	254	231	168	82
		Column %	86.7%	80.5%	80.0%	78.8%
	Diesel exhaust	Count	46	37	36	14
		Column %	15.7%	12.9%	17.1%	13.5%
	Wood stoves and fireplaces	Count	37	55	24	17
		Column %	12.6%	19.2%	11.4%	16.3%
	Burn barrels / pits	Count	12	21	6	13
		Column %	4.1%	7.3%	2.9%	12.5%
	Gasoline powered yard equipment	Count	13	9	19	4
		Column %	4.4%	3.1%	9.0%	3.8%
	Outdoor barbecuing using charcoal	Count	4	6	6	2
		Column %	1.4%	2.1%	2.9%	1.9%
	Industry	Count	195	181	122	42
		Column %	66.6%	63.1%	58.1%	40.4%
	Outdoor fires (yard waste, recreational)	Count	25	29	33	16
		Column %	8.5%	10.1%	15.7%	15.4%
Don't know	Count	8	13	9	7	
	Column %	2.7%	4.5%	4.3%	6.7%	
Total	Count	293	287	210	104	

Percents may add up to more than 100

Q1402. Do you use your wood-burning fireplace, stove or insert for Pleasure? * County

			County			
			King	Pierce	Snohomish	Kitsap
Do you use your wood-burning fireplace, stove or insert for Pleasure?	No	Count	32	34	28	18
		% within County	40.0%	44.7%	45.2%	48.6%
	Yes	Count	48	42	34	19
		% within County	60.0%	55.3%	54.8%	51.4%
Total	Count	80	76	62	37	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q14. Do you currently have a wood-burning fireplace or a stove (such as a wood-burning stove, a pellet stove or a wood-burning insert in a fireplace) that you use for heating or for pleasure? * County

			County			
			King	Pierce	Snohomish	Kitsap
Now we're going to ask you some questions about how you heat your home. Do you currently have a wood-burning fireplace or a stove (such as a wood-burning stove, a pellet stove or a wood-burning insert in a fireplace) that you use for heating or for pleasure?	Yes, wood-burning fireplace	Count	54	35	20	16
		% within County	18.2%	12.1%	9.4%	15.2%
	Yes, wood burning stove	Count	16	24	23	14
		% within County	5.4%	8.3%	10.8%	13.3%
	Yes, pellet stove	Count	1	15	8	3
		% within County	.3%	5.2%	3.8%	2.9%
	Yes, wood-burning fireplace insert	Count	10	17	19	7
		% within County	3.4%	5.9%	9.0%	6.7%
No, no wood-burning fireplace or pellet stove	Count	213	194	141	65	
	% within County	72.0%	67.1%	66.5%	61.9%	
Don't know / not sure	Count	2	4	1	0	
	% within County	.7%	1.4%	.5%	.0%	
Total	Count	296	289	212	105	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q1401. Do you use your wood-burning fireplace, stove or insert for Heat? * County

			County			
			King	Pierce	Snohomish	Kitsap
Do you use your wood-burning fireplace, stove or insert for Heat?	No	Count	53	29	20	6
		% within County	66.3%	38.2%	32.3%	16.2%
	Yes	Count	27	47	42	31
		% within County	33.8%	61.8%	67.7%	83.8%
Total	Count	80	76	62	37	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q1403. Do you use your wood-burning fireplace, stove or insert for Cooking? * County

			County			
			King	Pierce	Snohomish	Kitsap
Do you use your wood-burning fireplace, stove or insert for Cooking?	No	Count	72	69	54	32
		% within County	90.0%	90.8%	87.1%	86.5%
	Yes	Count	8	7	8	5
		% within County	10.0%	9.2%	12.9%	13.5%
Total	Count	80	76	62	37	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q18a. Do you burn fire wood in your wood stove or wood-burning fireplace? * County

			County			
			King	Pierce	Snohomish	Kitsap
Do you burn fire wood in your wood stove or wood-burning fireplace?	No	Count	19	16	12	4
		% within County	23.8%	21.1%	19.4%	10.8%
	Yes	Count	61	60	50	33
		% within County	76.3%	78.9%	80.6%	89.2%
Total		Count	80	76	62	37
		% within County	100.0%	100.0%	100.0%	100.0%

Q18b. Do you burn pressed logs such as Duraflame or Energy Logs in your wood stove or wood-burning fireplace? * County

			County			
			King	Pierce	Snohomish	Kitsap
Do you burn pressed logs such as Duraflame or Energy Logs in your wood stove or wood-burning fireplace?	No	Count	55	50	38	28
		% within County	68.8%	65.8%	61.3%	75.7%
	Yes	Count	25	26	24	9
		% within County	31.3%	34.2%	38.7%	24.3%
Total		Count	80	76	62	37
		% within County	100.0%	100.0%	100.0%	100.0%

Q18c. Do you burn paper in your wood stove or wood-burning fireplace? * County

			County			
			King	Pierce	Snohomish	Kitsap
Do you burn paper in your wood stove or wood-burning fireplace?	No	Count	48	46	32	26
		% within County	60.0%	60.5%	51.6%	70.3%
	Yes	Count	32	30	30	11
		% within County	40.0%	39.5%	48.4%	29.7%
Total		Count	80	76	62	37
		% within County	100.0%	100.0%	100.0%	100.0%

Q18d. Do you burn garbage in your wood stove or wood-burning fireplace? * County

			County			
			King	Pierce	Snohomish	Kitsap
Do you burn garbage in your wood stove or wood-burning fireplace?	No	Count	79	76	60	36
		% within County	98.8%	100.0%	96.8%	97.3%
	Yes	Count	1	0	2	1
		% within County	1.3%	.0%	3.2%	2.7%
Total		Count	80	76	62	37
		% within County	100.0%	100.0%	100.0%	100.0%

Q19a. Use dry wood. Is this a good way to maximize the heat AND minimize the smoke from your wood stove or fireplace? * County

				County			
				King	Pierce	Snohomish	Kitsap
Use dry wood Is this a good way to maximize the heat AND minimize the smoke from your wood stove or fireplace?	No	Count	7	4	4	3	
		% within County	8.8%	5.3%	6.5%	8.1%	
	Yes	Count	73	72	58	34	
		% within County	91.3%	94.7%	93.5%	91.9%	
Total		Count	80	76	62	37	
		% within County	100.0%	100.0%	100.0%	100.0%	

Q19b. Burn small, hot fires. Is this a good way to maximize the heat AND minimize the smoke from your wood stove or fireplace? * County

				County			
				King	Pierce	Snohomish	Kitsap
Burn small, hot fires Is this a good way to maximize the heat AND minimize the smoke from your wood stove or fireplace?	No	Count	25	19	13	10	
		% within County	31.3%	25.0%	21.0%	27.0%	
	Yes	Count	55	57	49	27	
		% within County	68.8%	75.0%	79.0%	73.0%	
Total		Count	80	76	62	37	
		% within County	100.0%	100.0%	100.0%	100.0%	

Q19c. Provide lots of air to the fire. Is this a good way to maximize the heat AND minimize the smoke from your wood stove or fireplace? * County

				County			
				King	Pierce	Snohomish	Kitsap
Provide lots of air to the fire Is this a good way to maximize the heat AND minimize the smoke from your wood stove or fireplace?	No	Count	27	24	20	15	
		% within County	33.8%	31.6%	32.3%	40.5%	
	Yes	Count	53	52	42	22	
		% within County	66.3%	68.4%	67.7%	59.5%	
Total		Count	80	76	62	37	
		% within County	100.0%	100.0%	100.0%	100.0%	

Q19d. Close air controls to provide just enough air to sustain the fire. Is this a good way to maximize the heat AND minimize the smoke from your wood stove or fireplace? * County

			County			
			King	Pierce	Snohomish	Kitsap
Close air controls to provide just enough air to sustain the fire Is this a good way to maximize the heat AND minimize the smoke from your wood stove or fireplace?	No	Count	31	28	22	14
		% within County	38.8%	36.8%	35.5%	37.8%
	Yes	Count	49	48	40	23
		% within County	61.3%	63.2%	64.5%	62.2%
Total		Count	80	76	62	37
		% within County	100.0%	100.0%	100.0%	100.0%

Q19e. Use damp wood that burns more slowly. Is this a good way to maximize the heat AND minimize the smoke from your wood stove or fireplace? * County

			County			
			King	Pierce	Snohomish	Kitsap
Use damp wood that burns more slowly Is this a good way to maximize the heat AND minimize the smoke from your wood stove or fireplace?	No	Count	72	66	50	30
		% within County	90.0%	86.8%	80.6%	81.1%
	Yes	Count	8	10	12	7
		% within County	10.0%	13.2%	19.4%	18.9%
Total		Count	80	76	62	37
		% within County	100.0%	100.0%	100.0%	100.0%

Q19f. Fit as much wood into the firebox as possible. Is this a good way to maximize the heat AND minimize the smoke from your wood stove or fireplace? * County

			County				Total
			King	Pierce	Snohomish	Kitsap	
Fit as much wood into the firebox as possible Is this a good way to maximize the heat AND minimize the smoke from your wood stove or fireplace?	No	Count	67	66	55	29	217
		% within County	83.8%	86.8%	88.7%	78.4%	85.1%
	Yes	Count	13	10	7	8	38
		% within County	16.3%	13.2%	11.3%	21.6%	14.9%
Total		Count	80	76	62	37	255
		% within County	100.0%	100.0%	100.0%	100.0%	100.0%

Q20A. Have you considered switching your wood-burning fireplace to natural gas or propane? * County

			County			
			King	Pierce	Snohomish	Kitsap
Have you considered switching your wood-burning fireplace to natural gas or propane?	No	Count	35	25	15	11
		% within County	64.8%	73.5%	75.0%	68.8%
	Yes	Count	18	8	5	5
		% within County	33.3%	23.5%	25.0%	31.3%
	Don't know / Not sure	Count	1	1	0	0
		% within County	1.9%	2.9%	.0%	.0%
Total	Count	54	34	20	16	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q21AY. Why have you considered switching to natural gas or propane? * County

			County			
			King	Pierce	Snohomish	Kitsap
Why have you considered switching to natural gas or propane?	Rent / don't own	Count	1	1		1
		Column %	5.6%	12.5%		20.0%
	Expensive / cost	Count	2	2		1
		Column %	11.1%	25.0%		20.0%
	Wood cheap / available	Count	1			1
		Column %	5.6%			20.0%
	Happy with current situation	Count	1			
		Column %	5.6%			
	Burns cleaner / less smoke / less pollution / better for environment	Count	6	4	2	
		Column %	33.3%	50.0%	40.0%	
	More convenient / easier to use	Count	5		2	2
		Column %	27.8%		40.0%	40.0%
	Less mess / cleaner house	Count	3			
		Column %	16.7%			
	Cheaper / more economical	Count	2			
		Column %	11.1%			
	More efficient / better heat	Count		2	2	
		Column %		25.0%	40.0%	
	Other	Count	2			
		Column %	11.1%			
Don't want gas / Scared of gas	Count	1	1			
	Column %	5.6%	12.5%			
Don't know	Count	2				
	Column %	11.1%				
Total	Count	18	8	5	5	

Percents may add up to more than 100

Q21AN. Why have you not considered switching to natural gas or propane? * County

			County			
			King	Pierce	Snohomish	Kitsap
Why have you not considered switching to natural gas or propane?	Rent / don't own***/live in condo	Count	8	9	2	3
		Column %	22.9%	36.0%	13.3%	27.3%
	Use infrequently / not often	Count	7	5	2	
		Column %	20.0%	20.0%	13.3%	
	Expensive / cost	Count	5	1	5	3
		Column %	14.3%	4.0%	33.3%	27.3%
	Gas not available	Count	4	1	2	1
		Column %	11.4%	4.0%	13.3%	9.1%
	Wood cheap / available	Count	2	1	1	
		Column %	5.7%	4.0%	6.7%	
	Prefer wood (aesthetically)	Count	1	2	3	1
		Column %	2.9%	8.0%	20.0%	9.1%
	Wood stove is new / recent purchase	Count	1			
		Column %	2.9%			
	Won't work in power outage	Count		1		
		Column %		4.0%		
	Happy with current situation***/furnace/central heating	Count	8	3	1	5
		Column %	22.9%	12.0%	6.7%	45.5%
	Burns cleaner / less smoke / less pollution / better for environment	Count			1	
		Column %			6.7%	
	More convenient / easier to use	Count	1		1	
		Column %	2.9%		6.7%	
	Cheaper / more economical	Count			1	
		Column %			6.7%	
	More efficient / better heat	Count	1			
		Column %	2.9%			
	Other	Count	2		1	
		Column %	5.7%		6.7%	
	Don't want gas / Scared of gas	Count		2		
		Column %		8.0%		
***Already have gas/have a gas line	Count	1	1	1		
	Column %	2.9%	4.0%	6.7%		
Don't know	Count	1	1			
	Column %	2.9%	4.0%			
Total	Count		35	25	15	11

Percents may add up to more than 100

Q21x. When there is a power outage do you have a source of heat? * County

			County			
			King	Pierce	Snohomish	Kitsap
When there is a power outage do you have a source of heat?	No	Count	163	129	97	33
		% within County	55.1%	44.6%	45.8%	31.4%
	Yes	Count	133	160	115	72
		% within County	44.9%	55.4%	54.2%	68.6%
Total		Count	296	289	212	105
		% within County	100.0%	100.0%	100.0%	100.0%

Q21y. What is your source of heat when there is a power outage? * County

			County			
			King	Pierce	Snohomish	Kitsap
What is your source of heat when there is a power outage?	Wood-burning fireplace	Count	43	35	29	15
		Column %	32.6%	21.9%	25.2%	20.8%
	Wood stove	Count	18	27	19	19
		Column %	13.6%	16.9%	16.5%	26.4%
	Pellet stove	Count		1	1	1
		Column %		.6%	.9%	1.4%
	Kerosene heater	Count	1	5		2
		Column %	.8%	3.1%		2.8%
	Gas or propane stove	Count	11	26	12	9
		Column %	8.3%	16.3%	10.4%	12.5%
	Gas or propane fireplace	Count	37	45	34	17
		Column %	28.0%	28.1%	29.6%	23.6%
	Other	Count	5	2	2	1
		Column %	3.8%	1.3%	1.7%	1.4%
	***Gas or propane heater/gas or propane furnace/natural gas	Count	10	7	4	3
		Column %	7.6%	4.4%	3.5%	4.2%
	***Generator	Count	13	11	12	6
		Column %	9.8%	6.9%	10.4%	8.3%
	***Blankets	Count	4	1	2	
		Column %	3.0%	.6%	1.7%	
	***Electric/electric furnace	Count	1	2	3	2
		Column %	.8%	1.3%	2.6%	2.8%
	***Boiler	Count	1		1	
		Column %	.8%		.9%	
	***Heater (non-specific)	Count	1	1		1
		Column %	.8%	.6%		1.4%
	***Fireplace insert	Count	1		1	
		Column %	.8%		.9%	
Total	Don't know	Count	1	6		2
		Column %	.8%	3.8%		2.8%
Total	Count	132	160	115	72	

Percents may add up to more than 100

Q22D. Over the past 12 months, have you voluntarily taken any action to improve air quality? * County

			County			
			King	Pierce	Snohomish	Kitsap
Now we have some questions specifically about air quality. Over the past 12 months, have you voluntarily taken any action to improve air quality?	No	Count	176	191	145	68
		% within County	59.5%	66.1%	68.4%	64.8%
	Yes	Count	120	98	67	37
		% within County	40.5%	33.9%	31.6%	35.2%
Total	Count	296	289	212	105	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q13. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with this statement: I would be in favor of restrictions on vehicle idling at places like schools, ferry docks, draw bridges, and fast food drive-throughs. * County

			County			
			King	Pierce	Snohomish	Kitsap
Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with this statement: I would be in favor of restrictions on vehicle idling at places like schools, ferry docks, draw bridges, and fast food drive-throughs.	Strongly disagree	Count	43	47	29	18
		% within County	14.5%	16.3%	13.8%	17.1%
	Somewhat disagree	Count	35	27	37	10
		% within County	11.8%	9.4%	17.6%	9.5%
	Somewhat agree	Count	99	91	66	35
		% within County	33.4%	31.6%	31.4%	33.3%
	Strongly agree	Count	110	109	69	36
		% within County	37.2%	37.8%	32.9%	34.3%
	Don't know / Not sure	Count	9	14	9	6
		% within County	3.0%	4.9%	4.3%	5.7%
Total	Count	296	288	210	105	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q28. Which of the following would you be willing to support to improve air quality? * County

			County			
			King	Pierce	Snohomish	Kitsap
Which of the following would you support to improve air quality?	None of these	Count	37	51	43	19
		Column %	12.5%	17.6%	20.3%	18.1%
	Vehicle excise tax	Count	116	83	72	34
		Column %	39.3%	28.7%	34.0%	32.4%
	Property tax	Count	60	50	32	15
		Column %	20.3%	17.3%	15.1%	14.3%
	Gas tax	Count	95	54	51	20
		Column %	32.2%	18.7%	24.1%	19.0%
	Vanity license plates with a clean air message	Count	188	180	123	60
		Column %	63.7%	62.3%	58.0%	57.1%
	A small increase in vehicle license tab fees***/registration fees	Count	194	142	110	51
		Column %	65.8%	49.1%	51.9%	48.6%
	Or some other type of tax	Count	2	4	2	5
		Column %	.7%	1.4%	.9%	4.8%
	Tobacco tax / smoker tax	Count	12	9	4	5
		Column %	4.1%	3.1%	1.9%	4.8%
	Liquor tax	Count	11	7	2	4
		Column %	3.7%	2.4%	.9%	3.8%
	Vehicle tax / fee / luxury cars / SUVs / trucks	Count	13	10	4	6
		Column %	4.4%	3.5%	1.9%	5.7%
	Gambling tax***/lottery	Count	9	6	2	5
		Column %	3.1%	2.1%	.9%	4.8%
	Sales tax	Count	5	10	8	3
		Column %	1.7%	3.5%	3.8%	2.9%
	Driver's license tax	Count	16	10	12	7
		Column %	5.4%	3.5%	5.7%	6.7%
	***Pollution tax/emissions tax/clean air tax	Count	4	5	4	
		Column %	1.4%	1.7%	1.9%	
	***Income tax	Count	5	1	1	
		Column %	1.7%	.3%	.5%	
***Business tax/producer tax	Count	3	2	3		
	Column %	1.0%	.7%	1.4%		
***Transportation tax/airline taxes/travel taxes	Count	3	2	1		
	Column %	1.0%	.7%	.5%		
***Toll/toll roads/toll bridges	Count	2	1	3	1	
	Column %	.7%	.3%	1.4%	1.0%	
Other	Count	4	3	1	1	
	Column %	1.4%	1.0%	.5%	1.0%	
Don't know / Not sure	Count	4	11		1	
	Column %	1.4%	3.8%		1.0%	
Total	Count	295	289	212	105	

Percents may add up to more than 100

Q29. Would you pay one extra dollar a year in taxes or fees to have cleaner air in your area? * County

			County			
			King	Pierce	Snohomish	Kitsap
Would you pay one extra dollar a year in taxes or fees to have cleaner air in your area?	No	Count	27	33	14	11
		% within County	10.6%	14.5%	8.4%	13.1%
	Yes	Count	223	191	150	72
		% within County	87.5%	84.1%	90.4%	85.7%
	Don't know / Not sure	Count	5	3	2	1
		% within County	2.0%	1.3%	1.2%	1.2%
Total	Count	255	227	166	84	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q31. Would you pay an extra \$5 in taxes or fees per year for cleaner air? * County

			County			
			King	Pierce	Snohomish	Kitsap
Would you pay an extra \$5 in taxes or fees per year for cleaner air?	No	Count	33	41	31	24
		% within County	14.7%	21.4%	20.8%	32.9%
	Yes	Count	187	147	110	47
		% within County	83.1%	76.6%	73.8%	64.4%
	Don't know / Not sure	Count	5	4	8	2
		% within County	2.2%	2.1%	5.4%	2.7%
Total	Count	225	192	149	73	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q32. Would you pay an extra \$10 in taxes or fees per year for cleaner air? * County

			County			
			King	Pierce	Snohomish	Kitsap
Would you pay an extra \$10 in taxes or fees per year for cleaner air?	No	Count	58	53	46	17
		% within County	30.2%	35.1%	39.0%	34.7%
	Yes	Count	128	94	70	30
		% within County	66.7%	62.3%	59.3%	61.2%
	Don't know / Not sure	Count	6	4	2	2
		% within County	3.1%	2.6%	1.7%	4.1%
Total	Count	192	151	118	49	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q7. How serious do you think global warming or climate change is? Would you say it is. . . * County

			County			
			King	Pierce	Snohomish	Kitsap
Next some questions on global warming, also known as climate change. How serious do you think global warming or climate change is? Would you say it is. . .	Or not a problem at all	Count	30	58	37	20
		% within County	10.2%	20.1%	17.5%	19.2%
	Slight problem	Count	43	46	29	15
		% within County	14.6%	15.9%	13.7%	14.4%
	Somewhat serious problem	Count	67	63	49	28
		% within County	22.7%	21.8%	23.2%	26.9%
	A very serious problem	Count	151	115	89	37
		% within County	51.2%	39.8%	42.2%	35.6%
	Don't know / Not sure	Count	4	7	7	4
		% within County	1.4%	2.4%	3.3%	3.8%
Total	Count	295	289	211	104	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q8F. What do you think contributes to global warming? * County

			County			
			King	Pierce	Snohomish	Kitsap
What do you think contributes to global warming?	Automobile exhaust	Count	124	94	72	30
		Column %	46.6%	40.7%	41.1%	35.3%
	Electricity generation	Count	3	4	5	1
		Column %	1.1%	1.7%	2.9%	1.2%
	Industrial pollution	Count	71	62	49	14
		Column %	26.7%	26.8%	28.0%	16.5%
	Home heating	Count	8	7	1	2
		Column %	3.0%	3.0%	.6%	2.4%
	Home lighting	Count	1	2	1	2
		Column %	.4%	.9%	.6%	2.4%
	Logging / clear cutting / deforestation	Count	19	8	12	3
		Column %	7.1%	3.5%	6.9%	3.5%
	Burning forests / forest fires	Count	14	9	4	4
		Column %	5.3%	3.9%	2.3%	4.7%
	Aerosol cans / spray cans	Count	5	8	4	
		Column %	1.9%	3.5%	2.3%	
	Cattle / cattle farms / livestock	Count	16	7	5	1
		Column %	6.0%	3.0%	2.9%	1.2%
	Volcanoes	Count	5	4	3	2
		Column %	1.9%	1.7%	1.7%	2.4%
	Burning of coal / wood / fossil fuels	Count	57	31	25	12
		Column %	21.4%	13.4%	14.3%	14.1%
	Industrial pollution	Count	60	43	34	16
		Column %	22.6%	18.6%	19.4%	18.8%
	Natural disasters	Count	10	8	7	4
		Column %	3.8%	3.5%	4.0%	4.7%
	Overpopulation / Too many people / People***/mankind/humans	Count	30	21	26	13
		Column %	11.3%	9.1%	14.9%	15.3%
	Nature / The earth's natural cycle / Mother Nature	Count	38	31	23	18
		Column %	14.3%	13.4%	13.1%	21.2%
	Chemicals	Count	24	15	14	4
		Column %	9.0%	6.5%	8.0%	4.7%
	Ships / Boats	Count	5	2	1	3
		Column %	1.9%	.9%	.6%	3.5%
	Airplanes	Count	8	10	6	2
		Column %	3.0%	4.3%	3.4%	2.4%
	Garbage / Dumping waste	Count	11	8	4	2
		Column %	4.1%	3.5%	2.3%	2.4%
	Nuclear testing / Military testing	Count	3	3	3	2
		Column %	1.1%	1.3%	1.7%	2.4%
	Breakdown in ozone layer / hole in ozone	Count	14	19	15	4
		Column %	5.3%	8.2%	8.6%	4.7%
	Government / Government agencies	Count		4	1	1
		Column %		1.7%	.6%	1.2%
	War	Count	1			
		Column %	.4%			
	There's no problem - it's all hype	Count		3	1	
		Column %		1.3%	.6%	
	Overdevelopment / Urbanization	Count	8	2	6	
		Column %	3.0%	.9%	3.4%	
	Other	Count	1	4	5	1
		Column %	.4%	1.7%	2.9%	1.2%
	Don't know	Count	15	32	20	11
		Column %	5.6%	13.9%	11.4%	12.9%
	***Agriculture	Count	4		1	1
		Column %	1.5%		.6%	1.2%
	***Carbon emissions/CO2/carbon monoxide	Count	14	3	3	6
		Column %	5.3%	1.3%	1.7%	7.1%
	***Greenhouse gases	Count	6	3	2	3
		Column %	2.3%	1.3%	1.1%	3.5%
	***Air Pollution	Count	11	9	2	3
		Column %	4.1%	3.9%	1.1%	3.5%
Total	Count		266	231	175	85

Percents may add up to more than 100

Q8g. Over the past 12 months, have you voluntarily taken any action because of your concern with global warming or climate change? * County

			County			
			King	Pierce	Snohomish	Kitsap
Over the past 12 months, have you voluntarily taken any action because of your concern with global warming or climate change?	No	Count	152	144	95	54
		% within County	57.1%	62.3%	54.3%	63.5%
	Yes	Count	114	87	80	31
		% within County	42.9%	37.7%	45.7%	36.5%
Total	Count	266	231	175	85	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q9. What do you think are the top two most motivating reasons to address global warming? * County

			County			
			King	Pierce	Snohomish	Kitsap
What are two most motivating reasons to address global warming?	For national security reasons	Count	6	3	7	3
		Column %	2.3%	1.3%	4.0%	3.6%
	To protect endangered species	Count	33	18	21	8
		Column %	12.5%	8.0%	12.0%	9.5%
	To protect low lying shoreline population areas***/rising sea levels	Count	16	6	11	1
		Column %	6.1%	2.7%	6.3%	1.2%
	To maintain our typical climate patterns during the four seasons	Count	34	26	28	11
		Column %	12.9%	11.5%	16.0%	13.1%
	To reduce the chances of catastrophic climate events such as serious storms, For the sake of future generations***/our children	Count	38	27	23	11
		Column %	14.4%	11.9%	13.1%	13.1%
	To protect our snowpack	Count	57	57	31	13
		Column %	21.6%	25.2%	17.7%	15.5%
	To protect salmon habitat	Count	20	15	10	4
		Column %	7.6%	6.6%	5.7%	4.8%
	Conserve energy / energy efficiency	Count	2	3	5	
		Column %	.8%	1.3%	2.9%	
	To protect our hydropower sources	Count	10	6	6	1
		Column %	3.8%	2.7%	3.4%	1.2%
	To support green jobs /green economy	Count	4	2	2	
		Column %	1.5%	.9%	1.1%	
	Protect forests, national parks, winter recreational sports	Count	6	3	3	1
		Column %	2.3%	1.3%	1.7%	1.2%
	For healthy families	Count	17	18	14	4
		Column %	6.4%	8.0%	8.0%	4.8%
	To reduce consumption	Count	44	44	29	11
		Column %	16.7%	19.5%	16.6%	13.1%
	Food security / prices	Count	6	2	5	
		Column %	2.3%	.9%	2.9%	
	***Air quality/smog	Count	9	2	6	1
		Column %	3.4%	.9%	3.4%	1.2%
	***Survival/save the planet	Count	2	6	5	3
		Column %	.8%	2.7%	2.9%	3.6%
	***Protect environment	Count	12	10	6	4
		Column %	4.5%	4.4%	3.4%	4.8%
	***Protect ozone	Count	11	6	3	1
		Column %	4.2%	2.7%	1.7%	1.2%
	***Protect agriculture/farming	Count	5			
		Column %		2.2%		
	***Fewer vehicles/less emissions	Count	3		2	1
		Column %	1.1%		1.1%	1.2%
	Other	Count	1	2	2	2
		Column %	.4%	.9%	1.1%	2.4%
	Don't know / Not sure	Count	16	12	11	8
		Column %	6.1%	5.3%	6.3%	9.5%
Total	Count	Count	43	51	39	24
		Column %	16.3%	22.6%	22.3%	28.6%
			264	226	175	84

Percepts may add up to more than 100

Q32a. Where do you get information about air quality? * County

			County			
			King	Pierce	Snohomish	Kitsap
Where do you get information about air quality?	TV weather forecast	Count	34	24	23	8
		Column %	11.6%	8.5%	10.8%	7.6%
	TV news	Count	149	161	135	60
		Column %	50.9%	56.7%	63.7%	57.1%
	Radio	Count	37	28	27	12
		Column %	12.6%	9.9%	12.7%	11.4%
	Newspapers	Count	120	87	62	32
		Column %	41.0%	30.6%	29.2%	30.5%
	Friends, neighbors, word-of-mouth	Count	15	18	19	6
		Column %	5.1%	6.3%	9.0%	5.7%
	Internet	Count	109	84	69	32
		Column %	37.2%	29.6%	32.5%	30.5%
	E-mail	Count	2			2
		Column %	.7%			1.9%
	Bus signs	Count		1		
		Column %		.4%		
	Billboards	Count	2	2		
		Column %	.7%	.7%		
	TV commercials	Count	2	5		2
		Column %	.7%	1.8%		1.9%
	Mail	Count	14	9	4	2
		Column %	4.8%	3.2%	1.9%	1.9%
	From your children or grandchildren	Count	2	4		
		Column %	.7%	1.4%		
	***Work	Count	4	1		2
		Column %	1.4%	.4%		1.9%
	***Magazines/scientific journals	Count	23	11	12	6
		Column %	7.8%	3.9%	5.7%	5.7%
	***Books	Count	6	4	3	3
		Column %	2.0%	1.4%	1.4%	2.9%
	***	Count	8	7	4	
School/college/education	Column %	2.7%	2.5%	1.9%		
***Research/research articles	Count	2	2	2		
	Column %	.7%	.7%	.9%		
***Documentaries	Count	4	1	2	1	
	Column %	1.4%	.4%	.9%	1.0%	
***EPA	Count	3	1	1	1	
	Column %	1.0%	.4%	.5%	1.0%	
***Observation/personal experience/being	Count	14	12	10	9	
	Column %	4.8%	4.2%	4.7%	8.6%	
***Puget Sound Air Quality Agency	Count	2		1	1	
	Column %	.7%		.5%	1.0%	
Television	Count	3	2	2	1	
	Column %	1.0%	.7%	.9%	1.0%	
Other	Count	6	5	3	1	
	Column %	2.0%	1.8%	1.4%	1.0%	
Don't know / Not sure	Count	14	31	14	9	
	Column %	4.8%	10.9%	6.6%	8.6%	
Total	Count	293	284	212	105	

Percents may not add up to 100

Q35a. In the past winter, did you see or hear any messages regarding burn bans in your area? * County

			County			
			King	Pierce	Snohomish	Kitsap
In the past winter, did you see or hear any messages regarding burn bans in your area?	No	Count	110	96	72	29
		% within County	37.2%	33.3%	34.0%	27.6%
	Yes	Count	170	186	135	73
		% within County	57.4%	64.6%	63.7%	69.5%
	Don't know / Not sure	Count	16	6	5	3
		% within County	5.4%	2.1%	2.4%	2.9%
Total		Count	296	288	212	105
		% within County	100.0%	100.0%	100.0%	100.0%

Q35b. Were the burn bans for: * County

			County			
			King	Pierce	Snohomish	Kitsap
Were the burn bans for:	outdoor fire danger reasons	Count	12	11	10	12
		% within County	7.1%	5.9%	7.4%	16.7%
	air quality reasons	Count	101	87	76	34
		% within County	59.4%	47.0%	56.3%	47.2%
	or both fire danger and air quality reasons	Count	51	80	45	25
		% within County	30.0%	43.2%	33.3%	34.7%
	Don't know / Not sure	Count	6	7	4	1
		% within County	3.5%	3.8%	3.0%	1.4%
Total		Count	170	185	135	72
		% within County	100.0%	100.0%	100.0%	100.0%

Q35c. How did you find out about the burn bans? * County

			County			
			King	Pierce	Snohomish	Kitsap
How did you find out about the burn bans?	Television news	Count	108	109	102	38
		Column %	63.5%	58.6%	75.6%	52.1%
	Radio announcement	Count	49	32	19	10
		Column %	28.8%	17.2%	14.1%	13.7%
	Newspaper announcement	Count	43	38	25	22
		Column %	25.3%	20.4%	18.5%	30.1%
	Message board at fire station	Count	7	44	6	7
		Column %	4.1%	23.7%	4.4%	9.6%
	Announcement on web site	Count	9	8	5	7
		Column %	5.3%	4.3%	3.7%	9.6%
	Email message	Count	2	3	3	5
		Column %	1.2%	1.6%	2.2%	6.8%
	From family or friends	Count	5	16	7	5
		Column %	2.9%	8.6%	5.2%	6.8%
	Burn ban hotline***/phone	Count	2	1	5	1
		Column %	1.2%	.5%	3.7%	1.4%
	Social media (such as Facebook and Twitter)	Count	2		1	
		Column %	1.2%		.7%	
	Other	Count	2	1	1	2
		Column %	1.2%	.5%	.7%	2.7%
	*** Mail	Count	4	3	2	1
		Column %	2.4%	1.6%	1.5%	1.4%
	*** Fliers/notice on door	Count		2	2	
		Column %		1.1%	1.5%	
	*** Street signs/posters/notices	Count	6	4	4	2
		Column %	3.5%	2.2%	3.0%	2.7%
	Don't know / Not sure / Don't remember	Count	1	3	1	1
		Column %	.6%	1.6%	.7%	1.4%
Total	Count		170	186	135	73

Percents may add up to more than 100

Q35c1. What websites would that be? * County

			County			
			King	Pierce	Snohomish	Kitsap
What websites would that be?	Puget Sound Clean Air Agency	Count		1	1	
		Column %		14.3%	20.0%	
	Other	Count	3	2	1	2
		Column %	37.5%	28.6%	20.0%	50.0%
	*** Search engine/bing/google/yahoo	Count	2			
		Column %	25.0%			
	*** Government website/county website/police website	Count	1	3	3	1
		Column %	12.5%	42.9%	60.0%	25.0%
	*** News website	Count	2	1		1
		Column %	25.0%	14.3%		25.0%
Total	Count		8	7	5	4

Percents may add up to more than 100

Q35d. Did you comply with the burn ban? * County

			County			
			King	Pierce	Snohomish	Kitsap
Did you comply with the burn ban?	No	Count	5	7	4	2
		% within County	3.0%	3.8%	3.0%	2.7%
	Yes	Count	157	175	129	71
		% within County	93.5%	94.1%	95.6%	97.3%
	Don't know / Not sure	Count	6	4	2	0
		% within County	3.6%	2.2%	1.5%	.0%
Total	Count	168	186	135	73	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q37. Which agency is responsible for monitoring and protecting air quality in your county? * County

			County			
			King	Pierce	Snohomish	Kitsap
Which agency is responsible for monitoring and protecting air quality in your county?	Environmental Protection Agency	Count	76	45	41	11
		Column %	25.8%	15.6%	19.3%	10.5%
	Department of Ecology	Count	3	2	6	
		Column %	1.0%	.7%	2.8%	
	Health department	Count		14	1	2
		Column %		4.8%	.5%	1.9%
	Your county	Count	12	12	9	5
		Column %	4.1%	4.2%	4.2%	4.8%
	Your city	Count	5	3	4	
		Column %	1.7%	1.0%	1.9%	
	Puget Sound Clean Air Agency	Count	17	9	9	6
		Column %	5.8%	3.1%	4.2%	5.7%
	Other	Count	21	16	19	10
		Column %	7.1%	5.5%	9.0%	9.5%
	Don't know	Count	176	198	133	75
		Column %	59.7%	68.5%	62.7%	71.4%
Total	Count	295	289	212	105	

Percents may add up to more than 100

Q37a. When it comes to making sure the air in the Puget Sound region is healthy, who do you most trust to make sound decisions on your behalf? *
County

			County			
			King	Pierce	Snohomish	Kitsap
When it comes to making sure the air in the Puget Sound region is healthy, who do you most trust to make sound decisions on your behalf?	County officials***/local government/city council/state government	Count	63	51	35	9
		Column %	21.4%	18.3%	16.7%	8.9%
	Air quality agency staff	Count	13	6	9	2
		Column %	4.4%	2.2%	4.3%	2.0%
	The Environmental Protection Agency (EPA)	Count	41	22	19	8
		Column %	13.9%	7.9%	9.1%	7.9%
	Scientists***/researchers/universities	Count	14	15	12	6
		Column %	4.8%	5.4%	5.7%	5.9%
	Local TV news meteorologists	Count	4	7	8	2
		Column %	1.4%	2.5%	3.8%	2.0%
	State Department of Health staff	Count	12	8	2	1
		Column %	4.1%	2.9%	1.0%	1.0%
	State Department of Ecology staff	Count	10	4	4	3
		Column %	3.4%	1.4%	1.9%	3.0%
	Puget Sound Clean Air Agency	Count	11	3	6	3
		Column %	3.7%	1.1%	2.9%	3.0%
	Other	Count	4	4	3	2
		Column %	1.4%	1.4%	1.4%	2.0%
	***Anyone besides government	Count	4	1		1
		Column %	1.4%	.4%		1.0%
	***Government/elected officials/legislature	Count	23	14	10	9
		Column %	7.8%	5.0%	4.8%	8.9%
	***Fire department	Count	2	4		1
		Column %	.7%	1.4%		1.0%
	***Me/myself	Count	15	15	13	12
		Column %	5.1%	5.4%	6.2%	11.9%
	***Family/friends	Count	3	3	4	1
		Column %	1.0%	1.1%	1.9%	1.0%
	***Nobody/no one	Count	12	9	14	6
		Column %	4.1%	3.2%	6.7%	5.9%
***Agency responsible/whoever does the testing	Count	3	2	3	3	
	Column %	1.0%	.7%	1.4%	3.0%	
***Taxpayers/the people	Count	3	5	2	2	
	Column %	1.0%	1.8%	1.0%	2.0%	
***Businesses/companies	Count	1	2			
	Column %	.3%	.7%			
Don't know	Count	87	115	76	38	
	Column %	29.6%	41.2%	36.4%	37.6%	
Total	Count	294	279	209	101	

Percents may add up to more than 100

Q38. Have you heard of the Puget Sound Clean Air Agency? * County

			County			
			King	Pierce	Snohomish	Kitsap
Have you heard of the Puget Sound Clean Air Agency?	No	Count	144	152	114	51
		% within County	51.6%	54.3%	56.2%	51.5%
	Yes	Count	121	119	77	43
		% within County	43.4%	42.5%	37.9%	43.4%
	Don't know / Not sure	Count	14	9	12	5
		% within County	5.0%	3.2%	5.9%	5.1%
Total	Count	279	280	203	99	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q38ba. Reducing pollution from business / industry On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you? * County

			County			
			King	Pierce	Snohomish	Kitsap
Reducing pollution from business / industry On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you?	Not at all important	Count	10	15	6	10
		% within County	3.4%	5.2%	2.8%	9.5%
	2	Count	6	7	7	3
		% within County	2.0%	2.4%	3.3%	2.9%
	3	Count	21	24	17	10
		% within County	7.1%	8.3%	8.0%	9.5%
	4	Count	27	20	13	6
		% within County	9.1%	6.9%	6.1%	5.7%
	5	Count	45	35	34	22
		% within County	15.2%	12.1%	16.0%	21.0%
	6	Count	54	46	35	17
		% within County	18.2%	15.9%	16.5%	16.2%
	Very important	Count	133	142	100	37
		% within County	44.9%	49.1%	47.2%	35.2%
	Total	Count	296	289	212	105
		% within County	100.0%	100.0%	100.0%	100.0%

Q38bb. Reducing pollution from transportation / motor vehicles On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you? * County

			County			
			King	Pierce	Snohomish	Kitsap
Reducing pollution from transportation / motor vehicles On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you?	Not at all important	Count	12	14	10	9
		% within County	4.1%	4.8%	4.7%	8.6%
	2	Count	9	10	7	7
		% within County	3.0%	3.5%	3.3%	6.7%
	3	Count	11	23	8	5
		% within County	3.7%	8.0%	3.8%	4.8%
	4	Count	26	30	23	8
		% within County	8.8%	10.4%	10.8%	7.6%
	5	Count	56	39	45	28
		% within County	18.9%	13.5%	21.2%	26.7%
	6	Count	54	39	34	14
		% within County	18.2%	13.5%	16.0%	13.3%
	Very important	Count	128	134	85	34
		% within County	43.2%	46.4%	40.1%	32.4%
Total	Count	296	289	212	105	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q38bc. Reducing pollution from burning / smoke On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important' how important is this air quality goal to you? * County

			County			
			King	Pierce	Snohomish	Kitsap
Reducing pollution from burning / smoke On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you?	Not at all important	Count	17	22	13	11
		% within County	5.7%	7.6%	6.1%	10.5%
	2	Count	15	17	13	7
		% within County	5.1%	5.9%	6.1%	6.7%
	3	Count	27	31	19	8
		% within County	9.1%	10.7%	9.0%	7.6%
	4	Count	40	27	25	11
		% within County	13.5%	9.3%	11.8%	10.5%
	5	Count	66	54	47	22
		% within County	22.3%	18.7%	22.2%	21.0%
	6	Count	38	41	28	16
		% within County	12.8%	14.2%	13.2%	15.2%
	Very important	Count	93	97	67	30
		% within County	31.4%	33.6%	31.6%	28.6%
Total	Count	296	289	212	105	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q38bd. Reducing greenhouse gases On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you? * County

			County			
			King	Pierce	Snohomish	Kitsap
Reducing greenhouse gases On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you?	Not at all important	Count	19	35	22	15
		% within County	6.4%	12.1%	10.4%	14.3%
	2	Count	9	10	11	3
		% within County	3.0%	3.5%	5.2%	2.9%
	3	Count	22	27	10	14
		% within County	7.4%	9.3%	4.7%	13.3%
	4	Count	26	18	20	10
		% within County	8.8%	6.2%	9.4%	9.5%
	5	Count	50	47	46	16
		% within County	16.9%	16.3%	21.7%	15.2%
	6	Count	60	48	29	16
		% within County	20.3%	16.6%	13.7%	15.2%
	Very important	Count	110	104	74	31
		% within County	37.2%	36.0%	34.9%	29.5%
Total	Count	296	289	212	105	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q38be. Reducing smog On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you? * County

			County			
			King	Pierce	Snohomish	Kitsap
Reducing smog On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you?	Not at all important	Count	15	20	16	8
		% within County	5.1%	6.9%	7.5%	7.6%
	2	Count	11	11	6	3
		% within County	3.7%	3.8%	2.8%	2.9%
	3	Count	22	21	12	12
		% within County	7.4%	7.3%	5.7%	11.4%
	4	Count	25	19	16	7
		% within County	8.4%	6.6%	7.5%	6.7%
	5	Count	43	41	41	17
		% within County	14.5%	14.2%	19.3%	16.2%
	6	Count	48	39	26	16
		% within County	16.2%	13.5%	12.3%	15.2%
	Very important	Count	132	138	95	42
		% within County	44.6%	47.8%	44.8%	40.0%
Total	Count	296	289	212	105	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q38bf. Making sure pollution doesn't affect the poor and vulnerable On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you? * County

			County			
			King	Pierce	Snohomish	Kitsap
Making sure pollution doesn't affect the poor and vulnerable On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you?	Not at all important	Count	19	34	17	11
		% within County	6.4%	11.8%	8.0%	10.5%
	2	Count	10	12	8	5
		% within County	3.4%	4.2%	3.8%	4.8%
	3	Count	17	18	11	11
		% within County	5.7%	6.2%	5.2%	10.5%
	4	Count	33	13	18	8
		% within County	11.1%	4.5%	8.5%	7.6%
	5	Count	49	49	36	25
		% within County	16.6%	17.0%	17.0%	23.8%
6	Count	39	37	30	8	
	% within County	13.2%	12.8%	14.2%	7.6%	
	Very important	Count	129	126	92	37
		% within County	43.6%	43.6%	43.4%	35.2%
Total		Count	296	289	212	105
		% within County	100.0%	100.0%	100.0%	100.0%

Q38bg. Measuring / monitoring air pollution On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you? * County

			County			
			King	Pierce	Snohomish	Kitsap
Measuring / monitoring air pollution On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you?	Not at all important	Count	6	17	5	8
		% within County	2.0%	5.9%	2.4%	7.6%
	2	Count	12	8	5	4
		% within County	4.1%	2.8%	2.4%	3.8%
	3	Count	23	22	10	9
		% within County	7.8%	7.6%	4.7%	8.6%
	4	Count	25	24	19	9
		% within County	8.4%	8.3%	9.0%	8.6%
	5	Count	51	45	41	23
		% within County	17.2%	15.6%	19.3%	21.9%
6	Count	58	44	42	16	
	% within County	19.6%	15.2%	19.8%	15.2%	
	Very important	Count	121	129	90	36
		% within County	40.9%	44.6%	42.5%	34.3%
Total		Count	296	289	212	105
		% within County	100.0%	100.0%	100.0%	100.0%

Q38bh. Reducing diesel exhaust On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you? * County

			County			
			King	Pierce	Snohomish	Kitsap
Reducing diesel exhaust On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you?	Not at all important	Count	15	23	14	12
		% within County	5.1%	8.0%	6.6%	11.4%
	2	Count	8	13	7	8
		% within County	2.7%	4.5%	3.3%	7.6%
	3	Count	20	26	13	13
		% within County	6.8%	9.0%	6.1%	12.4%
	4	Count	33	26	27	8
		% within County	11.1%	9.0%	12.7%	7.6%
	5	Count	58	54	43	18
		% within County	19.6%	18.7%	20.3%	17.1%
	6	Count	41	41	24	12
		% within County	13.9%	14.2%	11.3%	11.4%
	Very important	Count	121	106	84	34
		% within County	40.9%	36.7%	39.6%	32.4%
Total	Count	296	289	212	105	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q38bi. Planning pedestrian-friendly communities On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you? * County

			County			
			King	Pierce	Snohomish	Kitsap
Planning pedestrian-friendly communities On a scale of 1 to 7, with 1 being 'not at all important' and 7 being 'very important', how important is this air quality goal to you?	Not at all important	Count	21	33	20	12
		% within County	7.1%	11.4%	9.4%	11.4%
	2	Count	11	10	12	8
		% within County	3.7%	3.5%	5.7%	7.6%
	3	Count	30	18	21	9
		% within County	10.1%	6.2%	9.9%	8.6%
	4	Count	33	34	21	8
		% within County	11.1%	11.8%	9.9%	7.6%
	5	Count	59	49	42	22
		% within County	19.9%	17.0%	19.8%	21.0%
	6	Count	39	41	33	11
		% within County	13.2%	14.2%	15.6%	10.5%
	Very important	Count	103	104	63	35
		% within County	34.8%	36.0%	29.7%	33.3%
Total	Count	296	289	212	105	
	% within County	100.0%	100.0%	100.0%	100.0%	

**Q42. Do you or does anyone in your household currently have asthma or any respiratory or cardiac problems? *
County**

			County			
			King	Pierce	Snohomish	Kitsap
Asthma, respiratory or cardiac problems?	Yes, asthma	Count	56	63	47	26
		Column %	19.2%	22.4%	22.3%	25.2%
	Yes, other respiratory problems	Count	10	23	14	5
		Column %	3.4%	8.2%	6.6%	4.9%
	Yes, cardiac problems	Count	17	22	16	9
		Column %	5.8%	7.8%	7.6%	8.7%
	No	Count	214	179	136	63
		Column %	73.3%	63.7%	64.5%	61.2%
Total	Count	292	281	211	103	

Percents may add up to more than 100

Q43. Of the following age categories, which includes your age? * County

			County			
			King	Pierce	Snohomish	Kitsap
Of the following age categories, which includes your age?	18 to 24	Count	10	18	15	5
		% within County	3.5%	6.4%	7.1%	4.9%
	25 to 34	Count	27	46	21	11
		% within County	9.3%	16.4%	10.0%	10.7%
	35 to 44	Count	53	42	35	13
		% within County	18.3%	15.0%	16.7%	12.6%
	45 to 54	Count	64	52	47	22
		% within County	22.1%	18.6%	22.4%	21.4%
	55 to 64	Count	66	46	39	22
		% within County	22.8%	16.4%	18.6%	21.4%
	65 to 74	Count	41	42	32	17
		% within County	14.2%	15.0%	15.2%	16.5%
	75 or older	Count	28	34	21	13
		% within County	9.7%	12.1%	10.0%	12.6%
Total	Count	289	280	210	103	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q44. Which of the following income categories includes your total household income in 2010 before taxes? * County

			County			
			King	Pierce	Snohomish	Kitsap
Which of the following income categories includes your total household income in 2010 before taxes?	Less than \$10,000	Count	8	18	13	11
		% within County	3.2%	7.3%	7.1%	12.2%
	\$10,000 to less than \$20,000	Count	20	24	16	5
		% within County	7.9%	9.7%	8.7%	5.6%
	\$20,000 to less than \$30,000	Count	16	25	16	13
		% within County	6.3%	10.1%	8.7%	14.4%
	\$30,000 to less than \$40,000	Count	15	20	17	6
		% within County	6.0%	8.1%	9.2%	6.7%
	\$40,000 to less than \$50,000	Count	21	32	24	9
		% within County	8.3%	12.9%	13.0%	10.0%
	\$50,000 to less than \$75,000	Count	42	47	35	18
		% within County	16.7%	19.0%	19.0%	20.0%
	\$75,000 to less than \$100,000	Count	34	34	29	8
		% within County	13.5%	13.7%	15.8%	8.9%
\$100,000 to less than \$150,000	Count	59	33	13	11	
	% within County	23.4%	13.3%	7.1%	12.2%	
\$150,000 to less than \$200,000	Count	15	5	7	5	
	% within County	6.0%	2.0%	3.8%	5.6%	
\$200,000 or more	Count	15	3	5	3	
	% within County	6.0%	1.2%	2.7%	3.3%	
Don't know	Count	7	7	9	1	
	% within County	2.8%	2.8%	4.9%	1.1%	
Total	Count	252	248	184	90	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q45. What is the highest level of education you have completed? * County

			County			
			King	Pierce	Snohomish	Kitsap
What is the highest level of education you have completed?	Some high school or less	Count	5	15	3	9
		% within County	1.7%	5.4%	1.4%	8.9%
	High school graduate / or GED	Count	34	55	41	19
		% within County	11.8%	19.7%	19.6%	18.8%
	Some college / Technical school / AA degree	Count	77	96	70	36
		% within County	26.6%	34.4%	33.5%	35.6%
	Four year college degree	Count	85	62	63	21
		% within County	29.4%	22.2%	30.1%	20.8%
	Some graduate courses	Count	20	14	7	0
		% within County	6.9%	5.0%	3.3%	.0%
	Post graduate degree	Count	68	37	25	16
		% within County	23.5%	13.3%	12.0%	15.8%
Total	Count	289	279	209	101	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q46. Including yourself, how many people live in your household? * County

			County			
			King	Pierce	Snohomish	Kitsap
Including yourself, how many people live in your household?	1	Count	61	53	35	28
		% within County	21.0%	18.9%	16.8%	27.5%
	2	Count	114	101	73	36
		% within County	39.3%	36.1%	35.1%	35.3%
	3	Count	53	57	38	14
		% within County	18.3%	20.4%	18.3%	13.7%
	4	Count	48	35	36	13
		% within County	16.6%	12.5%	17.3%	12.7%
	5	Count	8	24	18	4
		% within County	2.8%	8.6%	8.7%	3.9%
	6	Count	3	6	4	6
		% within County	1.0%	2.1%	1.9%	5.9%
	7	Count	2	3	4	1
		% within County	.7%	1.1%	1.9%	1.0%
8	Count	1	0	0	0	
	% within County	.3%	.0%	.0%	.0%	
11	Count	0	1	0	0	
	% within County	.0%	.4%	.0%	.0%	
Total	Count	290	280	208	102	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q47. How many children under the age of 18 are in your household? * County

			County			
			King	Pierce	Snohomish	Kitsap
How many children under the age of 18 are in your household?	0	Count	142	128	101	44
		% within County	62.6%	56.6%	58.7%	59.5%
	1	Count	35	48	23	14
		% within County	15.4%	21.2%	13.4%	18.9%
	2	Count	43	27	29	11
		% within County	18.9%	11.9%	16.9%	14.9%
	3	Count	4	18	15	3
		% within County	1.8%	8.0%	8.7%	4.1%
	4 or more	Count	3	5	4	2
		% within County	1.3%	2.2%	2.3%	2.7%
Total	Count	227	226	172	74	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q49. How many years have you lived in the Puget Sound area? * County

			County			
			King	Pierce	Snohomish	Kitsap
How many years have you lived in the Puget Sound area?	less than a year	Count	7	4	0	2
		% within County	2.4%	1.4%	.0%	1.9%
	1-5 years	Count	28	45	21	10
		% within County	9.7%	16.0%	10.1%	9.7%
	6-10 years	Count	27	21	13	9
		% within County	9.4%	7.5%	6.3%	8.7%
	11-15 years	Count	25	24	12	11
		% within County	8.7%	8.5%	5.8%	10.7%
	16-20 years	Count	23	25	20	7
		% within County	8.0%	8.9%	9.6%	6.8%
	21-25 years	Count	26	14	20	8
		% within County	9.0%	5.0%	9.6%	7.8%
	26 years or more	Count	152	148	122	56
		% within County	52.8%	52.7%	58.7%	54.4%
Total	Count	288	281	208	103	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q50. What best describes your home... * County

			County			
			King	Pierce	Snohomish	Kitsap
What best describes your home...	Apartment	Count	50	35	30	11
		% within County	17.2%	12.5%	14.5%	10.9%
	Condominium	Count	28	9	8	3
		% within County	9.6%	3.2%	3.9%	3.0%
	Townhouse or duplex (plex)	Count	16	22	7	7
		% within County	5.5%	7.9%	3.4%	6.9%
	Single family dwelling detached***/home/house/ramble	Count	191	198	140	69
		% within County	65.6%	70.7%	67.6%	68.3%
	Mobile home	Count	4	11	16	7
		% within County	1.4%	3.9%	7.7%	6.9%
	Something else	Count	2	5	6	4
		% within County	.7%	1.8%	2.9%	4.0%
	Total	Count	291	280	207	101
		% within County	100.0%	100.0%	100.0%	100.0%

Q51. Would you describe your neighborhood as urban, suburban, or rural? * County

			County			
			King	Pierce	Snohomish	Kitsap
Would you describe your neighborhood as urban, suburban, or rural?	Urban	Count	108	61	42	19
		% within County	37.2%	21.8%	20.2%	18.8%
	Mixed urban / suburban	Count	5	9	3	2
		% within County	1.7%	3.2%	1.4%	2.0%
	Suburban	Count	143	136	106	33
		% within County	49.3%	48.6%	51.0%	32.7%
	Mixed suburban / rural	Count	5	13	4	2
		% within County	1.7%	4.6%	1.9%	2.0%
	Rural	Count	23	47	42	41
		% within County	7.9%	16.8%	20.2%	40.6%
	Other	Count	1	4	3	0
		% within County	.3%	1.4%	1.4%	.0%
	Don't know / Not sure	Count	5	10	8	4
		% within County	1.7%	3.6%	3.8%	4.0%
Total	Count	290	280	208	101	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q52. Which of the following best describes your ethnic / racial background? Would you say: * County

			County			
			King	Pierce	Snohomish	Kitsap
Which of the following best describes your ethnic / racial background?	White / Caucasian (not Hispanic/Latino background)	Count	215	218	170	80
		% within County	77.6%	80.1%	85.0%	80.0%
	White / Caucasian (Hispanic/Latino background)	Count	8	9	8	4
		% within County	2.9%	3.3%	4.0%	4.0%
	Black / African American	Count	12	17	3	3
		% within County	4.3%	6.3%	1.5%	3.0%
	Asian / Pacific Islander	Count	13	6	3	2
		% within County	4.7%	2.2%	1.5%	2.0%
	Hispanic / Latino	Count	6	3	4	0
		% within County	2.2%	1.1%	2.0%	.0%
	Native American	Count	6	3	3	3
		% within County	2.2%	1.1%	1.5%	3.0%
	Multi-racial	Count	16	15	8	8
		% within County	5.8%	5.5%	4.0%	8.0%
	Other	Count	1	1	1	0
		% within County	.4%	.4%	.5%	.0%
Total	Count	277	272	200	100	
	% within County	100.0%	100.0%	100.0%	100.0%	

Q52a. What is the primary language spoken at home? * County

			County			
			King	Pierce	Snohomish	Kitsap
What is the primary language spoken at home?	English	Count	282	276	203	101
		% within County	97.2%	98.9%	98.1%	100.0%
	Spanish	Count	2	2	2	0
		% within County	.7%	.7%	1.0%	.0%
	Chinese / Mandarin / Cantonese	Count	1	0	0	0
		% within County	.3%	.0%	.0%	.0%
	Other	Count	5	1	2	0
		% within County	1.7%	.4%	1.0%	.0%
Total	Count	290	279	207	101	
	% within County	100.0%	100.0%	100.0%	100.0%	

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