


CLEAN AIR PARTNERS
DC-MD-VA

2018 Public Awareness Survey

Presentation to Clean Air Partners Board of Directors
January 17, 2019

Steve Raabe
President, OpinionWorks LLC



1

OpinionWorks Credentials

- Measure perceptions, behaviors
- Public polls, focus groups
 - The Baltimore Sun* polling
 - Elections and issues since 2007
 - Chesapeake Bay Program
 - Assessment of 19 environmental stewardship practices
 - Chesapeake Bay Trust
 - Extensive work assessing environmental stewardship
 - The Nature Conservancy
 - Community research on Virginia's Eastern Shore
 - Mid-Atlantic Regional Council on the Ocean
 - Behavior change related to mass balloon releases
 - Montgomery College
 - Brand evaluation
 - District Department of Energy and Environment
 - Assessment of public acceptance of 5-cent bag fee





2

Survey Method

- 1,228 interviews
- Sep – Nov 2018
- Mixed-mode: Telephone, online, traditional mail
- ± 2.8% sampling error, 95% confidence
- Representative of region’s adult population
- Comparable to Clean Air Partners’ 2015 survey

Air Survey
Please respond by October 12, 2018

CLEAN AIR PARTNERS
DCHD-VA

Thank you for taking this survey. Your responses are confidential and will not be tied back to you personally. To take the survey online, please visit www.CleanAirSurvey.org.

1. In what county or independent city do you live?
 - Greater Baltimore metropolitan area
 - Greater Washington metropolitan area
2. Which of the following is the better description of where you live?
 - Greater Baltimore metropolitan area
 - Greater Washington metropolitan area
3. When you hear the phrase "Code Red" or "Code Orange," what is the first thing you think of? _____

Air pollution occurs when the air contains gases, dust, fumes or odor in harmful amounts. That is, amounts which could be harmful to the health or comfort of humans and animals or which could cause damage to plants and materials.

4. On a scale of 1 to 5 (where 1 is not at all a problem and 5 is very big problem), how much of a problem do you believe air pollution is in the metropolitan area where you live?
 - 1—not at all a problem
 - 2
 - 3
 - 4
 - 5—very big problem
5. How would you say that air pollution in the metropolitan area where you live has changed over the last five years?
 - Gotten a lot worse
 - Gotten somewhat worse
 - Stayed the same
 - Improved somewhat
 - Improved a lot

Climate Change (also known as global warming) refers to any significant change in the measure of climate lasting for an extended period of time. Climate change includes major changes in temperature, precipitation, or wind patterns, among other effects, that occur over several decades or longer.

6. On a scale of 1 to 5 (where 1 is not at all a change (also known as global warming) refers to any significant change in the measure of climate lasting for an extended period of time. Climate change includes major changes in temperature, precipitation, or wind patterns, among other effects, that occur over several decades or longer.
7. What do you think is the biggest cause of climate change?
 - Natural causes
 - Other (please specify) _____
8. How strongly do you believe that climate change is real?
 - Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree

Dear Resident:

The Metropolitan Washington Council of Governments and Baltimore Metropolitan Council need your opinion about air quality. Enclosed is a brief survey. The survey results will be used to improve air quality programs throughout our metropolitan region.

Your household has been selected randomly to represent your neighbors. Your response is very important. Please take a few minutes right now to complete and return the survey.

You can return the paper version of the survey in the enclosed postage-paid envelope, or complete the survey online at www.CleanAirSurvey.org.

Please respond by Friday, October 12.

This survey is only conducted once every three years. The results of this survey will be used by regional, state and local decision makers to guide their public outreach for air quality. Your response is vital so that we reach a full cross-section of the public.

If you have any technical questions about the survey, please contact our survey administrator, susan@pinnacledata.com.

Thank you for participating and helping to improve air quality!

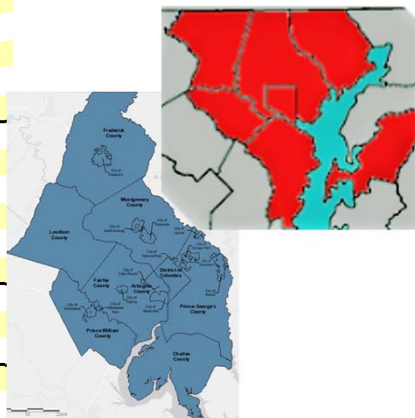
Sincerely,
Jennifer Desimone

Jennifer Desimone
Managing Director, Clean Air Partners
Air Program Chief, Metropolitan Washington Council of Governments

Please complete in envelope on line or email visit www.CleanAirSurvey.org.

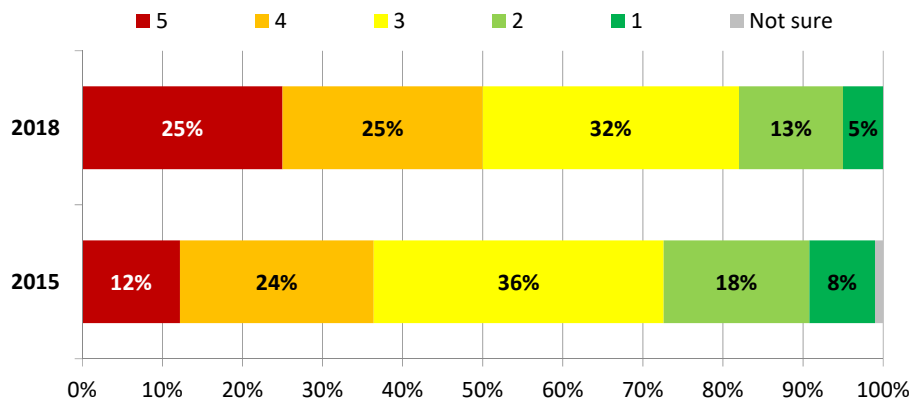
Survey Sample Composition

Under age 25	13%
20 to 34	20%
35 to 44	18%
45 to 54	18%
55 to 64	16%
65 or more	15%
Prefer not to say	1%
Caucasian or White	52%
African-American or Black	25%
Hispanic or Latino	10%
Asian	8%
All other ethnicities or races	5%
Prefer not to say or not sure	5%
Male	47%
Female	51%
Prefer not to say	2%
Less than \$25,000	12%
\$25,000 to less than \$50,000	19%
\$50,000 to less than \$100,000	29%
\$100,000 to less than \$150,000	15%
\$150,000 and over	12%
Prefer not to say or not sure	14%

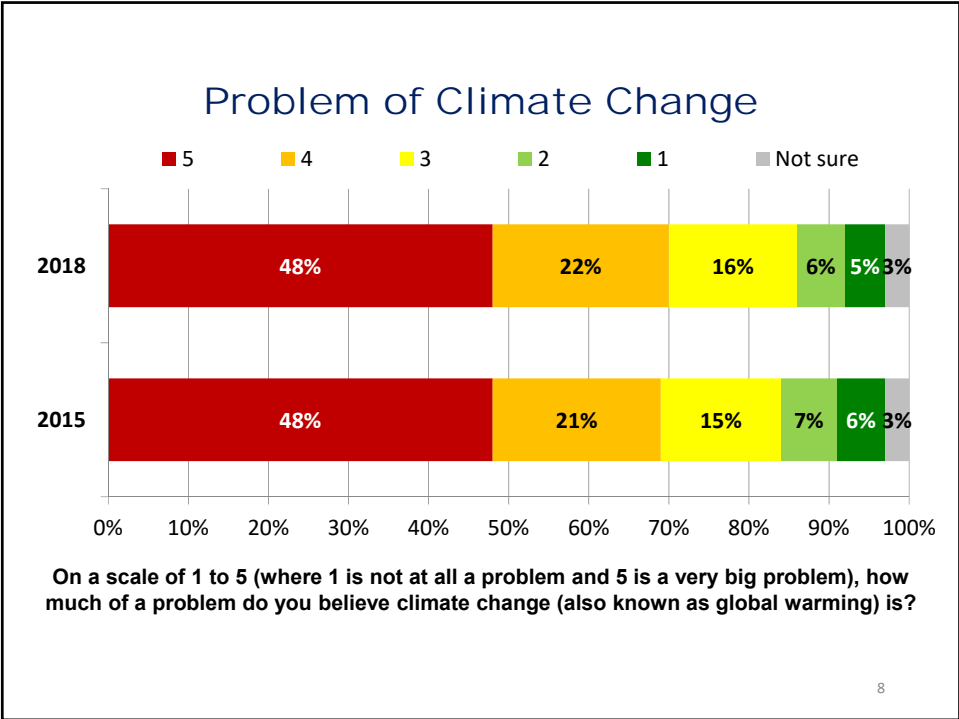
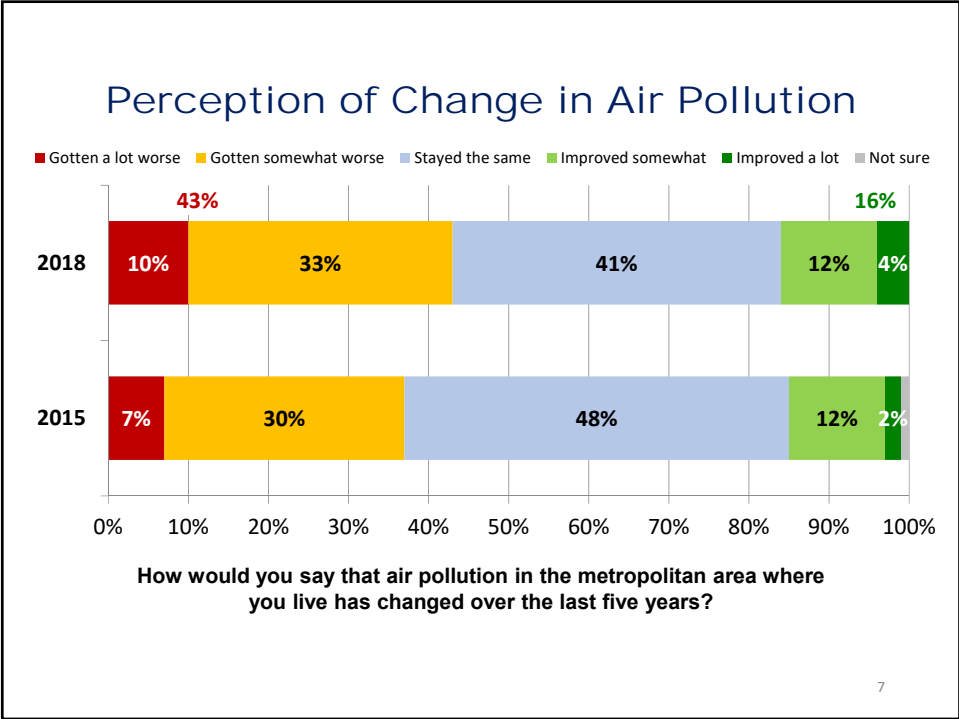


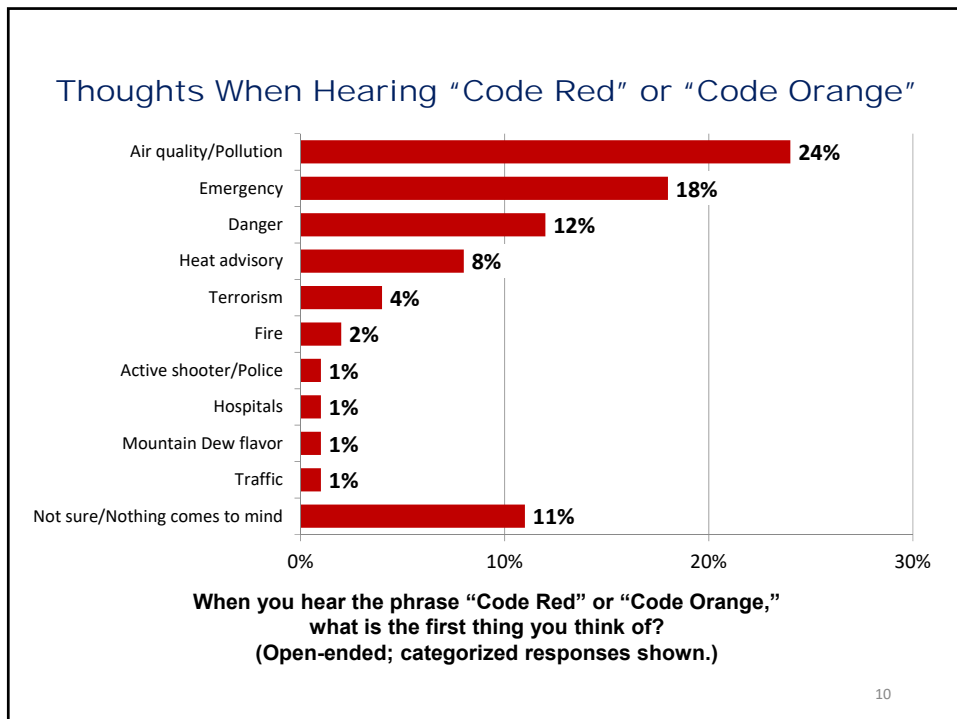
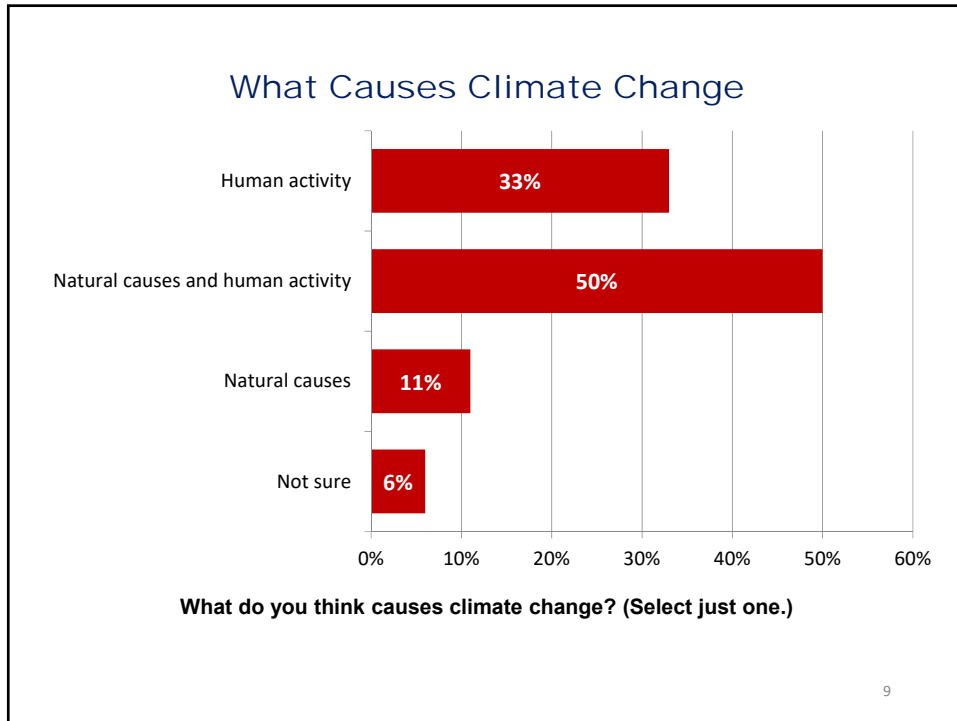
Impressions of Air Quality

Problem of Air Pollution

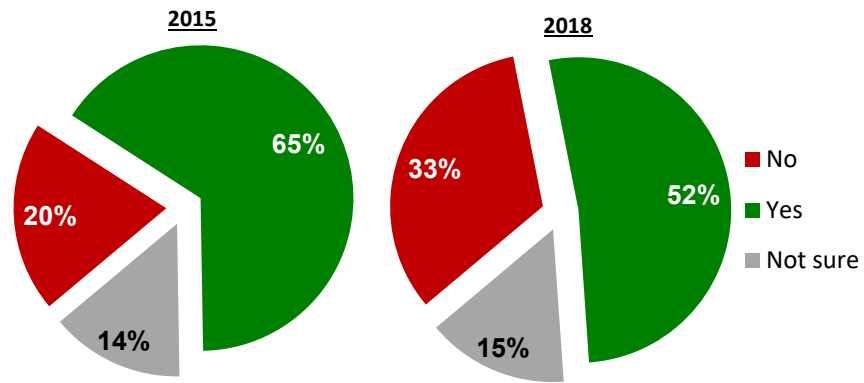


On a scale of 1 to 5 (where 1 is not at all a problem and 5 is a very big problem), how much of a problem do you believe air pollution is in the metropolitan area where you live?





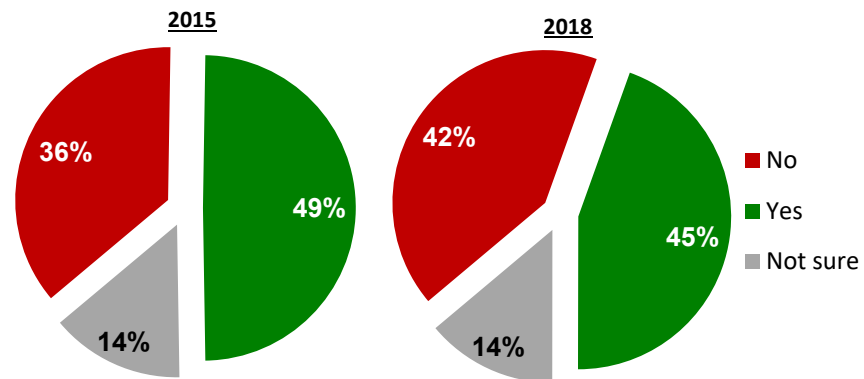
Awareness of the Air Quality Index



Have you heard of the "Air Quality Index" also known as the "AQI?"

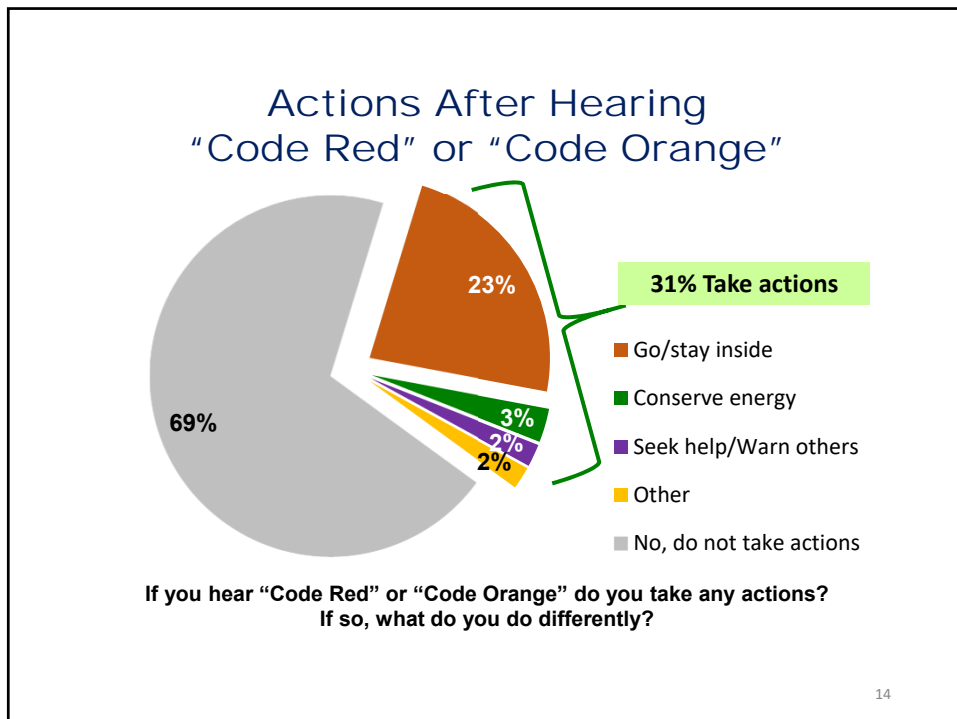
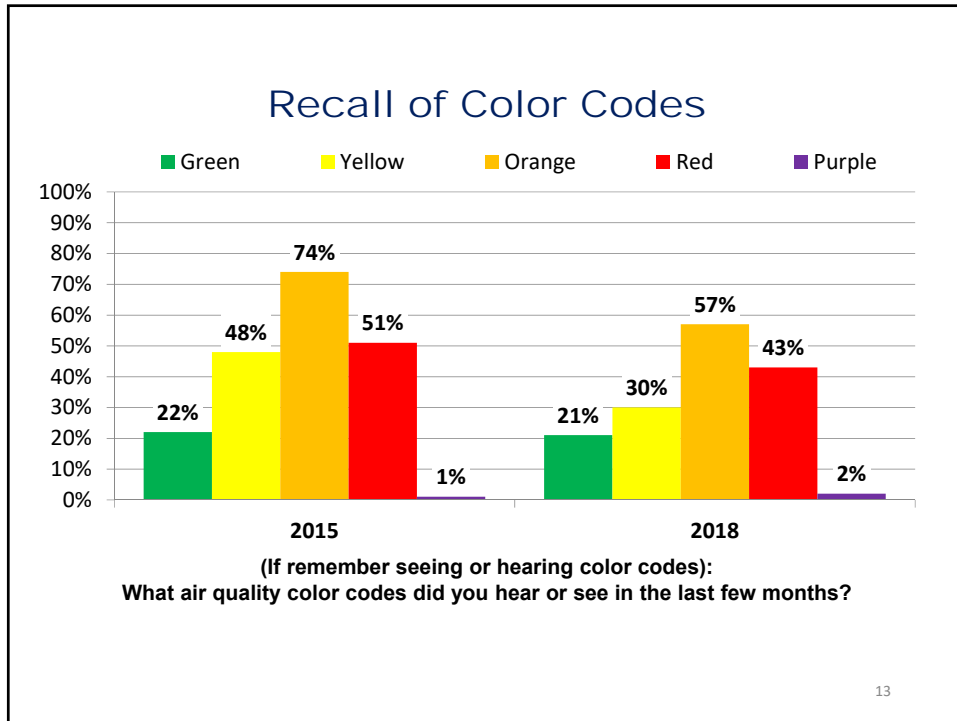
11

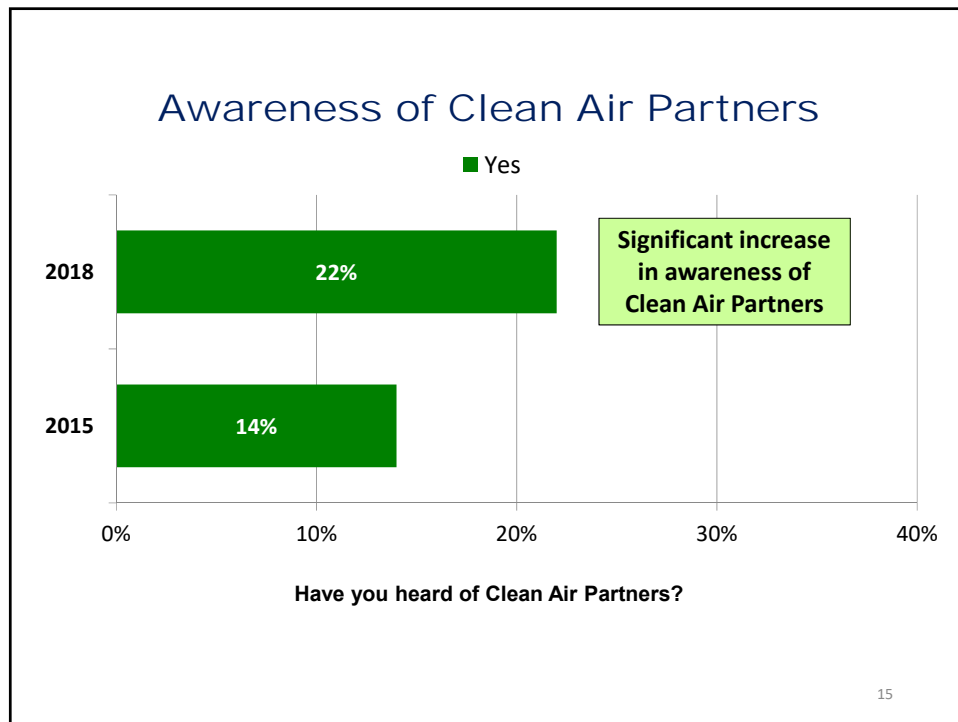
Heard or Seen Color Codes Last Few Months



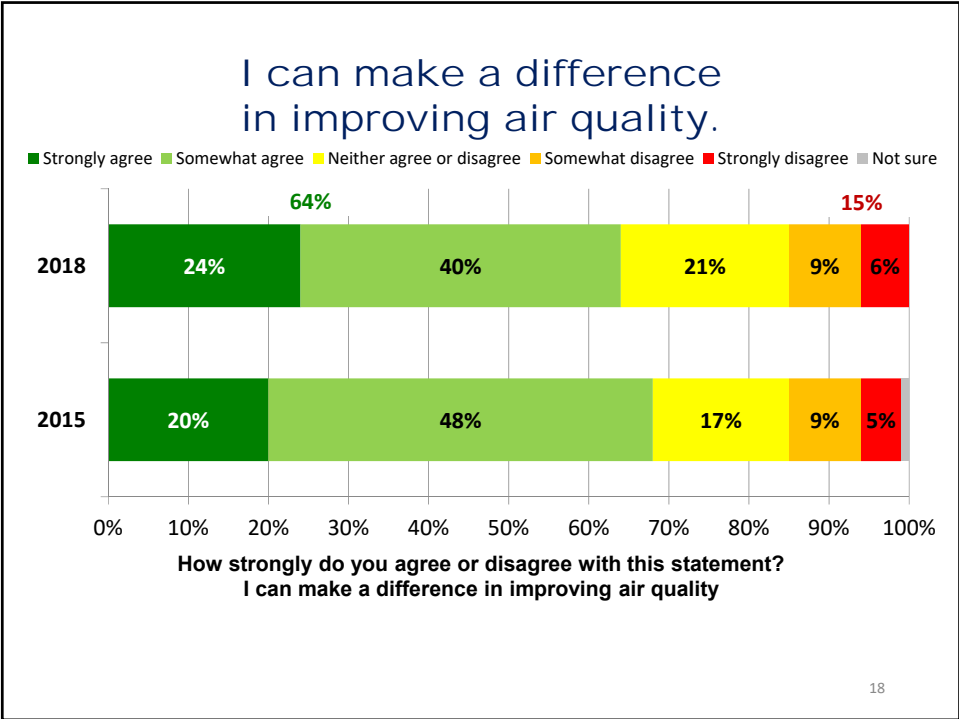
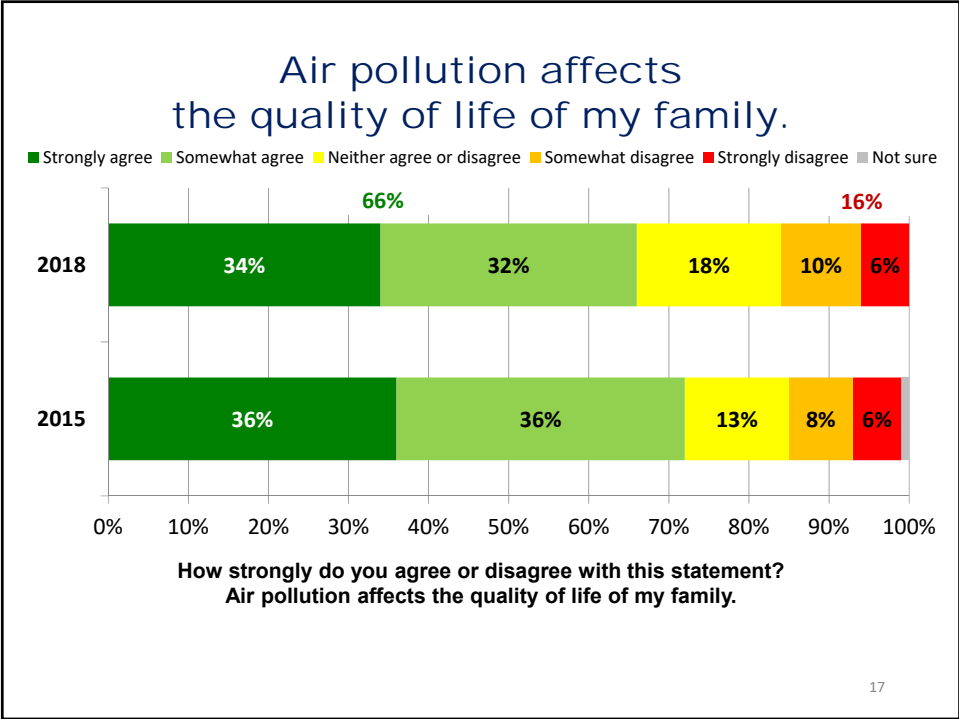
Over the last few months, have you heard or seen any color codes used to refer to the air quality?

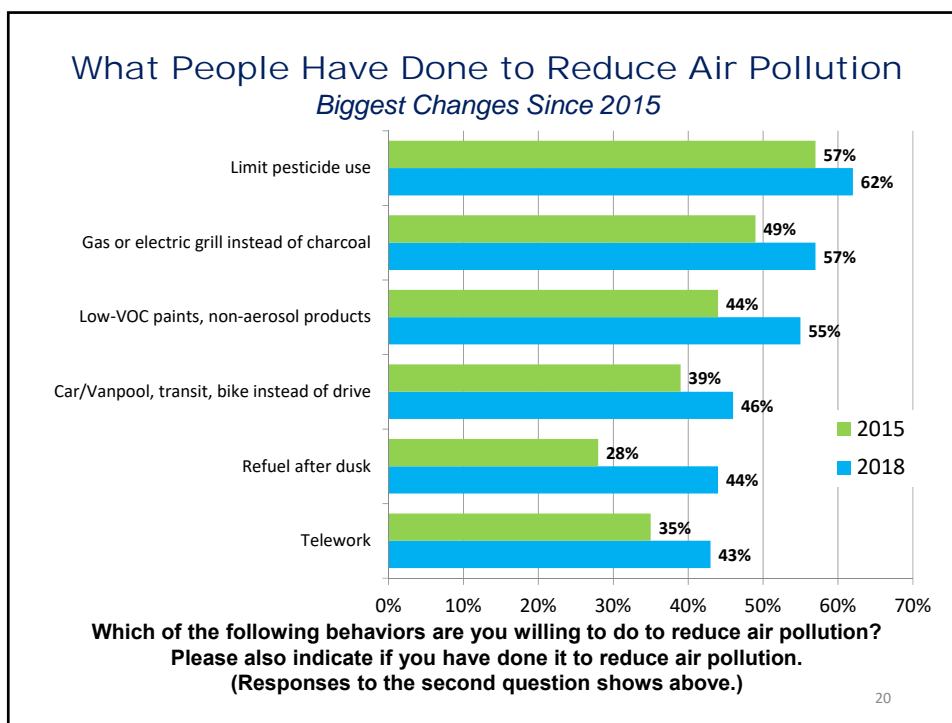
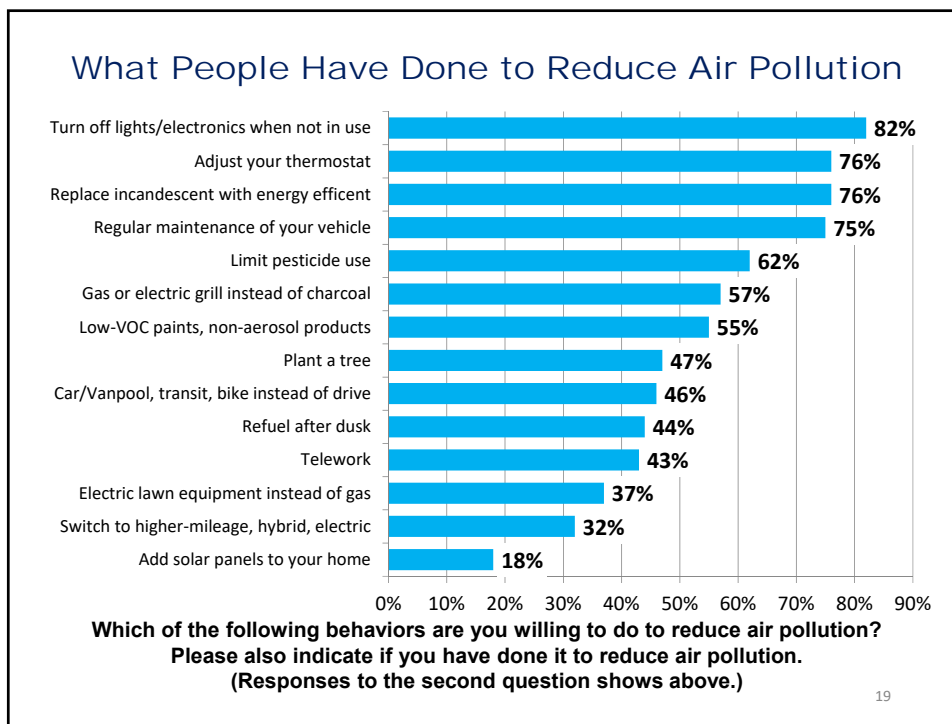
12

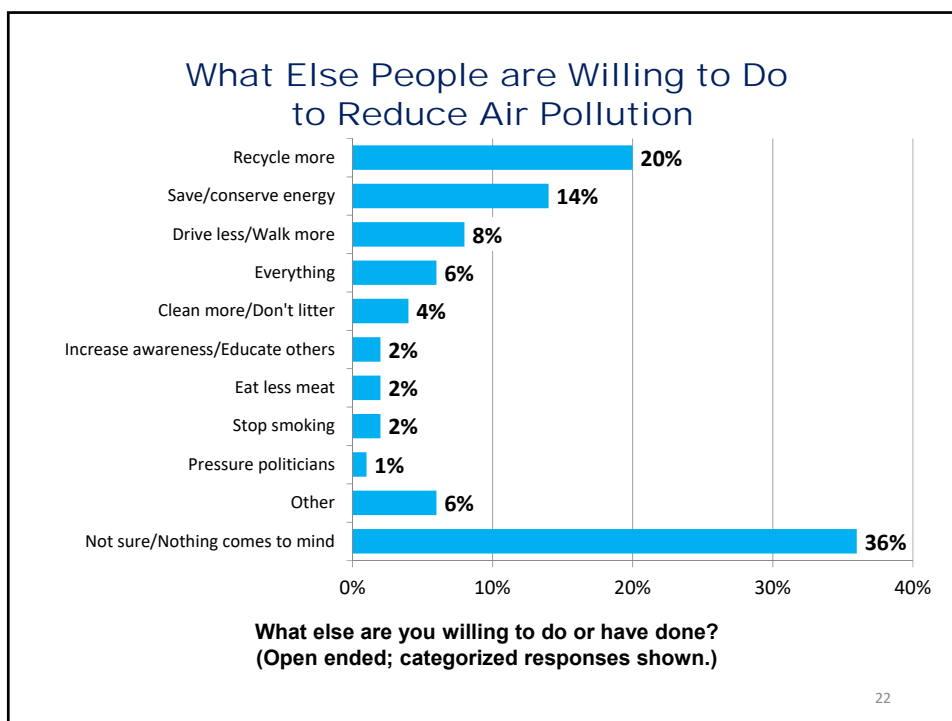
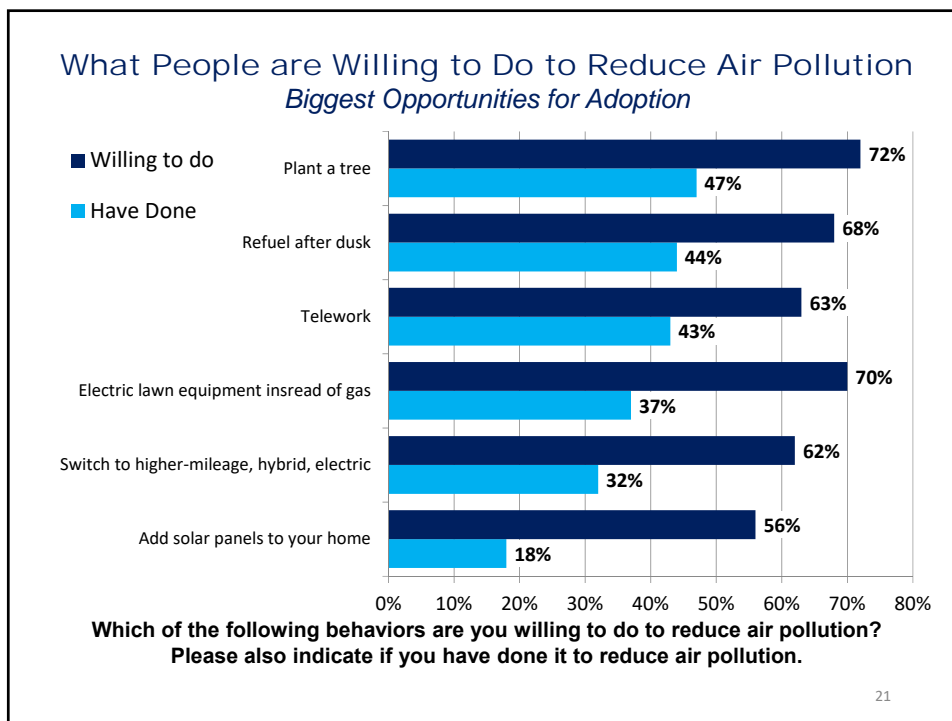


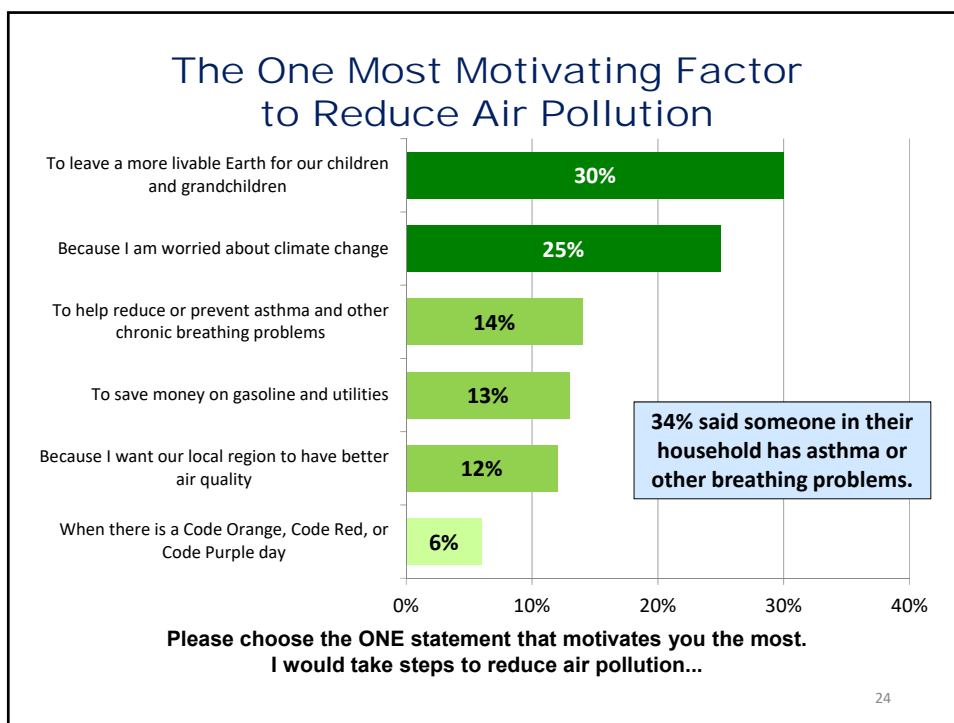
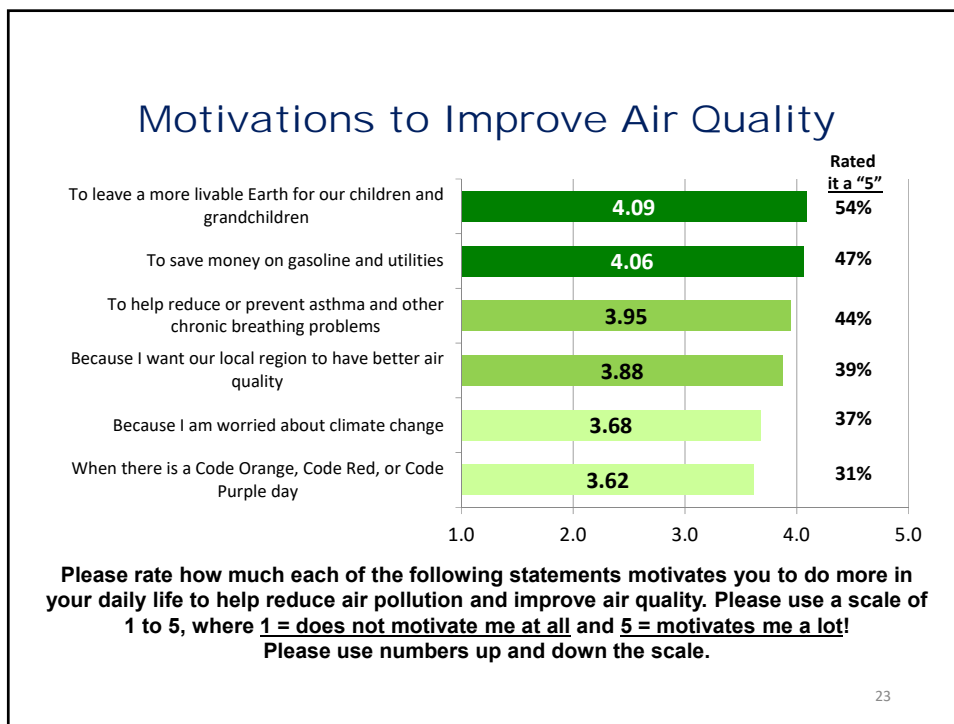


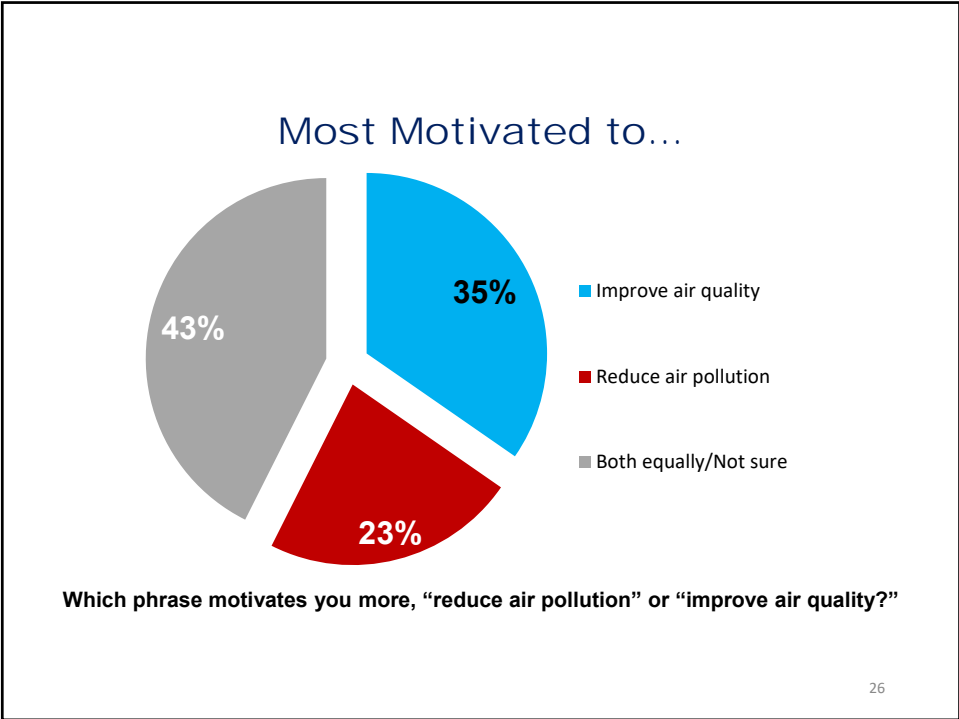
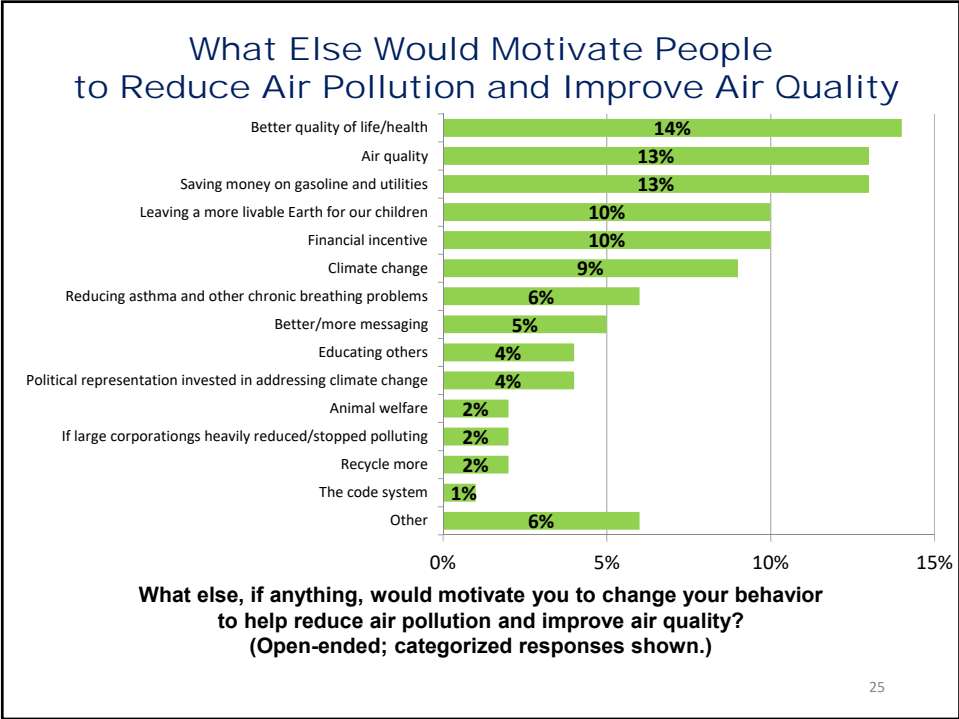
Motivating Attitudes
and Willingness
to Take Action

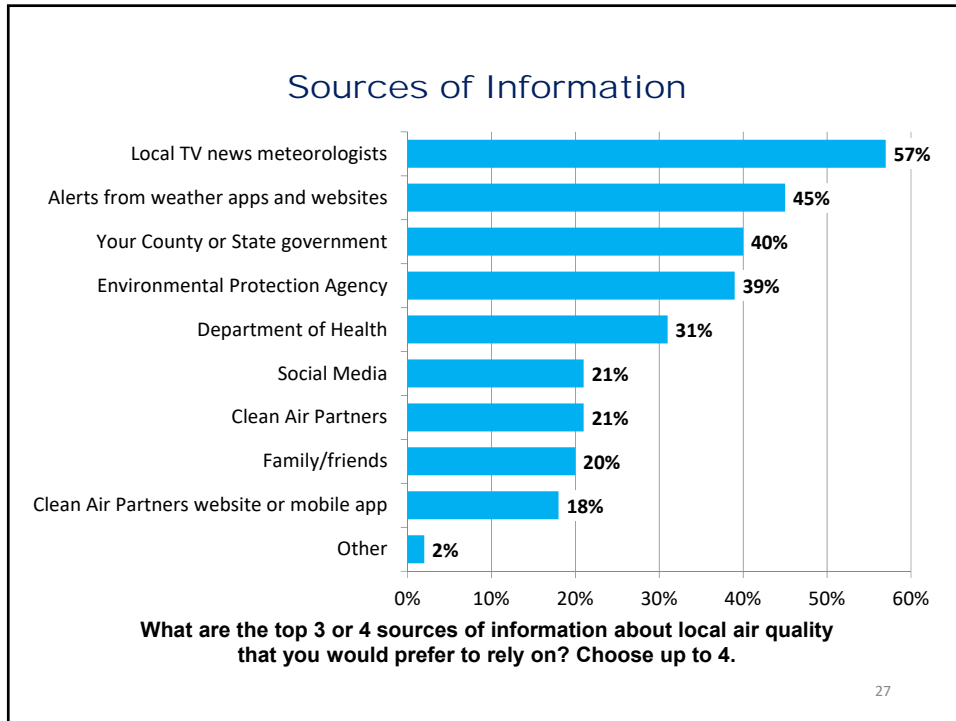












Summative Observations

Summative Observations

1. Impression of significant worsening of air pollution since 2015.
2. Climate change seen as a major problem.
3. Lower awareness of AQI and color codes compared to 2015.
4. Better awareness of Clean Air Partners.
5. People feel personally impacted by air pollution.
6. Residents believe they can make a difference.

29

Summative Observations

7. Marked increase in adoption of 5 behaviors since 2015.
8. Big gap between willingness and adoption for 7 behaviors shows great potential.
9. Legacy, saving money, health biggest motivators.
Climate change concern intense.
10. Positive messages must be in the mix.

30