



2006 END OF SEASON SURVEY: A SUMMARY

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INTRODUCTION AND METHOD

- Goals
 - Explore understanding of the color code system for air quality.
 - Determine knowledge of the organization and its efforts.
 - Examine perceptions and attitudes about air pollution and change since last EOSS (2001).
- Method
 - Random digit dial sample of telephone households in Washington and Baltimore areas.
 - Telephone interviews with up to 7 call-backs.



SURVEY METHOD AND ANALYSIS

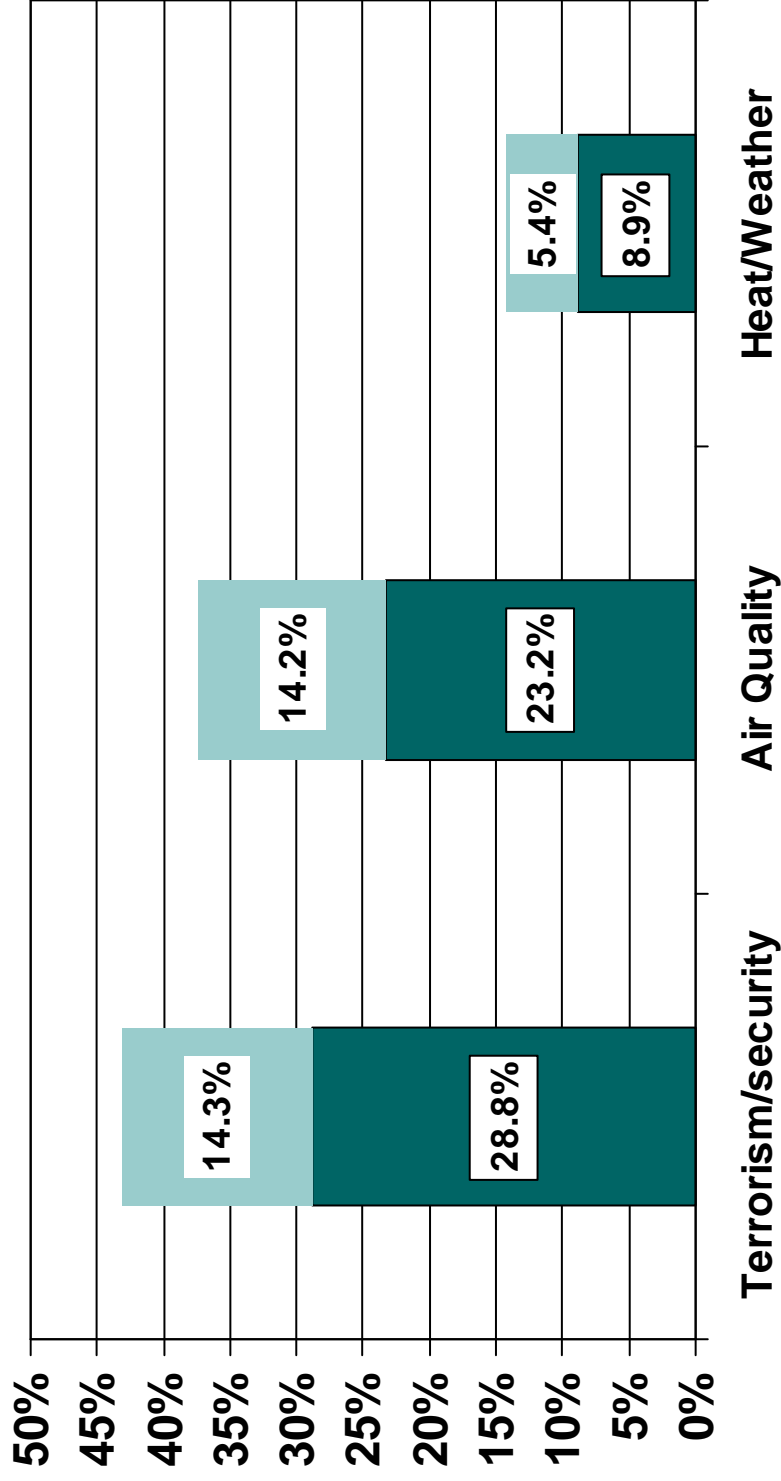
- Surveying began September 14, 2006.
- Final clean-up completed October 3, 2006.
- 818 completed interviews.
 - Washington = 502
 - Baltimore = 316
- Margin of error for full sample $\pm 3.5\%$ (95% level of confidence).
 - Washington sub-sample $\pm 4.5\%$.
 - Baltimore sub-sample $\pm 5.5\%$.
- Results are weighted for number of telephones, geographical area, race, sex, and age.

Public Understanding of the Color Code System for Air Quality

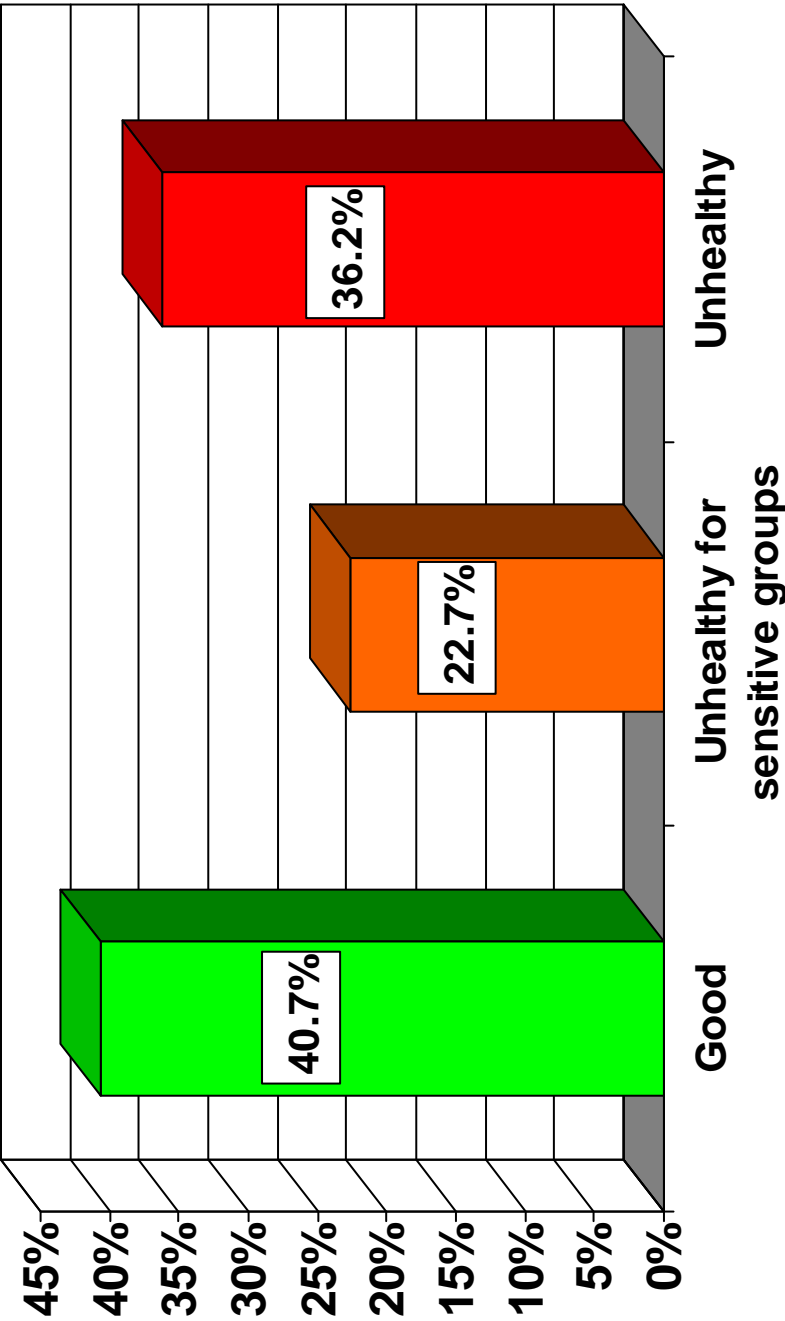




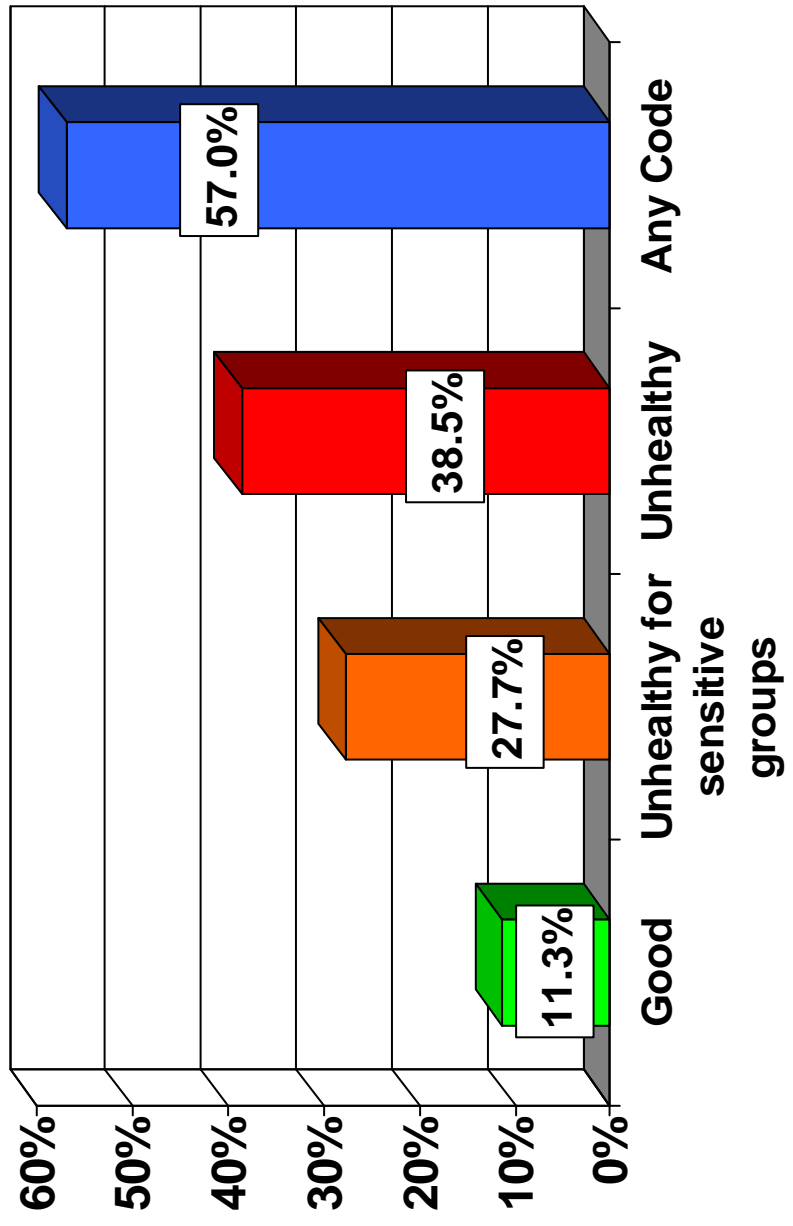
When you hear the phrase “CODE RED”
what is the first thing that comes to mind?



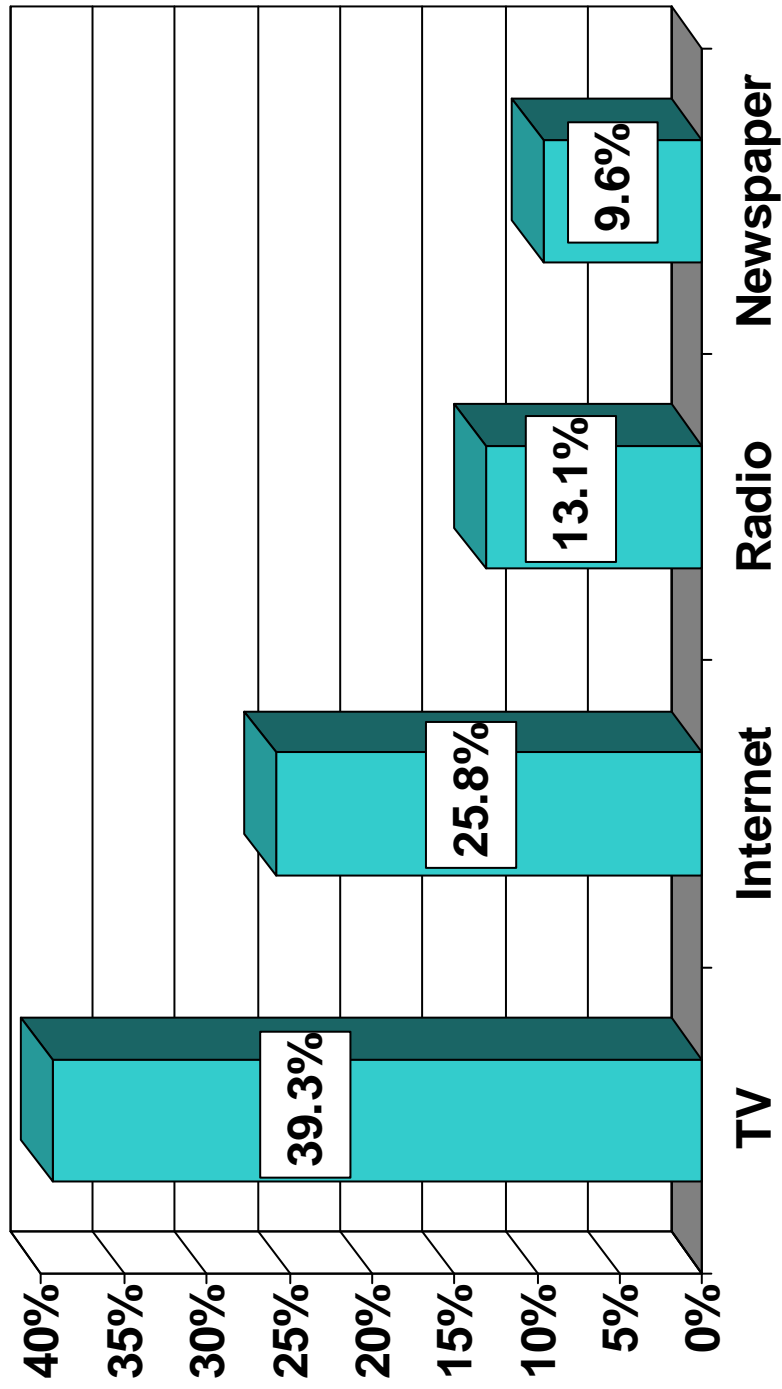
Percent correctly identifying color code based upon description.



Percent having seen color code in last few months.



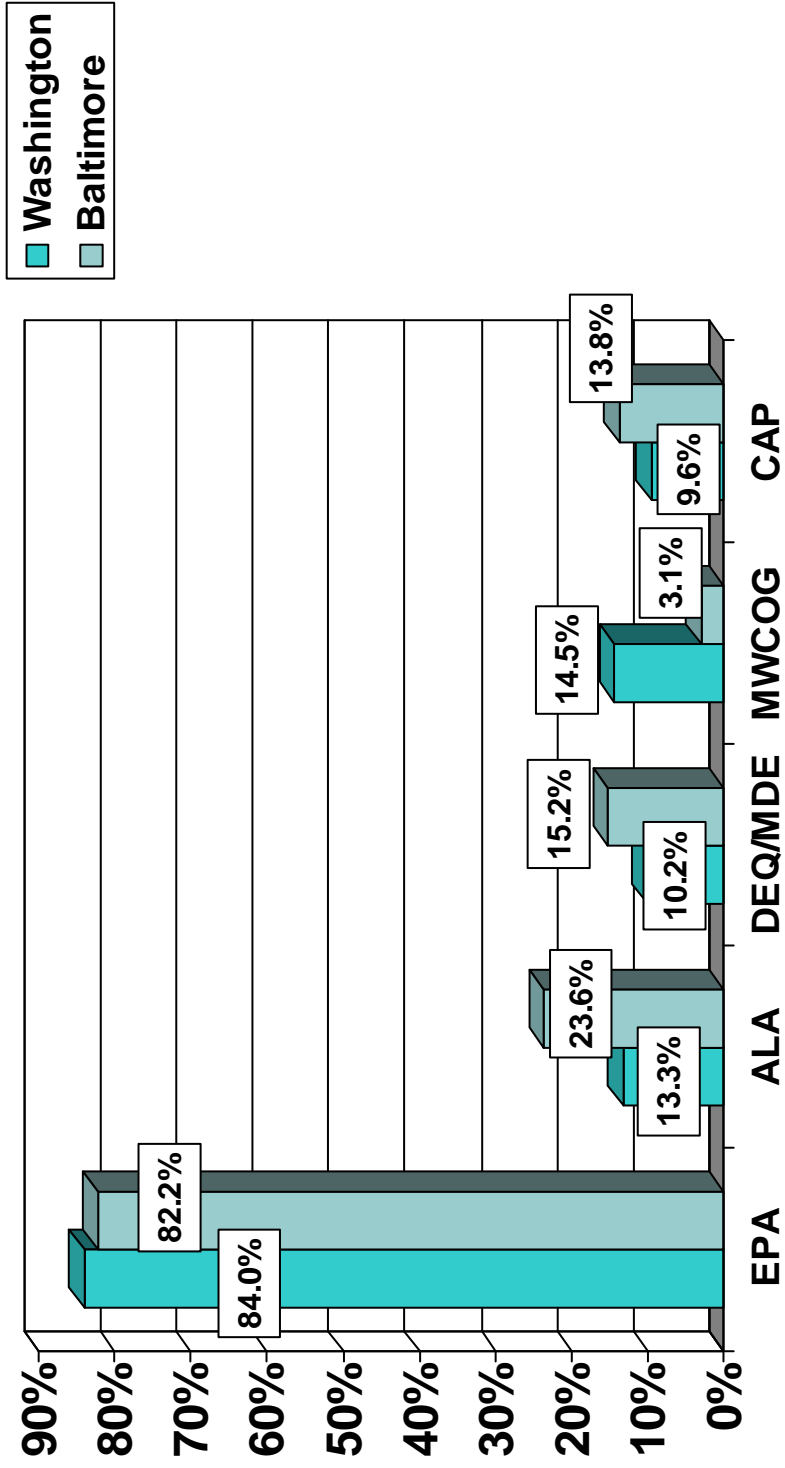
Source of information on air quality



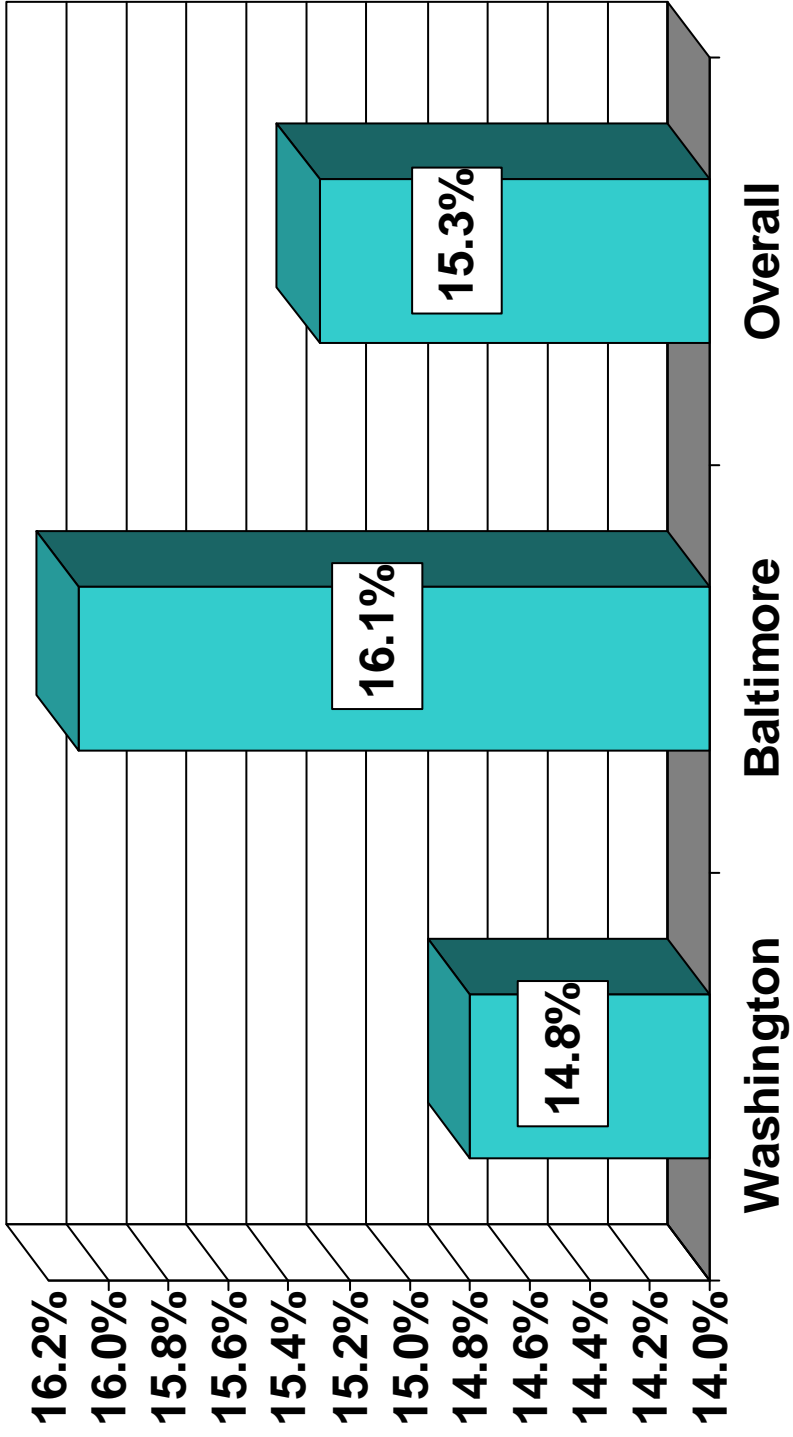
Knowledge of Clean Air Partners



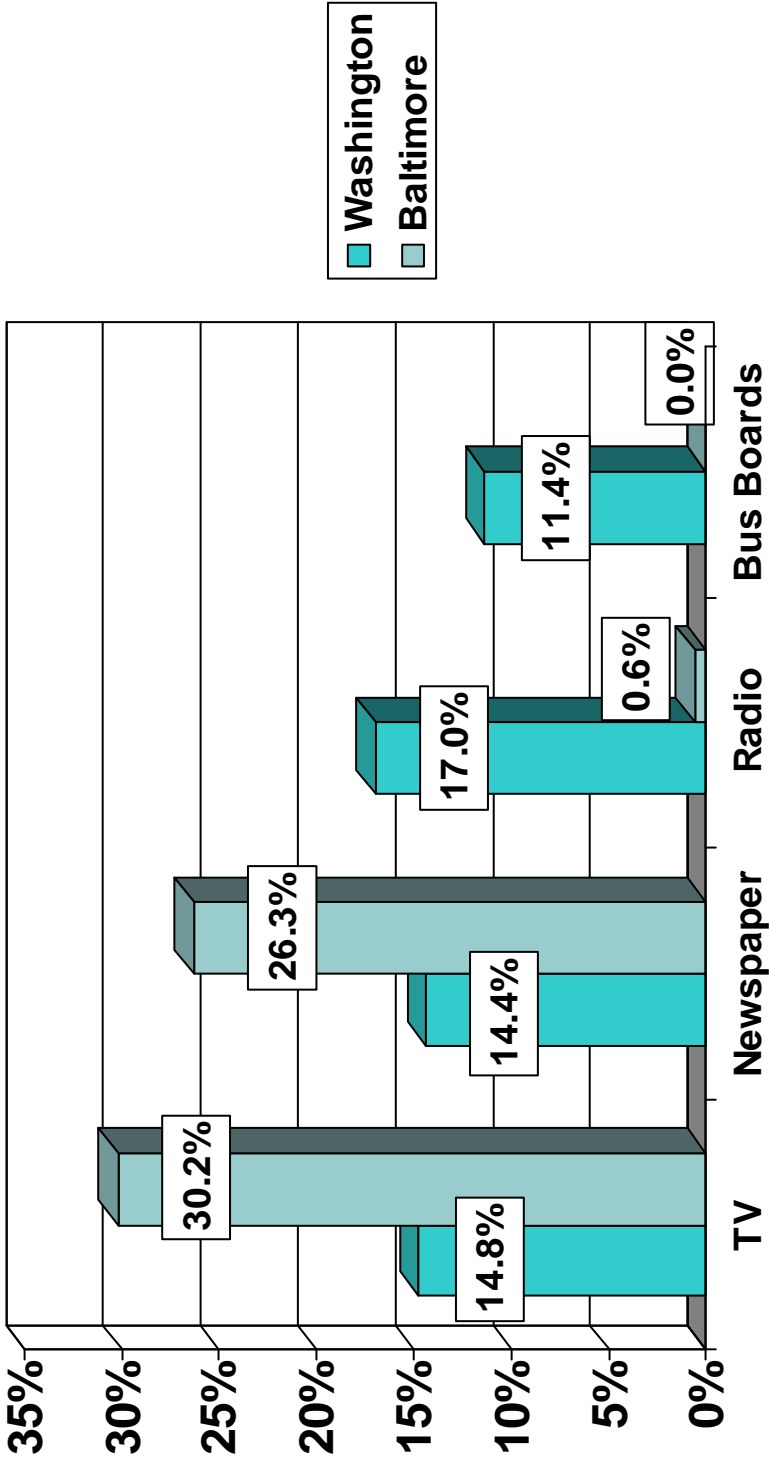
Groups identified as working to improve air quality.



Percent who remember hearing of Clean Air Partners.



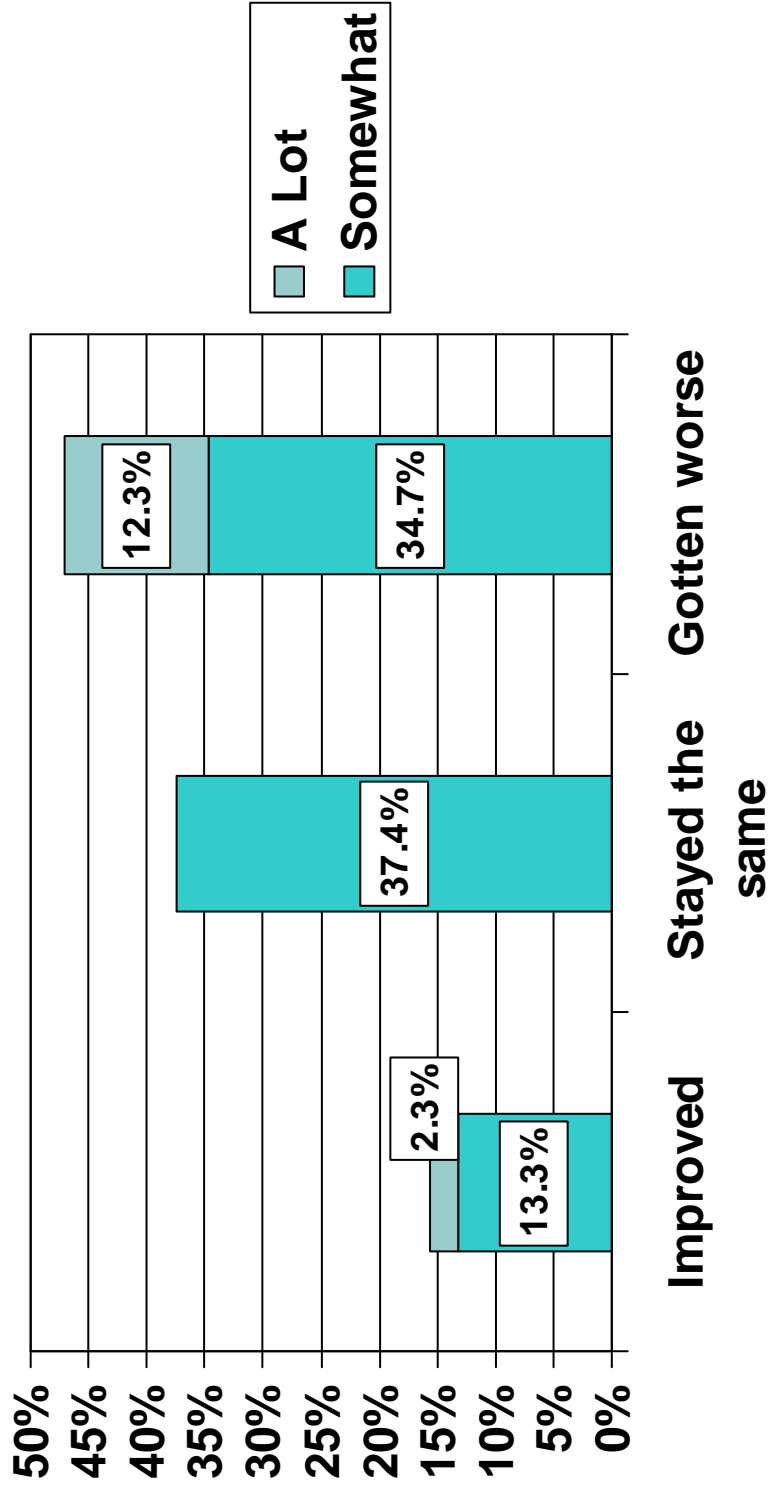
Where people had heard or read about Clean Air Partners.



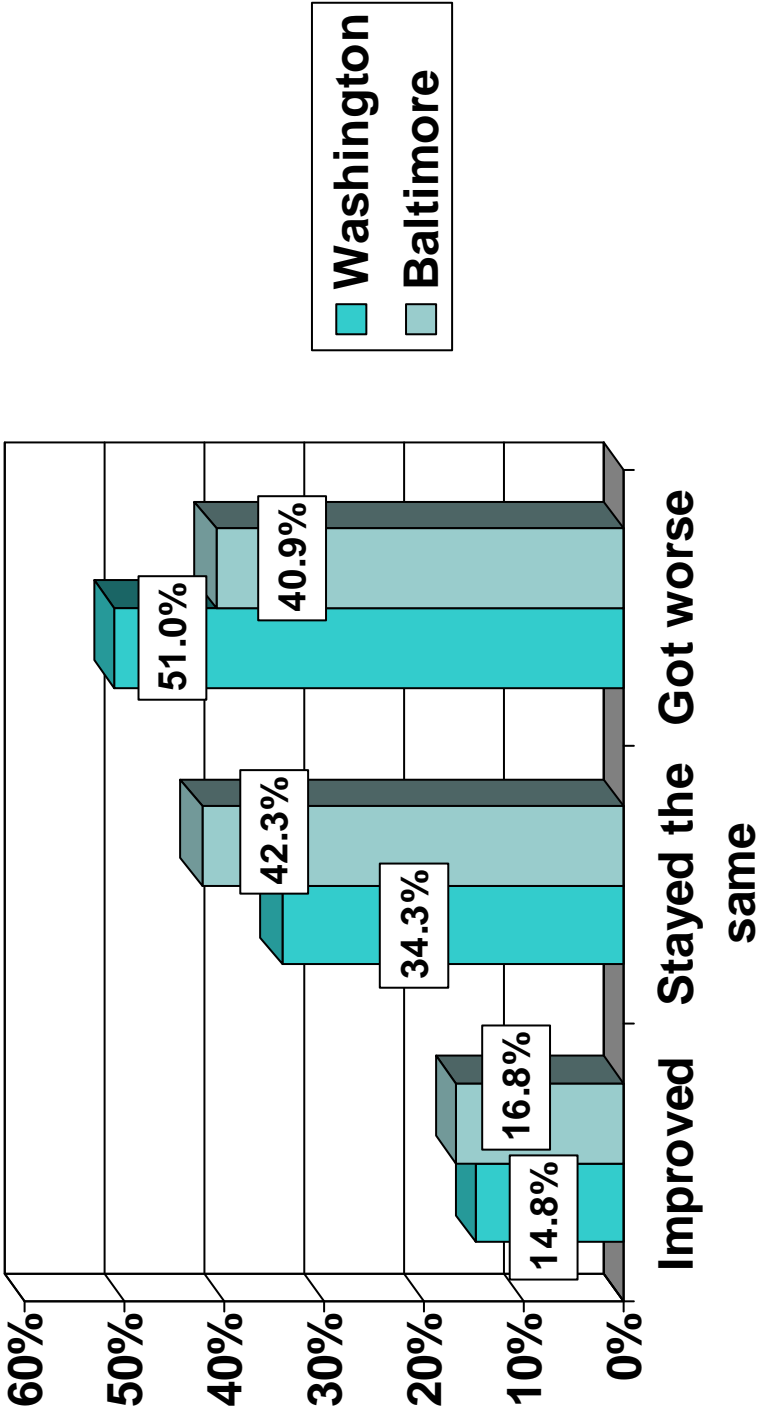
Perceptions and Attitudes Changes from 2001-2006



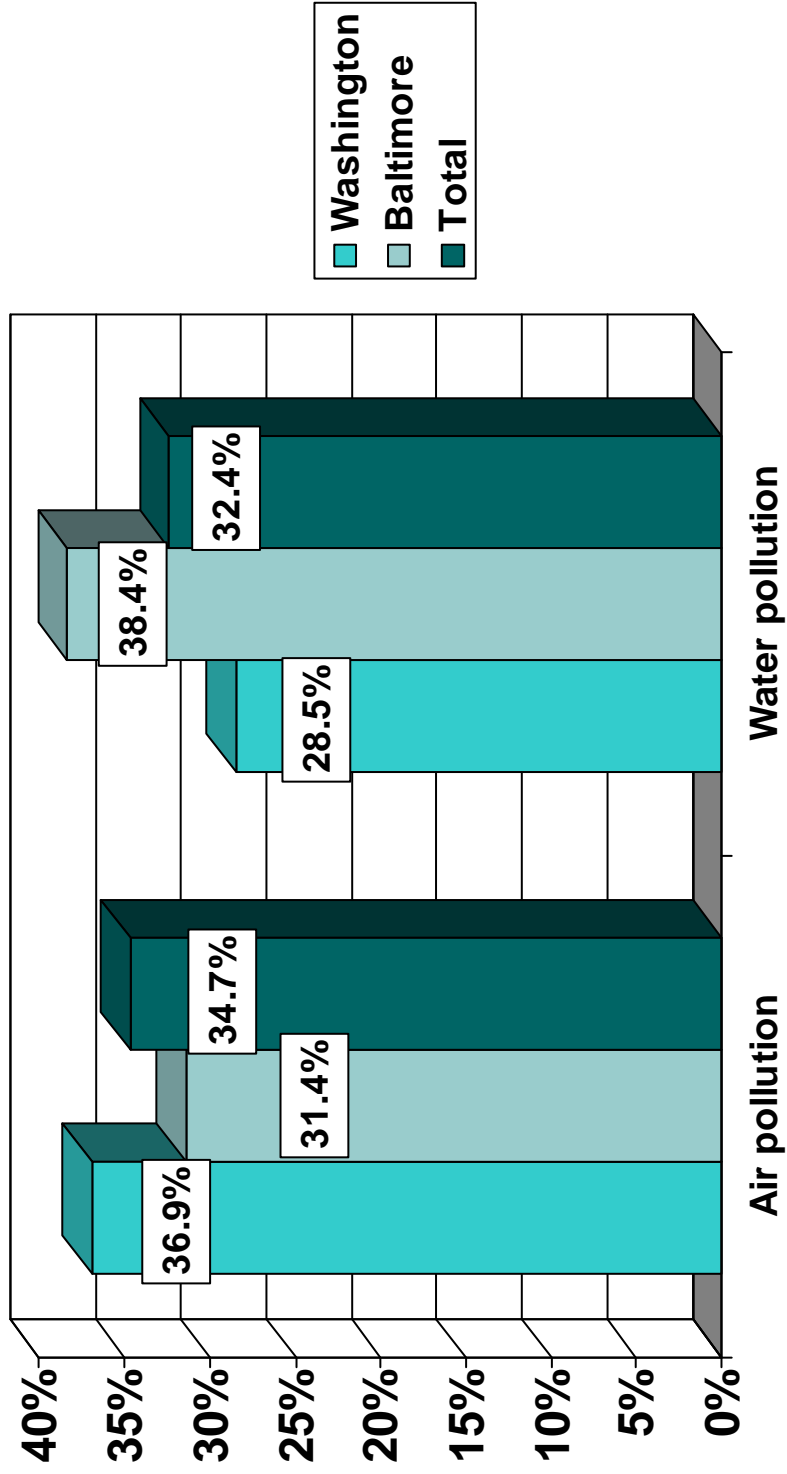
Air quality change over last five years.



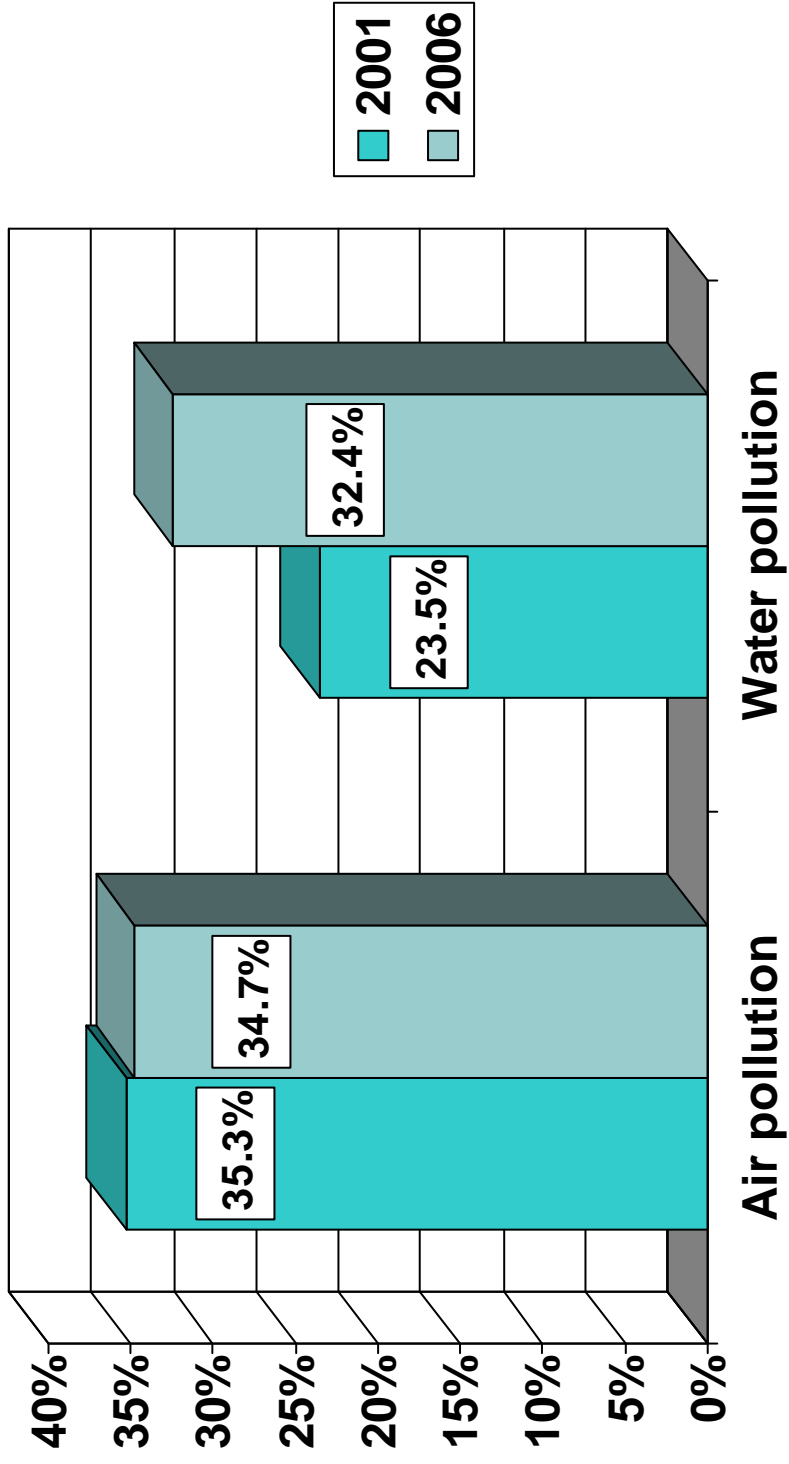
Perceptions of air quality change: Regional differences



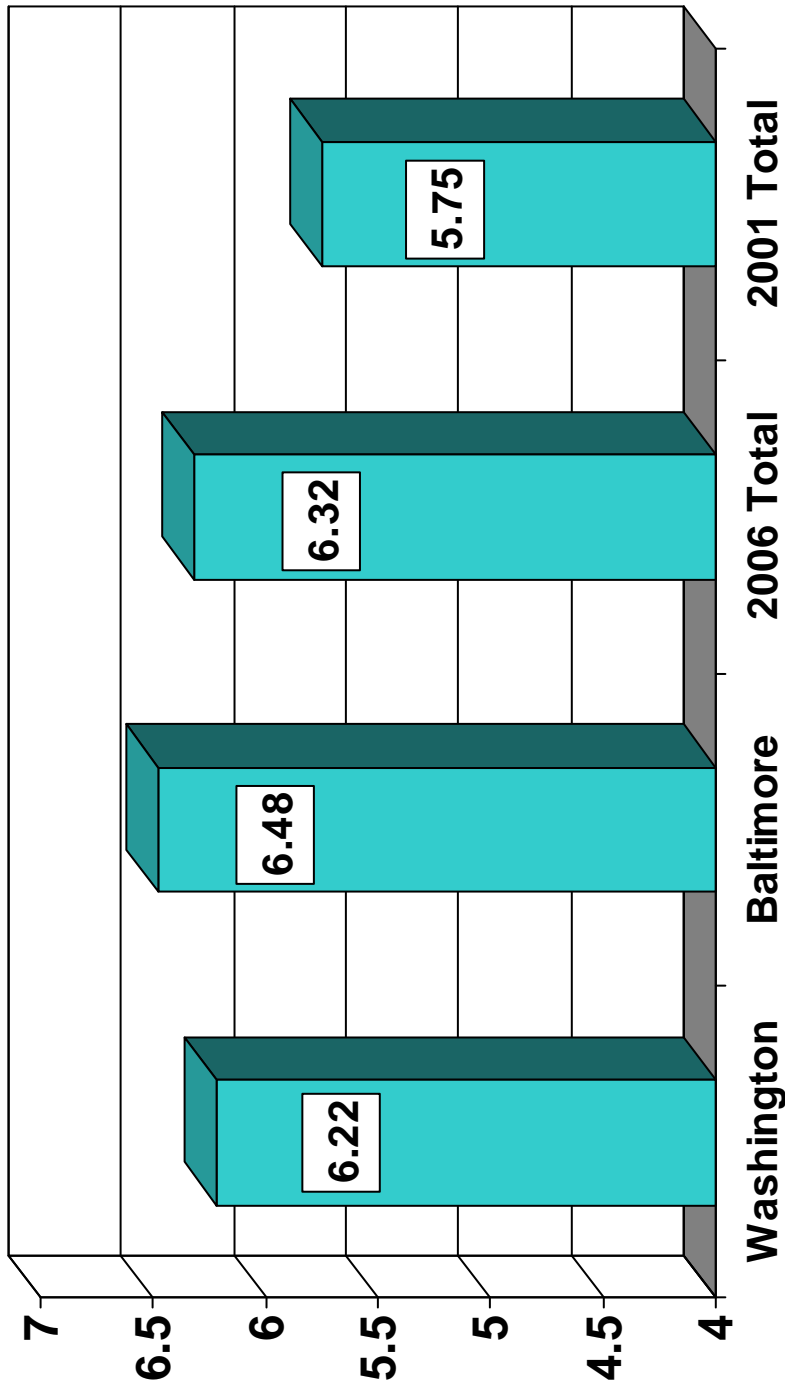
Environmental issue of most concern



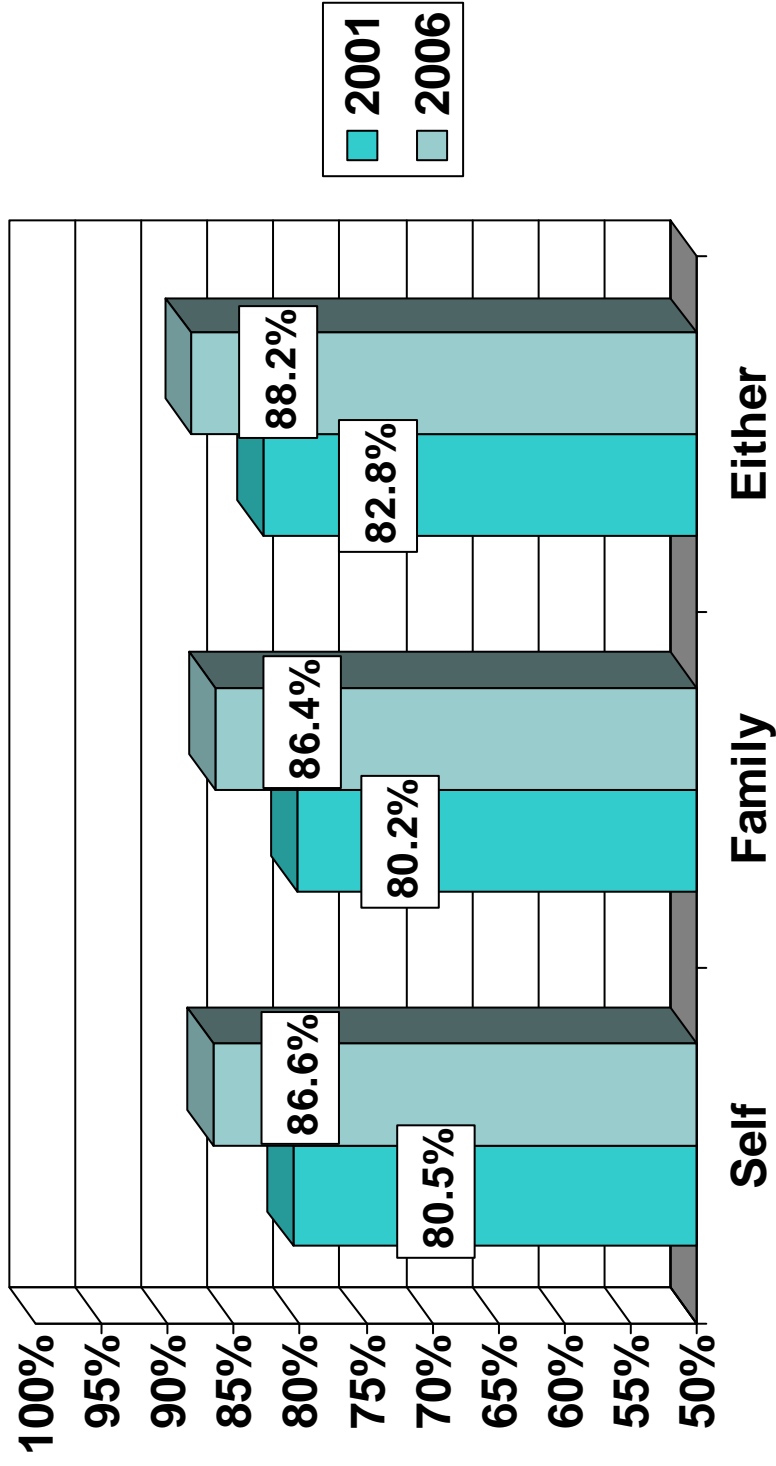
Issue of most concern 2001-2006



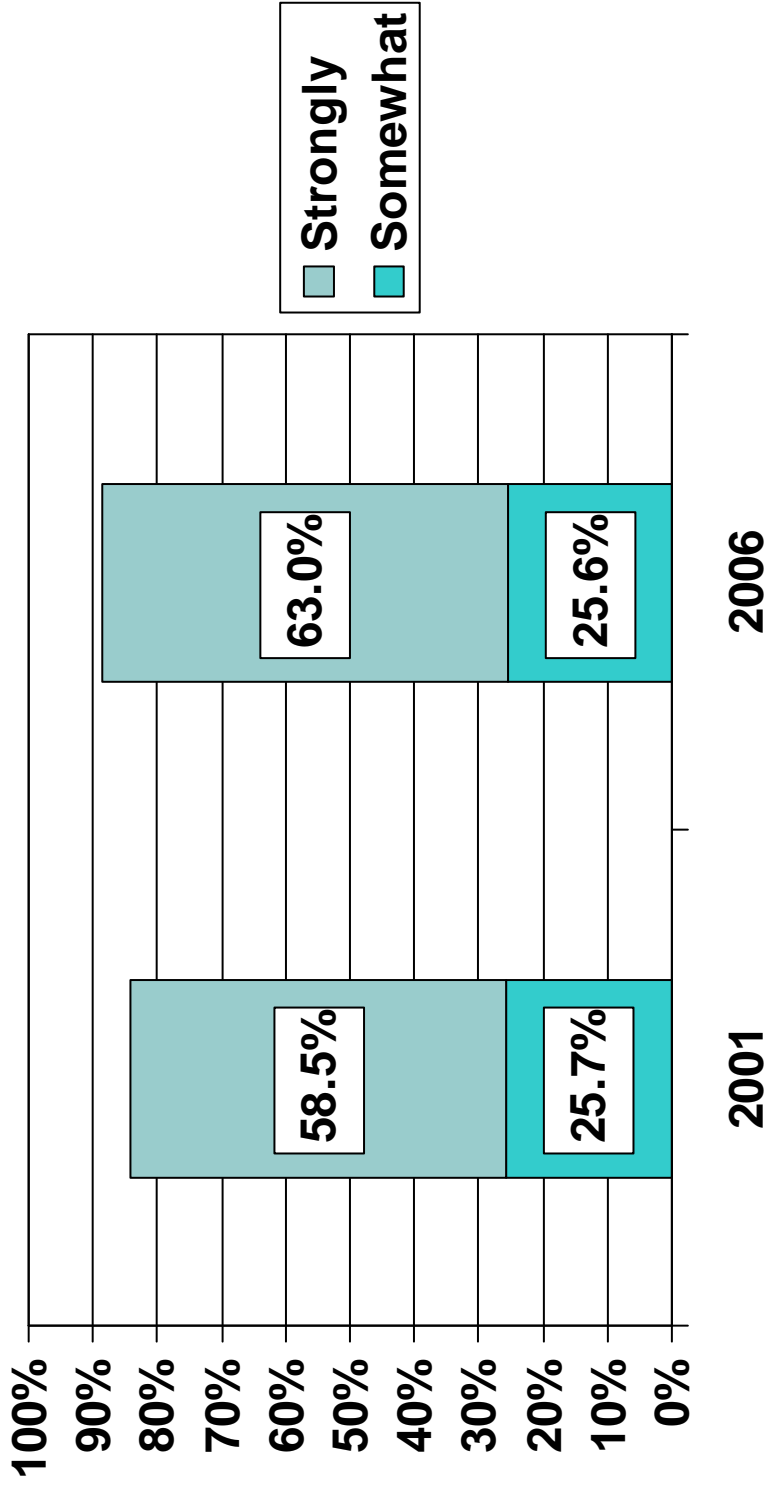
Mean of rating air pollution as a problem (0-10)



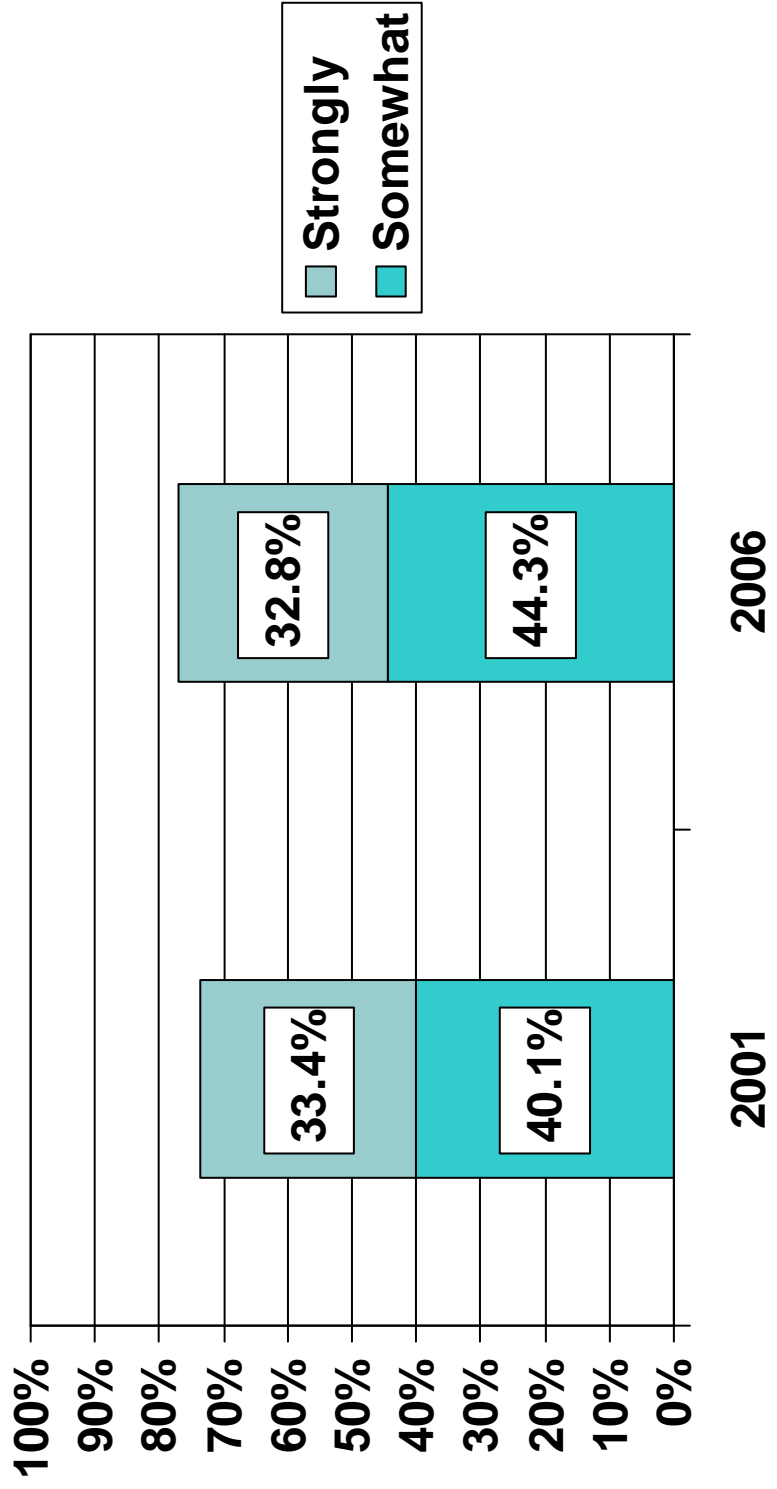
Negative impact on quality of life (agrees strongly or somewhat)



Negative impact on Chesapeake Bay (agrees strongly or somewhat)



Respondent can make a difference (agrees strongly or somewhat)





Summary Observations

- Code Red is most closely connected to terrorism/security (especially in Washington area), but air quality is a strong second.
- Clean Air Partners has name recognition among just over 15% of respondents.
- Despite improvements in ozone over the last five years, public perception of air quality is mixed, at best.
- Despite increasing concerns over air quality since 2001, the public's perceived ability to make a difference has remained statistically unchanged.