

SSRS Air Quality Survey

OVERVIEW

This study was conducted by SSRS on its Opinion Panel Omnibus platform. The SSRS Opinion Panel Omnibus is a national, twice-per-month, probability-based survey. Data collection was conducted from March 21 – March 24, 2025, among a sample of 1,005 respondents and from April 18 – April 21, 2025 among an additional sample of 1,005 respondents. Each wave was conducted via web (n=975) and telephone (n=30) and administered in English. The margin of error for total respondents is +/-3.7 percentage points at the 95% confidence level. The design effect is 1.43. All SSRS Opinion Panel Omnibus data are weighted to represent the target population of U.S. adults ages 18 or older.

The SSRS Opinion Panel Omnibus is conducted on the SSRS Opinion Panel. SSRS Opinion Panel members are recruited randomly based primarily on nationally representative ABS (Address Based Sample) design (including Hawaii and Alaska). ABS respondents are randomly sampled by Marketing Systems Group (MSG) through the U.S. Postal Service's Computerized Delivery Sequence File (CDS), a regularly updated listing of all known addresses in the U.S. For the SSRS Opinion Panel, known business addresses are excluded from the sample frame. Additional panelists are recruited via random digit dial (RDD) telephone sample of cell phone numbers connected to a prepaid cell phone. This sample is selected by MSG from the cell phone RDD frame using a flag that identifies prepaid numbers. Prepaid cell numbers are associated with cell phones that are "pay as you go" and do not require a contract.

The SSRS Opinion Panel is a multi-mode panel (web and phone). Most panelists take self-administered web surveys; however, the option to take surveys conducted by a live telephone interviewer is available to those who do not use the internet as well as those who use the internet but are reluctant to take surveys online.

NOTES ABOUT RESULTS

Because percentages are rounded, they may not total 100%. An asterisk (*) indicates less than 0.5%.

Data collection was conducted via web and telephone. Verbiage in this topline reflects web wording. Telephone wording may differ slightly due to interviewer-administered data collection.

AIRQ4. How often do you check the outdoor air quality where you live?

[SCALE ROTATED AT RANDOM; ONLY ASKED IN WAVE 2]

	Total
Base	1,005
Daily	13%
At least once a week	15%
One or two times a month	12%
Less than once a month	11%
Never	22%
Only if there is an alert	27%
No opinion	*

AIRQ1. How concerned are you about (INSERT ITEM) where you live?

[ITEMS ASKED IN RANDOM ORDER; SCALE ROTATED AT RANDOM; ONLY OUTDOOR AIR QUALITY ASKED IN WAVE 2]

	Base	Extremely concerned	Very concerned	Somewhat concerned	Only a little concerned	Not concerned at all	No opinion
a. outdoor air quality	2,010	7%	13%	28%	29%	23%	*
b. the quality of drinking water	1,005	12%	16%	23%	23%	26%	*
c. community preparedness for extreme weather events	1,005	9%	16%	31%	27%	17%	0%
d. the cost of repairing or replacing items or property damaged by weather	1,005	12%	19%	31%	23%	15%	*

AIRQ2. Based on what you know, how would you compare (INSERT ITEM) in your community to other places in the U.S.?

[ITEMS ASKED IN SAME ORDER AS AIRQ1; SCALE ROTATED AT RANDOM; ONLY OUTDOOR AIR QUALITY ASKED IN WAVE 2]

	Base	My community is <u>much better</u> than most other places in the U.S.	My community is <u>better</u> than most other places in the U.S.	My community is <u>about the same</u> as most other places in the U.S.	My community is <u>worse</u> than most other places in the U.S.	My community is <u>much worse</u> than most other places in the U.S.	No opinion
a. outdoor air quality	2,010	11%	33%	41%	12%	2%	*
b. the quality of drinking water	1,005	12%	29%	46%	10%	2%	0%
c. community preparedness for extreme weather events	1,005	8%	24%	52%	13%	2%	*
d. the cost of repairing or replacing items or property damaged by weather	1,005	6%	19%	58%	13%	4%	0%

AIRQ3. How much responsibility do you think the federal government should have in addressing environmental issues affecting the U.S. compared to how much responsibility U.S. Based corporations should bear?

[ONLY ASKED IN WAVE 1]

	Total
Base	1,005
Corporations should bear most of the responsibility	12%
Both corporations and governments should share responsibility equally	75%
Government should bear most of the responsibility	13%
No opinion	*

AIRQ5. What can impact outdoor air quality?

[ITEMS LISTED IN RANDOM ORDER; ONLY ASKED IN WAVE 2]

	Total
Base	1,005
Wildfires	83%
Cars and trucks	77%
Industrial facilities	75%
Pollen	73%
Burning fossil fuels (i.e., coal, oil, or natural gas)	72%
Powerplants	65%
Waste/garbage disposal	59%
Weather (e.g., wind, rain, temperature, etc.)	58%
Airplanes	50%
Lawnmowers or leaf blowers	42%
Sunlight	19%
Other [SPECIFY]	2%
None of these [EXCLUSIVE]	1%
No opinion	*