

Sound Behavior Index

Many of our common day-to-day behaviors and practices may seem benign on their own, but when multiplied by 4.5 million residents, their cumulative effects can harm Puget Sound. A crucial step in Puget Sound's recovery is fostering beneficial behaviors and reducing harmful ones in order to reverse negative trends influenced by human actions.

The Puget Sound Partnership has recently developed a Sound Behavior Index that is based on a survey that will be conducted every two years among a scientifically selected sample of Puget Sound residents. The survey asks them about specific, measurable, repetitive behaviors that affect water quality and aquatic health. This index also measures social capital—the bonds that bring people together and signify a society's ability to solve complex issues such as environmental problems.

The Sound Behavior Index will distill the region's environmental performance into a single score, which can be tracked across time. By measuring long-term shifts in behaviors and practices across the Puget Sound region, the index gives policy makers a tool to set priorities for regional and local programs. Data for the Index will be available in late 2012.

