Audience Research on a Shoestring

Cammy Mills – Kitsap Public Works
Heidi Keller – Heidi Keller Consulting
Seth Elsen – Department of Ecology
Barriers to audience research

• Money
• Knowledge/Skill/Ability to conduct research in house
• Confidence in the effectiveness of in-house research
Keys to Success

1. Make use of existing research
2. Focus on gathering information that will help drive your program
3. Choose a research method that works for your audience and behavior
4. Be strategic when hiring outside expertise
Existing research:
- Previous research on attitudes about water quality
- Some work with shoreline residents

Critical question:
What is the main barrier to planting native vegetation

Research method:
Focus groups, recruited in-house

Outside expertise:
For focus groups
Validity

**Shoestring insights**
- Longtime residents
- Price is not a significant driver
- Older demographic
- Water quality is better here
- Want to do the right thing
- Deep roots and strong affection

**Big budget insights**
- Have lived on property long-term
- Tend to be higher income
- Age 65+ (58%) and man retired (59%)
- Think Puget Sound is in good health
- Want to do the right thing
- Have a personal/emotional connection to Puget Sound
Existing Research: WDFW info from citations

Critical Question: Best way to frame message for using gauges

Research Method: In-depth interviews and intercept interviews

Outside Expertise: To conduct in-depth interviews
Existing Research: Research on pet waste disposal behavior

Critical Question: How often do people throw away dog waste at park

Research Method: Intercept interviews and counting unscooped waste

Outside Expertise: None needed
DIY Research Methods

Intercept interviews at key locations
Web surveys
Phone surveys

In depth interviews with target audience, and past project managers
Work upstream-veterinarians, retailers
For more information about case studies:

Cammy Mills
cmills@co.kitsap.wa.us

Heidi Keller
kellerconsulting@me.com

Seth Elsen
sels461@ecy.wa.gov