



# 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](mailto:cmills@co.kitsap.wa.us)



Heidi Keller

[kellerconsulting@me.com](mailto:kellerconsulting@me.com)



Seth Elsen

[sels461@ecy.wa.gov](mailto:sels461@ecy.wa.gov)