

# HR GREEN

## Phase I Focus Groups

### Topline Summary Report

Submitted to

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# Presentation Contents

- Background, Methodology, and Objectives
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# Background

- HR Wet, HR FOG, HR Storm, and HR Clean consist of representation from several Hampton Roads jurisdictions
  - Charged with promotion of sound environmental practices for water use, disposal of harmful materials, recycling, and litter
- The four organizations will join under the umbrella HR Green, and embark on a singular marketing campaign
- Cahoon and Cross selected to oversee all marketing, visual identity, web development, and measurement of effectiveness
- Research needed to inform and perfect messaging, track effect of marketing efforts

# Methodology

- Qualitative and quantitative research will be conducted in a multi-phased approach
- Qualitative consists of two phases: Message Development (Phase I) and Message Testing (Phase II)
  - This presentation presents Phase I findings
- Message Development (Phase I) consisted of four focus groups
  - Two one-hour focus group triads with “Non-offenders”
    - Defined by behavioral matrix as those who practice good environmental stewardship
    - Queried to uncover key drivers for positive behaviors
  - Two two-hour focus groups with “Offenders”
    - Defined by behavioral matrix as those who do not practice ideal environmental stewardship
    - Queried to uncover key barriers to positive behaviors and inform messaging

# Objectives

Three key objectives of Phase I qualitative:

- Determine the core drivers of environmental stewardship for Hampton Roads residents
- Identify barriers to adopting ideal environmental behaviors
- Inform messaging tone and content

# Executive Overview of Findings

- *Environmentalism* and *Green* are more broadly defined than HR Green mission
  - Smog/Air quality
  - Carbon emissions/global warming
  - Food supply
  - Sustainable growth
- Some HR Green topics only loosely associated with environmentalism
  - Drinking tap water
  - Proper disposal of fats, oils, and grease
  - Garbage disposal use
- Offenders do not define themselves as such
  - Instead, consider themselves “reasonable” in their environmental responsibility
  - Desire to be more environmentally responsible
  - Believe “not wasting” to be environmental, including leftovers

# Executive Overview of Findings

- Key drivers to less responsible behavior:
  - Inconvenience
    - “Fill the bin” mentality
  - Ignorance
    - Lack of technical understanding
  - Selfishness
    - Lack of connection between behavior and personal consequence
  - Hesitancy to identify with “Environmentalist” or “Green movement” may also have some impact
    - “Tree Hugger” has a negative connotation
    - Associated with the liberal agenda

# Executive Overview of Findings

- Non-offenders see connection between personal behavior, effect on broader environment, and resulting personal experience
  - Children (modeling positive behavior and making the world better for them), and internal motivation to help/be a part of something positive also contribute
- Offenders fail to see connection between personal environmental behavior and personal experience
  - “Out of sight out of mind”



# Detailed Findings

# Environmentalism/Green Movement

*“What comes to mind when you hear the word ‘environmentalism’? What comes to mind when you hear the phrase ‘Green movement?’”*

- Broadly defined:  
<http://www.youtube.com/watch?v=0hXhqy9bpA4>
- Naturally Associated/Top-of-mind:
  - Recycling
  - Global warming/Carbon emissions/traffic
  - Conservation/not wasting
  - Litter
  - Loss of natural resources
    - Including Bay quality
  - Food supply

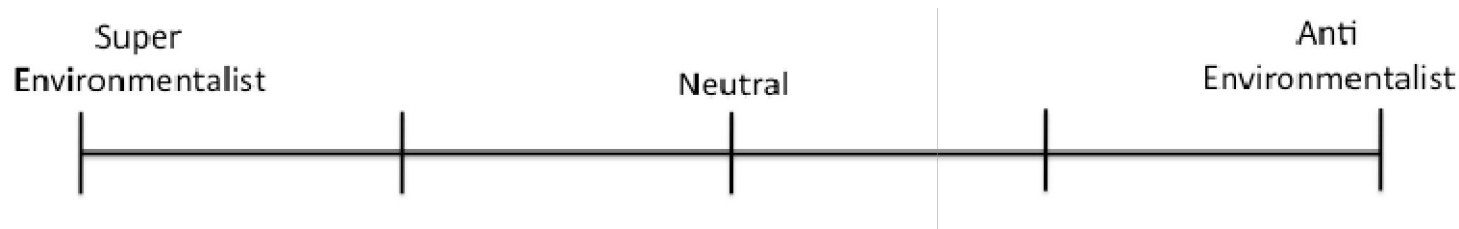
# Environmentalism/Green Movement

*“What comes to mind when you hear the word ‘environmentalism’? What comes to mind when you hear the phrase ‘Green movement?’”*

- Loosely Associated:
  - FOG
    - FOG on ground = environmental
    - FOG in drains = personal homeowner problem
    - FOG in sewer = municipal problem
  - Tap water
    - Avoiding transport & packaging of bottled water (carbon/wasting) = environmental
    - Many who are environmentally oriented are concerned about the health/safety of the drinking water
- Not Associated
  - Garbage disposal
    - No awareness of this as a problem, environmental or no
  - Pet waste on personal property
  - Yard debris on/near street/storm drain

# Environmentalism Scale

On this scale from Super-environmentalist to Anti-environmentalist, where are you? What does this mean? What traits do you associate with people at your particular place on the scale?





# Environmentalist Scale

- Non-offenders aware they are “above average”
- Offenders plot themselves very close to non-offenders
  - More likely to consider themselves/be comfortable with Neutral designation
  - Inaccurate self-description:  
<http://www.youtube.com/watch?v=lym0sKooNmE>
- Similarity of self-description offers messaging opportunity
  - Targeting Offenders will include many non-offenders

# “Super-Environmentalism”

Describe the quintessential environmentalist. What does he/she look like? What is he/she wearing? What is important to him/her? How like or unlike you is this person?

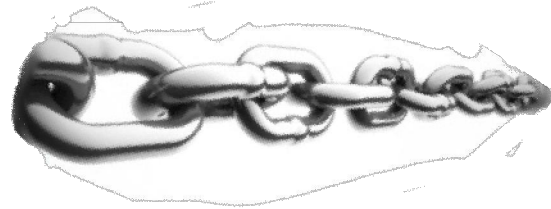
- Neither Offenders or Non-offenders identify with “Super-environmentalist”
  - Judgmental
    - “It sounds like you almost think of them (Super-Environmentalists) as being disrespectful or rude,” “Right, right. They make you feel guilty.”
      - Dialogue between the moderator and Offender
  - Misguided
  - Far-left liberal
  - Activist
  - Visual Cues (Personification?)
    - Long or hair
    - Sloppily dressed
    - Birkenstock sandals
    - Carrying a placard

# “Local” Environmentalism

- Little distinction between national and local environmental issues
  - Issues relevant to Hampton Roads are mostly the same as those relevant to the globe/country
    - Recycling
    - Global warming/Carbon emissions/traffic
    - Conservation/not wasting
    - Littering
    - Natural resources
  - FOG, tap water, garbage disposal use NOT top of mind environmental issues for Hampton Roads or in general
- However, proximity to Chesapeake Bay heightens awareness of natural water resources
  - Have vague awareness of the words *runoff* and *stormwater*
  - Vague awareness that fertilizer contributes
  - Do not understand storm drain system



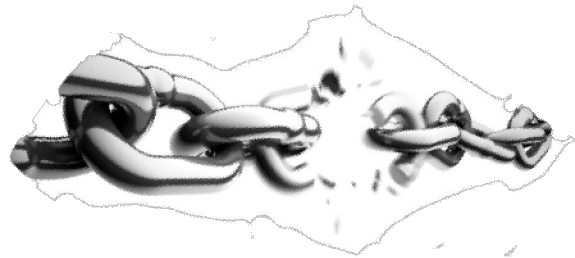
# “Local” Environmentalism: Personal Experience



Personal  
Consequences

- Non-offenders connect HR Green mission behaviors to personal experience
  - “Doing the right thing” enhances personal experience for them
  - Connect behaviors to health (food, water, and air quality), their children (sustainability), and aesthetic quality of life.

# “Local” Environmentalism: Personal Experience



## Personal Consequences

- Offenders do not connect HR Green mission behaviors with personal experience.
  - “Out of sight out of mind”
    - No vision of the pollution pathway
      - *Where does oil in the sink go after it’s free of your own pipes? What difference does it make if I put bottles in the trash? Where does this cigarette butt end up?*
  - No *personal* consequences of negative practices
    - Messaging needs to hit close to home. Make messaging personal by showing the effects of offender behavior on the offender as opposed to the planet as a whole (e.g. offender throws trash in storm drain, goes swimming in the river, then bumps into the same trash).

# Motivation

Laddering: Qualitative Market Research technique for uncovering deeply held, emotional motivations for behavior.

- Moderator's questions follows path from behavior (*I wear my seatbelt*) to benefit (*It will protect me in an accident*) to value (*so that I can be here for my children*) to identity (*because being a good mother is critical to my own esteem*)
- Offenders: Less responsible behaviors (not recycling, leaving pet waste in yard, etc) ladder to *reason* and *balance*
- Non-offenders: Behaviors (recycling when it's not offered, picking up trash, etc.) ladder to *helping* and *effecting* (making a difference)

# Offender Responsibility

- Sometimes admitted (“Yeah, I do this wrong...”)
  - Recycling in the trash
  - Leaving pet waste in yard
  - Drinking bottled water
- Never accepted (“...but it’s only because”)
  - My bin is too small/I don’t have pickup
  - I’m too busy
  - It’s convenient and healthy
- <http://www.youtube.com/watch?v=-aho7SN2bLc>

# Perception of Offenders

- “Offenders” defined as “not me” in all sessions.
- When offender behavior discussed, it is always in terms of “them.”
- Respondents attribute offender behavior attributed to mix of factors:  
<http://www.youtube.com/watch?v=HNn3VwyBGxI>
  - Apathetic parents/modeled behavior
  - Ignorance
  - Selfishness
- Convenience not used as excuse for others, only for self.



# Offender Mentality

- Personal behavior shortcomings based on convenience, ignorance, or selfishness.

# Offender Mentality

- Selfishness
  - I'm not doing it unless everyone else is doing it
    - *Everyone else is doin' it (littering), so I'm doin' it.* – Darrell, Offender
  - I'm not doing it unless benefits me financially
  - Those without internal motivation must be offered external motivation:  
<http://www.youtube.com/watch?v=GAas0C-OEUY>

# Offender Mentality

- Convenience
  - Includes *reason* and *balance* belief
    - Offenders see some behaviors (recycling when it's not offered) as unreasonable and akin to “Super Environmentalist”
  - “Fill the bin” mentality:  
<http://www.youtube.com/watch?v=OozFgjkDDL0>
    - Promote how to get another bin, explain cost
  - Municipalities have to meet me halfway
    - The city is making money
    - We pay taxes



# Offender Mentality

- Ignorance
  - FOG, Prescription disposal
    - Clearly stated desire to know more
  - Consequences of less desirable behavior
    - Why it matters to them
  - Benefits of desirable behavior
    - How it saves them money, e.g.
  - Fertilizer
    - Most who apply it at all believe they apply it correctly
  - Storm Drain unawareness
  - Drinking water source/quality

# Messaging Recommendations

# Messaging Recommendations

- Position hrgreen.com as a broader resource for all things environmental/green
  - Include “environmentalism” topics on website, even if just links to outside resources
    - Carbon emissions/local air quality, e.g.
- Connect WET and FOG issues to environment
- Redefine “Offenders”
  - Reasonable and balanced, with other things to worry about
  - Already responsible, but could be more so
    - They already desire to be so
  - Between *neutral* and *Super-environmentalist*
    - Most residents likely self-define here

# Messaging Recommendations

- Educate, but do so gently
  - Stated desire to know more about some issues:
    - Storm drains
    - Flushing Rx
    - FOG
  - But implying ignorance will alienate
- Messaging must connect individual behavior with individual experience/consequences:  
<http://www.youtube.com/watch?v=qjgPnSBKG3M>

# Messaging Recommendations

- How to bring it back to hit 'em:
  - FOG: Sewer/home pipes back up
  - WET: Save money
  - STORM: Food/water supply
  - CLEAN:
    - Littering: food/water supply
    - Recycling:
      - Cost of new landfill for the area
      - Cost of waste transport
      - Materials that could be used going to waste

Thank you!

