



# Wave 2 Research Findings

presented by

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**GOODtoDO** TIP N° 45 

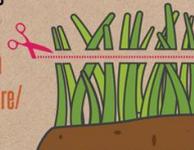
**Choose more plants, less lawn**  
Trees, shrubs & perennials keep waterways clean & healthy

Learn about the benefits of diversifying your yard  
[askHRgreen.org/Lawn-and-Garden-Care/](http://askHRgreen.org/Lawn-and-Garden-Care/) 

to learn about all things **GOODtoDO**  
**askHRgreen.org**   /askHRgreen  
 /HRgreen

**GOODtoDO** TIP N° 47 

**Only mow off 1/3 of the grass blade**  
This keeps the nutrients in the grass

Learn how to grow a healthy lawn  
[askHRgreen.org/Lawn-Garden-Care/](http://askHRgreen.org/Lawn-Garden-Care/) 

to learn about all things **GOODtoDO**  
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**GOODtoDO** TIP N° 29 

**Keep our community beautiful!**  
Dispose of hazardous waste responsibly

Find a facility & keep your land  
& water supply healthy  
[askHRgreen.org/household-hazardous-waste/](http://askHRgreen.org/household-hazardous-waste/) 

to learn about all things **GOODtoDO**  
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# BACKGROUND



**Fall 2010:** first in a series of three online surveys conducted to:

- Gauge the region's environmental literacy
- Identify target audiences for specific behaviors
- Establish a baseline for evaluating campaign progress

**Spring/Summer 2011:** askHRgreen.org campaign launched

**Fall 2012:** second online survey conducted for askHRgreen.org. 400 residents of the sixteen cities and counties of Hampton Roads participated in the survey. Sampling error of +/- 5%.

# 2012 SURVEY HIGHLIGHTS

environmental questions?  
you only have to ask!

askHRgreen.org



Overall, progress has been made especially among those who are askHRgreen.org aware.

Perceived knowledge of environmental issues has increased most among **females**, **<\$75,000 income**, **singles** and especially those **aware** of askHRgreen.

Singles and <\$75K HHI respondents were specifically targeted by the askHRgreen campaign, which suggests the campaign has made a positive impact on its target audience's awareness of environmental issues.

# RECYCLING & BEAUTIFICATION

recycling rules  
know the facts, Jack?



Recycling is easier than ever! Get all the info you need for recycling in Hampton Roads.

## Residential Recycling

- Regular recycling increased by four points to 85% between 2010 and 2012

## Recycling Drivers

- Protecting the environment
- Reducing trash in landfills
- Sustainability/preservation of resources

## Recycling Barriers

- Uncertainty of which items are recyclable
- No residential pickup
- Bin fills up too quickly

*FY 14 Campaign Focus* – Residential curbside recycling

*Target Audience* – Occasional to frequent recyclers  
with access to curbside recycling program

Agenda Item #6

askHRgreen.org

# STORMWATER

**lawn fertilizer**  
stormwater washes it where?



Improper fertilizing adversely affects our waterways. And that makes for sad crabs. And sad crab eaters. >>>

## **Fertilizer Use and Soil Testing** - No significant change from 2010

- 65.9% have never had their soil tested
- 96% fertilize one to four times per year; 23% three plus times annually
- 65% know over-fertilizing leads to excess nitrogen and phosphorous in waterways. Far fewer know the result to be harmful algae blooms.

## **Path of the Storm Drain**

- 50.3% know storm drains direct untreated water to local waterways

*FY 14 Campaign Focus: Fertilizer Use & Soil Testing*

*Target Audience: Wealthy, married men aged 35+, college graduate and unaware of askHRgreen.org*

# FATS, OILS & GREASE

grease down the sink  
not such a slick idea?



Dispose of grease properly and prevent clogged pipes (and a nasty mess to clean out).

## **Pour Fats, Oils & Grease Down the Drain:**

- 10.3% - decreased 12% from 2010

## **Flush Materials Other than Toilet Paper:**

- 90.4% - first year question asked

## **Garbage Disposal Use:**

- 61.5% - no significant change from 2010
- Use of garbage disposals is not considered harmful and any negative effects are either unknown or ignored

*FY 14 Campaign Focus:* Garbage Disposal Use & What Not to Flush

*Target Audience:*

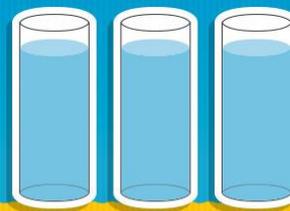
FOG down the drain: Young, non-graduate, <75K HHI, single, male

Flush materials other than toilet paper: Young, < 75K HHI, female (4)

Use garbage disposal: Older, high-income, graduate, married, male

# WATER AWARENESS

clean tap water  
what's it worth to you?



Tap water is virtually free. Save your dough for more important things... like chocolate chip cookies. >>>

## Regularly Drink Tap Water

- 81.8% drink tap water - slightly up from 77.4% in 2010

## Compared to Other Household Utility Bills, Think Tap Water is a Good Value

- 83.8% consider it a good value - no change from 2010
- Significant changes among those aware of askHRgreen.org
  - 50% decrease in those not drinking tap water
  - 13.7 % increase in those who think tap water is a good value

## Of Those Who Do Not Regularly Drink Tap Water:

- 68.4% cite taste as the main reason for not drinking tap water
- 44.7% cite health and safety concerns

*FY 14 Campaign Focus:* Sustainability of drinking water infrastructure

*Target Audience:* General population

# FY14 PLANNING



## Next steps

- Use research to guide outreach efforts
- Make the connection between behavior and the effect on the individual
- Adjust target audience selections where necessary
- Continue to build awareness of askHRgreen.org and positive environmental behaviors
- Drive more visitors to the Website

## Conclusion

- Research findings show we are successfully changing behaviors
- More public education is needed
- askHRgreen.org is addressing that need and helping localities effectively and efficiently meet state regulatory requirements for improving the health of local waterways (TMDLs), recycling rates, awareness of water resources issues and sanitary sewer overflow prevention