

Wood Stove Changeout Focus Groups



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Social Marketing 101



- Borrows the best of commercial marketing principles to
- influence a target audience to
- voluntarily accept/reject/modify/abandon a behavior for
- the benefit of individuals, groups, or society as a whole.

Social Marketing & Wood Stove Changeouts



- Through outreach, communication, and education we are
- targeting owners of old wood stoves to
- voluntarily change out their old wood stove with cleaner burning technologies for
- the benefit of ambient and indoor air quality

The Four Ps of Commercial Marketing



- Product
- Price
- Place
- Promotion



The Six Ps of Social Marketing



- Product
- Price
- Place
- Promotion
- Partnership
- Policy

What is a focus group?



- A form of qualitative research in which a group of people are asked about their attitudes toward a product, service, or idea
- Interactive group setting where participants talk freely with other group members
- Words, body language, and group dynamics are examined

Why conduct a focus group?



- We are the experts, but not the audience
- We need to learn to think like our audience
 - What they like
 - What they care about
 - How to motivate them
 - How to reach them

Why conduct a focus group?

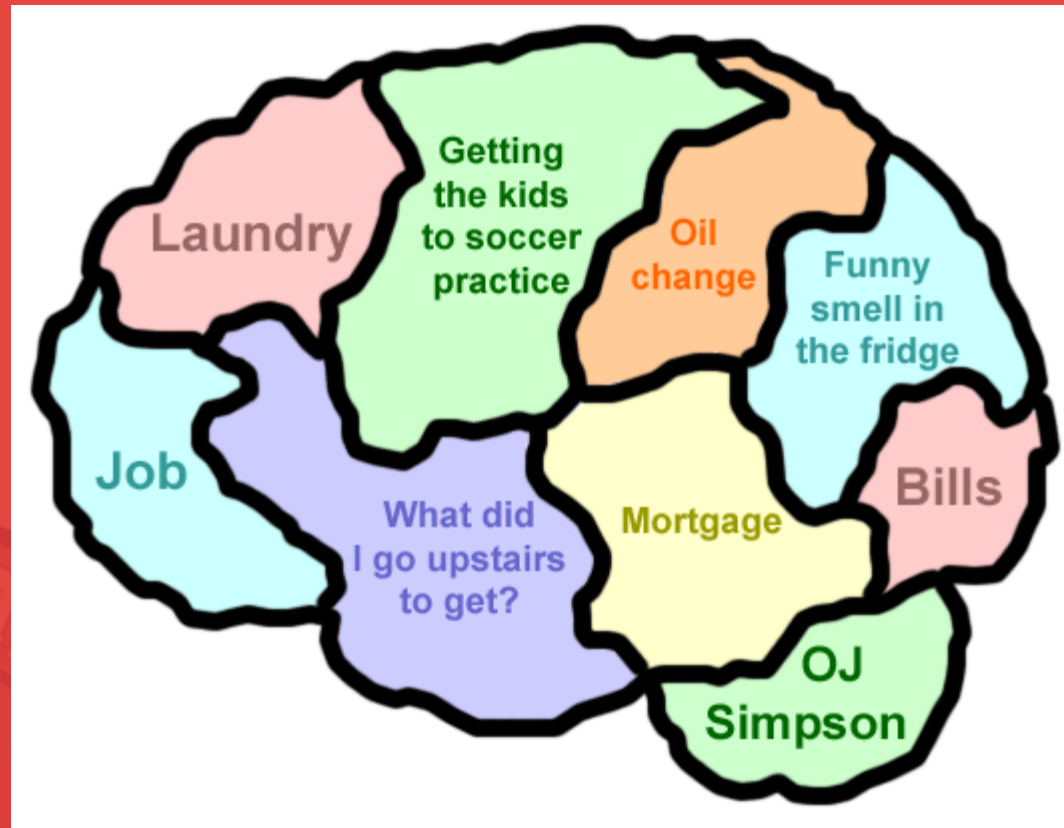


Why conduct a focus group?



EPA Brains

Why conduct a focus group?



Audience Brains

Wood Stove Changeout Focus Group



- Dayton, Ohio
- Tacoma, Washington
- Environment Canada



Dayton Focus Group



- University of Dayton
- April 24, 2007
- Follow up to the Greater Dayton Wood Stove Changeout Program
- Regional Air Pollution Agency (RAPCA)

Dayton Demographics



- Two groups
 - Participants that heard about the changeout program but chose not to use the coupon
 - Participants that heard about the changeout program and decided to use their coupon to purchase a new stove
- Each group consisted of nine participants

What we wanted to know



- What they liked and disliked about their old stove
- What made them shop for a new stove
- How they heard about the program
- Awareness of the program
- Purchase decision

What we learned in Dayton



- What they liked about their old stove:
 - Heats their home cheaply
 - Self sufficiency
 - Great heat
 - Easy to load
- What they disliked:
 - Dirt and cleanup
 - Air pollution
 - Burns lots of wood

Factors in decision to look for a new stove



- For non-coupon users, the coupon was the trigger
- For coupon users, they were already looking prior to the changeout program



Awareness of the program



- How they heard about it
 - Newspaper
 - Internet
 - Radio
- What they heard
 - Sponsored by Cargill?
 - Some kind of trade-in coupon?
 - An offer for free installation

Purchase decision (or indecision)



- For coupon users
 - Cleaner air
 - Efficiency
 - Coupon pushed their decision to purchase
- For non-coupon users
 - Cost of stove was prohibitive
 - Cost of inserts
 - Wanted more of a discount with fewer restrictions

How would they market the program?



- Non-coupon users
 - Liked ideas linked to self sufficiency
 - Include a cost-benefit calculation
- For coupon users
 - Post information in doctors' offices
 - Country radio PSAs
 - Classifieds

Take aways from Dayton



- Needed to promote the program sooner
- Messages needed to be clear and well defined
- Identify a trusted spokesperson
- Reexamine target audience



Tacoma Focus Group



- June 20, 2007
- Tacoma, Washington
- Puget Sound Clean Air Agency
- New program in development
- Audience had no prior knowledge of the changeout program

Tacoma Demographics



- Owned a wood stove
- Mix of urban and rural households
- Household income was at or above the median
- Age distributed to reflect consumer population



What we wanted to know



- How they felt about their wood stoves
- Reaction to current messaging
- Motivations



What we learned



- Dust in the home was an issue
- Self sufficiency was key
- Because the stoves were not used as a primary heating source they minimized the health effects
- Health messages were difficult to comprehend

Motivations



- Free buyback of old wood stoves
- 12 or 18-month financing
- Free installation
- 10% discount
- Free cord of wood with purchase

Take aways from Tacoma



- Need early education on wood smoke
- Higher income/education target audience
- Keep messages clear and simple
- Motivations are varied
- Need a trusted spokesperson

Environment Canada Study



- Combination of phone interviews and focus groups
- Larger sample group
- Generally lower income focus
- Results were similar to our findings, but also different

Environment Canada Study Highlights



- Only a problem if you see smoke
- Give aways brought awareness
- Saw it as someone else's issue



How are we using this information?



- Rethinking our messaging
- Revamping materials
- Working on program awareness
- Looking at new ways to reach our audience
- Considering new placement options for message

Need more information?



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