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 Groups

- 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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