



Audience Research Overview

June 18, 2019



OpinionWorks Credentials

- Measure perceptions, behaviors
- Public polls, focus groups

The Baltimore Sun polling

- Elections and issues since 2007

Chesapeake Bay Program

- Assessment of 19 environmental stewardship practices

Chesapeake Bay Trust

- Extensive work assessing environmental stewardship

Gunpowder Valley Conservancy

- Engagement of individual homeowners in water quality practices

Clean Air Partners

- Baltimore/Washington air quality survey

Mid-Atlantic Regional Council on the Ocean

- Behavior change related to mass balloon releases



SUN INVESTIGATES

Calls to demolish dangerous vacants

City officials, candidates seek immediate action

By YVONNE WENGER
The Baltimore Sun

City Council members and municipal candidates called Wednesday on Baltimore Mayor Stephanie Rawlings-Blake to speed up the demolition of the city's crumbling abandoned houses after several collapsed in high winds last week.

The city is spending \$80 million a year to tear down vacant homes. But some officials said Rawlings-Blake should immediately divert more money to bring down about 500 that have bulging walls, severe stress cracks and missing rooftops before they fall down on their own.

At least five houses have collapsed since March 26. One in West Baltimore fell on a man as he sat in his car. He later died of an

The question

If the April Democratic primary for Baltimore mayor were held today, for whom would you vote?



Graphic shows leading candidates. See complete results, NEWS PG 15

About the poll

This poll is a joint venture by The Baltimore Sun and the University of Baltimore's College of Public Affairs and Schaefer Center for Public Policy

ELECTION 2016 BALTIMORE MAYOR

Pugh opens up her lead

Sun/UB poll finds Dixon's support steady but not increasing; Embry a distant third

By LAKE BROADWATER
The Baltimore Sun

State Sen. Catherine E. Pugh has opened up a clear lead over former Mayor Sheila Dixon in the mayor's race enters its final weeks, according to a new poll for The Baltimore Sun and the University of Baltimore.

Pugh, who has gained support steadily

Ranke, president of OpinionWorks, the Annapolis-based firm that conducted the poll. "She is leading and widening her lead."

The new poll results come as Pugh has spent about \$600,000 on her campaign over the last two months — and has been the subject of harsh criticism from her rivals. The poll of 400 likely Democratic primary voters was conducted from April



Audience Research Method

Formative Research 2015-16

- Population surveys
- Focus groups
- Secondary research

Survey of Event Venues

- 182 responses (Dec 2018–Mar 2019)
- 21 questions
- Mail, online, phone

Focus Group(s)

- 2 groups: Jan, Mar
- Virtual format
- Testing messages, interventions



MARCO
MID-ATLANTIC REGIONAL
COUNCIL ON THE OCEAN

Please enter the 5-digit PIN from your survey invitation email or the written survey:

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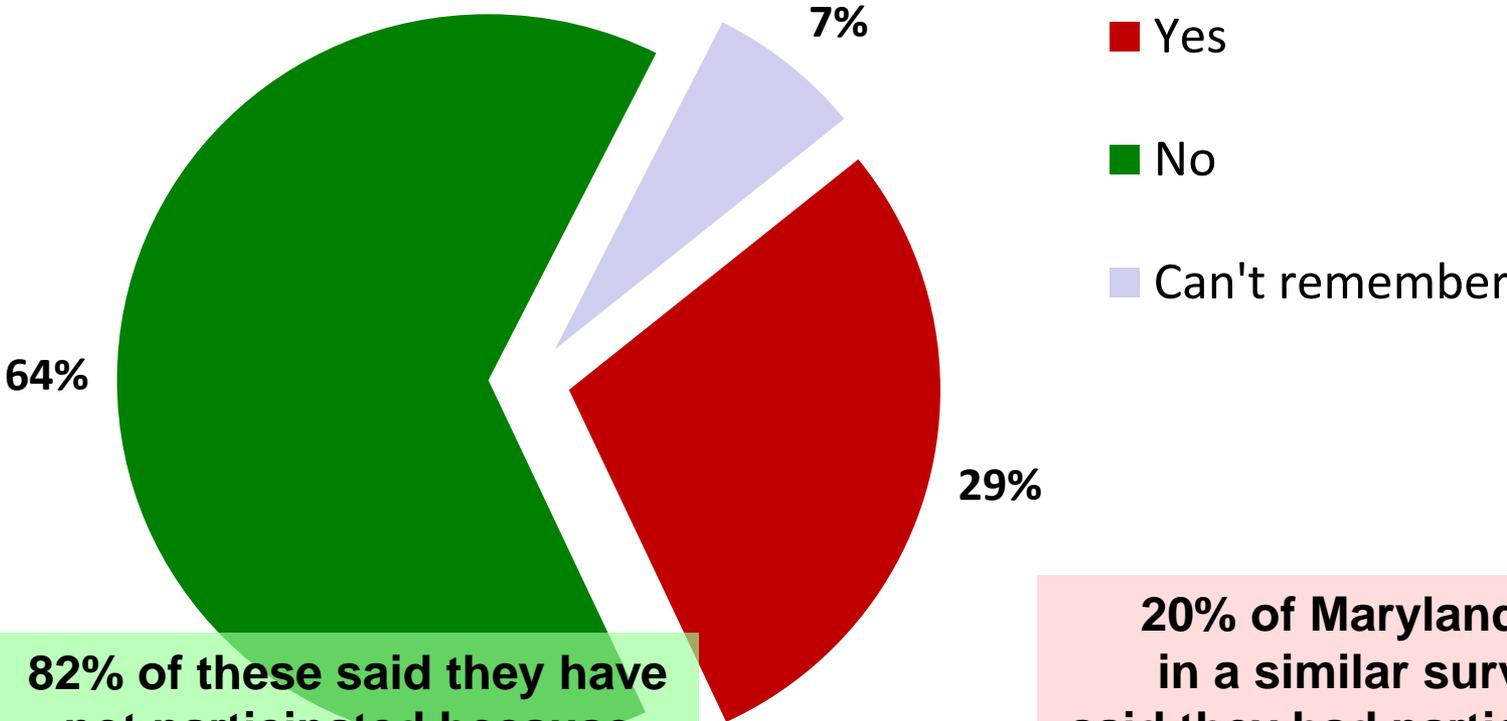


Kathy Flament, Moderator



2015 – 2016 Formative Research In Virginia

Have Taken Part in a Balloon Release



82% of these said they have not participated because they were not invited.

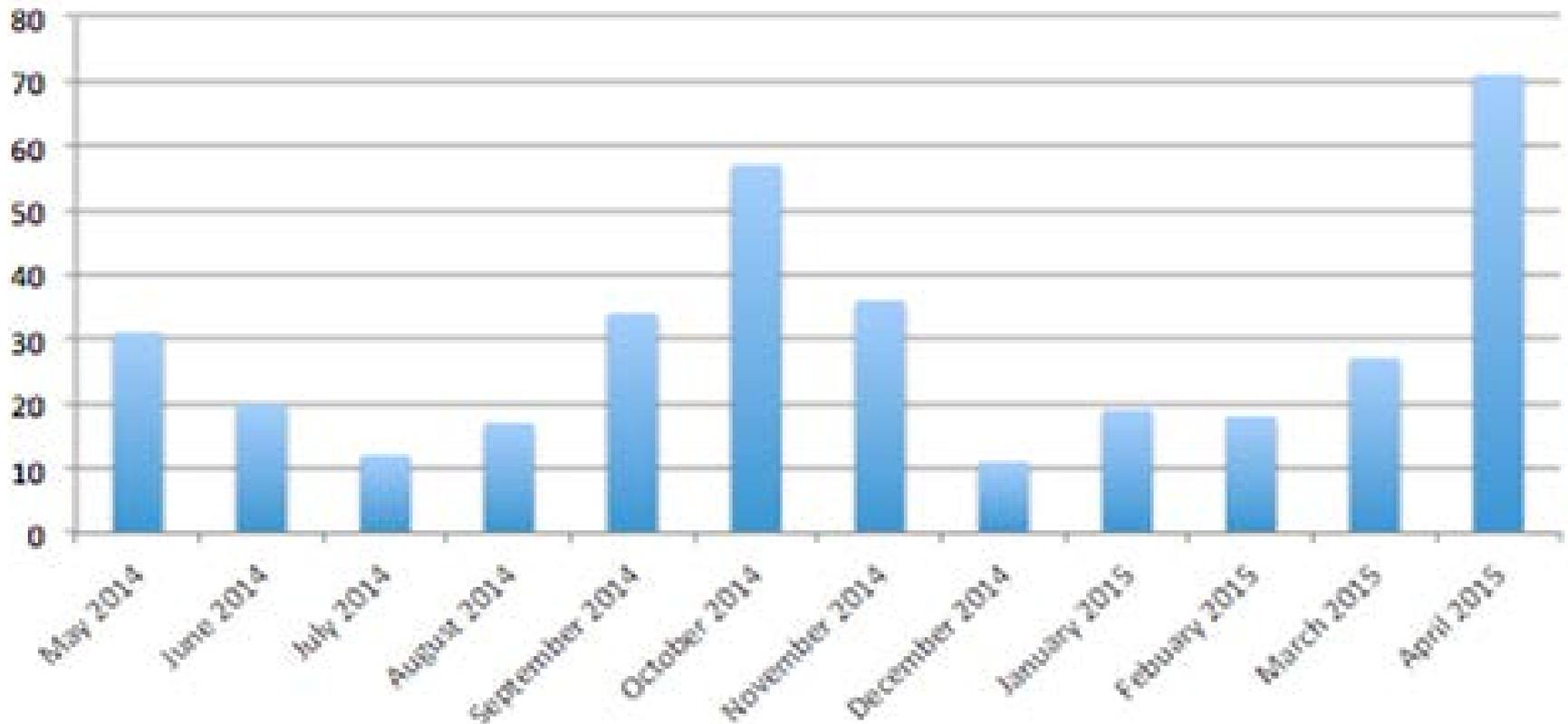
20% of Marylanders in a similar survey said they had participated in a balloon release.

“In the last 10 years or so have you taken part in an event or ceremony where balloons were released, for example at a wedding, at school, at a memorial service, to call attention to a cause, or something like that?”

Month When Balloon Release Took Place

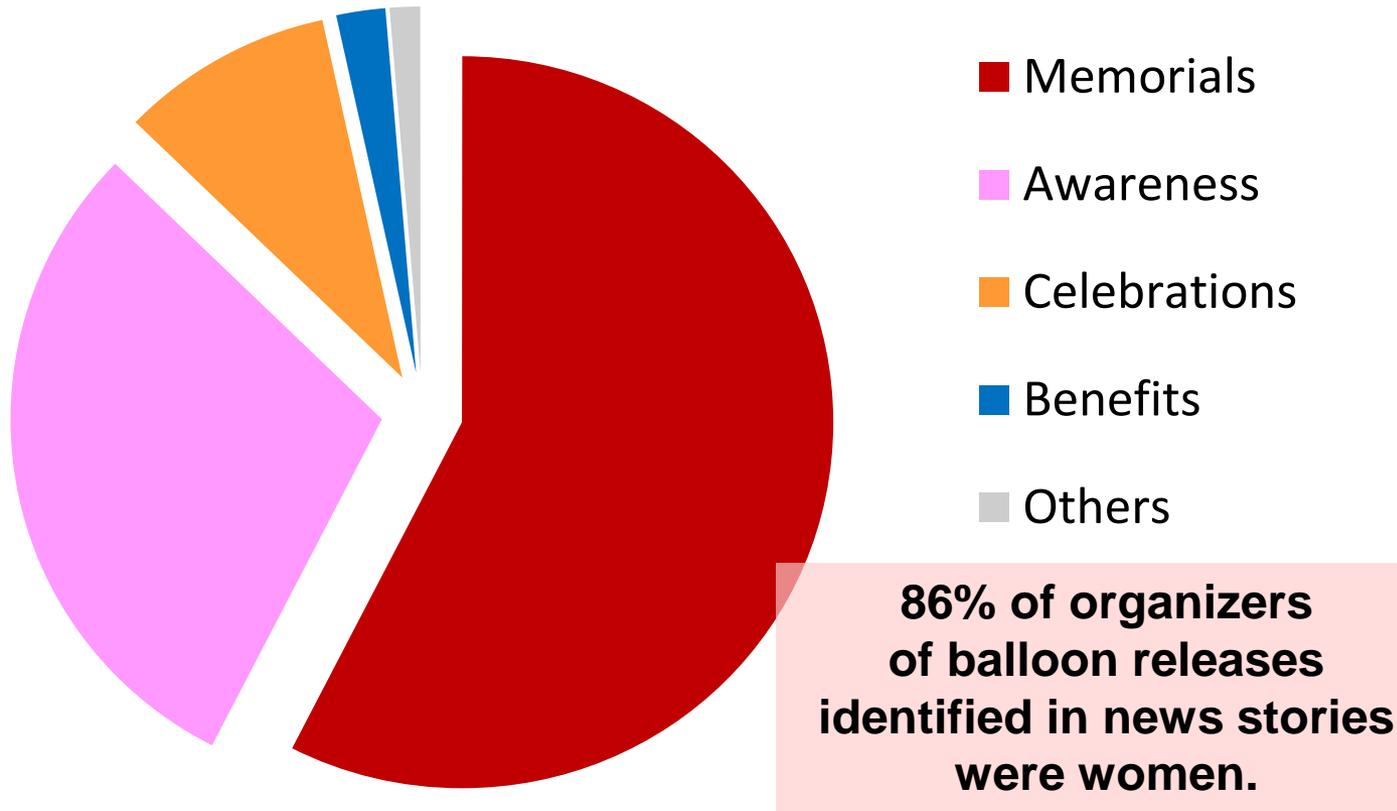
Balloon releases by month, USA.

May 1, 2014 to April 30, 2015



Noting this seasonality is important to outreach campaign design.

Reasons for Balloon Releases



We wondered if news media placed more emphasis on non-celebratory events.

A Deeply Emotional Response



“When I lifted my eyes to see the balloons going up to the sky,
I felt a peaceful emotion of hope in my sorrow as a widow.

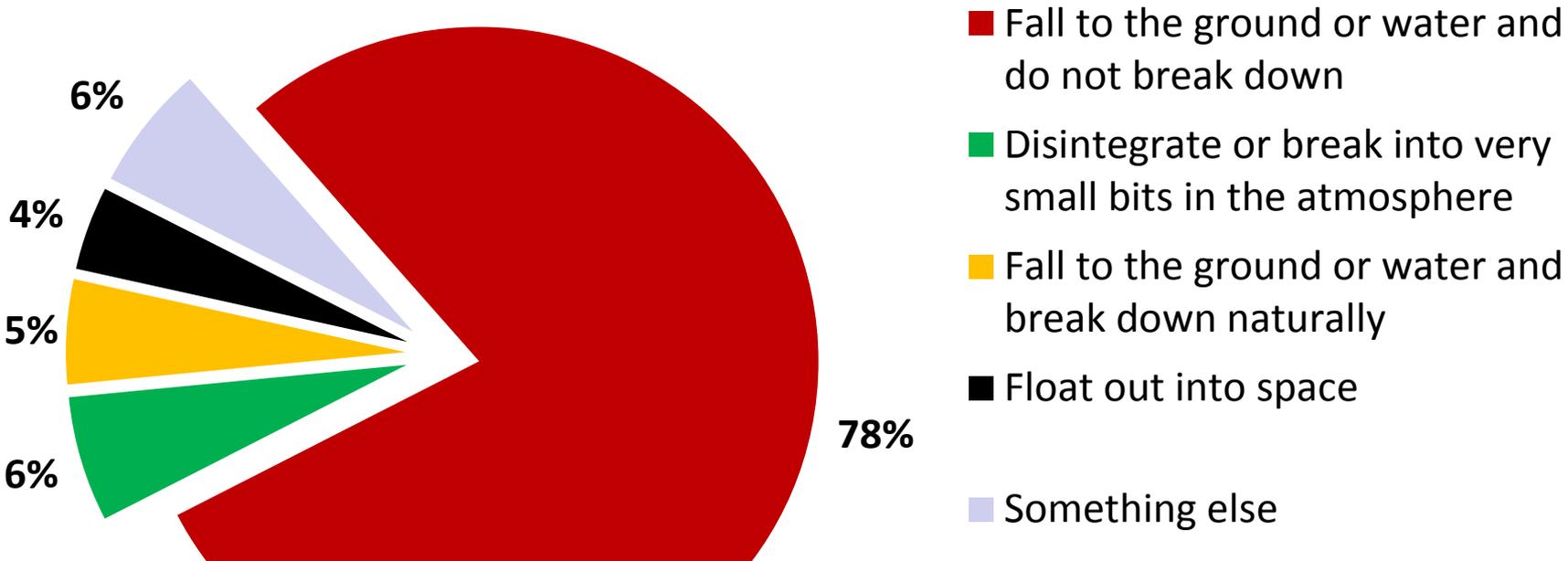
Through that wonderful experience, I remembered that my help to
pass that painful moment will come from heaven.”

“Faculty and students were excited.
The autism speech and the release of the balloons
resulted in a very thought-provoking moment.”

“My 5-year-old son died one year ago, and we had a balloon release
at his funeral and at a 5K held in his honor.
I feel like I am sending them to him, and it gives us peace.”

What Happens to Balloons When Released

Impressions of People Who Participated in a Balloon Release



“While balloon releases are pretty, most balloons are considered litter and people don't care for them anymore. But, I hear there are eco-friendly, biodegradable balloons, in which case it would be great!”
- Balloon event organizer

“Which of these best describes what happens to balloons when they are released into the air?”

Joyful Send-off!

Picture perfect, litter-free ways to end your perfect day!

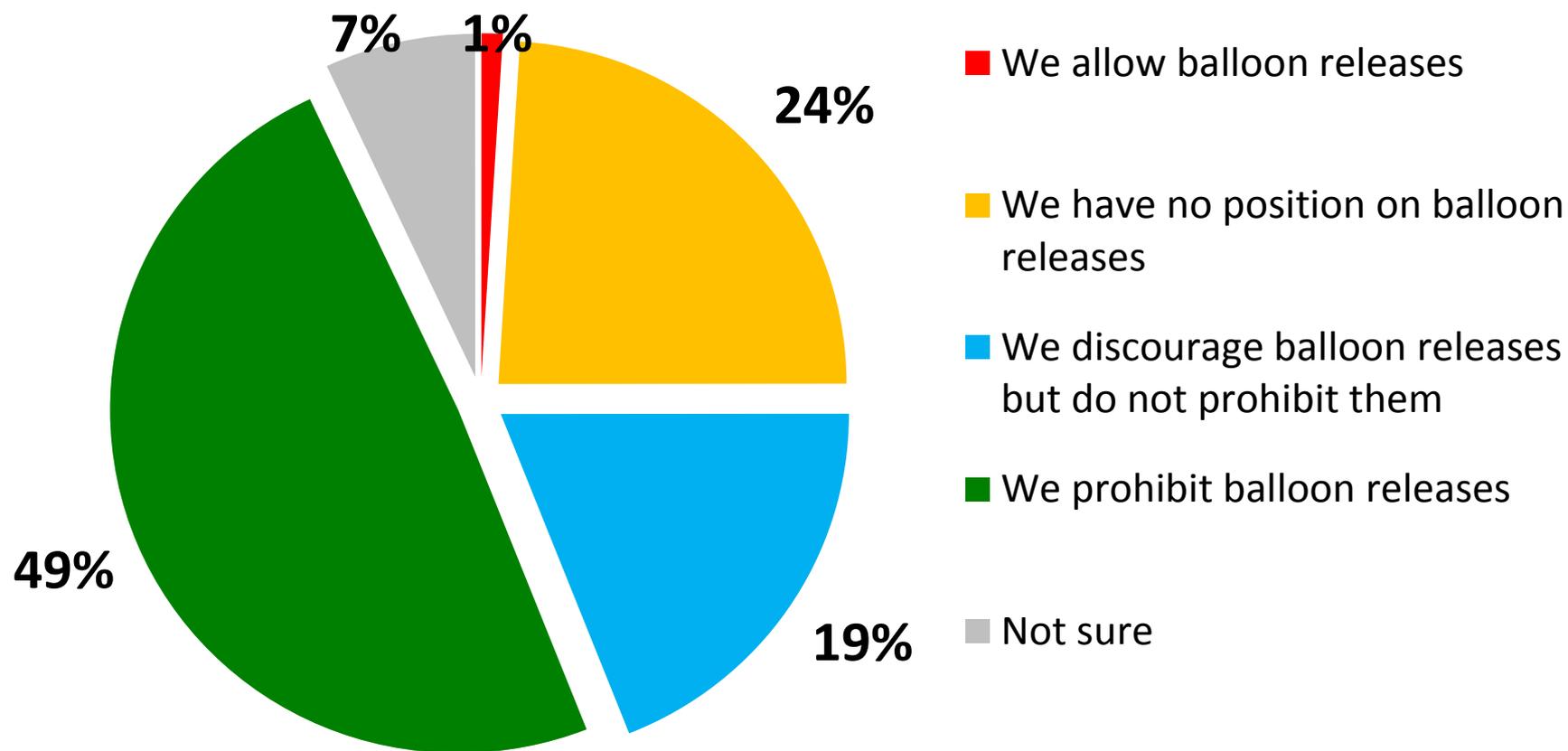


Images by Dragon Studios



2018 – 2019 Regional Research: Focused on Venues

Practice of the Facility Regarding Balloon Releases

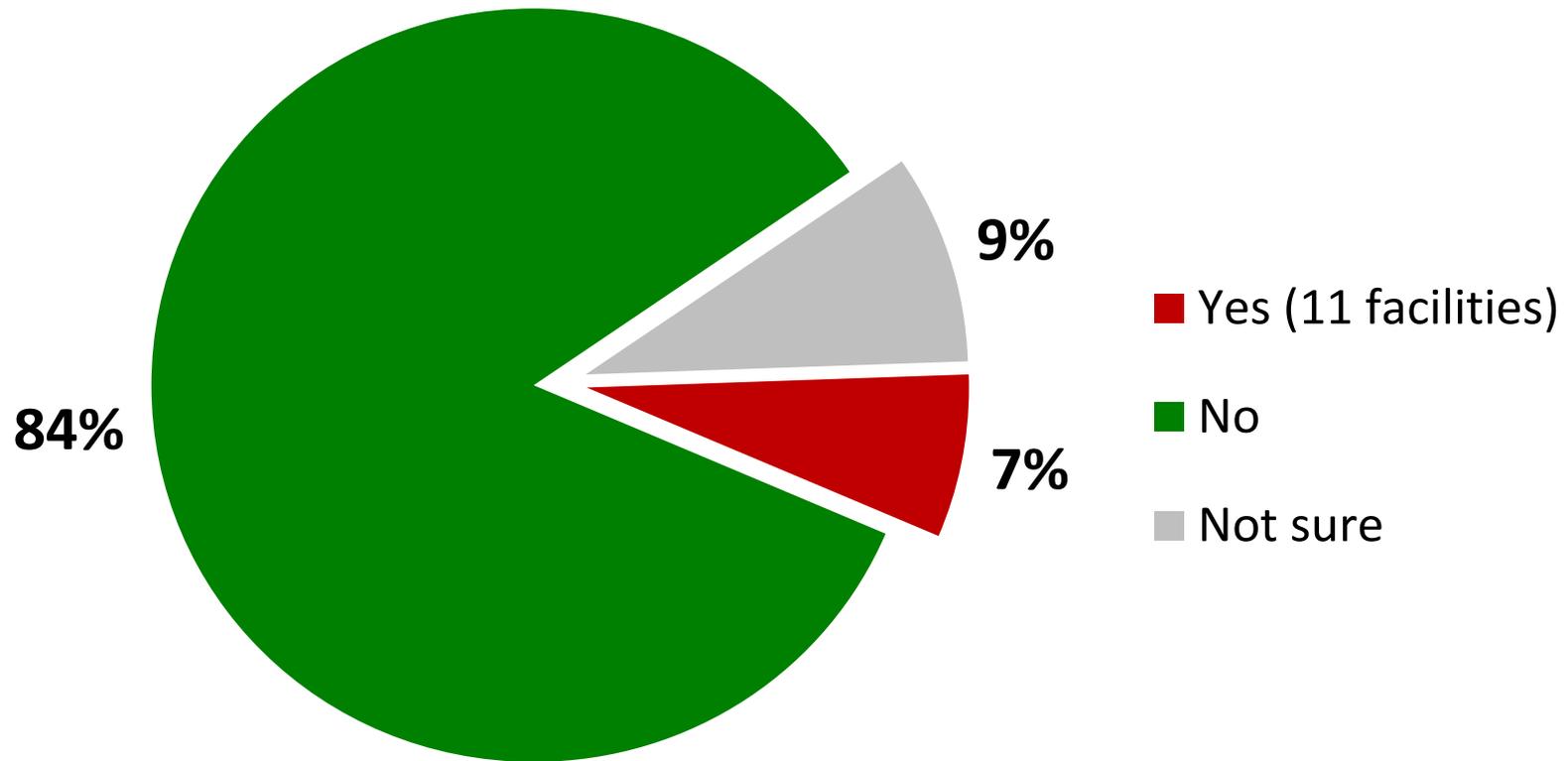


Only one venue out of 35 with no position on balloon releases can recall discussing it.

When it comes to balloon releases specifically, which of these comes closest to the practice of your facility or organization?



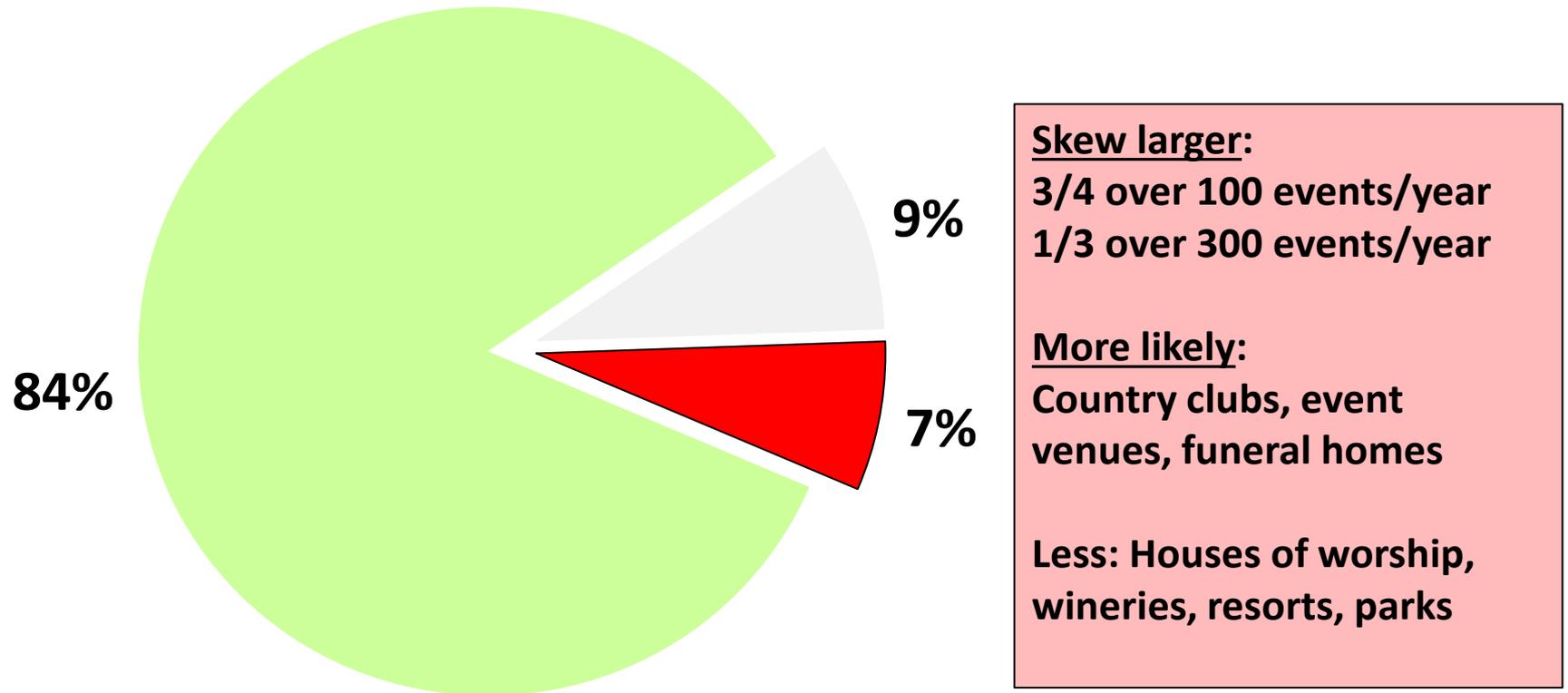
Release of Helium Balloons at Your Facility in Recent Years



During events that have been held at your facility in recent years, has there ever been a release of helium-filled balloons?



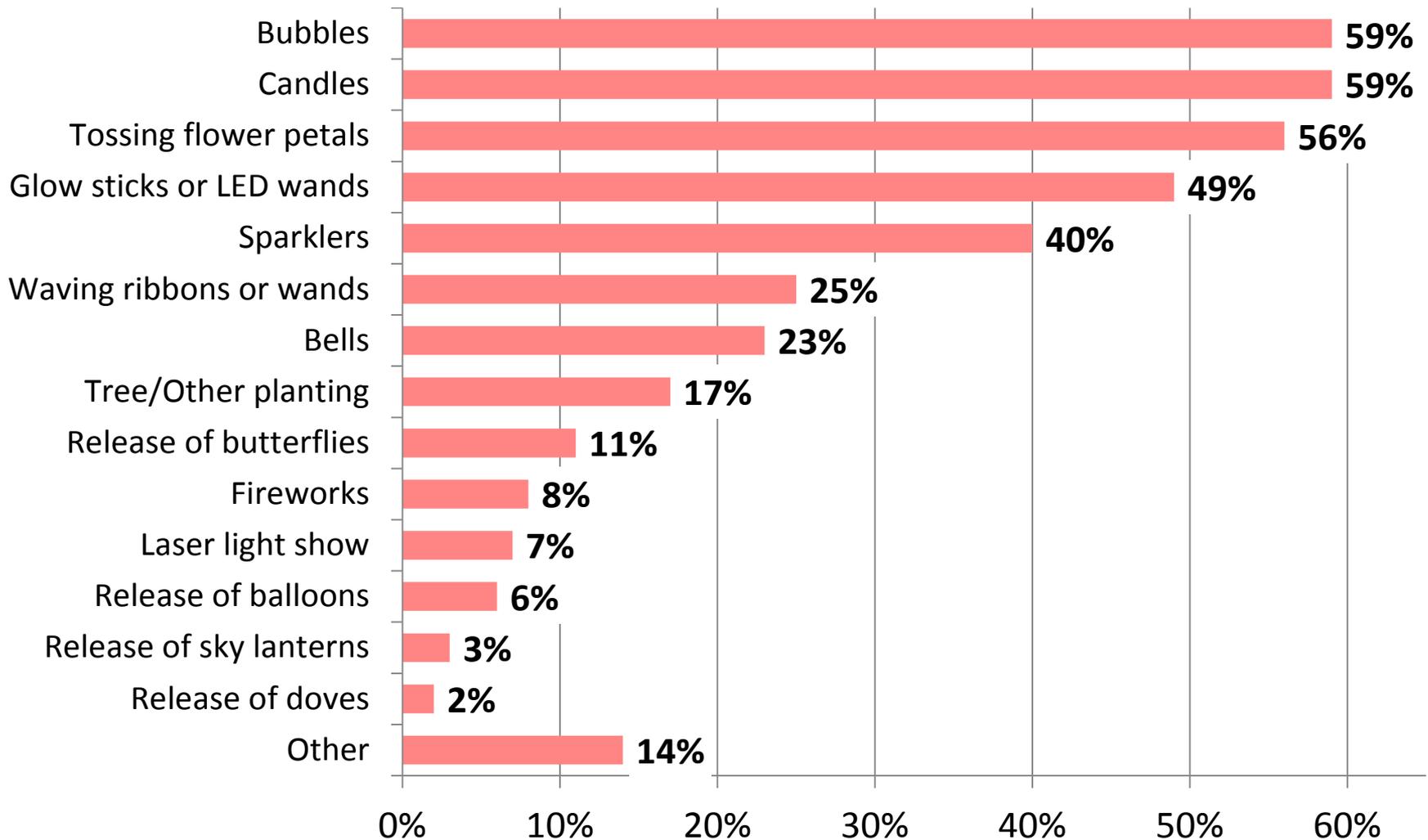
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Types of Commemorations

Last 12 Months



In the last 12 months, which of these forms of commemoration or celebration have been used at your facility?



Conversation with the Event Host

Interaction between event planner and wedding couple important to this effort.

Some venue managers nervous about overstepping.

“It feels to me that we are trying to solve a problem we don’t have here.” Not inclined to hand them “one more thing.”



What Would You Need to Know?

Risks & Dangers

Environmental impact

Helium shortage

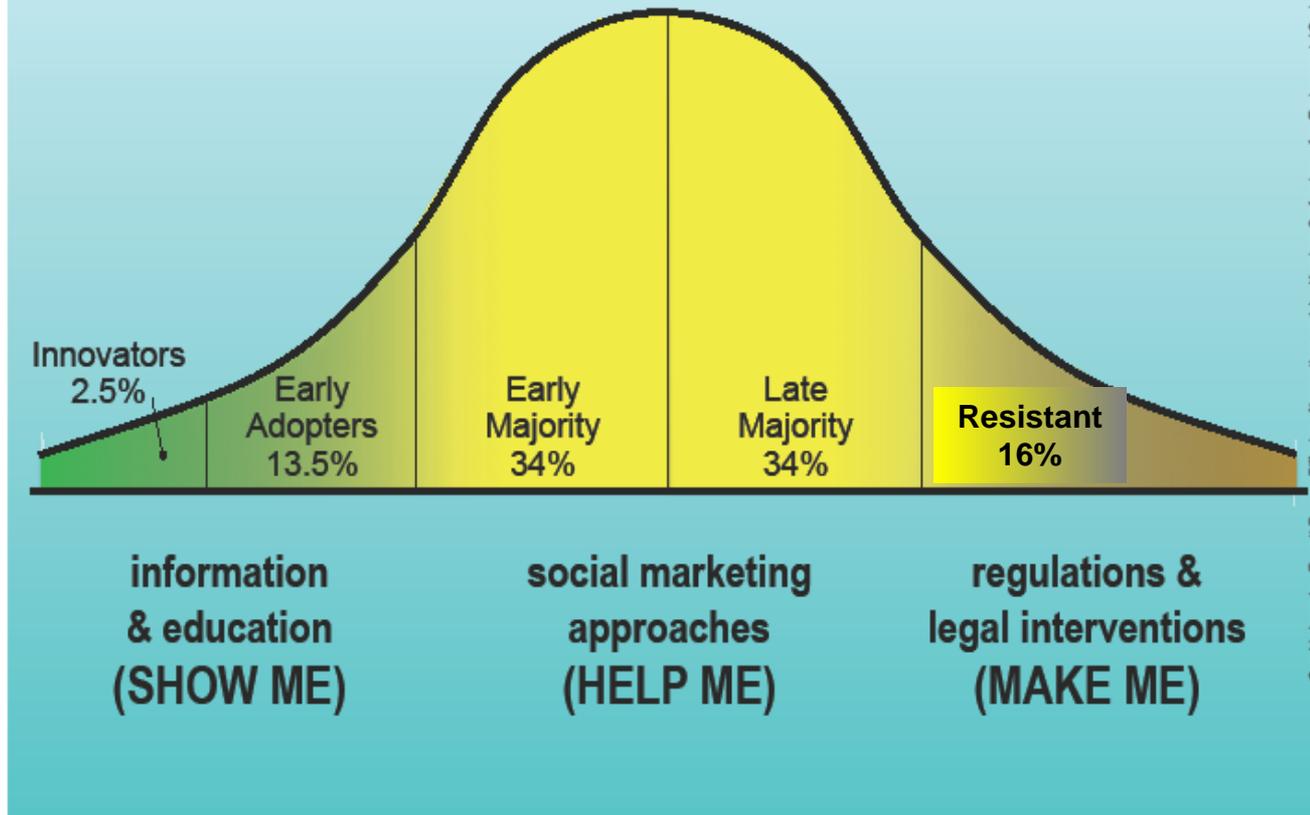
**Impact on nearby infrastructure (airports,
electric grid)**

*“We had someone release them and they hit the light pole
and knocked out electric in half of the town.”*

**If you allow balloon releases currently, what new information would lead you to discourage
or prohibit the release of helium-filled balloons?**

Influencing Behavior:
Community Based
Social Marketing

Diffusion Approaches: Education, Marketing, and Law

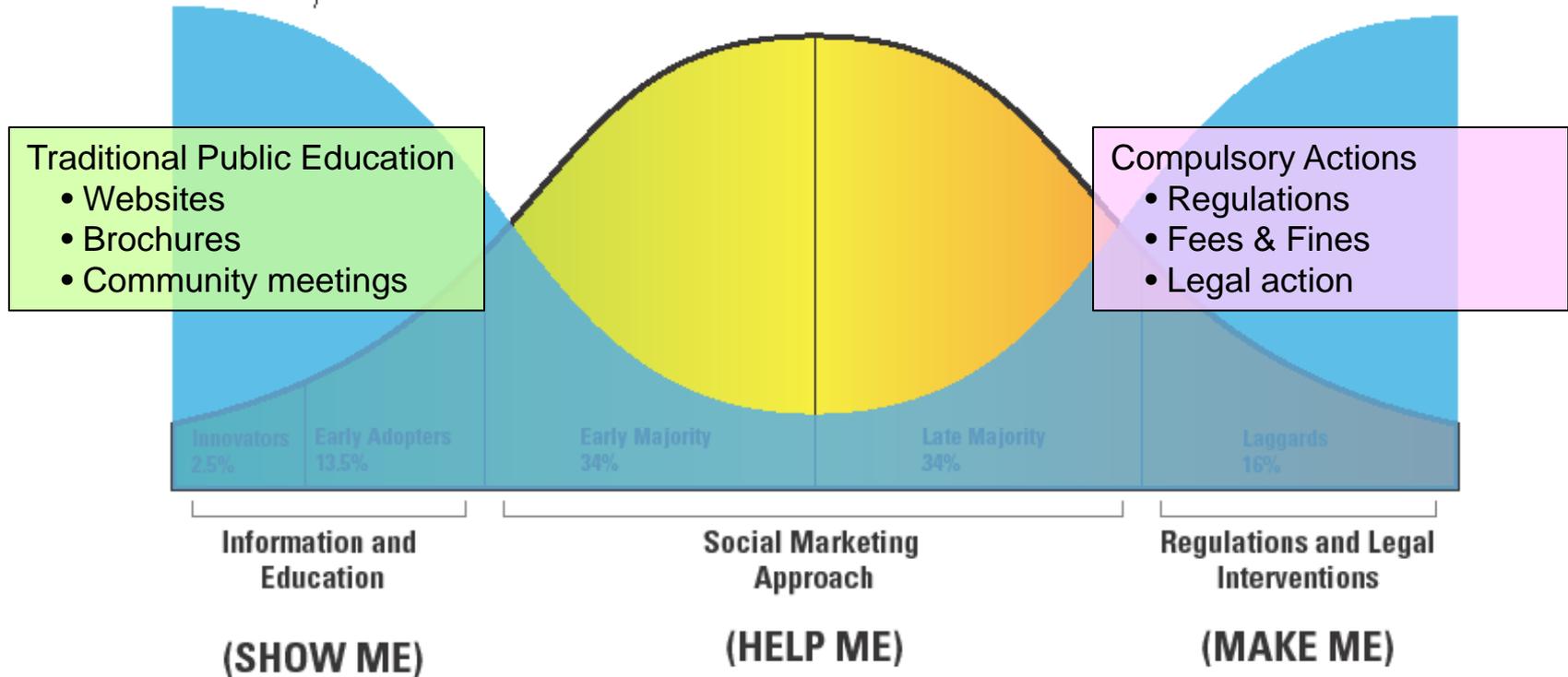


Graphic based on Everett Rogers, Diffusion of Innovations and Jay Kassirer, Confessions of an Environmental Social Marketer

Credit: Nancy R. Lee, University of Washington & Puget Sound Partnership
Adapted from Everett Rogers, Jay Kassirer, Mike Rothschild, Dave Ward, Kristen Cooley

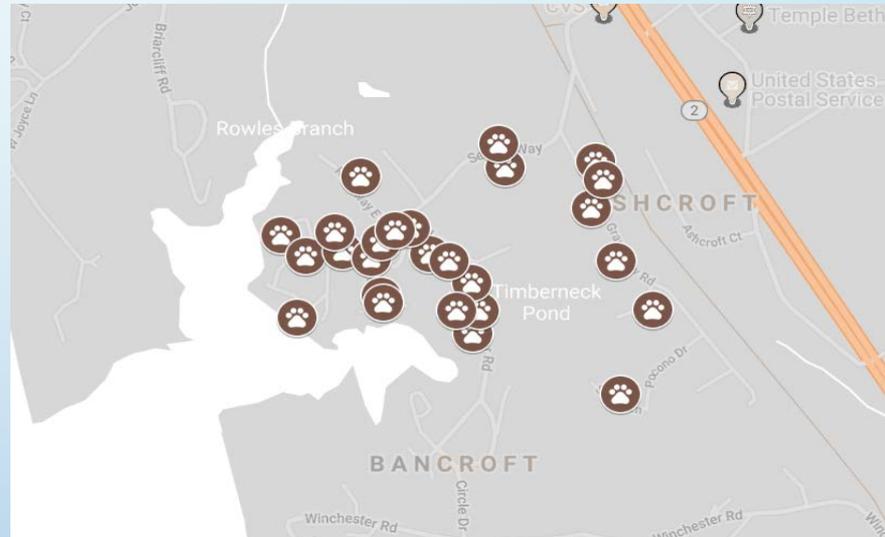
Level of Investment to Change Behavior

(conceptual)



Credit: Nancy R. Lee, University of Washington & Puget Sound Partnership
Adapted from Everett Rogers, Jay Kassirer, Mike Rothschild, Dave Ward, Kristen Cooley

WSA Clean Water Communities: Pines on the Severn Habits that Help: Proper Pet Waste Disposal



45 households pledged to properly dispose of Pet Waste

Social Diffusion



Social Norms



Tools, Prompts



[credit: www.Amazon.com](http://www.Amazon.com)

Tools

BARRIERS	TOOLS
Lack of Motivation	Commitment Norms Incentives
Forget to Act	Prompts
Lack of Social Pressure	Norms
Lack of Knowledge	Communication Social Diffusion
Structural Barriers	Convenience

credit: Doug McKenzie-Mohr

