



4144 N. 44th St., A2 • Phoenix AZ 85018 • 602.957.7323 fax 957.6333

**Water Conservation Coalition of Puget Sound and the Saving Water Partnership
Focus Group Research to Develop a Regional Water Conservation Public Awareness Campaign
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The Water Conservation Coalition of Puget Sound and the Saving Water Partnership tested “Water – Use It Wisely” in the Seattle/Tacoma area due to the enormous success it achieved in Arizona. Focus groups were asked to review two existing, but quite different, campaigns in order to gauge consumer response to each. Participants assessed the campaign approaches of the “Water – Use It Wisely” (Wisely) and “What Will You Save Today?” (Save) programs. The consumer insight helped guide the decision process regarding which regional conservation awareness campaign best met the stated goal and objectives set by these two water authorities.

The study showed that *the Wisely campaign both met more of the stated goal and objectives, as well as the style preferences of customers; it also offers a multi-faceted campaign with many existing components.* Additionally, participants felt the Wisely campaign would be most effective if the program *combined an explanation of why people in the Puget Sound area should conserve.* Since “Water – Use It Wisely” was created as a universal program that can be tailored for any region, incorporating the “why” message for the Pacific Northwest is easy.

Here are some additional findings from the study:

- λ *Participants preferred Wisely’s style in terms of its sense of urgency, boldness, ease, simplicity, color, directness, cleverness, conciseness, and eye-appeal.*
- λ *Most participants reported positive reactions such as feeling good, bright, empowered, and motivated to save water. They thought the ad contained good suggestions and made sense. Several said that it left them wanting to learn about the other tips.*
- λ *The majority felt upbeat, enthusiastic and pleased about the concrete tips they could use. For instance, one participant said” I was given ideas on how to save water rather than being left to my own.” Another wrote” I loved it – got me excited to go home and try it.”*
- λ *Most participants wrote that it caused them to think about water conservation; they responded positively to the clear, easy to read message.*
- λ *Practical, proactive, noticeable, contemporary, relevant, and straightforward were the top adjectives participants chose to best describe “Water – Use It Wisely”.*
- λ *Most liked the short, direct, motivating, energetic style of Wisely, with it’s focused checklist of things to do.*

Please find the results from the focus group research.