



# Key Takeaways from Audience Research

Pertaining to the Skagit Video Series Project

# SWC- Skagit County Opinions on Salmon Recovery Issues by Elway Research (2005)

Telephone interviews with 478 heads of household in Skagit County

Purpose: to help the Council develop effective strategies to communicate with the public about salmon recovery



# SCD- Thomas Creek Watershed Social Marketing Focus Group Findings by Applied Research (2014)



1 focus group of 5 participants living in Thomas Creek watershed, Skagit County

Purpose: to get feedback regarding benefits, barriers and motivators surrounding manure management practices

# PSP – Tree Planting Focus Groups by PRR, Inc (2014)

21 participants, 3 focus groups

Purpose: to assess tree planting knowledge of Puget Sound residents, as well as barriers and motivators to planting trees on their property



# SC – Clean Samish Initiative Social Marketing Plan Survey Results by Applied Research (2015)



Online/phone option survey of  
333 Samish Bay residents

Purpose: to inform the design  
of behavior-change focused  
programs that will target the  
sources that are contributing  
to water quality problems in  
the Samish and Padilla Bay  
watersheds

# SC- PoopSmart Survey Findings (January 2019)

4 separate surveys:

- Pet Waste – 187 respondents
- Small Farm – 55 respondents
- Septic System – 141 respondents
- Recreationist – 227 respondents

Purpose: to assess the effectiveness and reach of the PoopSmart campaign against baseline data, after 9 active months



# This boils down to the following key takeaways for our videos:

- We must emphasize that trees make the Skagit beautiful/natural, and focus on the benefits of trees for landowners (not rivers)
- We need to make it clear how each landowner IS a part of something bigger, and their actions matter a lot
- The public needs to see that their local gov, tribes and Ag are cooperating behind this effort
- People want to help, but they need to understand the situation and the solutions and believe that they will work

- We need to point landowners towards existing technical and financial support that is easy to access
- We need to highlight any control that landowners can have in designing their planting projects (DIY or programs)
- We should emphasize the positive impact on the local economy that participants have; also can find a way to work with local nurseries and businesses to make the impact tangible (not just about fish, bring Ag into it)
- SCD is a known and trusted messenger; people also go to WSU Ag-Extension, but less known
- Newspaper, radio, tv, local nurseries, master gardeners, plant sales, yard signs, schools, community events, etc. are some great ways to reach our audiences