

Making Informed Decisions

Collecting and using market research data effectively for
program/policy development

*Presentation to Blue Cities 2016 Conference
Toronto, Ontario*

Importance of Primary Research



- * Qualitative Research
- * Quantitative Research
- * Data Capture/Observation/Audit



Data Collection Methods



Outdoor Water Use

Behaviour doesn't always match attitudes

Lawn watering frequency (Base – Has a lawn)	Total	Conserving water			Lawn Care Segmentation			
		Try very hard	Reasonably hard	A little/not at all	Avid	Enthusiast	Occasional	Mother Nature
Twice a week or more	27%	22%	31%	25%	50%	40%	20%	7%
Once a week	23%	19%	27%	17%	26%	34%	24%	9%
Every 2 weeks/less/Rarely	25%	25%	25%	29%	15%	20%	34%	25%
Not at all	25%	34%	17%	29%	9%	6%	22%	59%



High Water Users

Behaviour doesn't always match attitudes



Just a few of the key learnings...

- * Doing local research is key to understanding local differences
- * There are differences between how much people use and how much they think they use
- * People care about conservation, but attitudes don't always match behaviours
- * Residents need better tools, education, and context in order to participate more fully
- * Residents look for information to help their consumption

