



# **Latino Behavior Study in King and Snohomish County**

**September 4, 2014**

# Agenda

Time	Topic	Lead/Facilitator
8:30 – 8:45 AM	Welcome and Introductions <ul style="list-style-type: none"> <li>• Review agenda and meeting objectives</li> <li>• Team member introductions</li> </ul>	Ha Na Park
8:45 - 9:00 AM 9:00 – 9:30 AM 9:30 – 10:00 AM 10:00 – 10:15 AM	Preliminary Research Design Recommendations <ul style="list-style-type: none"> <li>• Objectives</li> <li>• Methodology</li> <li>• Recruiting process</li> <li>• Sample size</li> </ul>	Diego Osuna Ed Kully
10:15 – 10:30 AM	Wrap-Up <ul style="list-style-type: none"> <li>• Timeline</li> <li>• Next steps</li> <li>• Final questions/discussion</li> </ul>	Ha Na Park
10:30 AM	Adjourn	

# Team Introductions



# Recap To Date

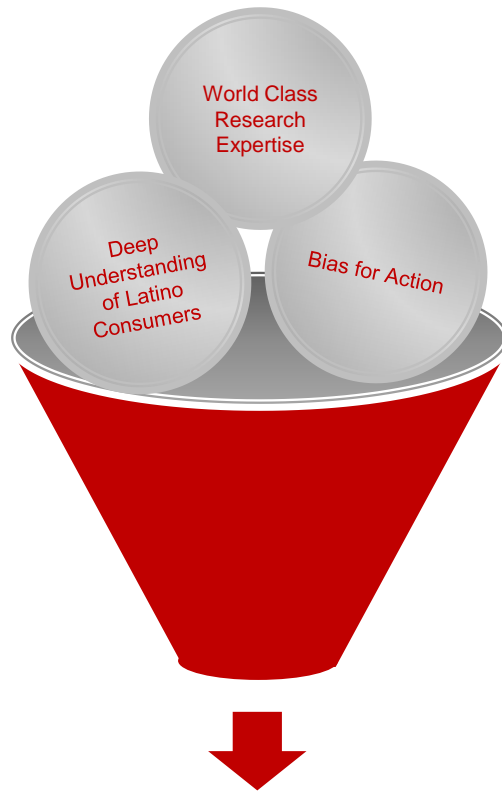
- ❖ Summer/Fall 2013 – Implement Behavior Study
- ❖ February 2014 – Planning Session #1
  - ❖ Identified considerations for Latino Behavior Study Design  
WM, KCSW, SPU
- ❖ April 2014 – Planning Session #2
  - ❖ Outcome: GIS Data Analysis; Spanish-preferred Latinos as focus audience for the study; are recycling behaviors and barriers universal and how does language play into recycling education within a Spanish-preferred single-family households
- ❖ Summer 2014 – Research Firm Search
- ❖ September 2014 – Planning Session #3
  - ❖ Discussion around proposed study design and recruitment strategies



A **Sojourn** is a seeker's journey;  
a voyage undertaken with the  
purpose of discovering  
something new.

Our mission is to discover new  
insights, inform strategies and  
influence behaviors.

# Our Secret Salsa – Deep Understanding of Cross Cultural Markets and Sensitivity to Your Approach



1. Start with a *World Class Research Expertise and Methodologies*
2. Add a *Deep Understanding of the Latino Culture*
3. Add a *Bias for Action*
4. Synthesize into actionable insights and recommendations

# The Company We Keep



# The globalsojourn Team

## Diego Osuna, Chief Sojourner



Diego is a Marketing and Merchandising leader accomplished in all aspects of the marketing process with a track record of 16 plus years at General Mills and Cargill. MBA in Global Marketing from Thunderbird, School of Global Management, BA in English and Sociology from The College of William and Mary.

## Jeff Rea, Senior Sojourner



Jeff is a brand marketing and innovation expert with global line marketing experience at Frito-Lay, MillerCoors, Whirlpool and a variety of digital and consumer product startups. MBA from Northwestern University, BBA from Washington State University.

## Edgar "Ed" Kully, El Capitán



A self-confessed "recovering brand manager," Ed's career experience has included brand marketing, new products, mergers and acquisitions with market leaders such as Illinois Bell, Coca-Cola and Brown & Williamson. His credits include over \$500 million in new product launches as well as several turnarounds and successful new channel initiatives.

## Alejandra Chaparro, Sojourner



Alejandra leads Spanish language content development leveraging her extensive writing experience in both corporate and media companies including Terra Networks, Univision and General Mills. Master of Journalism from Universidad de La Sabana and Bachelor of Social Communication from Pontificia Universidad Javeriana.

## Marcus, Durr, Sojourner



Marcus leads the production of the PNW Multicultural Marketing Summit. His background includes work at Burrell Communications as well as several experiences in the Music and Broadcast industry. Marcus recently obtained his MBA from the University of Maryland.



# Questions Resulting from April, 2014 Strategy Meeting

1. Are recycling behaviors and barriers universal?
  - ❖ Is there a similarity/difference between Spanish-preferred audience and English-speaking audience when it comes to recycling behaviors and barriers?
  - ❖ Are they all having similar/different perception, behavior and barriers with similar items?
  
2. What is the role each member of the household and their language proficiency play into recycling?
  - ❖ Who are the Spanish-preferred members of the household?
  - ❖ How is education and information about recycling coming into the household?
  - ❖ What language and which member would be the most effective advocate for recycling within a Spanish-preferred household?

# Research Objectives

- ❖ Conduct groundbreaking cultural deep-dive research among Spanish language preferred Latino Waste Management WUTC customers living in unincorporated King and Snohomish Counties to:
  - ❖ Identify current recycling behaviors
  - ❖ Identify underlying values, attitudes, and beliefs related to garbage, recycling and compost processing behavior
  - ❖ Compare and contrast versus the 2013 Behavior Study
  - ❖ Identify barriers and motivators
  - ❖ Provide recommendations to help meet the recycling objectives among this audience

# Research Process Overview: 3 Phases

1. Study Design and Planning

2. Field Implementation

3. Analysis and Reporting

# Overall Methodology Considerations

## *Sensitive to Latino cultural values*

- ❖ Respectful of family hierarchy
- ❖ Language sensitivity
  - ❖ Language preference differences within the family
  - ❖ Linguistics
- ❖ Inclusive of different family members

## *Individualized*

- ❖ Incorporate Waste Characterization Study results (Cascadia)
- ❖ Flexible to language use by household members

# Latino Study Considerations

- ❖ What research methodology replicates the 2013 study and yields the additional insights we seek?

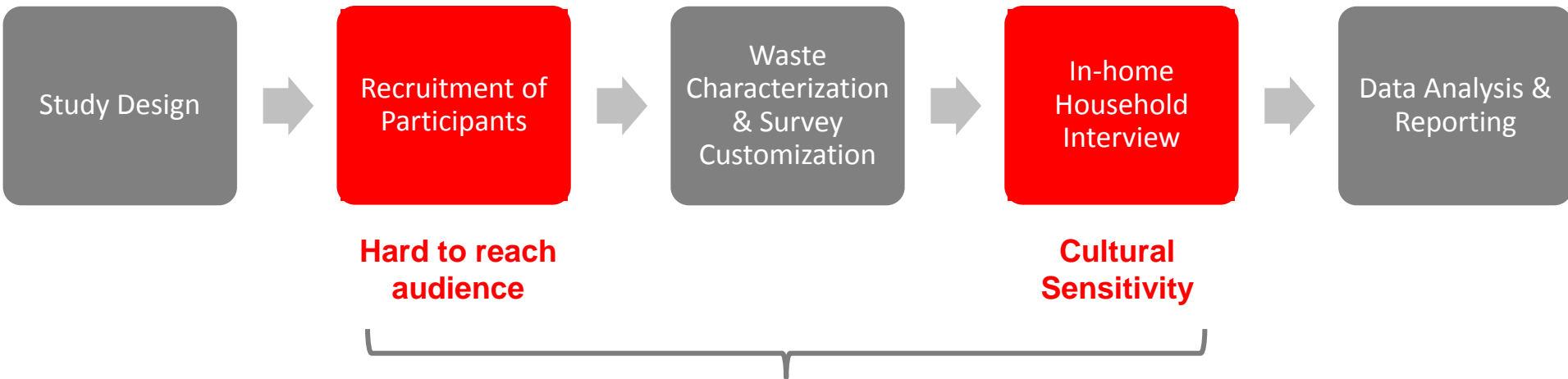
## 2013 Study Approach



# Latino Study Considerations

- ❖ What research methodology replicates the 2013 study and yields the additional insights we seek?

## 2013 Study Approach



## 2014 Study Recommended Adjustments

# Recommended Methodology

## Key Considerations:

- ❖ Comparability with 2013 research
- ❖ Cultural sensitivity
- ❖ Home-behavior focused



## In-Home Interviews



- ❖ Neutral/relaxed setting
- ❖ Multiple family members
- ❖ Language flexibility
- ❖ Ability to understand example behaviors

# Preliminary Recruiting Standards

- ❖ Adult responsible for day-to-day garbage/recycling/composting duties (may not be homeowner)
- ❖ Live in the WUTC areas of King and Snohomish Counties
- ❖ Be a Waste Management Customer
- ❖ Live in a single family home
- ❖ Spanish language preferred





# A Groundbreaking Approach to Recruiting is Needed

## Traditional sampling methods are not appropriate

- ❖ Spanish Preferred Latinos are difficult to reach via traditional recruiting methods
- ❖ Recommended methodology (in-home interviews) poses unique challenges

## Ensure inclusivity

- ❖ Cultural barriers
  - ❖ Language
  - ❖ Privacy
  - ❖ Family decision making dynamics
  - ❖ Documentation status
- ❖ Ensuring non judgmental environment and comfort with the interview process is key

# A Number of Alternative Recruiting Methods were Considered

## Central Location Recruiting



i.e. Flea and farmer's markets, malls, grocery stores, other common spaces

## Community Event Recruiting



i.e. Festivals

## Recommendation:

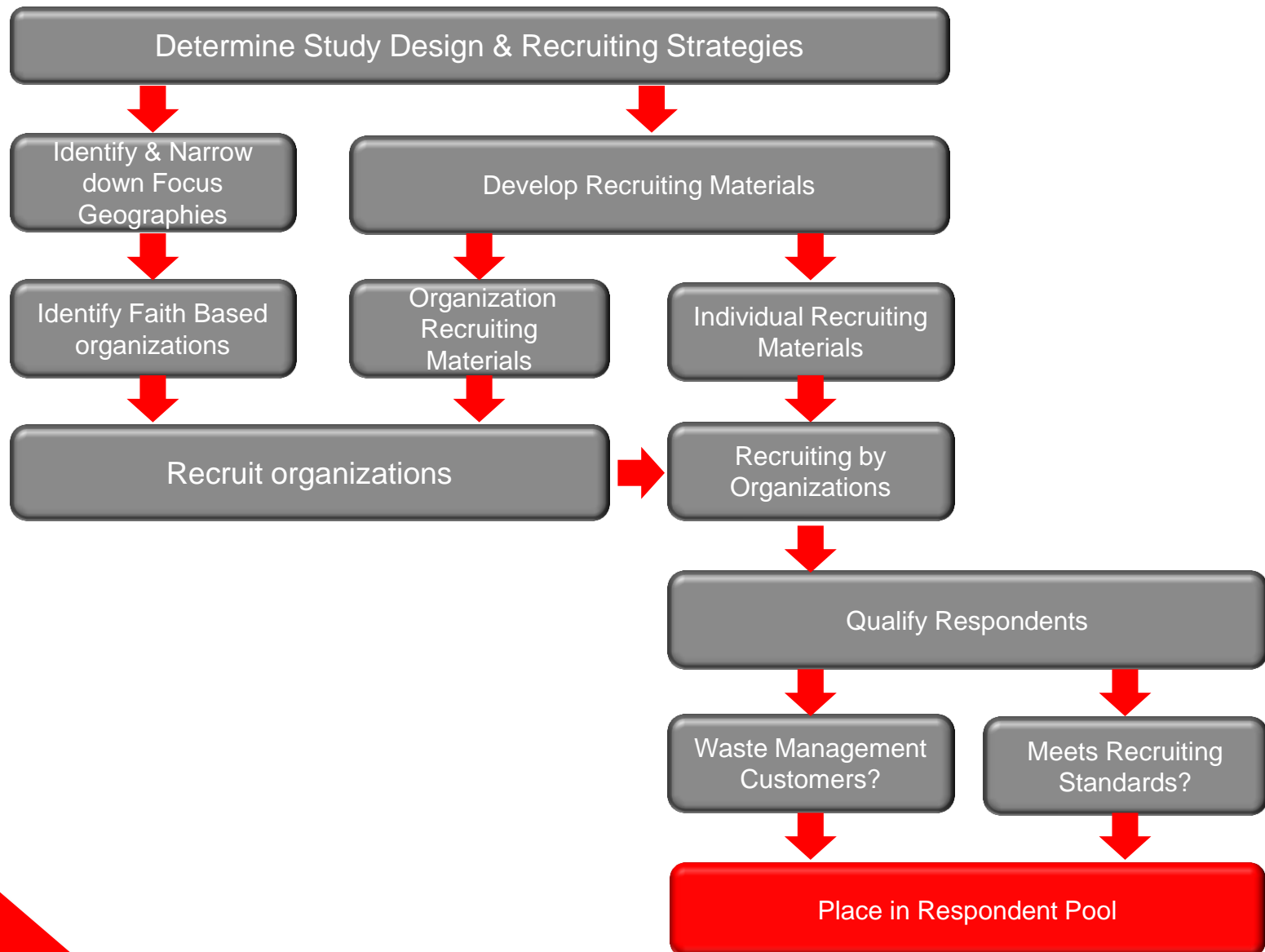
## Faith-Based Organization Recruiting



i.e. Churches

- ❖ Credibility through endorsement
- ❖ Inherent "trust"
- ❖ Reinforcement of personal values

# Recruiting Process Overview



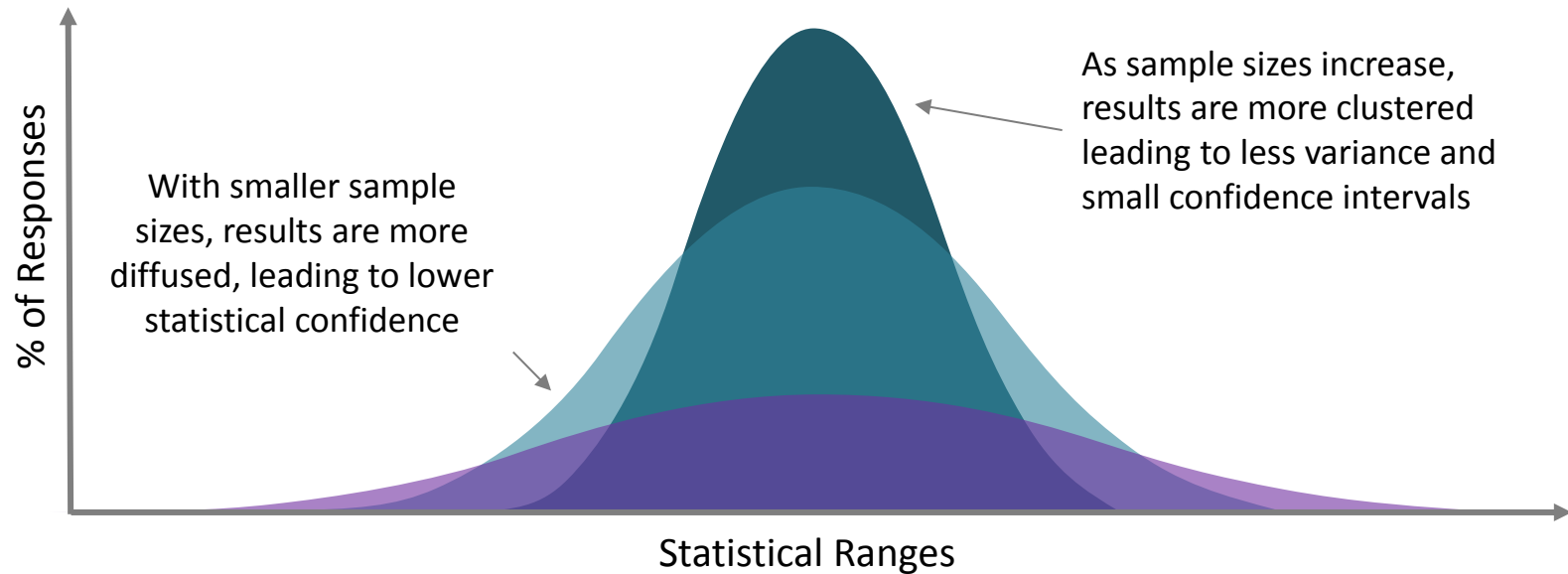
# Respondent Interview Process



## Personalized interview:

- ❖ In Spanish language
- ❖ In-home at pre-scheduled time
- ❖ Include the extended family
- ❖ Customized using Waste Characterization data

# Sample Size Considerations



Statistical confidence levels vary with sample size

Sample size =	Maximum Error			
	40	50	75	100
Error @ 95%	± 16%	± 14%	± 11%	± 10%
Error @ 80%	± 10%	± 9%	± 7%	± 6%

# Recommended Approach Benefits

## 2014 Study Recommended Approach



- ❖ Comparability to 2013 Study Results
- ❖ Effective reach of focus audience
- ❖ Cultural sensitivity
- ❖ Provides foundation for Community Based Social Marketing

# Next Steps