



PaintCare™ Awareness Survey of Oregon Residents

July 2011

Table of Contents

Overview	2
Methodology.....	4
Results	5
Appendices	9

Overview

This was an online survey targeting residents of Oregon who have purchased paint in the last year (July 1, 2010 to June 30, 2011). In addition, however, respondents that have not purchase paint in the last year were still asked about basic awareness of the program. The following summary includes combined results from those who purchased paint (n=235), have not purchased paint (n=742), and those who paint for pay on either a part-time or full-time basis. (n=87). See Appendix 1 for individualized results.

- With regard to seeing or hearing any advertisements about the PaintCare™ program, an average of 27% of all survey respondents (n=1,064) recall advertisements – or in other words, are aware of the program. There was no difference in program awareness between males and females. Respondents most likely to be aware:
 - Are aged over 65, (36% are aware)
 - Are residents of Portland Metro (35%), compared to residents of Eastern Oregon, who were least likely (12%).
 - Have an income over \$50,000 per year (29%)
 - Are college graduates or higher (37%)

- In terms of awareness of the PaintCare Recovery Fee, over 10% of all survey respondents (n=1,064) were aware of the fee. Females were slightly less aware (10%), compared to males at (13%). Residents most likely to be aware of fees:
 - Are residents of the Oregon Coast (17%), compared to residents of Southern Oregon who were least likely (8%).
 - Are those aged over 65, with an income over \$50,000 per year and are college graduates or higher.

- Out of those who are aware of the program (n=287), newspapers and television were the most often cited sources of information (48% and 37%, respectively). Retail posters were cited at 5% and retail rack cards were the lowest, at 1%. Note: amongst those who paint for pay, radios were cited more often than newspapers (46% and 42%, respectively).

The following summary only includes respondents who purchased paint.

- Respondents most frequently purchased their paint at:
 - home centers, 39%
 - paint stores, 20%
 - mass merchants, 19%

- The overwhelming majority (93%) of respondents answered that the fee did *not* have any impact on the quantity of paint they purchased most recently. Similarly, the vast majority (93%) of respondents said that the information they have seen or heard about the Oregon paint recycling program had no effect on the amount of paint they purchased or planned to purchase.

- About one third (31%) of respondents are aware of established drop off locations to collect leftover paint. The residents most likely to be aware live in Central Oregon and Portland Metro (47% and 41%, respectively). The least likely live on the Oregon Coast (16%).
 - 61% of residents who are aware of the program were also aware of a drop-off location.

- 45% of respondents live within 1-5 miles from the nearest drop-off location.
 - 63% of the respondents consider the drop-off locations to be convenient.

- 18% of respondents recall seeing a “paint calculator” during their most recent paint purchase.
 - Of that group, the vast majority (80%) did not use the “paint calculator” to help them decide how much paint they should purchase.

- Almost three quarters (72%) of respondents stored the paint from their most recent paint project for later projects or touch-ups. No one said that they recycled or donated paint from their paint purchase in the last year.

Methodology

A total of 1064 surveys were conducted, providing a margin of error of +/- 3%, at 95% level of confidence. Interviews were conducted between July 7, 2011 and July 12, 2011.

Ages were monitored to ensure that no respondents were under the age of 18.

Survey Demographics:

Age	Under 18 0%	18-24 4%	25-34 6%	35-44 14%	45-54 22%	55-65 30%	Over 65 23%
Gender	Male 32%	Female 68%					
Region*	Coast 8%	Portland Metro 41%	Central 7%	Willamette Valley 28%	Southern 12%	Eastern 3%	
Income	Under \$25,000 18%	\$25,000 - \$50,000 27%	\$50,000 - \$100,000 25%	Over \$100,000 8%			
Education	Less than High school 1%	High school graduate 15%	Some college or Associate's Degree 39%	College Graduate 17%	Post-graduate study/degree 10%		

*Respondents were asked to select in which of the following Oregon regions they lived:

Coast	Astoria, Florence, etc
Portland Metro	Multnomah, Columbia, Clackamas, Washington, etc
Central	Columbia River Gorge, the Dalles, Bend, etc
Willamette Valley	Salem, Eugene, etc
Southern	Ashland, Medford, Klamath Falls, etc
Eastern	Pendleton, Ontario, etc

Appendices

Appendix 1

Q. 11. During the past year do you recall seeing or hearing any ads describing a program to collect leftover paint in Oregon?

Amongst Individuals Who Purchased Paint:

36% of respondents recall seeing or hearing PaintCare ads (i.e. are *aware* of the program). There was no difference in awareness between male and female respondents. Portland Metro residents were most likely to be aware (50%). Oregon Coast residents were the least likely (20%).

Amongst Individuals Who Have Not Purchased Paint:

Around one quarter (25%) of respondents recall seeing or hearing PaintCare ads. There was no difference in awareness between male and female respondents. Portland Metro residents were most likely to be aware (30%). Oregon Coast residents were the least likely (8%).

Amongst Individuals Who Paint for Pay:

28% of paint for pay respondents recalled seeing or hearing PaintCare ads. Male paint for pay respondents were most likely to be aware of the program (32%), compared to females (25%).

Q. 12. Where do you recall seeing ads or other information about the program to collect leftover paint in Oregon (select all that apply)?

Amongst Individuals Who Purchased Paint:

Newspapers (56%) were the most frequently cited source of information, followed by television (37%). Retail posters received 7% and retail rack cards were the least cited source of information at 1%. Internet cited at 5%.

Amongst Individuals Who Have Not Purchased Paint:

Newspapers (45%) were the most frequently cited source of information, followed by television (38%). Retail posters received 5% and retail rack cards were the least cited source of information at 1%. Internet cited at 7%.

Amongst Individuals Who Paint for Pay:

Radios (46%) then newspapers (42%) were the most frequently cited sources of information. Both retail posters and rack cards were cited at 4% each. Internet cited at 0%.

Other sources of information cited: Metro Recycling Flyer, municipal newsletter.

Q. 13. Recent Oregon legislation established a fee of between \$0.35 and \$1.60 (based on container size) and required paint manufacturers to begin adding this fee to the price of new paint beginning in July 2010. Are you aware that such a fee is added to the paint purchases?

Amongst Individuals Who Purchased Paint: One quarter (26%) of respondents is aware that such a fee is added to paint purchases. There was no difference in awareness between male and female respondents.

Amongst Individuals Who Have Not Purchased Paint:

Only 6% of respondents are aware that such a fee is added to paint purchases. There was no difference in awareness between male and female respondents.

Amongst Individuals Who Paint for Pay:

Only 8% of respondents are aware that such a fee is added to paint purchases. Males were more likely to be aware (18%), compared to females (3%).