August 19, 2010



**Bradshaw Advertising**

**PaintCare Awareness Survey**

**of Oregon Homeowners**



Research | Insight | Knowledge

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# EXECUTIVE OVERVIEW

logo_5 Just over one-fifth of Oregon households (22%) are now *aware* of the new Oregon state law that provides a statewide system for managing leftover paint*.* (Q2)

* Respondents in Central/Eastern Oregon and those over the age of 65 indicated the highest levels of awareness (32% and 28%, respectively).

logo_5 When asked how respondents would currently likely dispose of unneeded paint, about one-third would *call a garbage or recycling organization*, one-third *would take the paint to a government recycler*, and one-third would *store the paint for future use*. (Q1)

logo_5 Of those who indicated an awareness of the PaintCare program, *newspapers* were the most frequently mentioned source of the information, followed by *word-of-mouth*, *TV news stories*, and *Radio news stories.* (Q3)

logo_5 Respondents felt that it was *important* to have a program in place that accepts unneeded paint, with 61% saying it is *very important*, 31% saying it is *somewhat important* and just 8% saying it is *not important.* (Q4)

* Residents of Southern Oregon and females were most likely to answer *very important* (72% and 68%, respectively).

logo_5 A vast majority of respondents believe that the consumer fees per-can of paint are *reasonable*, with 33% calling them *very reasonable*, and 40% calling them *somewhat reasonable*. About one-quarter (23%) consider the fees *unreasonable*. (Q5)

* Those ages 35-44 and female respondents were most likely to find the fees *reasonable* (81% and 79%, respectively).

logo_5 Those who were *aware* of PaintCare were asked where they would like to currently be able to take their paint for proper management. Many said they can take their paint to *government facilities* (41%) or to *Metro* (21%). (Q6a)

* Among those in the Portland area, 63% cited Metro (the regional government entity).

logo_5 Those who were *unaware* of PaintCare were asked where they would like to be able to take their unneeded paint. The most common responses included *government facilities* (24%), *Metro* (21%), *paint stores* (20%), and *“big box” stores* (18%). (Q6b)

logo_5 When asked if the new PaintCare program would encourage them to recycle their paint, over half said they would be *more likely* (56%), while 41% said it would *make no difference, and virtually no one said it would make them less likely* (1%)*.* (Q7)

# INTRODUCTION

Bradshaw Advertising was interested in assessing public awareness of a recent Oregon state law titled PaintCare. PaintCare provides for a statewide system to properly manage and recycle left-over and unneeded paint. To gather insights into awareness, Riley Research conducted a statewide telephone poll.

# METHODOLOGY

A total of 409 interviews were conducted among Oregon statewide homeowners, providing a margin of error of +/- 4.8%, at a 95% level of confidence. Interviews were conducted between the hours of 5pm and 9pm, from August 4th through 10th, 2010.

Quotas were set with regards to age, to ensure that the target population was reached in the survey. As such, respondents’ age was monitored to ensure that a minimum of 80% of the respondents were between the ages of 25 and 64; with no more than 10% between the ages of 18 and 24, and no more than 10% over the age of 65. In the final sample, 88% of the respondents were between the ages of 25 and 64.

Regional breakouts were defined for cross tabulations. The counties were classified into the following regions:

* Portland Metro: Clackamas, Columbia, Multnomah, Washington
* Willamette Valley: Benton, Lane, Linn, Marion, Polk, Yamhill
* Southern: Douglas, Jackson, Josephine
* Central / Eastern: Baker, Crook, Deschutes, Gilliam, Grant, Harney, Hood River, Jefferson, Klamath, Lake, Malheur, Morrow, Sherman, Umatilla, Union, Wasco, Wallowa, Wheeler
* Coast: Clatsop, Coos, Curry, Lincoln, Tillamook

The Executive Overview is followed by question-by-question cross-tabulations. The language in the cross tab question headings is the exact language used in the survey.

# 

# RESULTS

**Q1. If and when you found yourself with leftover, unneeded paint, how would you most likely dispose of that paint? (Unaided, Multiple Responses)**

AWARENESS RECYCLING

GENDER AGE REGION OF NEW LAW LIKLIHOOD

————————— ———————————————————————— ———————————————————————— —————————————— —————————

WLLA CENT SOME

FE 18- 35- 45- 55- PDX METT RAL/ SOU CO VERY WHAT NOT MORE NO

Total MALE MALE 34 44 54 64 65+ MTRO VLLY EAST THRN AST AWRE AWRE AWRE LKLY DIFF

————— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ————

Total Participants 409 211 198 22 37 103 189 50 171 123 50 43 22 27 61 319 229 168

52% 48% 5% 9% 25% 46% 12% 42% 30% 12% 11% 5% 7% 15% 78% 56% 41%

Call garbage/recycling/ 31% 30% 31% 41% 30% 39% 29% 24% 31% 33% 22% 28% 45% 11% 31% 32% 30% 33%

disposal co/org

Take to government recycler 31 36 25 14 35 28 32 34 41 25 18 30 14 26 31 31 29 35

Storage/Save for future use 29 26 32 32 46 30 28 18 26 27 40 33 32 37 28 29 27 30

Put in garbage 10 9 11 14 5 10 11 10 8 12 16 2 14 7 10 10 12 7

Take to garbage/recycling/ 4 5 3 5 8 1 4 2 1 9 2 5 - 11 3 3 5 2

disposal co/org

Dump/Recycler - Once/yr or 4 5 3 - - 4 6 - 1 5 6 7 5 4 3 4 3 4

designated recycle days

Take to retailer 3 3 4 - 5 2 4 4 4 4 2 5 - 4 11 2 4 2

Let dry/take to landfill/trash 3 3 3 - 3 4 3 - 1 3 6 7 - 4 2 3 3 1

Pour down sewer/sink drain 0 - 1 - 3 - - - - 1 - - - 4 - - 0 -

Miscellaneous 5 2 7 5 - 8 3 10 4 5 8 2 9 11 2 5 5 4

Don't know 2 3 2 5 5 1 1 6 4 - 6 2 - 4 3 2 3 1

Chi Square 15.64 51.63 62.18 40.63 15.02

.110 .103 .014 .004 .131

**Q2. Are you aware of a recent Oregon state law that provides for a statewide system to manage left-over paint through an organization called PaintCare? (If Aware) Is that very or somewhat aware?**

AWARENESS RECYCLING

GENDER AGE REGION OF NEW LAW LIKLIHOOD

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WLLA CENT SOME

FE 18- 35- 45- 55- PDX METT RAL/ SOU CO VERY WHAT NOT MORE NO

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Total Participants 409 211 198 22 37 103 189 50 171 123 50 43 22 27 61 319 229 168

52% 48% 5% 9% 25% 46% 12% 42% 30% 12% 11% 5% 7% 15% 78% 56% 41%

Very aware 7% 9% 5% 5% 8% 6% 6% 10% 5% 8% 12% 5% 5% 100% - - 5% 8%

Somewhat aware 15 15 15 18 14 12 15 18 13 18 20 9 14 - 100 - 17 12

Not aware at all 78 76 80 73 78 83 79 70 82 73 68 86 82 - - 100 76 80

Refused / Don't know 0 - 1 5 - - - 2 1 1 - - - - - - 1 -

Chi Square 4.77 14.61 9.59 814.00 5.01

.190 .263 .652 .001 .171

**Q3. How did you learn about the PaintCare program? (Unaided, Multiple Responses)**

AWARENESS RECYCLING

GENDER AGE REGION OF NEW LAW LIKLIHOOD

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WLLA CENT SOME

FE 18- 35- 45- 55- PDX METT RAL/ SOU CO VERY WHAT NOT MORE NO

Total MALE MALE 34 44 54 64 65+ MTRO VLLY EAST THRN AST AWRE AWRE AWRE LKLY DIFF

————— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ————

Total Participants 88 50 38 5 8 18 40 14 30 32 16 6 4 27 61 0 52 34

57% 43% 6% 9% 20% 45% 16% 34% 36% 18% 7% 5% 31% 69% 0% 59% 39%

Newspaper / News story 30% 32% 26% 20% 25% 17% 38% 36% 23% 34% 25% 33% 50% 33% 28% - 29% 32%

Word-of-mouth 20 20 21 20 25 39 18 7 27 19 25 - - 19 21 - 21 21

TV / News story 14 14 13 - 13 11 15 21 7 22 13 17 - 7 16 - 17 9

Radio / News story 10 12 8 20 13 22 8 - 10 13 13 - - 15 8 - 12 9

Retail Employee 7 6 8 - - 6 8 14 3 6 13 17 - 11 5 - 6 9

Newspaper / Ad 5 4 5 - - 6 5 7 10 - - 17 - 4 5 - 6 3

Retail Poster (at store) 3 4 3 20 13 - - - - 3 6 17 - 4 3 - 4 3

Retail Rack Card 3 2 5 - - 6 3 7 3 - 13 - - 7 2 - 2 6

TV / Ad 3 4 3 - - - 3 7 7 - - 17 - 4 3 - 4 3

Internet 1 2 - - - 6 - - 3 - - - - - 2 - 2 -

Miscellaneous 5 2 8 - 13 - 3 7 7 3 - - 25 4 5 - 4 6

Refused / don’t know 6 4 8 20 - - 8 7 7 3 6 - 25 4 7 - 4 3

Chi Square 4.68 41.17 42.97 5.71 3.79

.945 .594 .516 .892 .976

**Q4. How important is it to have a program in place that accepts unneeded, leftover paint for reuse, recycling and proper disposal? Would you say such a program is… (Aided):**

AWARENESS RECYCLING

GENDER AGE REGION OF NEW LAW LIKLIHOOD

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WLLA CENT SOME

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————— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ————

Total Participants 409 211 198 22 37 103 189 50 171 123 50 43 22 27 61 319 229 168

52% 48% 5% 9% 25% 46% 12% 42% 30% 12% 11% 5% 7% 15% 78% 56% 41%

Very important 61% 55% 68% 36% 62% 60% 66% 58% 61% 60% 58% 72% 50% 70% 74% 58% 68% 53%

Somewhat important 31 36 25 45 30 31 28 32 31 33 32 19 45 19 23 34 29 33

Not important at all 8 9 7 14 8 9 6 10 8 7 8 9 5 7 3 8 3 14

Refused 0 0 1 5 - - 1 - - 1 2 - - 4 - 0 - 1

Chi Square 7.59 15.50 9.58 13.88 19.66

.055 .215 .653 .031 .001

**Q5. If I told you that the consumer cost for such a program was an added fee per container of paint sold, based on 35 cents for pints and quarts, 75 cents for a gallon and $1.60 for 5 gallons of paint, would you say those fees are… (Aided):**

AWARENESS RECYCLING

GENDER AGE REGION OF NEW LAW LIKLIHOOD

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WLLA CENT SOME

FE 18- 35- 45- 55- PDX METT RAL/ SOU CO VERY WHAT NOT MORE NO

Total MALE MALE 34 44 54 64 65+ MTRO VLLY EAST THRN AST AWRE AWRE AWRE LKLY DIFF

————— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ————

Total Participants 409 211 198 22 37 103 189 50 171 123 50 43 22 27 61 319 229 168

52% 48% 5% 9% 25% 46% 12% 42% 30% 12% 11% 5% 7% 15% 78% 56% 41%

Very reasonable 33% 29% 37% 41% 35% 35% 28% 46% 33% 31% 38% 33% 36% 41% 43% 30% 44% 20%

Somewhat reasonable 40 38 42 36 46 38 47 22 41 42 36 40 36 26 33 43 42 39

Not reasonable at all 23 28 18 18 16 22 24 28 23 25 22 26 14 26 23 24 12 37

Refused / don’t know 3 4 3 5 3 5 2 4 3 2 4 2 14 7 2 3 2 4

Chi Square 7.24 14.68 11.02 7.98 43.30

.065 .259 .528 .239 .001

**Q6a. [We talked about ways you might dispose of your extra paint, but] if you were going to take your paint somewhere for collection and proper management, can you tell me any of the places or types of places where you can currently take your paint?**

**(Unaided, Multiple Responses)**

AWARENESS RECYCLING

GENDER AGE REGION OF NEW LAW LIKLIHOOD

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WLLA CENT SOME

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————— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ————

Total Participants 88 50 38 5 8 18 40 14 30 32 16 6 4 27 61 0 52 34

57% 43% 6% 9% 20% 45% 16% 34% 36% 18% 7% 5% 31% 69% 0% 59% 39%

Government facilities 41% 44% 37% 40% 25% 33% 40% 57% 23% 53% 50% 33% 50% 52% 36% - 46% 35%

Metro (Portland area) 27 28 26 40 25 22 30 29 63 9 6 17 - 15 33 - 25 29

Recycling Centers - yearly 11 16 5 - - 17 13 14 3 16 13 33 - 11 11 - 13 9

cleanup/drives

Paint Stores in general 7 10 3 - 13 - 10 7 7 6 - 17 25 4 8 - 8 6

Big Box Stores 5 2 8 20 13 - 3 - 7 3 - - 25 - 7 - 6 3

Miscellaneous 22 22 21 - 25 33 25 7 10 19 38 33 50 30 18 - 17 29

Refused / don’t know 8 2 16 20 25 11 3 7 7 3 13 17 25 7 8 - 10 3

Chi Square 11.02 22.59 44.66 6.91 4.14

.088 .544 .006 .329 .658

**Q6b. Can you tell me what places or types of places you would want to be able to take your unneeded, leftover paint for collection and proper management?**

**(Unaided, Multiple Responses)**

AWARENESS RECYCLING

GENDER AGE REGION OF NEW LAW LIKLIHOOD

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WLLA CENT SOME

FE 18- 35- 45- 55- PDX METT RAL/ SOU CO VERY WHAT NOT MORE NO

Total MALE MALE 34 44 54 64 65+ MTRO VLLY EAST THRN AST AWRE AWRE AWRE LKLY DIFF

————— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ————

Total Participants 321 161 160 17 29 85 149 36 141 91 34 37 18 0 0 319 177 134

50% 50% 5% 9% 26% 46% 11% 44% 28% 11% 12% 6% 0% 0% 99% 55% 42%

Government facilities 24% 28% 19% 24% 28% 26% 20% 33% 11% 29% 32% 43% 39% - - 24% 24% 23%

Metro (Portland area) 21 22 19 6 24 26 20 8 37 7 6 5 22 - - 21 20 22

Paint Stores in general 20 16 24 29 52 15 17 14 21 22 24 8 17 - - 20 21 18

Big Box Stores 18 13 23 41 38 15 15 11 23 16 9 14 11 - - 18 21 14

Curbside pick-up 9 9 9 - 7 12 9 6 11 9 6 3 6 - - 9 10 8

Somewhere close to home 8 11 6 - 3 8 11 - 12 3 6 11 6 - - 8 5 13

Local recycling center 7 7 8 - 3 9 8 6 7 9 6 11 - - - 8 7 9

Dump/landfill 6 6 5 12 - 9 5 - 1 13 6 5 - - - 6 5 6

Dedication collection center 3 3 4 - 3 4 3 8 3 3 3 5 6 - - 3 5 1

Donate 3 3 3 - - 4 4 - 1 5 3 5 - - - 3 3 2

Miscellaneous 9 8 11 12 10 7 11 8 7 10 18 8 11 - - 9 6 13

Refused / don’t know 8 7 9 6 3 9 5 22 10 5 12 3 11 - - 8 9 7

Chi Square 12.77 72.11 100.57 0.00 16.16

.308 .005 .001 .999 .135

**Q7. Now that a program is in place in Oregon for providing options for the management of leftover paint are you more likely to recycle your paint, less likely, or does it make no difference?**

AWARENESS RECYCLING

GENDER AGE REGION OF NEW LAW LIKLIHOOD

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WLLA CENT SOME

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Total MALE MALE 34 44 54 64 65+ MTRO VLLY EAST THRN AST AWRE AWRE AWRE LKLY DIFF

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Total Participants 409 211 198 22 37 103 189 50 171 123 50 43 22 27 61 319 229 168

52% 48% 5% 9% 25% 46% 12% 42% 30% 12% 11% 5% 7% 15% 78% 56% 41%

More likely 56% 51% 61% 59% 68% 50% 55% 62% 51% 59% 58% 60% 59% 44% 66% 55% 100% -

Less likely 1 1 2 - - - 2 2 2 - 2 - 5 - 2 1 - -

No difference 41 46 36 36 32 49 42 34 46 40 34 37 36 52 33 42 - 100

Refused / don’t know 2 2 2 5 - 2 1 2 1 1 6 2 - 4 - 2 - -

Chi Square 4.70 10.62 14.27 5.69 397.00

.195 .562 .284 .459 .001

**Which of the following categories includes your age? (Aided)**

AWARENESS RECYCLING

GENDER AGE REGION OF NEW LAW LIKLIHOOD

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WLLA CENT SOME

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Total MALE MALE 34 44 54 64 65+ MTRO VLLY EAST THRN AST AWRE AWRE AWRE LKLY DIFF

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Total Participants 409 211 198 22 37 103 189 50 171 123 50 43 22 27 61 319 229 168

52% 48% 5% 9% 25% 46% 12% 42% 30% 12% 11% 5% 7% 15% 78% 56% 41%

18-24 0% 0% - 5% - - - - - - 2% - - 4% - - - -

25-34 5 3 7 95 - - - - 5 7 4 2 5 - 7 5 6 5

35-44 9 7 12 - 100 - - - 12 4 12 7 9 11 8 9 11 7

45-54 25 27 24 - - 100 - - 23 29 28 26 9 22 20 27 22 30

55-64 46 48 44 - - - 100 - 46 50 36 47 45 41 48 47 45 47

65+ 12 12 13 - - - - 100 11 9 14 16 32 19 15 11 14 10

Refused 2 3 1 - - - - - 2 1 4 2 - 4 3 2 2 1

Chi Square 11.30 1000+ 31.11 20.04 5.30

.079 .001 .151 .066 .505

**Gender**

AWARENESS RECYCLING

GENDER AGE REGION OF NEW LAW LIKLIHOOD

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WLLA CENT SOME

FE 18- 35- 45- 55- PDX METT RAL/ SOU CO VERY WHAT NOT MORE NO

Total MALE MALE 34 44 54 64 65+ MTRO VLLY EAST THRN AST AWRE AWRE AWRE LKLY DIFF

————— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ———— ————

Total Participants 409 211 198 22 37 103 189 50 171 123 50 43 22 27 61 319 229 168

52% 48% 5% 9% 25% 46% 12% 42% 30% 12% 11% 5% 7% 15% 78% 56% 41%

Male 52% 100% - 36% 38% 54% 53% 50% 48% 60% 52% 44% 45% 67% 52% 50% 47% 58%

Female 48 - 100 64 62 46 47 50 52 40 48 56 55 33 48 50 53 42

Chi Square 409.00 5.39 5.80 2.63 4.34

.001 .250 .214 .269 .037

**Region**

AWARENESS RECYCLING

GENDER AGE REGION OF NEW LAW LIKLIHOOD

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WLLA CENT SOME

FE 18- 35- 45- 55- PDX METT RAL/ SOU CO VERY WHAT NOT MORE NO

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Portland Metro 42% 39% 45% 41% 57% 39% 42% 36% 100% - - - - 30% 36% 44% 38% 46%

Willamette Valley 30 35 25 36 14 35 33 22 - 100 - - - 37 36 28 32 29

Central/Eastern 12 12 12 14 16 14 10 14 - - 100 - - 22 16 11 13 10

Southern 11 9 12 5 8 11 11 14 - - - 100 - 7 7 12 11 10

Coast 5 5 6 5 5 2 5 14 - - - - 100 4 5 6 6 5

Chi Square 5.80 21.06 1000+ 8.71 2.72

.214 .176 .001 .367 .606