Wet Wipes Ad Campaign

A SURVEY OF FEMALE RESIDENTS OF PITT MEADOWS

Presented to Metro Vancouver

December 2015
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>Observations</td>
<td>4</td>
</tr>
<tr>
<td>Executive Summary</td>
<td>5</td>
</tr>
<tr>
<td>Research Findings</td>
<td>8</td>
</tr>
<tr>
<td>Wipes Usage</td>
<td>9</td>
</tr>
<tr>
<td>Wipes Disposal</td>
<td>18</td>
</tr>
<tr>
<td>Wipes Advertising</td>
<td>25</td>
</tr>
</tbody>
</table>
Overview

Metro Vancouver is a federation of 21 municipalities, one electoral area, and one Treaty First Nation. Metro Vancouver operates and maintains a regional sewer system and treatment plants. The incorrect disposal of wet wipes is a serious problem for the operation of this system. In September 2015 Metro Vancouver launched an advertising campaign to inform Pitt Meadows residents about where to dispose of wet wipes.

Metro Vancouver requested primary quantitative research with the goal of exploring usage and disposal behaviours among women that use wet wipes and awareness of their advertising campaign. Specifically, the research answers the following questions:

• How do residents dispose of various household waste?
• What types of wipes are used?
• How are various wipes disposed?
• Did residents see or hear the wet wipes ads?
• Do residents recall the message of the ads?
• Where did residents see or hear the ads?

Methodology

Surveys 300 adult women.
Field dates: November 23, 2015 to December 6, 2015.
Population: Pitt Meadows.
Methodology: Telephone.
Weighting: The final data were weighted to match the age of Pitt Meadows female residents 25 years old and older.
Languages: Surveys were conducted in English.
Margin of error: A probability sample of 300 carries a margin of error +/- 5.7 percentage points 95% of the time.

Charts may not sum due to rounding.
**Observations**

Metro Vancouver’s wet wipes advertising campaign successfully reached a large proportion of female Pitt Meadows residents. One-half of women recall wipes advertising with the message “don’t flush wipes”. Overall, the campaign reached women from all demographic groups. Awareness is also high among the campaign’s target of 25 to 64 year olds.

The campaign’s broad reach can be attributed in part to the diverse set of advertising media. The campaign utilized about a dozen media to get the message “don’t flush wipes” to its target audience. Four media had 20% awareness or higher and nine had 10% or higher. While most were visual to take advantage of the eye-catching design, the locations were diverse enough to help achieve a broad reach.

Residents recall the main message and their behaviour has been impacted. A majority of residents who saw advertising about disposing wet wipes recall, without prompting, the primary message, “don’t flush wipes”. Nearly all residents would now dispose of wet wipes in the garbage. A sizable proportion who now “more often” dispose of wet wipes in the garbage cite the influence of the campaign.
Executive Summary
Executive Summary (cont’d)

**Wet wipes users**

Do we use wet wipes?
One-half (51%) of residents have used wet wipes in the past month. Wet wipes usage decreases with age:
- 25 to 34 (75%)
- 35 to 44 (67%)
- 45 to 64 (45%)
- 65 and older (19%)

What type of wet wipes do we use?
One-half (51%) of wet wipes users used *wipes for kitchen and bathroom cleaning* at least once over the past month. Nearly two-in-ten (18%) used them at least daily.

One-half (48%) used wipes for *babies*, including thirty-five percent (35%) who used them at least daily. Residents ages 18 to 34 are most likely to use these products (67% versus 7% to 27% among other age groups).

Thirty-seven percent (37%) used wipes for *makeup removal*, including two-in-ten (21%) who used them at least daily.

Two-in-ten (20%) used *personal hygiene wipes for adults*, including seven percent (7%) who used them at least daily.

Twelve percent (12%) used *other types of wipes*.

**Where we use wipes**

Where do we use wipes most frequently?
Six-in-ten (59%) of wipes users use them most frequently in their *bathroom*, followed by the *kitchen* (16%). One-in-ten (10%) use them most frequently in the *bedroom*.

**Wipes disposal**

Where do we dispose of different types of wipes?
Nearly all (94%) residents who use *baby wipes* dispose of them in the *garbage*; 1% in the *toilet*.

Nine-in-ten (90%) residents who use *wipes for kitchen and bathroom cleaning* dispose of them in the *garbage*; 2% in the *toilet*.

The vast majority (87%) of residents who use *wipes for makeup removal* use the *garbage* for disposal.

Eight-in-ten (82%) residents who use *adult personal hygiene wipes* dispose of them in the *garbage*; 13% use the *toilet*.
Executive Summary (cont’d)

Do we dispose of wipes in the garbage more or less often now than two months ago?
Two-thirds (68%) of wipes users dispose of wet wipes into the garbage about as often as they did two months ago. Fourteen percent (14%) do so more often (a lot + a little), which can largely be attributed to exposure to Metro Vancouver’s wipes disposal awareness campaign.
Seventeen percent (17%) of residents dispose of wet wipes in the garbage less often. This is due almost entirely to reduced wet wipes consumption.

Advertising awareness
Have we seen or heard any advertising about disposing of wet wipes?
Nearly six-in-ten (58%) residents have seen or heard advertising about how to dispose of wet wipes in the past two months.

What was the wet wipes advertising like?
Three-quarters (76%) of residents who saw this advertising recall that it was a banner or poster with the message “don’t flush wet wipes”. Seventeen percent (17%) recall a video advising that “wipes clog pipes”.

Who sponsored the advertising?
Two-in-ten (22%) residents who saw the wet wipes advertising correctly identify Metro Vancouver or Greater Vancouver as the sponsor. This equates to 12% of all adult women in Pitt Meadows. Eighteen percent (18%) identify City of Pitt Meadows.

Have we seen or heard any advertising with the message “never flush wipes”?
One-half (51%) of residents recall advertising featuring the message “never flush wipes” often set on a pink background. Among these residents, one-quarter recall the “adult toilet training” theme.

Where did we see this advertising?
The wipes advertising was most commonly seen in the following media:
- Newspaper flyers: 40% total awareness; including 21% unaided.
- Posters in public washrooms: 27% total; including 4% unaided.
- Facebook: 21% total aided; including 6% unaided.
- TV: 18% total; all unaided.
- Youtube: 15% total aided; including 9% unaided.
- Other websites: 14% total, including 5% unaided.
- Pink port-a-potty: 13% total aided; including 5% unaided.
- Community events: 11% total aided; including 5% unaided.

Where would we now dispose wipes?
Having seen the advertising, the vast majority (93%) of residents tell us they will now dispose wet wipes in the garbage. A very small minority (2%) will now dispose wet wipes in the toilet.
Research Findings
Wipes Usage
Do we use wet wipes?

C1. In the past month, have you used any pre-moistened disposable wipes? This includes those for baby care, personal hygiene, make up removal, and house cleaning.

Base: Total.
What types of wipes do we use?

OVERALL SUMMARY (PAST MONTH)

C2. Over the past month, which disposable wipes have you used even occasionally? Would that be...

Base: Wipes users.

- Wipes for kitchen and bathroom cleaning: 51%
- Baby wipes: 48%
- Wipes for makeup removal: 37%
- Personal hygiene wipes for adults: 19%
- Other types of wipes: 12%
How often do we use baby wipes?

C2. Over the past month, which disposable wipes have you used even occasionally? Would that be...

Base: Wipes users.

- Several times a day (over the past month): 30%
- Once a day (over the past month): 5%
- Several times a week (over the past month): 6%
- Once a week (over the past month): 3%
- Less often (over the past month): 1%
- Not at all (over the past month): 52%
- Don't know: 3%
How often do we use personal hygiene wipes for adults?

Several times a day (over the past month) 3%
Once a day (over the past month) 4%
Several times a week (over the past month) 1%
Once a week (over the past month) 1%
Less often (over the past month) 6%
Not at all (over the past month) 81%
Don't know 4%

C2. Over the past month, which disposable wipes have you used even occasionally? Would that be...

Base: Wipes users.
How often do we use **wipes** for kitchen and bathroom cleaning?

C2. Over the past month, which disposable wipes have you used even occasionally? Would that be...

Base: Wipes users.
How often do we use wipes for makeup removal?

C2. Over the past month, which disposable wipes have you used even occasionally? Would that be...

- Several times a day (over the past month): 8%
- Once a day (over the past month): 13%
- Several times a week (over the past month): 9%
- Once a week (over the past month): 2%
- Less often (over the past month): 3%
- Not at all (over the past month): 63%
- Don't know: 3%

Base: Wipes users.
How often do we use other types of wipes?

C2. Over the past month, which disposable wipes have you used even occasionally? Would that be...

Base: Wipes users.

Several times a day (over the past month) 1%
Once a day (over the past month) 2%
Several times a week (over the past month) 2%
Once a week (over the past month) <1%
Less often (over the past month) 1%
Not at all (over the past month) 88%
Don't know 6%
Where in your home do you use disposable wipes most frequently?

- Bathroom: 59%
- Kitchen: 16%
- Bedroom: 10%
- Other: 14%
- Don’t know: 1%

Base: Wipes users.
Wipes Disposal
Do we dispose of any type of wet wipe into the toilet?

Net result based on:

B2. How do you dispose of these: Wipes like wet wipes for babies and other cleaning?

C4. And how do you usually dispose of these wipes at home?

Base: Total.
C4. And how do you usually dispose of these wipes at home?

Base: Total excluding those who “never use” baby wipes.
Where do we dispose of personal hygiene wipes for adults?

- Garbage: 82%
- Toilet: 13%
- Don’t know: 5%

C5. And how do you usually dispose of these wipes at home?

Base: Total excluding those who “never use” personal hygiene wipes.

*Caution, small base size*
C4. And how do you usually dispose of these wipes at home?

Base: Total excluding those who “never use” wipes for kitchen and bathroom cleaning.
C4. And how do you usually dispose of these wipes at home?

Base: Total excluding those who “never use” wipes for makeup removal.

Where do we dispose of wipes for makeup removal?

- Garbage: 87%
- Toilet: 5%
- Elsewhere: 2%
- Don’t know: 6%
C5. Are you now disposing these wipes into the garbage more often or less often than two months ago?

<table>
<thead>
<tr>
<th>Disposal</th>
<th>A lot</th>
<th>A little</th>
</tr>
</thead>
<tbody>
<tr>
<td>More often</td>
<td>7%</td>
<td>14%</td>
</tr>
<tr>
<td>Less often</td>
<td>6%</td>
<td>16%</td>
</tr>
<tr>
<td>About the same</td>
<td>68%</td>
<td>0%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Why dispose wipes in garbage MORE often?

- **THE CAMPAIGN** 35%
- Why dispose wipes in garbage LESS often?
  - **USE FEWER WIPES** 45%

C6. Why do you dispose wipes into the garbage more/less often?

Base: Wipes users.
Wet Wipes Advertising
Have we seen or heard any advertising about wet wipes?

Yes, 58%
No, 42%

D1. In the past two months, have you seen or heard any advertising about disposing of wet wipes?

Base: Total.
What was the wipes advertising like?

Banner /poster with message: "Don’t flush wipes" 76%

Video about how wipes clog pipes/sewers 17%

Wipes aren’t biodegradable 4%

Other 5%

Don’t know 4%

D2. Please describe the advertisement you saw or heard. What was the advertisement’s message? Please be specific.

Base: Total seen advertising.
Who sponsored this advertising?

D3. To the best of your knowledge, who or what organization sponsored this advertising?

Base: Total seen advertising.

- Metro Vancouver/Greater Vancouver: 22%
- City of Pitt Meadows: 18%
- City (unspecified): 10%
- Government: 3%
- Other: 21%
- Don’t know: 31%
Have we seen or heard any advertising with the message “never flush wipes”?

D4. The advertisements featured the message “never flush wipes” and were often set on a pink background. Do you recall advertising with this message?

Base: Total.

No, 49%
Yes, 51%

- 25 to 34: 50%
- 35 to 44: 65%
- 45 to 64: 51%
- 65+: 33%
Have we seen or heard any advertising with an “adult toilet training” theme?

Yes, 23%

No, 77%

D5. These advertisements may also have utilized the theme “adult toilet training”. Do you recall seeing or hearing this theme?

Base: Total seen or heard advertising.
Where did we see this advertising?

<table>
<thead>
<tr>
<th>Location</th>
<th>Unaided</th>
<th>Aided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper flyers</td>
<td>21%</td>
<td>40%</td>
</tr>
<tr>
<td>Banner/poster on Harris Road</td>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
<td>Posters in public washrooms</td>
<td>4%</td>
<td>27%</td>
</tr>
<tr>
<td>Facebook</td>
<td>6%</td>
<td>21%</td>
</tr>
<tr>
<td>TV</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Youtube</td>
<td>9%</td>
<td>15%</td>
</tr>
<tr>
<td>Other websites</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Pink port-a-potty at events</td>
<td>5%</td>
<td>13%</td>
</tr>
<tr>
<td>Community events</td>
<td>5%</td>
<td>11%</td>
</tr>
<tr>
<td>Radio</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Google</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Bus stop/train station</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

D6. Where did you see or hear this advertising?

D7. Did you see this advertising in the following locations or media?

Base: Total seen or heard advertising.
Where would we now dispose of wipes?

- Garbage: 93%
- Toilet: 2%
- Food scraps bin: 1%
- Other: 4%

D8. Even if you are not a regular wet wipes user, how would you now dispose of wet wipes now that you’ve seen the advertising?

Base: Total seen or heard advertising.