

DIYers—Who Are the Best Targets?

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- ▶ This presentation is excerpted from *Do-It-Yourselfers and Used Oil Disposal: Survey and Focus Groups, Phase II Analysis and Recommendations*, a report for the CIWMB now in last stages of preparation.
- ▶ The final report will present 2003-04 oil disposal data rather than the 2001-02 data in this presentation.
- ▶ Comments and suggestions are welcome.

What is a "best target"?

- ▶ A "best target" group is a group that rates highest on three criteria of improper disposal:
 - High rate of improper disposal
 - High average volume of oil improperly disposed
 - High total volume of oil improperly disposed
- ▶ **CHANGING THE OIL-DISPOSAL BEHAVIOR OF A "BEST TARGET" GROUP WILL REDUCE IMPROPER DISPOSAL THE MOST.**

How many DIYers?

- ▶ 2.06 M households
- ▶ 19.4% of 11.7 M households in California in 2001-2002
- ▶ Higher percentages in rural areas
- ▶ They change oil for vehicles in the household.

What about “shade-tree mechanics”?

- ▶ 340,000 of the DIYers are also STMs
- ▶ They change oil for vehicles outside their household, too.
- ▶ 17% of DIY households
- ▶ 3.2% of all households

Disposal of oil in 2000-2001

- ▶ Total consumed by public 30.7 M g
- ▶ Available for collection 23.1 M g
- ▶ Collected from public 9.1 M g
- ▶ Not collected (improperly disposed) 14.0 M g
- ▶ Collected 39.4%
- ▶ Estimate 60% of DIYers disposed of oil improperly in 2001-02

The STM Surprise

- ▶ More than 100,000 DIYers dispose of 25 g or more per year, mainly STMs
- ▶ Some STMs dispose of hundreds of g/year
- ▶ STMs disposed of MORE THAN HALF of all DIY used oil in 2000-01
- ▶ STMs accounted for 70-80% of IMPROPERLY DISPOSED DIY OIL

What groups compared to find “best targets”?

- ▶ Younger and older DIYers
- ▶ U.S.-born and immigrants
- ▶ STMs and other DIYers

Rate of Improper Disposal

Immigration	Age			
	18-39		40 and Older	
	Other DIYer	STM	Other DIYer	STM
Not Born in U.S.	72%	--*	52%	--*
Born in U.S.	55%	74%	49%	64%

Conclusions about rate

- ▶ Too few cases of immigrant STMs to say anything about
- ▶ Groups with the highest rates of improper disposal:
 - YOUNG U.S.-born STMs
 - YOUNG immigrant DIYers
 - OLDER U.S.-born STMs

Average Oil Improperly Disposed gallons, 2000-2001

Immigration	Age			
	18-39		40 and Older	
	Other DIYer	STM	Other DIYer	STM
Not Born in U.S.	2.7	--*	1.8	--*
Born in U.S.	2.0	26.1	3.0	14.9

Conclusions about average oil improperly disposed, per year

- ▶ Groups with the highest average volume of improperly disposed oil:
 - YOUNG U.S.-born STMs
 - OLDER U.S.-born STMs

Total Oil Improperly Disposed 2000-2001 (M g)

Immigration	Age			
	18-39		40 and Older	
	Other DIYer	STM	Other DIYer	STM
Not Born in U.S.	0.7	--*	1.8	--*
Born in U.S.	0.9	8.1	1.6	1.2

Conclusions about total oil improperly disposed

- ▶ Total improperly disposed oil is affected by the size of the group as well as by the amount of oil disposed per DIYer/STM
- ▶ Group with by far the largest total oil improperly disposed:
 - YOUNG U.S.-born STMs

Summary of target criteria

Group	Highest rate	Highest average	Highest total
Young US-born STMs	✓	✓	✓
Older US-born STMs	✓	✓	
Young immigrant DIYers	✓		
All other immigrant DIYers/STMs	N/A	N/A	N/A

What are the best target groups?

- ▶ **SHADE-TREE MECHANICS**, especially U.S.-born
- ▶ Young immigrants
- ▶ Especially **high-volume** STMs

What about the groups with too few cases?

- ▶ Probably young immigrant STMs dispose improperly at high rates, like other immigrant DIYers.
- ▶ Older immigrant STMs might also dispose improperly at high rates, like older U.S.-born STMs
- ▶ Immigrant STMs might dispose of large volumes of oil on average, like U.S.-born STMs.

What about the groups with too few cases (cont.)?

- ▶ Overall, STMs are the key target group.
- ▶ The behavior of STMs must be changed to reduce illegal disposal “to the greatest extent possible.”

What kinds of people are STMs?

- ▶ Low-to-moderate income households
- ▶ Mostly men (but 20% women)
- ▶ Mostly less than 40 (but 20% older— including some super-high-volume STMs)

How can you reach STMs?

- ▶ With a program that meets their needs
- ▶ Talk to STMs to find out what their needs are

How reach STMs and improper disposers—suggestions from the statewide survey data

- ▶ Reach high-volume STMs by television
- ▶ Reach immigrant Hispanic improper disposers via Spanish-language TV
- ▶ Reach recent Asian immigrants with Asian-language newspapers & radio

But is perpetual marketing the best route to rapid reduction of illegal disposal?

Instead of continuing to try to persuade reluctant DIYers to use an inconvenient system, perhaps we should offer a system they will really use.

The Dilemma—We offer DIYers a way of illegal disposal that is hard to resist

- ▶ Throw oil on the ground or in the trash: wonderfully convenient but illegal
- ▶ Take oil to a CCC:
 - ▶ legal but relatively inconvenient at best
- ▶ We've already converted the "easy fruit"—the DIYers who accept the inconvenience.
- ▶ Do we really think we can make much more progress with better marketing?

Recommendations

- ▶ Fight convenience with convenience
- ▶ Collection centers will never approach curbside collection in convenience
- ▶ Fight oil disposal in trash (and worse) with curbside collection of oil and filters to reduce illegal disposal "to the greatest extent possible" (Section 48600, California Oil Recycling Enhancement Act)

Recommendations—implement curbside collection

- ▶ CIWMB and localities that already pick up oil & filters curbside: Publicize a low-cost, clean, fast, vandal-proof curbside pickup technology
- ▶ Localities: Implement curbside collection for single-family dwellings as soon as possible, wherever feasible

Recommendation—mandatory trash collection

- ▶ Localities that do not already have mandatory trash collection should implement it in order to achieve universal participation in curbside collection of oil & filters as well as other recyclables

Recommendation—curbside collection for multi-family dwellings

- ▶ Over time, develop a coalition, including landlords, to expand curbside collection of oil & filters to multi-family dwellings