



**WATER WORDS
THAT WORK**

Make a splash with your communications!



Target Audience Profile
Prepared for the Huron River Watershed Council and
Alliance for Downstream Watersheds
June 2016

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Overview

The Alliance of Downriver Watersheds (ADW) is a Southeast Michigan organization consisting of 24 public agencies in the Ecorse Creek, Combined Downriver, and Lower Huron River Watersheds within Wayne County. The Alliance has tasked the Huron River Watershed Council (HRWC) with preparing a detailed demographic analysis of the local population and to survey residents about their stormwater knowledge and habits. This information will help the HRWC, ADW, and each individual member jurisdiction collect the information and insights they need to meet whatever MS4 outreach and education requirement that state and federal regulators throw at them in the years to come.

Summary of Findings

The ADW consists of 24 jurisdictions in the downriver area of Michigan. From the 24 jurisdictions, some patterns emerged that differentiates groups of communities from others. This is information should be considered when developing strategies for public education and outreach to these communities.

Inkster, Ecorse, Melvindale, Lincoln Park emerged as communities with lower incomes, residents that are less likely to own their own homes, and more likely to live in poverty. Residents in these communities tend to have less education than in other ADW communities, and also when compared to Wayne County as a whole.

Huron Township, Brownstown Township, Allen Park, Gibraltar and Woodhaven are communities with higher incomes, residents that are more likely to own their own homes, and are less likely to live in poverty. Residents in these communities tend to have higher educations than in other ADW communities and when compared to Wayne County as a whole.

Grosse Ile Township is very different from the others. As a small island community, it has the highest median income, the highest levels of education, and lowest levels of poverty and number of high school dropouts of all the ADW communities.

Target Audience Groups	# of Households in ADW Communities
Environmental interests	~ 13,000 households
Outdoor (boating and fishing) interests	~ 28,000 households
Home improvements or DIY projects	~ 4,700 households
Gardening interests	~ 52,000 households
Auto repair enthusiasts	~ 53,000 households
Dog enthusiasts	~ 16,000 households

We believe that ADW will often get more “bang for the buck” and have better measureable results if it runs separate educational efforts aimed at specific audiences rather than general stormwater efforts aimed at all area residents.

ADW has already taken a step in this direction -- running a pet waste campaign and seeking to reach pet owners through vets and pet retailers. ADW could pursue similar efforts for lawn care practices aimed at gardeners, home stormwater retrofits aimed at DIY enthusiasts, motor oil disposal efforts aimed at auto repair enthusiasts, etc.

Census Data

The [U.S. Census Bureau](#) conducts a massive survey every ten years. In between, the agency conducts smaller smaller scale surveys. The Census tries to count and gather basic demographic information from literally every U.S. resident. In practice, they collect first-hand data from about 2/3 of the population and use estimates and formulates to arrive at the rest. Compared to other sources cited here, U.S. Census data is highly accurate and very basic.

[Demographic information for the 24 jurisdictions of the ADW can be found here.](#)

The demographic parameters selected were:

- Population
- # of Households
- Average Household Size
- Homeownership Rate
- % Female
- % Aged 18 or under
- % Aged 65 or older
- % Non White
- % Language Other Than English Spoken at Home

- % High School Dropout
- % College Graduate
- Median Household Income
- % Below Poverty Level

Inkster, Ecorse, Melvindale, Lincoln Park are communities with lower incomes, residents that are less likely to own their own homes, and more likely to live in poverty. Residents in these communities tend to have less education than in other ADW communities, and also when compared to Wayne County as a whole.

Huron Township, Brownstown Township, Allen Park, Gibraltar and Woodhaven are communities with higher incomes, residents that are more likely to own their own homes, and are less likely to live in poverty. Residents in these communities tend to have higher educations than in other ADW communities and when compared to Wayne County as a whole.

Taylor, Westland, Dearborn Heights, Romulus, Belleville, Southgate, Riverview, Wyandotte, Sumpter Township, Van Buren Township, Rockwood, and Flat Rock fell in between these two groups, having moderate incomes, levels of homeownership, and levels of education.

Grosse Ile Township is very different from the others. As a small island community, it has the highest median income, the highest levels of education, and lowest levels of poverty and number of high school dropouts of all the ADW communities.

Melvindale and Dearborn Heights are both communities with a high percentage of the population that speak a language other than English at home.

Inkster and Ecorse are predominantly African-American communities. Romulus and Van Buren Township also had higher percentages of African-American residents.

Belleville, Gibraltar, and Rockwood are notably smaller than the other communities, with less than 5,000 people in each.

Pew Research Center Data

The Pew Research Center conducts many surveys each year to determine the current state of America's news and information habits. Here are a few relevant findings:

Criteria	% of Americans
Receive "Snail Mail"	95%+
Own a cell phone	91%
Use the Internet, at least occasionally	85%
Send or receive email regularly	76%
Use search engines	76%
Use a social networking site	72%
Have (and use) a landline phone	62%
Own a smart phone	56%
Watched news on TV "yesterday"	55%
Got news on the Internet "yesterday"	39%
Read a newspaper article "yesterday" (print or online)	29%

Do not access the Internet at all	15%
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Source: Pew Research Center, 2014

On any given day, Americans are far more likely to check their email and Facebook accounts than read a newspaper or watch TV news. Only about 1 in 6 Americans don't access the Internet at all, and these individuals tend to be quite old or very poor. They are difficult to engage no matter how you contact them.

Just about everyone has a cell phone, and smartphones are almost as common as landlines. Cell phone users rely on caller ID to screen out telemarketers and pollsters.

The U.S. Postal Service reaches nearly every household and some organizations still report good results with direct mail. However, success stories are becoming rarer and response rates are declining across the board.

InfoUSA: Individuals

InfoUSA compiles and indexes information about individuals from such sources as memberships, warranty cards, credit card purchases, retail discount clubs, property records, and countless other sources. *This information is less accurate than U.S. Census Data but it is often more useful.* You can purchase names, mailing addresses, and some phone numbers -- *but not email addresses* -- for those who match your desired criteria.

[Lifestyle information for each of the 24 jurisdictions of the ADW can be found here.](#)

The lifestyle interest parameters selected were:

- # With "lifestyle interests" in the outdoors, boating, fishing, etc.
- # With "lifestyle interests" in environment, green living, sustainability, etc.
- # Single family homeowners
- # with "lifestyle interests" in home improvements/ or do it yourself projects (for rain barrels, pervious pavement, etc.)
- # Gardening enthusiasts (for rain gardens, native landscaping)
- # Who enjoy repairing their own automobile (for oil recycling)
- # Who own dogs (for pet waste)

In some cases, ADW may choose to contact residents via letters and postcards. ADW can control their costs and improve their results by purchasing targeted mailing lists from InfoUSA instead of mass mailing all residents.

InfoUSA: Businesses

InfoUSA compiles and indexes information about businesses from phone books, Dunn & Bradstreet, regulatory agencies, and by calling businesses directly to confirm and verify information. You can purchase business names, mailing addresses, and phone numbers -- *but not names or email addresses* -- for those who match your desired criteria.

Target Audience Profile- HRWC ADW Resident Research Project

Water Words That Work, LLC

905 West 7th Street, Suite 201, Frederick, MD 21701

703.829.6732 waterwordsthatwork.com

[Business profiles for each of the 24 jurisdictions of the ADW can be found here.](#)

Business Profiles	# of Businesses in ADW Communities
Lawn and garden, both retail and services	264 businesses
Home construction and repair	332 businesses
Auto repair and parts	481 businesses
Pet retail and veterinary services	67 businesses
Commercial real estate management	147 businesses
Environmental consulting and engineering firms	16 businesses

ADW members can use InfoUSA data to approach businesses that are relevant to whatever stormwater behavior they seek to influence.

Facebook Users

[Facebook](#), the leading online social network, only provides information about its users -- about two thirds of Americans. Facebook users reveal their demographic information and interests through registration data, the content of their updates and comments, their response to survey questions, use of games and apps, and other habits.

Interest or Behavior Category	Jurisdiction
	Taylor, Michigan 20+ miles Age 18-65+ All genders
Environmentalism	140,000 people
Outdoor recreation	530,000 people
Fishing	120,000 people
Gardening	380,000 people

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Home improvement	490,000 people
Car repair	2,600 people
Dogs	340,000 people

The bottom line here is that ADW can deliver highly tailored messages to niche audiences on Facebook, but may not be able to fine tune to the individual community level.

Online Groups & Forums

Most Americans use Facebook, and many have also joined online groups hosted by LinkedIn, Meetup, Yahoo! Groups, and Google Groups.

The most effective way to distribute messages to these groups, without creating the impression that you are a spammer, is approach the moderator or administrator. You can find contact information for each moderator at the URL below.

Facebook

Group Name	# of Members	URL	Note
Downriver Butterflies	766	https://www.facebook.com/groups/DownriverButterflies/	For anyone, from anywhere who wants to learn about butterflies. Our mission is to educate people on rearing (or just attracting) butterflies of all kinds to your garden. We strive to raise awareness of their life cycle, habitat, and the conservation of butterflies.
Downriver Things Community Group	1,540	https://www.facebook.com/groups/229429190521739/	Welcome to Downriver Things Community Group. Please include Announcements, Community Happenings, Business Advertisements, and Charitable events. Feel free to use this group as you would like. But always be mindful of others and post respectfully.
Wayne County Community Bulletin Board	315	https://www.facebook.com/groups/912771382141634/	This is a posting place for anyone who would like to promote their small business, craft/art, community event, garage sale and more! Buy, sell, trade. Get in contact with local professionals

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			<p>and let the community know about the goods and services you have to offer. Do you run a business out of your home? Do you have a job to offer? Cleaning out the garage and have stuff to sell? Are you planning a fundraiser and would like the community to know about it? This is a fun, easy, and free place to advertise just about anything in the Wayne County area!</p> <p>Two rules: Only one post per day per business/event No selling of animals!</p>
NW Ohio and SE Michigan Events	891	https://www.facebook.com/groups/251454271856114/	Post your events, attractions and things to do in NW Ohio & SE Michigan! Please no spam, sales, self promo videos, trolling or double posts.
SE Michigan Lawn Care & Snow Operators	129	https://www.facebook.com/groups/463632140441858/	This group is lawn and snow professionals of SE Michigan to share information, war stories, connect with other professionals, share weather related info, and other general BS to keep our sanity throughout the year!!!
SE Michigan Wild Ones Chapter	29	https://www.facebook.com/groups/179215518864855/	SE Michigan Wild Ones promotes and educates on the environmentally sound landscaping practices to preserve biodiversity through the preservation, restoration and establishment of native plant communities in your home landscapes and community.

Yahoo! Groups

Group Name	# of Members	URL	Note
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Downriver Plant Exchange	448	https://groups.yahoo.com/neo/groups/DownriverPlantExchange/info	<p>This group is where residents of Southeastern Michigan can exchange information, plants, trees, bushes, etc.. Members from other areas are also welcome to join for the information. This is also a friendly place to talk about your garden!</p> <p>You can:</p> <ul style="list-style-type: none"> *Offer or ask for plants, bulbs, perennials, seeds, etc. * Share community resources, gardening hints and tips, plants, information, plant exchanges, etc.. *Share information on plant sales, favorite plant stores, or greenhouse.
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Meetup

Group Name	# of Members	URL	Note
SOLAR Outdoors Club	248	http://www.meetup.com/SOLAR-Outdoors/	SOLAR (School for Outdoor Leadership, Adventure, and Recreation) is a Southeast Michigan based club with more than 400 members. Founded in 1975, SOLAR remains dedicated to helping its members enjoy nature and outdoor activities.
Good Karma Club	1,842	http://www.meetup.com/Good-Karma-Club/	Please join us in supporting local charities and non-profit groups. These groups do so much for our community and we want them to know that we support them. This is a way to get active, have fun, and meet new people!