Cherry Blossom Ten Mile Run Research Findings

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Cherry Blossom Ten Mile Run

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Background

• The Credit Union Cherry Blossom 10 Mile Run (referred to as the Run or CB) has been around for four decades.

• Recently the Run has made notable strides in their efforts to integrate environmental sustainability aspects into the operation of their event.

• Specifically, the Run has been recognized by the Council for Responsible Sport and received a Gold event certification from the Council.

• As the Run explores ways to further reduce the environmental impact of the event it is important to engage participants.

• To this end, we propose that the Cherry Blossom Run target its efforts to reduce littering during the run and to increase the percentage of participants that purchase carbon offsets.
Research Problem

• This Research addresses these two issues by evaluating how the Run can appropriately engage runners to increase their participation in these environmental sustainability initiatives.
Objective of the Study

- Understand how to improve Cherry Blossom Ten Mile Run participants’ responses to the Run’s environmental sustainability initiatives. Specifically...
  
  - Objective #1 - Increase understanding of why runners purchase carbon offsets or not.
    - 1A – Determine the influence of preexisting attitudes, need, values, and points of attachment on carbon offset purchase intentions.
    - 1B – Determine the impact of constraints and prior behaviors on carbon offset purchase intentions.
  
  - Objective #2 - Increase understanding of why runners choose to divert their waste or not.
    - 2A – Determine the influence of preexisting attitudes, need, values, and points of attachment on carbon offset purchase intentions.
    - 2B – Determine the impact of constraints and prior behaviors on carbon offset purchase intentions.
Methodology

• Survey sent via email to all of the 17,000+ people in the Cherry Blossom (CB) database.

• In addition, survey was posted on the official Cherry Blossom Facebook pages.

• 531 useable survey responses. Only those surveys that were fully completed were included in the analysis of this data.

• As an incentive to filling out the survey, respondents were entered into a drawing for guaranteed entrance to the 2017 Cherry Blossom Run.
Foundational Information

Section One
Section One: Foundation Information

SUSTAINABILITY CAMPAIGN PATHWAY FOR PARTICIPANTS

- Awareness
- Involvement
- Active Consideration
- Decision to Participate
- Initial Participation
- Continued Participation
- Lifestyle Change

Relationship Building

Satisfaction

Advocacy
Section One: Foundational Information

- 36.5% of the people are not even to this stage.
- Only 41.6% are truly involved as evidenced by knowledge of the Gold Certification by the Council of Sustainable Sport.
- Only 32% intend to buy a carbon offset if they drive to The Run, but 93% say they will recycle all of their waste during The Run.
- Only 43% are interested in purchasing carbon offsets in general, but 92% say they are interested in diverting their waste from the landfill.
- But at least 88% of the people like the idea that The Run is encouraging people to act sustainably.
Section One: Foundational Information

Market Segments

- Social Justice Visitors, 10.0%
- Cherry Blossom Loyals, 27.8%
- Uneducated & Unaware, 13.1%
- Runners for Sustainability, 17.4%
- Conventionals (Inner focused metros), 15.3%
- Local Runner Culture, 16.4%
Section One: Foundational Information

Awareness – by Segment

<table>
<thead>
<tr>
<th>Segment</th>
<th>Aware CB is Sustainable race</th>
<th>Aware CB achieved Gold Certification</th>
<th>Aware can purchase CO from CB</th>
<th>Aware of CB’s waste diversion program</th>
<th>Aware of CB’s recycling centers</th>
<th>Aware waste on ground creates bad impression</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>71.2%</td>
<td>42.3%</td>
<td>65.4%</td>
<td>42.3%</td>
<td>57.7%</td>
<td>94.2%</td>
</tr>
<tr>
<td>Cherry Blossom Loyals</td>
<td>69.4%</td>
<td>49.3%</td>
<td>71.5%</td>
<td>45.1%</td>
<td>63.2%</td>
<td>96.5%</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>44.1%</td>
<td>29.4%</td>
<td>38.2%</td>
<td>22.1%</td>
<td>42.6%</td>
<td>88.2%</td>
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<tr>
<td>Runners for Sustainability</td>
<td>53.3%</td>
<td>34.4%</td>
<td>42.2%</td>
<td>27.8%</td>
<td>48.9%</td>
<td>96.7%</td>
</tr>
<tr>
<td>Conventionalals (Inner focused metros)</td>
<td>69.6%</td>
<td>39.2%</td>
<td>55.7%</td>
<td>29.1%</td>
<td>48.1%</td>
<td>87.3%</td>
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<tr>
<td>Local Runner Culture</td>
<td>70.6%</td>
<td>47.1%</td>
<td>67.1%</td>
<td>39.2%</td>
<td>49.4%</td>
<td>92.9%</td>
</tr>
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Section One: Foundational Information
# Section One: Foundational Information

## Needs ↔ Values

<table>
<thead>
<tr>
<th>Needs</th>
<th>Values</th>
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## Internal Constraints

<table>
<thead>
<tr>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>No interest, lack of knowledge, sustainable actions not valuable/worthwhile</td>
</tr>
<tr>
<td>Family/significant others/friends not interested in acting sustainably</td>
</tr>
</tbody>
</table>

## Points of Attachment

<table>
<thead>
<tr>
<th>Points of Attachment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community ID, Cherry Blossom ID, Identity as a Runner, Environmental ID</td>
</tr>
</tbody>
</table>

## Attitude toward Campaign

<table>
<thead>
<tr>
<th>Attitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce Carbon Footprint, Encourage Recycling Behavior, Encourage Sustainable Behavior, Inspire Environmentally friendly behavior</td>
</tr>
</tbody>
</table>
Section One: Foundational Information

External Constraints

- Cost
- Time
- Accessibility
- Ease
- Someone else's job to clean up after me

Past Behaviors

- Participated in CB
- Purchased CO before
- Recycled before
- Composted before
- Disposed of waste correctly before

Behavioral Intentions

- Buy Carbon Offset from CB
- Buy CO in future
- Recycle during next CB
- Dispose of waste correctly during next CB
Objective #1 - Increase understanding of why runners purchase carbon offsets (CO) or not

Evaluated by segment.
Cluster 1 – Social Justice Visitors

• What we found:
  • The more this group thought that carbon offsets (CO) for the Run cost too much, the less likely they were to purchase CO in the future relative to the Run.
  • Luckily, the mean score for cost as a constraint (buying a CO from the Run) was relatively low (M = 3.0; the lowest of all the segments – Slide 108).
  • Also, as interest in purchasing carbon offsets, in general, increased, the more likely people in this segment intended to buy CO if they drove to the Run in the future.
  • In addition, as needs for family togetherness increased, interest in purchasing CO increased.
Cluster 1 – Social Justice Visitors

• What we recommend:
  • Promote the low cost of buying a carbon offset from the Run. Although this group was relatively aware of being able to purchase a carbon offset (65%) from the Run, an easy fix for this issue is to communicate the low cost of doing so, even more than is currently being done.
  • Second, in communications to this segment, really focus on how their family will really benefit from purchasing carbon offsets and reducing pollution.
  • In addition, focus on communicating the message through social media. This segment prefers this mode of communication from the Run
Cluster 2 – Cherry Blossom Loyals

• What we found:
  • 71.5% of this group were aware that a CO could be purchased from the Run.
  • 62.5% had an interest in buying a CO from the Run (only 8.3% having no interest, 29% were ambivalent).
  • 6.9% thought that buying a CO from the Run cost too much.
  • The more this group thought the Carbon Offsets were valuable, the more interest they had in purchasing them and the more likely they intended to buy a CO for the run.
  • The less this group thought that a CO purchase would cost, the more they were interested in purchasing one.
Cluster 2 – Cherry Blossom Loyals

• What we recommend:
  • Continually promote the low cost of purchasing a Carbon Offset with this segment. This segment is interested in purchasing one, thinks that the cost is low, and thinks that COs are valuable. The biggest problem is the lack of awareness even though this group is the most aware of any segment. Still almost 30% don’t know that they can buy a CO from the Run.
  • This segment gets their information from the Cherry Blossom website and from emails.
  • All communications about buying COs should focus on the connection to the run. That is, a tagline like: “Loyal Cherry Blossom runners buy Carbon Offsets! Purchase here.”
Cluster 3 – Uneducated & Unawares

• What we found:
  • 56% didn’t know what a Carbon Offset was and another 19% weren’t sure.
  • 19% said that they use personal vehicles to get to the Run.
  • Only 38% were aware that they could purchase a Carbon Offset from the Run.
  • Only 13.2% said that they intended to buy Carbon Offsets from Cherry Blossom Run in the future if they needed to take a personal vehicle to the Run.
  • 56% said that they didn’t know how to purchase a Carbon Offset from the Run and another 17.6% weren’t sure.
Cluster 3 – Uneducated & Unawares

• What we found:
  • However, as interest in purchasing Carbon Offsets increased, the likelihood of buying CO from the Run increased.
  • Unfortunately, as the perception that a CO purchase cost too much increased, lack of interest also increased. Most (70%) however, had no idea how much it cost though.
Cluster 3 – Uneducated & Unawares

What we recommend:

• This group needs to learn about the Sustainability aspects of the Run in general, and even more so about Carbon Offsets. Although they get most of their information from emails and the website, they are most influenced by friends and family.
• If possible, figure out who they are connected to (regarding the Run) and communicate through those people.
• It seems that if we educate them about Carbon Offsets and increase their interest in them, they will buy them in the future. Unfortunately, none of the motives (needs/values) were related to interest in CO, so we don’t know what would motivate them to purchase, except being influenced by friends and family.
Cluster 4 – Runners for Sustainability

What we found:

• Despite having the highest Environmental Identity, only 53% of this segment is aware that the Run is a sustainable event.

• Only 42% know that they can purchase CO from the Run.

• This segment traveled the second furthest to get to the Run and would have a greater carbon footprint than other segments because they were also most likely to travel to the Run and the Expo by Personal Vehicle/Cab.
Cluster 4 – Runners for Sustainability

What we found (cont.):

• The more this segment was motivated by Tolerance Values and Curiosity Needs the more they had positive attitudes towards CB’s campaign to inspired people to be environmentally friendly.
Cluster 4 – Runners for Sustainability

What we found (cont.):

- As this group’s intent to buy CO in general increased so too did their attitudes toward CB for inspiring environmental friendliness.

- Likewise, the more CO were perceived to be valuable this segment’s interest in purchasing CO, in general, increased. To this end, as interest to purchase CO, in general, increased this segment’s attitudes towards CB for inspiring environmental friendliness increased.
Cluster 4 – Runners for Sustainability

What we found (cont.):

• Additionally, as interest in purchasing CO, in general, increased the external constraint of the cost of CB decreased.

• Further, as interest in purchasing CO, in general, increases so did their intention to buy CO for the Run.
Cluster 4 – Runners for Sustainability

What we found (cont.):

• This segment’s environmental values also positively related to a higher environmental ID.

• In turn, a higher environmental ID positively related to an increase in their intention to buy CO for CB.
Cluster 4 – Runners for Sustainability

What we recommend:

• This group scored the highest on Environmental ID. Messages should focus on appealing to their tolerance values and their curiosity needs.

• CB should highlight what projects are funded because of the CO to further convey their value to this segment, which plays into their curiosity needs.

• Specifically, communications on CO projects should highlight how those who purchase CO help disadvantaged populations benefit from programs funded through CO, which will appeal to this group’s tolerance values and activate their Environmental ID.
Cluster 5 – Conventionals (Inner-focused Metros)

• What we found:
  • 16.5% said that they use personal vehicles to get to the Run, and 20.3% to the Expo.
  • 68% said they knew what a Carbon Offset was.
  • And 56% were aware that they could purchase a Carbon Offset from the Run, but only 2.5% had.
  • 56% said that they didn’t know how to purchase a Carbon Offset from CB and another 18% weren’t sure.
  • Disappointingly, only 11.4% said that they intended to buy Carbon Offsets from Cherry Blossom Run in the future if they needed to take a personal vehicle to the Run.
Cluster 5 – Conventionals (Inner-focused Metros)

• What we found:
  • The more interest people had in purchasing CO, the more likely they intended to buy them from the CBR. However, only 16% had an interest in purchasing CO.
  • The more people perceived CO as valuable, the greater the interest in purchasing CO, and the more likely they intended to buy them from CBR, but a majority did not perceive CO as valuable.
Cluster 5 – Conventionals (Inner-focused Metros)

- What we found:
  - The more that people felt that CO were valuable, the more they approved of CBR trying to reduce people’s carbon footprint, and the more likely they intended to buy CO from CBR.
  - Lastly, as the values of wisdom and curiosity increased, the more likely this group was to perceive that CO were not valuable.
  - In general, this group wasn’t supportive of CO.
Cluster 5 – Conventionals (Inner-focused Metros)

What we recommend:

• It is imperative to increase the feelings of support that this group has toward the CBR’s attempts at reducing people’s carbon footprint. However, nothing in this data set indicates how to do that other than to continue to increase awareness of what carbon offsets are and how to buy them from CBR. It seems as though this group wants everyone else to reduce their carbon footprints, but has no intention of doing it themselves.
Cluster 6 – Local Runner Culture

What we found:

• 81% knew what Carbon Offsets were.
• 70% of this segment was aware of the opportunity to purchase CO from CB
• Although only 27% thought CO were valuable
• Only 31% had any interest in purchasing CO, and an additional 27% weren’t sure, but 42% would not.
• Slightly over 17.4% intended to buy CO if they drove to the Run in the future.
• This segment traveled the shortest distance to the race on average (31 miles).
• Only 7% had purchased a CO from CBR before, but 22% had purchased one from somewhere else.
Cluster 6 – Local Runner Culture

What we found:

• As positive attitudes towards CB encouraging environmentally sustainable behaviors increase, the more likely this group will purchase CO from CB if they drive to the Run.

• These positive attitudes are positively impacted by benevolence values.
Cluster 6 – Local Runner Culture

What we found:

• Likewise, as this segment’s identification as runners increases so too do their positive attitudes towards CB encouraging environmentally sustainable behaviors.

• Runner Identification is positively influenced by physical well-being needs and environmental values.
Cluster 6 – Local Runner Culture

What we found:

• Intention to buy CO from CB is also positively impacted by interest in Carbon Offsets in general.

• The more this segment believes that CO is valuable the greater the interest they have in them.

• The more they are guided by aesthetic values (being appreciative of beautiful things in life) the more likely they are to be interested in CO.
Cluster 6 – Local Runner Culture

What we found (cont.):

• In addition, the more this group purchased CO before the more likely they are to intend to buy CO from CB.

• If they don’t understand what the term “Sustainable” means when applied to the Cherry Blossom Run, they are unlikely to buy CO from CB.

• Finally, the more they are guided by the need for wisdom (knowledge of life gained through experience), the more likely they are to intend to buy CO from CB.
Cluster 6 – Local Runner Culture

What we recommend:

• This segment is really fixated on the local runner culture and being runners. Communications need to focus on how buying Carbon Offsets from the Run helps to reduce pollution, making running more healthy, helping out other runners, and helping the environment. All of these things will improve the view that CO are valuable and that the CB inspires people to be more environmentally friendly.

• These communications need to go out to the local running clubs or wherever runners congregate because this group gets most of their info from WOM from friends. Email is second best.
Objective #2 - Increase understanding of why runners choose to divert their waste or not

Section Three
Cluster 1 – Social Justice Visitors

• What we found:
  • Most of this group intends to recycle all of their waste the next time they run in the Run, but there are some constraints to them actually doing it.
  • First, if they think that they don’t have time to find a recycling bin, they are less likely to take the time to dispose of their recyclable material correctly, but very few in this segment think that.
Cluster 1 – Social Justice Visitors

• What we found (cont.):  
  • Second, if they think that workers will pick up their trash, then this group is less likely to recycle during the run, and are more likely to throw all of their waste on the ground. About 50% think this.  
  • Third, if they typically throw their waste on the ground when they run, they are less likely to recycle. However, only 9.3% of them do this.
Cluster 1 – Social Justice Visitors

• What we found (cont.):
  • There are some positive motivators for recycling their waste though.
  • If they think that the Run encourages people to act more sustainably, they are much more likely to recycle.
  • If they have benevolence values (being kind and compassionate) they are more likely to recycle.

• What we found (cont.):
  • If they have family togetherness needs, they are more likely to recycle.
  • If they typically place their waste in appropriate containers when they run, they are more likely to recycle.
Cluster 1 – Social Justice Visitors

• What we recommend:
  • Because this group typically does put their waste in the correct containers (93% of them do so), focusing on communications that promote how the Run encourages everyone to act sustainably would help nudge that toward 100% participation.
  • Second, messages focusing on how kind and compassionate it would be to recycle rather than throwing the waste on the ground, especially noting that it would really help the perceptions of the people who live or work along the route of the Run.
  • Third, communications that focus on how recycling would help families have a better world would work well.
Cluster 2 – Cherry Blossom Loyals

- What we found:
  - Most (80.6%) definitely intend to recycle their waste during the next run and another 17% are likely to.
  - 75% like that the CB inspires people to be more environmentally friendly and thus are more likely to recycle.
  - Less than 7% do not understand the term “waste diversion”, but if they don’t, they won’t recycle.
Cluster 2 – Cherry Blossom Loyals

• What we found (cont.):
  • As environmentalism values increased in this segment, they were more likely to think that the CB inspired people to be environmentally friendly.
  • The more they identified with the greater D.C. area, the more inspirational they thought the CB was.
  • As values of Inner Peace increased in this segment, the more likely they were to recycle.

Next Run I will recycle my waste

CB inspires people to be environmentally friendly

Don’t get “waste diversion”

Environmentalism Values

Inner Peace

Community ID

.333

.336

.300

.309

.410
Cluster 2 – Cherry Blossom Loyals

• What we recommend:
  • Campaign messaging to this segment should focus on the benefits to the D.C. community by recycling their race waste.
  • Appeal to their belief that recycling protects the environment.
  • Also appeal to their need to feel at peace with themselves.
  • Tagline: Recycling makes you feel good and helps keep D.C. clean.
  • Tagline: Your D.C. neighbors appreciate it when you recycle your race waste.
  • Again, communications through email and the Cherry Blossom website are most effective with this group.
Cluster 3 – Uneducated & Unawares

• What we found:
  • Only 30.9% definitely intend to recycle their waste during the next run, but another 38.2% are likely to.
  • This group says that 89.9% of the time they place their waste in the appropriate containers at the end of the race.
  • 23.5% have no interest in diverting their waste, but only 3.4% acknowledge that they don’t think recycling is worthwhile.
  • However, this segment averages only a 70% recycle rate.
  • Only 22.1% know that the Run’s waste diversion program attempts to divert as much waste as possible from landfills.
Cluster 3 – Uneducated & Unawares

• What we found (cont.):
  • If they historically place their waste in appropriate containers, then they are more likely to intend to recycle their waste during the next Run.
  • The less interest they have in diverting their waste the less likely they will recycle during the next CB Run and the less likely they are to have a positive attitude about the CB encouraging people to act sustainably.
  • The more positive their attitude toward the CB encouraging people to act sustainably, the more likely they are to recycle.
Cluster 3 – Uneducated & Unawares

• What we found (cont.):
  • The more they think that recycling is not worthwhile the less interest they have in diverting waste.
  • As needs for financial security increased people thought recycling was worthwhile.
Cluster 3 – Uneducated & Unawares

• What we recommend:
  • This group really needs to be educated that the Cherry Blossom Run is a sustainable race and all that entails.
  • For a majority of this segment, this was their first CB, so any type of messaging would help make them more aware. Although most of this segment’s information came from the website or emails, they did get a lot of info from their friends and family.
  • Because this group is the least likely to recycle, it is going to take a lot more effort to get them to change.
  • Campaign messaging should focus on the financial benefits of recycling as this group also tied for lowest household income.
  • Potential tagline: Recycling here and at home saves money that can be spent on other things.
Cluster 4 – Runners for Sustainability

What we found:

• That just under 28% of this segment knew that CB was diverting waste and 49% were aware of the various recycling centers at the Run. Encouragingly, 97% recognize that trash on the ground leaves a bad impression.

• This segment had the highest attitudes towards CB’s waste diversion campaign (M = 6.53) and the importance of recycling (reverse coded M = 1.33). In fact, they recycle (87%) the most overall and dispose of waste appropriately at the end of the Run (96%).

• They also have the highest intentions to recycle (M = 6.5) and dispose of waste appropriately next run (M = 6.6).
Cluster 4 – Runners for Sustainability

What we found (cont.):

• As the curiosity needs of the group increase so do their positive attitudes towards CB encouraging environmentally friendly behaviors.

• Likewise, as their tolerance values increase so too do their attitudes towards CB encouraging environmental friendly behaviors.
Cluster 4 – Runners for Sustainability

What we found (cont.):

• As this segment's interest in diverting waste increases, so does their understanding as to why CB is worried about diverting waste.

• This understanding about why CB diverts waste then positively impacts viewing CB as inspiring environmental friendliness.
Cluster 4 – Runners for Sustainability

What we found (cont.):

• As this group's interest in diverting waste increases, their views that CB inspires environmental friendliness increases.

• Likewise, as their interest in diverting waste increases so too do their intentions to dispose of their waste correctly next CB.
Cluster 4 – Runners for Sustainability

What we found (cont.):

• Additionally, as the need for family togetherness increases, this segment’s internal constraint of viewing recycling as not worthwhile decreases.

• When viewing recycling as worthwhile increases, their positive attitudes towards CB for inspiring environmentally friendly behaviors increases.
Cluster 4 – Runners for Sustainability

What we found (cont.):

• Likewise, when recycling is viewed as worthwhile this segment is more likely to dispose of their waste correctly next CB

• Lastly, as positive attitudes towards CB for inspiring EF behaviors increase so too does the likelihood that this segment will dispose of their waste correctly.
Cluster 4 – Runners for Sustainability

What we recommend:

• Again, this group most highly identified with sustainability issues through their environmental ID.

• Images in messaging should focus on family togetherness values to convey the enjoyment of the race in a healthy environment. For instance, stressing the collective action of the family can help other families (playing on tolerance values).

• Further, messages should stress the positive benefits and educate this segment about the chain reaction of CB diverting their waste to fulfill the curiosity needs of the segment.
Cluster 5 – Conventionals (Inner-focused Metros)

• What we found:
  • Only 28% definitely intend to recycle their waste during the next run, but another 54% are likely to.
  • This group says that 91% of the time they place their waste in the appropriate containers at the end of the race.
  • Only 14% have no interest in diverting their waste, but only 7.6% acknowledge that they don’t think recycling is worthwhile.
  • However, this segment averages only a 73% recycle rate.
  • Only 29% know that the Run’s waste diversion program attempts to divert as much waste as possible from landfills
  • 13% said they weren’t aware that dropping their wrappers and waste on the ground during the run creates a bad impression relative to the environmental impact of the race.
Cluster 5 – Conventionals (Inner-focused Metros)

- What we found:
  - The more this segment thinks they don’t know how to dispose of their wrappers during the run, the less likely they are to recycle.
  - The more they perceive that there are no accessible waste cans, the more likely they will not recycle.
Cluster 5 – Conventionals (Inner-focused Metros)

• What we found:
  • The more this segment thinks that it is easier to throw their wrapper on the ground the more likely they will not recycle.
  • They throw their wrappers on the ground because they think that they don’t have time to find an appropriate waste receptacle and because they think that workers will pick up their trash.
Cluster 5 – Conventionals (Inner-focused Metros)

- What we found:
  - The higher their family needs, safety needs, and intimacy needs are, the less likely they will throw their wrappers on the ground.
  - The lower their environmentalism values the less likely that they think workers will pick their trash.
Cluster 5 – Conventionals (Inner-focused Metros)

• What we found:
  • The more this segment thought that the CBR was trying to encourage people to recycle, encourage people to act more sustainably, and inspire people to be more environmentally friendly, the more likely they would recycle their waste during the next run.
Cluster 5 – Conventionals (Inner-focused Metros)

• What we found:
  • As wisdom needs and inner peace needs increased, the more likely this segment liked the idea that CBR was encouraging people to recycle.
  • As curiosity needs increased, the more likely they were to recycle during the next run.
Cluster 5 – Conventionals (Inner-focused Metros)

- What we found:
  - The more this segment didn’t understand the term “waste diversion,” the less likely they were to think CBR inspired environmentally friendly behavior.

- Diagram:
  - I don't understand why The Run is worried about diverting waste from the landfill (−0.356)
  - Encourage Recycling (0.361)
  - No interest in diverting waste (−0.448)
  - Encourage Sustainability (−0.512)
  - Acting in an environmentally friendly way won't improve the environment enough to make a difference (−0.390)
  - Next Run I will recycle my waste (0.316)
  - Don’t understand waste diversion (−0.356)
  - Inspire environmentally friendly beh. (−0.410)
  - No interest in diverting waste (−0.306)
  - Encourage Recycling (−0.301)
Cluster 5 – Conventionals (Inner-focused Metros)

• What we found:
  • The more this segment didn’t understand why the CBR was worried about diverting waste from the landfill, the less likely they were to think CBR encouraged recycling.
Cluster 5 – Conventionals (Inner-focused Metros)

- What we found:
  - The more this segment had no interest in diverting waste from the landfill, the less likely they were to think CBR encouraged recycling or sustainability.

DIAGRAM:
- No interest in diverting waste
- Acting in an environmentally friendly way won't improve the environment enough to make a difference
- Don't understand waste diversion
- I don't understand why The Run is worried about diverting waste from the landfill.
- Encourage Recycling
- Encourage Sustainability
- Inspire environmentally friendly beh.
- Next Run I will recycle my waste

Correlation Coefficients:
- No interest in diverting waste: -0.448
- Acting in an environmentally friendly way: -0.512
- Don't understand waste diversion: -0.410
- I don't understand why The Run is worried about diverting waste: -0.356
- Encourage Recycling: -0.361
- Encourage Sustainability: -0.316
- Inspire environmentally friendly beh.: -0.301
- Next Run I will recycle my waste: 0.306
Cluster 5 – Conventionals (Inner-focused Metros)

• What we found:
  • The more this segment thought that acting in an environmentally friendly way wouldn’t improve the environment enough to make a difference, the less likely they were to think CBR encouraged recycling or sustainability.
• What we recommend:
  • Educate this segment on the appropriate ways to dispose of their waste,
  • Show them that recycling containers are easily accessible and that it doesn’t take time to find one.
  • Messaging should be focused on the idea that their families and loved ones would want them to dispose of their trash appropriately. In addition, if everyone did so, it would be safer for all runners.
Cluster 5 – Conventionals (Inner-focused Metros)

• What we recommend:
  • Educate this segment through email and on the CBR website that the CBR is encouraging everyone to recycle and act in a sustainable and environmentally friendly manner.
    • Specifically education needs to focus on what waste diversion is and why the CBR is interested in doing it.
    • It is very important to change this groups perception that acting sustainably will have a positive impact on the environment and does make a difference.
    • Educating this group should help motivate their behaviors because they are curious and want to be viewed as wise.
  • The messaging should focus on how acting sustainably can make these people feel more at peace with themselves and not have regrets about not acting in a sustainable manner.
Cluster 6 – Local Runner Culture

What we found:

• Only 27.1% definitely intend to recycle their waste during the next run, but another 61.2% are likely to.
• This group says that 84% of the time they place their waste in the appropriate containers at the end of the race.
• 7.1% have no interest in diverting their waste, but only 2.4% acknowledge that they don’t think recycling is worthwhile.
• However, this segment averages only a 80% recycle rate.
• Only 39.2% know that the Run’s waste diversion program attempts to divert as much waste as possible from landfills.
Cluster 6 – Local Runner Culture

What we found:

• Two things impacted a positive attitude toward CBR’s attempts to encourage people to recycle:
  • As interest in diverting waste increased, this segment had a more positive attitude about CBR encouraging recycling, and
  • As the perception that recycling was worthwhile increased, this segment had a more positive attitude about CBR encouraging recycling.
Cluster 6 – Local Runner Culture

What we found:

- Positive attitudes of CB’s encouraging sustainability positively influenced the intention to recycle next CB Run.
- These positive attitudes were influenced by being guided by environmental values and identifying as an environmentalist.
- Identifying as an environmentalist also increased interest in diverting waste (not shown here) and recycling waste during their next run.
Cluster 6 – Local Runner Culture

What we found:

• The more this segment viewed CB as inspiring people to be environmentally friendly, the more they intended to recycle next CB Run.

• These positive attitudes were influenced by benevolence values and identifying as a runner.

• Identifying as a runner was positively impacted by environmentalism values and need for physical well-being.
Cluster 6 – Local Runner Culture

What we recommend:

• This segment is really fixated on the local runner culture and being runners. Communications need to focus on how diverting their waste helps in making running more healthy, helping out other runners, and helping the environment as a way to demonstrate the value of recycling.

• All of these things will improve the view that recycling is valuable and that the CB inspires people to be more environmentally friendly.

• These communications need to go out to the local running clubs or wherever runners congregate because this group gets most of their info from WOM from friends (significant others). Email is second best.
Appendix
Entire Sample
Awareness

<table>
<thead>
<tr>
<th>Awareness</th>
<th>63.7%</th>
<th>41.5%</th>
<th>58.3%</th>
<th>34.4%</th>
<th>52.9%</th>
<th>93.2%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware CB is Sustainable race</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aware CB achieved Gold Certification</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aware can purchase CO from CB</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aware of CB’s waste diversion program</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aware of CB’s recycling centers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aware waste on ground creates bad impression</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Where do you get most of your information about the Cherry Blossom Run?

- Cherry blossom Website: 42.2%
- Emails from the Cherry Blossom Run: 39.0%
- News Letters from the Cherry Blossom Run: 3.6%
- From social media: 6.9%
- From the news media: 54.0%
- From friends or family: 7.7%
## External Activation - Interest

<table>
<thead>
<tr>
<th></th>
<th>No interest in purchasing CO</th>
<th>No interest in diverting waste</th>
</tr>
</thead>
<tbody>
<tr>
<td>External Activation</td>
<td>3.7</td>
<td>1.8</td>
</tr>
<tr>
<td>- Interest</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The bar chart illustrates the level of interest in purchasing CO and diverting waste. The data shows a higher interest in purchasing CO with a value of 3.7 compared to diverting waste with a value of 1.8.
Interest – Communication Mediums

<table>
<thead>
<tr>
<th>Interest - Communication Mediums</th>
<th>Email reminders</th>
<th>Website</th>
<th>Social Media</th>
<th>Media Publicity</th>
<th>Word of mouth from friends</th>
<th>Word of mouth from family</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.3</td>
<td>4.1</td>
<td>3.7</td>
<td>3.4</td>
<td>4.3</td>
<td>4.1</td>
<td></td>
</tr>
</tbody>
</table>
Personal Needs

- Physical fitness
- Personal safety
- Financial security
- Companionship
- Social Acceptance
- Intimacy
- Family togetherness
- Wisdom
- Inner Peace
- Curiosity

Bars indicating personal needs with varying levels of importance.
<table>
<thead>
<tr>
<th>Values</th>
<th>Environmentalism</th>
<th>Benevolence</th>
<th>Social Justice</th>
<th>Global Peace</th>
<th>Tolerance</th>
<th>Aesthetics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7.1</td>
<td>7.9</td>
<td>7.7</td>
<td>7.2</td>
<td>7.7</td>
<td>6.7</td>
</tr>
</tbody>
</table>
Internal Barriers/Constraints – Lack of Knowledge

<table>
<thead>
<tr>
<th></th>
<th>1.0</th>
<th>2.0</th>
<th>3.0</th>
<th>4.0</th>
<th>5.0</th>
<th>6.0</th>
<th>7.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't understand the term</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>sustainability</td>
<td>2.6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know what carbon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>offsets are.</td>
<td>2.6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know how to purchase CO</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>for CB</td>
<td></td>
<td></td>
<td></td>
<td>3.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know what waste</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>diversion means</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know how to dispose of</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>my wrappers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Internal Constraints
- Lack of Knowledge
Internal Barriers/Constraints
- Lack of Value

<table>
<thead>
<tr>
<th></th>
<th>Don't think carbon offsets are valuable</th>
<th>Don't know why CB wants to divert waste</th>
<th>Don't think recycling is worthwhile</th>
<th>Acting environmentally won't improve environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Constraints - Lack of Value</td>
<td>3.0</td>
<td>1.9</td>
<td>1.6</td>
<td>2.1</td>
</tr>
</tbody>
</table>
Internal Barriers/Constraints - Not Interested

<table>
<thead>
<tr>
<th></th>
<th>Family not interested in acting sustainably</th>
<th>Significant other not interested in acting sustainably</th>
<th>Friends not interested in acting sustainably</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Constraints - Not Interested</td>
<td>2.3</td>
<td>2.8</td>
<td>2.8</td>
</tr>
</tbody>
</table>
External Constraints

<table>
<thead>
<tr>
<th>External Constraints</th>
<th>3.6</th>
<th>3.2</th>
<th>3.5</th>
<th>2.8</th>
<th>4.6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO for CB cost too much</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't have time to find trash can when running</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No easily accessible trash cans</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy to throw wrappers on the ground</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Race workers will clean up after me.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Points of Attachment</td>
<td>ID D.C. Metro Community</td>
<td>ID Cherry Blossom Run</td>
<td>ID Runner</td>
<td>ID Environmentalist</td>
<td></td>
</tr>
<tr>
<td>----------------------</td>
<td>-------------------------</td>
<td>-----------------------</td>
<td>-----------</td>
<td>---------------------</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5.0</td>
<td>5.1</td>
<td>5.6</td>
<td>4.7</td>
<td></td>
</tr>
</tbody>
</table>
Attitude toward the Campaign

<table>
<thead>
<tr>
<th>Like CB encouraging reduction carbon footprint</th>
<th>Like CB encourage recycling</th>
<th>Like CB encourage sustainability</th>
<th>Like CB encourage environmentalism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude toward the campaign</td>
<td>6.0</td>
<td>6.3</td>
<td>6.4</td>
</tr>
</tbody>
</table>
Behavioral Intentions

<table>
<thead>
<tr>
<th>Behavioral Intentions</th>
<th>Intend buy CO from CB</th>
<th>Intend to buy CO in general</th>
<th>Will recycle next CB</th>
<th>Will dispose waste right next CB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.1</td>
<td>4.0</td>
<td>6.2</td>
<td>6.4</td>
</tr>
</tbody>
</table>

88
## Prior Sustainable Behaviors

<table>
<thead>
<tr>
<th># of times run the CB</th>
<th># purchased CO</th>
<th># CO purchased from CB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prior Behavior</td>
<td>1.45</td>
<td>0.69</td>
</tr>
</tbody>
</table>

- 0.10

- 0.20

- 0.40

- 0.60

- 0.80

- 1.00

- 1.20

- 1.40

- 1.60

- 1.80

- 2.00

- 89

<table>
<thead>
<tr>
<th>% never run the CB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prior Behavior</td>
</tr>
<tr>
<td>46.3%</td>
</tr>
</tbody>
</table>
Prior Sustainable Behaviors

<table>
<thead>
<tr>
<th>Prior Sustainable Behaviors #2</th>
<th>% time recycle</th>
<th>% time compost</th>
<th>% time bring own water to CB</th>
<th>% time throw waste on ground when running</th>
<th>% time place waste in container at end of run</th>
</tr>
</thead>
<tbody>
<tr>
<td>80.5%</td>
<td>24.9%</td>
<td>52.0%</td>
<td>18.9%</td>
<td>91.7%</td>
<td></td>
</tr>
</tbody>
</table>
### Transportation to Run

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro</td>
<td>69.7%</td>
</tr>
<tr>
<td>Bike</td>
<td>3.9%</td>
</tr>
<tr>
<td>Walk</td>
<td>8.5%</td>
</tr>
<tr>
<td>Personal Vehicle</td>
<td>14.5%</td>
</tr>
<tr>
<td>Cab or Similar</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

*Transportation to Run*
Transportation to Expo

- Metro: 65.8%
- Bike: 3.1%
- Walk: 12.9%
- Personal Vehicle: 16.6%
- Cab or Similar: 1.5%
Travel Miles

<table>
<thead>
<tr>
<th>Miles</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>85.0</td>
<td>1</td>
</tr>
</tbody>
</table>
Demographics - Gender

- Male: 79%
- Female: 21%
Education Level

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school grad</td>
<td>1.0%</td>
</tr>
<tr>
<td>Some college</td>
<td>4.4%</td>
</tr>
<tr>
<td>College grad</td>
<td>39.8%</td>
</tr>
<tr>
<td>Grad degree</td>
<td>54.6%</td>
</tr>
</tbody>
</table>
Average Household Income

Average Household Income

Series 1 $98,750
Market Segments
Mean Scores by Segment
Awareness – by Segment

<table>
<thead>
<tr>
<th>Segment</th>
<th>Aware CB is Sustainable race</th>
<th>Aware CB achieved Gold Certification</th>
<th>Aware can purchase CO from CB</th>
<th>Aware of CB’s waste diversion program</th>
<th>Aware of CB’s recycling centers</th>
<th>Aware waste on ground creates bad impression</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>71.2%</td>
<td>42.3%</td>
<td>65.4%</td>
<td>42.3%</td>
<td>57.7%</td>
<td>94.2%</td>
</tr>
<tr>
<td>Cherry Blossom Loyals</td>
<td>69.4%</td>
<td>49.3%</td>
<td>71.5%</td>
<td>45.1%</td>
<td>63.2%</td>
<td>96.5%</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>44.1%</td>
<td>29.4%</td>
<td>38.2%</td>
<td>22.1%</td>
<td>42.6%</td>
<td>88.2%</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>53.3%</td>
<td>34.4%</td>
<td>42.2%</td>
<td>27.8%</td>
<td>48.9%</td>
<td>96.9%</td>
</tr>
<tr>
<td>Conventionals (Inner focused metros)</td>
<td>69.6%</td>
<td>39.2%</td>
<td>55.7%</td>
<td>29.1%</td>
<td>48.1%</td>
<td>87.3%</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>70.6%</td>
<td>47.1%</td>
<td>67.1%</td>
<td>39.2%</td>
<td>49.4%</td>
<td>92.9%</td>
</tr>
</tbody>
</table>
### Primary Information Source

<table>
<thead>
<tr>
<th>Category</th>
<th>Cherry blossom Website</th>
<th>Emails from the Cherry Blossom Run</th>
<th>News Letters from the Cherry Blossom Run</th>
<th>From social media</th>
<th>From the news media</th>
<th>From friends or family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>35.1%</td>
<td>38.9%</td>
<td>6.0%</td>
<td>12.1%</td>
<td>0.8%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Cherry Blossom Loyal</td>
<td>44.0%</td>
<td>38.9%</td>
<td>4.1%</td>
<td>5.3%</td>
<td>0.9%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>42.8%</td>
<td>35.0%</td>
<td>3.9%</td>
<td>7.4%</td>
<td>0.4%</td>
<td>11.1%</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>41.8%</td>
<td>35.2%</td>
<td>3.8%</td>
<td>5.7%</td>
<td>0.0%</td>
<td>13.5%</td>
</tr>
<tr>
<td>Conventionals (Inner focused metros)</td>
<td>43.4%</td>
<td>40.5%</td>
<td>2.3%</td>
<td>7.1%</td>
<td>0.8%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>42.4%</td>
<td>45.3%</td>
<td>1.9%</td>
<td>7.3%</td>
<td>0.2%</td>
<td>2.9%</td>
</tr>
</tbody>
</table>
External Activation - Interest

- No interest in purchasing CO: 2.8
- No interest in diverting waste: 1.6
- Social Justice Visitors: 2.8
- Cherry Blossom Loyalists: 2.8
- Uneducated & Unaware: 4.1
- Runners for Sustainability: 3.7
- Conventionals (Inner focused metros): 4.9
- Local Runner Culture: 3.8
## Interest – Communication Mediums

<table>
<thead>
<tr>
<th>Segment</th>
<th>Email reminders</th>
<th>Website</th>
<th>Social Media</th>
<th>Media Publicity</th>
<th>Word of mouth from friends</th>
<th>Word of mouth from family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>4.4</td>
<td>3.9</td>
<td>3.6</td>
<td>3.0</td>
<td>3.7</td>
<td>3.5</td>
</tr>
<tr>
<td>Cherry Blossom Loyal</td>
<td>4.7</td>
<td>4.6</td>
<td>4.0</td>
<td>3.7</td>
<td>4.7</td>
<td>4.6</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>4.2</td>
<td>4.1</td>
<td>4.1</td>
<td>3.8</td>
<td>4.4</td>
<td>4.4</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>4.9</td>
<td>4.6</td>
<td>4.2</td>
<td>3.8</td>
<td>4.9</td>
<td>4.6</td>
</tr>
<tr>
<td>Conventionals (Inner focused metros)</td>
<td>3.1</td>
<td>3.1</td>
<td>2.9</td>
<td>2.6</td>
<td>3.5</td>
<td>3.3</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>4.0</td>
<td>3.6</td>
<td>3.4</td>
<td>3.2</td>
<td>4.1</td>
<td>3.8</td>
</tr>
</tbody>
</table>
Personal Needs
Values

- Environmentalism
- Benevolence
- Social Justice
- Global Peace
- Tolerance
- Aesthetics

- Social Justice Visitors
- Cherry Blossom Loyals
- Runners for Sustainability
- Uneducated & Unaware
- Conventionals (Inner focused metros)
- Local Runner Culture
Internal Barriers/Constraints
- Lack of Knowledge

<table>
<thead>
<tr>
<th></th>
<th>Social Justice Visitors</th>
<th>Cherry Blossom Loyal</th>
<th>Uneducated &amp; Unaware</th>
<th>Runners for Sustainability</th>
<th>Conventionals (Inner focused metros)</th>
<th>Local Runner Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't understand the term sustainability</td>
<td>2.6</td>
<td>1.7</td>
<td>4.3</td>
<td>2.5</td>
<td>3.0</td>
<td>2.5</td>
</tr>
<tr>
<td>Don't know what carbon offsets are</td>
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<td>1.5</td>
<td>4.6</td>
<td>2.9</td>
<td>3.2</td>
<td>2.2</td>
</tr>
<tr>
<td>Don't know how to purchase CO for CB</td>
<td>3.0</td>
<td>2.4</td>
<td>4.4</td>
<td>2.9</td>
<td>2.8</td>
<td>2.8</td>
</tr>
<tr>
<td>Don't know what waste diversion means</td>
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<td>1.5</td>
<td>4.1</td>
<td>2.4</td>
<td>2.9</td>
<td>2.3</td>
</tr>
<tr>
<td>Don't know how to dispose of my wrappers</td>
<td>1.9</td>
<td>1.5</td>
<td>2.8</td>
<td>2.4</td>
<td>2.5</td>
<td>3.8</td>
</tr>
</tbody>
</table>
### Internal Barriers/Constraints - Lack of Value

<table>
<thead>
<tr>
<th></th>
<th>Don’t think carbon offsets are valuable</th>
<th>Don’t know why CB wants to divert waste</th>
<th>Don’t think recycling is worthwhile</th>
<th>Acting environmentally won’t improve environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>2.4</td>
<td>1.5</td>
<td>1.6</td>
<td>1.9</td>
</tr>
<tr>
<td>Cherry Blossom Loyalss</td>
<td>2.1</td>
<td>1.3</td>
<td>1.2</td>
<td>1.4</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>3.6</td>
<td>2.9</td>
<td>1.9</td>
<td>3.1</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>3.1</td>
<td>1.7</td>
<td>1.3</td>
<td>1.7</td>
</tr>
<tr>
<td>Conventionals (Inner focused metros)</td>
<td>4.3</td>
<td>2.5</td>
<td>2.3</td>
<td>2.7</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>3.0</td>
<td>1.8</td>
<td>1.6</td>
<td>2.2</td>
</tr>
</tbody>
</table>
Internal Barriers/Constraints - Not Interested

<table>
<thead>
<tr>
<th></th>
<th>Family not interested in acting sustainably</th>
<th>Significant other not interested in acting sustainably</th>
<th>Friends not interested in acting sustainably</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>2.2</td>
<td>2.8</td>
<td>2.6</td>
</tr>
<tr>
<td>Cherry Blossom Loyal</td>
<td>1.6</td>
<td>1.8</td>
<td>2.0</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>3.1</td>
<td>3.4</td>
<td>3.5</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>2.1</td>
<td>3.1</td>
<td>3.0</td>
</tr>
<tr>
<td>Conventional (Inner focused metros)</td>
<td>3.1</td>
<td>3.3</td>
<td>3.3</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>2.4</td>
<td>3.0</td>
<td>2.8</td>
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</tbody>
</table>
## External Constraints

<table>
<thead>
<tr>
<th></th>
<th>Social Justice Visitors</th>
<th>Cherry Blossom Loyal</th>
<th>Uneducated &amp; Unaware</th>
<th>Runners for Sustainability</th>
<th>Conventionals (Inner focused metros)</th>
<th>Local Runner Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO for CB cost too much</td>
<td>3.0</td>
<td>3.1</td>
<td>4.0</td>
<td>3.7</td>
<td>3.9</td>
<td>3.8</td>
</tr>
<tr>
<td>Don't have time to find trash can when running</td>
<td>2.5</td>
<td>1.8</td>
<td>3.5</td>
<td>2.9</td>
<td>2.9</td>
<td>5.3</td>
</tr>
<tr>
<td>No easily accessible trash cans</td>
<td>3.2</td>
<td>2.8</td>
<td>3.5</td>
<td>3.5</td>
<td>3.7</td>
<td>4.2</td>
</tr>
<tr>
<td>Easy to throw wrappers on the ground</td>
<td>2.1</td>
<td>1.7</td>
<td>2.9</td>
<td>2.1</td>
<td>2.8</td>
<td>5.1</td>
</tr>
<tr>
<td>Race workers will clean up after me.</td>
<td>4.0</td>
<td>3.9</td>
<td>4.3</td>
<td>4.8</td>
<td>5.0</td>
<td>5.9</td>
</tr>
</tbody>
</table>
Points of Attachment

<table>
<thead>
<tr>
<th>Points of Attachment</th>
<th>ID D.C. Metro Community</th>
<th>ID Cherry Blossom Run</th>
<th>ID Runner</th>
<th>ID Environmentalist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>4.2</td>
<td>4.8</td>
<td>5.4</td>
<td>4.9</td>
</tr>
<tr>
<td>Cherry Blossom Loyals</td>
<td>5.7</td>
<td>5.6</td>
<td>6.0</td>
<td>5.6</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>4.6</td>
<td>5.1</td>
<td>5.6</td>
<td>3.7</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>4.6</td>
<td>4.9</td>
<td>5.9</td>
<td>5.2</td>
</tr>
<tr>
<td>Conventionals (Inner focused metros)</td>
<td>4.8</td>
<td>4.6</td>
<td>5.0</td>
<td>3.5</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>5.3</td>
<td>5.2</td>
<td>5.5</td>
<td>4.8</td>
</tr>
</tbody>
</table>
### Attitude toward the Campaign

<table>
<thead>
<tr>
<th></th>
<th>Like CB encouraging reduction carbon footprint</th>
<th>Like CB encourage recycling</th>
<th>Like CB encourage sustainability</th>
<th>Like CB encourage environmentalism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>6.1</td>
<td>6.3</td>
<td>6.4</td>
<td>6.5</td>
</tr>
<tr>
<td>Cherry Blossom Loyal</td>
<td>6.6</td>
<td>6.7</td>
<td>6.8</td>
<td>6.7</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>5.6</td>
<td>6.1</td>
<td>6.2</td>
<td>6.0</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>6.3</td>
<td>6.5</td>
<td>6.7</td>
<td>6.4</td>
</tr>
<tr>
<td>Conventionals (Inner focused metros)</td>
<td>5.1</td>
<td>5.7</td>
<td>5.8</td>
<td>5.5</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>6.1</td>
<td>6.3</td>
<td>6.4</td>
<td>6.2</td>
</tr>
</tbody>
</table>
Behavioral Intentions

<table>
<thead>
<tr>
<th></th>
<th>Intend buy CO from CB</th>
<th>Intend to buy CO in general</th>
<th>Will recycle next CB</th>
<th>Will dispose waste right next CB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>4.4</td>
<td>4.5</td>
<td>6.5</td>
<td>6.4</td>
</tr>
<tr>
<td>Cherry Blossom Loyal</td>
<td>4.7</td>
<td>4.7</td>
<td>6.8</td>
<td>6.9</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>3.8</td>
<td>3.7</td>
<td>5.9</td>
<td>6.2</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>4.1</td>
<td>4.2</td>
<td>6.5</td>
<td>6.6</td>
</tr>
<tr>
<td>Conventionals (Inner focused metros)</td>
<td>3.1</td>
<td>3.1</td>
<td>5.7</td>
<td>5.9</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>4.0</td>
<td>3.8</td>
<td>5.8</td>
<td>5.8</td>
</tr>
</tbody>
</table>
Prior Sustainable Behaviors

<table>
<thead>
<tr>
<th>Group</th>
<th># of times run the CB</th>
<th># purchased CO</th>
<th># CO purchased from CB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>1.31</td>
<td>1.08</td>
<td>0.15</td>
</tr>
<tr>
<td>Cherry Blossom Loyal</td>
<td>1.93</td>
<td>1.23</td>
<td>0.17</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>1.07</td>
<td>0.10</td>
<td>0.03</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>1.04</td>
<td>0.49</td>
<td>0.03</td>
</tr>
<tr>
<td>Conventional (Inner focused metros)</td>
<td>1.27</td>
<td>0.32</td>
<td>0.05</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>1.65</td>
<td>0.58</td>
<td>0.14</td>
</tr>
</tbody>
</table>
Prior Sustainable Behaviors

<table>
<thead>
<tr>
<th>Segment</th>
<th>% Never Run the CB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>42.3%</td>
</tr>
<tr>
<td>Cherry Blossom Loyals</td>
<td>41.7%</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>52.9%</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>51.1%</td>
</tr>
<tr>
<td>Conventionals (Inner focused metros)</td>
<td>50.6%</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>42.4%</td>
</tr>
</tbody>
</table>
Prior Sustainable Behaviors

<table>
<thead>
<tr>
<th>Group</th>
<th>% time recycle</th>
<th>% time compost</th>
<th>% time bring own water to CB</th>
<th>% time throw waste on ground when running</th>
<th>% time place waste in container at end of run</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>80.9%</td>
<td>26.8%</td>
<td>62.6%</td>
<td>9.3%</td>
<td>93.1%</td>
</tr>
<tr>
<td>Cherry Blossom Loyal</td>
<td>85.2%</td>
<td>34.1%</td>
<td>56.4%</td>
<td>9.6%</td>
<td>93.9%</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>70.6%</td>
<td>15.0%</td>
<td>49.6%</td>
<td>18.0%</td>
<td>89.7%</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>87.0%</td>
<td>25.8%</td>
<td>52.1%</td>
<td>19.1%</td>
<td>96.4%</td>
</tr>
<tr>
<td>Conventionals (Inner focused metros)</td>
<td>73.0%</td>
<td>18.0%</td>
<td>48.9%</td>
<td>21.6%</td>
<td>91.1%</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>80.5%</td>
<td>21.6%</td>
<td>42.7%</td>
<td>38.4%</td>
<td>84.5%</td>
</tr>
</tbody>
</table>
Transportation to Run

<table>
<thead>
<tr>
<th>Group</th>
<th>Metro</th>
<th>Bike</th>
<th>Walk</th>
<th>Personal Vehicle</th>
<th>Cab or Similar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>75.0%</td>
<td>1.9%</td>
<td>5.8%</td>
<td>9.6%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Cherry Blossom Loyalys</td>
<td>71.5%</td>
<td>5.6%</td>
<td>7.6%</td>
<td>13.2%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>66.2%</td>
<td>2.9%</td>
<td>10.3%</td>
<td>19.1%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>63.3%</td>
<td>2.2%</td>
<td>12.2%</td>
<td>17.8%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Conventional (Inner focused metros)</td>
<td>69.6%</td>
<td>2.5%</td>
<td>8.9%</td>
<td>16.5%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>72.9%</td>
<td>5.9%</td>
<td>5.9%</td>
<td>10.6%</td>
<td>4.7%</td>
</tr>
</tbody>
</table>
Transportation to Expo

<table>
<thead>
<tr>
<th>Category</th>
<th>Metro</th>
<th>Bike</th>
<th>Walk</th>
<th>Personal Vehicle</th>
<th>Cab or Similar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>73.1%</td>
<td>0.0%</td>
<td>11.5%</td>
<td>11.5%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Cherry Blossom Loyals</td>
<td>67.4%</td>
<td>6.3%</td>
<td>13.2%</td>
<td>11.1%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>63.2%</td>
<td>1.5%</td>
<td>14.7%</td>
<td>20.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>60.0%</td>
<td>0.0%</td>
<td>14.4%</td>
<td>22.2%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Conventionalals (Inner focused metros)</td>
<td>60.8%</td>
<td>5.1%</td>
<td>13.9%</td>
<td>20.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>71.8%</td>
<td>2.4%</td>
<td>9.4%</td>
<td>16.5%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
Average Travel Miles

How many miles do you travel from your home to get to the Cherry Blossom Run?

<table>
<thead>
<tr>
<th>Group</th>
<th>Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>147.0</td>
</tr>
<tr>
<td>Cherry Blossom Loyals</td>
<td>72.0</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>94.0</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>129.0</td>
</tr>
<tr>
<td>Conventionals (Inner focused metros)</td>
<td>68.0</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>31.0</td>
</tr>
</tbody>
</table>
### Demographics - Gender

<table>
<thead>
<tr>
<th>Segment</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>84.6%</td>
<td>15.4%</td>
</tr>
<tr>
<td>Cherry Blossom Loyals</td>
<td>81.3%</td>
<td>18.8%</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>83.8%</td>
<td>16.2%</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>84.4%</td>
<td>15.6%</td>
</tr>
<tr>
<td>Conventionals (Inner focused metros)</td>
<td>65.8%</td>
<td>34.2%</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>76.5%</td>
<td>23.5%</td>
</tr>
</tbody>
</table>
## Demographics
- **Education Level**

<table>
<thead>
<tr>
<th>Group</th>
<th>High school grad</th>
<th>Some college</th>
<th>College grad</th>
<th>Grad degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>3.8%</td>
<td>1.9%</td>
<td>40.4%</td>
<td>51.9%</td>
</tr>
<tr>
<td>Cherry Blossom Loyalists</td>
<td>0.0%</td>
<td>5.6%</td>
<td>35.4%</td>
<td>59.0%</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>0.0%</td>
<td>4.4%</td>
<td>50.0%</td>
<td>45.6%</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>1.1%</td>
<td>4.4%</td>
<td>36.7%</td>
<td>57.8%</td>
</tr>
<tr>
<td>Conventionals (Inner focused metros)</td>
<td>1.3%</td>
<td>3.8%</td>
<td>45.6%</td>
<td>49.4%</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>1.2%</td>
<td>4.7%</td>
<td>36.5%</td>
<td>57.6%</td>
</tr>
</tbody>
</table>
### Demographics
- **Household Income %**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Social Justice Visitors</th>
<th>Cherry Blossom Loyal</th>
<th>Uneducated &amp; Unaware</th>
<th>Runners for Sustainability</th>
<th>Conventionals (Inner focused metros)</th>
<th>Local Runner Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below $20,000 (1)</td>
<td>0.0%</td>
<td>1.4%</td>
<td>2.9%</td>
<td>2.2%</td>
<td>1.3%</td>
<td>4.7%</td>
</tr>
<tr>
<td>$20,000 - $39,999 (2)</td>
<td>0.0%</td>
<td>2.8%</td>
<td>5.9%</td>
<td>3.3%</td>
<td>3.8%</td>
<td>4.7%</td>
</tr>
<tr>
<td>$40,000 - $59,999 (3)</td>
<td>15.4%</td>
<td>13.2%</td>
<td>16.2%</td>
<td>16.7%</td>
<td>8.9%</td>
<td>20.0%</td>
</tr>
<tr>
<td>$60,000 - $79,999 (4)</td>
<td>9.6%</td>
<td>11.1%</td>
<td>17.6%</td>
<td>14.4%</td>
<td>12.7%</td>
<td>16.5%</td>
</tr>
<tr>
<td>$80,000 - $99,999 (5)</td>
<td>7.7%</td>
<td>9.7%</td>
<td>17.6%</td>
<td>6.7%</td>
<td>11.4%</td>
<td>10.6%</td>
</tr>
<tr>
<td>$100,000 - $149,999 (6)</td>
<td>28.8%</td>
<td>29.2%</td>
<td>23.5%</td>
<td>21.1%</td>
<td>31.6%</td>
<td>22.4%</td>
</tr>
<tr>
<td>$150,000 - $199,999 (7)</td>
<td>19.2%</td>
<td>10.4%</td>
<td>10.3%</td>
<td>13.3%</td>
<td>11.4%</td>
<td>9.4%</td>
</tr>
<tr>
<td>$200,000 &amp; above (8)</td>
<td>19.2%</td>
<td>22.2%</td>
<td>5.9%</td>
<td>22.2%</td>
<td>19.0%</td>
<td>11.8%</td>
</tr>
</tbody>
</table>
### Demographics
- **Average Household Income**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Average Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Visitors</td>
<td>$115,750</td>
</tr>
<tr>
<td>Cherry Blossom Loyal</td>
<td>$105,750</td>
</tr>
<tr>
<td>Uneducated &amp; Unaware</td>
<td>$66,000</td>
</tr>
<tr>
<td>Runners for Sustainability</td>
<td>$100,000</td>
</tr>
<tr>
<td>Conventional (Inner focused metros)</td>
<td>$105,750</td>
</tr>
<tr>
<td>Local Runner Culture</td>
<td>$66,000</td>
</tr>
</tbody>
</table>

![Bar Graph](image_url)
Model
RMSEA = .065; CI .063-.067; $\chi^2/df = 3.249$
Market Segments

Relationships by Segment
Cluster 1 – Social Justice Visitors

**Attitude**
- Reduce Car Foot
- Encourage Recycl
- Encourage Sustain
- Inspire Env. friend

No interest in purchasing CO
No interest in diverting waste

**Values**
- Benevolence
- Family

**Past Behaviors**
- Times run CB before
- Purchased CO before
- Purchase CO for CB before
- % of time Recycle material
- % of time compost
- % time throw waste on ground during races
- % time place waste in appropriate containers

**External Constraints**
- Cost of CO for CB
- No time find waste can
- No accessible waste cans
- Easier to throw waste on the ground
- Workers will pick up my trash

**Intentions**
- Intend to buy CO for CB
- In general, will buy CO in future
- Next CB I will recycle my waste
- Next CB I will dispose of waste correctly

**Correlations**
- .438
- .619
- .656
- .373
- .371
- .307
- .334
- .358
- .337
- .577
- .435
- .427
- .473
- .360
- .413
- .329
- .467
- .473
- .306
- .438
- .619
- .656
- .373
- .371
- .307
- .334
- .358
- .337
- .577
- .435
- .427
- .473
- .360
- .413
- .329
- .467
- .473
- .306
Cluster 3 – Cherry Blossom Loyals

- Health
- Safety
- Fin. Security
- Companion
- Social Acc
- MatureLove
- Family
- Wisdom
- Inner Peace
- Curiosity

Attitude

- Environmentalism
- Benevolence
- Social Equality
- Global Peace
- Tolerance
- Aesthetics
- Reduce Car Foot
- Encourage Recycl
- Encourage Sustain
- Inspire Env. friend

Cluster 3 – Cherry Blossom Loyals

- Don’t understand Sustainability
- Don’t know what carbon offsets are
- Don’t know how to purchase CO for CB
- Don’t understand the term waste diversion
- Don’t know how to dispose wrappers in race
- CO not valuable
- Don’t know why CB worried diverting waste
- Recycling not worthwhile
- Acting environ friendly makes no difference
- Family not interested
- Sig other not interested
- Friends not interested
- Community ID
- Cherry Bloss ID
- ID Runner
- Environment ID
- Times run CB before

- No interest in purchasing CO
- No interest in diverting waste

- Times run CB before

Correlation values:

- 0.357
- 0.399
- 0.343
- 0.313
- 0.300
- 0.333
- 0.357
- 0.475
- 0.343
- 0.477
Cluster 5 – Uneducated & Unaware

- Don't understand Sustainability
- Don't know what carbon offsets are
- Don't know how to purchase CO for CB
- Don't understand the term waste diversion
- Don't know how to dispose wrappers in race
- CO not valuable
- Don't know why CB worried diverting waste
- Recycling not worthwhile
- Acting environ friendly makes no difference
- Family not interested
- Sig other not interested
- Friends not interested
- No interest in purchasing CO
- No interest in diverting waste

- Reduce Car Foot
- Encourage Recycl
- Encourage Sustai
- Inspire Env. friend
- Environmentalism
- Benevolence
- Social Equality
- Global Peace
- Aesthetics
- Tolerance

- Community ID
- Cherry Bloss ID
- ID Runner
- Environment ID

- Cluster 5 – Uneducated & Unaware
Cluster 5 – Uneducated & Unaware

Attitude
- Reduce Car Foot
- Encourage Recycl
- Encourage Sustai
- Inspire Env. friend

Times run CB before
Purchased CO before
Purchase CO for CB before
% of time Recycle material
% of time compost
% of time throw waste on ground during races
% of time place waste in appropriate containers
Cherry Bloss ID
ID Runner
Environment ID

Intend to buy CO for CB
In general, will buy CO in future
Next CB I will recycle my waste
Next CB I will dispose of waste correctly

Cost of CO for CB
No time find waste can
No accessible waste cans
Easier to throw waste on the ground
Workers will pick up my trash

Don’t know how to purchase CO for CB
Don’t understand the term waste diversion
Don’t know how dispose wrappers in race
CO not valuable
Recycling not worthwhile
Family not interested

Social Acc
MatureLove

130
Cluster 6 – Runners for Sustainability

- Don’t understand Sustainability
- Don’t know what carbon offsets are
- Don’t know how to purchase CO for CB
- Don’t understand the term waste diversion
- Don’t know how to dispose wrappers in race
- Don’t know why CB worried diverting waste
- Recycling not worthwhile
- Acting environ friendly makes no difference
- Family not interested
- Sig other not interested
- Friends not interested
- Community ID
- Cherry Bloss ID
- ID Runner
- Environment ID
- Workers will pick up my trash

In general, will buy CO in future
No accessible waste cans
No interest in purchasing CO
No interest in diverting waste

Environmentalism
Benevolence
Social Equality
Global Peace
Tolerance
Aesthetics

Reduce Car Foot
Encourage Recycl
Encourage Sustai
Inspire Env. friend

 inward: 0.318
outward: 0.337

attitude:
-3.92

Cluster 6

-3.71
Cluster 7 – Conventionals (Inner-focused Metros)
Cluster 8 – Local Runner Culture

- Health
- Safety
- Fin. Security
- Companion
- Social Acc
- MatureLove
- Family
- Wisdom
- Inner Peace
- Curiosity

Attributes:
- Environmentalism
- Benevolence
- Social Equality
- Global Peace
- Tolerance
- Aesthetics

Values:
- Reduce Car Foot
- Encourage Recycl
- Encourage Sustai
- Inspire Env. friend

Factors:
- Don’t understand Sustainability
- Don’t know what carbon offsets are
- Don’t know how to purchase CO for CB
- Don’t understand the term waste diversion
- Don’t know how to dispose wrappers in race
- CO not valuable
- Don’t know why CB worried diverting waste
- Recycling not worthwhile
- Acting environ friendly makes no difference
- Family not interested
- Sig other not interested
- Friends not interested
- No interest in purchasing CO
- No interest in diverting waste
- Community ID
- Cherry Bloss ID
- ID Runner
- Environment ID