

Evaluation of Spring 1999 Stormwater Media Outreach



“Think Clean Water” Campaign
Twin Cities Metro Area, Minnesota

Conducted by:

Rockwood Research
New Brighton, MN
(no longer in business)

Contact:

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In Review

THINK CLEAN WATER



Spring 1999
WaterShed Partners – Met Council

Two main messages

1. Keep leaves, grass clippings & fertilizer off streets & driveways. 
2. Use a fertilizer with a middle number of "3" or lower. 

What was done

- Campaign development
- Newspaper ads
- Radio spots
- CUB shopping bags message
- Refrig magnets
- Lawn care publications
- Press releases
- Water Education Resource
- Workshops
- Evaluation


Campaign development

- Dakota County
- Hamline University
- Met Council
- Minneapolis Park & Recreation Board
- MN Dept of Ag
- MN BWSR
- MN DNR
- MN PCA
- Ramsey Washington Metro Watershed Dist.
- St. Paul Neighborhood Energy Consortium
- UM Extension

The POLL Group - Consultants

Newspaper Ads

- Pioneer Press, Star Tribune, suburban weekly's
- 3X week for 2 weeks in daily's
- 4 weeks in weekly's
- \$42,187






Print ads not always apparent – even if you were looking!

Radio Spots

- Two 30 second spots
- Played mid-April to mid-May 1999
- \$30,000

CUB Food Bags

- Metro-wide
- Four weeks, two in April and two in May
- 5 million printed
- \$12,000

Refrigerator Magnets

- 20,000 Flat style
- 2,000 Clip style
- Distributed at water festivals, county fairs, schools, etc.
- \$6,846

Lawn Care Publications

- *When Zero Equals More*
- *Lawn Care Calendar*
- Utilized in Bachman's
- \$1,010

Press releases to weekly's

- Yard care practices
- Met Council
- St. Paul Neighborhood Energy Consortium
- \$0



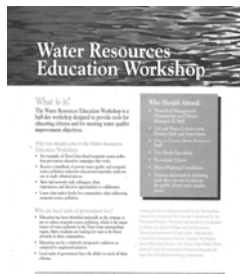
Water Education Resource

- Ready-to-use, pick-of-the-litter materials
- 362 distributed
- Supported by two workshops
- \$8,000



Water Education Resources Education Workshop

- Two dates in 2/99
- Approx. 60 attended
- Successful education programs shared
- “Blue Book” intro
- \$746

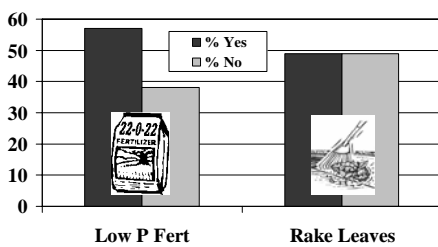


What was accomplished

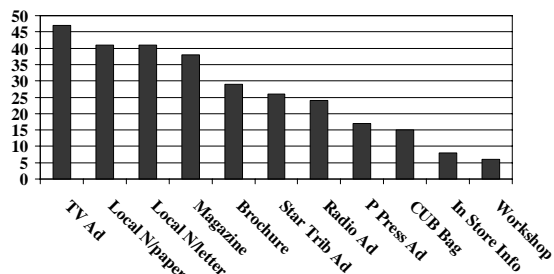
- Telephone survey evaluation
- 610 individuals surveyed during 6/99
- \$10,300



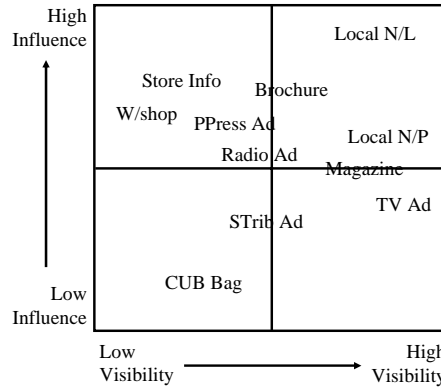
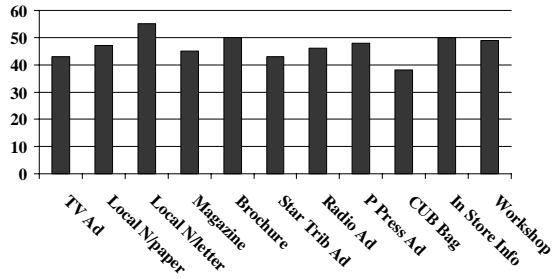
Have you heard or seen info on?



Where have you heard or read?



How much influence on yard care?



What it cost

Development costs	\$20,000+
Newspaper ads	\$42,000+
CUB Foods bags	\$12,000
Radio ads	\$30,000
Refrigerator magnets	\$7,000
Publications	\$1,000
Water Education Resource	\$8,000
Press releases	\$0
Workshops	\$1,000+
Evaluation	\$10,000
TOTAL (\$131,000 accounted for)	\$200,000

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I. Introduction to Survey

Ad Awareness June 1999

NAME _____

CASE ID

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ADDRESS _____

CITY _____ ZIP _____

TELEPHONE (_____) _____

INTERVIEWER _____ DATE _____

STATE

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EDITED BY _____

TIME IN _____

TIME OUT _____

Hello this is _____ from Rockwood Research. Today we are doing an environmental opinion poll regarding water quality issues. This is not a sales call. It is strictly a research study to help water education efforts in the Twin Cities. All information that might identify you will be kept strictly confidential.

1. Would this be a convenient time to ask you a few questions?

1 Yes

2 No **[SCHEDULE A CALL BACK TIME]**

2. Are you a head of household?

1 Yes

2 No **[ASK TO SPEAK TO A HEAD OF HOUSEHOLD. IF UNAVAILABLE, SCHEDULE A CALL BACK TIME]**

II. Survey and survey results

- Survey percentages and comments are in blue.
- "Rounding" of percentages may result in totals that add up to less than or more than 100%.
- 610 individuals living in the seven-county metropolitan area were surveyed by telephone during June, 1999.

3. Are you aware of where water goes when it enters the storm drain or catch basin on your street? **[MULTIPLE RESPONSES ALLOWED]**

n=610

- 63% 01 Yes
- 34% 02 No **[GO TO QUESTION 5]**
- 2% 98 Don't know **[GO TO QUESTION 5]**
- 0% 99 Refuses to answer **[GO TO QUESTION 5]**

- Of the 435 respondents who indicated in Question 6 that they had seen or heard something about improving the quality of lakes and rivers, 68% said they were aware of where water goes, compared to 53% who had not seen or heard about improving the quality of lakes and rivers.

4. **[IF YES ON QUESTION 3, ASK] Where DOES the water go? [DO NOT READ LIST] [MULTIPLE RESPONSES ACCEPTED]**

n=386

- 26% 01 Wastewater/sewage treatment plant
- 23% 02 A lake or stream
- 39% 03 The Mississippi River
- 4% 04 Under the ground/groundwater
- 4% 05 Minnesota River
- 7% 06 Local ponds/wetlands
- 2% 97 Other (Single mentions)
 - Across the street from the pool
 - Back in the water supply
 - To a basin
 - A man-made water shed
 - God
- 3% 98 Don't know
- 0% 99 Refuses to answer

5. When people [READ LIST], how important is it for them to consider the effect of those products on water quality? Is it “very important,” “somewhat important,” “not very important,” or “not at all important?”

n=610	Very important	Somewhat important	Not very important	Not at all important	Don't know	Refuses to answer
Purchase products like household cleaners and automotive products	80%	17%	2%	2%	0%	0%
Purchase lawn fertilizer and other lawn products	78%	18%	2%	2%	1%	0%
Dispose of paint, oil, and other products	90%	7%	1%	1%	1%	1%

% of Total Sample

	% Rating the Topic “Very Important”			
	Aware of Campaign n=435	Unaware of Campaign n=175	Knows where water goes n=386	Does not know where water goes n=224
Purchase products like household cleaners and automotive products	82%	74%	81%	78%
Purchase lawn fertilizer and other lawn products	82%	67%	78%	79%
Dispose of paint, oil, and other products	93%	83%	90%	90%

- Significantly more people who had seen or heard something about improving the quality of lakes and rivers, rated these topics “**very important**” than people who had not seen or heard about improving the quality of lakes and rivers.

6. In the past year, have you heard of or read anything about how you can improve the quality of lakes and rivers **[READ LIST]**?

n=610	Yes	No	Don't know	Refuses to answer
By using low phosphate lawn fertilizer	57%	38%	4%	1%
By keeping leaves out of the street	49%	49%	2%	1%

% of Total Sample

- Significantly more people who knew where water goes when it enters the storm drain or catch basin on their street (62% vs 47%) had seen or heard about using low phosphate lawn fertilizer to help improve water quality.
- Significantly more people who knew where water goes when it enters the storm drain or catch basin on their street (54% vs 41%) had seen or heard about keeping leaves out of the street to help improve water quality.

7. Where have you heard or read about these issues? **[DO NOT READ LIST]**

8. **[IF "NO," "DON'T KNOW," OR "REFUSED" IN Q 6 AND FOR ALL SOURCES NOT MENTIONED IN Q7, ASK]** Do you remember hearing about or seeing ads about water quality issues in.....? **[READ LIST]**

n=610	Total Mentions Q7 + Q8	Unaided Mentions Q7	Aided Mentions Q8
11 TV ad	47%	17%	30%
03 Local newspaper ad	41%	23%	18%
04 Local/ city/county Newsletter	41%	10%	31%
10 Magazine article	38%	8%	30%
07 Brochure	29%	3%	26%
02 Minneapolis Star Tribune ad	26%	13%	14%
05 Radio ad	24%	6%	18%
01 St. Paul Pioneer Press ad	17%	6%	11%
06 Grocery store bag	15%	1%	14%
08 Store, merchant	8%	1%	7%
09 Workshop	6%	1%	5%
12 News	1%	1%	
13 Friends/neighbors/family	1%	1%	
14 Organizations/groups	1%	1%	
15 Government/utilities	1%	1%	
16 Product label	1%	1%	
17 At work	1%	1%	
18 Internet	1%	1%	
97 Other: Specify: Single mentions Science museum program Water engineers Research studies Mississippi study Wall Street Journal Own knowledge Nature Conservancy	1%	1%	
98 Don't know	6%	6%	
99 Refused	1%	1%	

% of Total Sample

- Ironically, while almost a quarter of respondents indicated (unaided) that they read something in a “**local newspaper ad**”—which did exist—a fifth said (unaided) they had seen a “**TV ad**”—which did not exist as a part of your campaign.
- When total mentions are examined, the “**TV ad**” was mentioned by almost half of all respondents who had seen or heard about improving the quality of lakes and rivers.

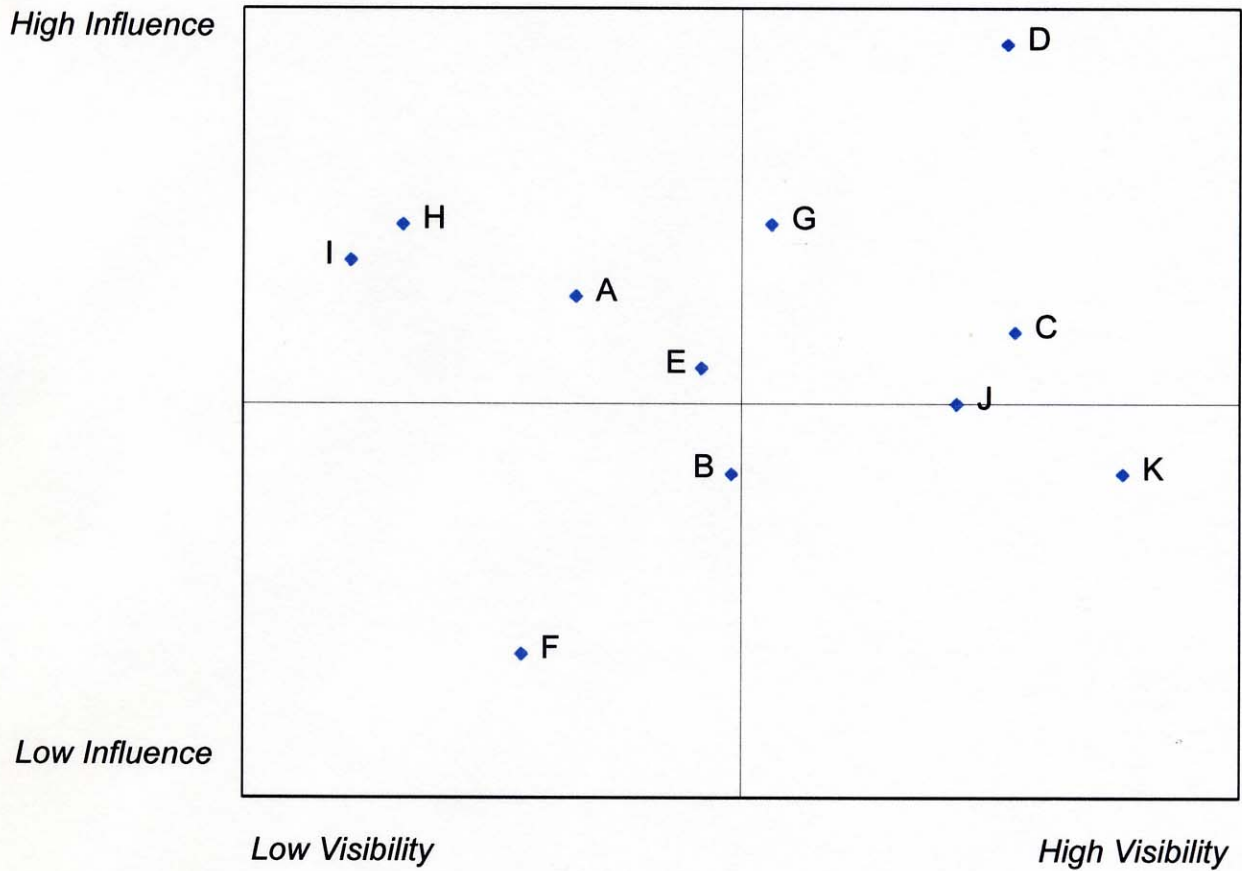
9. How much influence did the **[FROM Q7 AND Q8]** have on your lawn care purchases or practices this year? Would you say it had “a lot of influence,” “some influence,” “not very much influence,” or “no influence at all”?

	n=	A lot	Some	Not much	None	Don't know
St. Paul Pioneer Press ad	108	16%	32%	14%	31%	8%
Minneapolis Star Tribune ad	159	15%	28%	16%	37%	5%
Local newspaper ad	251	14%	33%	18%	31%	5%
Local/city/county newsletter	248	21%	34%	16%	23%	6%
Radio ad	149	14%	32%	20%	30%	5%
Grocery store bag	91	14%	24%	18%	40%	4%
Brochure	172	17%	33%	18%	27%	5%
Store/ merchant	52	10%	40%	23%	23%	4%
Workshop	35	46%	3%	14%	31%	6%
Magazine article	232	13%	32%	17%	32%	6%
Television ad	286	17%	26%	18%	32%	7%

% of Those Made Aware of Water Quality Improvement Issue By Each Source

Quadrant Map Showing Relationship Between Visibility and Influence Of Information Sources

Percent of respondents saying that advertisement had "a lot" or "some" influence



Number of respondents
Indicating awareness of advertisement

<u>LEGEND</u>	
A St. Paul Pioneer Press ad	G Brochure
B Minneapolis Star Tribune ad	H Store/merchant
C Local newspaper ad	I Workshop
D Local/city/county newsletter	J Magazine article
E Radio ad	K Television ad
F Grocery store bag	

10. Please describe the difference in your purchases or practices.

n=610

Purchase/Practice	% citing
Purchase safer or different products	13%
Don't use fertilizer/Use less fertilizer	11%
I'm more safe/cautious/careful	8%
No change in purchases or practices	8%
Properly dispose of chemicals/toxins	7%
Clean up grass clippings/leaves, yard debris and trash	6%
I'm more aware/conscious	6%
Don't use or buy chemicals/use biodegradable and organic products	6%
Recycle/use recycled/recyclable products	6%
Use fertilizer and other products with little or no phosphate	5%
Read labels/directions on products	5%
Use less chemicals/hazardous products	4%
Use water purifier/bottled water	3%
Don't use chemicals on the lawn	3%
Don't put certain things down the drain	2%
No change—have always been safe/conscious	2%
Mulch/compost leaves and grass	1%
Conserve water	1%
Environmental group involvement	1%
Not applicable	1%
Don't know	24%
Single mentions (see table)	

- One quarter of respondents do not know of any differences in purchases or practices as a result of seeing or hearing about water quality issues.