

# ***myfairlakes.com* Media Campaign**

## Data Displays and Findings Supplement

January 2007

“In Dane, only the rain goes down the drain.”



Prepared for the Madison Area Municipal Storm Water Partnership Information and Education Plan Subcommittee by the UW-Extension Environmental Resources Center.

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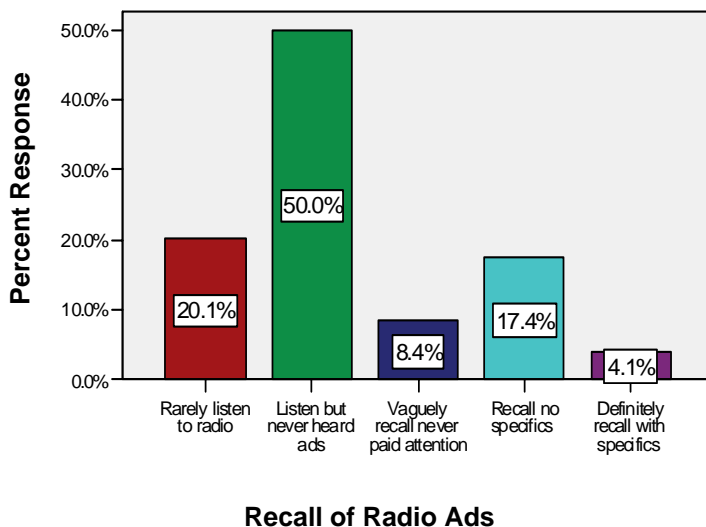
This publication presents a series of data displays and findings from the *myfairlakes.com* survey and serves as a supplement to the full report. Three hundred sixty-nine residents from seventeen municipalities, belonging to the Madison Area Storm Water Partnership, completed a mailed survey about a media campaign. The media campaign was used to raise awareness of how storm water impacts area waters. For more information about the methodology and the campaign please see the full report.

## 1. RECALLING THE CAMPAIGN AND USE OF WEBSITE

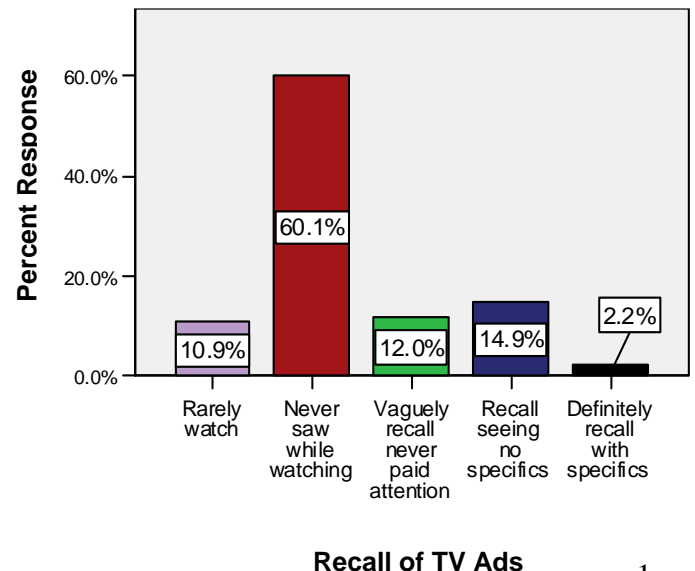
This section reveals specifics about the extent survey respondents recalled the *myfairlakes.com* Campaign which included the Fall Leaf Campaign– “Love You Lakes Don’t Leaf Them.” Also, data about the actions, encouraged during the campaign are presented. Specifically:

- Approximately four percent definitely recalled the radio ads and remembered specifics. Almost one-fourth either vaguely recalled hearing the ads, but the ads never had their attention or recalled hearing them, but could no longer recall specifics. About one-half, who listened to the radio, never heard the ads (Figure 1.1).
- Approximately two percent definitely recalled the television ads and remembered specifics. A little more than one-fourth either vaguely recalled hearing the ads, but the ads never had their attention or recalled hearing them, but could no longer recall specifics. Slightly more than one-half who watched television never recalled seeing the campaign ads (Figure 1.2).
- Written responses of those who definitely remember radio and TV ads showed that they recalled the campaign’s song or lyric.
- Approximately 13 percent definitely noticed something about the methods used in the Falls Leaf Campaign while remembering specifics (i.e. yard signs). Narrative comments also indicated that yard signs are what were noticed. Slightly more than one-fourth (27 percent) either recalled noticing something, but could no longer recall specifics or vaguely recall noticing something, but methods never really had their attention (Figure 1.3).
- An overwhelming majority (95 percent) did not recall hearing/learning about the campaign from a family member, neighbor, or friend (Figure 1.4).
- During the campaign 47 percent thought about how they manage their property and its affects on lakes and streams (Table 1.5).
- Three respondents reported that they had visited the website, *myfairlakes.com* (Table 1.6)

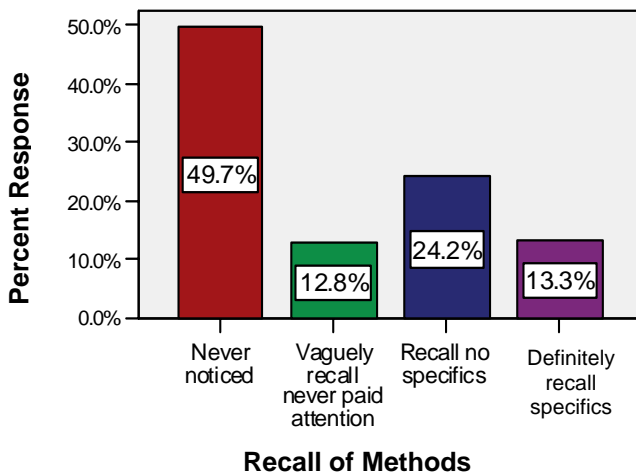
**Figure 1.1: Respondents’ Recall of Radio Ads (n=368)**



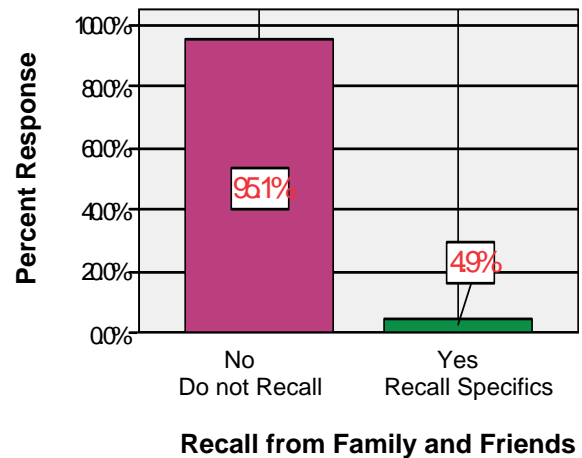
**Figure 1.2: Respondents’ Recall of TV Ads (n=366)**



**Figure 1.3: Respondents' Recall of Billboards, Yard Signs, etc. (n=366)**



**Figure 1.4: Hearing or Learning about Campaign from Family and Friends (n=367)**



**Table 1.5: Actions Recalled Doing During the Campaign**

| Actions   | Yes | No  |
|---|-----|-----|
| 1. Thinking about how I manage my property affects what's in lakes and streams. (n=355)       | 47% | 52% |
| 2. Thinking it's about time someone got this message out. (n=350)                             | 27% | 73% |
| 3. Talking about the campaign with a neighbor, friend or family member. (n=355)               | 11% | 89% |
| 4. Taking actions recommended by the campaign other than contacting a local official. (n=347) | 10% | 90% |
| 5. Contacting a local official about storm water concerns where I live. (n=347)               | 3%  | 97% |
| 6. Getting and posting a "Love Your Lakes, Don't Leaf Them" yard sign. (n=350)                | 2%  | 98% |
| 7. Buying a <i>myfairlakes.com</i> umbrella. (n=349)  | 2%  | 98% |

**Table 1.6 Respondents Visiting the Website (n =366)**

|               | Number | Percent |
|---------------|--------|---------|
| No access     | 47     | 13%     |
| Did not visit | 316    | 86%     |
| Visited       | 3      | 1%      |

## **2. CURRENT PRACTICES AND CAMPAIGN EFFECTS**

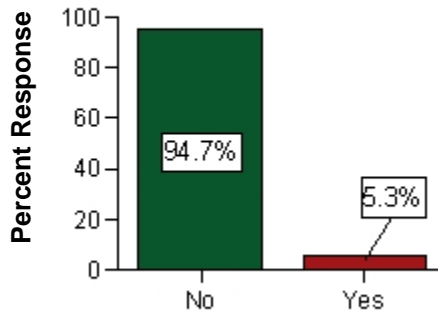
This section shows the behaviors encouraged by the campaign, and the percent of households that started encouraged behaviors as a result of the campaign. Specifically:

- Fifty percent or more were doing six campaign encouraged behaviors (Table 2.1).
- Nineteen (5.3 percent) reported starting some encouraged behaviors as a result of the campaign (Figure 2.2). How fifteen responded to questions about exposure to the campaign showed that their reports about campaign effects were invalid and reflected "satisfying behaviors". They were satisfying expectations that a response be given. All fifteen either never encountered the ads or vaguely recalled them. Likewise, the fifteen never noticed or vaguely recalled the Fall Leaf Campaign. None visited the website. Responses of two were valid while two were inclusive. (Table 2.3).

**Table 2.1: Encouraged Behaviors Done At Survey Completion**

| <b>Behaviors Done By Respondent or Anyone in Household</b>                                    | <b>Yes</b> | <b>No</b> | <b>Does Not Apply</b> |
|---|------------|-----------|-----------------------|
| 1. Direct rain downspouts to lawn rather than driveway or other paved areas ( <i>n</i> =362)  | 89%        | 6%        | 5%                    |
| 2. Keep street gutters in front of house clear of grass clippings and leaves ( <i>n</i> =361) | 65%        | 14%       | 21%                   |
| 3. Use weed-killers once or twice a year ( <i>n</i> =356)                                     | 64%        | 21%       | 15%                   |
| 4. Use fertilizer only once or twice a year ( <i>n</i> =355)                                  | 57%        | 25%       | 18%                   |
| 5. Use fertilizers with no phosphorous ( <i>n</i> =338)                                       | 56%        | 21%       | 23%                   |
| 6. Clean up and properly dispose of pet waste ( <i>n</i> =361)                                | 50%        | 3%        | 47%                   |
| 7. Dispose of motor oil at a recycling center ( <i>n</i> =362)                                | 49%        | 23%       | 29%                   |
| 8. Compost leaves and grass clippings in own yard ( <i>n</i> =359)                            | 46%        | 47%       | 8%                    |
| 9. Never use sodium chloride (rock salt) to melt ice ( <i>n</i> =353)                         | 44%        | 47%       | 9%                    |
| 10. Compost leaves and grass clippings through a community program ( <i>n</i> =356)           | 39%        | 52%       | 9%                    |
| 11. Never use weed-killers or fertilizers ( <i>n</i> =327)                                    | 18%        | 66%       | 16%                   |
| 12. Wash car on lawn ( <i>n</i> =362)   | 9%         | 67%       | 24%                   |
| 13. Test soil before fertilizing lawn ( <i>n</i> =359)  | 7%         | 73%       | 20%                   |
| 14. Install or maintain a rain garden ( <i>n</i> =362)  | 5%         | 85%       | 10%                   |

**Figure 2.2: Respondents' Starting "Encouraged" Behaviors Because of the Campaign (*n*=360)**



**Table 2.3: Satisfying Behavior of Respondents: Campaign Started Encouraged Behaviors**

| Respondent | Q10: Behaviors Started;<br>Letter in ( )   | Q1:<br>Recall<br>of<br>Radio<br>Ads | Q2:<br>Recall<br>of TV<br>Ads               | Q3: Recall of<br>Billboards, ETC | Q6:<br>Website<br>Used | Evidence:<br>Satisfying<br>Behaviors |
|------------|--|-------------------------------------|---|----------------------------------|------------------------|--------------------------------------|
| 50002      | No phosphorus fertilizer (f)   | 0                                   | 0   | 0                                | 0                      | Yes                                  |
| 50028      | None checked   | 0                                   | 0   | 0                                | 0                      | Yes                                  |
| 60024      | None checked   | 0                                   | V   | V                                | 0                      | Yes                                  |
| 70045      | None checked   | HNS                                 | 0   | DNS (didn't say what)            | 0                      | Yes                                  |
| 11013      | Keep street gutters clear (l)  | 0                                   | 0   | DNS Yard signs                   | 0                      | Yes                                  |
| 11050      | No phosphorus fertilizer (f)<br>Keep street gutter clear (l)   | V                                   | 0   | DNS radio ad keep leaves out     | 0                      | Inclusive                            |
| 13010      | None checked   | 0                                   | 0   | 0                                | 0                      | Yes                                  |
| 13013      | Dispose motor oil (a)<br>No phosphorus fertilizer (f)<br>Keep street gutter clear (l)  | HNS                                 | HNS   | NNS                              | 0                      | Yes                                  |
| 14018      | No phosphorus fertilizer (f)   | 0                                   | 0   | 0                                | 0                      | Yes                                  |
| 18011      | Dispose motor oil (a)<br>Use fertilizers once or twice a year (c)<br>Use weed-killer once or twice a year (d)<br>Never use rock salt (g)<br>Wash car on lawn (m) | HNS                                 | DRS – lyrics clever but not a lot of impact | DRS yard signs                   | 0                      | Inclusive                            |
| 50025      | None checked   | 0                                   | V   | 0                                | 0                      | Yes                                  |
| 70059*     | Keep street gutter clear (l)   | DRS                                 | DRS   | DRS                              | 0                      | None                                 |
| 70096      | Never use rock salt (g)<br>Compost leaves/grass in yard (h)<br>Direct downspouts (j)   | 0                                   | 0   | DRS                              | 0                      | Yes                                  |
| 70118      | Direct downspouts (j)<br>Keep street gutter clear (l)<br>Clean up pet waste (n)  | HNS                                 | V   | V                                | 0                      | Yes                                  |
| 70127 (1)  | Keep street gutter clear (l)   | HNS                                 | HNS   | DRS Yard signs                   | 0                      | None                                 |
| 70141      | No phosphorus fertilizer (f)   | 0                                   | 0   | V                                | 0                      | Yes                                  |
| 70030      | Use fertilizers once or twice a year (c)<br>No phosphorus fertilizer (f)   | 0                                   | 0   | V                                | 0                      | Yes                                  |
| 80001      | Keep street gutter clear (l)   | HNS                                 | NNS   | 0                                | 0                      | Yes                                  |
| 80004      | Never use weed-killer or fertilizers (e)   | HNS                                 | HNS   | NNS                              | 0                      | Yes                                  |

**KEY**

0= no exposure to this campaign source

V= vague levels of recall

HNS=heard but no specifics

DNS= definitely noticed something

NNS= noticed but no specifics

DRS= definitely recalled specifics

\* Noted that during campaign kept leaves out of the road

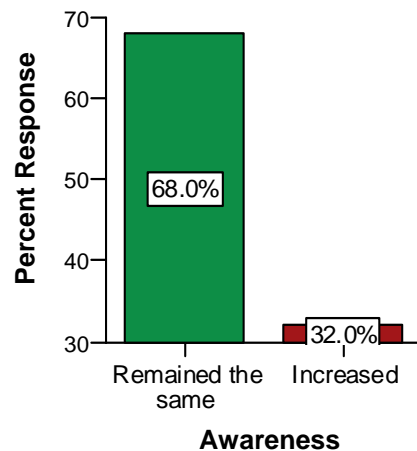
(1) Recalled yard signs and family member, neighbor, or friends saying “no leaves in the gutters”.

### **3. AWARENESS OF HOW STORM WATER IMPACT WATER RESOURCES**

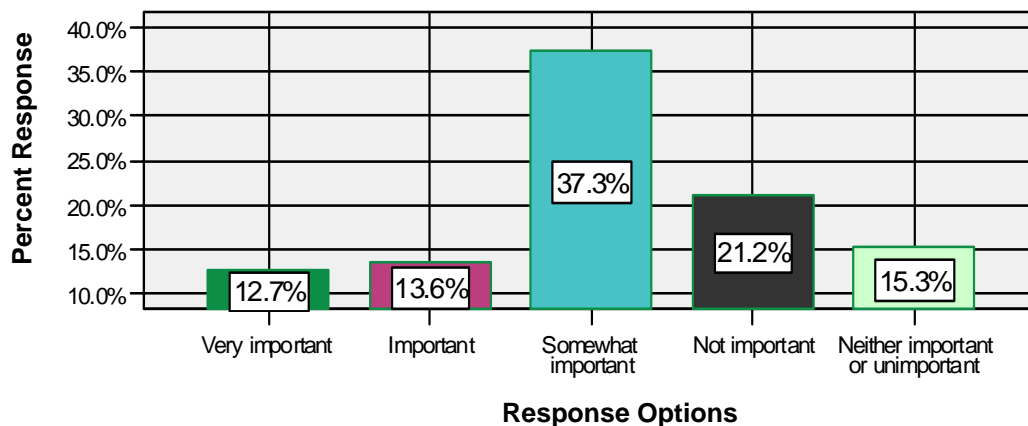
This section shows if awareness of how storm water impacts water resources increased during the year and a half prior to the survey and if so, how important the campaign was to the increase. Specifically,

- About one-third said that their awareness increased, while the remaining (68 percent) reported no increase (Figure 3.1).
- Of the one-third reporting increased awareness, nearly two-thirds said that the campaign had some importance, with levels of importance varying from “Very important to “Somewhat important” (Figure 3.2).

**Figure 3.1 Awareness of Stormwater Impacts on Water Resources; Increased or Remained the same During Last Year and a Half (n=361)**



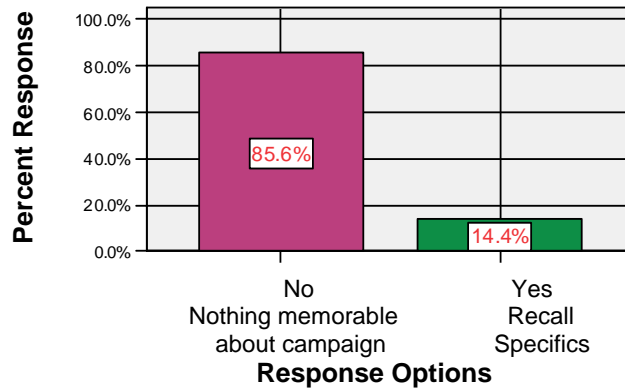
**Figure 3.2: Campaign's Importance to those Reporting an Increased Awareness of Stormwater Impacts (n=118)**



### **4. MEMORABLE ASPECTS OF CAMPAIGN**

This section shows about 14 percent of the respondents reported that there was something memorable about the campaign while the overwhelming majority replied that there was nothing memorable (Figure 4.1). Those who found the campaign memorable remembered the campaign's song or lyric.

**Figure 4.1: Memorable Campaign (n=327)**

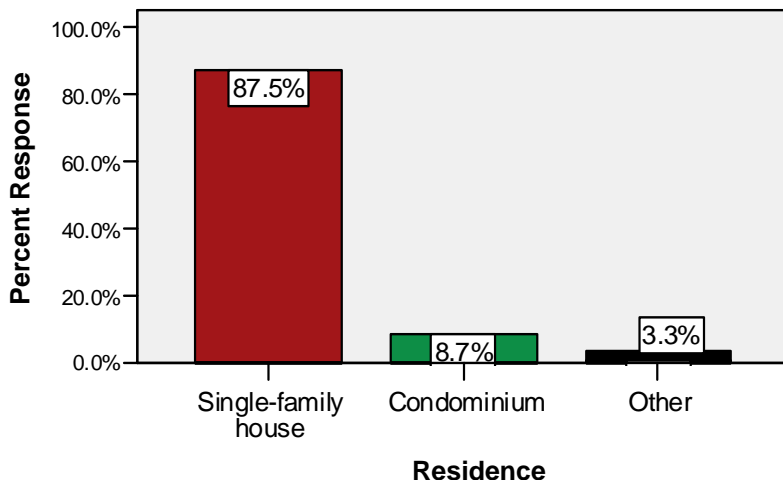


## 5. INFORMATION ABOUT RESPONDENTS

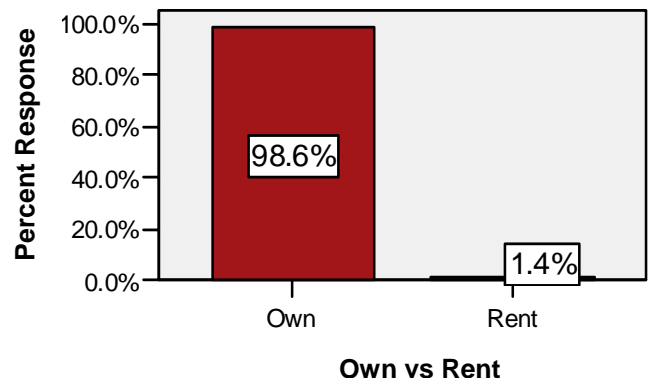
This section presents information about the respondents. Specifically:

- Nearly 90 percent lived in a single family house which are nearly all owner occupied (Figure 5.1 and 5.2).
- Most were 45-54 years of age (Figure 5.3).
- Gender breakdown was about 59 percent male and 41 percent female (Figure 5.4).
- An adult male performs the majority of the yard work in 70 percent of the households (Table 5.5).
- One-fourth had an annual household income within the range of \$20,000-\$49,999 and one-fourth had an annual household income from \$80,000 -\$119,000. One-fifth had an annual household income of “\$120,000 and over” (Figure 5.6).
- Nearly 43 percent had a four year college degree or a graduate/professional degree (Figure 5.7).
- Eighty-seven percent did not belong to an environmental, conservation, or watershed organization (Figure 5.8).
- Almost three-fourths use the lakes, rivers, and streams for scenic appreciation. About one-half (54 percent) use them for walking, jogging, etc.(Table 5.9)

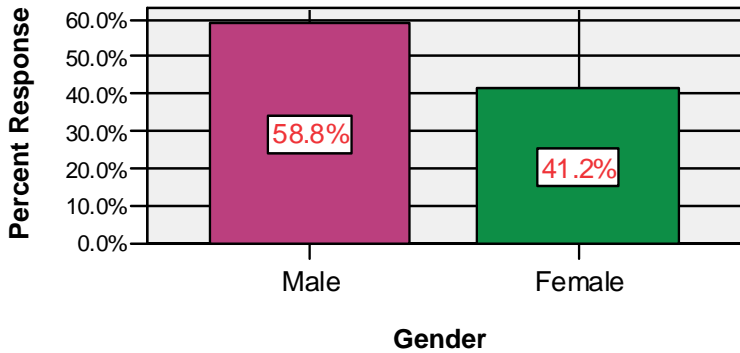
**Figure 5.1: Respondents’ Residence (n=368)**



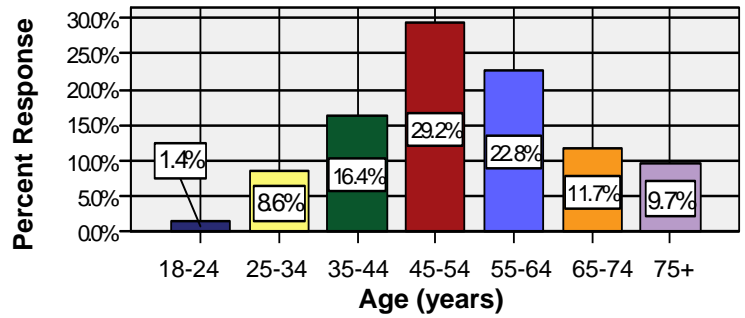
**Figure 5.2: Owning or Renting (n=359)**



**Figure 5.3: Gender of Respondents (n=359)**



**Figure 5.4: Age of Respondents (n=357)**

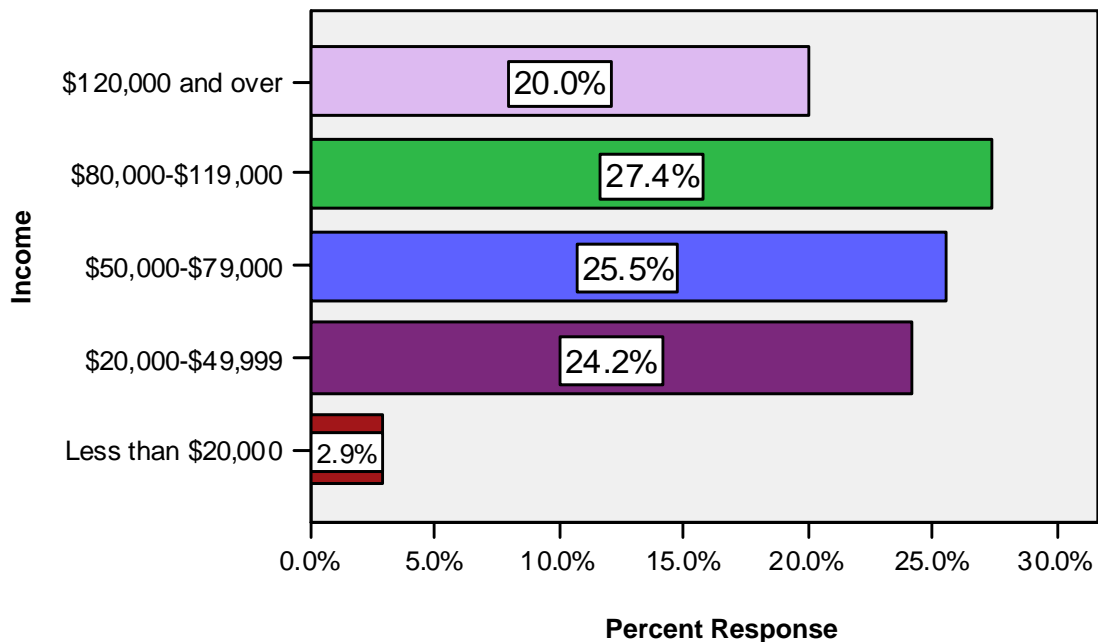


**Table 5.5: Main Yard Worker at Residence**

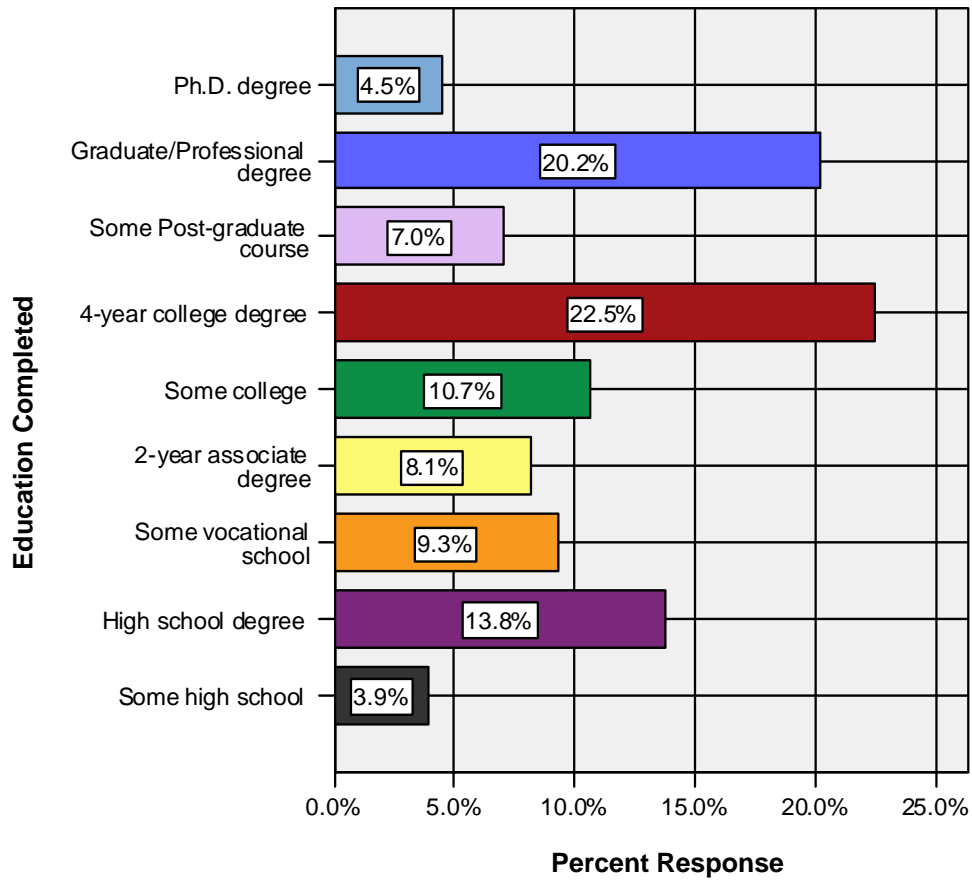
| Response Options           | Percent of Respondents* |
|----------------------------|-------------------------|
| Adult male (n=360)         | 70%                     |
| Adult female (n=360)       | 32%                     |
| Hired out (n=360)          | 16%                     |
| Youth (n=360)              | 4%                      |
| Do not have a yard (n=359) | 3%                      |

*\*Respondents were instructed to mark all applicable answers, so the total percentage of responses will not equal 100%.*

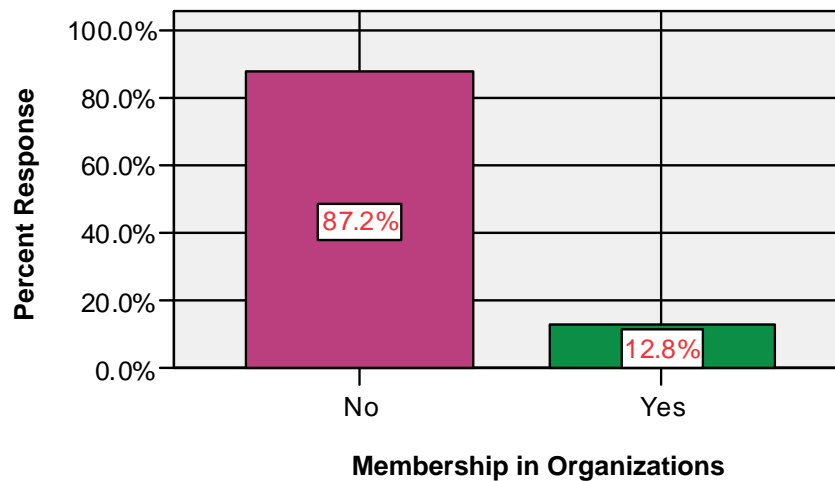
**Figure 5.6: Household Income (n=310)**



**Figure 5.7: Highest Level of Education Completed (n=356)**



**Figure 5.8: Respondents' Environmental, Conservation or Watershed Organization Memberships (n=360)**



**Table 5.9: Use of Dane County Lakes, Rivers, and Streams During Last Calendar Year**

| <b>Response Options</b>              | <b>Percent *</b> |
|--------------------------------------|------------------|
| Scenic appreciation (n=359)          | 71%              |
| Walking, jogging, etc. (n=359)       | 45%              |
| Motorized boats (n=359)              | 25%              |
| Fishing (n=359)                      | 20%              |
| Non-motorized boats (n=359)          | 16%              |
| None of the uses described (n=359)   | 16%              |
| Swimming (n=359)                     | 16%              |
| Ice-skating or winter sports (n=359) | 14%              |
| Hunting (n=359)                      | 5%               |
| Other (n=359)                        | 5%               |

*\* Respondents were instructed to mark all applicable answers, so the total percentage of responses will not equal 100%.*