

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

## Preliminary Report of Survey Findings

January 2007

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



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## **Acknowledgements**

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This report presents survey findings about a media campaign focusing on storm water related practices that contribute to the health of Dane County's lakes, rivers and streams. The first section introduces the campaign and its sponsors. A second section summarizes the methodology and follows with the findings. A summary precedes two appendices.

## **MEDIA CAMPAIGN AND SPONSORS**

Starting in 2005, Madison Area Municipal Storm Water Partnership (MAMSWaP) launched a media campaign (*myfairlakes.com*) to raise awareness of how storm water impacts area waters. The campaign of radio and television ads encouraged listeners and viewers to visit a website with information about how to make sure that "In Dane, only the rain goes down the drain"<sup>1</sup>. This slogan, a spin-off from the musical, *My Fair Lady*, encapsulated the campaign's primary message of preventing pollutants from going down storm drains and ditches.

Radio and TV ads ran during the spring and fall of 2005, and again in spring 2006. Radio ads were also aired unaccompanied by TV ads, during the summers of 2005 and 2006. Starting in fall 2005, ads were enhanced by the "Love Your Lakes, Don't Leaf Them" Campaign. Billboards, yard signs, pamphlets, and website-based information educated the public about the adverse effects of leaves on water bodies and effective countermeasures. This effort continued on a smaller scale during the fall of 2006 and during the administration of this survey. Sponsors of the Fall Leaf Campaign also included Friends of Lake Monona, Friends of Lake Wingra, Friends of Starkweather Creek, City of Madison, and Madison Advertising Federation.

MAMSWaP consists of 19 municipalities within Dane County that have joined together in applying for a joint municipal storm water discharge permit. Members are the Cities of Fitchburg, Madison, Monona, Middleton, Sun Prairie, and Verona; the Villages of DeForest, Maple Bluff, McFarland, Shorewood Hills, and Waunakee; the Towns of Burke, Blooming Grove, Madison, Middleton, Westport, and Windsor, Dane County, and the University of Wisconsin-Madison.

Applying jointly, the Partnership receives a single permit rather than 19 individual permits under Wisconsin Administrative Code NR 216. The goal of the permit program is the reduction of negative impacts on water quality in lakes and streams from urban sources of storm water runoff. NR 216 also requires an education and outreach plan, which MAMSWaP's Information and Education Subcommittee developed in January 2003<sup>2</sup>. The media campaign is one of the numerous activities identified in the plan.

## **SURVEY METHODOLOGY**

This report is based on data collected from a four page survey mailed to a stratified random sample of 625 households. In late August 2006, planning for the survey began and the Information and Education Plan Subcommittee reviewed a draft on September 6, 2006. Survey questions addressed; recall of the media and Fall Leaf Campaigns, behaviors during campaigns, use of the campaign's website, if campaigns contributed to starting encouraged behaviors, effects on awareness of how storm water impacts water resources, and information about survey respondents.

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<sup>1</sup> See <http://www.myfairlakes.com>

<sup>2</sup> Joint Storm Water Permit Group Information and Education Plan (January 2003). Accessed December 13, 2006 at <http://www.danewaters.com/pdf/stormwater/jointstormwaterpermit.pdf>

The stratified random sample of 625 households represented those from the permit group area and the number was determined based on standard guidelines.<sup>3</sup> The sample was not directly proportional to the relative population of each municipality since partial representation from each community was the goal. Numbers were drawn as follows: 150 households from the City of Madison, 50 households from each of the cities of Fitchburg, Middleton, and Sun Prairie, 25 households from each of the cities of Monona and Verona, 25 households from each of the Villages of DeForest, Maple Bluff, McFarland, Shorewood Hills, and Waunakee, and 25 households from each of the towns of Blooming Grove, Burke, Madison, Middleton, Westport, and Windsor.

Water utility records, provided by the above municipalities or tax rolls acquired through the Dane County Planning and Development Office, were used to randomly select households. Water utility records were preferred because of targeting only urbanized areas of the rural townships and homeowners from all municipalities. However, because of various situations such as incompatible software, privacy concerns about sharing lists, and inability to electronically provide lists, tax rolls became the primary sources for household selection.

Businesses, condominiums, and apartment complexes were removed from water utility and tax rolls. A total of 80,447 households from the 17 municipalities made up the final survey population. In cases where two names were listed, a flip of the coin determined which individual would receive the survey.

### **Survey Administration**

The survey was conducted between mid October and early December 2006. Surveys were mailed, via United States Postal Service (first class), to the sample group which involved five contacts. All 625 households, of the sample group, received an advance letter addressed to them personally. Advance letters included information about the purpose of the survey and stressed the importance of participation. Within one week after mailing the advance letters, all 625 households received an initial survey packet, including a copy of the questionnaire, a pre-addressed postage-paid envelope, and a letter describing the survey restating how the information would be used. All respondents were assured of confidentiality.

Those not responding within ten days received a follow up letter reminding them of the survey and asking for their participation. Households that did not respond within 10 days of the follow up letter received another full survey packet, including a survey, a stamped return envelope, and another cover letter. Those who still did not respond, two weeks after the second survey packet, were mailed a final reminder letter.

### **Data Analysis Sample, Response Rate, and Confidence Level**

Out of 625 surveys sent, 376 households returned surveys, 9 of those were largely incomplete or returned too late for analysis. Thirty-three were dropped from the sample because their addresses were incorrect and surveys were returned. Three returned surveys noting they did not want to participate. The final sample available for data analysis was 369 with 592 actually receiving surveys, resulting in a response rate of 62 percent. This final sample yields data with a statistical reliability of  $\pm 5.1$  percentage points at the 95 percent confidence level. This means that 95 out of 100 times, the results of this survey should differ by no more than 5.1 percent, in either direction, from what would have been obtained by interviewing all households in the MAMSWaP area.

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<sup>3</sup> Dillman, D. (2007). *Mail and internet surveys, the tailored design method*. Hoboken, NJ: John Wiley, 204-211.

## Response Rate by Municipality

As Table 1.0 demonstrates, response rates vary from a low of 48 percent from the City of Verona to a high of 76 percent from the City of Monona.

**Table 1.0: Response Rate by Municipality**

Municipality	Response Rate	Total Number Respondents	Total Number of Refusals
<b>Cities</b>			
Fitchburg	72%	36	0
Madison	59%	86	2
Middleton	50%	25	0
Monona	76%	19	0
Sun Prairie	66%	32	1
Verona	48%	12	0
<b>Villages</b>			
DeForest	48%	12	0
Maple Bluff	64%	16	0
McFarland	52%	13	0
Shorewood Hills	60%	16	0
Waunakee	60%	15	0
<b>Towns</b>			
Blooming Grove	48%	12	0
Burke	64%	16	0
Madison	48%	12	0
Middleton	52%	13	0
Westport	72%	18	0
Windsor	60%	15	0
n/a *	n/a	1	0
<b>TOTAL</b>		<b>369</b>	<b>3</b>

\* The tracking identification number was removed from the survey, preventing identification of which municipality the respondent lives in.

## Data Analysis

Survey data analysis consisted of collecting, coding, and analyzing the data using the statistical software, SPSS. Prior to data analysis, a data set was created by defining and coding responses to survey questions. The defining and coding of data consisted of assigning a code for each question represented in the survey, resulting in 66 different codes. Once the codes for each question were established, a numerical value was designated for each possible answer. The numerical values varied depending on the number of possible responses for each question. Invariably, when data is collected, there are several questions left unanswered. To address this issue, a code was assigned in SPSS to represent missing data. Furthermore, another code was assigned to decipher between those responses which were left unanswered and those responses which the respondent legitimately was required to skip the question. A pilot run was conducted by entering a few surveys in SPSS to ensure that all items were captured and coded appropriately. Once the coding system was confirmed, data entry was conducted for all 369 surveys.

After completing the data entry, descriptive statistics analyses were performed resulting in various tables, graphs and diagrams. These were studied to identify central tendencies and to summarize trends. These central tendencies and trends were studied and ultimately expressed as findings.

The data set lacked variance on all variables, except those related to demographics of respondents. This made any correlation analyses, as well as tests of significance, unwarranted. Lack of variance within the data set also meant that analysis by municipality was uncalled-for.

The survey also consisted of several open fields for written comments. These were transcribed into a word processing program and then sorted and coded into like categories. Relationships within and between categories were studied and ultimately expressed in thematic statements.

## FINDINGS

Data analysis resulted in five findings. These are presented below after information about survey respondents is provided. Throughout this section, “*n*=” followed by a number reveals the actual number of involved respondents in what is specifically being reported.

### Respondents

Those completing the survey were primarily property owners (99 percent) of single family houses (88 percent). The age range was from 18 to 75 years of age or older. The majority of the respondents (90 percent) were 35 years of age or older. Specifically, there were 105 individuals reporting the ages between 45-54 years (29 percent), 82 individual reporting the ages between 55-64 years (23 percent) and 59 people reporting the ages between 35-44 years (16 percent).

Slightly more than half of the respondents were males (*n*=211, 59 percent). Forty-one percent were females (*n*=148). An adult male performed the majority of the yard work in 70 percent of the households while 32 percent who did most of the yard work were females.

The sample was fairly even distributed across four income categories ranging from \$20,000 to \$120,000. However, only nine reported household incomes less than \$20,000. The most frequently reported household annual income was between \$80,000-\$119,000 (*n*=85, 27 percent), followed by those with a total annual household income of \$50,000-\$79,000 (*n*=79, 26 percent), and those with incomes ranging from \$20,000-\$49,000 (*n*=75, 24 percent).

Many respondents identified themselves as receiving a higher education. A high proportion of respondents reported either completing a four year college degree (*n*=80, 23 percent) or a graduate/professional degree (*n*=72, 20 percent). A total of 100 individuals completed a two year associate degree, some college, or some vocational school (28 percent). A combined total of 27 percent (*n*=63) have some high school or a high school diploma. Lastly, approximately seven percent of the respondents reported to have some post graduate experience (*n*=25) and less than five percent reported a doctoral degree (*n*=16).

The survey also inquired about respondents’ use of local waters and membership in an environmental, conservation or watershed organization. Most (87 percent) do not belong to an environmental, conservation, or watershed organization. From the provided list of ways local lakes, rivers, and streams could be used, seventy-one percent of all respondents (*n*=359) selected “*scenic appreciation*”, followed by “*walking, jogging, etc*” (45 percent). Other uses included motorized boating (25 percent), and fishing (20 percent). Sixteen percent of the respondents reported *non-motorized boating and swimming*.

## Low Numbers Noticing and Recalling the Campaign

Table 2.0 shows data about how respondents noticed various media sources making up the campaign and the different levels of recall. High percentages of the respondents never recalled hearing, seeing, or noticing the campaign delivered, according to the listed sources (Table 2.0). Low percentages recalled the radio ads, television ads, and methods (billboards, yards signs, brochures) supporting the Fall Leaf Campaign in any sufficient detail. Specifically, four percent definitely recalled hearing the radio ads while being able to report what they remembered, while two percent definitely recalled seeing the television ads plus were able to report what they remembered.

Another 24 percent recalled hearing the radio ads but could no longer recall specifics compared to 15 percent who recalled seeing the television ads but could not recall specifics. More respondents (13 percent) reported definitely recalling, *noticing* and specifically remembering something about the billboards, yard signs, and brochures featuring the slogan “*Love Your Lakes, Don’t Leaf Them.*”

**Table 2.0: Percent Levels of Noticing and Recalling the Campaign Ads**

<b>Source</b>	<b>Never</b> heard, saw or noticed	<b>Vaguely</b> <b>Recall</b> hearing, seeing, or noticing but never paid attention	<b>Recall</b> hearing, seeing or noticing but can’t recall specifics	<b>Definitely</b> <b>Recall</b> listening/seeing or noticing something while recalling some specifics
Radio (n=294)*	50%	8%	17%	4%
Television (n=328)*	60%	12%	15%	2%
Billboards, yard signs, brochures, etc. (n=368)	49%	13%	24%	13%

\* n excludes those who reported rarely listening to radio or watching television.

Analysis of written comments, of what was remembered, showed that something related to the song or lyric used – “*In Dane, only the rain goes down the drain*”—was recalled. In addition, those recalling the Fall Leaf Campaign noticed the yard signs. Analysis of data from a question probing for anything particularly memorable about the campaign also showed the song or lyric was the memorable aspect (n=47).

Other possible sources to hear or learn about the campaign were family members, neighbors, or friends. A total of 18 (n=355) respondents reported recalling hearing or learning something about the campaign from these sources.

A final question intended to measure recall of the campaign and asked if survey respondents recalled doing any of seven actions during the campaign (see Table 3.0). Except for “*Thinking about how I manage my property affects what’s in the lakes and streams,*” the remaining six other actions encouraged by the campaign were low.



**Table 3.0: Recalling Actions Taken During the Campaign**

<b>Actions Taken</b>	<b>Yes</b>	<b>No</b>
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%

### Limited Use of Campaign Website

Essentially the campaign focused on encouraging citizens to visit a website with information about practices and behaviors ensuring that "...only the rain goes down the drain." Data revealed that three people (less than one percent, n=368) reported ever visiting the website and two said the site was one of their bookmarked sites.

### Some Campaign-Encouraged Behaviors Already Being Practiced

Fifty percent or more of the respondents were already practicing six campaign encouraged behaviors at the time they completed the survey (see Table 4.0). Fourteen behaviors were listed in the question. The majorities included, (a) directing downspouts to lawn rather than driveway or other paved areas, (b) keeping street gutters in front of house clear of grass clippings and leaves, (c) using weed killers once or twice a year, (d) using fertilizer only once or twice a year, (e) using fertilizers with no phosphorous and (f) clean up and properly disposing of pet waste. Percentages vary from 89 percent for properly directing downspouts to 50 percent for properly disposing of pet waste.

**Table 4.0: Household Behaviors Reported as Doing (Percent Responding)**

<b>Behaviors</b>	<b>Yes</b>	<b>No</b>	<b>Does Not Apply</b>
Direct rain downspouts to lawn rather than driveway or other paved areas (n=362)	89%	6%	5%
Keep street gutters in front of house clear of grass clippings and leaves (n=361)	65%	14%	21%
Use weed-killers once or twice a year (n=356)	64%	21%	15%
Use fertilizer only once or twice a year (n=355)	57%	25%	18%
Use fertilizers with no phosphorous (n=338)	56%	21%	23%
Clean up and properly dispose of pet waste (n=361)	50%	3%	47%

In addition, 49 percent reported disposing motor oil at a recycling center, 46 percent composted grass clippings in own yard, 44 percent never used sodium chloride/rock salt to melt ice, and 39 percent of the respondents reported composting leaves and grass clippings through a community program. Eighteen percent reported that they never used a weed killer compared to sixty-six percent who did, nine percent washed their car on a lawn versus sixty-seven percent who did not, and seven percent tested the soil before fertilizing their lawn compared to seventy-three percent who did not. Only a few (five percent) reported installing or maintaining a rain garden.

### **Campaign's Effects on Starting Encouraged Behaviors Were Limited**

Those who reported regularly doing any of fourteen campaign-encouraged behaviors, as reported above, were also asked if any behaviors were started as a result of the campaign. In addition, respondents were asked to identify specific behaviors started as a result of the campaign. Ninety-five percent ( $n=361$ ) reported that they did not start any encouraged behaviors as a result of the campaign. Nineteen (five percent) said that they started some encouraged behaviors as the result of the campaign and fourteen identified specific started behaviors. The use of *fertilizer without phosphorous* ( $n=6$ ) and *keeping street gutters clear of grass clippings* ( $n=6$ ) were frequently attributed to the campaign.

Further analysis of these 19 was conducted (see Appendix B). The analysis compared reports that behaviors started as a result of the campaign and responses to other questions about recalling campaign radio and television ads, noticing methods supporting the Fall Leaf Campaign, and use of the campaign's website. None of the 19 used the website. Also at least 15 either never encountered the ads or vaguely recalled them or could not recall specifics. Furthermore 15 never noticed or vaguely recalled the methods involved in the Fall Leaf Campaign.

This analysis resulted in questioning the validity of 15 of the 19 respondents who initially said they started encouraged behaviors as a result of the campaign. Responses of two regarding the effects of the campaign were considered valid and two proved difficult to judge. In all-likelihood the responses of 15 reflected "*satisfying behaviors*."<sup>4</sup> *Satisfying behaviors*, involves wanting to please or meet the expectations of the survey through giving a response and causes responses to be invalid.

### **Awareness of How Storm Water Impacts Water Resources Increased for a Few**

The survey probed if the campaign increased awareness of how storm water impacts water resources. First, the survey asked if awareness of how storm water impacts water resources had remained the same or increased during the last year and a half (a time period paralleling the campaign). One-hundred eighteen (32 percent,  $n=362$ ) reported an increase, versus seventy-eight percent who reported that their awareness remained the same. The 118 with increased awareness were then asked a follow-up question regarding the importance of the campaign to their increased awareness.

Thirty-one respondents, (26 percent) with increased awareness, said that the campaign was either *very important* or *important* to the increase they had experienced. Another 44 respondents (37 percent) of those reporting "increased awareness," said that the campaign was *somewhat important*. In contrast, 25 respondents (21 percent), who reported increased awareness, said that the campaign was *not important* and another 18 (15 percent) checked *neither important nor unimportant*.

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<sup>4</sup> Ibid, 62-64

## SUMMARY

The Madison Area Municipal Storm Water Partnership, which includes 17 municipalities, Dane County, and UW-Madison, commissioned a survey of its *myfairlakes.com* media campaign. The survey also included a question about the Fall Leaf Campaign– “*Love Your Lakes, Don’t Leaf Them.*” A random stratified sample of 625 households drawn from seventeen municipalities participating in the partnership resulted in data from 369 households (a response rate of 62 percent).

As intended, property owners of single family houses made up a significant portion of the final sample. Slightly more were male than female. The majority were 35 or older. An adult male performed the majority of the yard work in 70 percent of the households.

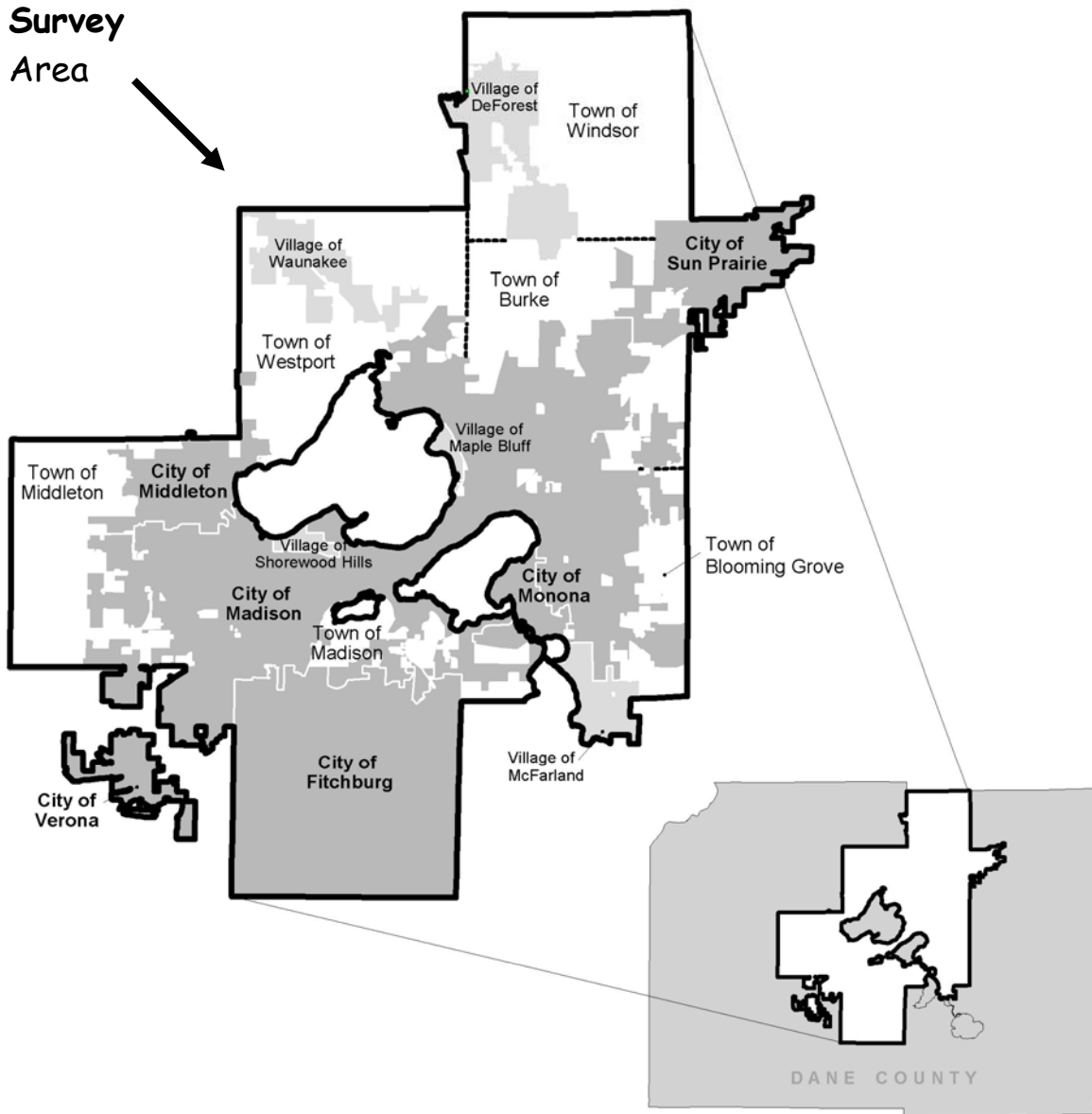
Household incomes were distributed fairly even across four categories ranging from \$20,000 to \$120,000. However, only nine reported income levels of less than \$20,000. Many respondents completed a higher education. The ways respondents used Dane County’s water resources varied, with high percentages in the two survey categories of (a) *scenic appreciation* and (b) *walking, jogging, birding, or similar*. A few belonged to an environmental, conservation, or watershed organization.

Descriptive statistical analysis and narrative analysis of open-ended responses showed that total numbers who definitely recalled the radio and television ads were low. More respondents (13 percent,  $n=368$ ) definitely recalled aspects of the Fall Leaf Campaign. Some of those who noticed the campaign to any degree reported that doing so increased their awareness of how storm water impacts the water resources.

The number of respondents who used the campaign website was low. The effect of the campaign on starting encouraged behavioral changes was limited. Nineteen respondents reported doing some of the campaign encouraged behaviors. However, further analysis of these nineteen and how they responded on other survey questions reduced this number considerably.

# Appendix A

## Your Reactions to the *myfairlakes.com* Media Campaign



This survey is conducted by the Environmental Resources Center, University of Wisconsin-Extension on behalf of Madison Area Municipal Stormwater Partnership, which includes seventeen area communities, Dane County, and UW-Madison. Results will help programs for protecting and improving water resources in your community.

Thank you for completing this survey. Please answer all questions by filling in the circle that best matches your response and by providing any requested information. Don't be concerned about whether or not you are providing the "right" answer—we are most interested in your awareness of and reactions to the *myfairlakes.com* media campaign. If you have any questions about this survey, please contact the survey coordinator, Jake Blasczyk, Evaluation Specialist, Environmental Resources Center at (608) 890-0718 or [jblasczyk@education.wisc.edu](mailto:jblasczyk@education.wisc.edu).

## RECALLING MYFAIRLAKES.COM

1. Do you recall hearing the *myfairlakes.com* radio ads about storm water broadcasted from spring 2005 to summer 2006? Mimicking characters from the musical *My Fair Lady*, the ads feature the lyrics "In Dane, only the rain goes down the drain." The ads encouraged listeners to go to the website. *n*=368

- I rarely listen to radio. =20%
- I listen to radio but never heard these radio ads. =50%
- I vaguely recall hearing them but they never really had my attention. =8%
- I recall hearing them but can no longer recall specifics. =17%
- I definitely recall seeing them. I specifically remember: (complete the sentence) =4%

**Eleven respondents specifically remembered the song or lyric used, while two respondents remembered the message to keep leaves out of streets and storm sewers.**

2. Do you recall seeing the *myfairlakes.com* television ads about storm water broadcasted in the spring and fall of 2005 and spring of 2006? Mimicking characters from the musical, *My Fair Lady*, the ads featured dancing umbrellas along with the lyrics "In Dane, only the rain goes down the drain." The ads encouraged viewers to go to the website. *n*=368

- I rarely watch television. =11%
- I never saw the television ads while watching TV. =60%
- I vaguely recall seeing them but they never really had my attention. =12%
- I recall seeing them but can no longer recall specifics. =15%
- I definitely recall seeing them. I specifically remember: (complete the sentence) =2%

**Six respondents specifically remembered the song or lyric used, while three respondents remembered the umbrellas shown in the television ads.**

3. During the last year, do you recall noticing any billboards, yard signs, brochures, etc. featuring the slogan *Love Your Lakes, Don't Leaf Them* encouraging efforts to keep leaves from getting into lakes and streams? *n*=368

- I never noticed anything. =50%
- I vaguely recall noticing something but it never really had my attention. =13%
- I recall noticing something but can no longer recall specifics. =24%

**Thirty-two respondents specifically remembered yard signs, while eight respondents remembered the general message of the campaign. Four respondents recalled billboards or the slogan, three were unclear but recalled either yard signs/billboards, and one respondent remembered posters, brochures, or storm drain stencils.**

4. Did you recall hearing or learning anything about the campaign from any family member, neighbor or friend? *n=367*
- Not that I can recall. =95%
  - Yes. If yes, what do you recall hearing or learning? =5%
  - I definitely recall noticing something. I specifically remember: (complete the sentence) =13%

**Six respondents recalled talking about keeping yard waste out of streets and lakes (although two were not sure if it was campaign-influenced), two respondents mentioned a Boy Scout project which involved storm drain signs, and two mentioned the media used.**

5. During the campaign, do you recall doing any of the following?

	No	Yes
Talking about the campaign with a neighbor, friend or family member <i>n=355</i>	89%	11%
Thinking about how I manage my property affects what's in lakes and streams <i>n=355</i>	53%	47%
Thinking it's about time someone got this message out <i>n=350</i>	73%	27%
Contacting a local official about storm water concerns where I live <i>n=347</i>	97%	3%
Taking actions recommended by the campaign other than contacting a local official (If yes, briefly explain the action(s) you took.) <i>n=347</i>	90%	10%
<b>Twenty-one respondents kept yard waste out of streets and gutters, and four respondents used less or phosphate free fertilizer. One respondent helped with a lake clean up or WISPIRG donation.</b>		
Buying a <i>myfairlakes.com</i> umbrella <i>n=349</i>	98%	2%
Getting and posting a <i>Love Your Lakes, Don't Leaf Them</i> yard sign <i>n=350</i>	98%	2%
Other (please describe) <i>n=197</i>	95%	5%

**Four respondents mentioned either pre-existing or increased awareness of storm water issues. Two responses reported proper disposal of yard waste, and one respondent reported using phosphorus free fertilizer.**

## WEBSITE

6. Have you ever visited the *myfairlakes.com* website? *n=368*
- I don't have Internet access (Skip questions 7, 8 and 9; and go to question 10) =13%
  - No (Skip questions 7, 8 and 9; and go to question 10) =86%
  - Yes =1%
7. Did you access the website because of what you heard or saw during the *myfairlakes.com* campaign? *n=3*
- Can't recall
  - No *n=2*
  - Yes *n=1*

8. How did you use the website? Mark all that apply.  $n=3$

- Quickly browsed it  $n=2$
- Read information from one or more of these categories (Check all that apply)  $n=2$ 
  - At Home  $n=2$
  - Yard and Garden  $n=2$
  - Car Care  $n=1$
  - Animal Waste  $n=1$
  - In My Community  $n=1$

Used it to get information on a topic or problem. What was the topic or problem?  $n=2$

**One respondent commented that he or she looked up information on latex paint can disposal.**

9. Is [www.myfairlakes.com](http://www.myfairlakes.com) one of your bookmarked sites so you can return and use it?  $n=4$

- No  $n=2$
- Yes  $n=2$
- I don't use bookmarks

### Current Practices and Campaign Effects

10. Do you or anyone in your household do any of the following on a regular basis?

Behaviors	Yes	No	Does Not Apply to Me
a. Dispose of motor oil at a recycling center $n=362$ * $n=2$	49%	23%	29%
b. Test soil before fertilizing lawn $n=359$	7%	73%	20%
c. Use fertilizer only once or twice a year $n=355$ * $n=2$	57%	25%	18%
d. Use weed-killers once or twice a year $n=356$ * $n=1$	64%	21%	15%
e. Never use weed-killers or fertilizers $n=327$ * $n=1$	18%	66%	16%
f. Use fertilizer with no phosphorus $n=338$ * $n=6$	56%	21%	23%
g. Never use sodium chloride (rock salt) to melt ice $n=353$ * $n=2$	44%	47%	9%
h. Compost leaves and grass clippings in your yard $n=359$	46%	47%	8%
i. Compost leaves and grass clippings through a community program $n=356$ * $n=1$	39%	52%	9%
j. Direct rain downspouts to your lawn rather than driveway or other paved area $n=362$	89%	6%	5%
k. Install or maintain a rain garden $n=362$	5%	85%	10%
l. Keep street gutters in front of your house clear of grass clippings and leaves $n=361$ * $n=6$	65%	14%	21%
m. Wash your car on your lawn $n=362$	9%	67%	24%
n. Clean up and properly dispose of pet waste $n=361$	50%	3%	47%
o. Other (please describe) $n=90$ <b>Three respondents reported using a lawn service company and one had a "naturalized" yard.</b>	4%	28%	68%

\* Identified as being started as a result of the campaign.

11. Did you start doing any of the behaviors checked *yes* in the previous question as a result of the *myfairlakes.com* campaign? *n=361*
- No (Skip 12) =**95%**
  - Yes If yes, go back to the table and circle the letter of those behaviors you started because of the campaign. =**5% (14 identified behaviors. \* in question 10)**
12. How important was the campaign in making your decision to practice any of the behaviors you circled in question 10? *n=19*
- Very important =**32%**
  - Important =**16%**
  - Somewhat important =**37%**
  - Not important =**11%**
  - Neither important or unimportant =**5%**

## AWARENESS OF STORM WATER

13. Has your awareness of how storm water impacts water resources remained the same or increased during the last year and a half? *n=362*
- Remained the same (Skip 14) =**68%**
  - Increased =**32%**
14. How important was the campaign in increasing your awareness of how storm water impacts water resources? *n=112*
- Very important =**11%**
  - Important =**14%**
  - Somewhat important =**39%**
  - Not important =**21%**
  - Neither important or unimportant =**15%**
15. Was there anything particularly memorable about the campaign? *n=327*
- No =**86%**
  - Yes If yes, please describe. =**14%** Nineteen respondents remembered the song/lyric/slogan and five respondents commented on increased community/individual awareness. Three comments recalled the general message, and three comments mentioned water runoff and/or lake quality. Three respondents recalled the yard signs and two remembered the push for phosphorus-free fertilizer use.

## INFORMATION ABOUT YOU AND YOUR RESIDENCE

All responses will remain confidential. Once your survey is returned, your responses will not be associated with your name. This information helps us better understand information provided.

16. Which of the following best describes your current residence? *n=368*
- Single-family house *n=322 (87.5%)*
  - Duplex/Two-family house *n=12*
  - Mobile home *n=0*
  - Apartment *n=1*
  - Condominium *n=32*
  - Other *n=1* One respondent reported living in a building with commercial use on the first floor and single-family residential use on the second floor.



17. Do you own or rent your current residence? *n*=359

- Own =99%
- Rent =1%

18. What is your age? *n*=359

- 18-24 =1%
- 25-34 =9%
- 35-44 =16%
- 45-54 =29%
- 55-64 =23%
- 65-74 =12%
- 75 years or older =10%

19. What is your gender? *n*=359

- Male =59%
- Female =41%

20. Who does the majority of the yard work at your residence? Mark all that apply. *n*=360

- Adult Male =70%
- Adult Female =32%
- Youth =4%
- Hired out =16%
- Do not have a yard =3%

21. Please select the range which best describes your current total annual household income:  
*n*=310

- Less than \$20,000 =3%
- \$20,000-\$49,999 =24%
- \$50,000-\$79,999 =26%
- \$80,000-\$119,999 =27%
- \$120,000 and over =20%

22. What is the highest level of education you completed? *n*=356

- Some high school =4%
- High school degree =14%
- Some vocational school =9%
- 2-year associate degree =8%
- Some college =11%
- 4-year college degree =23%
- Some Post-graduate courses =7%
- Graduate/Professional degree =20%
- Ph.D. Degree =5%

23. Are you currently a member of an environmental, conservation or watershed organization?  
*n*=360

- No =87%
- Yes =13%

24. During the last calendar year, in which of the following ways have you used the lakes, rivers and streams in Dane County? Mark all used. *n*=359

- Motorized boating =25%
- Non-motorized boating and sailing =16%
- Fishing =20%
- Hunting =5%
- Swimming =16%
- Ice-skating or winter sports =14%
- Walking, jogging, birding, or similar use =45%
- Scenic appreciation =71%
- None of the above =16%
- Other: =5% Six respondents also used the lakes, rivers, and streams for bicycling. Two respondents reported use for photography, other methods of fishing (i.e. ice or fly), or picnicking. One respondent reported use for water skiing, snowmobiling, education, hiking, or camping.

***Thank you, for your time and assistance!***

Use the space below and the back page to share additional comments about this survey and/or storm water issues in and around your community. Please return the completed survey in the envelope provided.

**Eight respondents did not recall the campaign, and three respondents said that the campaign had little or no impact on their actions. On the other hand, seven comments expressed a desire for the campaign to continue working on awareness and education.**

**Three comments each were made on farming manure run-off, animal waste pollution, or poor city sweeping methods. Two respondents mentioned phosphorus fertilizer/bans, a need for enforced erosion control standard compliance at construction sites, lake swimming conditions, or algae blooms.**

**One respondent mentioned that the City of Monona charges for storm water runoff on the water bill. Additional comments requested prevention of development in marshes, suggested neighborhood-based campaigns, praised the clarity of storm drain signs, or noted that survey questions were confusing.**

## Appendix B

### Satisfying Behavior of Respondents: Campaign Started Encouraged Behaviors (Question 11)

Respondent	Q10: Behaviors Started; Letter in ( )	Q1: Recall of Radio Ads	Q2: Recall of TV Ads	Q3: Recall of Billboards, ETC	Q6: Website Used	Evidence: Satisfying 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) 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) No phosphorus fertilizer (f) 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) Use fertilizers once or twice a year (c) Use weed-killer once or twice a year (d) Never use rock salt (g) 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) Compost leaves/grass in yard (h) Direct downspouts (j)	0	0	DRS	0	Yes
70118	Direct downspouts (j) Keep street gutter clear (l) 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) 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".