



# NC CLEAN WATER EDUCATION PARTNERSHIP

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## CWEP Spring 2009 (FY2009) TV Campaign Summary

### Introduction

CWEP ran a TV campaign in Spring 2009 to cover television activity for its Fiscal Year 2008-2009 program. A total of \$55,893.67 was spent by the Partnership on customization, dubs, and broadcasting/cablecasting.

### Spots

Two 30-second television spots (advertisements) were run in approximately even rotation, CWEP's 2009 "Overfertilizing" spot and DENR's 2006 "Johnny Fishpatrick" spot. Both were tagged with the CWEP spoken tagline ("Clean water begins with you and me!") and written URL for the CWEP homepage, which was updated to direct visitors to information about home yard care.

### Campaign

Flights ran in the Triangle on CW22 (WLFL and WRDC), WRAL, and Time Warner Cable and at the Coast on WCTI and Time Warner Cable from February 26 through March 29, 2009. Additionally, CW22 only ran Overfertilizing in the original run (they failed to rotate our spots), so they ran an additional flight of "Johnny Fishpatrick" in April 2009. Statistics for this make-good flight are included in the figures for CW22 below.

### Target Audience

Adults ages 35+, homeowners, who spend less than \$500 per year on lawn care. Research shows that this is the demographic most likely to do their own yard care (rather than hiring a service) and because our Overfertilizing spot was designed to communicate yard care stewardship concepts to this demographic.

### Campaign Performance

Television campaign performance statistics are reported here for the television market's population as a whole, not for the target demographic. It is important to note that because buys are set up to reach a particular demographic, statistics describing campaign efficiency will be higher and impressions will be lower for the target audience than the population figures shown here. Figures for the target demographic are available on request (contact Sarah Bruce) and are used by CWEP for internal purposes to evaluate the effectiveness of buys over time and across vendors. For local government and/or reporting purposes, population figures are more readily understood.

CWEP also deploys a small poll on our website asking visitors to the home page during campaigns what brought them to our site. During the Spring TV campaign, 33 people took the poll, and 16 of those responded that they had seen one of our commercials on television. (Of the remainder, 7 used a search engine, 4 clicked a link on another website, 2 had visited before, and 4 responded "Other.")

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# **CWEP Spring 2009 (FY2009) TV Campaign Summary**

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## **Figures Estimated by Jurisdiction for CWEP Partners to Report**

<b>Jurisdiction</b>	<b>FY09 Population</b>	<b>Impressions</b>	<b>Average Reach</b>	<b>Average Frequency</b>
Town of Apex	28,830	55,453	62.0	3.1
Town of Carrboro	18,611	35,798	62.0	3.1
Town of Cary	122,139	234,929	62.0	3.1
Town of Chapel Hill	53,416	102,744	62.0	3.1
Chatham County	46,619	89,670	62.0	3.1
City of Durham	214,492	412,567	62.0	3.1
Durham County	29,540	56,819	62.0	3.1
Town of Fuquay-Varina	12,913	24,838	62.0	3.1
Town of Garner	23,507	45,215	62.0	3.1
City of Goldsboro	37,396	71,930	62.0	3.1
City of Havelock	22,772	40,378	55.5	3.2
Town of Hillsborough	6,240	12,002	62.0	3.1
Town of Holly Springs	17,165	33,016	62.0	3.1
Town of Hope Mills	12,536	24,112	62.0	3.1
Johnston County	107,840	207,426	62.0	3.1
City of Kinston	22,962	40,715	55.5	3.2
Town of Knightdale	8,671	16,678	62.0	3.1
Town of Morrisville	13,501	25,969	62.0	3.1
Nash County	38,132	73,345	62.0	3.1
City of New Bern	25,456	45,137	55.5	3.2
City of Oxford	9,184	17,665	62.0	3.1
City of Raleigh	352,919	678,825	62.0	3.1
City of Rocky Mount	56,364	108,414	62.0	3.1
Town of Smithfield	12,456	22,086	55.5	3.2
Town of Spring Lake	8,227	15,824	62.0	3.1
Town of Tarboro	10,585	20,360	62.0	3.1
Wake County	176,717	339,908	62.0	3.1
Town of Wake Forest	22,628	43,524	62.0	3.1
Wayne County	69,621	133,913	62.0	3.1
City of Wilson	48,316	92,934	62.0	3.1

**See page 3 for additional details and notes about methodology.**

## **CWEP Spring 2009 (FY2009) TV Campaign Summary** *(continued)*

**Impressions:** How many times the spot was viewed in the market by members of the population. (Spots may have been seen more than once by the same person; the impression count is based on total views regardless of duplication among members of the audience.)

**Reach:** The percentage of different (unduplicated) individuals in the population exposed to the spots at least once. Average reach was weighted by GRPs.

**Frequency:** The average number of times persons viewed the spot. This number is derived by dividing the Gross Rating Points (GRP) by the total non-duplicated audience (cume). Average frequency was weighted by GRPs.

**GRPs (Gross Ratings Points):** The sum of all ratings delivered by the vendor (broadcast or cablecast outlet). Each point represents 1% of the viewing audience. GRPs are commonly added with GRPs for other shows and other outlets, but note that then some viewership is double-counted (i.e., GRPs do not account for the fact that the spot was probably seen more than once by a single viewer), so GRPs may total more than 100.

A note about **“Population”**: Vendors vary in how they define “population.” Most vendors only count television viewers in their “population,” but not all. We hope to have vendors define population consistently for future summaries.

### TRIANGLE MARKET – POPULATION SUMMARY

Vendor	Amount	No. of spots	No. “freebies”	Actual/Gross Impressions	GRPs	Reach	Frequency	“Population” definition
WRAL	\$13,000.75	67	16	4,657,000	238.8	69.4%	3.4	Adults 18+
CW22	\$8,500.00	123	52	2,248,000	114.8	58.2%	2.9	Persons 2+
TWC - Triangle	\$21,925.00	323	26	1,983,429	152.3	53.5%	2.8	Persons 2+
<b>Market Total or Average</b>	<b>\$43,425.75</b>	<b>513</b>	<b>94</b>	<b>8,888,429</b>	<b>509.1</b>	<b>62.0%</b>	<b>3.1</b>	

TRIANGLE MARKET: Apex, Carrboro, Cary, Chapel Hill, Chatham County, Durham, Durham County, Fuquay-Varina, Garner, Goldsboro, Hillsborough, Holly Springs, Hope Mills, Johnston County, Knightdale, Morrisville, Nash County, Oxford, Raleigh, Rocky Mount, Smithfield, Spring Lake, Tarboro, Wake County, Wake Forest, Wayne County, Wilson

### COASTAL MARKET – POPULATION SUMMARY

Vendor	Amount	No. of spots	No. “freebies”	Actual/Gross Impressions	GRPs	Reach	Frequency	“Population” definition
WCTI	\$6,000.00	78	21	1,286,000	219.7	63.1%	3.5	Persons 12+
TWC - Coast	\$3,279.00	268	40	122,683	97.5	38.5%	2.5	Persons 2+
<b>Market Total or Average</b>	<b>\$9,279.00</b>	<b>346</b>	<b>61</b>	<b>1,408,683</b>	<b>317.2</b>	<b>55.5%</b>	<b>3.2</b>	

COASTAL MARKET: Havelock, Kinston, New Bern, Smithfield