



# NC CLEAN WATER EDUCATION PARTNERSHIP

Mailing Address: Post Office Box 12276  
Research Triangle Park, NC 27709  
Phone: (919) 558-9343 Fax: (919) 549-9390  
cwep@tjcog.org

## CWEP Fall 2010 TV Campaign Summary (1 of 2 FY11 TV Campaigns)

### Introduction

CWEP ran a TV campaign in Fall 2010 as part of its Fiscal Year 2010-2011 program (a second television campaign ran in Spring 2011). A total of **\$21,354.34** was spent by the Partnership on production work and broadcasting/cablecasting for the Fall 2010 campaign.

### Spots

One 30-second television spot (advertisements) ran, CWEP's 2007 "Buffer Improvement" spot. The spot was 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 WRAL and Time Warner Cable and at the Coast on WCTI and Time Warner Cable from November 23 through December 12.

### Target Audience

Adults ages 35–54, 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 Buffer Improvement 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. This is important to note because buys are set up to reach a particular demographic, so statistics describing campaign efficiency are generally higher and impressions are generally lower for the target audience than population figures. Figures for the target demographic are available on request (contact Sarah Bruce) and are used for internal purposes to evaluate the effectiveness of buys over time and across vendors. For local government and/or regulatory reporting purposes, figures on the population as a whole are more readily understood and compared.

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 Fall TV campaign, 15 people took the poll, and 9 of those responded that they had seen one of our commercials on television. (Of the remainder, 3 used a search engine and 3 responded "Other.")

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# CWEP Fall 2010 TV Campaign Summary

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

<b>Jurisdiction</b>	<b>FY11 Population</b>	<b>Impressions</b>	<b>Average Market Reach</b>	<b>Average Market Frequency</b>
Town of Apex	31,250	37,028	45.7%	2.6
Town of Butner	6,344	7,517	45.7%	2.6
Town of Carrboro	19,479	23,081	45.7%	2.6
Town of Cary	141,167	167,269	45.7%	2.6
Town of Chapel Hill	55,616	65,899	45.7%	2.6
Chatham County	48,873	57,910	45.7%	2.6
Town of Clayton	13,700	16,233	45.7%	2.6
City of Durham	228,480	270,726	45.7%	2.6
Durham County	28,915	34,261	45.7%	2.6
Town of Fuquay-Varina	16,054	19,022	45.7%	2.6
Town of Garner	26,109	30,937	45.7%	2.6
City of Goldsboro	37,661	44,625	45.7%	2.6
City of Havelock	22,808	28,424	48.2%	2.6
Town of Hillsborough	6,660	7,891	45.7%	2.6
Town of Holly Springs	20,631	24,446	45.7%	2.6
Town of Hope Mills	13,496	15,991	45.7%	2.6
Johnston County	115,591	136,964	45.7%	2.6
City of Kinston	22,675	28,258	48.2%	2.6
Town of Knightdale	10,967	12,995	45.7%	2.6
Nash County	37,921	44,933	45.7%	2.6
Town of Morrisville	14,954	17,719	45.7%	2.6
City of New Bern	26,153	32,592	48.2%	2.6
City of Oxford	9,426	11,169	45.7%	2.6
Town of Pittsboro	2,536	3,005	45.7%	2.6
City of Raleigh	377,353	447,126	45.7%	2.6
City of Rocky Mount	59,228	70,179	45.7%	2.6
Town of Smithfield	13,088	16,310	48.2%	2.6
Town of Spring Lake	8,450	10,012	45.7%	2.6
Town of Tarboro	10,383	12,303	45.7%	2.6
Town of Wake Forest	27,496	32,580	45.7%	2.6
Wayne County	70,142	83,111	45.7%	2.6
City of Wilson	50,643	60,007	45.7%	2.6

See page 3 for additional details and notes about methodology.

## CWEP Fall 2010 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.)

**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.

**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.

**Bonus spots:** Advertisements that the vendor distributed pro bono because they are public service announcements. Bonus spots are not included in Impressions, Gross Ratings Points, and Frequency figures shown.

### TRIANGLE MARKET – POPULATION (ADULTS 12 AND UP) SUMMARY

Vendor	Total Spent	No. Paid Spots	Actual/Gross Impressions	GRPs	Reach	Frequency	No. Bonus Spots
WRAL	\$6,821.68	82	2,282,000	96.4	41.8%	2.3	
TWC – Triangle (“IRAL”)	\$6,642.00	319	1,498,826	133.3	61.1%	2.8	129
<b>Market Total or Average</b>	<b>\$13,463.68</b>	<b>401</b>	<b>3,780,826</b>	<b>229.7</b>	<b>45.7%</b>	<b>2.6</b>	<b>129</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, Nash County, Oxford, Raleigh, Rocky Mount, Smithfield, Spring Lake, Tarboro, Wake Forest, Wayne County, Wilson

### COASTAL MARKET – POPULATION (ADULTS 12 AND UP) SUMMARY

Vendor	Total Spent	No. Paid Spots	Actual/Gross Impressions	GRPs	Reach	Frequency	No. Bonus Spots
WCTI	\$4,200.00	38	690,800	115.8	47.3%	2.45	
TWC – Coast (“MOR”)	\$3,528.00	328	147,005	136.0	49.0%	2.7	
<b>Market Total or Average</b>	<b>\$7,728.00</b>	<b>366</b>	<b>837,805</b>	<b>251.8</b>	<b>48.2%</b>	<b>2.6</b>	

COASTAL MARKET: Havelock, Kinston, New Bern, Smithfield