



NC CLEAN WATER EDUCATION PARTNERSHIP

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CWEP Fall 2009 TV Campaign Summary (1 of 2 FY10 TV Campaigns)

Introduction

CWEP ran a TV campaign in Fall 2009 as part of its Fiscal Year 2009-2010 program (a second television campaign is running in Spring 2010). A total of \$28,250.45 was spent by the Partnership on dubs and broadcasting/cablecasting.

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 26 through December 3.

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 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 11 of those responded that they had seen one of our commercials on television. (Of the remainder, 1 used a search engine, 1 had visited before, and 1 responded "Other.")

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Figures Estimated by Jurisdiction for CWEP Partners to Report

Jurisdiction	FY10 Population	Impressions	Average Reach	Average Frequency
Town of Apex	29,973	38,380	48.5%	2.6
Town of Carrboro	19,178	24,557	48.5%	2.6
Town of Cary	132,443	169,590	48.5%	2.6
Town of Chapel Hill	54,904	70,303	48.5%	2.6
Chatham County	47,866	61,291	48.5%	2.6
City of Durham	222,472	284,869	48.5%	2.6
Durham County	29,374	37,613	48.5%	2.6
Town of Fuquay-Varina	14,959	19,155	48.5%	2.6
Town of Garner	24,832	31,797	48.5%	2.6
City of Goldsboro	37,341	29,140	39.1%	2.0
City of Havelock	22,604	17,639	39.1%	2.0
Town of Hillsborough	6,584	8,431	48.5%	2.6
Town of Holly Springs	19,474	24,936	48.5%	2.6
Town of Hope Mills	12,843	16,445	48.5%	2.6
Johnston County	111,906	143,293	48.5%	2.6
City of Kinston	22,763	17,764	39.1%	2.0
Town of Knightdale	9,810	12,561	48.5%	2.6
Town of Morrisville	14,308	18,321	48.5%	2.6
Nash County	38,521	49,325	48.5%	2.6
City of New Bern	25,684	20,043	39.1%	2.0
City of Oxford	9,342	11,962	48.5%	2.6
City of Raleigh	367,098	470,059	48.5%	2.6
City of Rocky Mount	56,288	72,075	48.5%	2.6
Town of Smithfield	12,821	16,417	48.5%	2.6
Town of Spring Lake	7,524	9,634	48.5%	2.6
Town of Tarboro	10,430	13,355	48.5%	2.6
Town of Wake Forest	182,250	233,366	48.5%	2.6
Wayne County	25,734	32,952	48.5%	2.6
City of Wilson	69,987	89,616	48.5%	2.6

See page 3 for additional details and notes about methodology.

CWEP Fall 2009 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	Amount	No. Paid Spots	Actual/Gross Impressions	GRPs	Reach	Frequency	No. Bonus Spots
WRAL	\$10,010	70	4,017,000	173.8	62.4%	2.8	0
TWC - Triangle	\$11,490	261	1,288,244	114.7	47.4%	2.4	352
Market Total or Average	\$21,500	331	5,305,244	288.5	48.5%	2.6	352

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 Forest, Wayne County, Wilson

COASTAL MARKET – POPULATION (ADULTS 12 AND UP) SUMMARY

Vendor	Amount	No. Paid Spots	Actual/Gross Impressions	GRPs	Reach	Frequency	No. Bonus Spots
WCTI	\$5,150	40	420,100	71.7	38.2%	1.9	10
TWC - Coast	\$1,600	132	90,999	81.0	39.9%	2.1	62
Market Total or Average	\$6,750	172	511,099	152.7	39.1%	2.0	72

COASTAL MARKET: Havelock, Kinston, New Bern, Smithfield