

Town Representation

First Survey

Town	Survey Representation	Town	Survey Representation
Providence	51	Charlestown	5
North Kingstown	32	Cumbecksford	5
Warwick	31	Central Falls	4
Coventry	24	Johnston	4
South Kingstown	21	Iverson	4
Cranston	17	Barrington	3
West Warwick	17	Bristol	3
Middletown	14	Foster	3
Newport	14	Smithfield	3
East Providence	13	Warren	3
Pawtucket	12	Burrillville	2
Punnettown	12	Glocester	2
East Greenwich	10	Lincoln	2
Narragansett	9	North Providence	2
Richmond	8	Westerly	2
Schuette	8	Woonsocket	2
Little Compton	7	Hopkinton	1
West Greenwich	7	Jamastown	1
Euster	6	North Smithfield	1

38 Towns Reporting
(Every Town Except New Shoreham)

All 5 Counties Reporting
366 Rhode Islanders Reporting
20 People surveyed from out of state

County Representation

Providence	131
Kent	89
Bristol	9
Newport	52
Washington	85

Pre-Ad Campaign Survey

Town Representation

Follow-up Survey

Town	Survey Representation	Town	Survey Representation
Providence	44	Center	4
South Kingstown	32	Lincoln	4
Pawtucket	26	Middletown	4
Warwick	24	West Greenwich	4
Westerly	24	Woonsocket	4
Charlestown	13	Barrington	3
North Kingstown	13	Cumbecksford	3
Cranston	12	Jamastown	3
Narragansett	11	North Providence	3
Coventry	10	Warren	3
Richmond	10	Foster	2
East Providence	8	Johnston	2
Providence	8	Little Compton	2
Johnston	7	North Scituate	2
Newport	7	Pottsmouth	2
Bristol	5	Smithfield	2
East Greenwich	5	Central Falls	1
West Warwick	5	Schuette	1

36 Towns Reporting (All Towns Except New Shoreham, Glocester, and Burrillville)

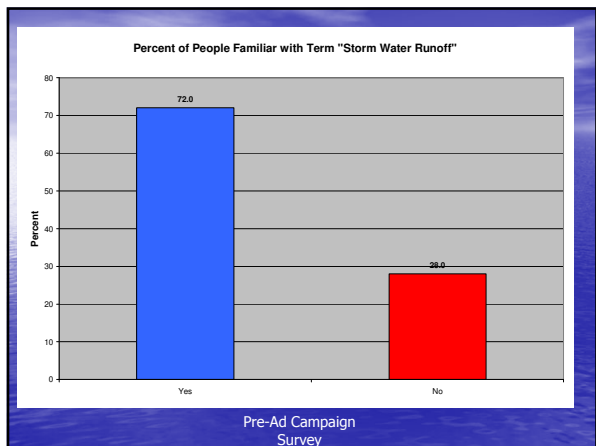
Total of 313 Rhode Islander's Reporting Zip Codes

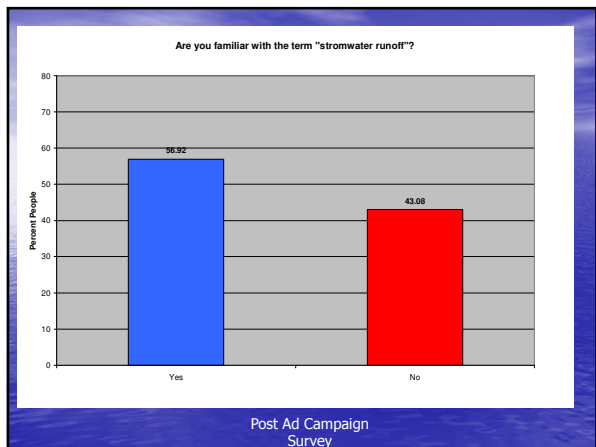
County Representation

Providence	119
Kent	48
Bristol	11
Newport	26
Washington	109

Post-Ad Campaign Survey

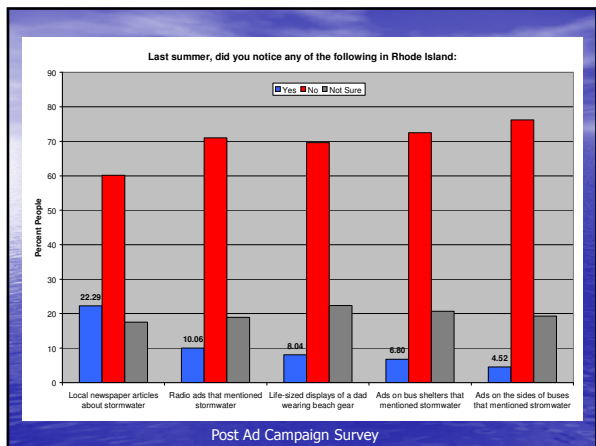
- 12 fewer people from Providence County
- 41 fewer people from Kent County
- 2 more people from Bristol County
- 26 fewer people from Newport County
- 24 more people from Washington County
- **Seems more people did not record their zip code on the Post-Ad Campaign Survey

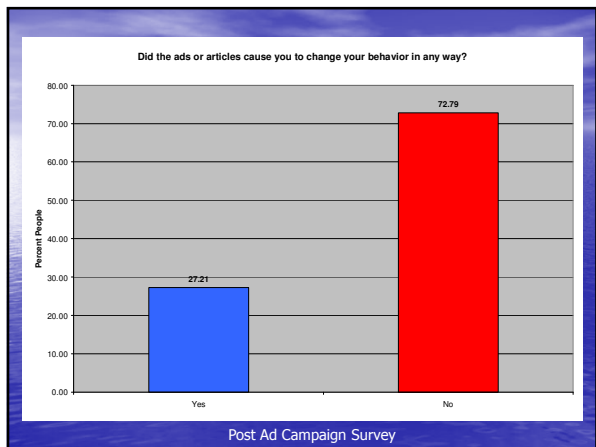


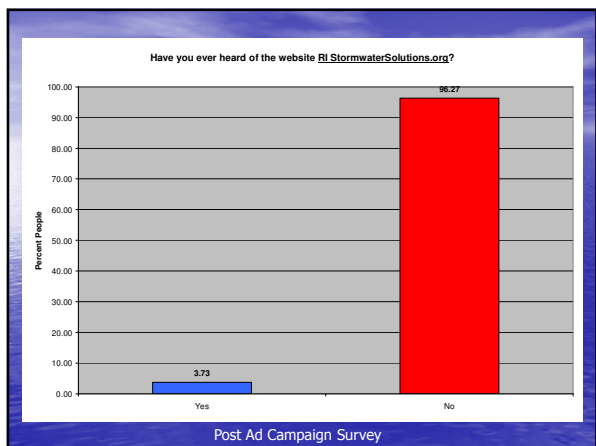


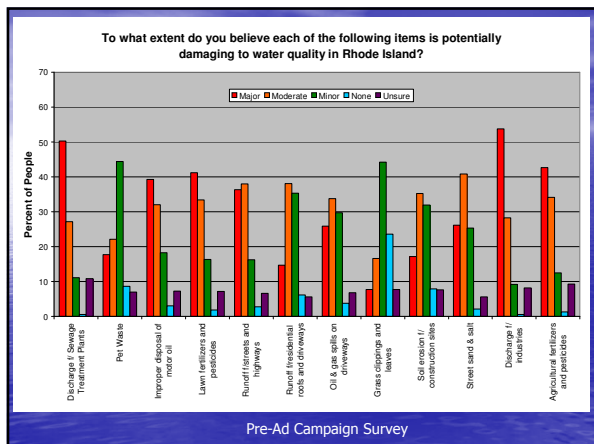
Differences in the Percent of People who reported that they were familiar with the term "Stormwater Runoff"

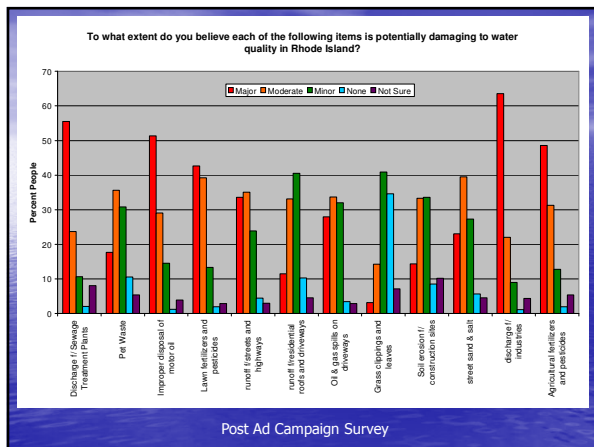
- On the Pre-Ad Survey, the question asking familiarity with the term "Stormwater runoff" was the third question asked
- On the Post-Ad Survey, this question was the 25th question asked, potentially giving people more of an idea that they really didn't know what stormwater was therefore potentially lowering the percent of positive responses in the Post-Ad survey

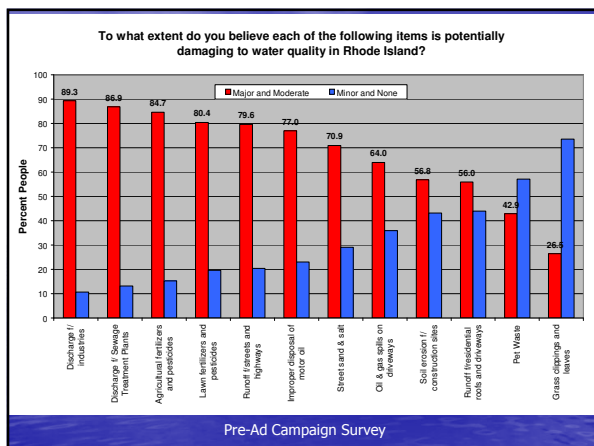


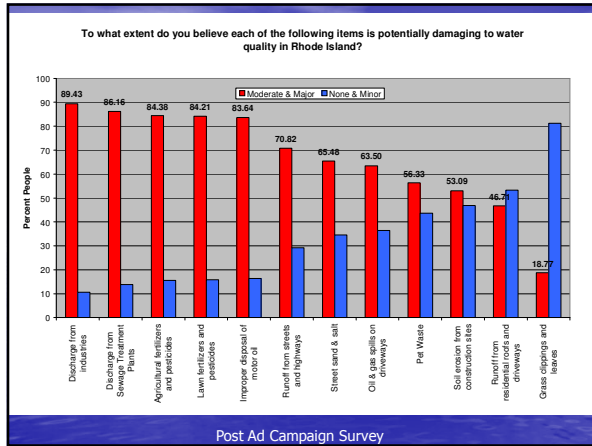












To what extent do you believe each of the following items is potentially damaging to water quality?												
Percent People who responded with "Major" or "Moderate"												
	Discharge from Sewage Treatment Plants	Pet Waste	Improper disposal of motor oil	Lawn fertilizers and pesticides	Runoff from streets and highways	Runoff from residential driveways	Oil & gas spills on driveways	Grass clippings and leaves	Soil erosion from construction sites	Street sand & salt	Discharge from industries	Agricultural fertilizers and pesticides
Pre-Ad Survey	88.89	42.99	78.97	80.40	79.68	55.97	64.04	28.48	56.89	70.90	83.35	84.71
Post-Ad Survey	86.16	56.33	83.64	84.21	70.82	46.71	63.50	18.77	53.09	65.48	89.43	84.38
Change in %	-0.73	13.43	6.67	3.81	-8.83	-9.26	-0.53	-7.68	-3.71	-5.43	6.08	-0.32
Red = Good												
Blue = Bad												

