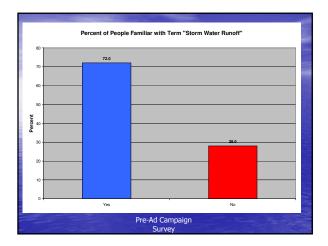


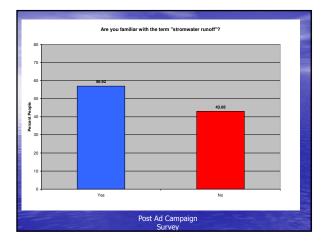
Town Providence Vorth Kingstown Varwick Oventry South Kingstown Zranston Vest Warwick Addletown Vest Warwick	Survey Representation 51 32 31 24 21 17 17	Town Charlestown Cumberland Central Falls Johnston	Survey Representation 5 4	Pre-Ad Campaign Survey
Vorth Kingstown Narwick Coventry South Kingstown Cranston West Warwick Middletown	32 31 24 21 17	Cumberland Central Falls	5	Pre-Ad Campaign Survey
Varwick Coventry South Kingstown Cranston West Warwick Middletown	31 24 21 17	Central Falls		FIE-Au Campaign Survey
Coventry South Kingstown Cranston West Warwick Middletown	24 21 17		4	
South Kingstown Cranston West Warwick Middletown	21 17	Johnston		
Cranston West Warwick Middletown	17		4	
Vest Warwick /liddletown		Tiverton	4	
Aiddletown	47	Barrington	3	
		Bristol	3	
lewport	14	Foster	3	
	14	Smithfield	3	
East Providence	13	Warren	3	
Pawtucket	12	Burrillville	2	
Portsmouth	12	Glocester	2	
East Greenwich	10	Lincoln	2	
larragansett	9	North Providence	2	
Richmond	9	Westerly	2	
Scituate	8	Woonsocket	2	
ittle Compton	7	Hopkinton	1	
Nest Greenwich	7	Jamestown	1	
Exeter	6	North Smithfield	1	
		Reporting pt New Shoreham)		
	All 5 Counti	es Reporting		
	366 Rhode Isla	nders Reporting		
:	20 People surveye	ed from out of state		
	County Bo	presentation		
	Providence	131		
	rovidence Kent	89		
	Ristol	9		

	Follow-u	p Survey		
Town	Survey Representation	Town	Survey Representation	D. I. M.C.
Providence	44	Exeter	4	Post-Ad Campaign
South Kingstown	32	Lincoln	4	Cupiou
Pawtucket	26	Middletown	4	Survey
Warwick	24	West Greenwich	4	
Westerly	24	Woonsocket	4	12 former months former
Charlestown	13	Barrington	3	<ul> <li>12 fewer people from</li> </ul>
North Kingstown	13	Cumberland	3	Providence County
Cranston	12	Jamestown	3	FIOVIDENCE COUNTY
Narragansett	11	North Providence	3	
Coventry	10	Warren	3	<ul> <li>41 fewer people from</li> </ul>
Richmond	10	Foster	2	
East Providence	8	Hopkinton	2	Kent County
Tiverton	8	Little Compton	2	
Johnston	7	North Scituate	2	<ul> <li>2 more people from</li> </ul>
Newport	7	Portsmouth	2	
Bristol	5	Smithfield	2	Bristol County
East Greenwich	5	Central Falls	1 1	
West Warwick	Except New Shore	Scituate orting (All Towns ham, Glocester, and		26 fewer people from Newport County
	Total of 313 F	llville) hode Islander's Zip Codes		• 24 more people from Washington County
	County Re Providence Kent Bristol Newport Washington	presentation 119 48 11 26 109		<ul> <li>**Seems more people did not record their zip code on the Post-Ad Campaign</li> </ul>





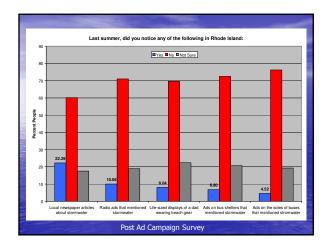




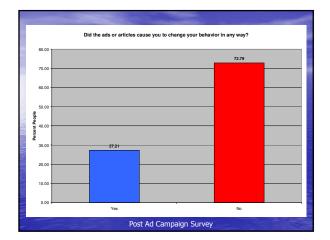


Differences in the Percent of People who reported that they were familiar with the term "Stormwater Runoff"

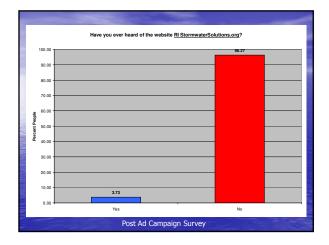
- On the Pre-Ad Survey, the question asking familiarity with the term "Stormwater runoff" was the third question asked
- On the Post-Ad Survey, this question was the 25<sup>th</sup> question asked, potentially giving people more of an idea that they really didn't know what stormwater was therefore potentially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



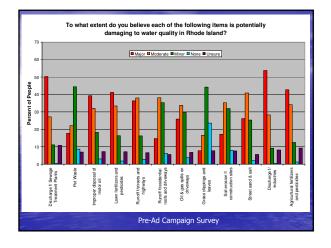


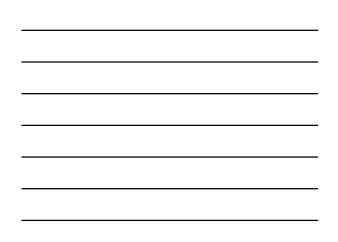


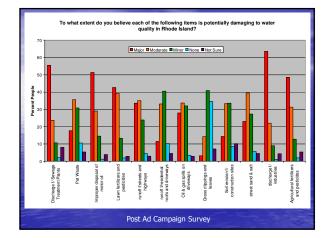




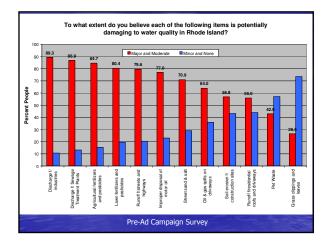


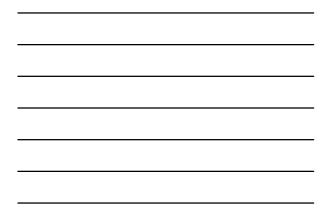


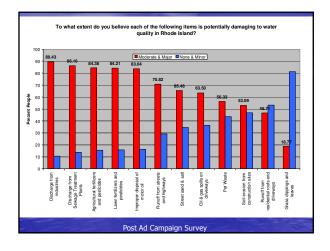




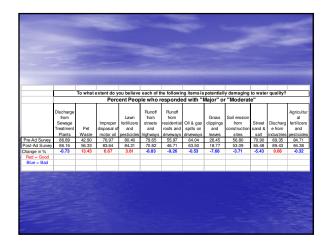




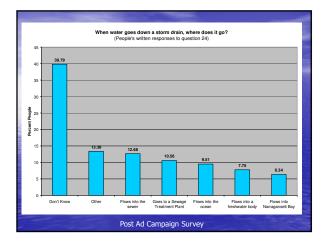




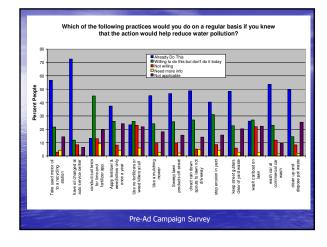




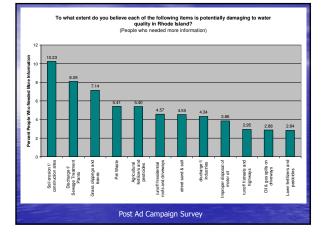




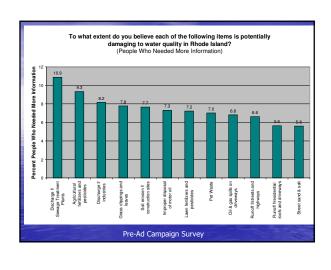




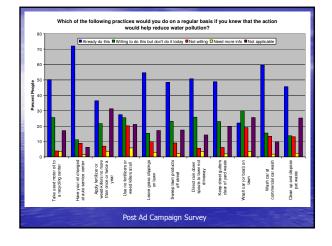




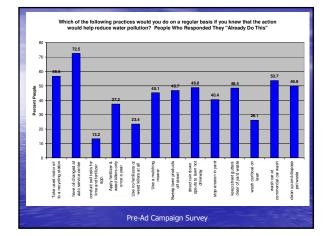




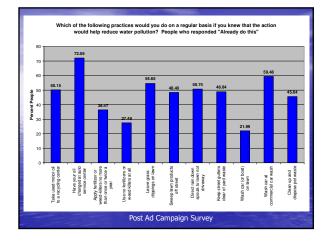








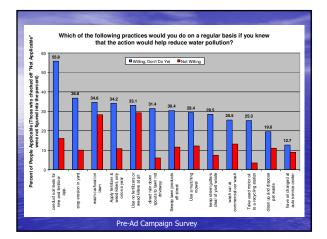




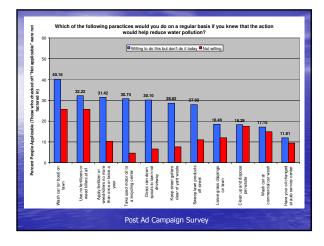


						*				egular basi				
		<b></b>		Pei Apply	rcent Pe	opie who	respond	ied that	tney "Air	eady do t	nis		r –	r
				Apply fertilizer										
	Take	Have your	conduct	or weed-							Кеер			
	used	oil	soil tests	killers no	Use no				Direct rain		street			
	motor oil	changed	for lime	more than	fertilizers		Leave	Sweep	down		gutters		Wash car	Clean u
	to a	at auto	and	once or	or weed	Use a	grass	lawn	spouts to	Stop	clear of	Wash car	at	and
	recycling	service	fertilizer	twice a	killers at	mulching		products	lawn not	erosion in	yard		commercial	
	center	center	app.	year	al	mower	on lawn	off street	driveway	yard	waste	on lawn	car wash	pet was t
Pre-Ad Survey Post-Ad Survey	14.36	6.47	19.56	24.25	21.76		Not Asked	15.57	14.17	15.66	20.27	22.25	9.76	25.34
Post-Ad Survey Change in %	50.15 35.78	72.35 65.88	Not Asked NA	36.47 12.22	27.49 5.72	Not Asked	54.65 NA	48.40 32.82	50.74 36.57	Not Asked	49.13 28.86	21.99 -0.26	59.48 49.72	45.64 20.30
Red = Good	33.78	00.00	πA	12.22	ə./Z	niA	niA	32.82	30.57	nA	20.00	-0.20	43.72	20.30
Blue = Bad														











				W	ich of the	following	nractices	would you	do on e re	oular basi	• 2			
			Percent							o this but		it today	,.	
			reicent	Apple	no ieap	I	latiney	1010 111	ining to u		uonituu	I	-	-
				fertilizer										
	Take	Have your	conduct	or weed-							Keep			
	used	oil	soil tests	killers no	Use no				Direct rain		street			
	motor oil	changed	for lime	more than	fertilizers		Leave	Sweep	down		outters		Wash car	Clean u
	to a	at auto	and	once or	or weed	Use a	grass	lawn	spouts to	Stop	clear of	Wash car	at	and
	recycling	service	fertilizer	twice a	killers at	mulching	clippings	products	lawn not	erosion in	yard	(or boat)	commercial	dispose
	center	center	app.	year	all	mower	on lawn	off street	driveway	yard	waste	on lawn	car wash	pet wast
Pre-Ad Survey	21.68	11.86	44.90	25.89	25.90	24.05	Not Asked	25.68	26.98	31.04	22.70	26.92	23.04	14.60
Post-Ad Survey	25.51	11.18	Not Asked	21.58	25.44	Not Asked	15.32	23.03	25.82	Not Asked	22.97	29.91	15.45	13.66
Change in %	3.83	-0.68	NA	-4.31	-0.46	NA	NA	-2.65	-1.16	NA	0.26	2.99	-7.58	-0.94
Red = Good														
Blue = Bad														
	Which of the following practices would you do on a regular basis? Percent People who responded that they were "Not willing"													
				Apply										
				fertilizer										
	Take	Have your		or weed-							Кеер			
	used	oil	soil tests	killers no	Use no				Direct rain		street			
	motor oil	changed	for lime	more than			Leave	Sweep	down		gutters		Wash car	Clean u
	to a	at auto	and	once or	or weed	Use a	grass	lawn	spouts to	Stop	clear of	Wash car	at	and
	recycling	service	fertilizer	twice a	killers at	mulching	clippings	products	lawn not	erosion in	yard		commercial	dispose
	center	center	app.	year	all	mower	on lawn	off street	driveway	yard	waste	on lawn	car wash	pet wast
Pre-Ad Survey	2.98	8.36	12.95	8.17	22.87	10.00	Not Asked	9.84	5.18	8.52	5.95	21.98	11.92	8.26
Post-Ad Survey Change in %	3.81	8.82	Not Asked	6.99	20.18	Not Asked	9.91	9.04	5.64	Not Asked	6.10	19.06	13.41	13.08
anange in % Red = Good (Nec			nA	-1.18	-2.69	NA	NA	-0.80	0.46	NA	u.16	-2.92	1.49	4.82
ied = Godd (iveg live = Bad	janve # is j	(000)												
olue = pag														



