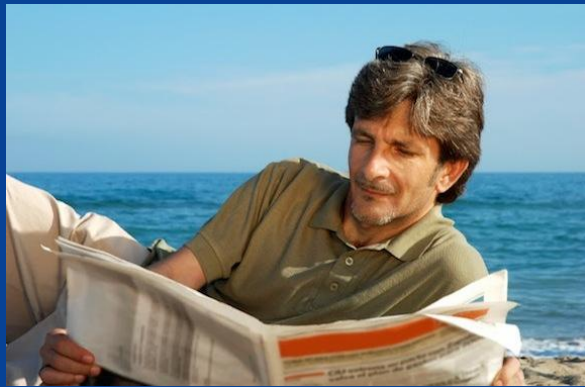




**WATER WORDS
THAT WORK**



FY2022 Fowl Water Survey Report
Prepared For Think Blue Massachusetts
June 2022

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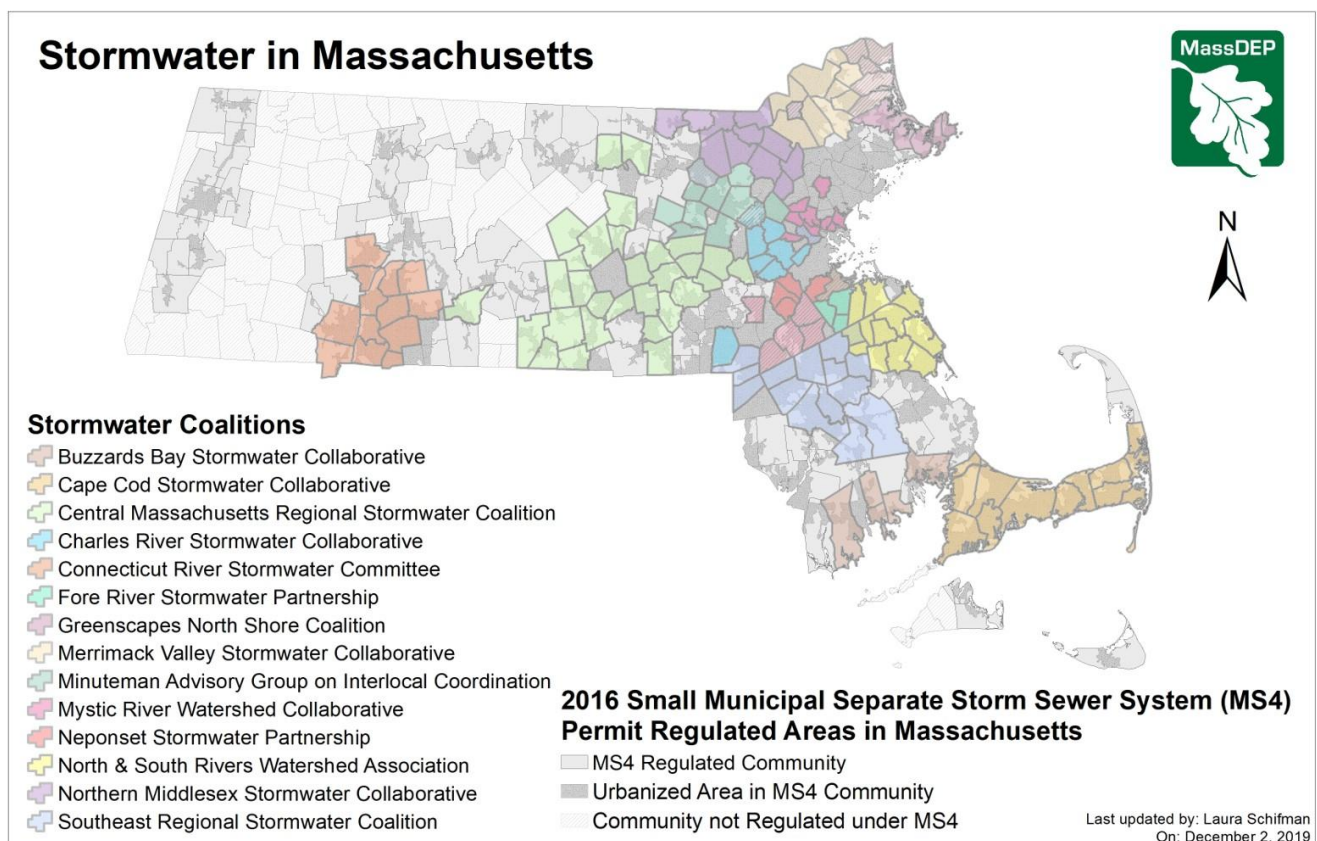
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Overview

About Think Blue Massachusetts

Think Blue Massachusetts is a statewide educational campaign to help residents and businesses do their part to reduce polluted runoff and keep our state's lakes, rivers, and streams clean and healthy. More specifically, Think Blue Massachusetts helps local governments across the state meet the education and outreach requirements of the General Permits for Stormwater Discharges from Small Municipal Separate Storm Sewer Systems.

Think Blue Massachusetts is run by the Massachusetts Statewide Municipal Stormwater Coalition. This coalition is made up of fourteen regional stormwater groups, which collectively represent more than 190 communities across the state.



Our Goals & Approach

Think Blue Massachusetts has run the “fowl water” educational campaign each year since 2018. Our goal is to raise awareness about stormwater among residents of the communities served by regional stormwater coalitions:



View the ad at <http://bit.ly/tbm-fowl-water>

Following a three-week advertising blitz on social media and YouTube, we measured the effectiveness of the campaign by conducting an online panel survey of residents in the areas where the advertisement ran.

The “Think Blue” slogan, logo, and video was originally developed in 2005 by Think Blue San Diego, and is used in this campaign with permission.

The video helps viewers visualize the problem by transforming components of stormwater pollution into rubber duckies that enter waterways through the storm sewer system:



A drop of motor oil...



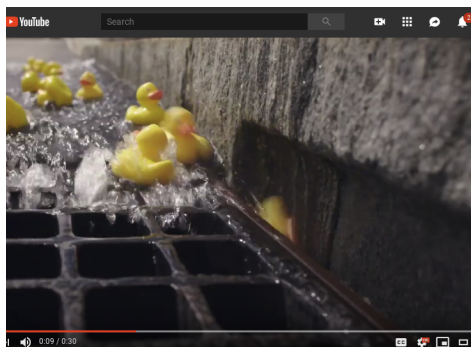
... morphs into a rubber ducky



A cigarette butt...



...morphs into a rubber ducky



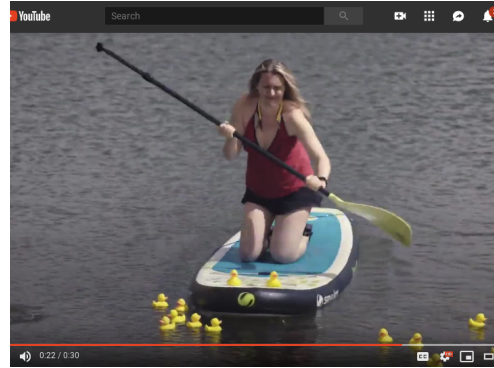
The rubber duckies go down the storm drain...



...and into public waterways



People play in the water



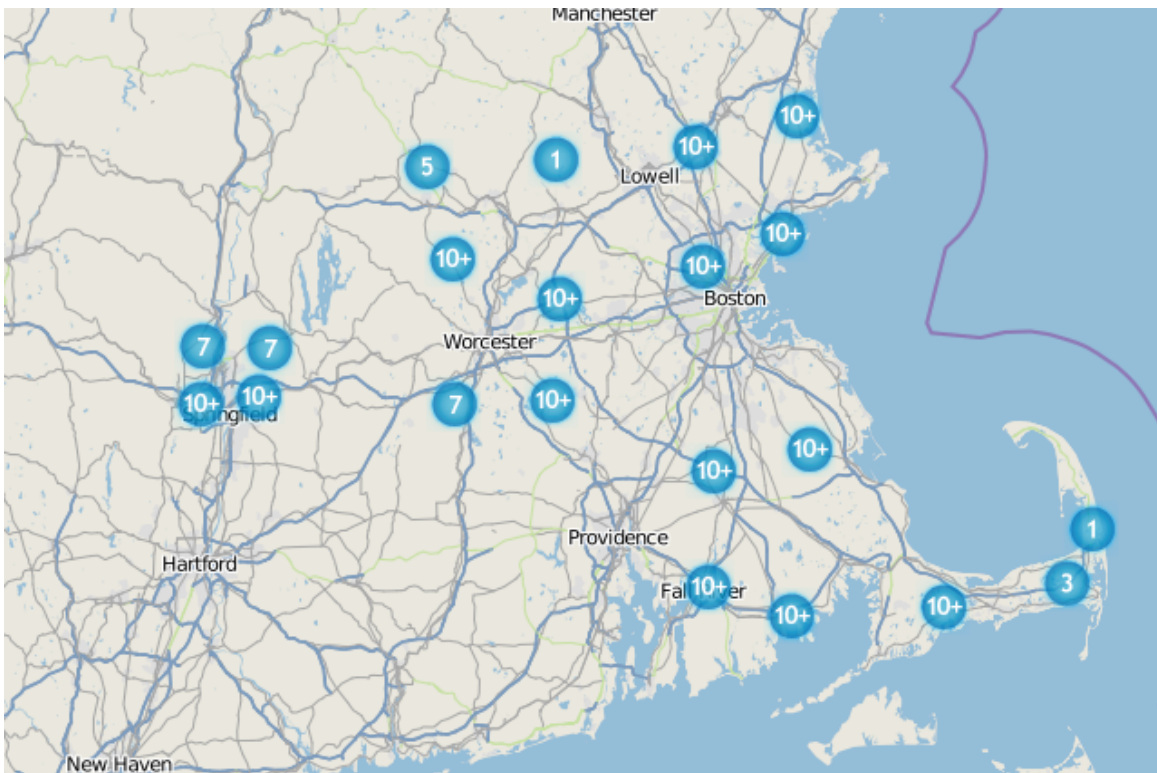
...unaware that the water is polluted.

Post Campaign Survey

Our advertising campaign ran between May 31st and June 17th, 2022. At the close of the campaign, we surveyed 400 Massachusetts residents in the counties where the campaign ran.

Surveying an estimated population of 5,028,995 with a sample of 400 gives us a margin-of-error of 4.9% at the 95% confidence interval.

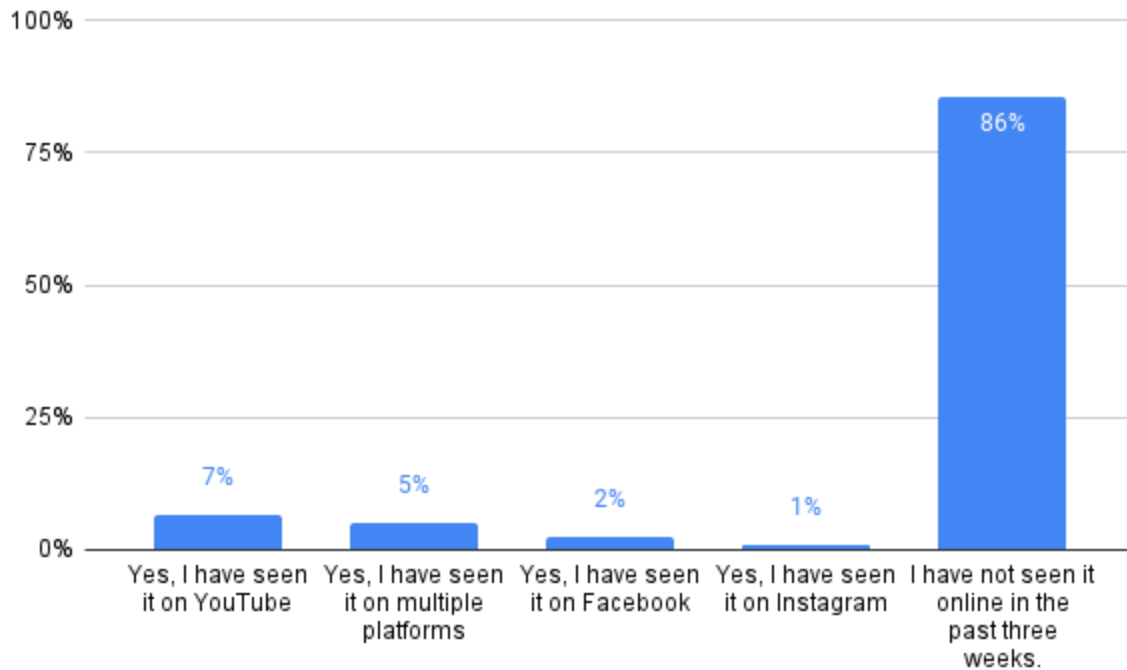
Here is a map showing the approximate location of the responses received, based on the IP address of the computer or handheld device used to complete the survey:



Top Findings

#1: Many Massachusetts Residents Noticed Our Message

"Fowl Water" streamed almost 7 million times in the areas of Massachusetts covered by the MS4 permit. When surveyed afterwards, 15% of the residents told us they remembered seeing it online:

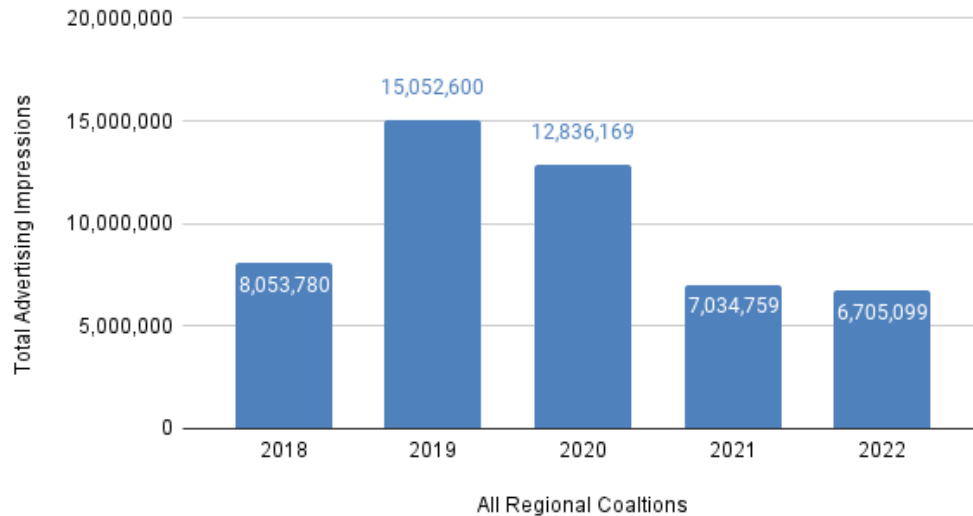


That is a good result for an advertising campaign in this budget range!

#2: Campaign Reach — and Recall — are Trending Down

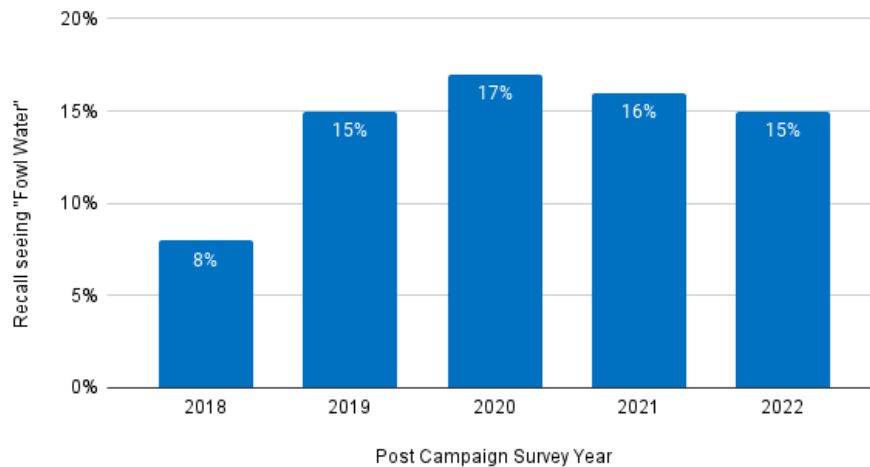
The state of Massachusetts has many stormwater priority projects, and the advertising reach for this campaign has been trending downwards. Fewer people are seeing "Fowl Water," and less often:

"Fowl Water" Advertising Impressions, 2018-2022



As a result, fewer residents recalled seeing the message this year:

Recall seeing "Fowl Water," 2018-2022



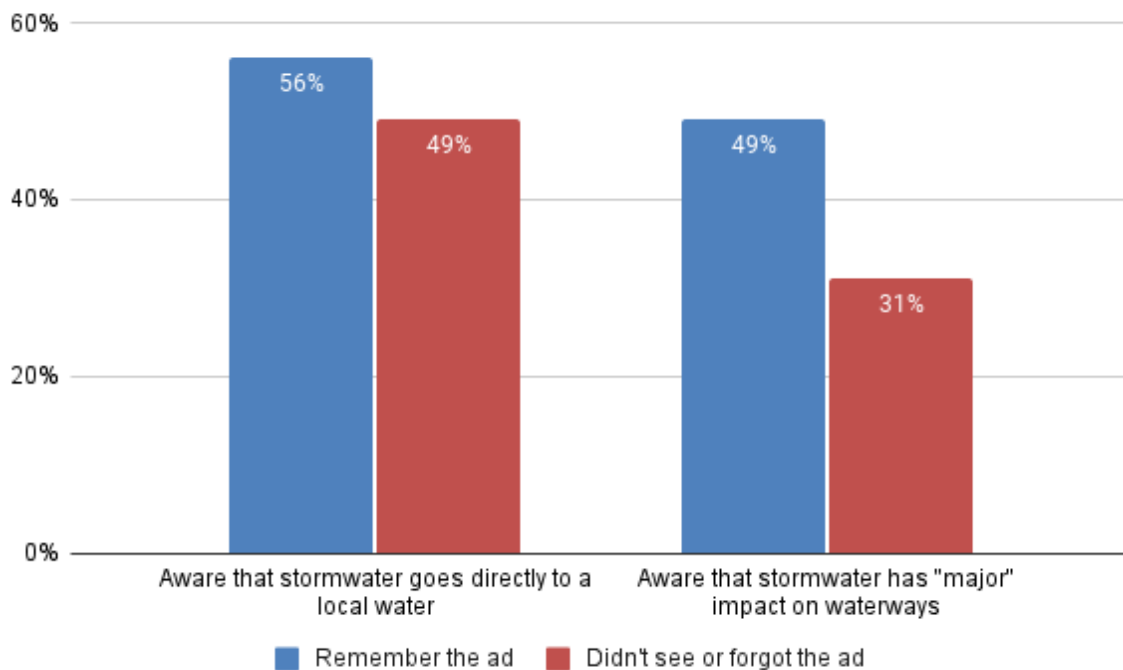
#3: Repeat Advertising Offsets Declining Budgets

The campaign results suggest that re-running the campaign annually gives the Massachusetts Statewide Municipal Stormwater Coalition some extra bang for the buck:

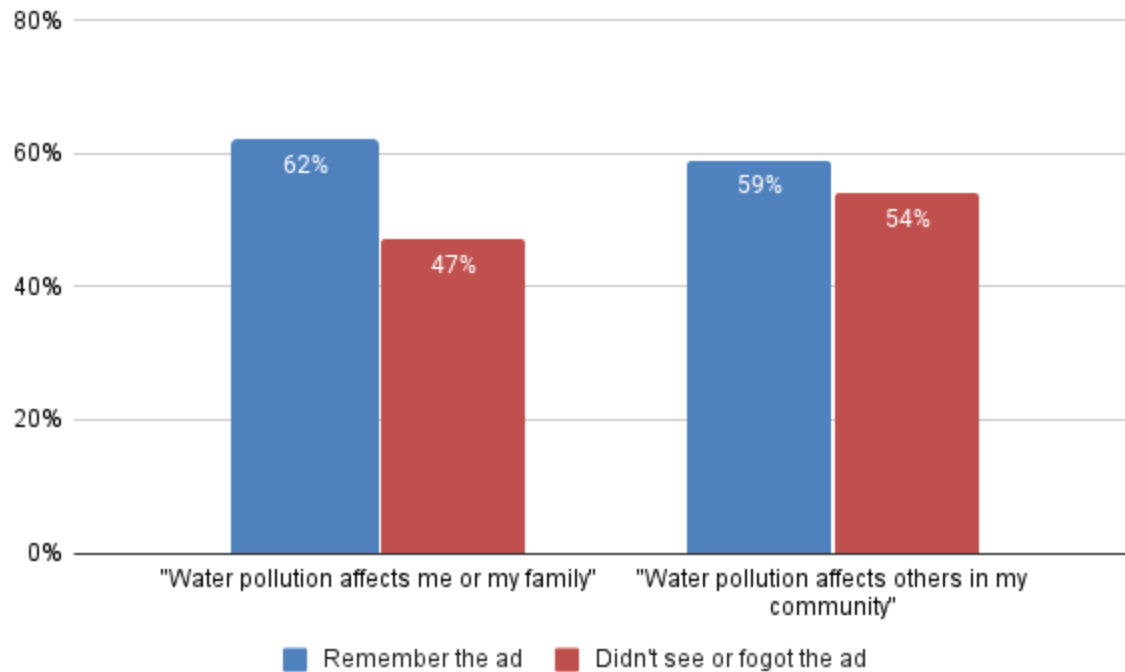
- In 2019, the ads were shown ~15 million times and 15% remembered seeing them
- In 2022, the ads were shown ~6.7 million times, and 15% remembered seeing them

#4: Ad Recall Correlates With Higher Awareness

The individuals who remembered the ad are more aware of stormwater than those who didn't see the ad or forgot it. They are more likely to understand that stormwater drains to waterways. They are also more likely to recognize that stormwater can have major impacts on those waterways.

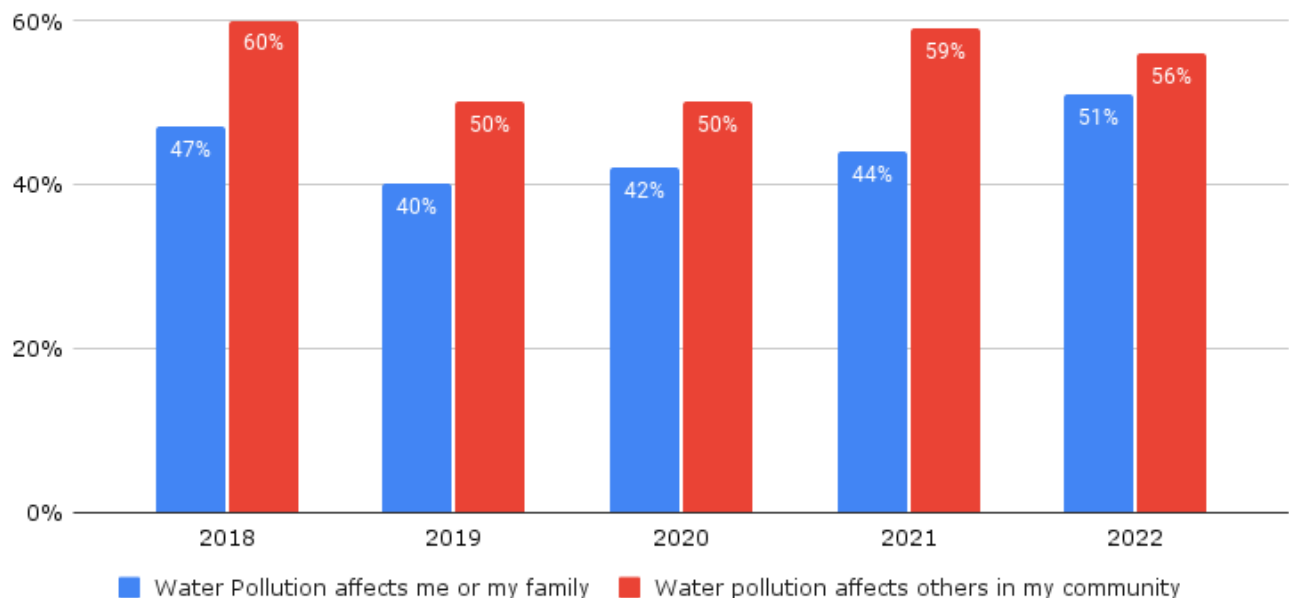


Similarly, the residents who remembered the ad are more likely to recognize that stormwater affects them and others:



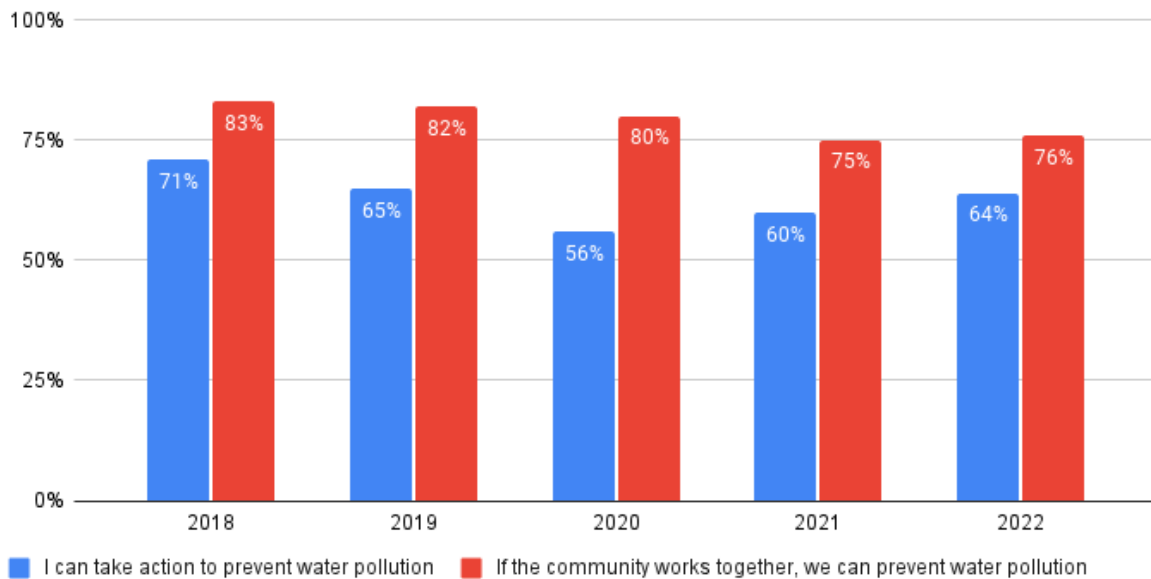
#5: Public Opinion About Stormwater Threats Holds Steady, 2018-2022

Most Massachusetts residents believe that water pollution affects them and/or others in the community. Our 2022 survey results for two key questions were within the margin-of-error of the results we got in 2018:

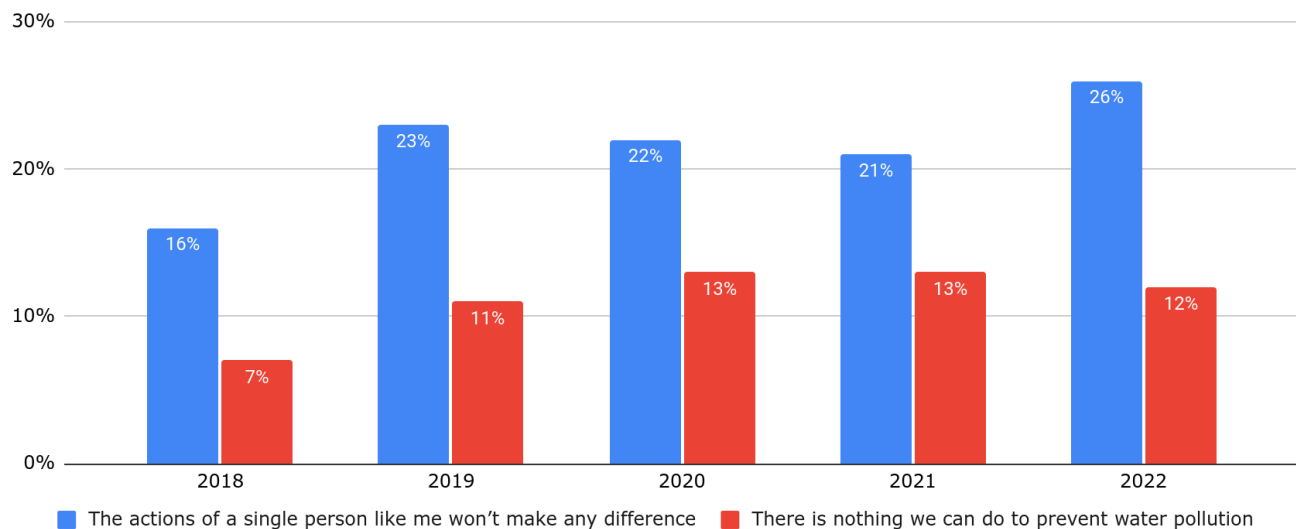


#6: Public Opinion About Stormwater *Solutions* Sags, 2018-2022

Between 2018 and 2022, we see slight but — statistically significant declines — in belief that water pollution can be prevented:



We also see a rise in the number of residents who agree that individual and collective action won't make any difference:



Recommendations for Fiscal Year 2023

#1: Develop a New Message for the Next Permit Cycle

Public awareness and concern about stormwater is holding steady, but residents are losing faith that the problems can be solved.

“Fowl Water” is not the ideal message to respond to this troubling trend. This message highlights problems, not solutions.

The right message for the moment would capture more of the flavor of this iconic public service announcement.

We recommend running “Fowl Water” for one more year to complete the current permit cycle. But simultaneously, we propose developing a new campaign message to encourage the public that their everyday actions make a difference.



Developing an encouraging replacement to “Fowl Water” will require some market research and message testing. This will be most efficiently accomplished at the statewide level.

Why do we Havrecommend developing a new ad concept in 2023 and shooting/running the ad in 2024? The simple answer is timing. The stormwater coalition has typically received this grant in late spring with a completion date of late June. That is simply not enough time to conceptualize, shoot, and run a replacement spot.

A secondary consideration is that shooting live action video in Massachusetts in early spring is not optimal.

We would recommend the following timeline for consideration:

	March	April	May	June
Project Start & Message Brainstorm	X			
Script & Storyboard Development		X		
Script and Storyboard			X	

Testing				
Script and Storyboard Revisions				X

To ensure the updated spot meets the needs of the statewide coalition as a whole, we recommend re-forming an oversight committee (4-6 individuals) to participate in the brainstorm, provide feedback on messages and visuals as they come together, receive message test results, and approve the final script and storyboard.

We recommend the stormwater coalition budget approximately \$25,000 for this part of the effort, in addition to the advertising budget for the current version of “Fowl Water.”

#2 Continue Spanish Language Advertising & Modify Post-Campaign Survey

In 2021 and 2022, we devoted 10% of our total advertising budget to the Spanish-language version of “Fowl Water.” This amount *approximates* the number of Massachusetts residents who speak Spanish at home — although many of these residents also speak English.

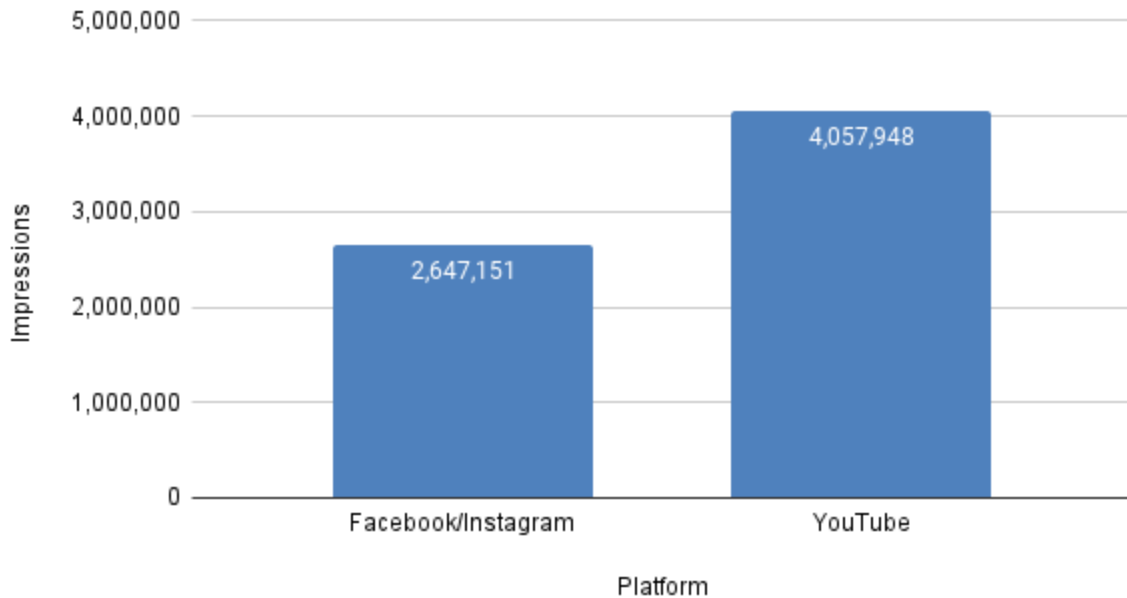
We recommend continuing this effort as a gesture towards inclusive outreach.

We cannot survey Massachusetts Spanish-speakers specifically, but bilingual Spanish/English speakers are part of our general survey sample. A straightforward improvement would be to add a question to the survey to inquire which language survey takers speak at home.

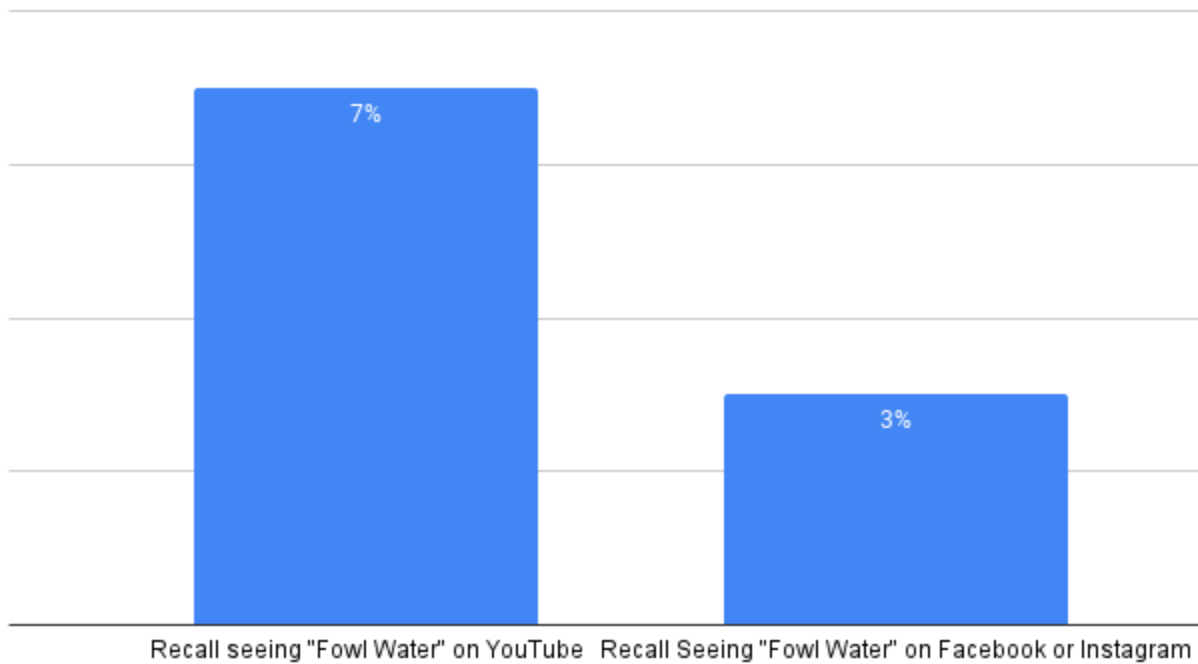
#3: Shift the Advertising Budget Towards YouTube

In 2022, YouTube delivered substantially greater bang for the buck than Facebook/Instagram. In 2023, we recommend shifting our budget to $\frac{2}{3}$ YouTube and $\frac{1}{3}$ Facebook.

Here is the basis for the recommendation. With identical start dates, stop dates, and budgets, “Fowl Water” streamed on YouTube much more often than Facebook:



In addition, residents were more than twice as likely to remember seeing “Fowl Water” on YouTube than Facebook or Instagram:



Our recommendation is consistent with general marketing trends. According to Sprout Social¹, a well known marketing platform, “Marketers note that YouTube is still a sort of

¹ Social media demographics to inform your brand’s strategy in 2022. March 2, 2022. Sprout Social. Retrieved from <https://sproutsocial.com/insights/new-social-media-demographics/>

land of opportunity advertising-wise, viewing it as a place to put their ad dollars in the future versus the likes of Facebook.”

YouTube and Facebook are the two most popular social media sites that allow us to stream the “Fowl Water” ad. The Pew Research Center² reports that 81% of U.S. adults use YouTube, compared to 69% who use Facebook.

Other streaming advertising options — Twitter, Vimeo, TikTok, etc. — reach far fewer Massachusetts residents than YouTube and Facebook. For that reason, we recommend against splitting the advertising pie to include these services.

According to Pew:

YouTube Usage Statistics

- 95% of US adults ages 18 to 29 say they use YouTube
- 91% of US adults ages 30 to 49 say they use YouTube
- 49% of US adults ages 65 and older say they use YouTube
- 54% of YouTube users say they visit the site daily
- 36% of YouTube users say they visit the site several times a day

Facebook Usage Statistics

- 70% of US adults ages 18 to 29 say they use Facebook
- 77% of US adults ages 30 to 49 say they use Facebook
- 73% of US adults ages 50 to 64 say they use Facebook
- 50% of US adults ages 65 and older say they use Facebook
- 70% of Facebook users say they visit the site daily
- 49% of Facebook users say they visit the site several times a day

² Social Media Use in 2021, April 7, 2021. Pew Research Center. Retrieved from <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>

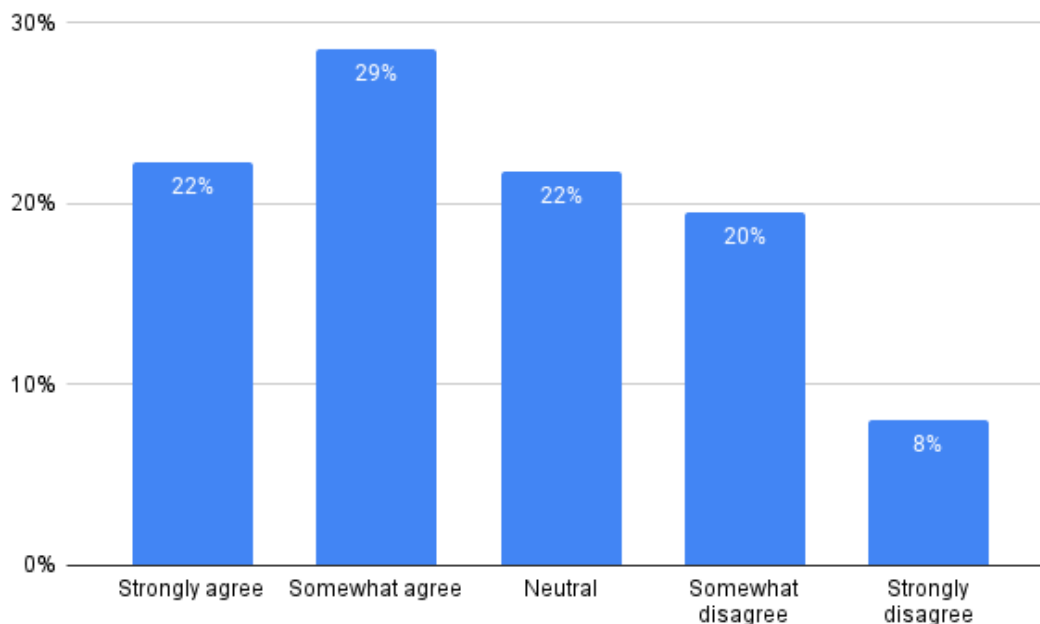
Survey Questions

Here are some issues your local government deals with. Please rank from most important (on top) to least (on bottom).

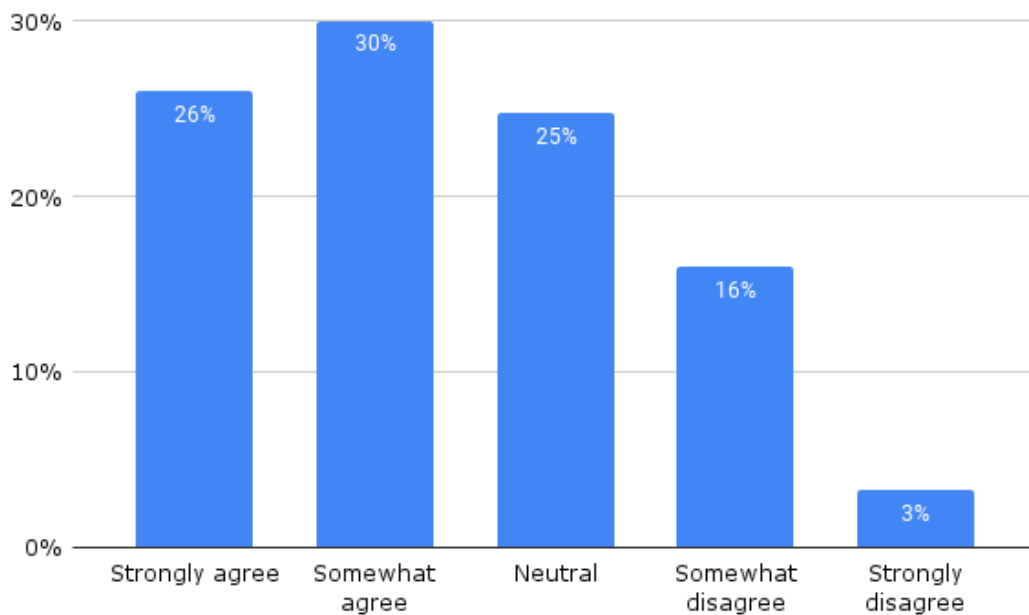
Remember the Ad	Didn't see or forgot the ad
Industrial facilities dumping waste	Industrial facilities dumping waste
Global warming (also known as climate change or the greenhouse effect)	Residents disposing of oil or household chemicals down the drain
Polluted runoff from yards, streets, parking lots, and farms	Global warming (also known as climate change or the greenhouse effect)
Residents disposing of oil or household chemicals down the drain	Polluted runoff from yards, streets, parking lots, and farms
Loss of wetlands and natural areas	Loss of wetlands and natural areas
Mining, drilling, and other extractive industries	Mining, drilling, and other extractive industries
Overuse of water by homes, farms, and businesses	Overuse of water by homes, farms, and businesses

Here are some statements about water pollution. How do you feel about them?

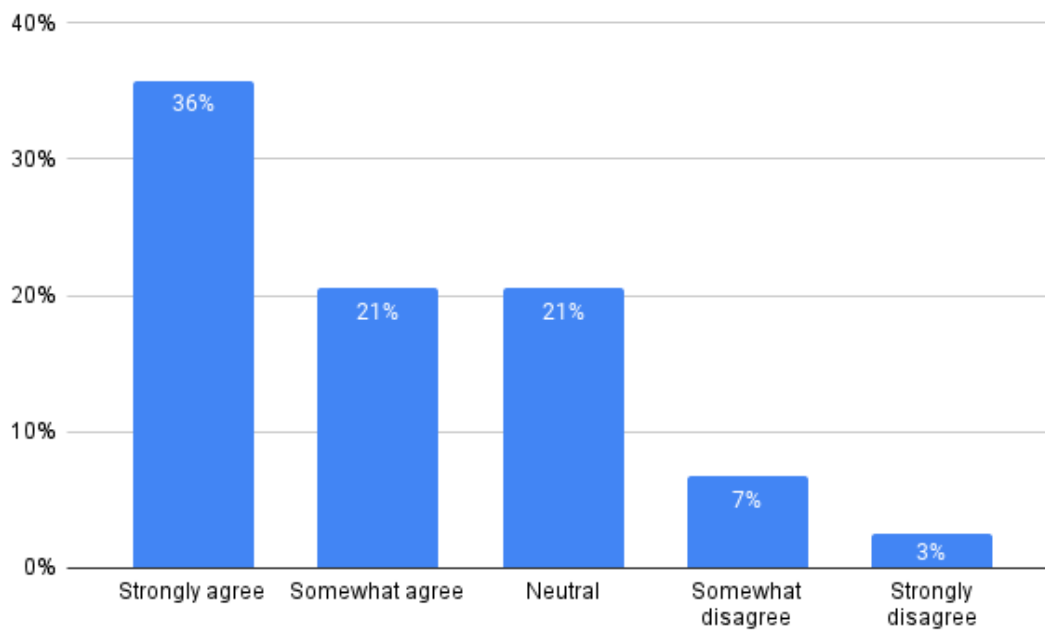
Water pollution affects me or my family



Water pollution affects others in my community

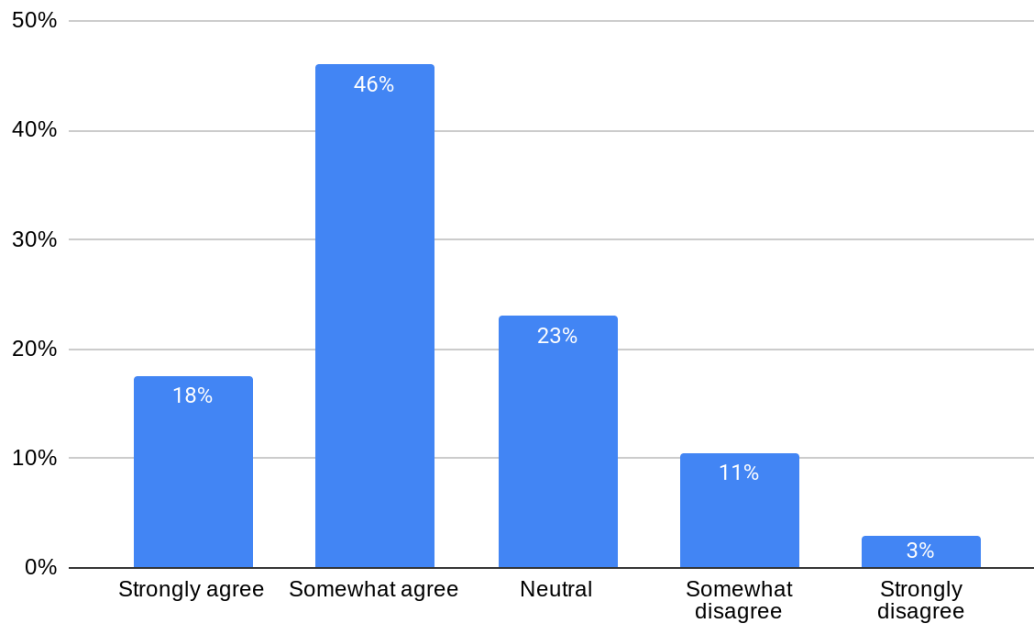


It is urgent to address water pollution now

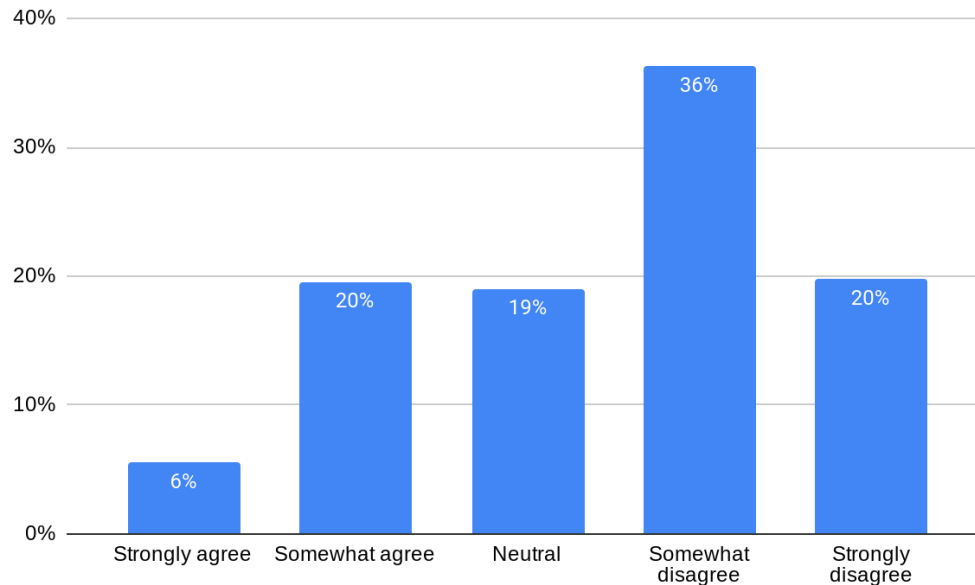


Here are other statements about water pollution. How do you feel about these?

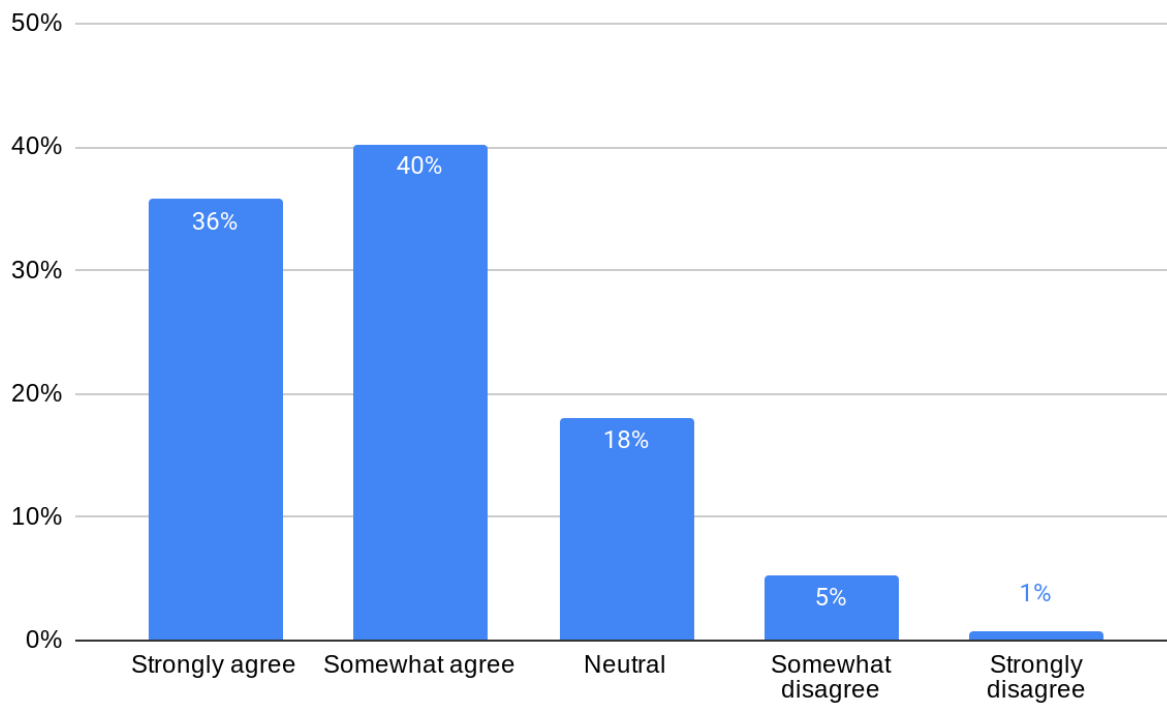
I can take action to prevent water pollution



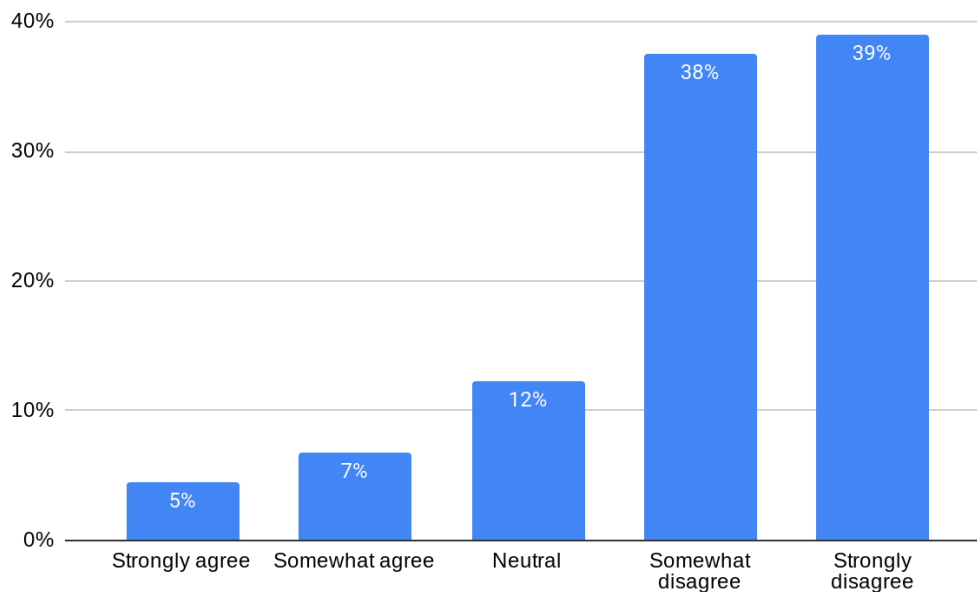
The actions of a single person like me won't make any difference



If the community works together, we can prevent water pollution



There is nothing we can do to prevent water pollution

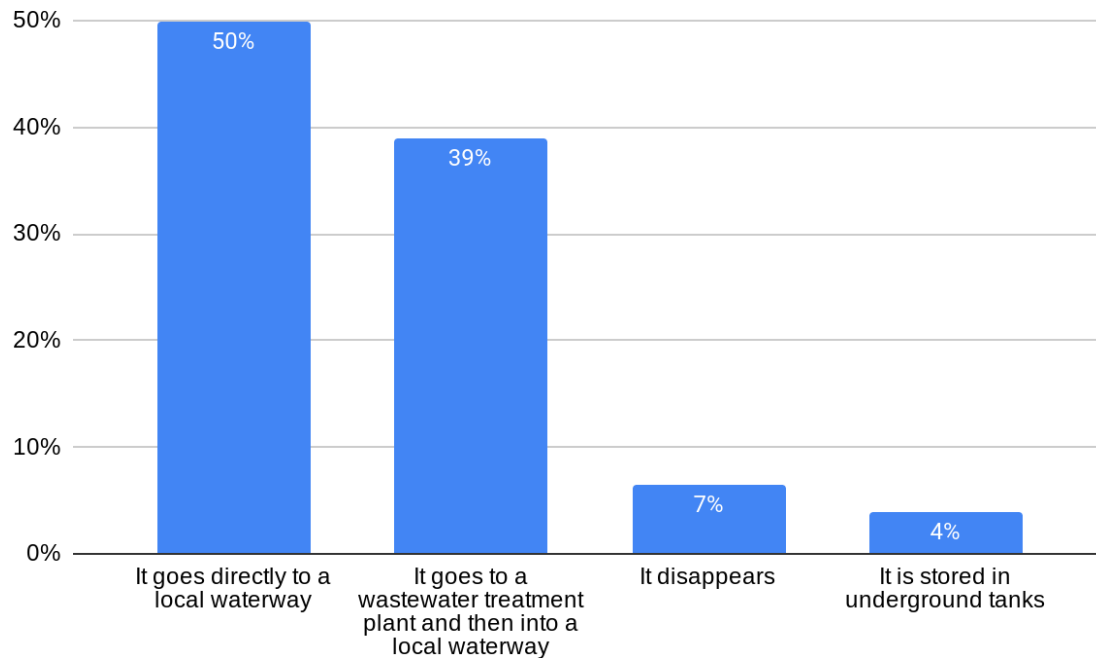


In your personal opinion, how serious are these threats to waterways? Rank from most serious (on top) to least.

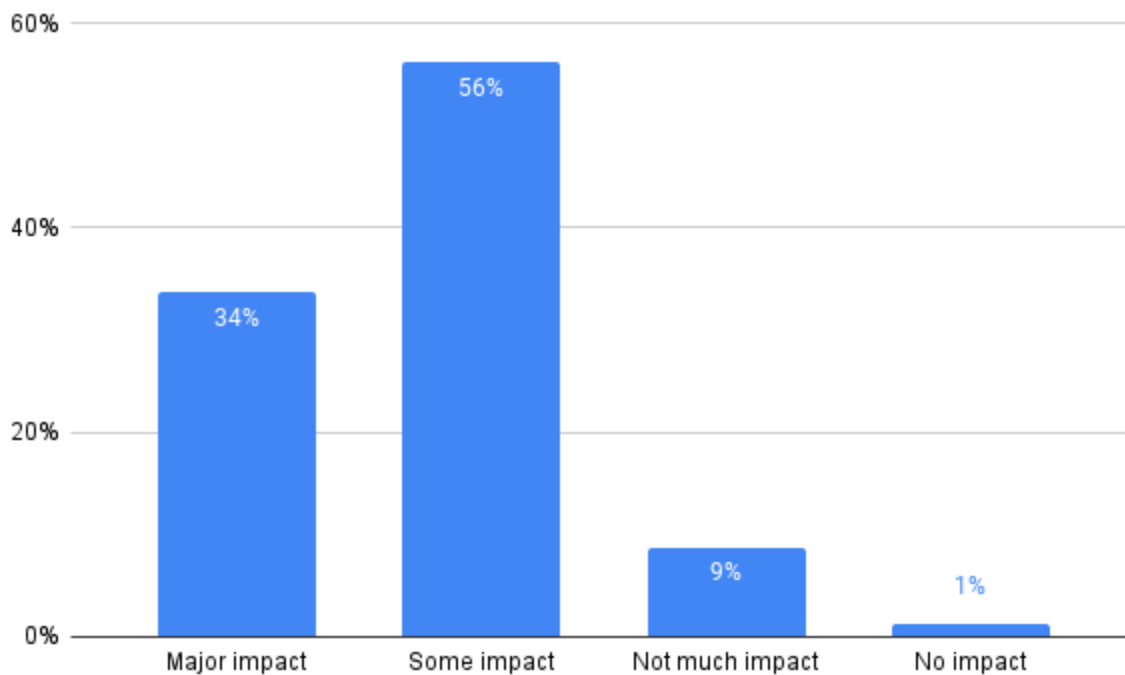
Threat	Average Rank
Industrial facilities dumping waste	2.7
Polluted runoff from yards, streets, parking lots, and farms	3.8
Global warming (also known as climate change or the greenhouse effect)	3.8
Loss of wetlands and natural areas	4.2
Residents disposing of oil or household chemicals down the drain	4.1
Mining, drilling, and other extractive industries	4.5
Overuse of water by homes, farms, and businesses	4.9

Note: Survey participants rated each issue in priority from #1 to #7. Lower average scores indicate higher average priority.

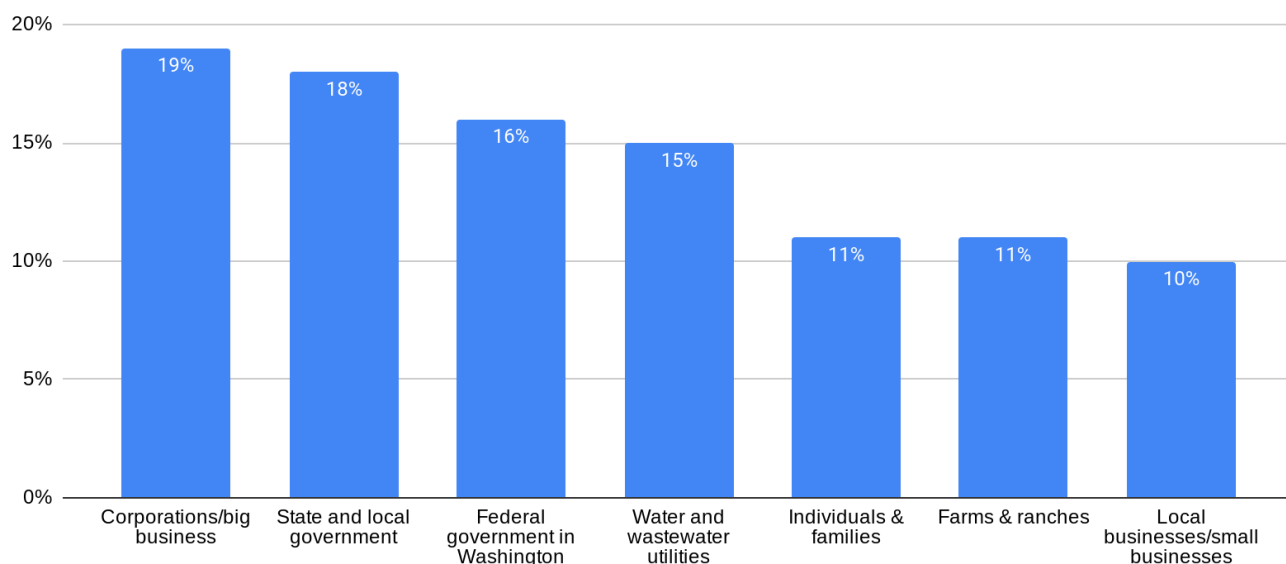
When runoff from rainwater or melting snow drains to the street, what happens to it?



How much of an impact does runoff from rainwater or melting snow have on our waterways?



In your opinion, how much responsibility do each of the following have to prevent water pollution and reduce flooding?



Please watch the following video:

(Survey Takers View "Fowl Water")

Have you seen this video online in the last three weeks?

