

## **FY17 Stormwater Permit Requirements Target Audience Percentages**

*See pages 20-23 and 26-27 in the FY17 askHRgreen.org Annual Report*

- **Leaves & Pet Waste.** For that focal area, we ran a 2-week radio and online media campaign designed to reach the target audience of adults 35-64. The reach of that campaign was 35.1% with a frequency of 2.4. For leaves and pet waste, we were able to reach 35.1% of the target audience a total of 2.4 times. See page chart on page 20.
- **Fertilizer/Soil Testing.** For that focal area, we ran a 2-week radio and online media campaign designed to reach the target audience of men, 35+. The reach of that campaign was 38.4% with a frequency of 3.0. For fertilizer/soil testing, we were able to reach 38.4% of the target audience a total of 3 times. See page chart on page 21.
- **Holiday FOG/Reducing SSOs.** For that focal area, we ran a 1-week radio and online campaign designed to reach the target audience of adults 25-64. The reach of that campaign was 23.4% with a frequency of 3.1. For holiday FOG/SSO prevention messaging, we were able to reach 23.4% of the target audience a total of 3.1 times. See page chart on page 26.
- **What Not to Flush/Reducing SSOs.** For that focal area, we ran a 1-week television and online media campaign designed to reach the target audience of women 25-54. The reach of that campaign was 36.3% with a frequency of 3.5. With the campaign, we were able to reach 36.3% of the target audience a total of 3.5 times. See page chart on page 27.
- **Down the Drain/Reducing SSOs.** For that focal area, we ran a 1-week television and online media campaign designed to reach the target audience of adults 25-54. The reach of that campaign was 36.8% with a frequency of 3.4. For that focal area, we were able to reach 36.8% of the target audience a total of 3.4 times. See page chart on page 27.