LAWN VS LAKE

AN EPIC BATTLE FOR OUR PRECIOUS WATER

GULF COAST WATER CONSERVATION SYMPOSIUM

HOUSTON, TEXAS / JANUARY 23, 2014

Presented by

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ENVIROMEDIA SOCIAL MARKETING

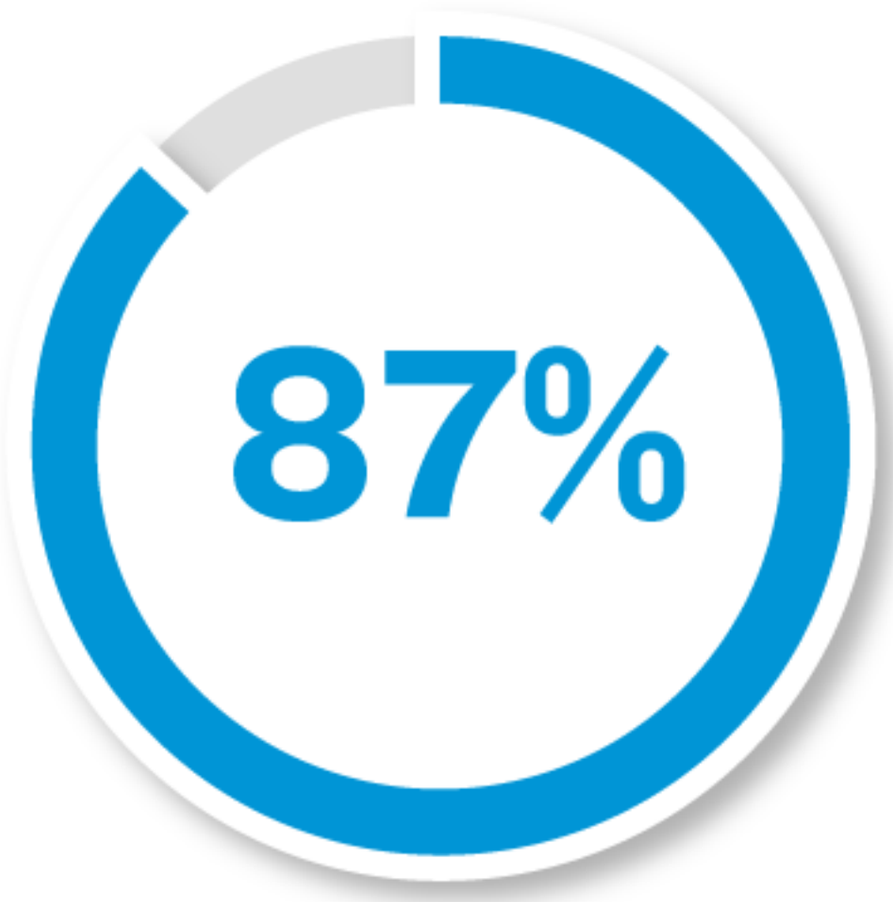
Q: What % of Americans know the natural source of their drinking water?

A: 32%

(OPINION RESEARCH CORPORATION, JAN. 11-14, 2007)

of Texans said they definitely know the natural source of their drinking water.

(TEXAS WATER DEVELOPMENT BOARD,
BASELICE & ASSOCIATES, 2004)



are more willing to conserve once they know.

(TEXAS WATER DEVELOPMENT BOARD, BASELICE & ASSOCIATES, 2004)

WATER IQ SM

Know your water.

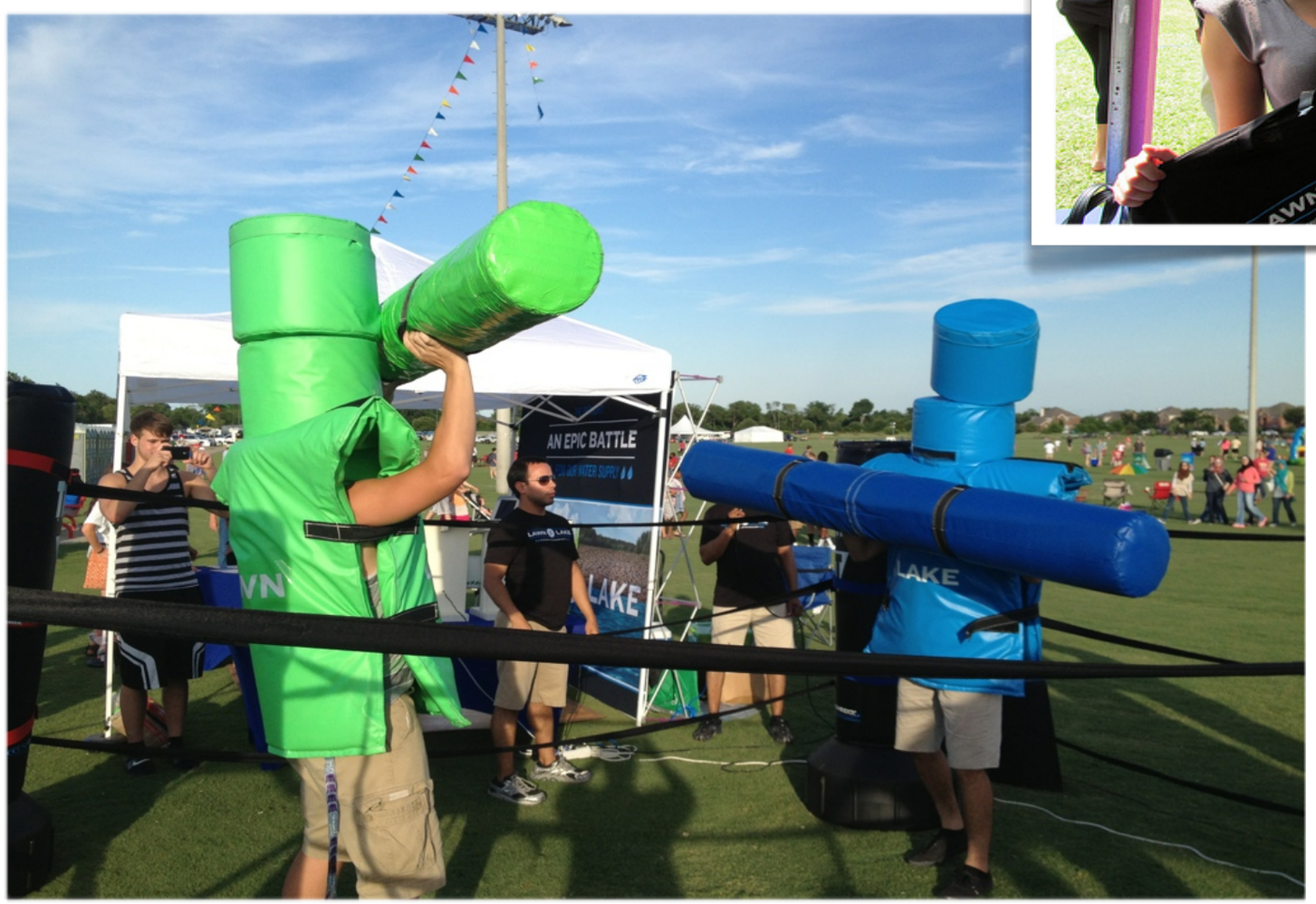
LAWN
VS
LAKE

TV

WATER
IQ
SM
NorthTexasWaterIQ.org
NORTH TEXAS MUNICIPAL WATER DISTRICT

RADIO 01

COMMUNITY OUTREACH

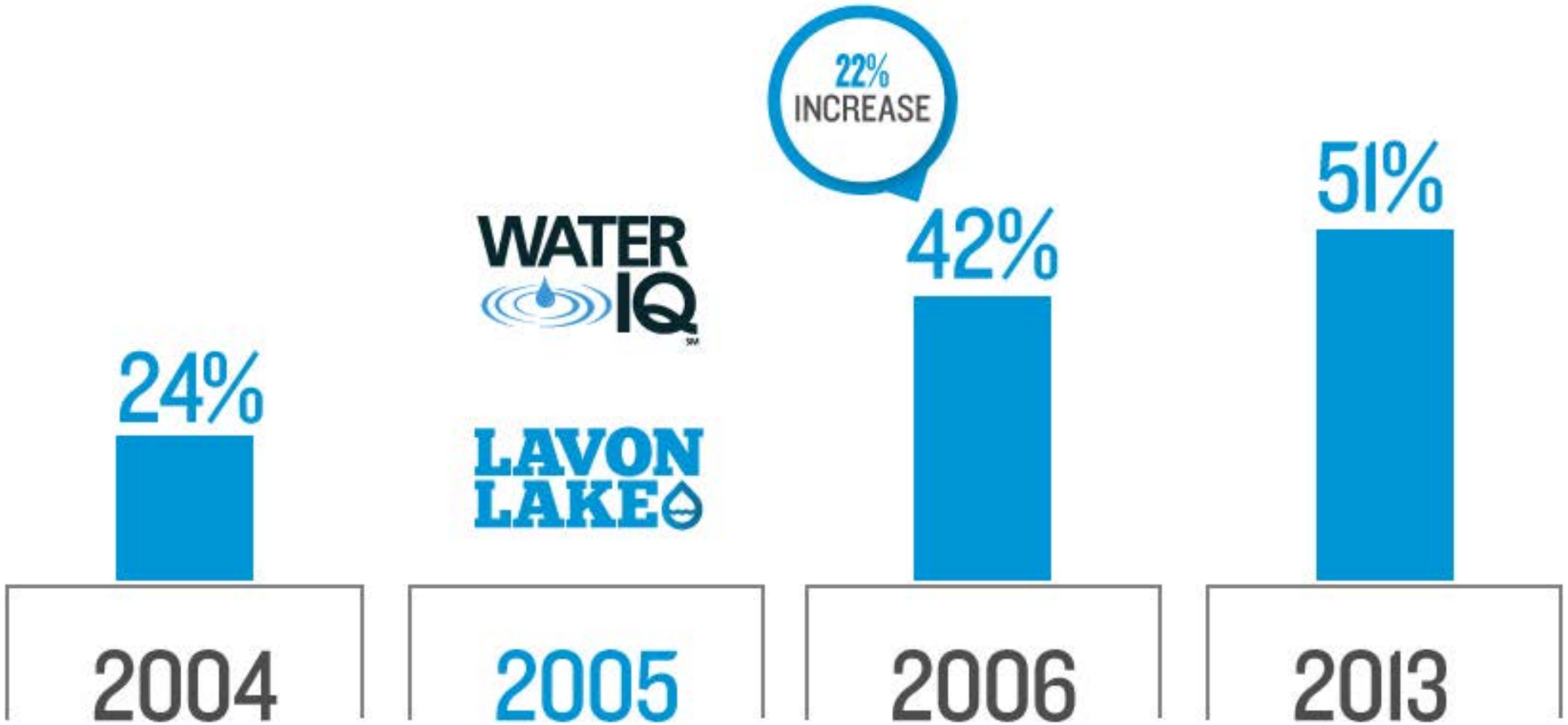


COMMUNITY OUTREACH

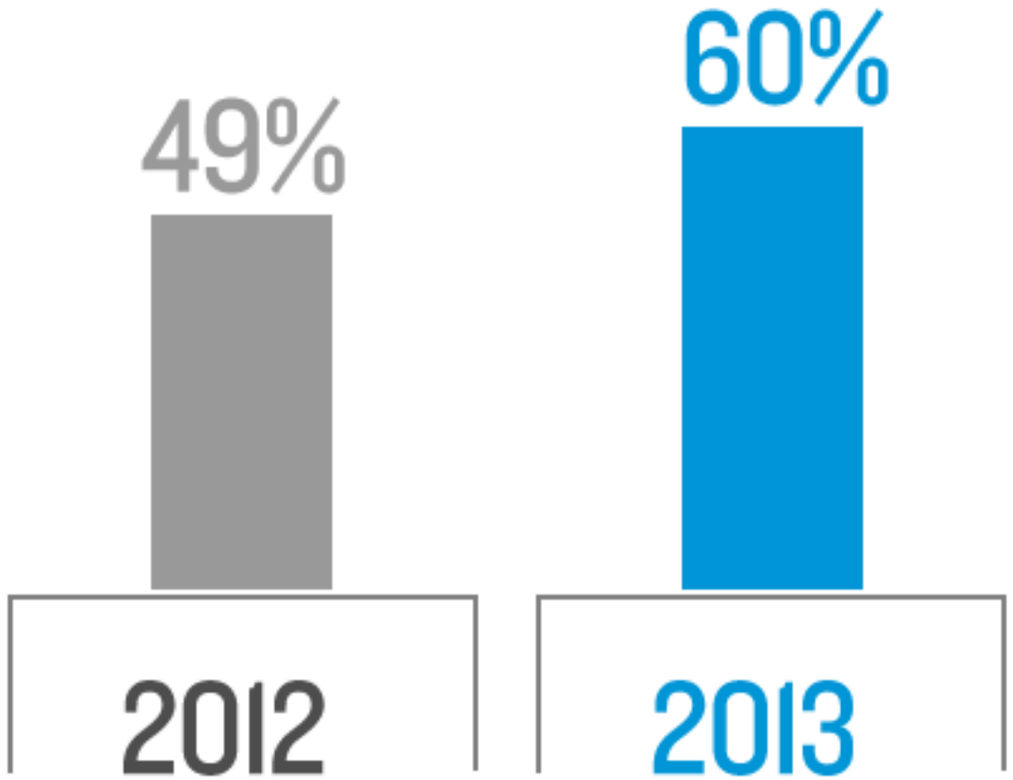
2013 POST CAMPAIGN RESEARCH

RESULTS

KNOWLEDGE OF WATER SOURCES



WATER CONSERVATION AD AWARENESS



“I’d listen to my kids if they asked me to conserve.”

LISTENING TO MY KIDS

Only 6% who have children are not likely to conserve.

(BASELICE & ASSOCIATES, 2013)

KIDS CAMPAIGN GOALS

Increase the percentage of parents whose children have reminded them not to waste water from the current 15 percent.

(BASELICE & ASSOCIATES, 2013)