

SURVEYS – SOCIOLOGICAL TOOLS

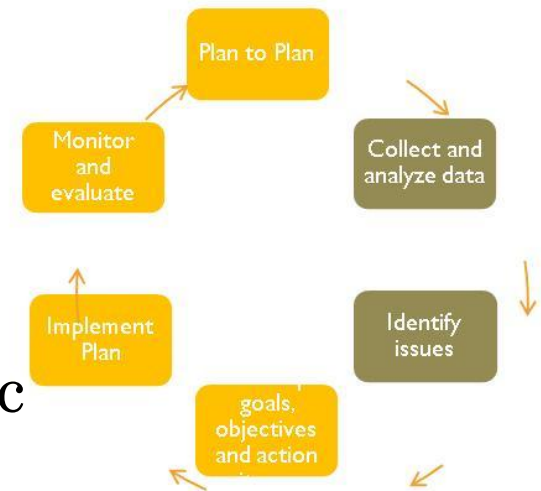


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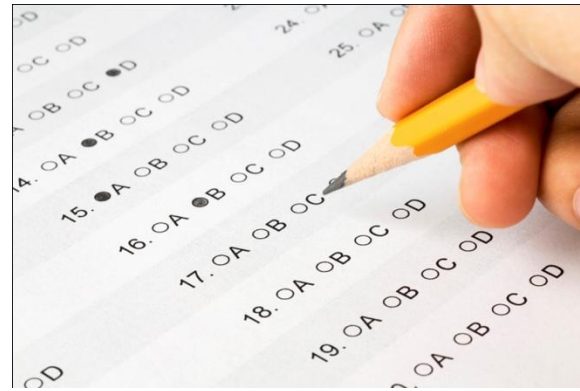
WHY CONDUCT A SURVEY?

- Identifies conflicts, issues, problems
- Provides a spectrum of views on a topic
- Is a representation of opinions of lake users and residents
- Shows values
- Allows a respondent to truly be open about topics
- Opportunity for lake users to express their opinions and values
- Can be used as an educational tool



COMPONENTS OF A SURVEY

- **Demographic Information**
- **Topic related questions**
 - Recreation
 - Fishing
 - Wildlife
 - Aquatic Plants
 - Water Quality
 - Watershed Land Management
 - Shoreland Management
- **General Questions**
 - Values
 - Restore, maintain or improve
 - Willingness to Participate



TYPES OF QUESTIONS

○ Open-ended

40. In your opinion, what should be done to restore, maintain, or improve Spring Lake?

○ Partial open-ended

5. When you use Spring Lake are you typically ... (Check all that apply)
- Alone
 - With family members
 - With friends
 - With members of a club
 - Other _____

○ Close-ended

• Multiple Choice

2. Where is your property or rental nearest to Spring Lake located?
(See map attached to cover letter to locate your property)
- On the lake
 - Outside the watershed but in Portage Co.
 - Not on the lake but in the lake watershed
 - Outside of Portage Co.

• Scaled

1. How long have you lived in the watershed, visited or recreated on Spring Lake?
- Less than a year
 - 1-5 years
 - 6-10 years
 - 11-20 years
 - More than 20 years

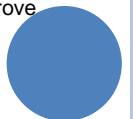
• Numerical

○ Filter/Contingency Questions

3. What time of the year do you generally use Spring Lake?
(Check all that apply)
- March - April
 - May - August
 - September - November
 - December - February
 - Don't use the lake (go to question 24)

18. What is your opinion on the use of the following management strategies for the control of invasive aquatic plants in Spring Lake?

- a. Aquatic plant harvester
- Strongly disapprove
 - Mildly disapprove
 - Unsure
 - Mildly approve
 - Strongly approve



BACKGROUND QUESTIONS

- How long have you lived in the watershed, visited or recreated on Lake?
- Where is your property or rental nearest to Lake located?
- What time of the year do you generally use Lake?
- Which days during the week do you typically use Lake?

These questions allow data to be broken down by sub-category



SURVEY POSTCARD

Please fill out and mail this card checking the appropriate boxes if you would like any of the following information or help.

Name: _____

Address: _____

Phone: _____ E-mail: _____

Lake(s) of interest: _____

- I would like to receive additional information on my lake by e-mail.
- I would be willing to help with stewardship activities such as water quality and invasive species monitoring, boat launch inspections, other outreach activities.
- I would like help from the Portage County Land Conservation Department on ways to better manage my land.



PROCESS TO ASSEMBLE SURVEY

- Staff members select and adjust questions
- Survey sent to county who disseminates survey to surface and groundwater watershed landowners and town board
- Survey posted online for anyone to take
- Notice of survey sent to newspapers and via e-mail to list-serv
- Survey's returned to center
- Surveys tallied and graphed by students



SHARING SURVEY RESULTS



- Published on county website
- Given to planning committee members
- Raw data is given to any interested municipality
- Responses for specific topics are shared when that topic is discussed during planning process



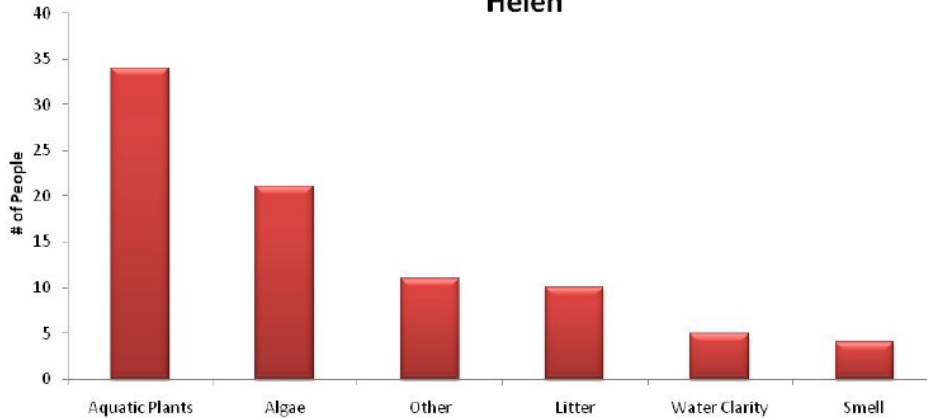
HOW IS SURVEY DATA USED?

- Provides values, opinions, and views of a large group of people that can be used in the planning process
- Identifies misconceptions
- Responses used to identify implementation actions
- Identifies people who want further info/County LCD uses requests for information

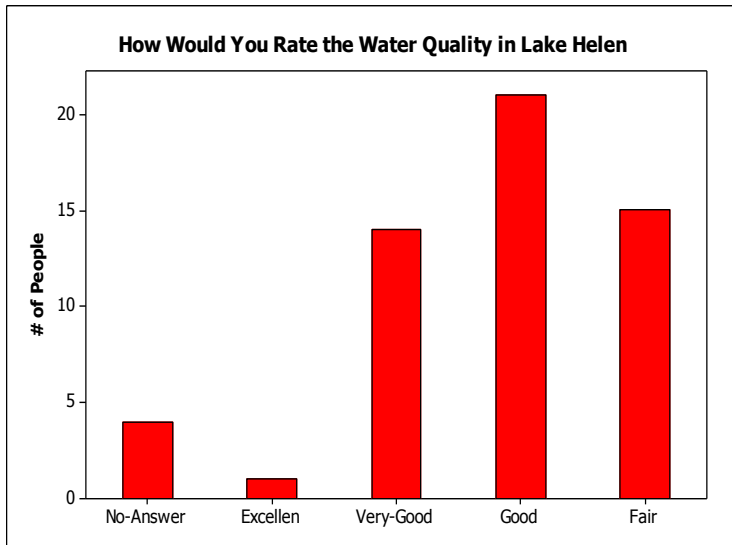


LAKE HELEN PERCEPTIONS VS. DATA

What Do You Think are the Major Problems with Lake Helen



How Would You Rate the Water Quality in Lake Helen



Trophic Scorecard

	GOOD	FAIR	POOR
Total P (Spring Overturn)	On Average <30 ppb		During July 97 & 50 ppb
Inorganic N (spring overturn)			>0.3 ppm
Chlorophyll a (Summer)	<8 ppb		During July and Aug 7.1 to 12 ppb
Clarity		X	During July

KEY QUESTION

Motivations for Land Management Change

