

Methodology

1. 600 random-sample telephone survey

- *Sample drawn within MCWD boundaries*
- *Sample aligns to District demographics*

2. Three geographic District clusters:

- *West (Carver, Lake Mtna) 22%*
- *Central (middle suburbs) 40%*
- *East (Minneapolis) 38%*

3. Interviews conducted February 18-25, 2015

1. *Cell phone respondents: 38%*
2. *Average interview: 21 minutes*
3. *Margin of error: $\pm 4.1\%$ @ 95% confidence*



Guidelines for Interpreting Survey Research

- Findings are a “snapshot in time”
 - *Views can shift*
- Look for relationship of numbers
 - *vs. absolute %*
 - *MOE higher in data subsets*
- Intensity of response is important
 - *Belief vs. opinion*
- Question wording matters



Some Interesting Demographics

How close do you live to a river, creek, wetland or lake?

Immediately Adjacent	13%
Within 2 blocks	32%
Within a mile	44%
More than a mile	11%

45%

22% own/have a family cabin

26% have contributed money and/or are a member of a conservation/lake property owners/enviro group



Some Interesting Demographics

Do you participate frequently, occasionally, or not at all?

	Frequently	Occasionally	Total Participate	Not At All
Fishing	26%	30%	56%	44%
Motor-Boating	15%	32%	47%	53%
Sailing, Canoeing or Kayaking	10%	27%	37%	63%
Walking, Running or Biking	53%	35%	88%	12%

Note: Higher levels of frequent participation among those who live adjacent to water and cabin owners



Some Interesting Demographics

- 78% Homeowners
- 22% Renters
- 36% Have School-Aged Children Living at Home

Total Household Income	
Less than \$35K	16%
\$35K – \$75k	48%
Over \$75k	31%
DK/R	5%

In Politics...		
Very Conservative	5%	35%
Conservative	17%	
Moderate/Conservative	13%	
Moderate	30%	30%
Moderate/Liberal	13%	31%
Liberal	16%	
Very Liberal	2%	



Resident Engagement Profile

Watch TV News Most Evenings	80%
Check Internet For News/Info	64%
Read Newspaper 4-5 Times/Week	63%
Volunteer/Contribute to Community Org.	55%
Have Contacted Elected Official	31%
Volunteer/Contribute to Campaign or Advocacy Org.	28%
Written Letter/Editor or Posted Comment On-Line	28%

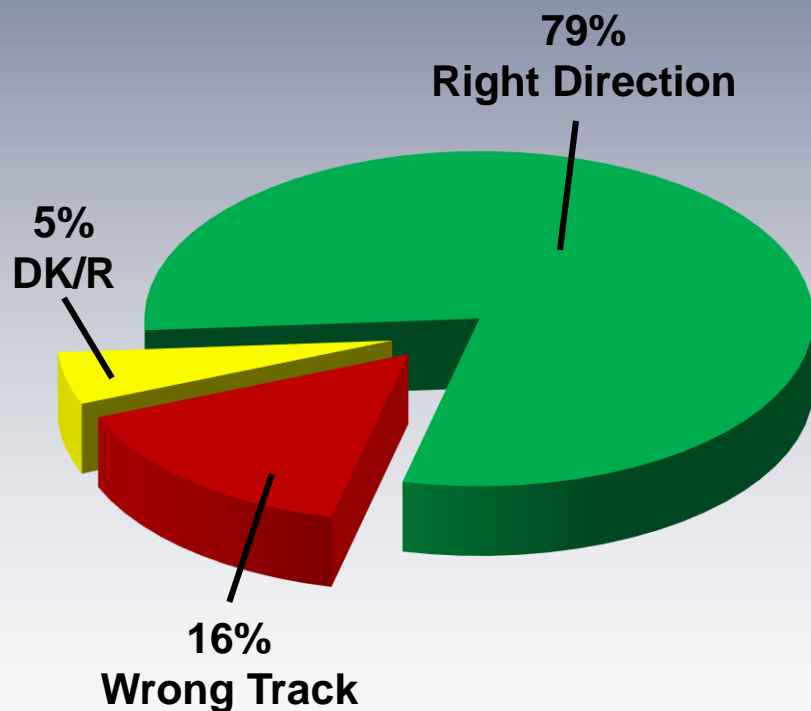
Note: 24% do at least 4 activities.

This 24% has been identified as an “actives” profile in the data.

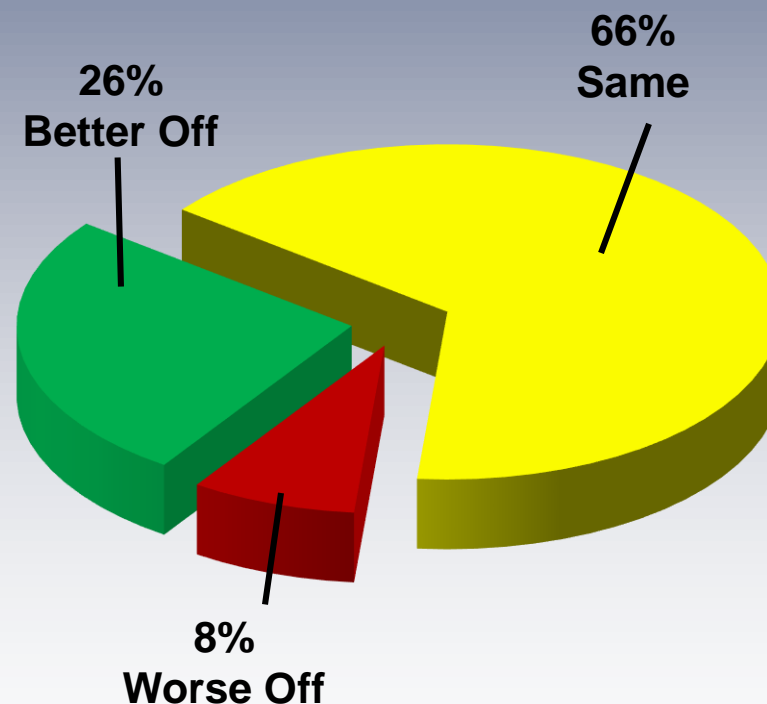


Residents Generally Optimistic

Do you think MN is heading in...



Your household financially compared to one year ago...



Most Important State Issue (and Second)

	Most Important	Second Most Important	Total
Access/Affordable Health Care	24%	13%	37%
Improving Education	23%	20%	43%
Controlling Taxes/Spending	22%	14%	36%
Protecting Environment	9%	14%	23%
Economy/Jobs	8%	18%	26%
Upgrading Transportation	8%	9%	17%
Public Safety	6%	10%	16%



Most Important Enviro Issue in Twin Cities?

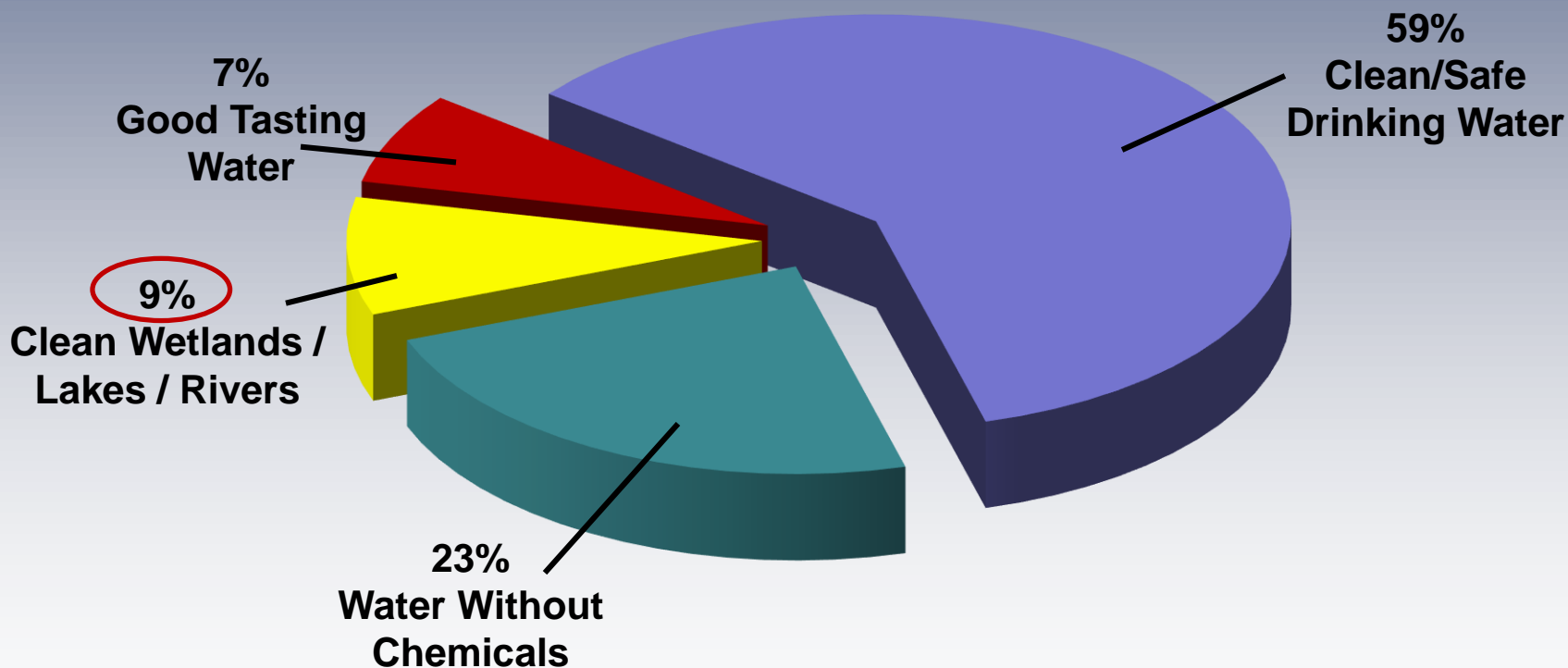
	Most Important	Second Most Important	Total
Improving Water Quality	20%	15%	33%
Reducing Air Pollution	14%	13%	27%
Addressing Climate Change	15%	7%	22%
Lawn/Farm Chem. Run-Off	14%	13%	27%
Conserving Water/Prevent Depletion	10%	14%	24%
Energy Conservation	9%	9%	18%
Develop Renewable Energy	9%	16%	25%
Reduce Garbage	8%	12%	20%

44% selected water quality, chemical run-off and conserving water as top priorities



What Does “Water Quality” Mean To You?

Response to open-end question (no prompts)



2/3 Rate Water Quality Positive; 1/3 Don't

Rate the water quality of
MN lakes, rivers, streams
and wetlands

Excellent	7%
Good	60%
	67%

Only Fair	30%
Poor	2%
	32%

Water quality of lakes, rivers,
streams and wetlands
near where you live

Excellent	7%
Good	58%
	65%

Only Fair	30%
Poor	4%
	34%

Higher positive ratings among Carver/Lake Mtn 74%

*Higher negative ratings among Actives (45%),
Liberals (44%) and Frequent Sailors (48%)*



Mixed Views of Water Improvements

Over last 5-10 years, is water quality near you...

Better Strongly	2%	31%
Better	29%	

Worse Strongly	3%	19%
Worse	16%	

Same Strongly	11%	48%
Same	37%	

How important is it to protect water quality in your area...

Very Important	66%	98%
Important	32%	
Not Too Important / R	1%	

Very Important	66%
Actives	83%
Water Quality Worse	84%
MCWD Very Effective	90%
Member Consv. Org	74%
Over \$75K	76%
Live Near Water	72%



Biggest Threats to Water Near You?

	Biggest Threat	Second Biggest Threat	Total
Run-Off of Lawn Chemicals	35%	16%	51%
Aquatic Invasive Species	17%	24%	41%
Pollution From Companies/Manufacturers	14%	15%	29%
Development Pressure	11%	9%	20%
Too Much Recreational Use	10%	10%	20%
Run-Off of Ag Chem/Animal Waste	9%	18%	27%
Homeowners/Biz Using Too Much Water	4%	6%	10%



Awareness of MCWD

How aware are you
of MCWD?

Very Aware	9%
Somewhat Aware	54%
	63%

Not Too Aware	28%
Not At All Aware	9%
	37%

Aware 63%	
MCWD Very Effective	82%
Actives	79%
Member Cons. Org	75%
Cabin Owner	71%
Live Adjacent to Water	69%
Live Over Mile	50%
West	65%
Central	63%
East	61%
Age 18-34	53%



Primary Function of MCWD?

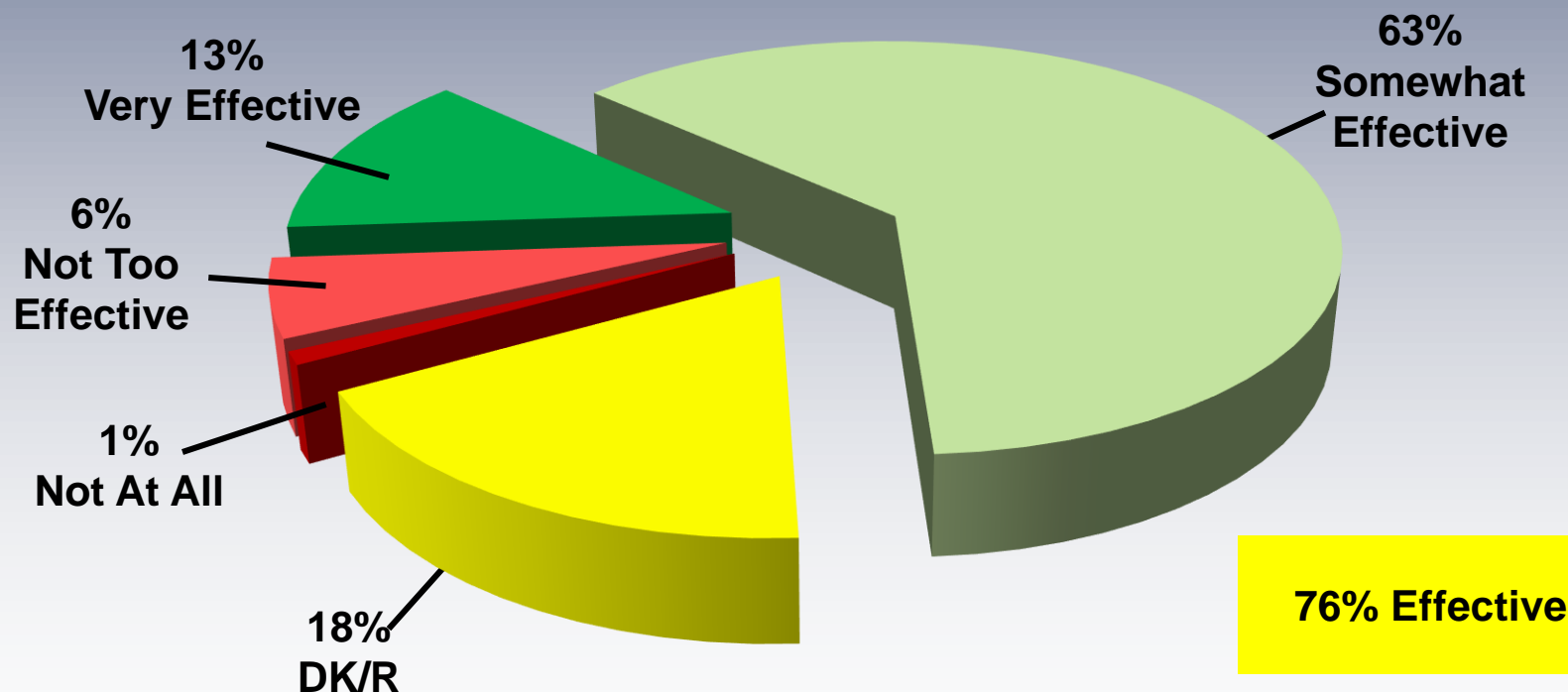
Based on what you know or have heard... (open-end)

Maintaining/Protecting Water Quality	28%
Cleaning/Restoring Water	24%
Reduce Run-Off	12%
Reduce Pollution	8%
Monitoring/Testing Water	5%
Reduce AIS	3%
Keep Water Safe to Drink	2%
Scattered	3%
Unsure	13%



MCWD Views as Effective

How effective is the MCWD in protecting water quality in the watershed?



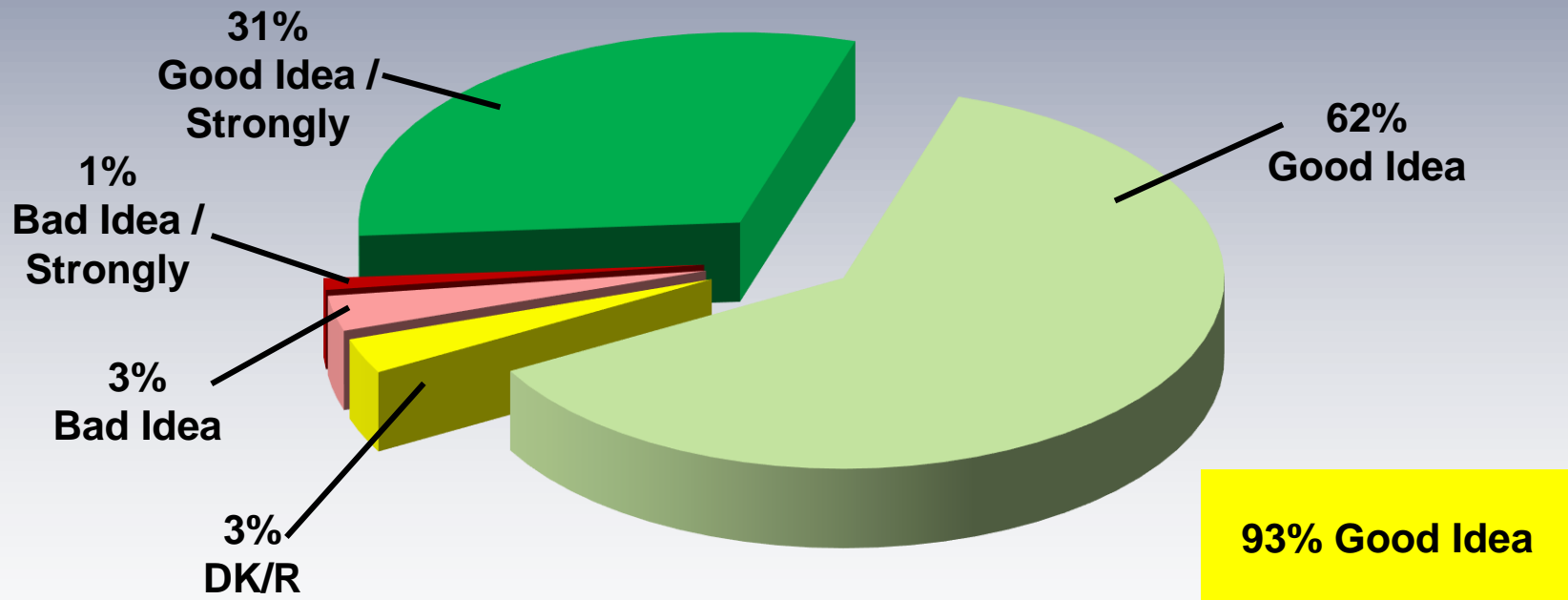
Closer Look at Effectiveness

Effective: District-Wide	76%
Aware of MCWD	88%
Not Aware	56%
Water Quality Better	89%
Water Quality is Worse	63%
Actives	81%
Member Conserv. Org	83%
Conservative	66%
Moderate	79%
Liberal	76%
West	78%
Central	72%
East	78%




Concept of Watershed District Strongly Supported

Does the idea of having a single-purpose agency to protect water quality in these communities seem like a good idea or a bad idea?




DNR, MCWD Rank Highest as Water Protectors

Which agency do you think does the best job of protecting the water quality of lakes, rivers, streams and wetlands in your area?



	Best Job	Second Best	Total
MN DNR	43%	28%	71%
MCWD	30%	25%	55%
MPCA	12%	22%	34%
Local City	7%	11%	18%
County	4%	6%	10%
Federal Govt.	3%	6%	9%
DK/R	2%	3%	5%




MCWD Comp. Plan Goals

Among the following three goals, which one should be the highest priority for the MCWD?

Goal 1 / Prevention

Strongly	20%
Goal 1	17%

37% Prevention

Goal 2 / Restoration

Strongly	10%
Goal 2	20%

30% Restoration

Goal 3 / AIS

Strongly	10%
Goal 3	7%

17% AIS

All Three — 16%



“Two-Track” Comp Plan Approach Supported

Track 1 — MCWD Continues to be responsive district-wide

Track 2 — Concentrate staff/resources to “high need” areas

**Does this two-track strategy sound like
a good way to prioritize resources?**

Yes Strongly	27%	89% Yes
Yes	62%	
No	5%	6% No
No Strongly	1%	
DK/R	5%	

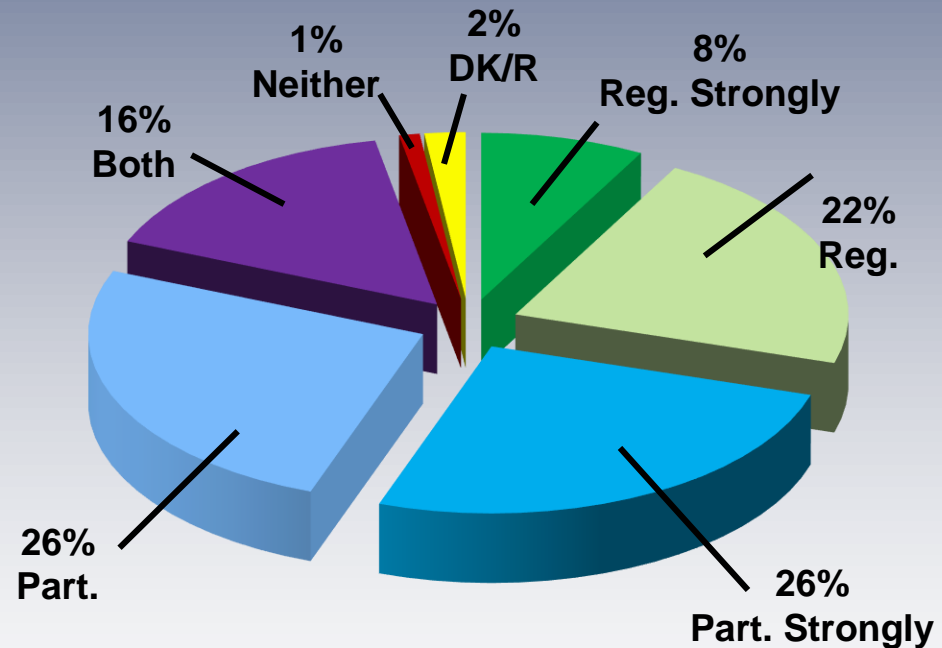


Preference for a Partnership Approach

How aware that MCWD develops/enforces regs?

Very Aware	9%	63%
Somewhat	54%	
Not Too Aware	27%	37%
Not At All	10%	

More effective for MCWD to pursue regulatory or partnership approach?



Note: 63% of Actives support partnership approach (43% strongly)

39% of those who view MCWD as very effective support regulatory (14% strongly)



AIS Viewed as Important Issue

How important is it to prevent the spread of AIS and find solution to get rid of AIS?

Very Important	62%
Somewhat	37%
Not Too	1%

Should MCWD make it a priority to prevent the spread of AIS?

High Priority	64%
Medium Priority	32%
Low Priority	3%



Support for Water Protection Measures

How would you rate these types of projects (retention ponds, vegetated buffer zones, measures to prevent

High Priority	57%
Medium Priority	40%
Low Priority	2%

If MCWD offered water protection/improvement program for individuals/neighborhoods, is this of interest?

Yes Strongly	12%	65% Yes
Yes	53%	
No Strongly	10%	32% No
No	22%	



Public Accountability is Valued/Expected

How important is it for MCWD to provide periodic measurements/report cards to public on progress/programs?

Very Important	46%	91%
Somewhat	45%	
Valued/Not to Me	5%	
Not At All	4%	

Very Important	46%
MCWD Very Effective	70%
Water Quality Worse	58%
Actives	55%
Live Adjacent	56%
Member Consv. Org	54%
Age 65+	58%
Conservative	36%
Moderate	52%
Liberal	35%
Over \$75K	54%



Willingness to Pay More to Support MCWD

Willing to pay an additional
\$20/household/year

Yes Strongly	18%	67%
Yes	49%	
No Strongly	12%	30%
No	18%	
DK/R	4%	

Willing to pay an additional
\$10/household/year

Yes Strongly	20%	77%
Yes	57%	
No Strongly	8%	20%
No	12%	
DK/R	3%	



Closer Look at Willingness to Pay More

	\$20 More/Year	\$10 More/Year
District-Wide	67%	77%
Aware MCWD	73%	82%
Not Aware	56%	68%
MCWD Very Effective	75%	85%
Not Effective	46%	51%
Actives	75%	86%
Member Cons. Org	79%	84%
Age 65+	53%	73%
Conservative	42%	53%
Moderate	71%	84%
Liberal	83%	86%
West	52%	68%
Central	68%	79%
East	73%	81%



Personal Actions to Conserve/Protect Water

Prevent leaves, clippings, oil, chemicals from going into storm-water drains	73%
Install low-flush toilets, shower heads, other measures	66%
Reduce/eliminate fertilizers and chemicals on yard	64%
Reduce/eliminate lawn irrigation	57%
Install shoreline protection/rain gardens	15%
Install porous driveway pavers	12%

Note: Actives, over \$75K income, college graduates take actions at a higher level



Communication with District Residents

Do you feel you would like more information about measures/best practices to protect water quality?

Want More Information	29%
Have Enough Information	53%
Topic is Not of Interest	18%

Most Effective Communication	
Mailed Newsletters	36%
Website/On-Line	23%
News Media Stories	16%
Social Media	8%
Advertising	5%
Presentations	5%
Materials to Cities	4%
Other	2%



Interest in Viewing Board Meeting Video

How often do you think you might want to view on-line recording of MCWD Board Meetings?

Never	43%
Only When Issue is Important to Me	29%
Few Times/Year	13%
Once/Year	12%
Almost Every Meeting	2%
DK/R	1%



MCWD is Credible Speaking About Water Quality

Not Credible		Very Credible	Total Credible
2%	MN DNR	73%	97%
1%	MCWD	64%	97%
5%	MPCA	53%	95%
11%	Enviro Organizations	37%	88%
12%	Local City Officials	28%	86%
14%	Citizen/Neighborhood Groups	28%	83%
24%	Fed. Enviro Regulators	26%	74%
28%	Hennepin County Officials	16%	69%
36%	State Legislators	14%	62%
42%	Area Businesses	10%	55%

