

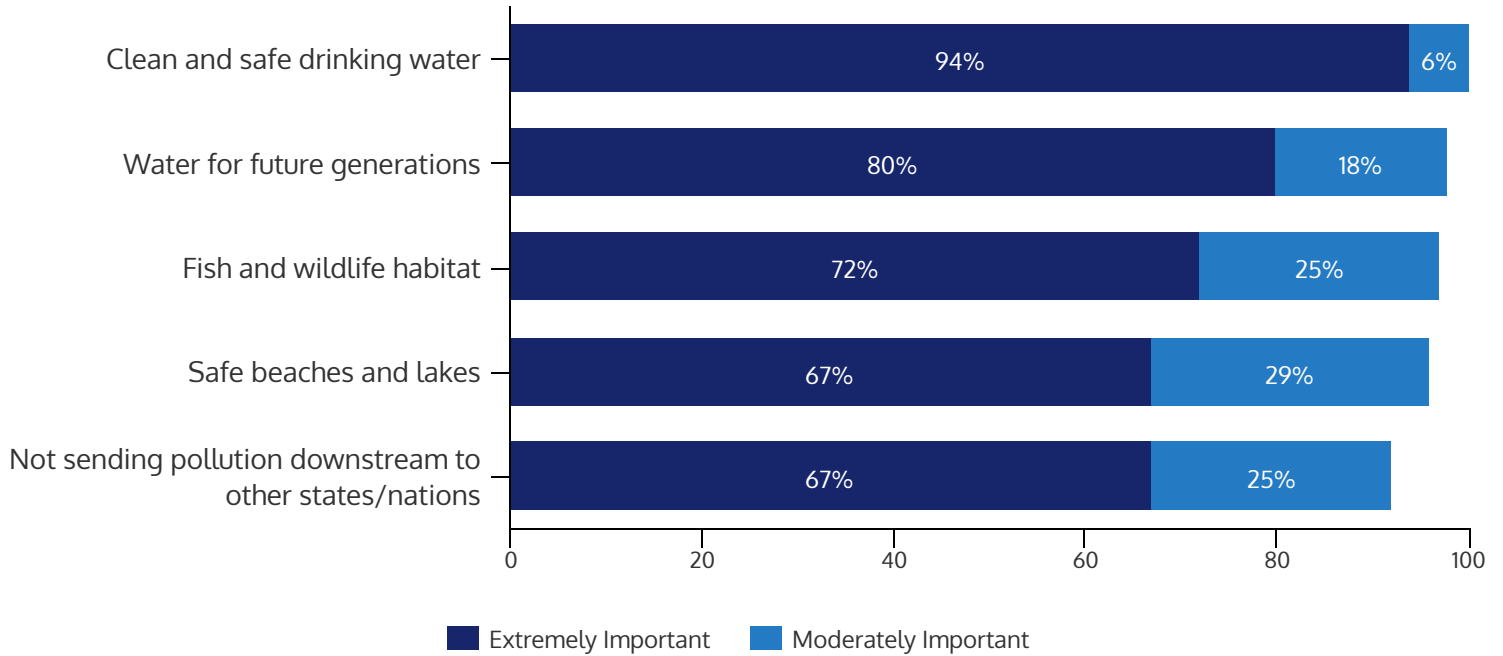
Minnesota Water Values

2019

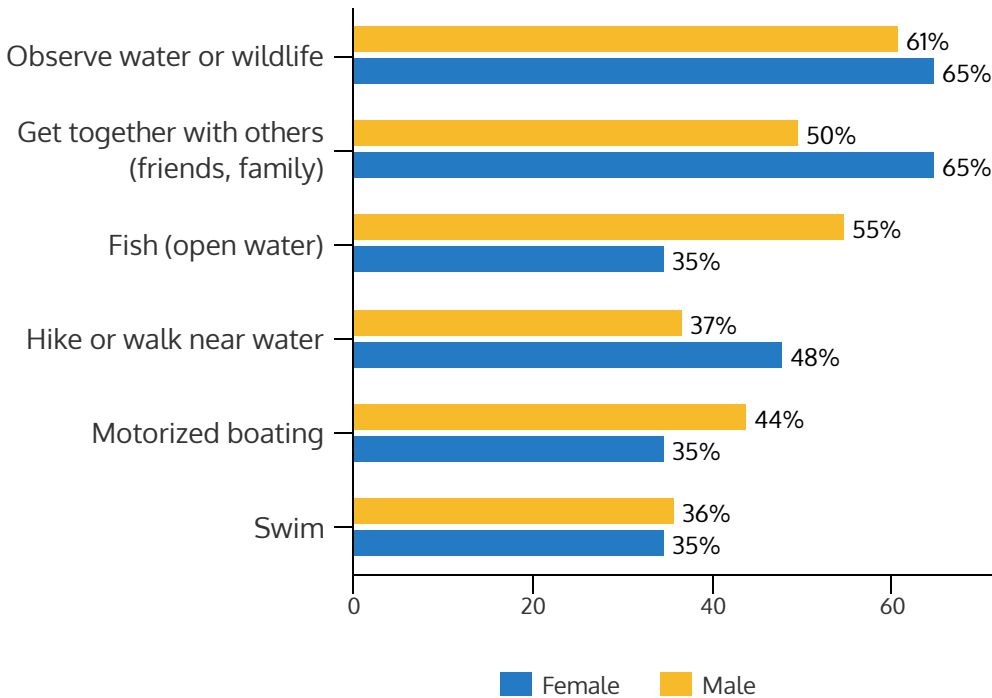
Statewide Resident Survey Report

Minnesota is the land of 11,842 lakes, home to the Mississippi River headwaters, and its residents are known for their love of water. But, *what* is it that Minnesotans value most about water? And, *how* should water be protected? In 2018 the University of Minnesota and partners* conducted the first-ever statewide survey of Minnesota residents on water values. The mail survey assessed residents' values, beliefs and behaviors associated with water. A total of 1,498 residents responded to the survey. The study findings will inform water policy making and programming across the state.

What water values are most important to Minnesotans?



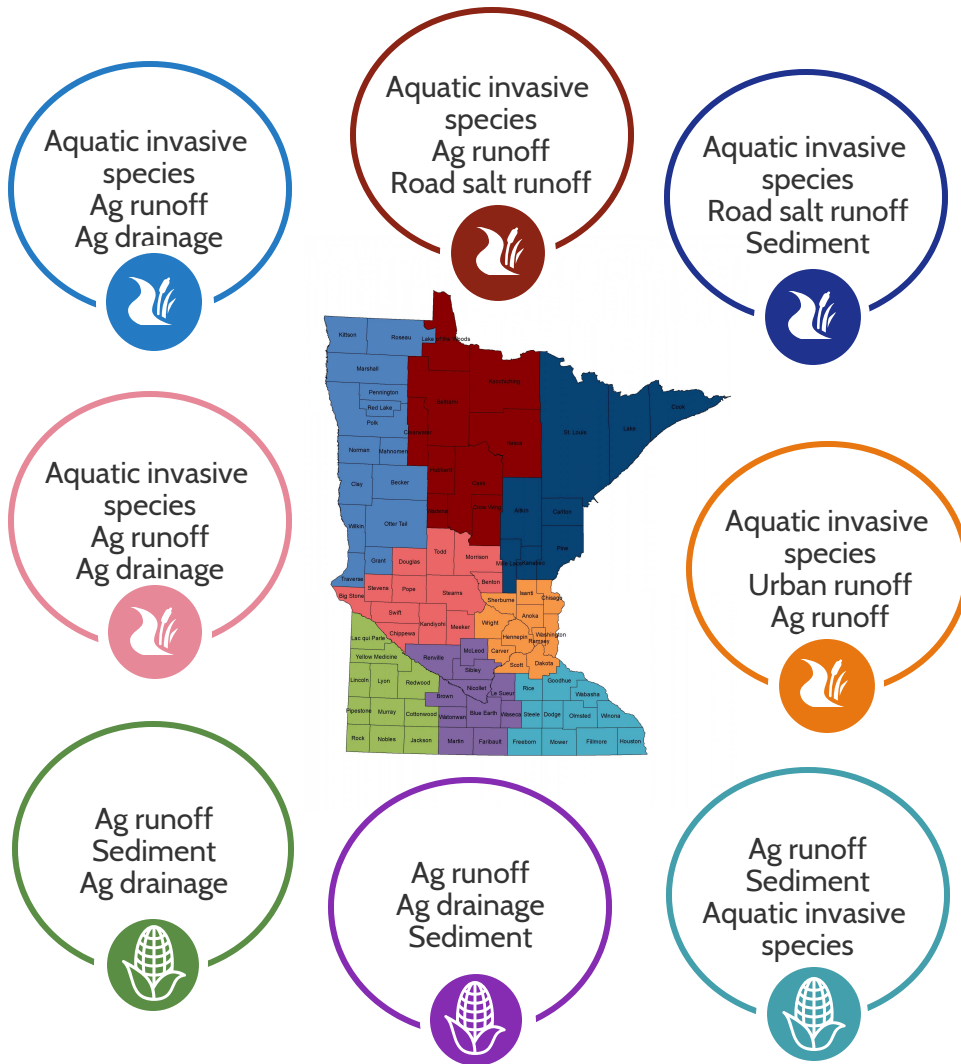
What do Minnesotans do when they visit lakes, rivers or streams?



85%
of Minnesotans surveyed visited a water body in the last 12 months. The most popular water activity was observing water or wildlife. Men and women surveyed differed in some of their water activities. Women were more likely to get together with friends and hike or walk near water. Men were more likely to fish and go motorized boating.

*This study was led by the Center for Changing Landscapes and Humphrey School of Public Affairs, University of Minnesota. Project partners include Minnesota Department of Health, Minnesota Clean Water Council and Legislative-Citizen Commission on Minnesota Resources. Project funding was provided by the Minnesota Clean Water Legacy Funds and Environment and Natural Resources Trust Fund. For more information about the study contact Mae Davenport at mdaven@umn.edu or 612-624-2721.

What are the top concerns about water across the state?



74%
of Minnesotans surveyed believe Minnesota water is at risk.

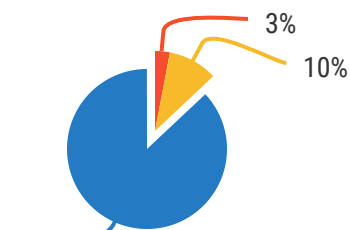
77% of survey respondents believe water resources in the state need better protection. Regional analysis revealed that central and northern Minnesota respondents are most concerned about aquatic invasive species, while southern residents are most concerned about agricultural runoff. Most respondents get their information on water-related issues from the news media, family and friends and county government.

Perceptions of community capacity to protect water vary. Slightly more than half (55%) of respondents think residents in their community can work together to protect water. Fewer than half (41%) think their community has the leadership it needs to protect water. When asked about their own civic engagement in water action, only 10% had worked with other community members and 4% had taken a leadership role in the community over the past 12 months.

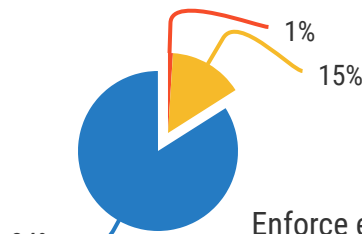
Minnesotans surveyed expressed broad support (87%-73%) for a range of actions to protect and restore water. Most supported (82%) enforcing existing laws and regulations; respondents were more divided in their support (49%) for new laws and regulations to protect water.

How should Minnesota water be protected?

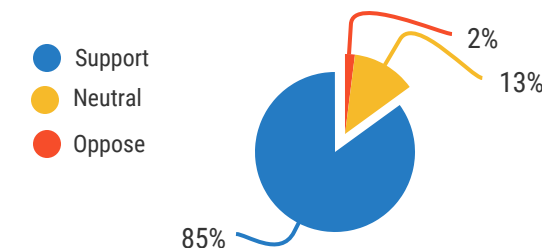
Conserve water at home



Increase education and outreach



Monitor the status and trends of water bodies



Enforce existing land use laws and regulations

