

A Minnesota Resident Survey of Water Values

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Projects and goals

Why a survey?


-What is clean water worth?





-What are the public benefits of protecting sourcewater?



The Value of Minnesota Water:
A Resident Survey

ID#: _____



Before you begin:
We are conducting this survey to better understand Minnesota residents' opinions about the value of water and actions that protect water. This survey is voluntary and confidential. It should take about 15 minutes to complete this questionnaire. Please answer the questions as completely as possible.

Once you've completed the survey:
Please fold it in thirds and mail it back in the enclosed self-addressed stamped envelope.

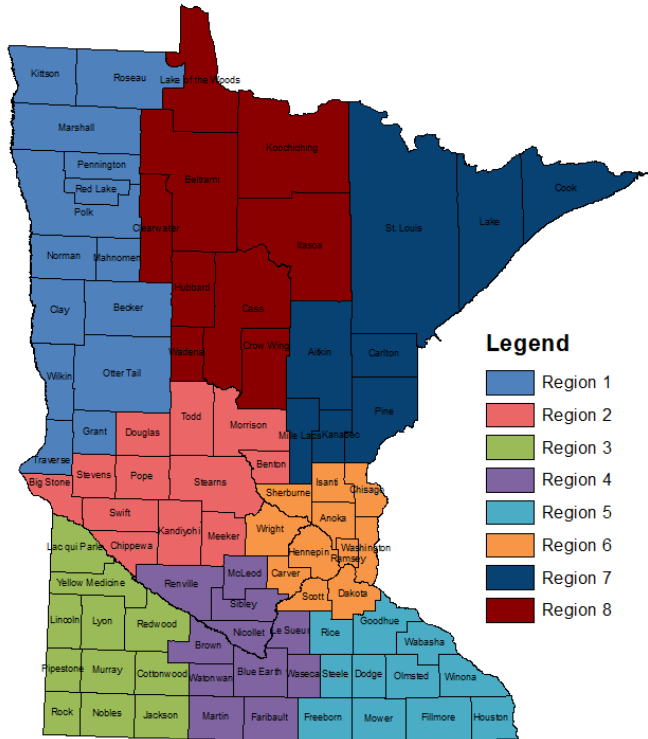
Thank you for your help!

I. Your Community
First, we have a few questions about your community and the value of water resources.

1. When you think of your community, what comes to mind first? (Choose one)

<input type="checkbox"/> My neighborhood	<input type="checkbox"/> My close friends and family
<input type="checkbox"/> My county	<input type="checkbox"/> My workplace
<input type="checkbox"/> My ethnic group	<input type="checkbox"/> Organizations/groups
<input type="checkbox"/> My city	<input type="checkbox"/> My school system
<input type="checkbox"/> My watershed	<input type="checkbox"/> Other (please specify) _____

Survey development



- Social science-based survey
- Population sampling and distribution
 - Soil & Water Conservation Districts
- Survey topics
 - *Your Community*
 - *Concerns about Water*
 - *Protecting Water*
 - *About You*
- Structure: 8-page, 25-item mail survey

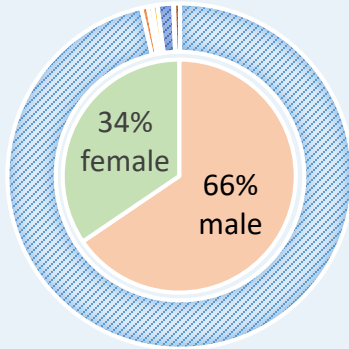
Preliminary survey findings

- Respondent profiles
- Summary statistics
- Regional analysis

Respondent profiles

RESPONSE RATE = 28%
n = 1484

RACE & GENDER

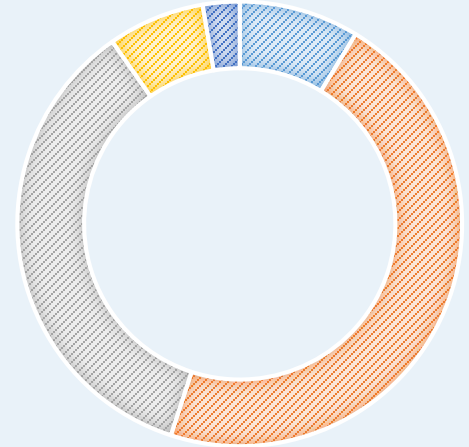


- White
- Hispanic, Latino or Spanish Heritage
- Black or African American
- Asian
- American Indian or Alaska Native
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- Other (e.g., American, mixed, human)

Formal education

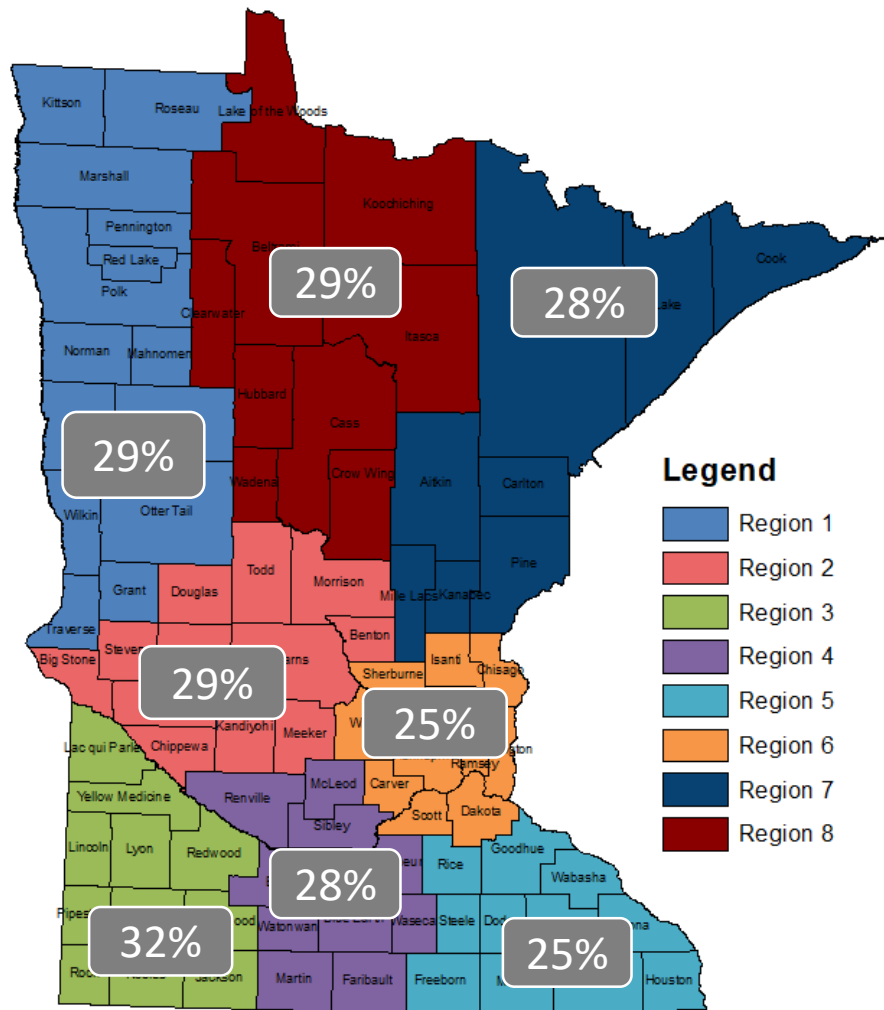
-
- A donut chart showing the distribution of formal education levels among respondents. The chart is divided into five segments: a small blue segment for 'Did not finish high school', a large orange segment for 'Completed high school', a grey segment for 'Associate or vocational degree', a large yellow segment for 'Some college work or completed college bachelor's degree', and a large green segment for 'Some college graduate work or completed graduate degree'.
- Did not finish high school
 - Completed high school
 - Associate or vocational degree
 - Some college work or completed college bachelor's degree
 - Some college graduate work or completed graduate degree

HOUSEHOLD INCOME



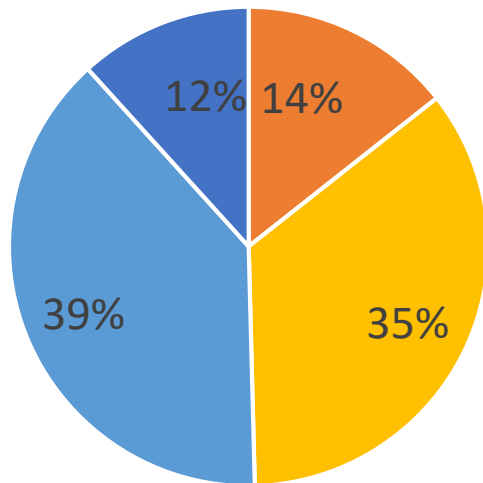
- Under \$20,000
- \$20,000-\$74,999
- \$75,000-\$149,999

Response rate by region



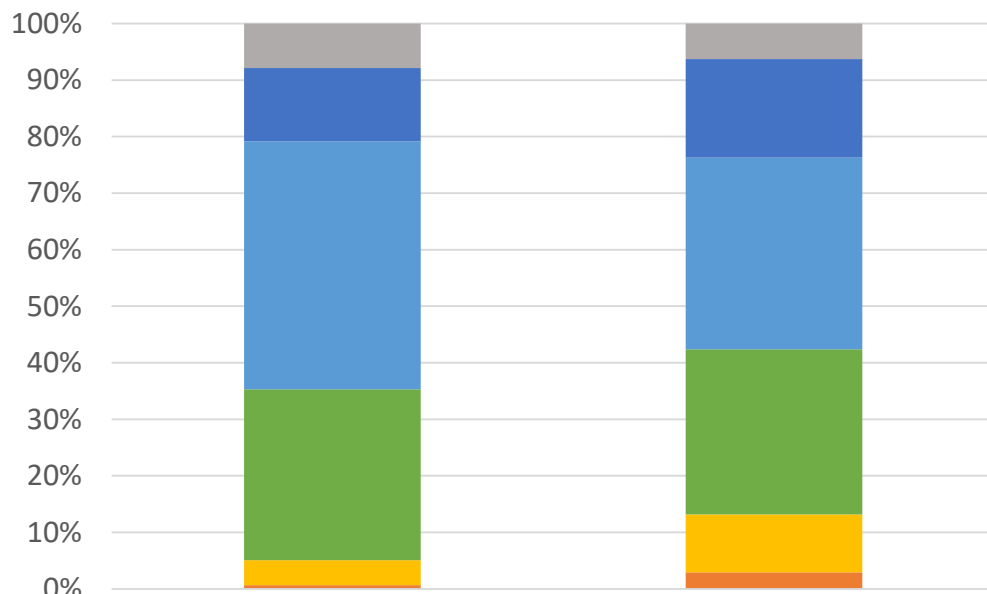
Water knowledge

HOW FAMILIAR ARE YOU WITH WATER ISSUES IN YOUR LOCAL AREA?



- Not at all familiar
- Slightly familiar
- Moderately familiar
- Very familiar

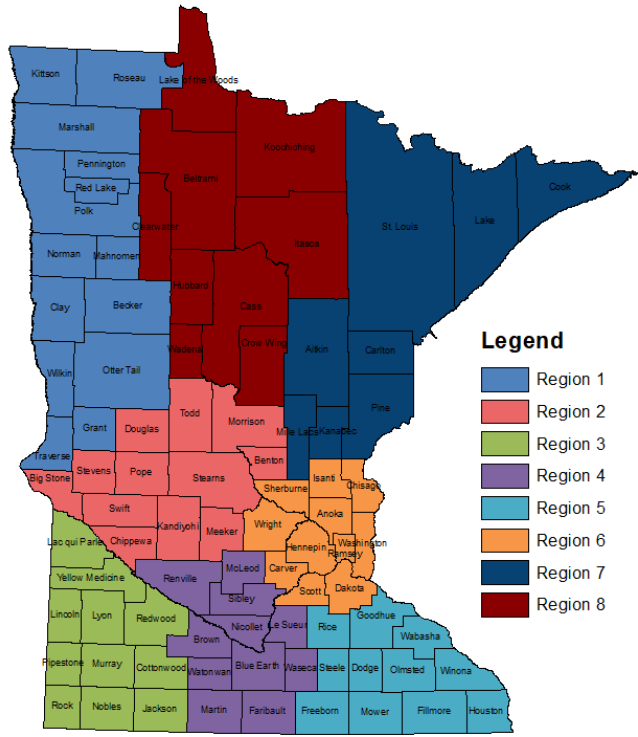
HOW WOULD YOU CHARACTERIZE THE QUALITY OF WATER IN...



The lake, stream, or river closest to you Minnesota water bodies overall

- Very poor
- Poor
- Fair
- Good
- Very good
- Don't know

Water values

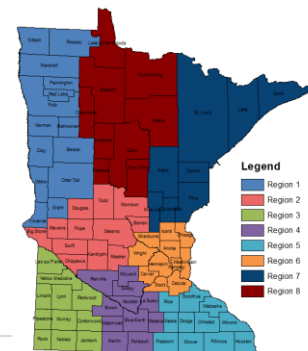


Which water value or use is most important to you?

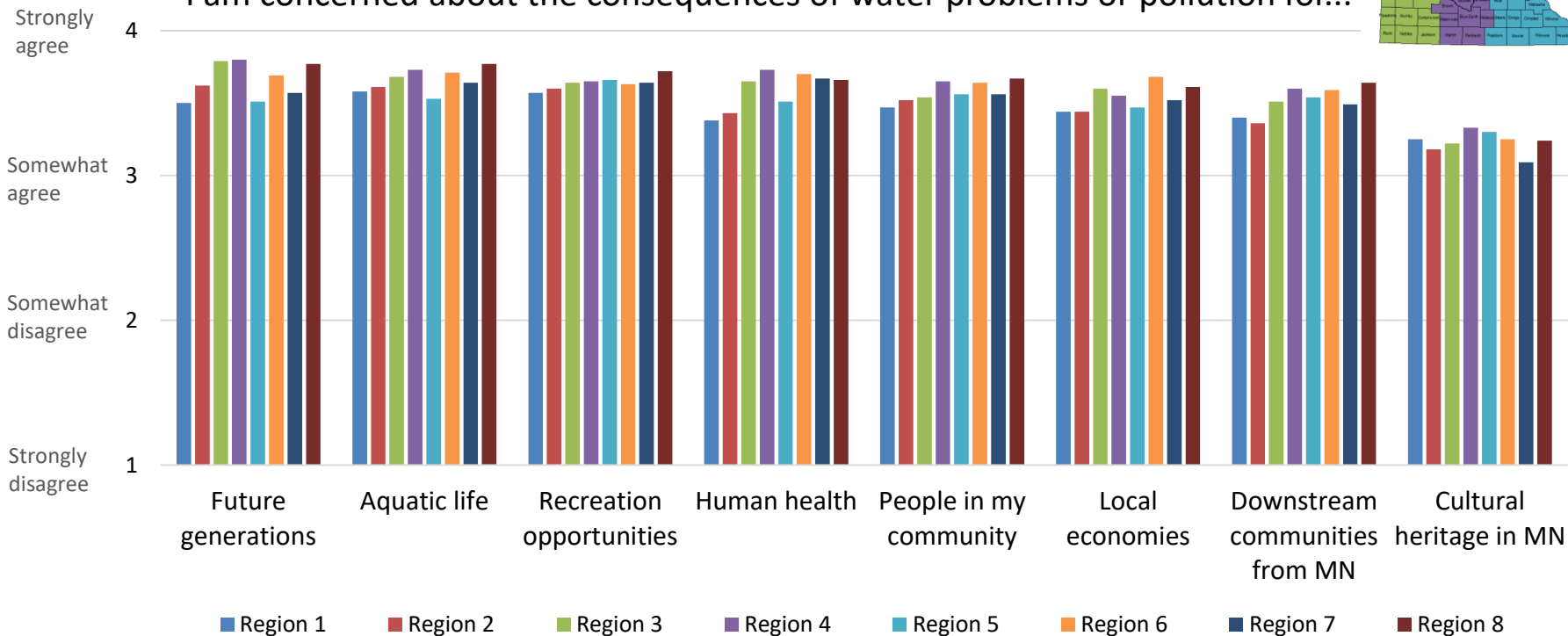
Top Five Values and Uses:

1. Drinking water that is safe and clean
2. Water for future generations
3. Habitat for native fish and wildlife to survive
4. Minnesota not to send water pollution downstream to other states or nations
5. Beaches and lakes that are safe for swimming and playing

Water concerns



I am concerned about the consequences of water problems or pollution for...

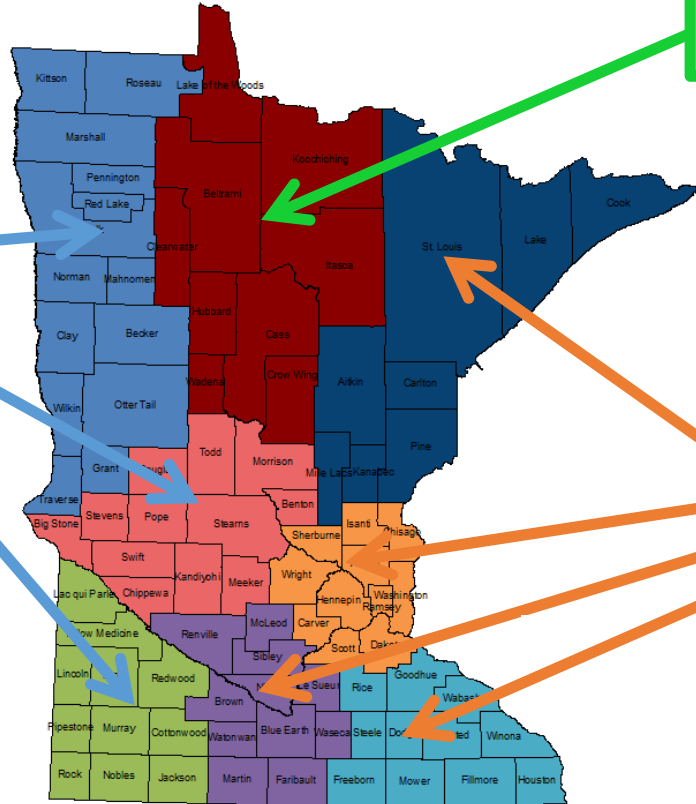


Water concerns

Aquatic life

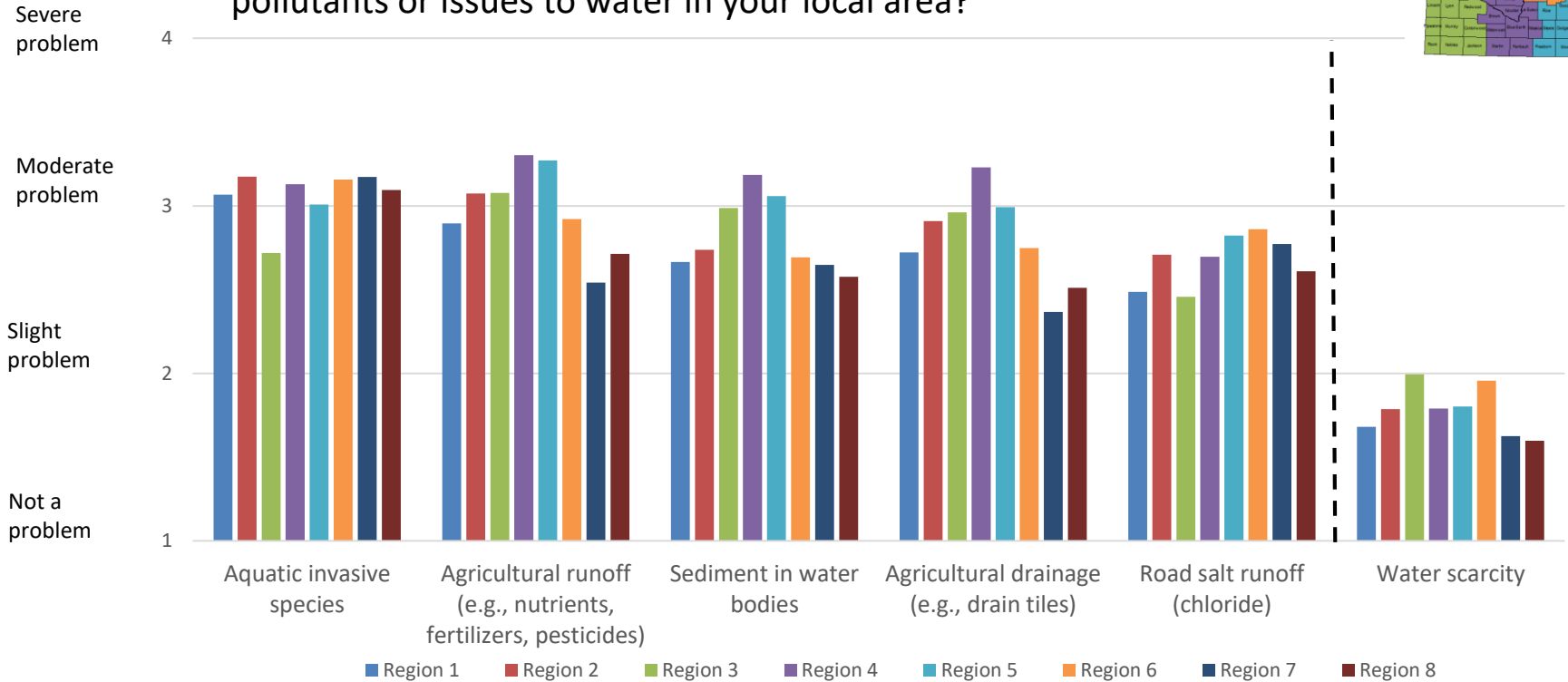
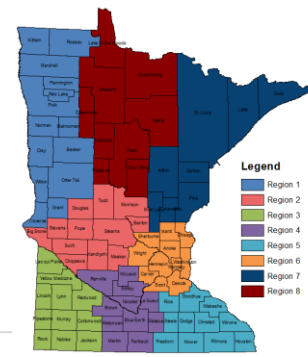
Future generations

Human health



Perceived problems

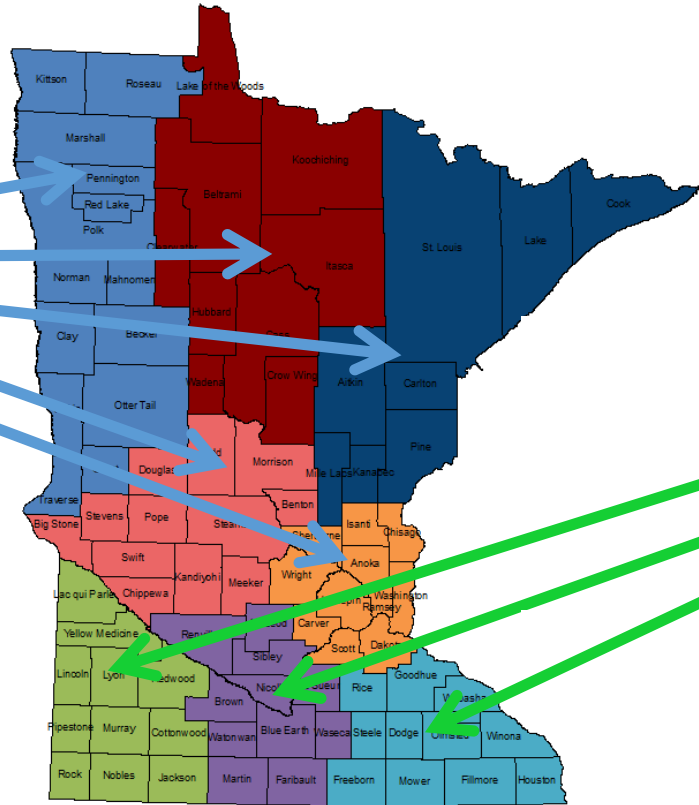
In your opinion, how much of a problem are the following water pollutants or issues to water in your local area?



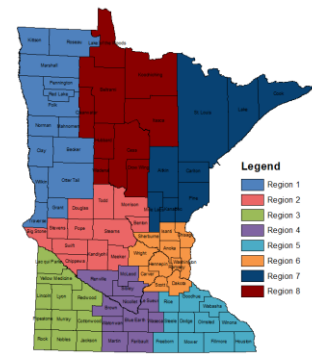
Perceived problems

**Aquatic
invasive
species**

**Agricultural
runoff**



Perceived problems



Analysis of Variance: Severity of Industrial discharge to streams, rivers, and lakes by region

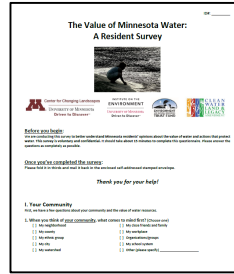
Region	Other regions	Mean difference	Significance
Northwest (1)	Central (2)	-.525	.000
	Southwest (3)	-.250	.030
	Southcentral (4)	-.730	.000
	Southeast (5)	-.693	.000
	Metro (6)	-.682	.000
	Northeast (7)	-.518	.000
	Northcentral (8)	-.267	.023

What's ahead

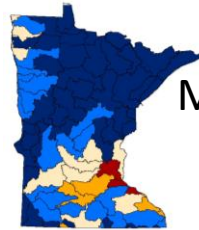
Project goals

What is Clean Water Worth? Estimating return on investment for the Minnesota Clean Water Legacy Funds

- Valuation of clean water benefits
- Evaluation of the ROI of Clean Water Legacy Funds



Surveys



Mapping

What are the public benefits of protecting sourcewater?

- Valuation of clean water benefits
- Assessment of community capacity and equity implications of sourcewater protection



Focus groups



Next phase of analysis

- Evaluate return on investment
 - Statistical modeling and geospatial analysis
- Engage underrepresented populations and communities at risk through onsite surveys and focus groups
- Report out on analysis findings and recommendations

Benefits of a Minnesota water values survey

- Explore multiple values and uses of water
- Guide water programs funding, policy analysis, and project evaluation
- Understand regional differences in water values and beliefs
- Set a baseline for longitudinal studies of water values and beliefs to monitor trends

Acknowledgements

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Questions?

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