

## 2024-2025 Water Recreation Study

SURVEY DATA UPDATE





#### Agenda

- I. Introduction
- II. Summary of 2013 Water Recreation Study
- III. 2024-25 Update to the Water Recreation Study
- IV. Comparative Analysis





## I. Introduction: Why the Update?

- Dane County completed a study similar to this in 2013
- Interested in learning if there are changes to residents' preferences and concerns





### II. Summary of the 2013 Water Recreation Study

#### Phase 1: General Population Survey Results

- 60% of respondents participated in activities near Dane county waters
- 2-3 times per year on average

#### Phase 2: Intercept Survey Results

- Reason for choosing Dane County Waters: 48% for proximity and 31% for water quality

#### Phase 3: Economic Impact of Boating and Fishing

- Total amount added to the economy was just short of \$40 million per year





#### III. 2024-2025 Water Recreation Study

- There were a total of 436 responses for the survey
- Key times of high response rate were when the "pushes" went out: May 2024 and February 2025





### III. 2024-2025 Water Recreation Study

#### Common Themes Among All Lakes

Proximity/Location as a top reason for choosing where to recreate

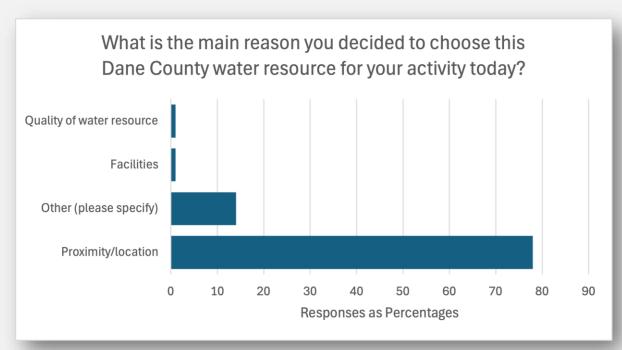
Boating as a top activity of choice

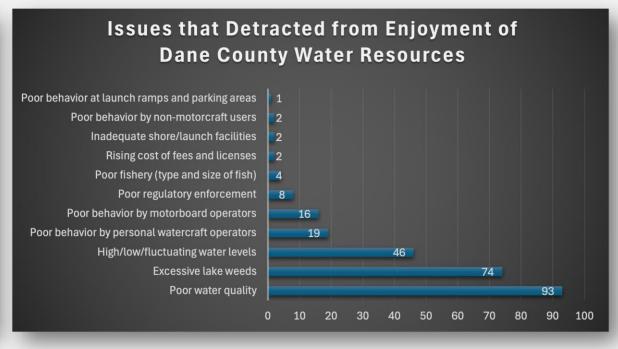
Poor water quality as an area of concern





## III. 2024-2025 Water Recreation Study: Lake Kegonsa

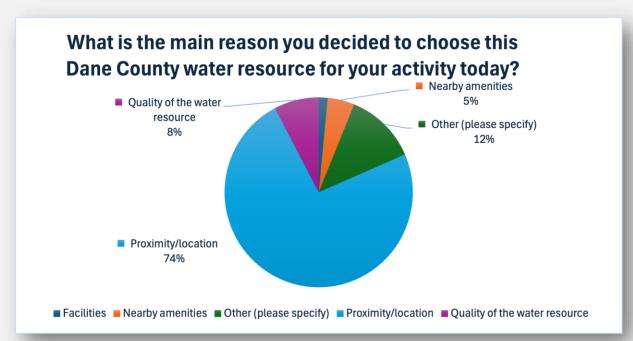


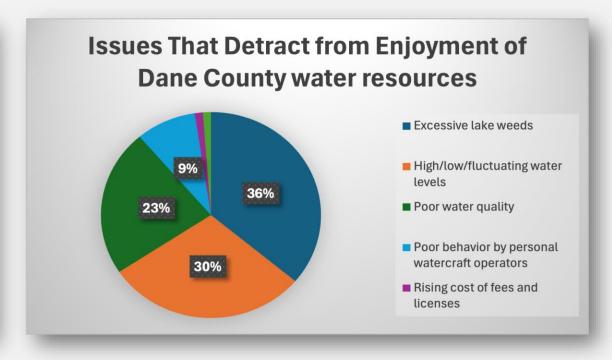






#### III. 2024-2025 Water Recreation Study: Lake Waubesa









#### III. 2024-2025 Water Recreation Study: Lake Monana and Lake Mendota

- Both lakes had proximity/location as their top reason for choosing to recreate at a specific lake
- For Lake Mendota, an area of concern was excessive weed lakes
- For Lake Monona, an area of concern was poorbehavior by motorists





#### IV. Comparative Analysis

#### **Notable Differences Among All Lakes:**

- Reason for selecting a certain body of water for recreating
- Factors for reduced enjoyment of Dane County waters

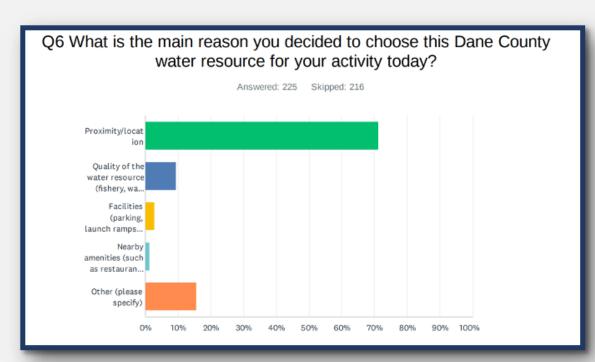
#### **Notable Similarities Among All Lakes**

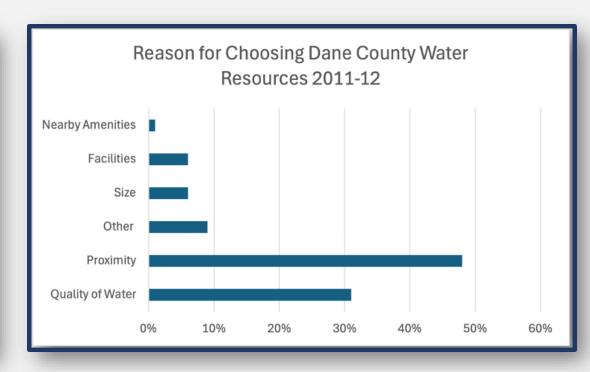
Other people's impacts on enjoyment of Dane County waters





## IV. Comparative Analysis: Differences for Selecting Water Resources









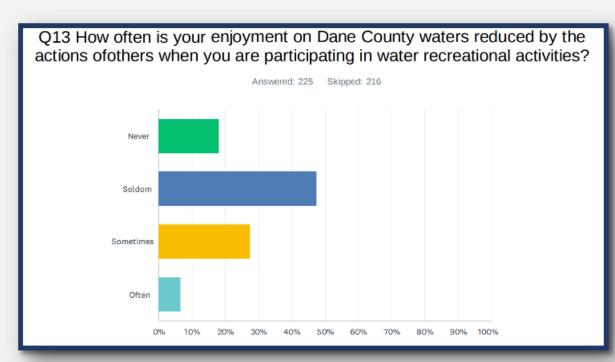
# IV. Comparative Analysis: Differences in Factors for Reduced Enjoyment

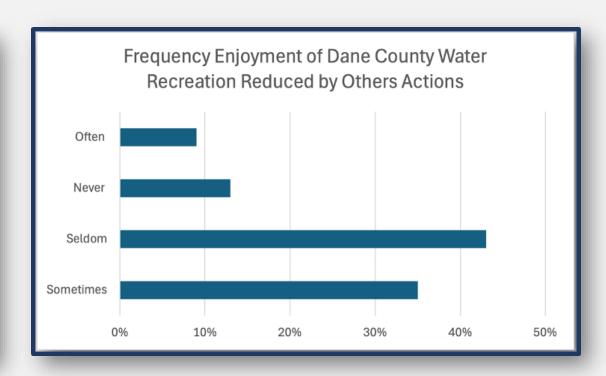
- In 2013, the most common response for issues that detracted from Dane County Waters was excessive lake weeds at 36%; In the 2024-25 survey, that percentage jumped to about 72%
- Low/fluctuating water levels have become the third most common issue in the 2024-25 survey, whereas in 2013 they were the sixth





### IV. Comparative Analysis: Similarities in Other People's Effects on Dane County Waters







2024-2025 Results

2013 Results

5/6/2025



#### Thank You!

