



2024-2025 Water Recreation Study

SURVEY DATA UPDATE

BRODEN SEATON

5/6/2025





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

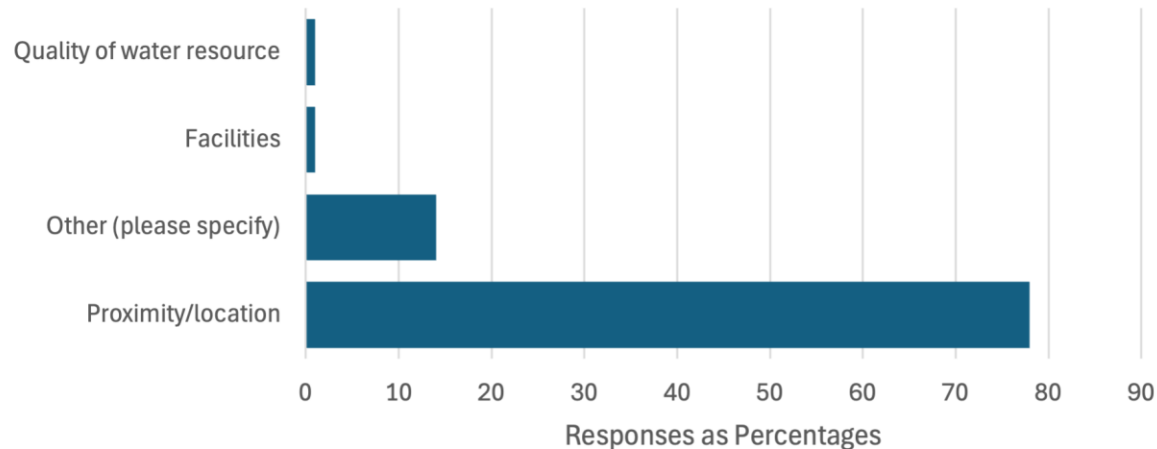
Boating as a top
activity of choice

Poor water quality as
an area of concern

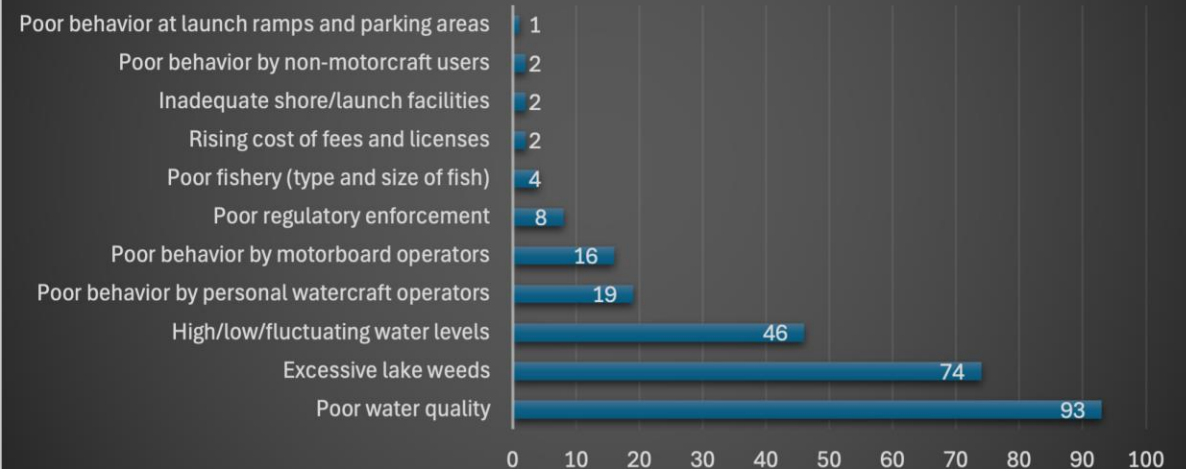


III. 2024-2025 Water Recreation Study: Lake Kegonsa

What is the main reason you decided to choose this Dane County water resource for your activity today?

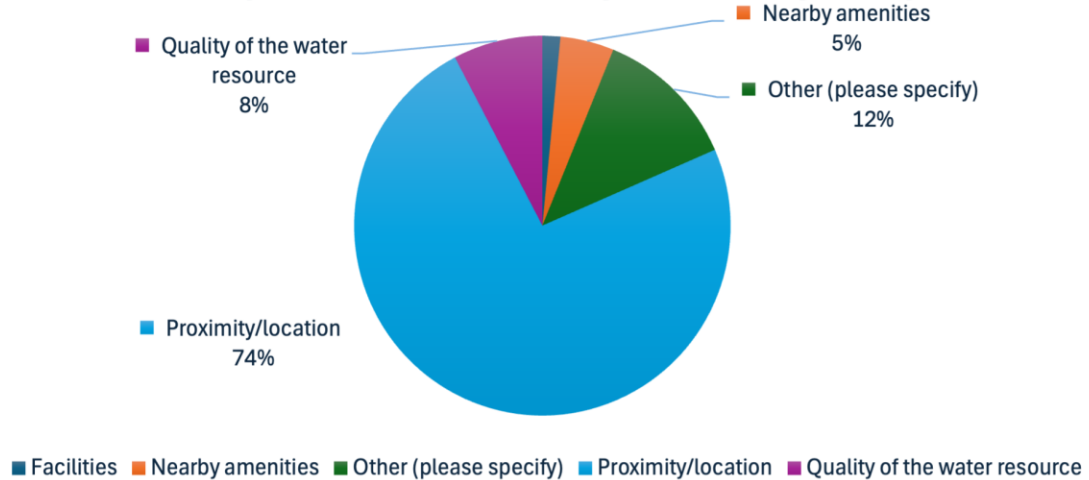


Issues that Detracted from Enjoyment of Dane County Water Resources

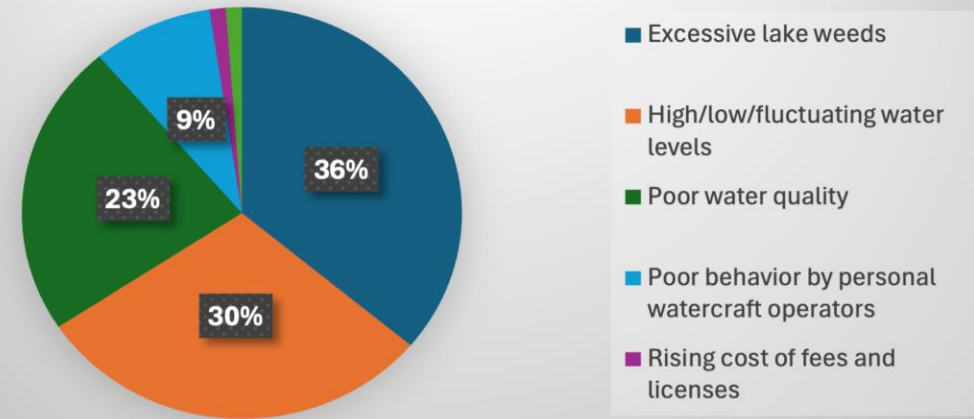



III. 2024-2025 Water Recreation Study: Lake Waubesa

What is the main reason you decided to choose this Dane County water resource for your activity today?



Issues That Detract from Enjoyment of Dane County water resources





III. 2024-2025 Water Recreation Study: Lake Monona 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 poor-behavior 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

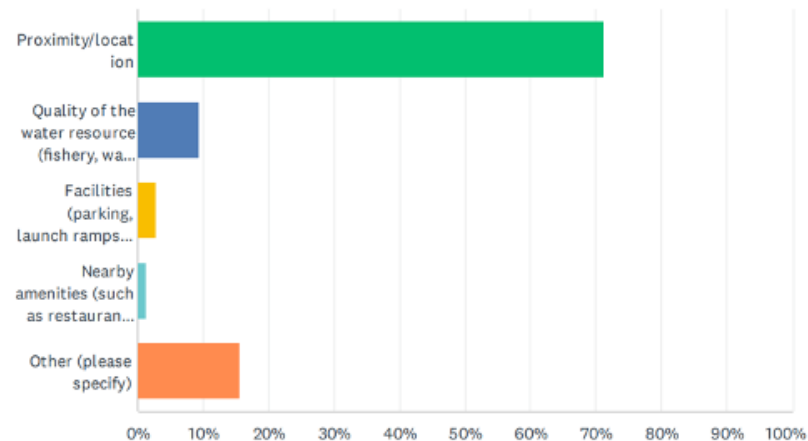
- Other people's impacts on enjoyment of Dane County waters



IV. Comparative Analysis: Differences for Selecting Water Resources

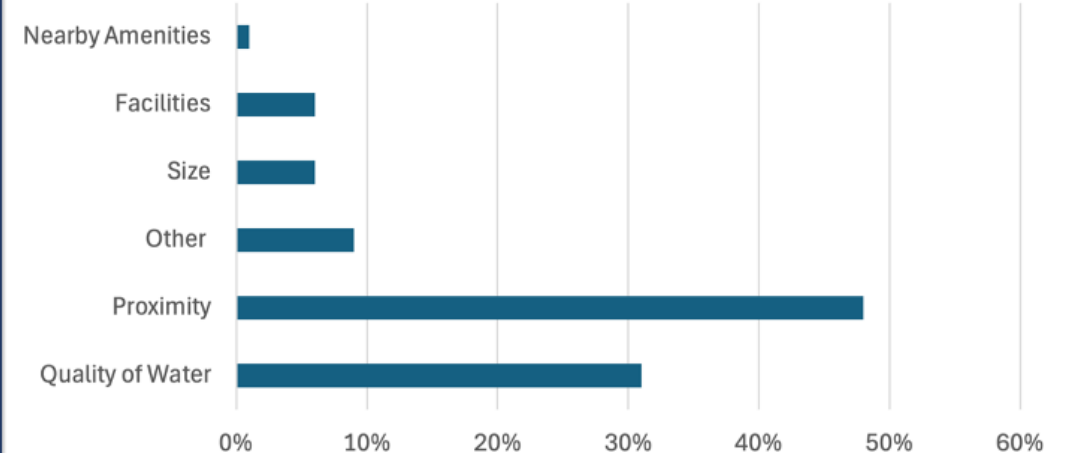
Q6 What is the main reason you decided to choose this Dane County water resource for your activity today?

Answered: 225 Skipped: 216



2024-2025 Results

Reason for Choosing Dane County Water Resources 2011-12



2013 Results

5/6/2025





IV. Comparative Analysis: Differences in Factors for Reduced Enjoyment

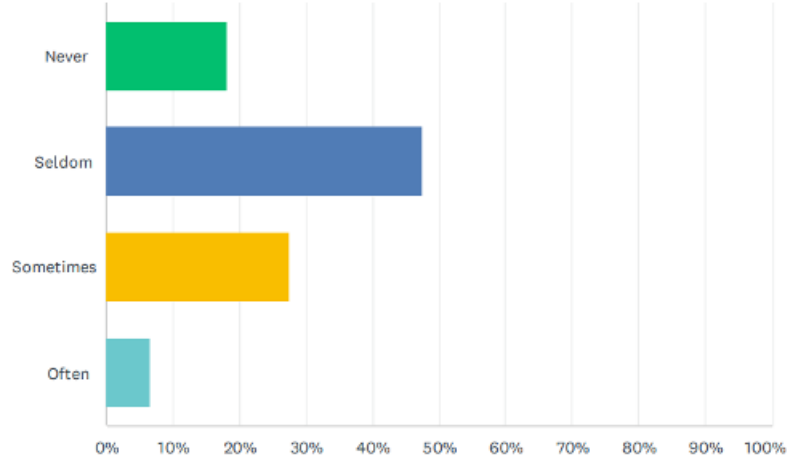
- In 2013, the most common response for issues that detracted from Dane County Waters was excessive lake weeds at 36%; In the 2024-25 survey, that percentage jumped to about 72%
- Low/fluctuating water levels have become the third most common issue in the 2024-25 survey, whereas in 2013 they were the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



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

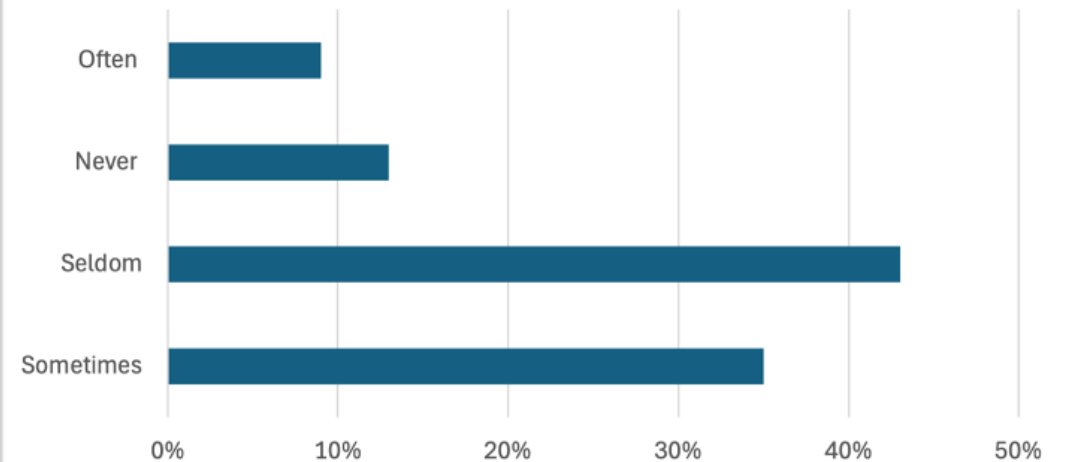
Q13 How often is your enjoyment on Dane County waters reduced by the actions of others when you are participating in water recreational activities?

Answered: 225 Skipped: 216



2024-2025 Results

Frequency Enjoyment of Dane County Water
Recreation Reduced by Others Actions



2013 Results



Thank You!



5/6/2025