



## Backgrounder for Associations and Other Partners

### 1. Understanding Lake User Priorities to Drive Change

Safe Quiet Lakes has fielded the most comprehensive and professional surveys of lake users ever conducted in Ontario. The 2013 survey attracted 1700 responses, and the 2017 survey 3300 responses. The insights from these surveys led to a better understanding of the activities, issues and concerns of lake users in the region. Results have been used by local and federal governments and by lake associations as a basis for developing programs and strategies. These surveys form the basis of our actions and priorities.

In the Summer 2021, Safe Quiet Lakes, is continuing this research in partnership with Algonquin College and guided by a team of experts. This new survey will probe more deeply the attitudes on boat motor decibels, the impact of large wakes and speed and continue to track evolving concerns such as “are things getting better or worse?”, “Is boat traffic increasing?”.

### 2. Your Participation is Important

As in the past, Lake Associations and other organizations across our region are being recruited to help promote participation by a wide group of lake community members.

For the 2021 survey, we are building in a couple of innovations designed to make the response more valuable to our partners. For example, if there is a substantial response from your lake’s membership, we will produce a custom executive summary report that highlights any material differences in your members’ responses against total responses, if any.

The collection of opinions from members of a large number of lake communities is a critical component of our strategy. This new study will help lake associations, local government and others to focus on the priority concerns of members of the lake community. Participation gives your members a voice.

### 3. Survey Results will be Shared Broadly

We expect to release the survey report with the findings publicly in late August.

We will be presenting these results to lake associations, municipal councils and other stakeholders throughout the fall and winter.

All respondents will be given an opportunity to sign-up to receive notice of the report's release.

#### **4. Survey Timing and Promotion**

The survey will be launching online in late May and close in early July (final dates to be confirmed). In advance of the launch, we will be sending more details to the associations to guide communications with members and ensure strong participation.

We want to reach a broad spectrum of residents of and visitors to the Muskoka region and will promote participation widely during that time in traditional and social media as well as through our network of local stakeholder organizations.

Survey partners will receive a recommended schedule and text for invitations and reminders all in advance so you can integrate this into your summer communications plan. Close coordination will be essential. We ask that you let us know who in your organization is our main contact and that you copy us on your communications to help with the tracking and analysis.

#### **5. Strong Methodology and Privacy Protection**

We are fortunate to be working with the Marketing Research and Business Intelligence program of Algonquin College. Management and analysis will be carried out by students in this graduate program and overseen by the program coordinator, Nat Stone. They are guided by our expert advisory team which includes the principals of ERIN Research, who managed our first two surveys. The combined expertise of these teams leverages extensive experience from opinion research industry to ensure survey quality and credibility.

The survey will be delivered using Survey Monkey. Survey Monkey has become an industry standard with strong measures to protect privacy. Answers will remain anonymous and will only be reported to Safe Quiet Lakes in the aggregate.

The information will be administered according to the requirements of Algonquin College's Privacy Policy, the Privacy Act and the Personal Information Protection and Electric Documents Act. In addition, the researchers adhere to the standards of the Canadian Research Insights Association.