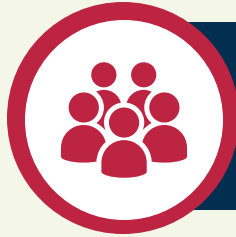




# Our Gem Lake Survey Results

2021

The 2021 Our Gem Lake Survey was an online survey that was also promoted on social media, printed cards, fliers, and word of mouth



1020 participants

## Survey Participants' Residency



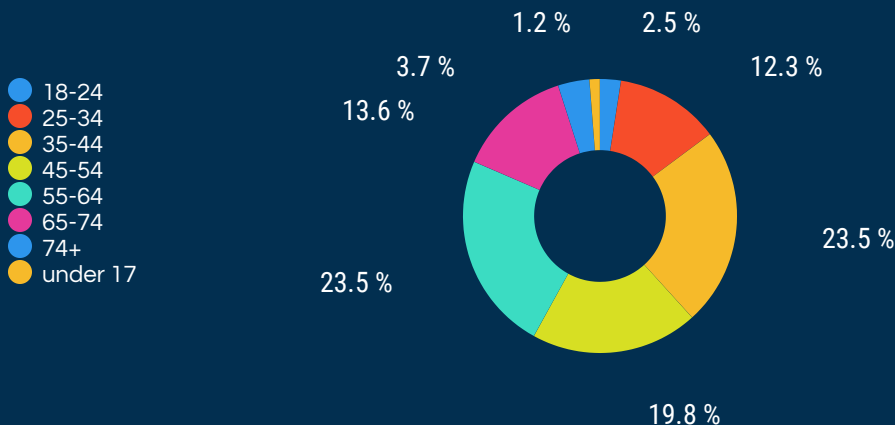
\*Surveys were also submitted by residents in Washington, Oregon, California, Texas, Colorado, Wyoming, Kentucky, and Florida.

\*Survey was done during the summer of 2021 during high visitor usage, which may account for some of the out of state responses

## Opinion of Coeur d'Alene Lake Water Quality



## Survey Participants' Age



# Our Gem Lake Survey Results

2021

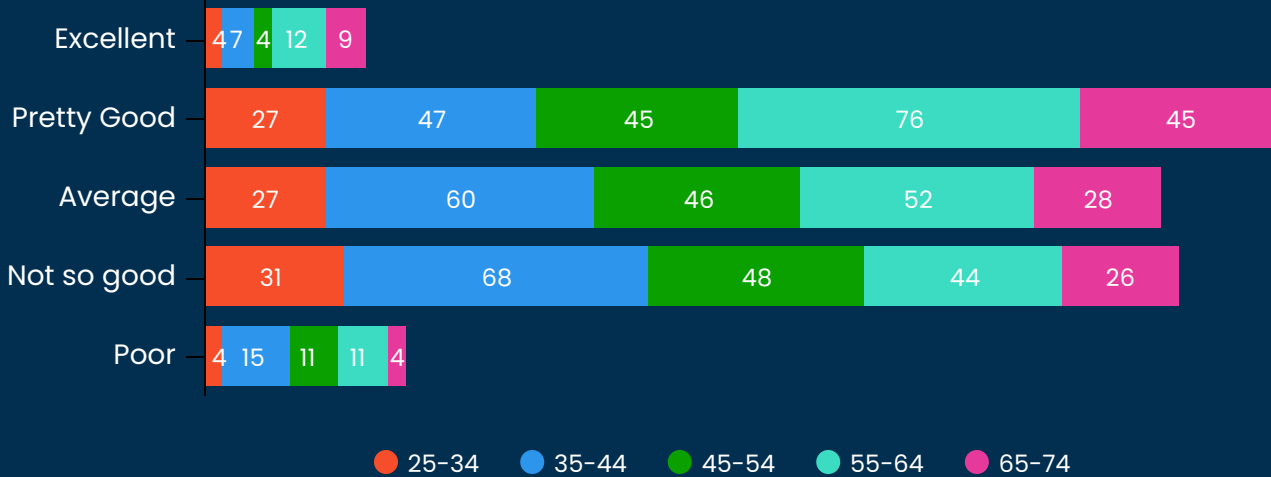


28%

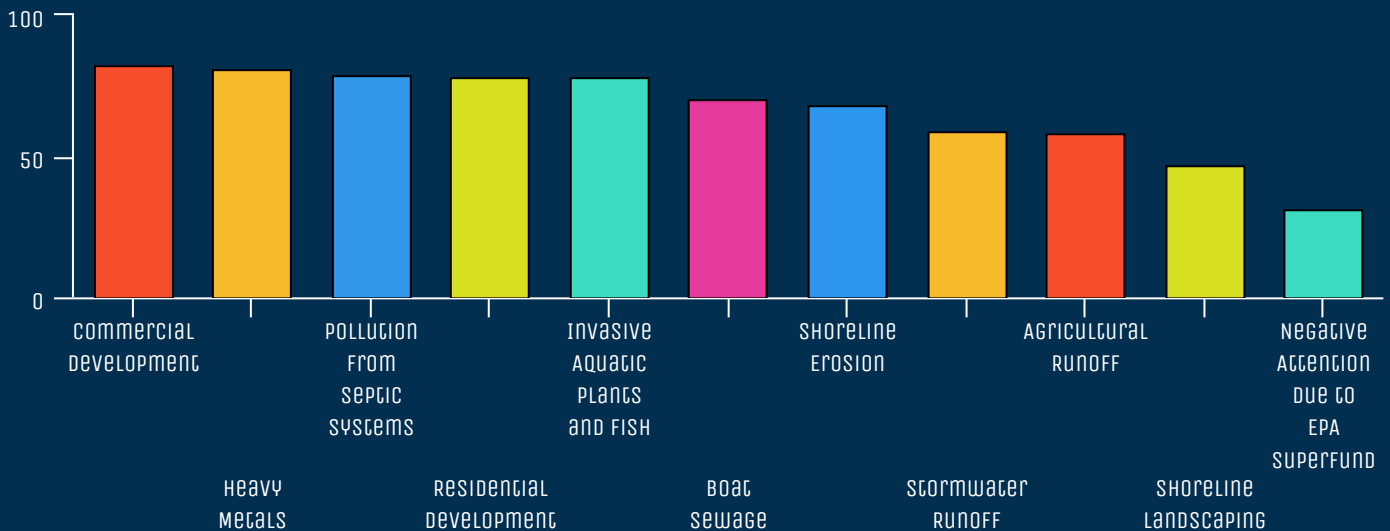
of people knew that CDA Lake is a part of the EPA Bunker Hill Superfund Site with no remediation activities taking place



## Water Quality Opinion by Age



## Threats to the Lake of Highest Concern



# Our Gem Lake Survey Results

Where people receive their information about the Lake



51% from Social Media

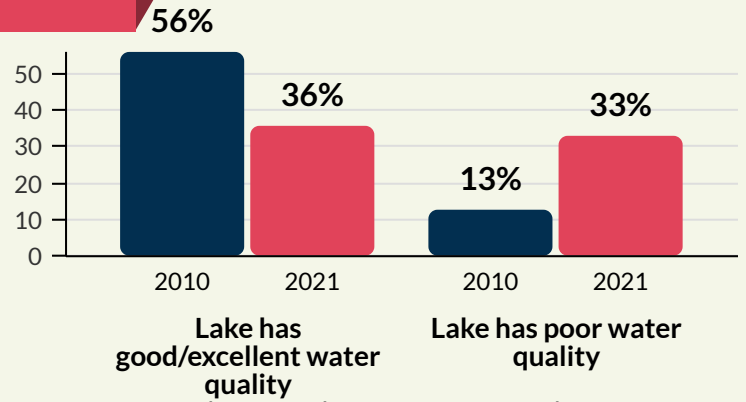


10% from Newspaper



9% from Word of Mouth

2021



Compared to a Robinson survey taken in 2010 there has been a 20% drop in public opinion about Coeur d'Alene Lake's Water Quality

Participants are interested in learning more about:

Scientific Data Relevant to Water Quality

Water Quality Improvement Projects

Environmental laws and regulations

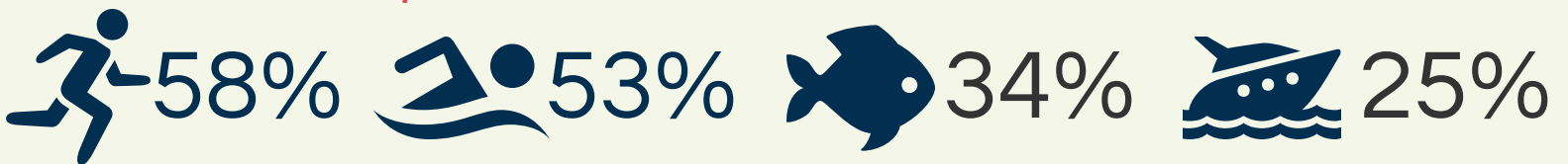
Responsible Stewardship

Economic Impacts

Property land use codes and regulations

Cultural Importance of Coeur d'Alene Lake

Most Frequent Recreational Activities on the Lake



Participants prefer to receive information about water quality from:



20%

Newspaper



20%

Email newsletter



19%

Facebook



17%

Website

2021

The Our Gem Collaborative ran this survey to better shape messaging around lake health to the community

## #1

Educate the community about CDA Lake's relationship to the Bunker Hill Superfund site

*Majority of the people surveyed were unaware that CDA Lake is a part of the Bunker Hill Superfund site without remediation plans.*

## #2

Share information on Water Quality Improvements for CDA Lake

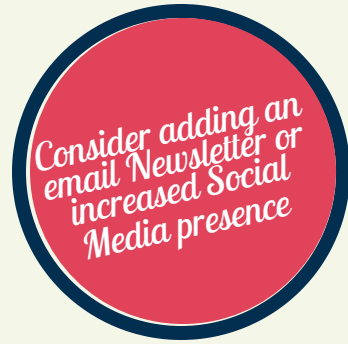
*Majority of the people surveyed would like information on Water Quality improvement projects for CDA Lake*



## #3

Share information with decision makers that the community is concerned with Commercial and Residential development around CDA Lake

*Majority of the people surveyed are concerned about Development with Commercial development of most concern followed by Residential development*



"We need to start taking care of this lake before it is too late."



"Thank you for your efforts in educating the public and addressing the health of our lake!"



"A big concern is the erosion on the shoreline and damage to public and private docks caused by excessive boat traffic, surf/wake boats, and large watercraft wakes."



"I don't believe the general population in North Idaho understand the seriousness of the issues facing lake CDA."



"With growth at an all-time high, I am hopeful that new residents can be educated about our lakes, rivers, and streams. I hope that people will understand and appreciate these important resources, value them for recreation, ecology, and cultural history. People need to understand what makes this such a special place, and also to understand that all people, natives, indigenous, and visitors have a right to enjoy our beautiful home, but also to value and respect these resources."

For more information go to  
<https://www.uidaho.edu/ourgem>

