

# COMMUNITY SURVEY

## DATA REPORT

<https://bit.ly/duckriver>



For more info

<https://www.tn.gov/environment/duckriverpartnership.html>

# Community Survey Overview

## **SURVEY DISTRIBUTION**

Distributed via the Duck River Grassroots Coalition to individual group social media accounts and outreach; and at the Duck River Outdoor Expo.

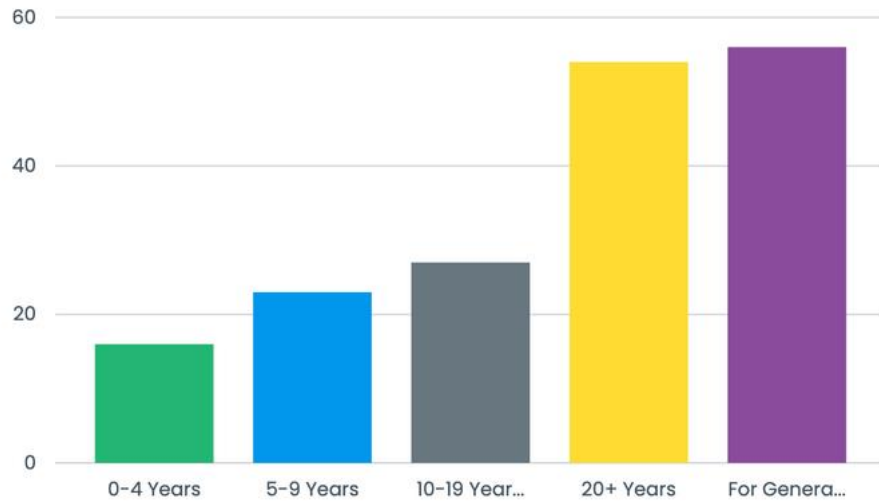


## **DATA OVERVIEW**

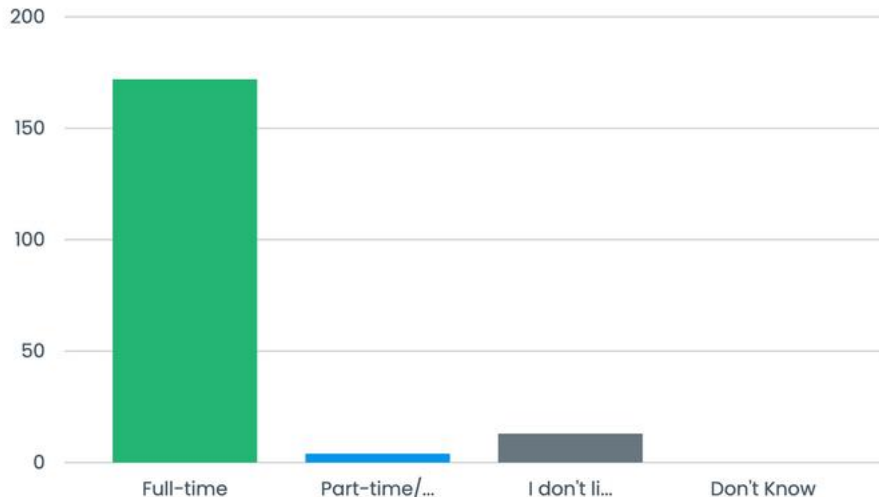
190\* responses were collected from 7/13-8/12/2025

*\*Not all questions were required to be answered*

### How long have you lived in the Duck River Watershed?



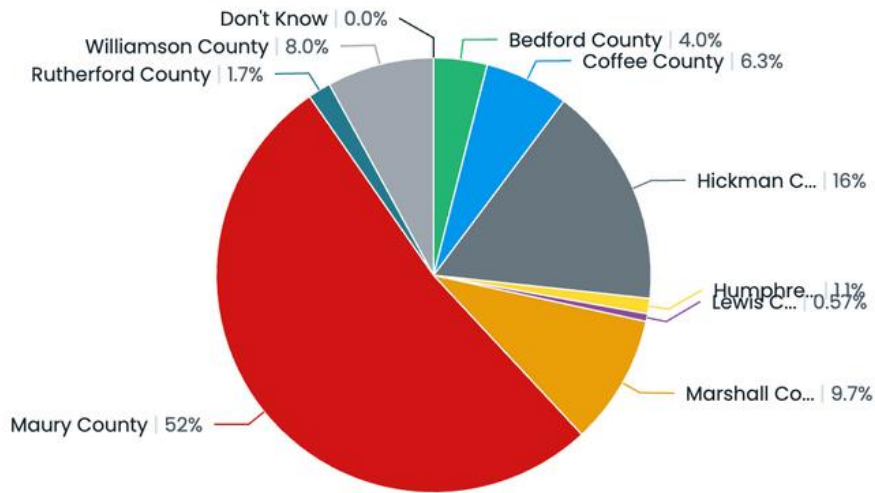
### Do you reside in the Duck River Watershed full-time or part-time?



# Residency & Connection to Watershed

Over **90% of respondents** live full-time in the watershed, and a notable portion (more than 60%) have lived there 20+ years or “for generations.”

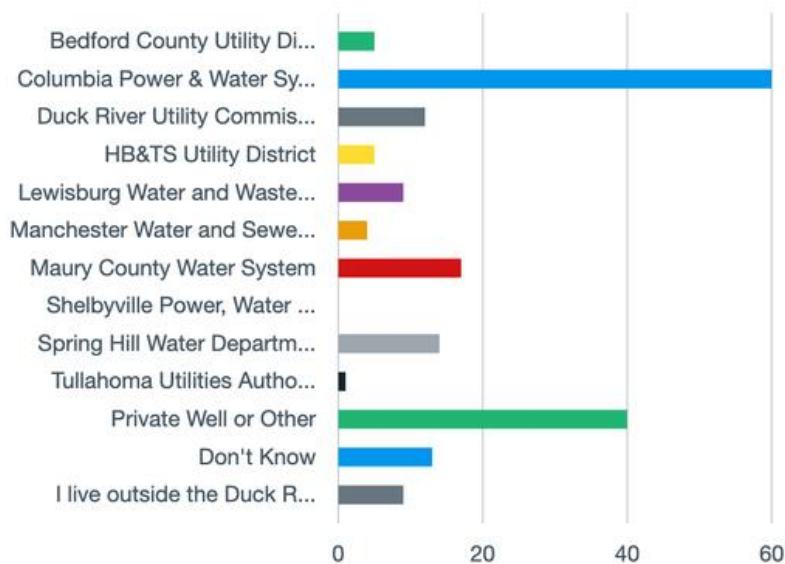
## What county do you live in?



# Residency & Connection to Watershed

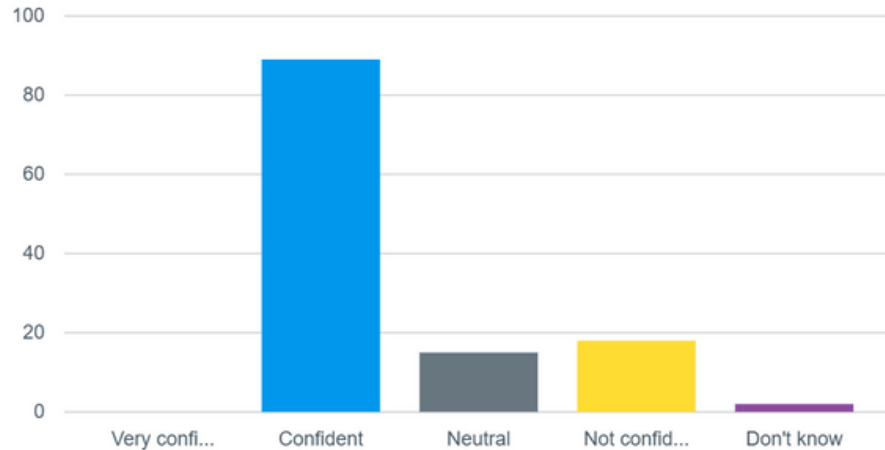
Over **50% of respondents** were from **Maury County**, with **Columbia Power & Water Systems** largely represented.

## Which utility provides your drinking water?



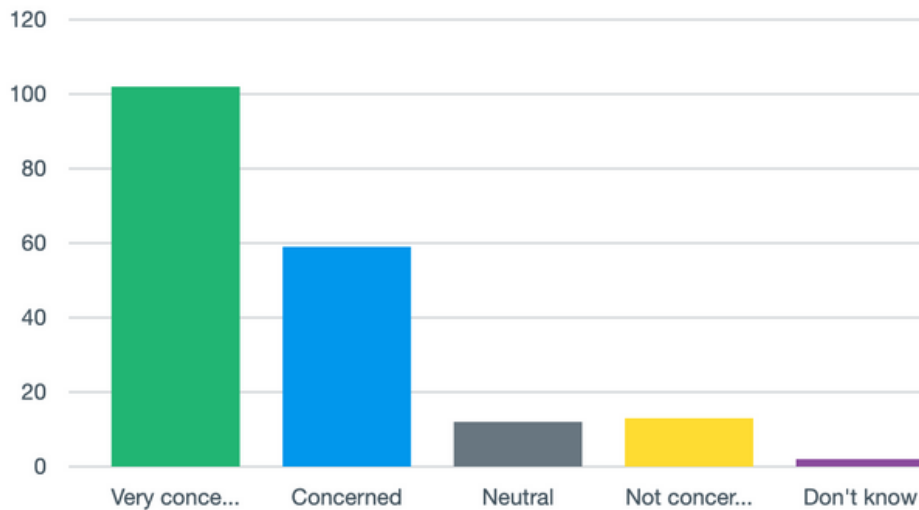
# Awareness & Confidence

How confident are you in your understanding of the issues facing the Duck River?



A large portion of respondents report being “**confident**” about understanding Duck River issues.

Are you concerned about there being adequate drinking water in the Duck River Watershed in the future?

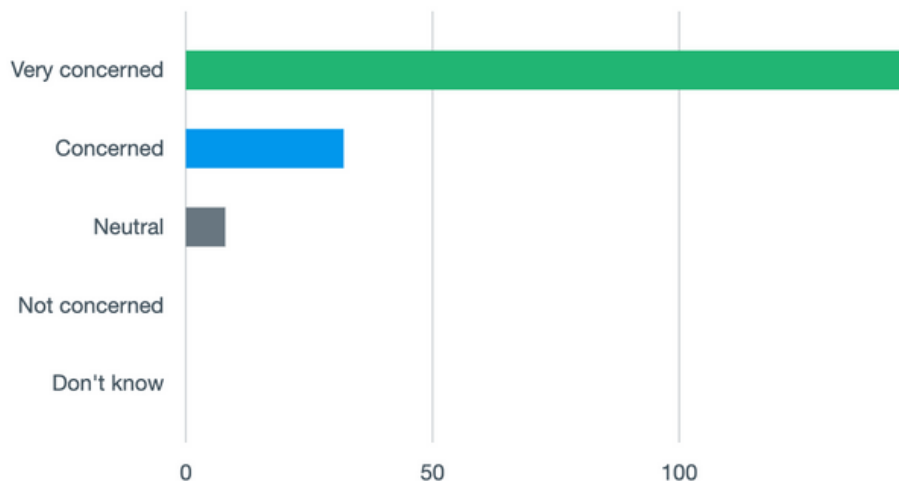


# Concern Levels

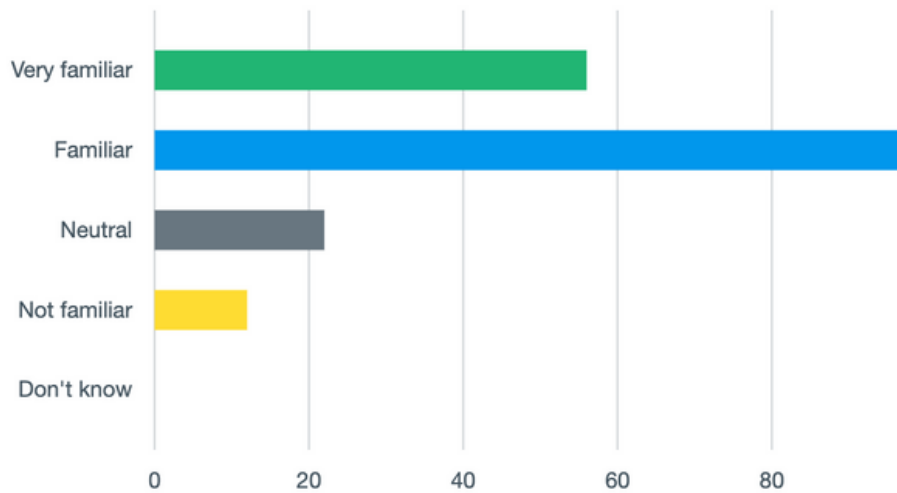
**Future Water Supply:** “Very concerned” or “concerned” are the most common responses.

**Growth Impacts:** Strong majority “very concerned” about how regional growth affects water supply, quality, and environment.

How concerned are you about the increasing growth in the region and its impacts to the environment and quality of life (e.g., water supply and quality)?



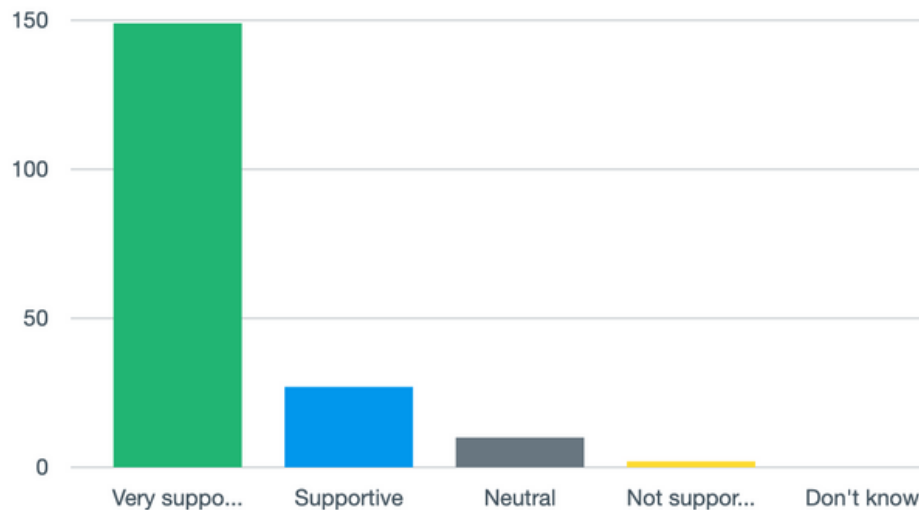
**How familiar are you with the efforts to conserve wildlife and their habitats (i.e., food, water, and shelter) in and around the Duck River?**



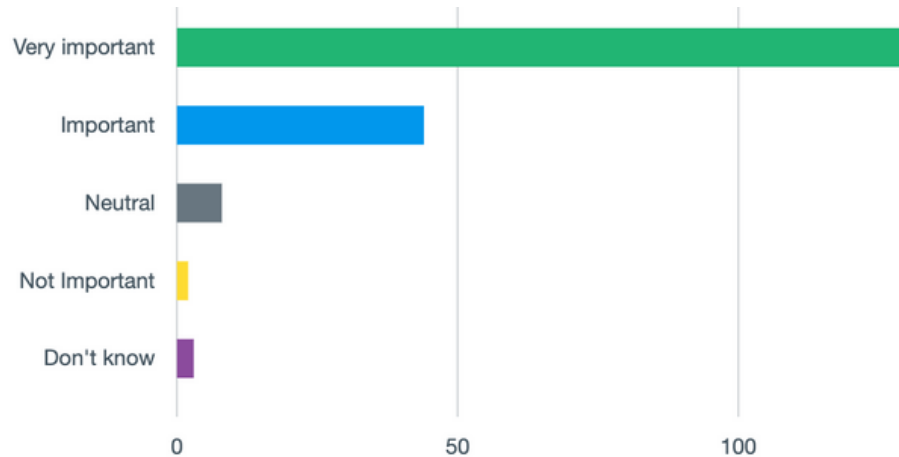
# Conservation Support

Overwhelming familiarity and support for wildlife and habitat conservation ("familiar" and "very supportive" were dominant).

**How supportive are you of efforts to conserve wildlife and their habitats (i.e., food, water, and shelter) in and around the Duck River?**



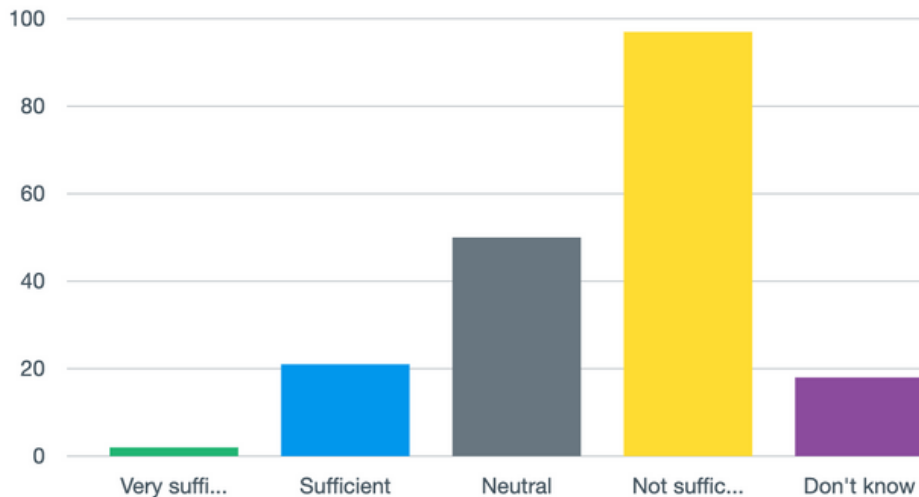
How important do you believe that public outreach and education is in helping to protect water quality and conserve the Duck River?



# Public Outreach & Education

Nearly all respondents rated public outreach as “important” or “very important.”

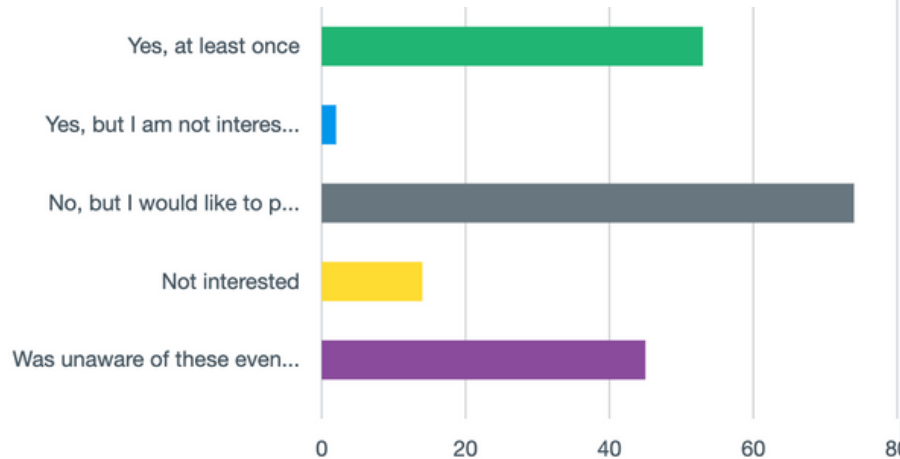
Are there sufficient youth and adult educational opportunities to learn how to be responsible stewards of the natural resources in the Duck River Watershed?



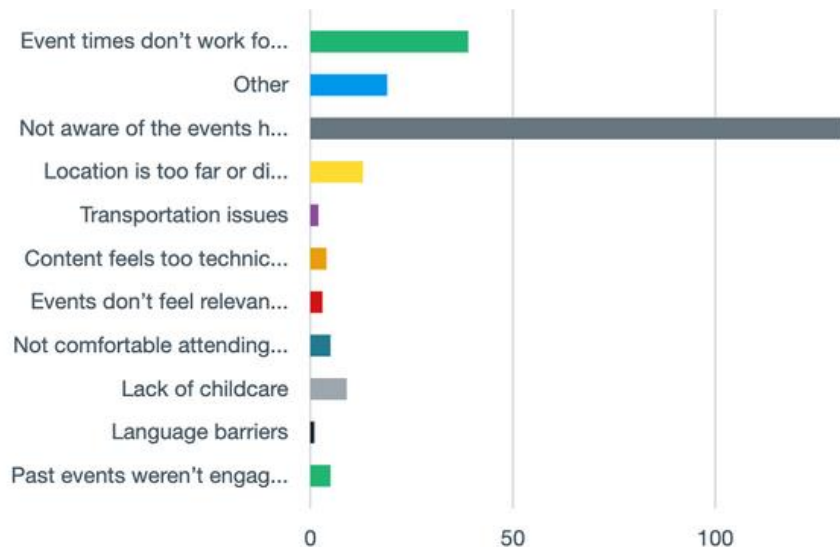
However, most feel educational opportunities are “**not sufficient.**”



## Have you participated in educational opportunities like the Duck River Expo and the Duck River Watershed Education Days?



## What barriers exist to your participation in these educational events?



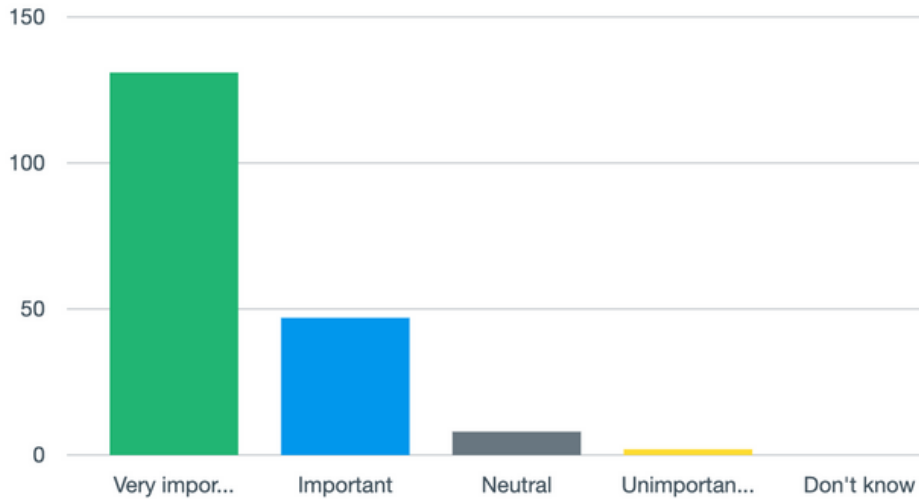
# Public Outreach & Education

Participation in past events is split — many have never attended but say they would like to.

### Biggest barriers:

- Lack of awareness that events are happening
- Timing conflicts for families and working people

How important do you think it is for communities to work together and share water resources to ensure a reliable water supply now and in the future?



# Attitude

There is a **broad consensus** on ***collaboration*** as a necessary strategy, which provides a strong foundation for coalition-building, inter-county initiatives, and policy advocacy.

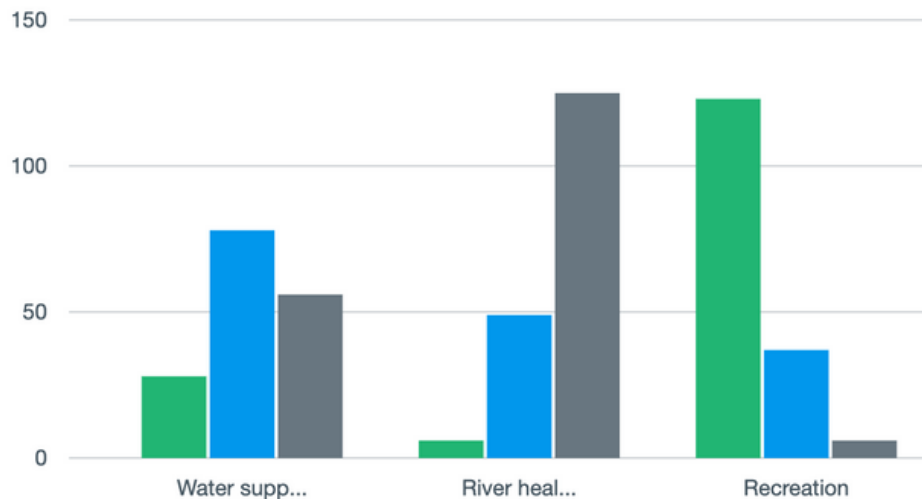
# Interests

The three ranked topics were Water Supply, River Health, and Recreation.

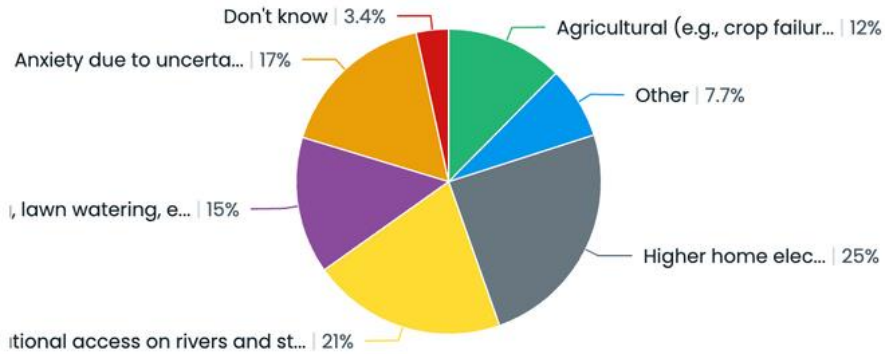
From the counts:

- **River Health (water quality, plants/wildlife, etc.)** overwhelmingly stood out — the majority ranked it “Most Important” (125 responses), with almost no one ranking it least important.
- **Water Supply** came in second, with a strong showing for “Most Important” (56) and many choosing “Important” (78).
- **Recreation** had the opposite pattern — most ranked it “Least Important” (123), with relatively few considering it a top priority.

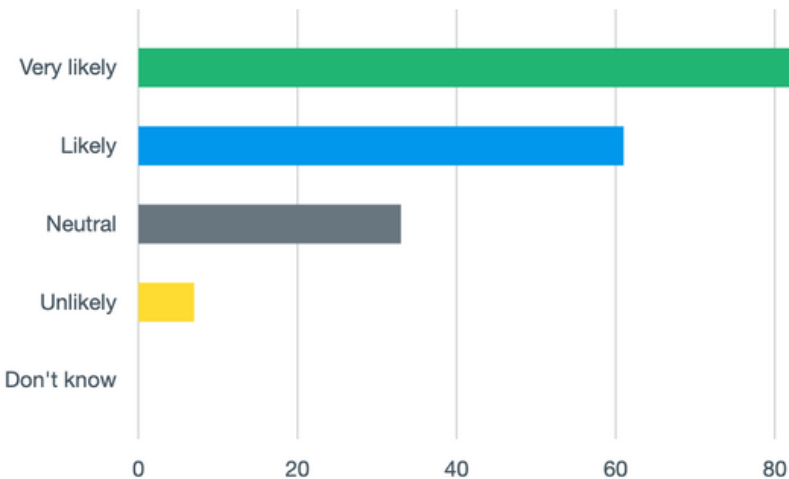
Which of the following topics do you believe are the most important to you and your community? Please rank each topic from 1 to 3, with 1 = Least Important and 3 = Most Important to you.



## How have you personally been impacted by droughts that have occurred in the last 10 years?



## How likely are you to take voluntary actions to reduce your personal water usage during drought conditions?



# Drought

- **Impacts:** Residents most often experience higher utility bills, reduced recreational access, anxiety over water shortages, and water use restrictions. Agricultural impacts are also common for some.
- **Willingness to Act:** Strong majority indicate they would voluntarily reduce water usage during drought conditions.
- **Current Actions:** Many already take basic water-saving steps like shorter showers, watering less often, turning off taps, and using rainwater. A smaller segment reports taking no actions.

# WHAT WE'VE LEARNED

The survey has proven to be an effective tool for gathering valuable insights from the Duck River Watershed community, giving us a clear picture of residents' priorities, concerns, and willingness to act. It is telling us what we need to know to guide outreach, policy discussions, and program development.

We've confirmed strong support for conservation, high concern for water supply, and readiness to participate in drought-related actions. At the same time, results highlight barriers such as limited awareness of events and uneven geographic participation in the survey itself. Addressing these gaps, particularly by reaching beyond Maury County and engaging a broader range of interest groups, will help ensure we continue capture a more balanced and representative community voice.

# KEY TAKEAWAYS

- **Strong Local Connection:** Over 90% live full-time in the watershed, many for decades or generations.
- **Top Priorities:** River health and water supply outrank recreation as community concerns.
- **High Concern & Support:** Most are very concerned about growth impacts and strongly support wildlife and habitat conservation.
- **Drought Awareness:** Residents have felt tangible drought impacts and show high willingness to reduce water use.
- **Education & Engagement Gaps:** Many have not attended events but want to; main barriers are lack of awareness and scheduling conflicts.
- **County Representation:** Over half of responses came from Maury County, suggesting a need for outreach in other counties for balanced perspectives.

# PRACTICAL NEXT STEPS

- **Targeted Survey Outreach Beyond Maury County**
  - Prioritize collecting responses from underrepresented counties to balance perspectives. Use county-level response data to identify priority areas for additional outreach.
- **Engage More Diverse Interest Groups for Distribution**
  - Partner with organizations that reach varied audiences, such as:
    - **County Farm Bureaus**
    - **Chambers of Commerce**
    - **Rotary Clubs**
    - **Civic and community groups**
    - **Small businesses with strong local networks**
    - **Utility providers who can reach customers directly**

# PRACTICAL NEXT STEPS

- **Leverage Existing Interest Group Meetings**
  - Incorporate the survey into agendas for scheduled meetings, allowing participants to fill it out on-site.
- **Promote Through Group Newsletters and Communications**
  - Ask interest groups to share the survey link in their newsletters, social media, and community bulletin boards. Include a short blurb emphasizing shared priorities like water security, river health, and community collaboration.
- **Set final deadline for all responses (10/15/2025)**