

Hello Islands Trust and ISL,

I have read and reread the survey several times. I've printed it out so I could digest further.

I am sorry to say I cannot for the life of me figure out what some, in fact most, questions are asking.

There is no clear way to answer these questions because they're multi level statements.

I would have thought a survey should be straightforward and well worded to get true representative responses.

This leads me to believe, and I'm sure I'm not the only one, there needs to be a rewrite of the survey.

In order to have a good survey you need to have straight forward questions...

Survey critiques say:

To mitigate measurement error, make sure you ask ***the right questions, the right way***. How do you know you are asking the right questions? Take a look at your objectives. How do you ask the questions the right way? Write ***questions that allow respondents the opportunity to provide the most accurate responses possible***.

Good science dictates a revised survey or these results will mean Nothing. And if they are accepted by the council as representative, your audience will not trust the survey purpose which is to get input to update the policy statement.

In my opinion, the survey, as is, is fatally flawed.

I hope you take this under consideration and redo the questions.

Seriously frustrated,

Cynthia Rand
March 3, 2022