1. Export survey data from Survey Monkey
   1. ANALYZE RESULTS -> SAVE AS (drop down tab) -> Export file -> All responses data
      1. Export as .csv and do not transpose text responses to numeric values
   2. Save the data in the /data directory of the Google Drive / GitHub project folder
2. Import and tidy exported survey data
   1. Read csv
   2. gather flow acceptability responses: key = flow, value = acceptability-response
   3. retain ALL survey response data in a master data frame
3. calculate PCI2 metric
   1. follow methods in (Vaske et al., 2010) and associated excel workbook
      1. to include or not include neutral responses in the distance calculation?
      2. Is it appropriate to apply power-scaling?
4. Create flow-acceptability curve
   1. plot average (?) acceptability score as a function of flow rate, marker size scaled to PCI2 metric.