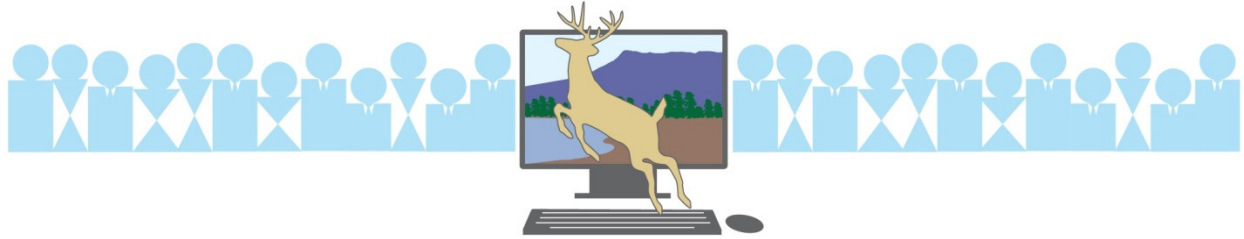


# Responsive Management™



## **MAINE RESIDENTS' AND OUTDOOR RECREATIONISTS' ATTITUDES TOWARD WILDLIFE MANAGEMENT AND PARTICIPATION IN WILDLIFE-RELATED RECREATION**

**Conducted for the Maine Department of Inland Fisheries and Wildlife**

**by Responsive Management**

**2015**

**MAINE RESIDENTS' AND OUTDOOR  
RECREATIONISTS' ATTITUDES TOWARD WILDLIFE  
MANAGEMENT AND PARTICIPATION IN WILDLIFE-  
RELATED RECREATION**

**2015**

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## **EXECUTIVE SUMMARY**

### **INTRODUCTION AND METHODOLOGY**

This study was conducted for the Maine Department of Inland Fisheries and Wildlife (hereinafter referred to as the Department) to assess Maine residents' and key stakeholders' participation in various outdoor recreation activities as well as their attitudes toward and opinions on the Department's programs. Data from the study will inform the development of a communications, marketing, and public relations plan for the Department. In addition to Maine general population residents, stakeholder groups examined in the study include hunters, anglers, boaters, and trappers. The study entailed a scientific multi-modal survey of Maine residents and surveys of the aforementioned stakeholder groups. Contact with respondents was made by telephone, mail, and email.

The purpose of the survey was to guide the focus of the plan by obtaining current data regarding residents' and stakeholders' levels of participation in various activities (including motivations for and barriers to participation), their awareness and knowledge of the Department and its activities, their conservation and wildlife values and opinions on important fish and wildlife issues in Maine, and their attitudes toward Department priorities and decision-making, among other topics.

The survey questionnaire was developed cooperatively by Responsive Management and the Department. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey.

The general population resident sample was obtained from Marketing Systems Group, a firm specializing in scientific survey samples representative of the general population. To ensure the widest possible coverage of the Maine general population, the overall sample included both telephone and mail components.

While the most current estimates indicate that 98.7% of Maine households use a landline telephone, a wireless telephone, or both (see the December 2013 report from the National Centers for Disease Control and Prevention, *Wireless Substitution: State-Level Estimates From the National Health Interview Survey*), the researchers also implemented a portion of the survey

by mail using an address-based system (ABS). ABS entails the sampling of physical addresses from a near-universal database. In theory, every parcel of land in the United States with a residence and every lot in urban areas has an address associated with it, providing complete coverage. The resulting sampling design ensured that every Maine resident had an equal chance of being contacted for the survey.

For the telephone component of the general population resident survey, a dual-frame sample was used that combined a sample of listed landline telephone numbers with a sample of wireless telephone numbers in their proper proportions (in other words, the proportions of landline and wireless numbers in the sample matched the actual proportions of the two telephone types as they exist in Maine households). The resulting coverage rate is estimated to be 97.7% of U.S. households—only 2.3% have no telephone at all. This dual-frame approach was first developed by researchers at the University of Virginia’s Center for Survey Research.

For the mail component of the general population resident survey, letters were mailed to a random sample of residents using the ABS approach. The letters included a link to an online version of the questionnaire as well as a toll-free number for respondents to contact Responsive Management. Note that the survey was available only to those who were selected in the sample. Appropriately designed surveys with an Internet component require that a closed group of potential respondents be invited to participate in the survey. Internet surveys are an excellent survey method to use when the sample consists of a closed population of respondents, as was the case in this study (i.e., a person surfing the Internet could not stumble upon the survey and take it).

The overall sample of Maine general population residents was stratified based on three regions, with a predetermined number of surveys completed in each region (note that the geographic area of the respondent’s residence was also verified in the survey itself).

A five-callback design was used to maintain the representativeness of the telephone sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all residents in the telephone sample to participate. When a respondent could not be reached on the

first call, subsequent calls were placed on different days of the week and at different times of the day.

Letters to residents in the mail sample were sent using State of Maine letterhead and envelopes (the letters and envelopes, like the introductions used by the telephone interviewers, avoided naming the Department of Inland Fisheries and Wildlife specifically so as not to bias responses to questions in the survey concerning knowledge of the Department). Each letter included a unique identification code assigned to the respondent allowing him/her to be tracked so that he/she would not be contacted after already completing the survey, as well as to ensure that only residents who were supposed to be contacted were taking the survey. The tracking number was also used to help those who called or emailed for assistance.

The letters provided a link to the survey, a toll-free number, and an email address. The toll-free number and email address allowed respondents to contact Responsive Management to take the survey by telephone, schedule another time for the interview, or request a link for the online survey.

The samples of Maine hunters, anglers, boaters, and trappers were obtained from license and registration databases provided by the Department. The hunter, angler, and boater databases included license and registration holders from the previous three years, while the trapper database included individuals from the previous two license years (each license database also included lifetime license holders). Randomly selected probability-based samples were drawn from each database, with the mode of contact(s) determined by the information available for each hunter, angler, boater, and trapper selected (i.e., a telephone number, mailing address, and/or an email address).

Contacts were made by telephone, mail (via letters similar to those used for the resident mail sample), and email. Note that only after the probability-based random sample was selected from each database were attempts made at contacting those who had been selected. The overall stakeholder sample was designed to ensure a 95% confidence level and a low sampling error for each of the four stakeholder groups.

Letters were sent to those in the selected random sample who only had a postal address and no telephone number or email address. All those in the sample with an email address were initially sent an email with the link to the online survey. Those with telephone numbers but not email addresses were initially contacted by telephone.

Letters and emails both provided a link to the survey. The letters also provided a unique identification number to access the survey (emails did not require the unique identification number as the number was embedded in the unique link that each email recipient received). All respondents could be accounted for so that no respondent could complete the survey more than once. A toll-free number was made available to letter recipients and an email address was made available to email recipients for those who needed assistance. The toll-free number and the email address allowed respondents to contact Responsive Management to take the survey by telephone, schedule another time for the interview, or request a link for the online survey.

As with the letters sent to general population residents, letters and emails to stakeholders explained the purpose of the study, included a link to the online survey, and provided a deadline for completion.

Responsive Management carefully tracked participation in the survey through the identification numbers. Approximately 1 to 3 weeks after sending the first contacts, Responsive Management began making follow-up contact with those who had not yet responded. Multiple follow-up contacts were made to encourage participation and obtain completed interviews using the most convenient method for respondents. Responsive Management continued with a total of two to five follow-up contacts. The reminders again provided a link to the online survey and a toll-free contact number.

Survey administration efforts resulted in a total of 2,118 completed surveys. Responsive Management obtained 911 interviews with Maine general population residents, 311 interviews with Maine hunters, 237 with Maine anglers, 300 with Maine boaters, and 359 with Maine trappers. The survey was administered from October to November 2015. The analysis of data was performed using SPSS as well as proprietary software developed by Responsive Management.



**NOTE TO THE READER**

There are several separate samples that were surveyed and that are discussed in this report, broadly categorized into two types of sample:

1. The general population sample. This consists of residents of Maine.
2. Stakeholder samples. There are four of them: hunters, anglers, boaters, and trappers. These samples consist of license records (for hunters, anglers, and trappers) and registration records (for boaters). Additionally, these samples consist of 3 years of license/registration records for hunters, anglers, and boaters; and 2 years of license records for trappers.

Because a general population sample and separate stakeholder samples were surveyed, there will be two groups of each stakeholder. Taking hunters as an example, there will be a group of hunters within the general population, with some results reported of them, and there will be a completely separate group of hunters that make up the stakeholder group. (This also applies to anglers, boaters, and trappers.) Keep this in mind when examining the results of the survey.

Still using hunters as an example, it is important to note that the hunters identified in the general sample will have hunted in the single previous year because the question that identified them asked specifically about the “past 12 months.” On the other hand, hunters in the stakeholder group were identified through 3 years of license records with lifetime licenses included too, and not all of the stakeholder hunters had hunted in the “past 12 months.” Therefore, these groups of hunters are different since one group consists of those who had a license in any of the past 3 years (or a lifetime license) and the other group consists of those who actually hunted in the past year whether they had a license or not (most would have had a license, but some would not because there are types of hunting that can be done without a license—such as hunting on one’s own land provided the land exceeds 10 acres in size, although some permits would still be required such as a bear permit).

Note that this applies to anglers, as well: anglers in the stakeholder group were identified through 3 years of license records and may not have actually fished, versus anglers identified through the general population survey who fished in the past 12 months. This applies to trappers, too: trappers in the stakeholder group were identified through 2 years of license records and may not have actually trapped, versus trappers identified through the general population survey who trapped in the past 12 months and may or may not have had a license (for instance, one can trap small game on one’s own land without a license). Finally, it also applies to boaters, who were identified through 3 years of boat registrations, whereas boaters in the general population survey simply had to have boated (motorboating and canoeing/kayaking were the two boating activities asked about) in the past 12 months and need not have registered a boat (for instance, canoes and kayaks without motors do not need to be registered).

For instance, page 123 shows the results of the question, “Did you participate in recreational hunting in Maine in the past 12 months?” Among the general population as a whole, 19% did so. This group of hunters in the general population sample is separate from the stakeholder sample of hunters. As shown on page 125, there were 80% of the hunter stakeholder group who went hunting in the past 12 months (it is not unexpected that some in the stakeholder sample, taken from 3 years of license records as well as lifetime licenses, would not have hunted in the previous 12 months). This stakeholder group is completely separate from the hunters in the general population sample, and their results are reported separately.

Therefore, it is important that this distinction is clear when the reader examines the data. Please be aware of which group is being reported.

## GENERAL PARTICIPATION AND INTEREST IN RECREATION IN MAINE

- The survey asked about participation in each of 21 activities from a list. The top six activities in the top tier (all above a 60% participation rate) are:
  - Wildlife viewing within 1 mile of home (70%).
  - Swimming in natural waters, such as a lake or river (68%).
  - Walking or running on trails for fitness (also 68%).
  - Hiking (62%).
  - Taking a trip at least 1 mile from home to view wildlife (62%).
  - Visiting a state or national park (61%).
  
- In addition to being asked about their participation in the activities discussed above, Maine residents were asked whether they would be *very interested* in participating in the activities in the next 12 months. The results regarding interest mirror the results regarding participation, in general, with two exceptions: there is markedly more interest than participation for motorboating and canoeing/kayaking.

## WILDLIFE VIEWING

- The survey asked about four wildlife viewing activities:
  - Wildlife viewing within 1 mile of home: 70% of residents had done this.
  - Taking a trip at least 1 mile from home to view wildlife: 62% of residents had done this.
  - Photographing nature or wildlife: 52% of residents had done this.
  - Birdwatching: 43% of residents had done this.
  
- The survey asked about interest in the wildlife viewing activities, as well.
  - Wildlife viewing within 1 mile of home: 76% of residents reported being very interested in this.
  - Taking a trip at least 1 mile from home to view wildlife: 71% of residents reported being very interested in this.
  - Photographing nature or wildlife: 55% of residents reported being very interested in this.
  - Birdwatching: 52% of residents reported being very interested in this.

- Among those in the general population who had done any of the above wildlife-viewing activities, the median days of participation was 14 days.
  
- The survey asked about species observed, among those who had done any of the four wildlife viewing activities listed above. The top three species viewed were deer (75%), moose (35%), and wild turkey (32%).
  - In addition to the two listed above, top mammals viewed were fox, raccoon, black bear, coyote, and squirrel.
  - In addition to the one listed above, top bird species/groupings were songbirds in general, eagles, ducks, grouse/upland birds, geese, sea birds, hawks, and woodcock.
  
- Among wildlife viewers in the general population survey, the top reasons for participating in wildlife viewing activities were to be close to nature/learn and appreciate nature (68%), for relaxation (41%), and to be with family and friends (15%).
  
- Satisfaction ratings of wildlife viewing in Maine were highly positive, with the overwhelming majority of wildlife viewers (95%) in the general population survey being satisfied, including 76% who were *very* satisfied.

## **BOATING**

- The survey asked about two boating activities:
  - Motorboating: 42% of residents had done this.
  - Canoeing or kayaking: 48% of residents had done this.
  
- The survey asked about interest in the boating activities.
  - Motorboating: 47% of residents reported being very interested in this.
  - Canoeing or kayaking: 61% of residents reported being very interested in this, markedly more than who had actually participated.

- Regarding days of boating:
  - Among those in the general population survey who had gone motorboating, the mean days doing so was 17.6 days, the median was 7 days.
  - Among canoers/kayakers in the general population survey, the mean days of participation was 9.5 days, the median was 5 days.
  
- Reasons for motorboating and for canoeing/kayaking were explored.
  - Among motorboaters in the general population survey, the top reasons for participating were to be on the water/like boating in general (44%), for relaxation (29%), and to be with family and friends (27%).
  - Among those who canoed/kayaked, top reasons for doing so were to be on the water/like boating in general (46%), for relaxation (37%), to be close to nature/view wildlife (36%), and to be with family and friends (22%).
  
- The survey asked about satisfaction/dissatisfaction with boating experiences in Maine in the past 12 months.
  - In the general population survey, the overwhelming majority of motorboaters (97%) were satisfied with their motorboating experiences in Maine.
  - Nearly all who went canoeing or kayaking in Maine (99%) were satisfied with those experiences.

## **FISHING**

- Note that any discussion of fishing in this report refers only to recreational fishing, not commercial fishing. This applies both to freshwater fishing and saltwater fishing.
- Just over a third of Maine residents (36%) had recreationally fished in freshwater in Maine in the 12 months previous to the survey, and 16% had recreationally fished in saltwater. Combining the two questions: 41% of Maine residents had recreationally fished in either type of water.
  - Days of freshwater fishing and saltwater fishing among the general population are as follows:
    - For freshwater fishing, the mean was 18.1 days, and the median was 10 days.
    - For saltwater fishing, the mean was 16.3 days, and the median was 4 days.
- The survey asked about three freshwater fishing activities (asked of those who freshwater fished): 89% of freshwater anglers had fished during the open water season, 35% had ice fished, and 20% had fly fished.
  - Among those residents in the general population who had freshwater fished in the open season, 79% had fished for coldwater species, and 64% had fished for warmwater species.
  - Among those in the general population who had ice fished, 89% had fished for coldwater species, and 58% had fished for warmwater species.
- Among saltwater anglers in the general population survey, 86% had saltwater fished in coastal waters, and 35% had saltwater fished in rivers for fish that migrate from saltwater.
- The survey asked about interest in both freshwater and saltwater fishing in Maine in the next 12 months among the general population.
  - A majority of Maine residents (58%) expressed some interest, while 41% were not interested at all in freshwater fishing.
  - A little over a third of Maine residents (39%) expressed some interest in recreational saltwater fishing, while 60% were not interested at all in it.

- Reasons for freshwater and saltwater fishing were explored.
  - The top reasons for freshwater fishing were for the sport/recreation (37% gave a response related to this), for relaxation (33%), and to be with family and friends (30%).
  - The top reasons for saltwater fishing were for the sport/recreation (39%), to catch fresh fish to eat (34%), and to be with family and friends (28%).
  
- Other questions examined in this section are the satisfaction/dissatisfaction ratings of freshwater and saltwater fishing.
  - The overwhelming majority of those in the general population who went freshwater fishing (95%) were satisfied with those experiences in Maine in the past 12 months, with 77% being *very* satisfied.
  - Likewise, the overwhelming majority of those in the general population who went saltwater fishing (90%) were satisfied with those experiences, with 65% being *very* satisfied.
  
- A final question about fishing asked the general population of Maine if they approve or disapprove of legal recreational fishing. The overwhelming majority do: 97% approve, including 80% who *strongly* approve.

## HUNTING AND TRAPPING

- Among the general population, 19% went recreationally hunting in Maine in the past 12 months.
  
- The survey asked about days of hunting in the general population survey among those who hunted: the mean was 20.1 days, and the median was 11 days.
  
- Top species hunted included deer (hunted by 89%—the top by far), upland game birds (34%), wild turkey (12%), black bear (11%), and moose (11%).
  
- About a third of Maine residents (34%) in the general population survey expressed some interest in hunting in Maine in the next 12 months.

- The most important reasons for hunting among hunters in the general population survey were for the meat (54%), for the sport/recreation (39%), to be close to nature (24%), and to be with family and friends (18%).
- Satisfaction ratings of Maine's hunting among hunters in the general population survey were positive: the overwhelming majority of hunters (96%) were satisfied, with 77% being *very* satisfied.
- A final question pertaining to hunting in this section asked the general population of Maine about their approval or disapproval of hunting. The overwhelming majority of residents (90%) approve, including 71% who *strongly* approve.
- Also among the general population, 2% went trapping in Maine in the past 12 months.
- Also shown are the days of trapping among trappers in the general population: the mean was 37.1 days, and the median was 30 days.
- Only 9% of the general population expressed some interest in trapping in Maine in the next 12 months.

#### **RATINGS OF THE AVAILABILITY OF OUTDOOR RECREATION IN MAINE**

- The availability of outdoor recreation opportunities in Maine is rated quite positively, with 74% rating it excellent and 21% rating it good.

#### **WILDLIFE VALUES AND ISSUES AFFECTING OUTDOOR RECREATION AND FISH/WILDLIFE IN MAINE**

- An open-ended question (meaning that no response set was provided; instead, respondents could say anything that came to mind) asked the general population to name the single most important *fish and wildlife* issue in Maine today. The top issues were those pertaining to polluted water/water quality (13%), poaching/fish and wildlife violations (11%), low fish populations (9%), and wildlife health (7%). Note that respondents were limited to only one issue on this question.

- Eight statements pertaining to their feelings about fish and wildlife were presented to respondents. At the top of the list is that “wildlife exists in Maine” (96% say this is very important). Having the opportunity to view wildlife is also at the top (92% saying it is very important).
- Similar to the above, respondents were asked in an open-ended question to name the most important issues affecting *outdoor recreation* in the state. Responses pertaining to access topped the list (17%), followed by preservation of greenspace/urban sprawl/loss of wild lands (11%), hunting-related issues (11%), pollution and litter (10%), and fishing-related issues (7%). On this question, respondents could give multiple responses.
- Eleven statements that pertain to fish/wildlife management and land use were presented to survey respondents.
  - A large majority of Maine residents (88%) agree that hunting and fishing are part of the scientific management of healthy fish and wildlife populations.
  - Regarding development, a large majority agree that the “use and development of land should be restricted to protect fish and wildlife” (77% agree); meanwhile, only 27% agree that “landowners should be allowed to develop their land regardless of its impact on wildlife.”

## **CONSTRAINTS TO PARTICIPATING IN OUTDOOR RECREATION**

- An open-ended question asked Maine residents to say if any things had prevented them from participating in outdoor recreation as much as they would have liked. The top constraints were lack of time/family and work obligations (31%) and health/age (20%). Otherwise, non-social constraints (i.e., constraints over which agencies and organizations may have more influence) include cost of participating (4%), access (3%), and lack of facilities (named by only 1%).



- For each of several types of activities, open-ended questions asked those who had participated in the activities if there had been any things that prevented them from participating as much as they would have liked. The top response categories for each are as follows:
- Wildlife viewing: lack of time/work and family obligations (23% of participants) and health/age (10%).
  - Motorboating: lack of time/work and family obligations (22%), lack of access (6%), and health/age (5%).
  - Canoeing/kayaking: lack of time/work and family obligations (33%) and health/age (8%).
  - Freshwater fishing: lack of time/work and family obligations (26%), health/age (9%), and a decrease in interest (7%).
  - Saltwater fishing: lack of time/work and family obligations (27%), a decrease in interest (9%), health/age (7%), and having to travel too far (6%).
  - Hunting: lack of time/work and family obligations (23%), health/age (13%), and a decrease in interest (10%).

#### **AWARENESS AND KNOWLEDGE OF THE DEPARTMENT**

- Just over half of Maine's general population correctly name the Department as being the agency most responsible for managing and protecting freshwater fish and wildlife in Maine, and another 16% give a close derivative of the name (but not absolutely correct). On the other hand, 28% either do not know or attribute this responsibility to another entity.
- Another question finds that just over half of Maine residents (55%) say that they know a *great deal* or a *moderate amount* about the Department.

- The survey presented 21 programs/projects of the Department and asked about people's awareness of them.
  - Among Maine residents, the Loon Plate has the most people aware of it: 67% have heard a *great deal* or *moderate amount* about it. This is followed by the fish stocking program (51%), the Maine Wildlife Park (49%), the Maine Sportsman Plate (46%), wildlife rehabilitation efforts (39%), and Wildlife Management Areas (39%).
  - The least-known are the "In the Wildlife Biologist's Footsteps" online video series, the Birder Band, the State Wildlife Action Plan, and the Outdoor Partners Program (all at less than 10%).
  
- The perceived funding sources of the Department are shown among the general population. Although the top response is taxes in general (39%), this is an un-nuanced perception because that response is too general. Only 2% of Maine residents specifically mentioned excise taxes on hunting and fishing equipment, and only 1% mentioned taxes on motorboat fuel, although these are important sources of funding. About a third (34%) correctly mentioned hunting and fishing license fees.

## **RATINGS OF THE DEPARTMENT**

- A majority of Maine residents in the general population survey were satisfied with the Department (69%), which far exceeds the percentage who were dissatisfied (5%); the rest responded neutrally.
  
- Maine residents rated 16 efforts of the Department using an excellent-good-fair-poor scale.
  - Five items had at least 70% giving a rating of excellent or good: providing opportunities for recreational fishing (75%), enforcing fish/game laws (75%), protecting and preserving fish and wildlife habitat (71%), providing opportunities for hunting (70%), and protecting endangered species of fish and wildlife (70%).
  - On the other hand, items with the lowest ratings (all with less than 60% rating it excellent or good) included reviewing the impact of proposed development (47%), conserving undeveloped land (52%), providing educational programs (54%), restoring native fish

and wildlife (55%), communicating with the public (56%), and protecting people against diseases from animals (58%).

- Six statements about the Department were presented to respondents; four positive statements and two that could be construed as negative statements.
  - Each of the four wholly positive statements had a majority agreeing with it (from 68% to 82%). More than three-quarters of Maine residents in the general population survey agreed that the Department staff “really cares about fish and wildlife” (82% agreed, including 60% who *strongly* agreed; only 4% disagreed) and that the Department “effectively balances the interests of anglers, hunters, conservation groups, and the general public” (75% agreed, with 40% *strongly* agreeing; 9% disagreed).
  - There is some room for improvement, because the two possibly negative statements had substantial agreement, as well. The majority of Maine residents (53%) agreed that the Department “primarily serves the interests of hunters and anglers.” Just under half (44%) agreed that the Department “is primarily influenced by environmental and conservation groups.”
  
- Another rating question asked respondents to rate the quality of information/communication that they have seen or heard from the Department over the past 5 years (among those who have seen or heard any information/communication). A majority gave a rating of excellent or good (68%); however, 24% gave a rating of fair, and 4% gave a rating of poor.
  
- Along the lines of information/communication, the survey asked about the credibility of eight sources of information, two of which were Department-related: a biologist with the Department and a Game Warden. 93% of Maine residents in the general population think a biologist with the Department is *very* or *somewhat* credible (with 72% saying *very* credible); 92% think a Game Warden is *very* or *somewhat* credible (with 74% saying *very* credible).

## DEPARTMENT PRIORITIES

- The *importance* of each of 16 efforts of the Department were rated by respondents, which gives an idea of their priorities. Among Maine residents in the general population, the efforts in the top tier of importance are:
- Protecting and preserving fish and wildlife habitat (91% say it is very important), the top-ranked item.
  - Enforcing fish and game laws (86%).
  - Communicating with the public (84%).
  - Protecting endangered species of fish and wildlife (84%).

## DEPARTMENT FACILITIES

- In the survey, respondents were presented a list of eight categories of facilities that could be developed and maintained by the Department. Residents were asked to pick their top two choices that they think the Department should emphasize.
- Leading the list of the top categories that should be emphasized are public lands for hunting (20% name this as their top choice), nature education centers (15%), public fishing and boating access (13%), wildlife viewing and photography areas (11%), and nature trails with signs (10%).

## LICENSING AND REGISTRATION

- A majority of Maine residents have, at some time in their lives, purchased a freshwater fishing license (53%), and about a third have purchased a hunting license (32%). Also about a third have registered a boat (30%). In total, 66% have done at least one of the three.

## INFORMATION FROM THE DEPARTMENT

- Just under half of Maine residents in the general population survey (46%) indicated that they had received a *great deal* or a *moderate amount* of information/communication from the Department over the past 5 years. On the other hand, 52% had received *a little* or *nothing*.
- The majority of Maine residents in the general population survey who had seen/heard information from the Department (64%) agree that the Department “provides enough

information/communication to meet the public's needs on fish/wildlife, hunting/fishing, wildlife watching, and other outdoor recreation." However, a little more than a quarter of these respondents (26%) disagree. The remainder are neutral.

- The most wanted types of information are locations of outdoor recreation opportunities, current events affecting fish and wildlife, and skills for participating in wildlife-related recreation.

### **SOURCES OF INFORMATION AND CREDIBILITY OF SOURCES**

- An open-ended question asked residents in the general population survey where they look for information on fish, wildlife, hunting, fishing, wildlife watching, or other forms of outdoor recreation. The top responses pertain to the Internet in general, the Department website in particular, newspapers, and television.
  
- The survey asked about the credibility of eight potential sources of information on fish and wildlife and outdoor recreation.
  - Among the general population of Maine, the two Department sources are perceived as the most credible: a Game Warden (74% say very credible) and a biologist with the Department (72%). This is closely followed by a third: a biologist from the U.S. Fish and Wildlife Service (70%). These three are in the top tier.
  - A professor of environmental science or biology at the University of Maine is next (53% say this source is very credible).
  - The non-governmental sources are lower on the ranking of credibility, with less than a majority saying that they are very credible (although very credible and somewhat credible combined has a majority for every source).

- Several questions asked about residents' use of electronic media/communications.
  - The large majority of Maine residents in the general population survey access the Internet daily (74%), and another 10% access it "sometimes" (a sum of 84%).
  - The large majority of Maine residents use email daily (62%), and another 13% do so "sometimes" (a sum of 76%).
  - Just under half of Maine residents use social media daily (47%), and another 15% do so "sometimes" (a sum of 62%).

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## **INTRODUCTION AND METHODOLOGY**

This study was conducted for the Maine Department of Inland Fisheries and Wildlife (hereinafter referred to as the Department) to assess Maine residents' and key stakeholders' participation in various outdoor recreation activities as well as their attitudes toward and opinions on the Department's programs. Data from the study will inform the development of a communications, marketing, and public relations plan for the Department. In addition to Maine general population residents, stakeholder groups examined in the study include hunters, anglers, boaters, and trappers. The study entailed a scientific multi-modal survey of Maine residents and the aforementioned stakeholder groups. Contact with respondents was made by telephone, mail, and email. Specific aspects of the research methodology are discussed below.

To maintain and enhance current mandates and projects, the Department must continue to build support for its programs among current stakeholders while generating new support from the general public who value wildlife and associated recreational opportunities. As such, development of the communications, marketing, and public relations plan is guided by two overarching objectives: to raise overall public awareness and support among Maine residents of the Department's mission, programs, and projects; and to measurably increase support and participation in activities and programs overseen and/or administered by the Department.

The purpose of the survey was to guide the focus of the plan by obtaining current data regarding residents' and stakeholders' levels of participation in various activities (including motivations for and constraints to participation), their awareness and knowledge of the Department and its activities, their conservation and wildlife values and opinions on important fish and wildlife issues in Maine, and their attitudes toward Department priorities and decision-making, among other topics.

## **QUESTIONNAIRE DESIGN**

The survey questionnaire was developed cooperatively by Responsive Management and the Department, based on an initial planning meeting between Responsive Management, research partner Jodi Valenta, and Department representatives on July 17, 2015, as well as the research

team's familiarity with natural resource and outdoor recreation issues and other topics germane to the study.

The survey was coded in Questionnaire Programming Language (QPL) for approval from the Department and for use in administering the survey by telephone. An online version of the survey was coded in HyperText Markup Language (HTML) based on the QPL version. Both versions produced data that could be exported directly into the data analyses programs.

The survey instruments were programmed to automatically skip questions that did not apply (such as when hunters and anglers were asked questions that were not asked of general population residents) and to substitute phrases in the survey based upon previous responses, as necessary, for the logic and flow of the interview. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey.

## **GENERAL POPULATION RESIDENT SAMPLE AND CONTACT OF RESIDENTS**

The method of contact is dependent on the sample itself. This section discusses the sample itself before discussing the contact methods for that sample.

### **The Sample of Residents**

The general population resident sample was obtained from Marketing Systems Group, a firm specializing in scientific survey samples representative of the general population. To ensure the widest possible coverage of the Maine general population, the overall sample included both telephone and mail components.

While the most current estimates indicate that 98.7% of Maine households use a landline telephone, a wireless telephone, or both (see the December 2013 report from the National Centers for Disease Control and Prevention, *Wireless Substitution: State-Level Estimates From the National Health Interview Survey*), the researchers also implemented a portion of the survey by mail using an address-based system (ABS). ABS entails the sampling of physical addresses from a near-universal database. In theory, every parcel of land in the United States with a residence and every lot in urban areas has an address associated with it, providing complete

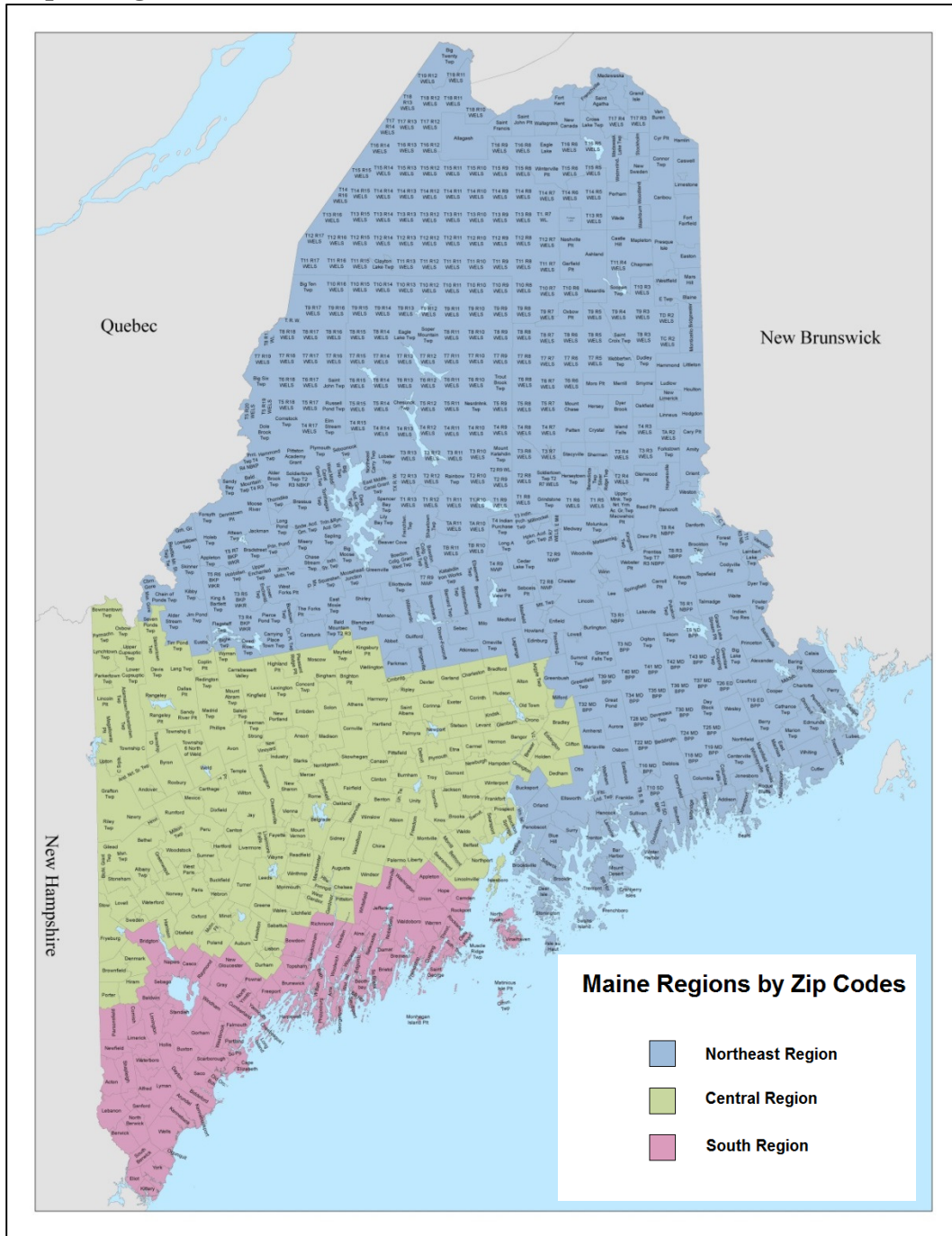
coverage. The resulting sampling design ensured that every Maine resident had an equal chance of being contacted for the survey.

For the telephone component of the general population resident survey, a dual-frame sample was used that combined a sample of listed landline telephone numbers with a sample of wireless telephone numbers in their proper proportions (in other words, the proportions of landline and wireless numbers in the sample matched the actual proportions of the two telephone types as they exist in Maine households). The resulting coverage rate is estimated to be 97.7% of U.S. households—only 2.3% have no telephone at all. This dual-frame approach was first developed by researchers at the University of Virginia’s Center for Survey Research.

For the mail component of the general population resident survey, letters were mailed to a random sample of residents using the ABS approach. The letters included a link to an online version of the questionnaire as well as a toll-free number for respondents to contact Responsive Management. Note that the survey was available only to those who were selected in the sample. Appropriately designed surveys with an Internet component require that a *closed* group of potential respondents be invited to participate in the survey. Internet surveys are an excellent survey method to use *when the sample consists of a closed population* of respondents, as was the case in this study (i.e., a person surfing the Internet could not stumble upon the survey and take it).

The overall sample of Maine general population residents was stratified based on three regions, with a predetermined number of surveys completed in each region (note that the geographic area of the respondent’s residence was also verified in the survey itself). The regions are shown in the map on the following page.

### Map of Regions



**Note: Map produced in color; may not be legible in black and white prints.**

**Contact by Telephone**

A five-callback design was used to maintain the representativeness of the telephone sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all residents in the telephone sample to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day.

**Contact by Mail**

Letters to residents in the mail sample were sent using State of Maine letterhead and envelopes (the letters and envelopes, like the introductions used by the telephone interviewers, avoided naming the Department of Inland Fisheries and Wildlife specifically so as not to bias responses to questions in the survey concerning knowledge of the Department). Each letter included a unique identification code assigned to the respondent allowing him/her to be tracked so that he/she would not be contacted after already completing the survey, as well as to ensure that only residents who were supposed to be contacted were taking the survey. The tracking number was also used to help those who called or emailed for assistance.

The letters provided a link to the survey, a toll-free number, and an email address. The toll-free number and email address allowed respondents to contact Responsive Management to take the survey by telephone, schedule another time for the interview, or request a link for the online survey. The template for the letter is shown on the following page.

## Letter for Mail Contact

**State of Maine**

P.O. Box 465, Seal Harbor, ME 04675



October 28, 2015

GMS20227  
CURRENT RESIDENT  
[STREET ADDRESS]  
[CITY, STATE, ZIP]

Dear Maine Resident,

The State of Maine has contracted with Responsive Management to conduct a survey asking people throughout Maine to share their thoughts and opinions. I am writing to ask for your help in improving our understanding of resident views on issues important to the State. Your address was one of only a small number that has been randomly selected to help us with this study.

To make sure we hear from all different types of people who live in the state, please have the adult (**age 18 or over**) in your household who has had the **most recent birthday** complete the survey. It should only take about 10 minutes to complete; it is our hope that you will be able to complete the survey online to allow us to expeditiously summarize the results.

Please enter this web address into your internet browser's address bar: <http://sgiz.mobi/s3/Maine>. Where prompted, enter your survey access code: **Your Access Code: GMS20227** (The access code allows us to mark your household as having completed a survey.)

Participation is voluntary and responses are completely confidential. Your answers will never be associated with your mailing address, and we do not keep any name or address in our data. If you have questions about this research or questions about the survey please contact Alison Lanier by phone at 1-800-432-6135, or by email at [alison@responsivemanagement.com](mailto:alison@responsivemanagement.com).

By completing a survey, you will be helping your state government understand residents' opinions on important issues. Thank you for your time, and I look forward to receiving your response.

Sincerely,

Alison Lanier  
Research Associate  
Responsive Management

## **STAKEHOLDER SAMPLE AND CONTACT OF STAKEHOLDERS**

Again, the sample itself is discussed, followed by the contact procedures.

### **The Stakeholder Samples**

The samples of Maine hunters, anglers, boaters, and trappers were obtained from license and registration databases provided by the Department. The hunter, angler, and boater databases included license and registration holders from the previous three years, while the trapper database included individuals from the previous two license years (each license database also included lifetime license holders). Randomly selected probability-based samples were drawn from each database, with the mode of contact(s) determined by the information available for each hunter, angler, boater, and trapper selected (i.e., a telephone number, a mailing address, and/or an email address).

Contacts were made by telephone, mail (via letters similar to those used for the resident mail sample), and email. Note that only after the probability-based random sample was selected from each database were attempts made at contacting those who had been selected. The overall stakeholder sample was designed to ensure a 95% confidence level and a low sampling error for each of the four stakeholder groups.

### **Initial Contact**

Letters were sent to those in the selected random sample who only had a postal address and no telephone number or email address. All those in the sample with an email address were initially sent an email with the link to the online survey. Those with telephone numbers but not email addresses were initially contacted by telephone.

Letters and emails both provided a link to the survey. The letters also provided a unique identification number to access the survey (emails did not require the unique identification number as the number was embedded in the unique link that each email recipient received). All respondents could be accounted for so that no respondent could complete the survey more than once, nor could those who had not been selected in the sample take the survey. A toll-free number was made available to letter recipients and an email address was made available to email

recipients for those who needed assistance. The toll-free number and the email address allowed respondents to contact Responsive Management to take the survey by telephone, schedule another time for the interview, or request a link for the online survey.

As with the letters sent to general population residents, letters and emails to stakeholders explained the purpose of the study, included a link to the online survey, and provided a deadline for completion.

### **Follow-Up Contacts and Reminders**

Responsive Management carefully tracked participation in the survey through the identification numbers. Approximately 1 to 3 weeks after sending the first contacts, Responsive Management began making follow-up contact with those who had not yet responded. Multiple follow-up contacts were made to encourage participation and obtain completed interviews using the most convenient method for respondents. Responsive Management continued with a total of two to five follow-up contacts. The reminders again provided a link to the online survey and a toll-free contact number. The following table summarizes the contact effort for the survey of stakeholders:

<b>Contact Round</b>	<b>Approximate Date(s)</b>	<b>Data Collection Tasks</b>
1	October 2015	Pretest and initial contact: letters mailed.
2	October to November 2015	First follow-ups (second contacts) made. Requests from the toll-free number and helpline email address fulfilled for links and scheduled calls; for telephone calls, interviewers completed surveys at time of call when possible.
3	November 2015	Second follow-ups (third contacts) made; requests fulfilled.
4+	November 2015	Third and additional follow-ups (four or more contacts) made; interviewers call back those who agreed to complete the survey online but have not done so, remaining surveys completed by telephone; requests fulfilled



**NOTE TO THE READER**

There are several separate samples that were surveyed and that are discussed in this report, broadly categorized into two types of sample:

1. The general population sample. This consists of residents of Maine.
2. Stakeholder samples. There are four of them: hunters, anglers, boaters, and trappers. These samples consist of license records (for hunters, anglers, and trappers) and registration records (for boaters). Additionally, these samples consist of 3 years of license/registration records for hunters, anglers, and boaters; and 2 years of license records for trappers.

Because a general population sample and separate stakeholder samples were surveyed, there will be two groups of each stakeholder. Taking hunters as an example, there will be a group of hunters within the general population, with some results reported of them, and there will be a completely separate group of hunters that make up the stakeholder group. (This also applies to anglers, boaters, and trappers.) Keep this in mind when examining the results of the survey.

Still using hunters as an example, it is important to note that the hunters identified in the general sample will have hunted in the single previous year because the question that identified them asked specifically about the “past 12 months.” On the other hand, hunters in the stakeholder group were identified through 3 years of license records with lifetime licenses included too, and not all of the stakeholder hunters had hunted in the “past 12 months.” Therefore, these groups of hunters are different since one group consists of those who had a license in any of the past 3 years (or a lifetime license) and the other group consists of those who actually hunted in the past year whether they had a license or not (most would have had a license, but some would not because there are types of hunting that can be done without a license—such as hunting on one’s own land provided the land exceeds 10 acres in size, although some permits would still be required such as a bear permit).

Note that this applies to anglers, as well: anglers in the stakeholder group were identified through 3 years of license records and may not have actually fished, versus anglers identified through the general population survey who fished in the past 12 months. This applies to trappers, too: trappers in the stakeholder group were identified through 2 years of license records and may not have actually trapped, versus trappers identified through the general population survey who trapped in the past 12 months and may or may not have had a license (for instance, one can trap small game on one’s own land without a license). Finally, it also applies to boaters, who were identified through 3 years of boat registrations, whereas boaters in the general population survey simply had to have boated (motorboating and canoeing/kayaking were the two boating activities asked about) in the past 12 months and need not have registered a boat (for instance, canoes and kayaks without motors do not need to be registered).

For instance, page 123 shows the results of the question, “Did you participate in recreational hunting in Maine in the past 12 months?” Among the general population as a whole, 19% did so. This group of hunters in the general population sample is separate from the stakeholder sample of hunters. As shown on page 125, there were 80% of the hunter stakeholder group who went hunting in the past 12 months (it is not unexpected that some in the stakeholder sample, taken from 3 years of license records as well as lifetime licenses, would not have hunted in the previous 12 months). This stakeholder group is completely separate from the hunters in the general population sample, and their results are reported separately.

Therefore, it is important that this distinction is clear when the reader examines the data. Please be aware of which group is being reported.

Finally, note that the sample sizes (n-values) vary from question to question because of two reasons. The first is that some questions applied to only certain people, with the rest of the respondents to whom the question did not apply being skipped from the question. Secondly, in some places the entire sample was randomly split, with one portion of the sample getting some questions and the other portion getting other questions. This allowed for many questions to be asked in the survey without making the survey too long for any one respondent.

## **SURVEY ADMINISTRATION**

To ensure that the data collected were of the highest quality, Responsive Management used interviewers who were trained through lectures, role-playing, and video training, according to the standards established by the Council of American Survey Research Organizations (CASRO). The Survey Center Managers conducted in-depth project briefings with the interviewing staff prior to their work on this study. Interviewers were instructed on survey goals and objectives, the type of study, handling of survey questions, interview length, termination points and qualifiers for participation, reading of interviewer instructions, reading of the survey, reviewing of skip patterns, and probing and clarifying techniques necessary for specific questions on the survey.

Survey administration efforts resulted in a total of 2,118 completed surveys. Responsive Management obtained 911 interviews with Maine general population residents, 311 interviews with Maine hunters, 237 with Maine anglers, 300 with Maine boaters, and 359 with Maine trappers.

## **SURVEYING DATES AND TIMES**

For surveys completed over the web, questionnaires could have been completed at any time—at the convenience of the respondent. For telephone surveys, Responsive Management's surveying times are Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. The survey was administered from October to November 2015.

**DATA ANALYSIS**

The analysis of data was performed using SPSS as well as proprietary software developed by Responsive Management. The five respondent groups (residents, hunters, anglers, boaters, and trappers) were analyzed and are presented separately. The general population results are also presented by region. Graphs are presented in this order: general population overall, by region, and then by stakeholder group. Based on state general population size, the size of the stakeholder groups in each database, and the number of completed interviews, the sampling errors are shown in the following tabulation:

<b>Respondent Group</b>	<b>Sample</b>	<b>Population</b>	<b>Sampling Error</b>
General population residents	911	1,048,342	3.25
Hunters	311	217,010	5.55
Anglers	237	315,453	6.36
Boaters	300	127,709	5.65
Trappers	359	6,056	5.02
<b>Total</b>	<b>2,118</b>		

**ADDITIONAL INFORMATION ABOUT THE PRESENTATION OF RESULTS IN THE REPORT**

In examining the results, it is important to be aware that the questionnaire included several types of questions:

- Open-ended questions are those in which no answer set is presented to the respondents; rather, they can respond with anything that comes to mind from the question.
- Closed-ended questions have an answer set from which to choose.
- Single or multiple response questions: Some questions allow only a single response, while other questions allow respondents to give more than one response or choose all that apply. Those that allow more than a single response are indicated on the graphs with the label, “Multiple Responses Allowed.”
- Scaled questions: Many closed-ended questions (but not all) are in a scale, such as excellent-good-fair-poor.
- Series questions: Many questions are part of a series, and the results are primarily intended to be examined relative to the other questions in that series (although results of the questions individually can also be valuable). Typically, results of all questions in a series are shown together.

Most graphs show results rounded to the nearest integer; however, all data are stored in decimal format, and all calculations are performed on unrounded numbers. For this reason, some results may not sum to exactly 100% because of this rounding on the graphs. Additionally, rounding

may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “very satisfied” and “somewhat satisfied” are summed to determine the total percentage being satisfied).

Graphs of the general population as a whole are labeled, “General population.” Graphs showing the regional breakdown have three bars (one for each region), and graphs showing the stakeholder results have four bars (one for each stakeholder group); they are not otherwise labeled “General population” or “Stakeholders” because the presence of the multiple bars on the graph indicate that the results are not of the general population overall. Graphs are presented in this order: general population overall, by region, and then the stakeholder groups.

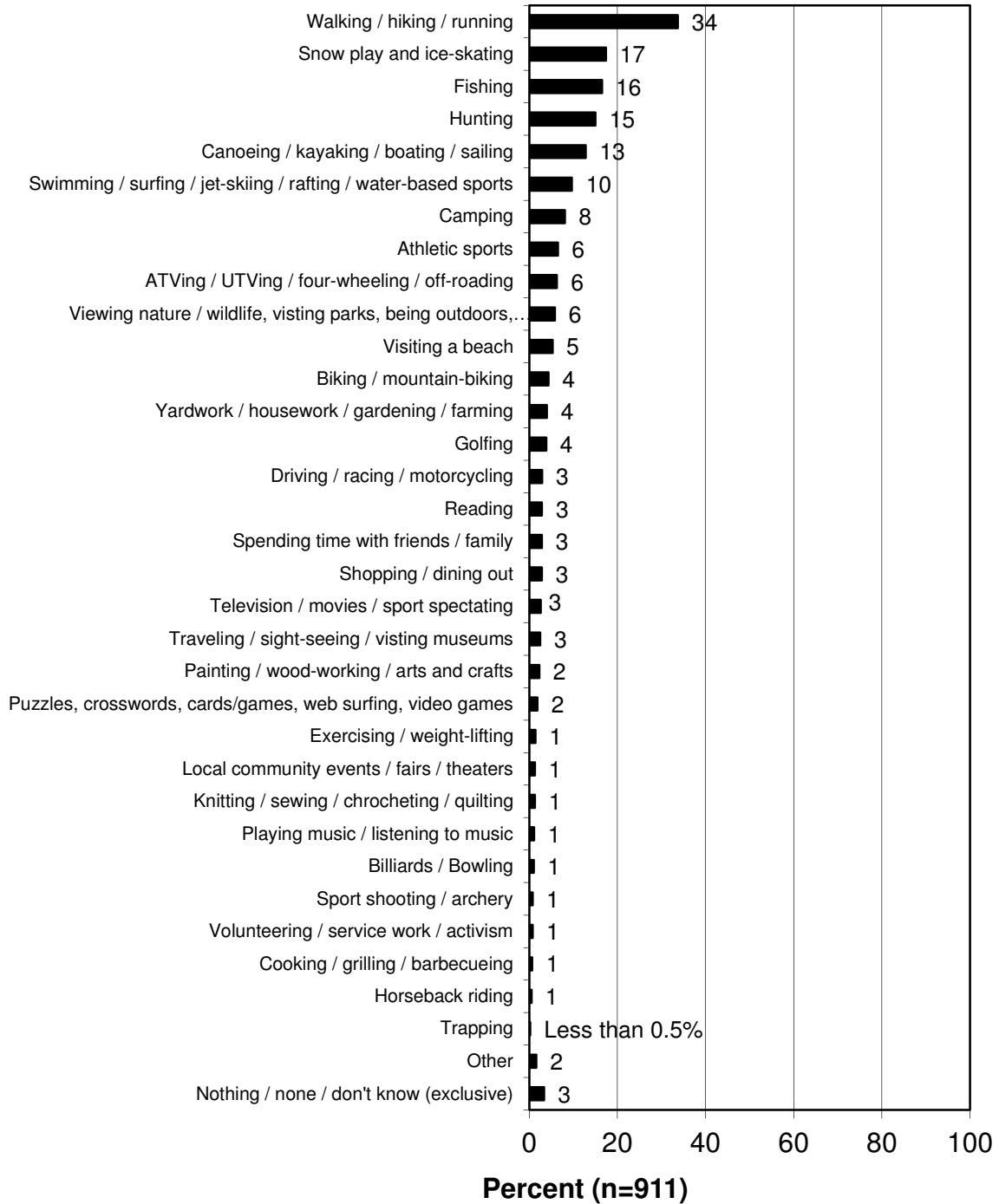
On the overall results, when a value on the graph is less than 0.5% (but more than 0), it would round to 0 on the graph. In these instances on the overall graphs, the value is labeled “Less than 0.5%” to distinguish it from a true 0 in the data. This was done only on the overall graphs, not on the graphs of the regions or the stakeholders.

## **PARTICIPATION AND INTEREST IN RECREATION IN MAINE**

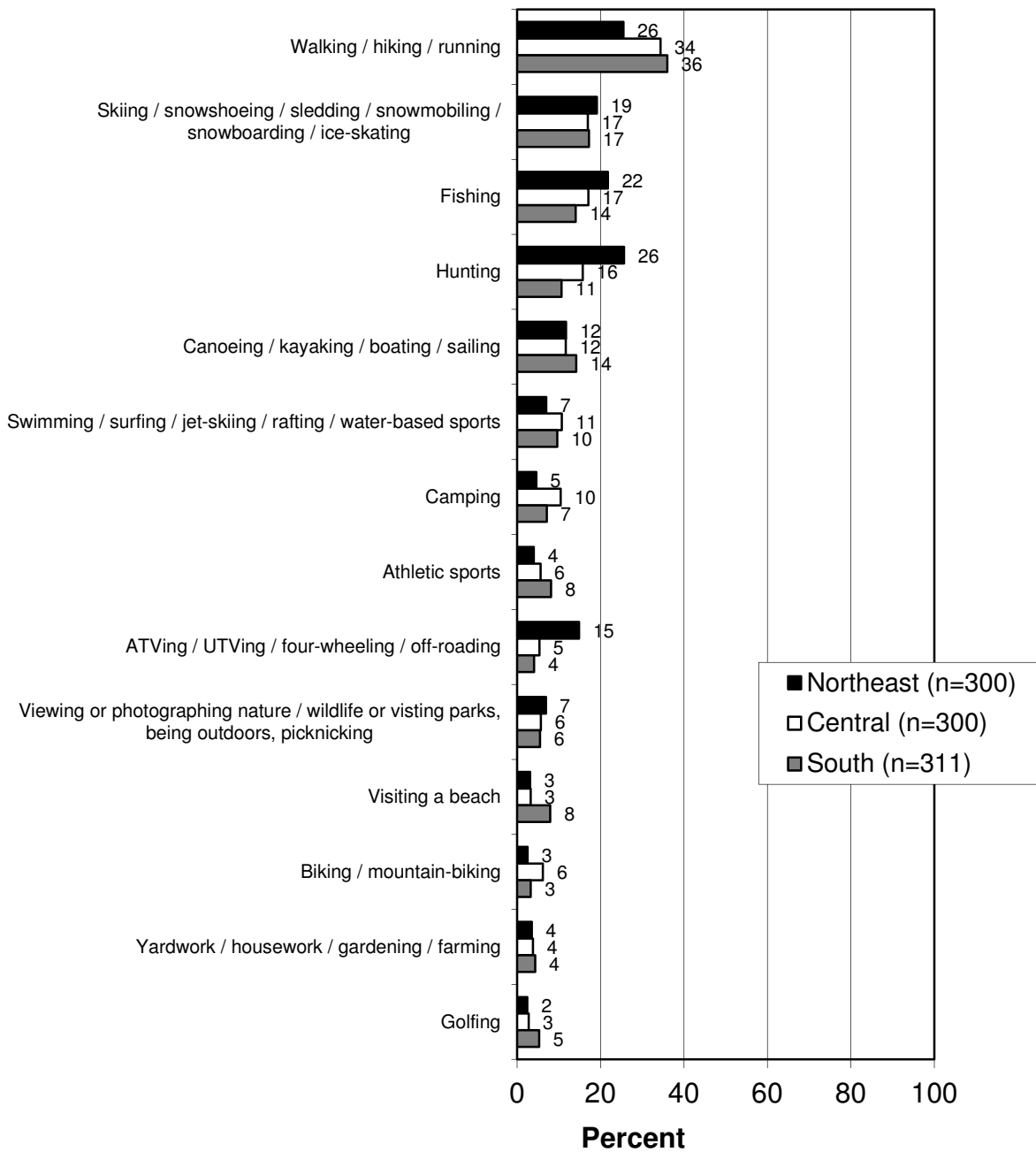
### **GENERAL PARTICIPATION AND INTEREST**

- The first two questions in the survey asked about Maine residents' *favorite* recreational activities in an open-ended format (meaning that no response set was provided and that respondents could name any activity that came to mind). Among the general population, the top activities are walking/hiking/running (34%), snow play/ice skating (17%), fishing (16%), hunting (15%), and canoeing/kayaking/boating/sailing (13%). No other activity was named by more than 10%.
  
- After asking respondents in an open-ended format about their favorite activities, the survey asked about participation in each of 21 activities from a list (i.e., 21 questions, with a “yes-no” answer set for each). The top six activities in the top tier (all above a 60% participation rate) are:
  - Wildlife viewing within 1 mile of home (70%).
  - Swimming in natural waters, such as a lake or river (68%).
  - Walking or running on trails for fitness (also 68%).
  - Hiking (62%).
  - Taking a trip at least 1 mile from home to view wildlife (62%).
  - Visiting a state or national park (61%).
    - The graph shows the full list.
  
- In addition to being asked about their participation in the activities discussed above, Maine residents were asked whether they would be *very interested* in participating in the activities in the next 12 months.
  - The results regarding interest mirror the results regarding participation, as shown in the graphs. However, also included are graphs that compare the two: actual participation and being very interested in participating. In these graphs, there is markedly more interest than participation for boating (both motorboating and canoeing/kayaking).

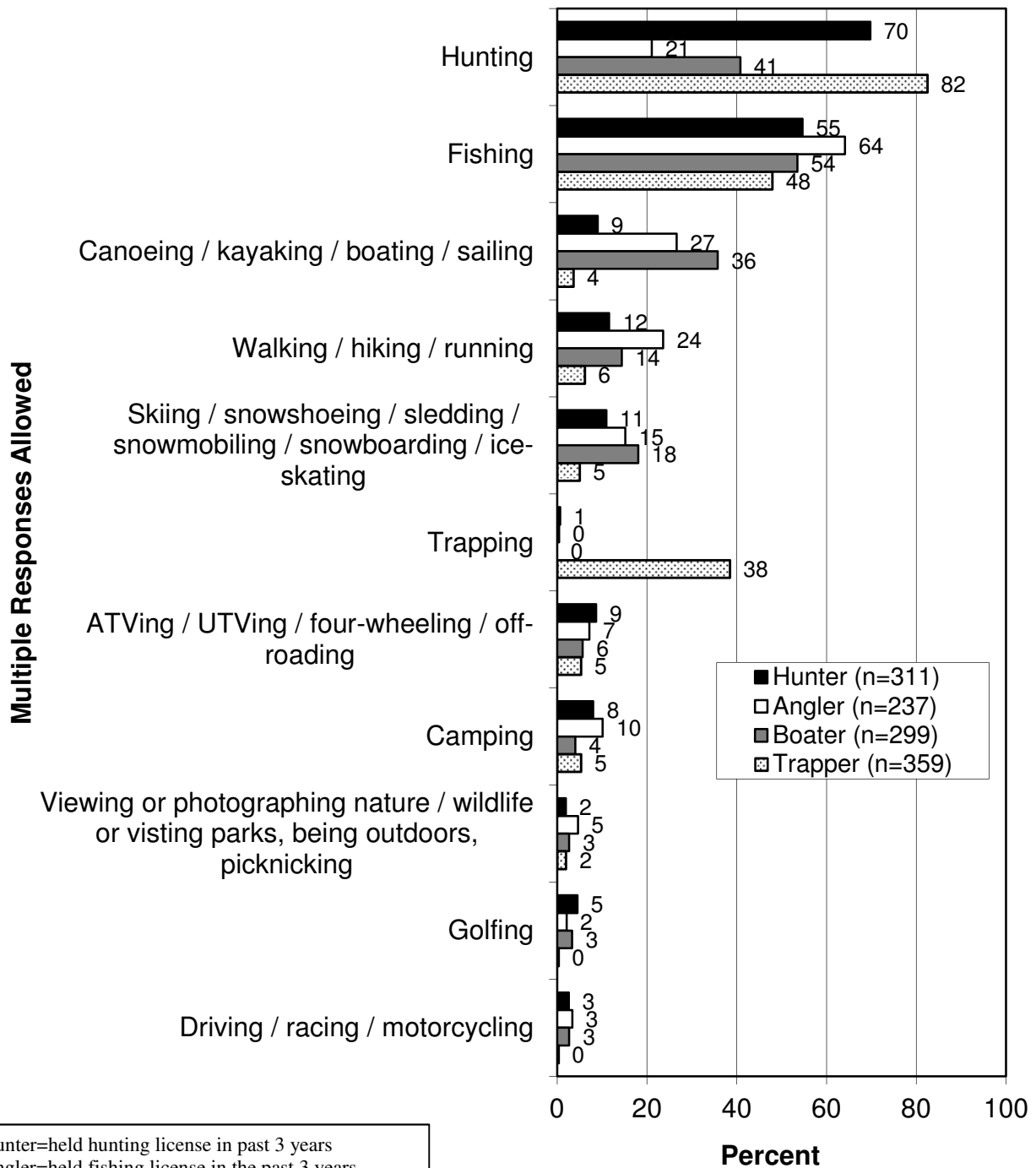
**Q12-13. What are your top two favorite recreational activities to do in Maine? (General population.)**



**Q12-13. What are your top two favorite recreational activities to do in Maine? (Shows those activities with at least 4% overall naming it.)**



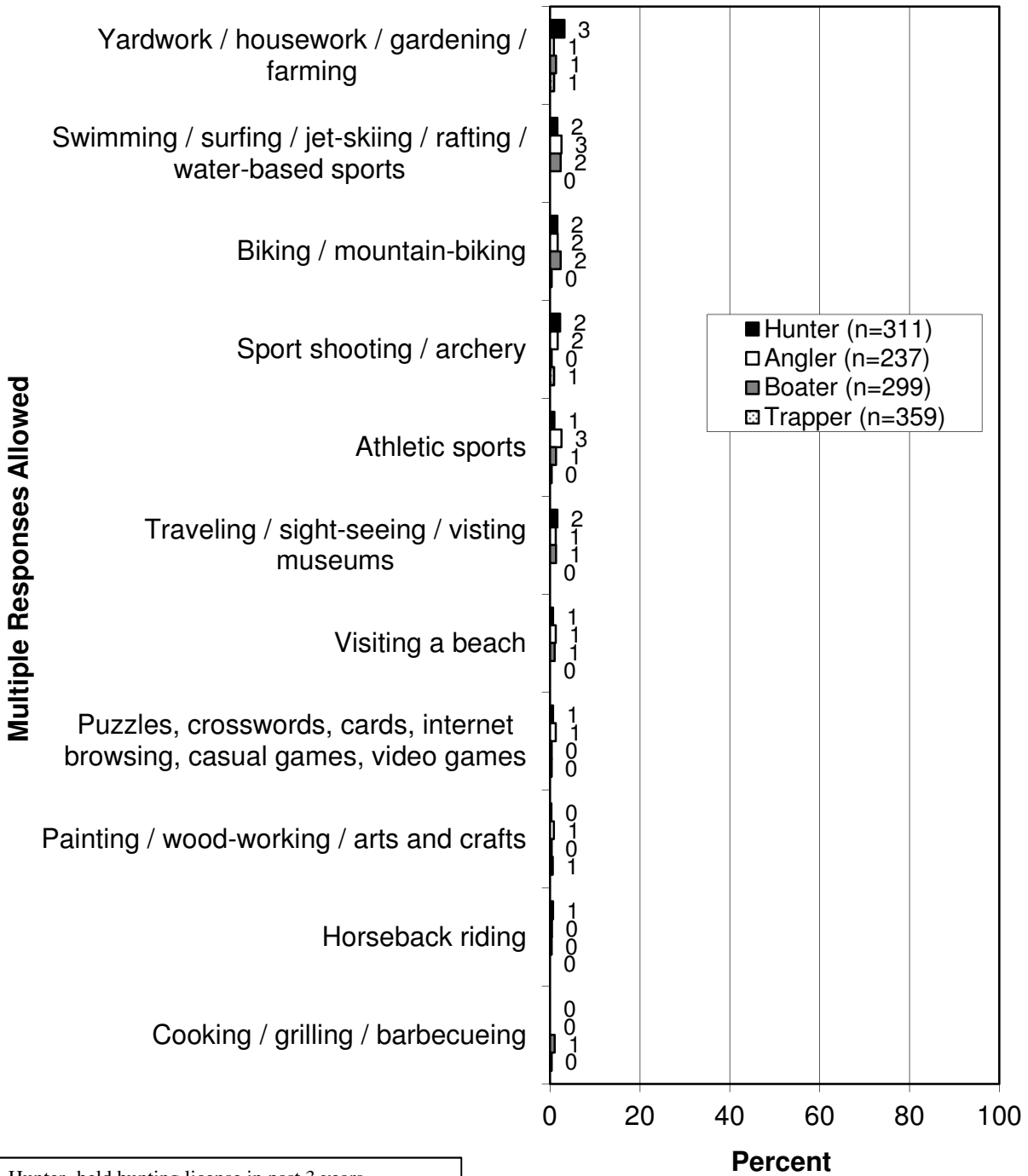
### Q12-13. What are your top two favorite recreational activities to do in Maine? (Part 1.)



Hunter=held hunting license in past 3 years  
 Angler=held fishing license in the past 3 years  
 Boater=held boating registration in the past 3 years  
 Trapper=held a trapping license in the past 2 years

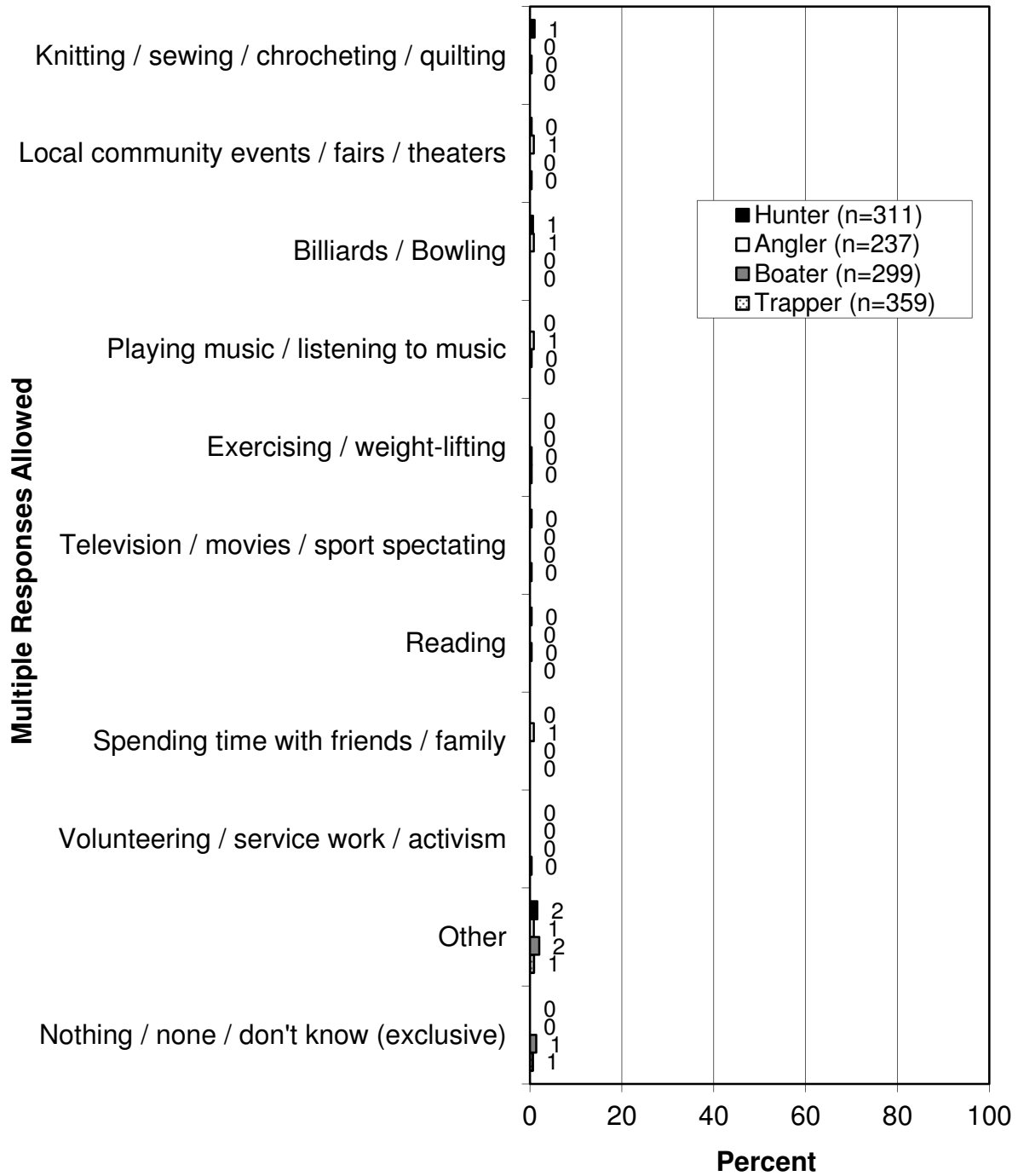


### Q12-13. What are your top two favorite recreational activities to do in Maine? (Part 2.)



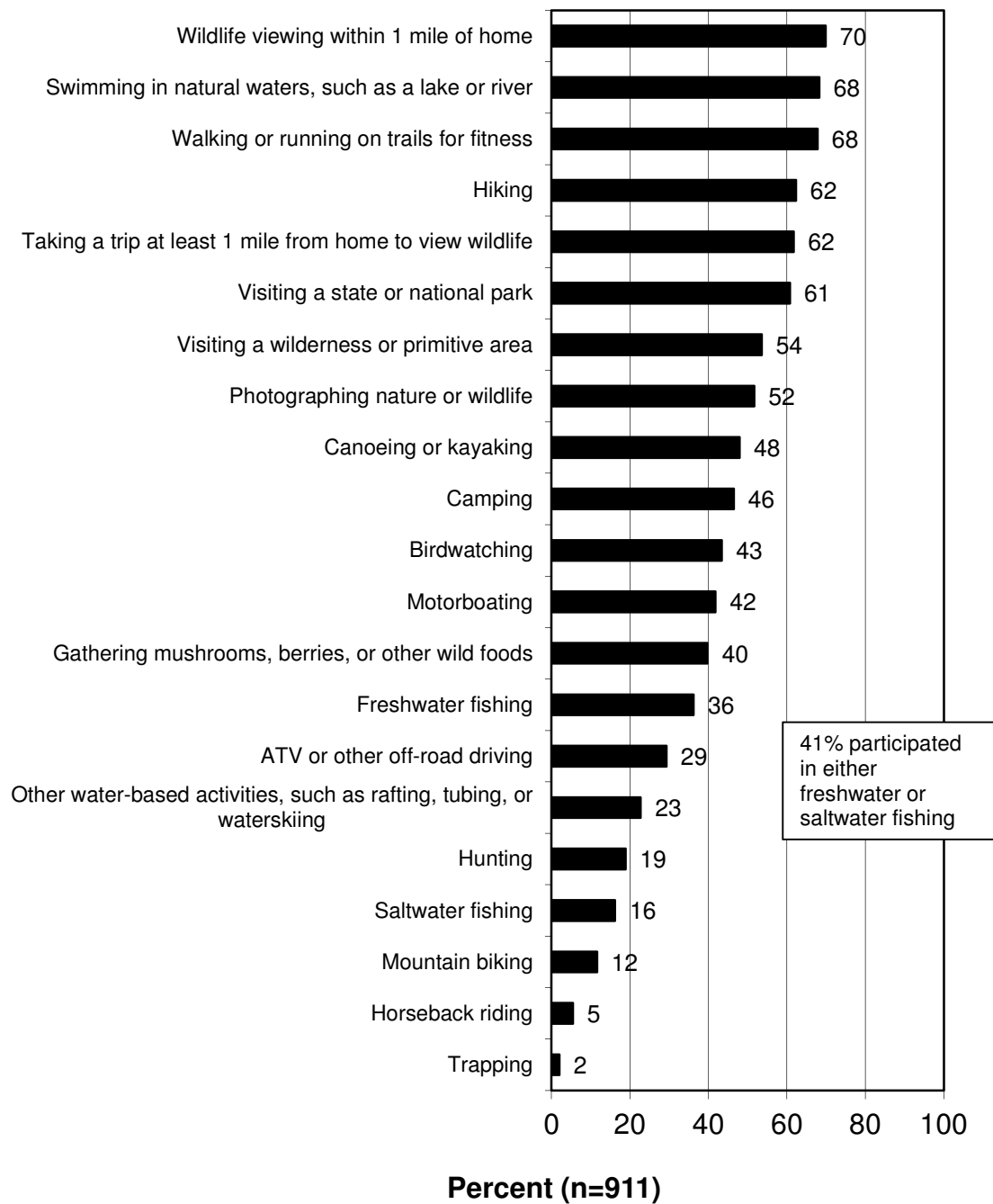
Hunter=held hunting license in past 3 years  
 Angler=held fishing license in the past 3 years  
 Boater=held boating registration in the past 3 years  
 Trapper=held a trapping license in the past 2 years

### Q12-13. What are your top two favorite recreational activities to do in Maine? (Part 3.)

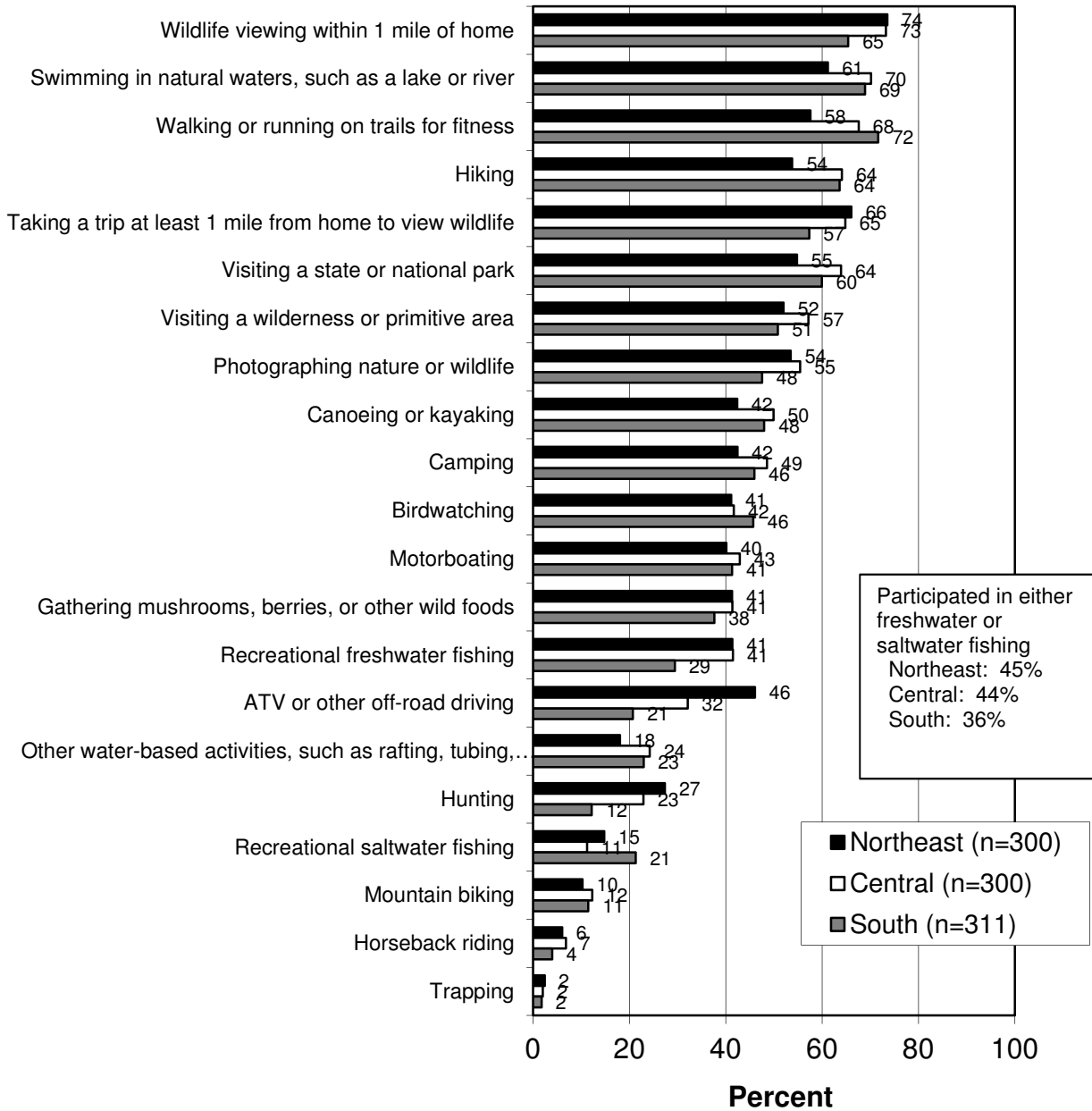


Hunter=held hunting license in past 3 years  
 Angler=held fishing license in the past 3 years  
 Boater=held boating registration in the past 3 years  
 Trapper=held a trapping license in the past 2 years

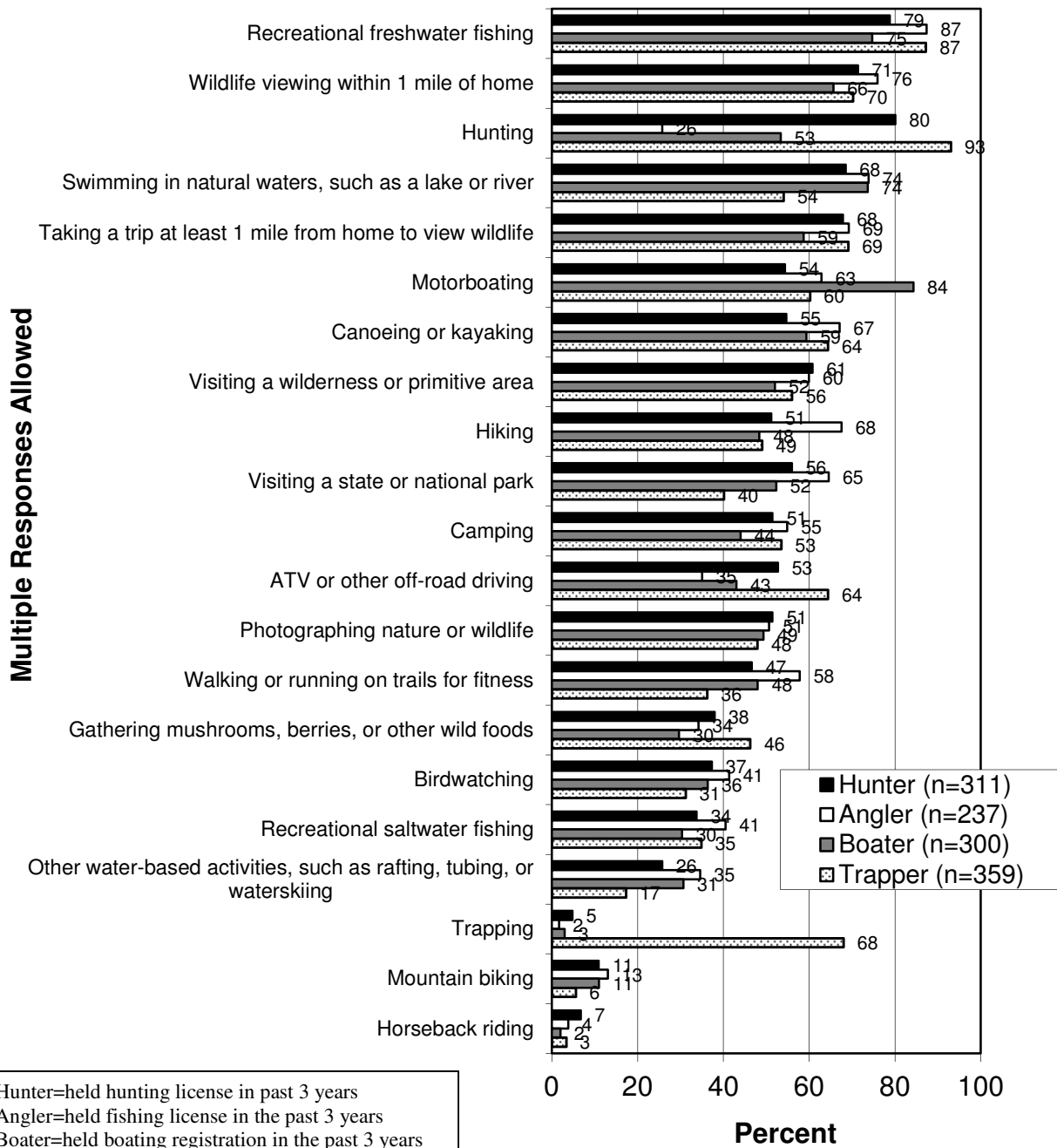
**Q16-32, 67, 76, 84, 93. Percent of respondents who have participated in each of the following activities in Maine in the past 12 months. (General population.)**



**Q16-32, 67, 76, 84, 93. Percent of respondents who have participated in each of the following activities in Maine in the past 12 months.**

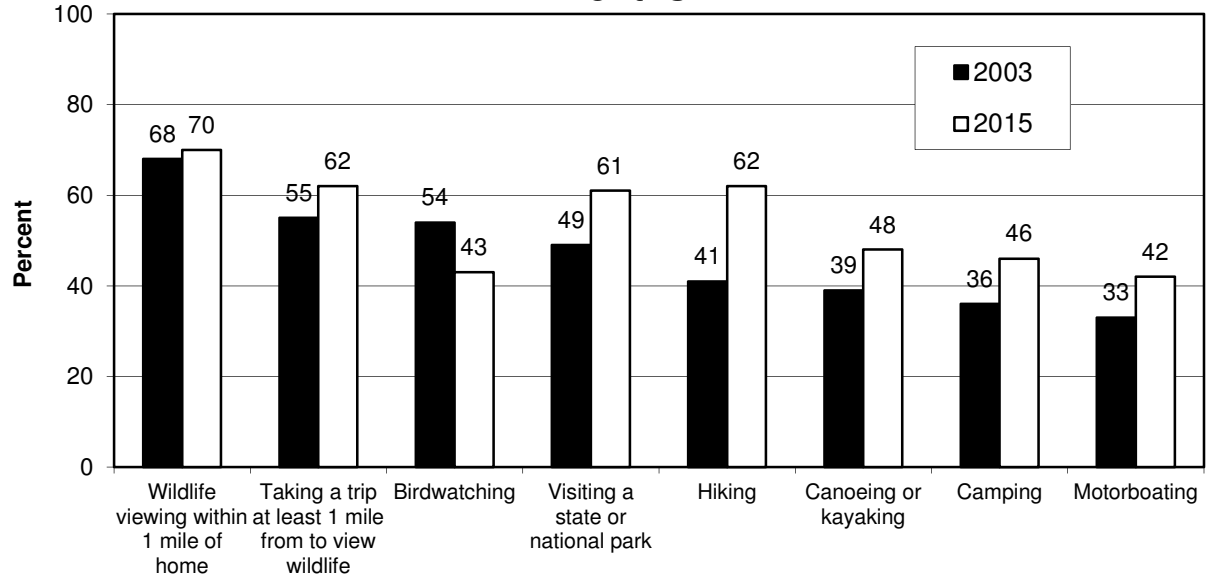


**Q16-32, 67, 76, 84, 93. Percent of respondents who have participated in each of the following activities in Maine in the past 12 months.**



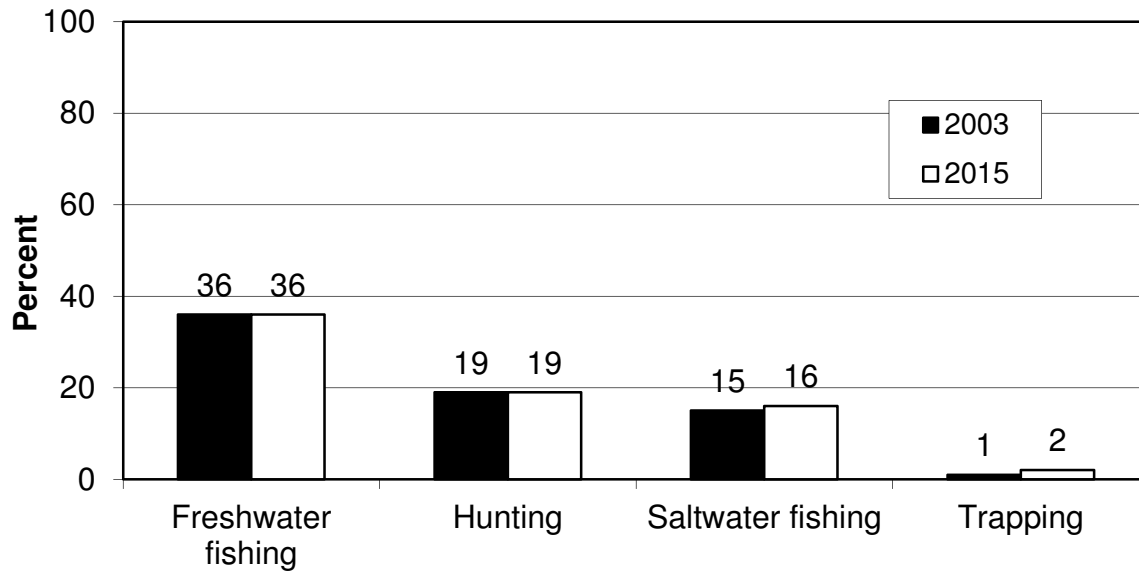
Hunter=held hunting license in past 3 years  
 Angler=held fishing license in the past 3 years  
 Boater=held boating registration in the past 3 years  
 Trapper=held a trapping license in the past 2 years

**Percent of respondents who have participated in each of the following activities in Maine in the past 12 months.\***



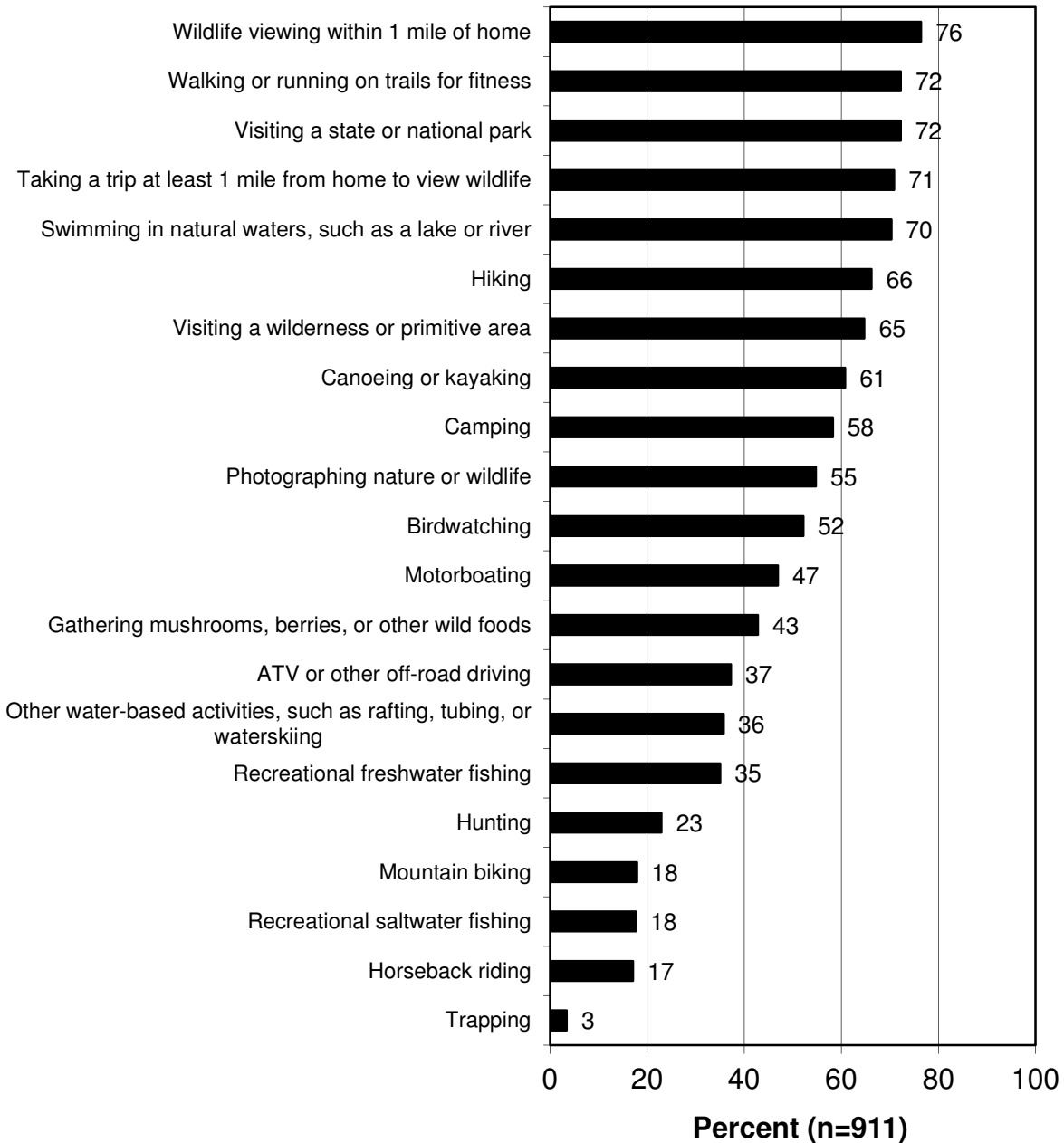
\*Note: The 2003 NCIEA study asked about participation in general, not specifically in Maine.

**Percent who participated in the following activities in  
Maine in the past 12 months.\***



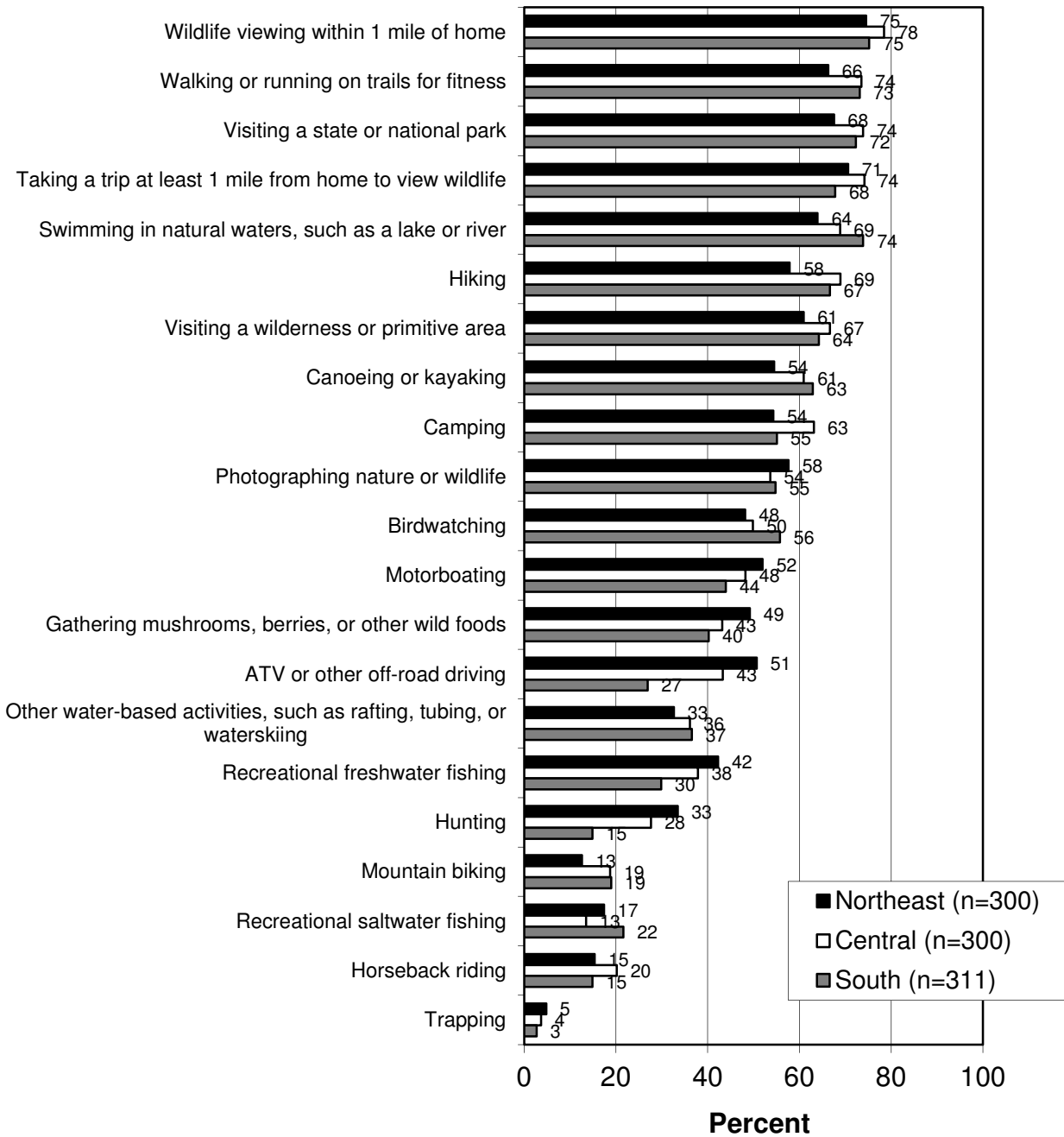
\*Note: The 2003 NCIEA study asked about participation in general, not specifically in Maine.

**Q48-64, 75, 82, 91, 96. Percent of respondents who are very interested in participating in each of the following activities in Maine in the next 12 months. (General population.)**

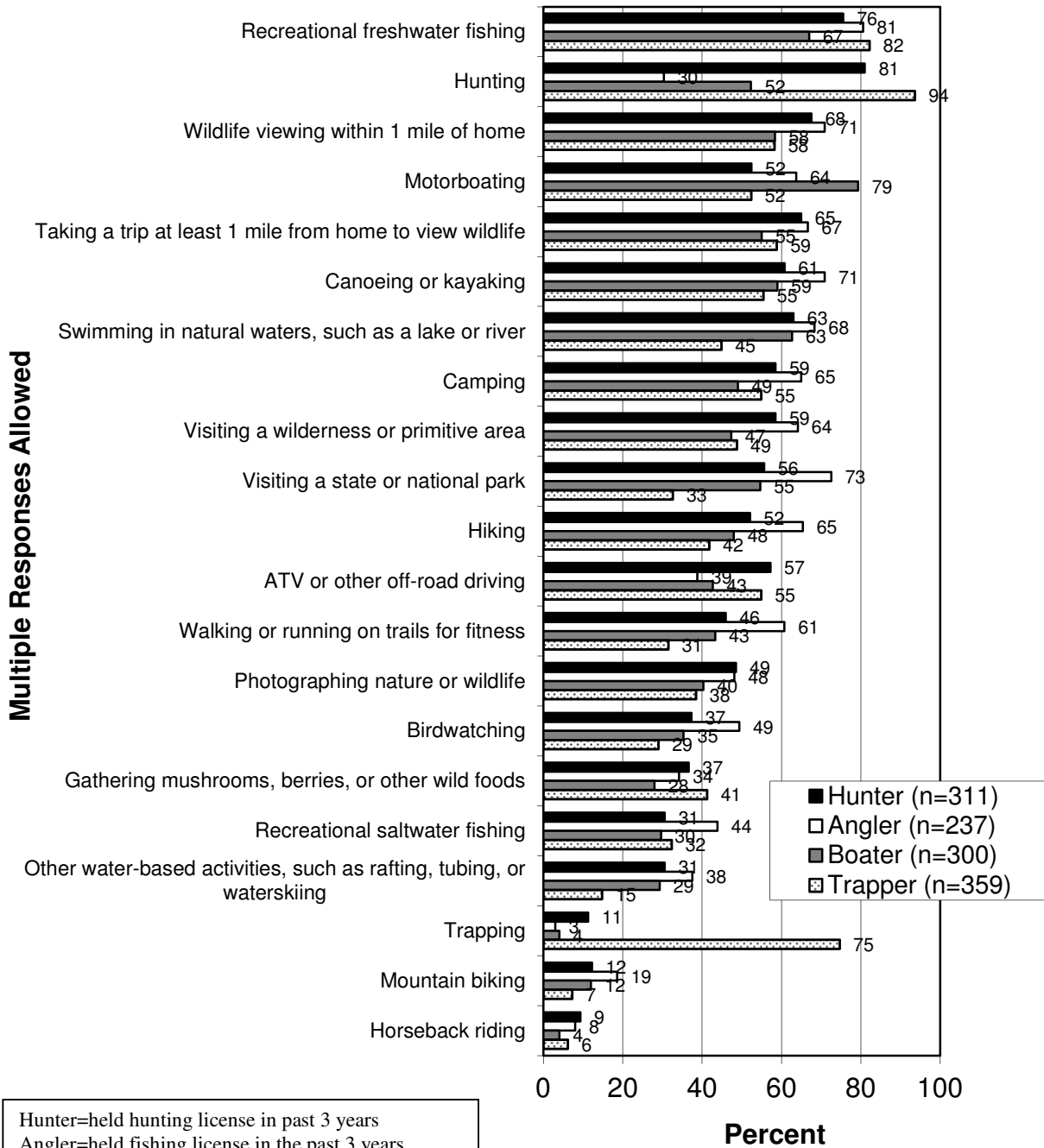




**Q48-64, 75, 82, 91, 96. Percent of respondents who are very interested in participating in each of the following activities in Maine in the next 12 months.**

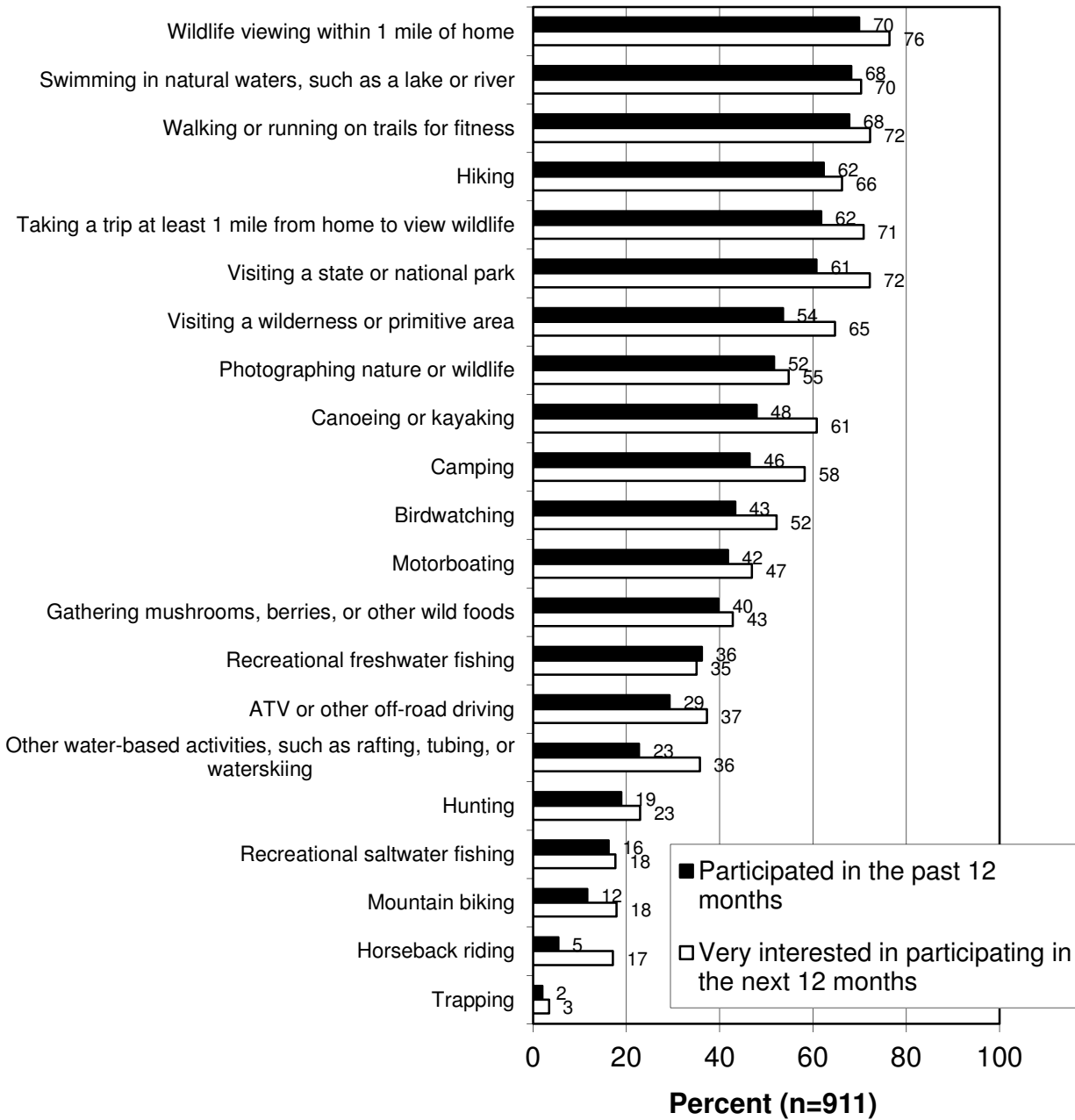


**Q48-64, 75, 82, 91, 96. Percent of respondents who are very interested in participating in each of the following activities in Maine in the next 12 months.**

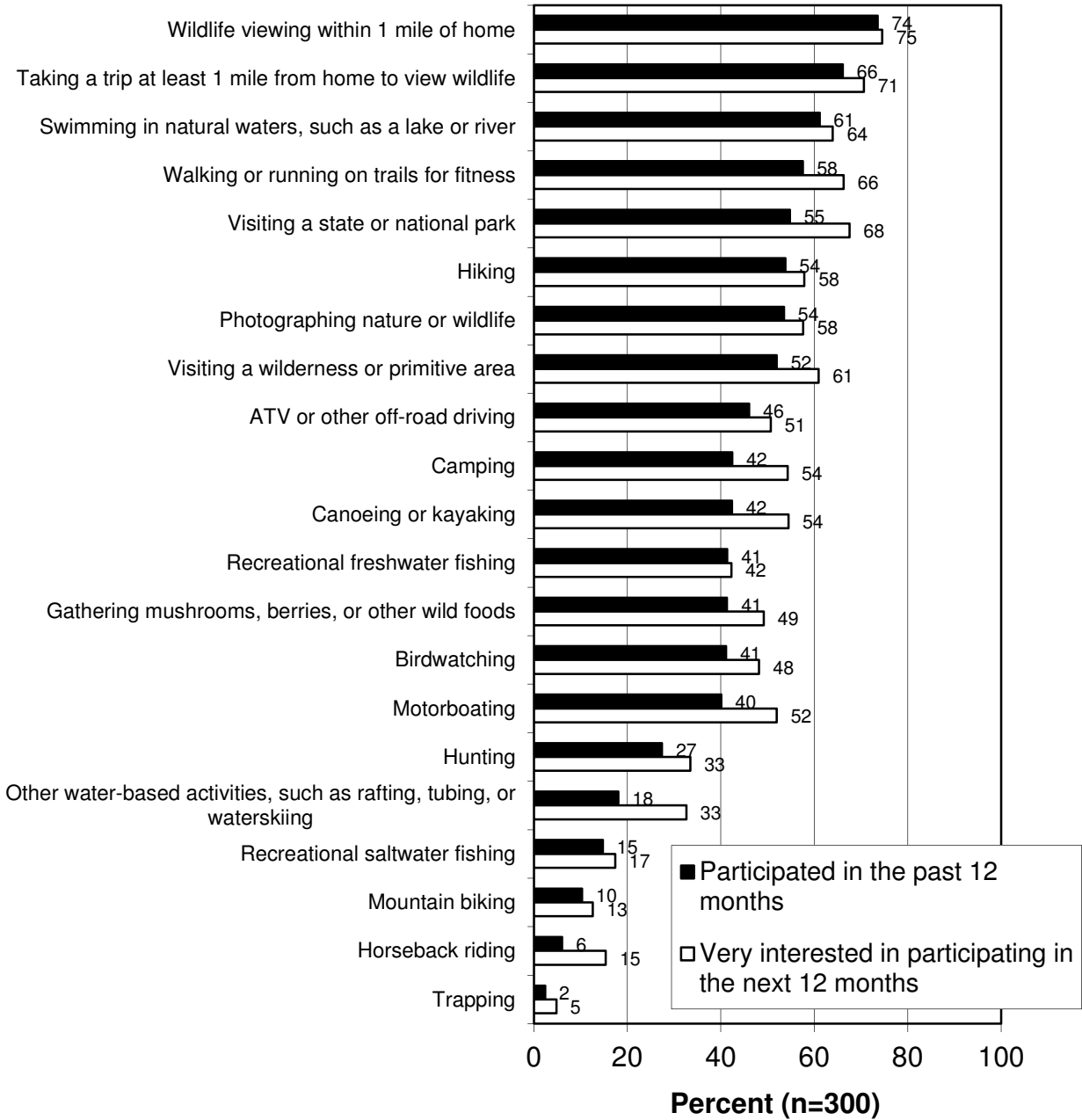


Hunter=held hunting license in past 3 years  
 Angler=held fishing license in the past 3 years  
 Boater=held boating registration in the past 3 years  
 Trapper=held a trapping license in the past 2 years

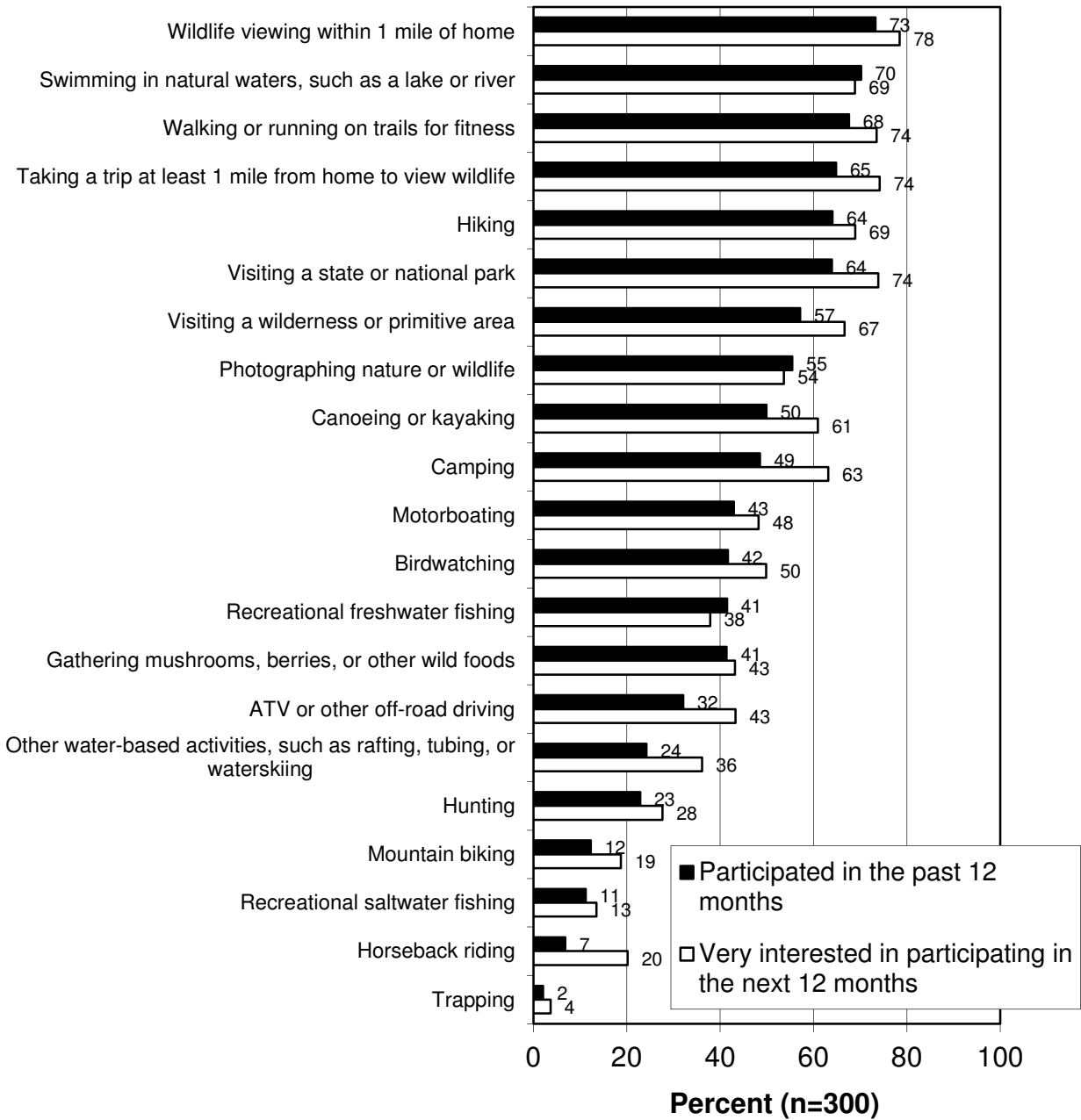
### Comparison of participation in the past 12 months against interest in the next 12 months. (General population.)



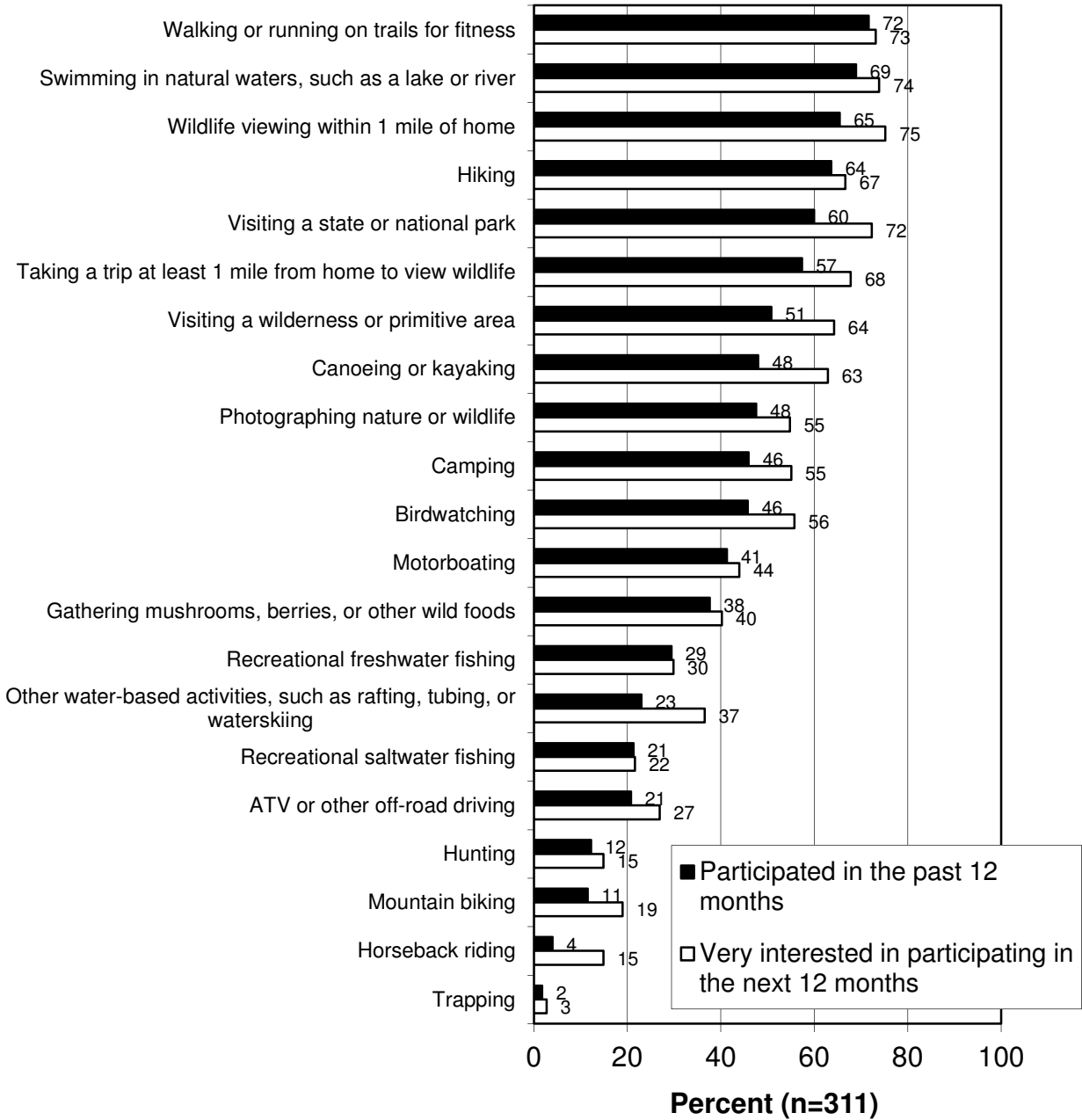
### Comparison of participation in the past 12 months against interest in the next 12 months. (Northeast region.)



### Comparison of participation in the past 12 months against interest in the next 12 months. (Central region.)



### Comparison of participation in the past 12 months against interest in the next 12 months. (South region.)



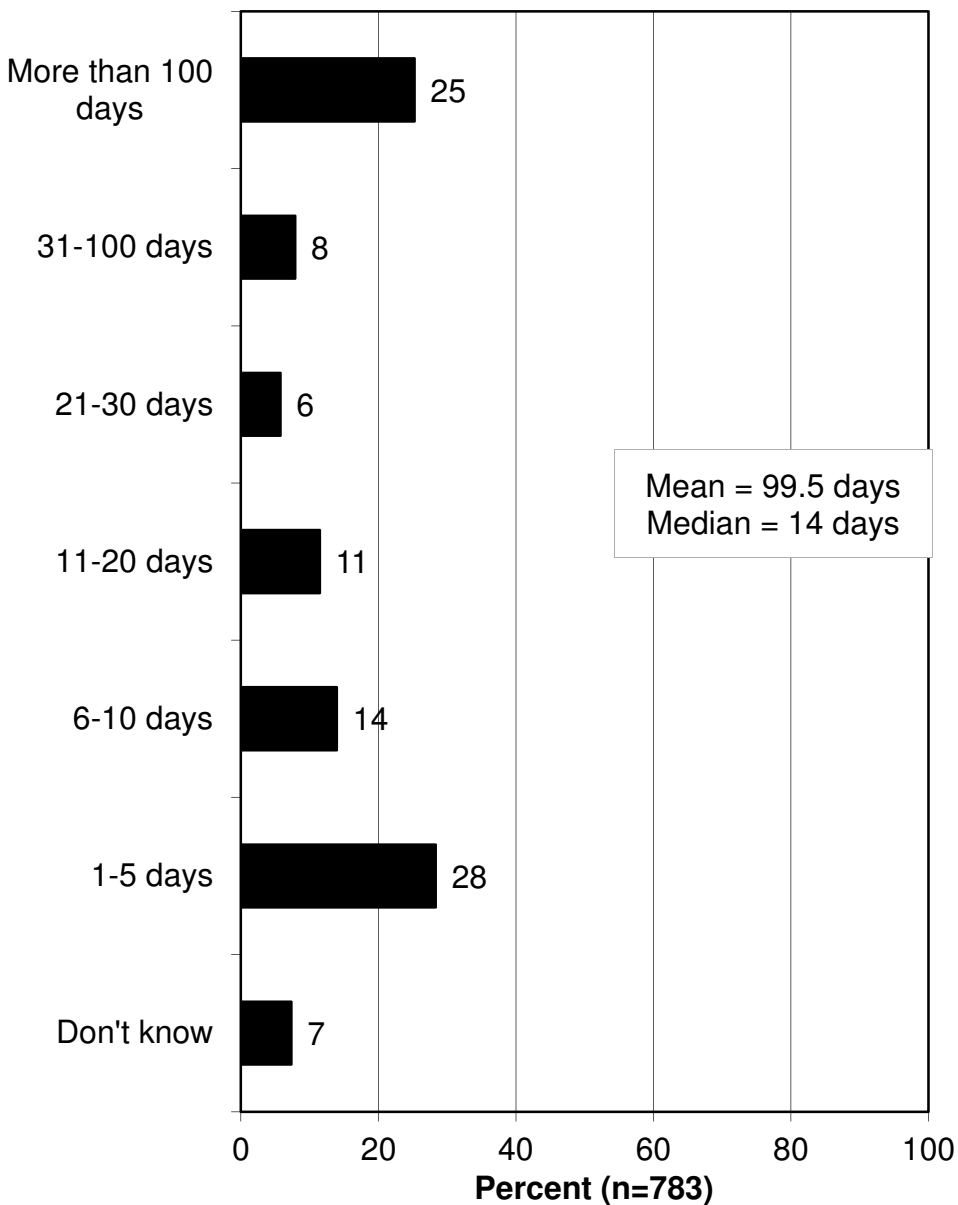
## **WILDLIFE VIEWING**

- The survey asked about four wildlife viewing activities that were shown in the previous section of this report:
  - Wildlife viewing within 1 mile of home: 70% of residents had done this.
  - Taking a trip at least 1 mile from home to view wildlife: 62% of residents had done this.
  - Photographing nature or wildlife: 52% of residents had done this.
  - Birdwatching: 43% of residents had done this.
    - No graph is shown for this in this section of the report.
  
- The survey asked about interest in the wildlife viewing activities, the results of which were shown in the previous section of the report as well.
  - Wildlife viewing within 1 mile of home: 76% of residents reported being very interested in this.
  - Taking a trip at least 1 mile from home to view wildlife: 71% of residents reported being very interested in this.
  - Photographing nature or wildlife: 55% of residents reported being very interested in this.
  - Birdwatching: 52% of residents reported being very interested in this.
    - No graph is shown for this in this section of the report.
  
- Among those in the general population who had done any of the above wildlife-viewing activities, the mean days doing so was 99.5 days, the median was 14 days (the mean was pulled up by some who participated quite avidly).

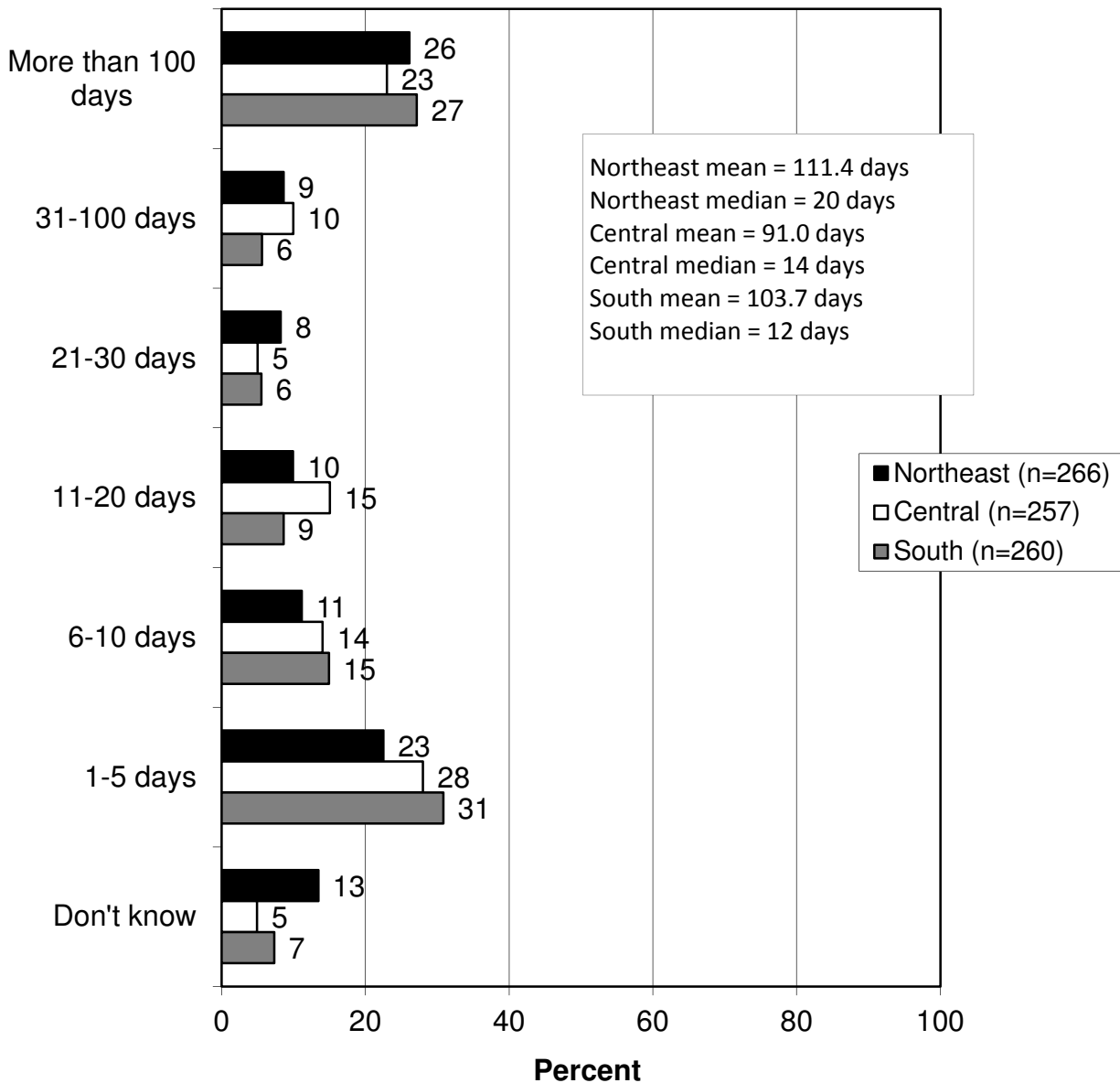
- 
- Two questions asked about species observed, asked of those who had done any of the four wildlife viewing activities listed above. (The first question asked about any species; a follow-up asked “What type of birds?” to those who gave a general “bird” response.) The top three species viewed were deer (75%), moose (35%), and wild turkey (32%). Both questions were open-ended.
    - In addition to the two listed above, top mammals viewed were fox, raccoon, black bear, coyote, and squirrel.
    - In addition to the one listed above, top bird species/groupings were songbirds in general, eagles, ducks, grouse/upland birds, geese, sea birds, hawks, and woodcock.
    - The only non-mammal/non-bird on the list (at the bottom) were turtle and fish.
      - The graph shows the full list.
  
  - Among wildlife viewers in the general population survey, the top reasons for participating in wildlife viewing activities were to be close to nature/learn and appreciate nature (68%), for relaxation (41%), and to be with family and friends (15%).
  
  - Satisfaction ratings of wildlife viewing in Maine were highly positive, with the overwhelming majority of wildlife viewers (95%) in the general population survey being satisfied, including 76% who were *very* satisfied.



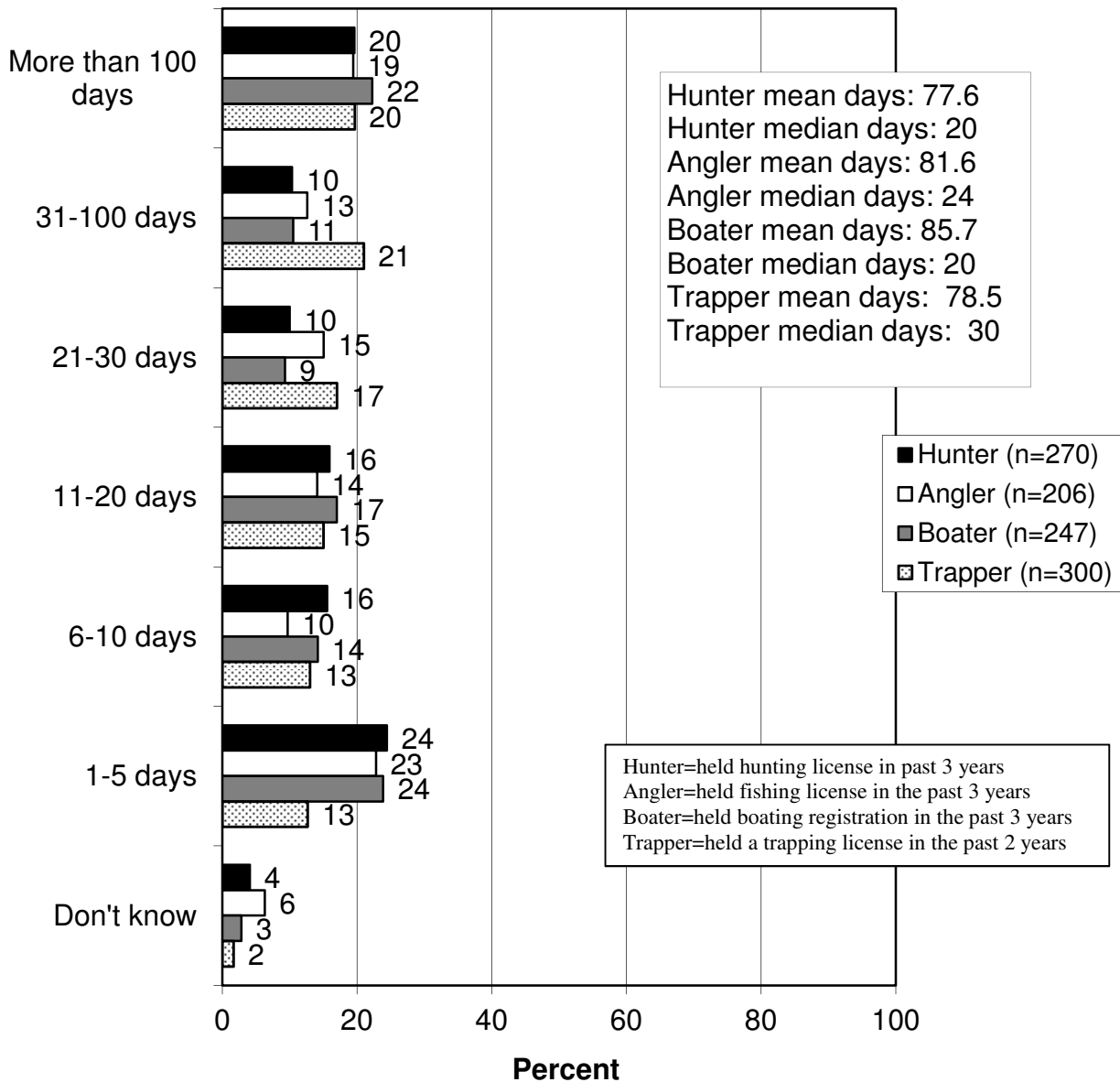
**Q35. About how many days did you participate in wildlife viewing activities in Maine in the past 12 months? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.) (General population.)**



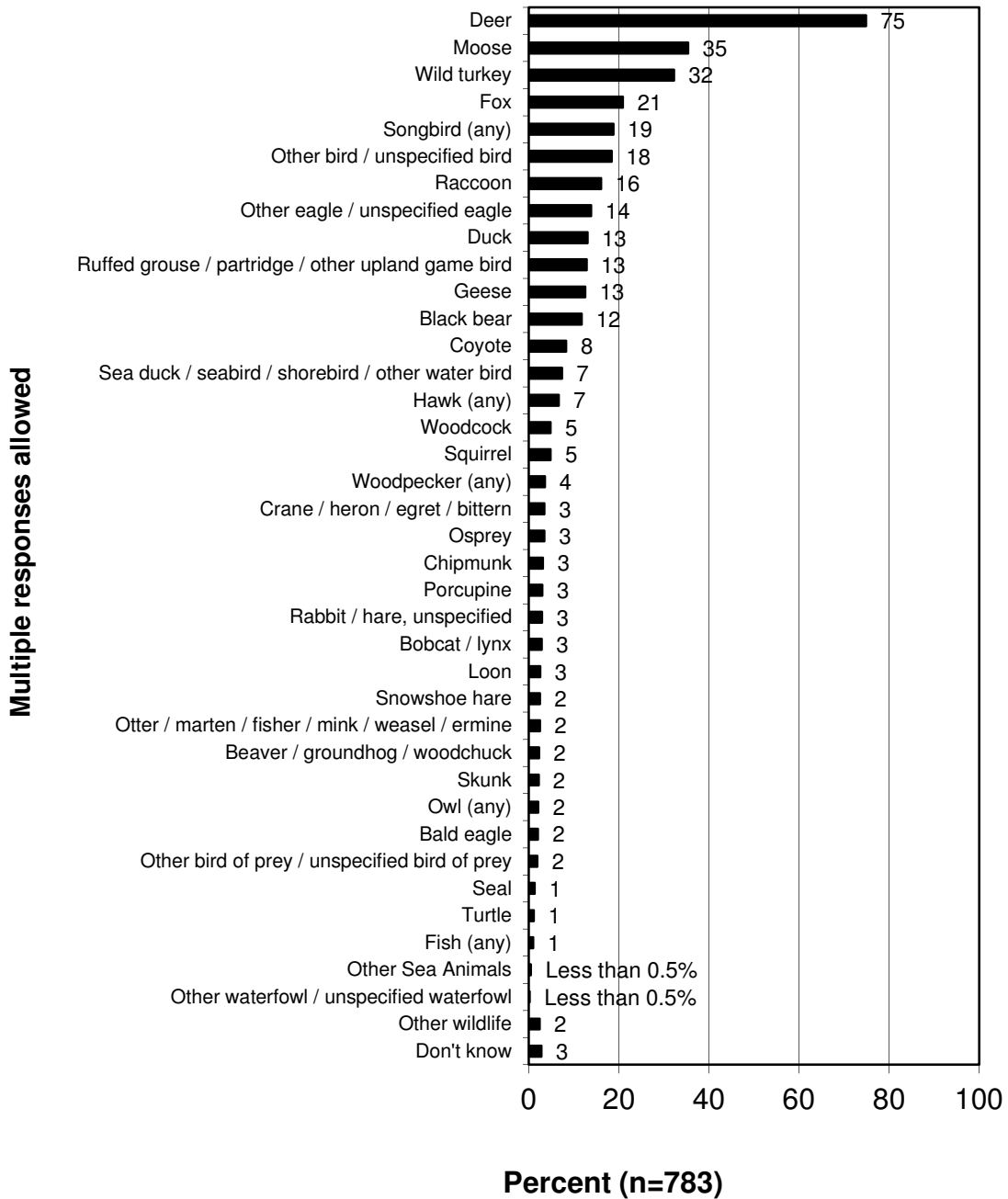
**Q35. About how many days did you participate in wildlife viewing activities in Maine in the past 12 months? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.)**



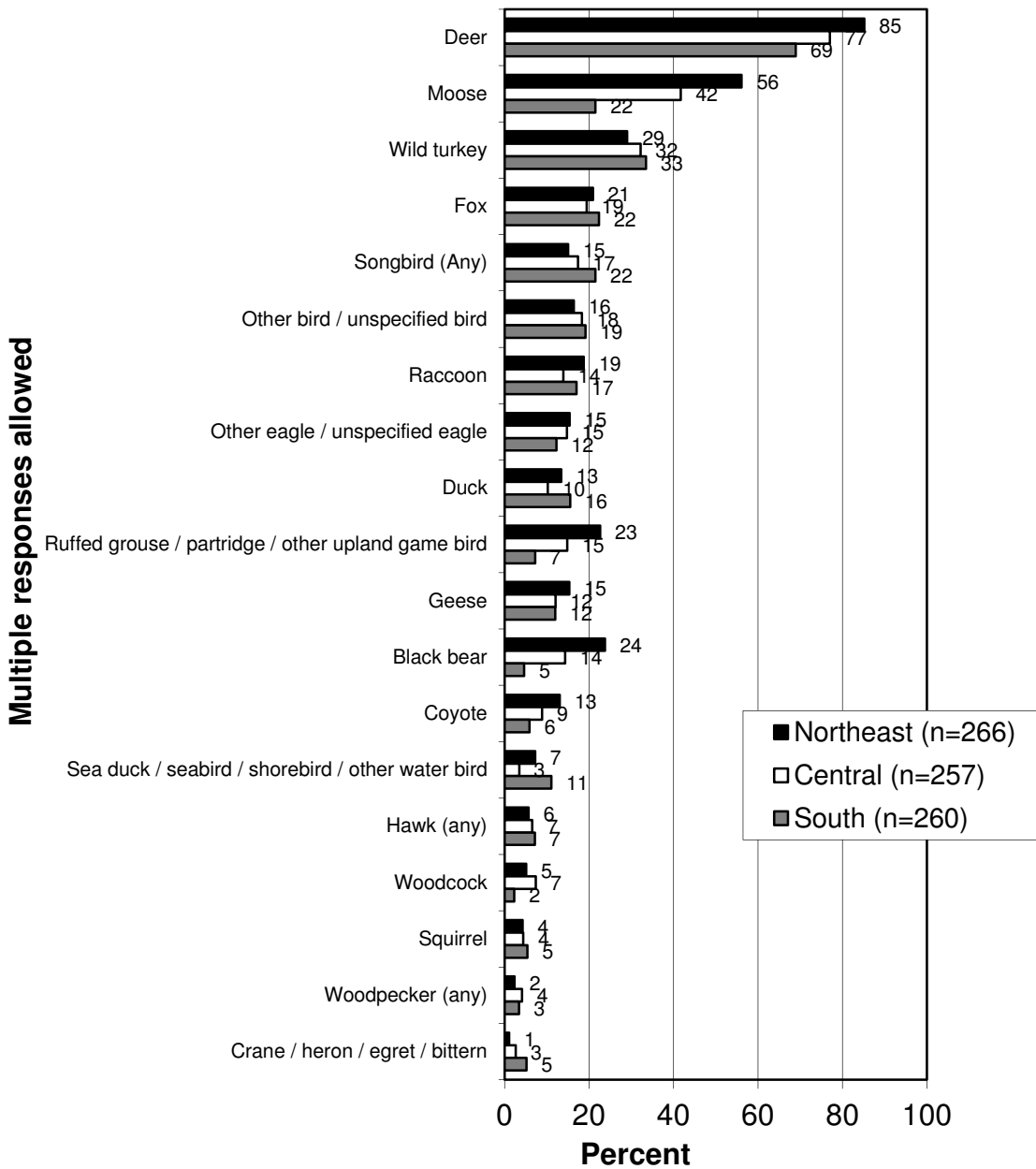
**Q35. About how many days did you participate in wildlife viewing activities in Maine in the past 12 months? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.)**



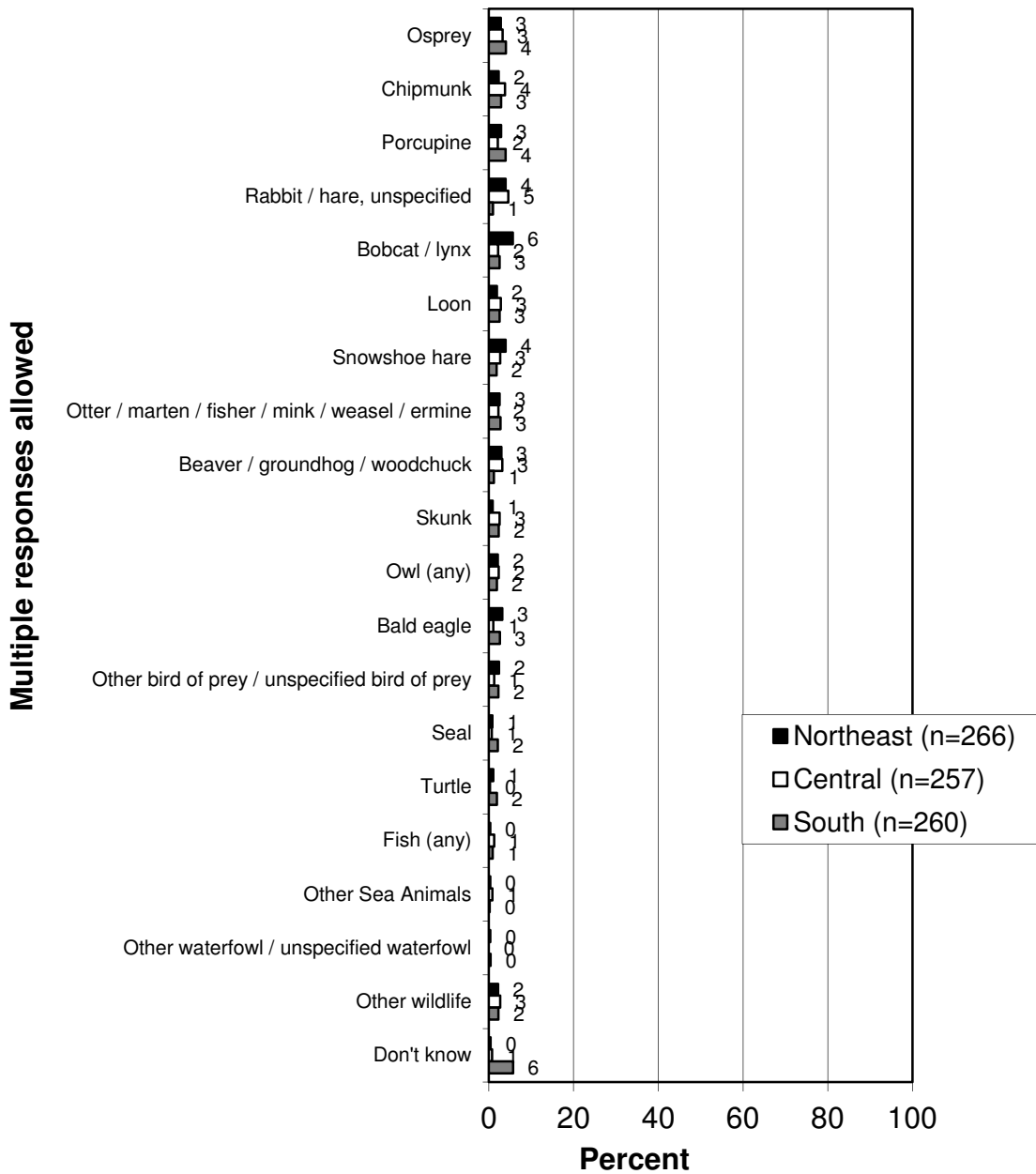
**Q38/39. Which species did you observe during your wildlife viewing activities in Maine in the past 12 months? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.) (General population.)**



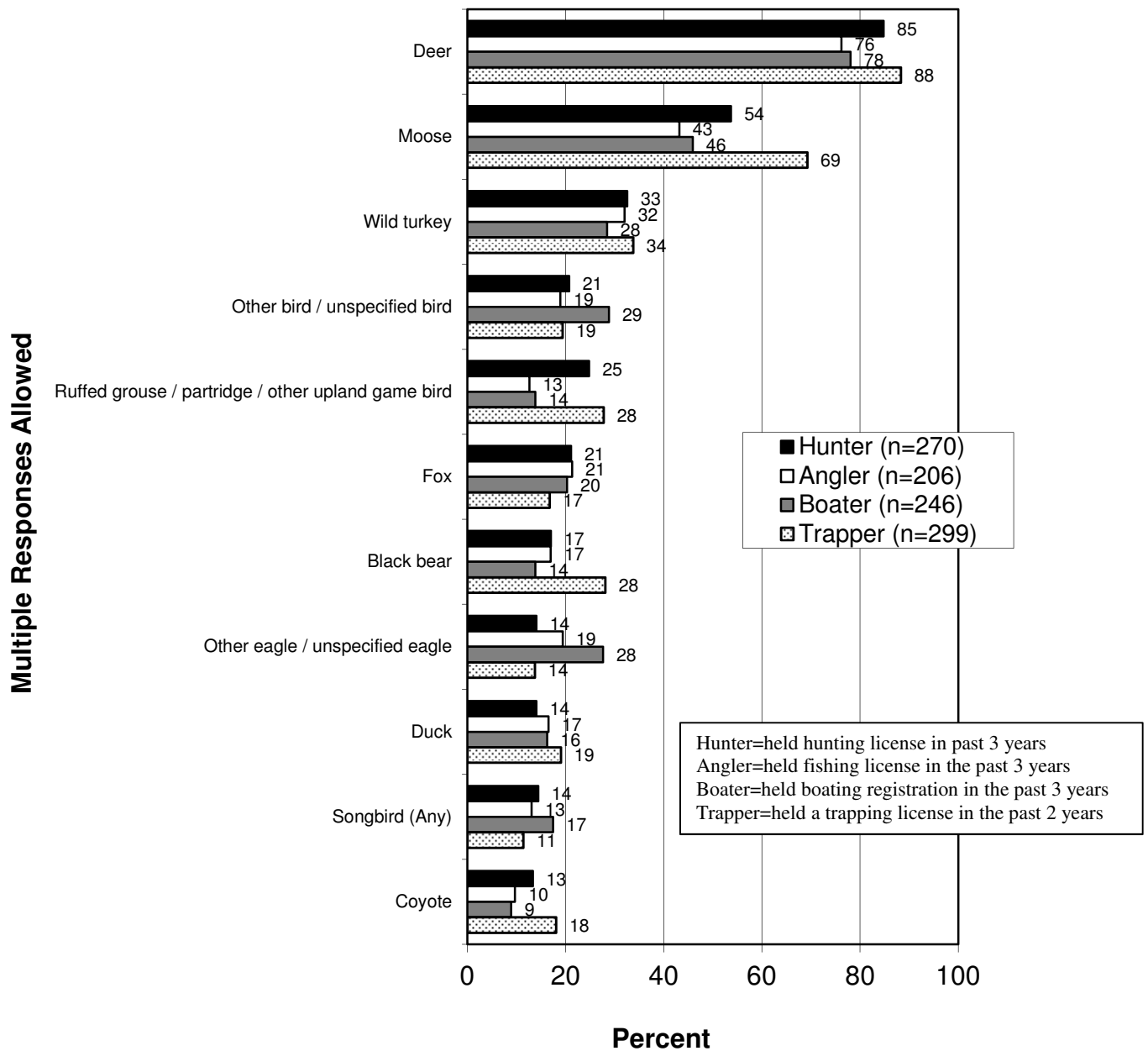
**Q38/39. Which species did you observe during your wildlife viewing activities in Maine in the past 12 months? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.) (Part 1.)**



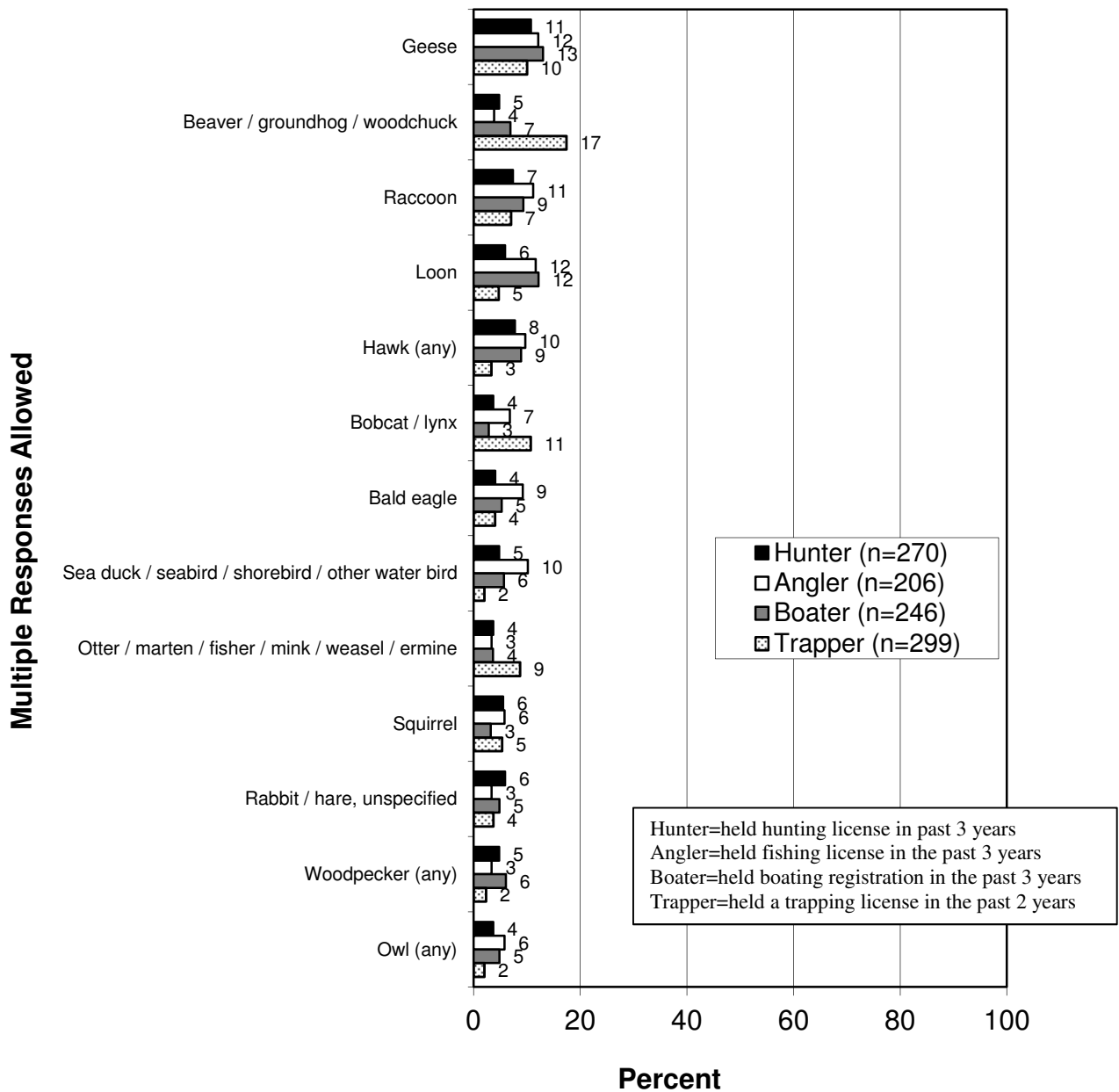
**Q38/39. Which species did you observe during your wildlife viewing activities in Maine in the past 12 months? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.) (Part 2.)**



**Q38/39. Which species did you observe during your wildlife viewing activities in Maine in the past 12 months? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.) (Part 1.)**

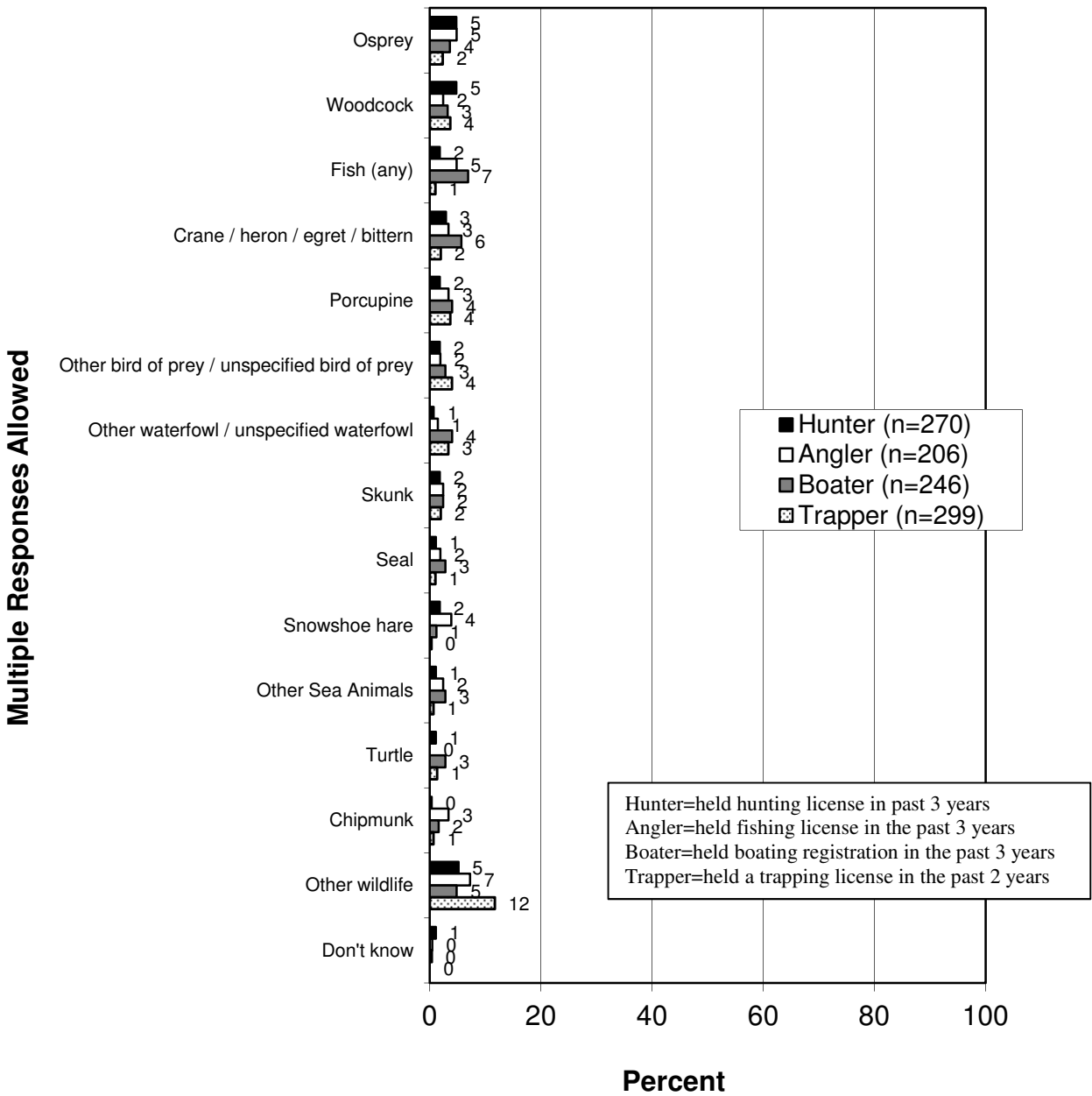


**Q38/39. Which species did you observe during your wildlife viewing activities in Maine in the past 12 months? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.) (Part 2.)**

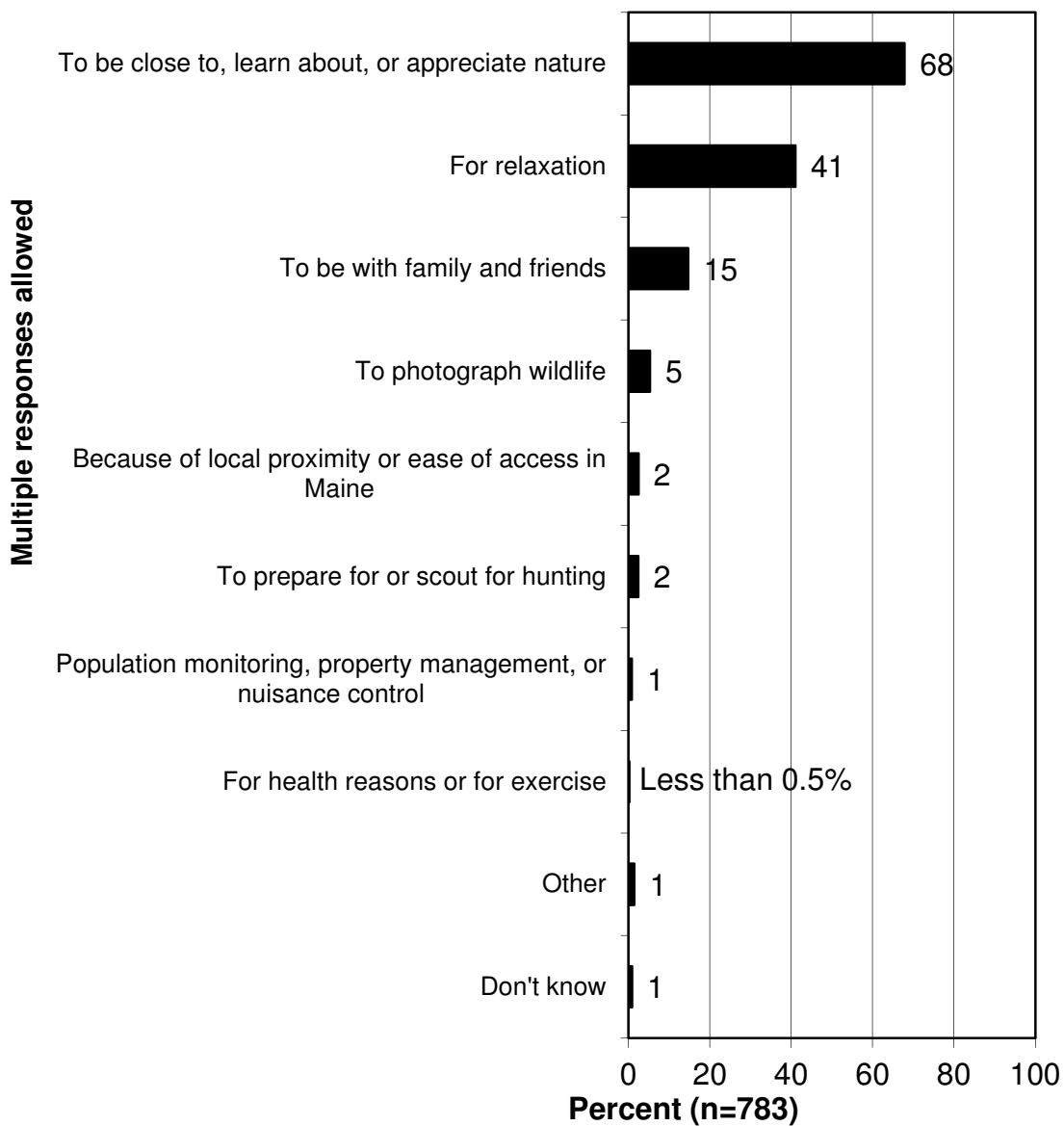




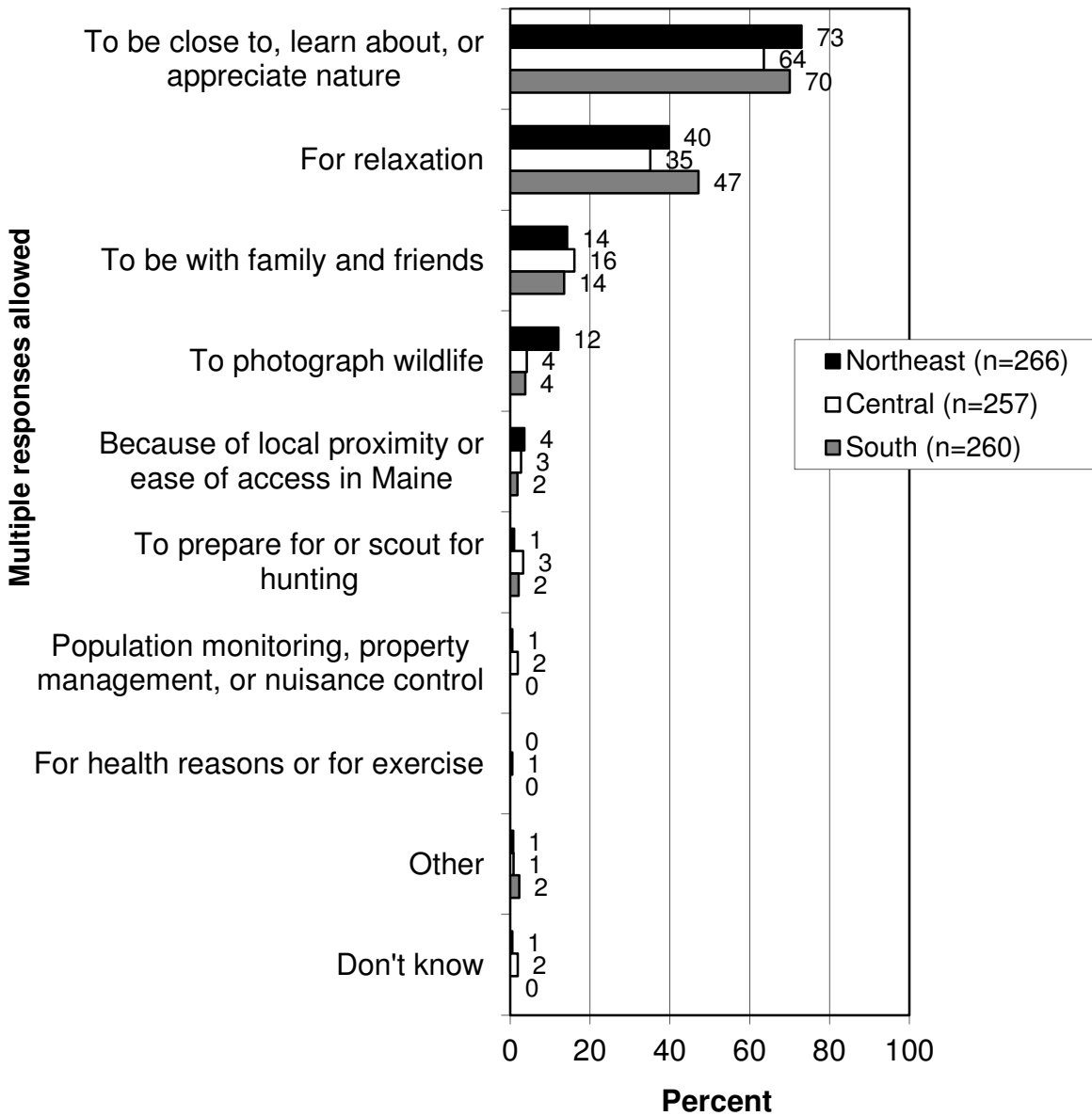
**Q38/39. Which species did you observe during your wildlife viewing activities in Maine in the past 12 months? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.) (Part 3.)**



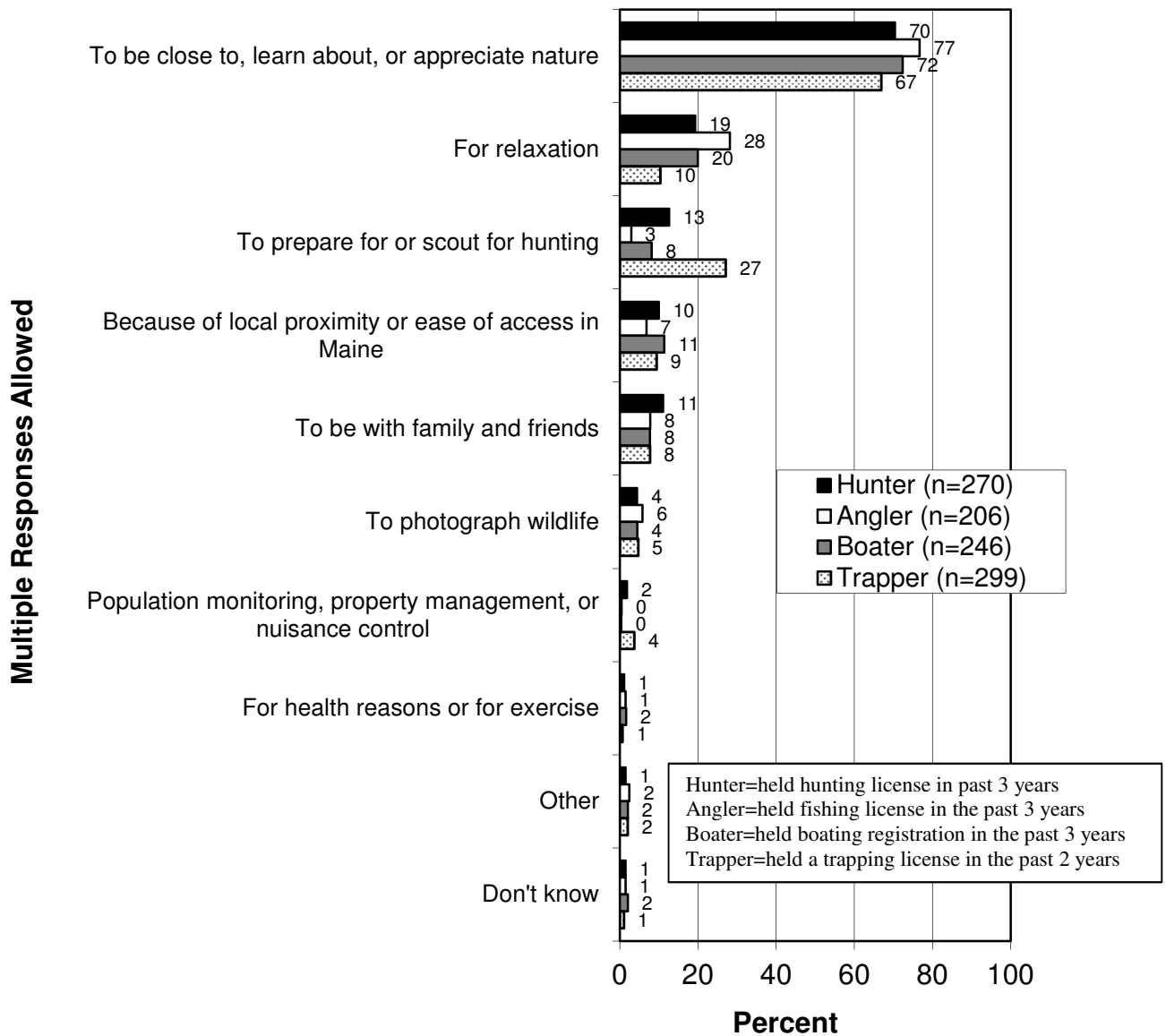
**Q115. What are your most important reasons for participating in wildlife viewing activities in Maine? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.) (General population.)**



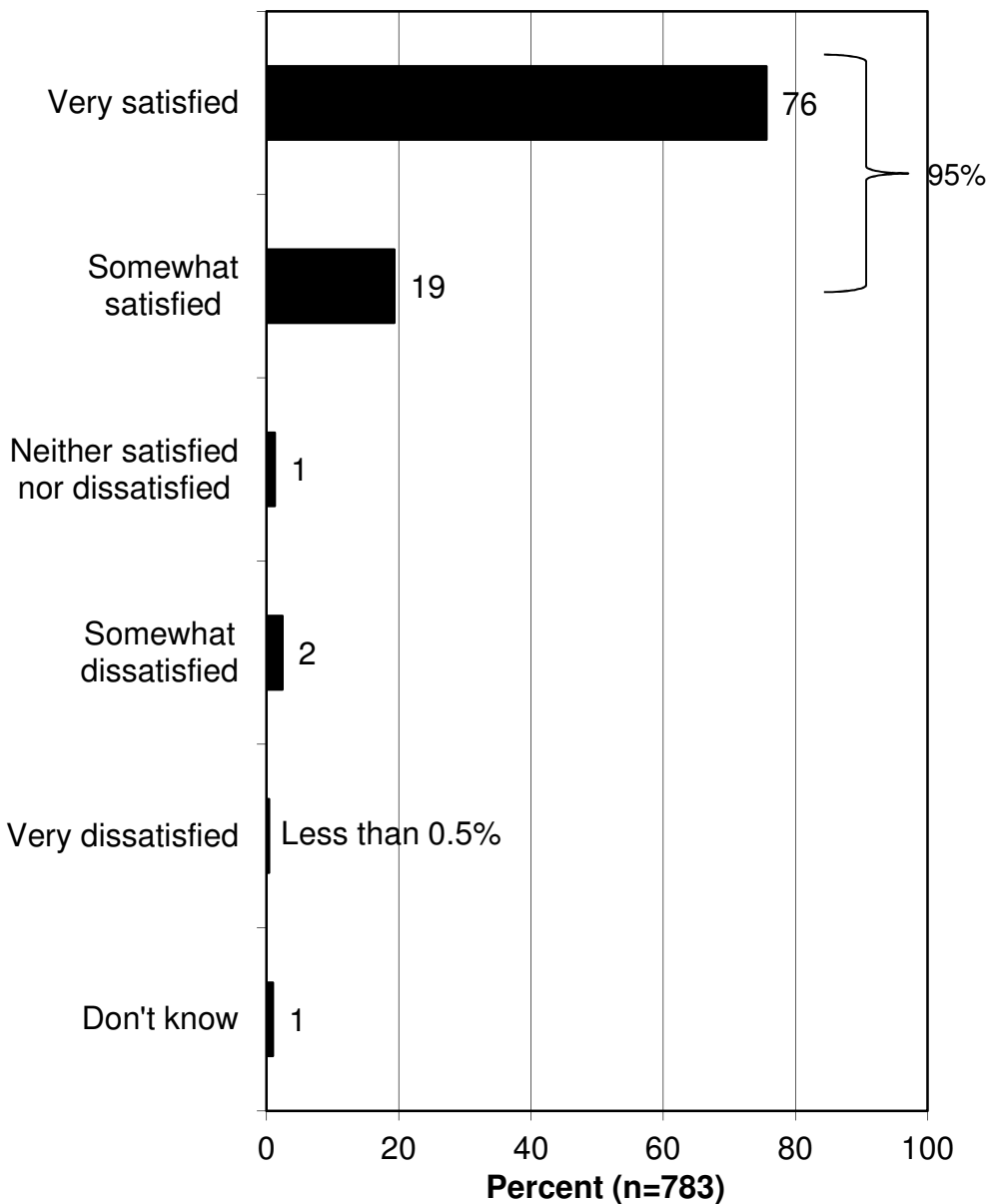
**Q115. What are your most important reasons for participating in wildlife viewing activities in Maine? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.)**



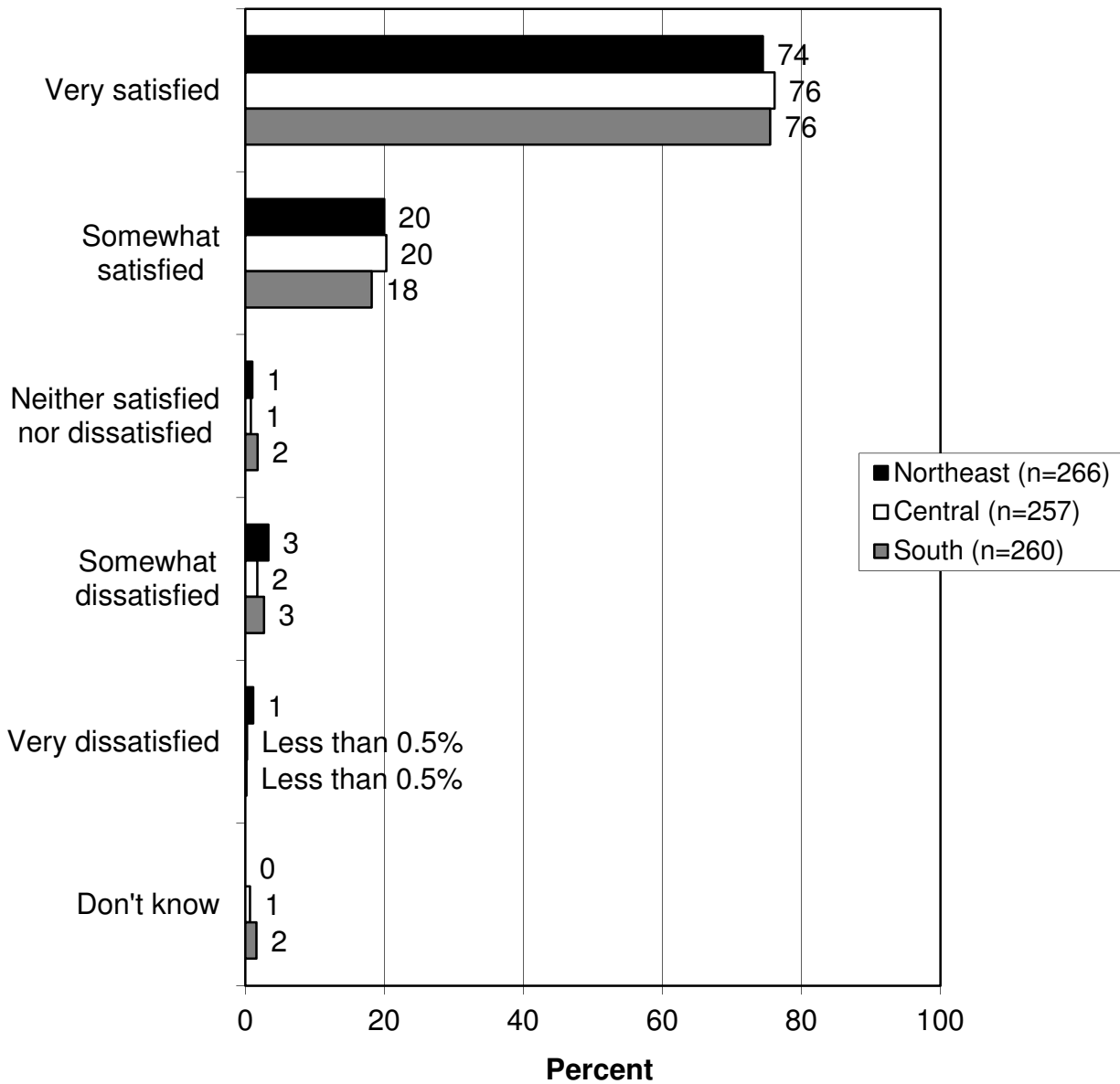
**Q115. What are your most important reasons for participating in wildlife viewing activities in Maine? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.)**



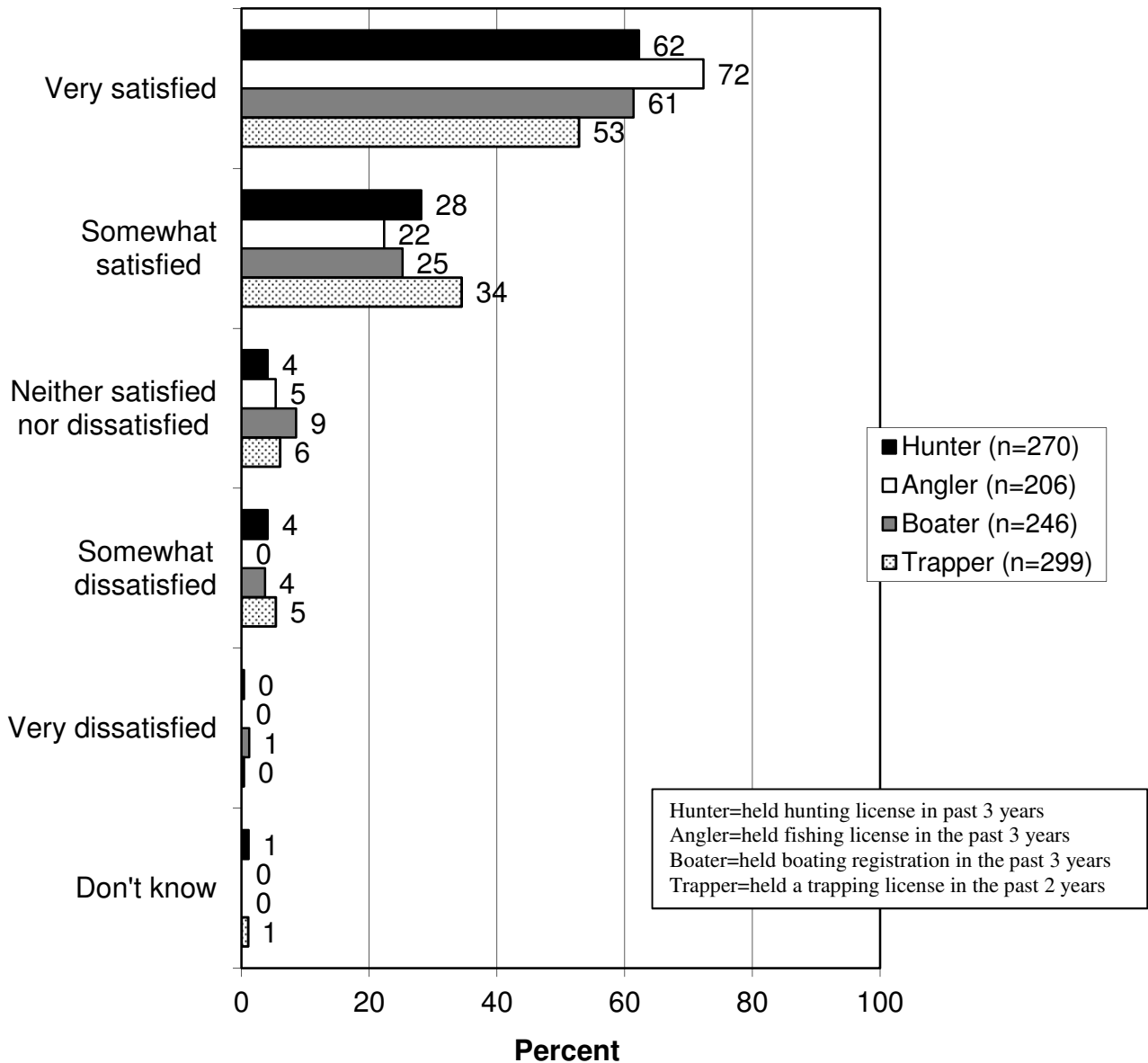
**Q112. How satisfied or dissatisfied have you been with your wildlife viewing experiences in Maine in the past 12 months? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.) (General population.)**



**Q112. How satisfied or dissatisfied have you been with your wildlife viewing experiences in Maine in the past 12 months? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.)**



**Q112. How satisfied or dissatisfied have you been with your wildlife viewing experiences in Maine in the past 12 months? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.)**

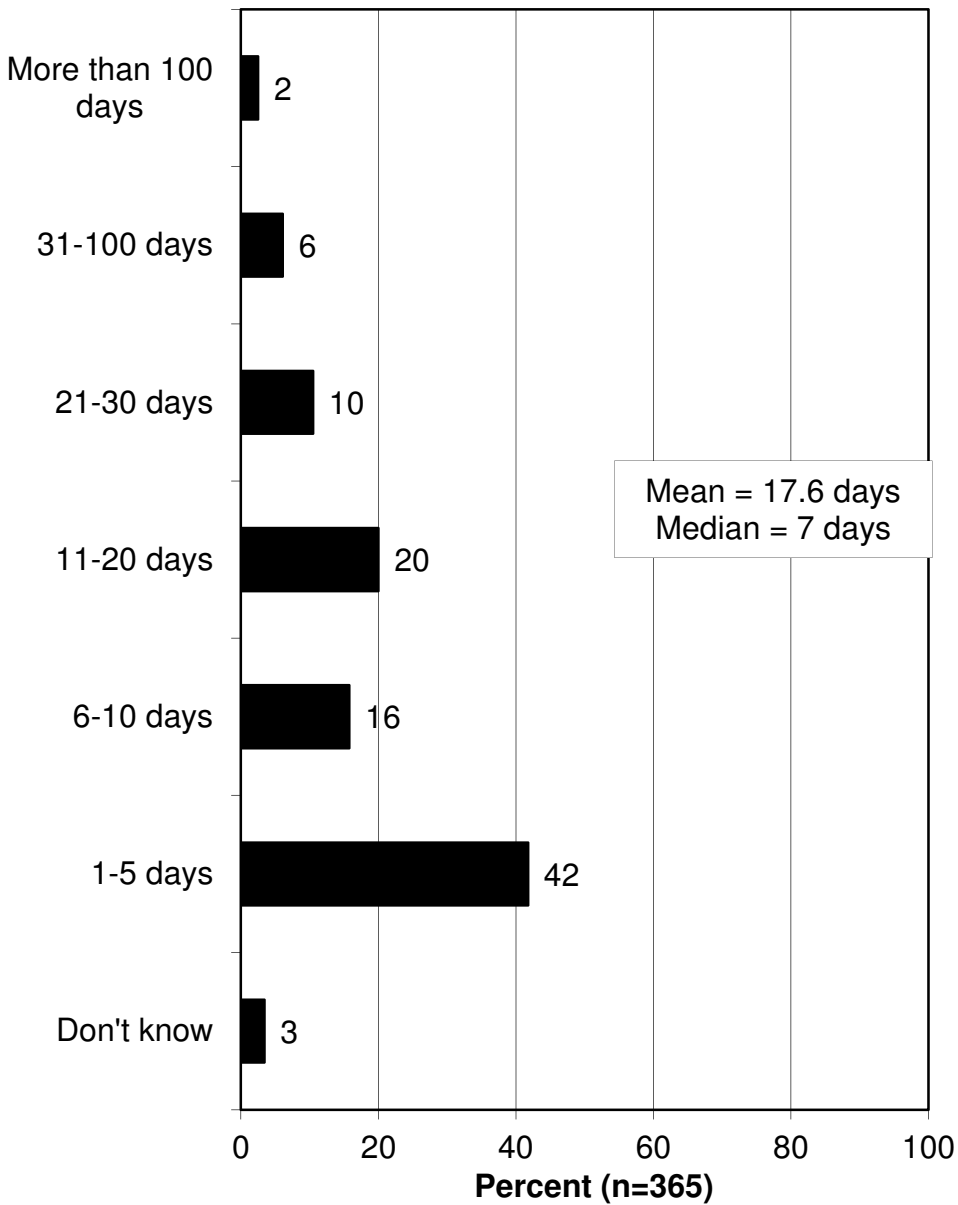


## BOATING

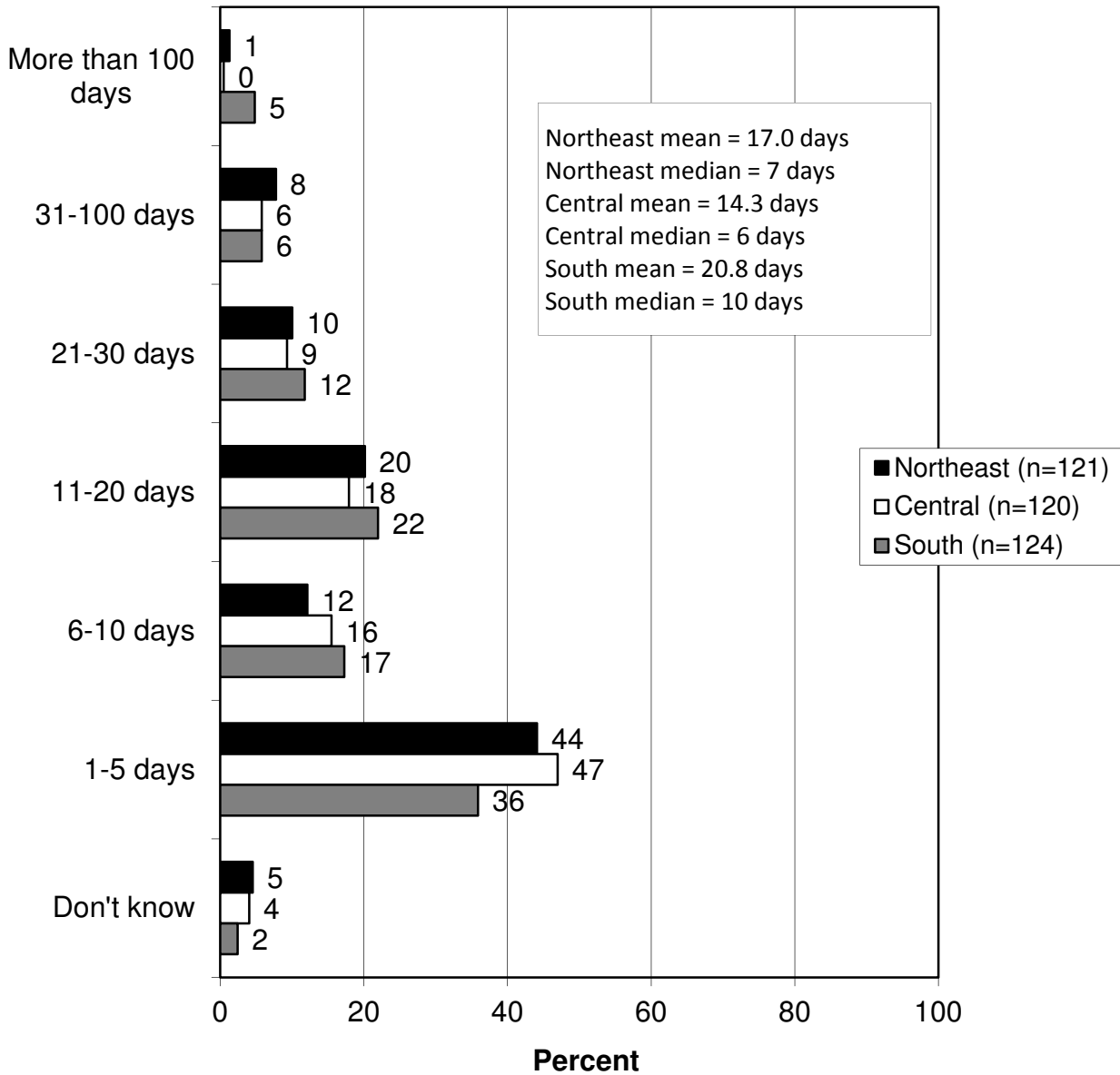
- The survey asked about two boating activities that were shown in the first section of this report:
  - Motorboating: 42% of residents had done this.
  - Canoeing or kayaking: 48% of residents had done this.
  
- The survey asked about interest in the boating activities; these results also were shown in the first section of the report.
  - Motorboating: 47% of residents reported being very interested in this.
  - Canoeing or kayaking: 61% of residents reported being very interested in this, markedly more than who had actually participated.
  
- Regarding days of boating:
  - Among those in the general population survey who had gone motorboating, the mean days doing so was 17.6 days, the median was 7 days.
  - Among canoers/kayakers in the general population survey, the mean days of participation was 9.5 days, the median was 5 days.
  
- Reasons for motorboating and for canoeing/kayaking were explored.
  - Among motorboaters in the general population survey, the top reasons for participating were to be on the water/like boating in general (44%), for relaxation (29%), and to be with family and friends (27%).
  - Among those who canoed/kayaked, top reasons for doing so were to be on the water/like boating in general (46%), for relaxation (37%), to be close to nature/view wildlife (36%), and to be with family and friends (22%).
  
- The survey asked about satisfaction/dissatisfaction with boating experiences in Maine in the past 12 months.
  - In the general population survey, the overwhelming majority of motorboaters (97%) were satisfied with their motorboating experiences in Maine.
  - Nearly all who went canoeing or kayaking in Maine (99%) were satisfied with those experiences.



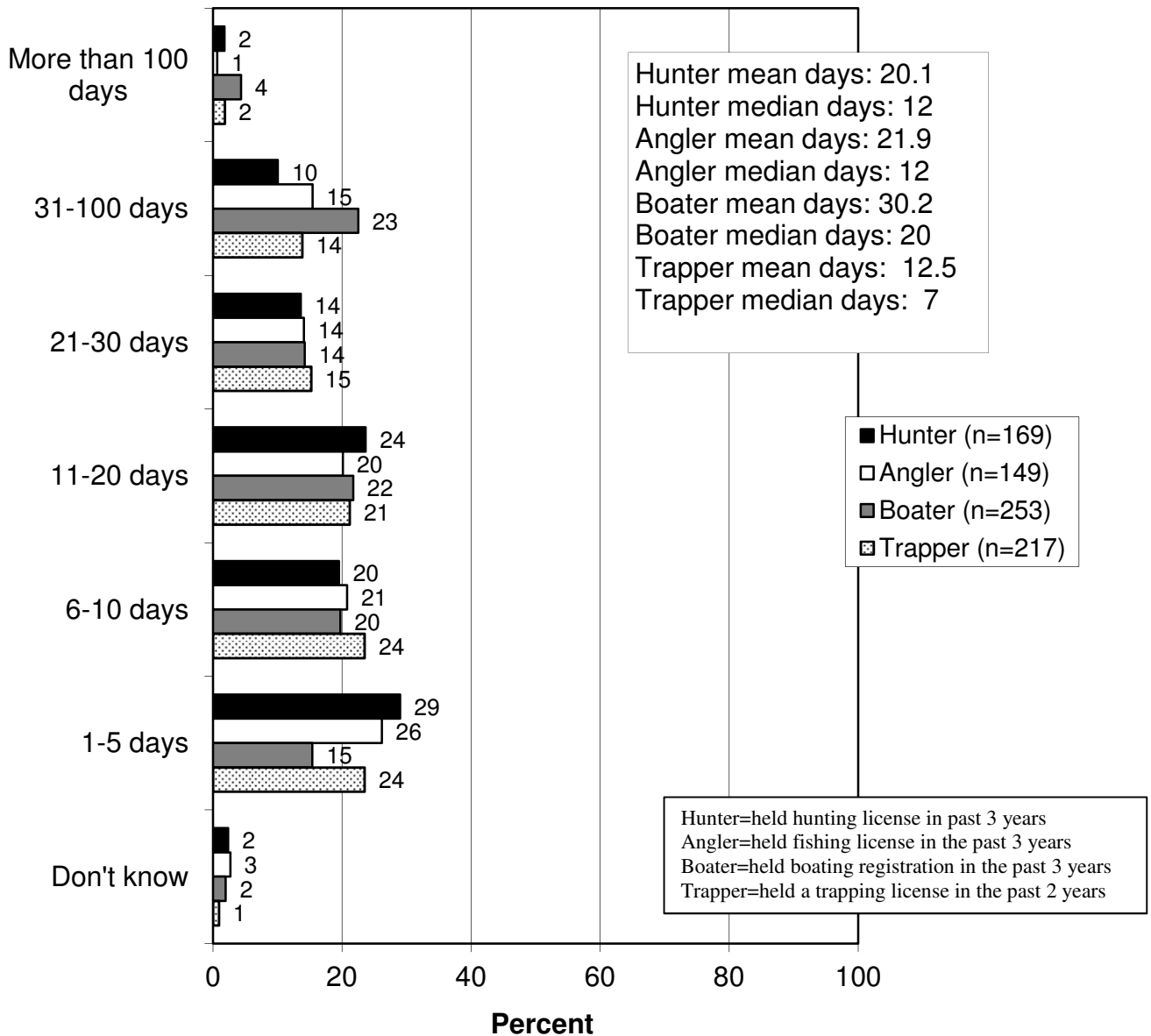
**Q43. About how many days did you participate in motorboat activities in Maine in the past 12 months? (Asked of those who participated in motorboat activities in Maine in the past 12 months.) (General population.)**



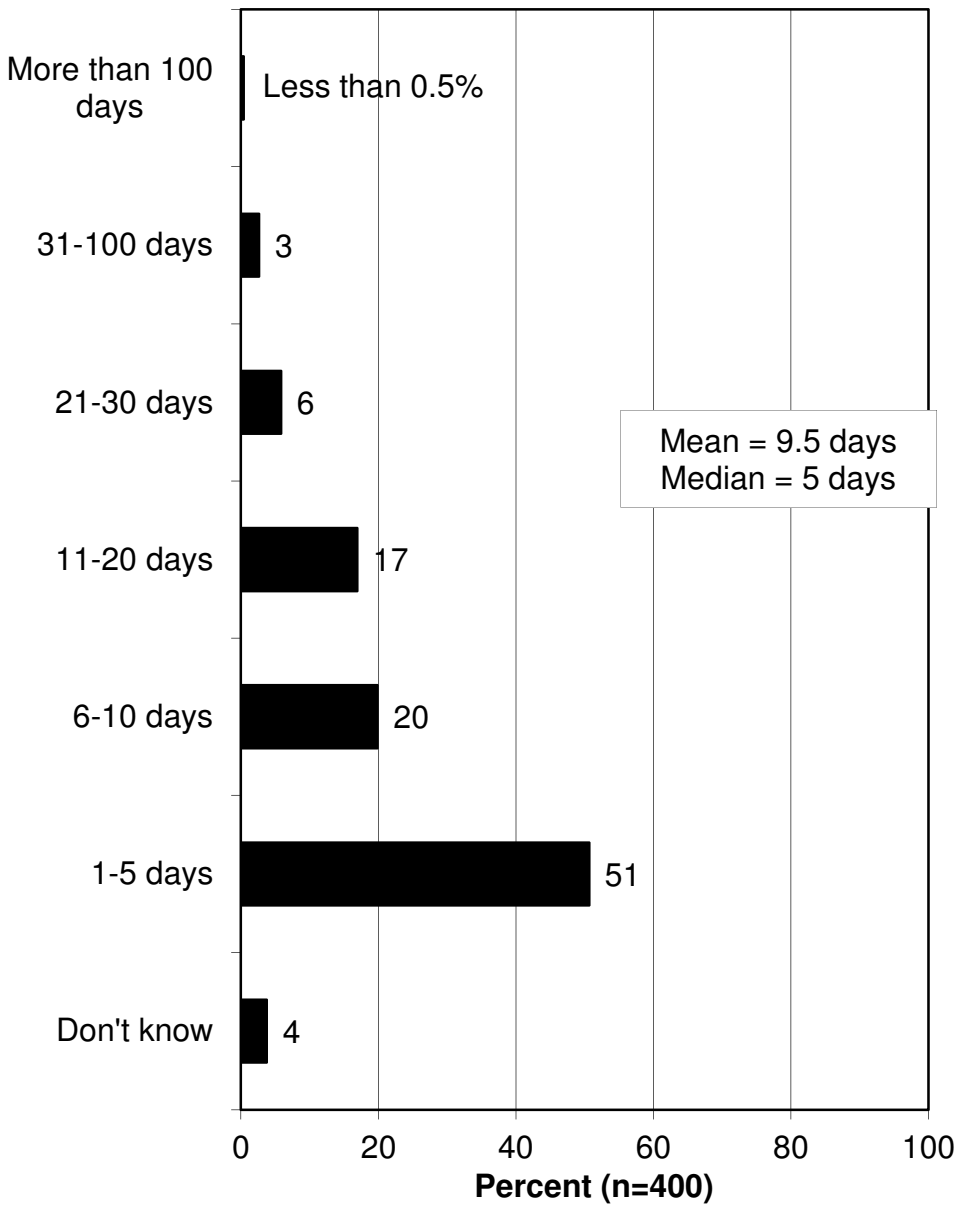
**Q43. About how many days did you participate in motorboat activities in Maine in the past 12 months? (Asked of those who participated in motorboat activities in Maine in the past 12 months.)**



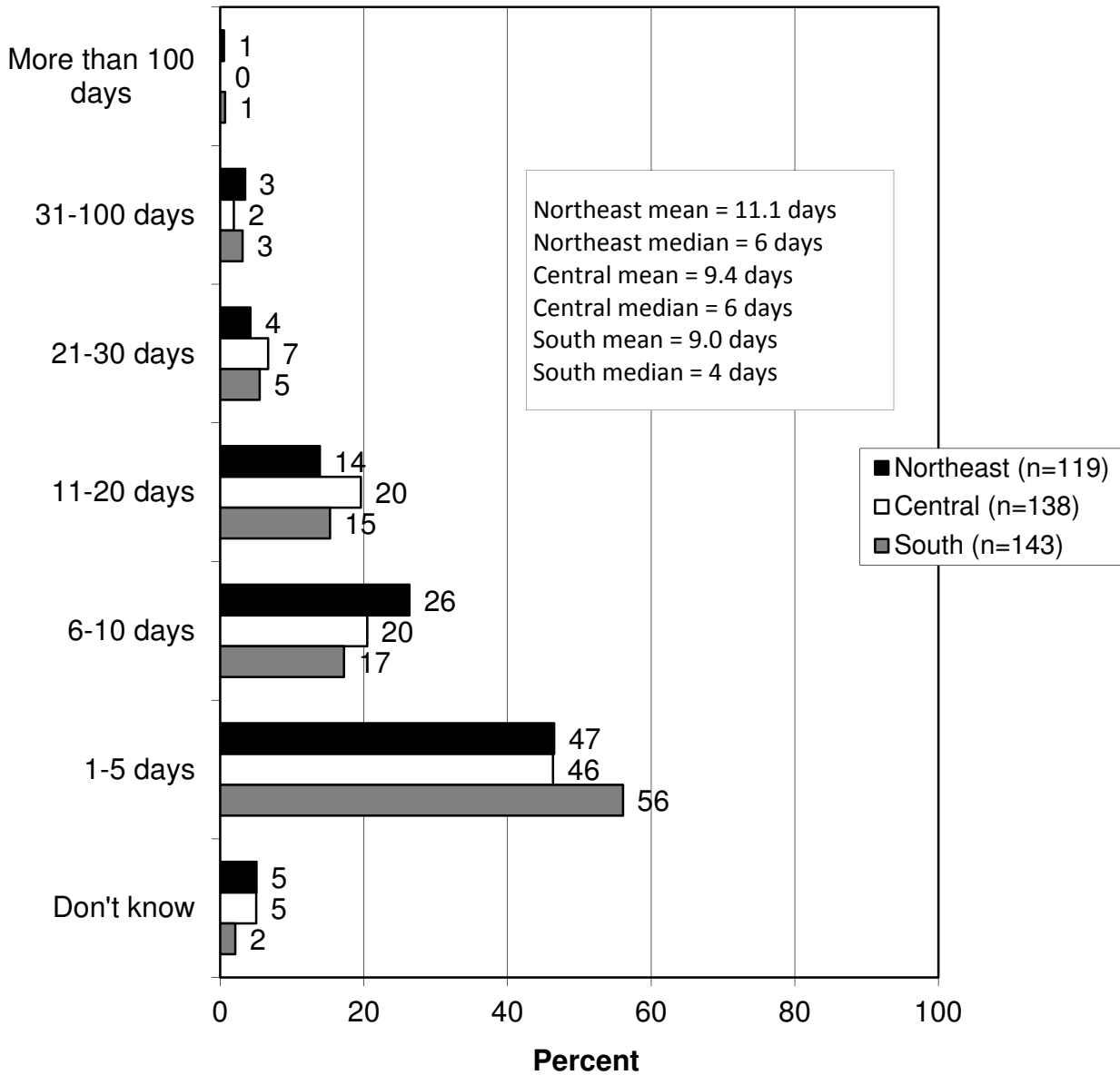
**Q43. About how many days did you participate in motorboat activities in Maine in the past 12 months? (Asked of those who participated in motorboat activities in Maine in the past 12 months.)**



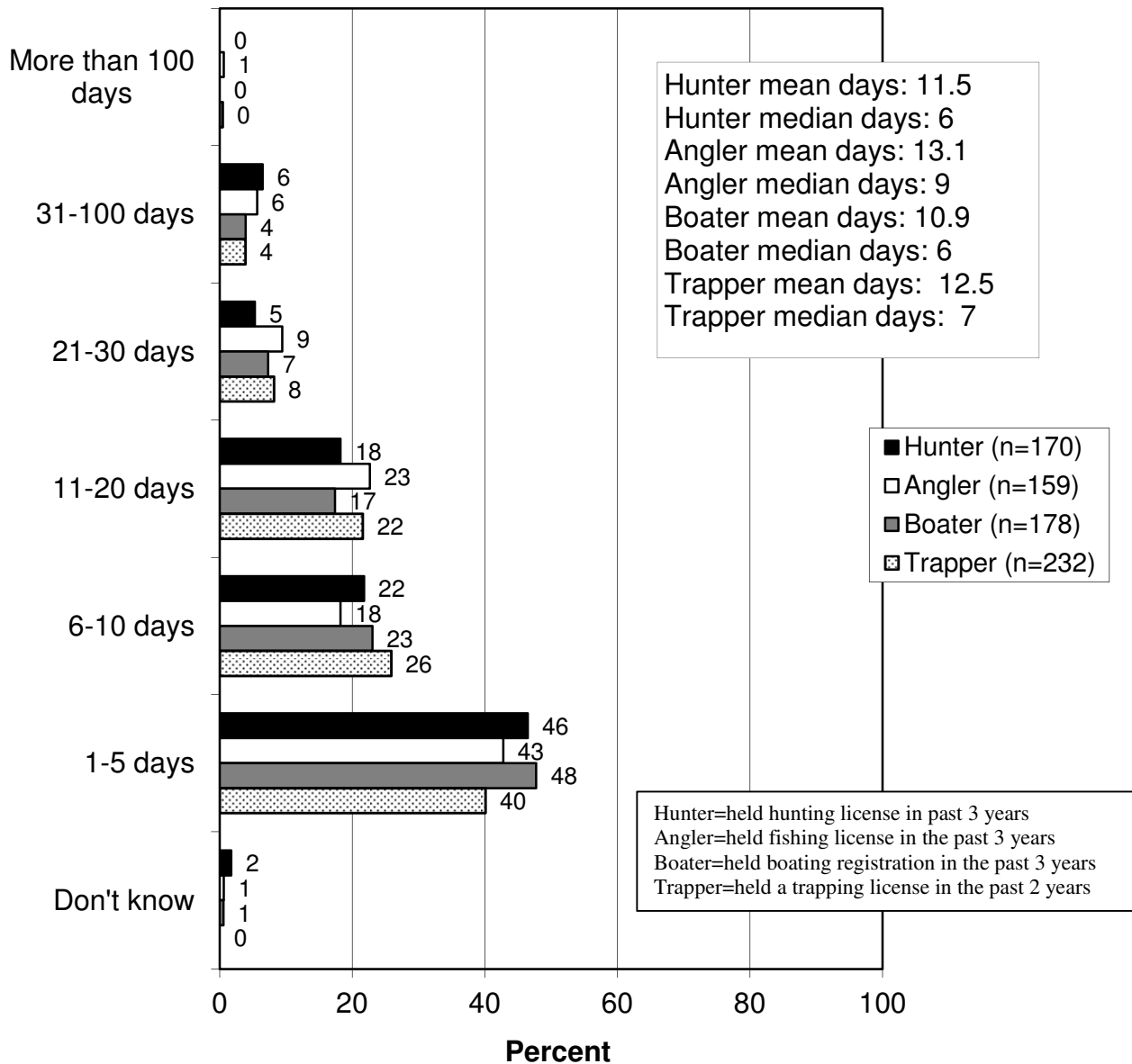
**Q45. About how many days did you participate in canoeing or kayaking in Maine in the past 12 months? (Asked of those who participated in canoeing or kayaking in Maine in the past 12 months.) (General population.)**



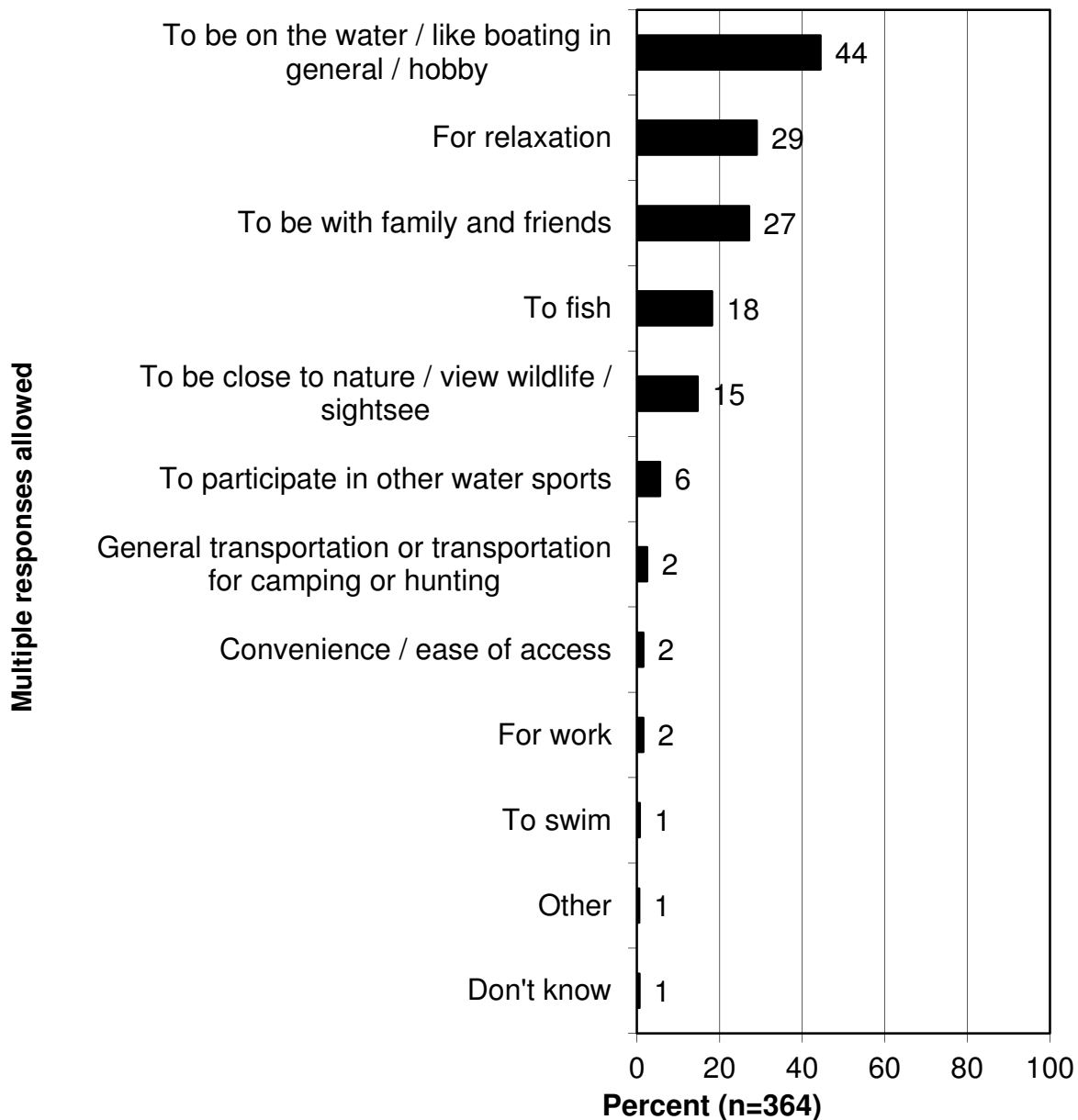
**Q45. About how many days did you participate in canoeing or kayaking in Maine in the past 12 months? (Asked of those who participated in canoeing or kayaking in Maine in the past 12 months.)**



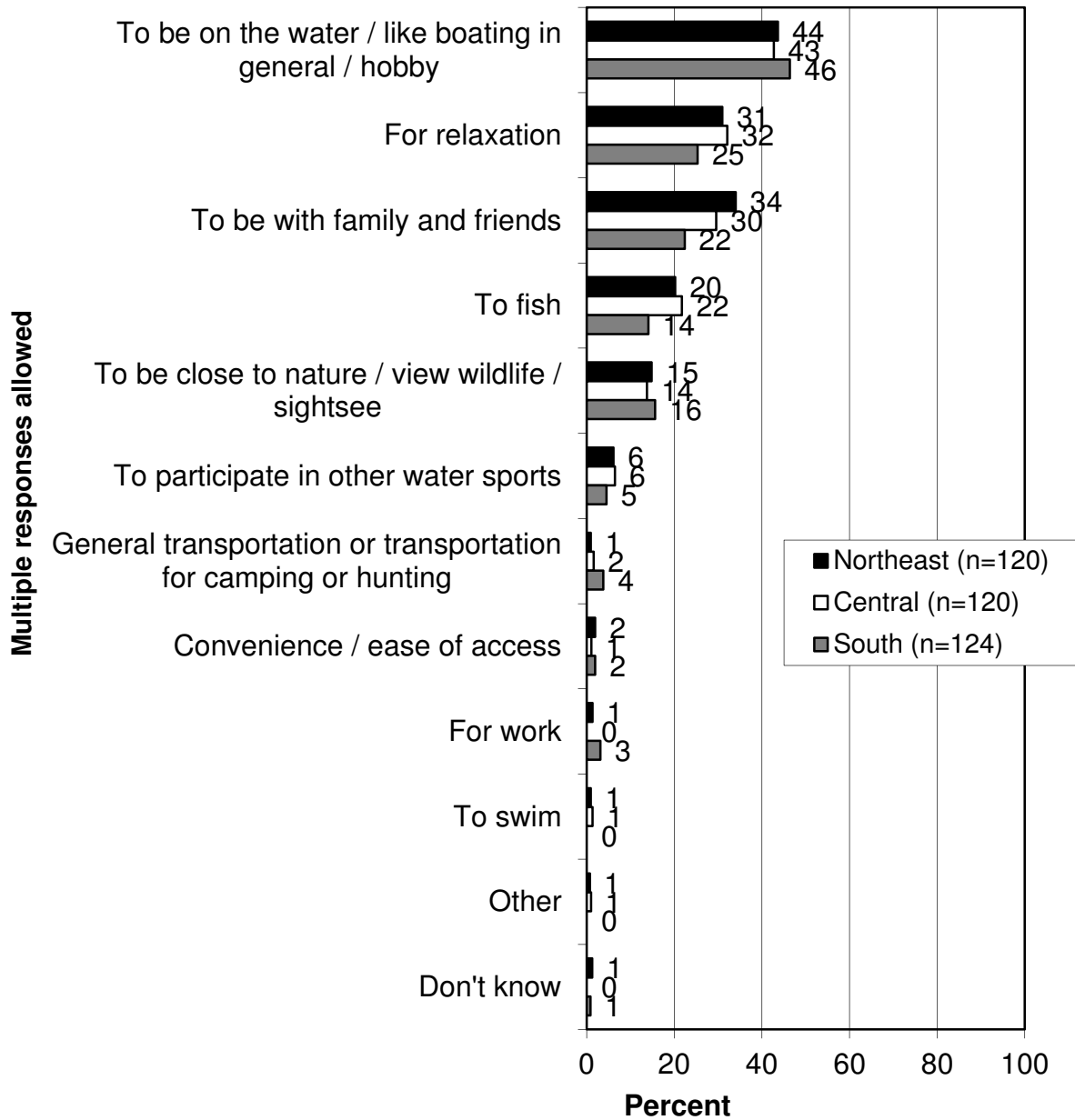
**Q45. About how many days did you participate in canoeing or kayaking in Maine in the past 12 months? (Asked of those who participated in canoeing or kayaking in Maine in the past 12 months.)**



**Q128. What are your most important reasons for participating in motorboat activities in Maine?  
(Asked of those who participated in motorboat activities in Maine in the past 12 months.)  
(General population.)**

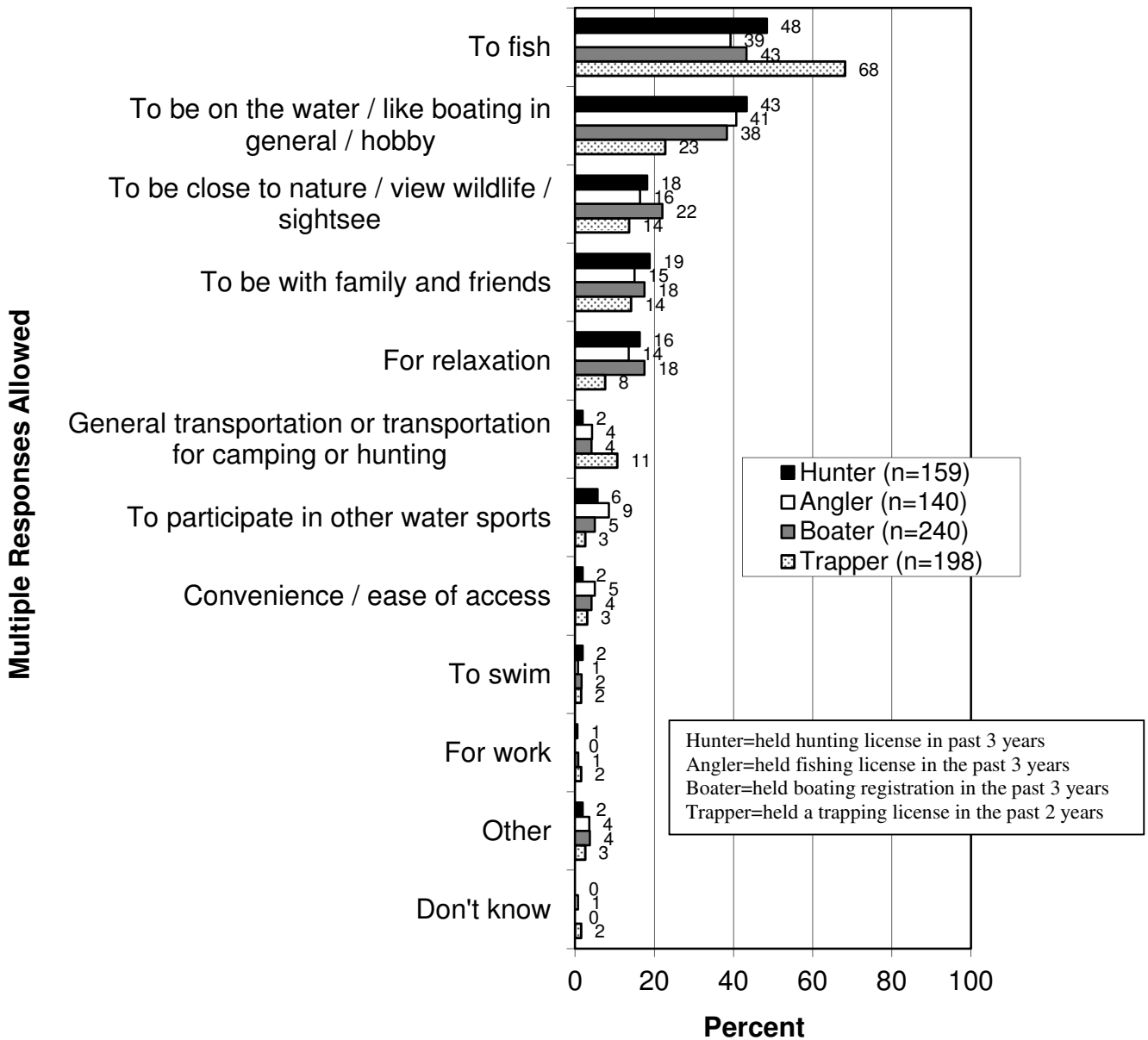


**Q128. What are your most important reasons for participating in motorboat activities in Maine?  
(Asked of those who participated in motorboat activities in Maine in the past 12 months.)**

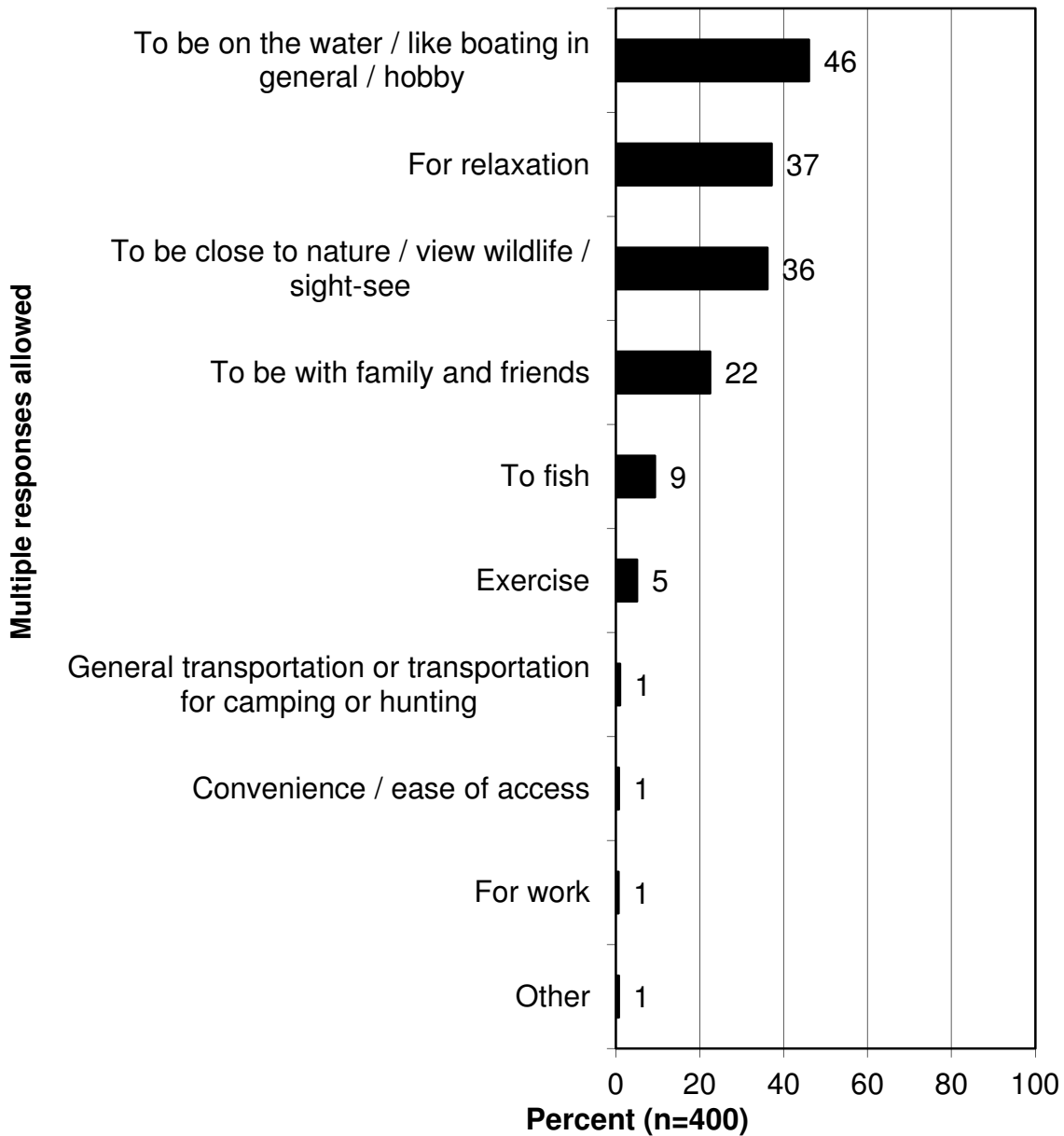




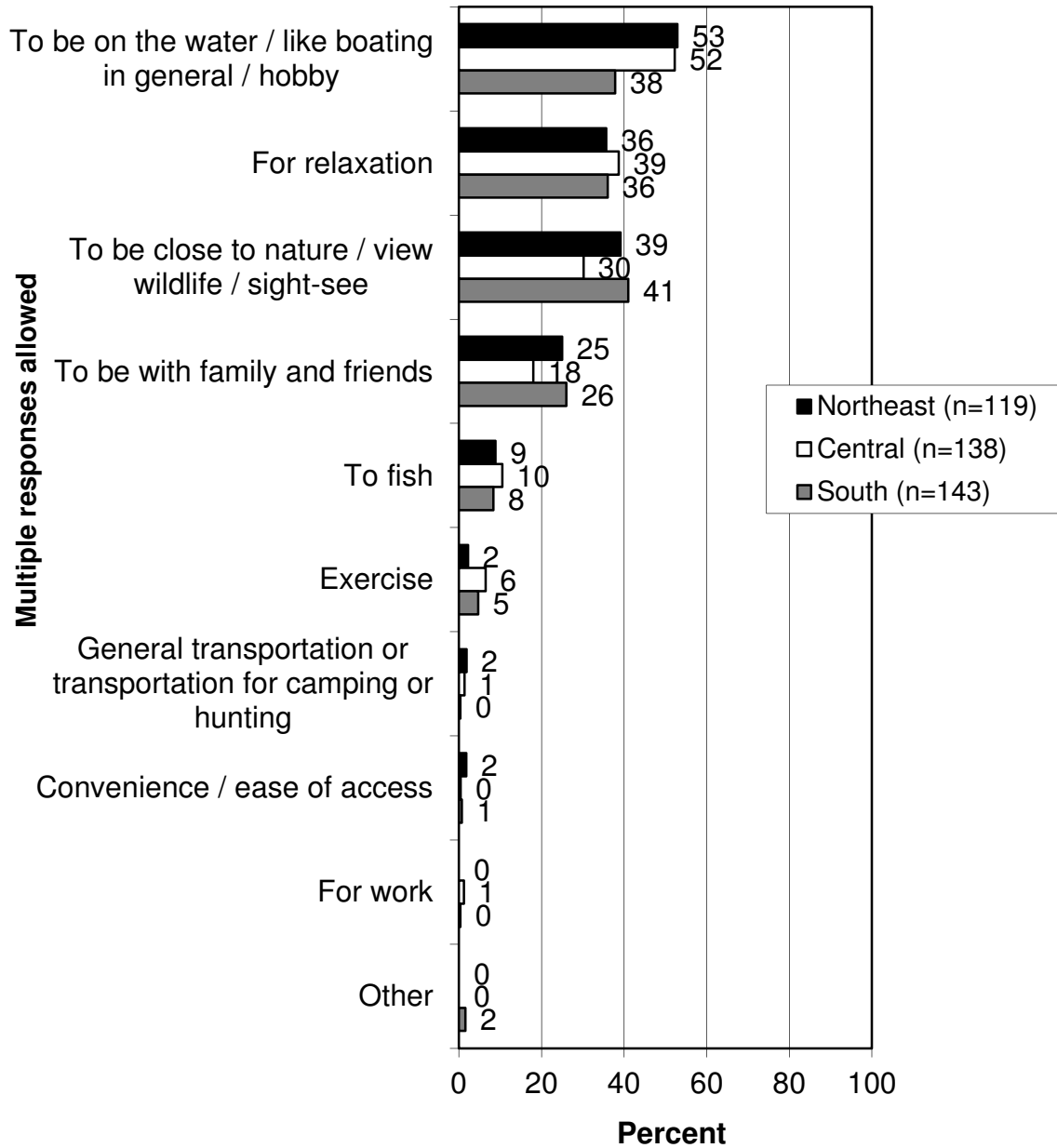
**Q128. What are your most important reasons for participating in motorboat activities in Maine?  
(Asked of those who participated in motorboat activities in Maine in the past 12 months.)**



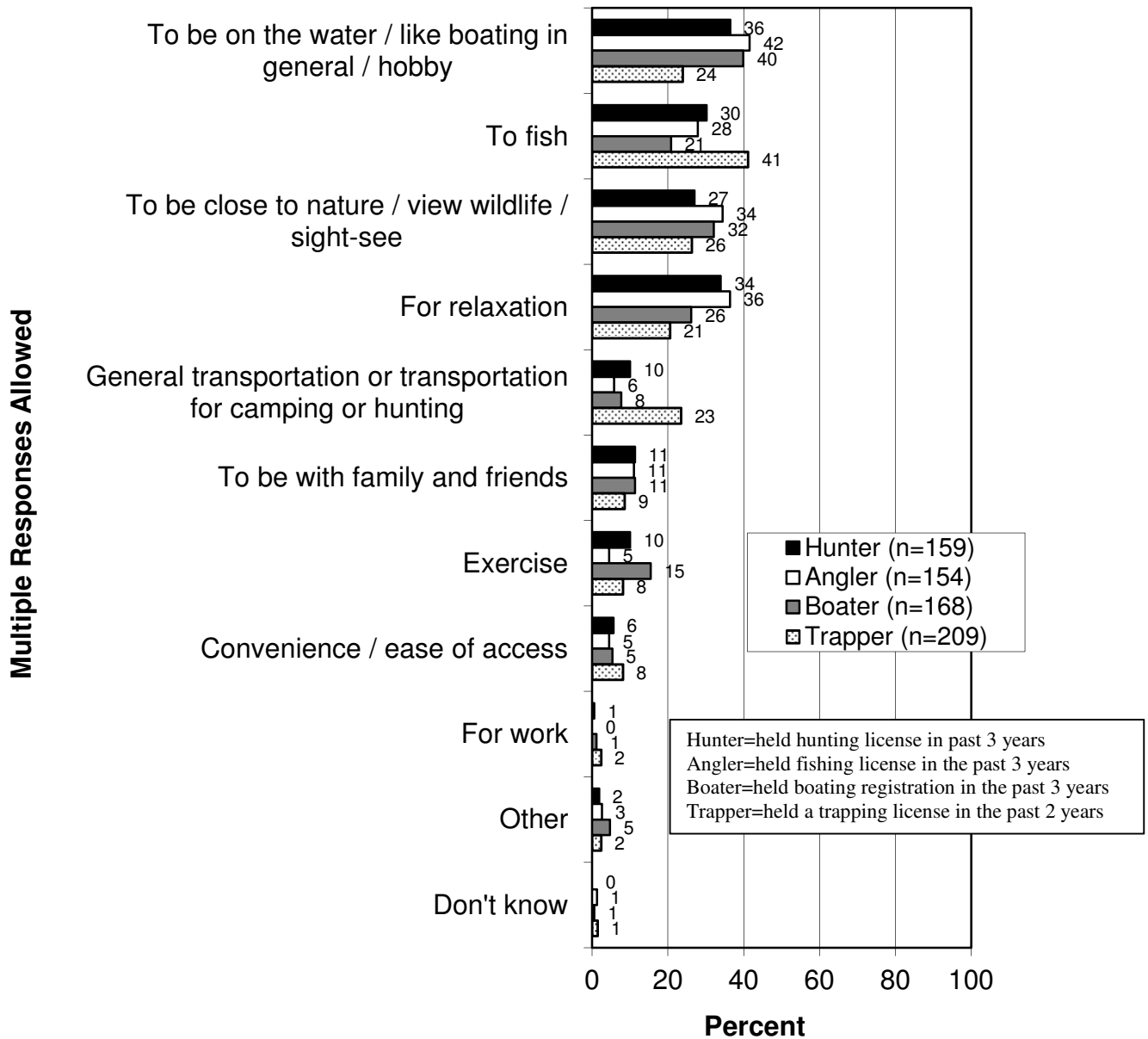
**Q141. What are your most important reasons for participating in canoeing or kayaking in Maine?  
(Asked of those who participated in canoeing or kayaking in Maine in the past 12 months.)  
(General population.)**



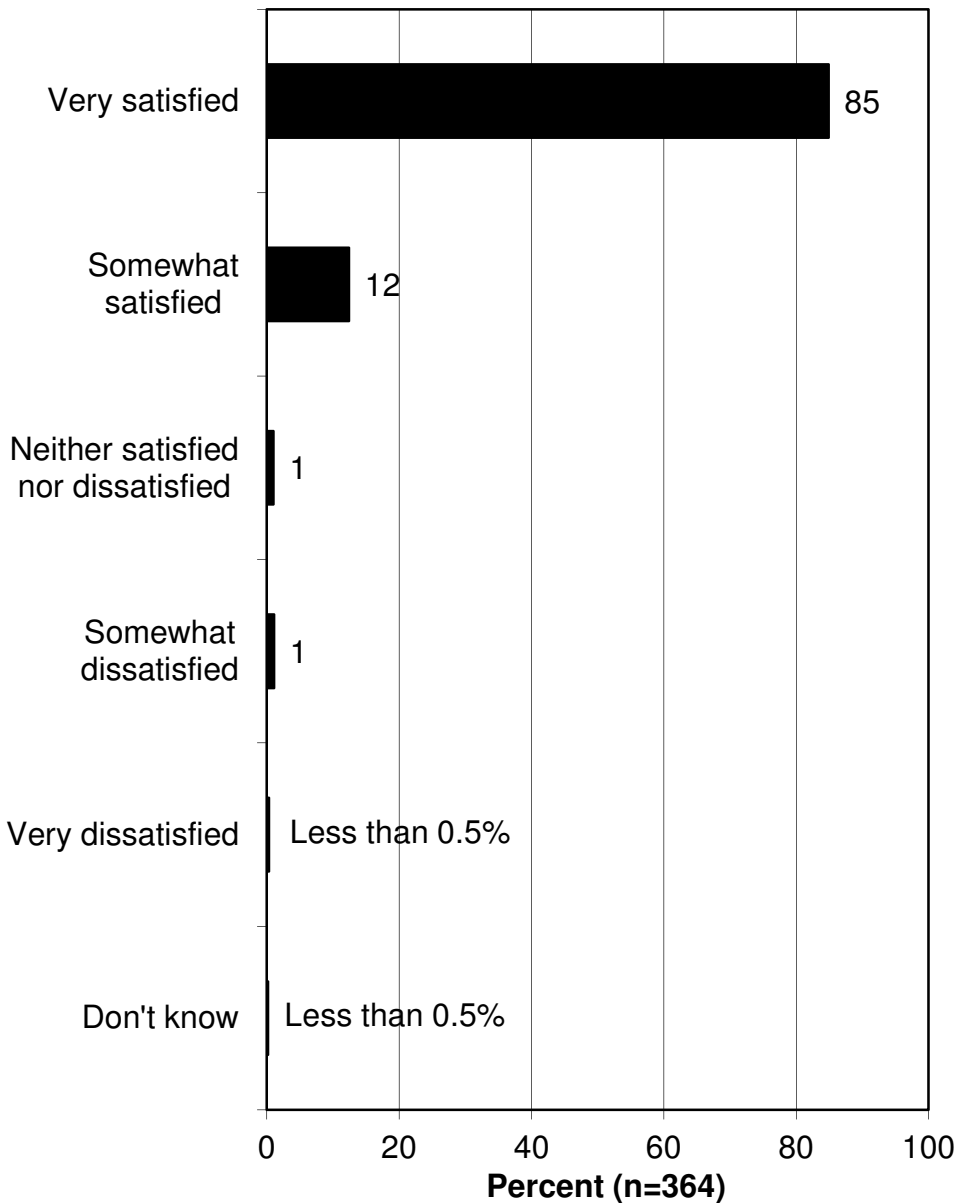
**Q141. What are your most important reasons for participating in canoeing or kayaking in Maine? (Asked of those who participated in canoeing or kayaking in Maine in the past 12 months.)**



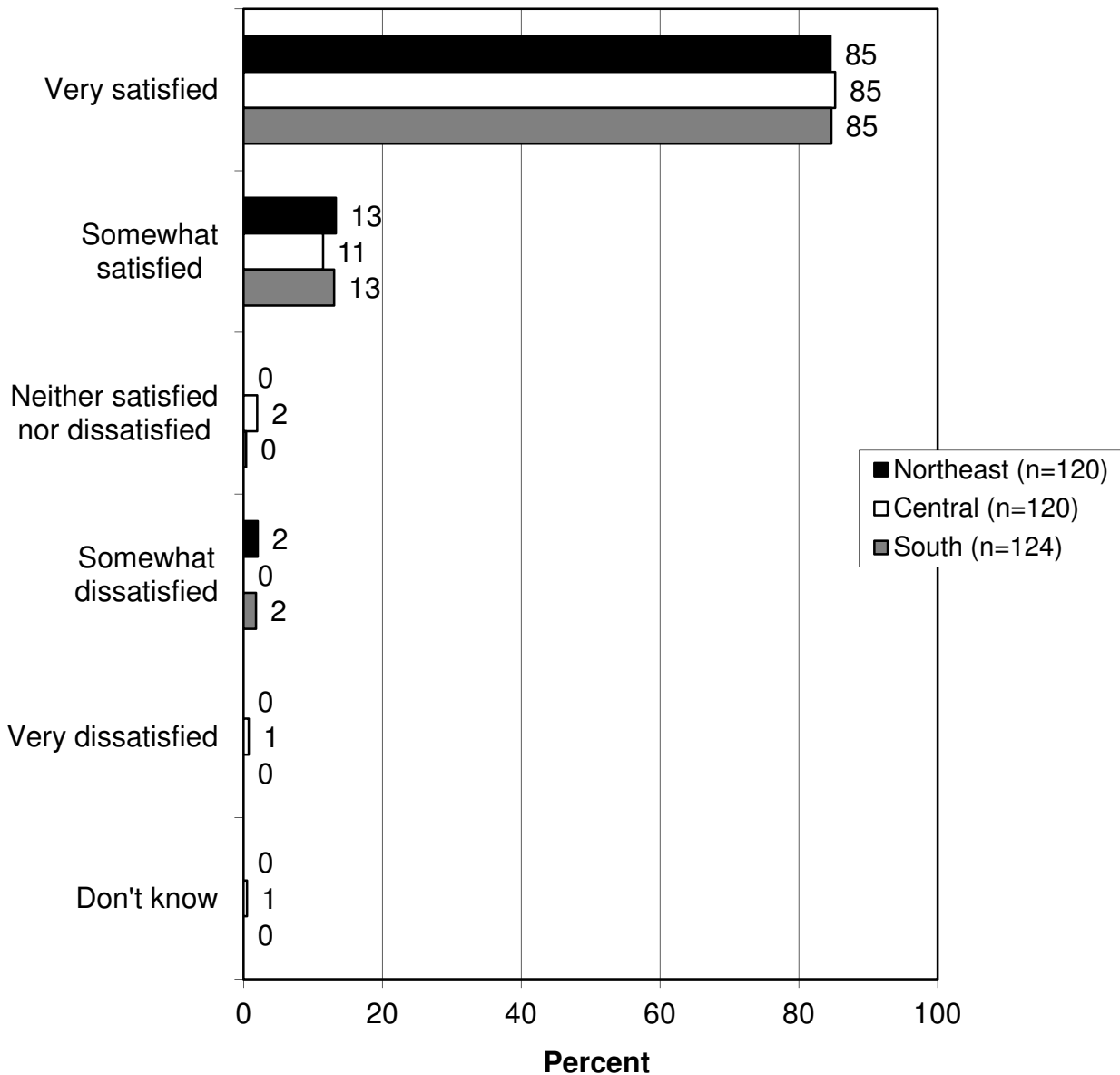
**Q141. What are your most important reasons for participating in canoeing or kayaking in Maine?  
(Asked of those who participated in canoeing or kayaking in Maine in the past 12 months.)**



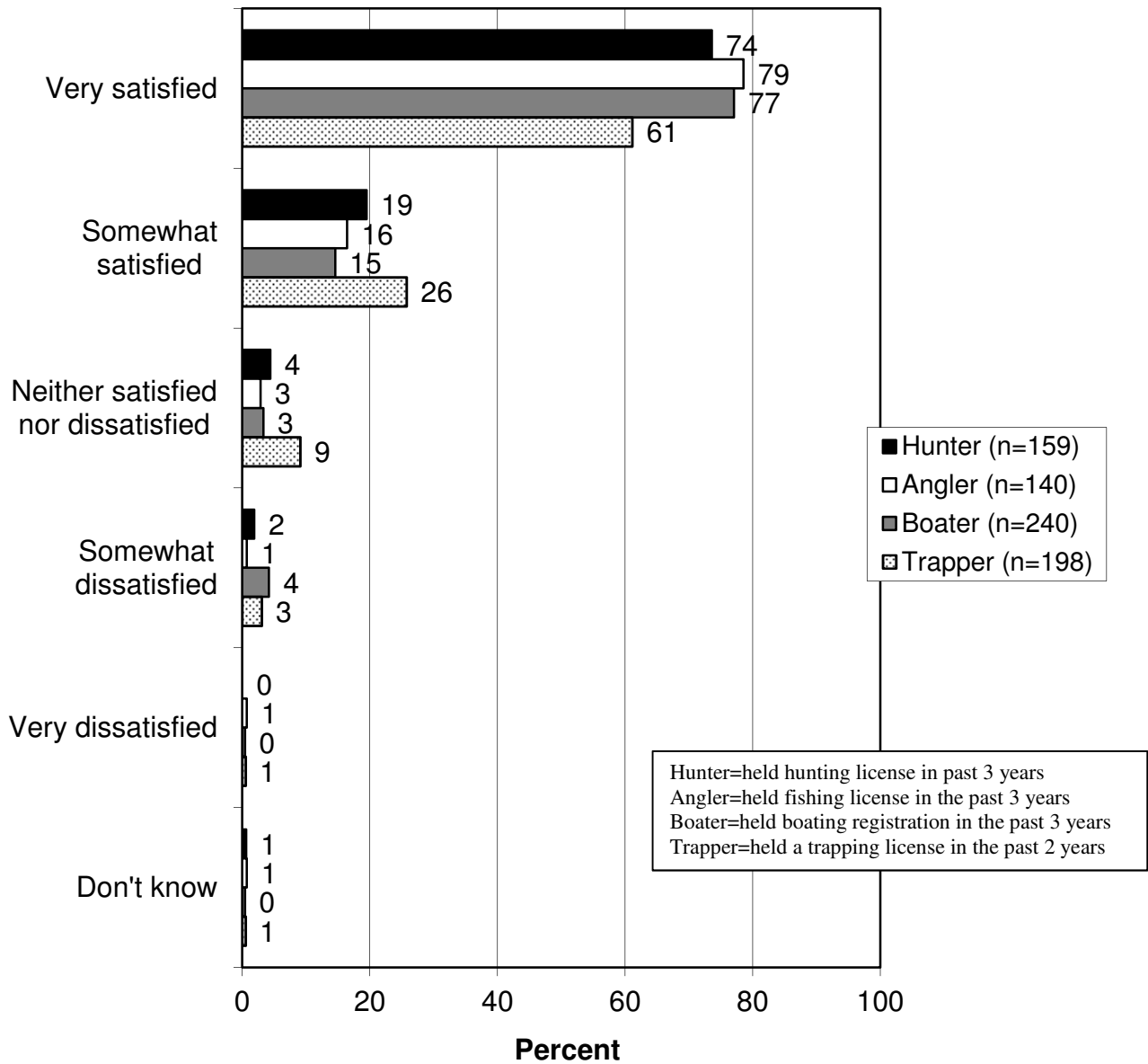
**Q125. How satisfied or dissatisfied have you been with your motorboating experiences in Maine in the past 12 months? (Asked of those who participated in motorboat activities in Maine in the past 12 months.) (General population.)**



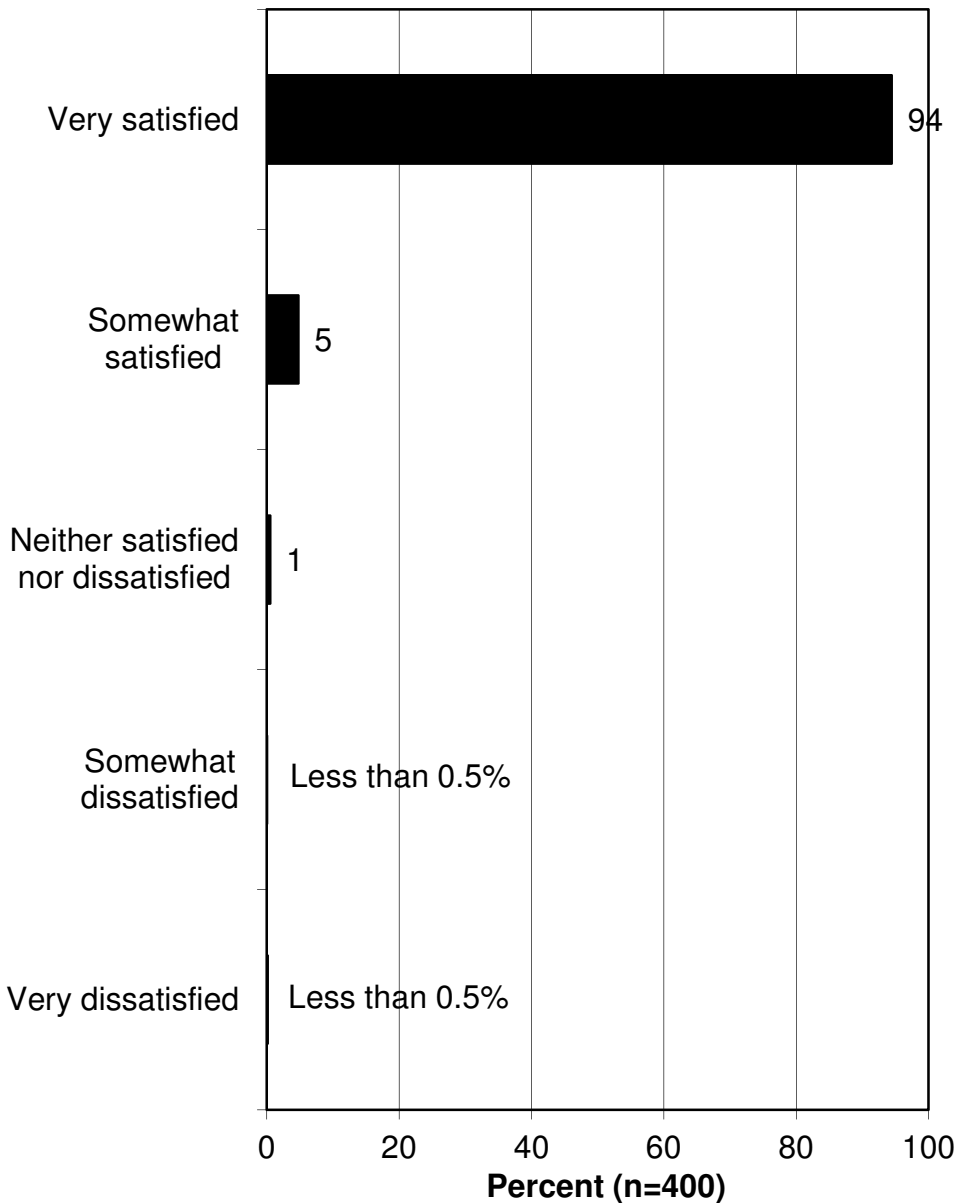
**Q125. How satisfied or dissatisfied have you been with your motorboating experiences in Maine in the past 12 months? (Asked of those who participated in motorboat activities in Maine in the past 12 months.)**



**Q125. How satisfied or dissatisfied have you been with your motorboating experiences in Maine in the past 12 months? (Asked of those who participated in motorboat activities in Maine in the past 12 months.)**

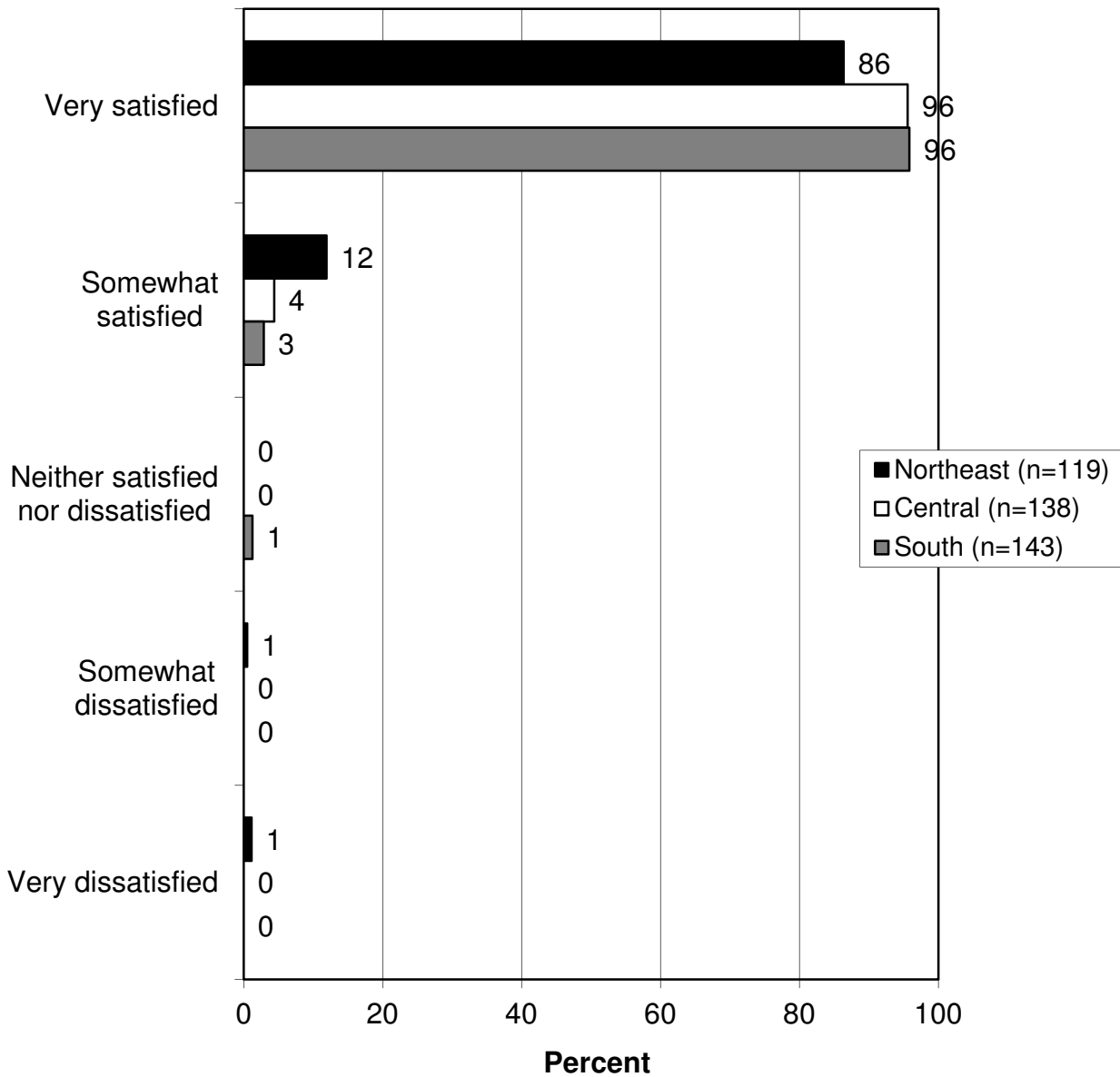


**Q138. How satisfied or dissatisfied have you been with your canoeing or kayaking experiences in Maine in the past 12 months? (Asked of those who participated in canoeing or kayaking in Maine in the past 12 months.) (General population.)**

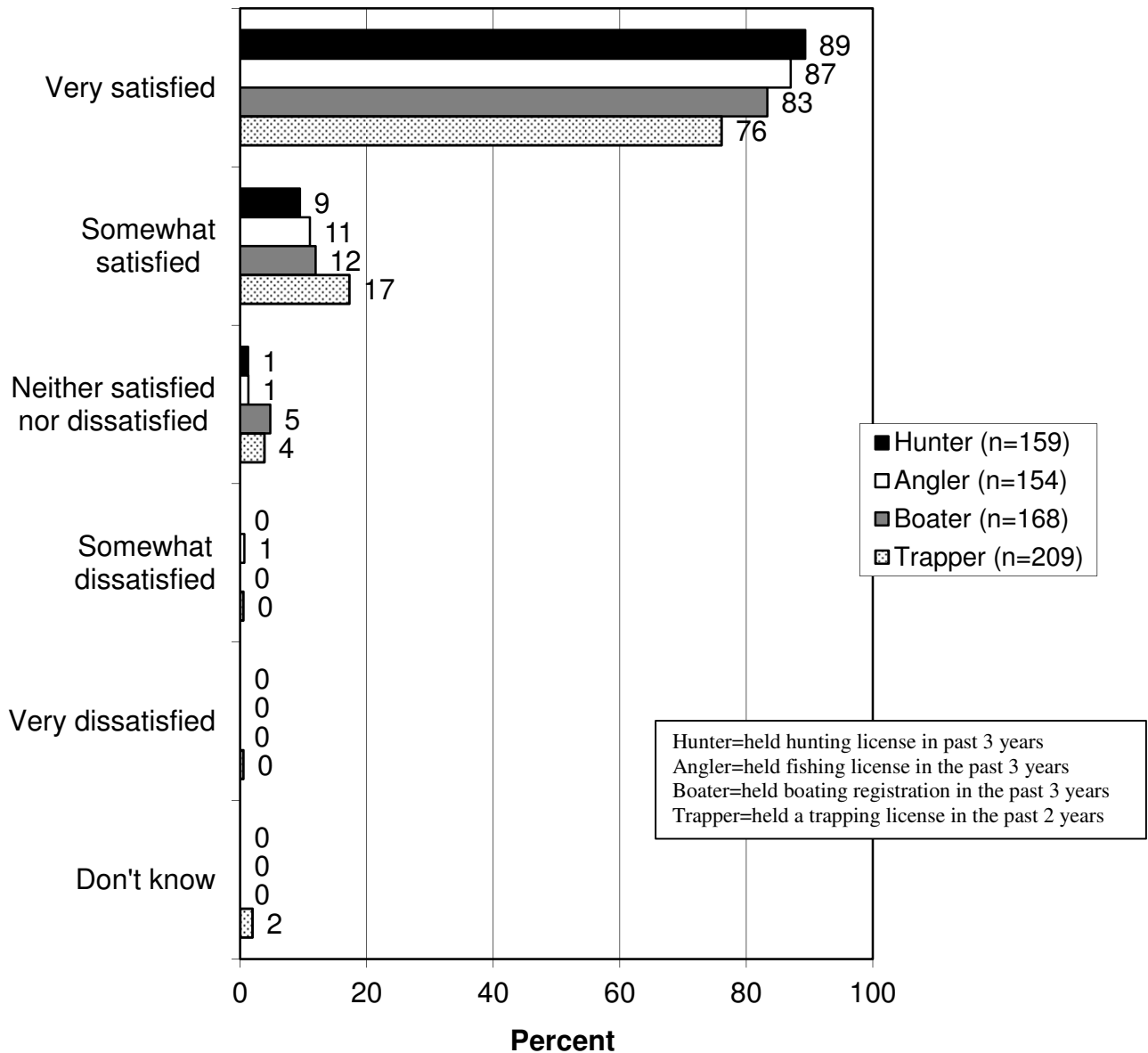




**Q138. How satisfied or dissatisfied have you been with your canoeing or kayaking experiences in Maine in the past 12 months? (Asked of those who participated in canoeing or kayaking in Maine in the past 12 months.)**



**Q138. How satisfied or dissatisfied have you been with your canoeing or kayaking experiences in Maine in the past 12 months?  
(Asked of those who participated in canoeing or kayaking in Maine in the past 12 months.)**

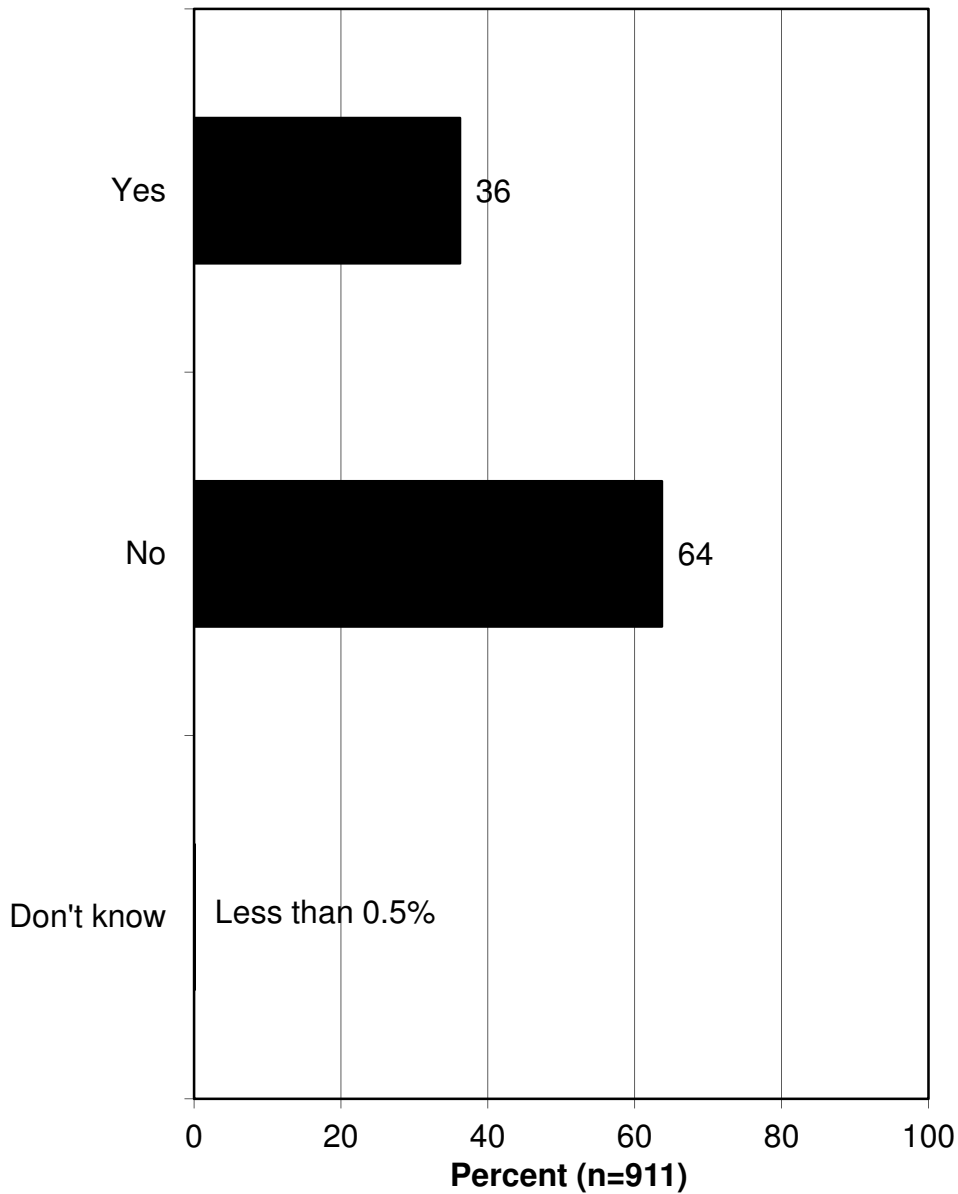


## **FISHING**

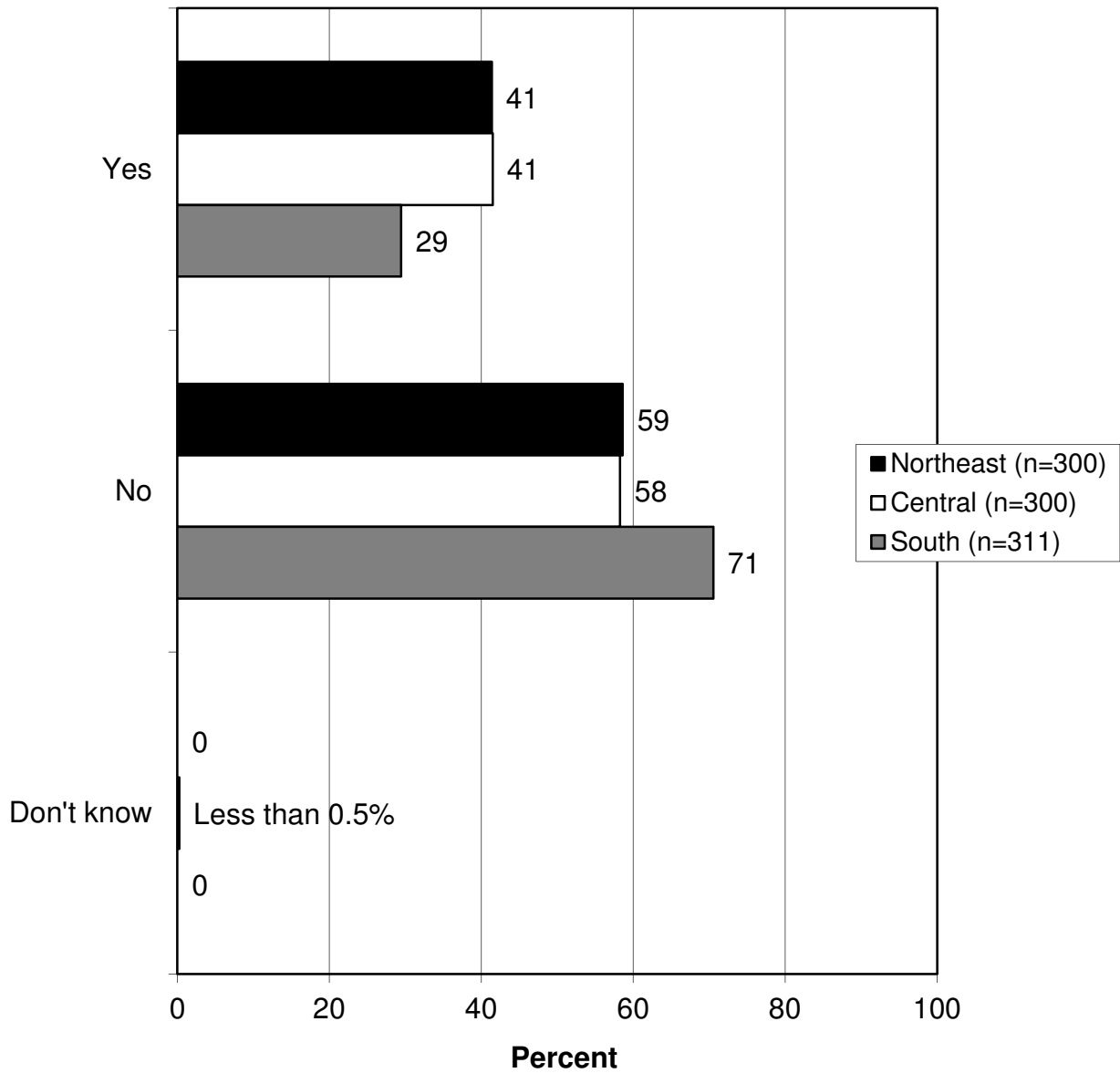
- Note that any discussion of fishing in this report refers only to recreational fishing, not commercial fishing. This applies both to freshwater fishing and saltwater fishing.
  
- Just over a third of Maine residents (36%) had recreationally fished in freshwater in Maine in the 12 months previous to the survey, and 16% had recreationally fished in saltwater. Combining the two questions: 41% of Maine residents had recreationally fished in either type of water.
  - The survey also asked about *ever* participating in freshwater or saltwater fishing (to include outside of Maine and at any time in the respondent's life): 75% of the general population had done so, with 71% having done freshwater fishing, and 51% having done saltwater fishing.
  - Days of freshwater fishing and saltwater fishing among the general population are shown.
    - For freshwater fishing, the mean was 18.1 days, and the median was 10 days.
    - For saltwater fishing, the mean was 16.3 days, and the median was 4 days.
  
- The survey asked about three freshwater fishing activities (asked of those who freshwater fished): 89% of freshwater anglers had fished during the open water season, 35% had ice fished, and 20% had fly fished.
  - Among those residents in the general population who had freshwater fished in the open season, 79% had fished for coldwater species, and 64% had fished for warmwater species.
  - Among those in the general population who had ice fished, 89% had fished for coldwater species, and 58% had fished for warmwater species.
  
- Among saltwater anglers in the general population survey, 86% had saltwater fished in coastal waters, and 35% had saltwater fished in rivers for fish that migrate from saltwater.

- The survey asked about interest in both freshwater and saltwater fishing in Maine in the next 12 months among the general population.
  - A majority of Maine residents (58%) expressed some interest, while 41% were not interested at all in freshwater fishing.
  - A little over a third of Maine residents (39%) expressed some interest in recreational saltwater fishing, while 60% were not interested at all in it.
  
- Reasons for freshwater and saltwater fishing were explored.
  - The top reasons for freshwater fishing were for the sport/recreation (37% gave a response related to this), for relaxation (33%), and to be with family and friends (30%).
  - The top reasons for saltwater fishing were for the sport/recreation (39%), to catch fresh fish to eat (34%), and to be with family and friends (28%).
    - Note that the questions were open-ended, but the categorization was done along the lines of the response set that is shown, which is a response set that has been used in other surveys with the potential responses presented to respondents.
  
- Other questions examined in this section are the satisfaction/dissatisfaction ratings of freshwater and saltwater fishing.
  - The overwhelming majority of those in the general population who went freshwater fishing (95%) were satisfied with those experiences in Maine in the past 12 months, with 77% being *very* satisfied.
  - Likewise, the overwhelming majority of those in the general population who went saltwater fishing (90%) were satisfied with those experiences, with 65% being *very* satisfied.
  
- A final question about fishing asked the general population of Maine if they approve or disapprove of legal recreational fishing. The overwhelming majority do: 97% approve, including 80% who *strongly* approve.

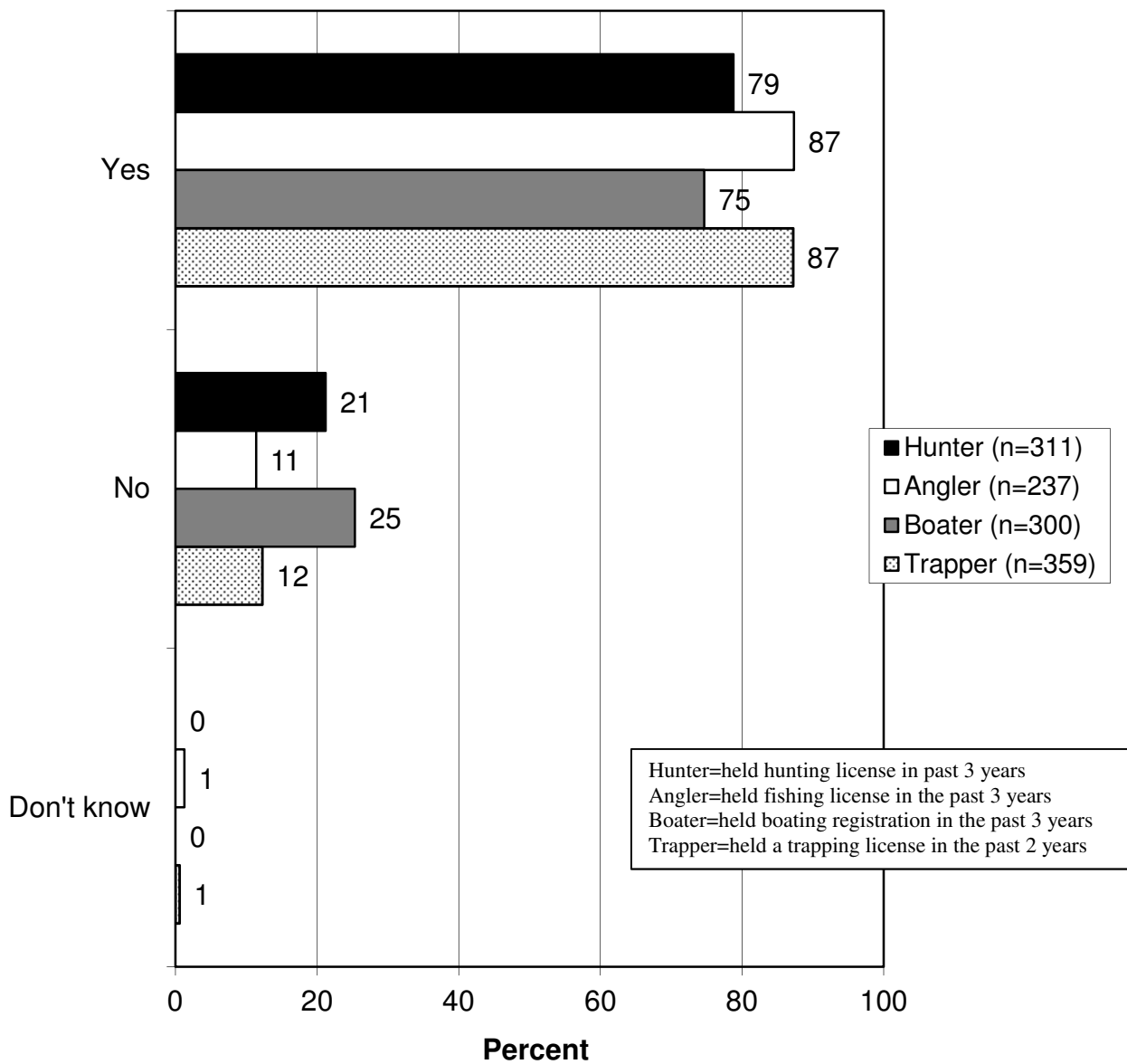
**Q67. Did you participate in recreational freshwater fishing in Maine in the past 12 months? (General population.)**



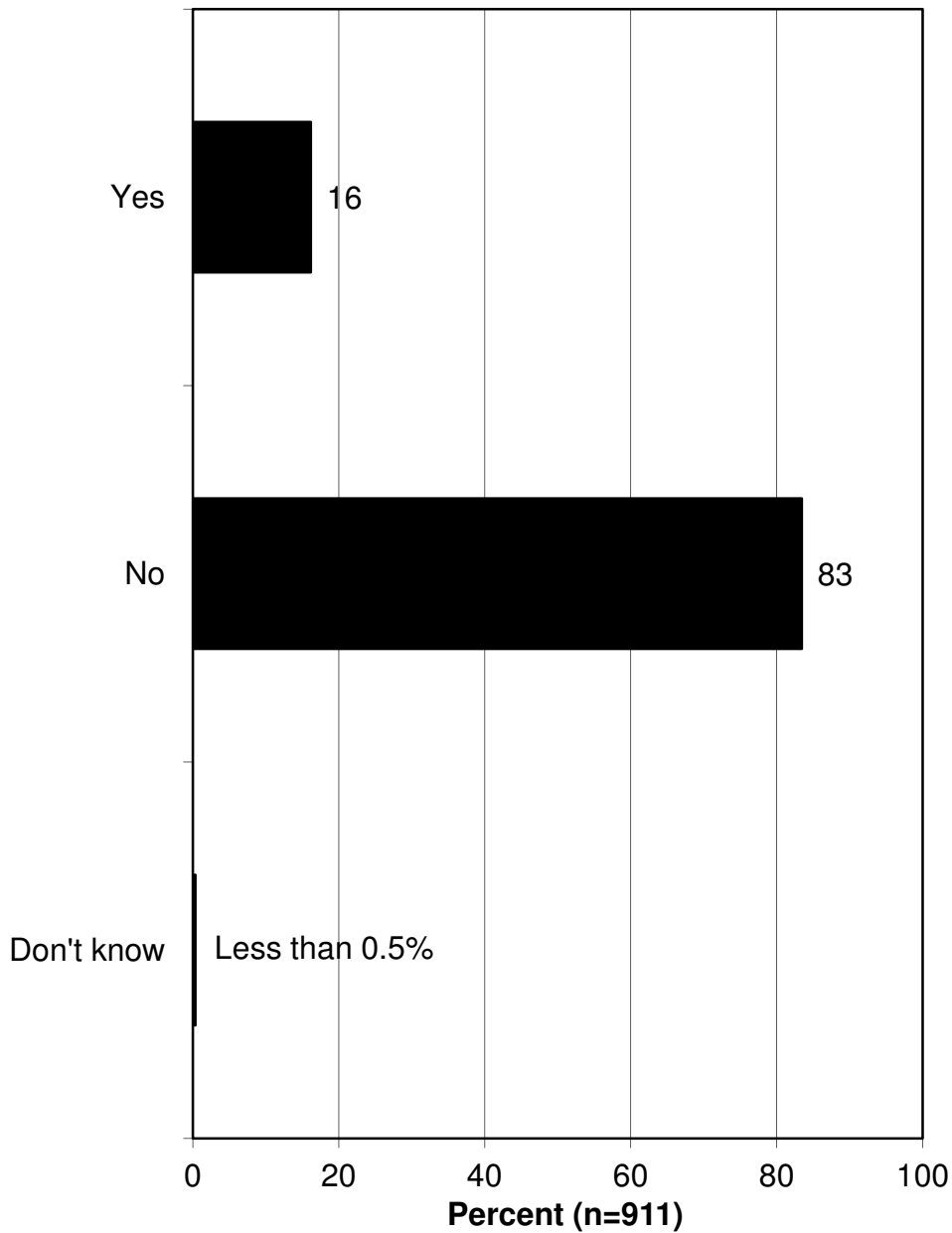
**Q67. Did you participate in recreational freshwater fishing in Maine in the past 12 months?**



**Q67. Did you participate in recreational freshwater fishing in Maine in the past 12 months?**

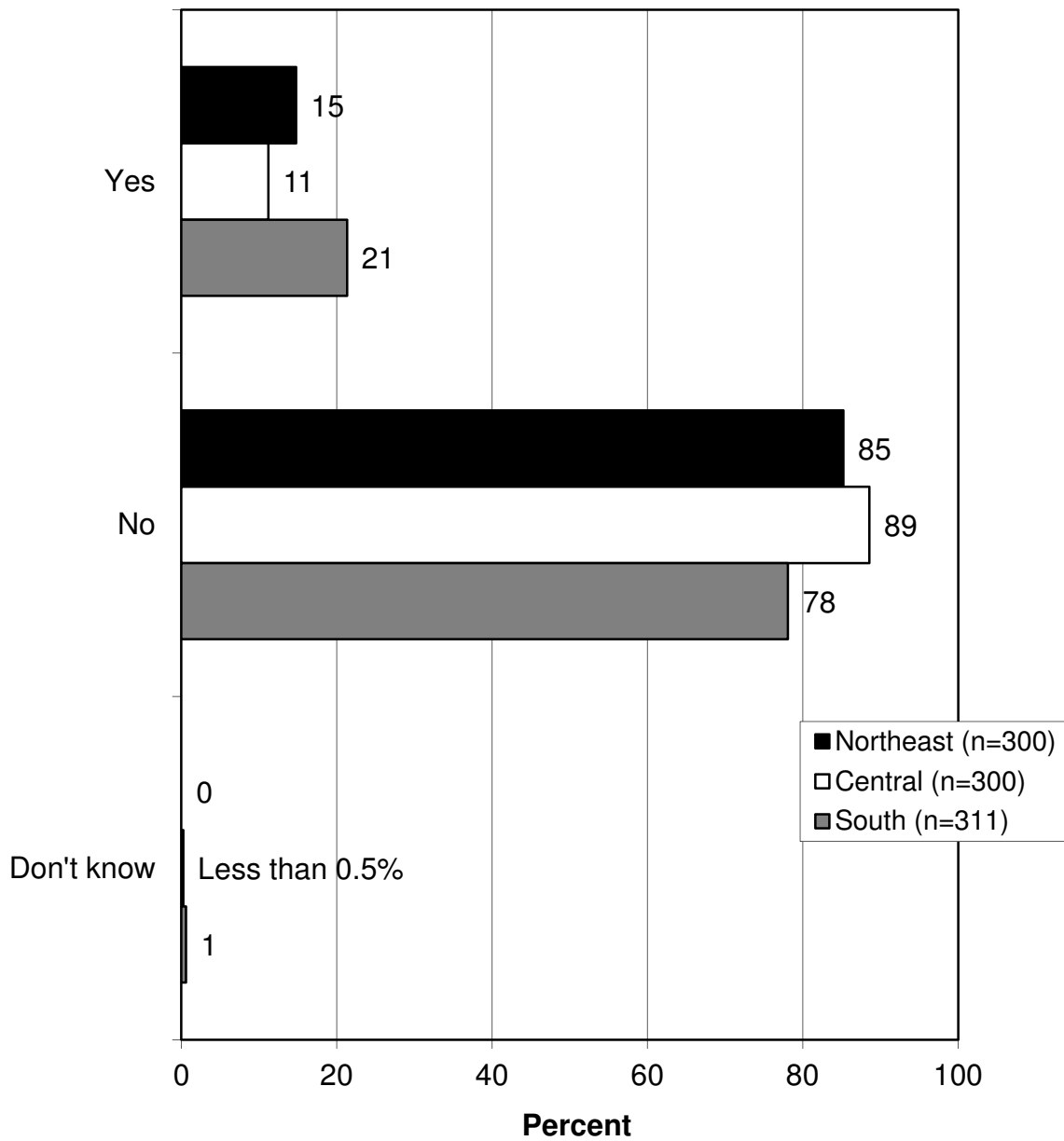


**Q76. Did you participate in recreational saltwater fishing in Maine in the past 12 months? (General population.)**

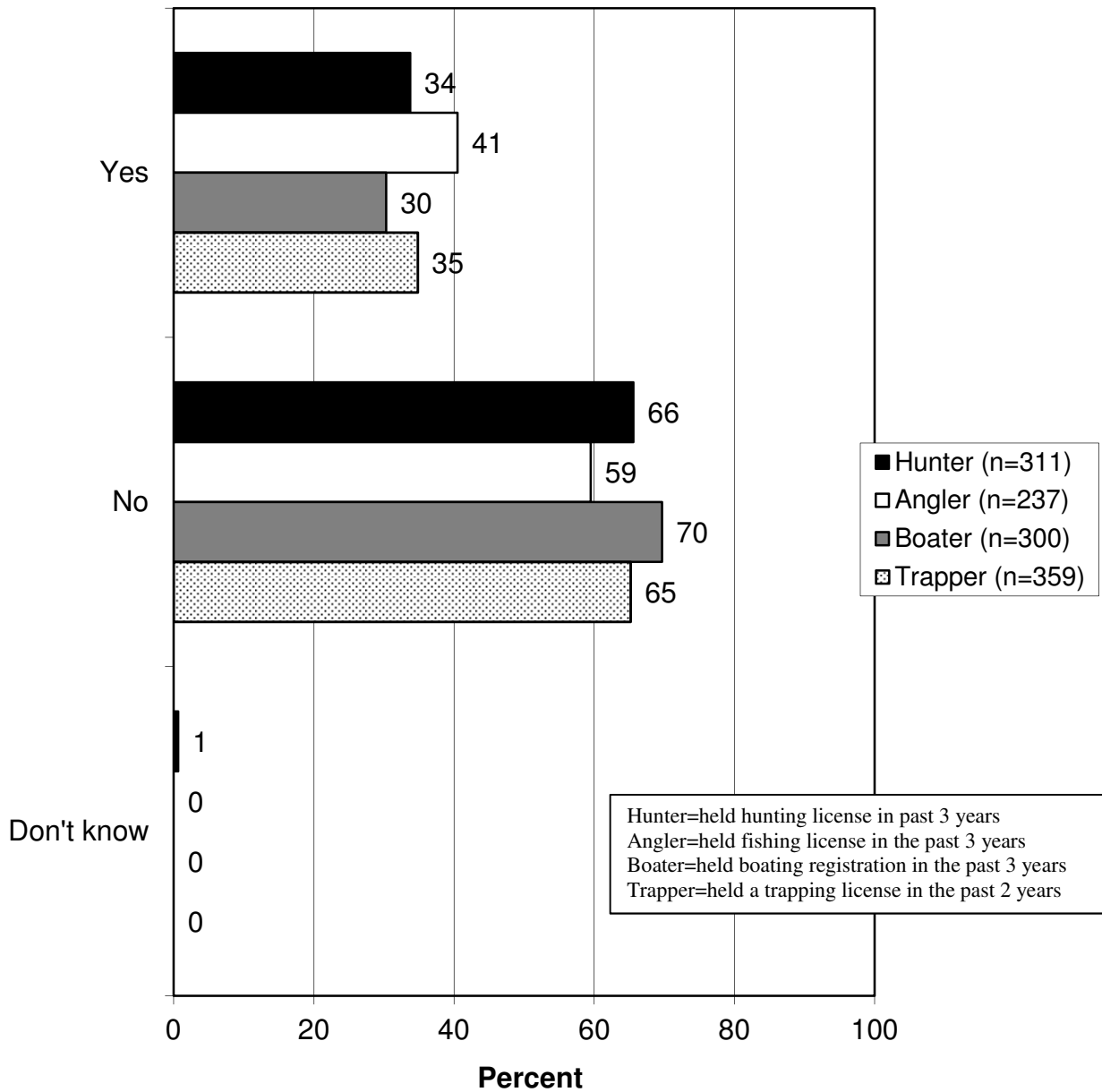




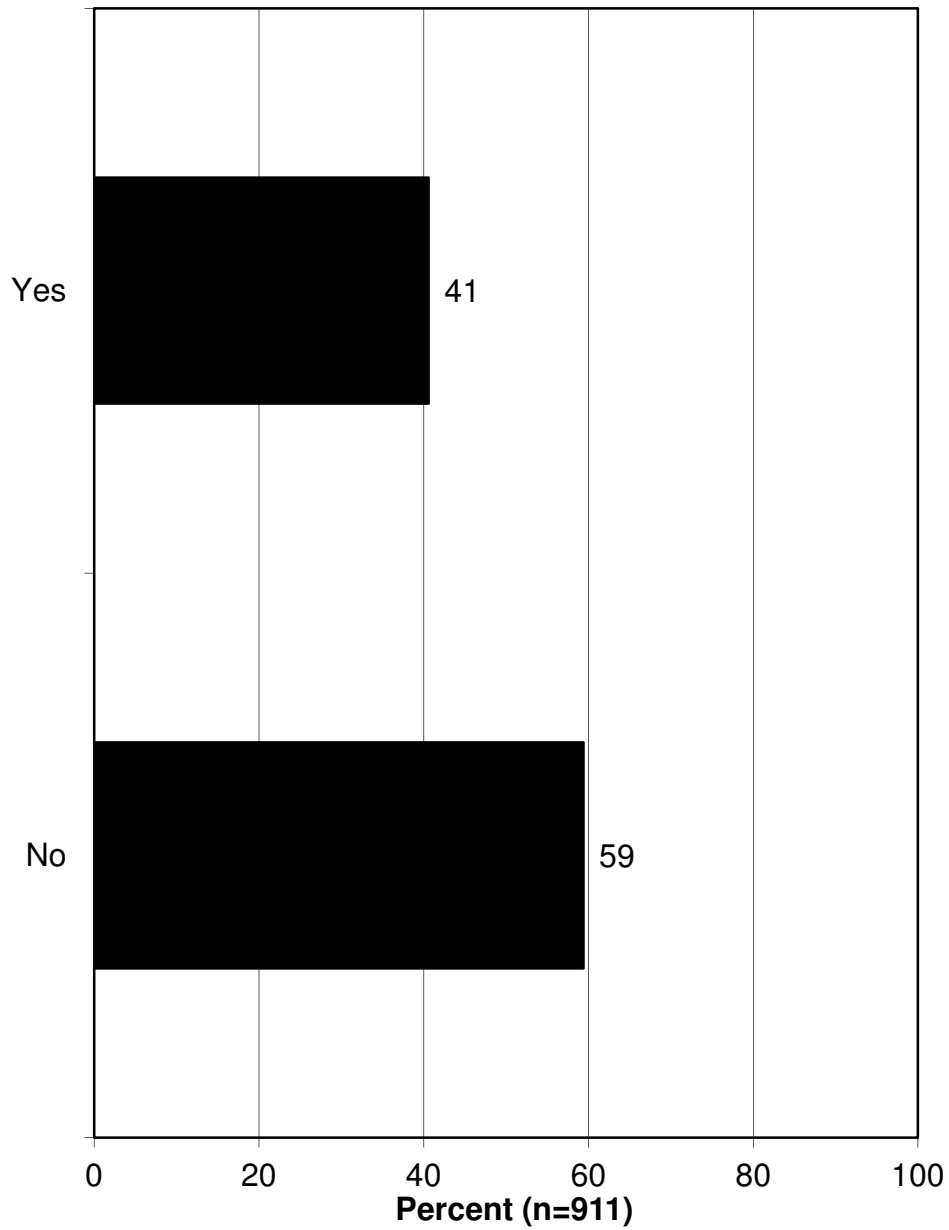
**Q76. Did you participate in recreational saltwater fishing in Maine in the past 12 months?**



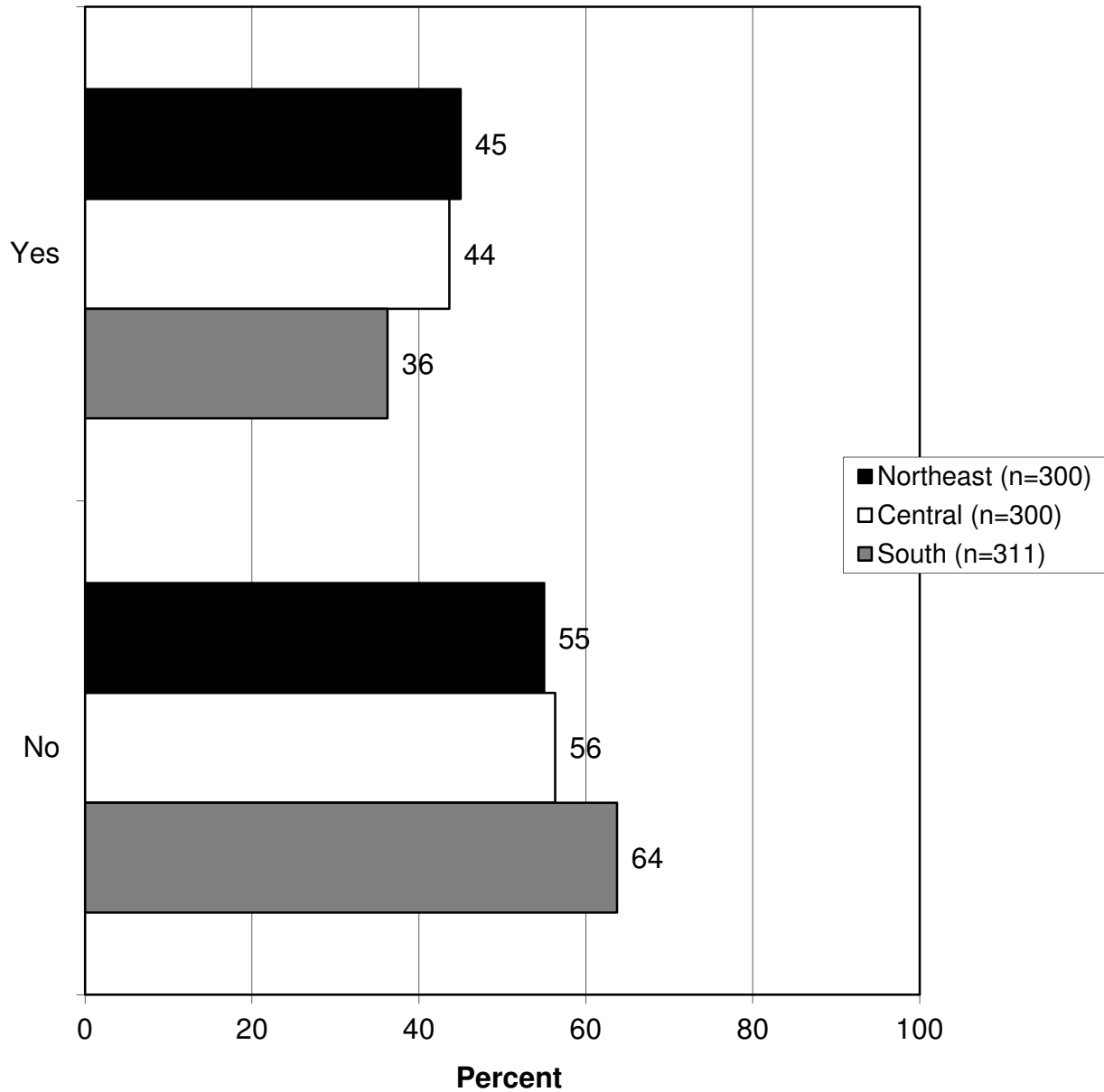
**Q76. Did you participate in recreational saltwater fishing in Maine in the past 12 months?**



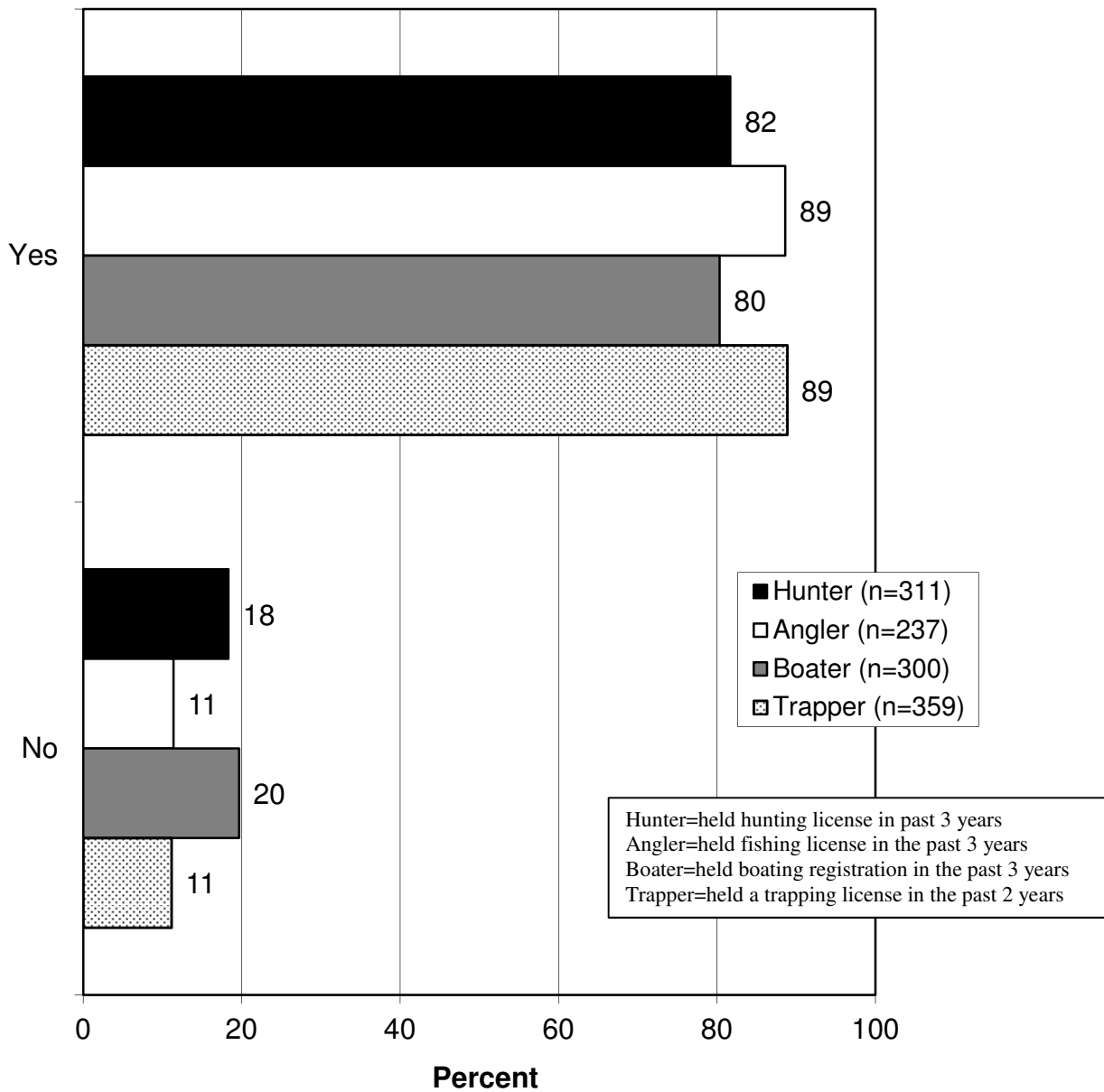
**Participated in either recreational freshwater fishing or recreational saltwater fishing in Maine in the past 12 months. (General population.)**



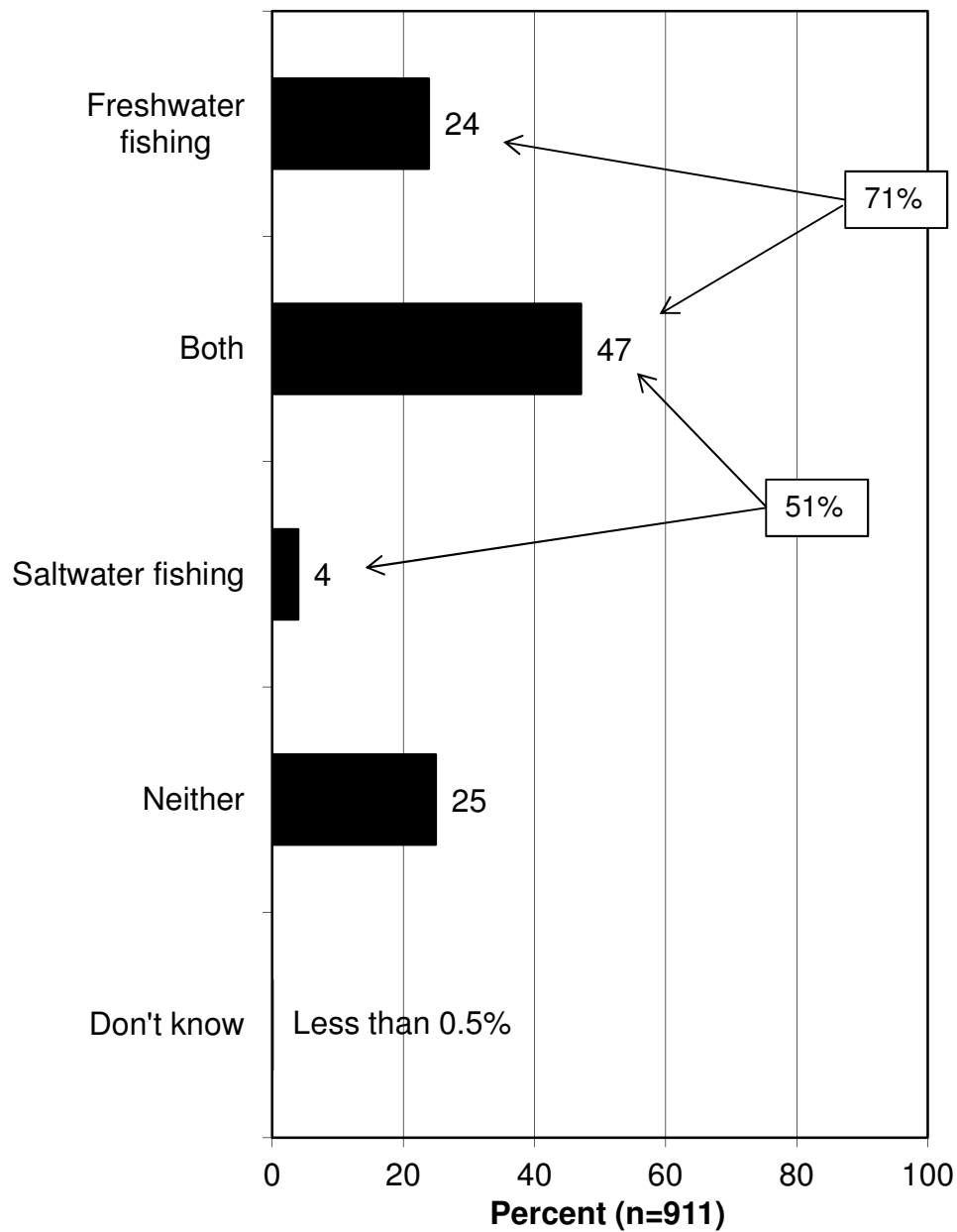
**Participated in either recreational freshwater fishing or recreational saltwater fishing in Maine in the past 12 months.**



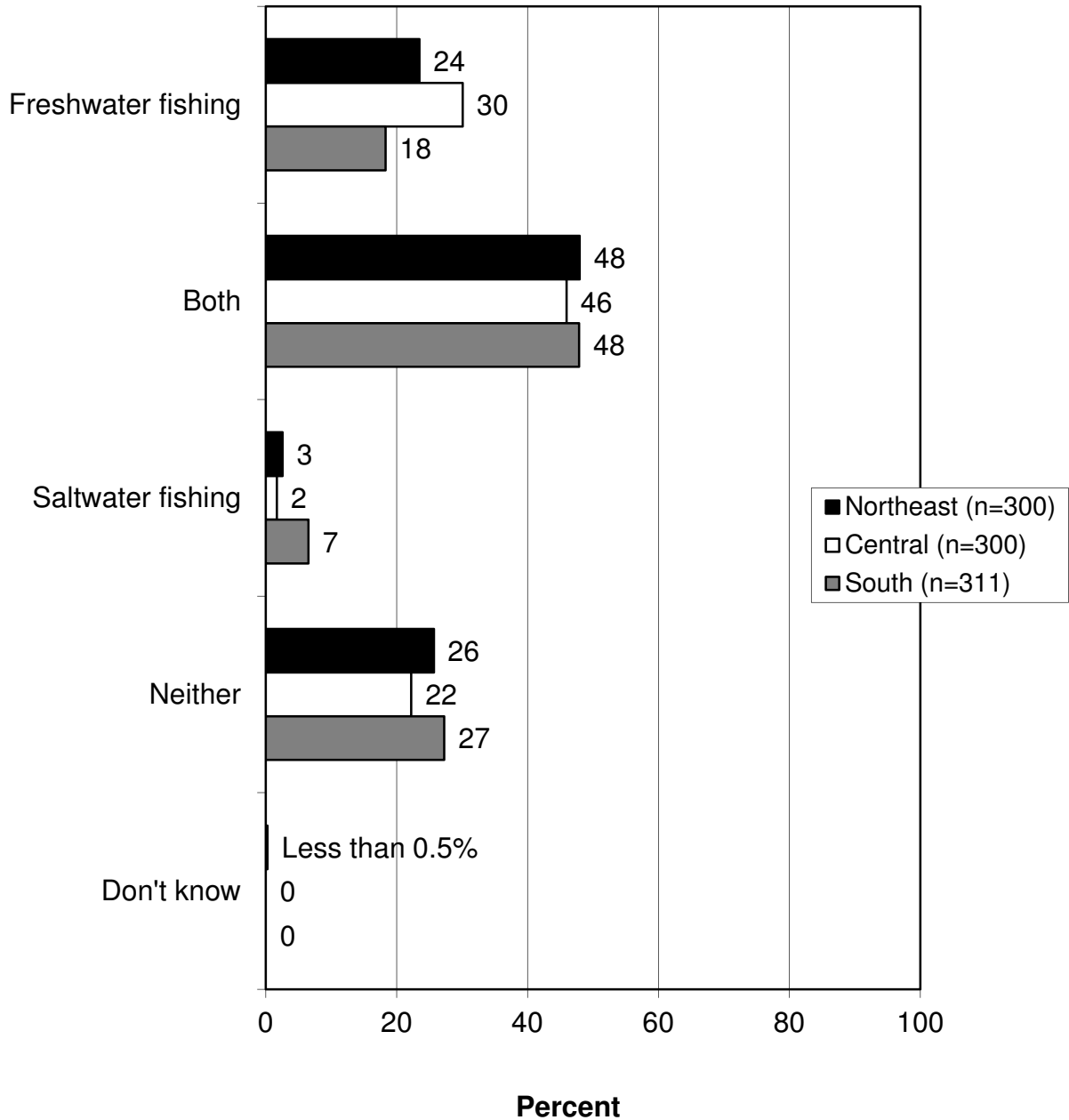
**Participated in either recreational freshwater fishing or recreational saltwater fishing in Maine in the past 12 months.**



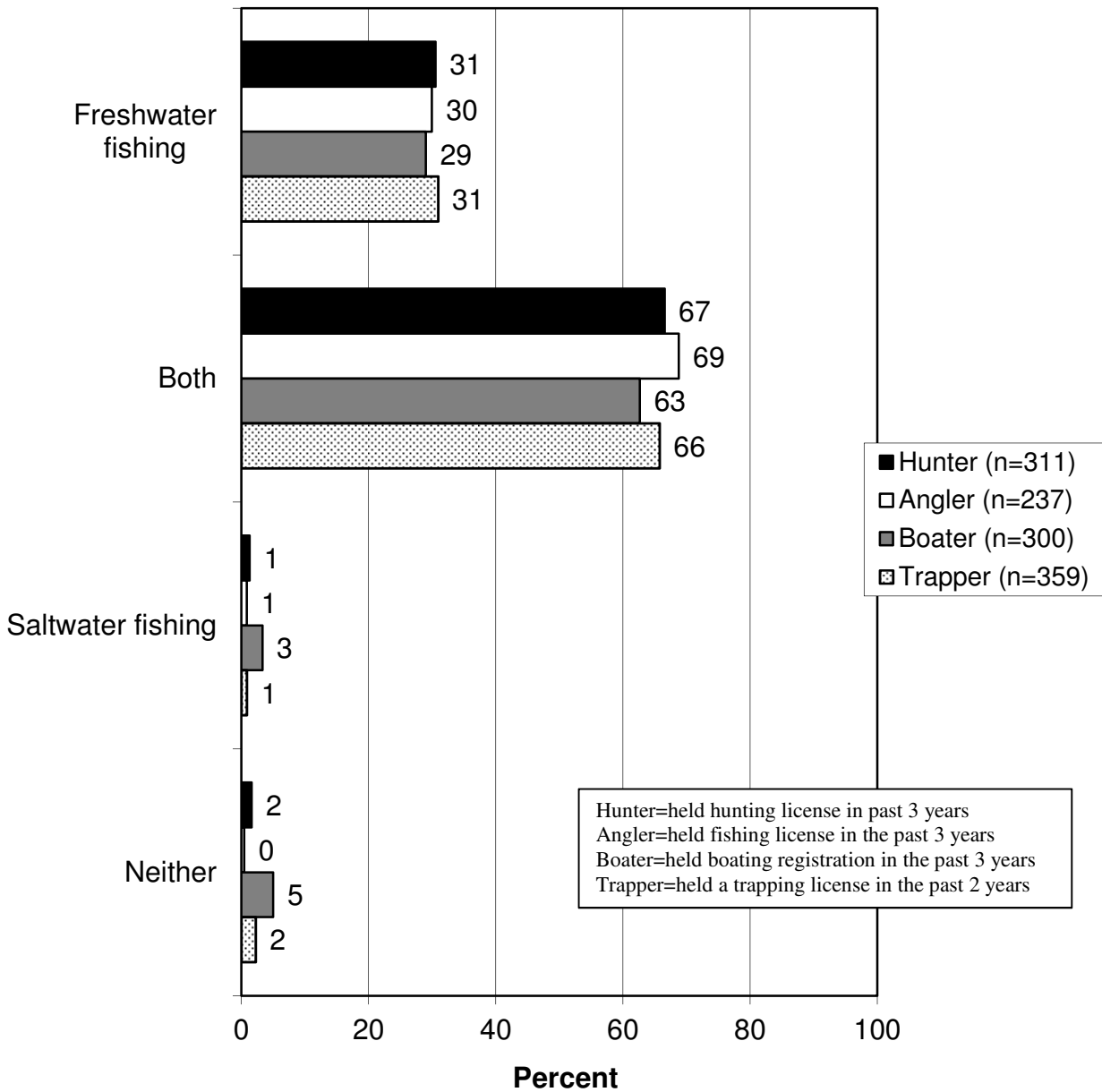
**Q66. Have you ever participated in recreational freshwater fishing, saltwater fishing, or both?  
(General population.)**



**Q66. Have you ever participated in recreational freshwater fishing, saltwater fishing, or both?**

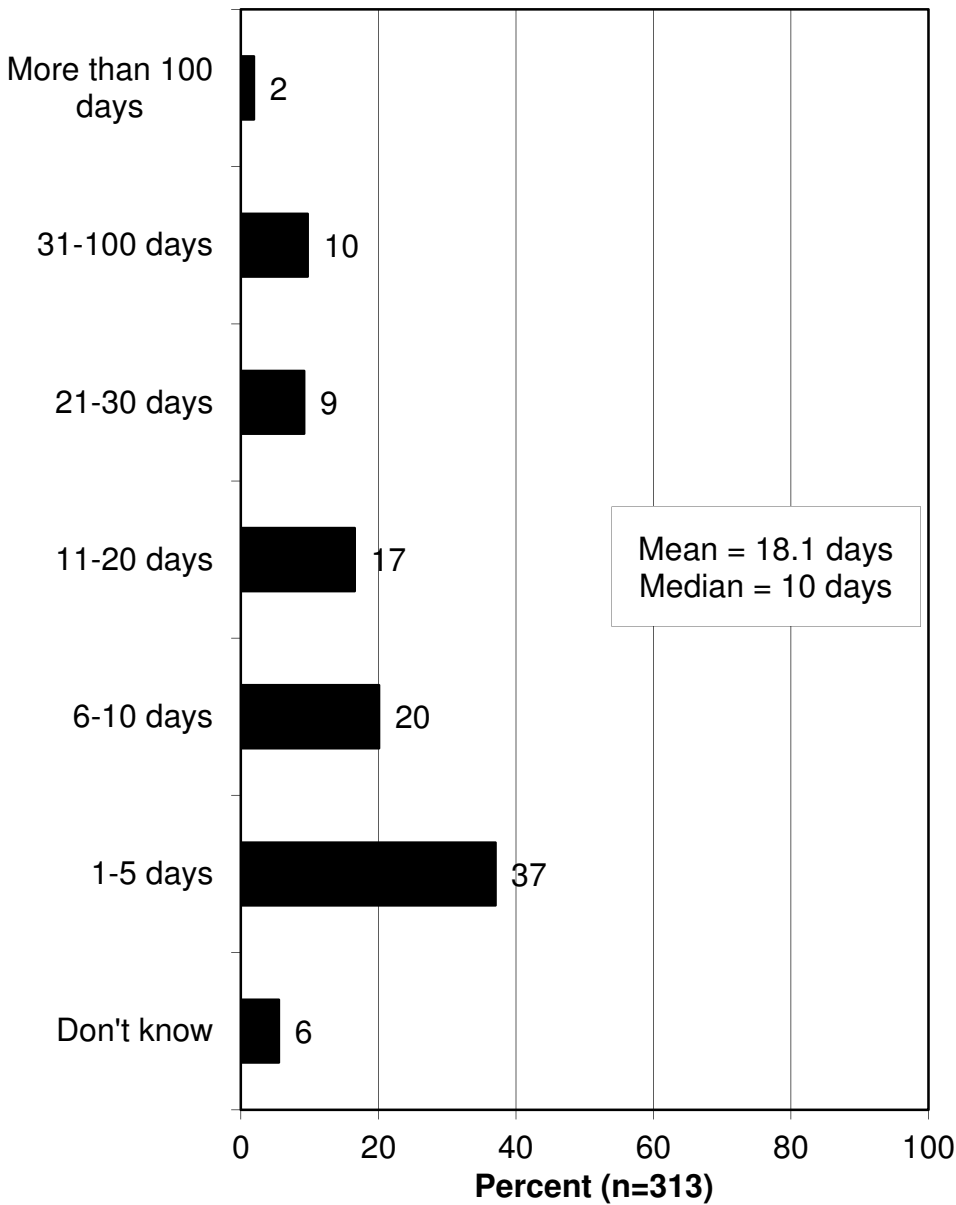


**Q66. Have you ever participated in recreational freshwater fishing, saltwater fishing, or both?**

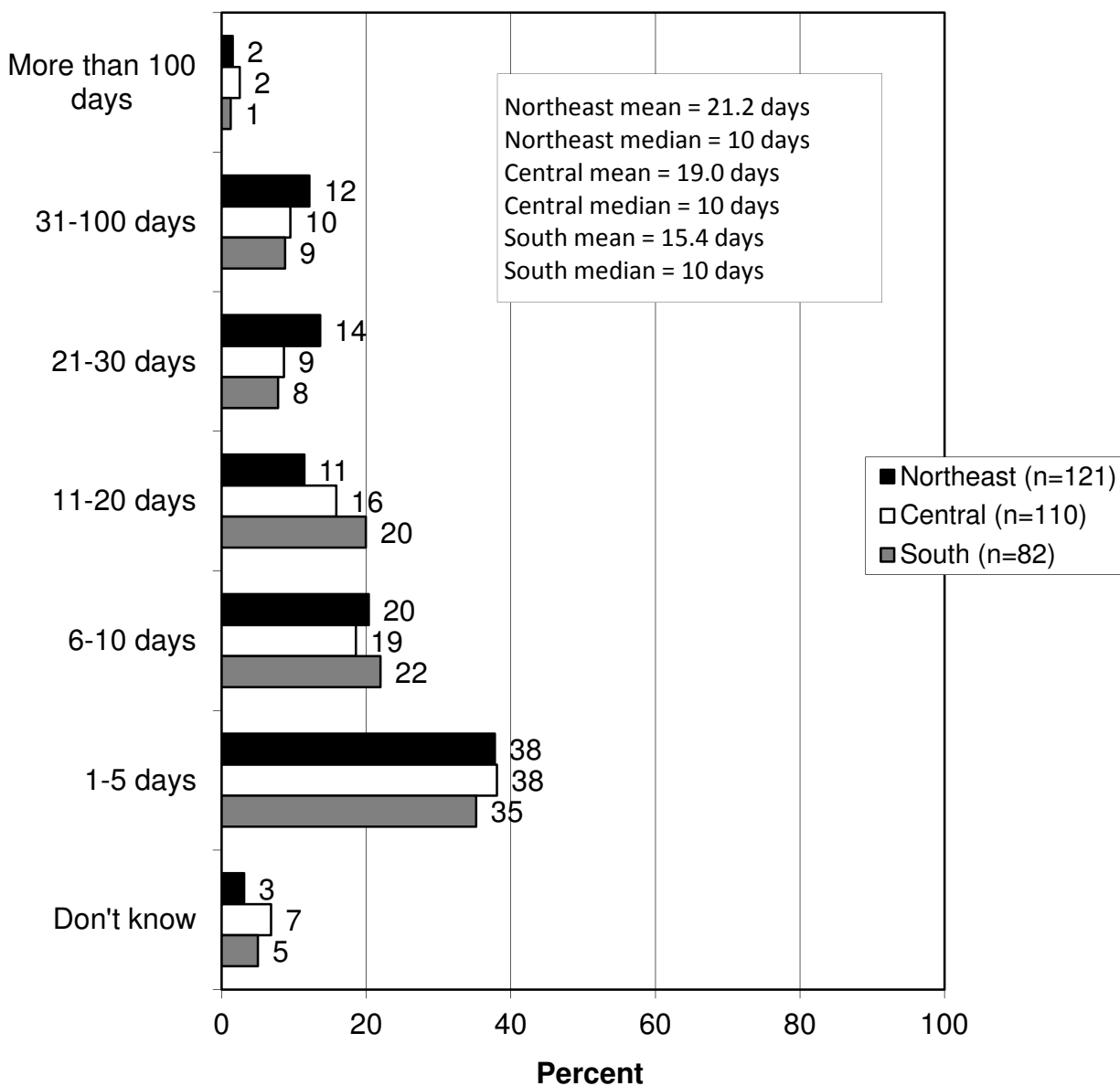




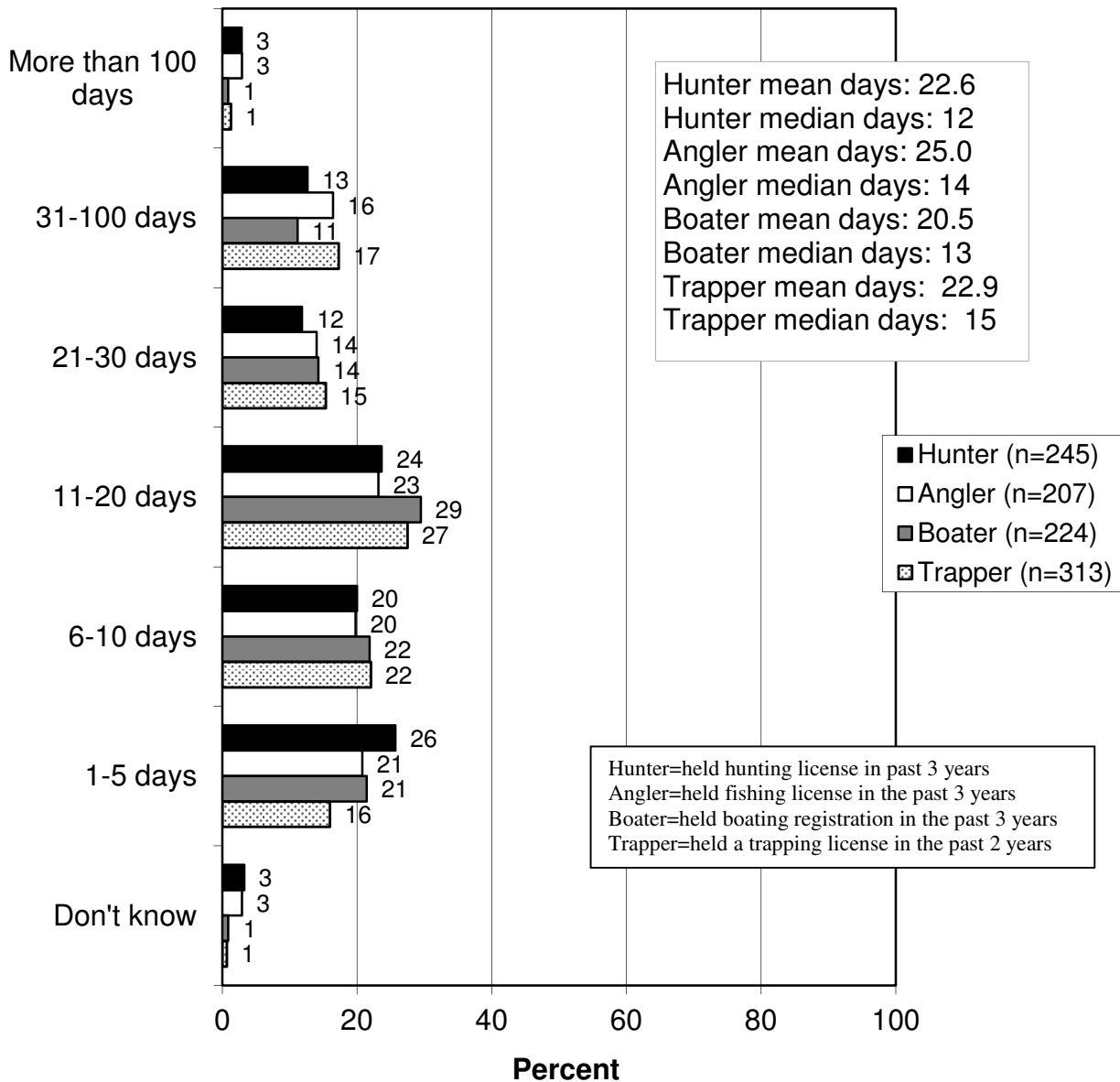
**Q69. About how many days did you participate in recreational freshwater fishing in Maine in the past 12 months? (Asked of those who participated in recreational freshwater fishing in Maine in the past 12 months.) (General population.)**



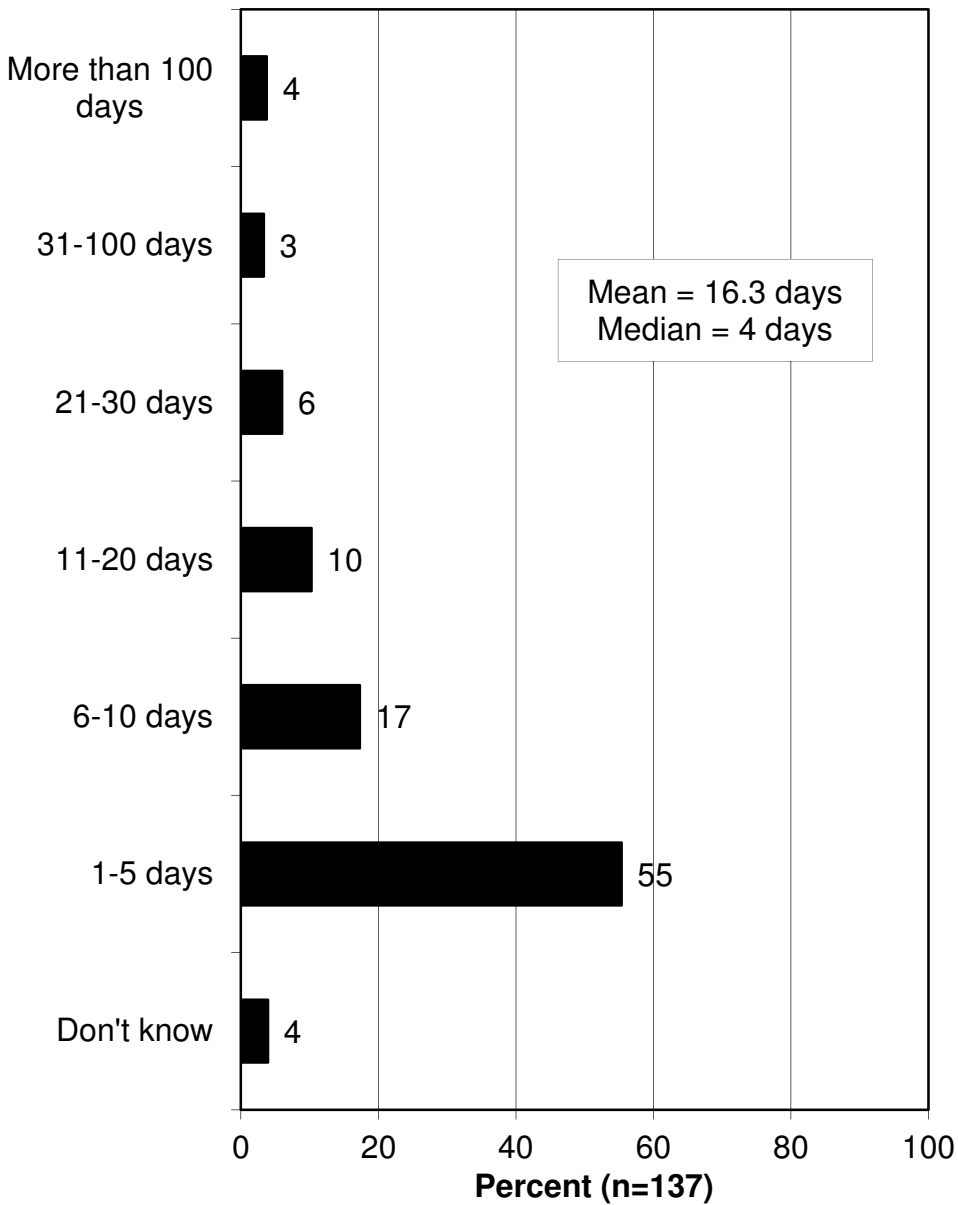
**Q69. About how many days did you participate in recreational freshwater fishing in Maine in the past 12 months? (Asked of those who participated in recreational freshwater fishing in Maine in the past 12 months.)**



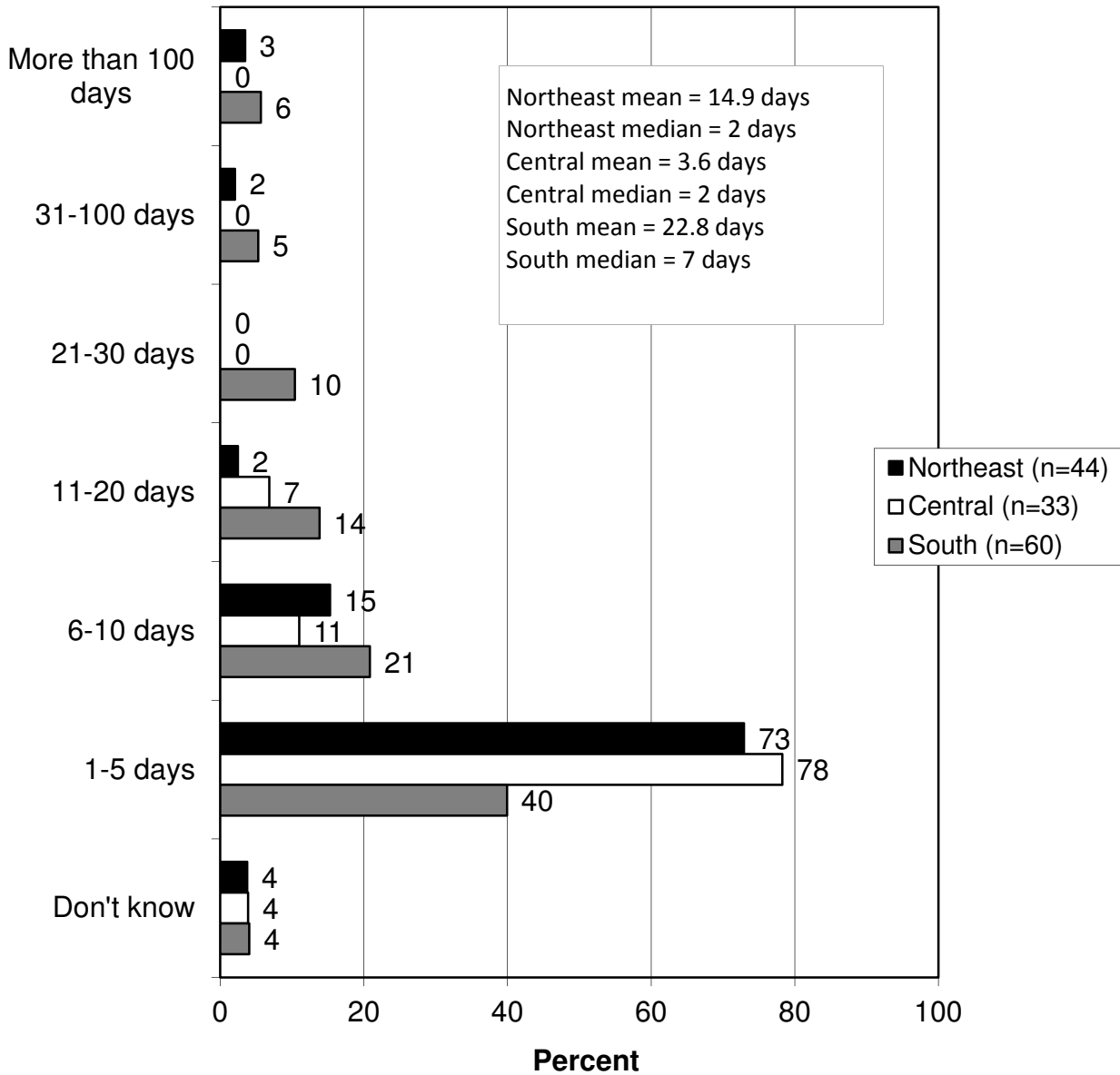
**Q69. About how many days did you participate in recreational freshwater fishing in Maine in the past 12 months? (Asked of those who participated in recreational freshwater fishing in Maine in the past 12 months.)**



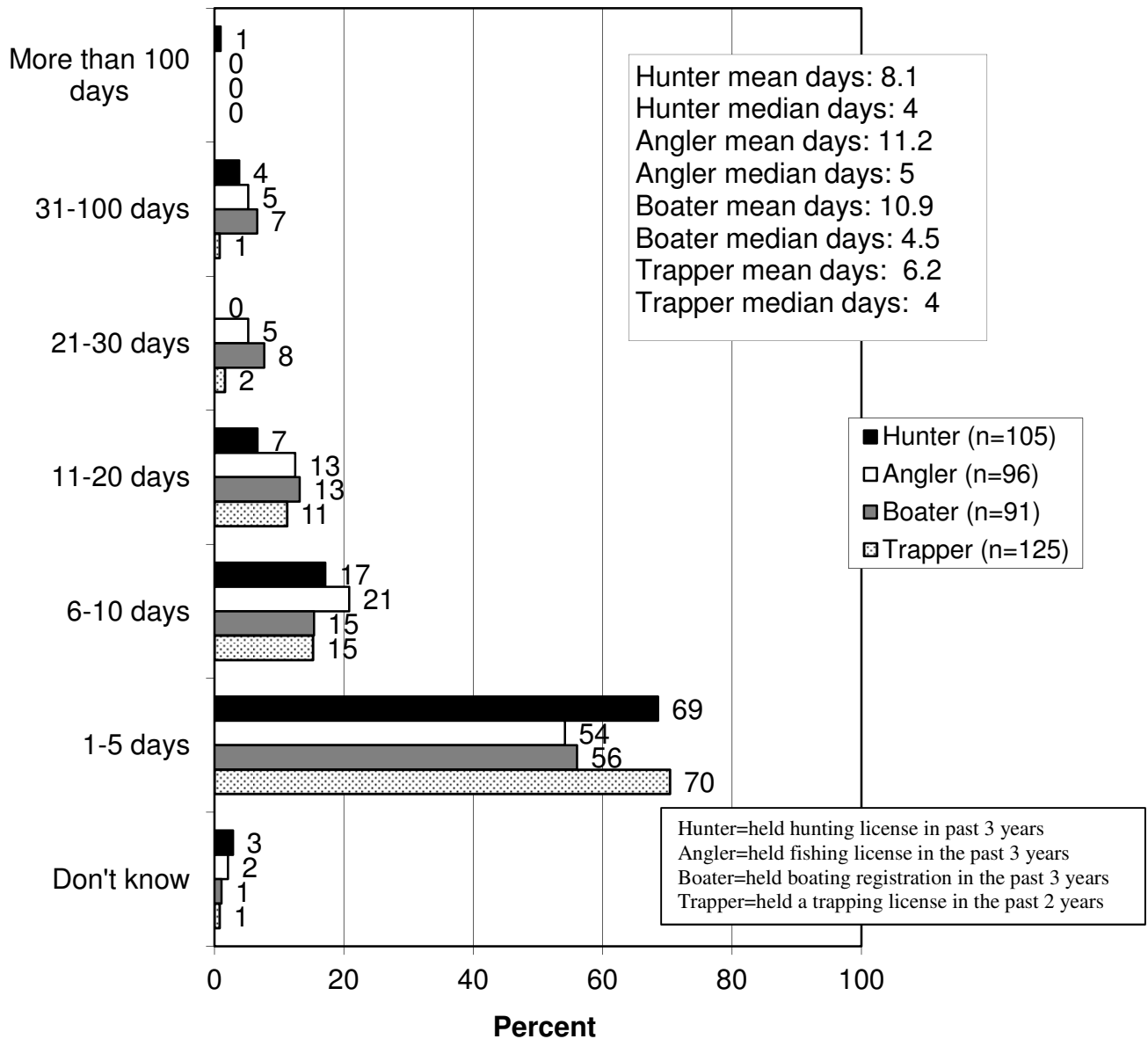
**Q78. About how many days did you participate in recreational saltwater fishing in Maine in the past 12 months? (Asked of those who participated in recreational saltwater fishing in Maine in the past 12 months.) (General population.)**



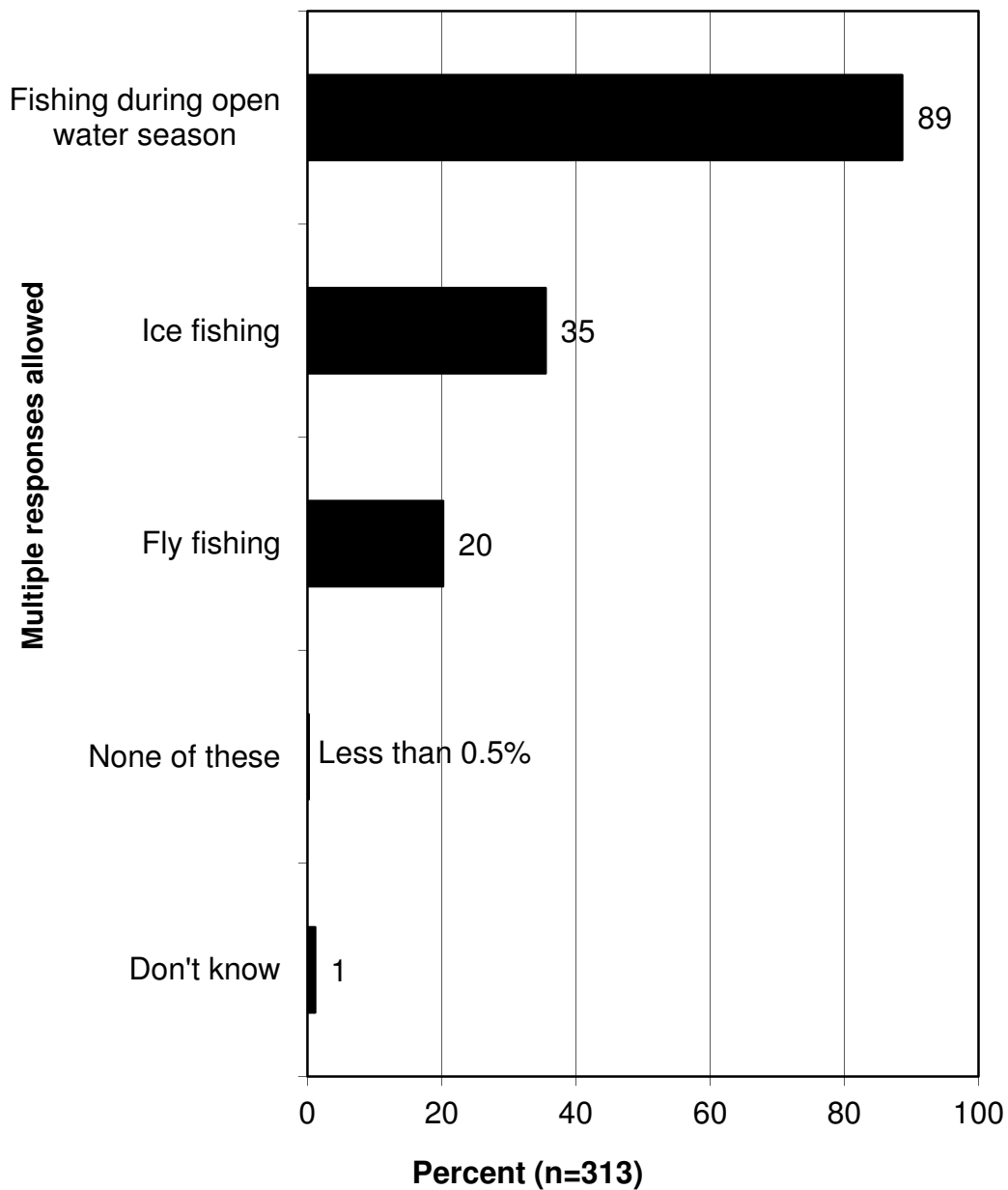
**Q78. About how many days did you participate in recreational saltwater fishing in Maine in the past 12 months? (Asked of those who participated in recreational saltwater fishing in Maine in the past 12 months.)**



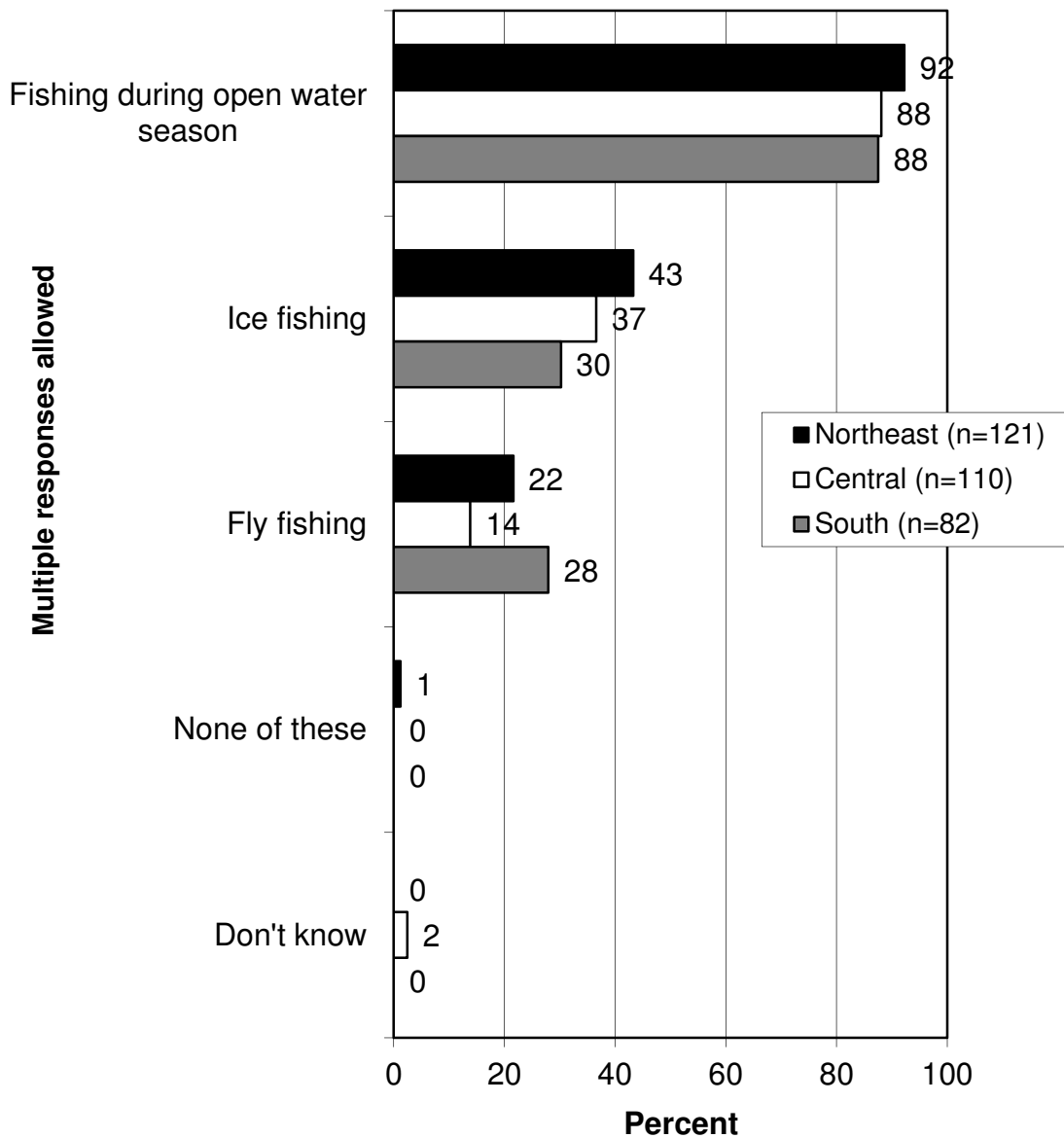
**Q78. About how many days did you participate in recreational saltwater fishing in Maine in the past 12 months? (Asked of those who participated in recreational saltwater fishing in Maine in the past 12 months.)**



**Q72. Which of the following freshwater fishing activities did you do in Maine in the past 12 months? (Asked of those who participated in recreational freshwater fishing in Maine in the past 12 months.) (General population.)**

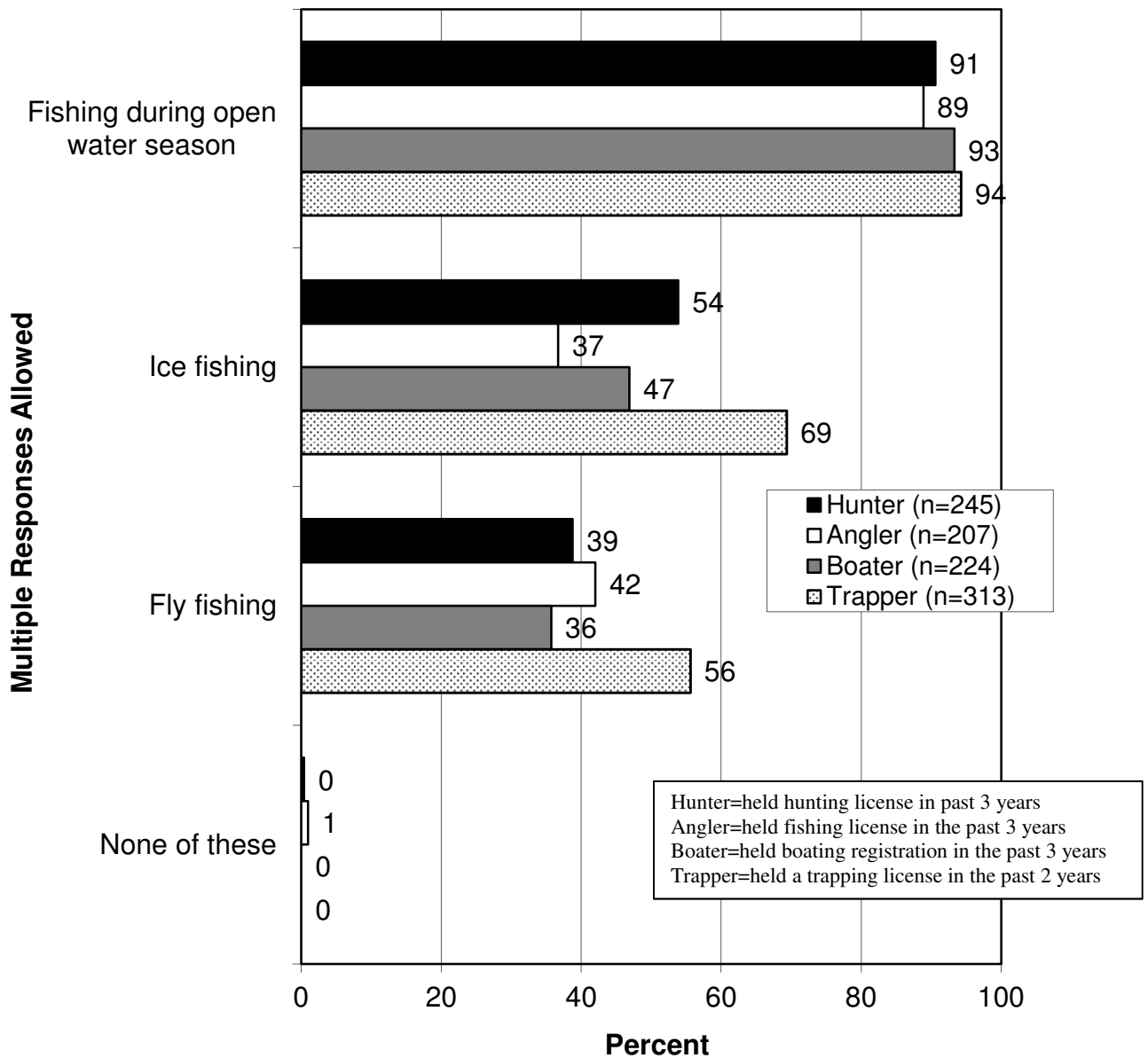


**Q72. Which of the following freshwater fishing activities did you do in Maine in the past 12 months? (Asked of those who participated in recreational freshwater fishing in Maine in the past 12 months.)**

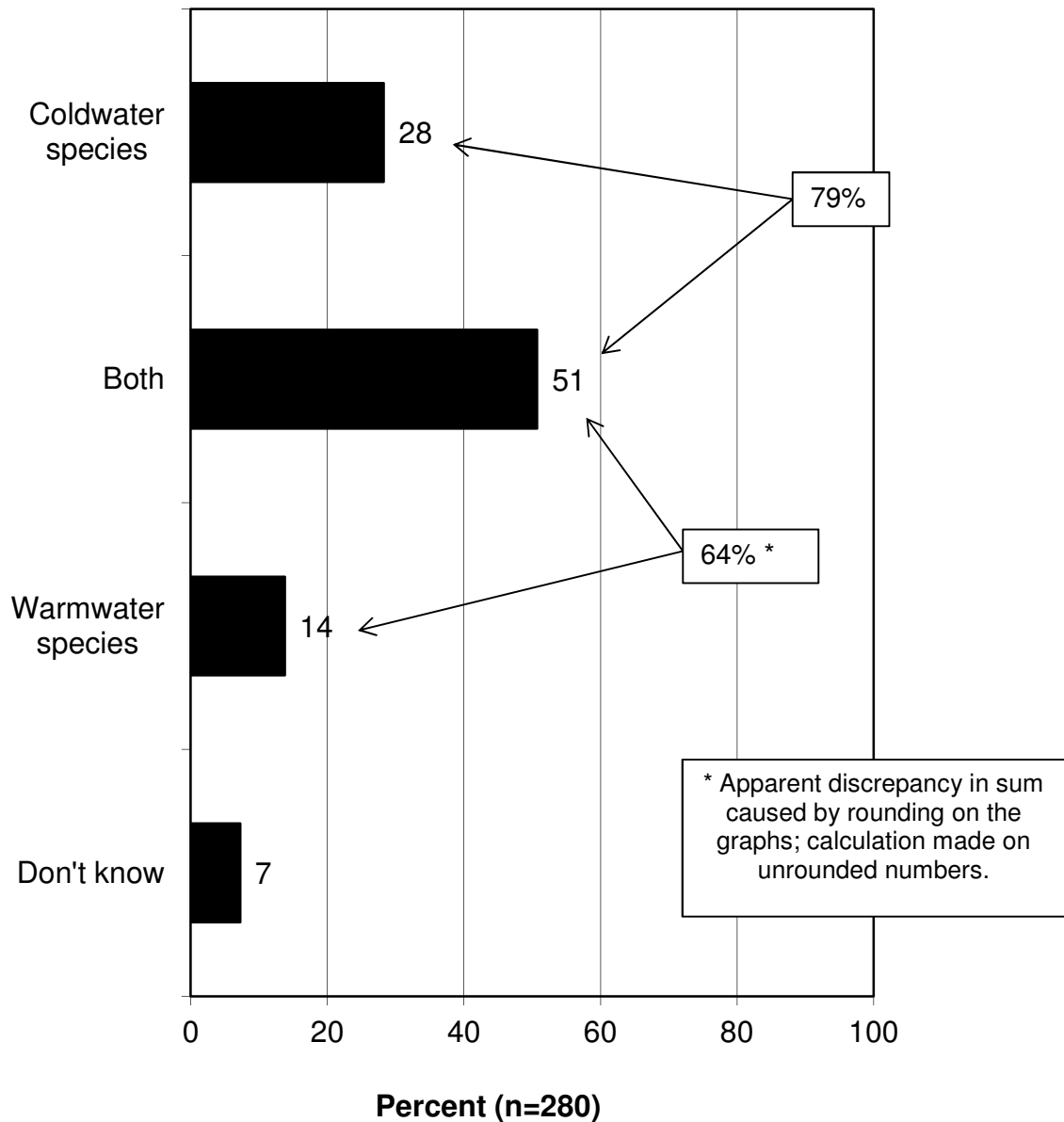




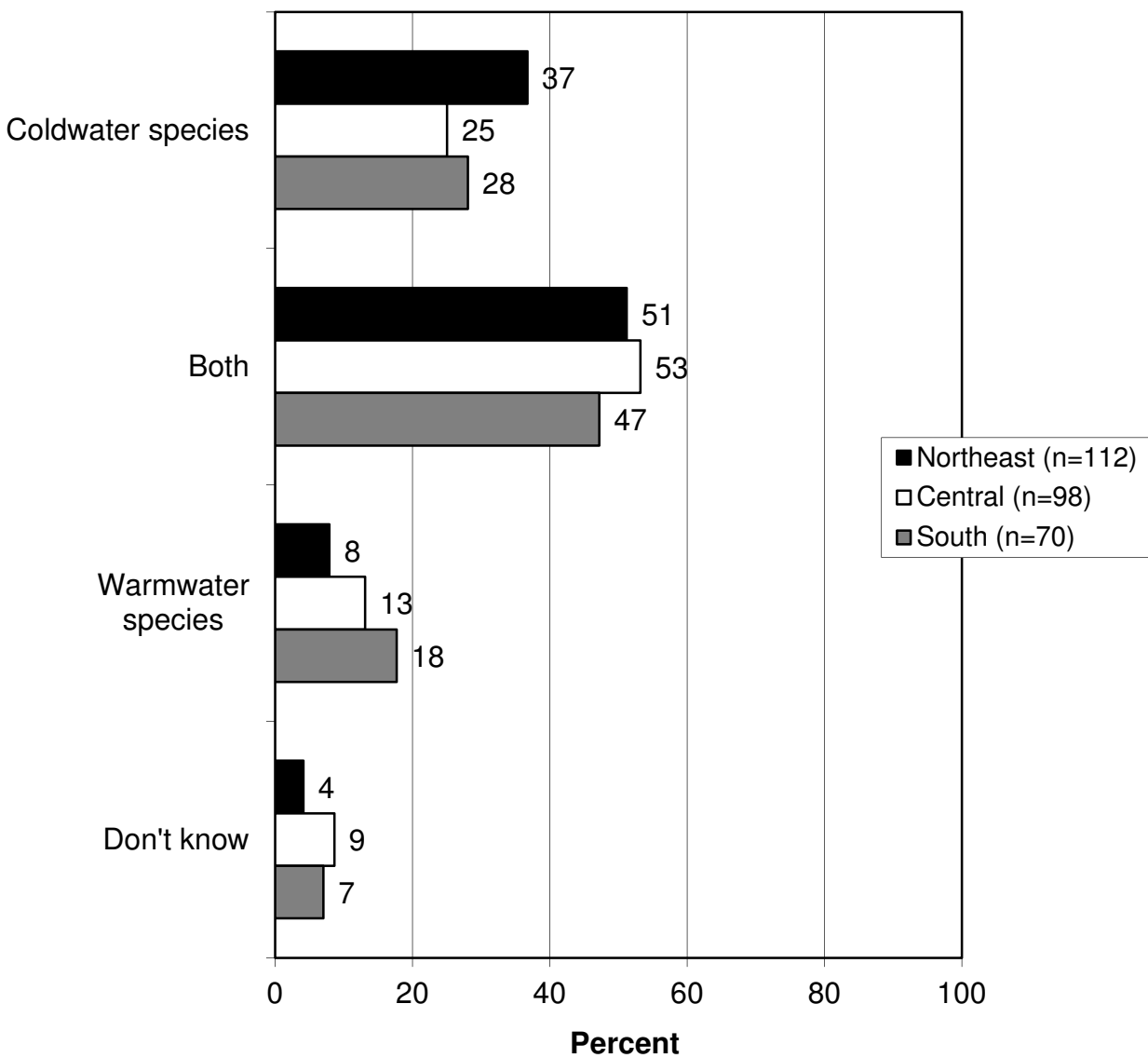
**Q72. Which of the following freshwater fishing activities did you do in Maine in the past 12 months? (Asked of those who participated in recreational freshwater fishing in Maine in the past 12 months.)**



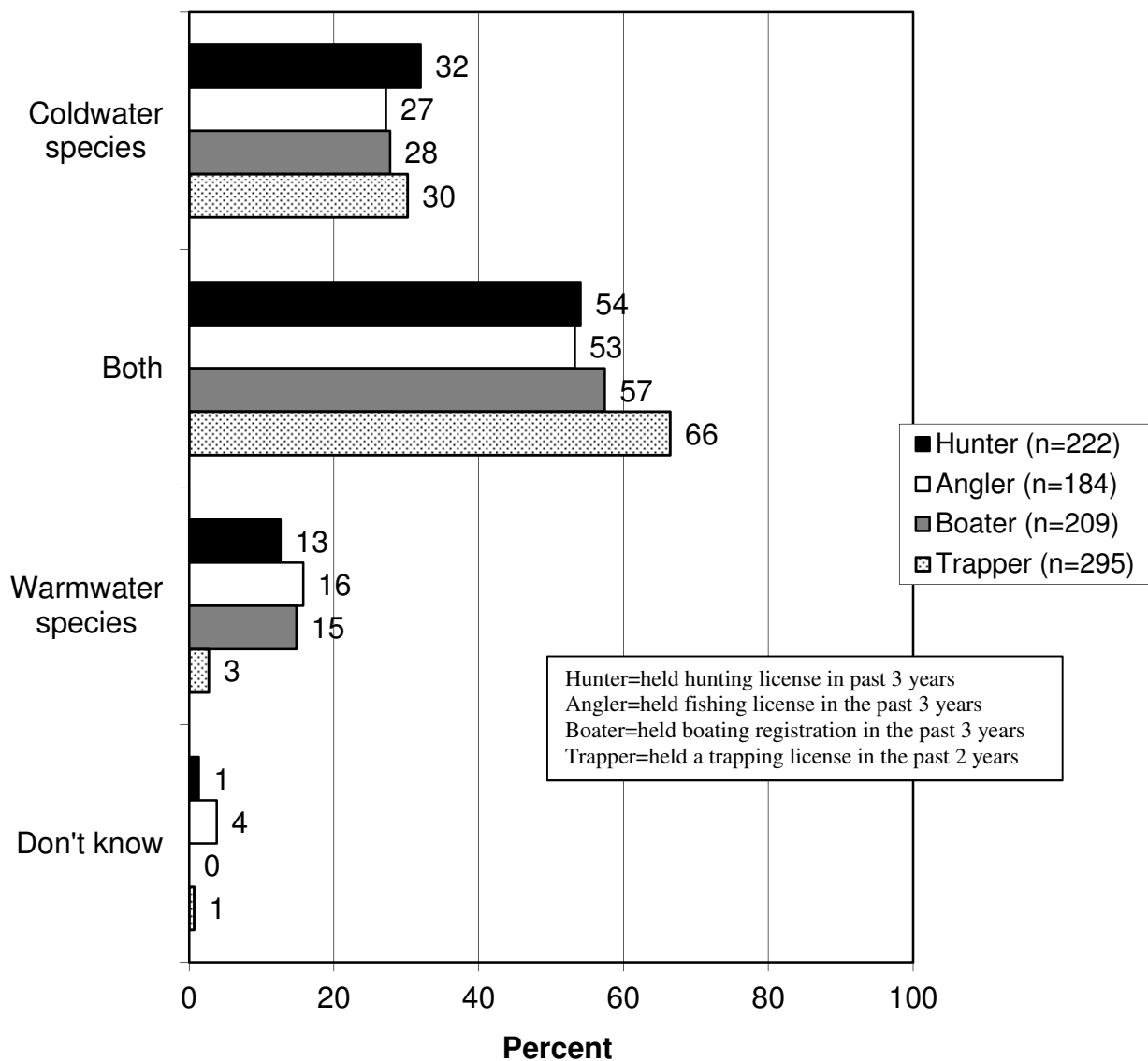
**Q73. Did you fish in freshwater during the open water season in Maine in the past 12 months for coldwater species, warmwater species, or both? (Asked of those who fished in freshwater in the open water season in Maine in the past 12 months.) (General population.)**



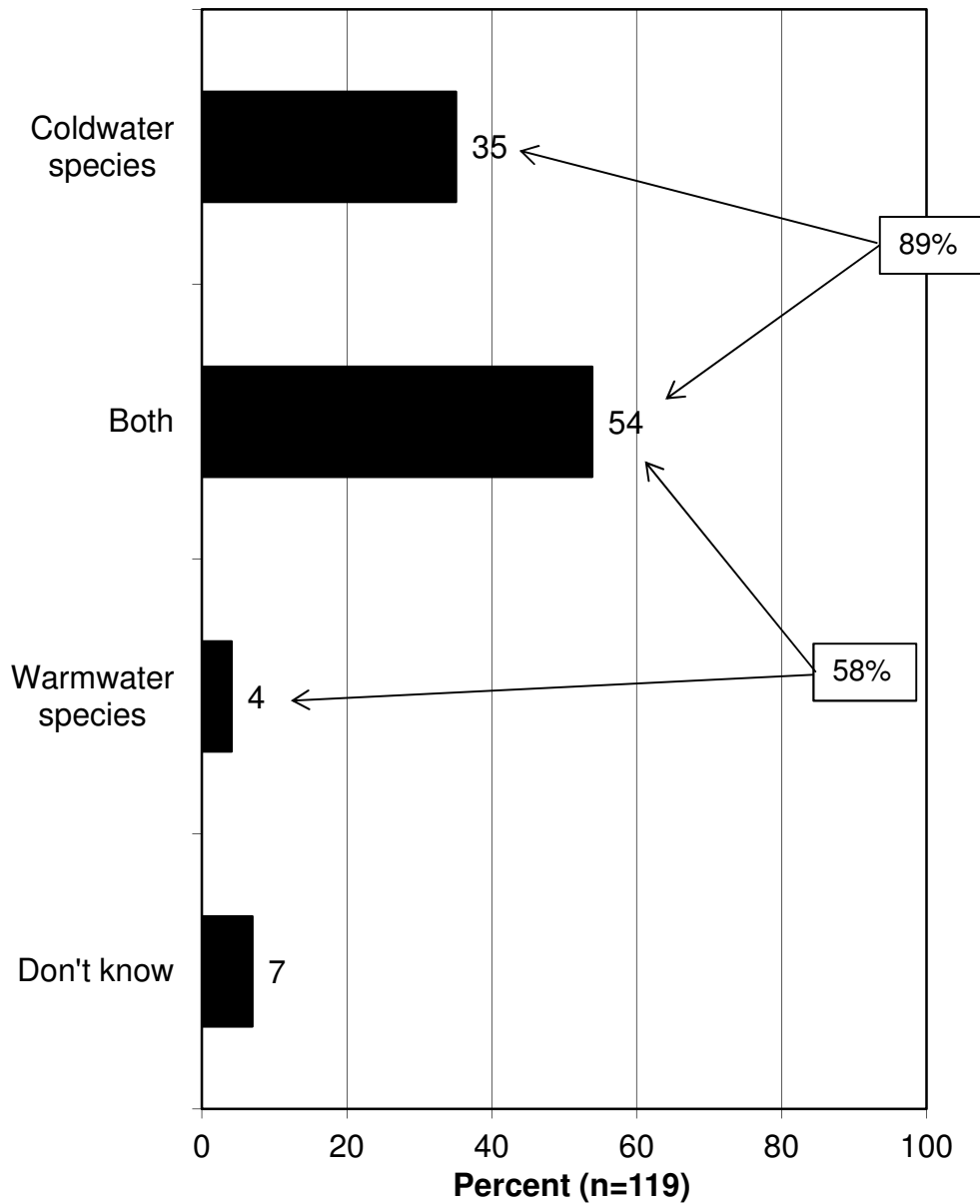
**Q73. Did you fish in freshwater during the open water season in Maine in the past 12 months for coldwater species, warmwater species, or both? (Asked of those who fished in freshwater in the open water season in Maine in the past 12 months.)**



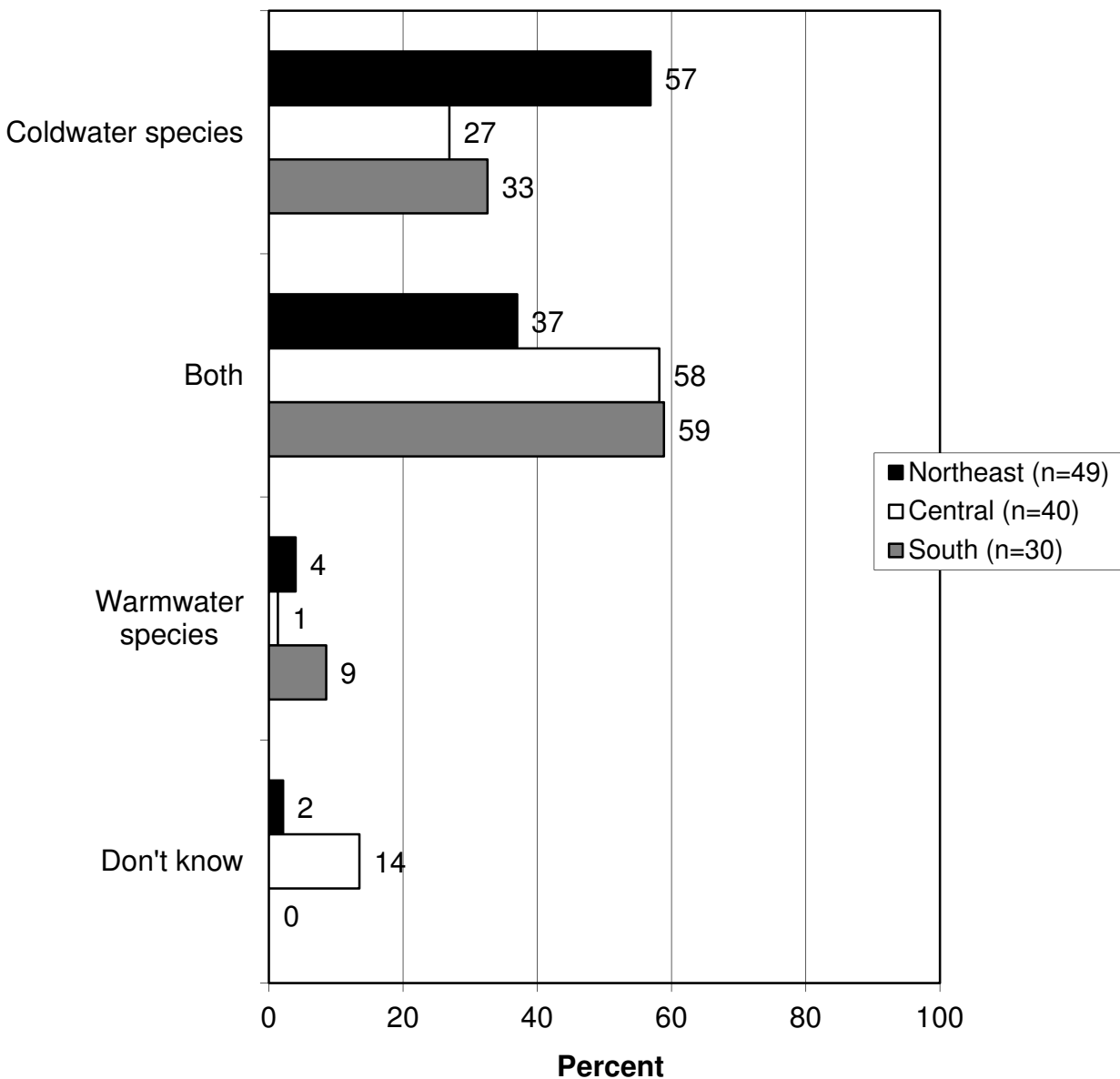
**Q73. Did you fish in freshwater during the open water season in Maine in the past 12 months for coldwater species, warmwater species, or both? (Asked of those who fished in freshwater in the open water season in Maine in the past 12 months.)**



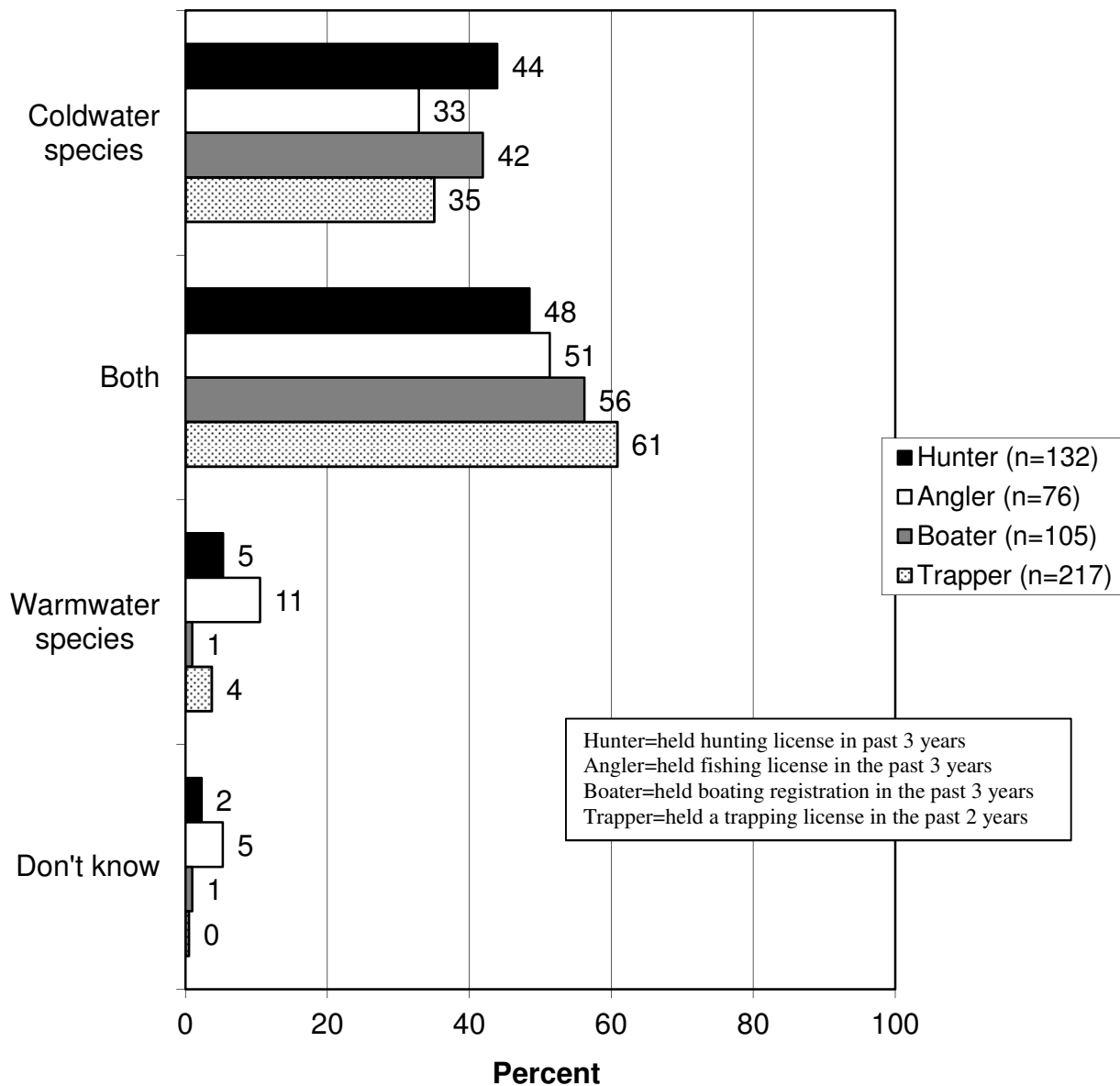
**Q74. Did you go ice fishing in Maine in the past 12 months for coldwater species, warmwater species, or both? (Asked of those who recreationally ice fished for freshwater species in Maine in the past 12 months.) (General population.)**



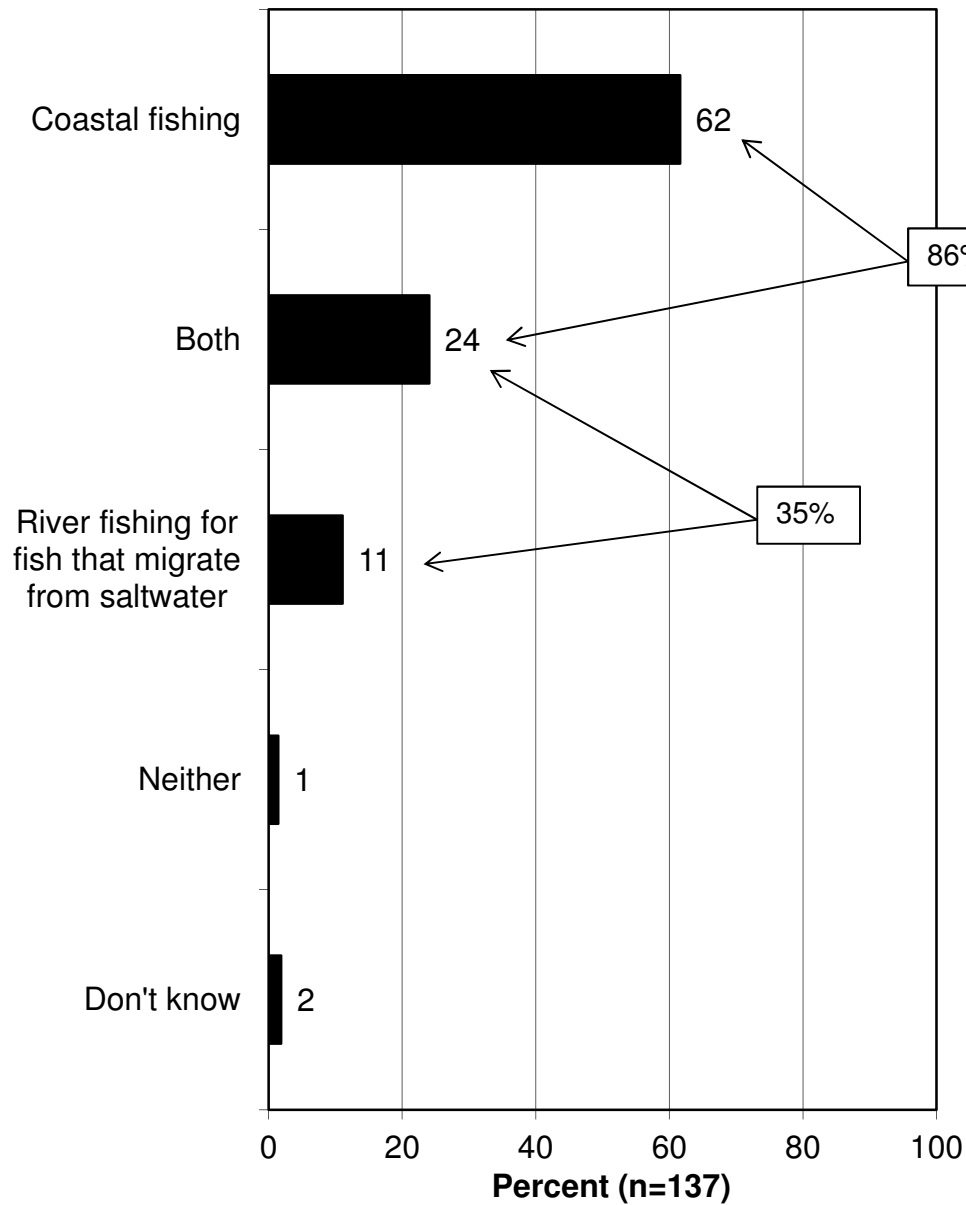
**Q74. Did you go ice fishing in Maine in the past 12 months for coldwater species, warmwater species, or both? (Asked of those who recreationally ice fished for freshwater species in Maine in the past 12 months.)**



**Q74. Did you go ice fishing in Maine in the past 12 months for coldwater species, warmwater species, or both? (Asked of those who recreationally ice fished for freshwater species in Maine in the past 12 months.)**

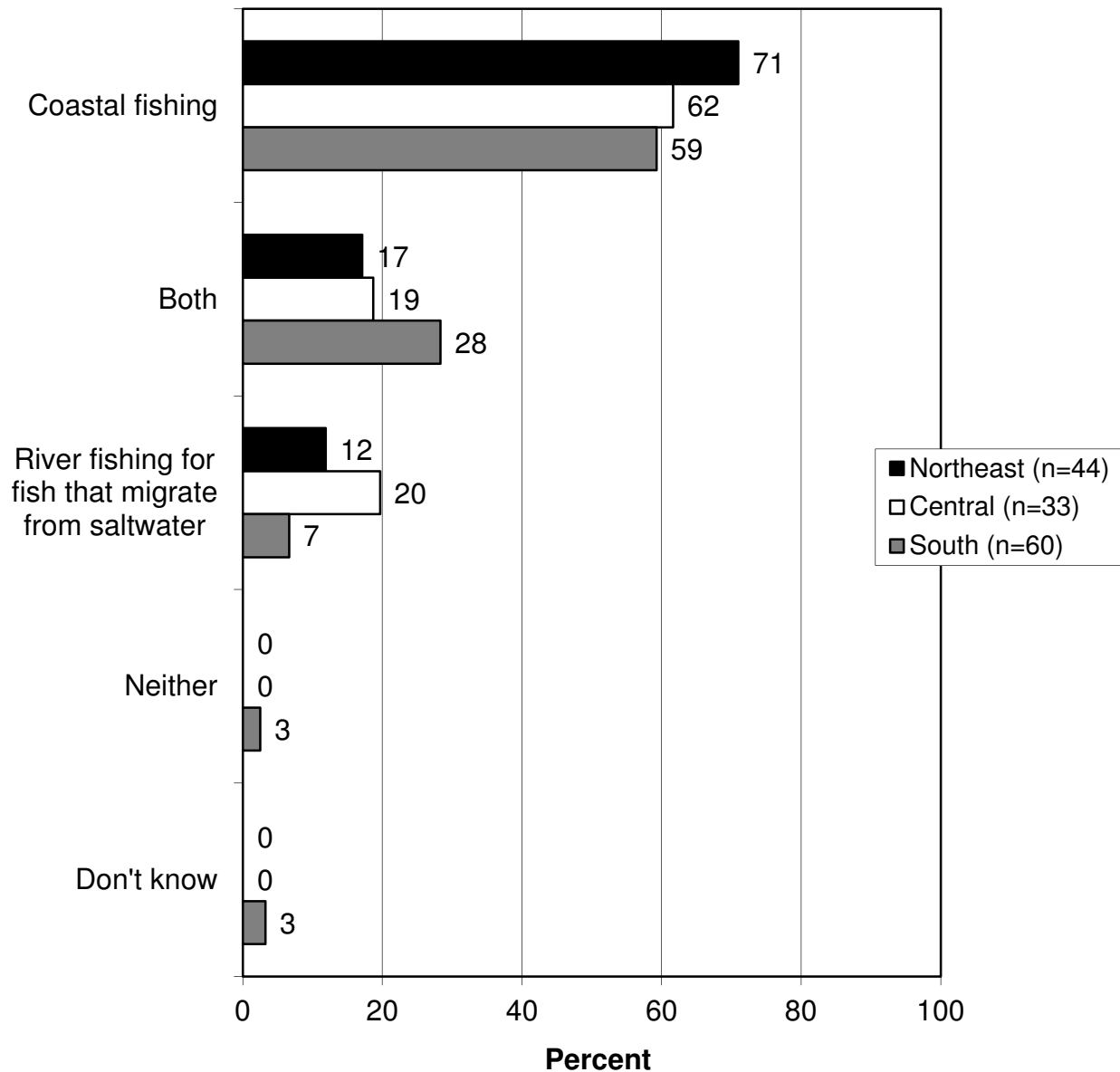


**Q81. Which of the following saltwater fishing activities did you do in Maine in the past 12 months? (Asked of those who participated in recreational saltwater fishing in Maine in the past 12 months.) (General population.)**

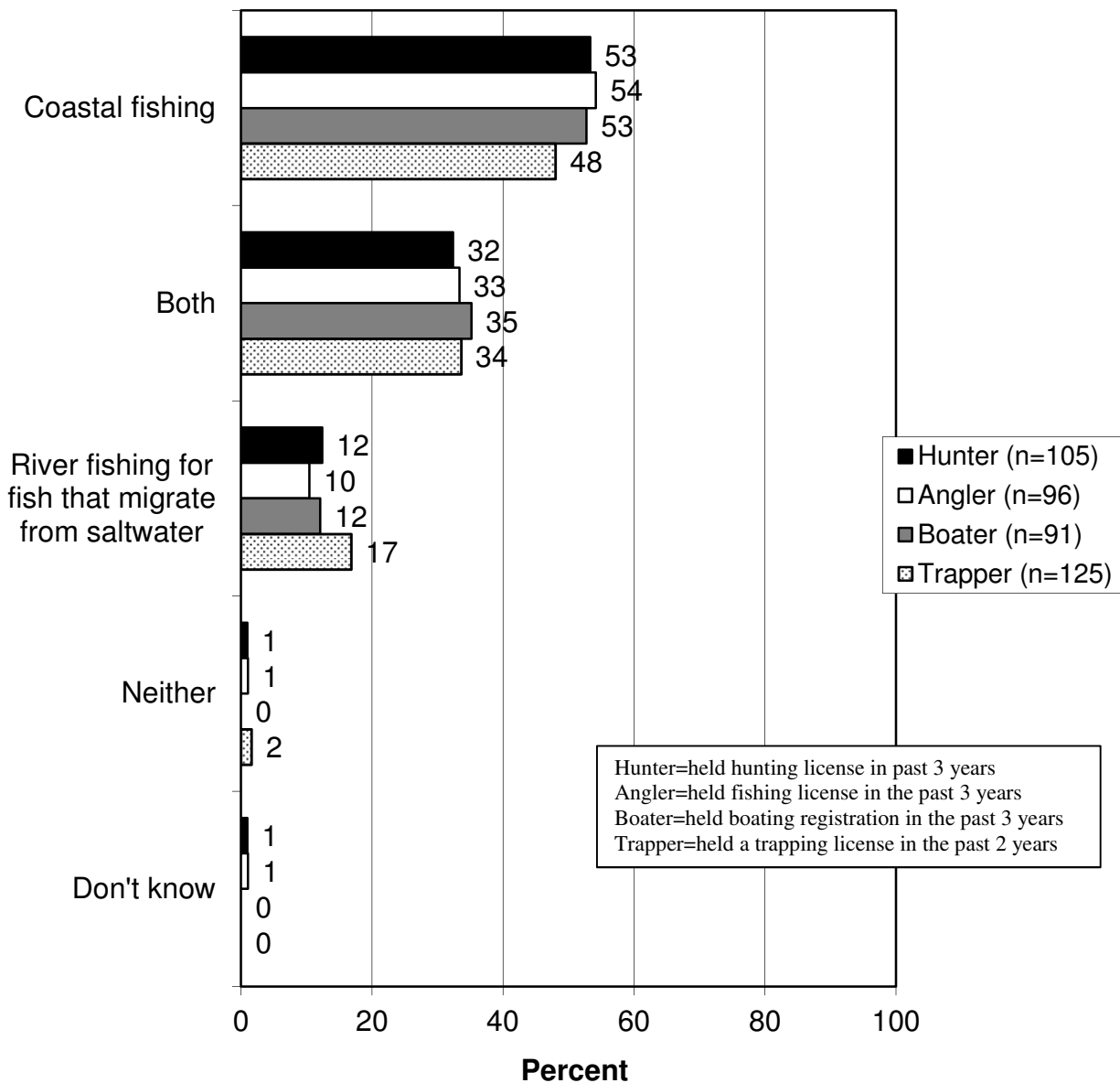




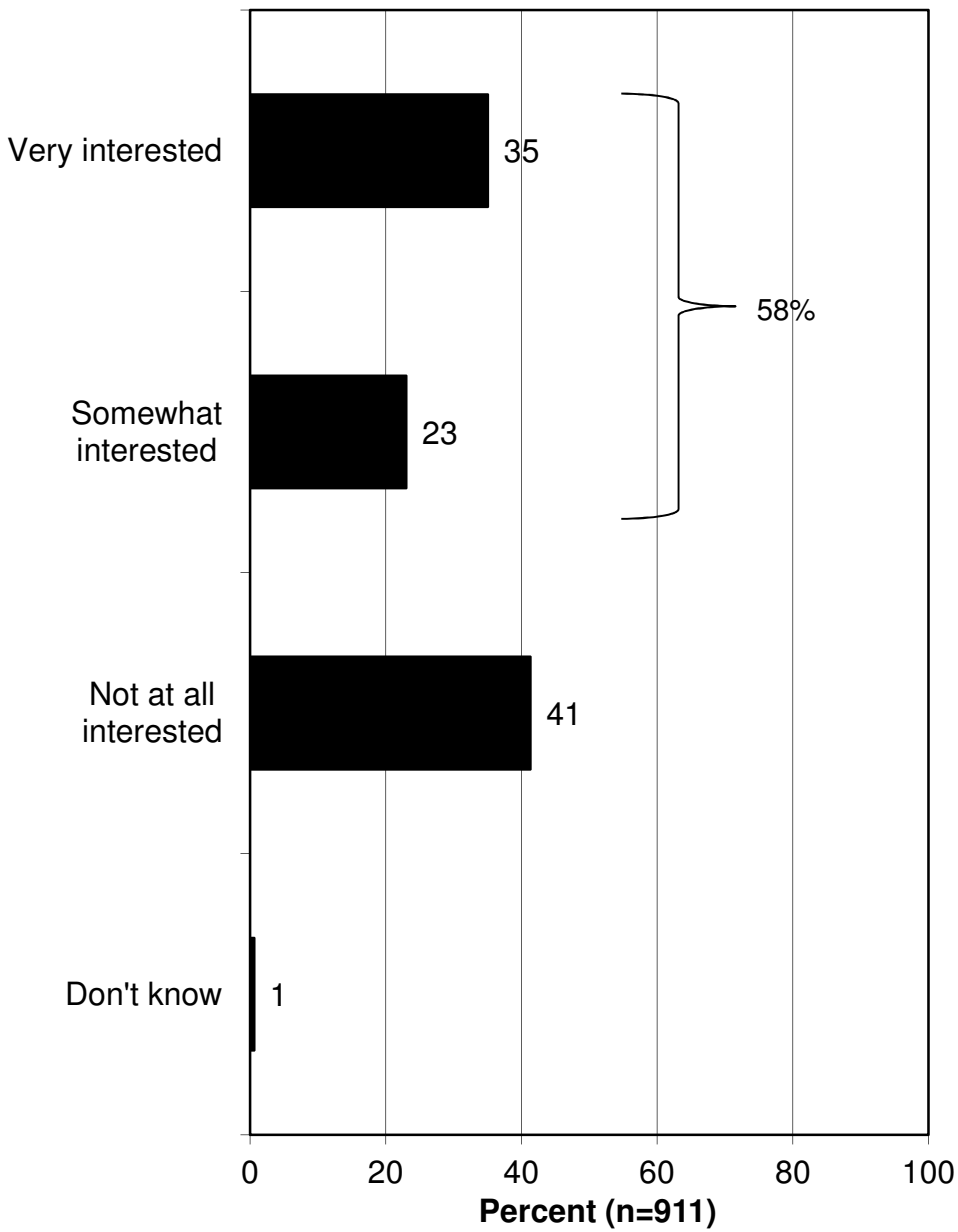
**Q81. Which of the following saltwater fishing activities did you do in Maine in the past 12 months? (Asked of those who participated in recreational saltwater fishing in Maine in the past 12 months.)**



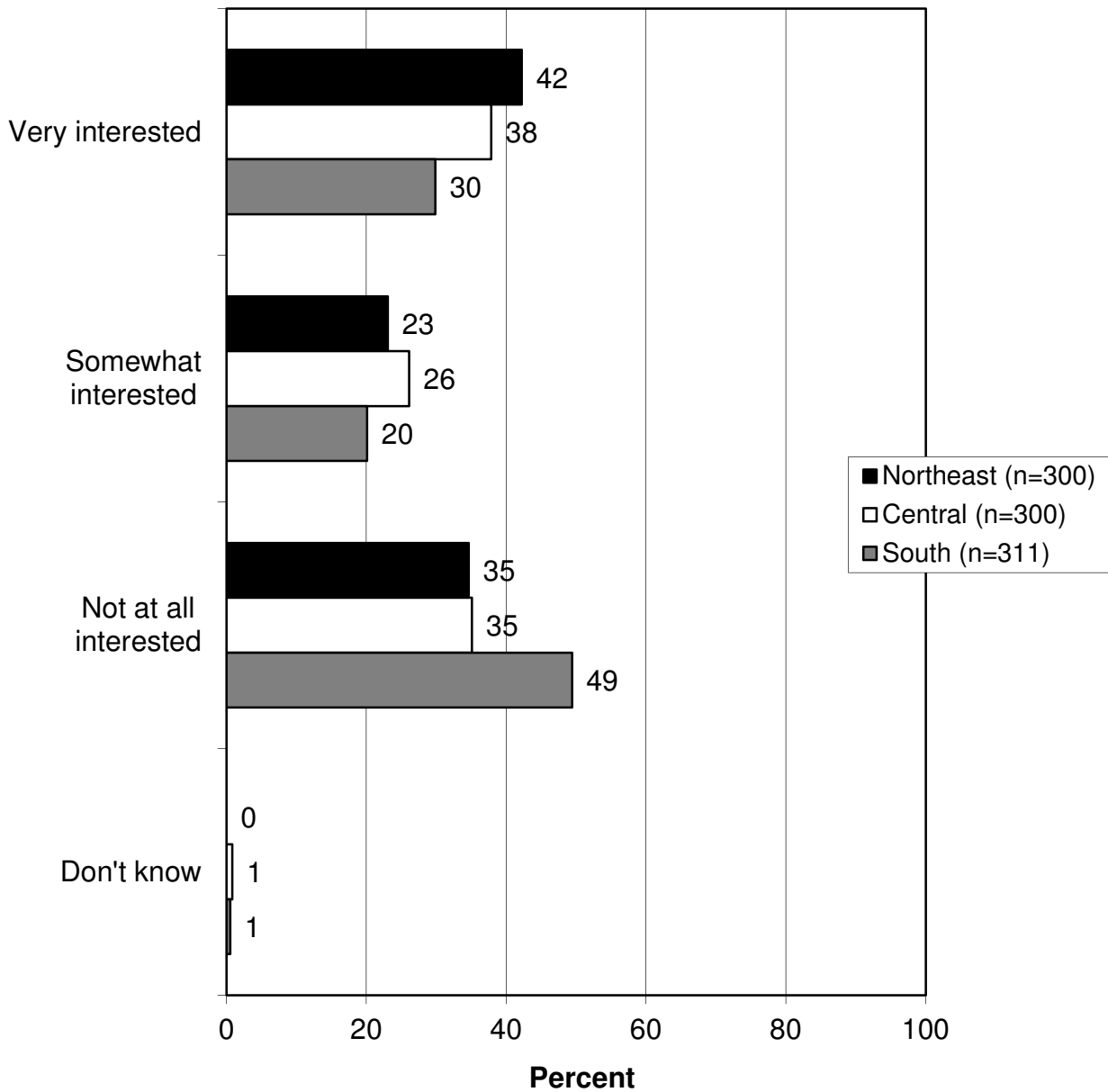
**Q81. Which of the following saltwater fishing activities did you do in Maine in the past 12 months? (Asked of those who participated in recreational saltwater fishing in Maine in the past 12 months.)**



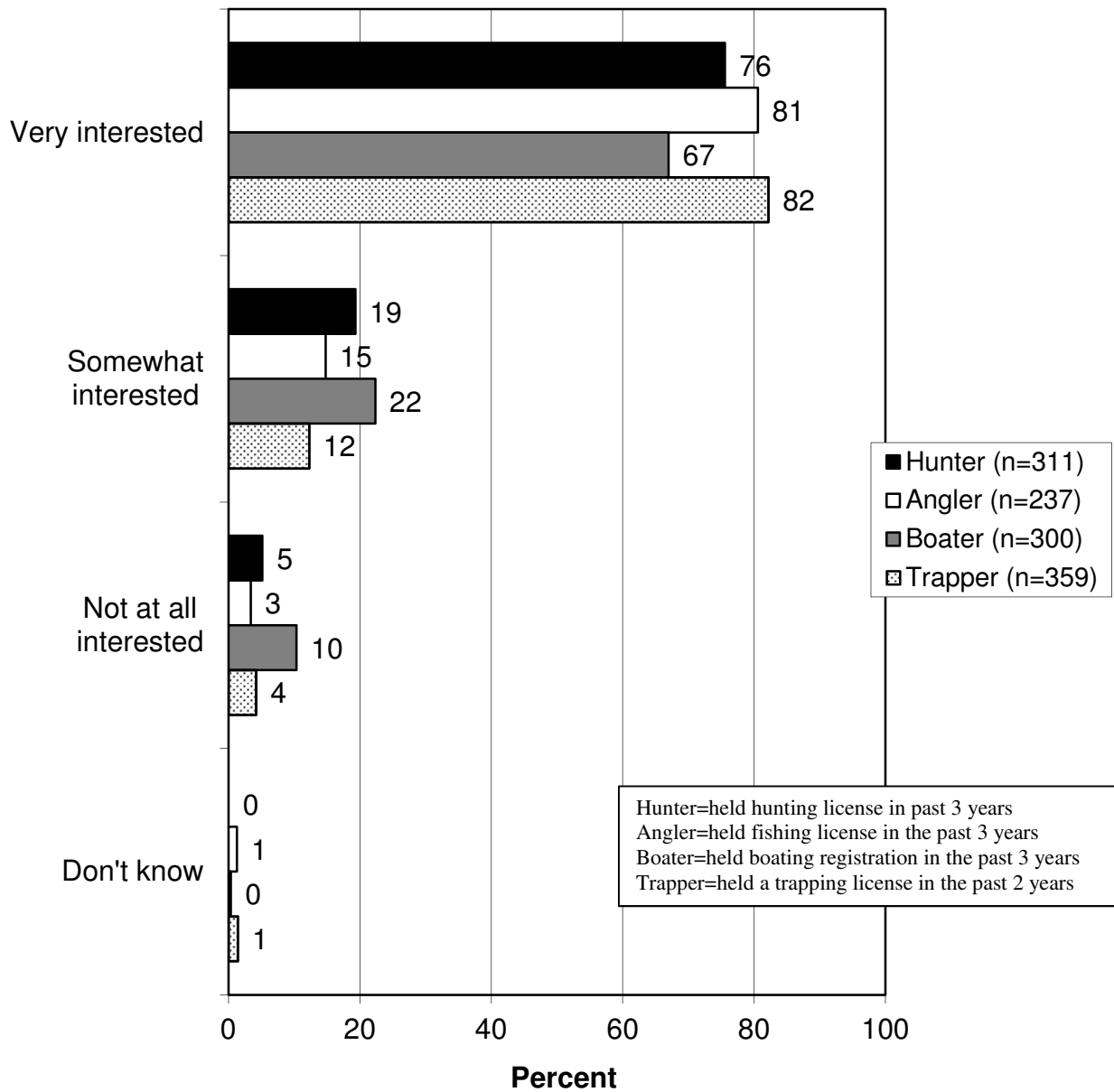
**Q75. How interested are you in participating in recreational freshwater fishing in Maine in the next 12 months? (General population.)**



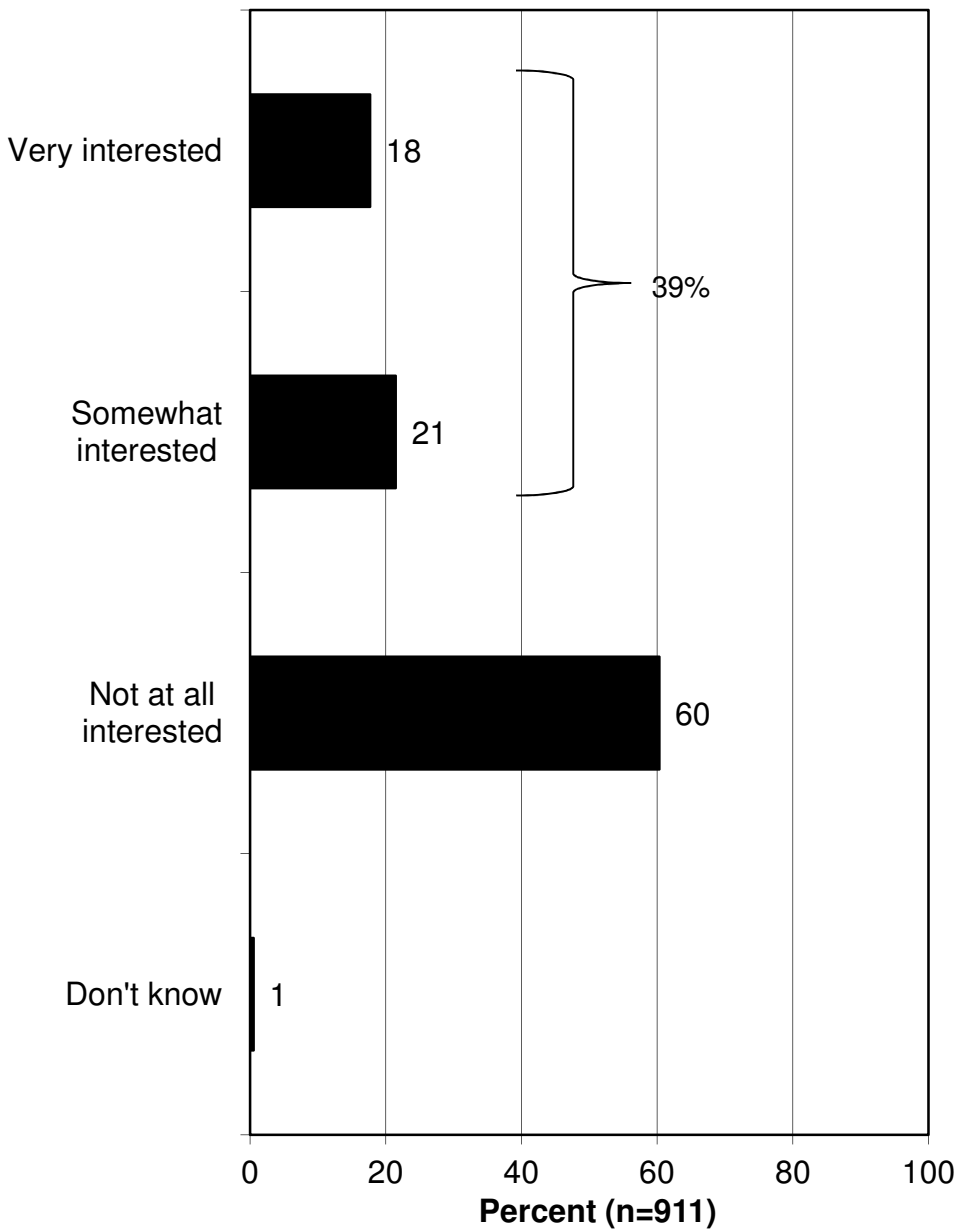
**Q75. How interested are you in participating in recreational freshwater fishing in Maine in the next 12 months?**



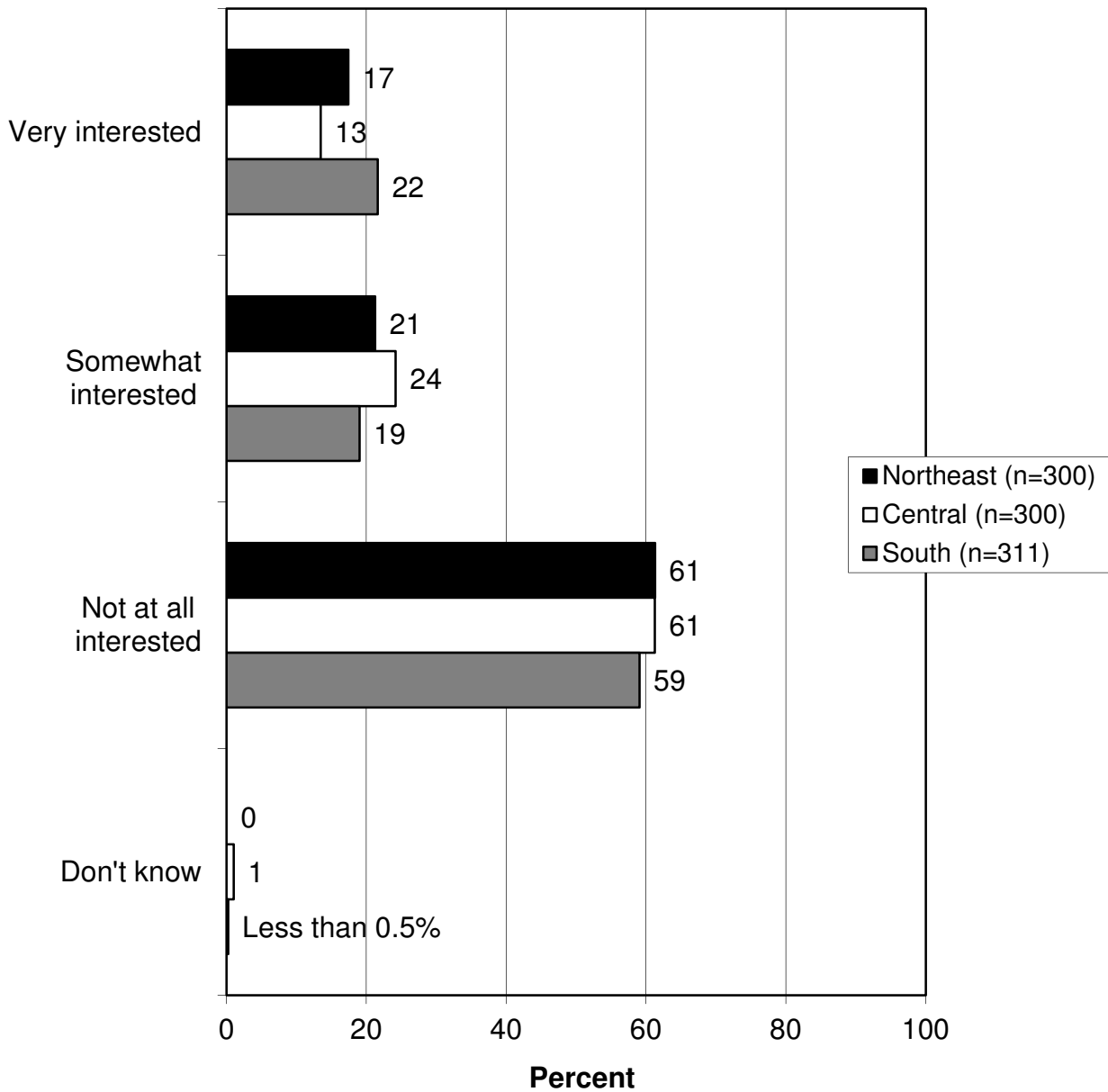
**Q75. How interested are you in participating in recreational freshwater fishing in Maine in the next 12 months?**



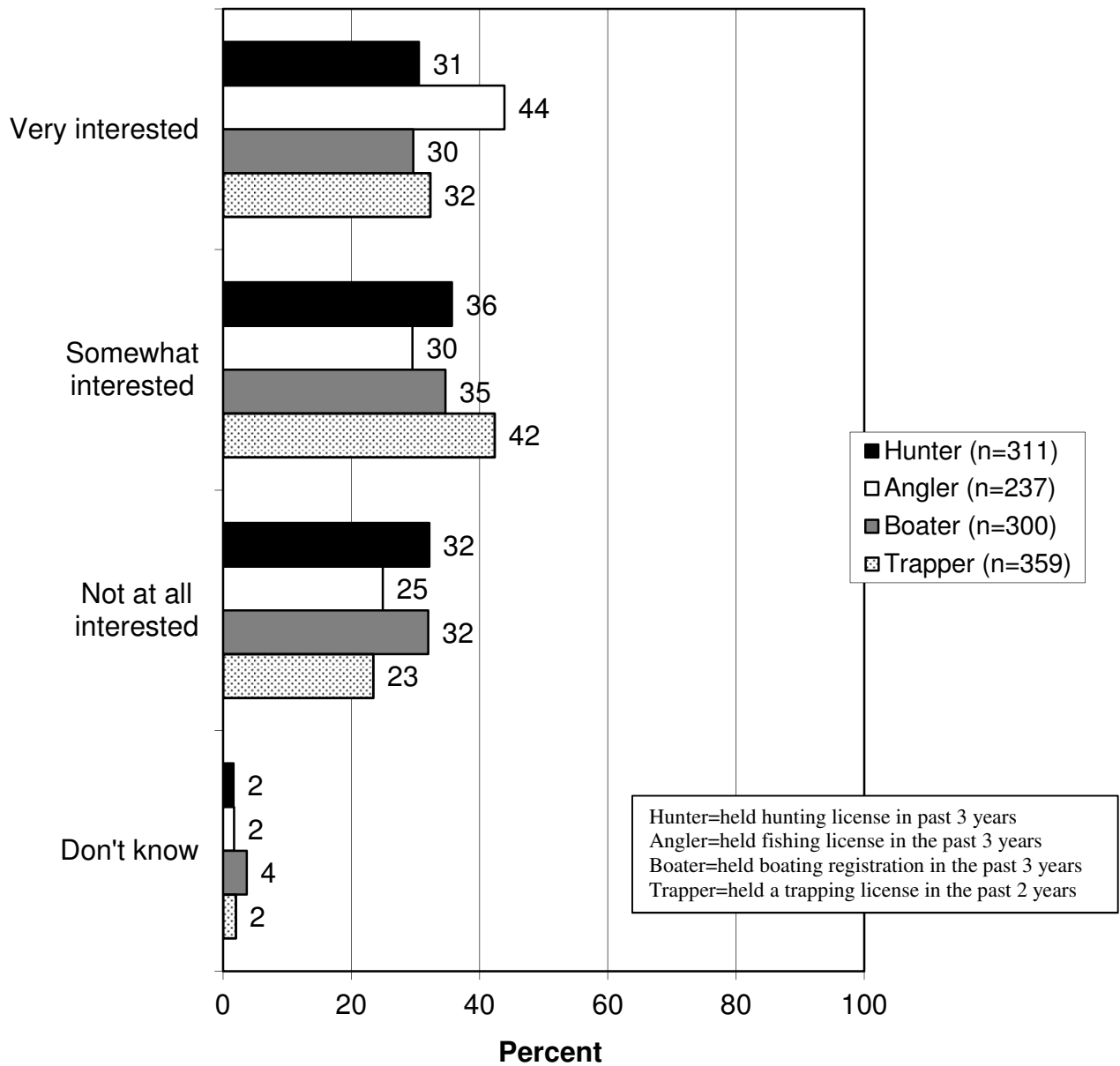
**Q82. How interested are you in participating in recreational saltwater fishing in Maine in the next 12 months? (General population.)**



**Q82. How interested are you in participating in recreational saltwater fishing in Maine in the next 12 months?**

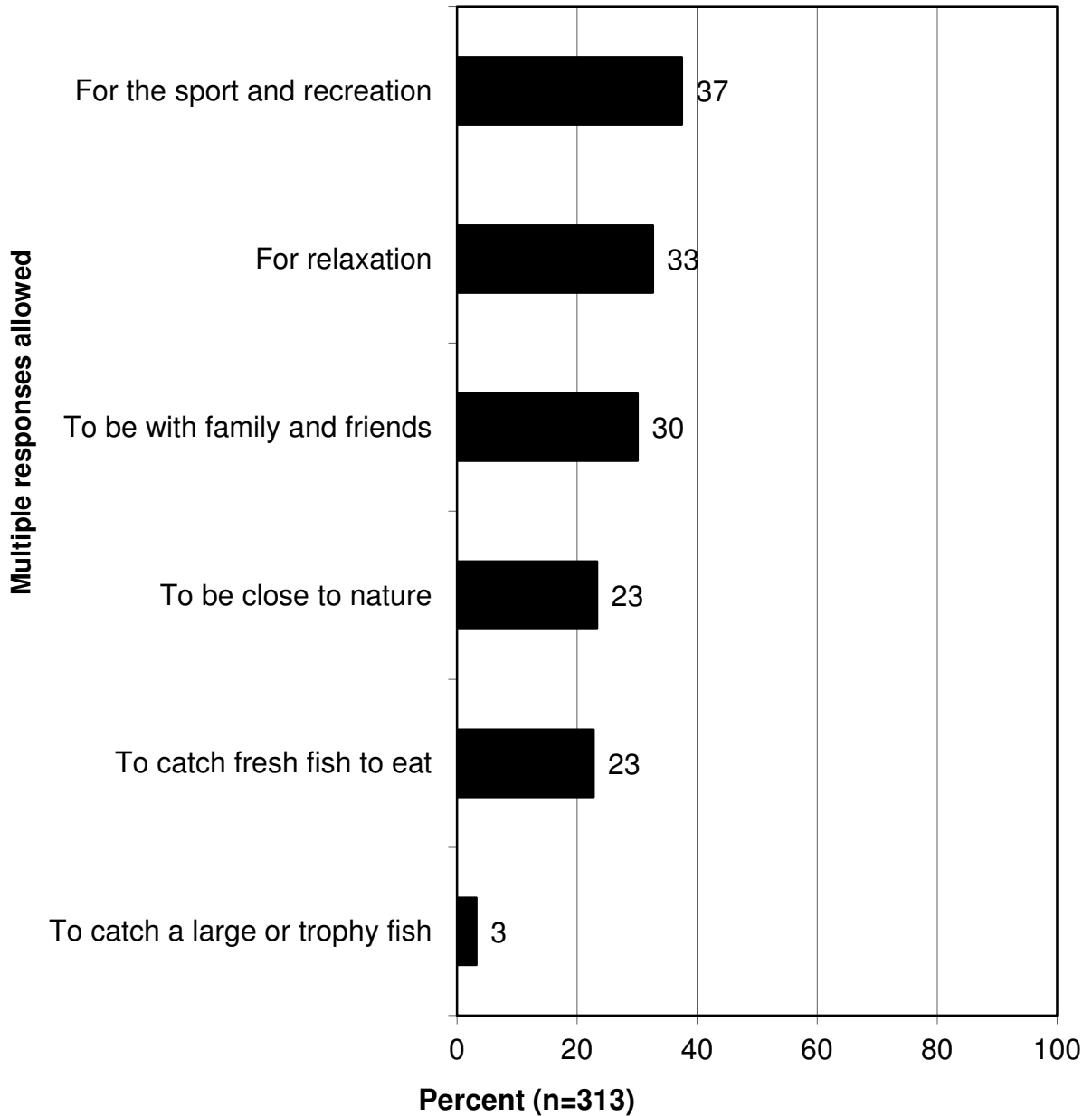


**Q82. How interested are you in participating in recreational saltwater fishing in Maine in the next 12 months?**

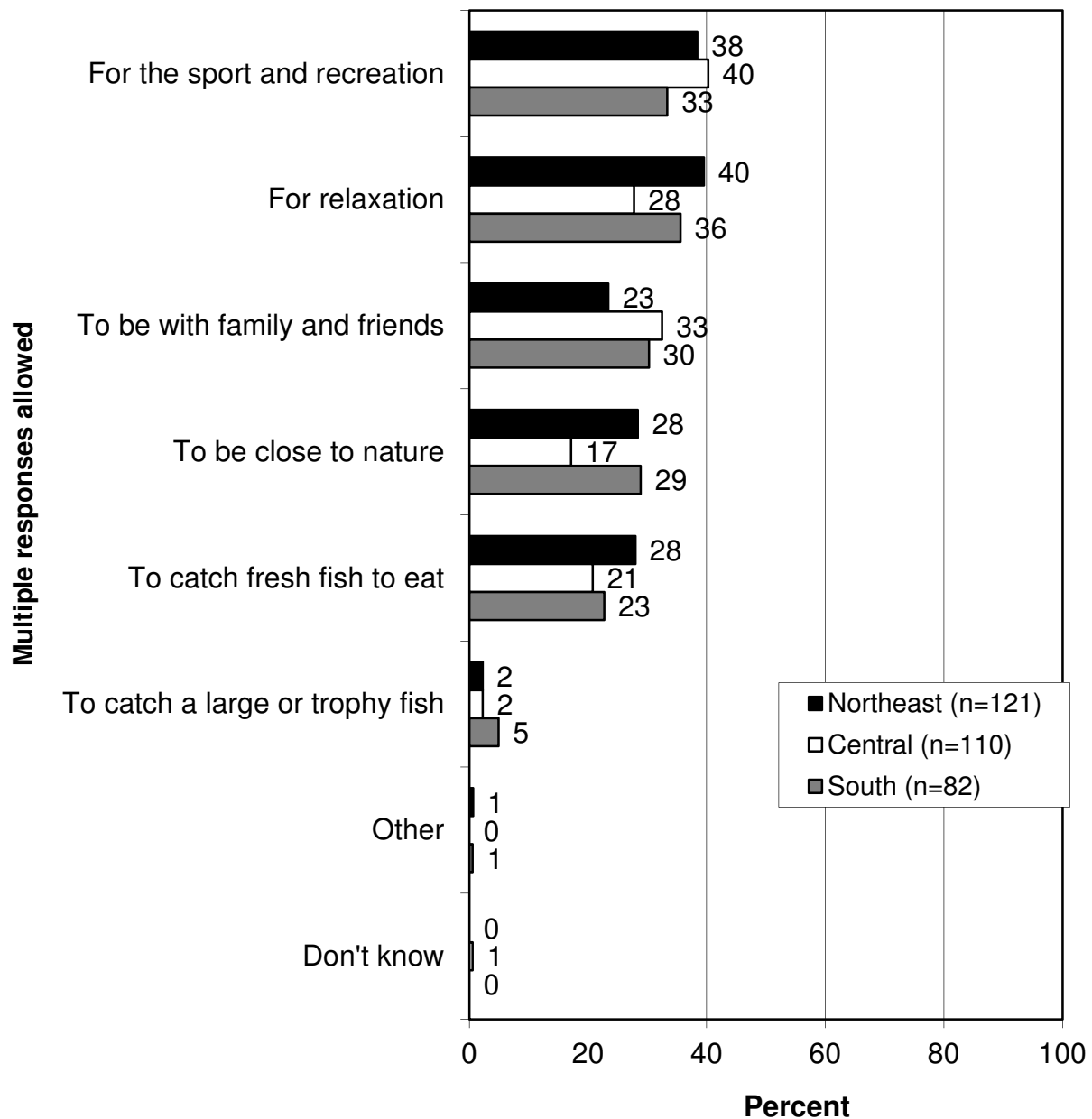




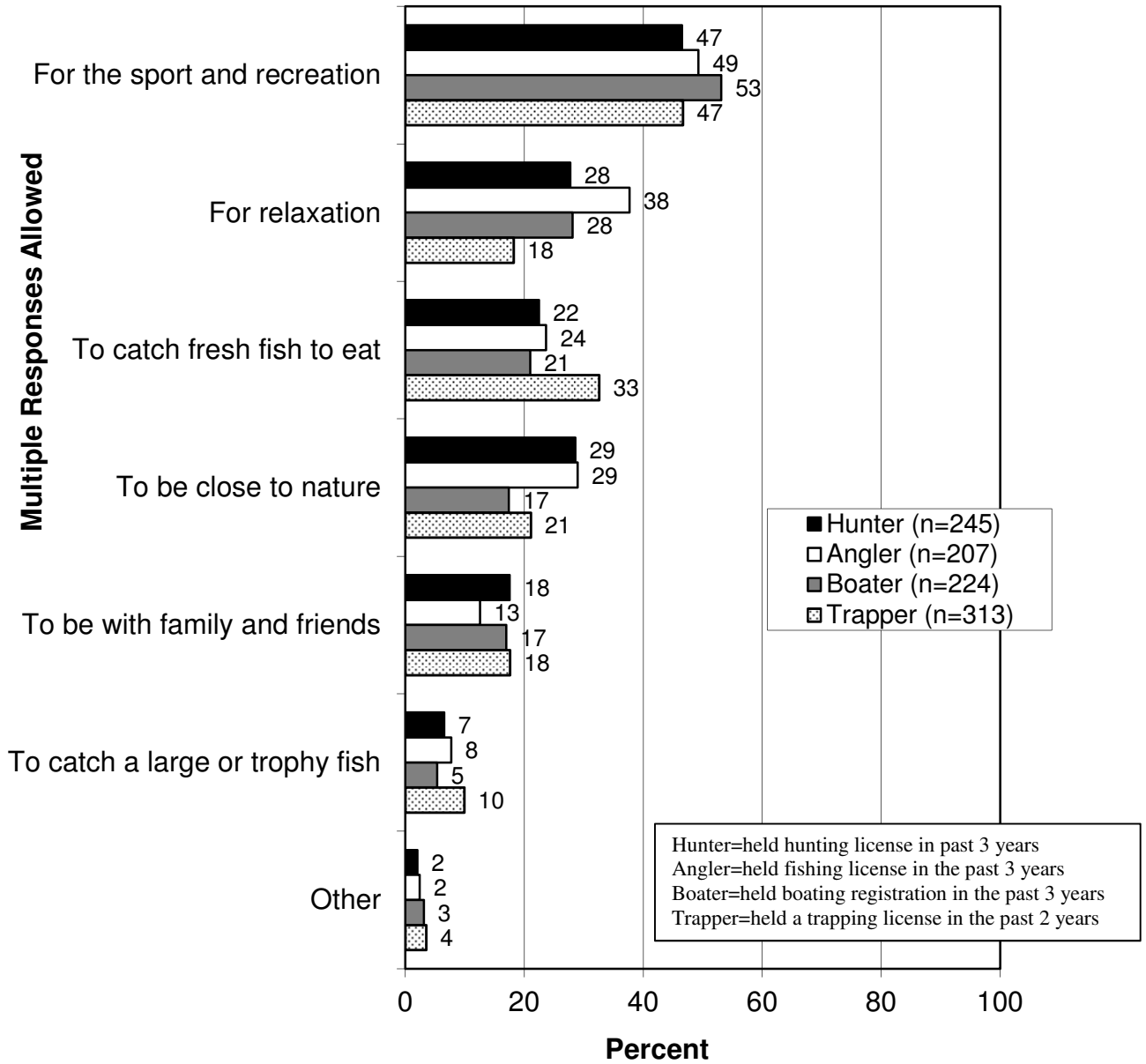
**Q155. What are your most important reasons for going freshwater fishing in Maine? (Asked of those who participated in recreational freshwater fishing in Maine in the past 12 months.) (General population.)**



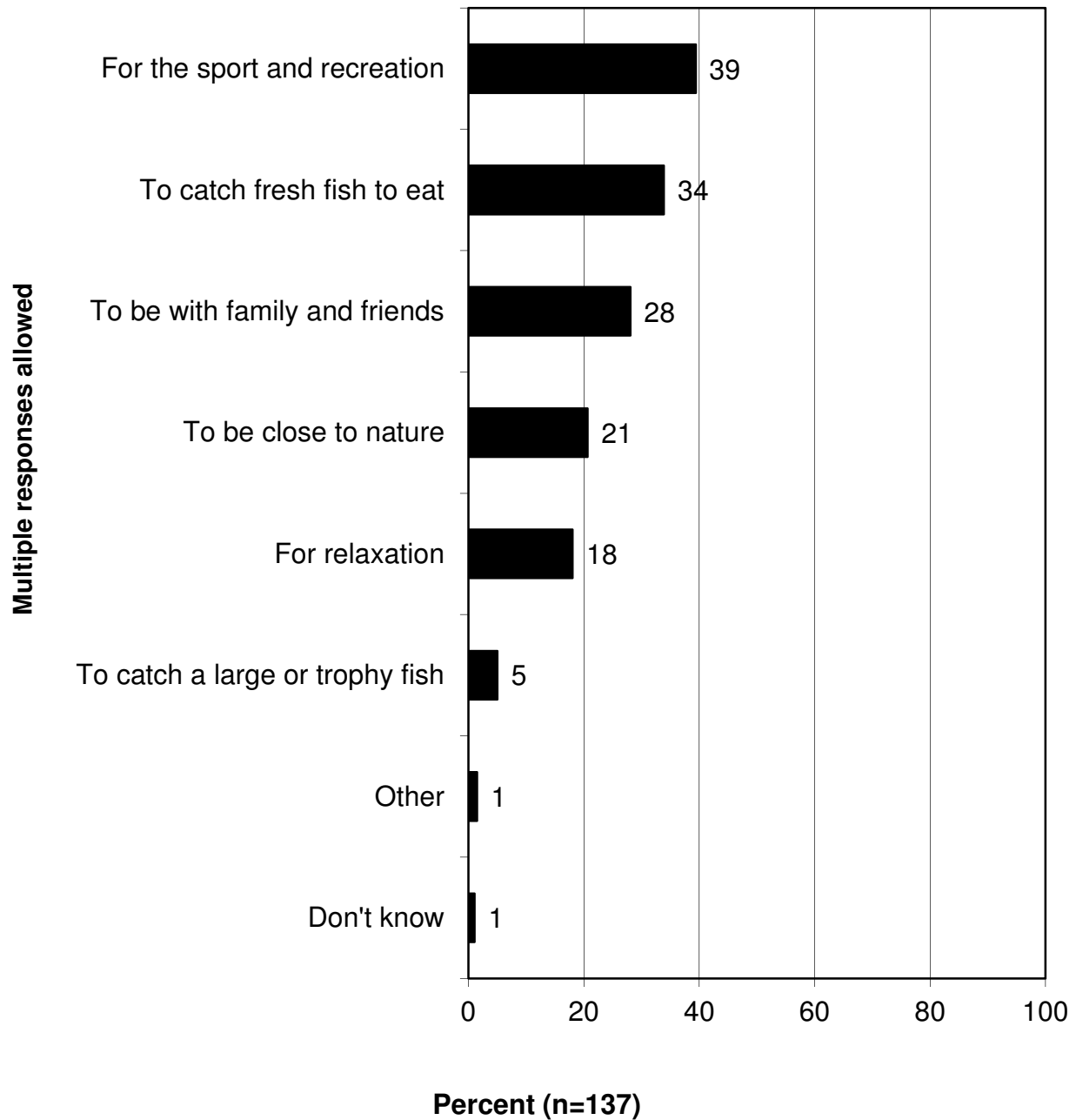
**Q155. What are your most important reasons for going freshwater fishing in Maine? (Asked of those who participated in recreational freshwater fishing in Maine in the past 12 months.)**



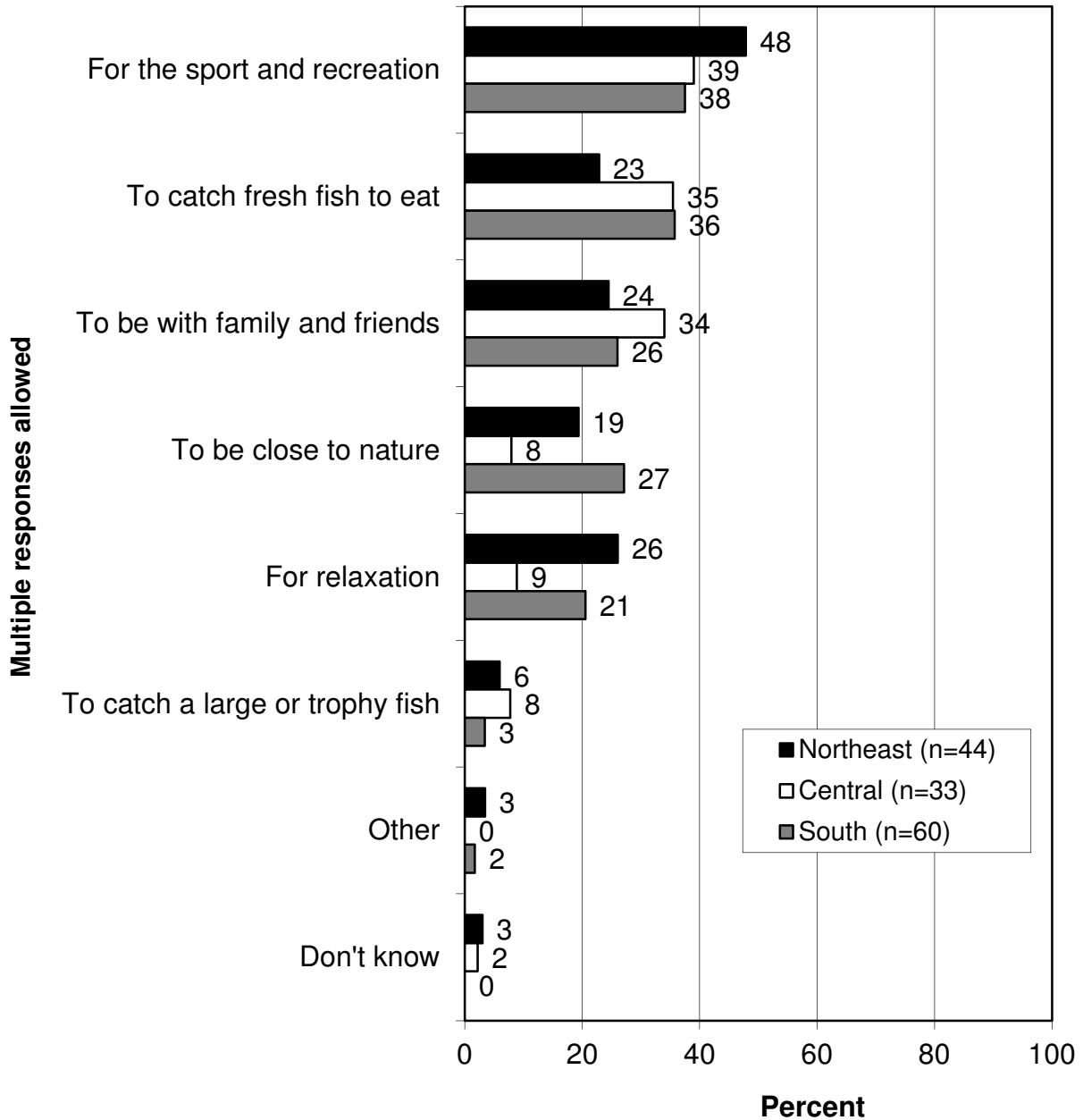
**Q155. What are your most important reasons for going freshwater fishing in Maine? (Asked of those who participated in recreational freshwater fishing in Maine in the past 12 months.)**



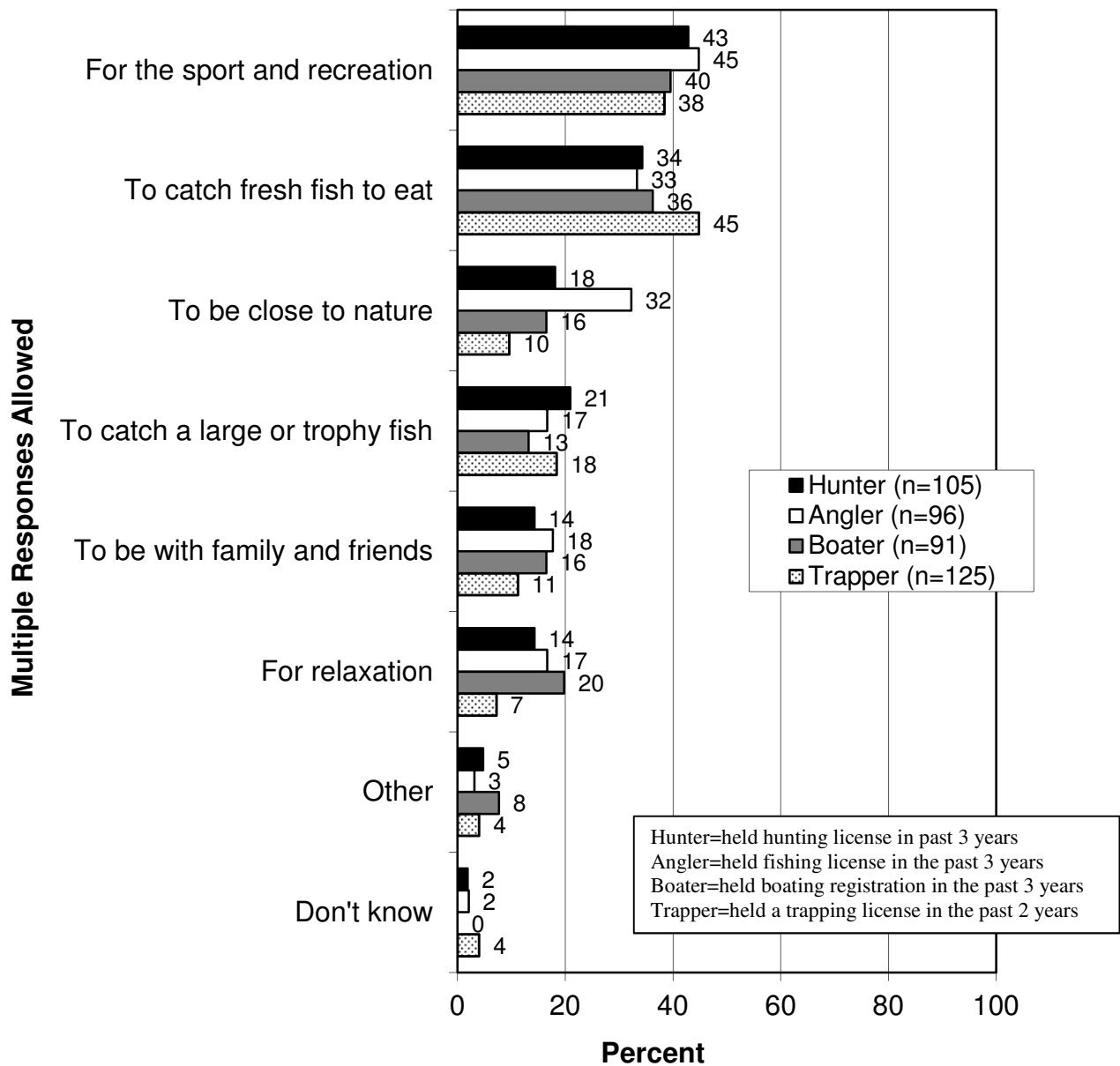
**Q169. What are your most important reasons for going saltwater fishing in Maine? (Asked of those who participated in recreational saltwater fishing in Maine in the past 12 months.) (General population.)**



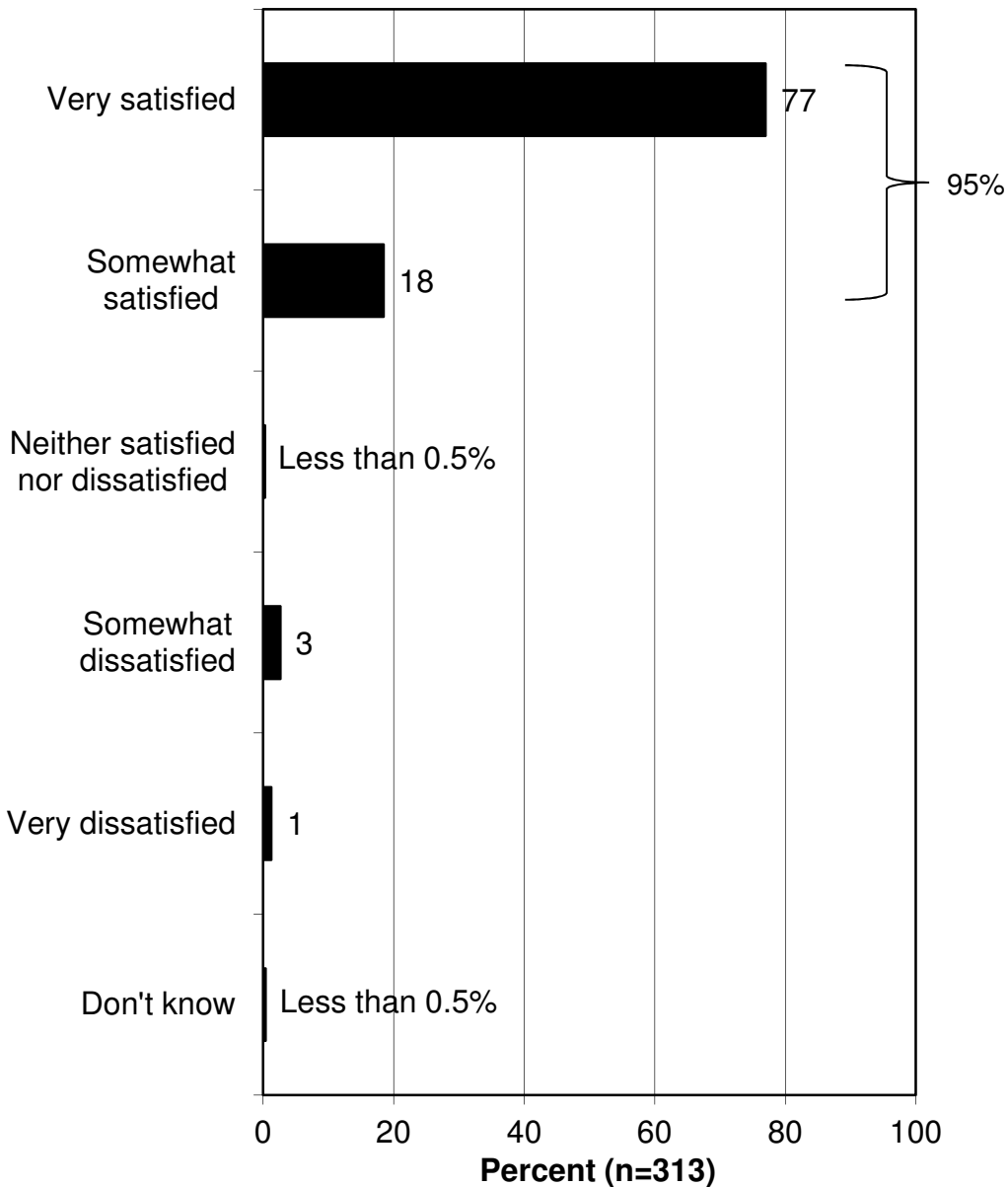
**Q169. What are your most important reasons for going saltwater fishing in Maine? (Asked of those who participated in recreational saltwater fishing in Maine in the past 12 months.)**



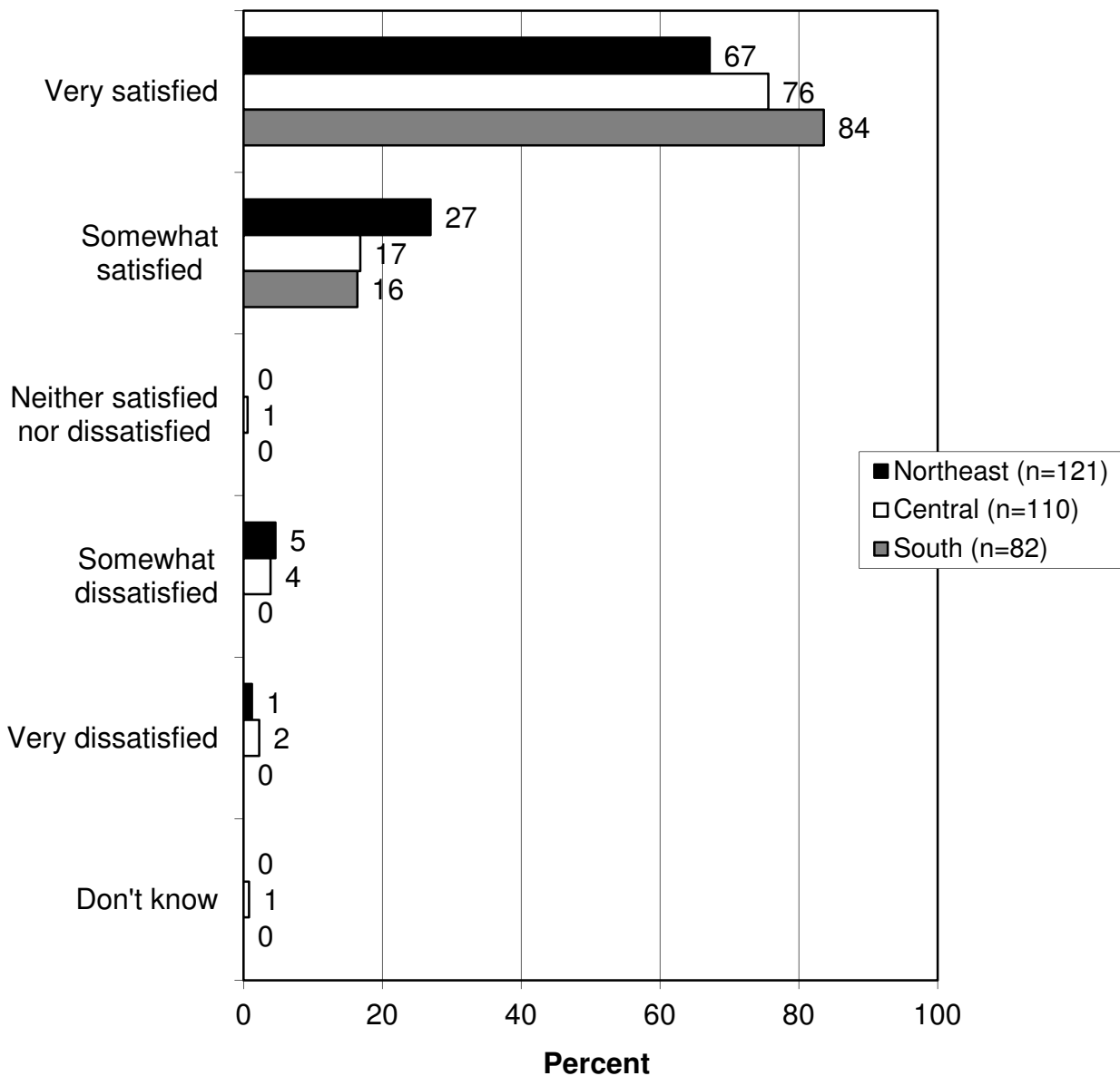
**Q169. What are your most important reasons for going saltwater fishing in Maine? (Asked of those who participated in recreational saltwater fishing in Maine in the past 12 months.)**



**Q152. How satisfied or dissatisfied have you been with your freshwater fishing experiences in Maine in the past 12 months? (Asked of those who participated in recreational freshwater fishing in Maine in the past 12 months.) (General population.)**

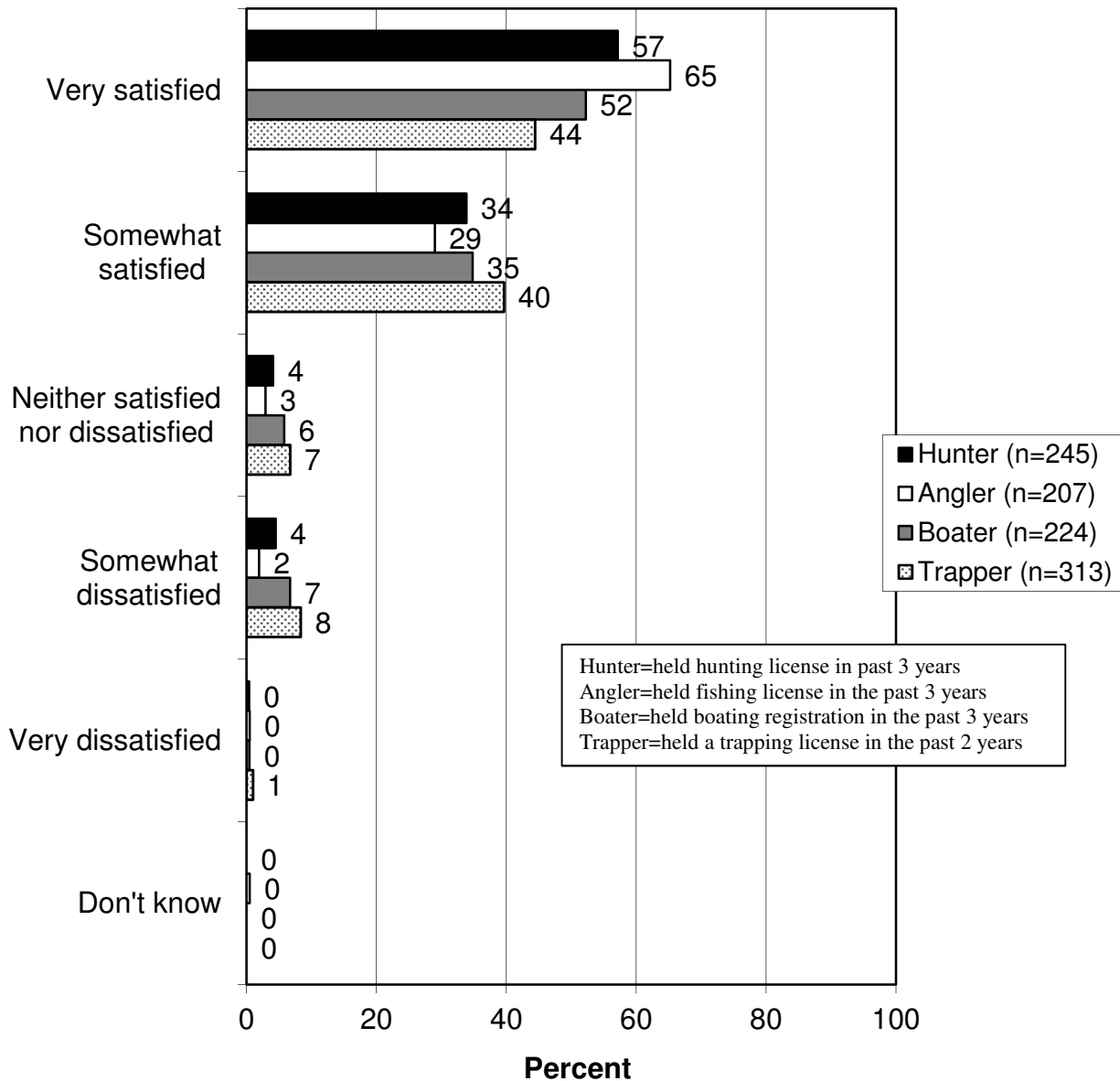


**Q152. How satisfied or dissatisfied have you been with your freshwater fishing experiences in Maine in the past 12 months? (Asked of those who participated in recreational freshwater fishing in Maine in the past 12 months.)**

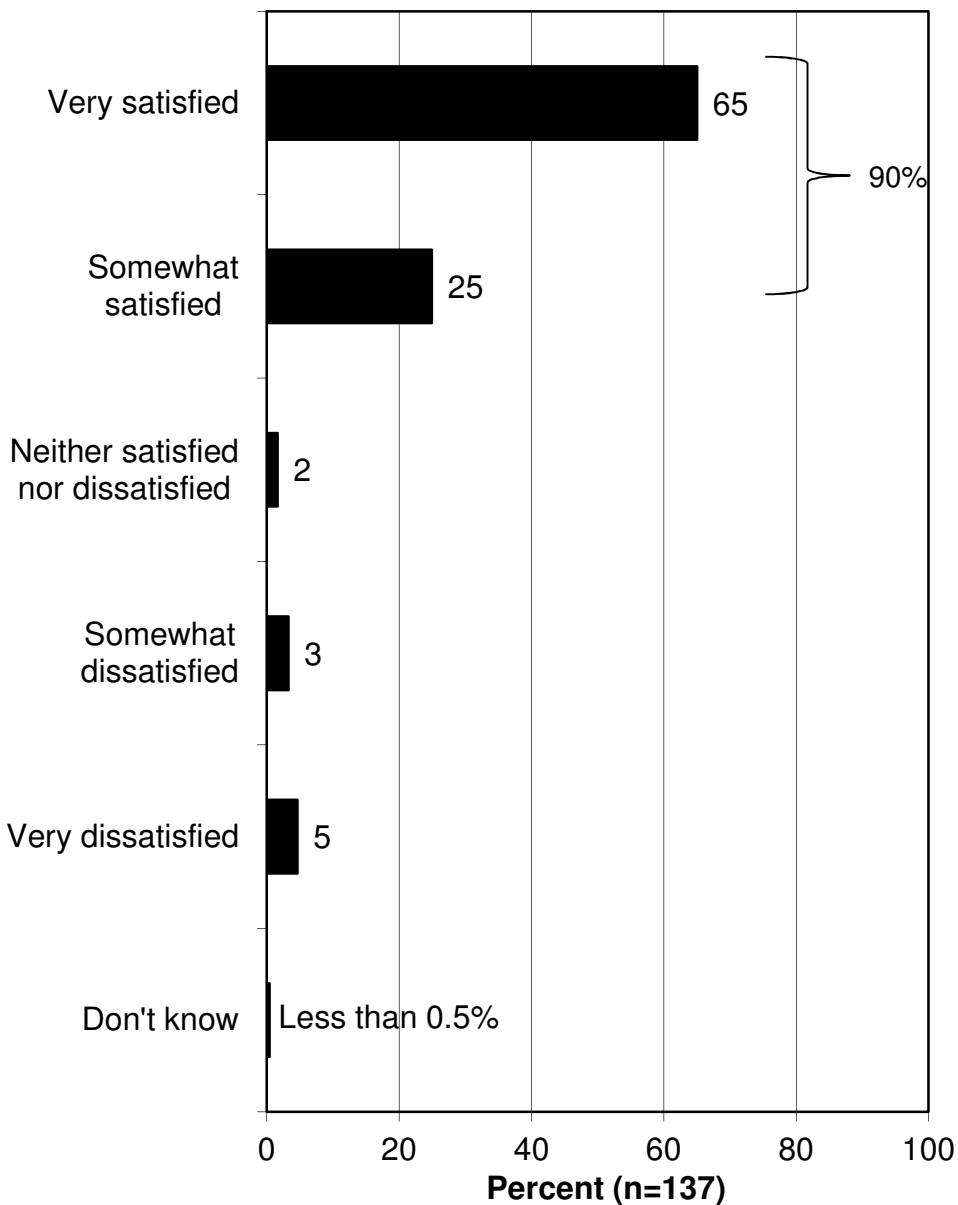




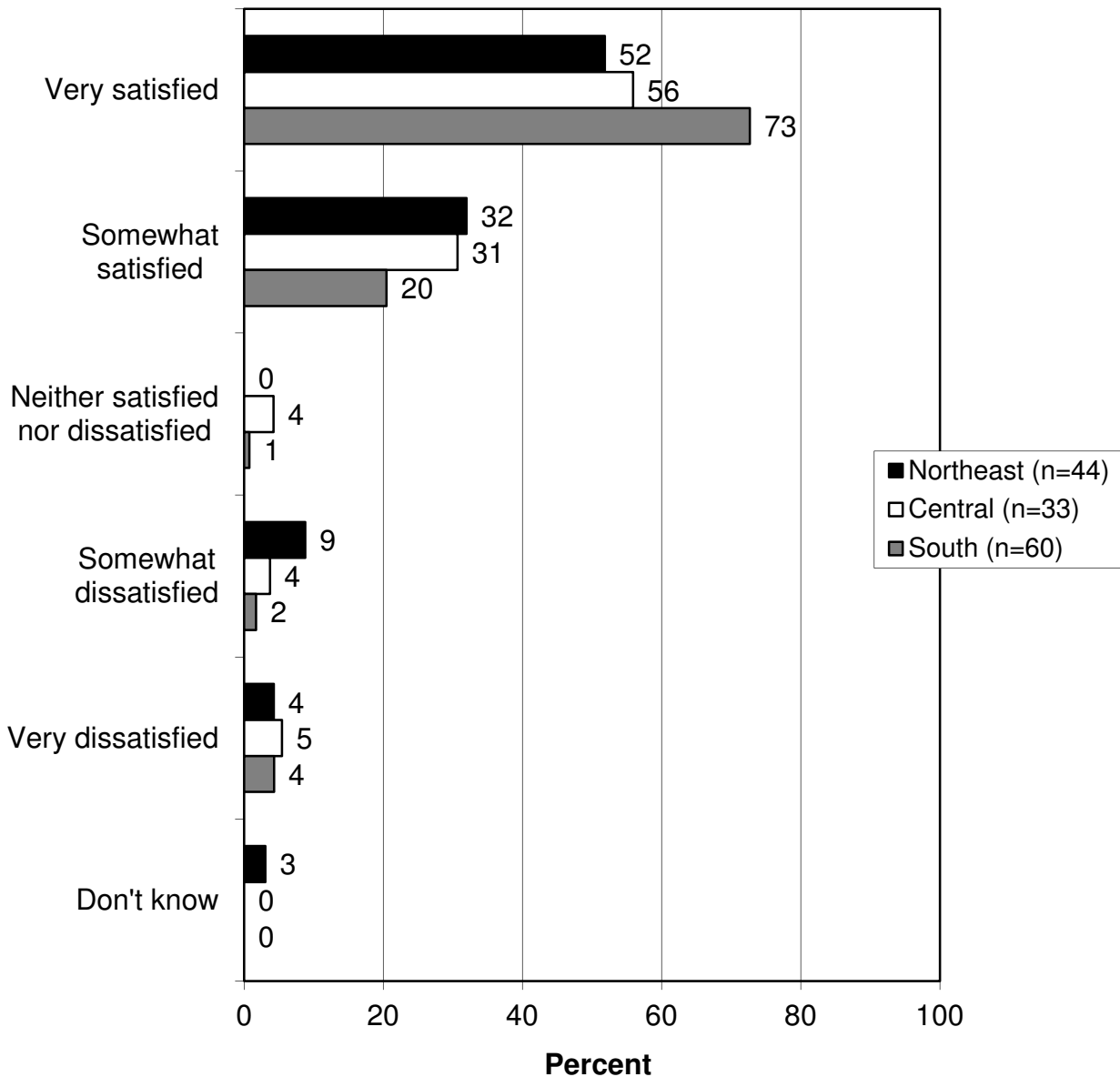
**Q152. How satisfied or dissatisfied have you been with your freshwater fishing experiences in Maine in the past 12 months? (Asked of those who participated in recreational freshwater fishing in Maine in the past 12 months.)**



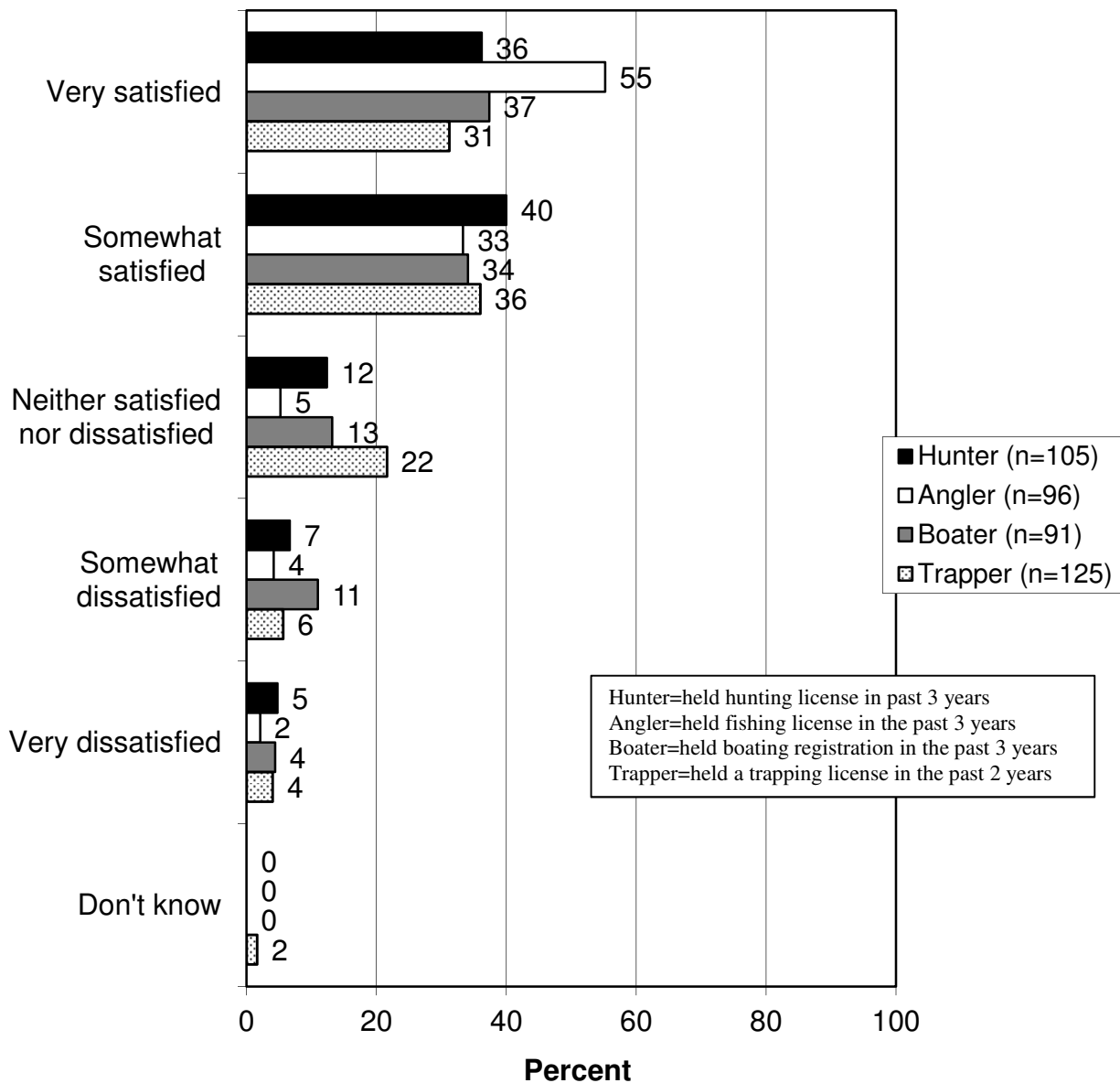
**Q166. How satisfied or dissatisfied have you been with your saltwater fishing experiences in Maine in the past 12 months? (Asked of those who participated in recreational saltwater fishing in Maine in the past 12 months.) (General population.)**



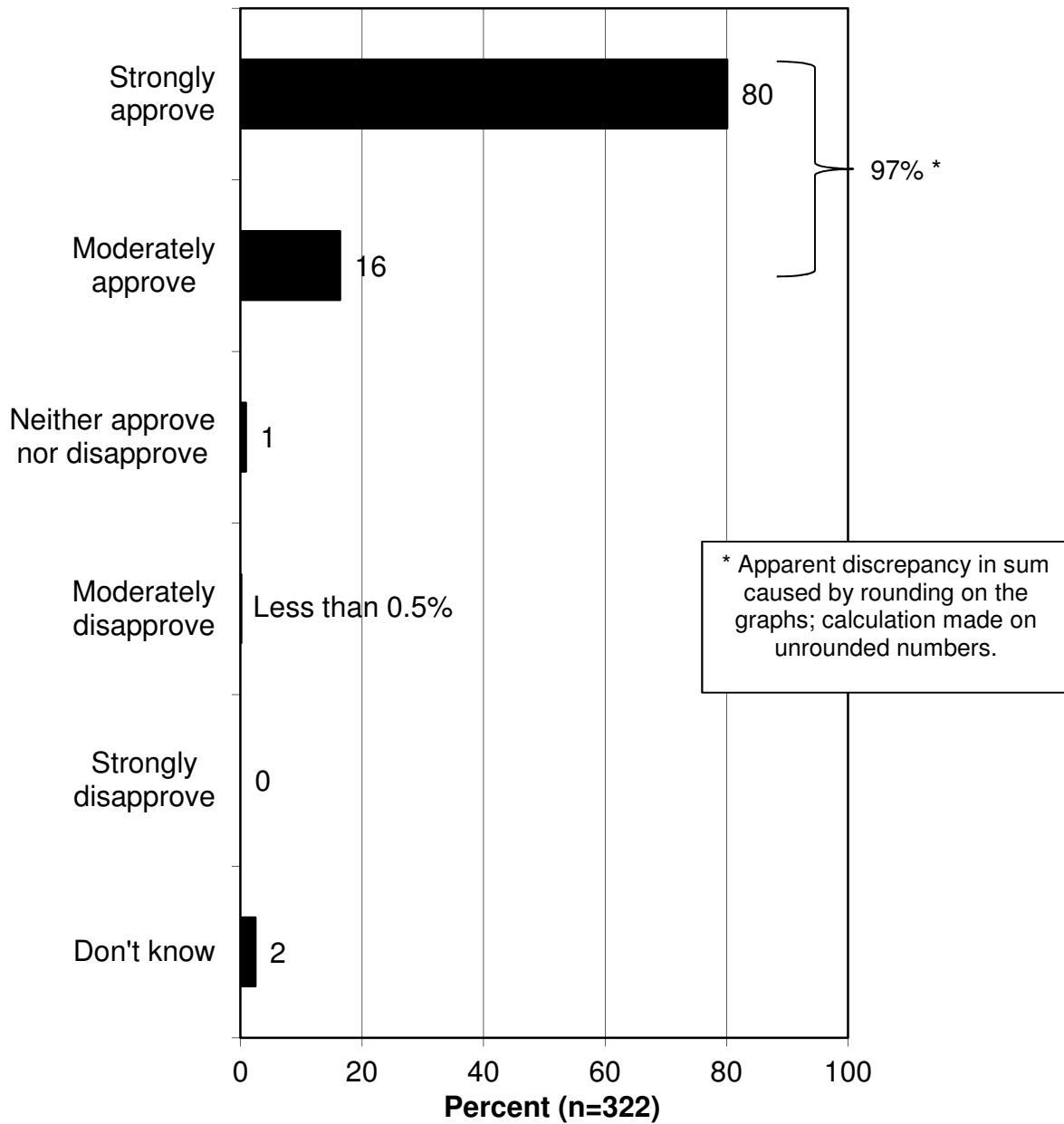
**Q166. How satisfied or dissatisfied have you been with your saltwater fishing experiences in Maine in the past 12 months? (Asked of those who participated in recreational saltwater fishing in Maine in the past 12 months.)**



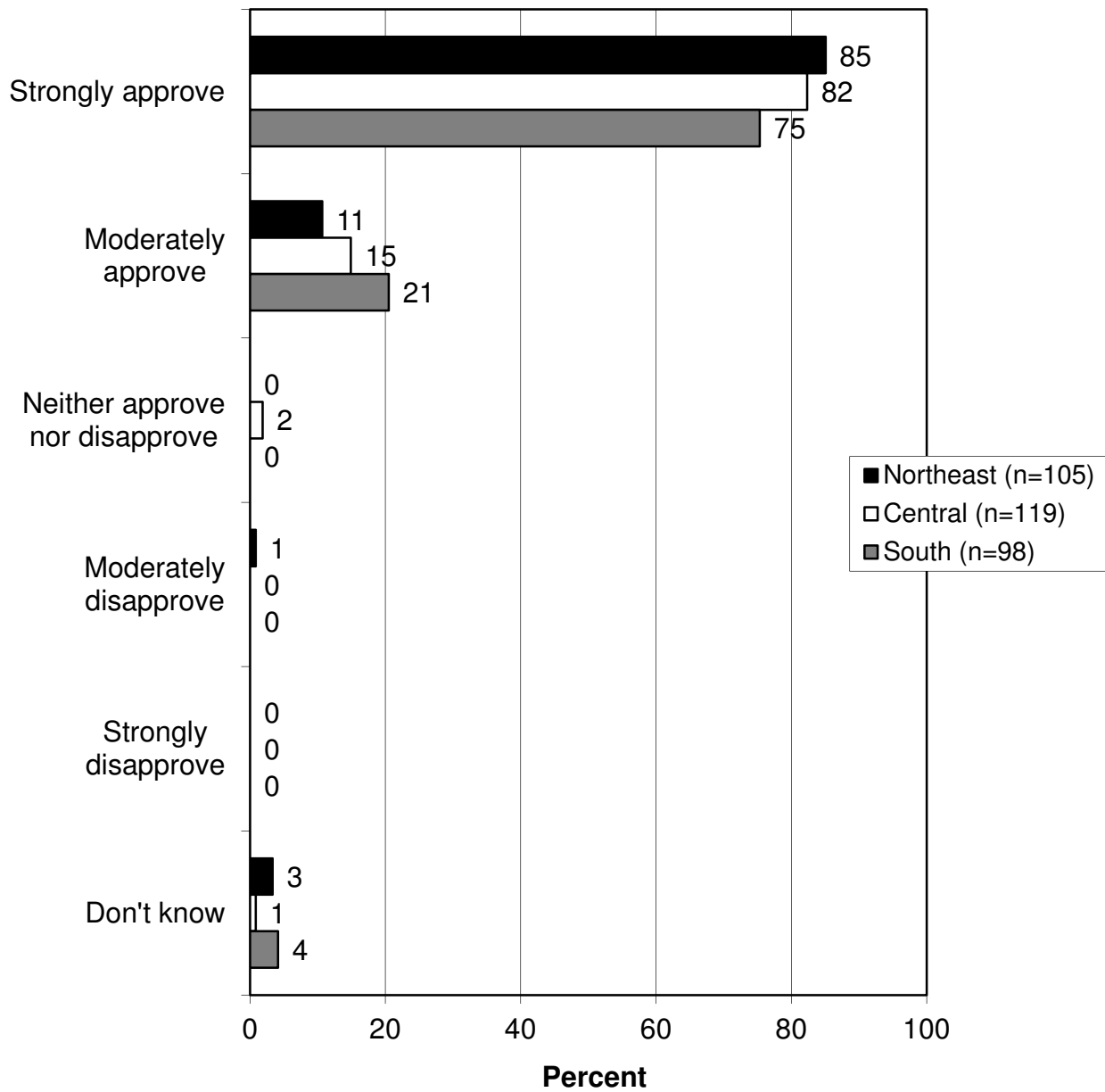
**Q166. How satisfied or dissatisfied have you been with your saltwater fishing experiences in Maine in the past 12 months? (Asked of those who participated in recreational saltwater fishing in Maine in the past 12 months.)**



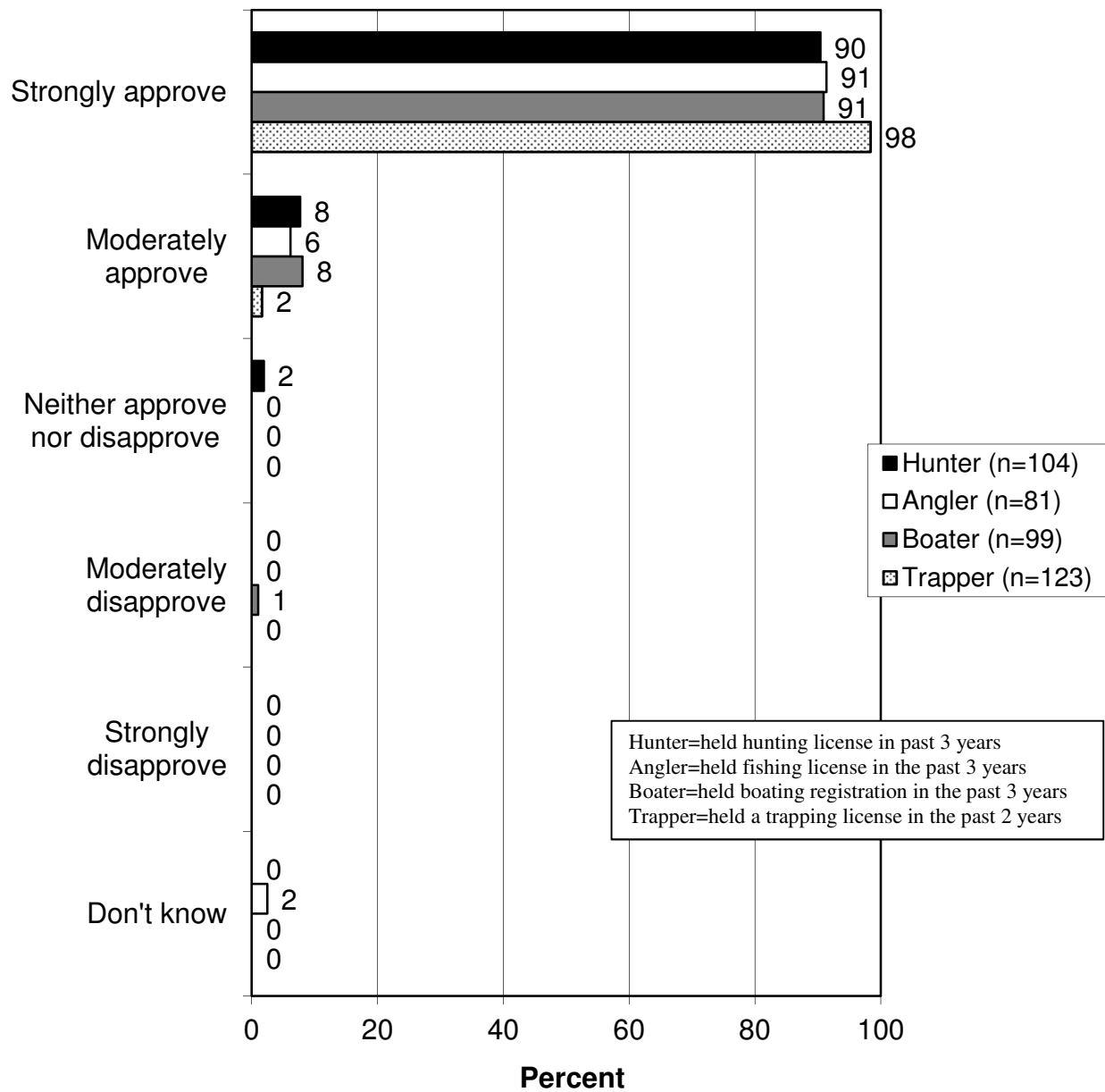
**Q345. In general, do you approve or disapprove of legal recreational fishing? (General population.)**



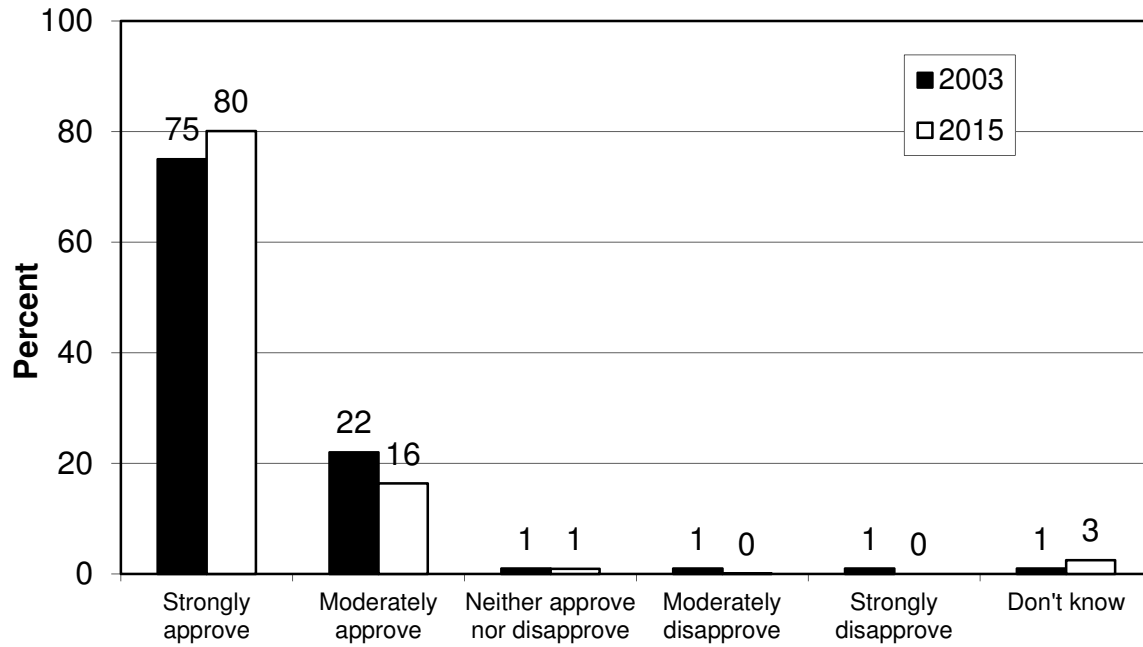
**Q345. In general, do you approve or disapprove of legal recreational fishing?**



**Q345. In general, do you approve or disapprove of legal recreational fishing?**



### In general, do you approve or disapprove of legal recreational fishing?



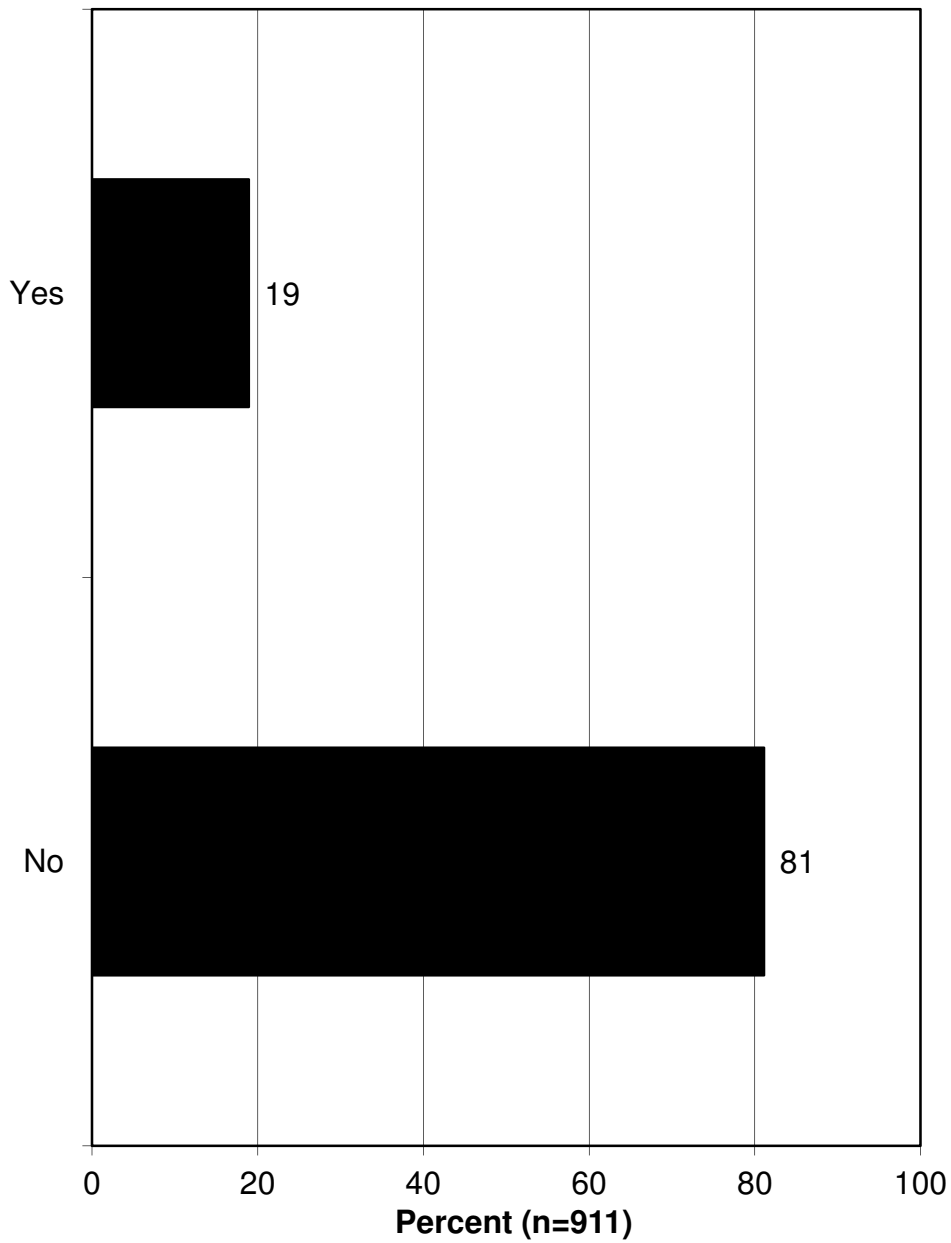


## **HUNTING AND TRAPPING**

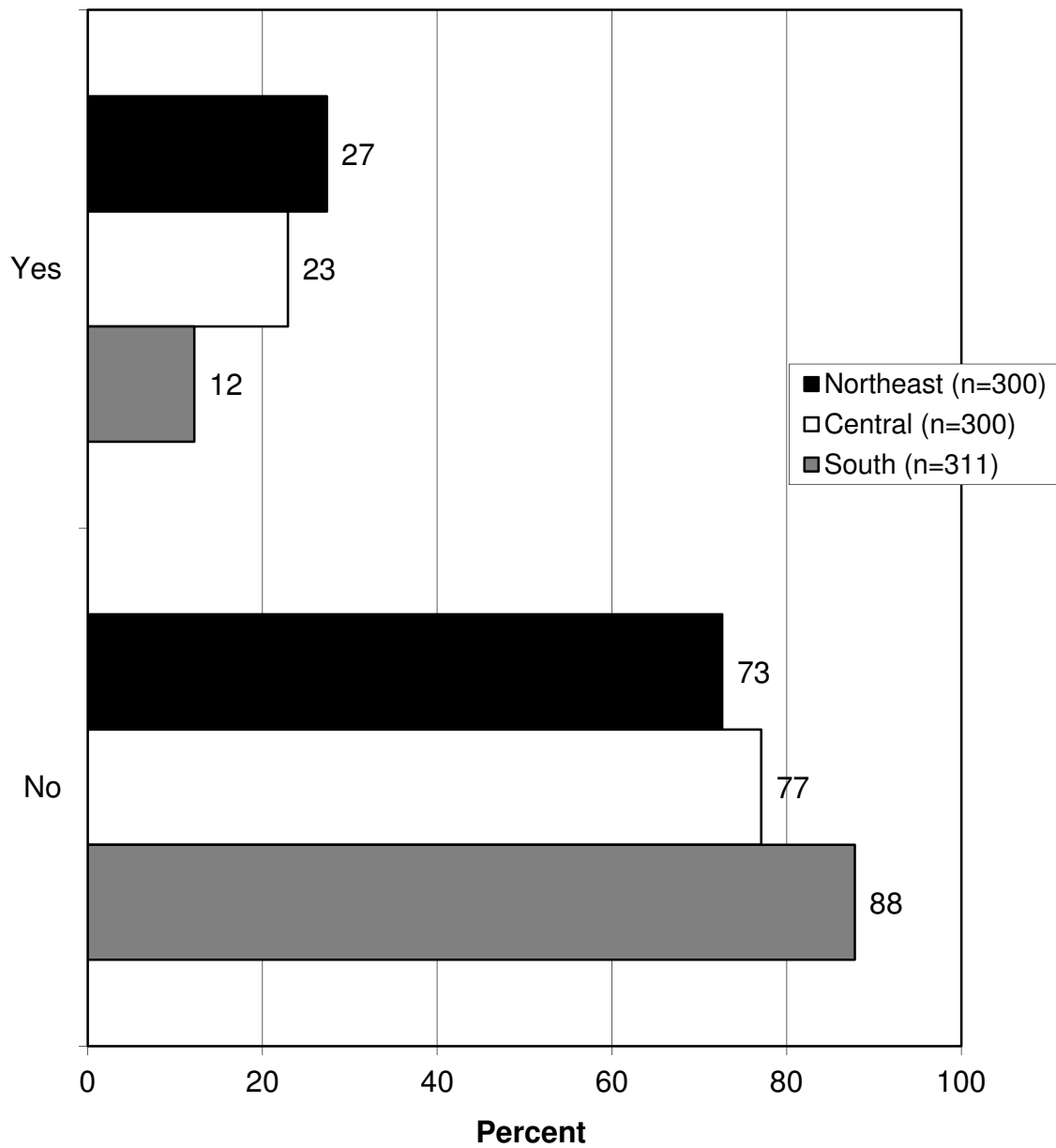
- Among the general population, 19% went recreationally hunting in Maine in the past 12 months. (Note that this is just slightly over the percentage that the Department estimated purchased a hunting license—15%. There are some types of hunting that do not require a license.)
  - Regarding ever having gone hunting (not just in Maine and not just in the previous 12 months), 37% of Maine residents have gone hunting at some time.
- A graph shows the days of hunting in the general population survey among those who hunted: the mean was 20.1 days, and the median was 11 days.
- Top species hunted included deer (hunted by 89%—the top by far), upland game birds (34%), wild turkey (12%), black bear (11%), and moose (11%).
- About a third of Maine residents (34%) in the general population survey expressed some interest in hunting in Maine in the next 12 months.
- The most important reasons for hunting among hunters in the general population survey were for the meat (54%), for the sport/recreation (39%), to be close to nature (24%), and to be with family and friends (18%).
- Satisfaction ratings of Maine's hunting among hunters in the general population survey were positive: the overwhelming majority of hunters (96%) were satisfied, with 77% being *very* satisfied.
- A final question pertaining to hunting in this section asked the general population of Maine about their approval or disapproval of hunting. The overwhelming majority of residents (90%) approve, including 71% who *strongly* approve.

- Also among the general population, 2% went trapping in Maine in the past 12 months.
  - Regarding ever having gone trapping, 6% of Maine residents have gone trapping at some time.
  
- Also shown are the days of trapping among trappers in the general population: the mean was 37.1 days, and the median was 30 days.
  
- Only 9% of the general population expressed some interest in trapping in Maine in the next 12 months.

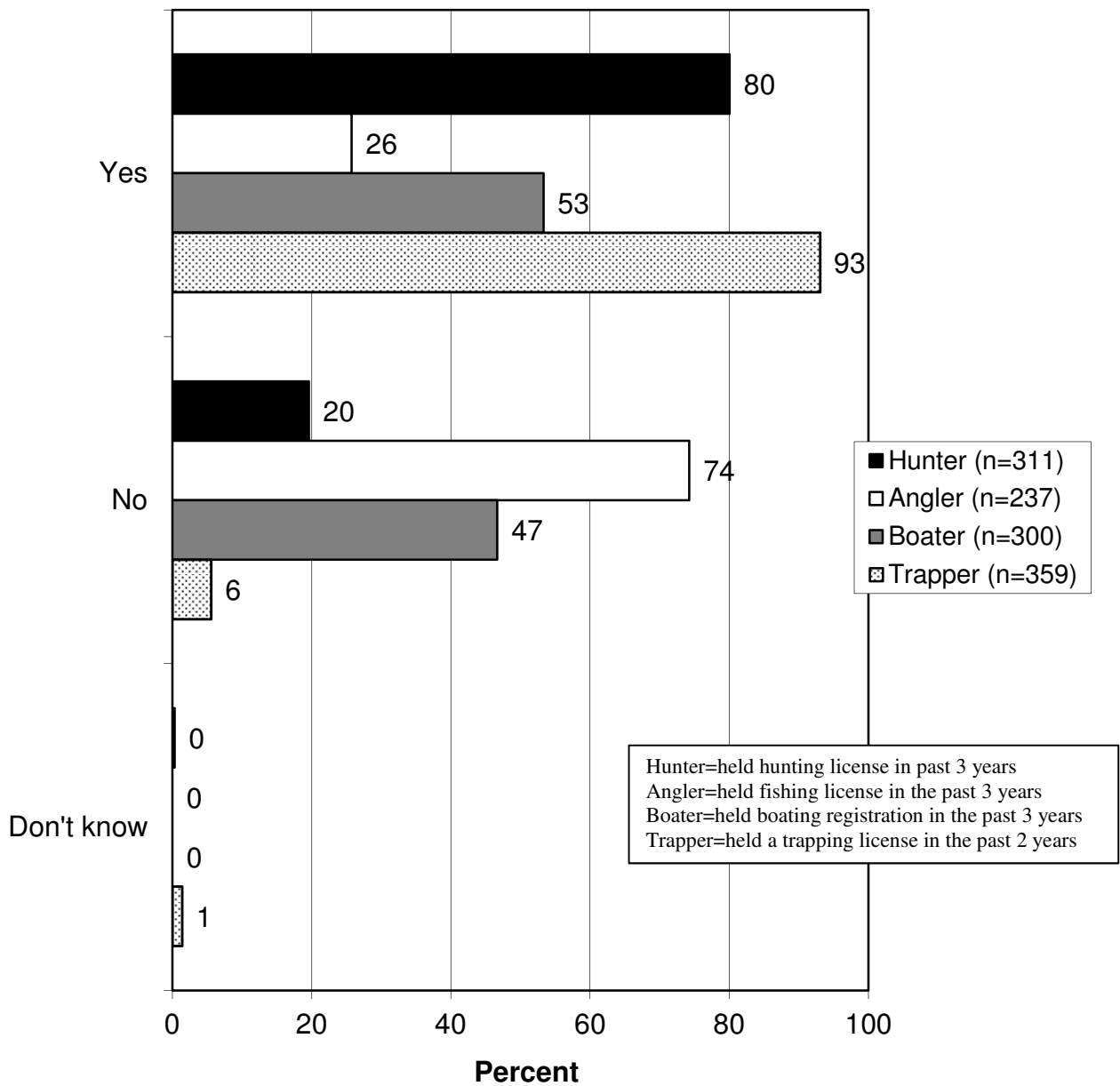
**Q84. Did you participate in recreational hunting in Maine in the past 12 months? (General population.)**



**Q84. Did you participate in recreational hunting in Maine in the past 12 months?**



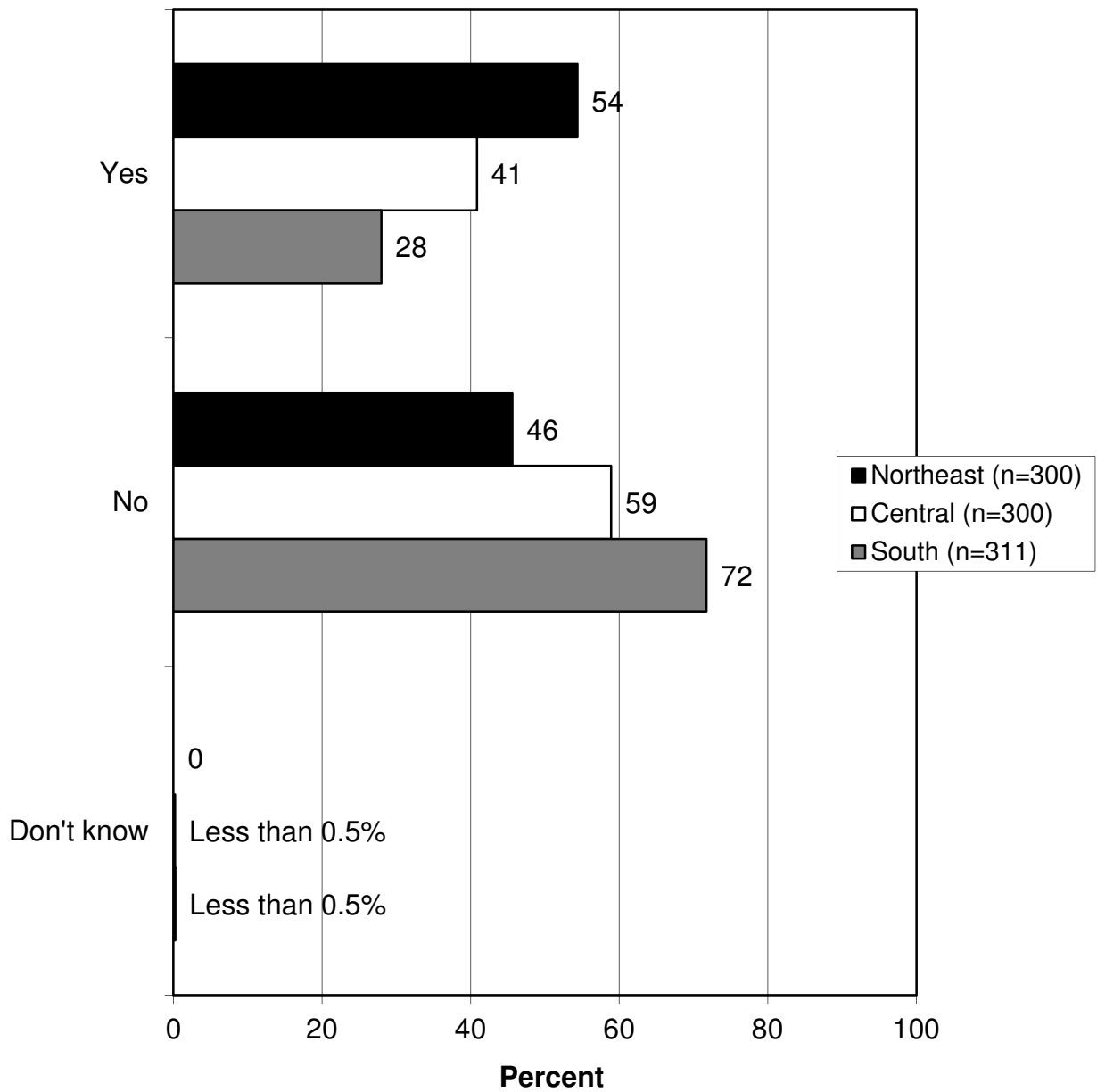
**Q84. Did you participate in recreational hunting in Maine in the past 12 months?**



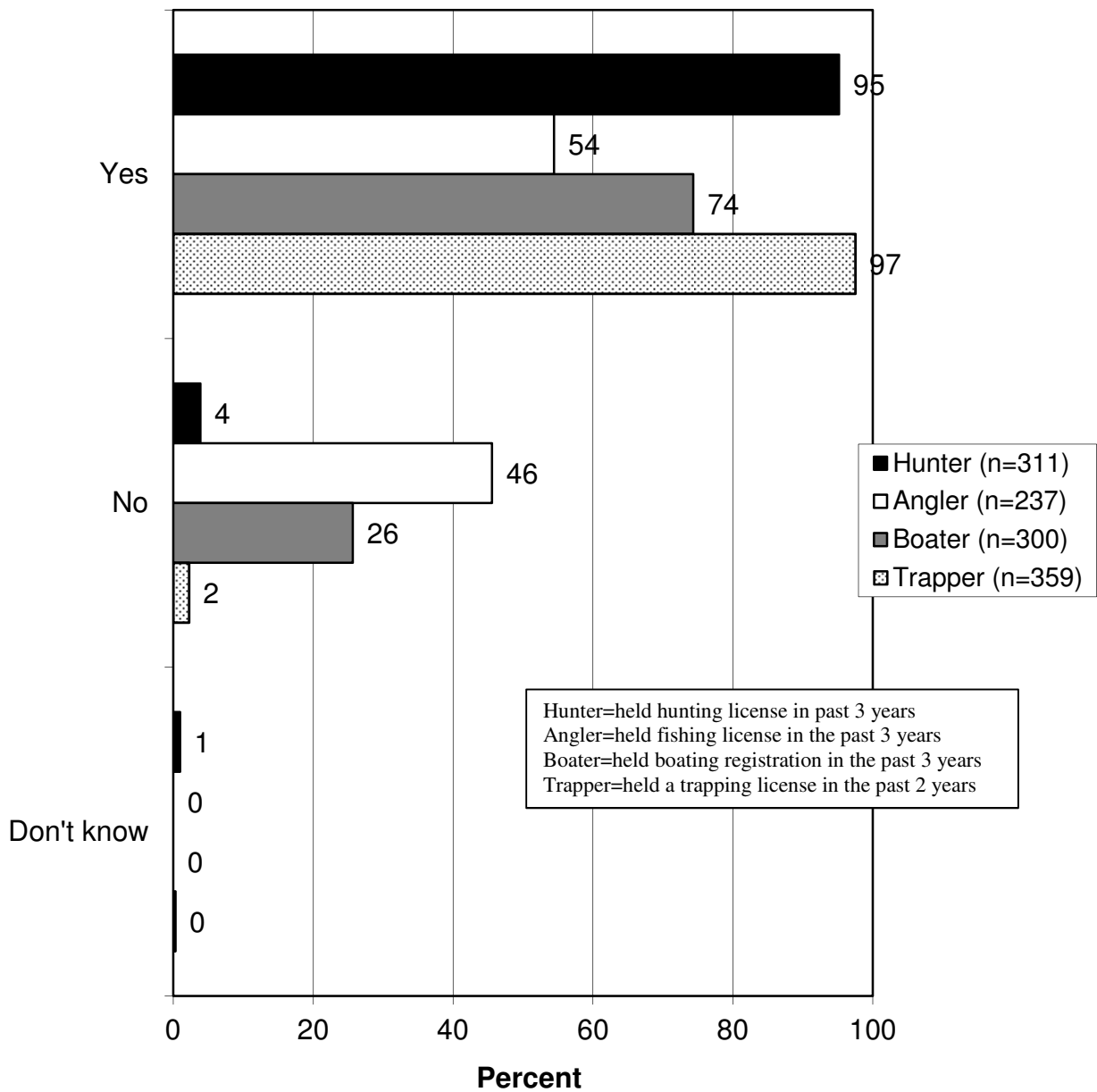
**Q83. Have you ever participated in recreational hunting? (General population.)**



### Q83. Have you ever participated in recreational hunting?

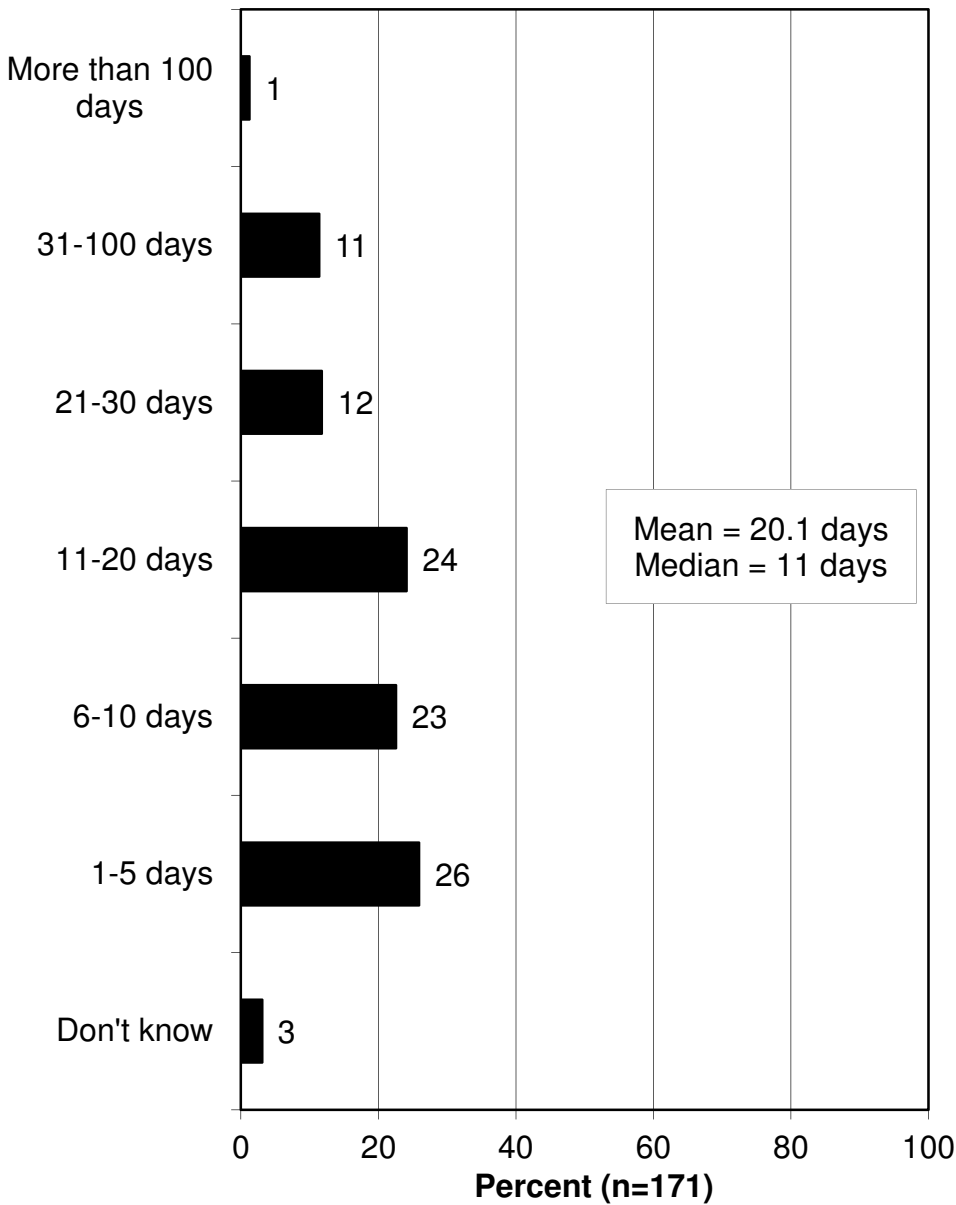


### Q83. Have you ever participated in recreational hunting?

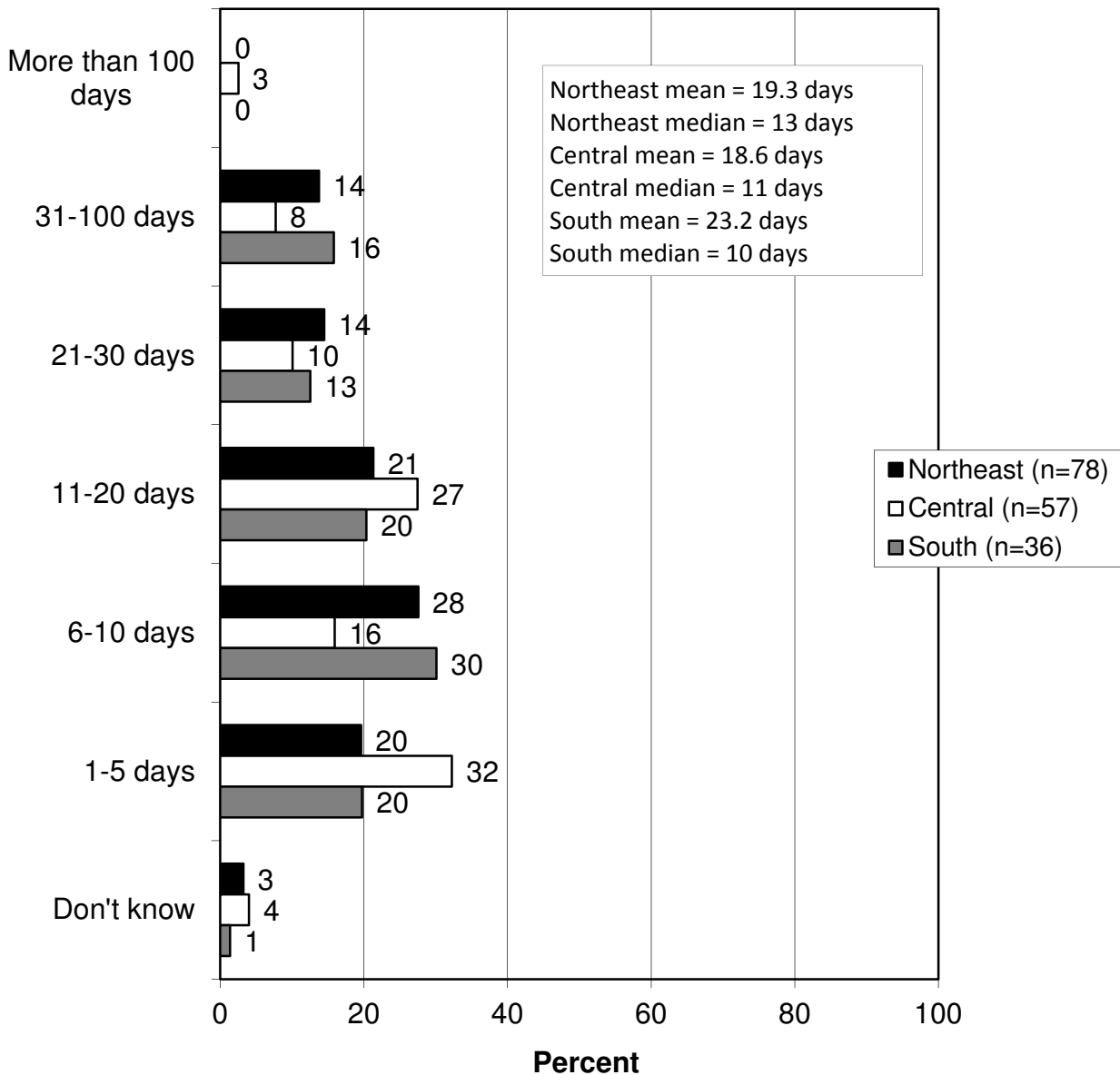




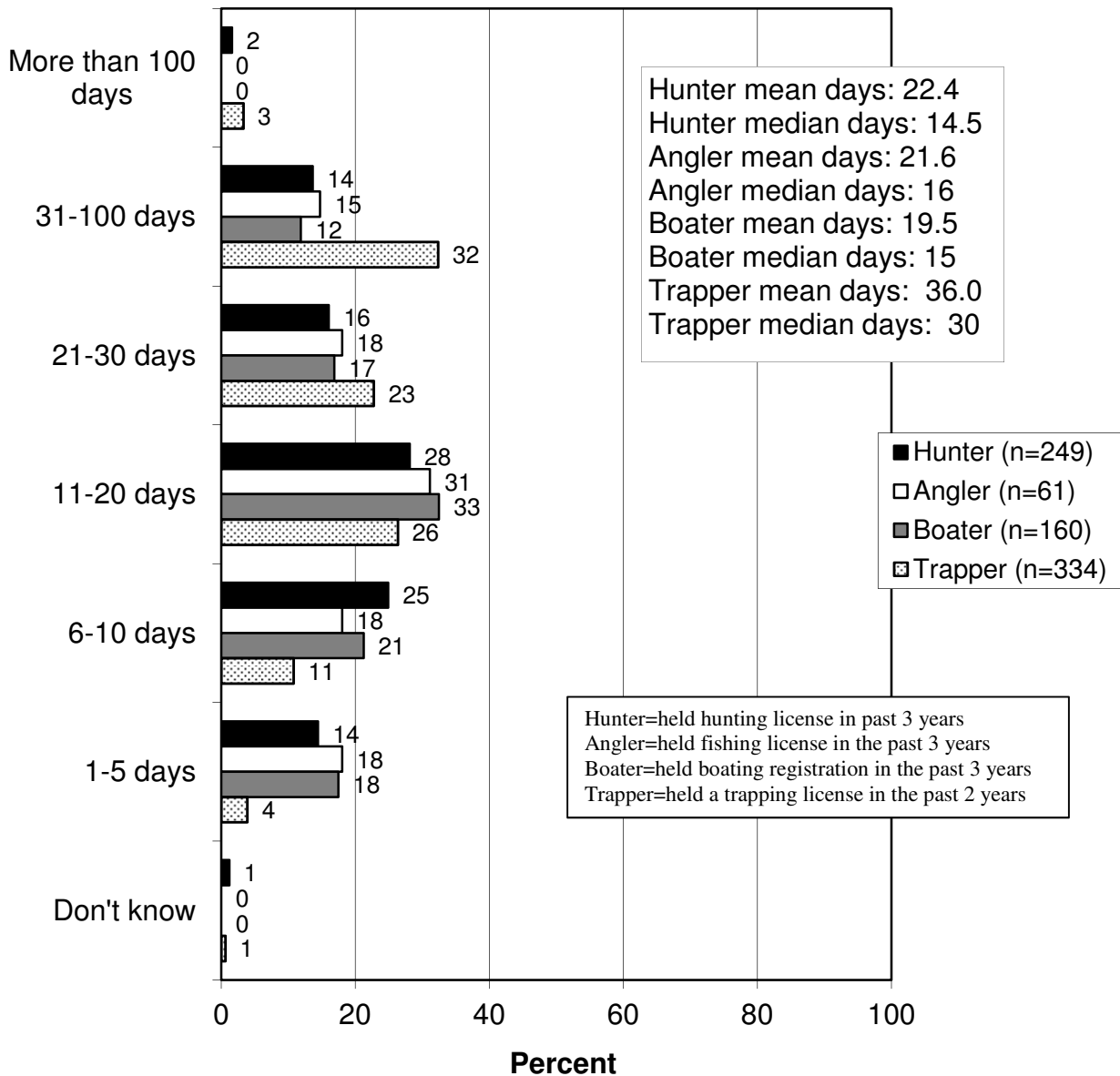
**Q86. About how many days did you participate in recreational hunting in Maine in the past 12 months? (Asked of those who participated in recreational hunting in Maine in the past 12 months.) (General population.)**



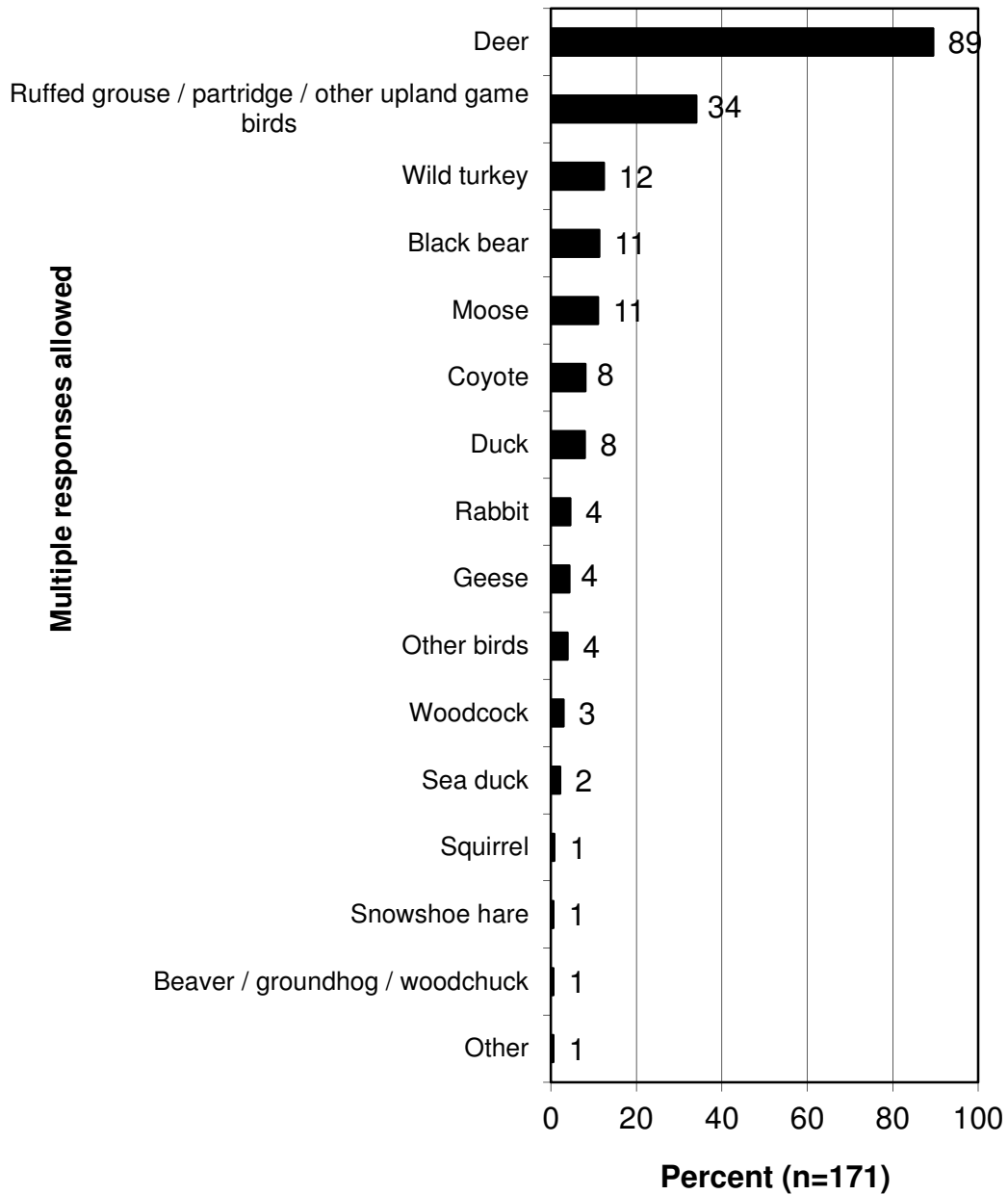
**Q86. About how many days did you participate in recreational hunting in Maine in the past 12 months? (Asked of those who participated in recreational hunting in Maine in the past 12 months.)**



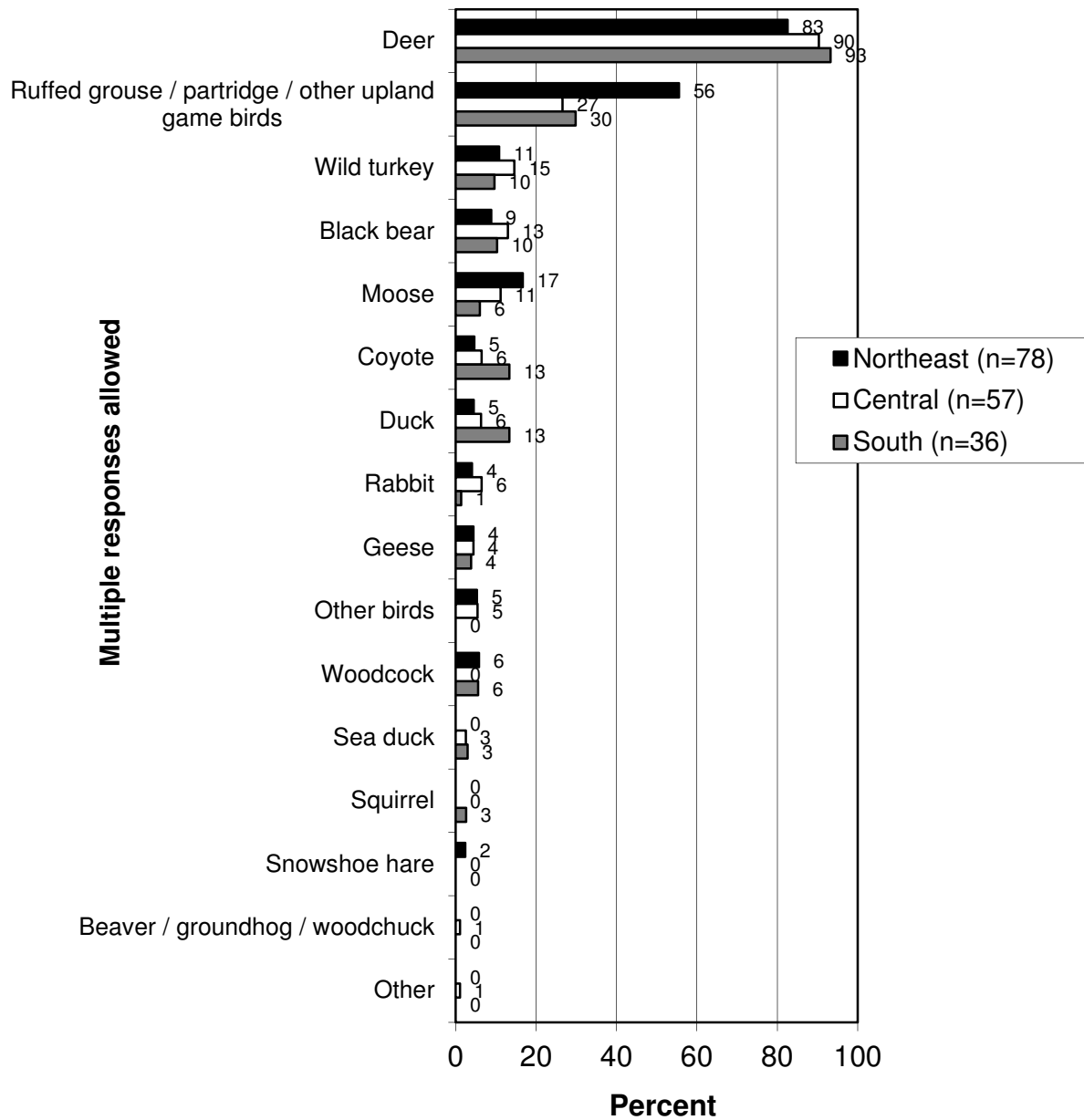
**Q86. About how many days did you participate in recreational hunting in Maine in the past 12 months? (Asked of those who participated in recreational hunting in Maine in the past 12 months.)**



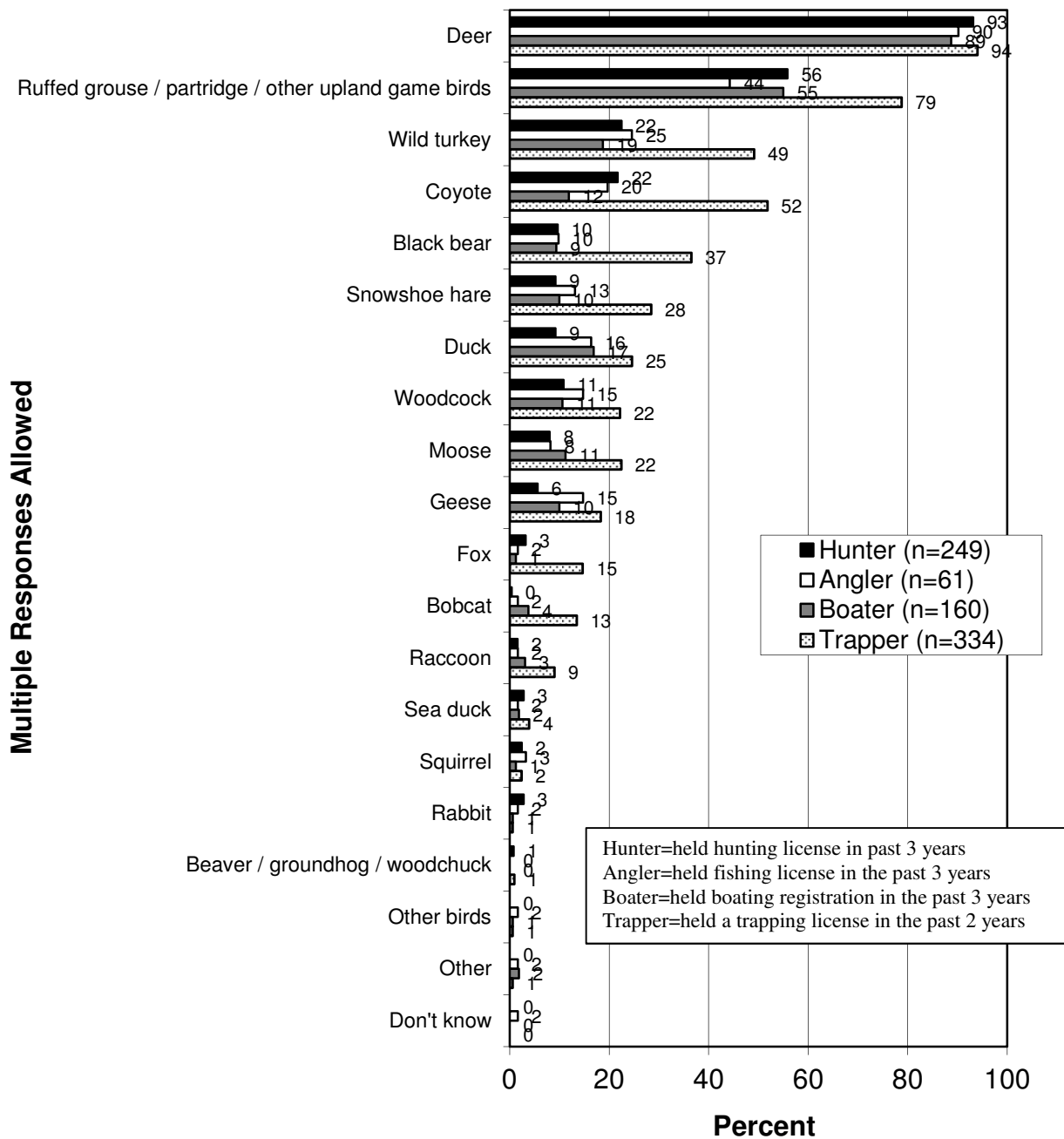
**Q89. Which species did you hunt in Maine in the past 12 months? (Asked of those who participated in recreational hunting in Maine in the past 12 months.) (General population.)**



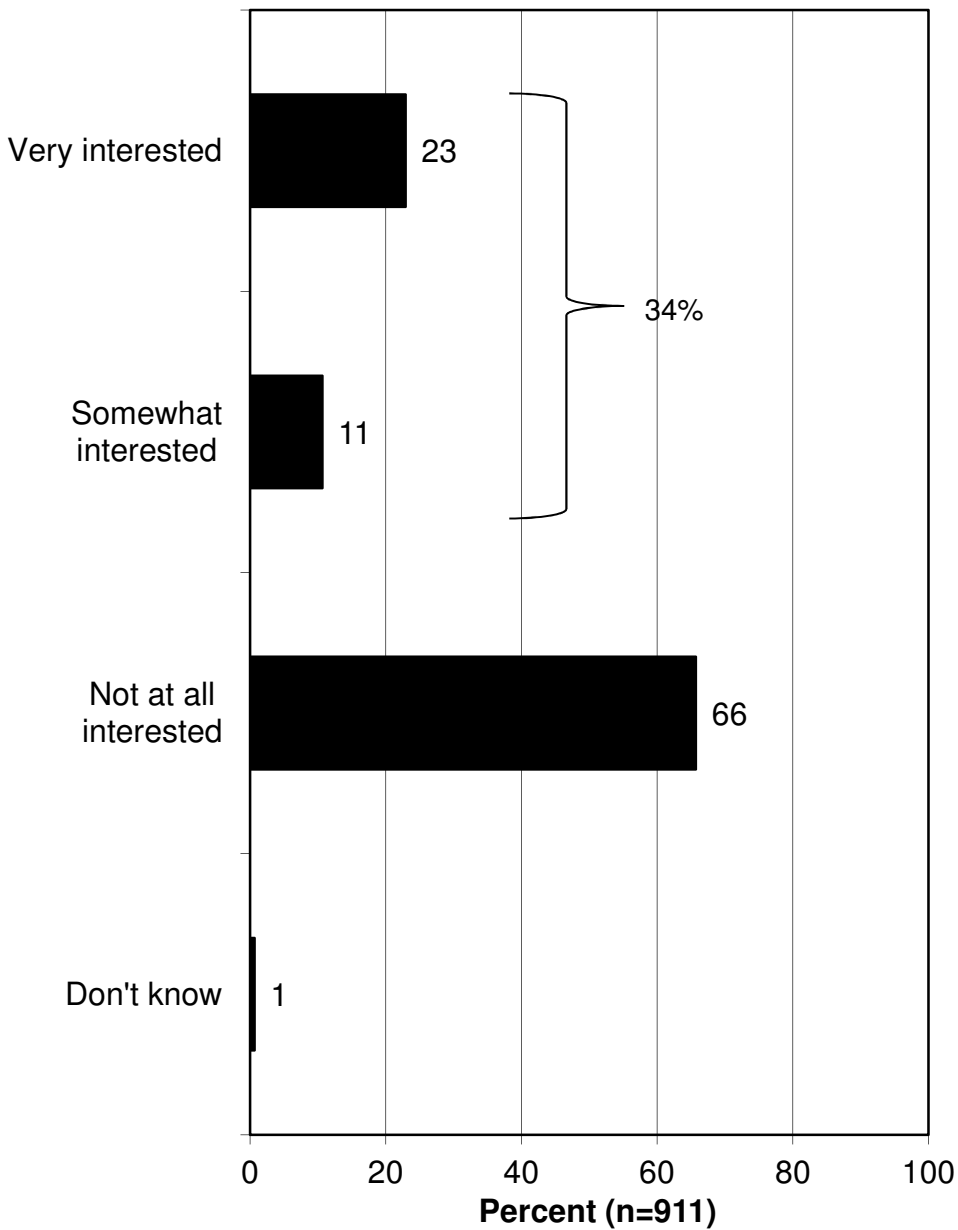
**Q89. Which species did you hunt in Maine in the past 12 months? (Asked of those who participated in recreational hunting in Maine in the past 12 months.)**



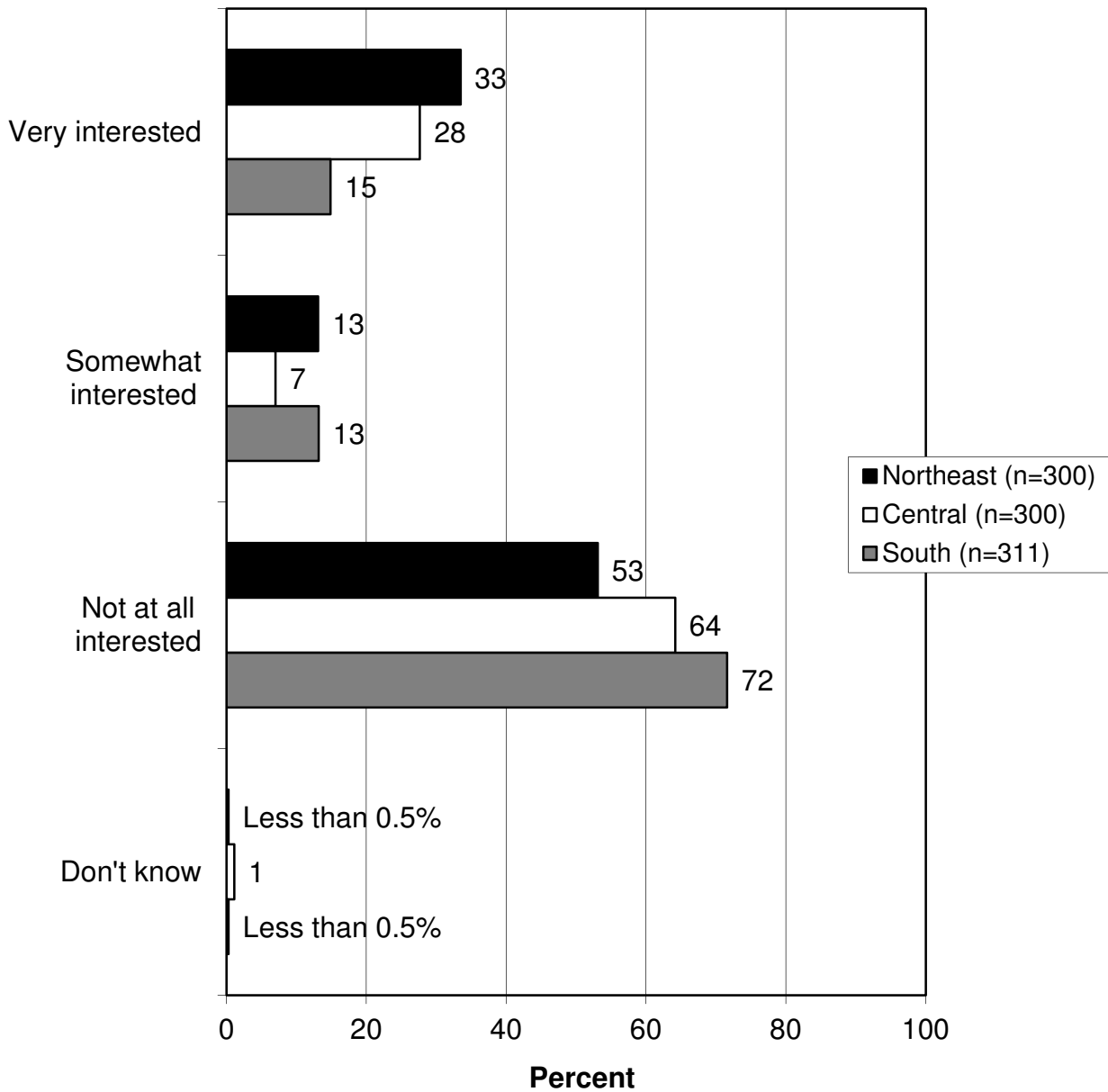
**Q89. Which species did you hunt in Maine in the past 12 months? (Asked of those who participated in recreational hunting in Maine in the past 12 months.)**



**Q91. How interested are you in participating in recreational hunting in Maine in the next 12 months? (General population.)**

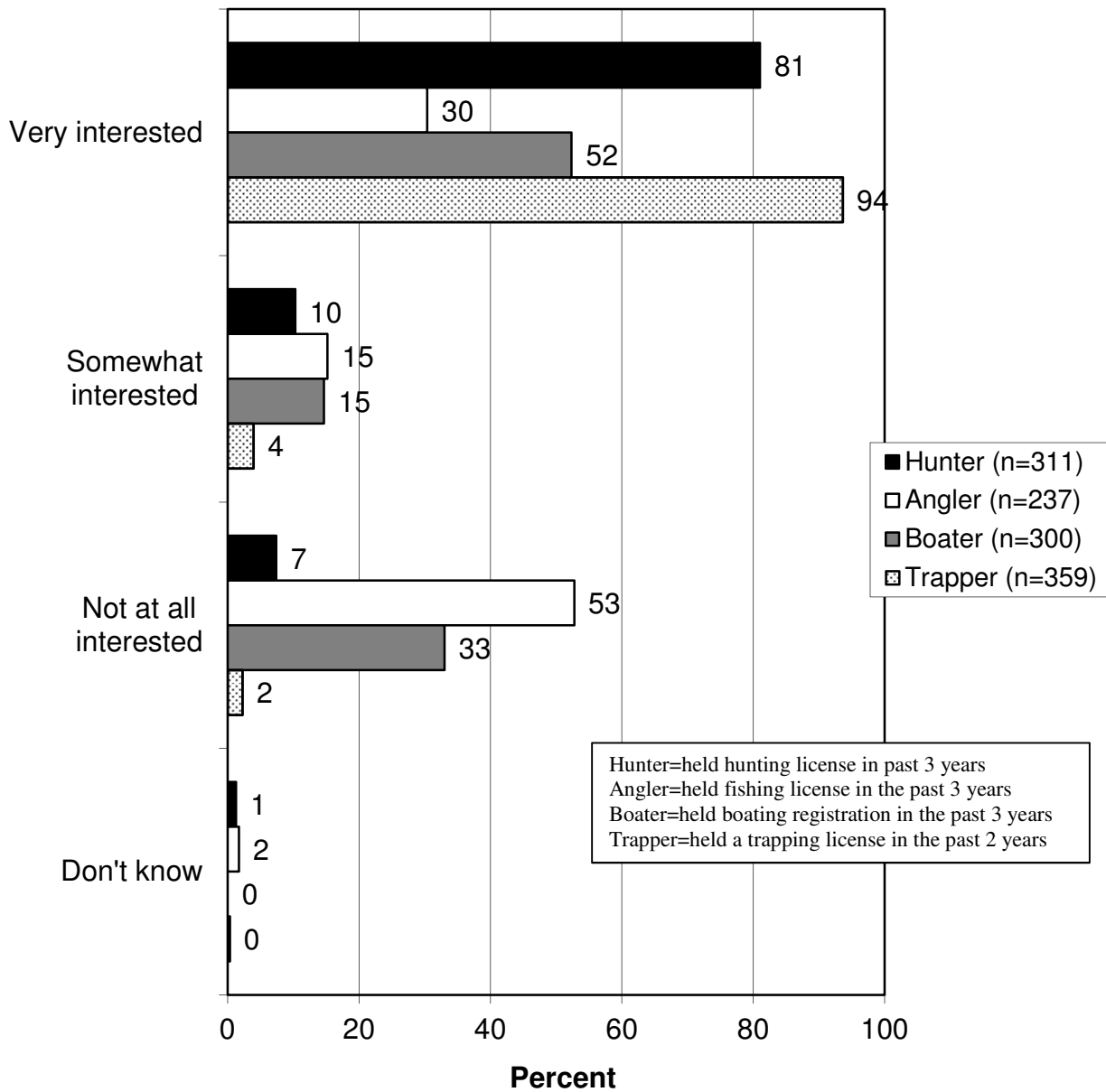


### Q91. How interested are you in participating in recreational hunting in Maine in the next 12 months?

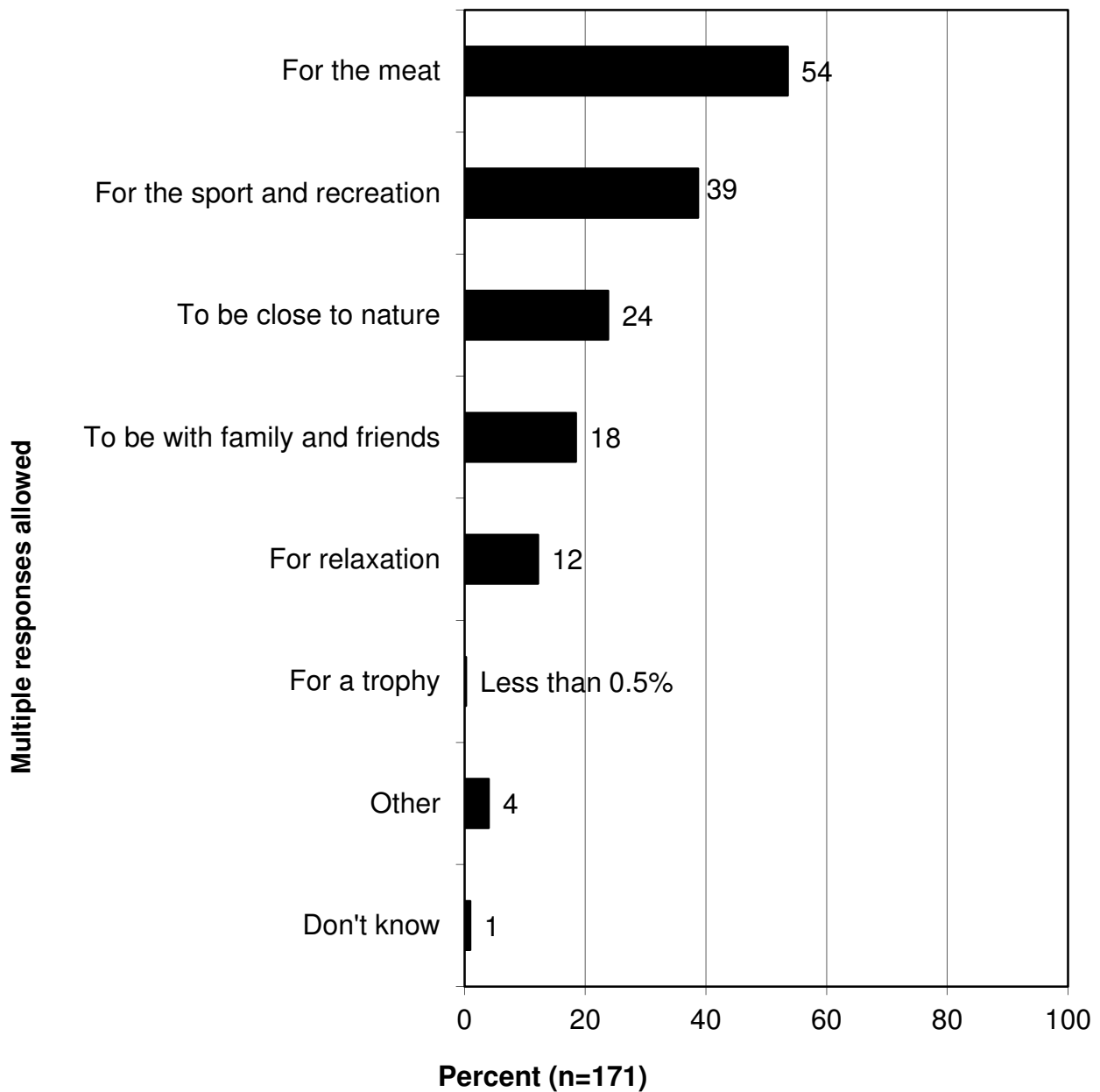




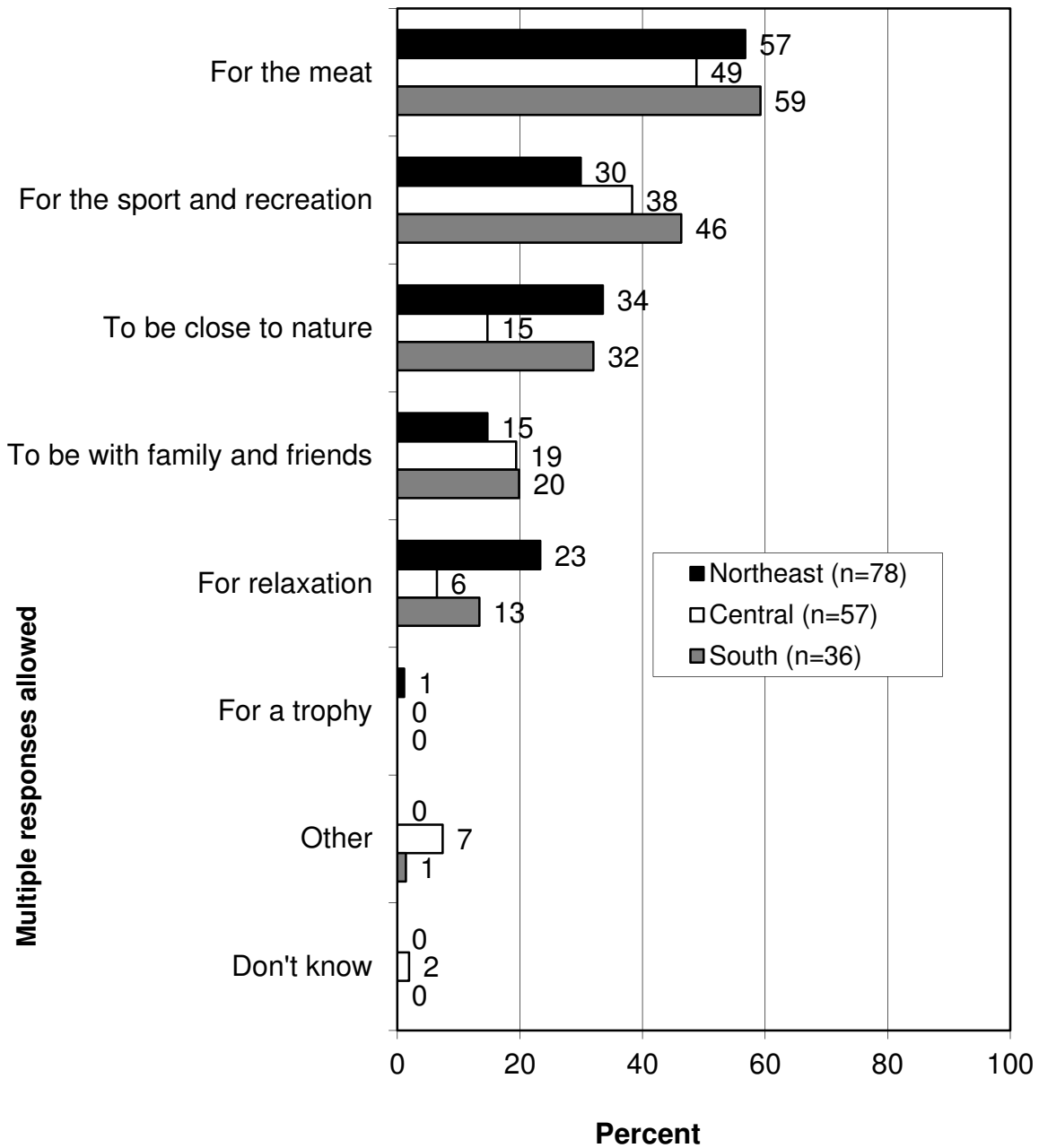
**Q91. How interested are you in participating in recreational hunting in Maine in the next 12 months?**



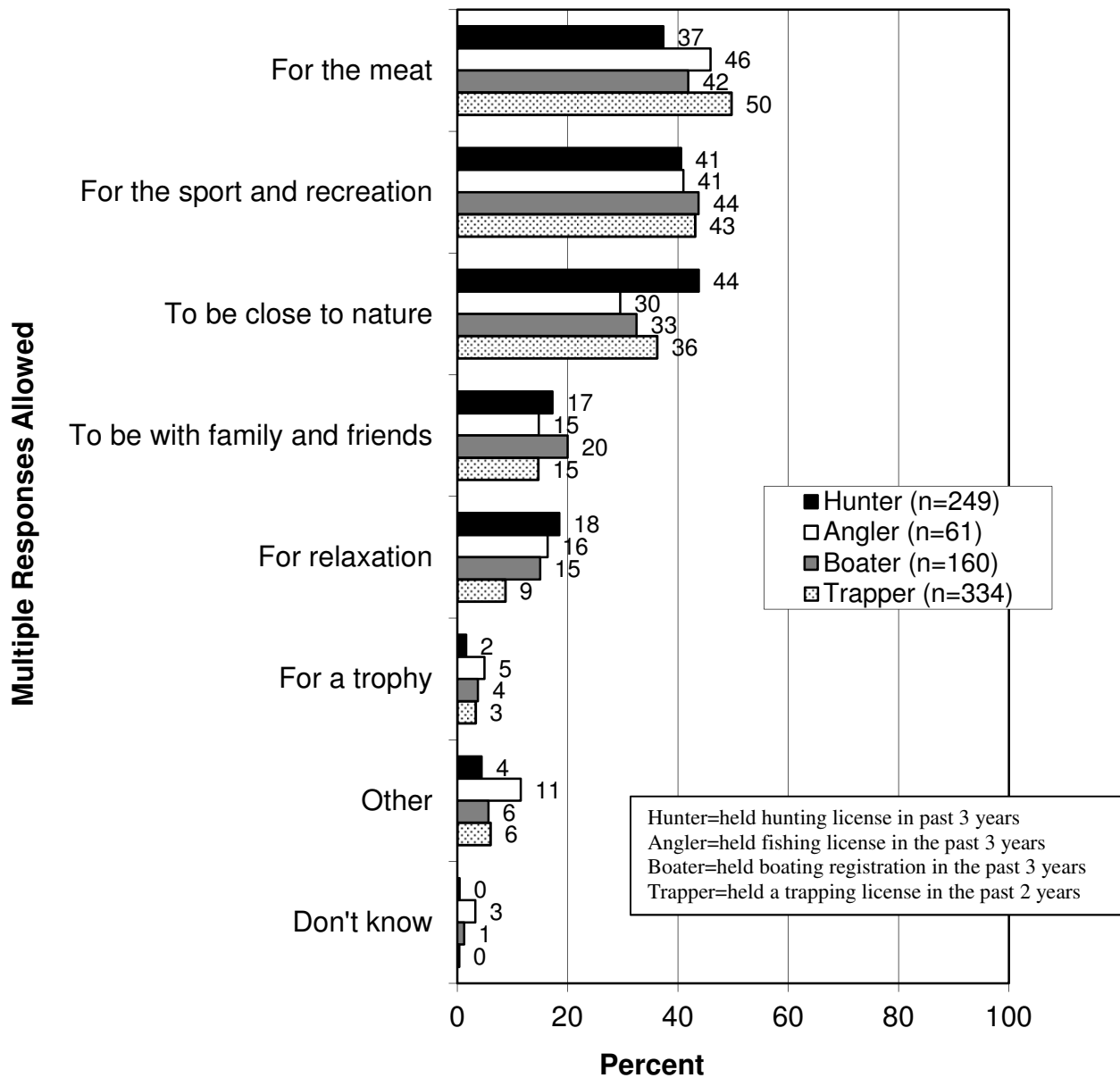
**Q183. What are your most important reasons for participating in hunting in Maine? (Asked of those who participated in hunting in Maine in the past 12 months.) (General population.)**



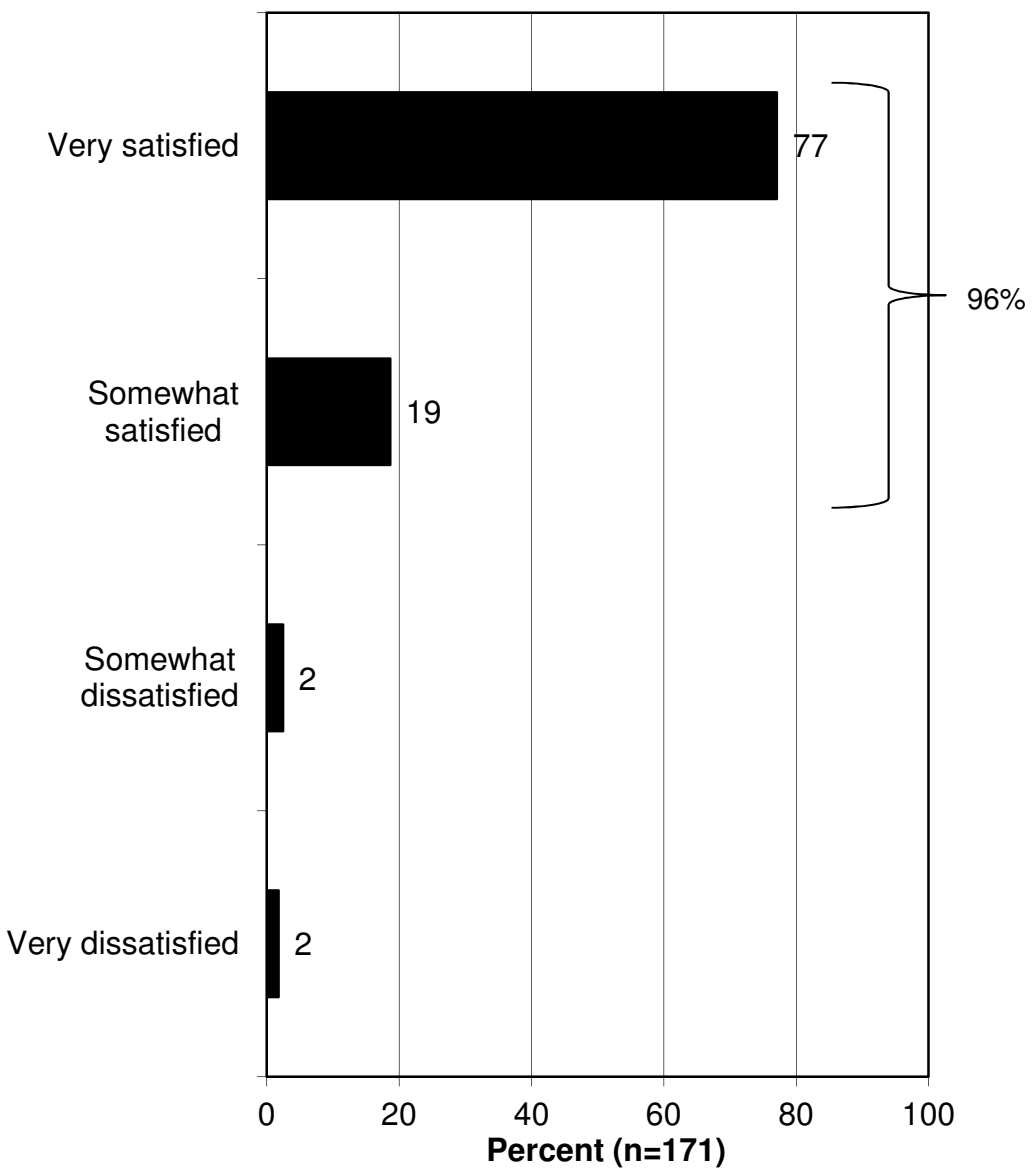
**Q183. What are your most important reasons for participating in hunting in Maine? (Asked of those who participated in hunting in Maine in the past 12 months.)**



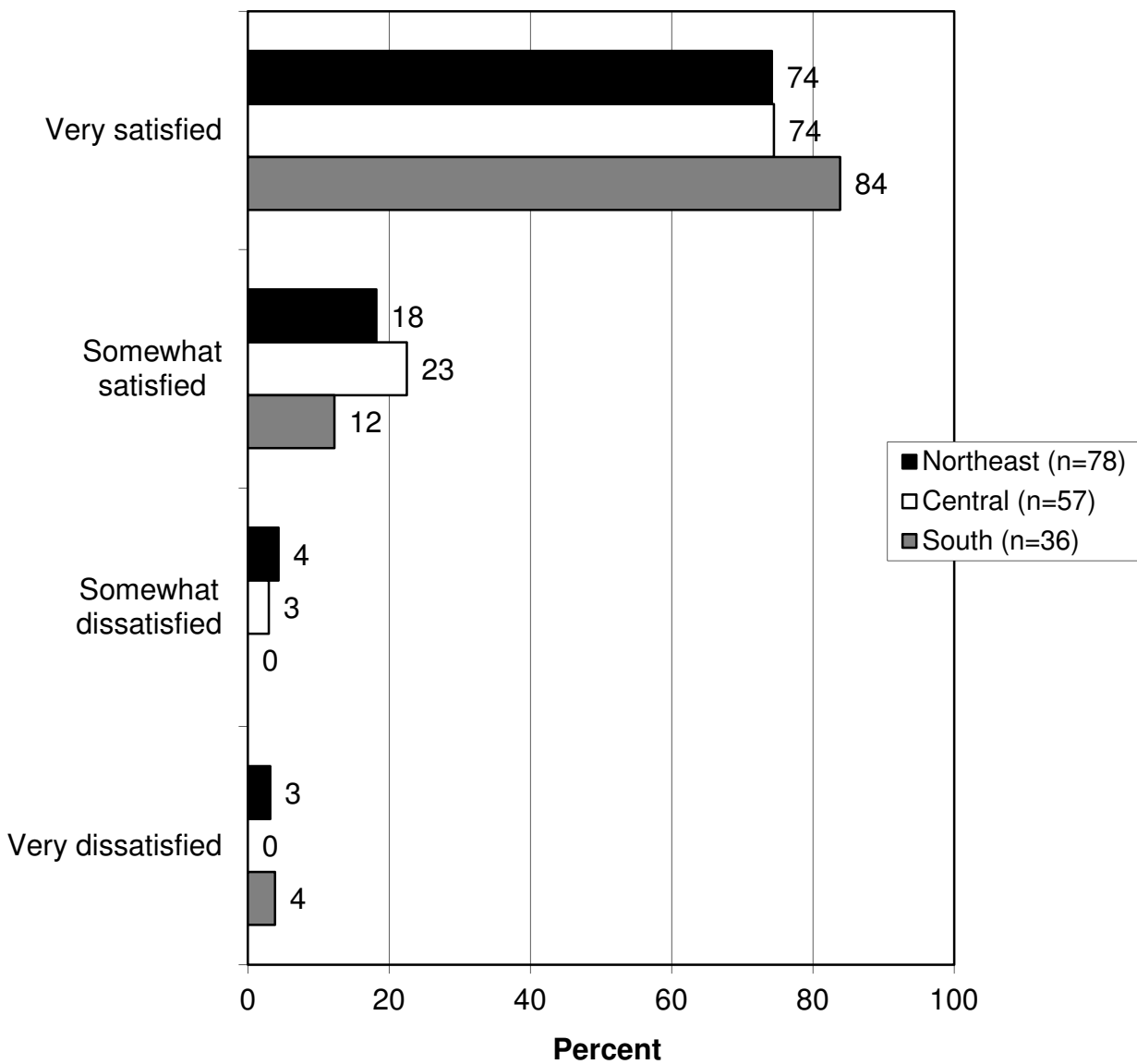
**Q183. What are your most important reasons for participating in hunting in Maine? (Asked of those who participated in hunting in Maine in the past 12 months.)**



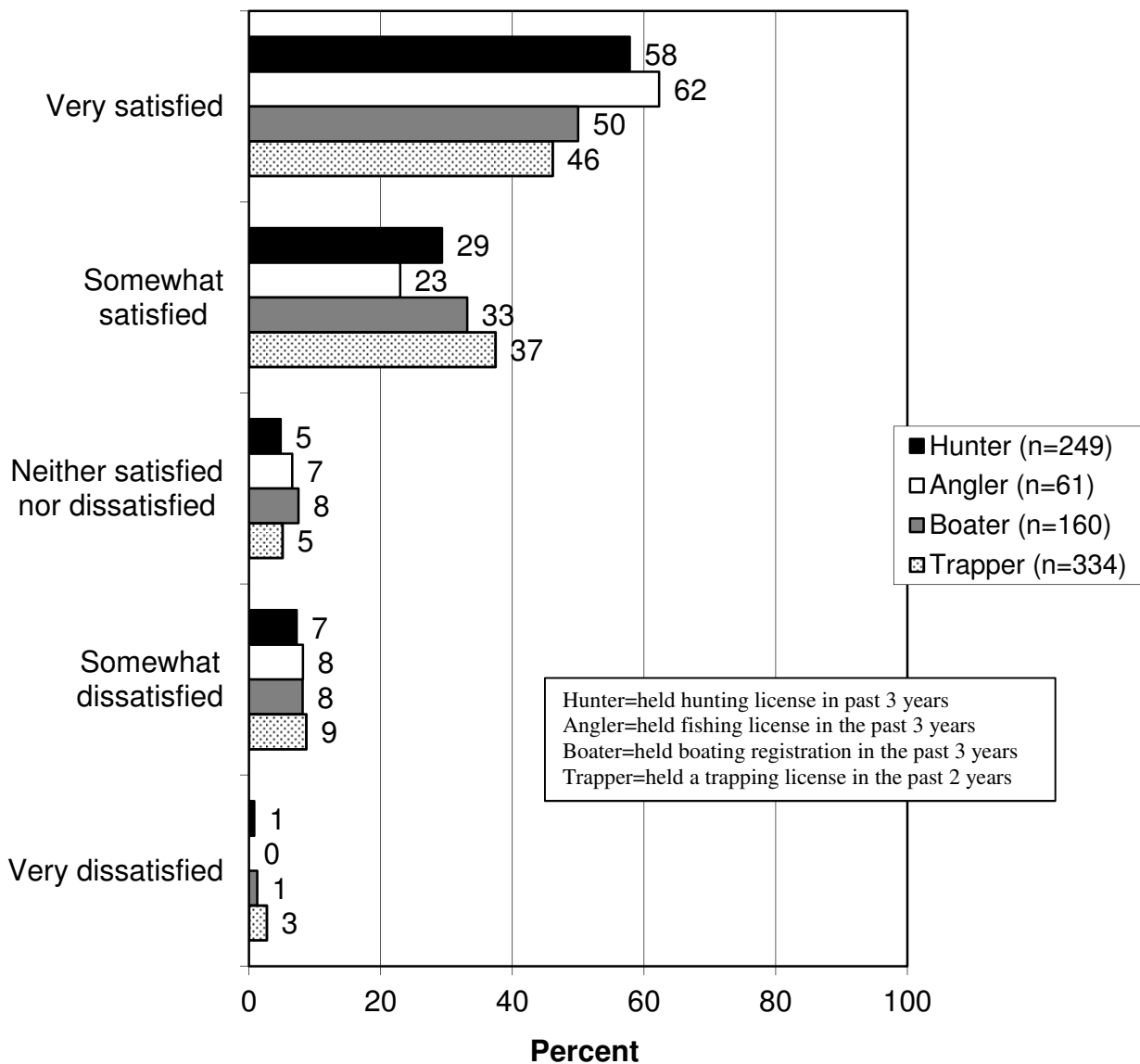
**Q180. How satisfied or dissatisfied have you been with your hunting experiences in Maine in the past 12 months? (Asked of those who participated in hunting in Maine in the past 12 months.) (General population.)**



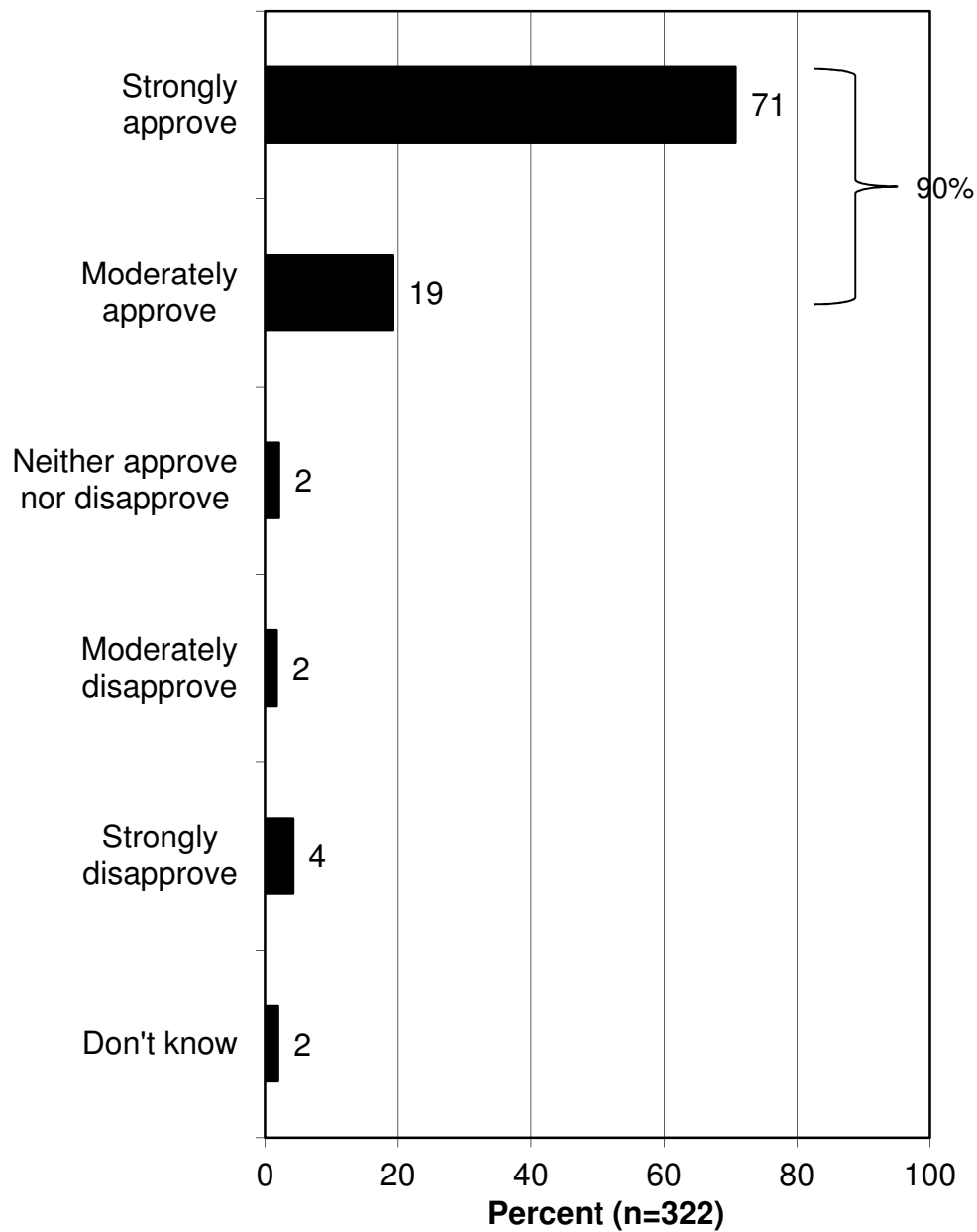
**Q180. How satisfied or dissatisfied have you been with your hunting experiences in Maine in the past 12 months? (Asked of those who participated in hunting in Maine in the past 12 months.)**



**Q180. How satisfied or dissatisfied have you been with your hunting experiences in Maine in the past 12 months? (Asked of those who participated in hunting in Maine in the past 12 months.)**

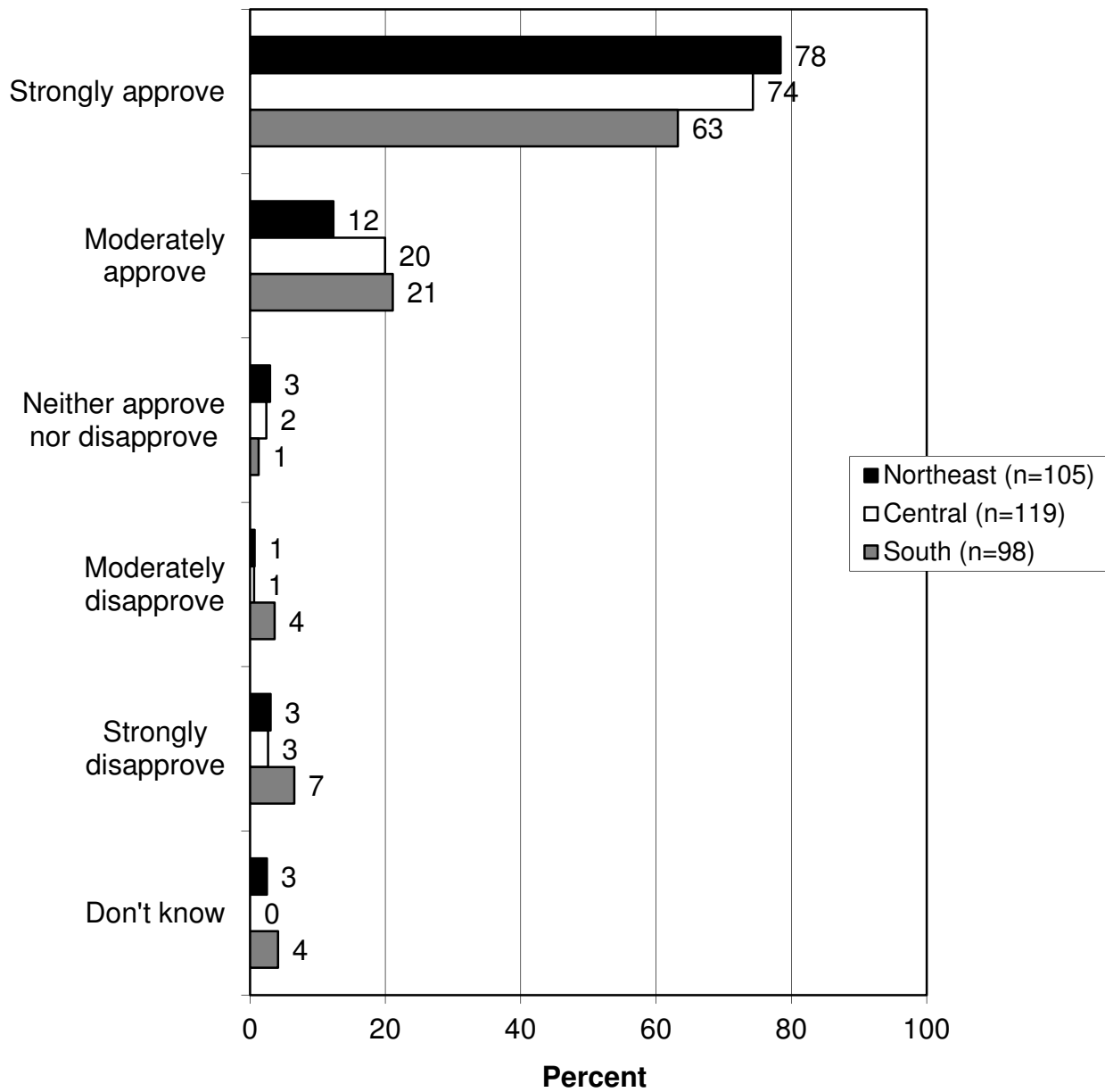


**Q344. In general, do you approve or disapprove of legal hunting? (General population.)**

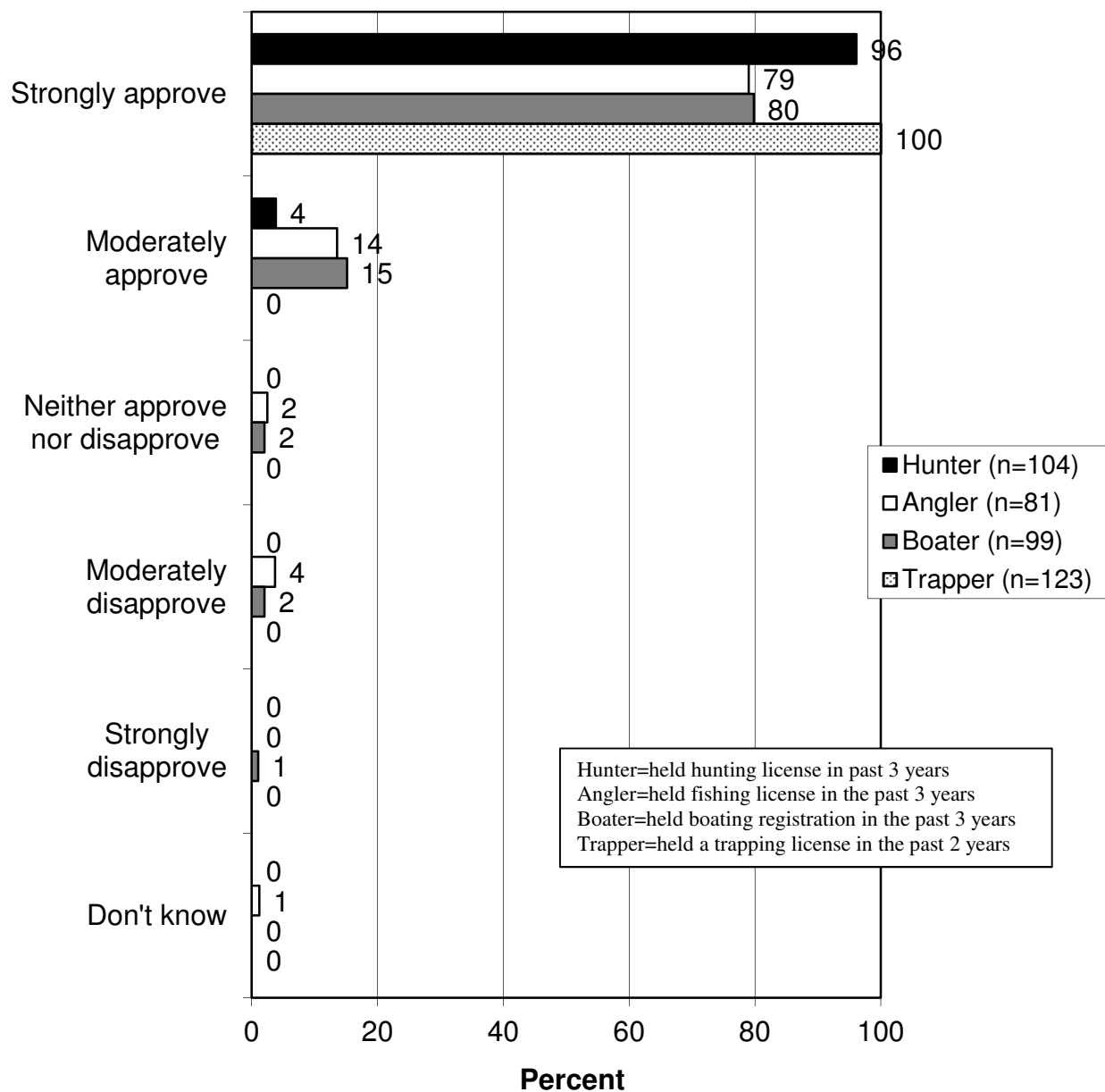




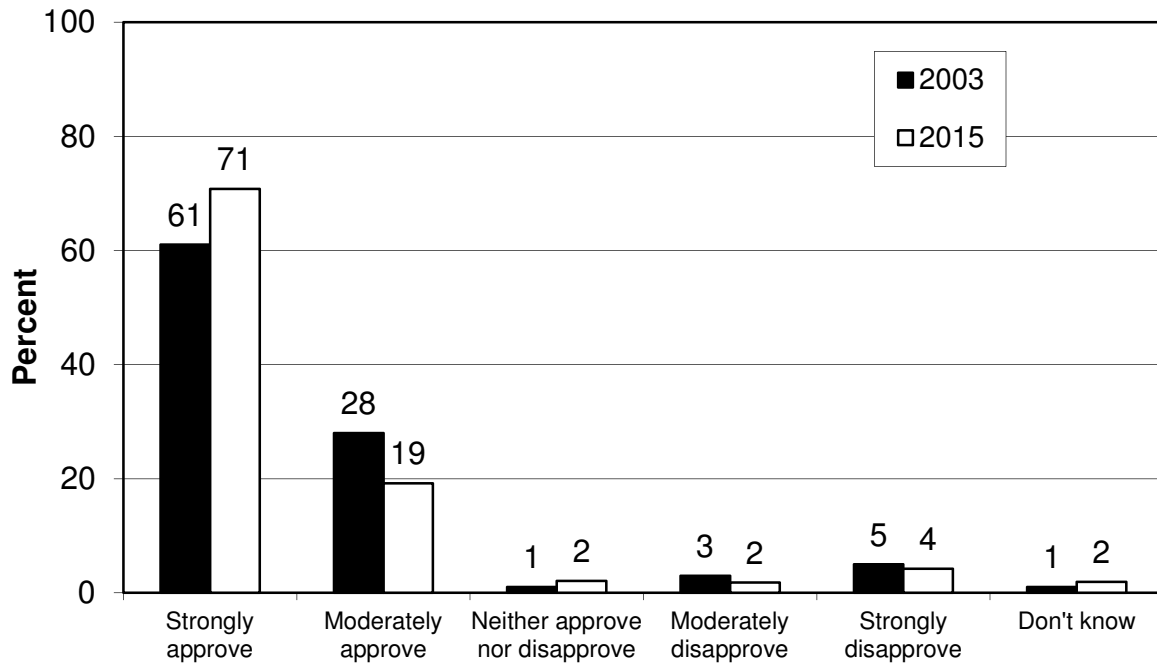
**Q344. In general, do you approve or disapprove of legal hunting?**



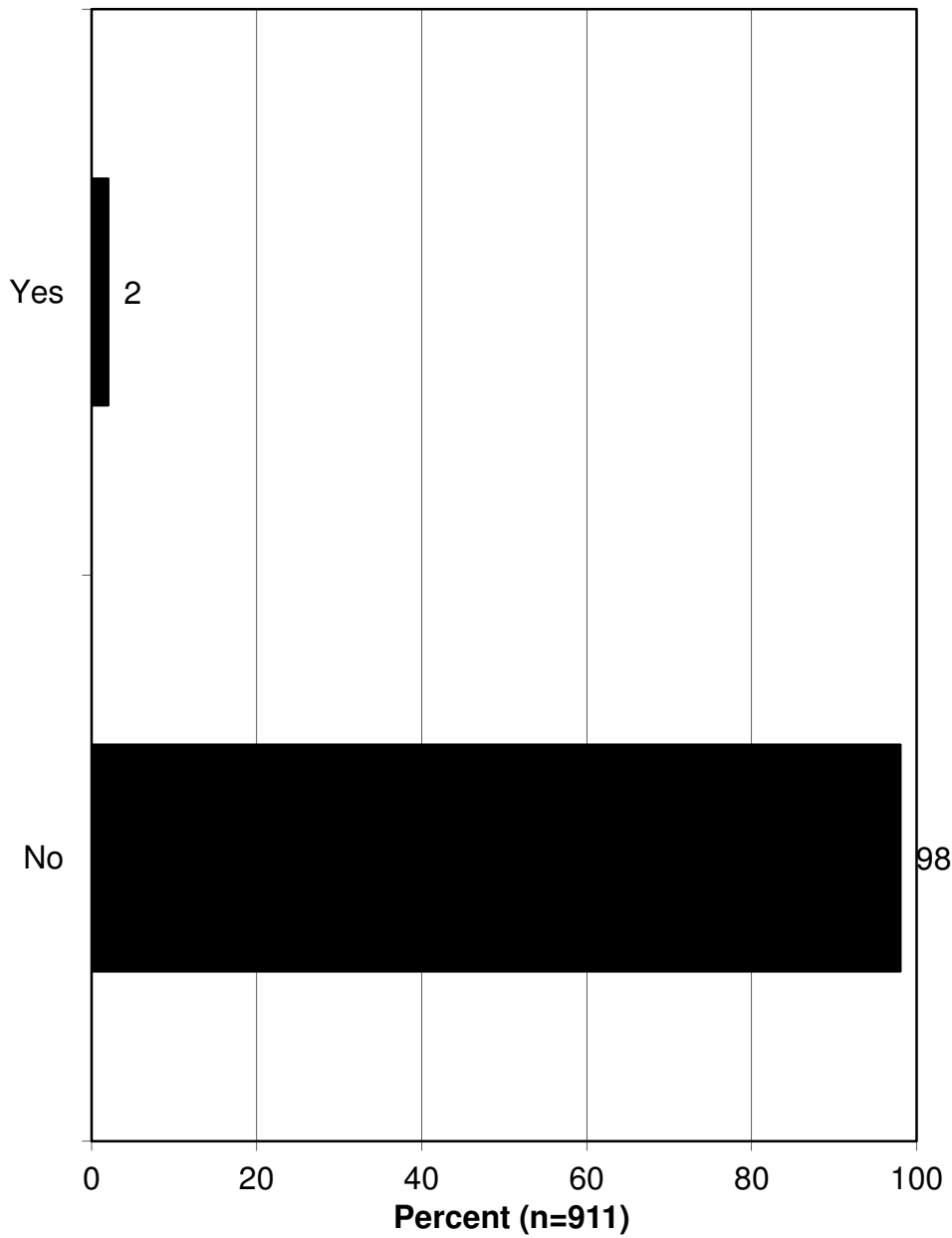
### Q344. In general, do you approve or disapprove of legal hunting?



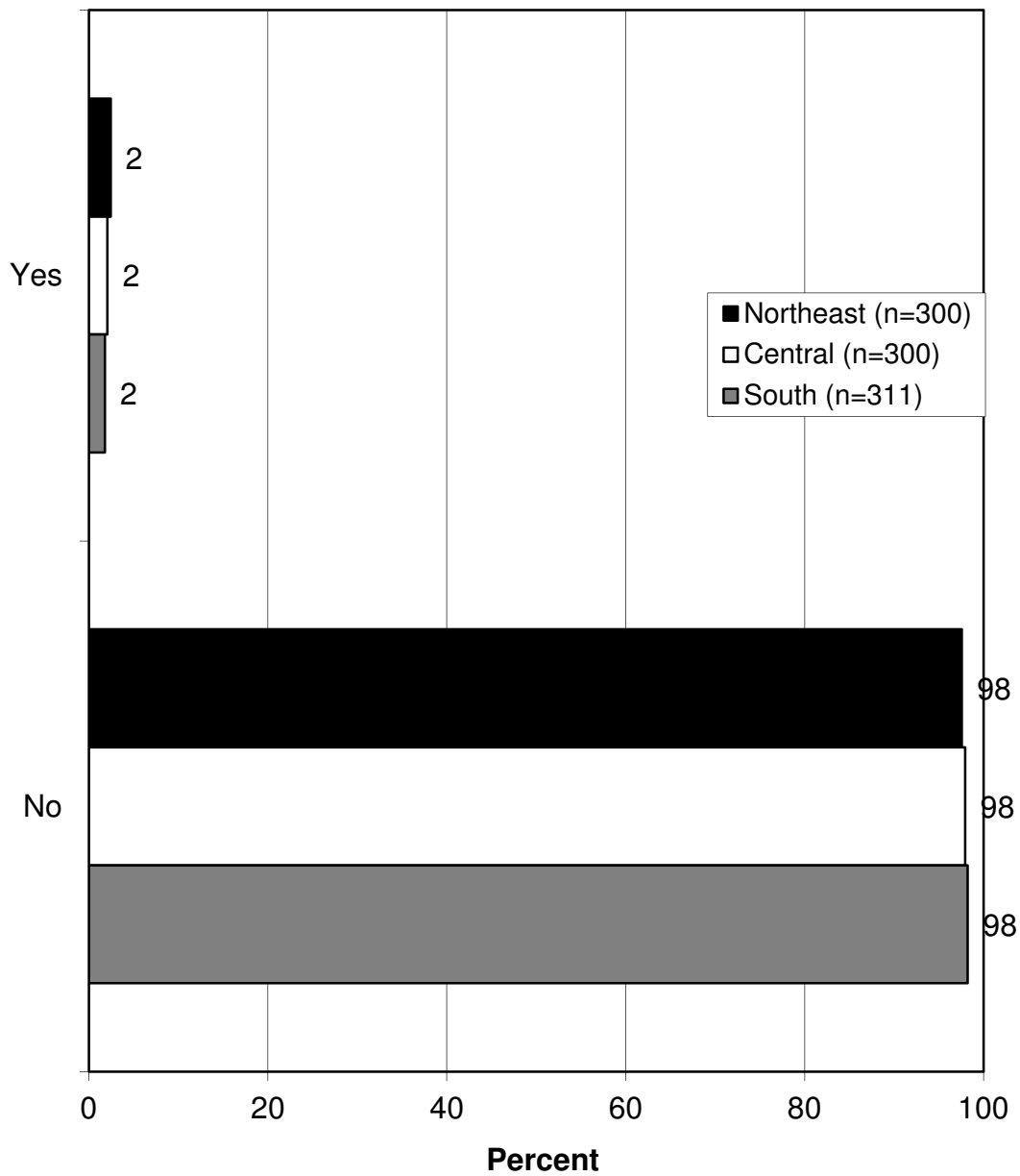
### In general, do you approve or disapprove of legal hunting?



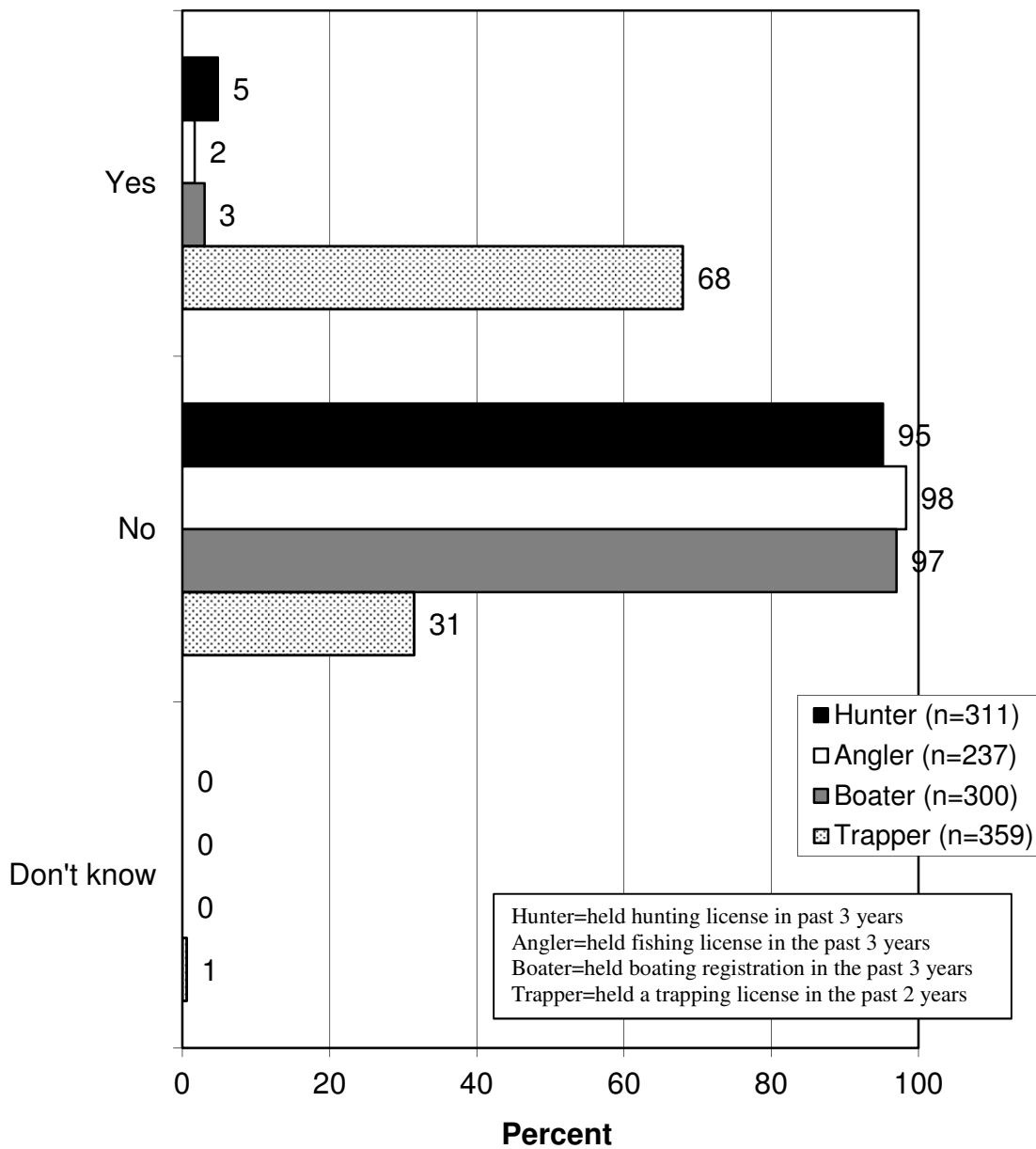
**Q93. Did you participate in trapping in Maine in the past 12 months? (General population.)**



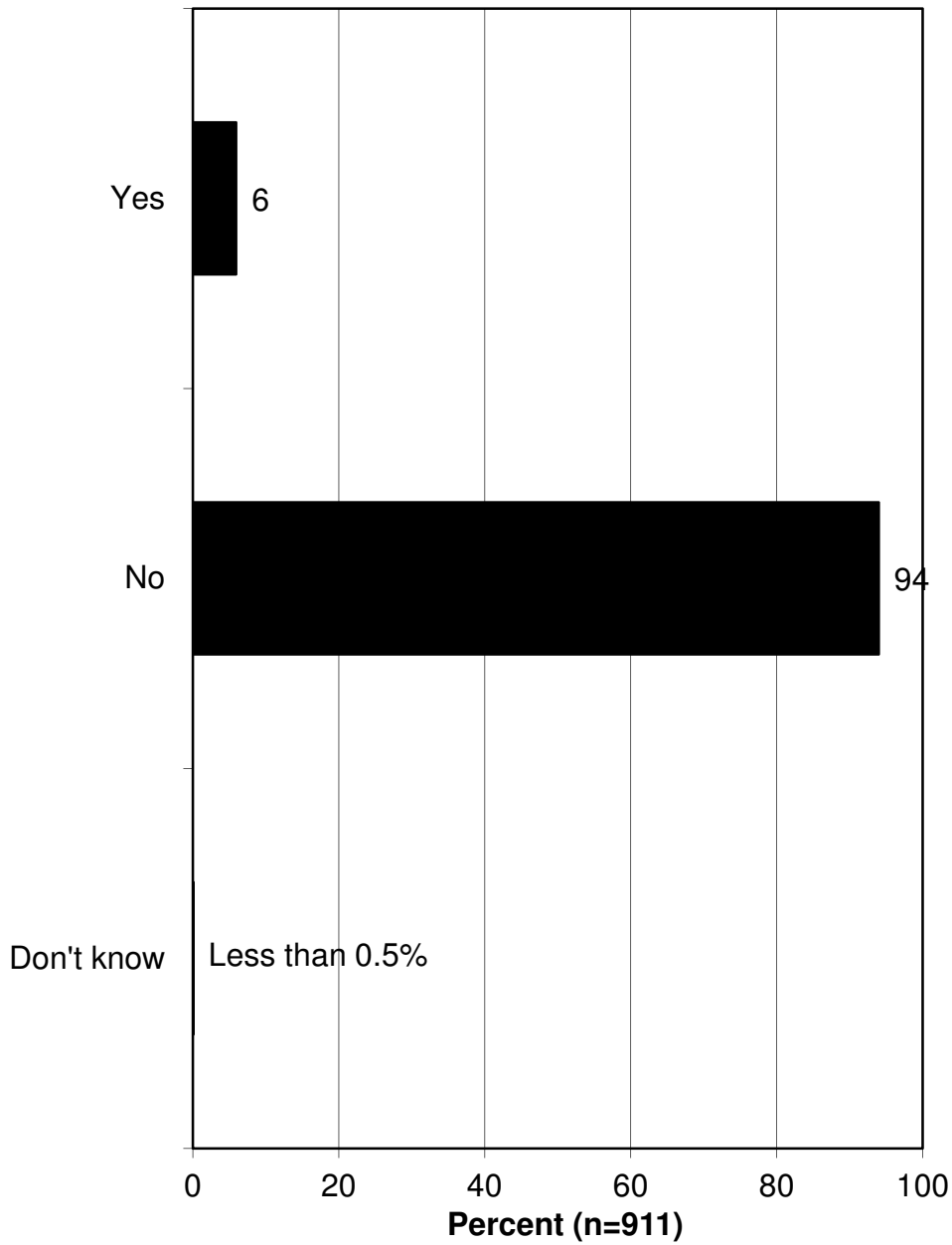
### Q93. Did you participate in trapping in Maine in the past 12 months?



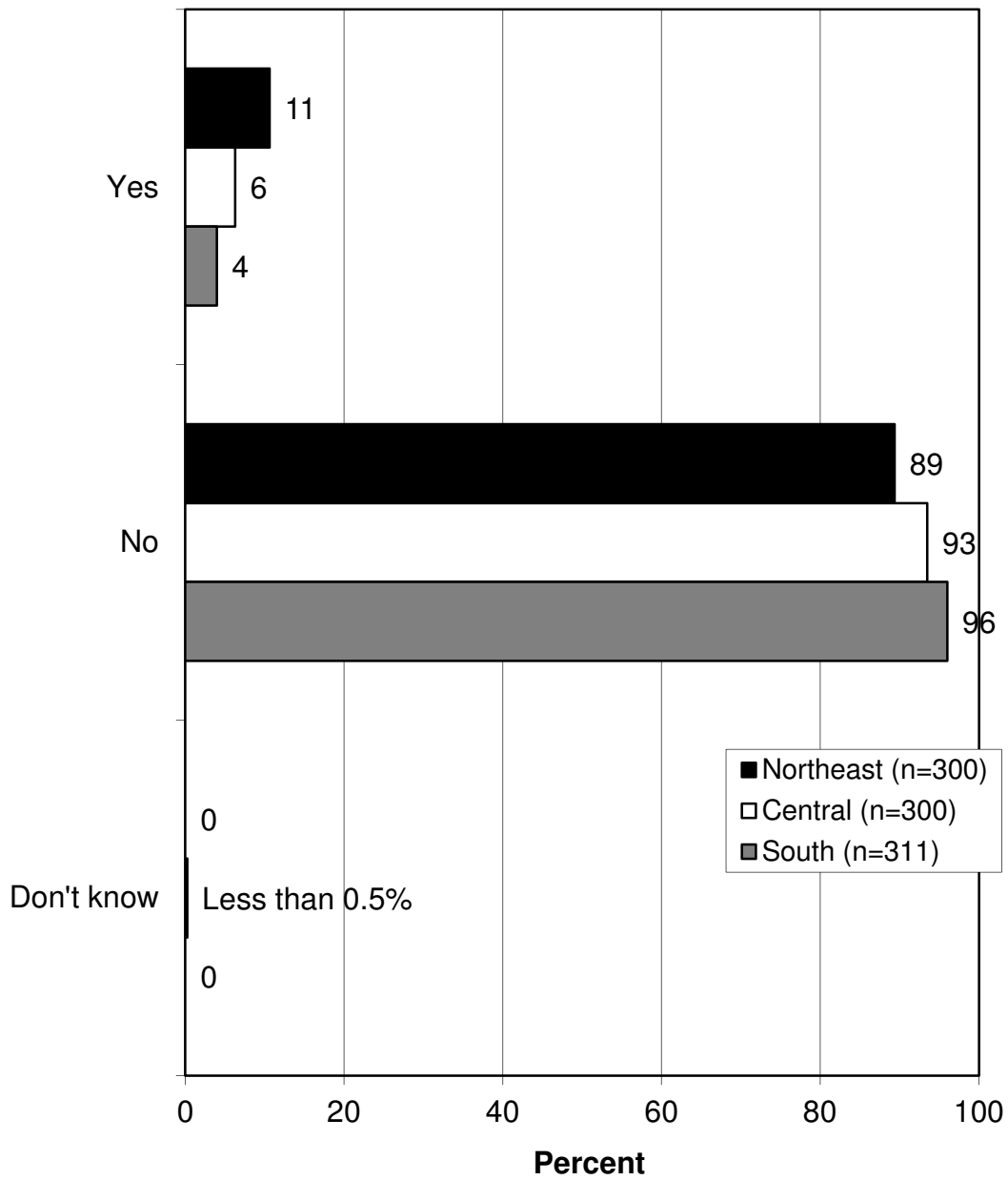
### Q93. Did you participate in trapping in Maine in the past 12 months?



**Q92. Have you ever participated in trapping?  
(General population.)**

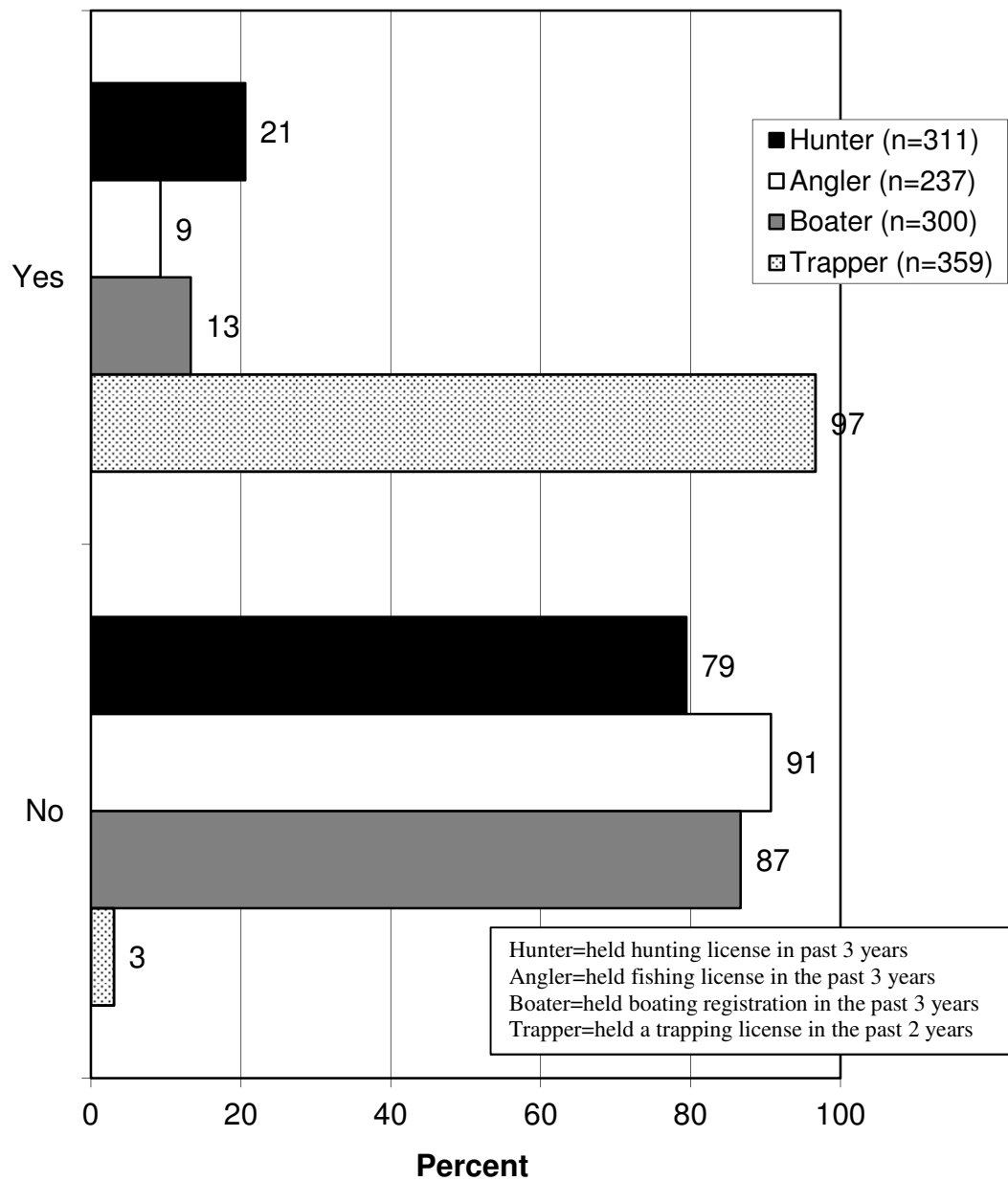


### Q92. Have you ever participated in trapping?



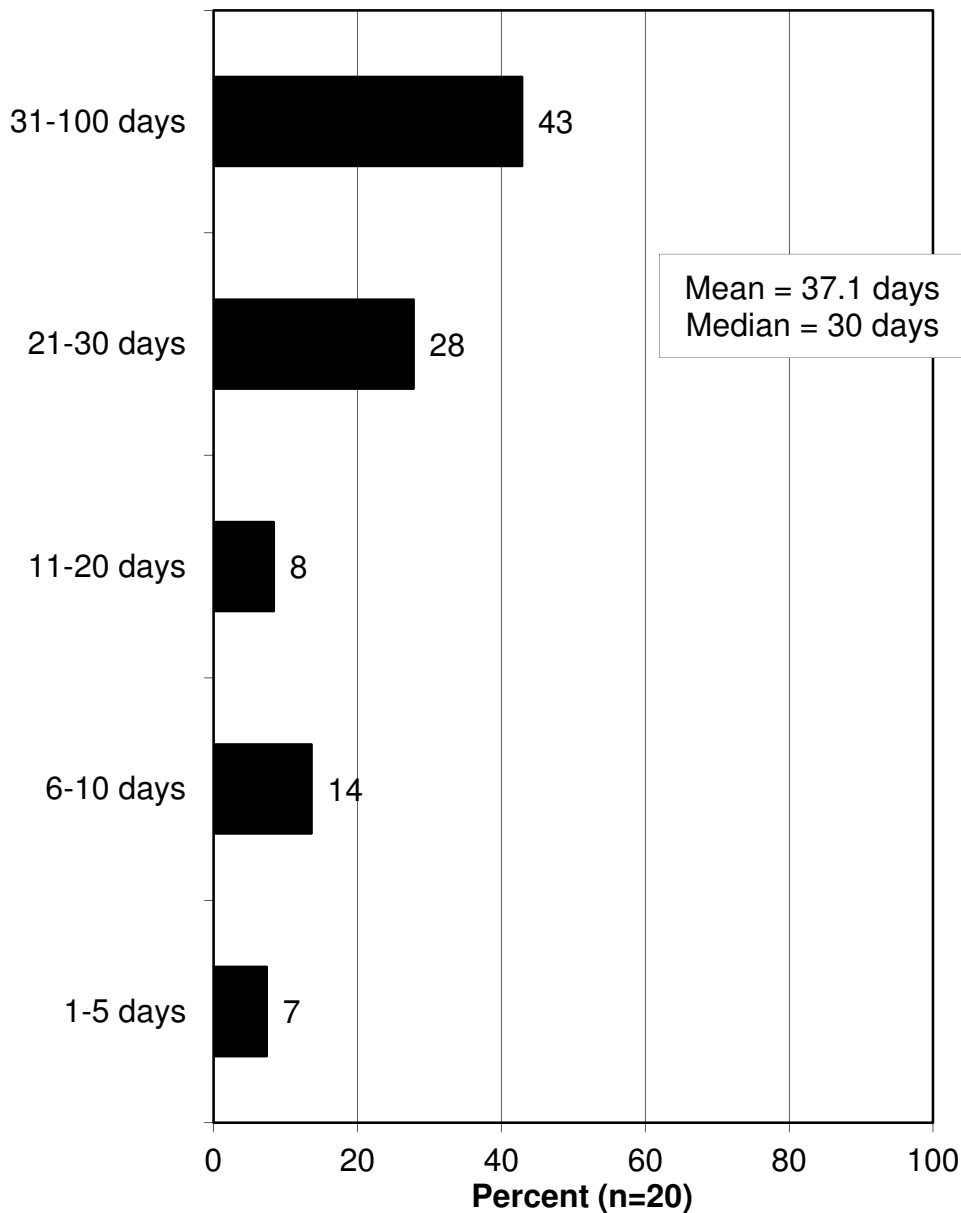


### Q92. Have you ever participated in trapping?

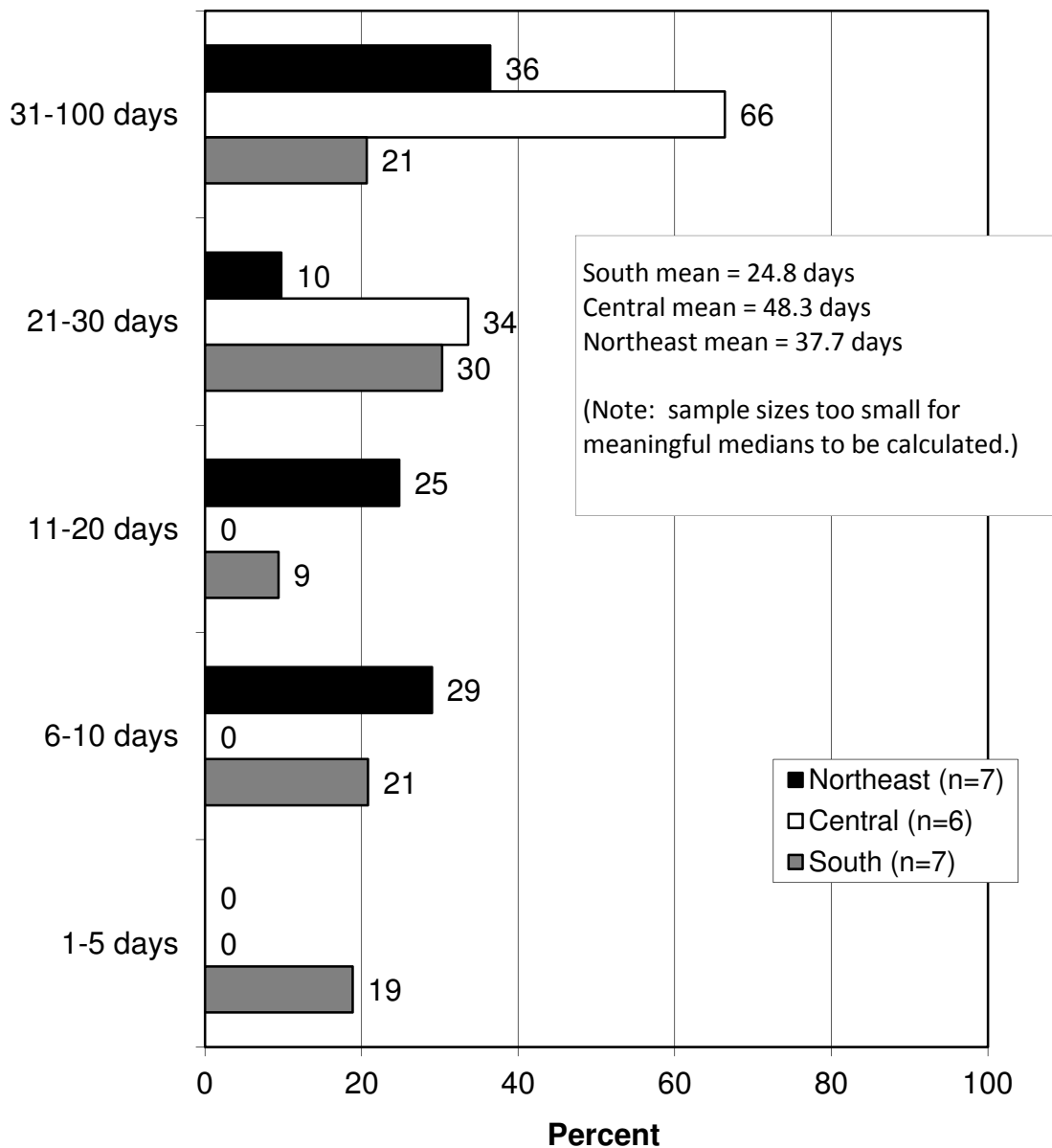


Note: The trapper stakeholder sample was obtained from the Department; 3% of them indicated that they had never trapped.

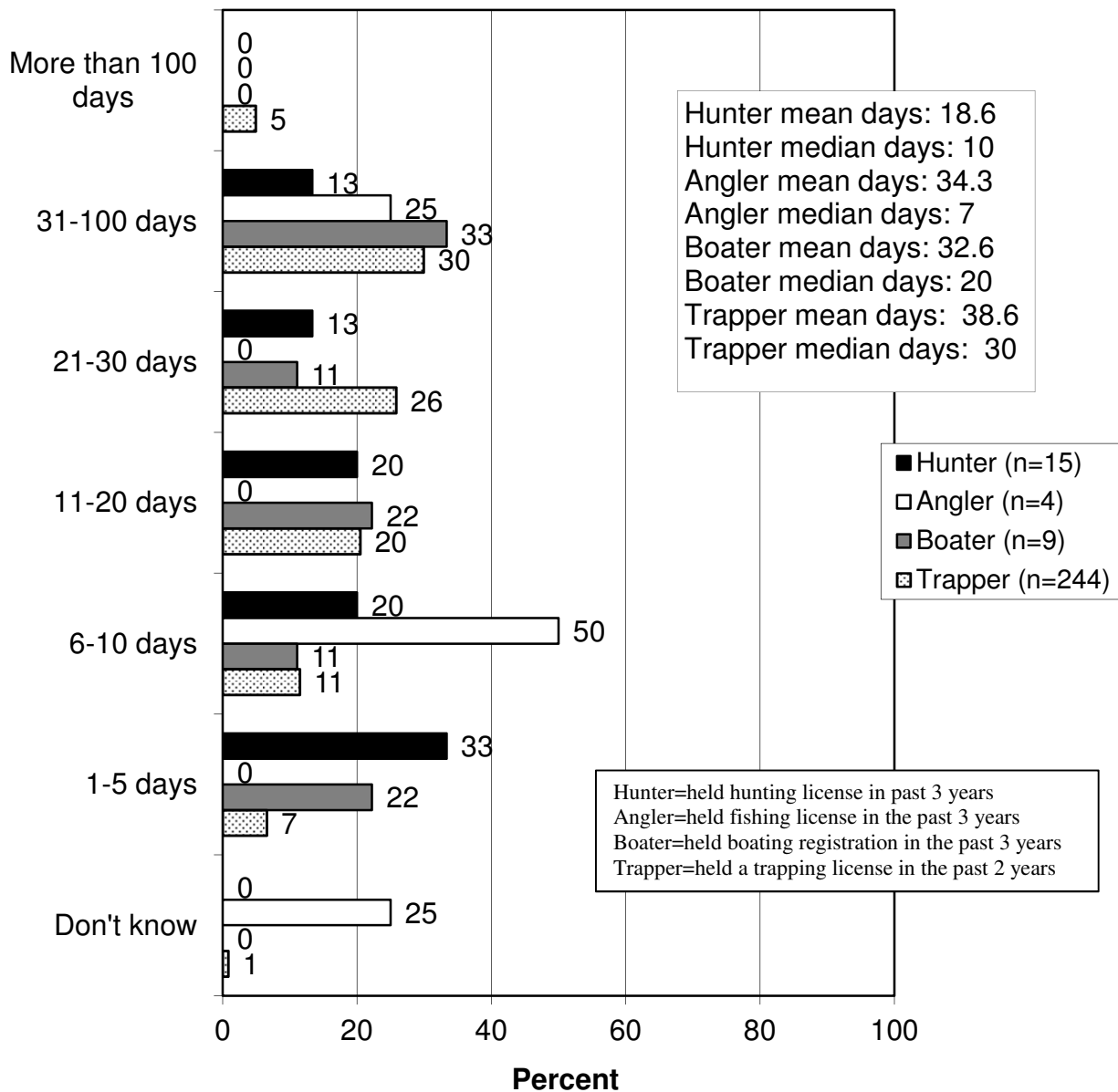
**Q95. About how many days did you participate in trapping in Maine in the past 12 months? (Asked of those who participated in trapping in Maine in the past 12 months.) (General population.)**



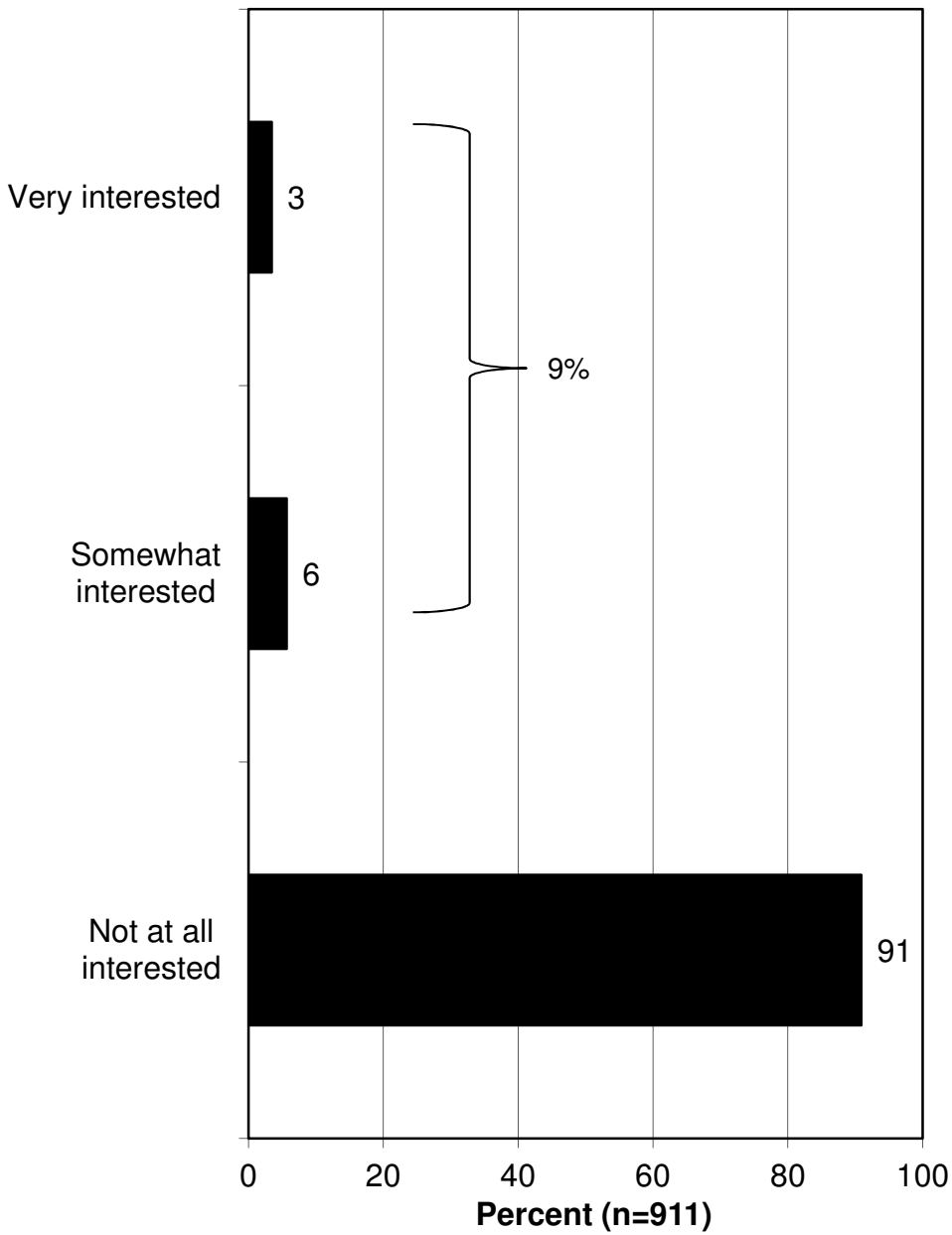
**Q95. About how many days did you participate in trapping in Maine in the past 12 months?  
(Asked of those who participated in trapping in Maine in the past 12 months.)**



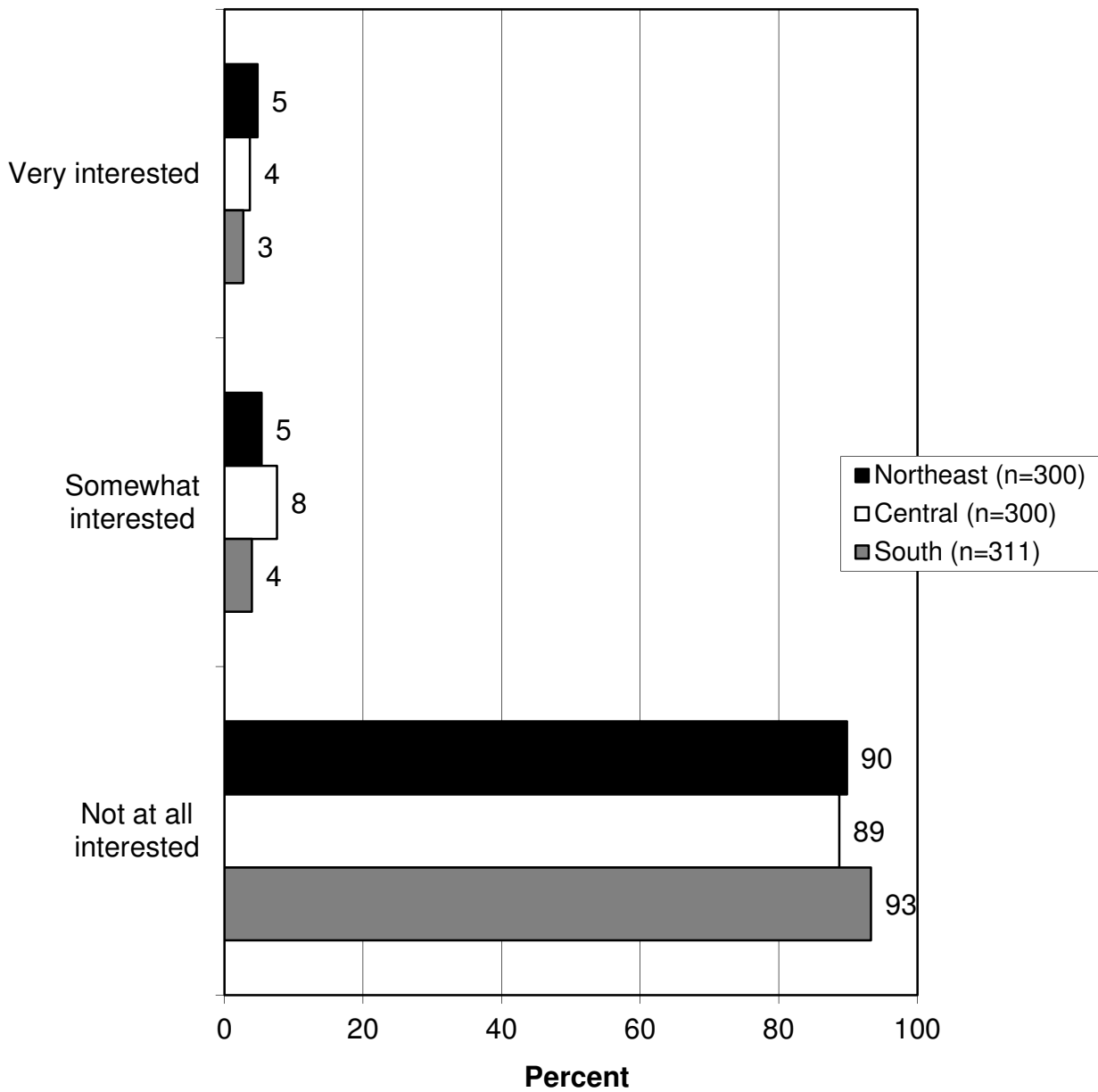
**Q95. About how many days did you participate in trapping in Maine in the past 12 months?  
(Asked of those who participated in trapping in Maine in the past 12 months.)**



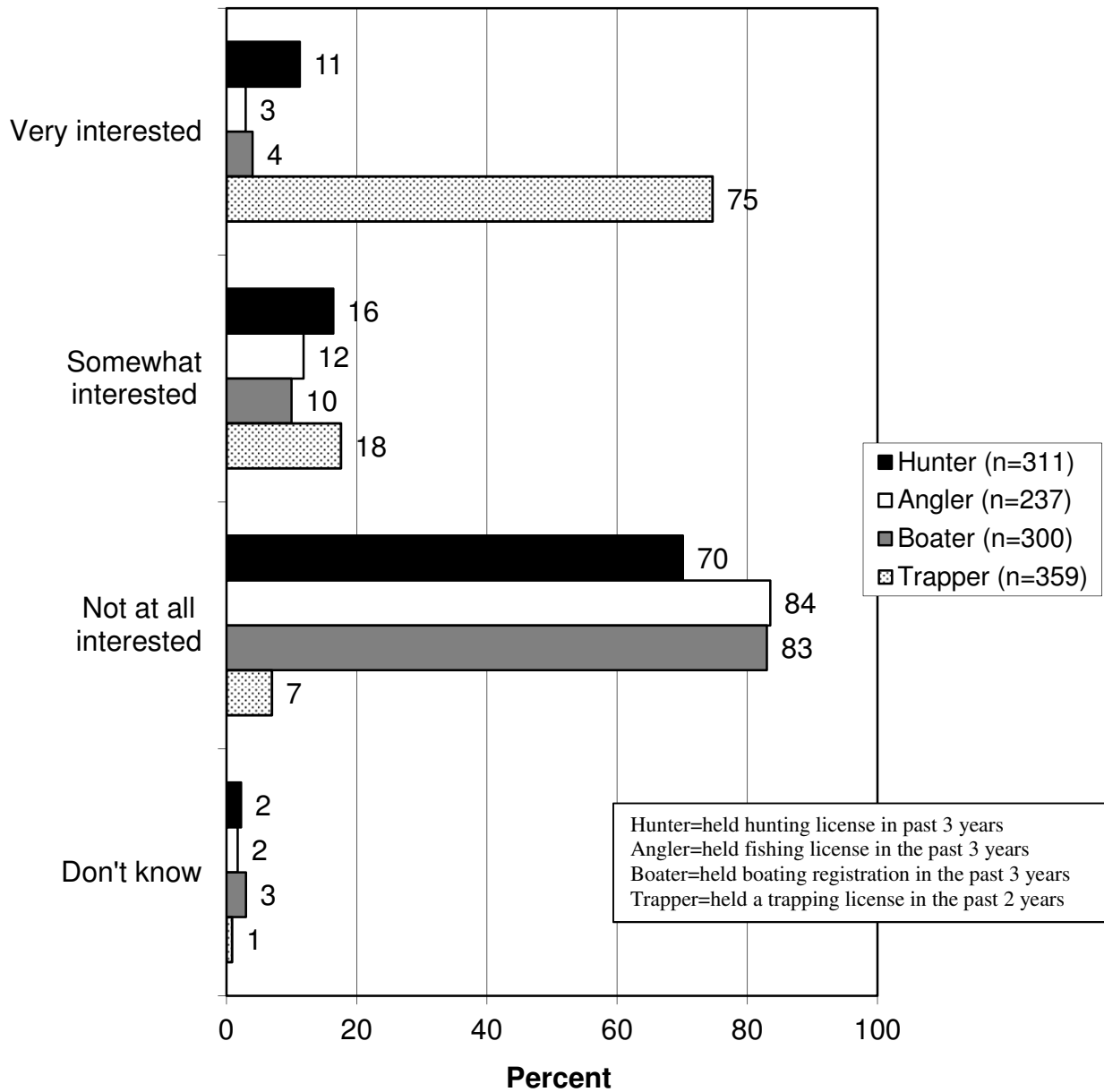
**Q96. How interested are you in participating in trapping in Maine in the next 12 months?  
(General population.)**



**Q96. How interested are you in participating in trapping in Maine in the next 12 months?**



### Q96. How interested are you in participating in trapping in Maine in the next 12 months?

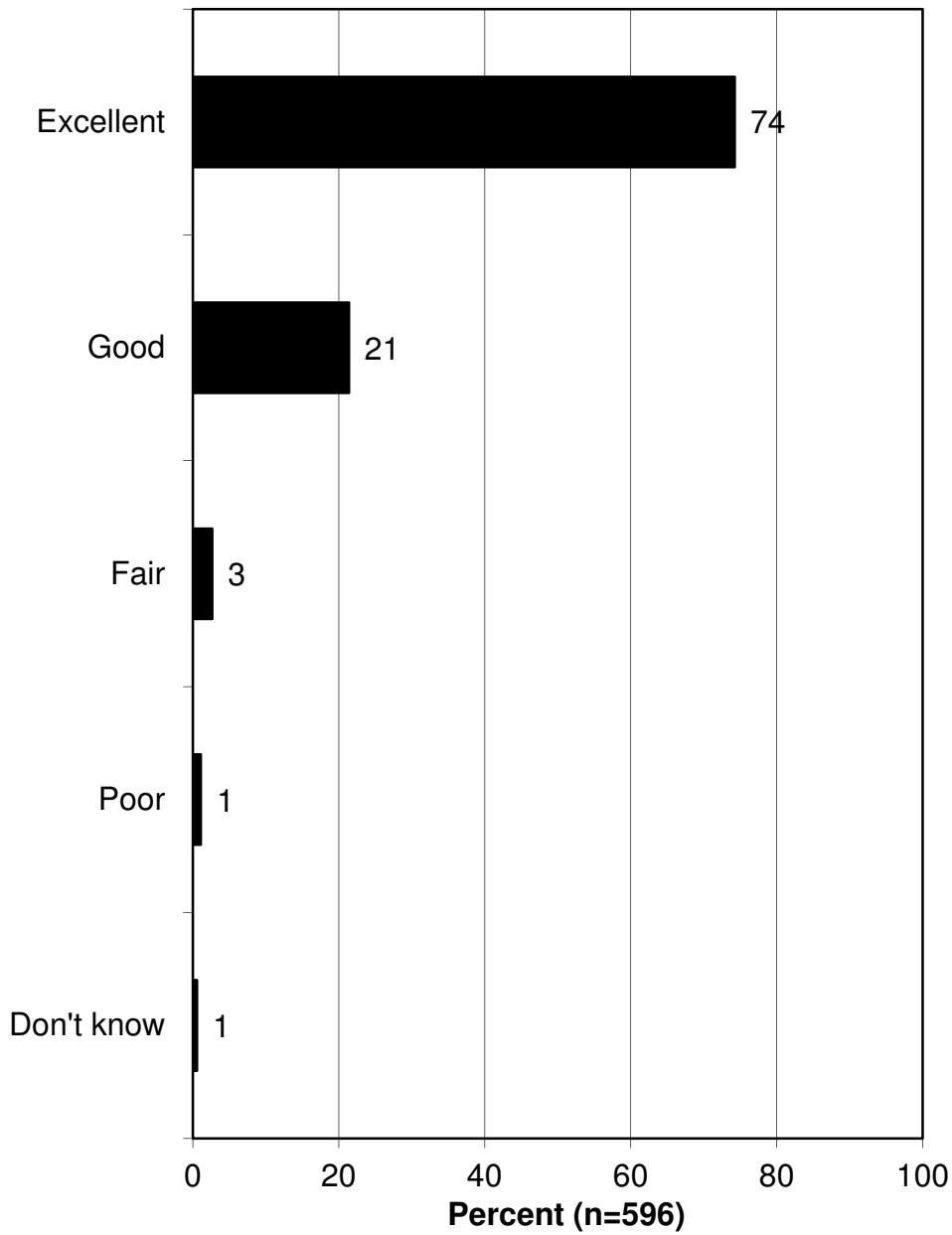


## RATINGS OF OUTDOOR RECREATION IN MAINE

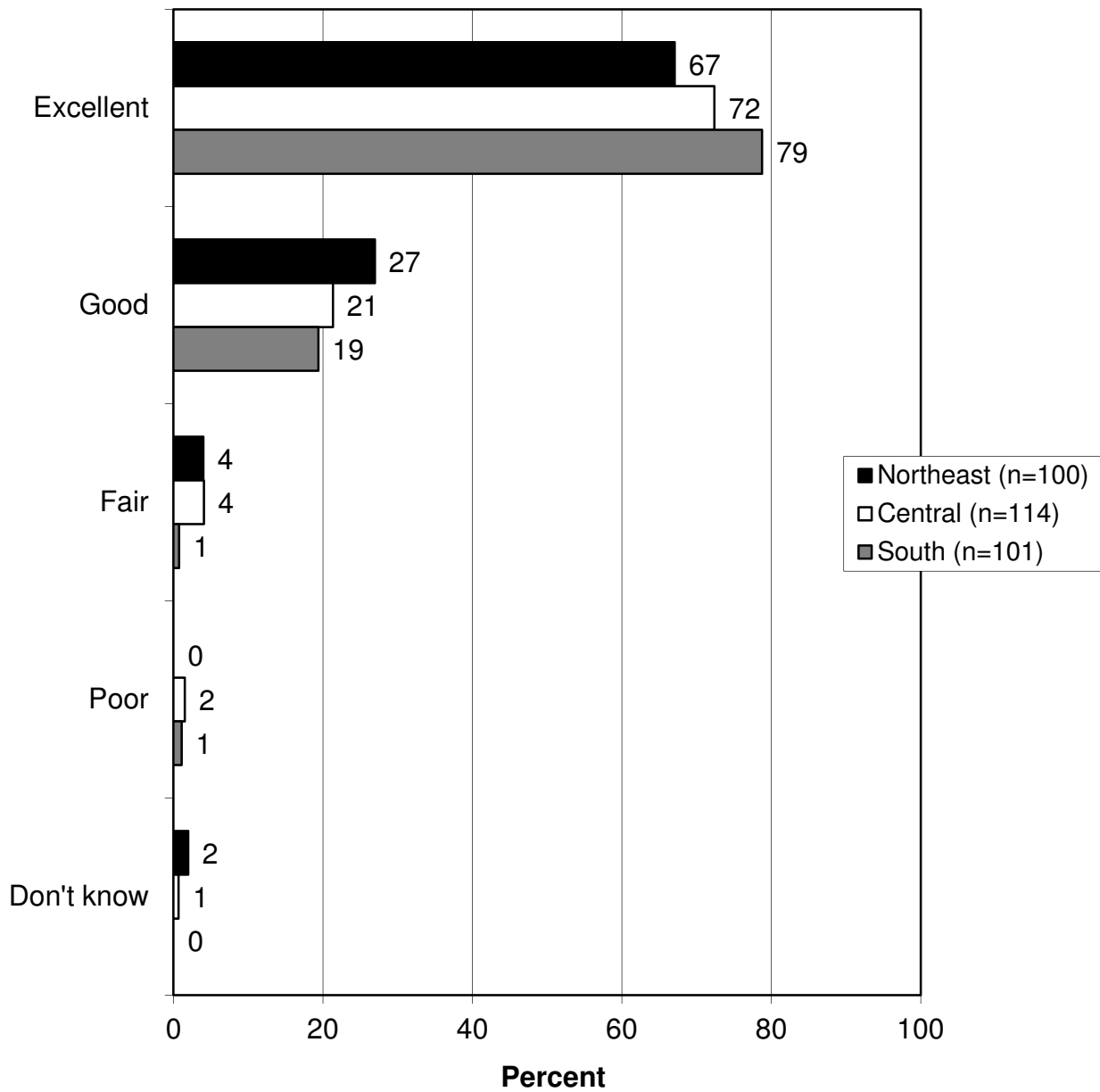
- The availability of outdoor recreation opportunities in Maine is rated quite positively, with 74% rating it excellent and 21% rating it good.
- All of the satisfaction ratings previously shown individually in each section above are shown together here. In all, satisfaction/dissatisfaction ratings were obtained for wildlife viewing, motorboating, canoeing/kayaking, freshwater fishing, saltwater fishing, and hunting.
  - Overall, ratings of all the recreational activities were positive: from 90% to 99% were satisfied (with the percentages giving a rating of *very* satisfied ranging from 65% to 94%). The highest ratings were for canoeing/kayaking (94% *very* satisfied; 99% satisfied overall).



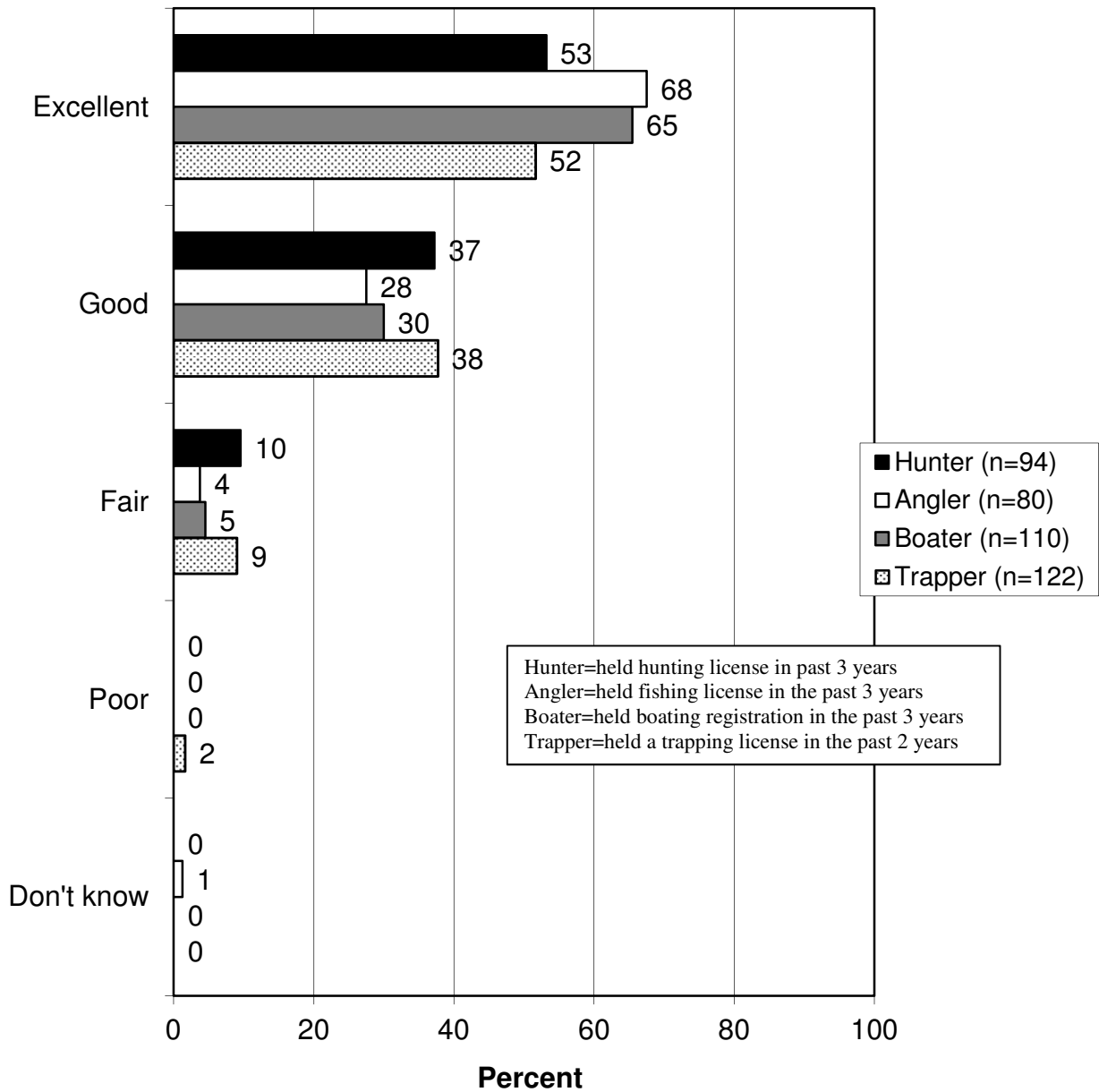
**Q106. How would you rate the availability of outdoor recreation opportunities in Maine?  
(General population.)**



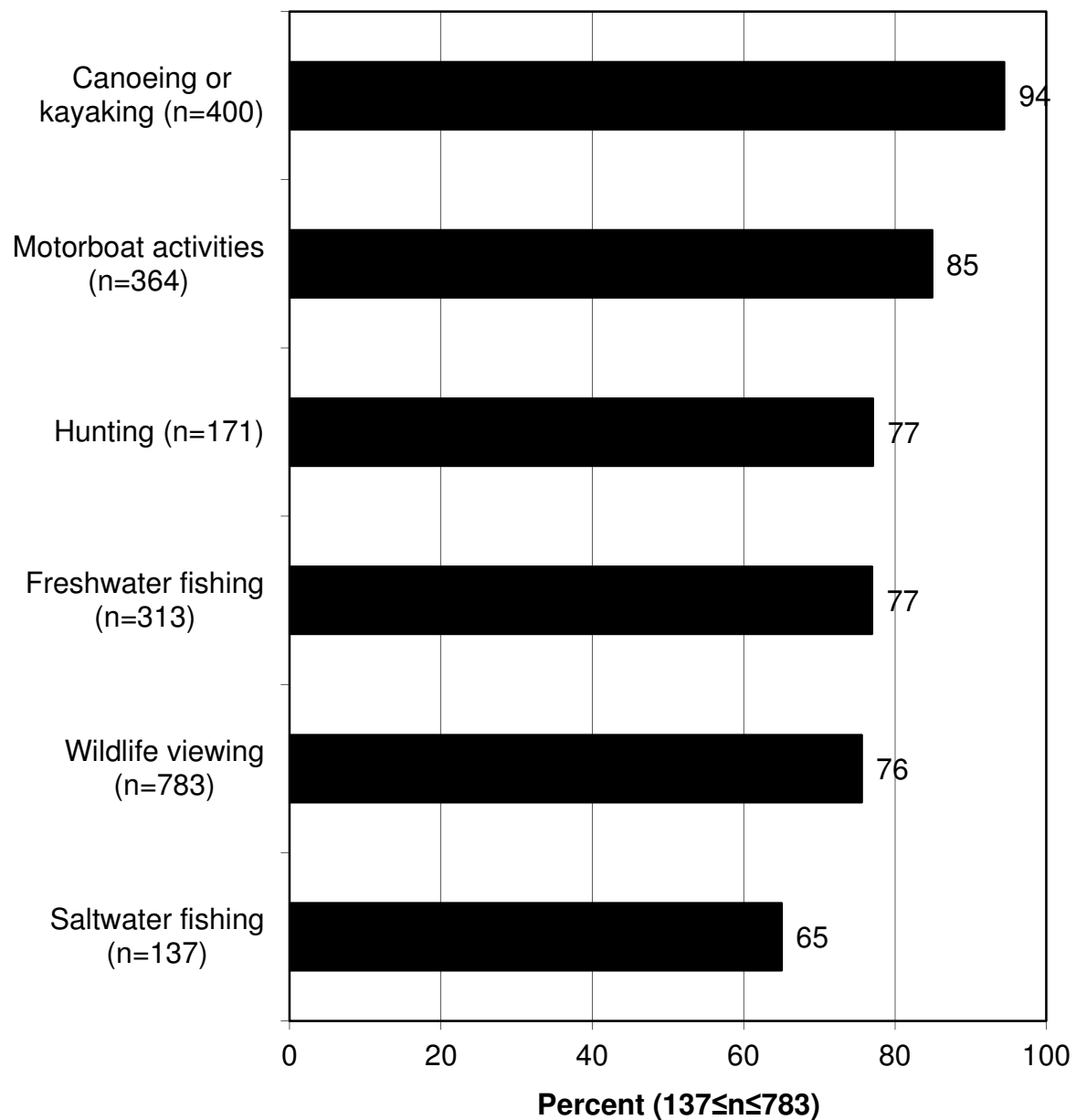
### Q106. How would you rate the availability of outdoor recreation opportunities in Maine?



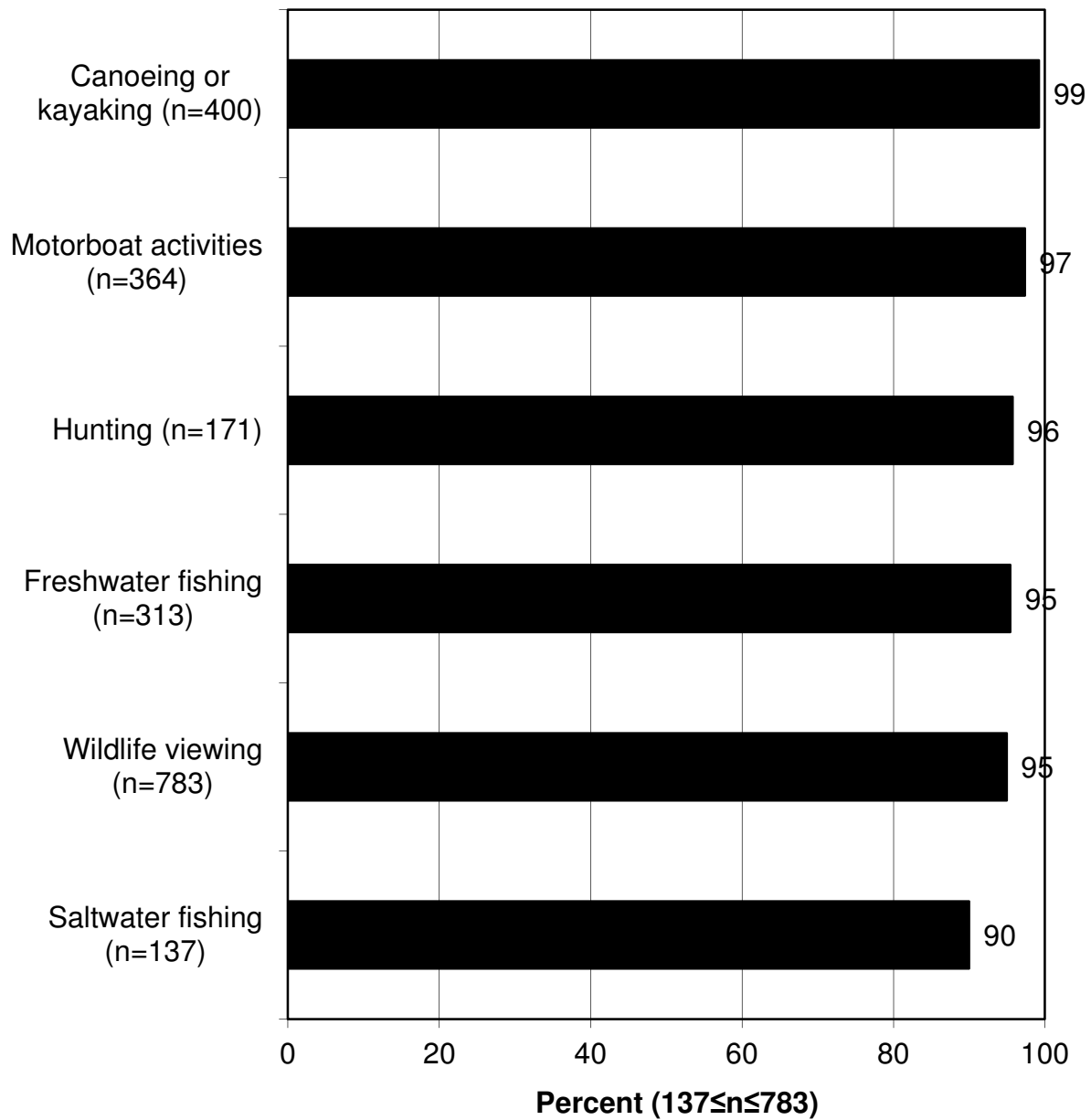
**Q106. How would you rate the availability of outdoor recreation opportunities in Maine?**



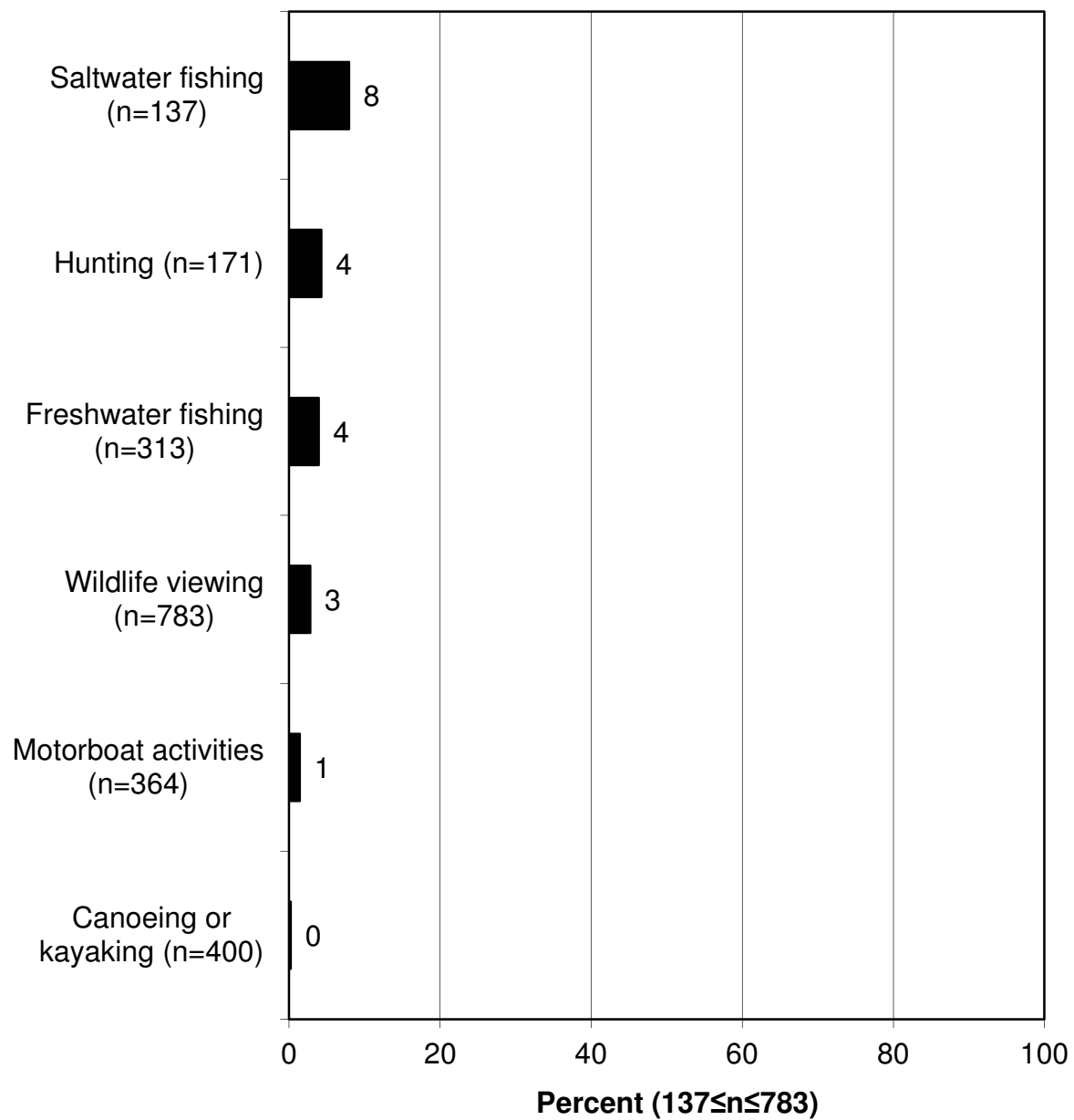
**Q112, 125, 138, 152, 166, 180. Percent of respondents who were very satisfied with each of the following activities in Maine in the past 12 months. (General population.)**



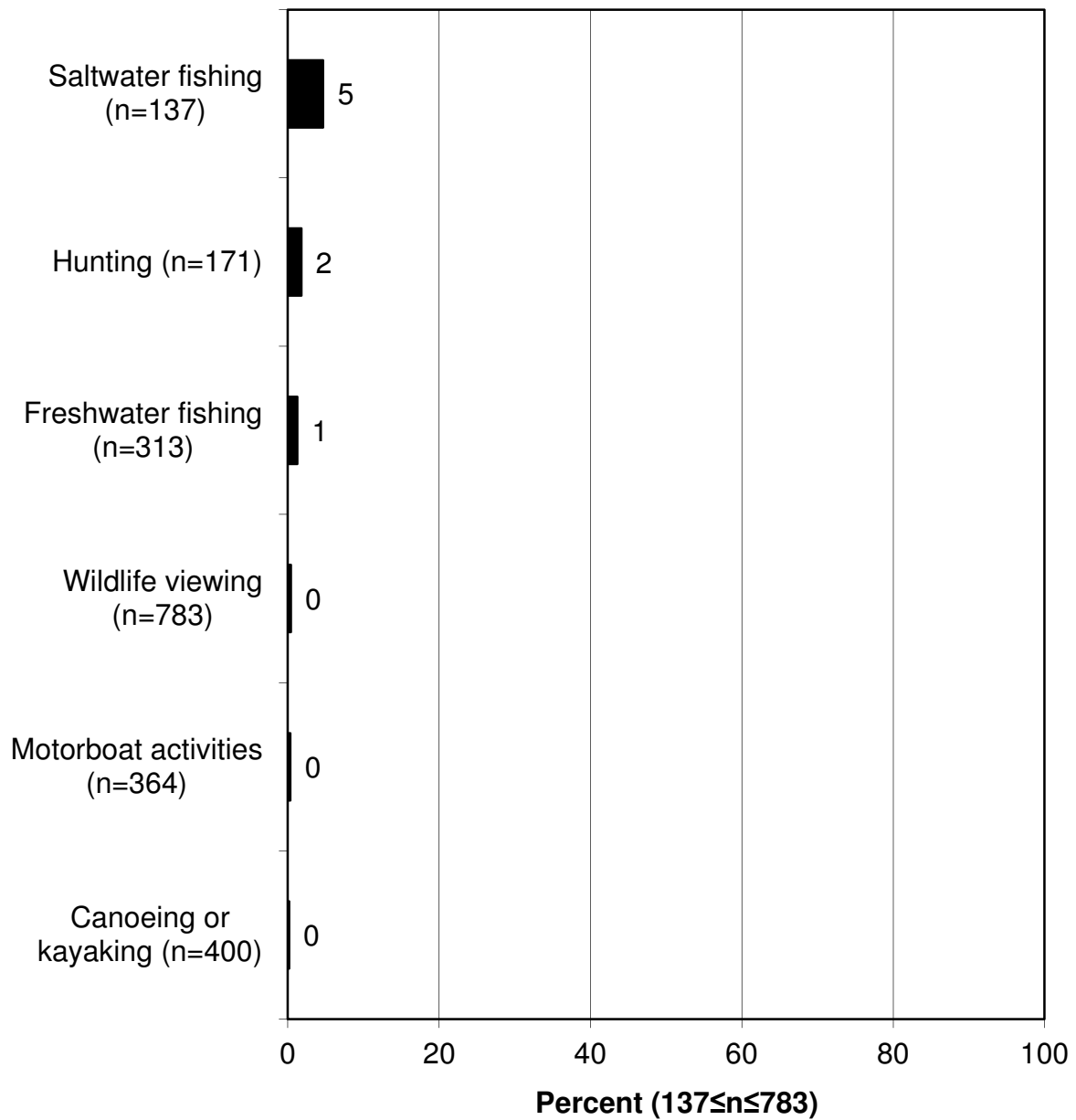
**Q112, 125, 138, 152, 166, 180. Percent of respondents who were very or somewhat satisfied with each of the following activities in Maine in the past 12 months. (General population.)**



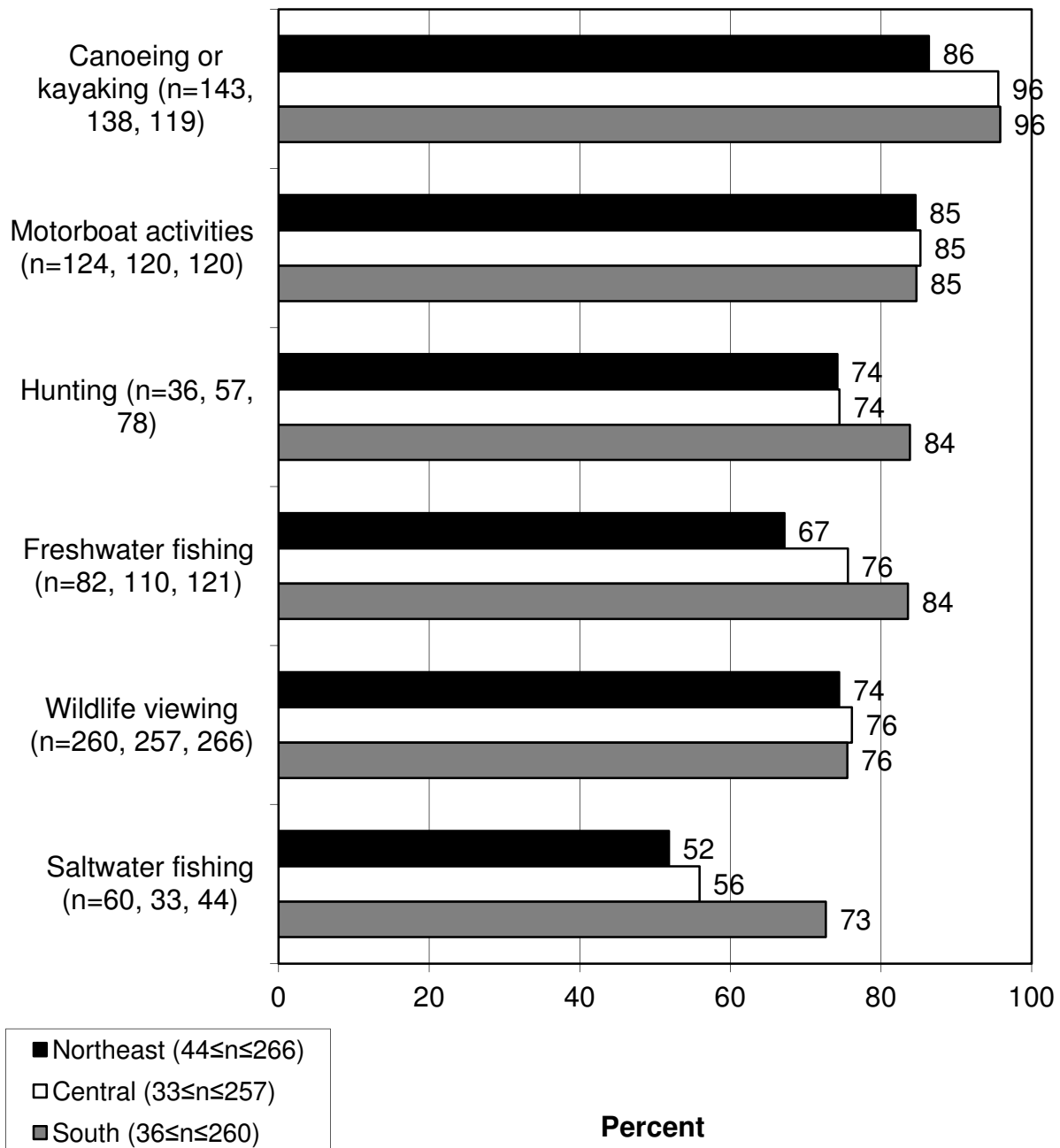
**Q112, 125, 138, 152, 166, 180. Percent of respondents who were somewhat or very dissatisfied with each of the following activities in Maine in the past 12 months. (General population.)**



**Q112, 125, 138, 152, 166, 180. Percent of respondents who were very dissatisfied with each of the following activities in Maine in the past 12 months. (General population.)**

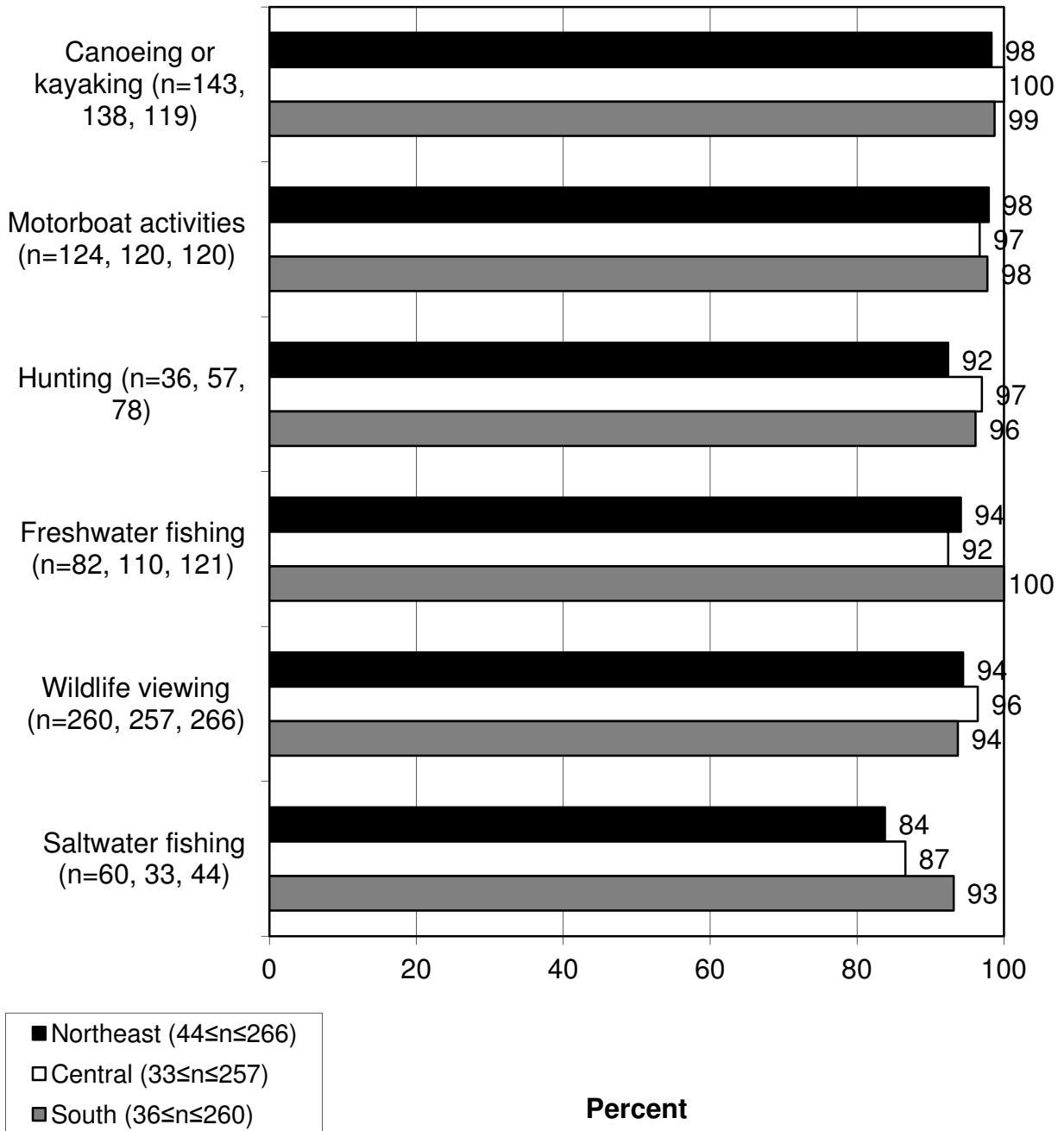


**Q112, 125, 138, 152, 166, 180. Percent of respondents who were very satisfied with each of the following activities in Maine in the past 12 months.**

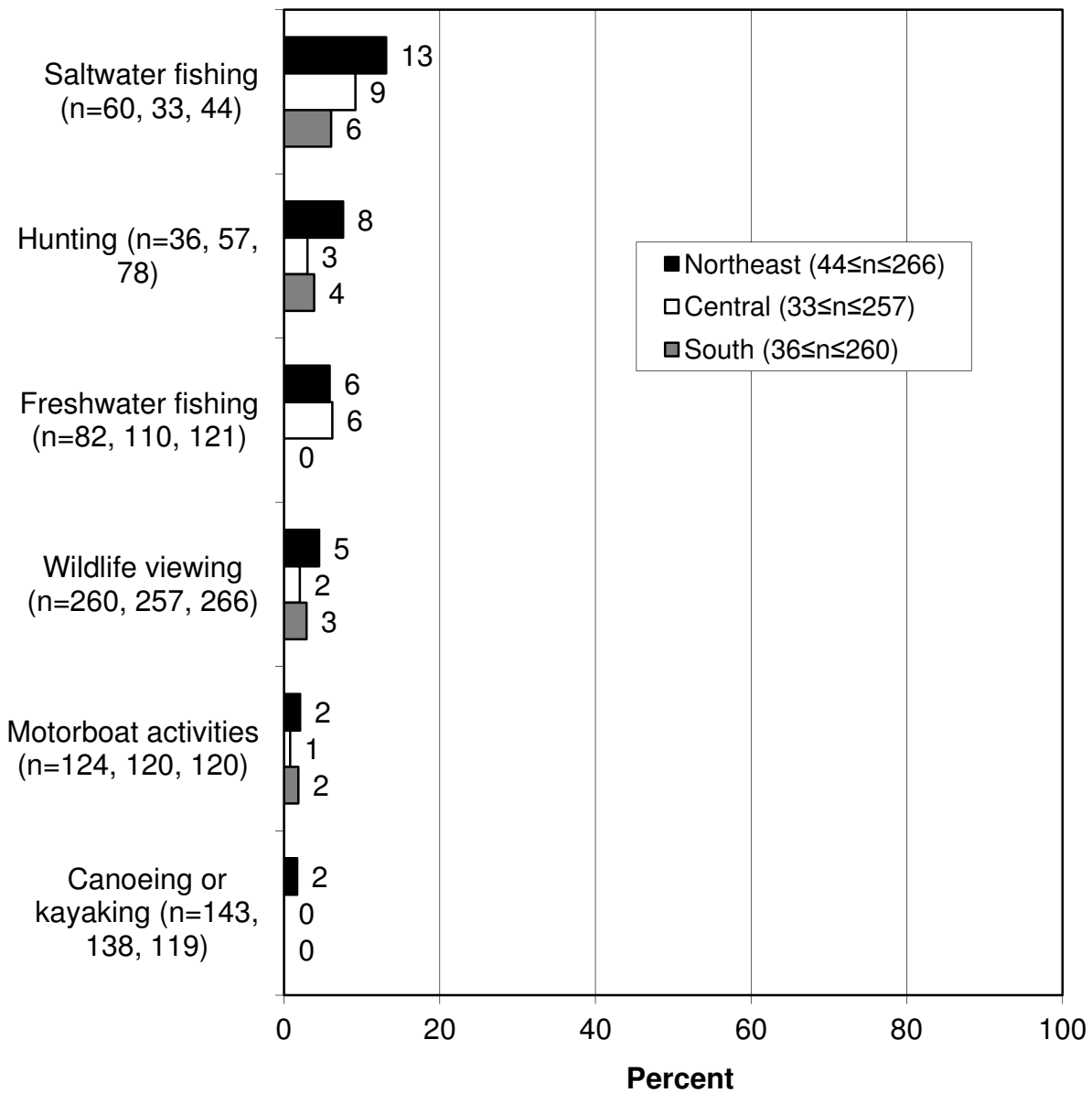




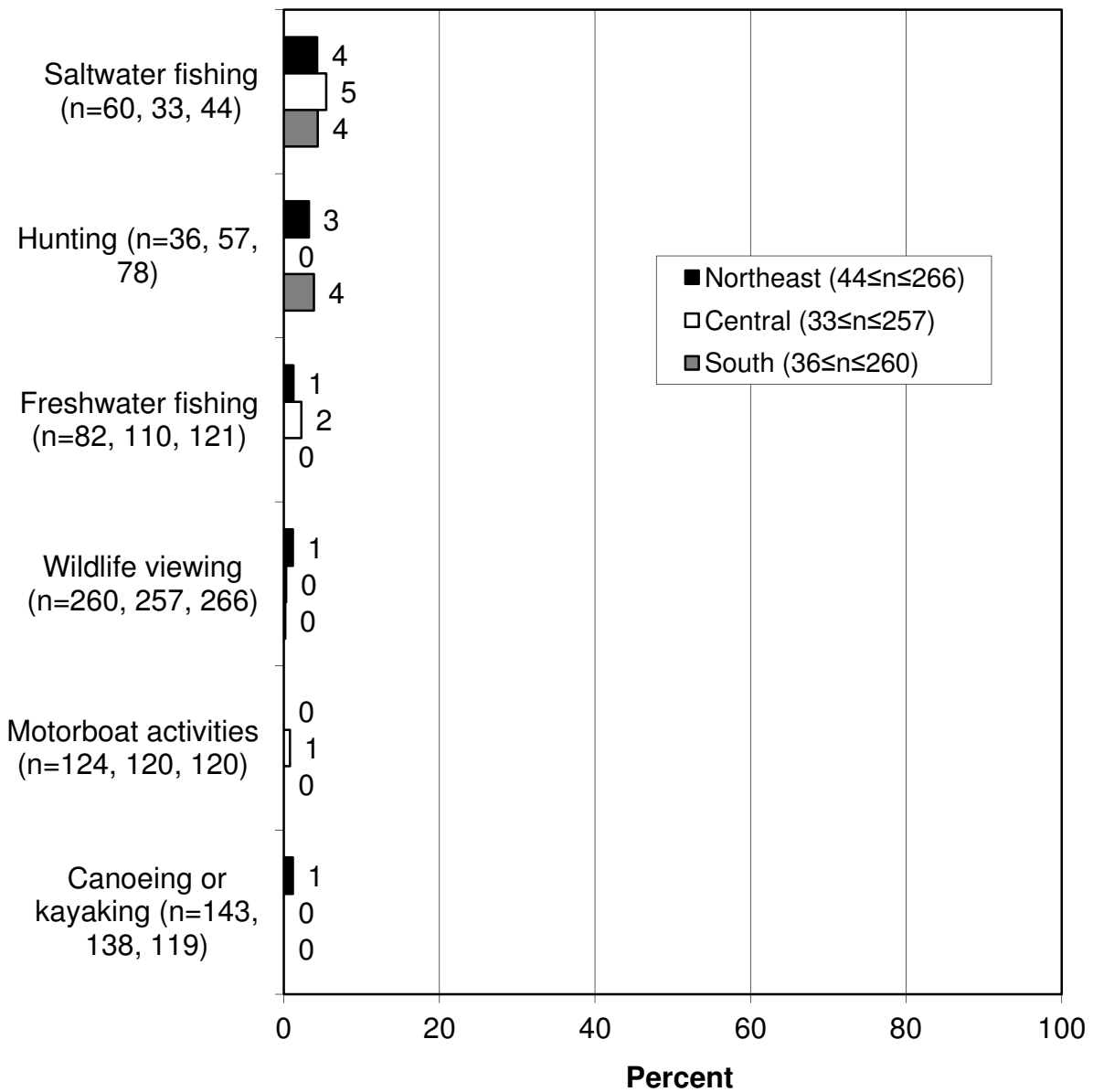
**Q112, 125, 138, 152, 166, 180. Percent of respondents who were very or somewhat satisfied with each of the following activities in Maine in the past 12 months.**



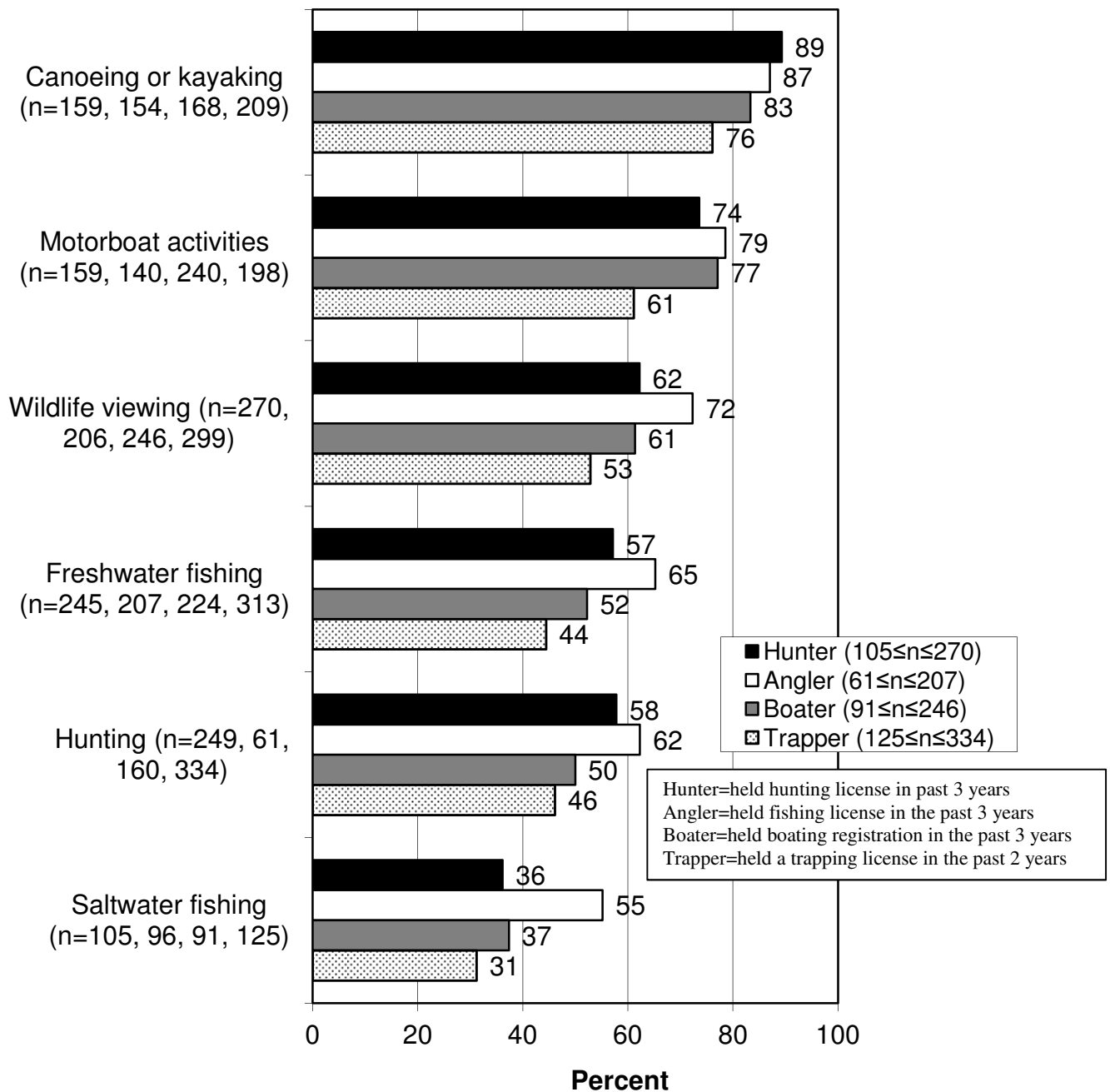
**Q112, 125, 138, 152, 166, 180. Percent of respondents who were somewhat or very dissatisfied with each of the following activities in Maine in the past 12 months.**



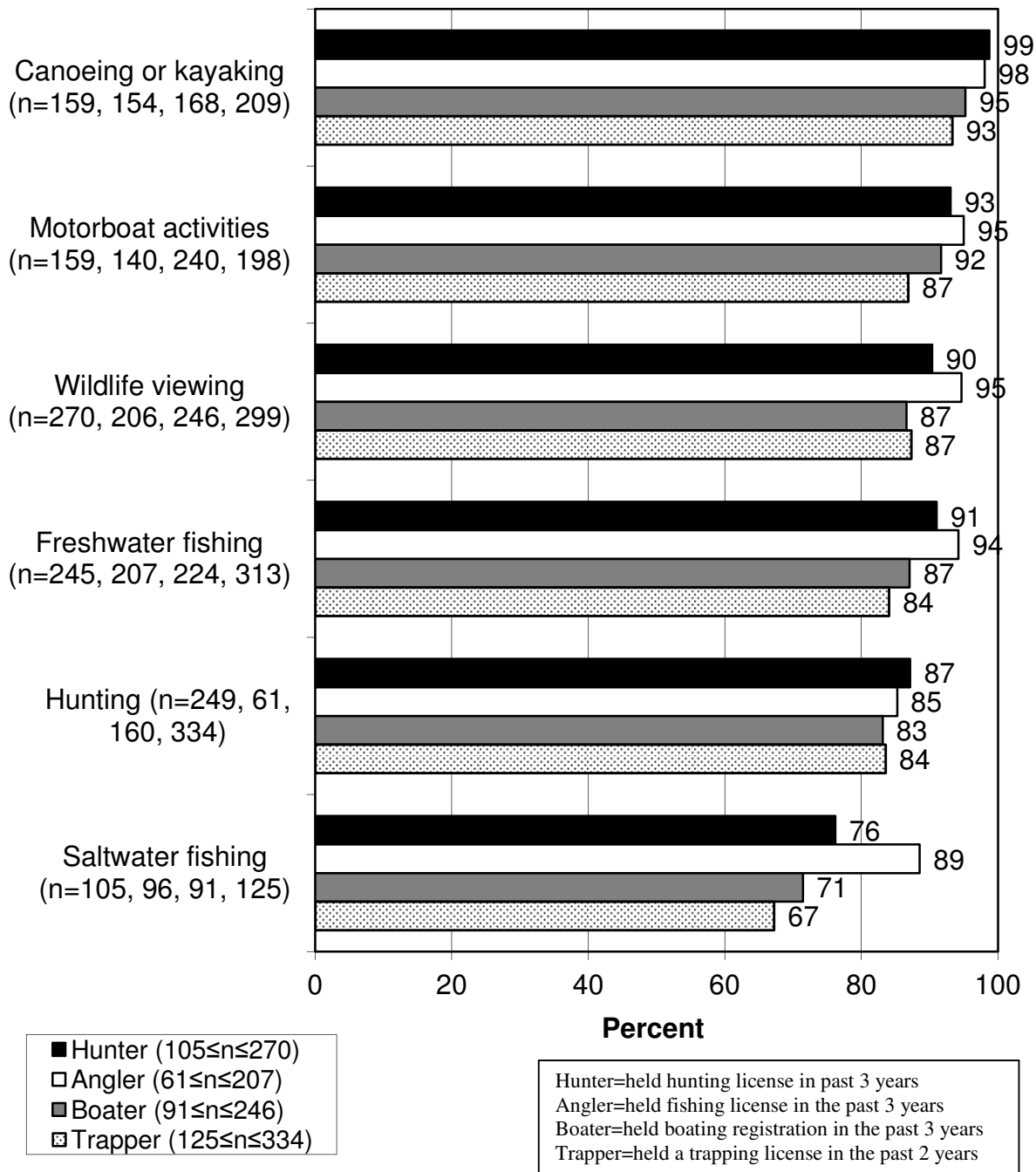
**Q112, 125, 138, 152, 166, 180. Percent of respondents who were very dissatisfied with each of the following activities in Maine in the past 12 months.**



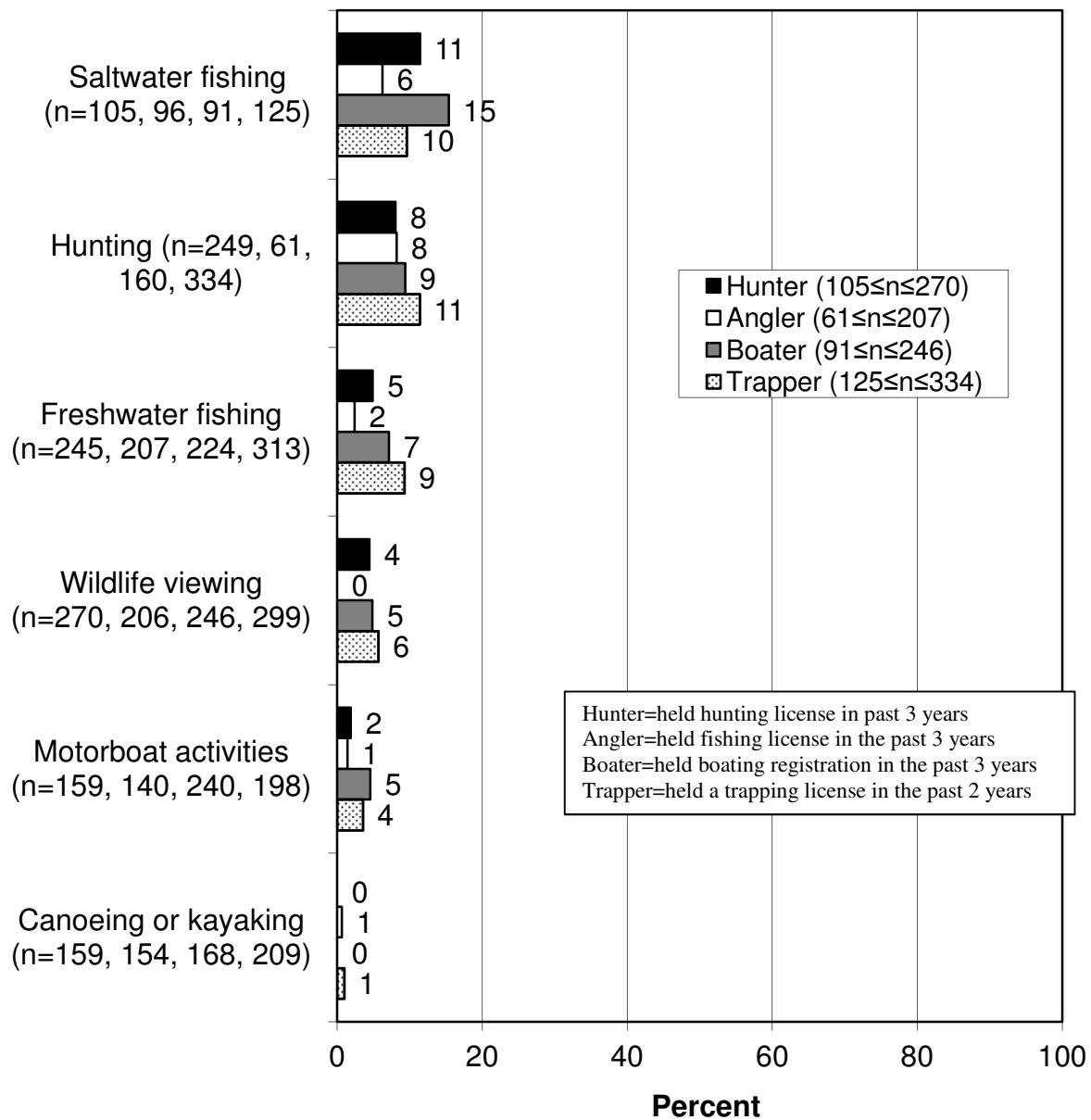
**Q112, 125, 138, 152, 166, 180. Percent of respondents who were very satisfied with each of the following activities in Maine in the past 12 months.**



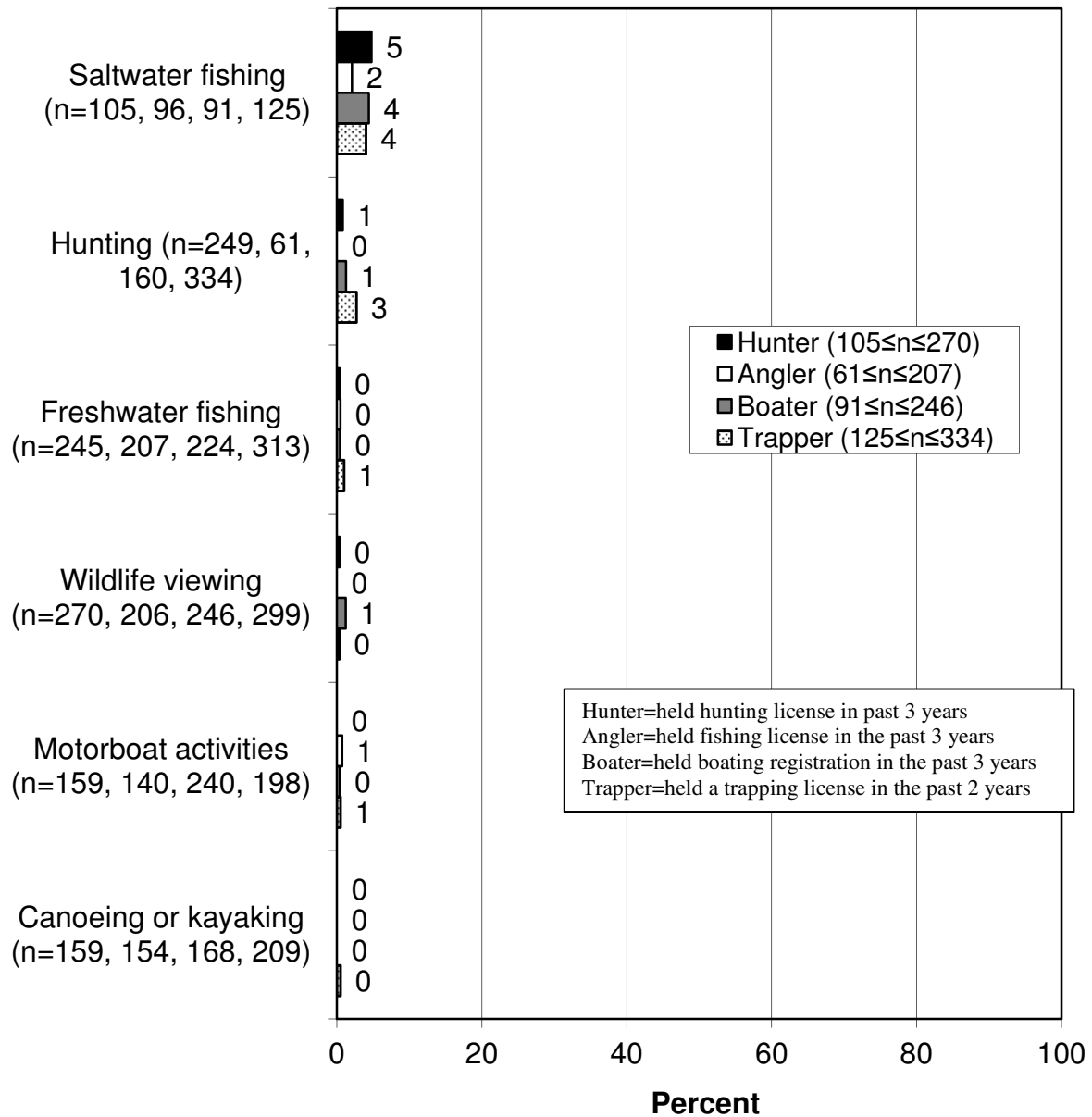
**Q112, 125, 138, 152, 166, 180. Percent of respondents who were very or somewhat satisfied with each of the following activities in Maine in the past 12 months.**



**Q112, 125, 138, 152, 166, 180. Percent of respondents who were somewhat or very dissatisfied with each of the following activities in Maine in the past 12 months.**



**Q112, 125, 138, 152, 166, 180. Percent of respondents who were very dissatisfied with each of the following activities in Maine in the past 12 months.**



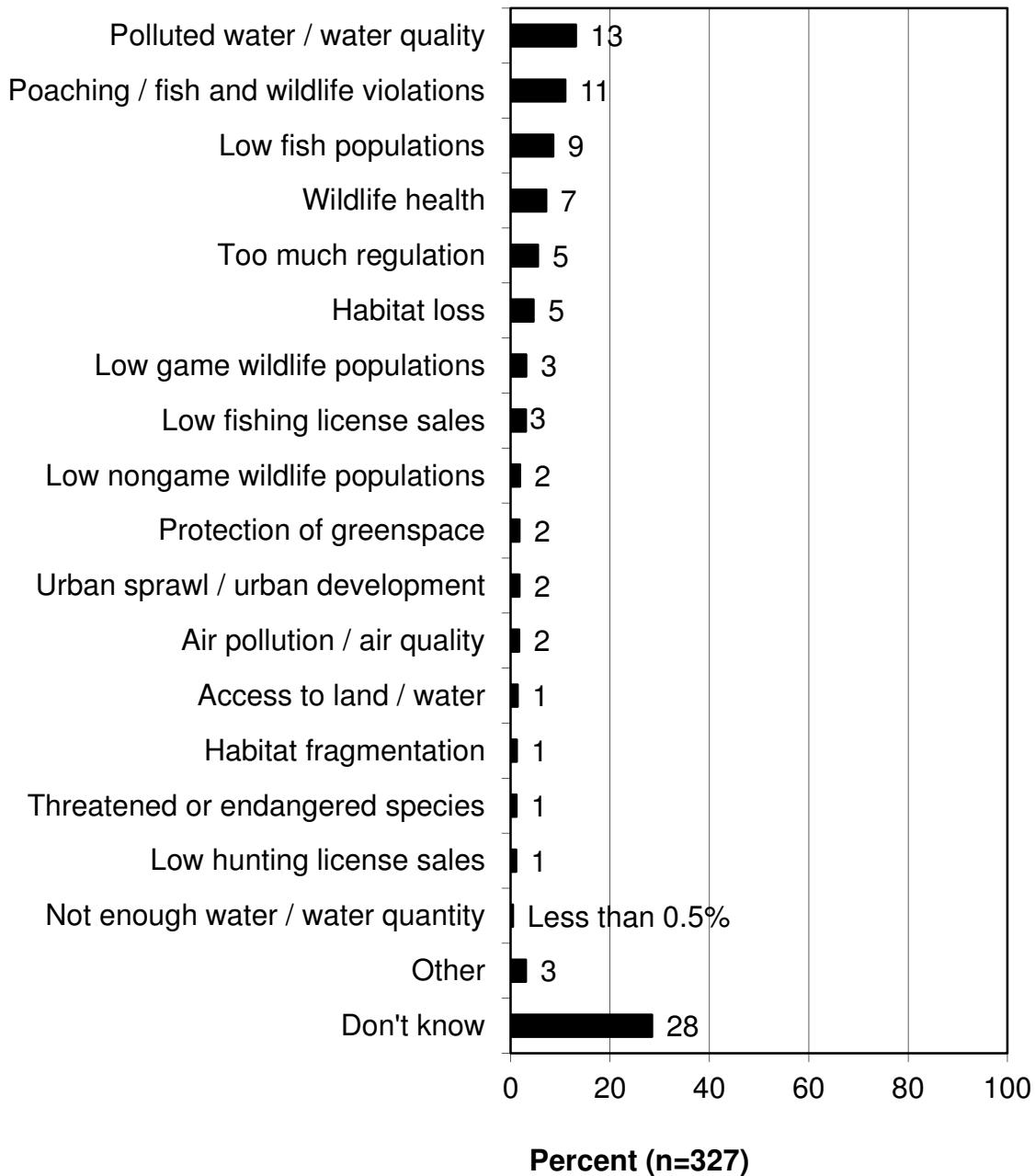
## WILDLIFE VALUES AND ISSUES AFFECTING OUTDOOR RECREATION AND FISH/WILDLIFE IN MAINE

- An open-ended question (meaning that no response set was provided; instead, respondents could say anything that came to mind) asked the general population to name the single most important *fish and wildlife* issue in Maine today. The top issues were those pertaining to polluted water/water quality (13%), poaching/fish and wildlife violations (11%), low fish populations (9%), and wildlife health (7%). The graph shows the full list; note that respondents were limited to only one issue on this question.
  - A follow-up question asked Maine residents if there were any other important fish and wildlife issues, as shown in the graph.
  
- Eight statements pertaining to their feelings about fish and wildlife were presented to respondents. At the top of the list is that “wildlife exists in Maine” (96% say this is very important). Having the opportunity to view wildlife is also at the top (92% saying it is very important). At the bottom is that “people have the opportunity to hunt in Maine” (77% say it is very important).
  - Results are shown of very important by itself, very or somewhat important combined, very or somewhat unimportant combined, and very unimportant by itself.
  
- Similar to the above, respondents were asked in an open-ended question to name the most important issues affecting *outdoor recreation* in the state. Responses pertaining to access topped the list (17%), followed by preservation of greenspace/urban sprawl/loss of wild lands (11%), hunting-related issues (11%), pollution and litter (10%), and fishing-related issues (7%). (On this question, respondents could give multiple responses.)

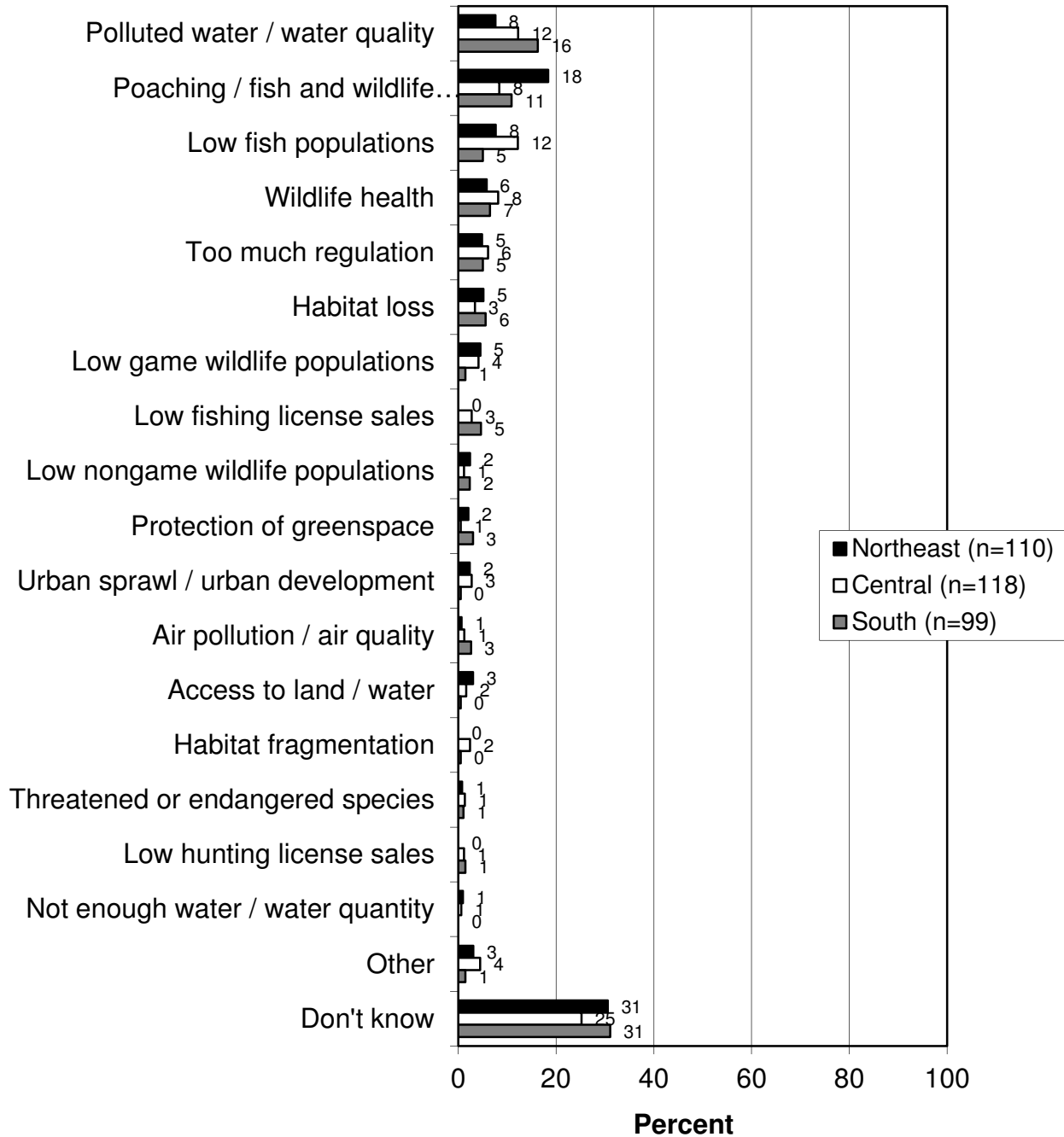


- Eleven statements that pertain to fish/wildlife management and land use were presented to survey respondents.
  - A large majority of Maine residents (88%) agree that hunting and fishing are part of the scientific management of healthy fish and wildlife populations.
  - Regarding development, a large majority agree that the “use and development of land should be restricted to protect fish and wildlife” (77% agree); meanwhile, only 27% agree that “landowners should be allowed to develop their land regardless of its impact on wildlife.”
    - Results are shown of strongly agree by itself, strongly or moderately agree combined, strongly or moderately disagree combined, and strongly disagree by itself.

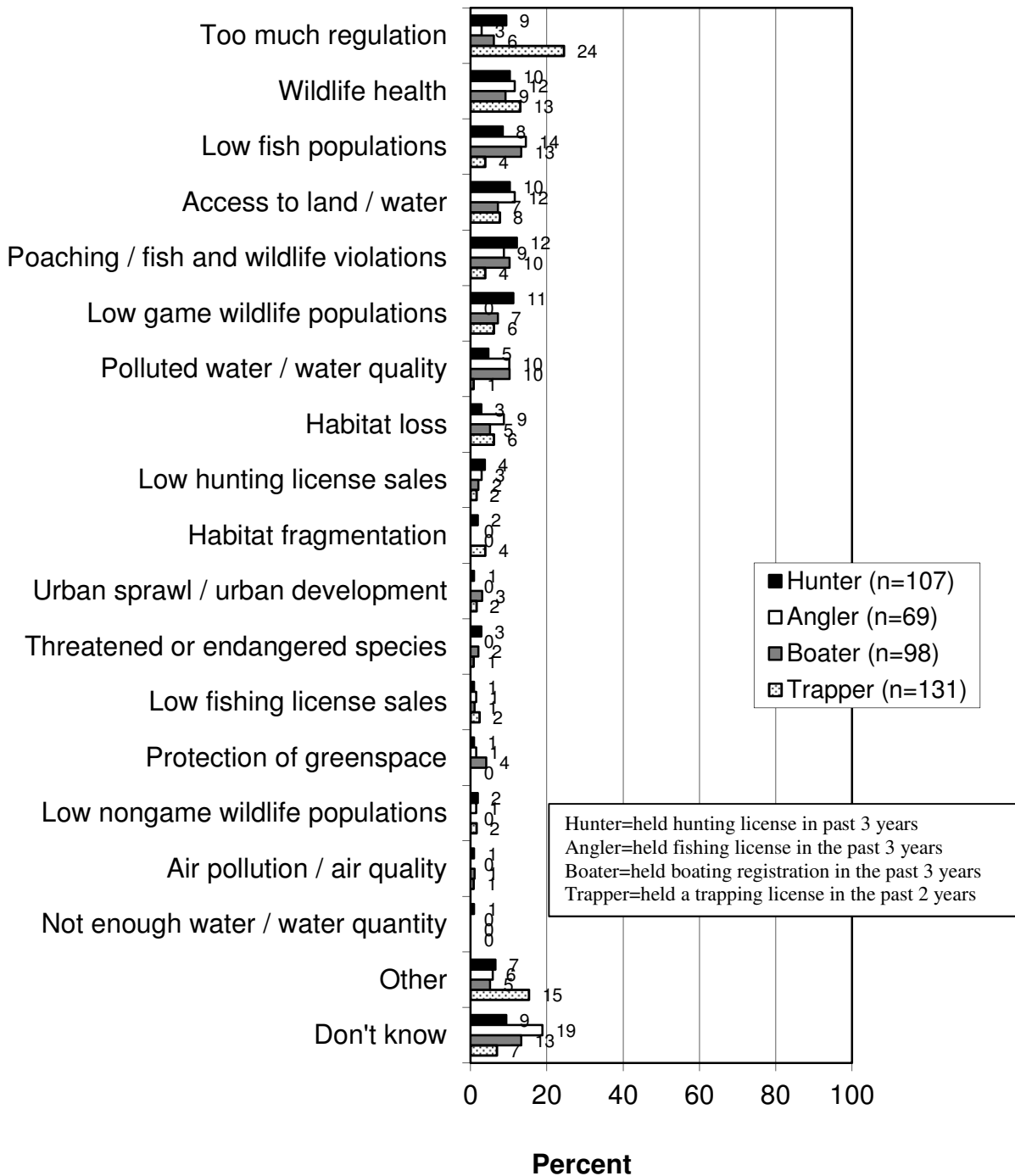
**Q202. What would you say is the most important fish and wildlife issue facing Maine today? (General population.)**



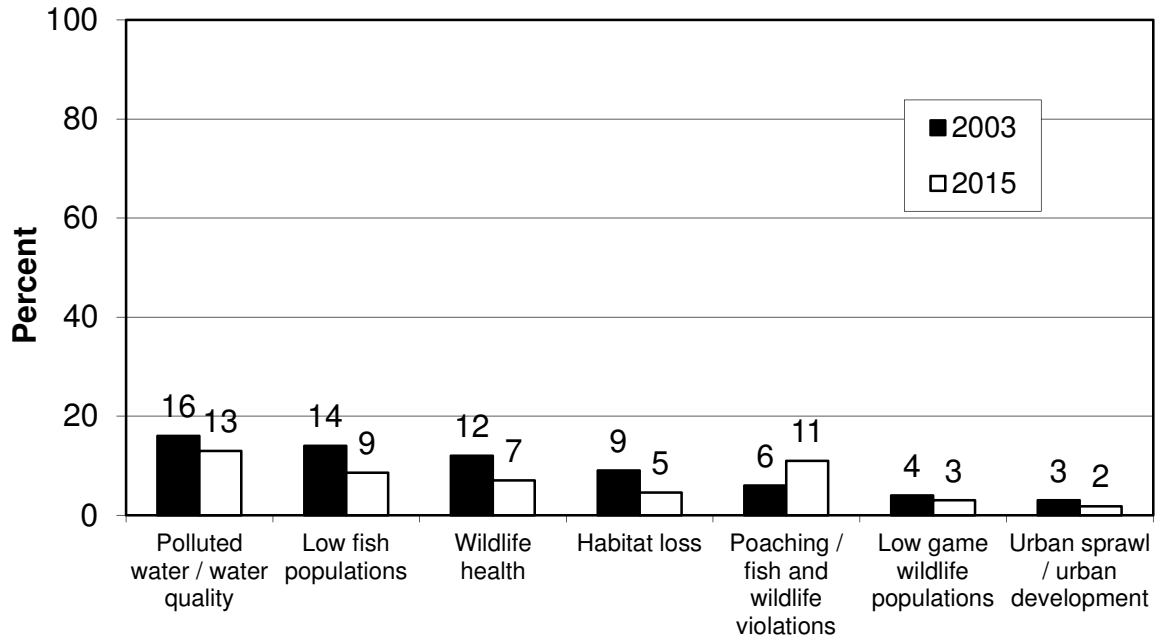
### Q202. What would you say is the most important fish and wildlife issue facing Maine today?



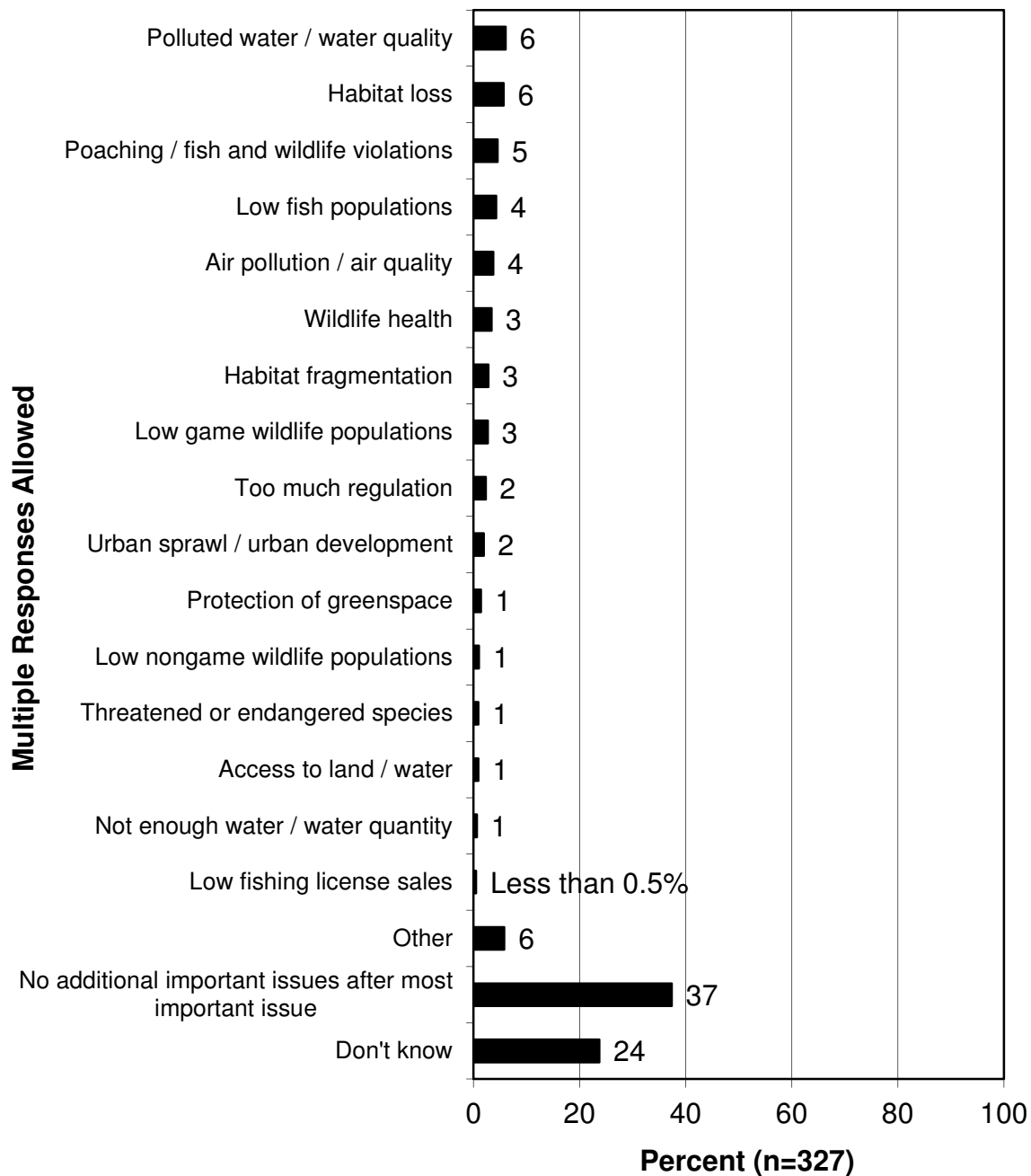
### Q202. What would you say is the most important fish and wildlife issue facing Maine today?



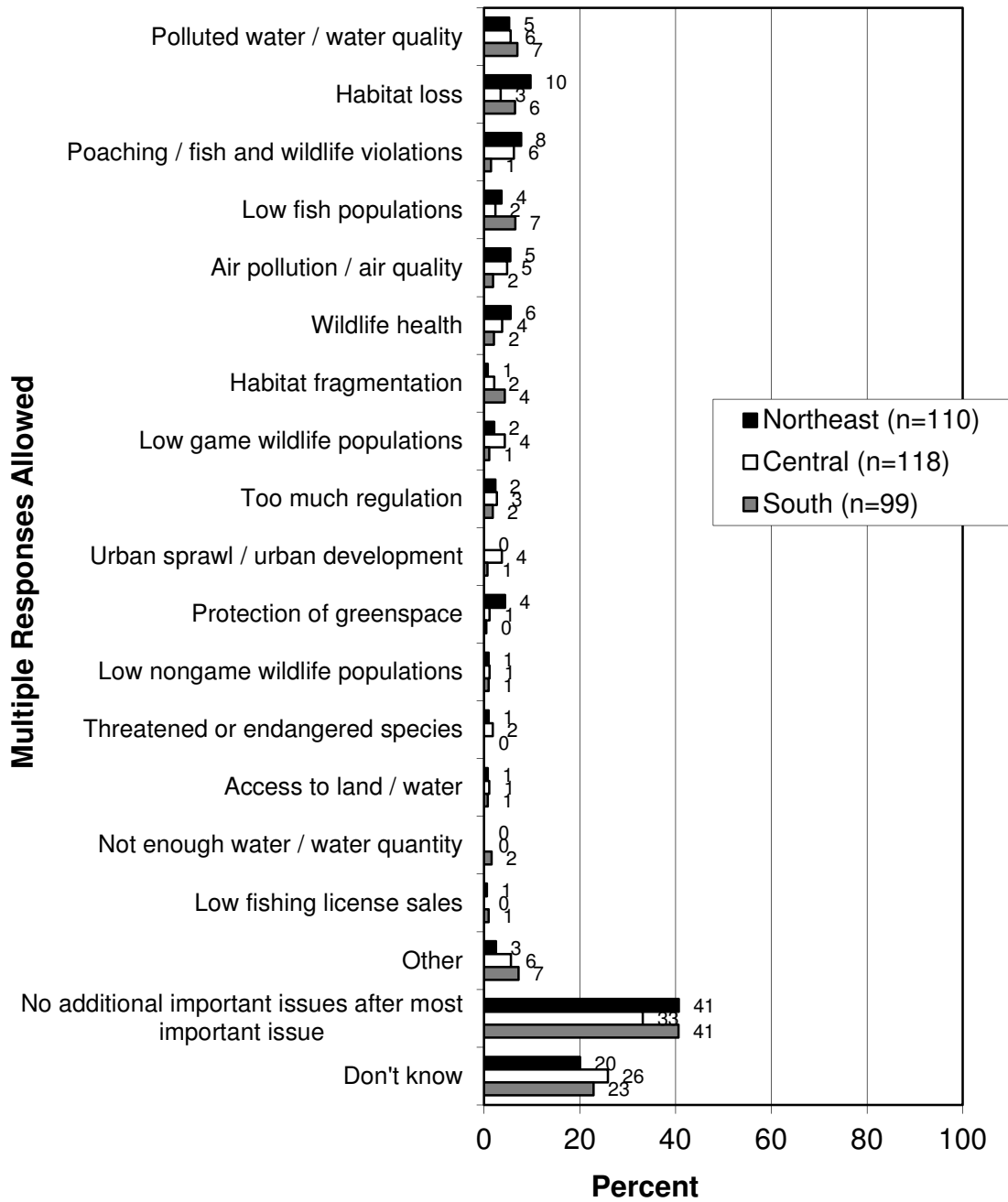
### What would you say is the most important fish and wildlife issue facing Maine today?



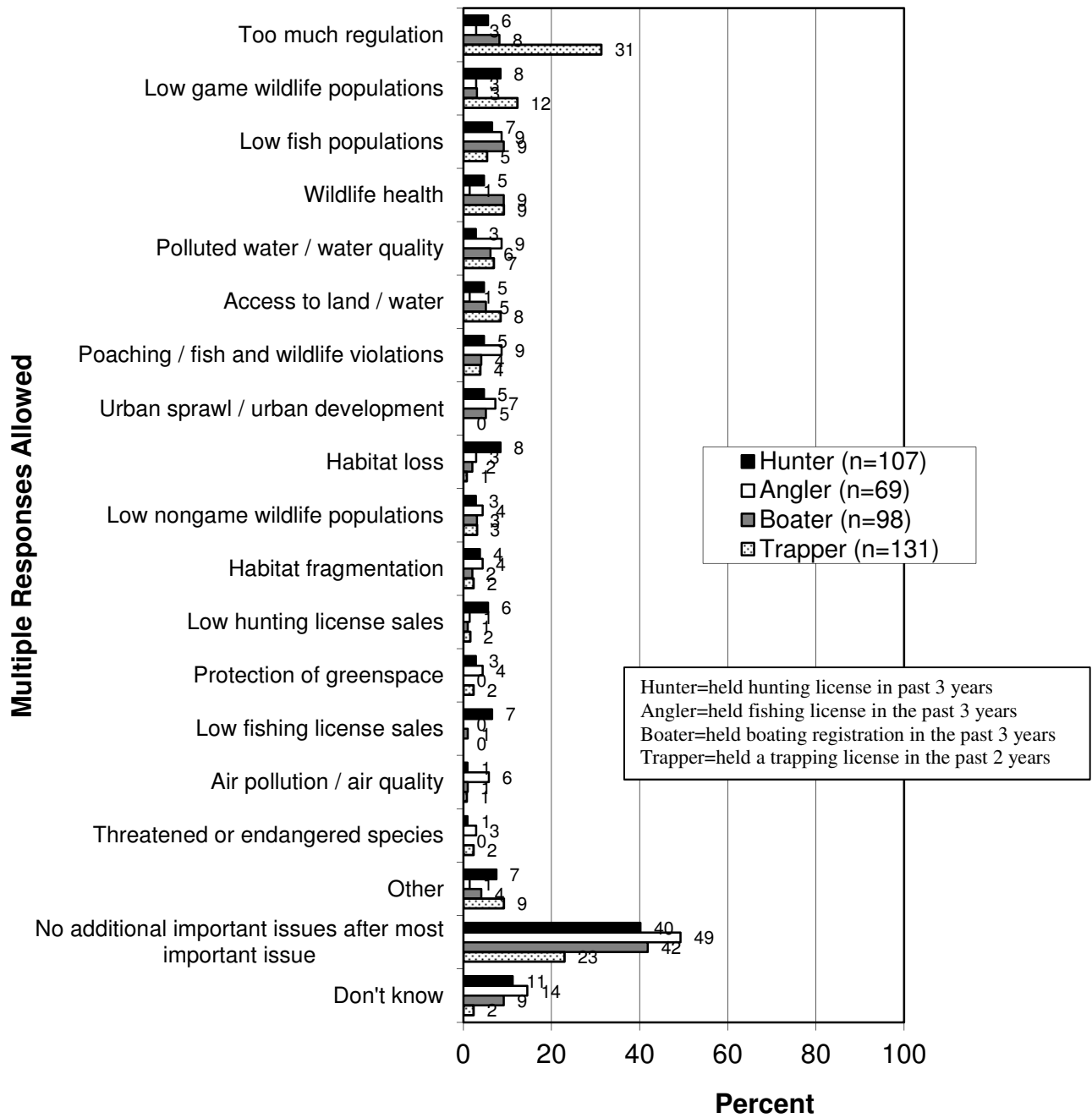
**Q206. Are there any other important fish and wildlife issues facing Maine today (other than the most important issue)? (General population.)**



### Q206. Are there any other important fish and wildlife issues facing Maine today (other than the most important issue)?

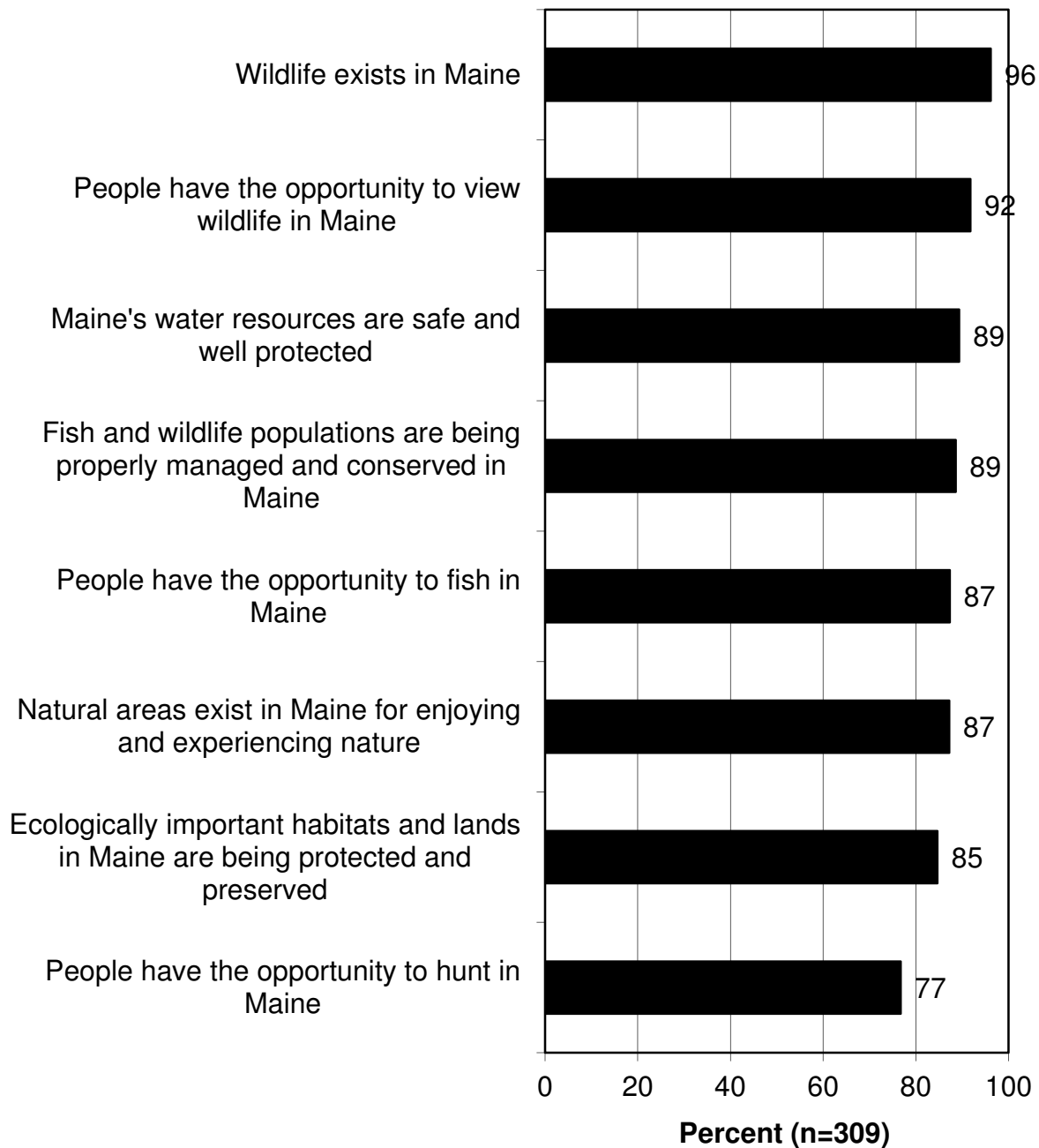


### Q206. Are there any other important fish and wildlife issues facing Maine today (other than the most important issue)?

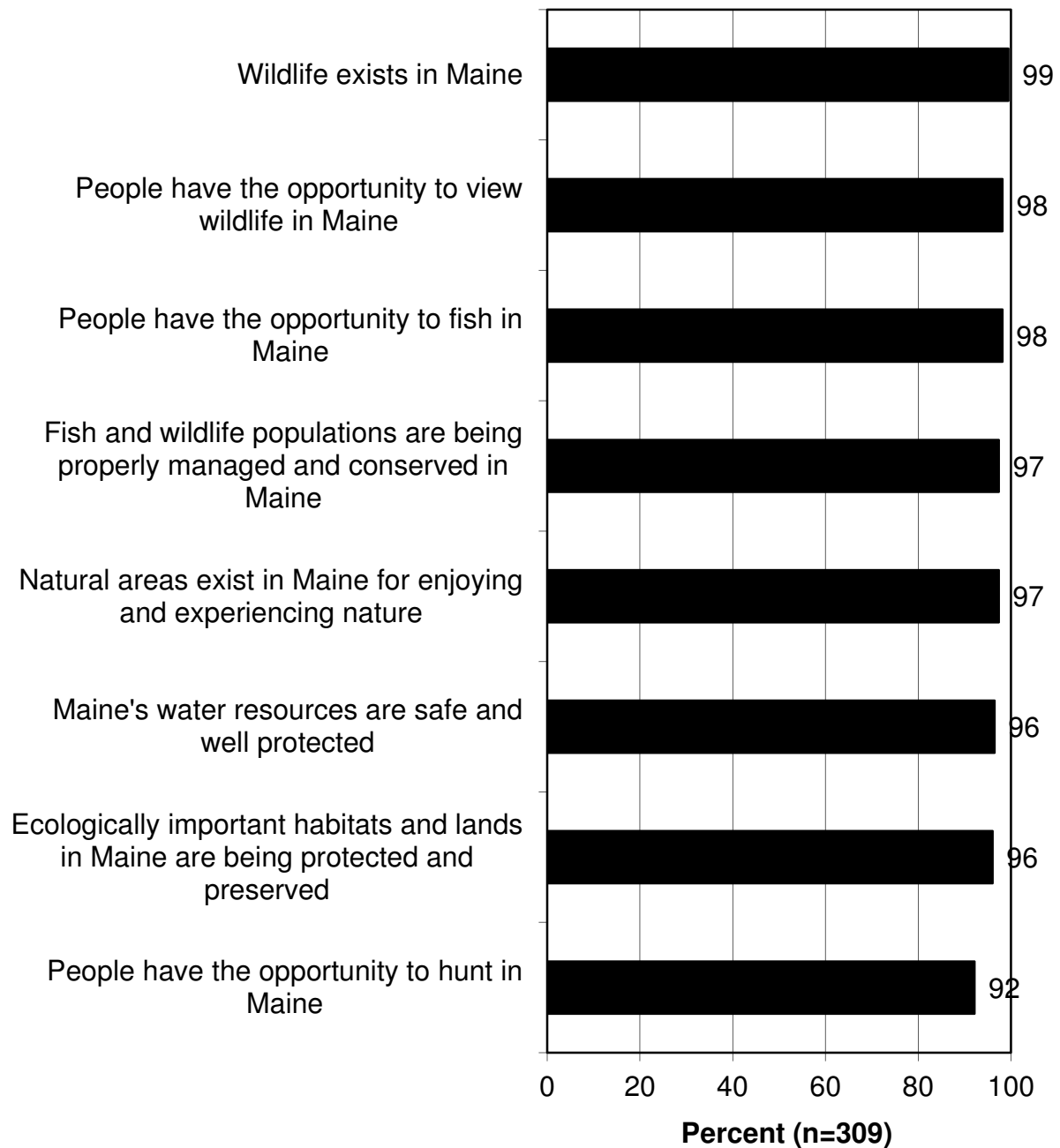




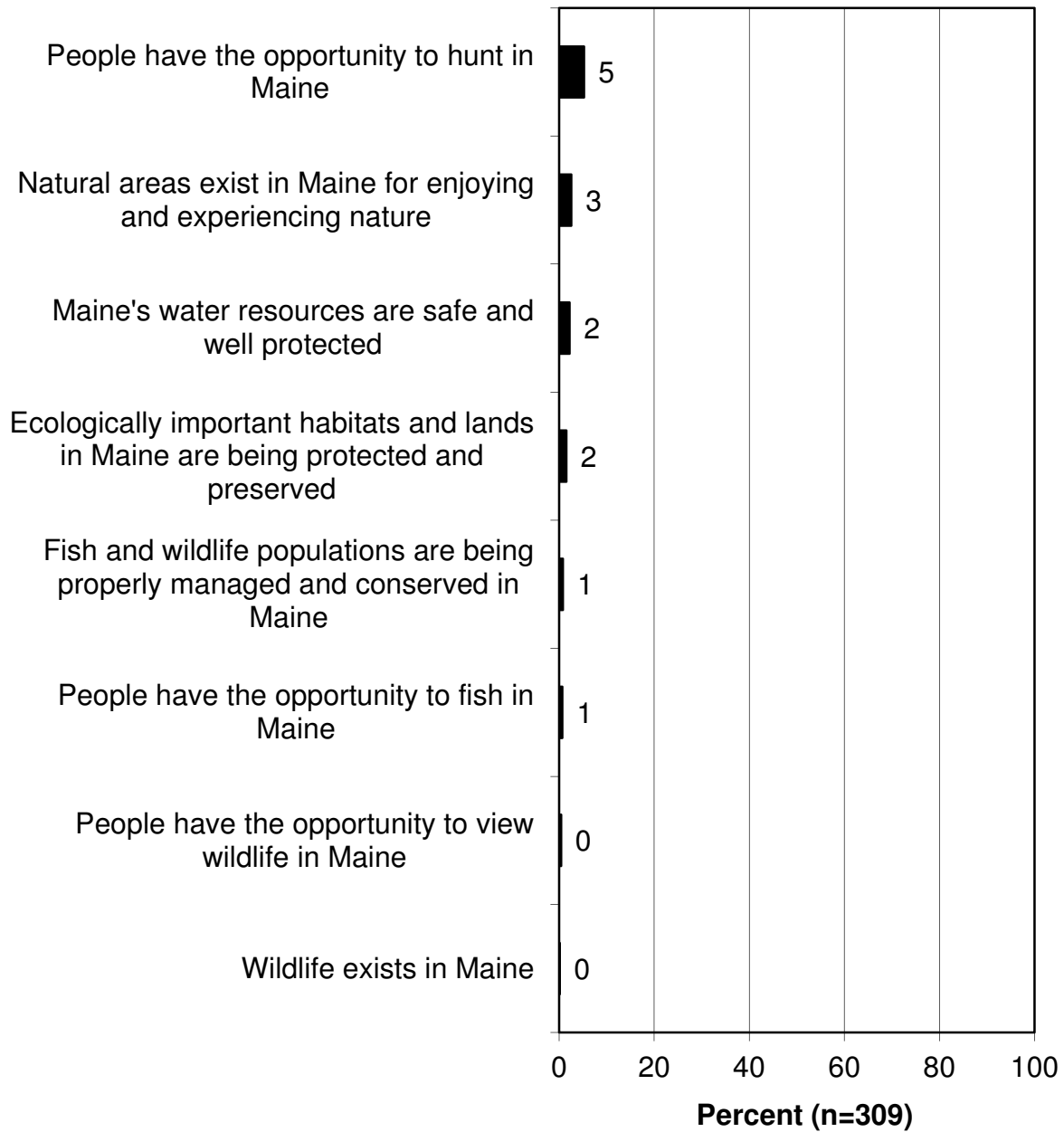
**Q220-227. Percent of respondents who think each of the following are very important. (General population.)**



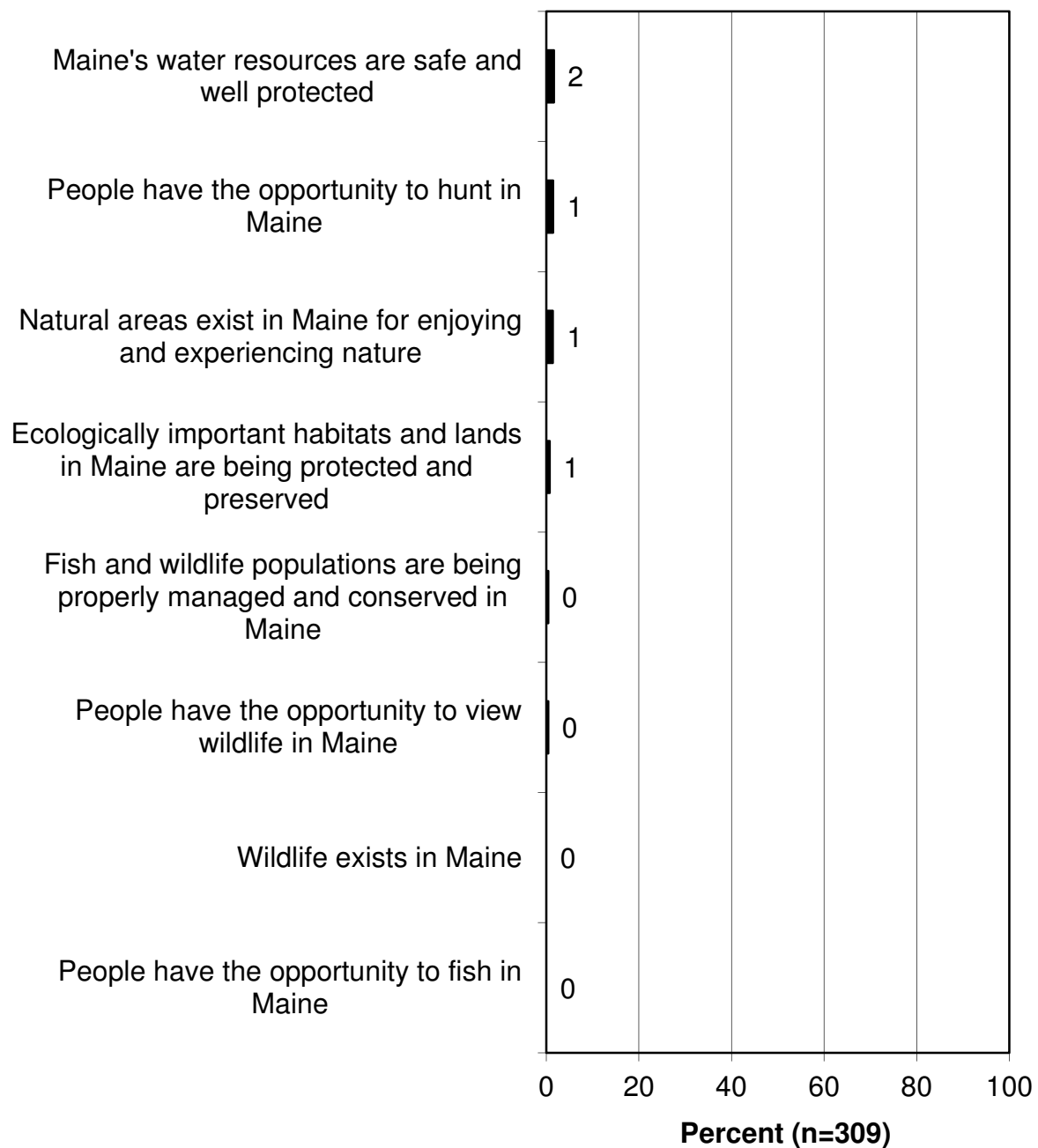
**Q220-227. Percent of respondents who think each of the following are very or somewhat important. (General population.)**



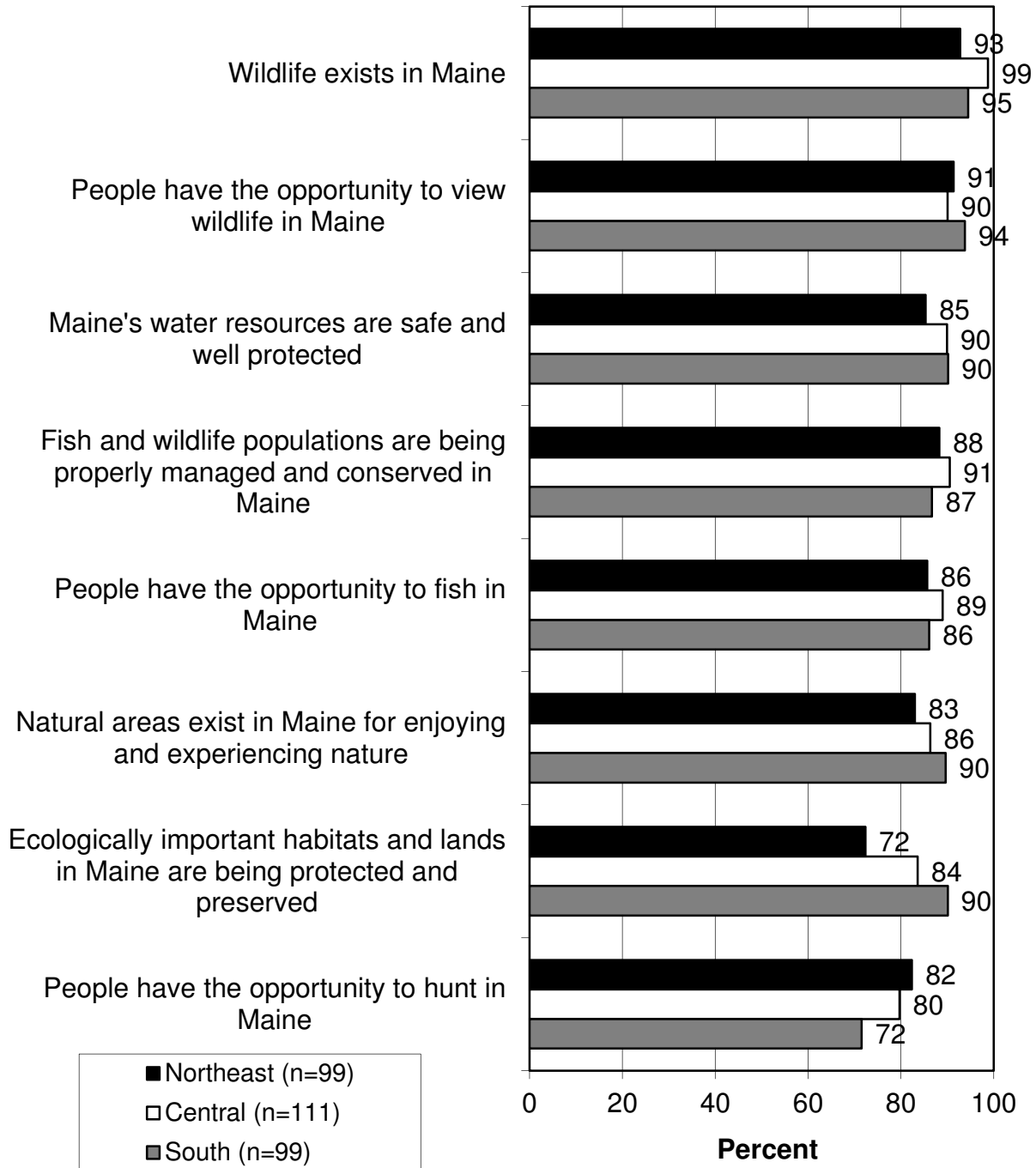
**Q220-227. Percent of respondents who think each of the following are somewhat or very unimportant. (General population.)**



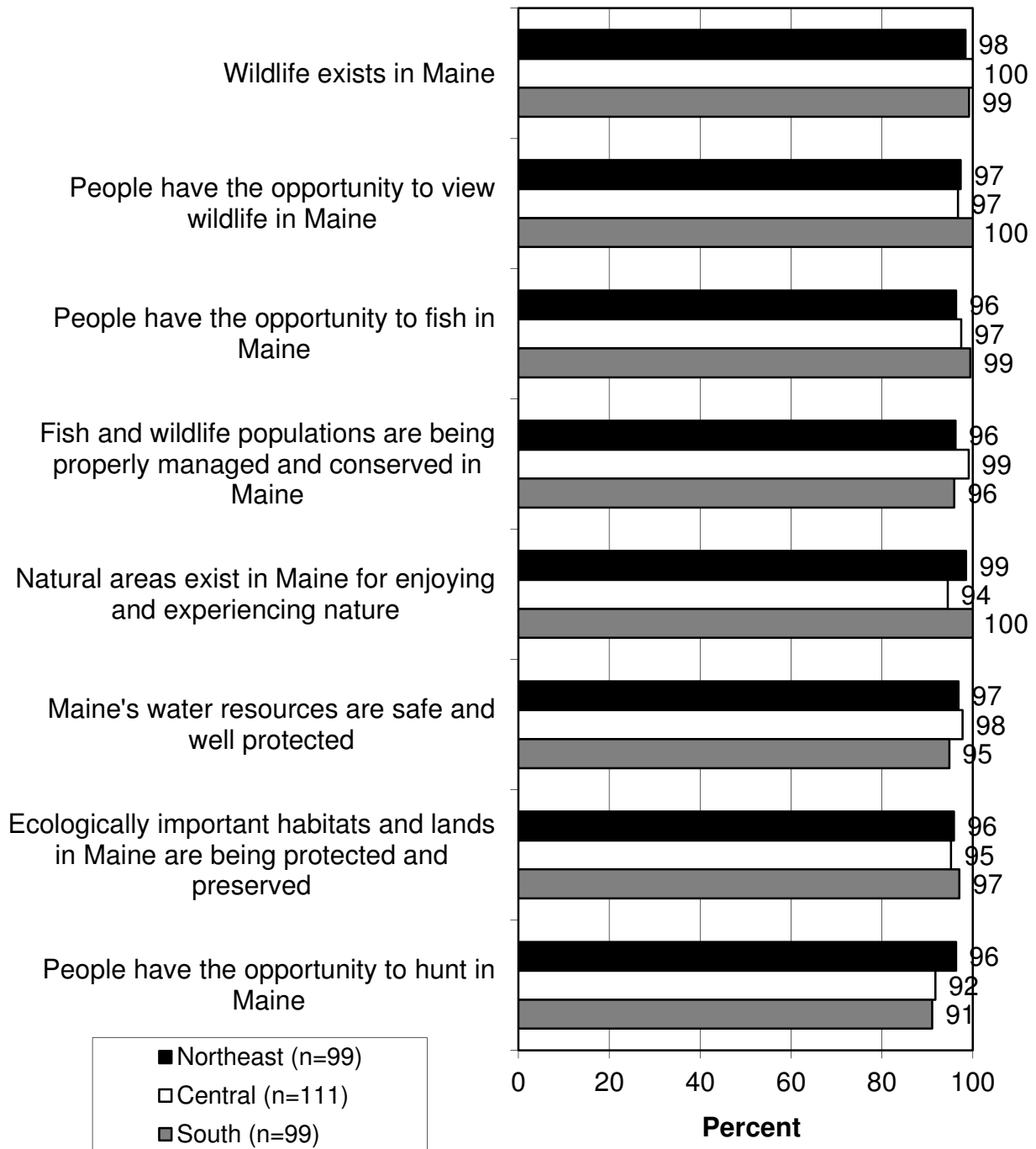
**Q220-227. Percent of respondents who think each of the following are very unimportant. (General population.)**



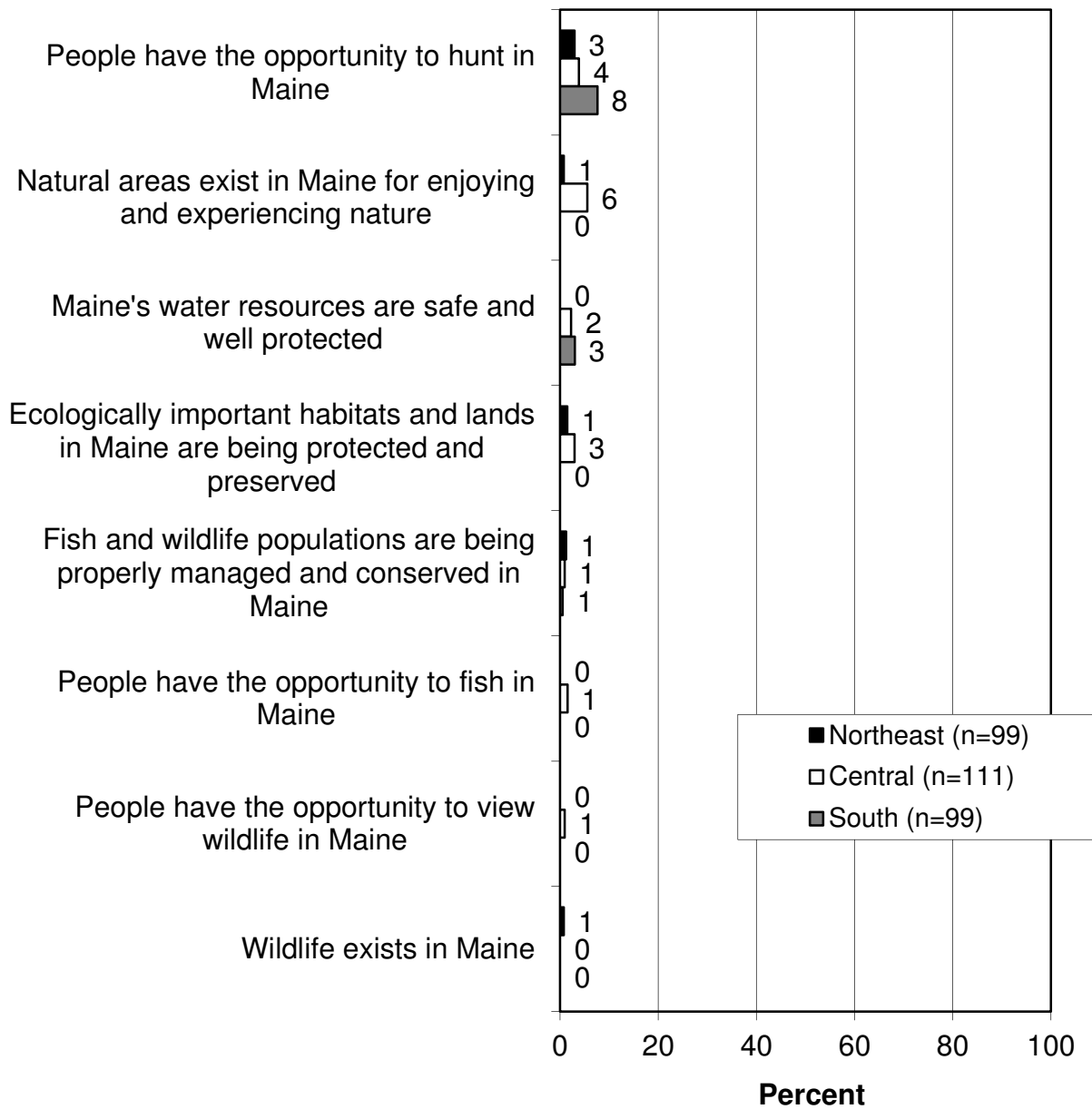
**Q220-227. Percent of respondents who think each of the following are very important:**



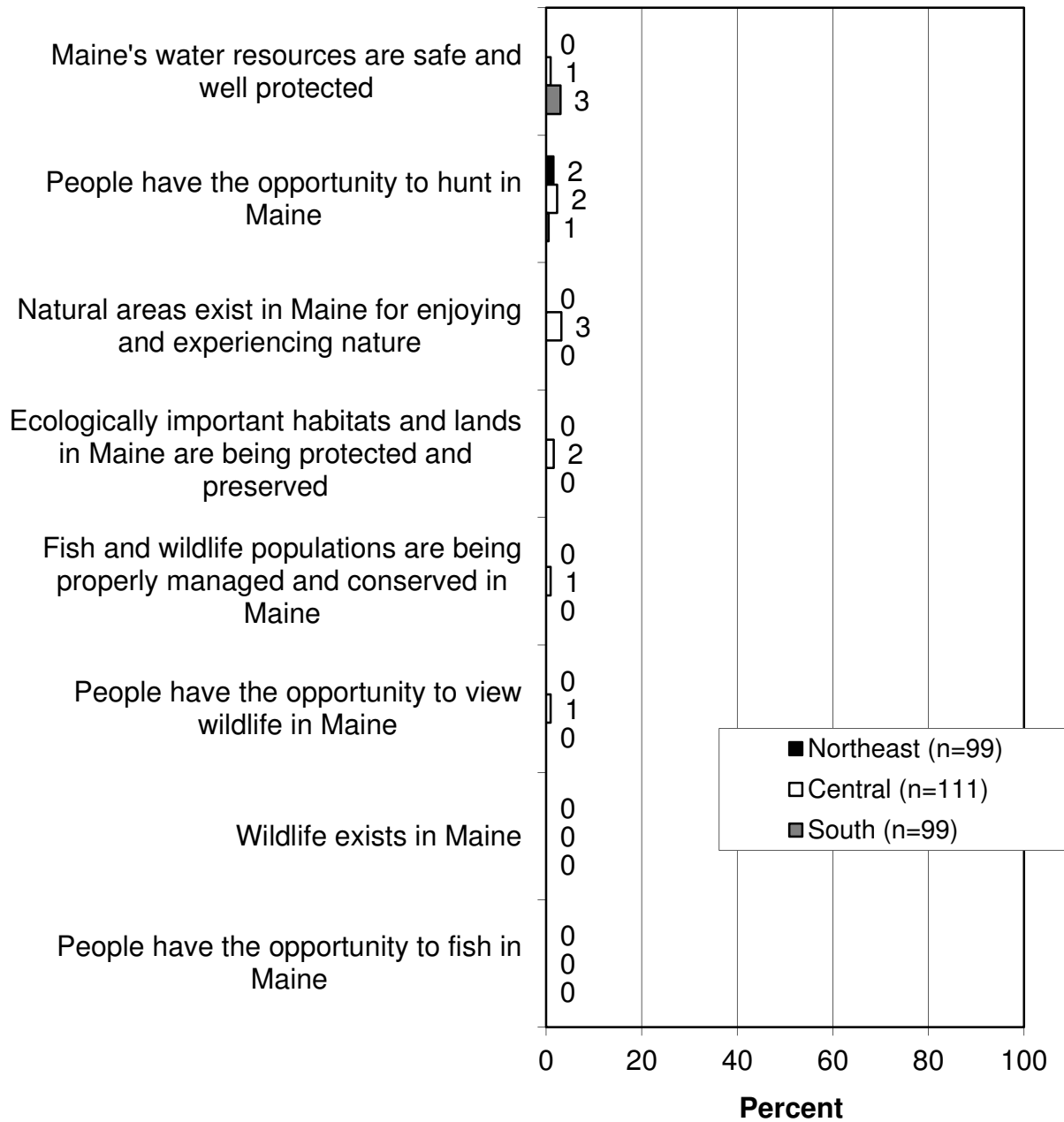
**Q220-227. Percent of respondents who think each of the following are very or somewhat important:**



**Q220-227. Percent of respondents who think each of the following are somewhat or very unimportant:**

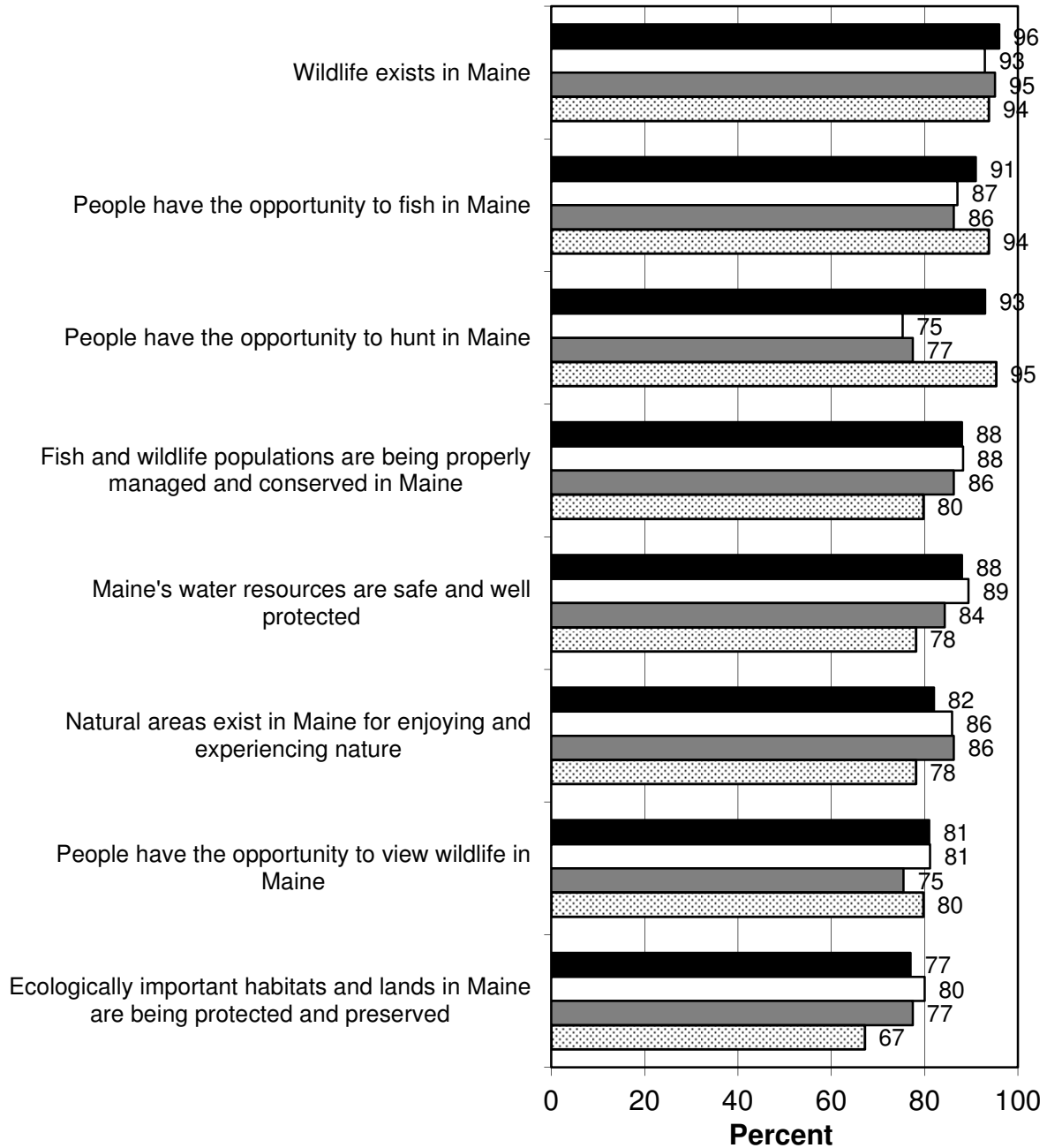


**Q220-227. Percent of respondents who think each of the following are very unimportant:**





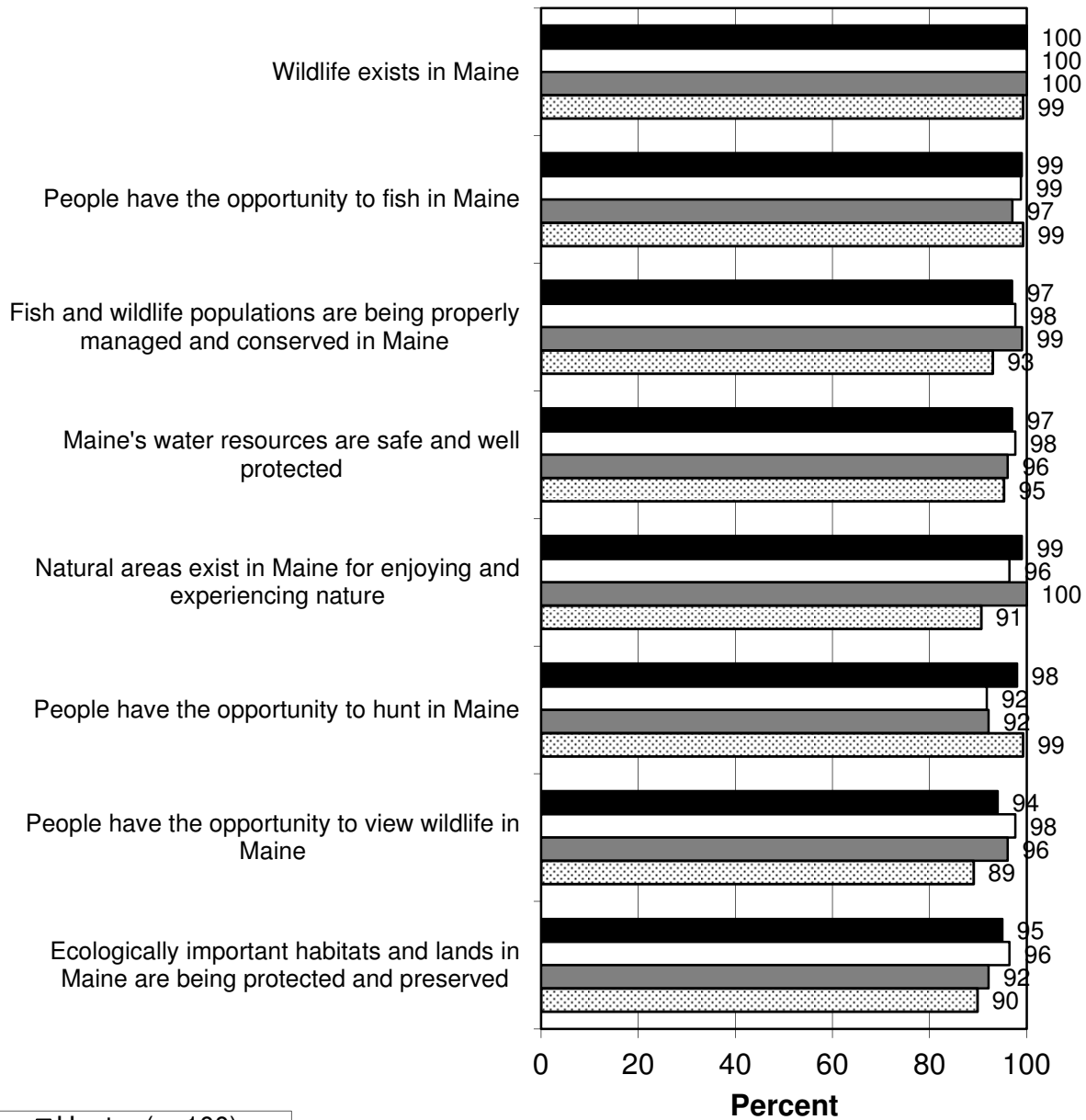
**Q220-227. Percent of respondents who think each of the following are very important:**



■ Hunter (n=100)  
 □ Angler (n=85)  
 ■ Boater (n=102)  
 ▨ Trapper (n=128)

Hunter=held hunting license in past 3 years  
 Angler=held fishing license in the past 3 years  
 Boater=held boating registration in the past 3 years  
 Trapper=held a trapping license in the past 2 years

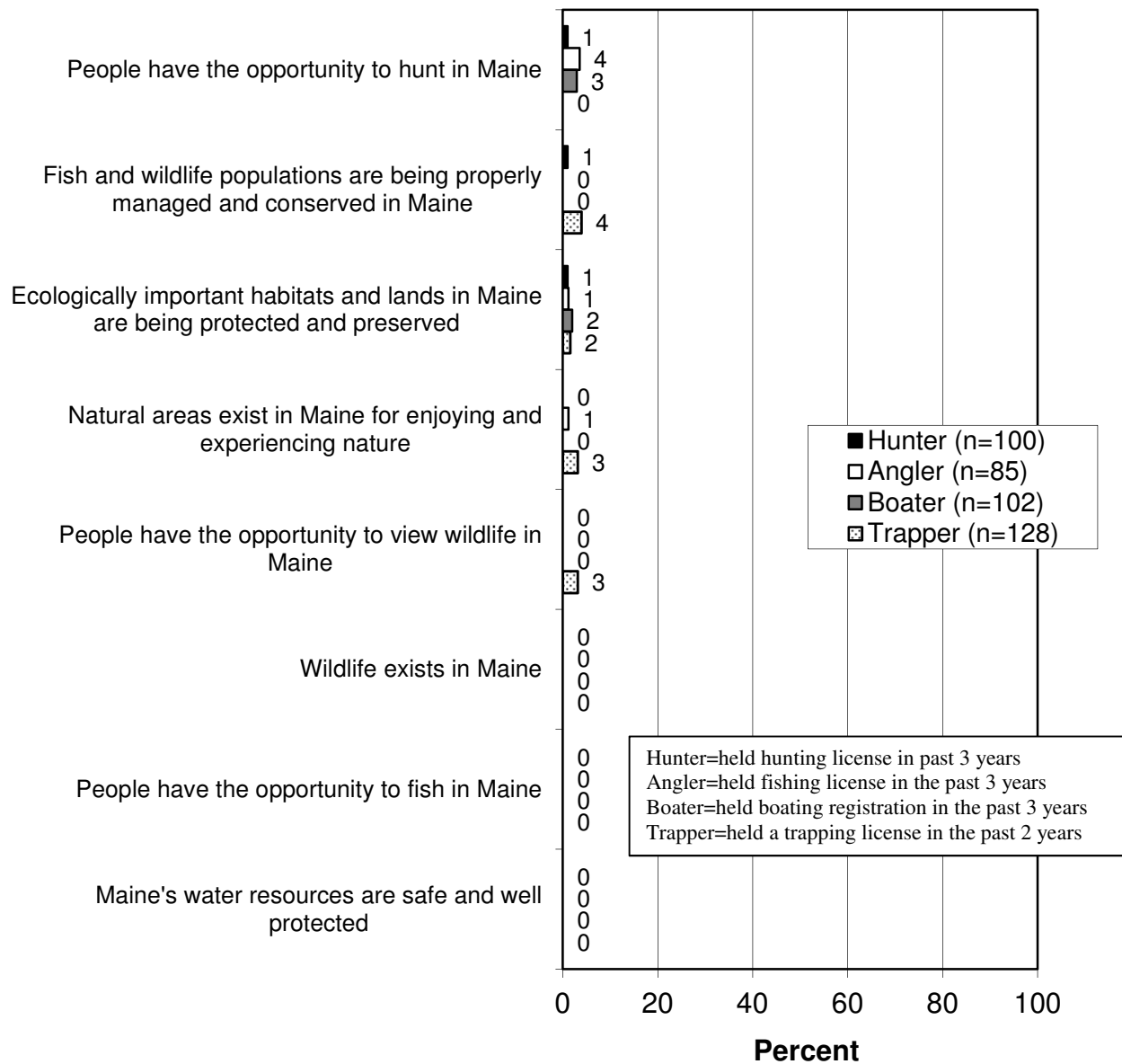
**Q220-227. Percent of respondents who think each of the following are very or somewhat important:**



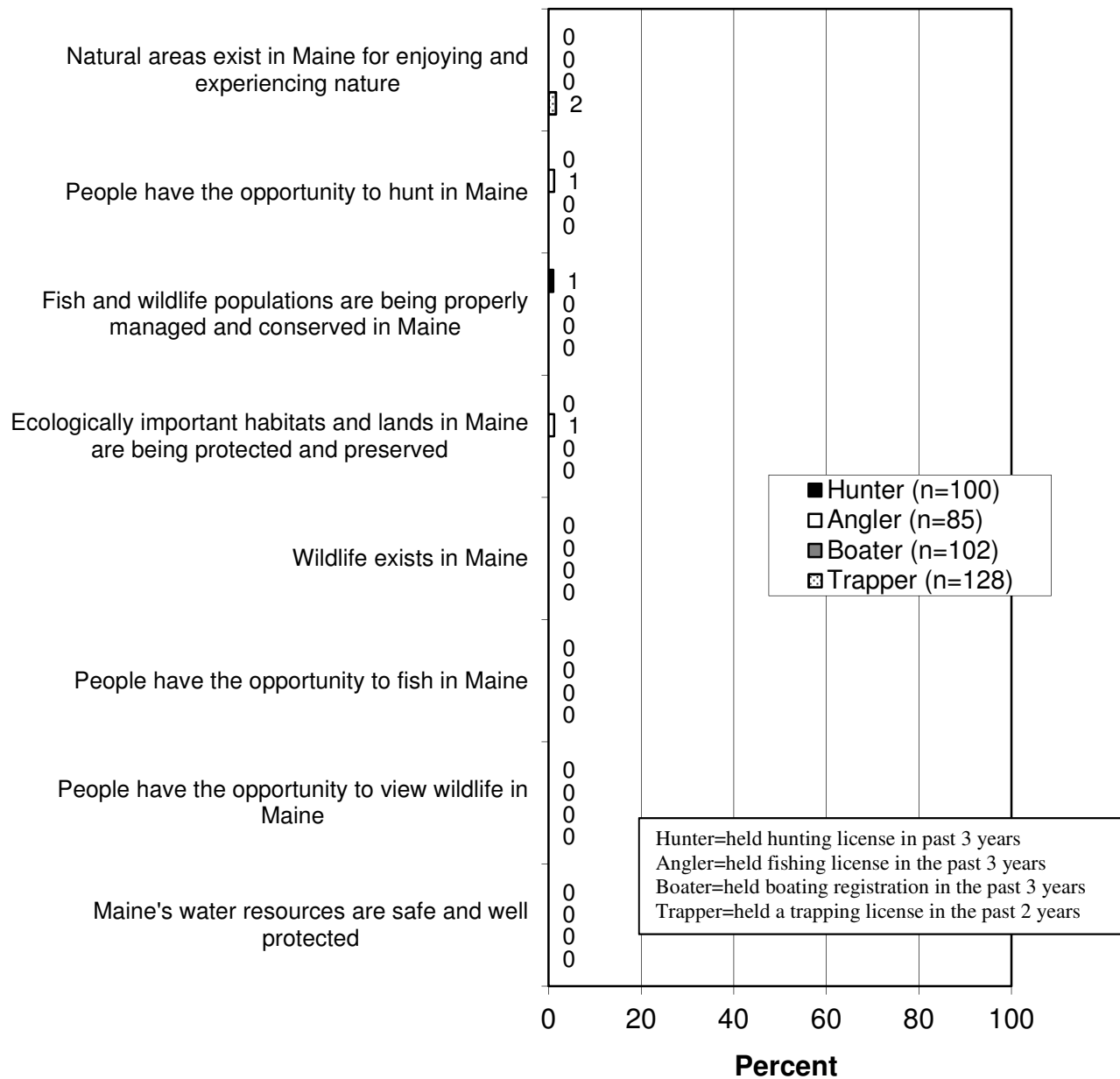
■ Hunter (n=100)  
 □ Angler (n=85)  
 ■ Boater (n=102)  
 ▨ Trapper (n=128)

Hunter=held hunting license in past 3 years  
 Angler=held fishing license in the past 3 years  
 Boater=held boating registration in the past 3 years  
 Trapper=held a trapping license in the past 2 years

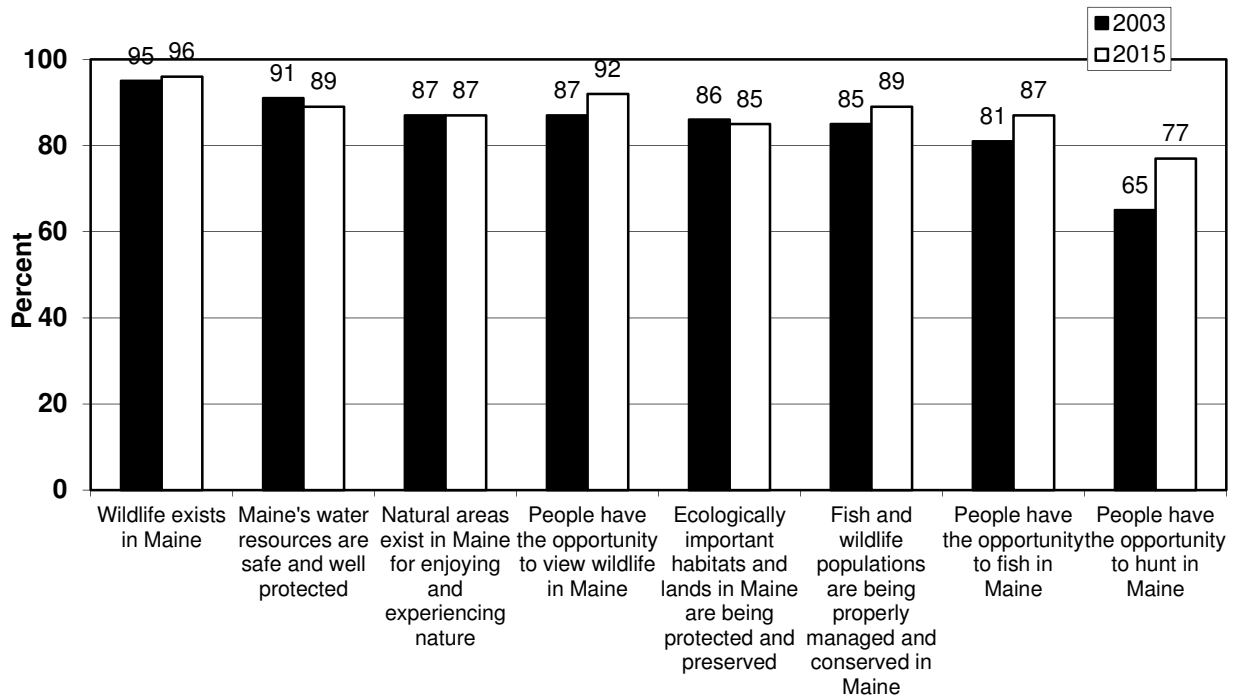
**Q220-227. Percent of respondents who think each of the following are somewhat or very unimportant:**



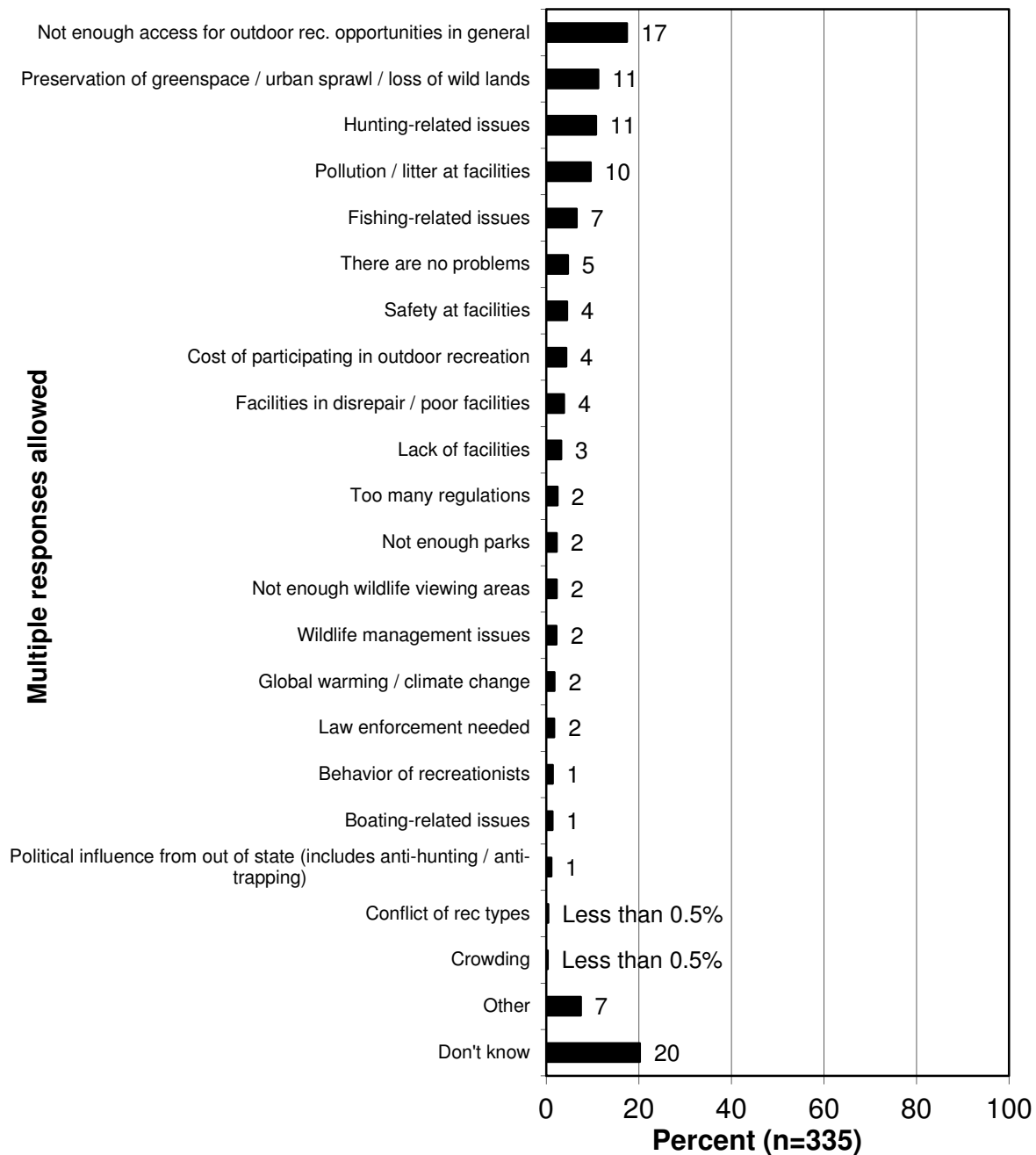
**Q220-227. Percent of respondents who think each of the following are very unimportant:**



**Percent of respondents who think each of the following are very important:**



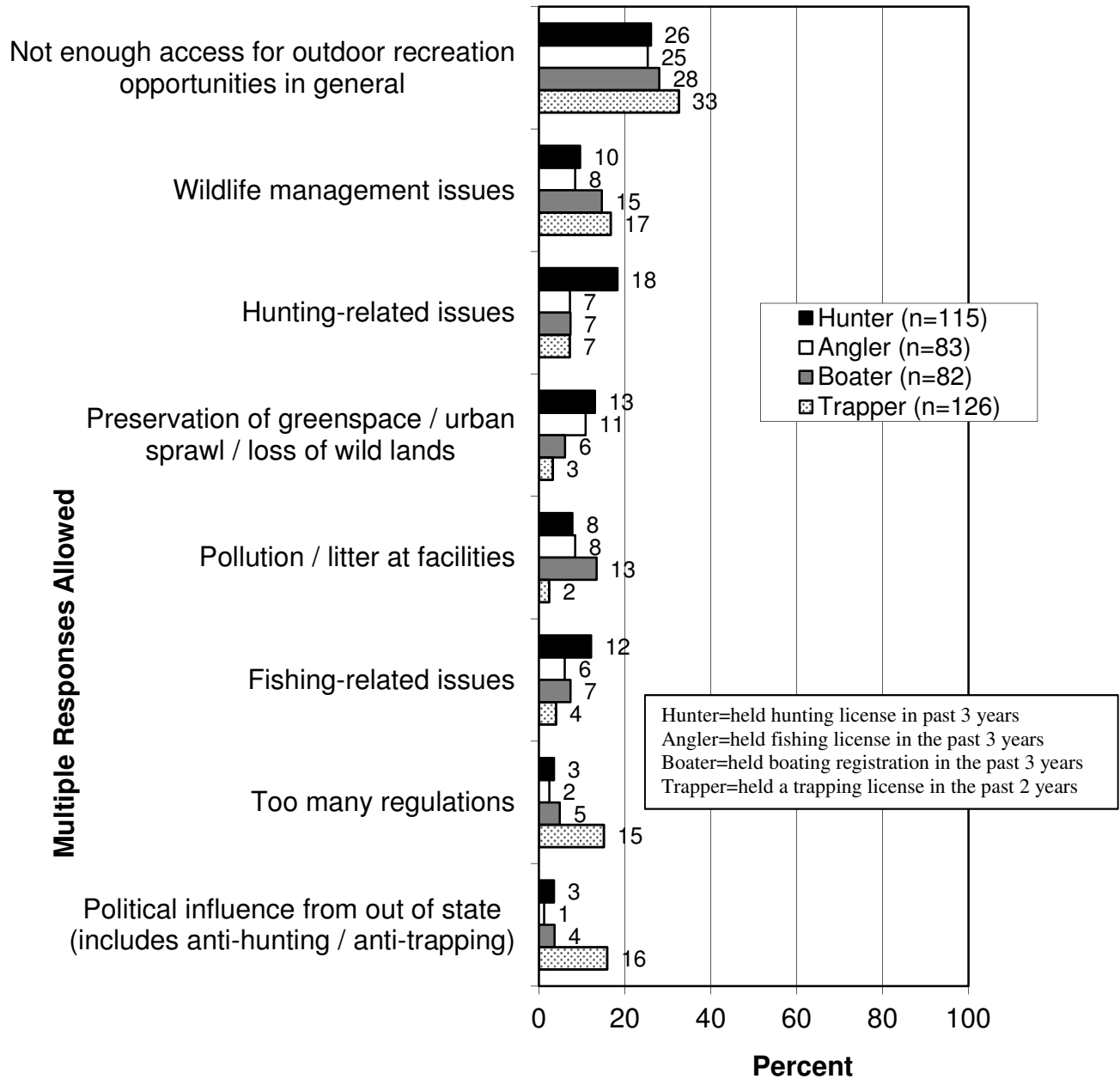
**Q104. What do you think are the most important issues affecting outdoor recreation in the state?  
(General population.)**



### Q104. What do you think are the most important issues affecting outdoor recreation in the state?

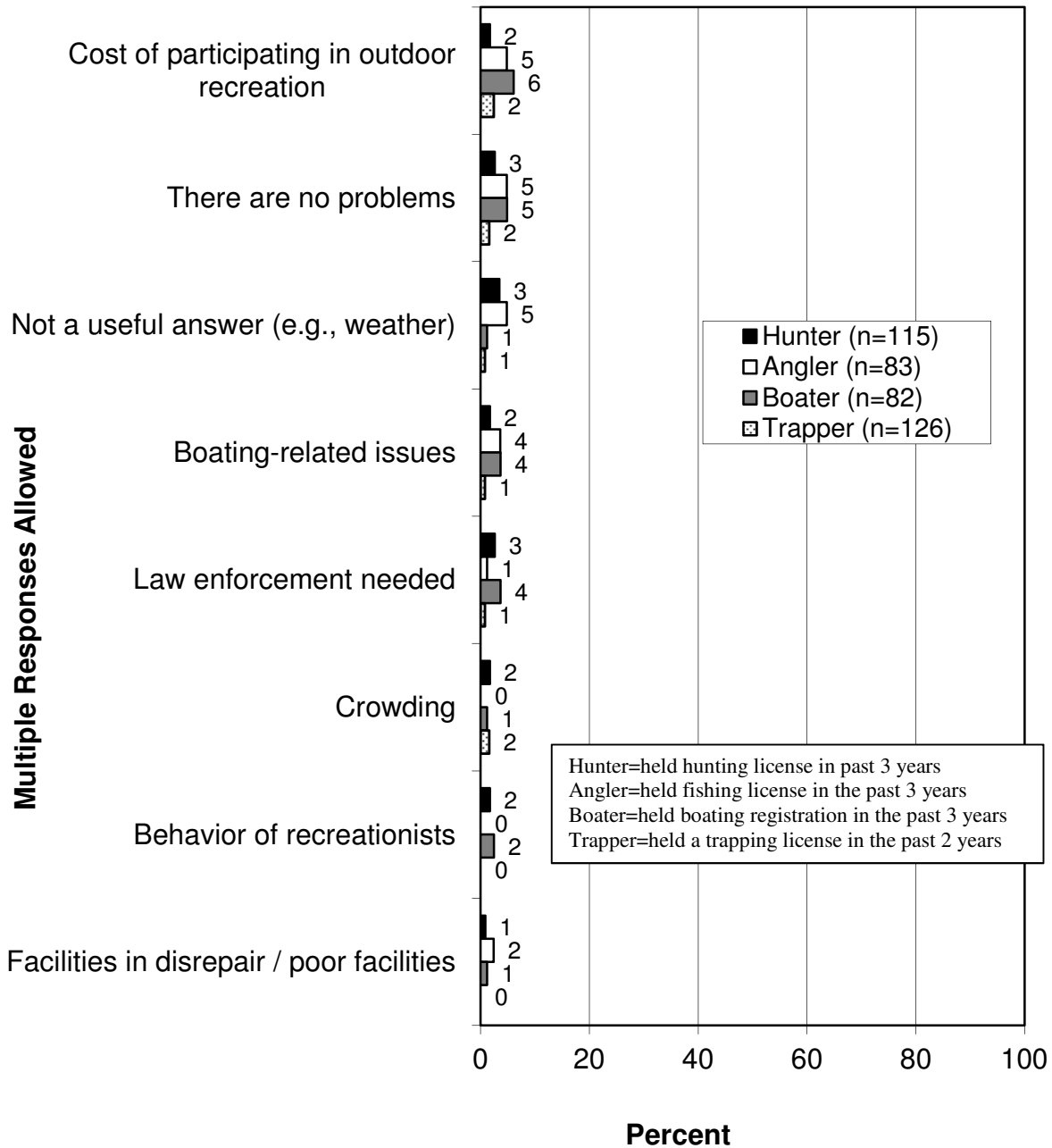


### Q104. What do you think are the most important issues affecting outdoor recreation in the state? (Part 1.)

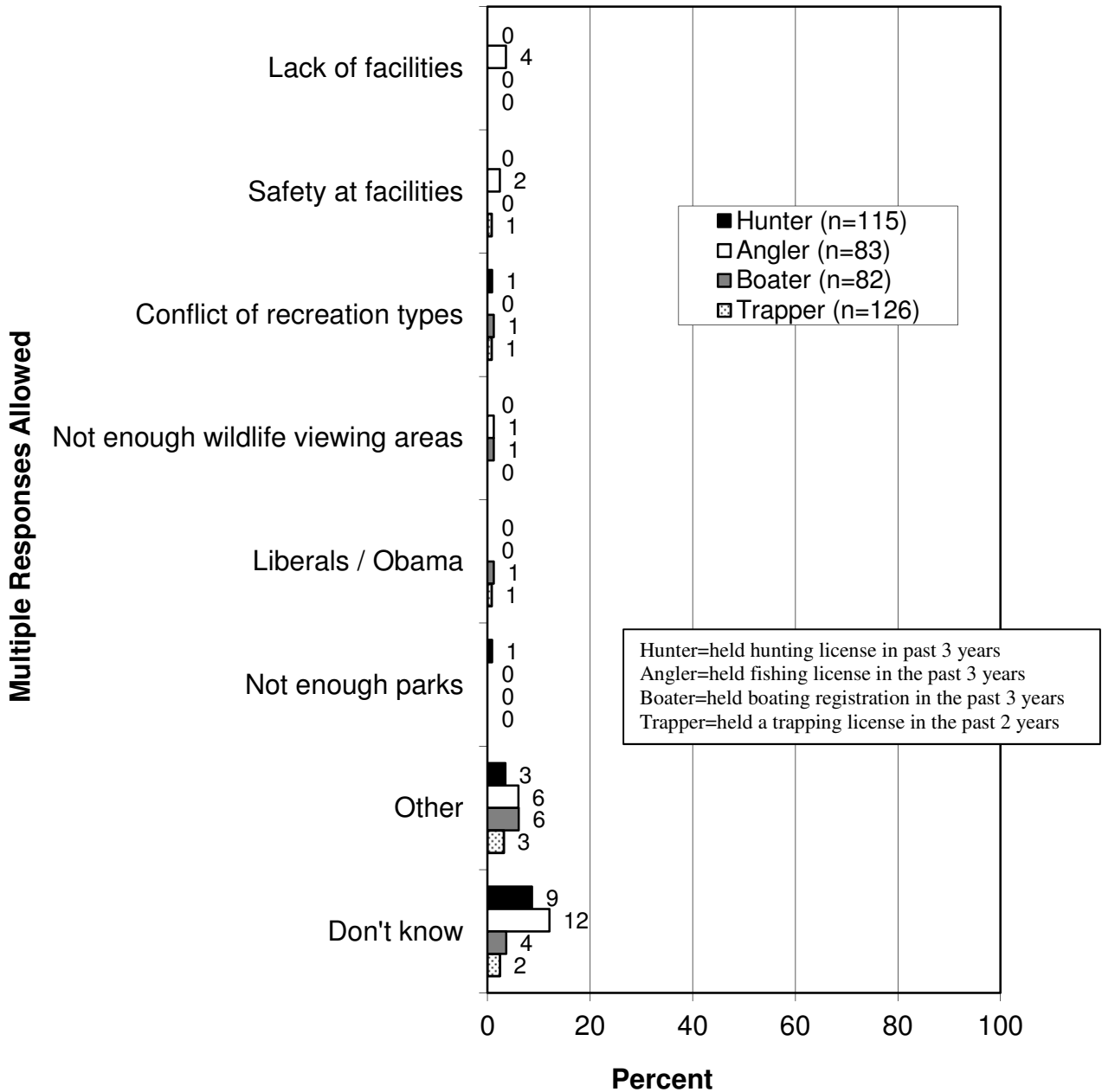




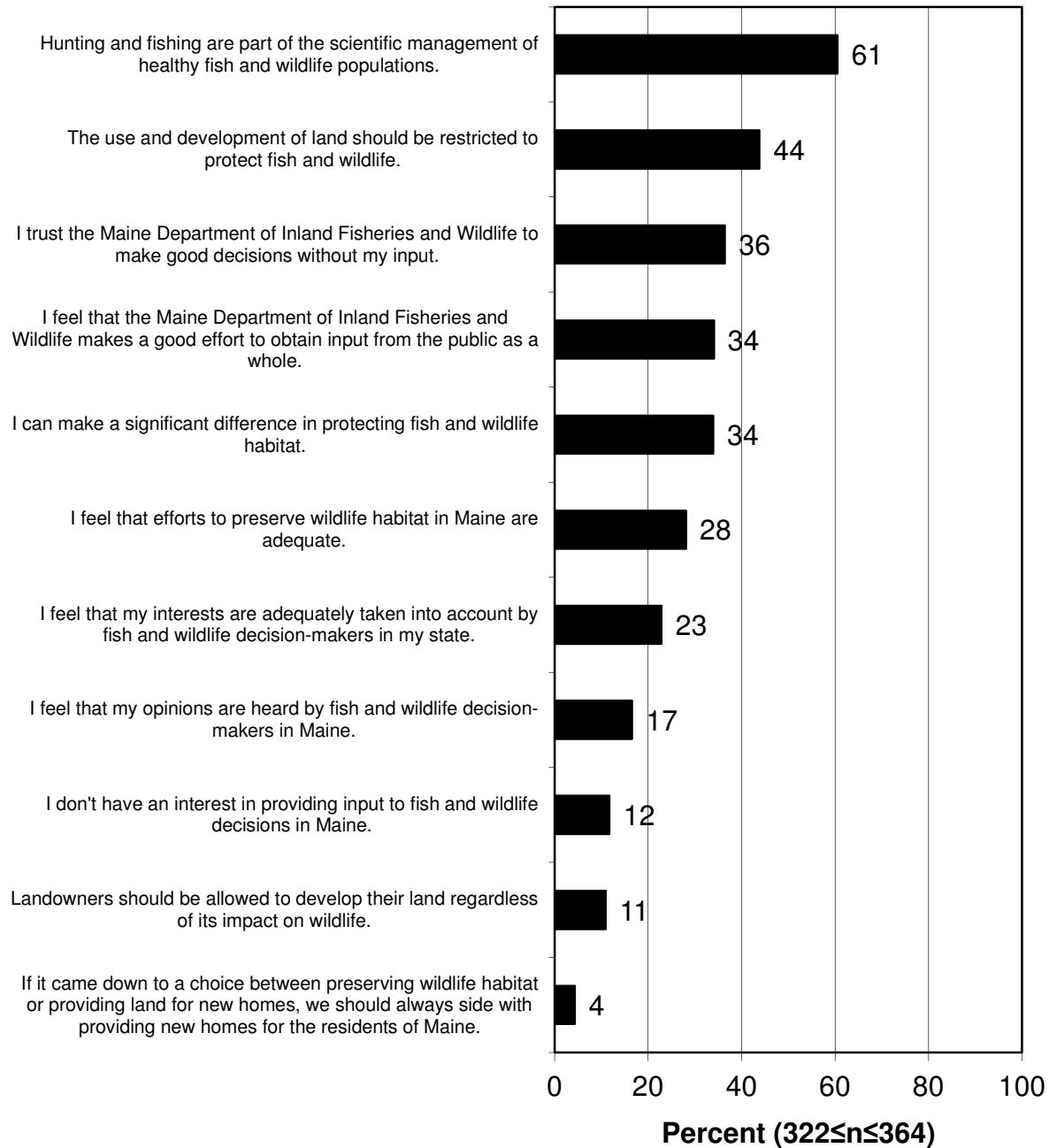
### Q104. What do you think are the most important issues affecting outdoor recreation in the state? (Part 2.)



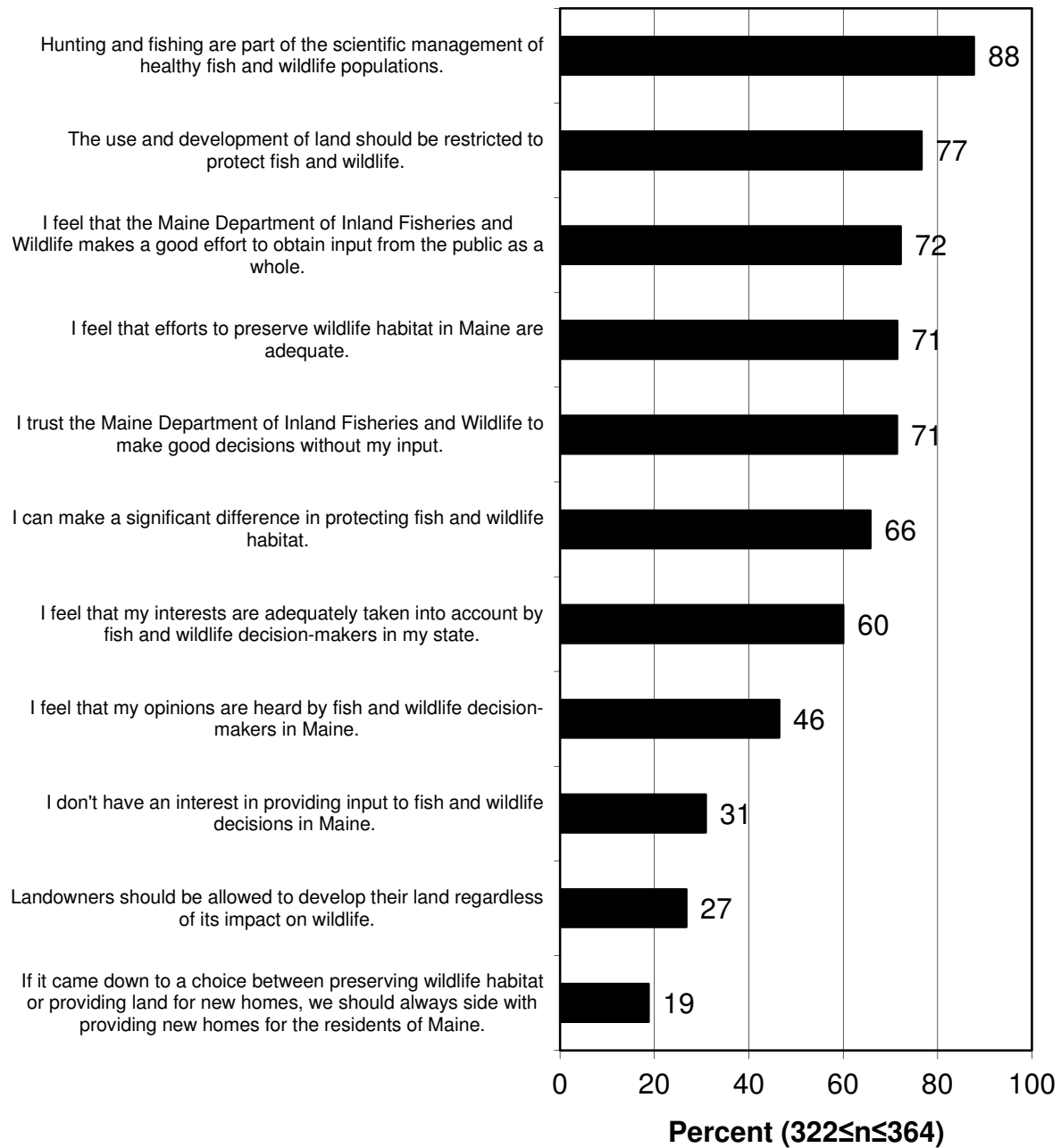
### Q104. What do you think are the most important issues affecting outdoor recreation in the state? (Part 3.)



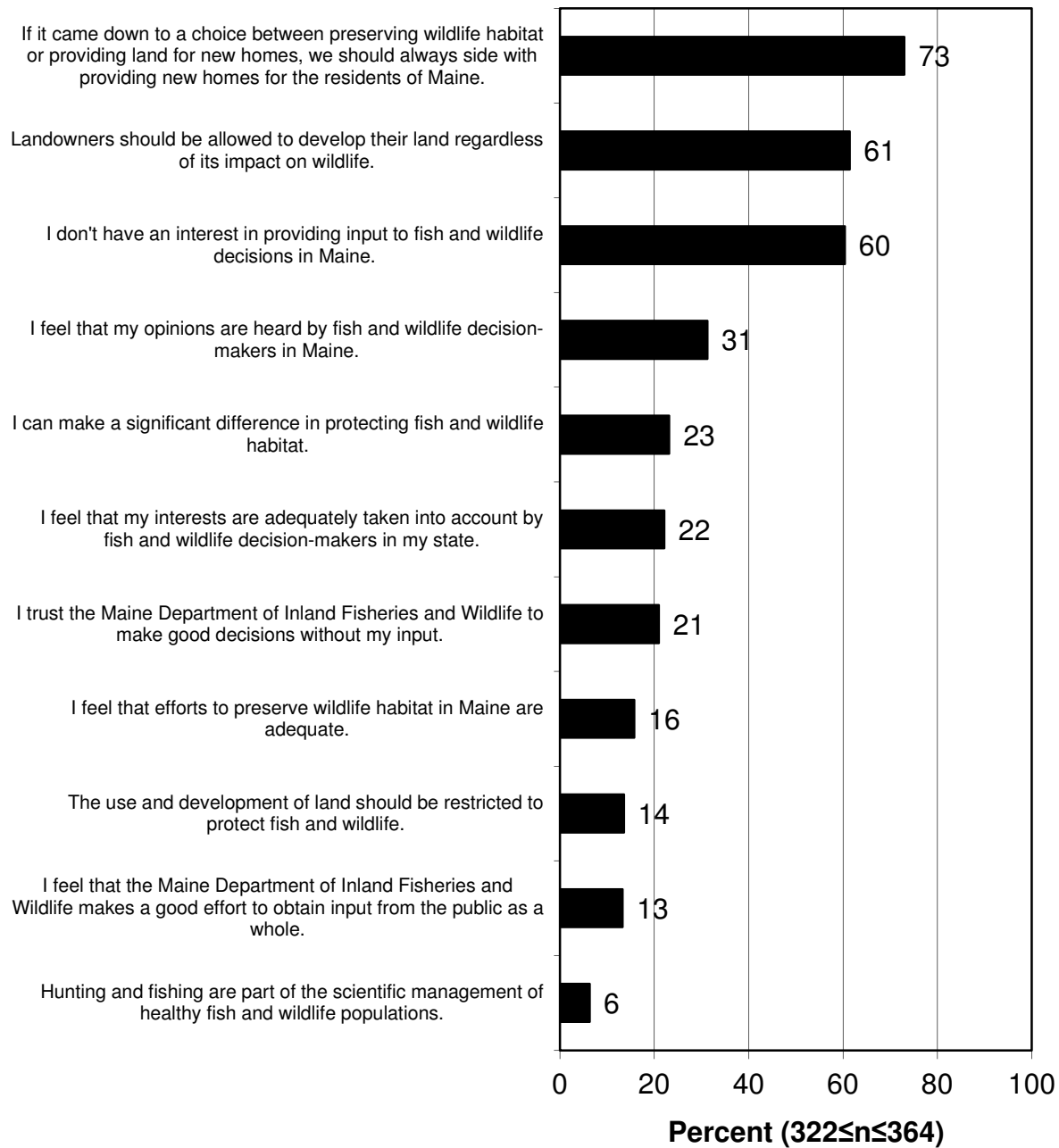
**Q296-306. Percent of respondents who strongly agree with each of the following statements.  
(General population.)**



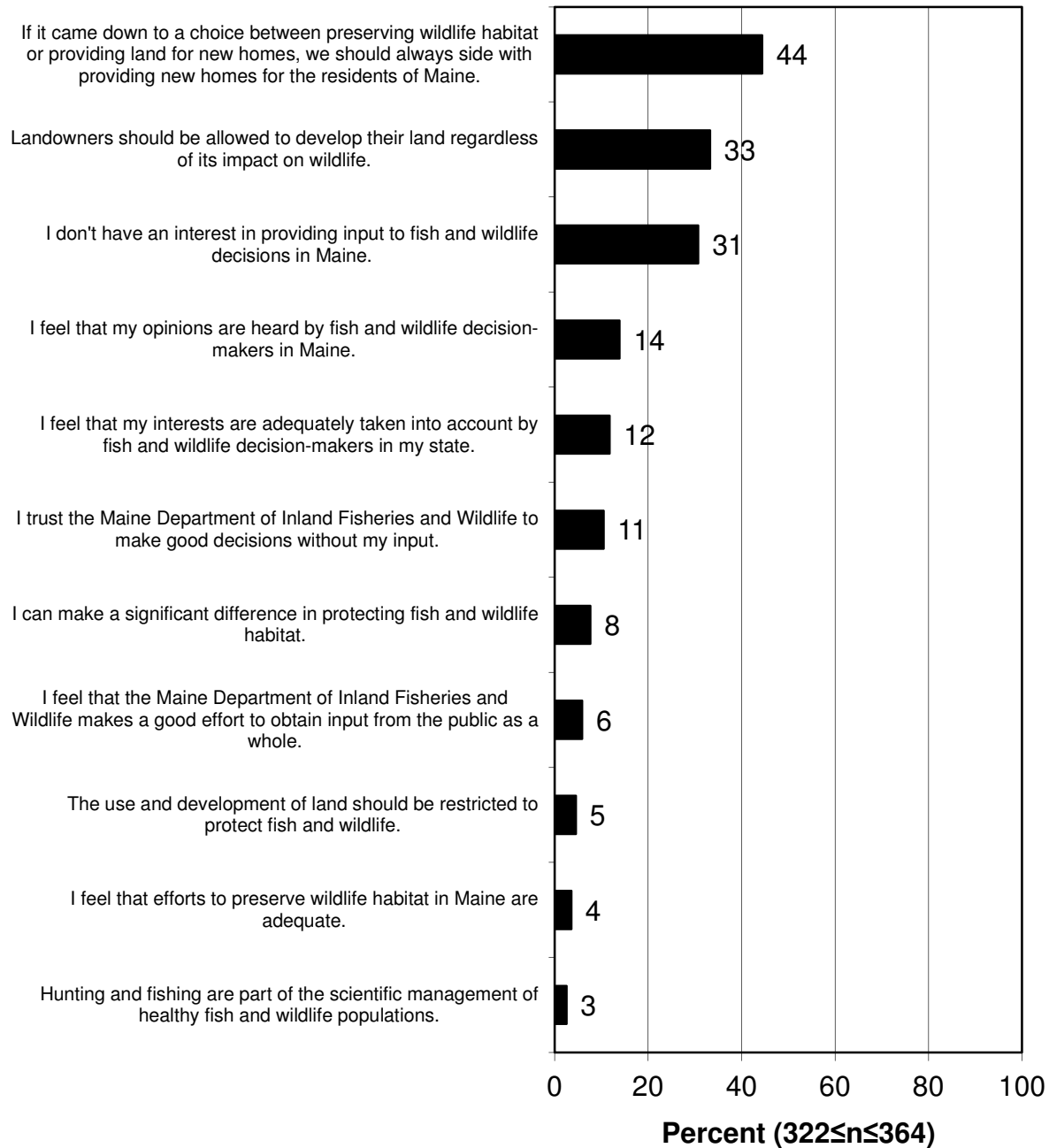
**Q296-306. Percent of respondents who strongly or moderately agree with each of the following statements. (General population.)**



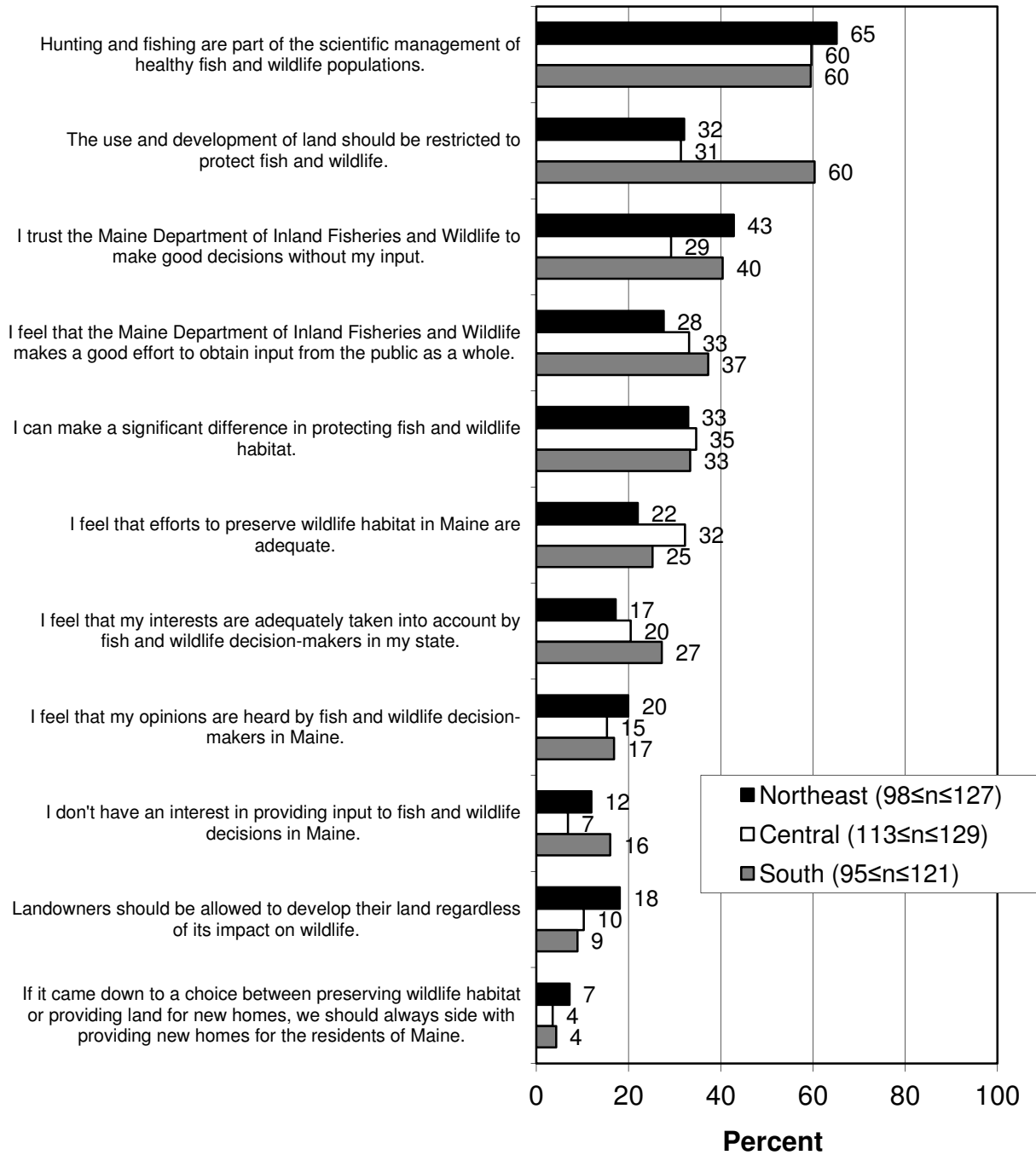
**Q296-306. Percent of respondents who moderately or strongly disagree with each of the following statements. (General population.)**



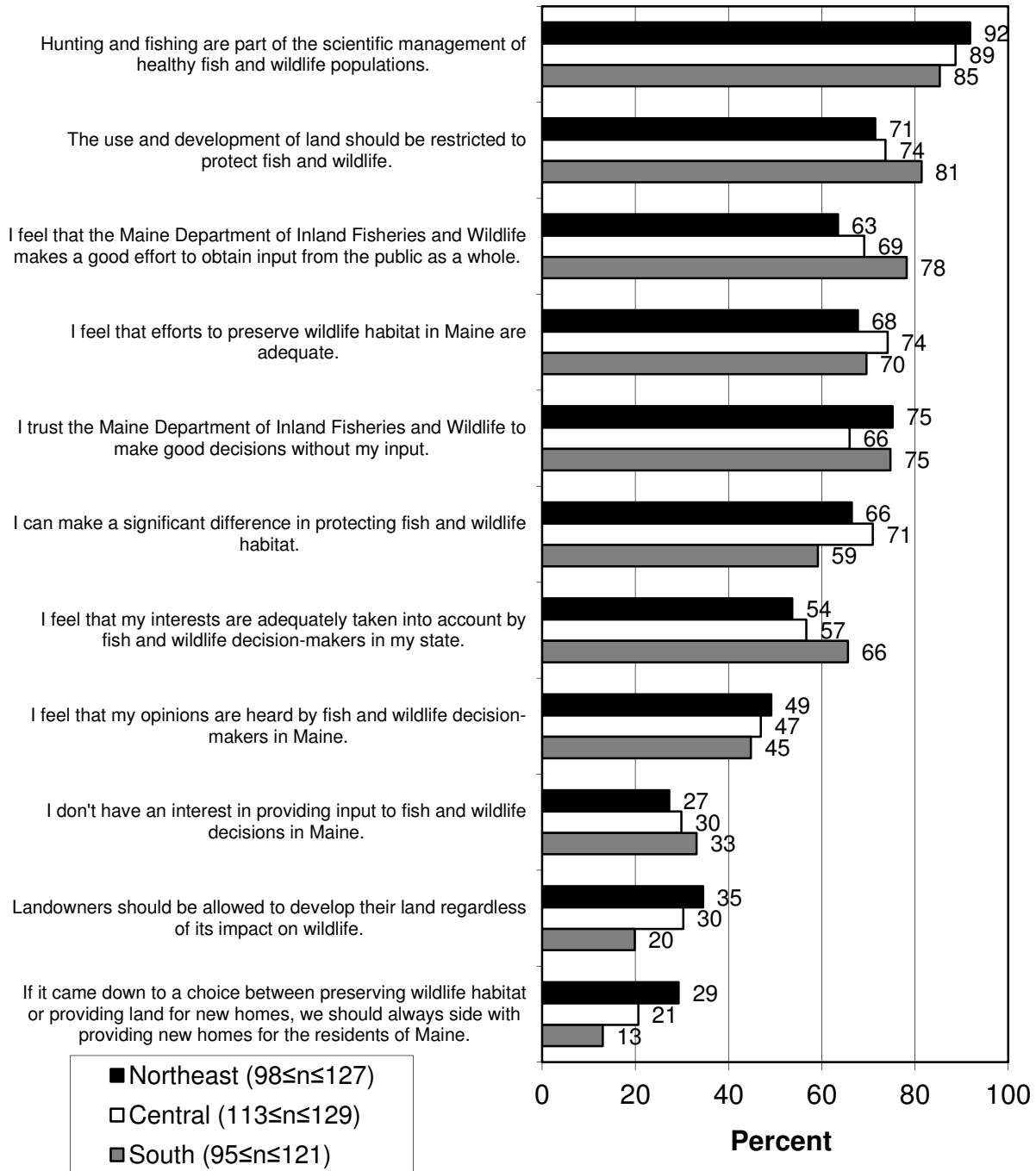
**Q296-306. Percent of respondents who strongly disagree with each of the following statements. (General population.)**



### Q296-306. Percent of respondents who strongly agree with each of the following statements:

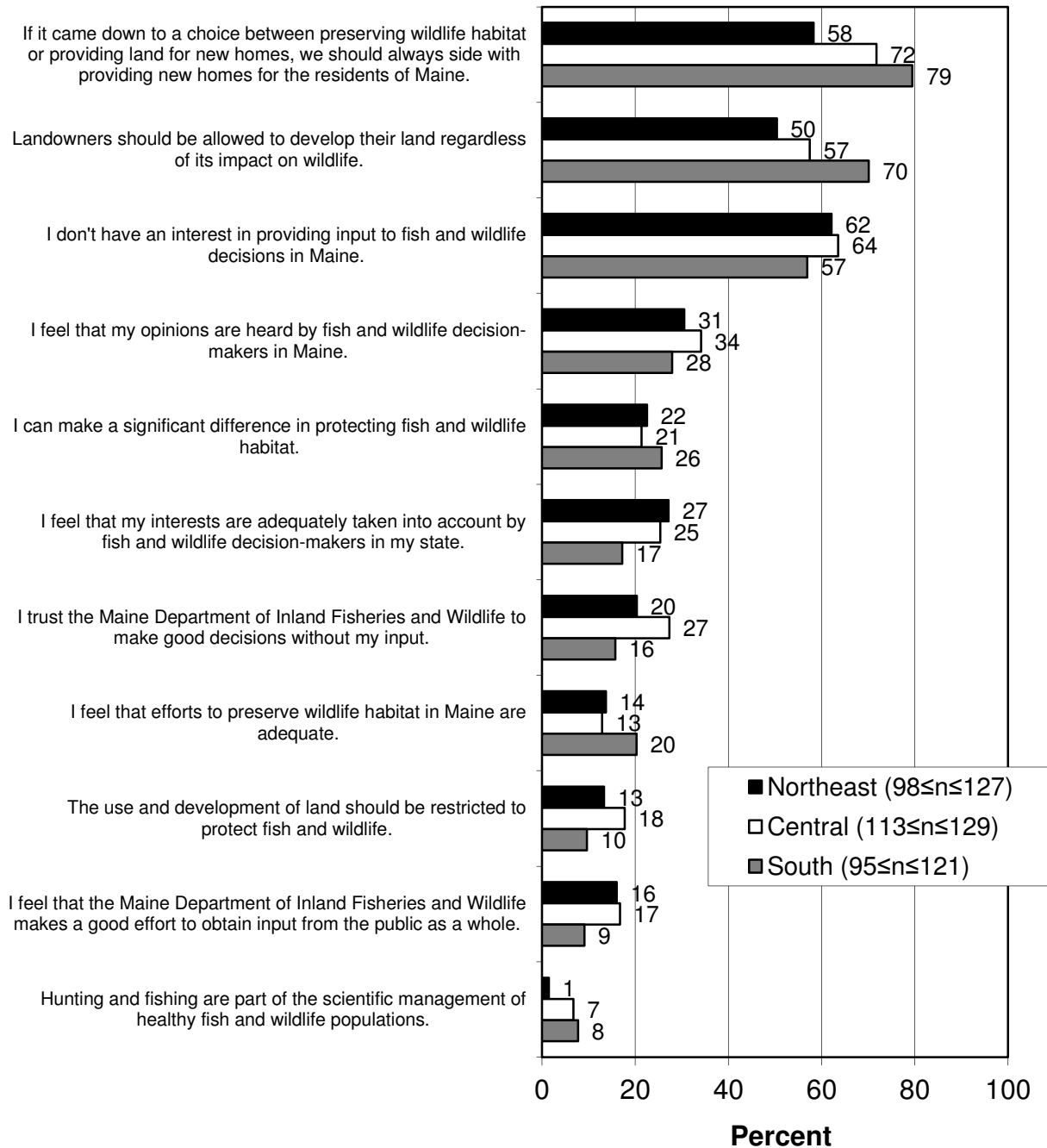


### Q296-306. Percent of respondents who strongly or moderately agree with each of the following statements:

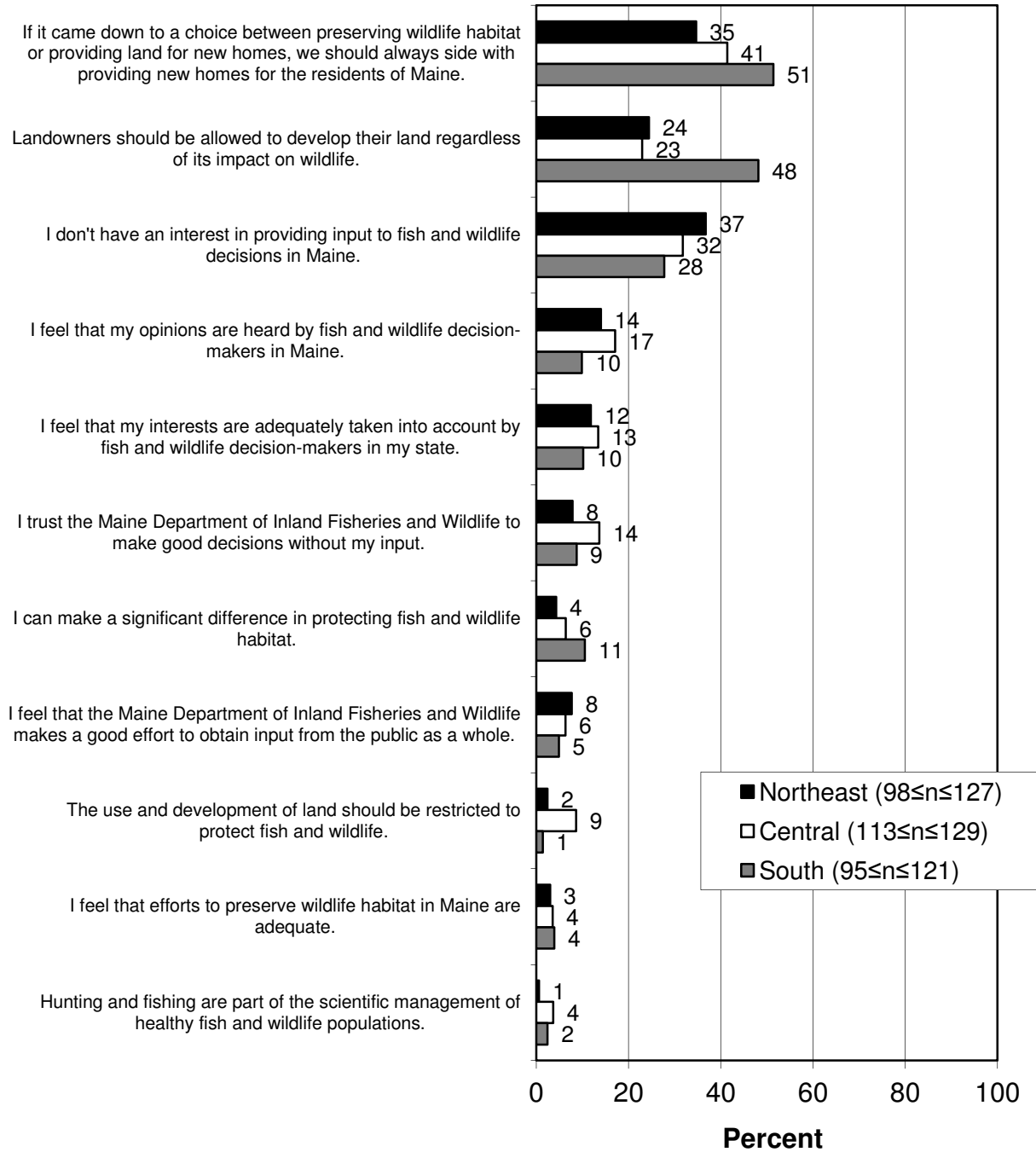




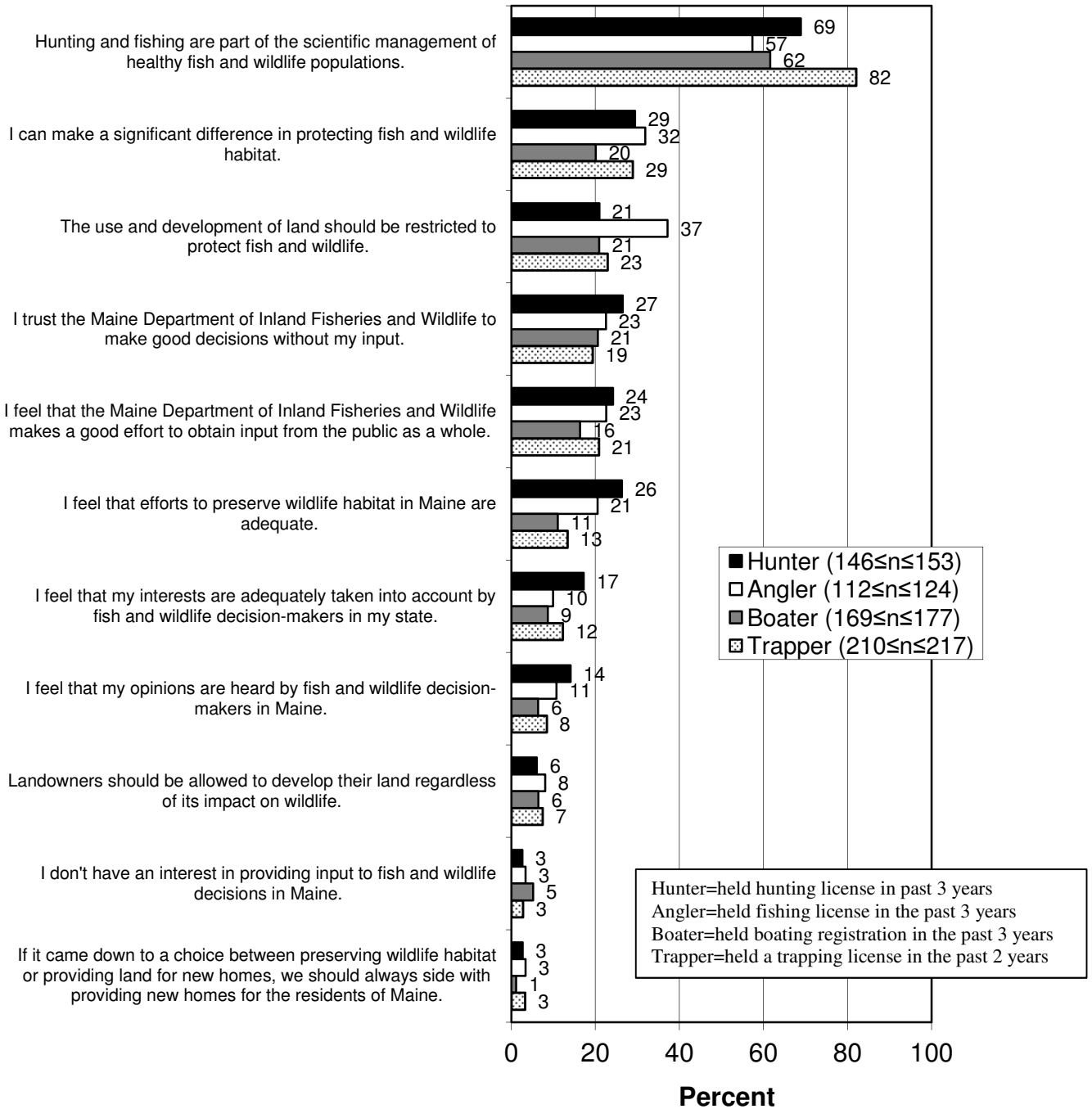
**Q296-306. Percent of respondents who moderately or strongly disagree with each of the following statements:**



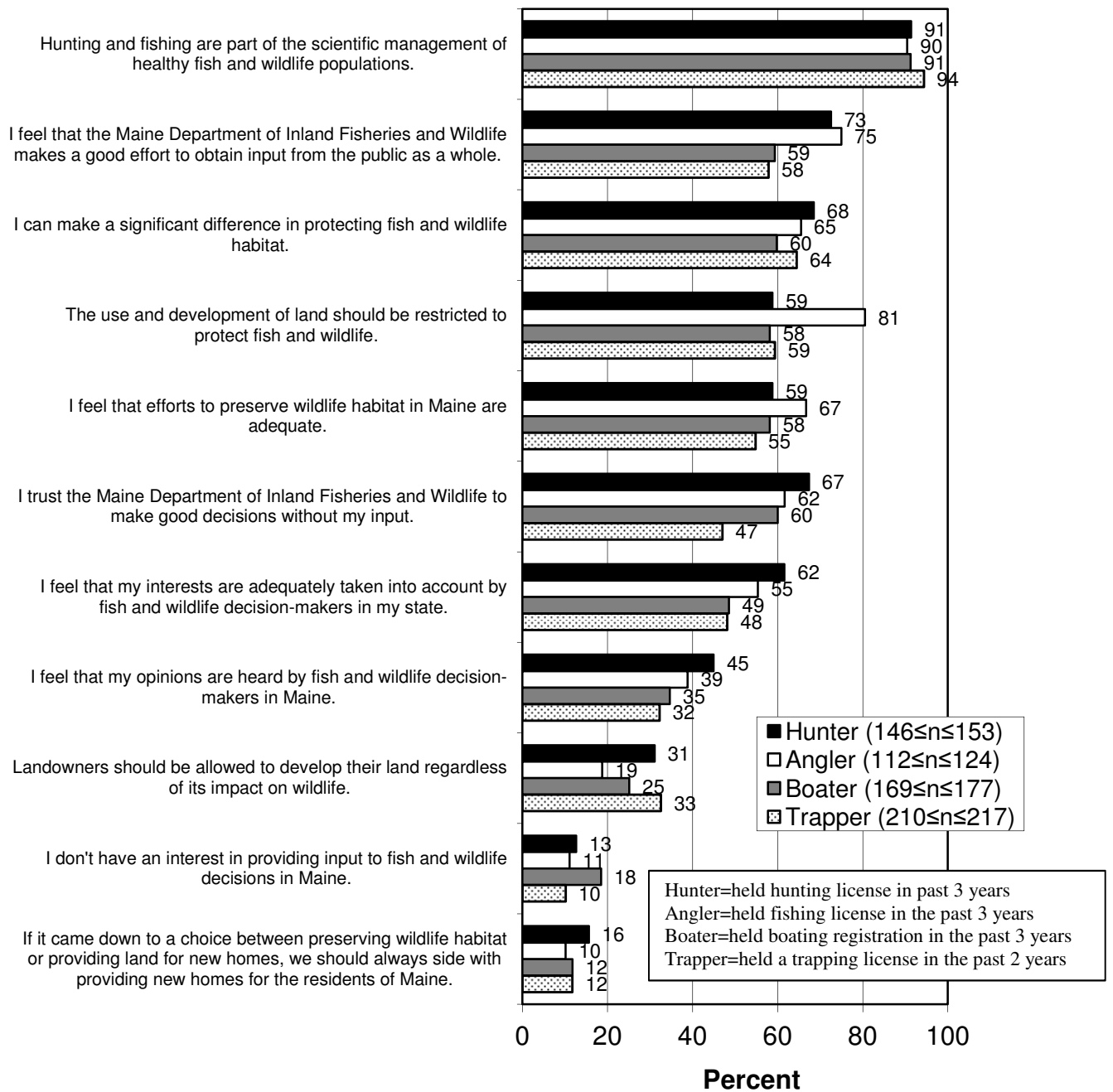
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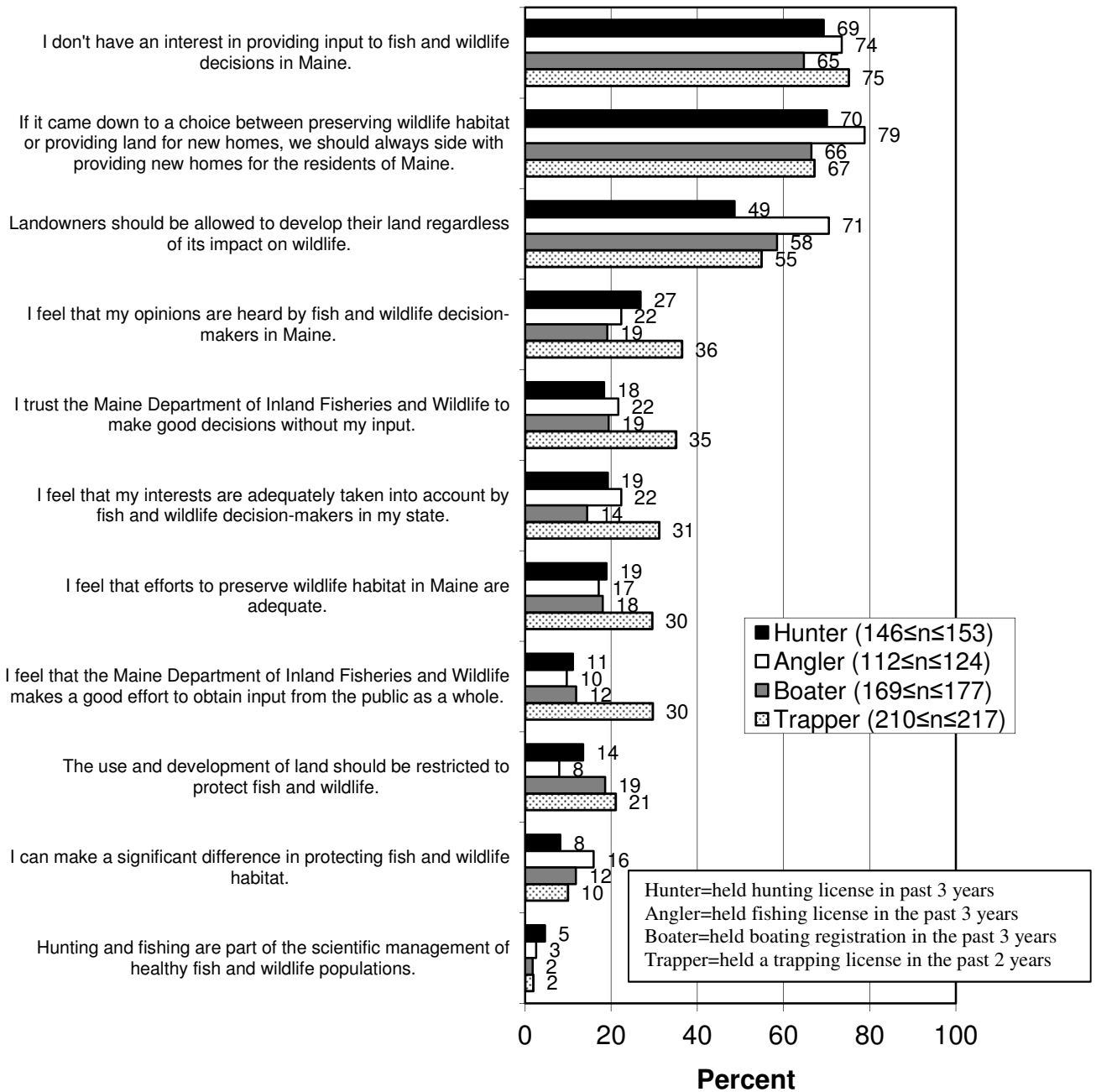
**Q296-306. Percent of respondents who strongly agree with each of the following statements:**



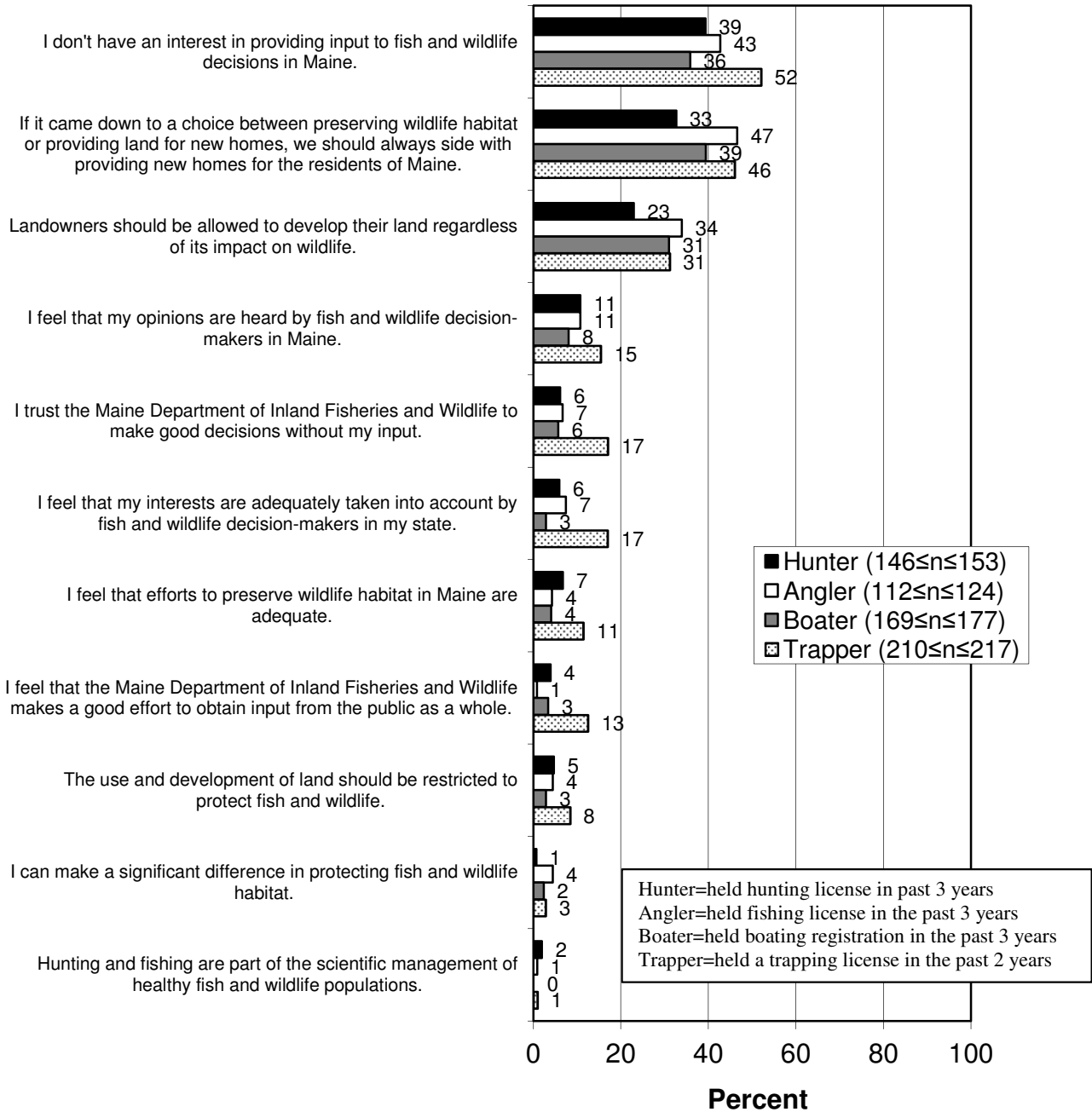
### Q296-306. Percent of respondents who strongly or moderately agree with each of the following statements:



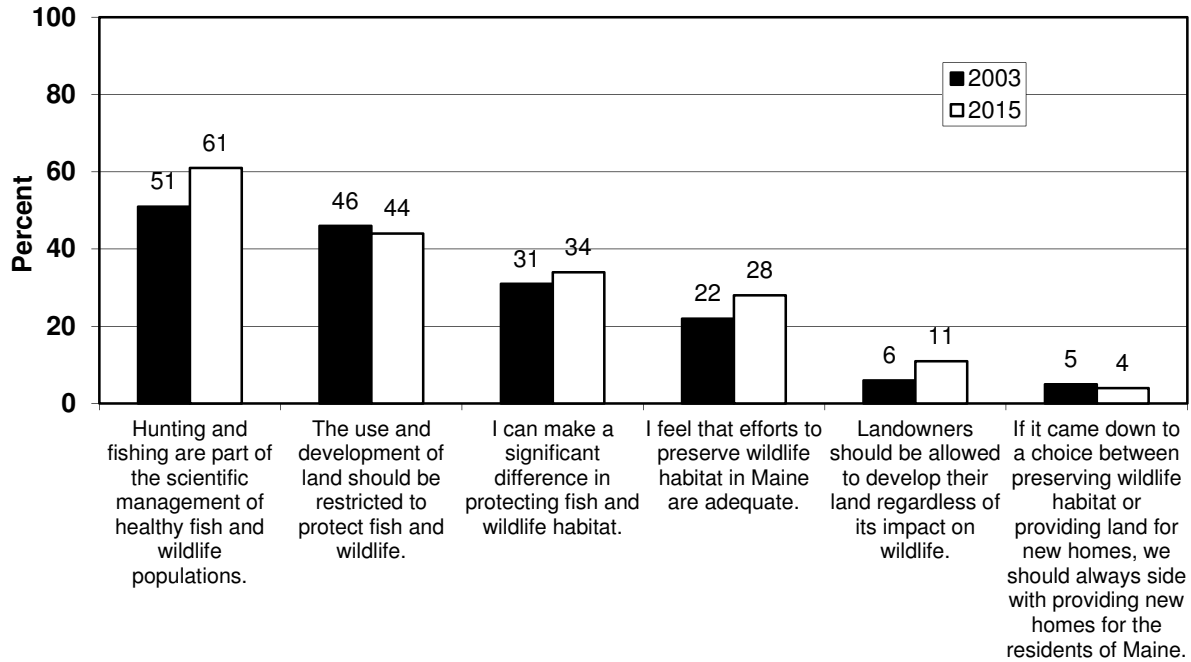
**Q296-306. Percent of respondents who moderately or strongly disagree with each of the following statements:**



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**Percent of respondents who strongly agree with each of the following statements:**



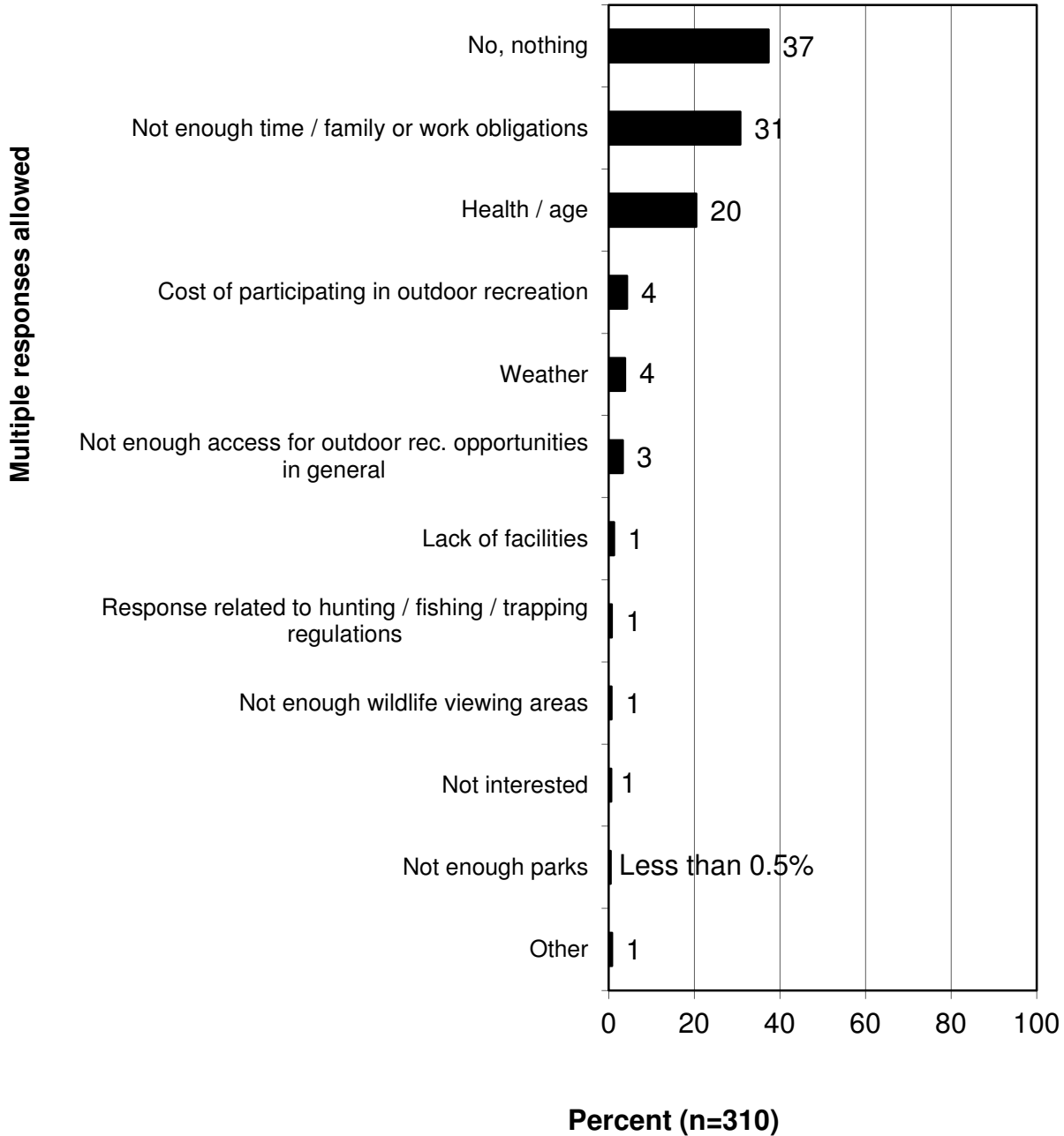
## CONSTRAINTS TO PARTICIPATING IN OUTDOOR RECREATION

- An open-ended question asked Maine residents to say if any things had prevented them from participating in outdoor recreation as much as they would have liked. The top constraints were lack of time/family and work obligations (31%) and health/age (20%). Otherwise, non-social constraints (i.e., constraints over which agencies and organizations may have more influence) include cost of participating (4%), access (3%), and lack of facilities (named by only 1%).
  
- For each of several types of activities, open-ended questions asked those who had participated in the activities if there had been any things that prevented them from participating as much as they would have liked. The top response categories for each are as follows:
  - Wildlife viewing: lack of time/work and family obligations (23% of participants) and health/age (10%).
  - Motorboating: lack of time/work and family obligations (22%), lack of access (6%), and health/age (5%).
  - Canoeing/kayaking: lack of time/work and family obligations (33%) and health/age (8%).
  - Freshwater fishing: lack of time/work and family obligations (26%), health/age (9%), and a decrease in interest (7%).
  - Saltwater fishing: lack of time/work and family obligations (27%), a decrease in interest (9%), health/age (7%), and having to travel too far (6%).
  - Hunting: lack of time/work and family obligations (23%), health/age (13%), and a decrease in interest (10%).

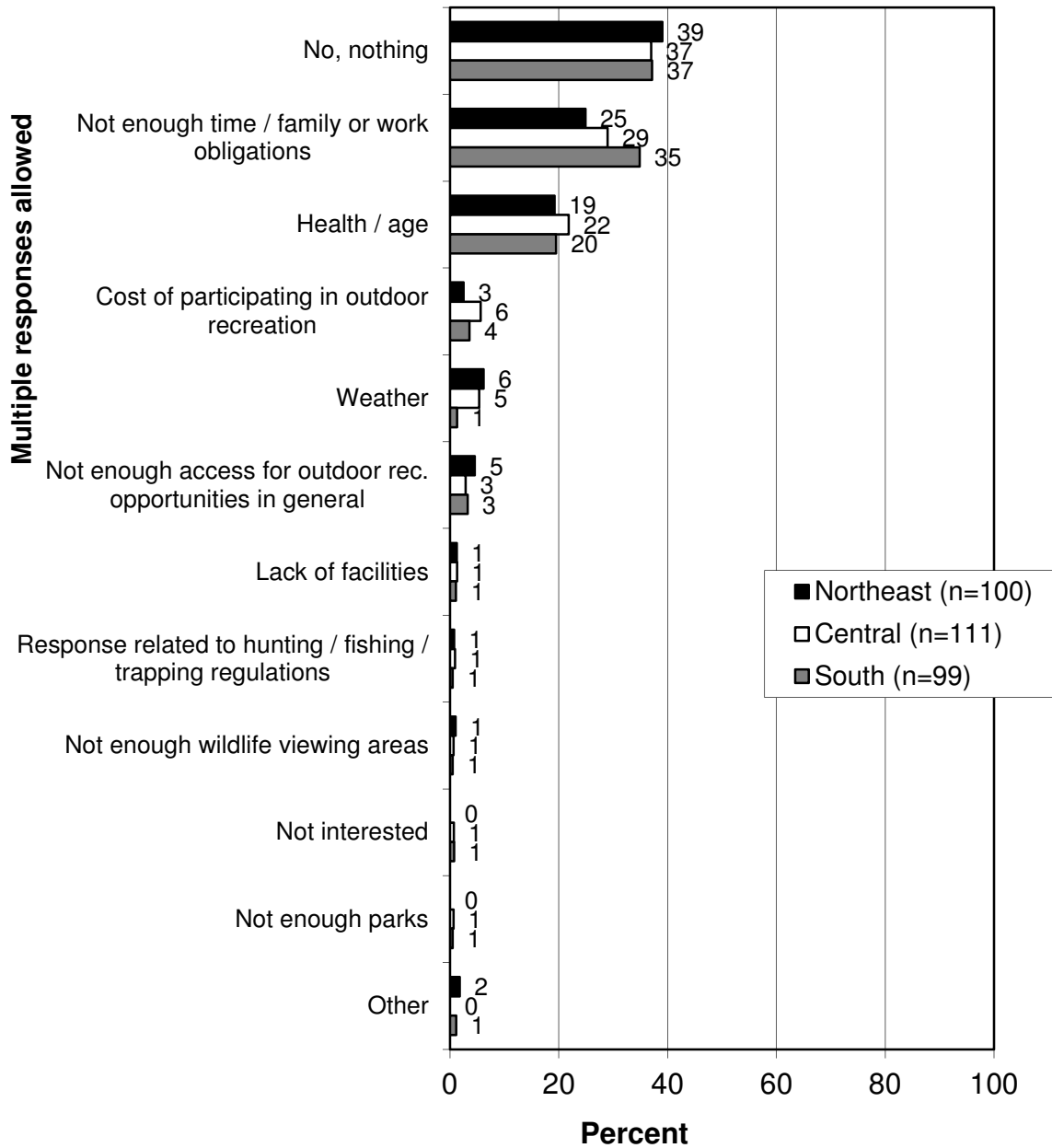


- Also for each of several types of activities, *those who had not participated* were asked why they did not participate. While lack of interest was generally a top reason, other responses that ranked below that were mentioned as important constraints.
- Wildlife viewing: lack of interest (60% of non-participants) and lack of time/work and family obligations (26%).
  - Motorboating: lack of interest (54%), not having a boat (15%), and lack of time/work and family obligations (11%).
  - Canoeing/kayaking: lack of interest (50%), lack of time/work and family obligations (17%), health/age (16%), and not having a canoe/kayak (10%).
  - Freshwater fishing: lack of interest (57%), lack of time/work and family obligations (24%), health/age (9%), and cost of licenses (6%).
  - Saltwater fishing: lack of interest (59%), lack of time/work and family obligations (21%), health/age (7%), and having to travel too far (5%).
  - Hunting: lack of interest (78%), lack of time/work and family obligations (9%), and health/age (7%).

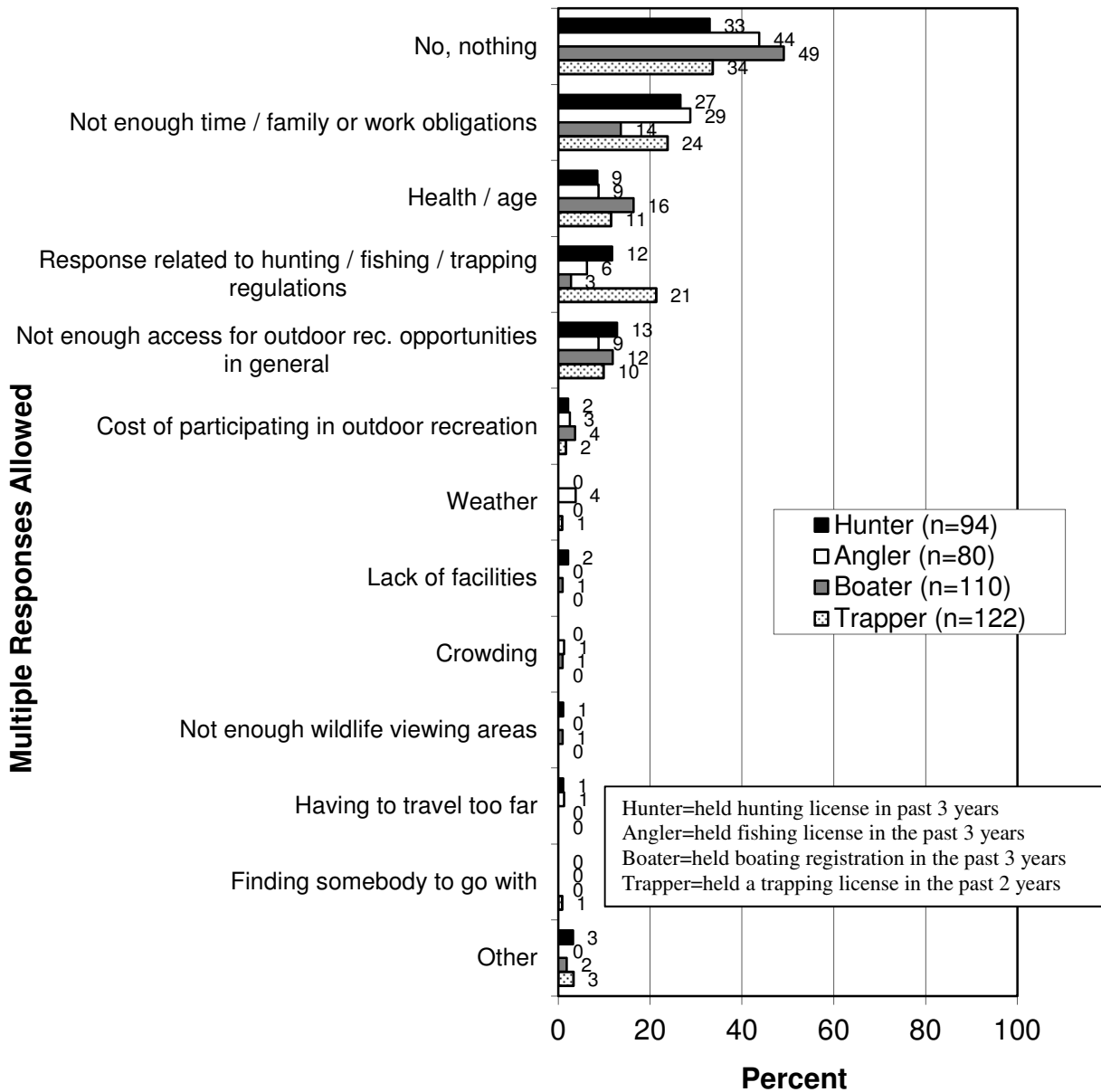
**Q109. In general, are there any things that have prevented you from participating in outdoor recreation activities as much as you would like in Maine in the past 12 months? (General population.)**



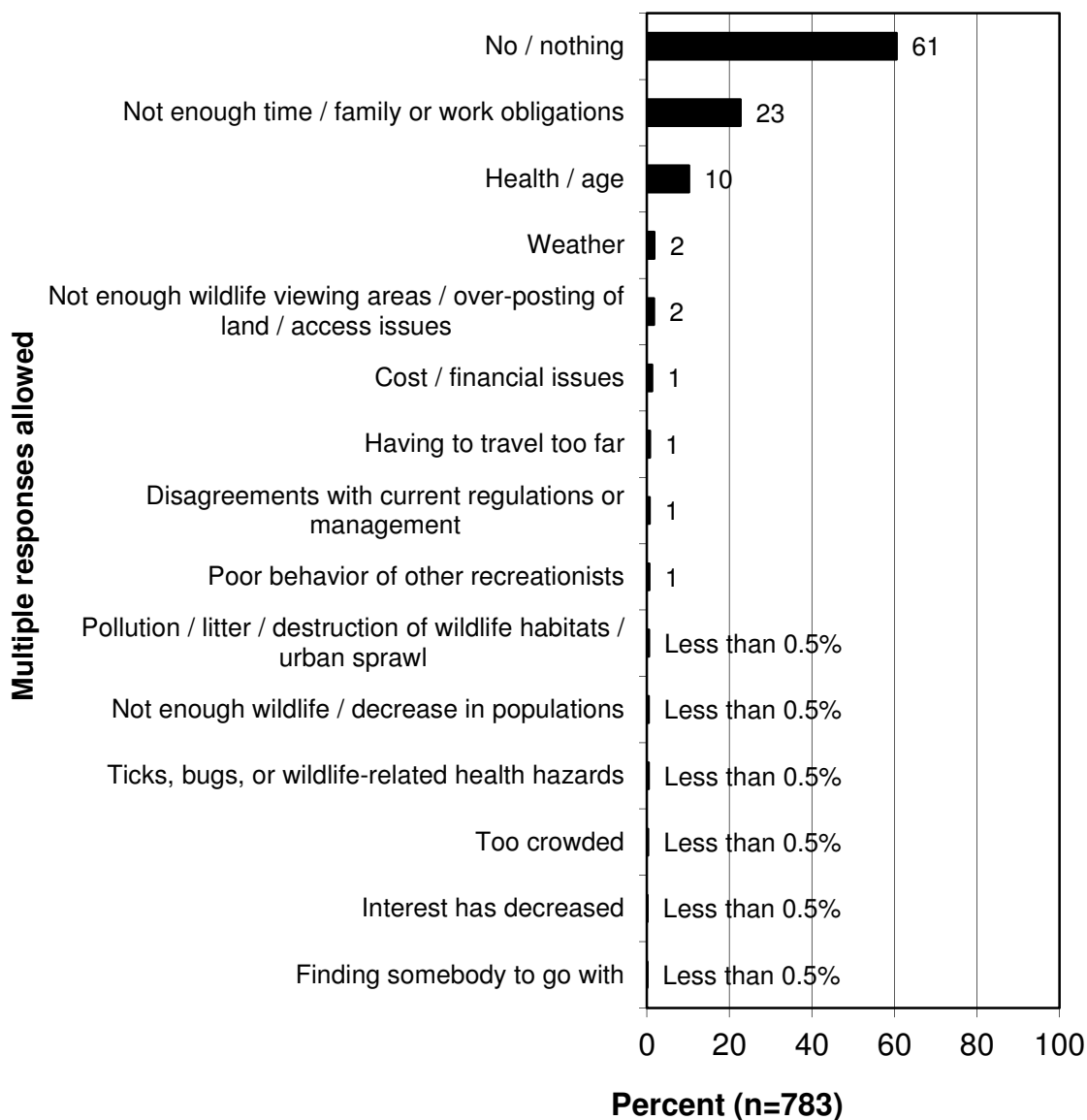
**Q109. In general, are there any things that have prevented you from participating in outdoor recreation activities as much as you would like in Maine in the past 12 months?**



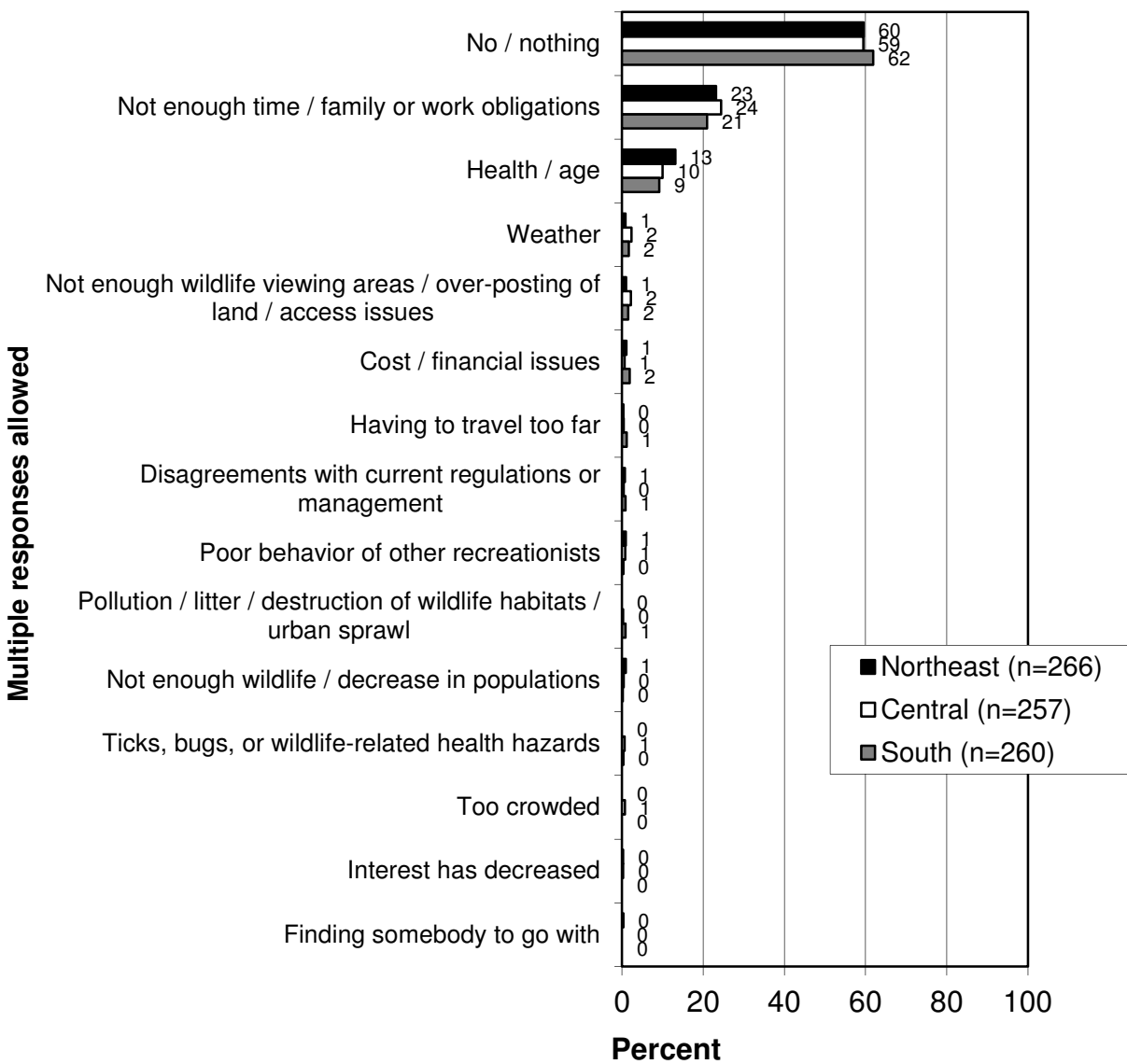
**Q109. In general, are there any things that have prevented you from participating in outdoor recreation activities as much as you would like in Maine in the past 12 months?**



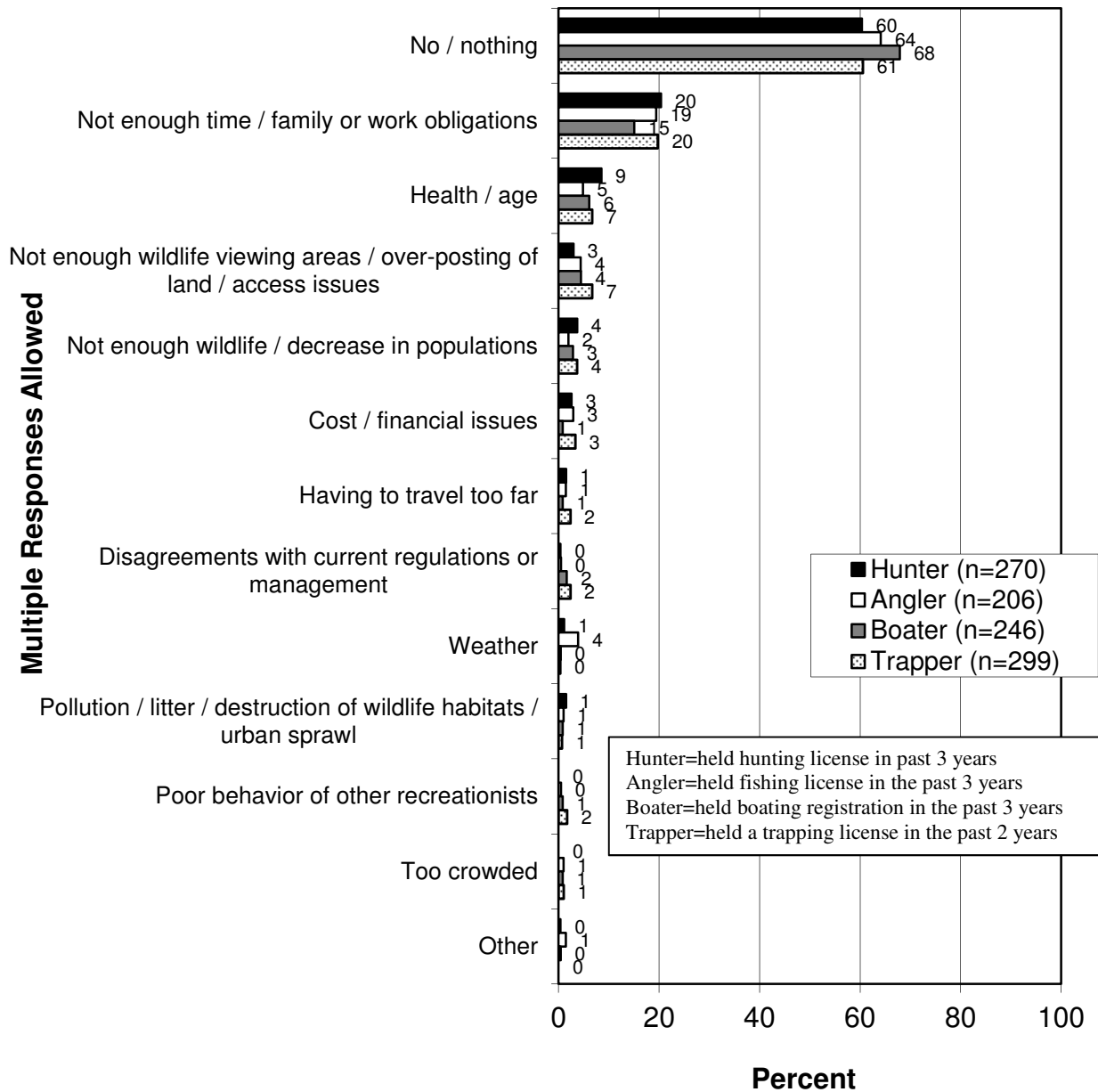
**Q119. Are there any things that have prevented you from participating in wildlife viewing activities as much as you would like in Maine in the past 5 years? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.) (General population.)**



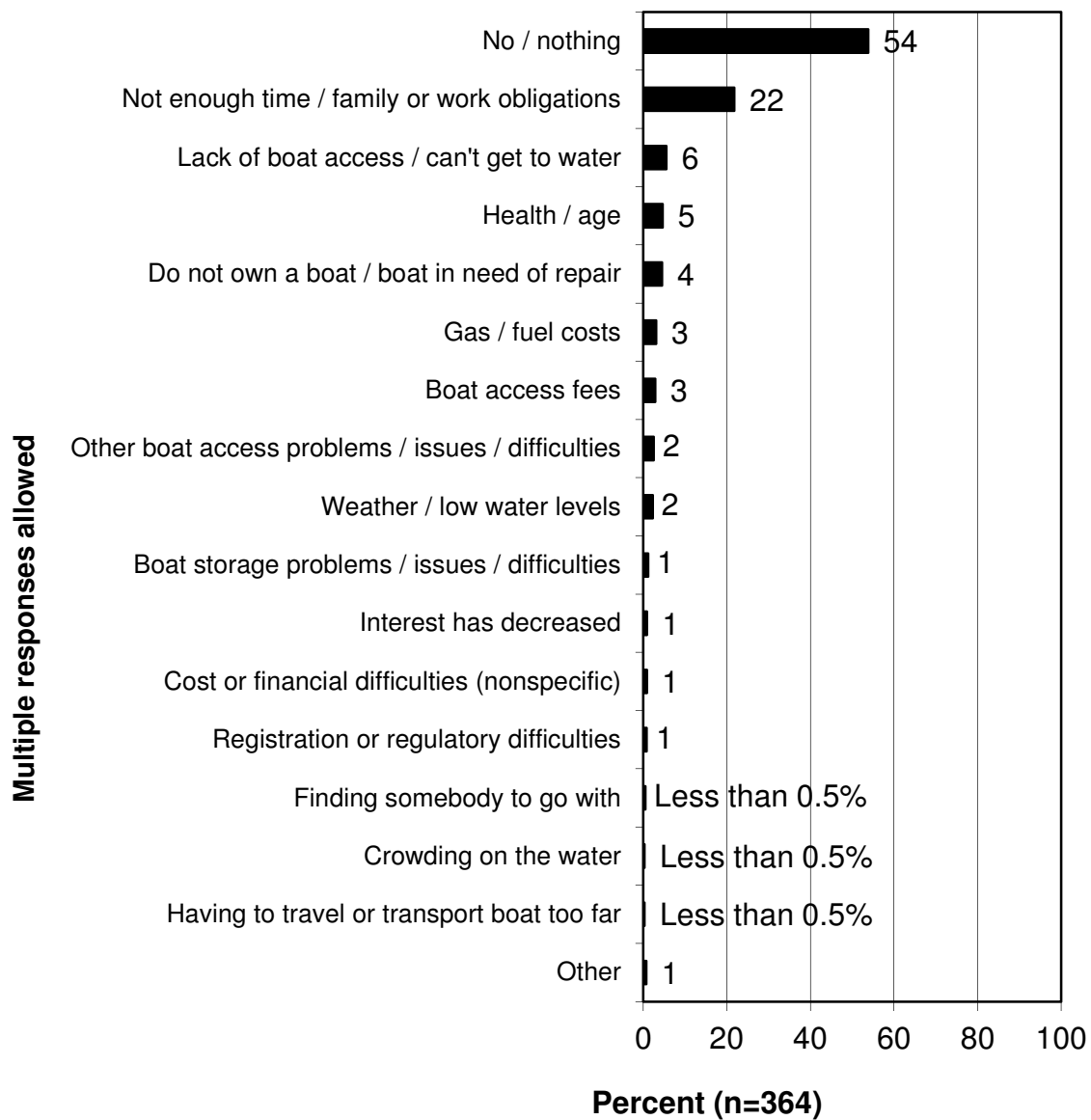
**Q119. Are there any things that have prevented you from participating in wildlife viewing activities as much as you would like in Maine in the past 5 years? (Asked of those who participated in wildlife viewing activities in Maine in the past 12 months.)**



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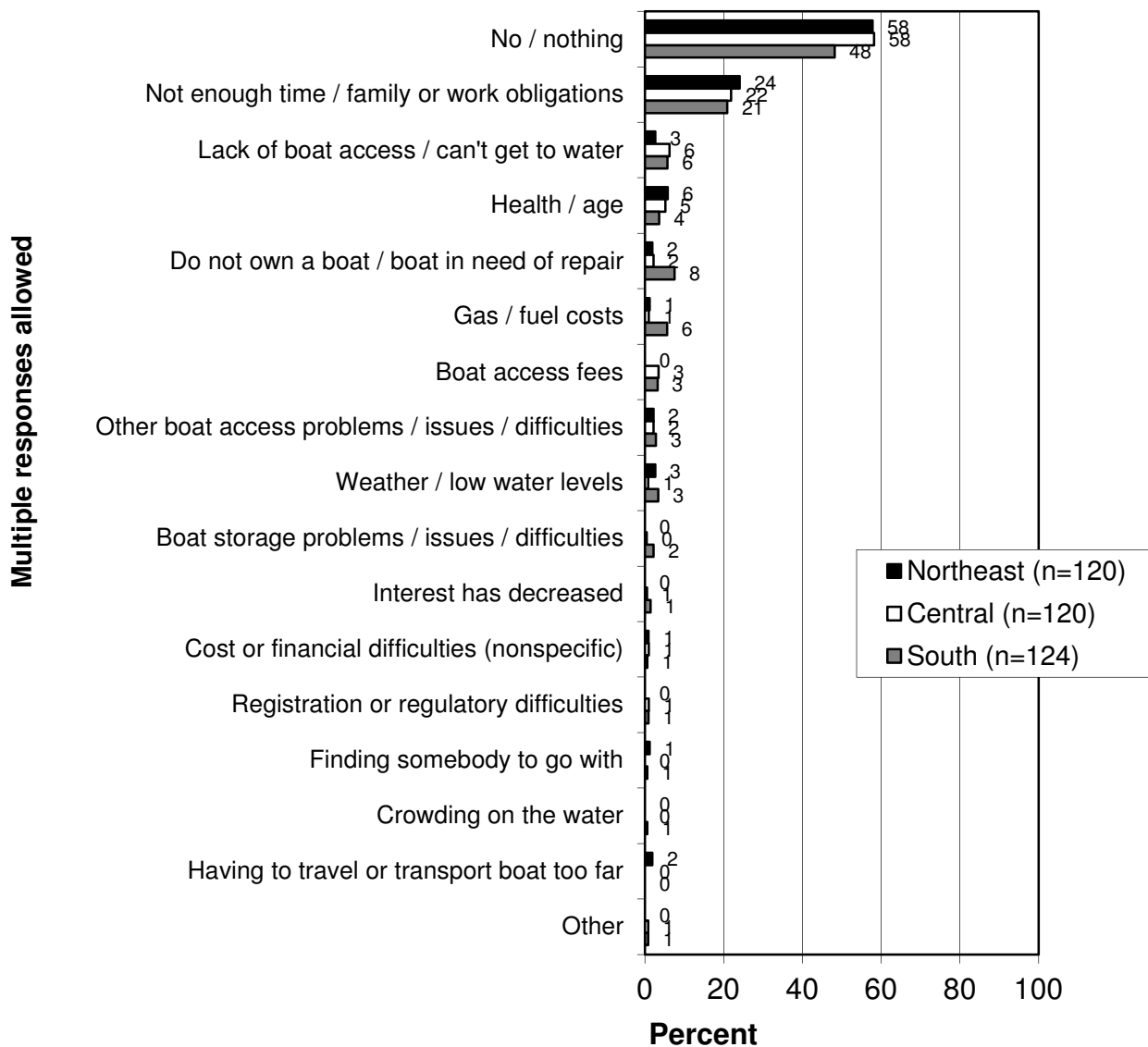


**Q132. Are there any things that have prevented you from participating in motorboat activities as much as you would like in Maine in the past 5 years? (Asked of those who participated in motorboat activities in Maine in the past 12 months.) (General population.)**

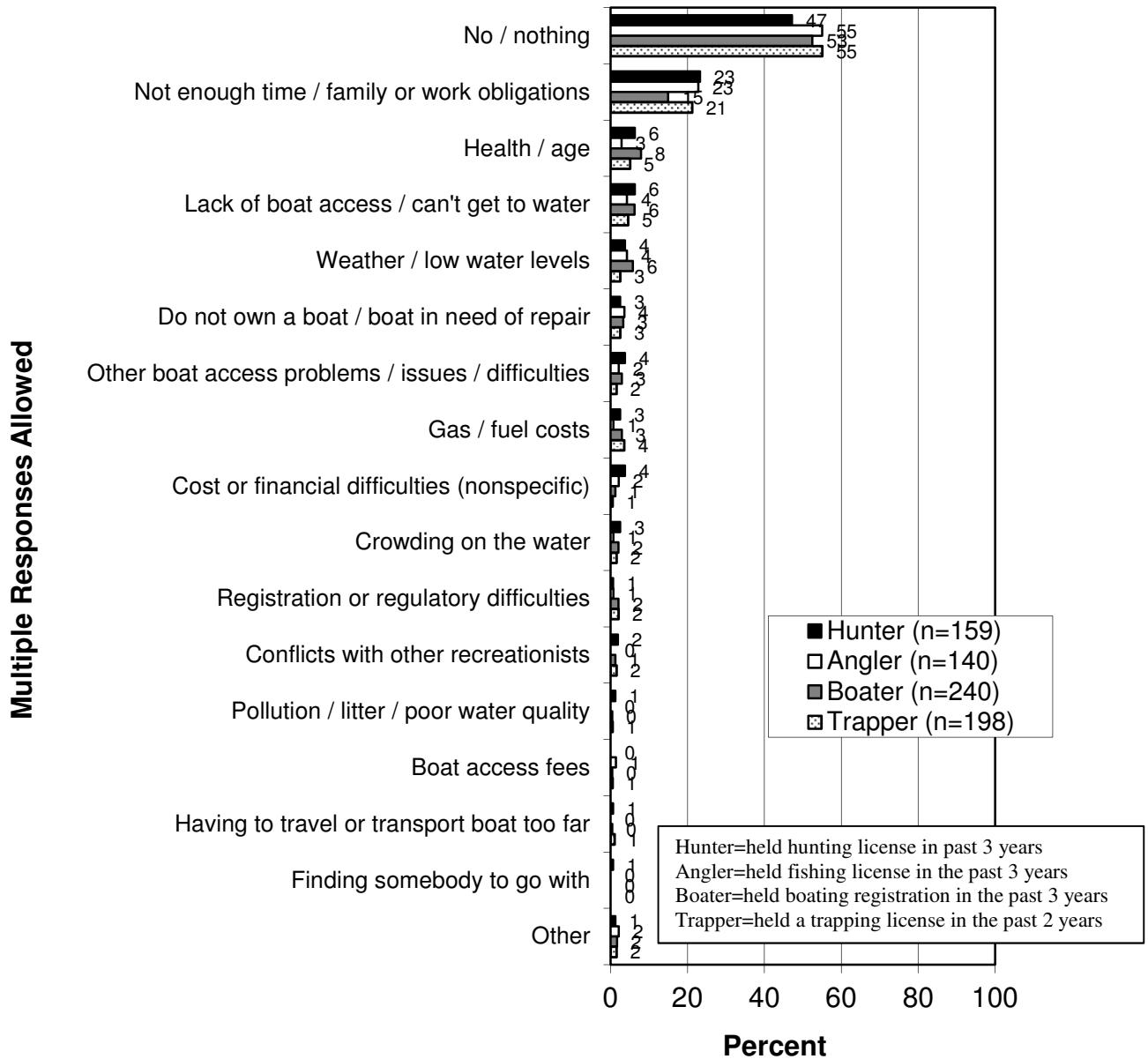




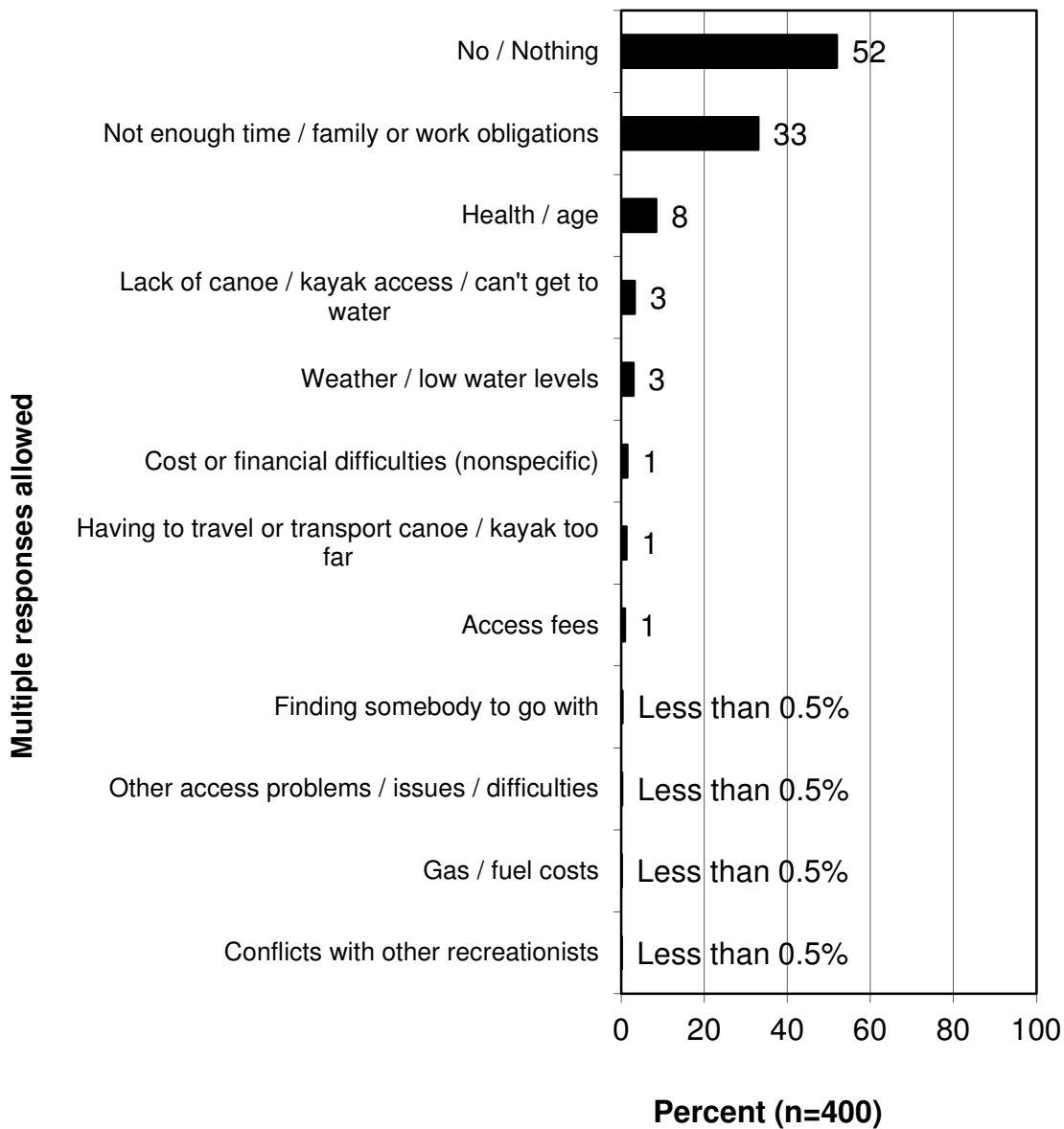
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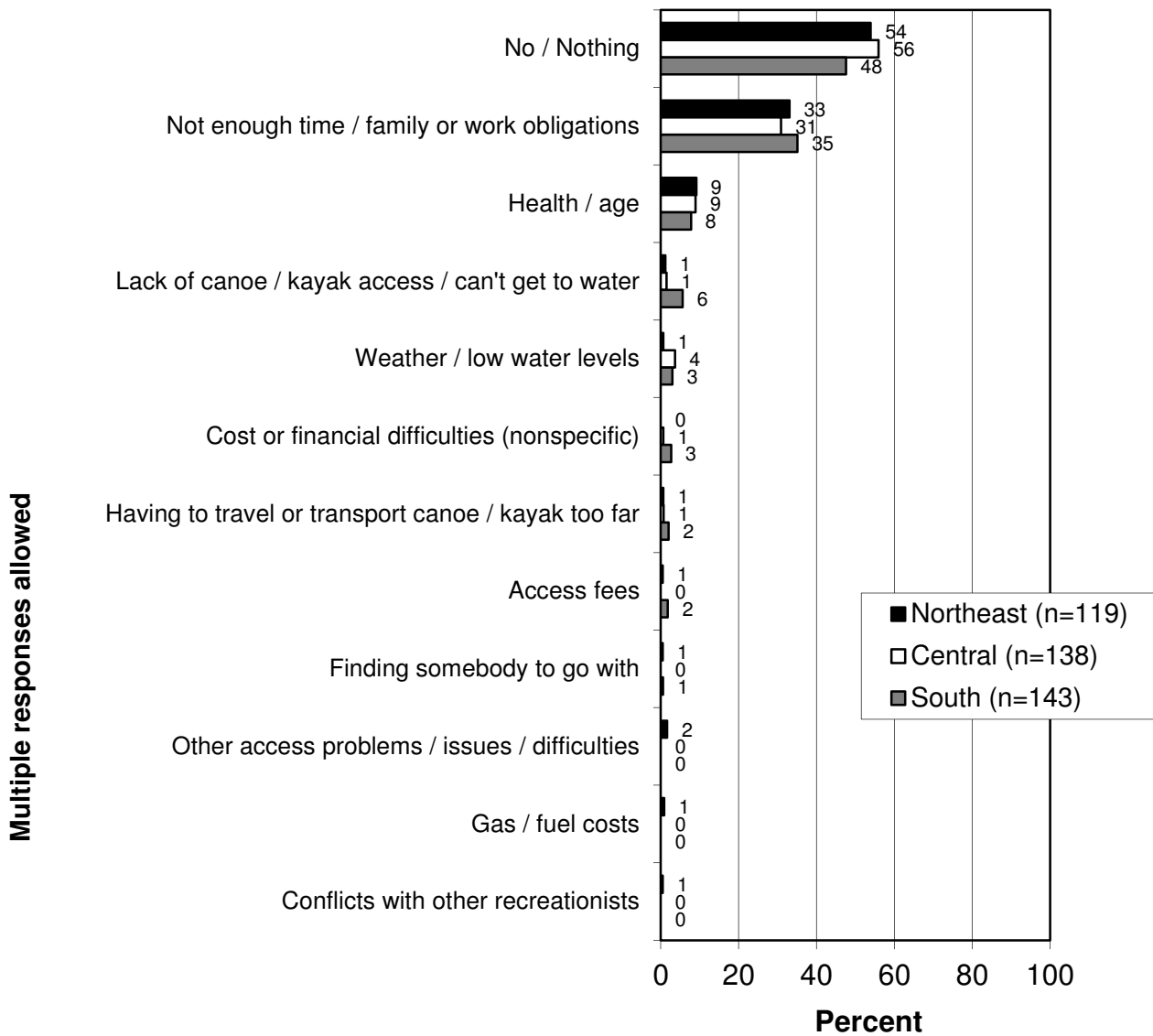
**Q132. Are there any things that have prevented you from participating in motorboat activities as much as you would like in Maine in the past 5 years? (Asked of those who participated in motorboat activities in Maine in the past 12 months.)**



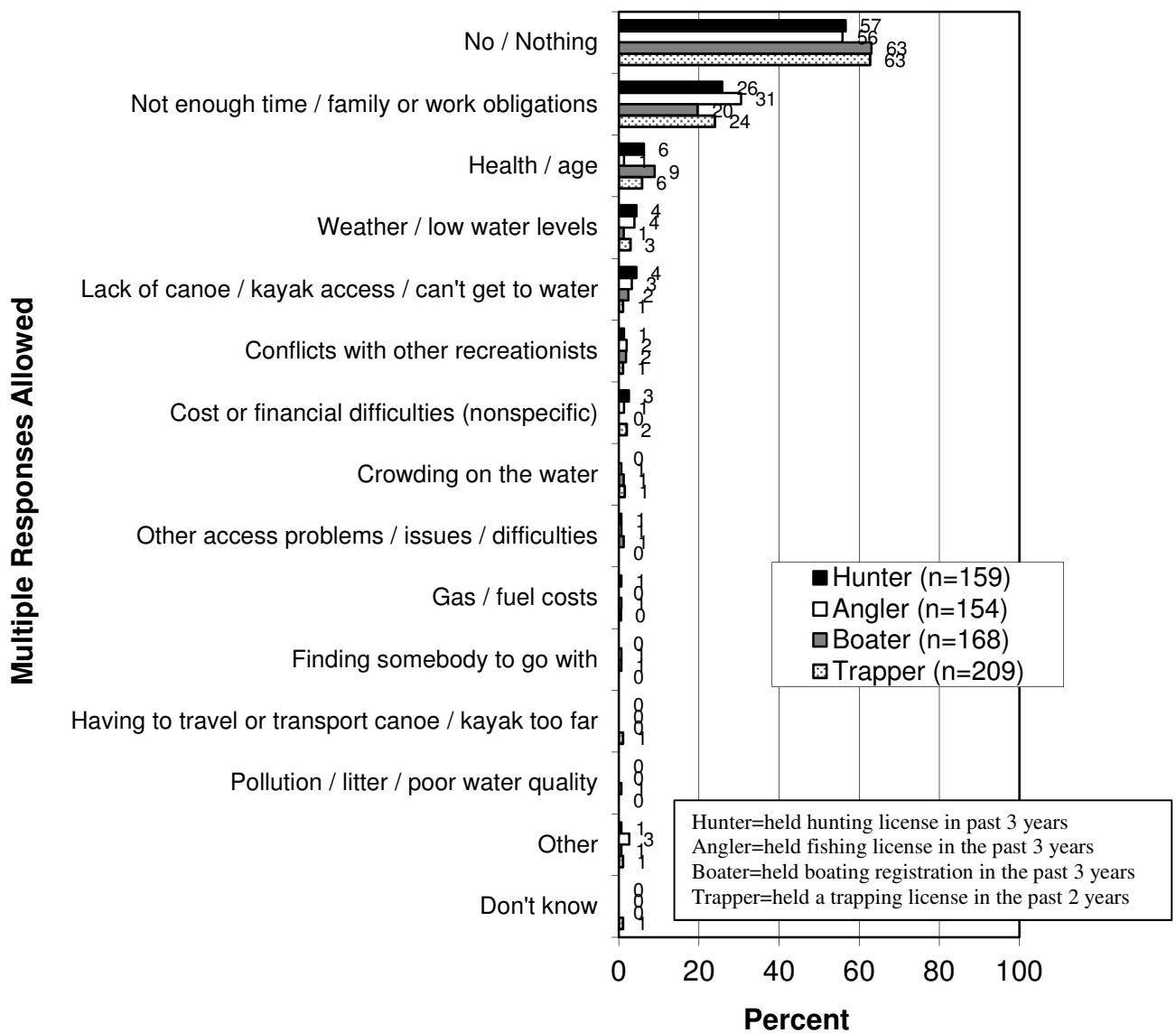
**Q145. Are there any things that have prevented you from participating in canoeing or kayaking as much as you would like in Maine in the past 5 years? (Asked of those who participated in canoeing or kayaking in Maine in the past 12 months.) (General population.)**



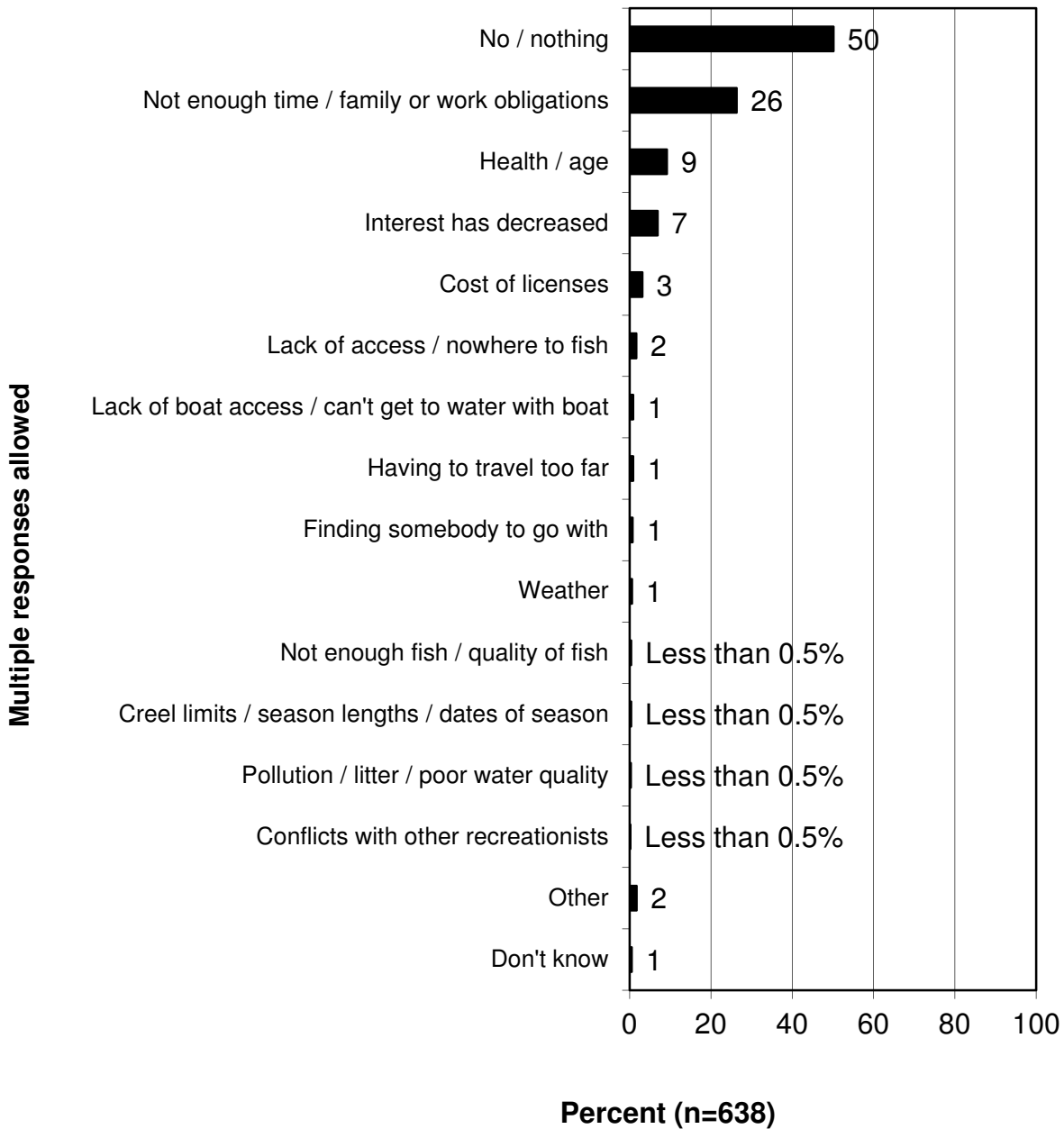
**Q145. Are there any things that have prevented you from participating in canoeing or kayaking as much as you would like in Maine in the past 5 years? (Asked of those who participated in canoeing or kayaking in Maine in the past 12 months.)**



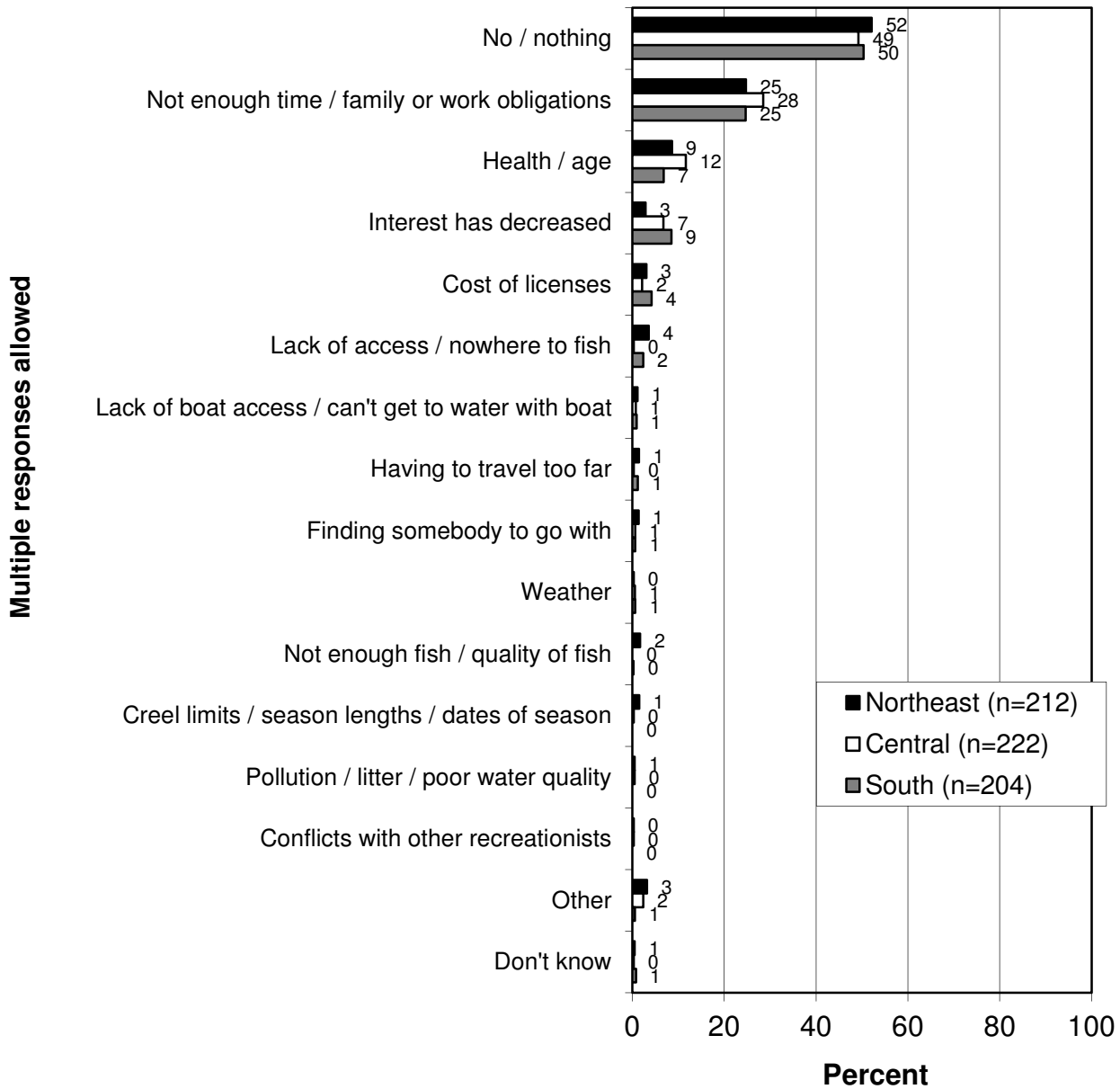
**Q145. Are there any things that have prevented you from participating in canoeing or kayaking as much as you would like in Maine in the past 5 years? (Asked of those who participated in canoeing or kayaking in Maine in the past 12 months.)**



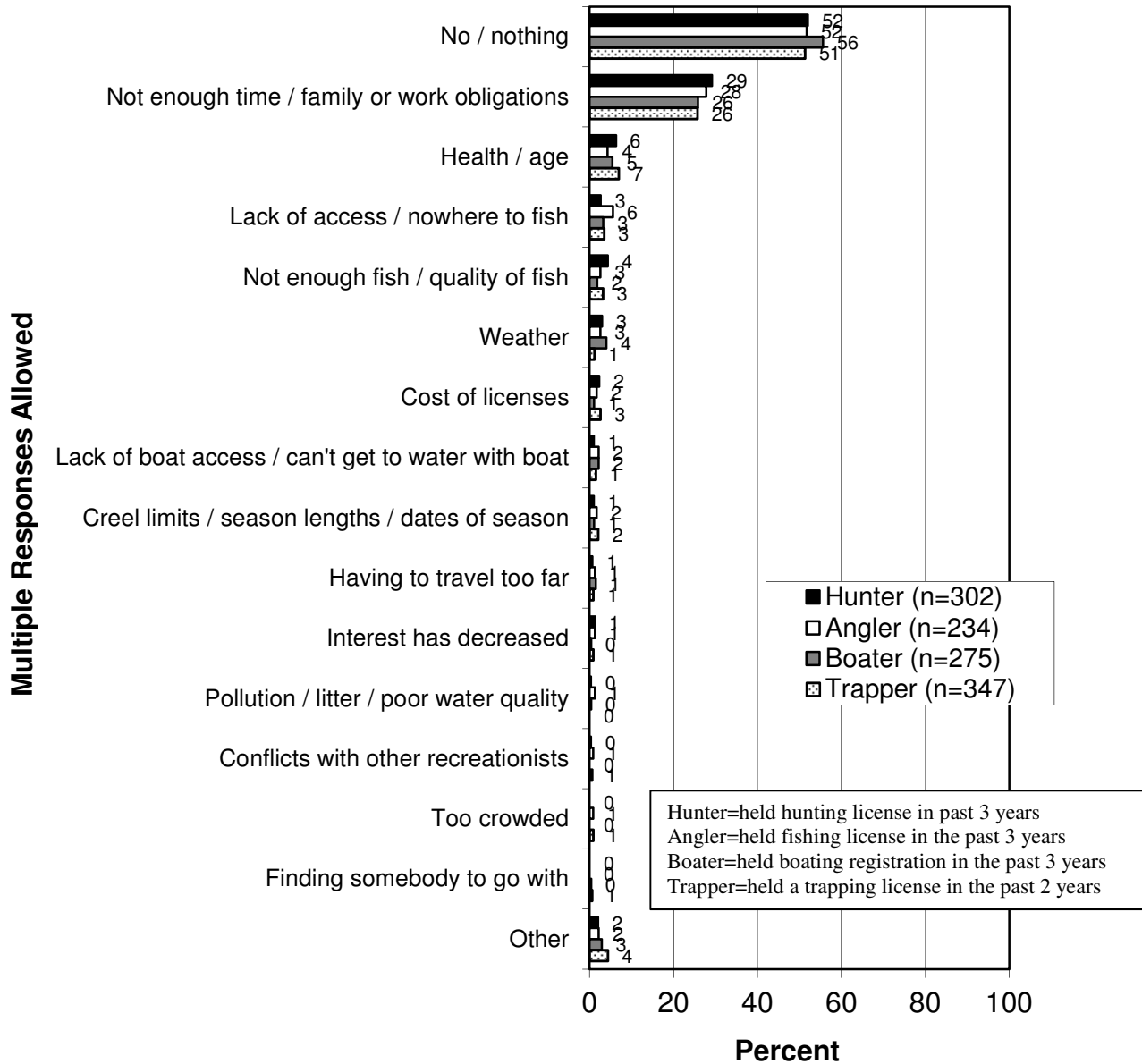
**Q160. Are there any things that have prevented you from going freshwater fishing as much as you would like in Maine in the past 5 years?  
(Asked of those who ever participated in recreational freshwater fishing.) (General population.)**



**Q160. Are there any things that have prevented you from going freshwater fishing as much as you would like in Maine in the past 5 years?  
(Asked of those who ever participated in recreational freshwater fishing.)**

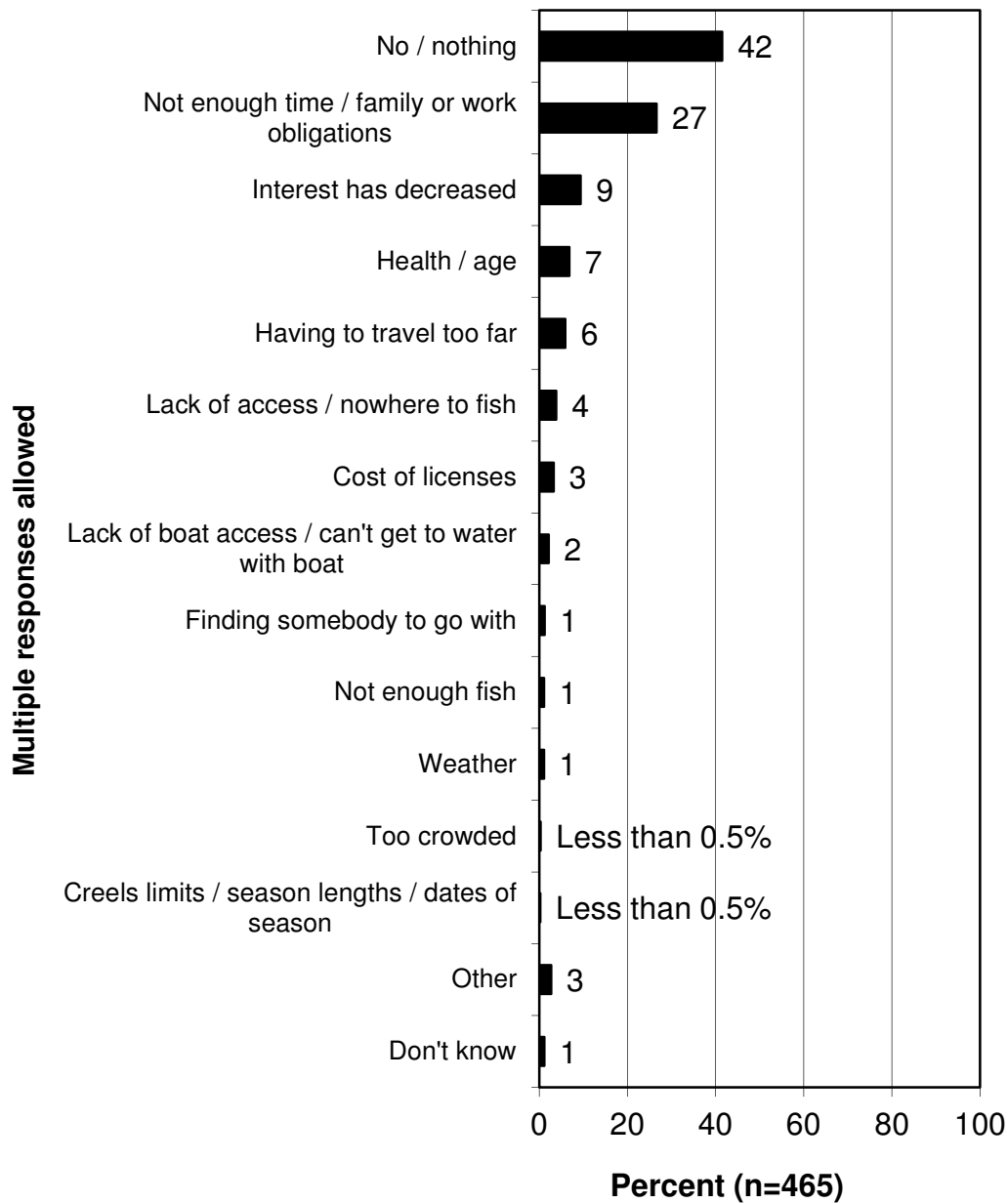


**Q160. Are there any things that have prevented you from going freshwater fishing as much as you would like in Maine in the past 5 years?  
(Asked of those who ever participated in recreational freshwater fishing.)**

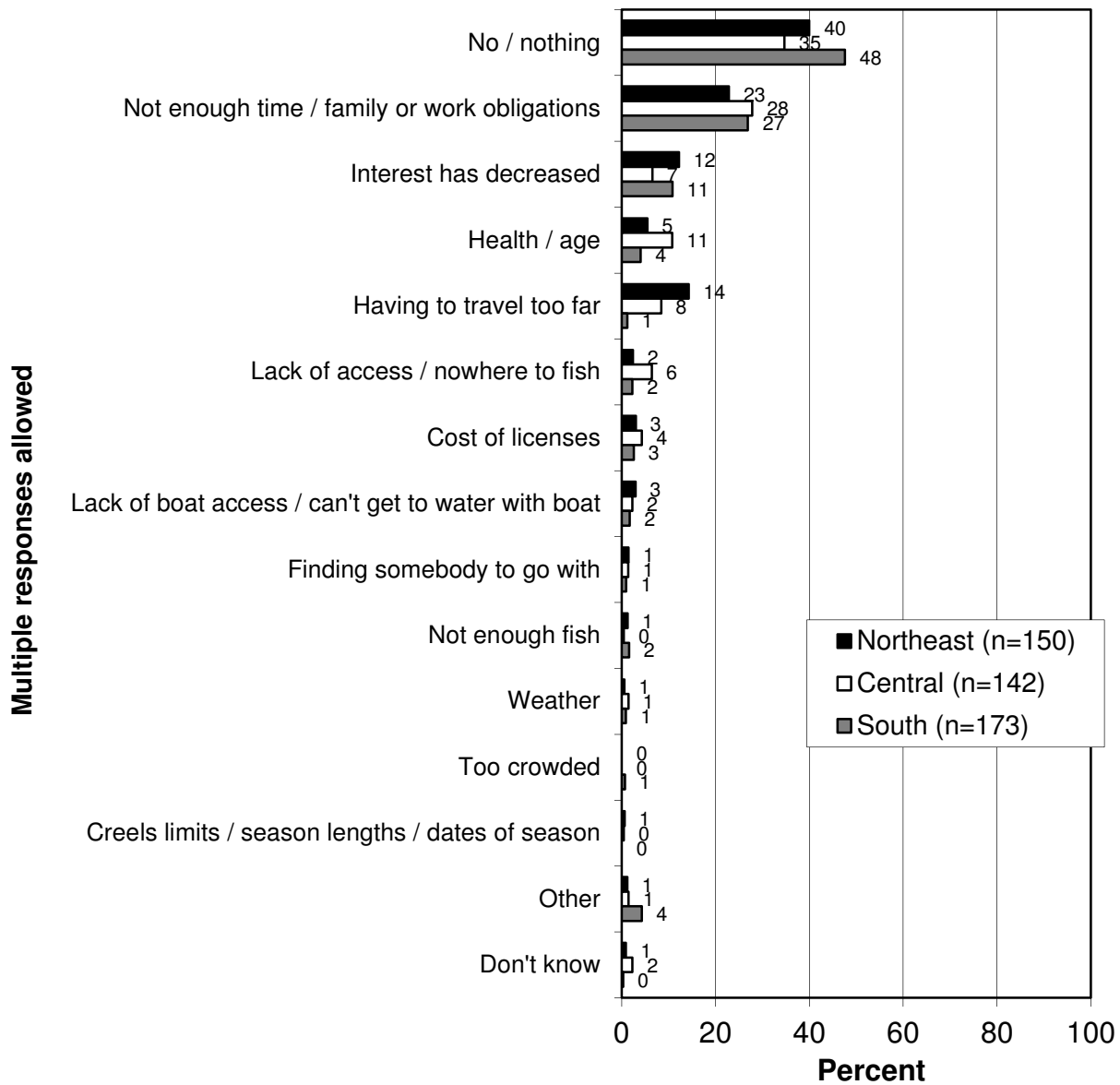




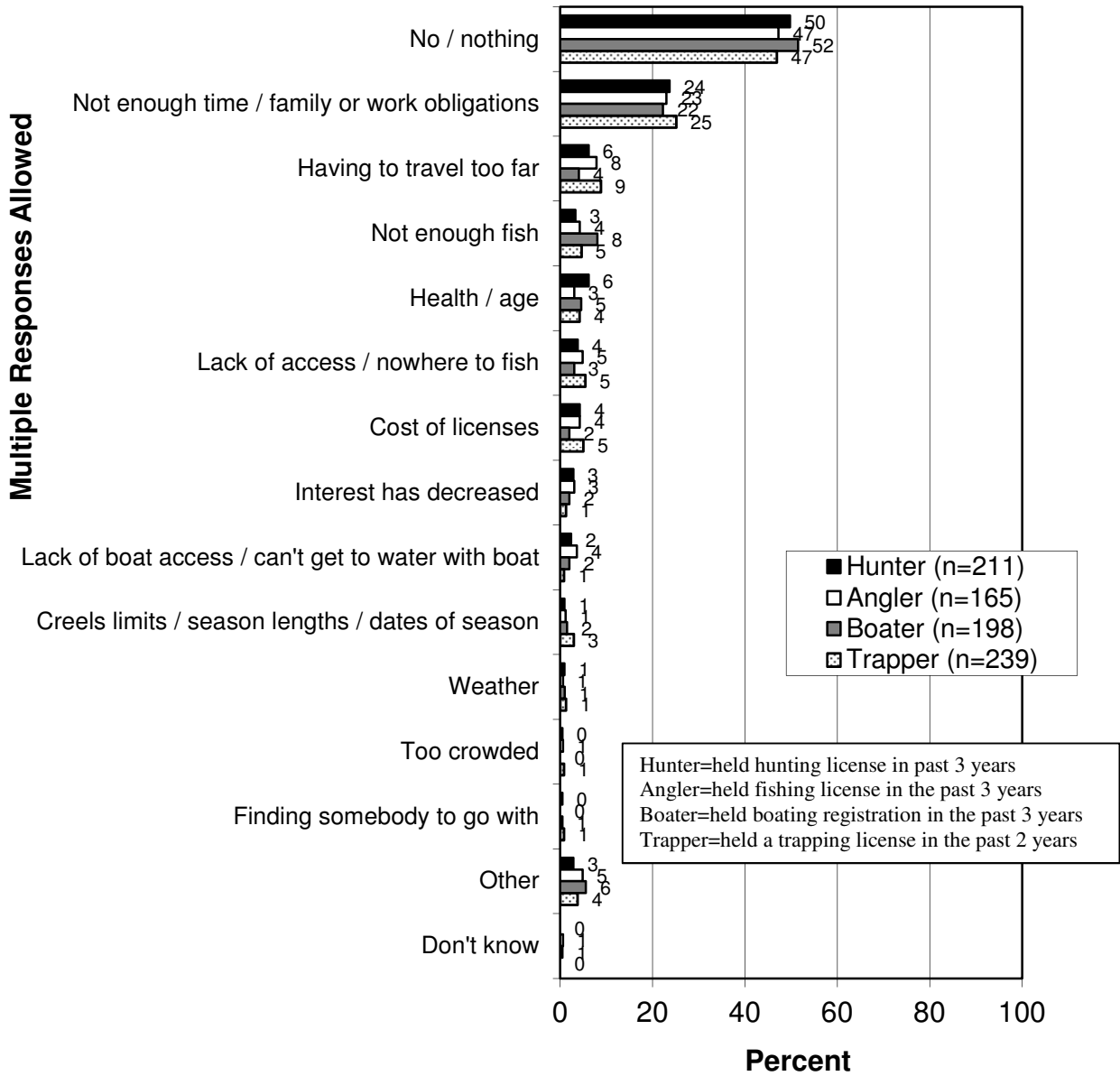
**Q174. Are there any things that have prevented you from going saltwater fishing as much as you would like in Maine in the past 5 years? (Asked of those who ever participated in recreational saltwater fishing.) (General population.)**



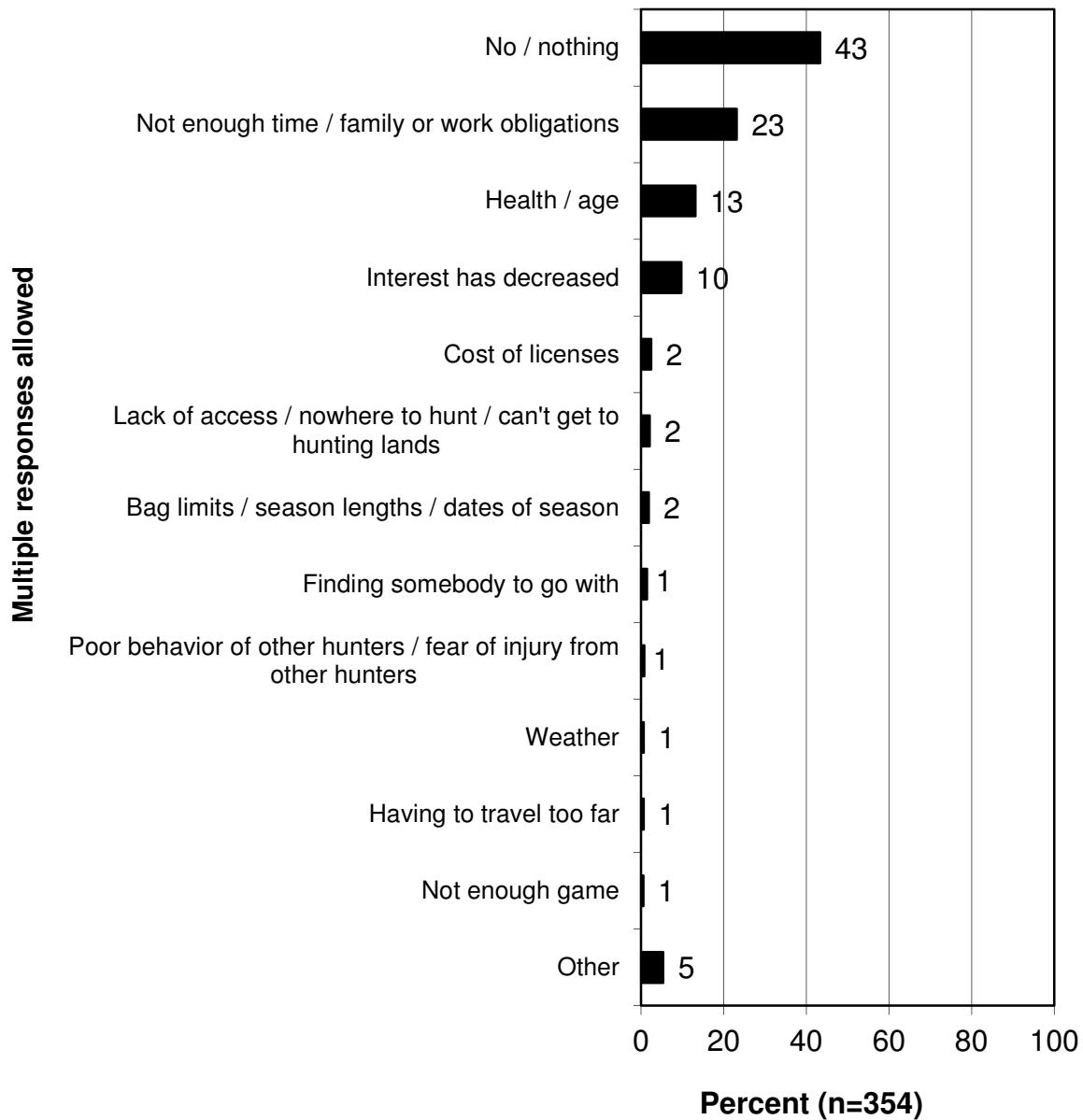
**Q174. Are there any things that have prevented you from going saltwater fishing as much as you would like in Maine in the past 5 years?  
(Asked of those who ever participated in recreational saltwater fishing.)**



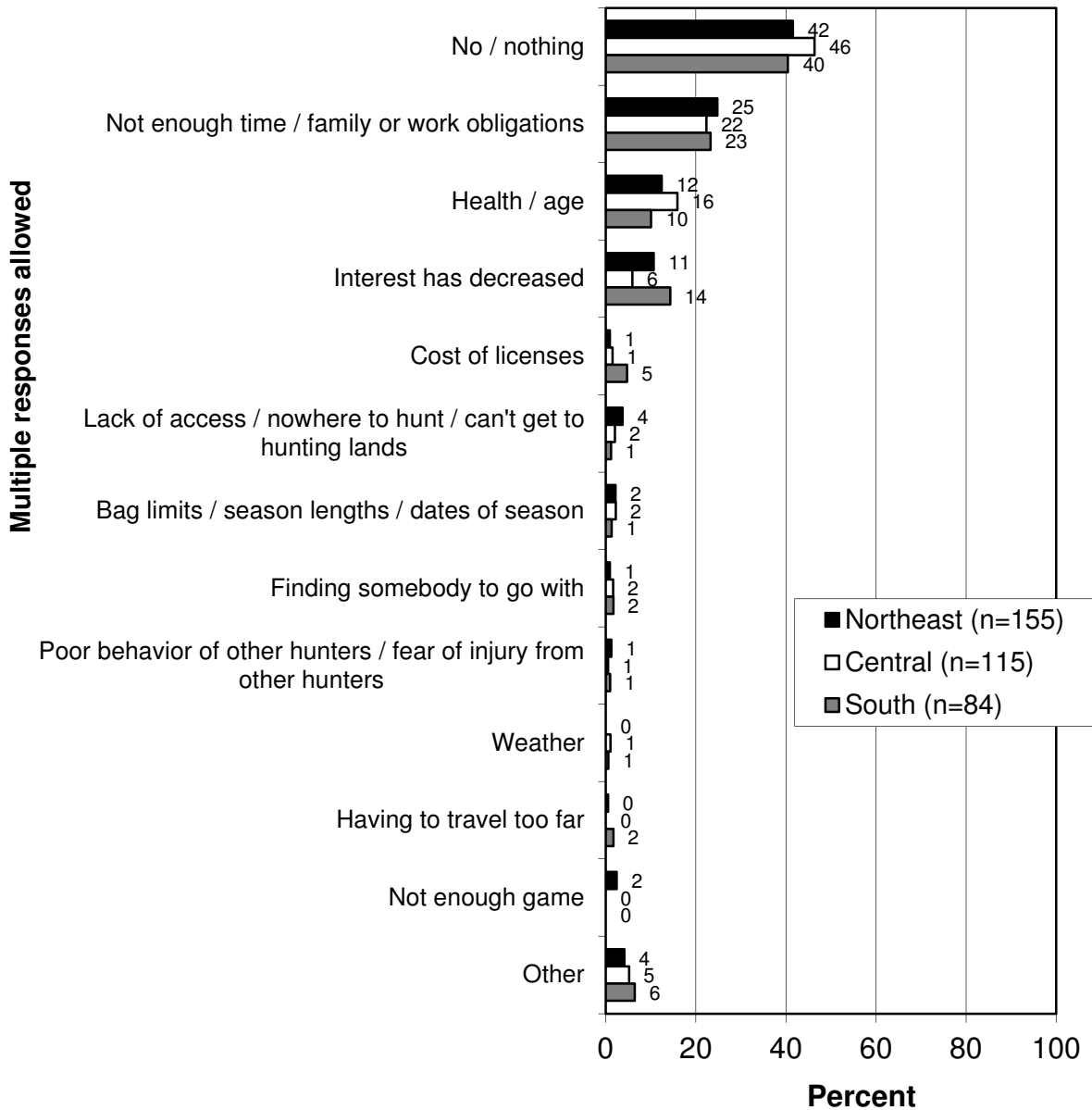
**Q174. Are there any things that have prevented you from going saltwater fishing as much as you would like in Maine in the past 5 years?  
(Asked of those who ever participated in recreational saltwater fishing.)**



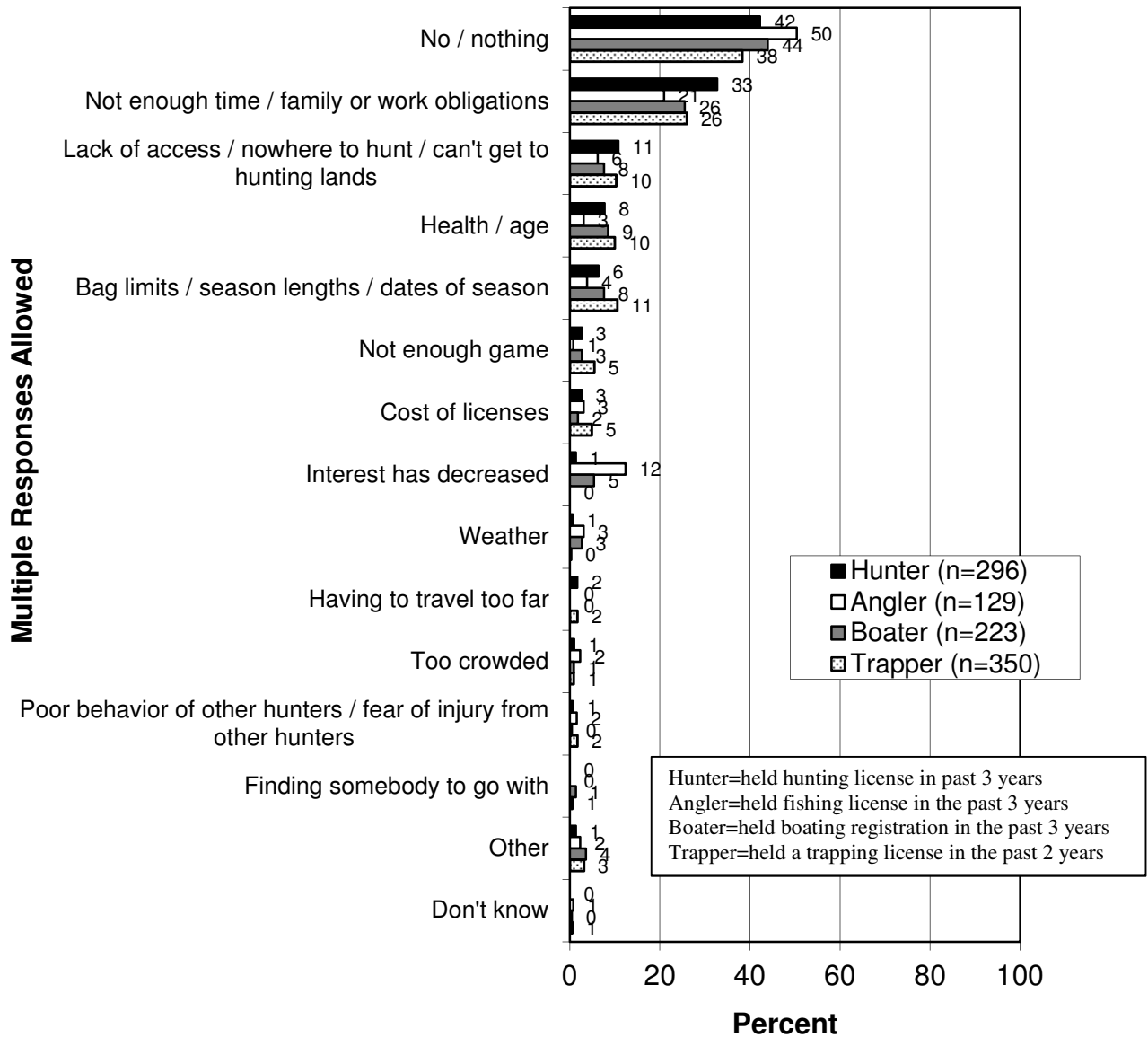
**Q188. Are there any things that have prevented you from participating in hunting as much as you would like in Maine in the past 5 years?  
(Asked of those who ever participated in hunting.) (General population.)**



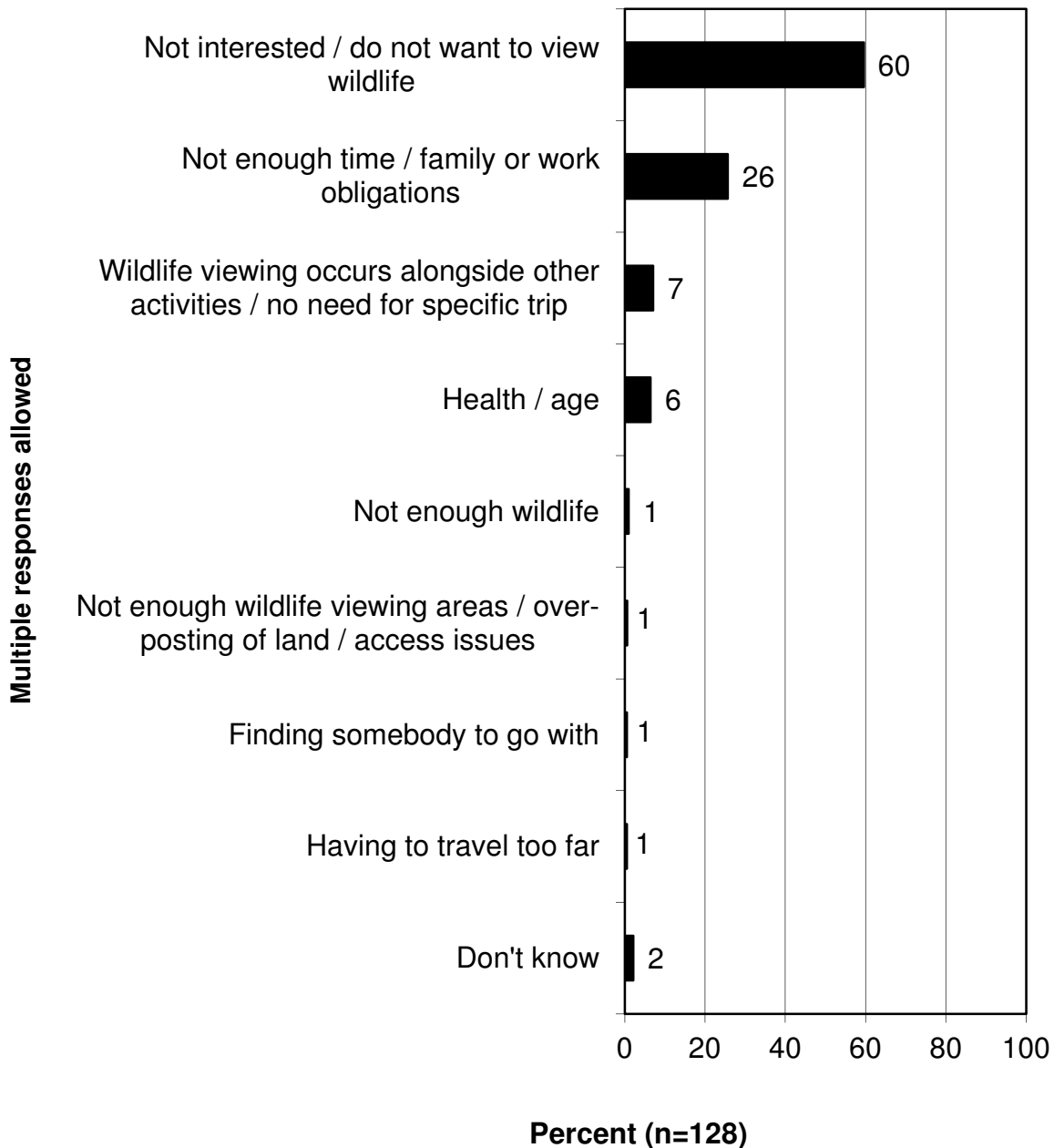
**Q188. Are there any things that have prevented you from participating in hunting as much as you would like in Maine in the past 5 years?  
(Asked of those who ever participated in hunting.)**



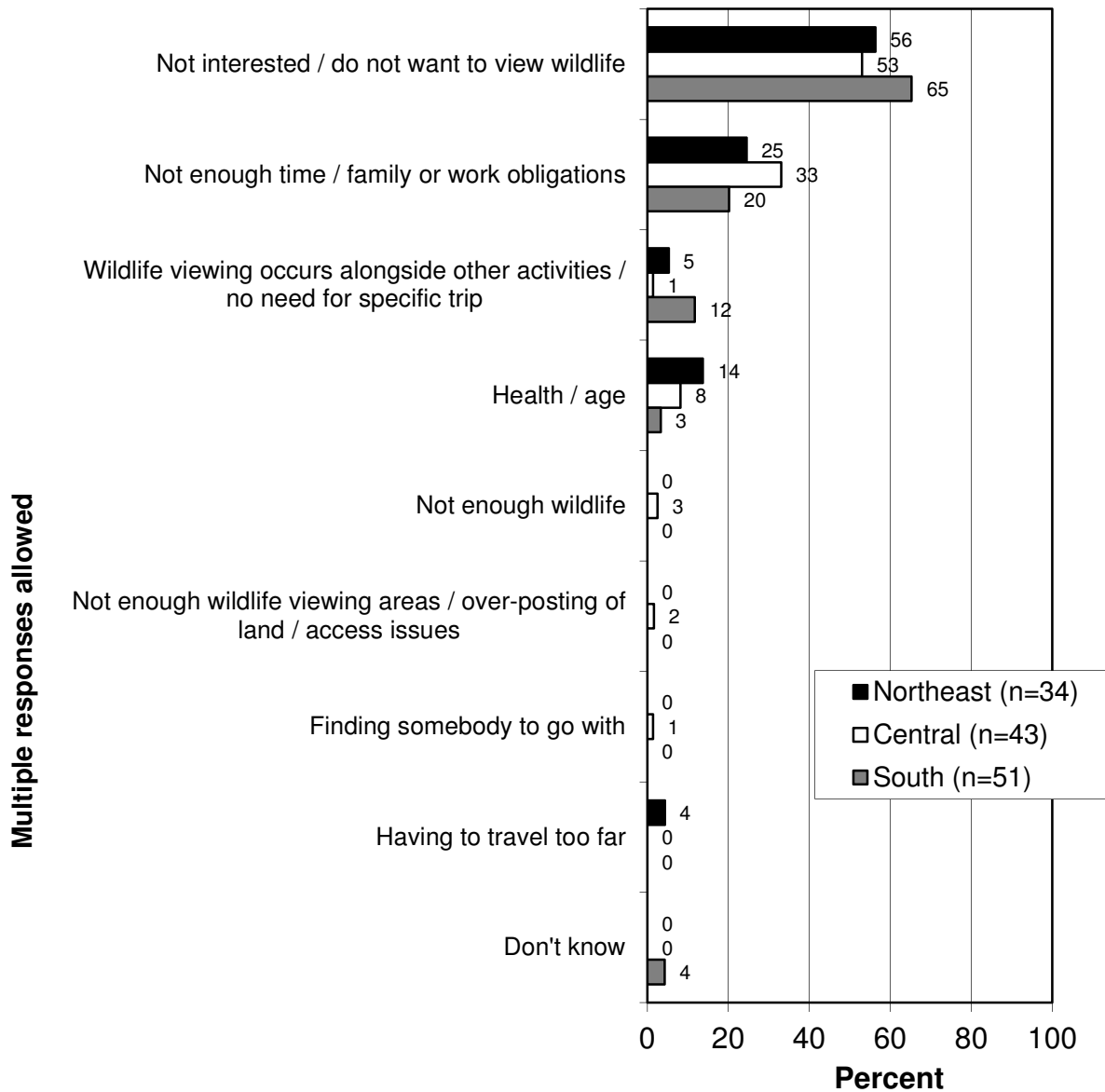
**Q188. Are there any things that have prevented you from participating in hunting as much as you would like in Maine in the past 5 years?  
(Asked of those who ever participated in hunting.)**



**Q123. Specifically, why didn't you participate in wildlife viewing activities in Maine in the past 12 months? (Asked of those who did not participate in wildlife viewing activities in Maine in the past 12 months.) (General population.)**

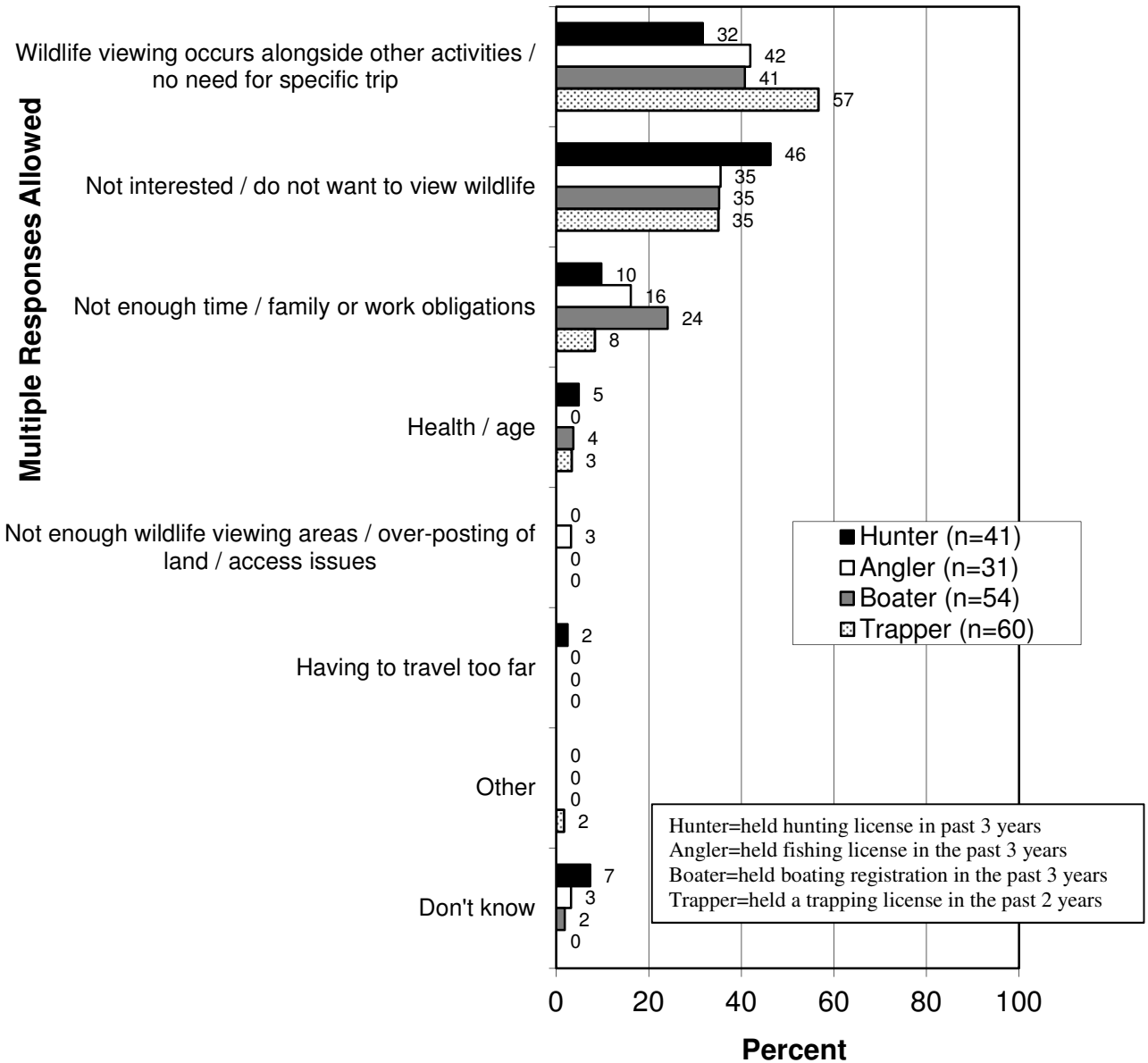


**Q123. Specifically, why didn't you participate in wildlife viewing activities in Maine in the past 12 months? (Asked of those who did not participate in wildlife viewing activities in Maine in the past 12 months.)**

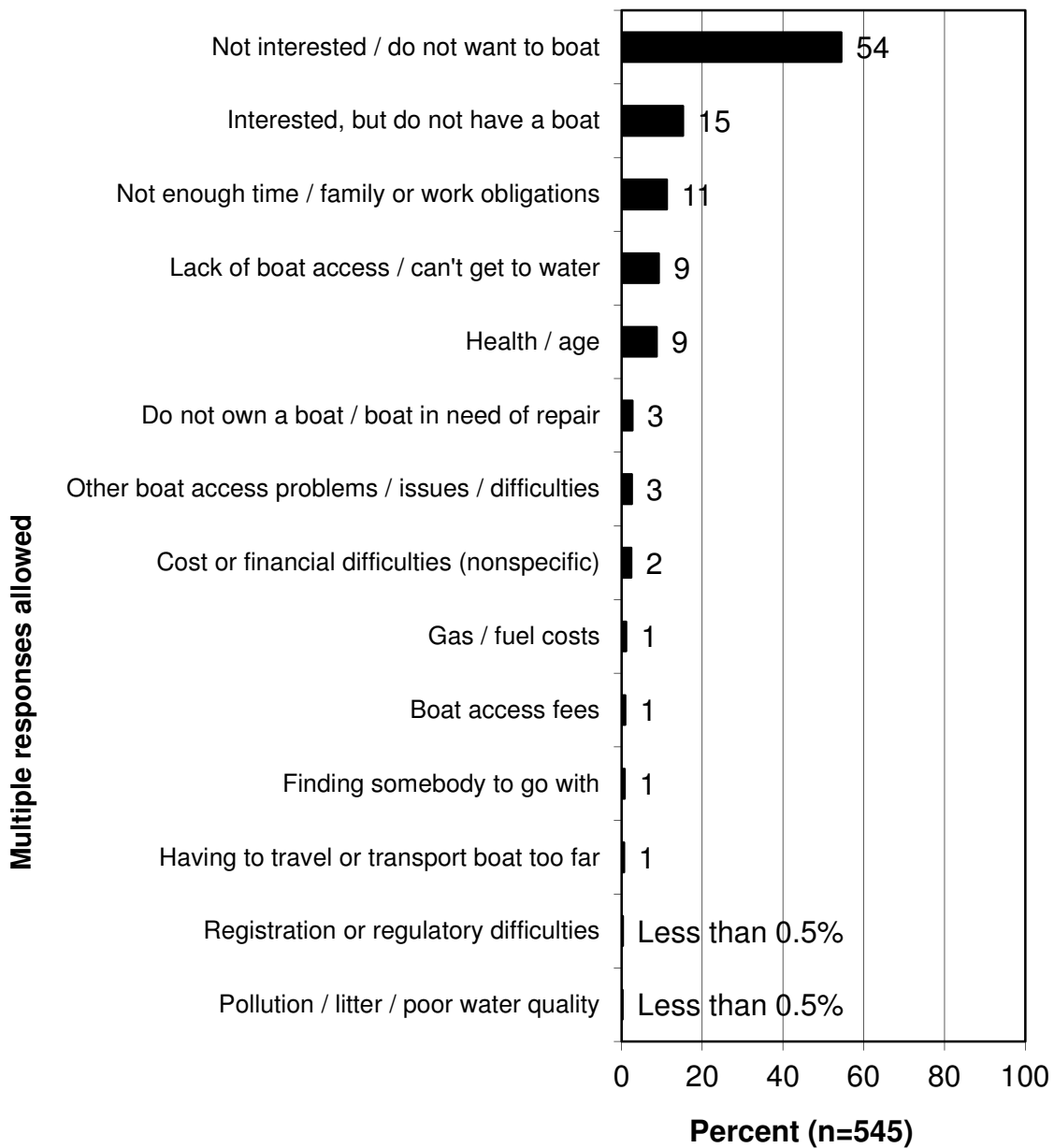




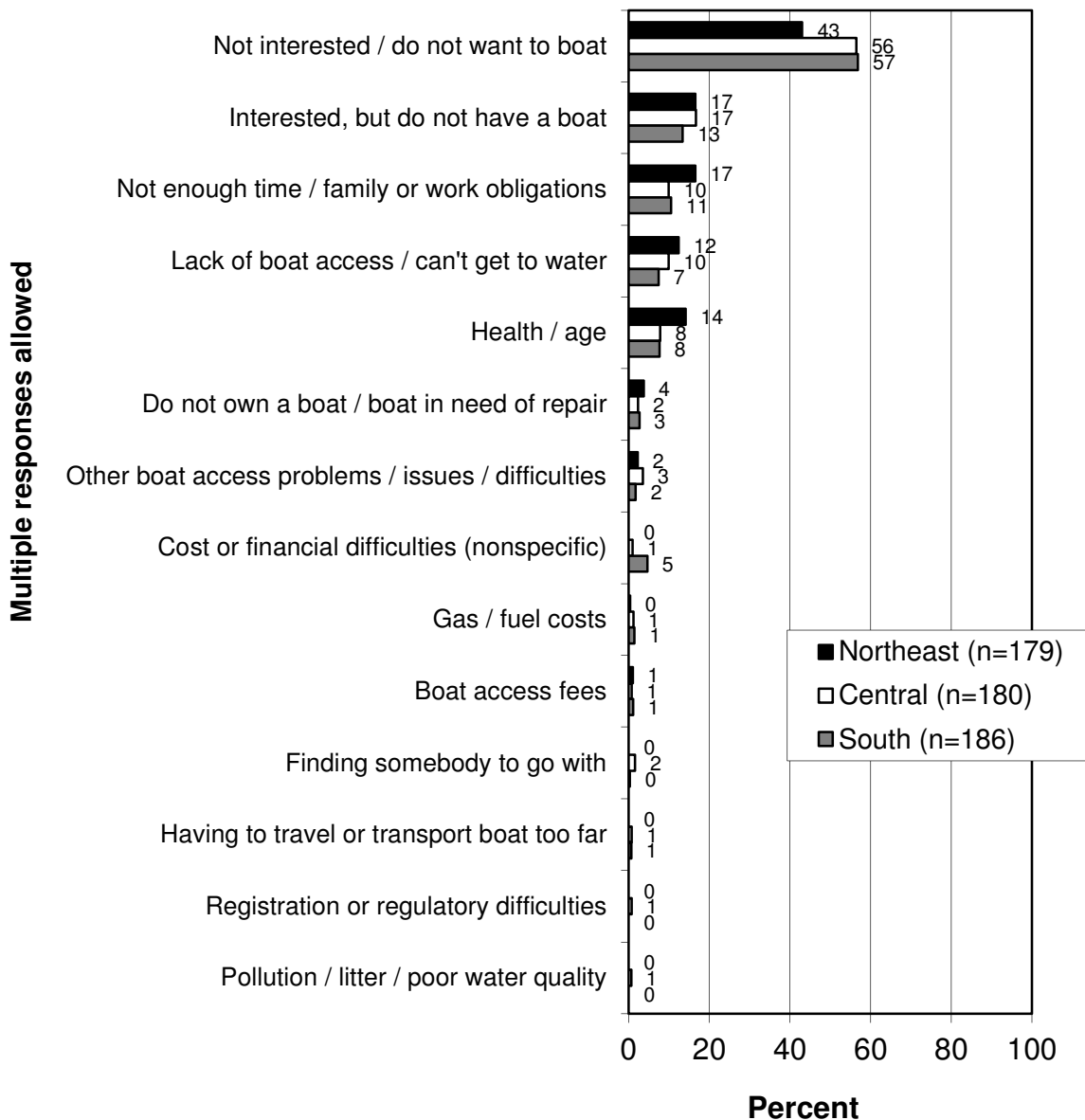
**Q123. Specifically, why didn't you participate in wildlife viewing activities in Maine in the past 12 months? (Asked of those who did not participate in wildlife viewing activities in Maine in the past 12 months.)**



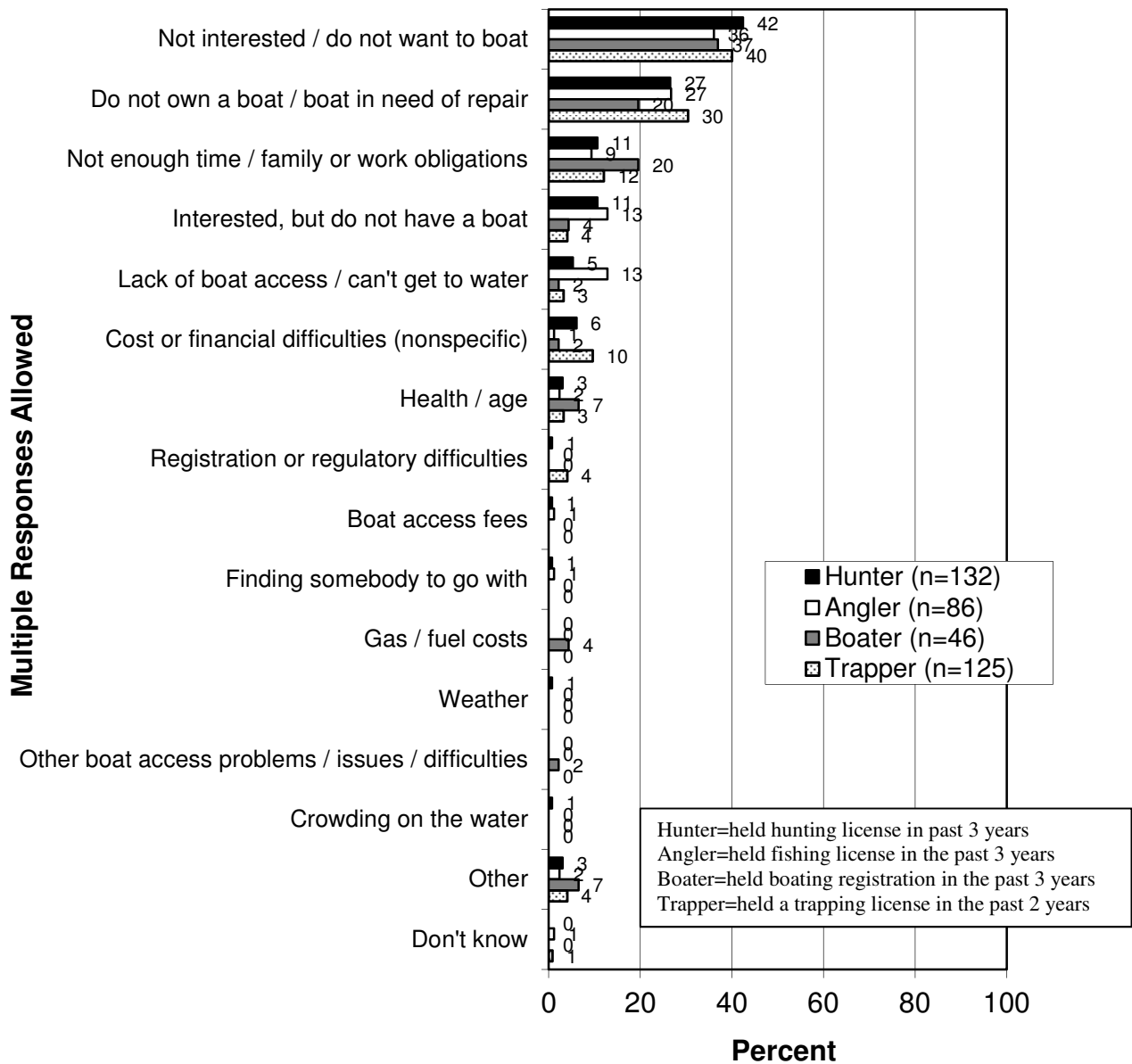
**Q136. Specifically, why didn't you participate in motorboat activities in Maine in the past 12 months? (Asked of those who did not participate in motorboat activities in Maine in the past 12 months.) (General population.)**



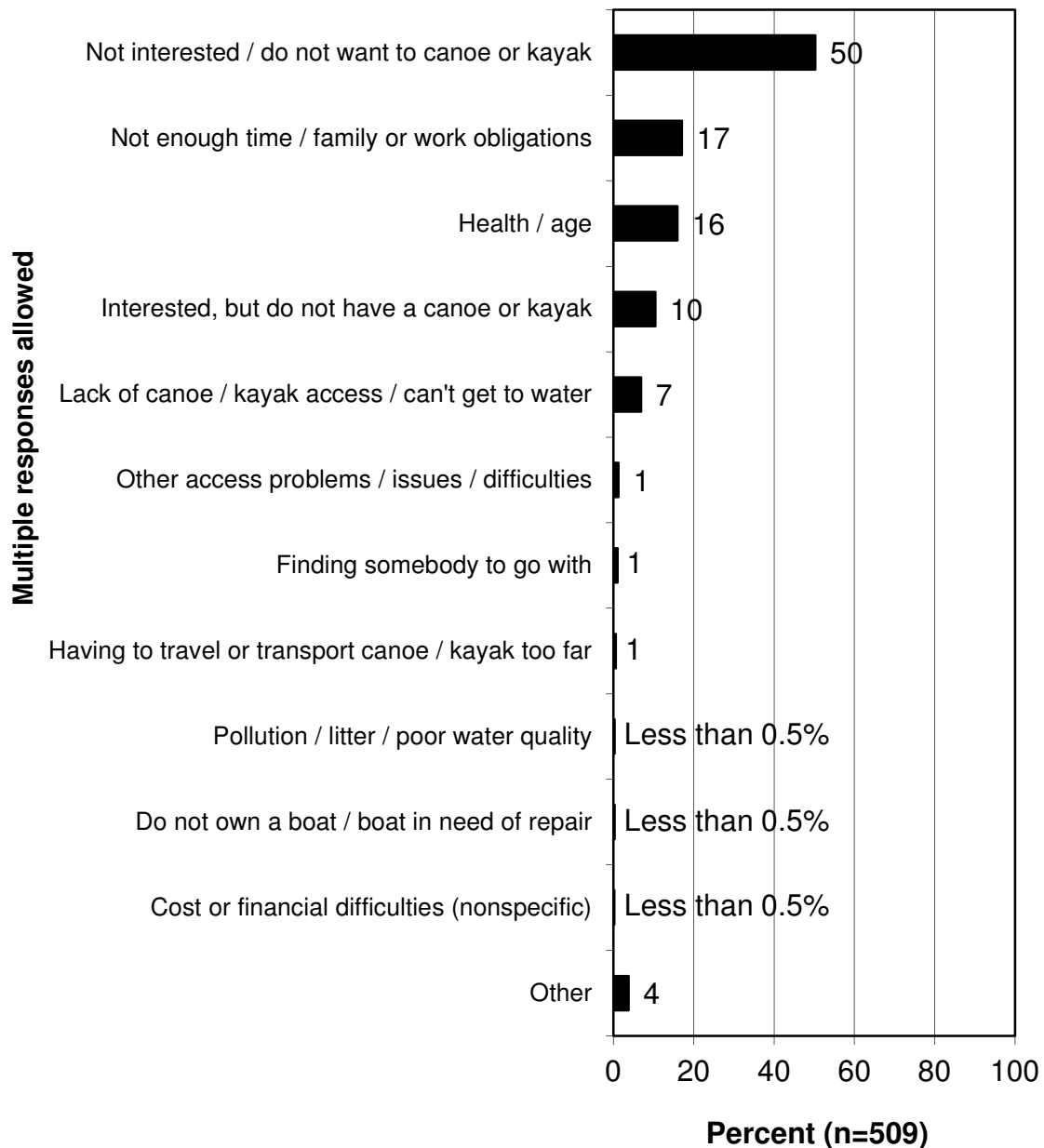
**Q136. Specifically, why didn't you participate in motorboat activities in Maine in the past 12 months? (Asked of those who did not participate in motorboat activities in Maine in the past 12 months.)**



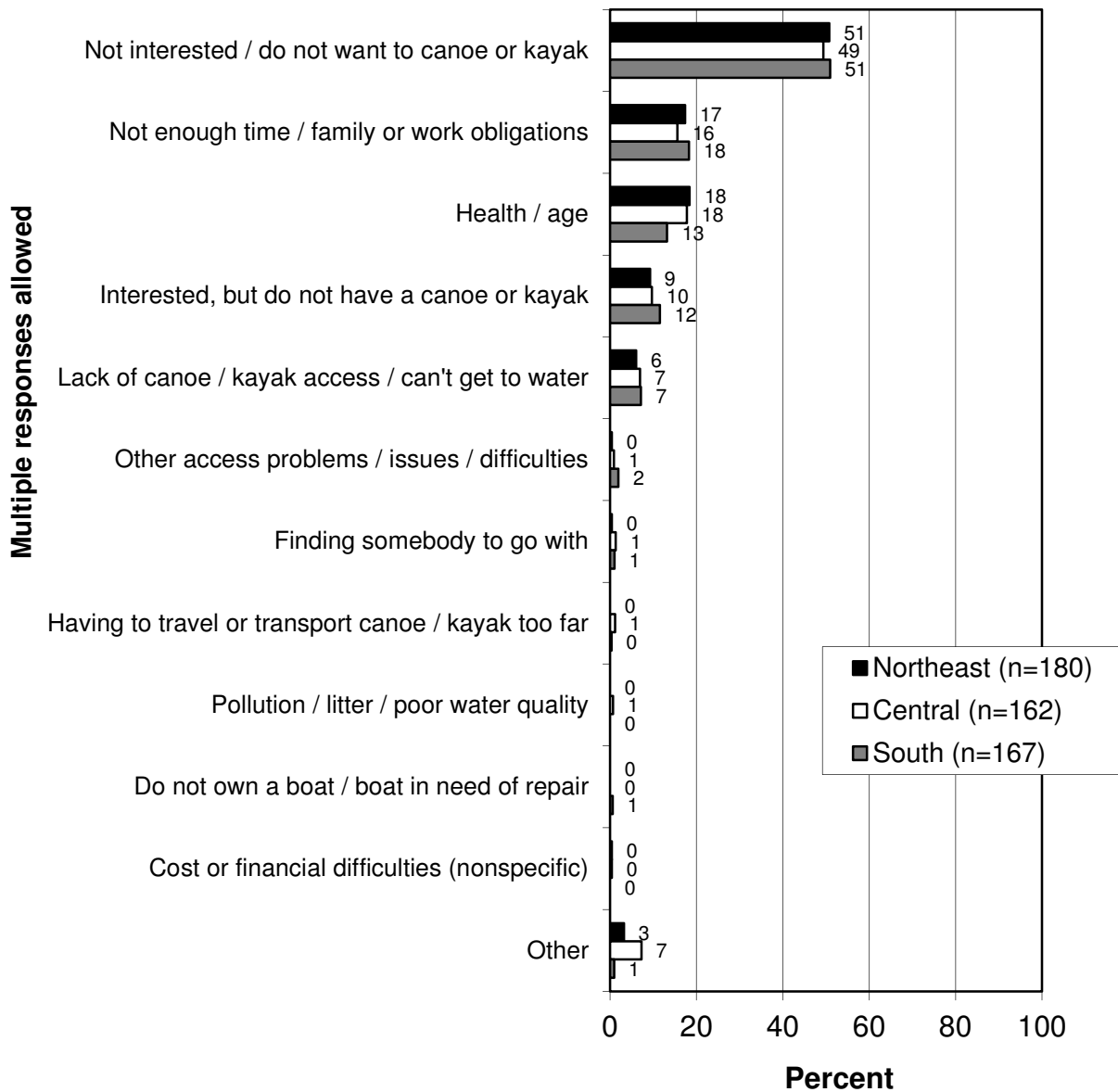
**Q136. Specifically, why didn't you participate in motorboat activities in Maine in the past 12 months? (Asked of those who did not participate in motorboat activities in Maine in the past 12 months.)**



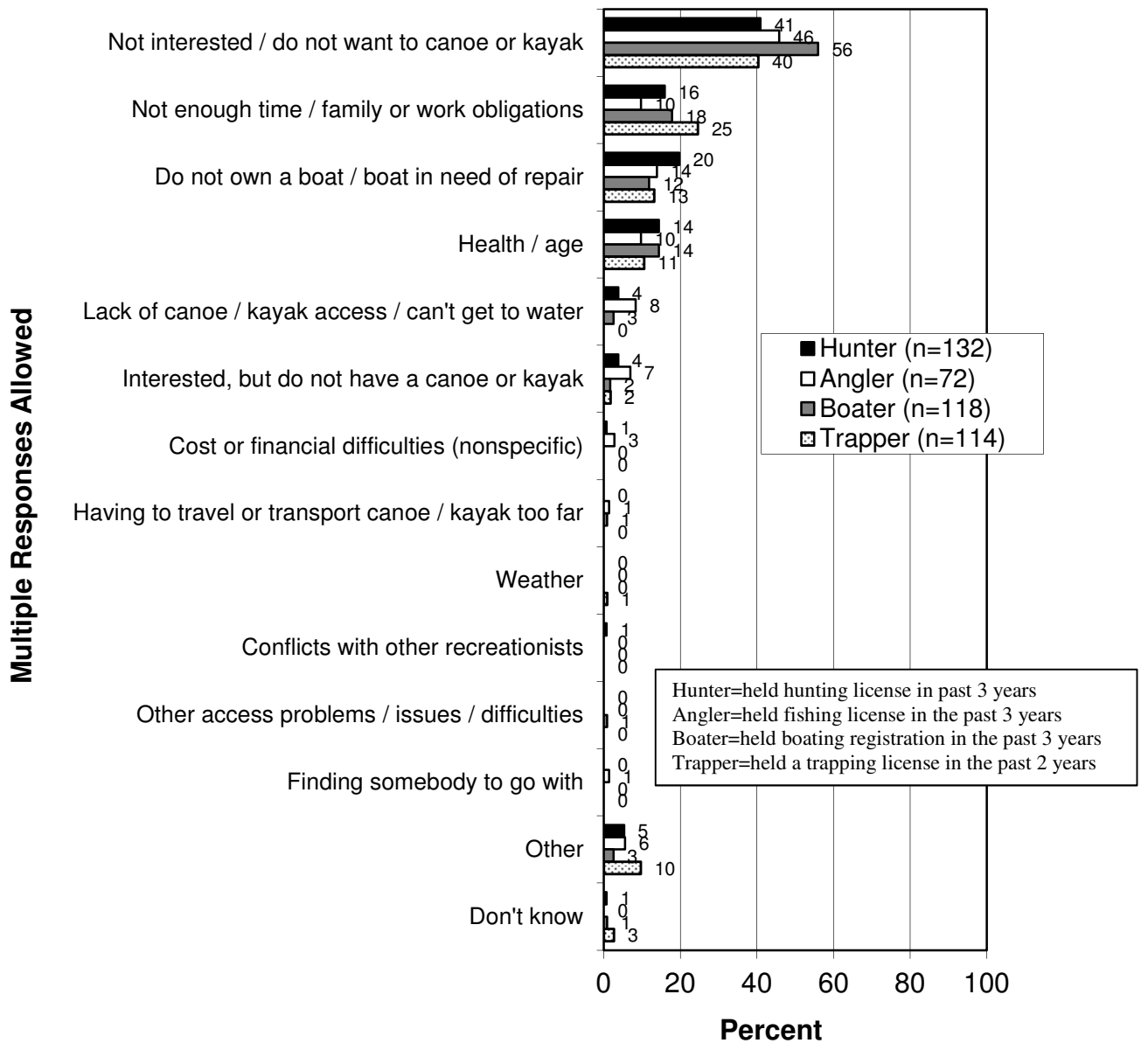
**Q149. Specifically, why didn't you participate in canoeing or kayaking in Maine in the past 12 months? (Asked of those who did not participate in canoeing or kayaking in Maine in the past 12 months.) (General population.)**



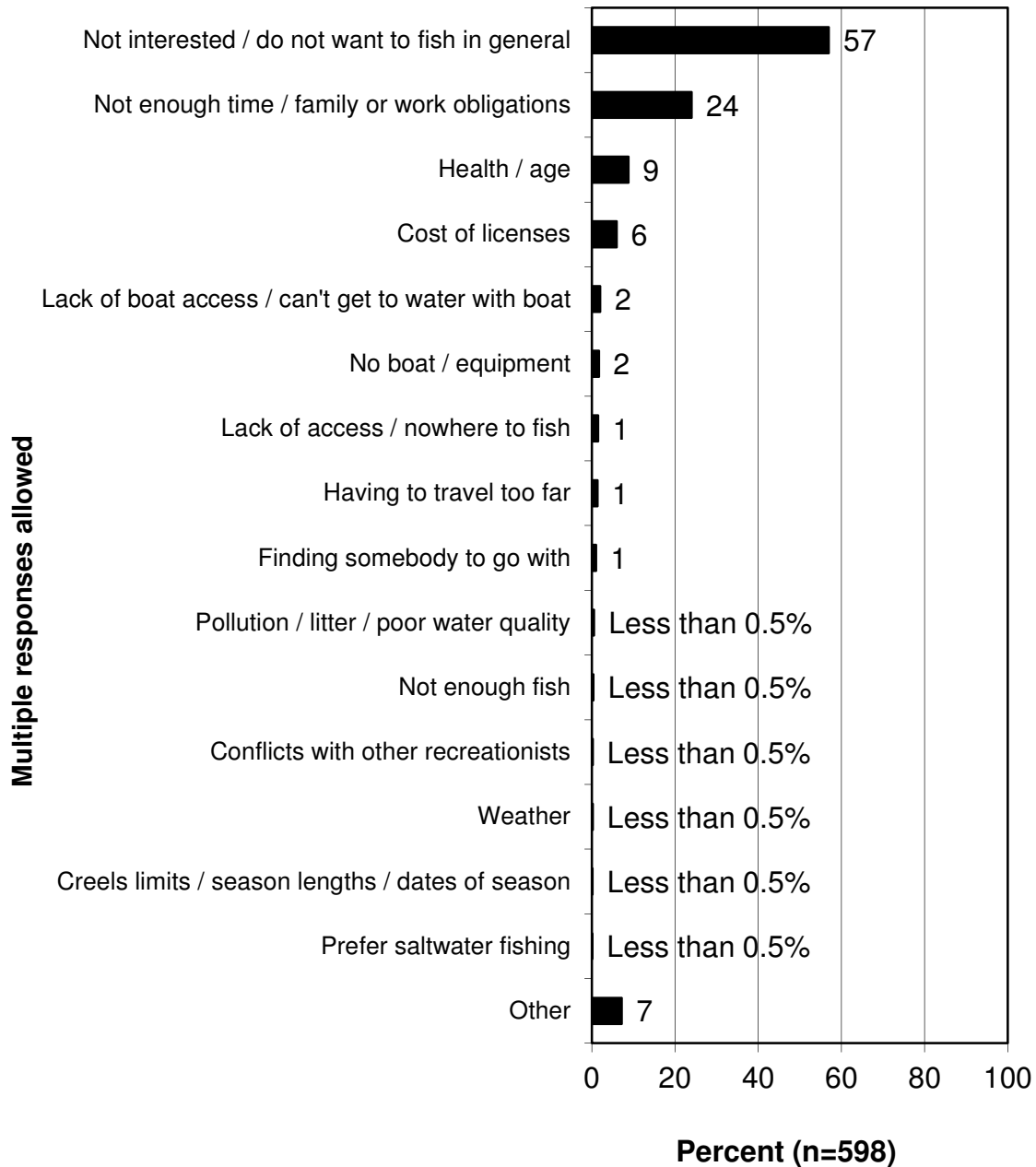
**Q149. Specifically, why didn't you participate in canoeing or kayaking in Maine in the past 12 months? (Asked of those who did not participate in canoeing or kayaking in Maine in the past 12 months.)**



**Q149. Specifically, why didn't you participate in canoeing or kayaking in Maine in the past 12 months? (Asked of those who did not participate in canoeing or kayaking in Maine in the past 12 months.)**

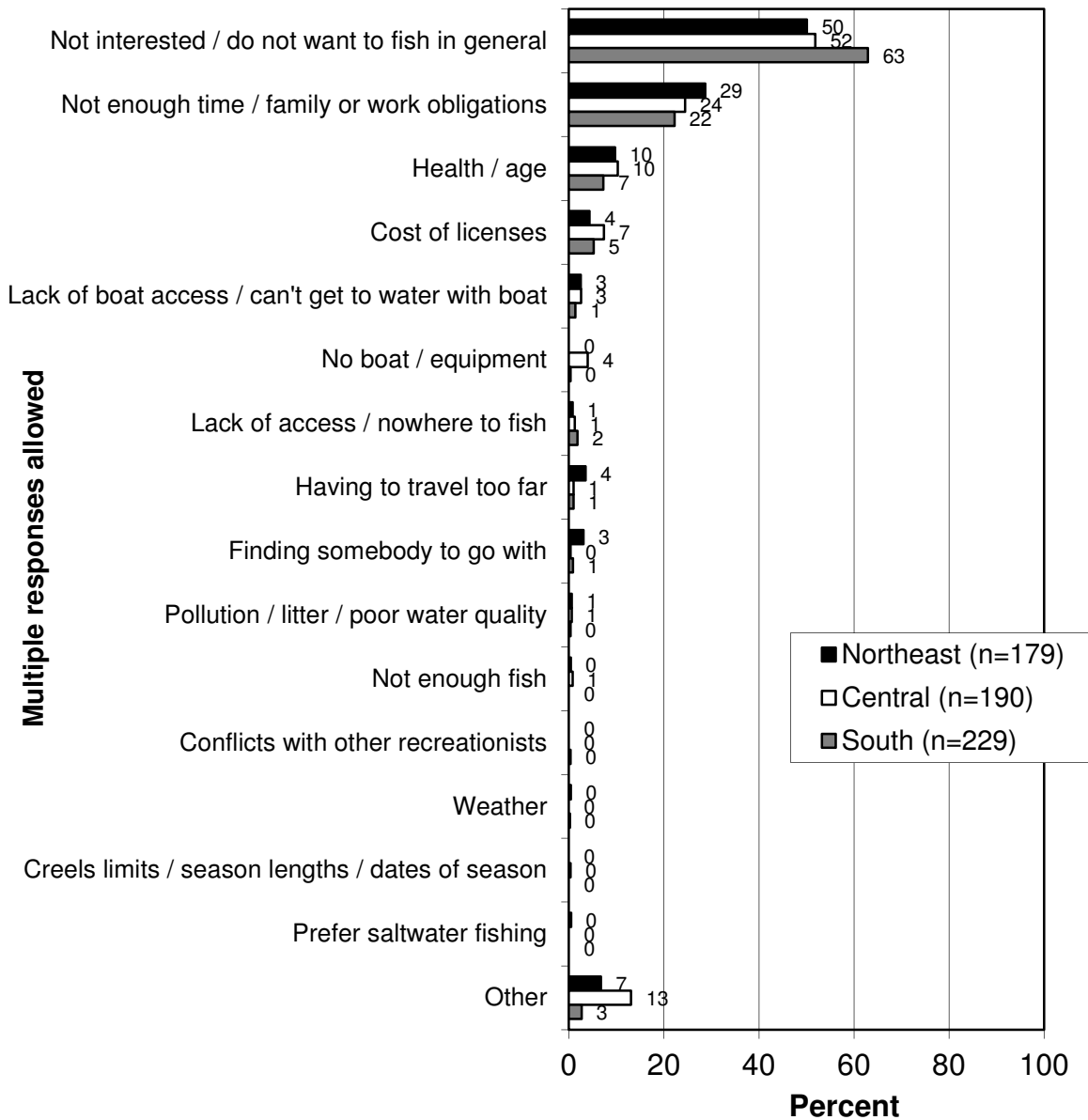


**Q164. Specifically, why didn't you go freshwater fishing in Maine in the past 12 months? (Asked of those who did not participate in recreational freshwater fishing in Maine in the past 12 months.) (General population.)**

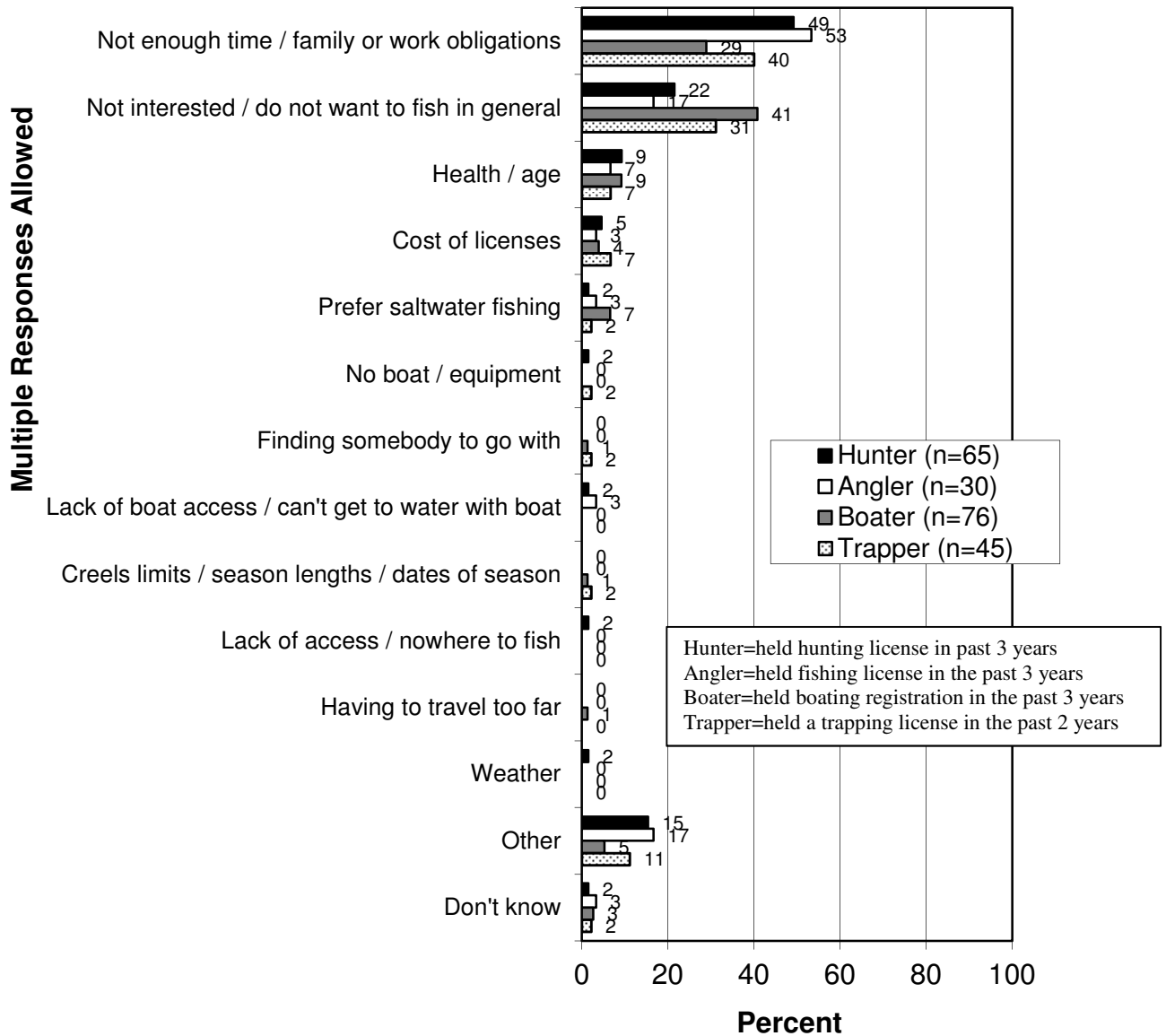




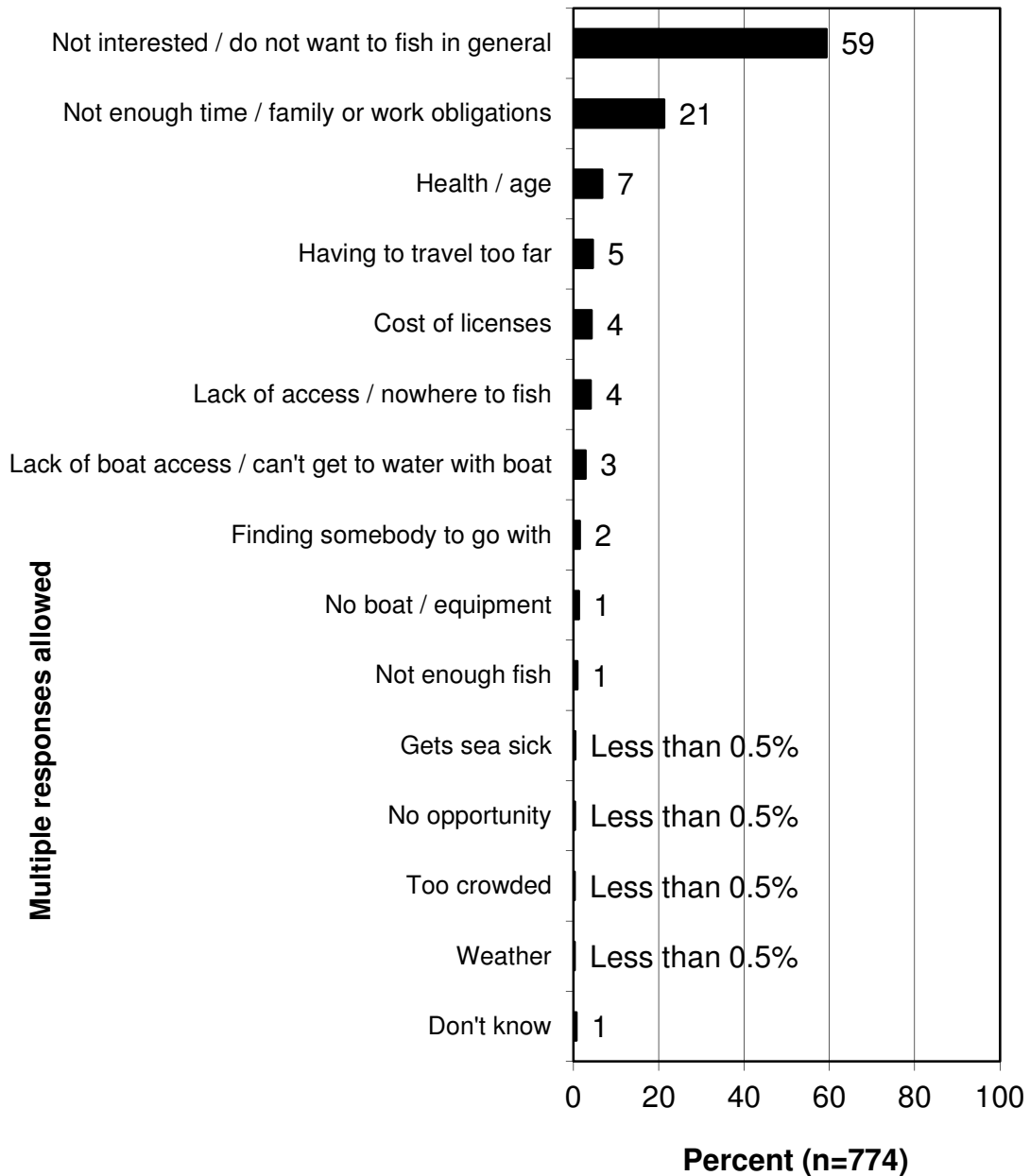
**Q164. Specifically, why didn't you go freshwater fishing in Maine in the past 12 months? (Asked of those who did not participate in recreational freshwater fishing in Maine in the past 12 months.)**



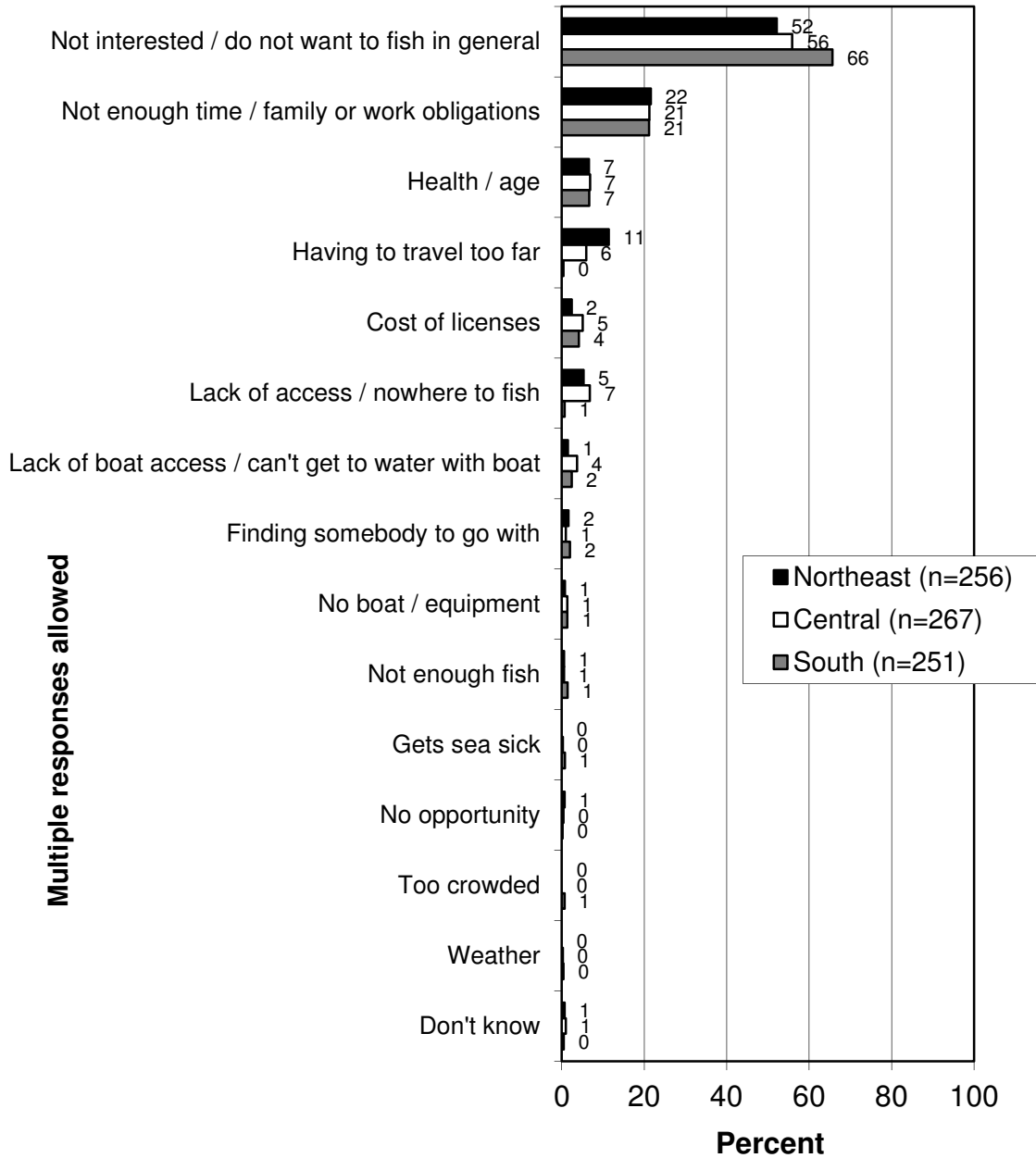
**Q164. Specifically, why didn't you go freshwater fishing in Maine in the past 12 months? (Asked of those who did not participate in recreational freshwater fishing in Maine in the past 12 months.)**



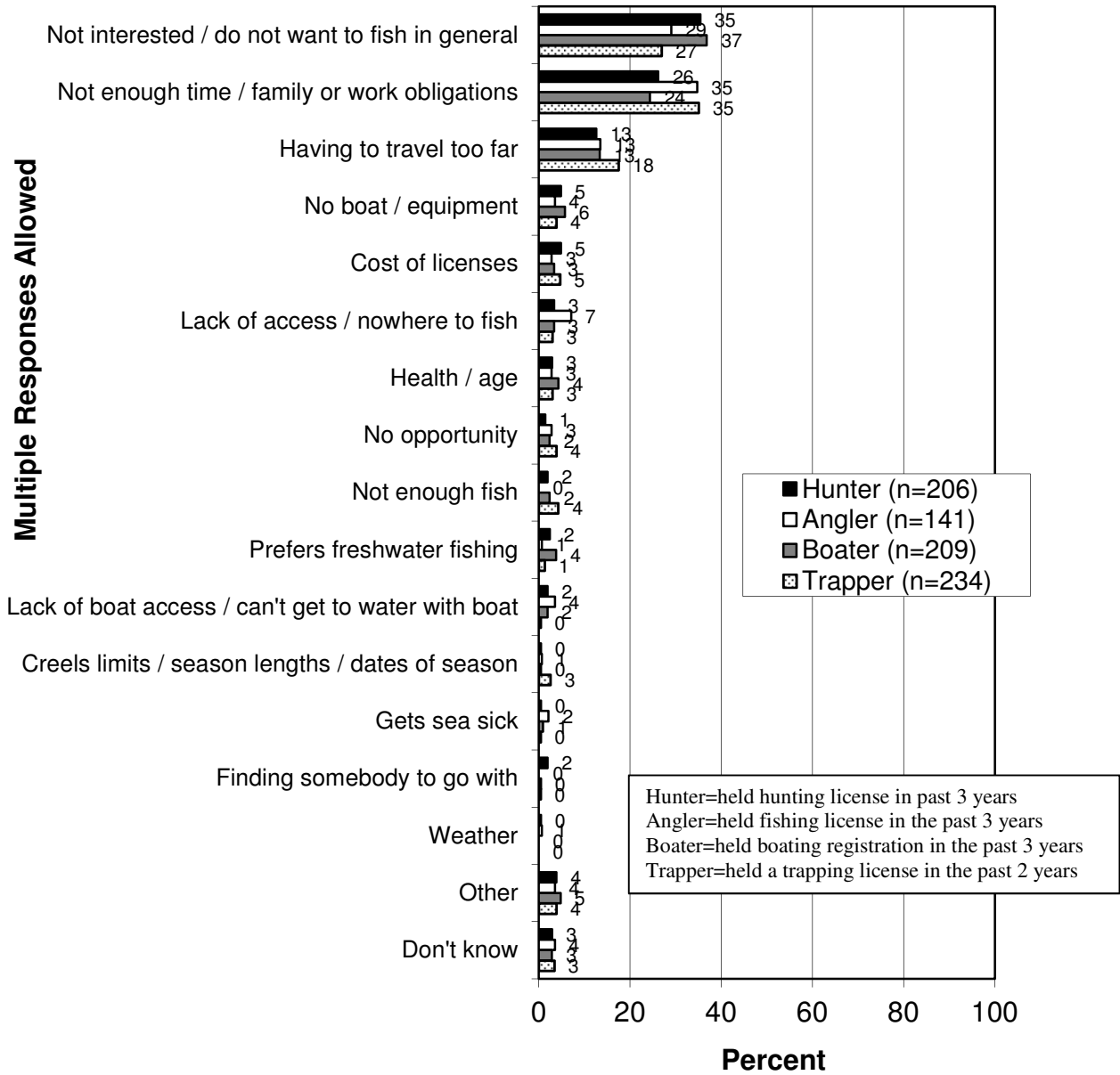
**Q178. Specifically, why didn't you go saltwater fishing in Maine in the past 12 months? (Asked of those who did not participate in recreational saltwater fishing in Maine in the past 12 months.) (General population.)**



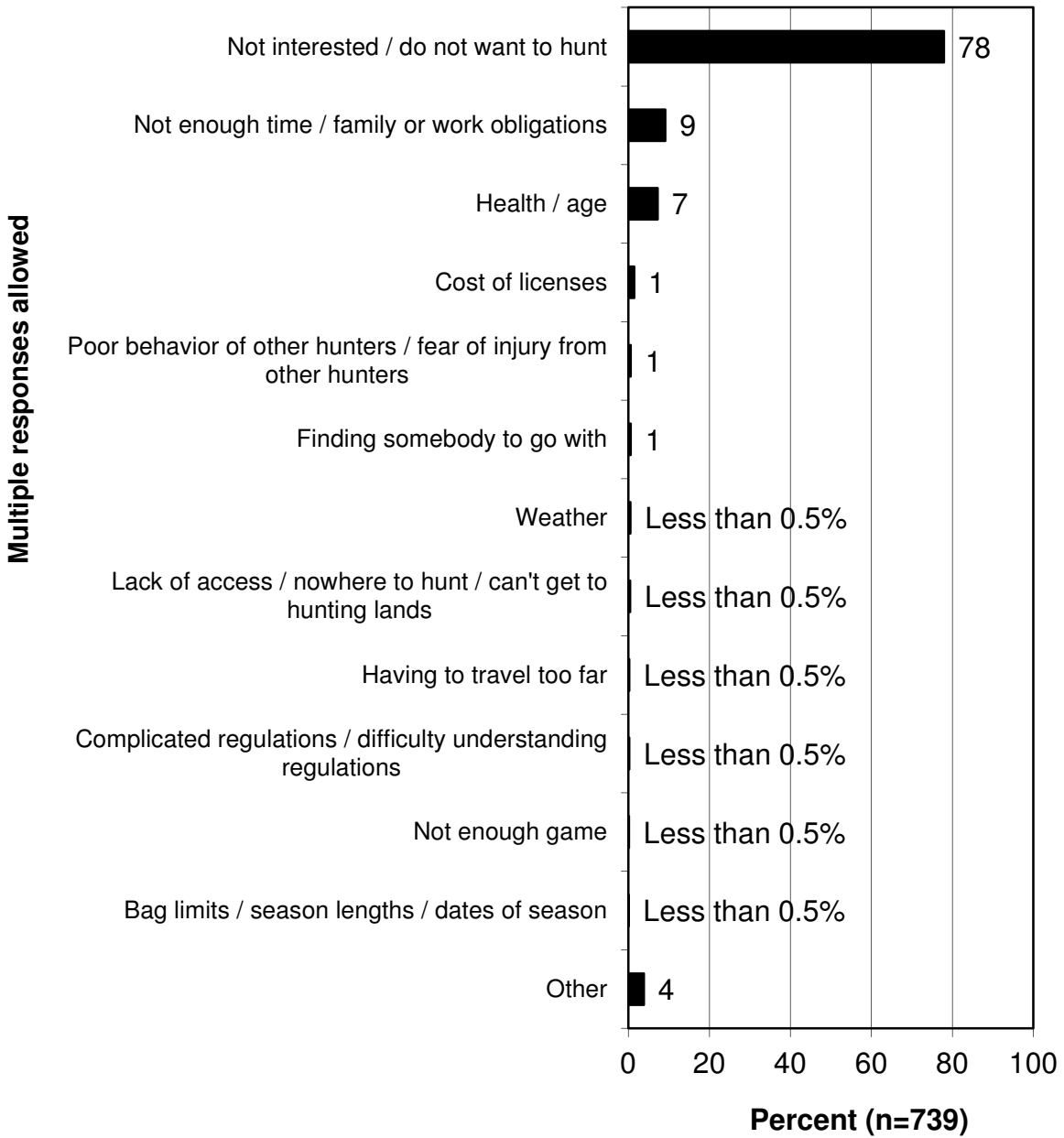
**Q178. Specifically, why didn't you go saltwater fishing in Maine in the past 12 months? (Asked of those who did not participate in recreational saltwater fishing in Maine in the past 12 months.)**



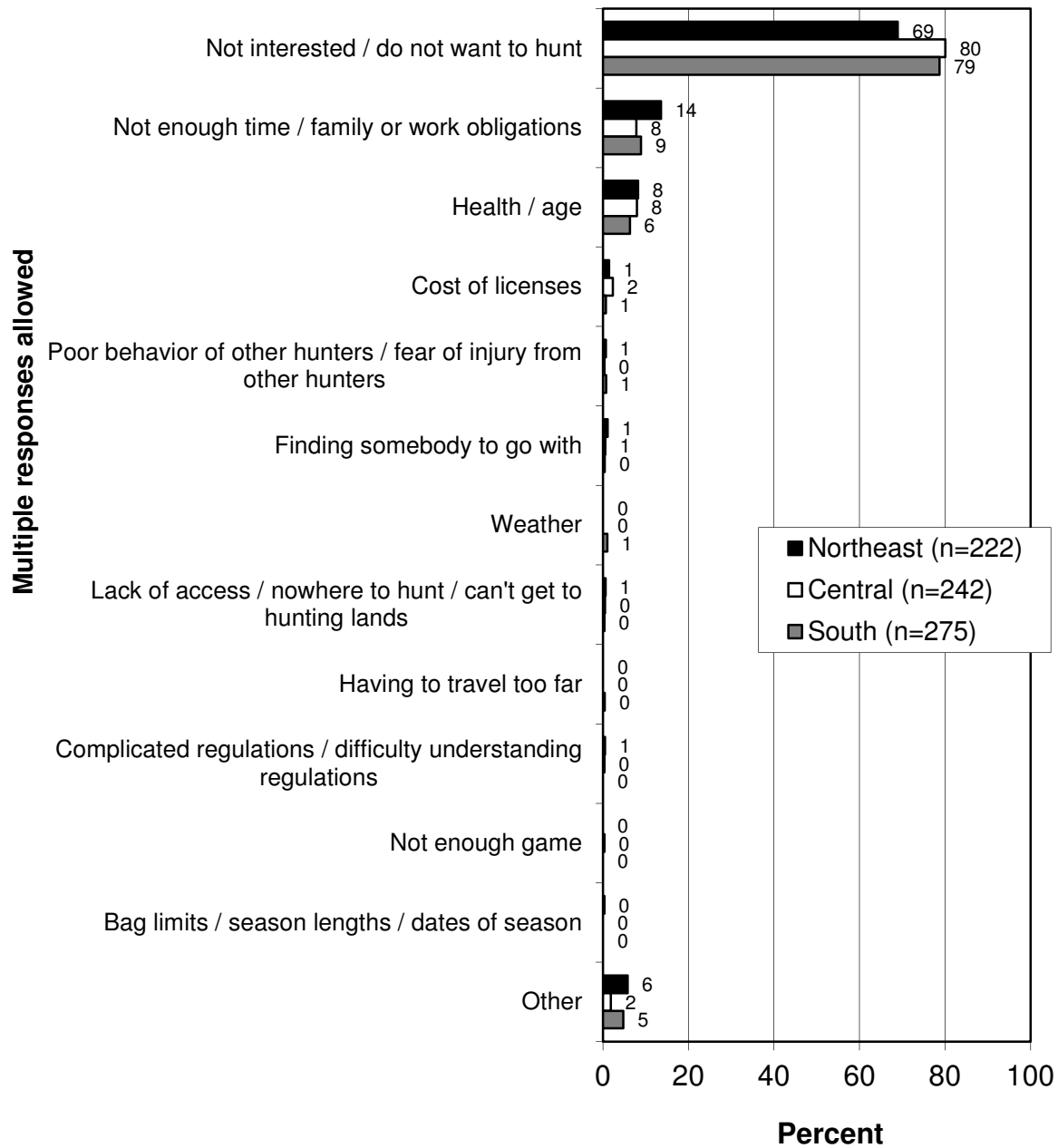
**Q178. Specifically, why didn't you go saltwater fishing in Maine in the past 12 months? (Asked of those who did not participate in recreational saltwater fishing in Maine in the past 12 months.)**



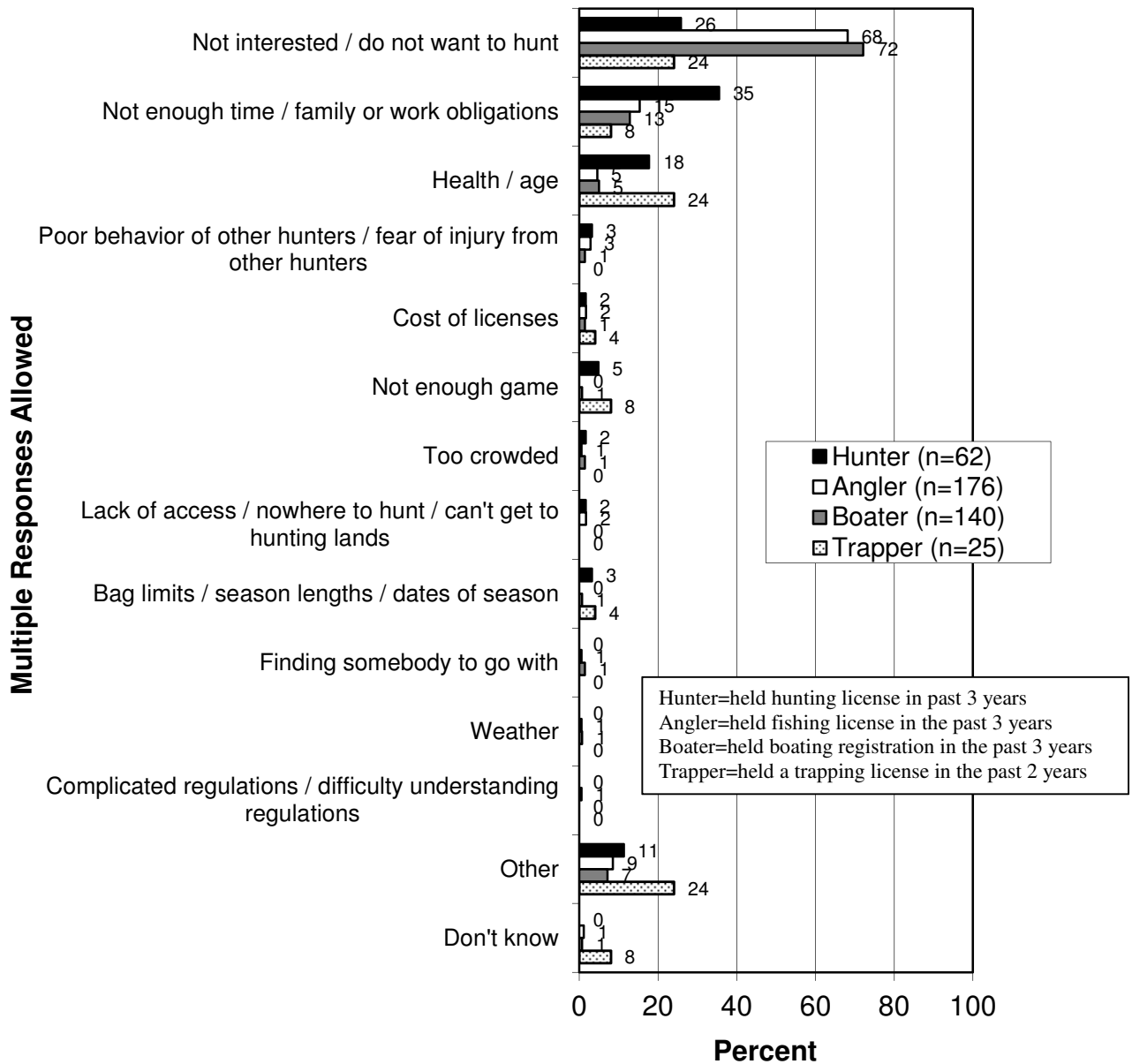
**Q192. Specifically, why didn't you go hunting in Maine in the past 12 months? (Asked of those who did not participate in hunting in Maine in the past 12 months.) (General population.)**



**Q192. Specifically, why didn't you go hunting in Maine in the past 12 months? (Asked of those who did not participate in hunting in Maine in the past 12 months.)**



**Q192. Specifically, why didn't you go hunting in Maine in the past 12 months? (Asked of those who did not participate in hunting in Maine in the past 12 months.)**





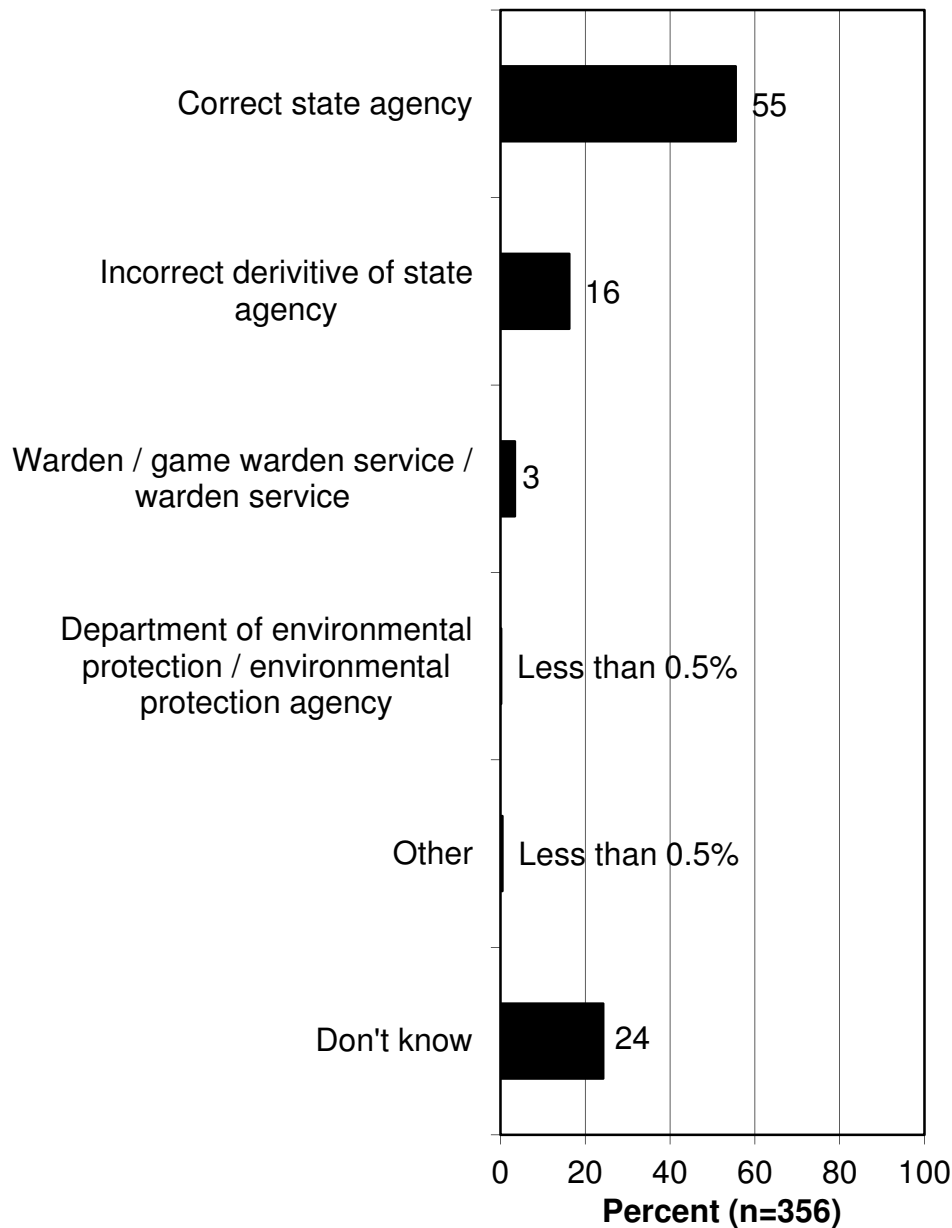
## **KNOWLEDGE OF AND OPINION ON THE MAINE DEPARTMENT OF INLAND FISHERIES AND WILDLIFE**

### **AWARENESS AND KNOWLEDGE OF THE DEPARTMENT**

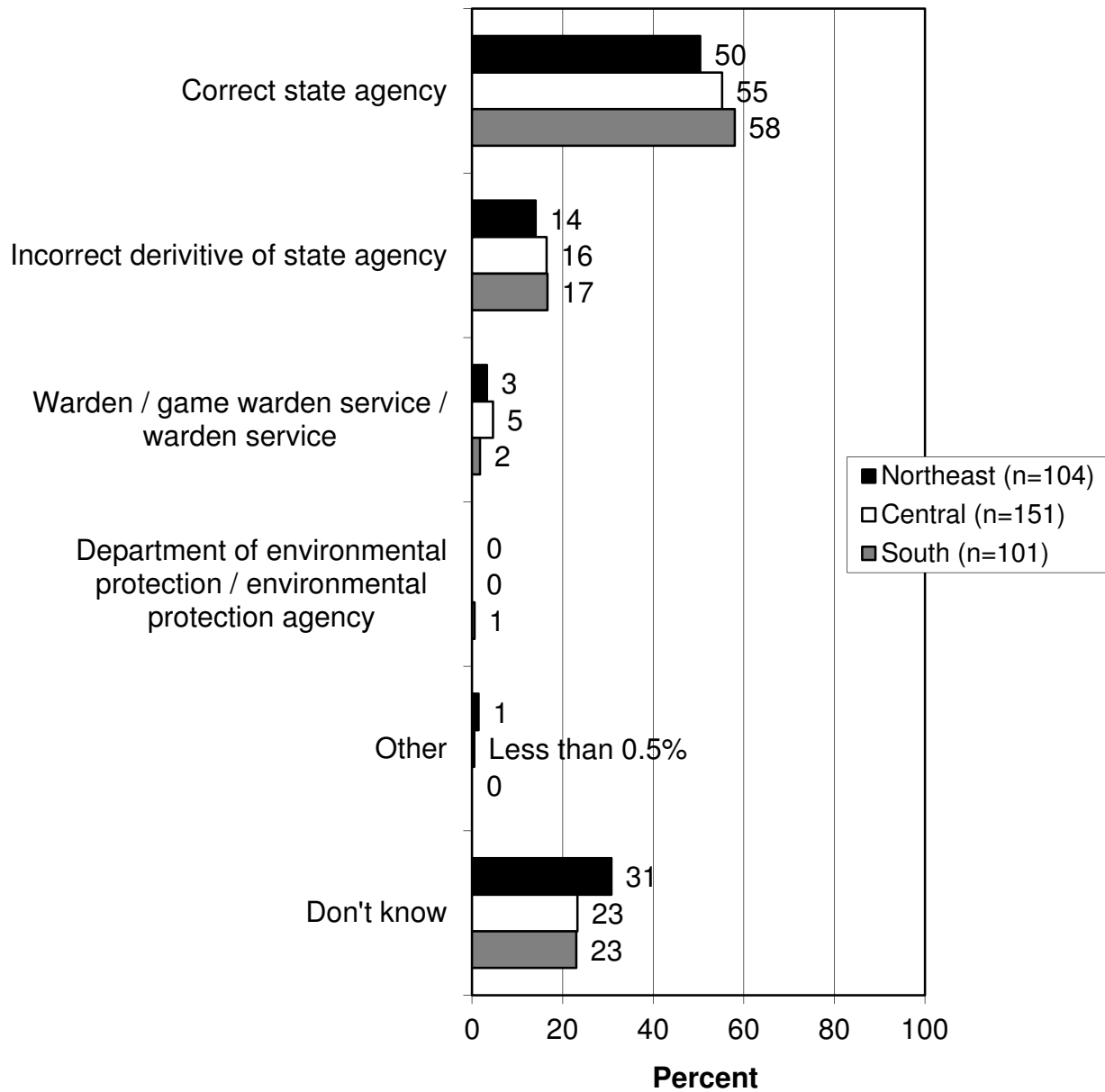
- Just over half of Maine's general population correctly name the Department as being the agency most responsible for managing and protecting freshwater fish and wildlife in Maine, and another 16% give a close derivative of the name (but not absolutely correct). On the other hand, 28% either do not know or attribute this responsibility to another entity.
  
- Another question finds that just over half of Maine residents (55%) say that they know a *great deal* or a *moderate amount* about the Department.
  - Awareness of the Department is much higher now compared to 2003; a recent ballot initiative may have raised awareness of the Department.
  
- The survey presented 21 programs/projects of the Department and asked about people's awareness of them.
  - Among Maine residents, the Loon Plate has the most people aware of it: 67% have heard a *great deal* or *moderate amount* about it. This is followed by the fish stocking program (51%), the Maine Wildlife Park (49%), the Maine Sportsman Plate (46%), wildlife rehabilitation efforts (39%), and Wildlife Management Areas (39%).
  - The least-known are the "In the Wildlife Biologist's Footsteps" online video series, the Birder Band, the State Wildlife Action Plan, and the Outdoor Partners Program (all at less than 10%).
    - The survey used the following scale: a great deal, a moderate amount, a little, or nothing at all. Results are shown of a great deal by itself, a great deal or moderate amount combined, any amount at all (great deal, moderate amount, a little combined), and nothing at all.
    - One item had to be shortened on some of the graphs to "Environmental review re: priority species"; the full text is as follows: "Environmental review for assessing whether proposed activities on the landscape may negatively affect priority wildlife species or habitats protected by law."

- The perceived funding sources of the Department are shown among the general population. Although the top response is taxes in general (39%), this is an un-nuanced perception because that response is too general. It may be that many respondents who said this mean that general state revenues are widely used to fund the Department, which is somewhat of a misperception, as other sources are more important to the Department. Only 2% of Maine residents specifically mentioned excise taxes on hunting and fishing equipment, and only 1% mentioned taxes on motorboat fuel, although these are important sources of funding. About a third (34%) correctly mentioned hunting and fishing license fees.

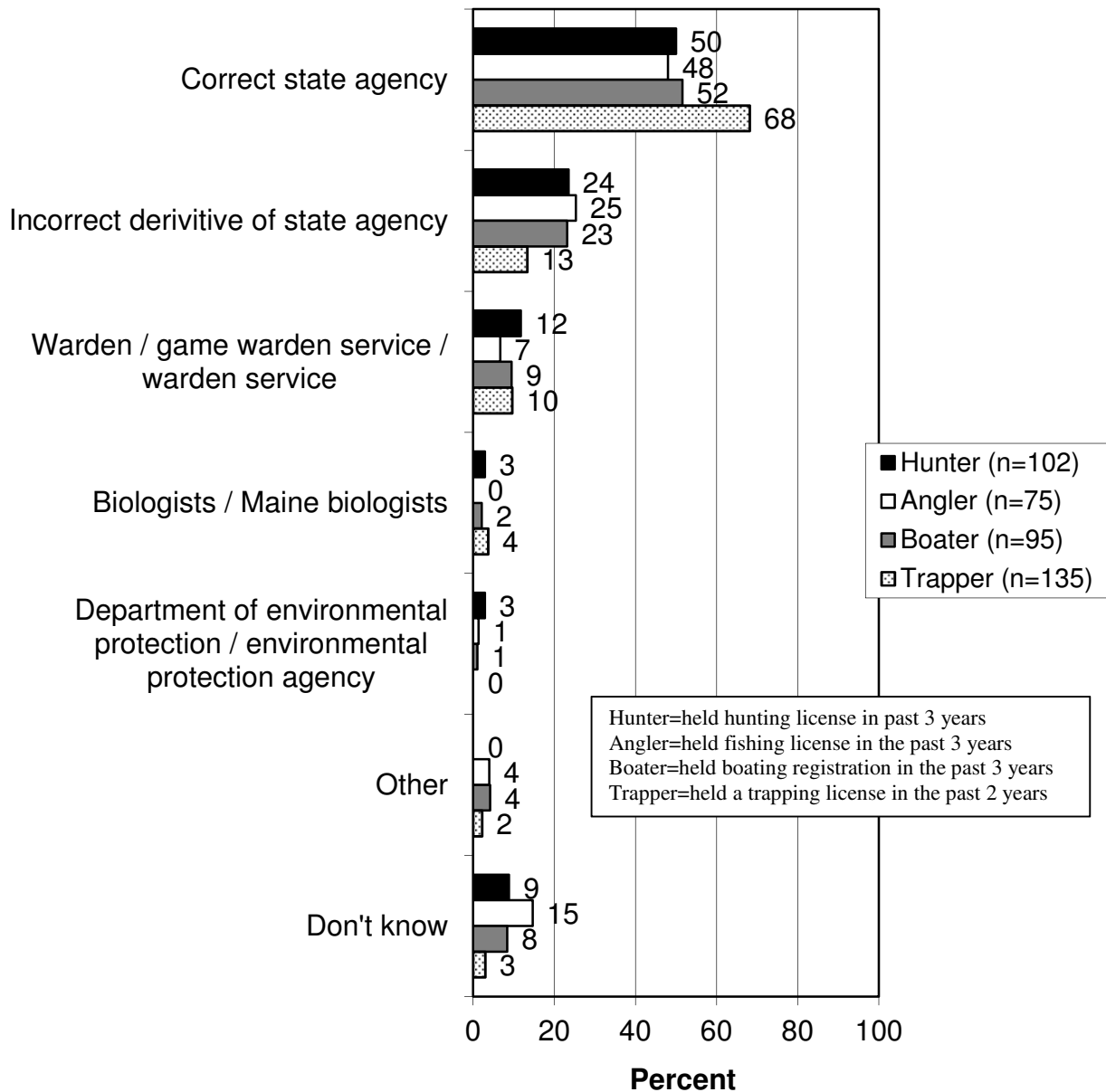
**Q196. Which government agency would you say is most responsible for managing and protecting freshwater fish and wildlife in Maine? (General population.)**



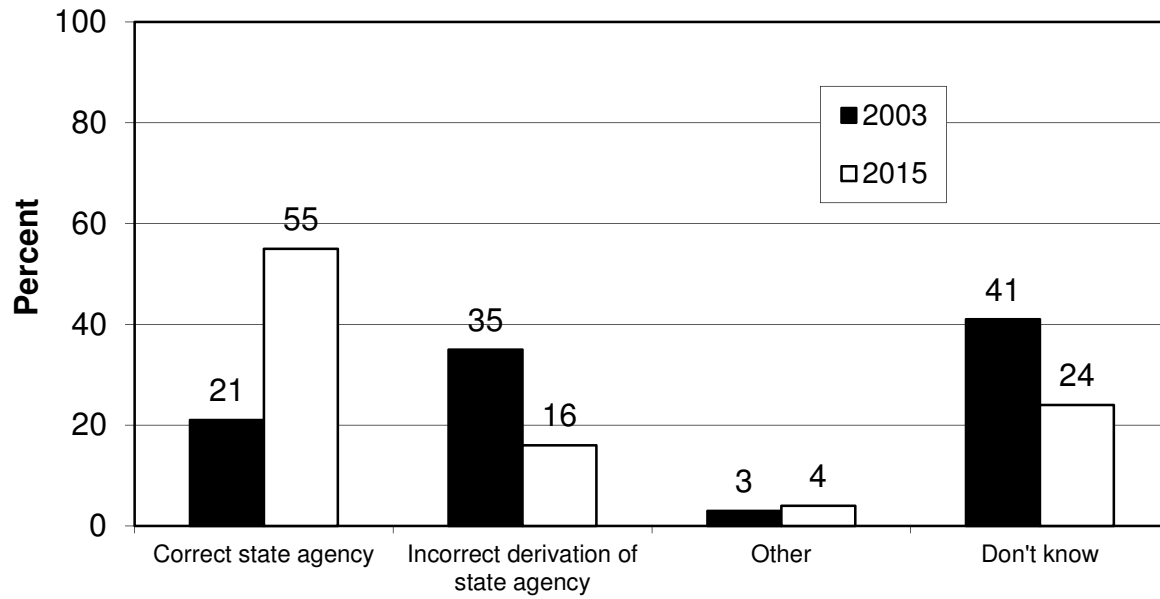
**Q196. Which government agency would you say is most responsible for managing and protecting freshwater fish and wildlife in Maine?**



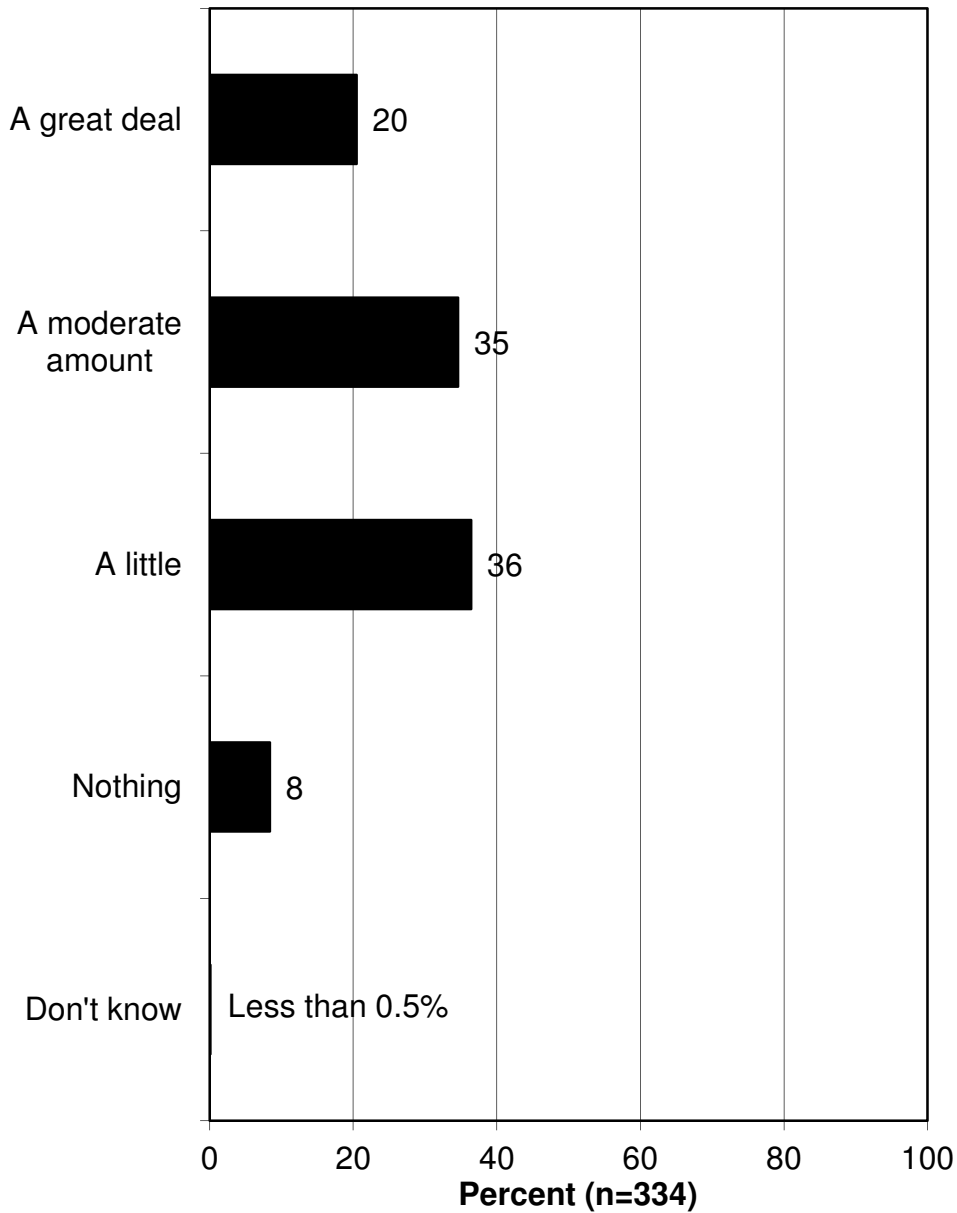
**Q196. Which government agency would you say is most responsible for managing and protecting freshwater fish and wildlife in Maine?**



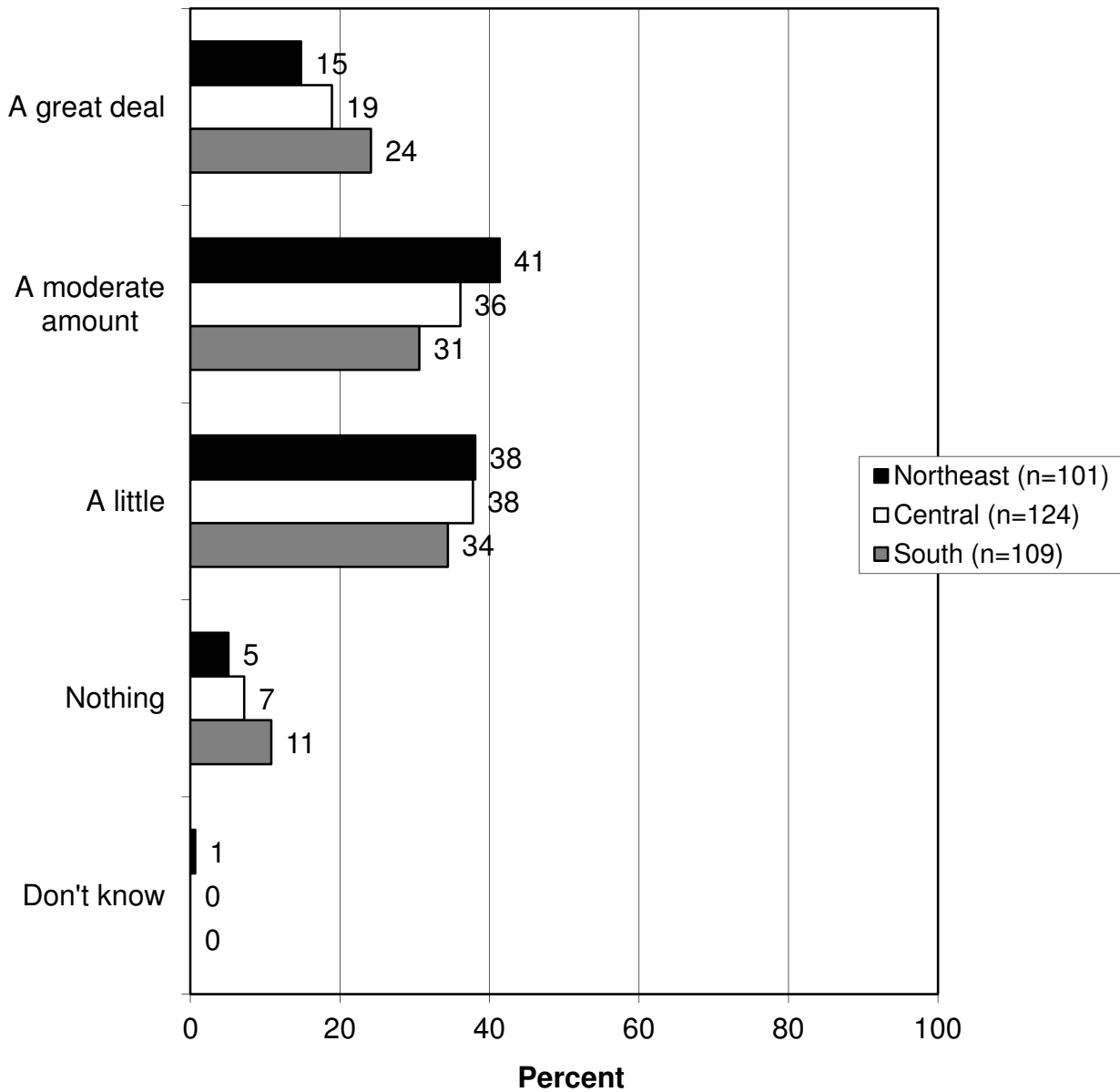
**Which government agency would you say is most responsible for managing and protecting freshwater fish and wildlife in Maine?**



**Q199. Before this survey, would you say you knew a great deal, a moderate amount, a little, or nothing about the Maine Department of Inland Fisheries and Wildlife? (General population.)**

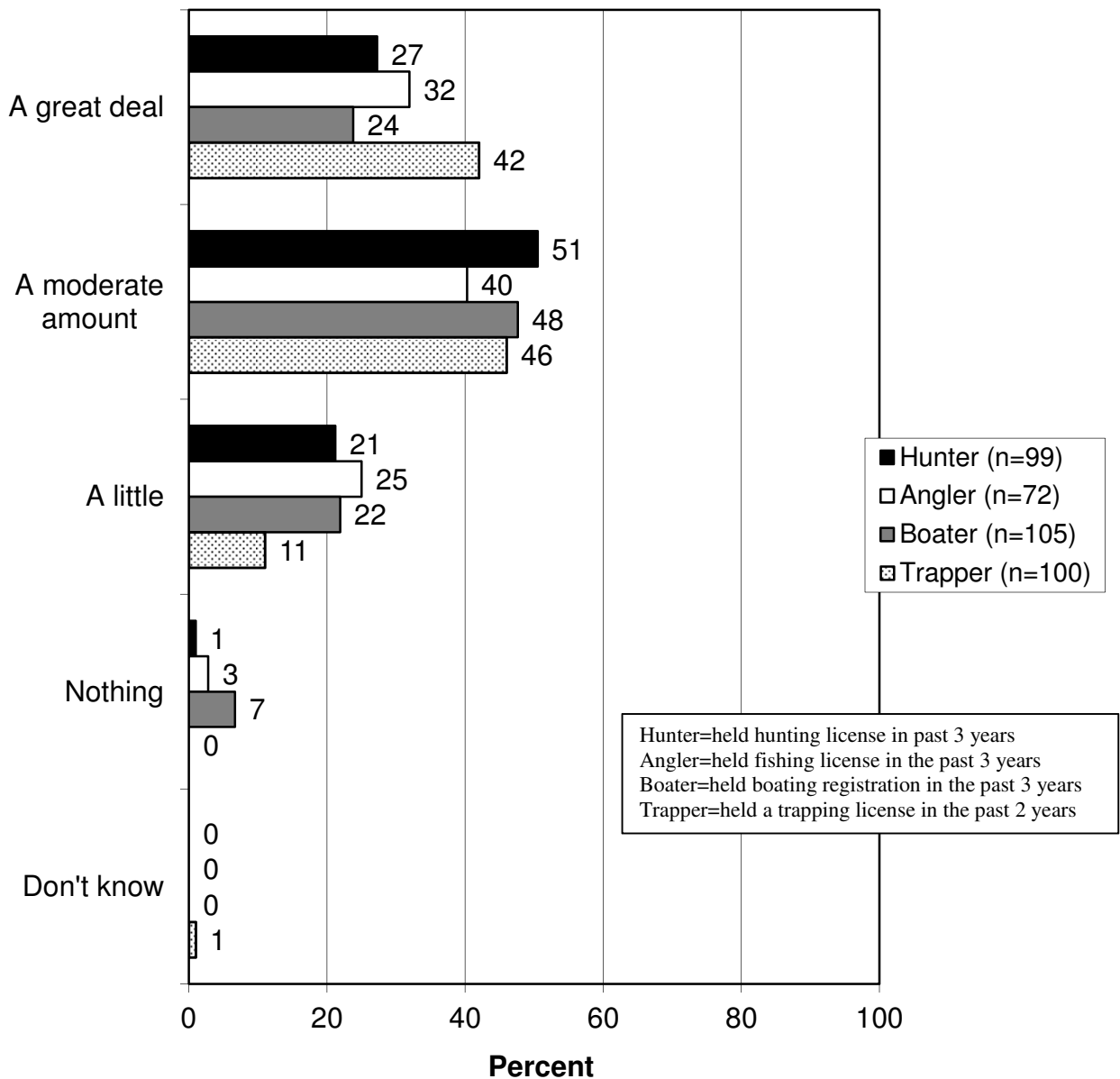


**Q199. Before this survey, would you say you knew a great deal, a moderate amount, a little, or nothing about the Maine Department of Inland Fisheries and Wildlife?**

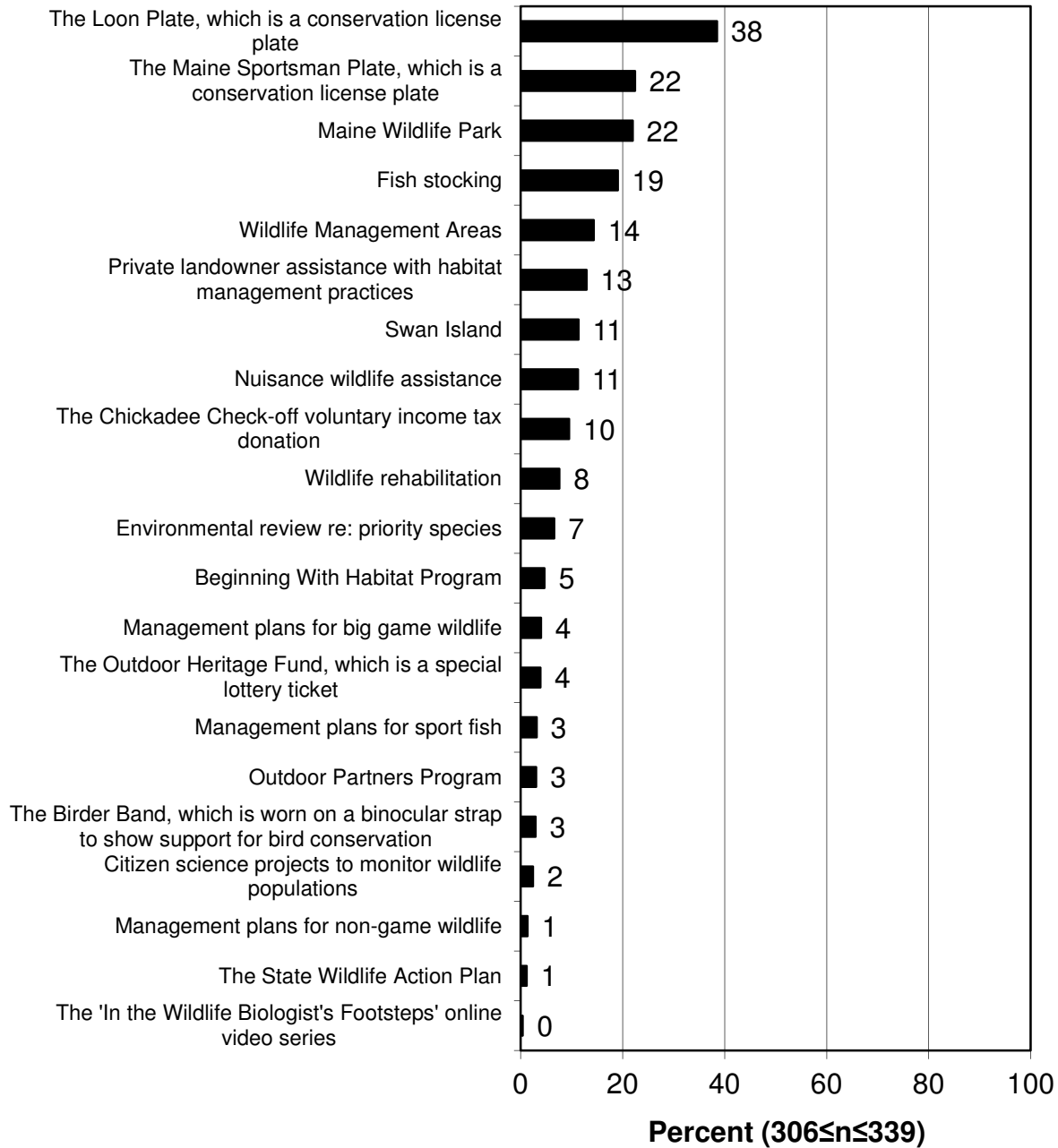




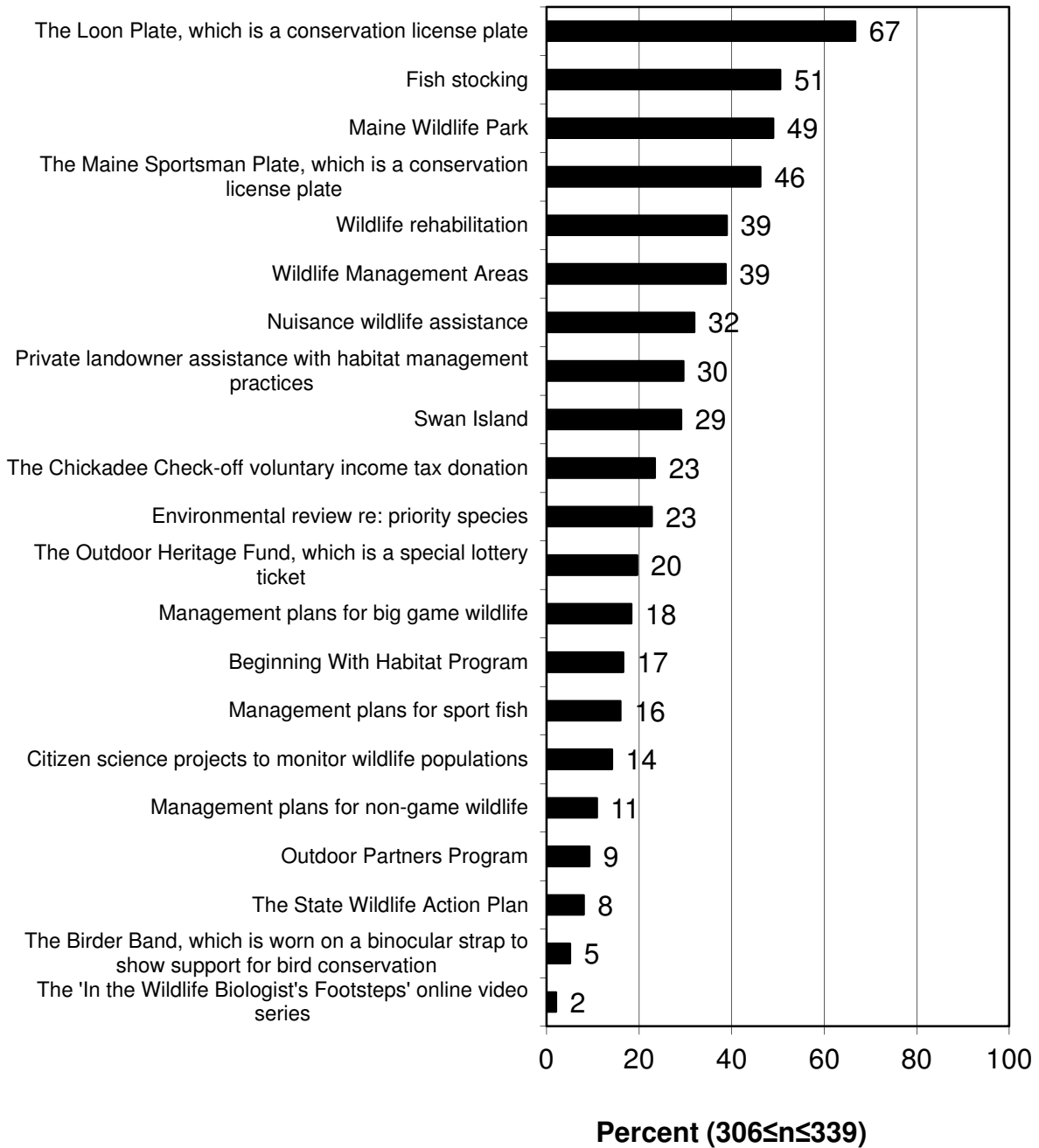
**Q199. Before this survey, would you say you knew a great deal, a moderate amount, a little, or nothing about the Maine Department of Inland Fisheries and Wildlife?**



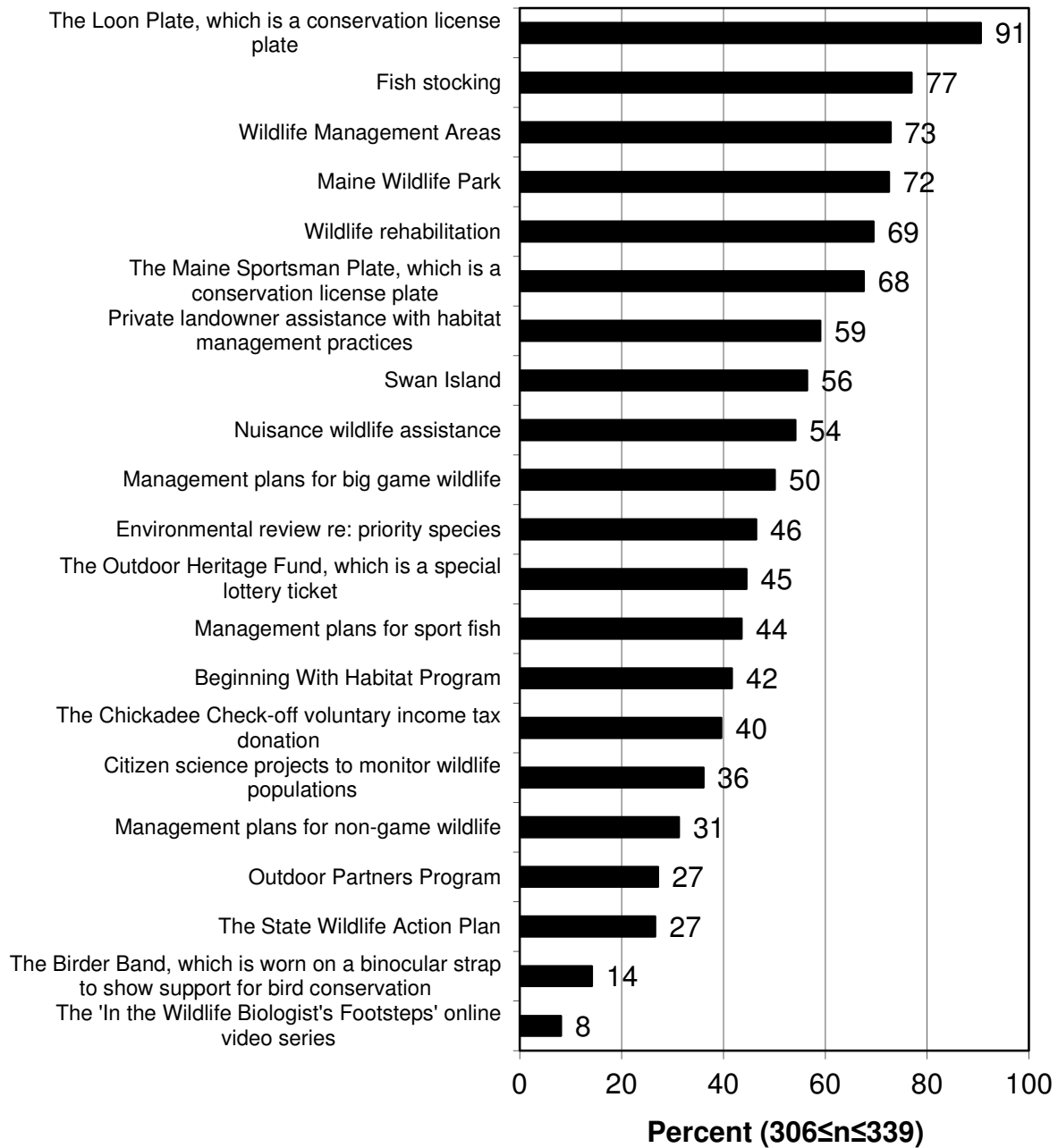
**Q272-292. Percent of respondents who have heard a great deal about each of the following programs and projects. (General population.)**



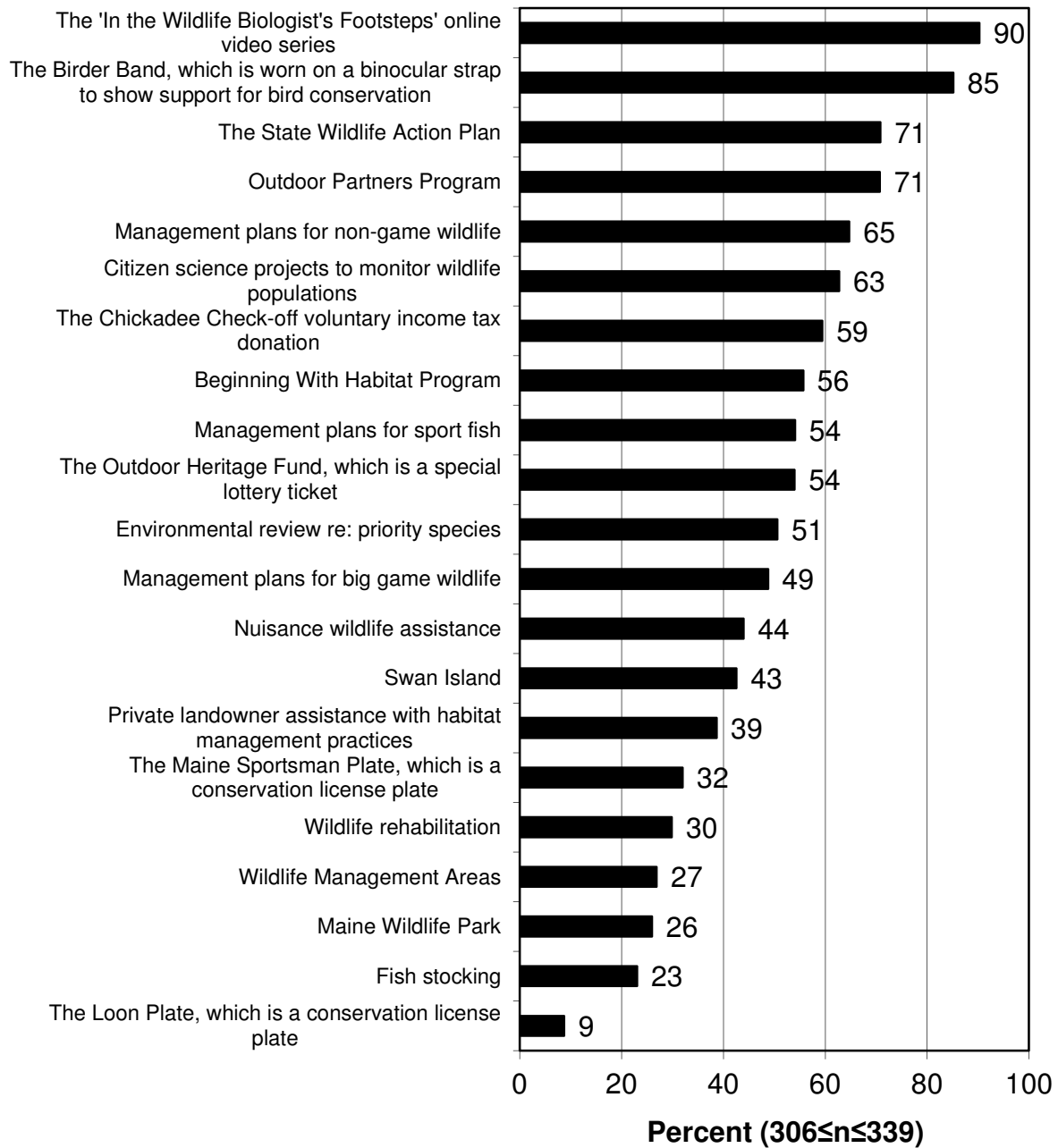
**Q272-292. Percent of respondents who have heard a great deal or a moderate amount about each of the following programs and projects. (General population.)**



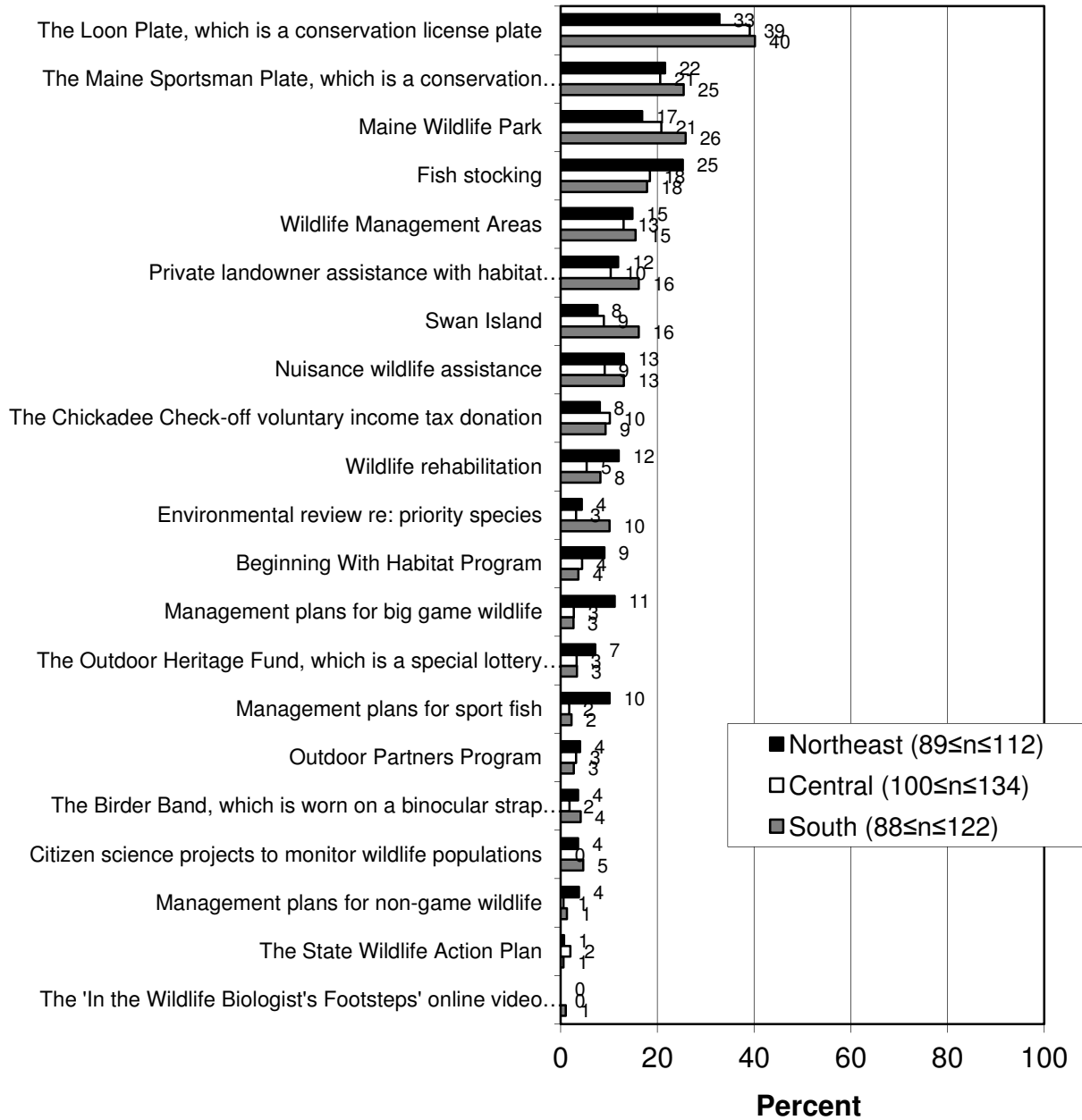
**Q272-292. Percent of respondents who have heard anything about each of the following programs and projects. (General population.)**



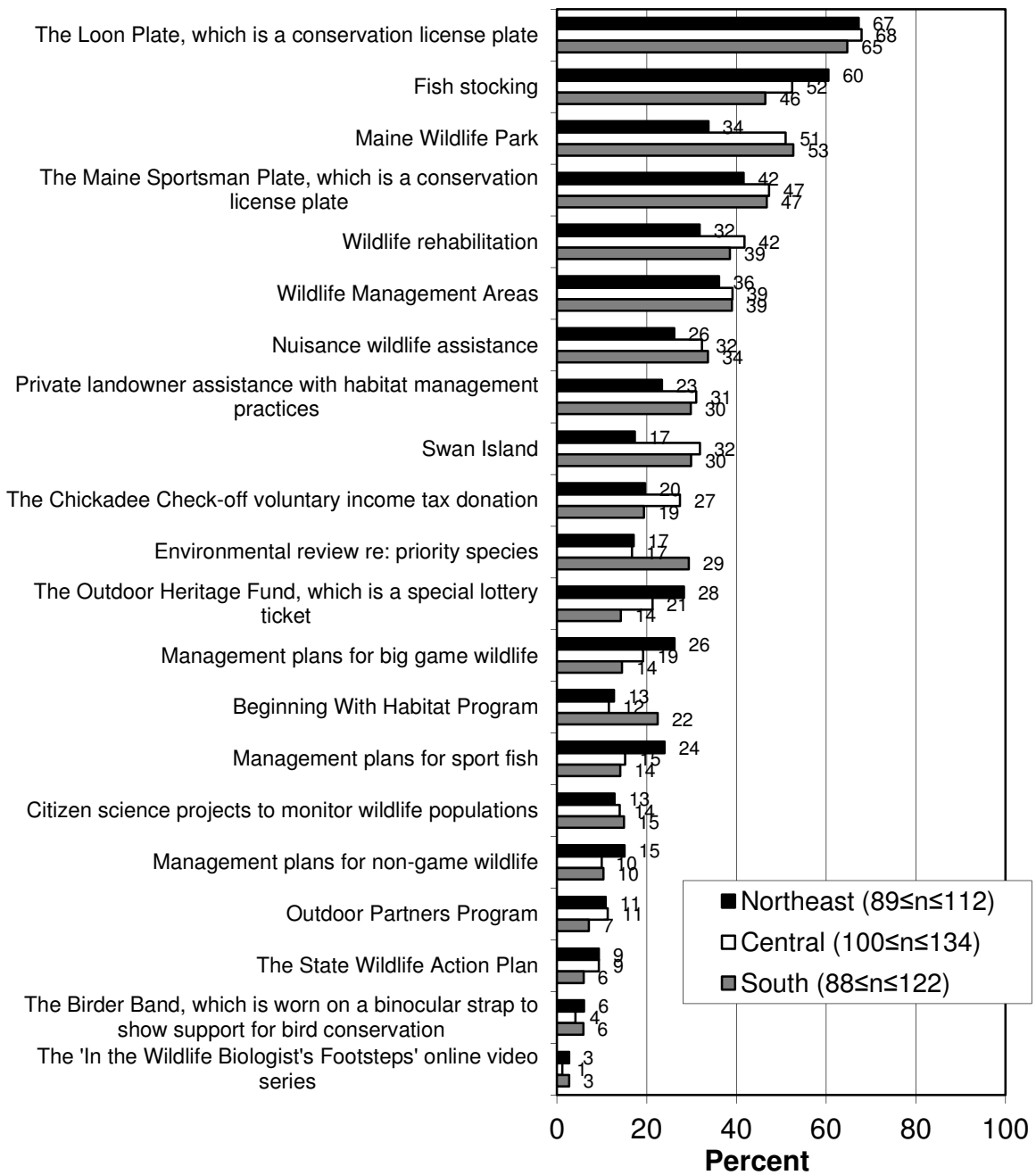
**Q272-292. Percent of respondents who have heard nothing at all about each of the following programs and projects. (General population.)**



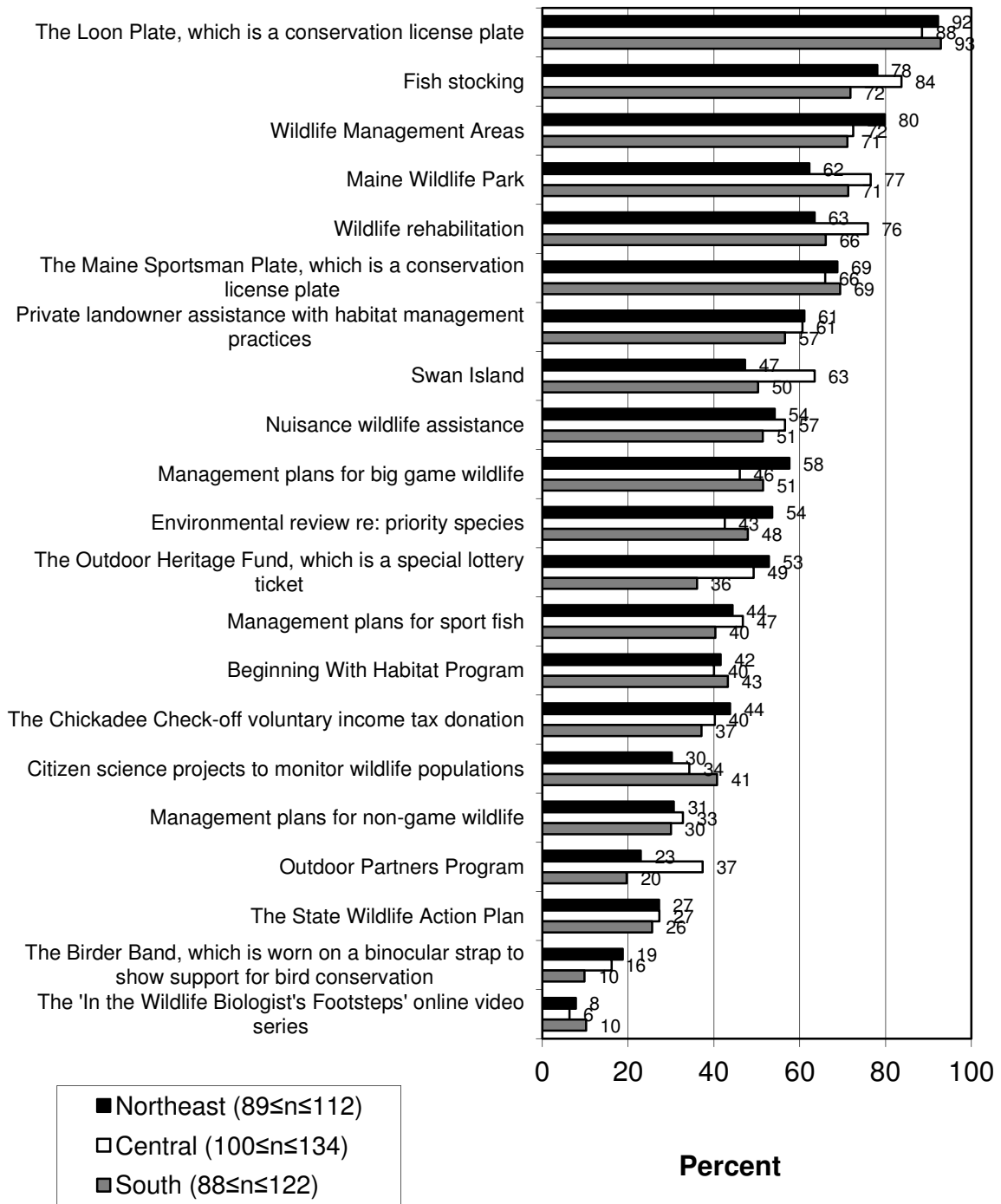
**Q272-292. Percent of respondents who have heard a great deal about each of the following programs and projects:**



**Q272-292. Percent of respondents who have heard a moderate amount or a great deal about each of the following programs and projects:**

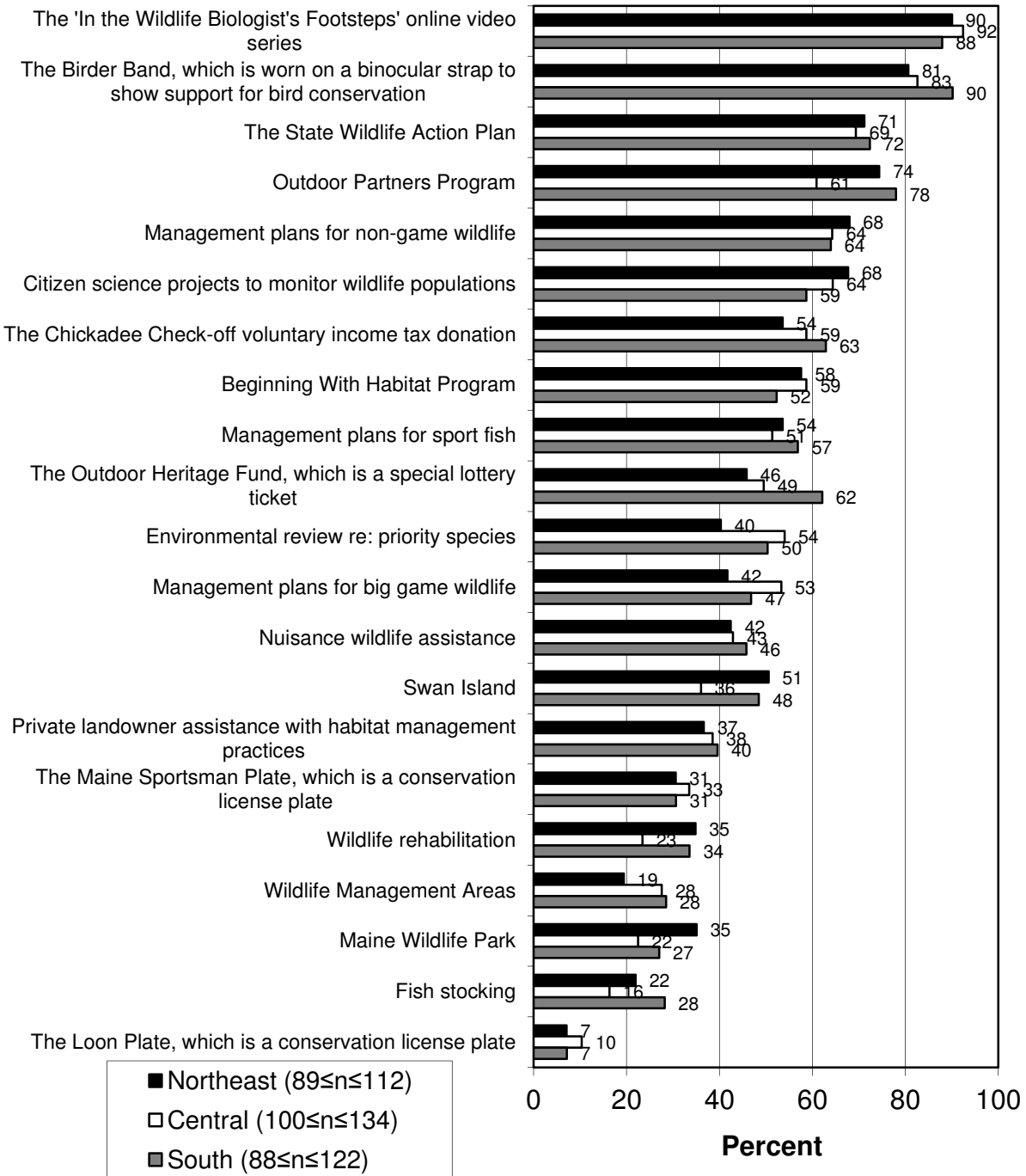


### Q272-292. Percent of respondents who have heard anything about each of the following programs and projects:

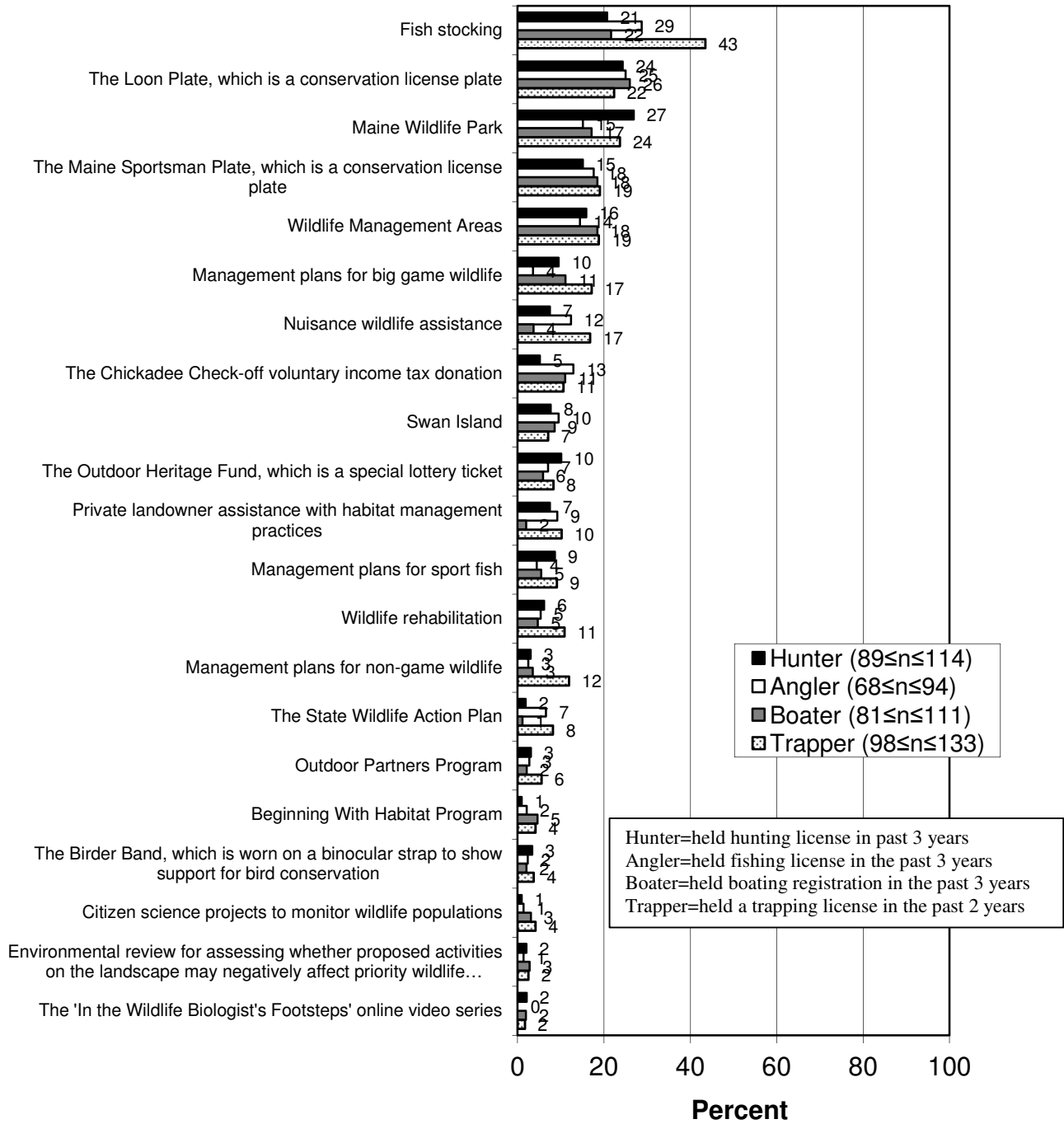




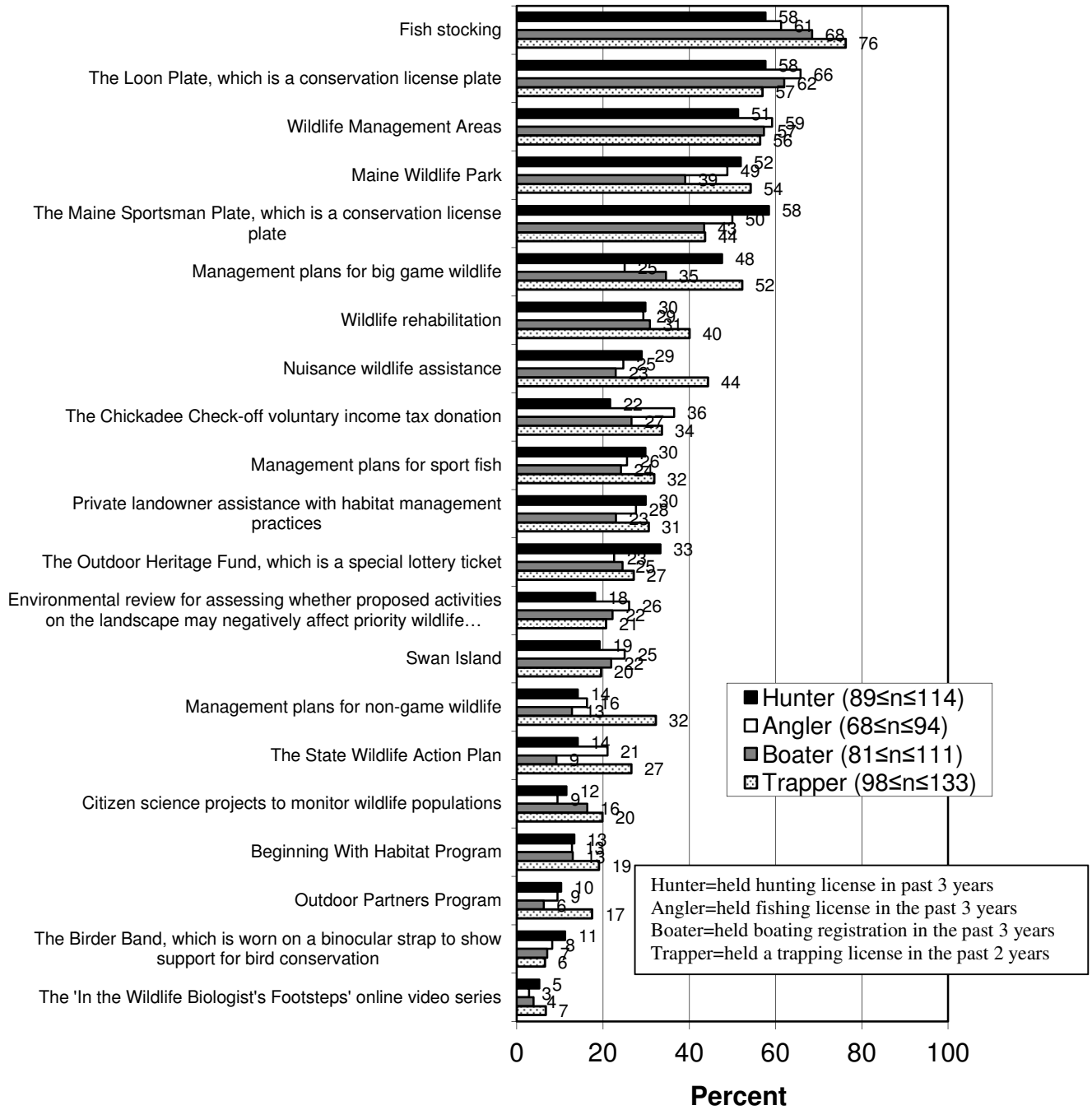
### Q272-292. Percent of respondents who have heard nothing at all about each of the following programs and projects:



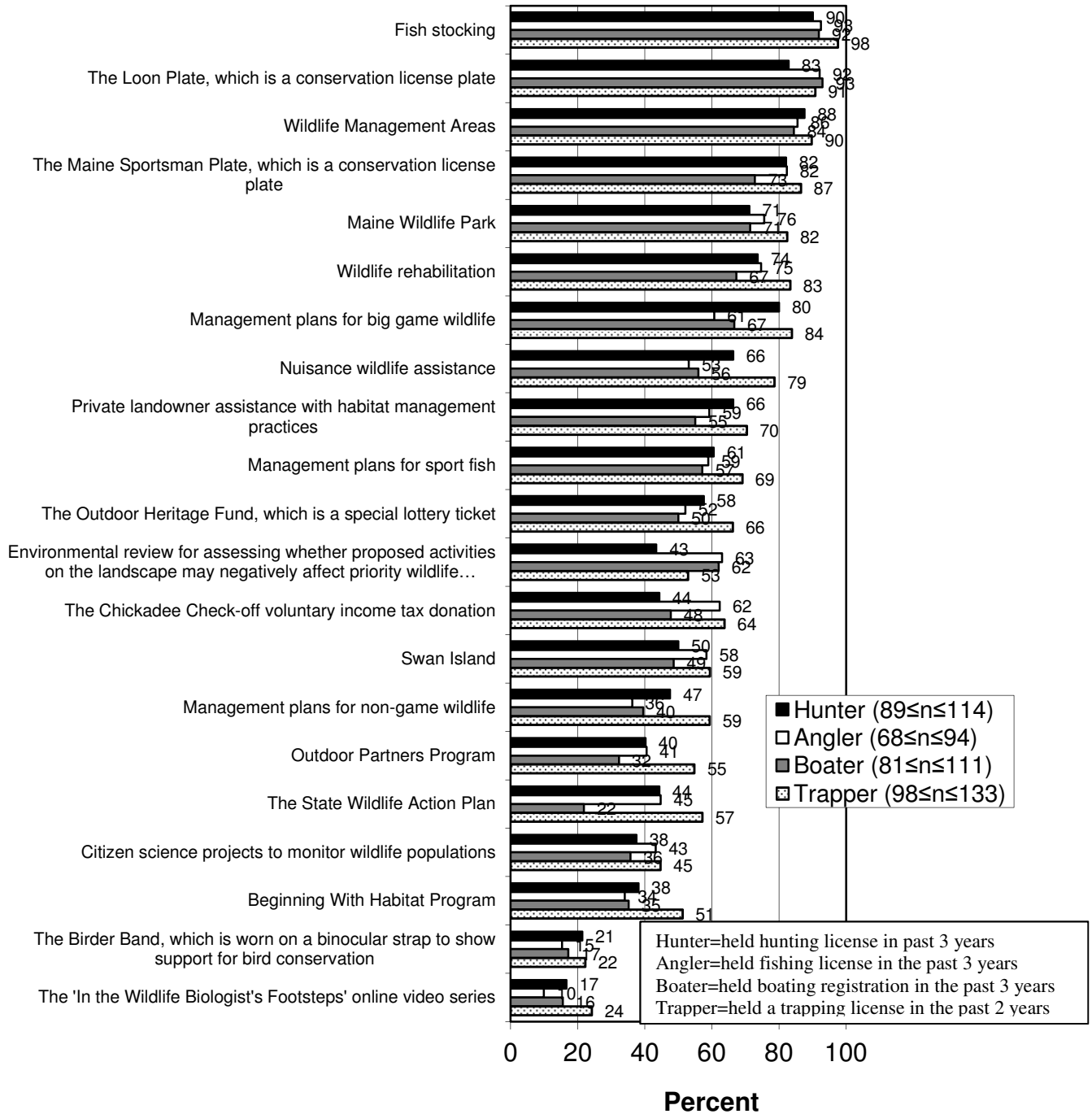
### Q272-292. Percent of respondents who have heard a great deal about each of the following programs and projects:



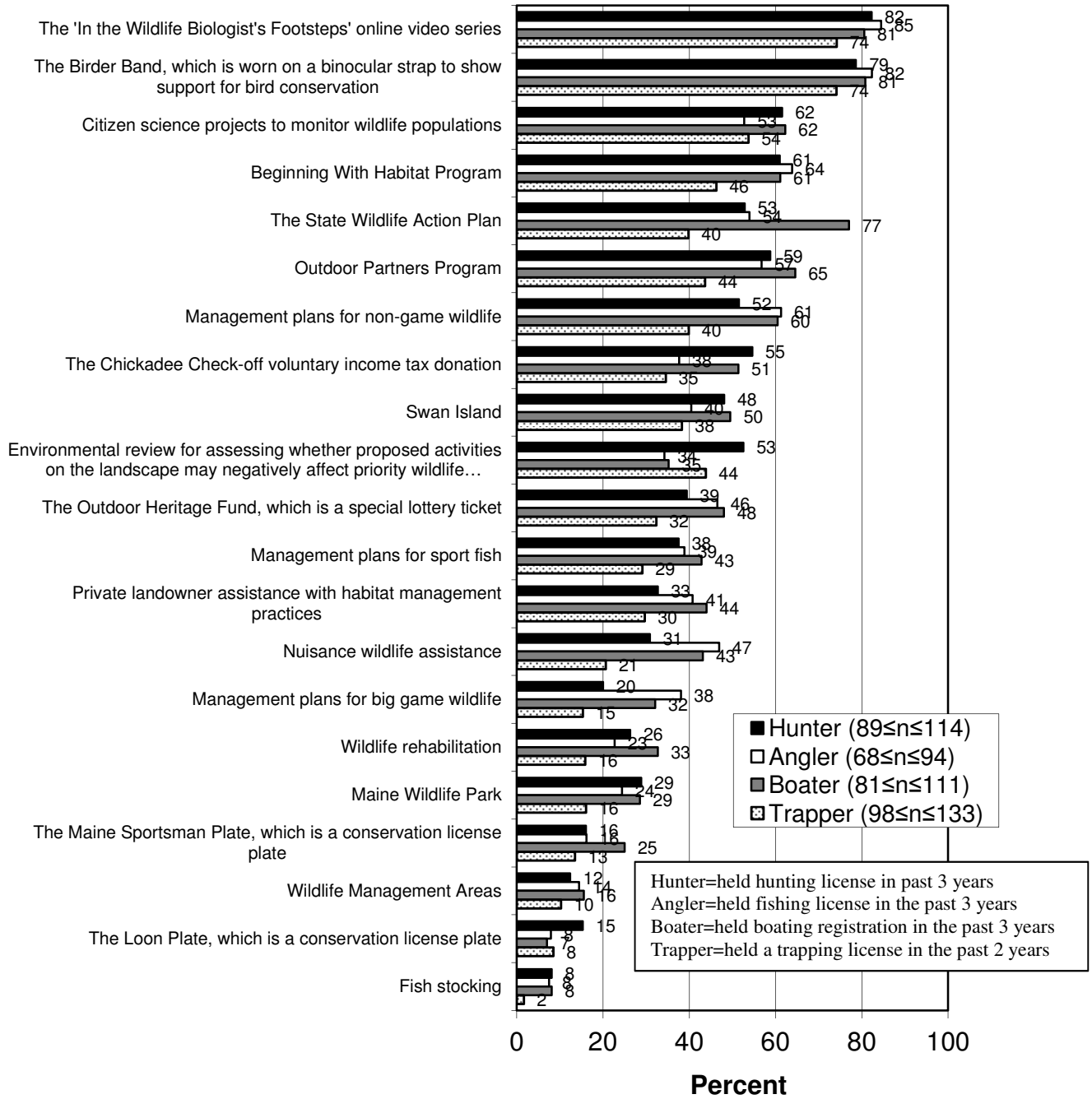
### Q272-292. Percent of respondents who have heard a moderate amount or a great deal about each of the following programs and projects:



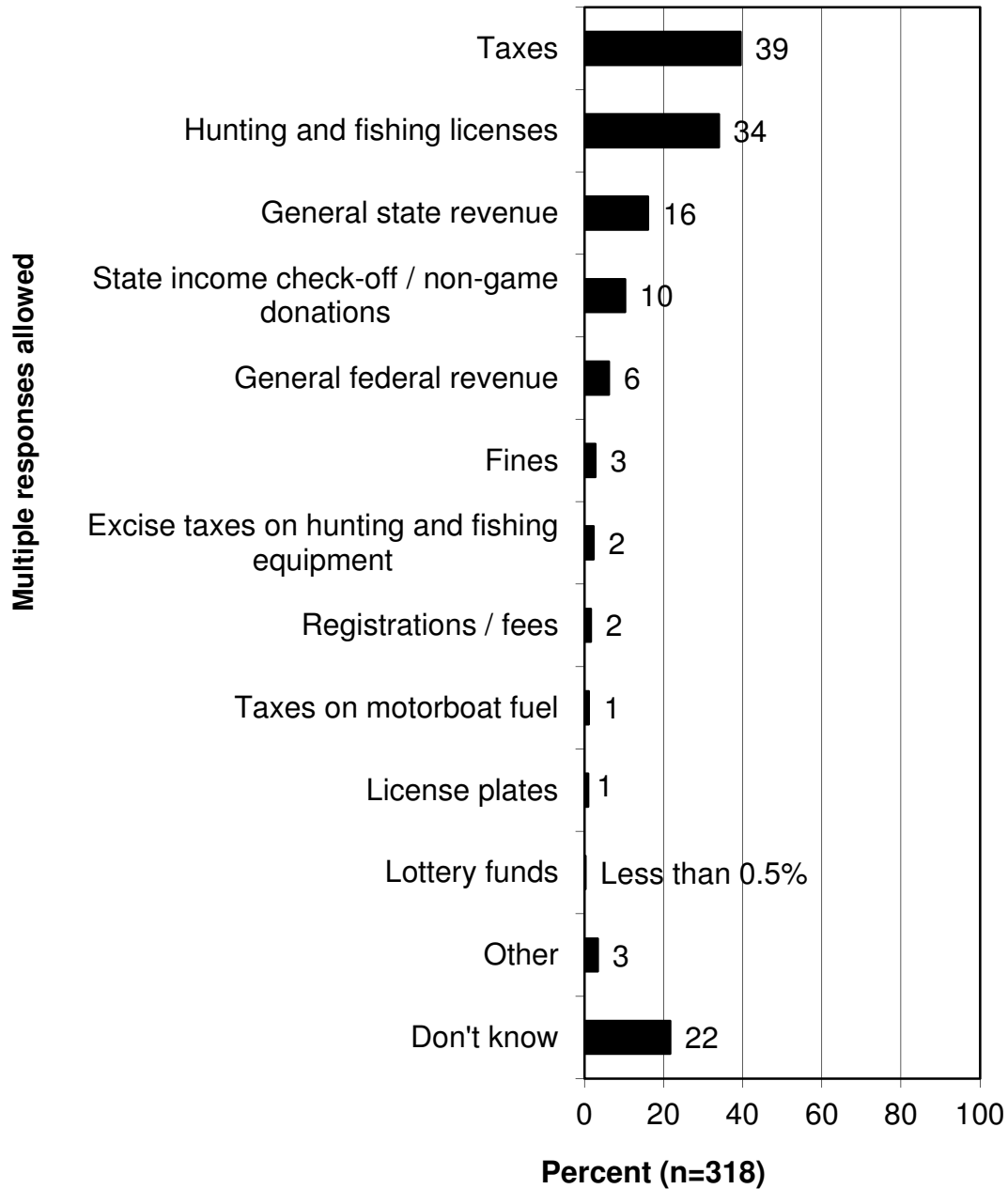
### Q272-292. Percent of respondents who have heard anything about each of the following programs and projects:



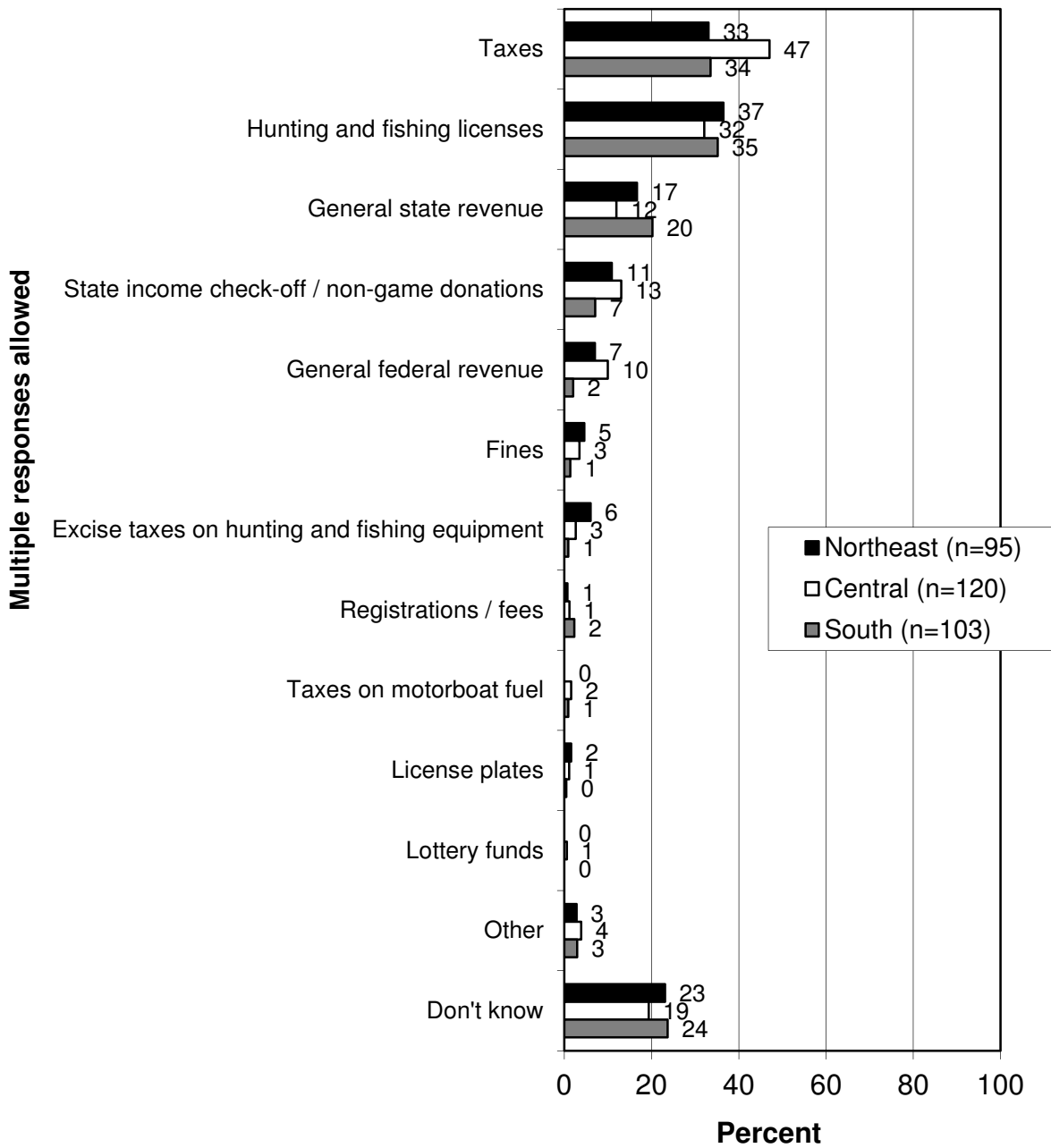
### Q272-292. Percent of respondents who have heard nothing at all about each of the following programs and projects:



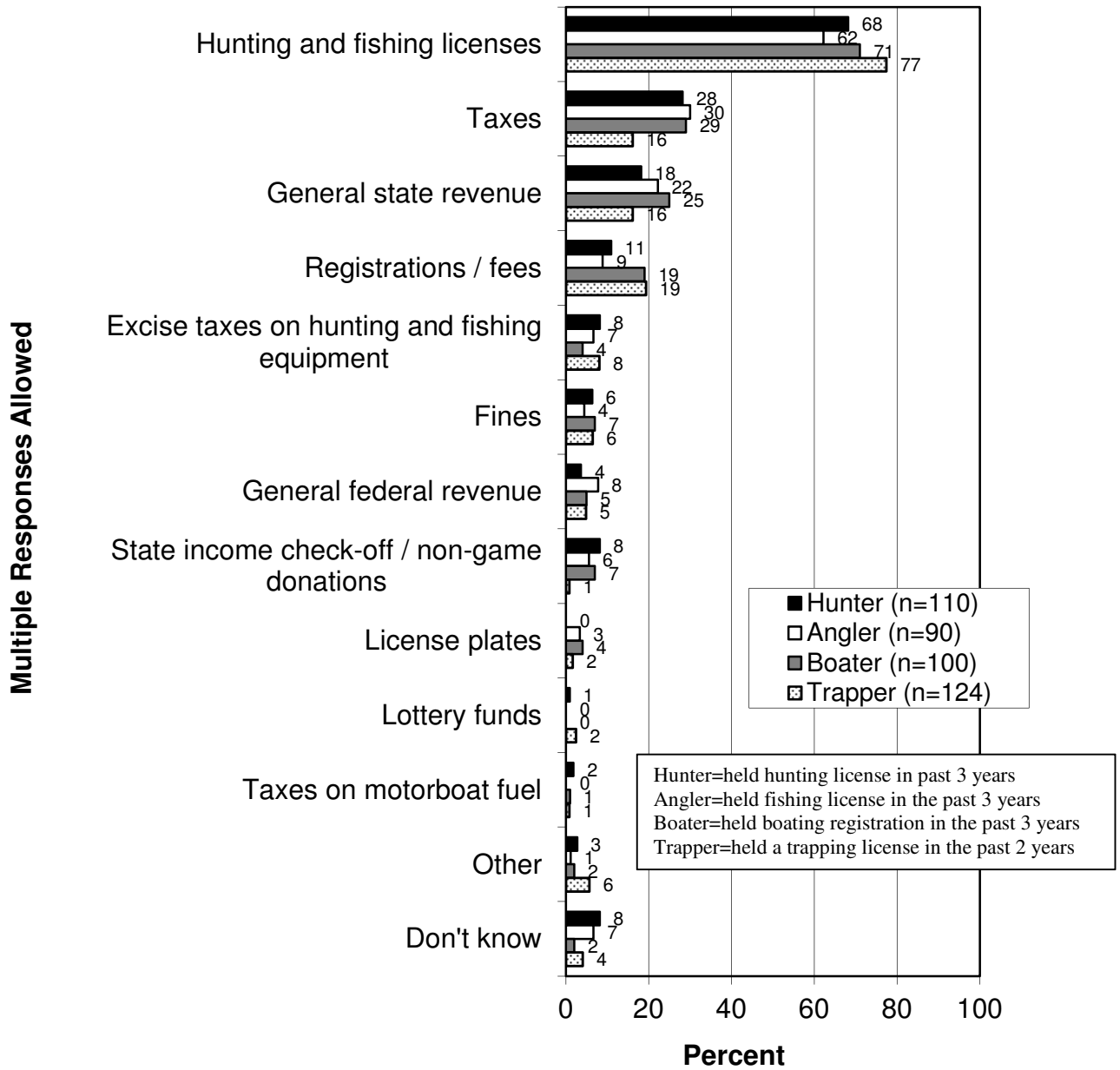
**Q231. How do you think the Maine Department of Inland Fisheries and Wildlife is funded?  
(General population.)**



### Q231. How do you think the Maine Department of Inland Fisheries and Wildlife is funded?

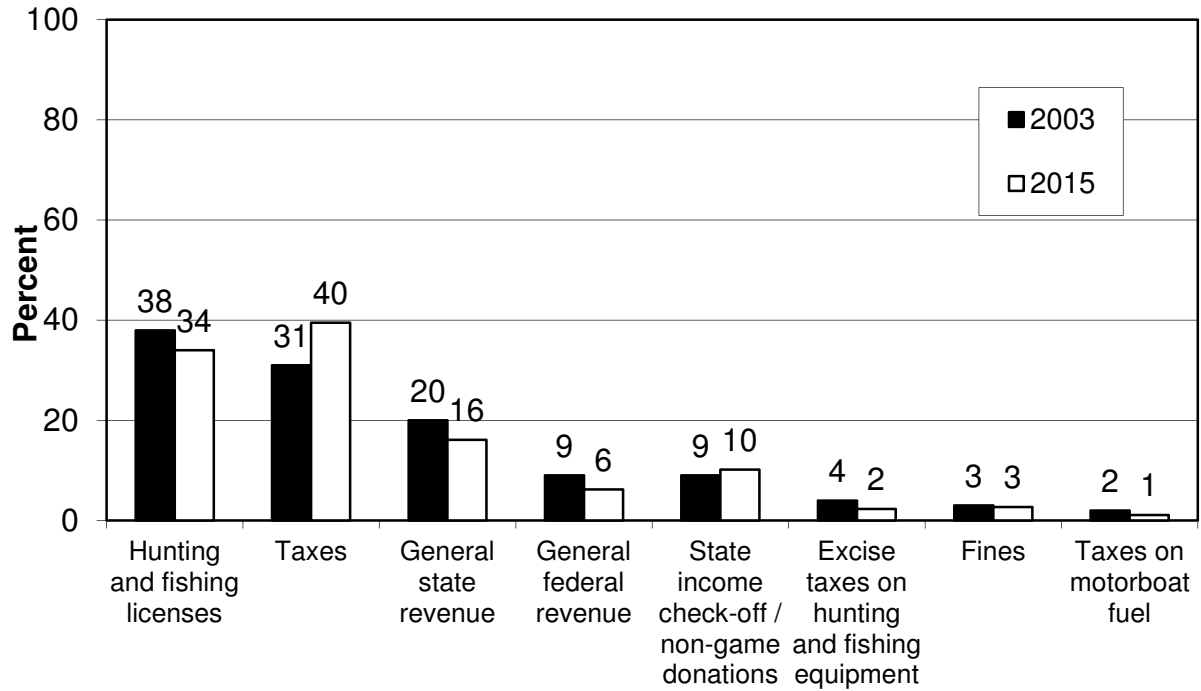


### Q231. How do you think the Maine Department of Inland Fisheries and Wildlife is funded?





### How do you think the Maine Department of Inland Fisheries and Wildlife is funded?



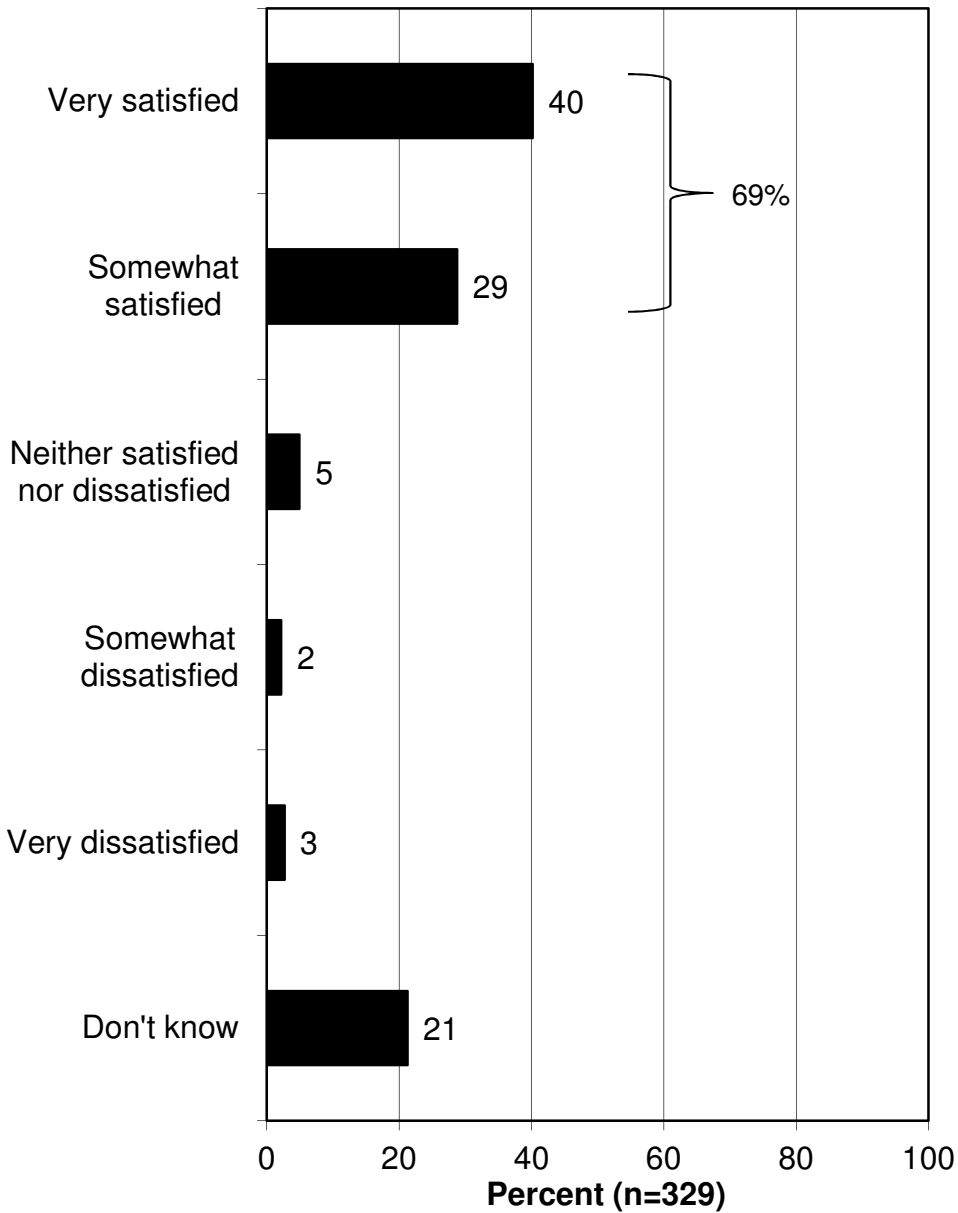
## RATINGS OF THE DEPARTMENT

- A majority of Maine residents in the general population survey were satisfied with the Department (69%), which far exceeds the percentage who were dissatisfied (5%); the rest responded neutrally.
- Maine residents rated 16 efforts of the Department using an excellent-good-fair-poor scale.
  - Five items had at least 70% giving a rating of excellent or good: providing opportunities for recreational fishing (75%), enforcing fish/game laws (75%), protecting and preserving fish and wildlife habitat (71%), providing opportunities for hunting (70%), and protecting endangered species of fish and wildlife (70%).
  - On the other hand, items with the lowest ratings (all with less than 60% rating it excellent or good) included reviewing the impact of proposed development (47%), conserving undeveloped land (52%), providing educational programs (54%), restoring native fish and wildlife (55%), communicating with the public (56%), and protecting people against diseases from animals (58%).
    - Results are presented of excellent by itself, excellent and good combined, fair and poor combined, and poor by itself.
- Six statements about the Department were presented to respondents; four positive statements and two that could be construed as negative statements.
  - Each of the four wholly positive statements had a majority agreeing with it (from 68% to 82%). More than three-quarters of Maine residents in the general population survey agreed that the Department staff “really cares about fish and wildlife” (82% agreed, including 60% who *strongly* agreed; only 4% disagreed) and that the Department “effectively balances the interests of anglers, hunters, conservation groups, and the general public” (75% agreed, with 40% *strongly* agreeing; 9% disagreed).
  - There is some room for improvement, because the two possibly negative statements had substantial agreement, as well. The majority of Maine residents (53%) agreed that the Department “primarily serves the interests of hunters and anglers” (which some—particularly hunters and anglers—may perceive as the way it should be, but which others may perceive as an unfair bias in the Department’s decision-making). Just under half (44%) agreed that the Department “is primarily influenced by environmental and

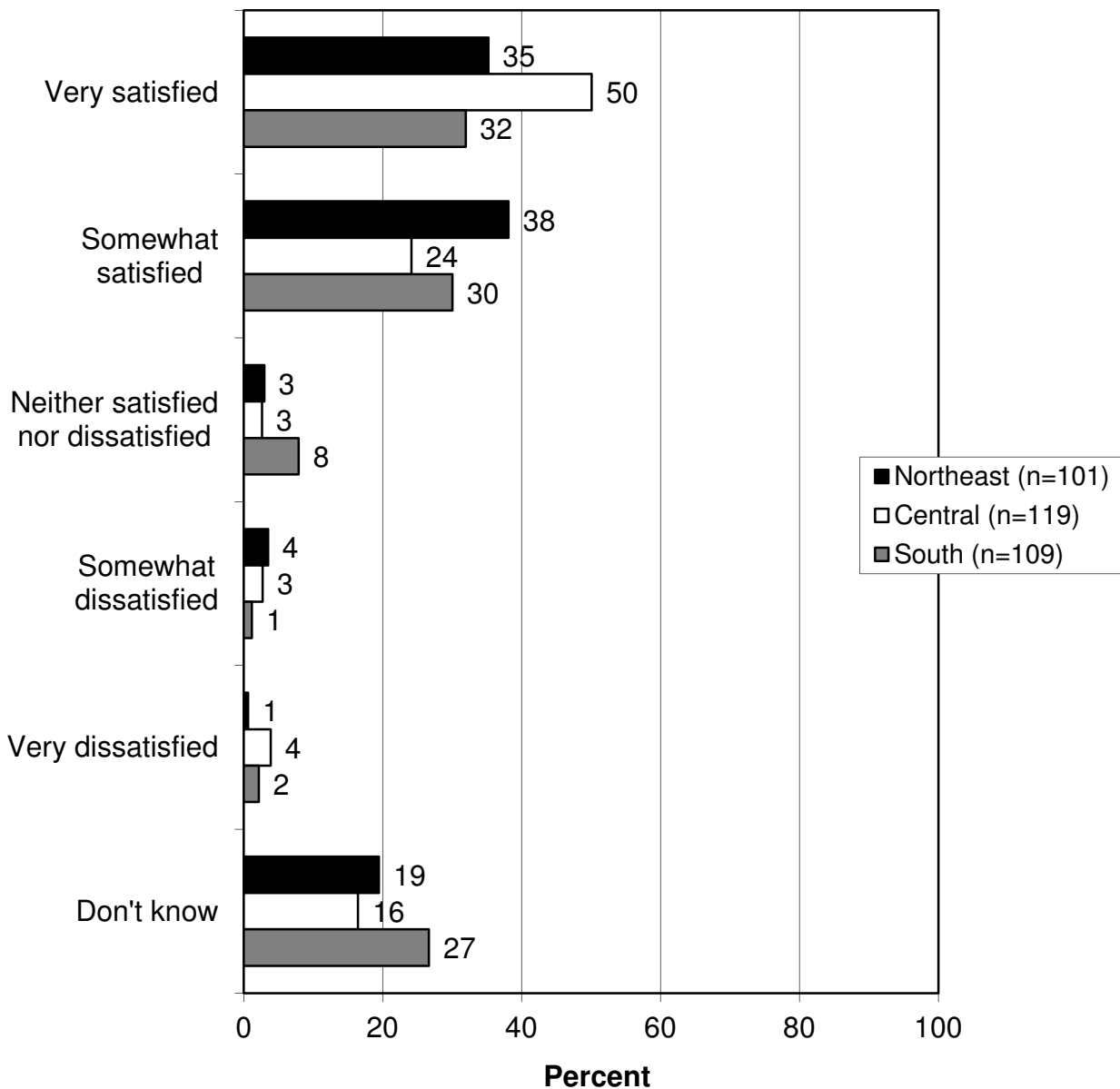
conservation groups” (again, whether this is perceived as a negative statement to everybody is up to conjecture, but some people would certainly see this as an undesirable bias).

- Note that the order of the questions was randomized so that they were not presented in the same sequence to every respondent. Results are presented of strongly agree by itself, strongly and moderately agree combined, strongly and moderately disagree combined, and then strongly disagree by itself.
- Another rating question asked respondents to rate the quality of information/communication that they have seen or heard from the Department over the past 5 years (among those who have seen or heard any information/communication). A majority gave a rating of excellent or good (68%); however, 24% gave a rating of fair, and 4% gave a rating of poor.
- Along the lines of information/communication, the survey asked about the credibility of eight sources of information, two of which were Department-related: a biologist with the Department and a Game Warden. 93% of Maine residents in the general population think a biologist with the Department is *very* or *somewhat* credible (with 72% saying *very* credible); 92% think a Game Warden is *very* or *somewhat* credible (with 74% saying *very* credible). Both of these top the list of the eight sources rated—the rest are all non-Department sources. (These results are presented in the section of the report titled, “Sources of Information and Credibility of Sources”; they are mentioned here because they apply to this section, as well.)

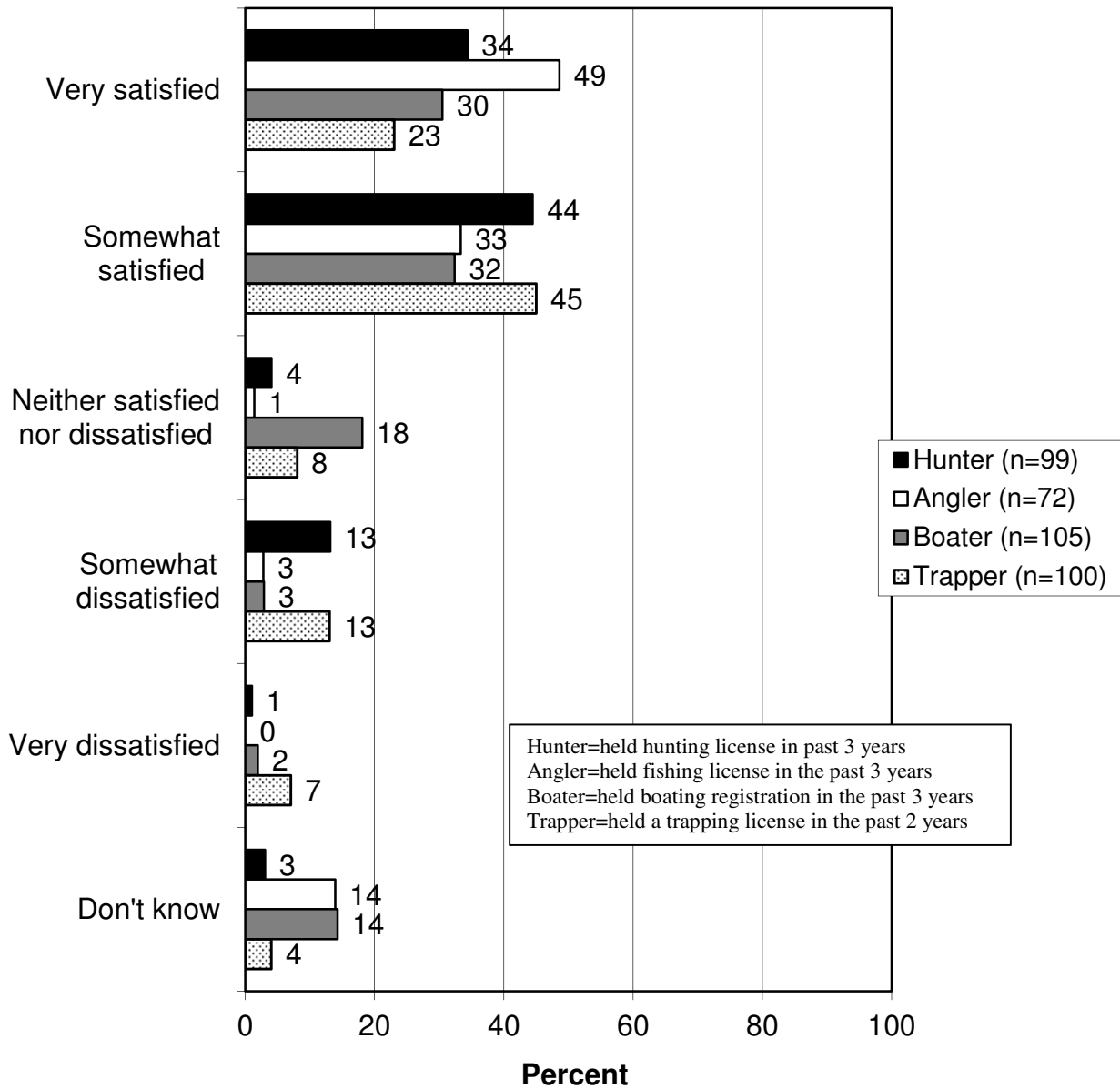
**Q200. Overall, are you satisfied or dissatisfied with the Maine Department of Inland Fisheries and Wildlife as a governmental agency, or do you not know? (General population.)**



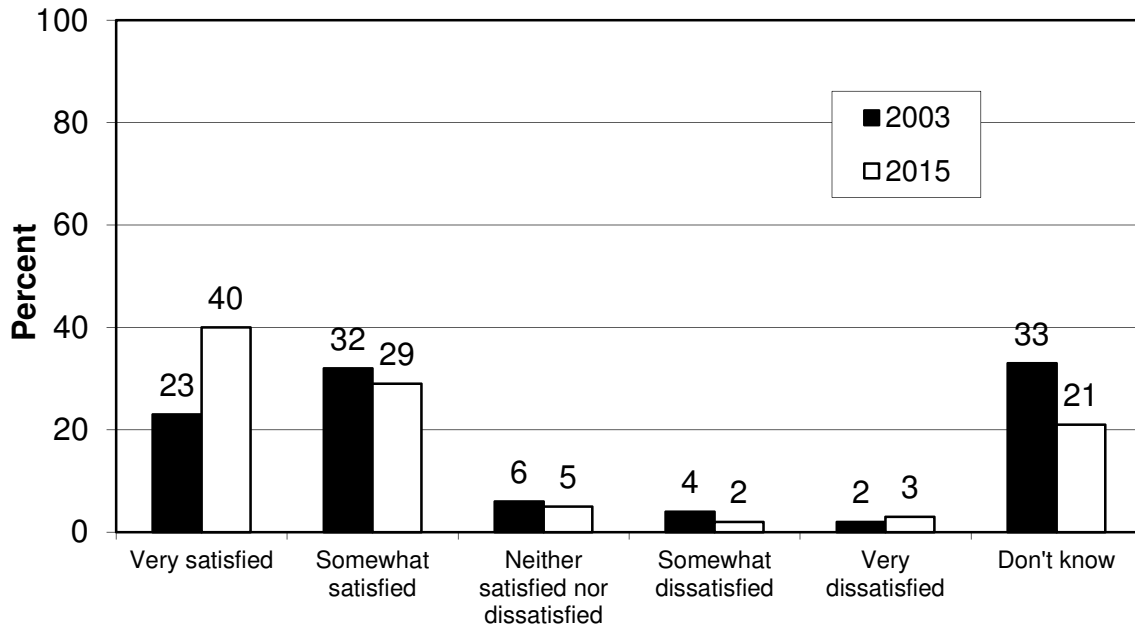
**Q200. Overall, are you satisfied or dissatisfied with the Maine Department of Inland Fisheries and Wildlife as a governmental agency, or do you not know?**



**Q200. Overall, are you satisfied or dissatisfied with the Maine Department of Inland Fisheries and Wildlife as a governmental agency, or do you not know?**

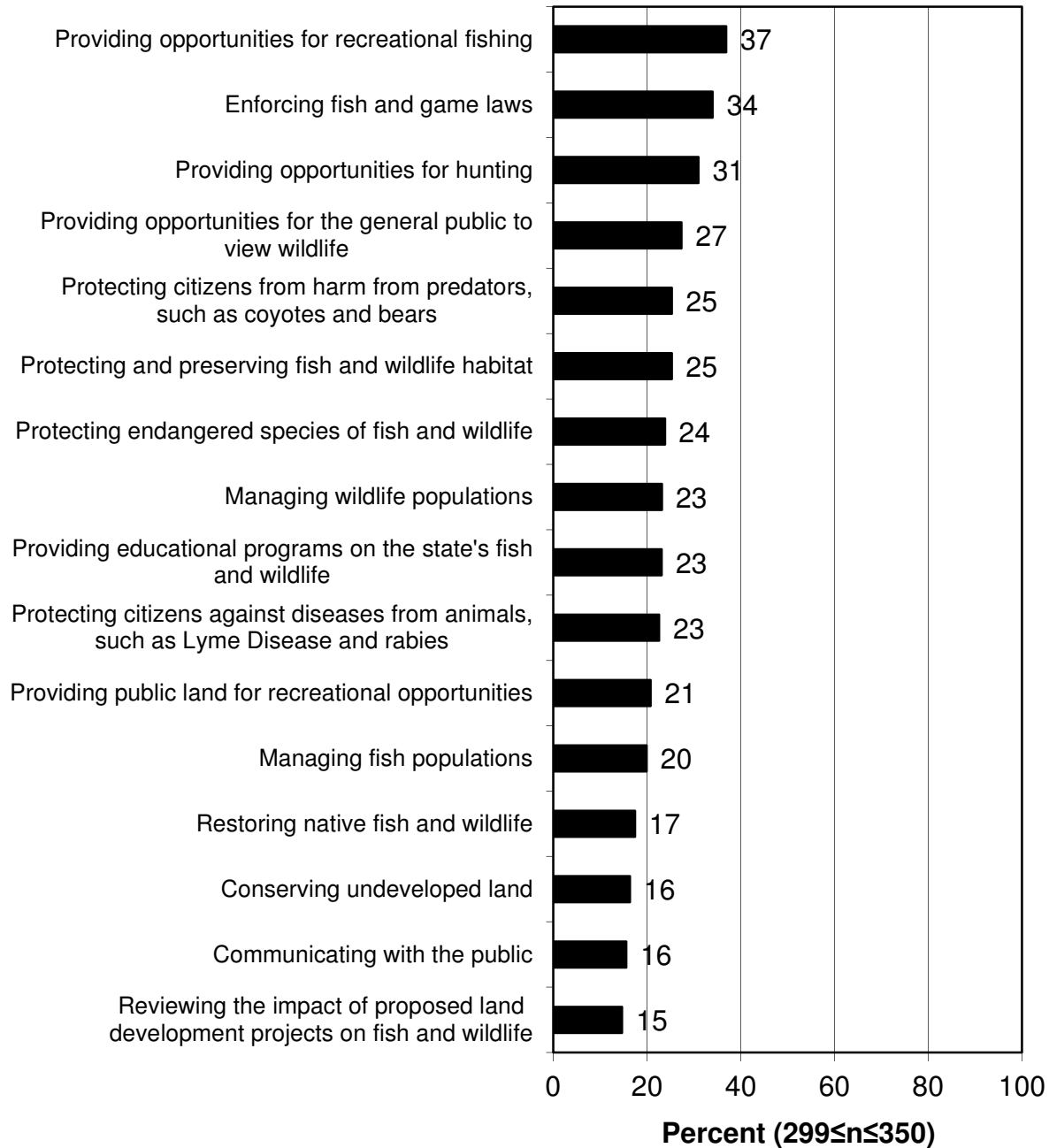


**Overall, are you satisfied or dissatisfied with the Maine Department of Inland Fisheries and Wildlife as a governmental agency, or do you not know?**



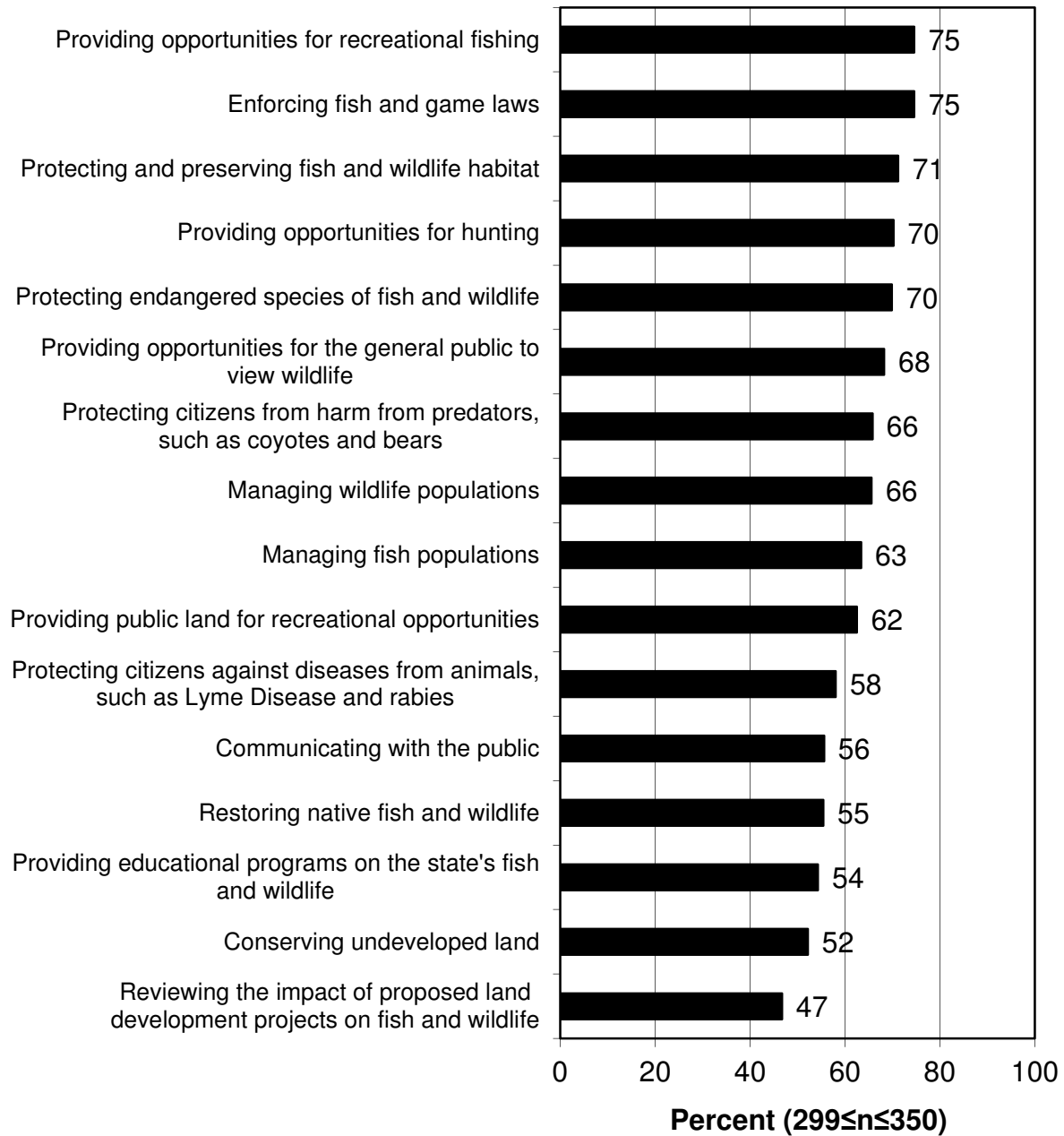
Note that the increase in satisfaction is partly from a decrease in “don’t know” responses; dissatisfaction remained about the same.

**Q254-269. Percent of respondents who think the Maine Department of Inland Fisheries and Wildlife is doing an excellent job at each of the following programs. (General population.)**

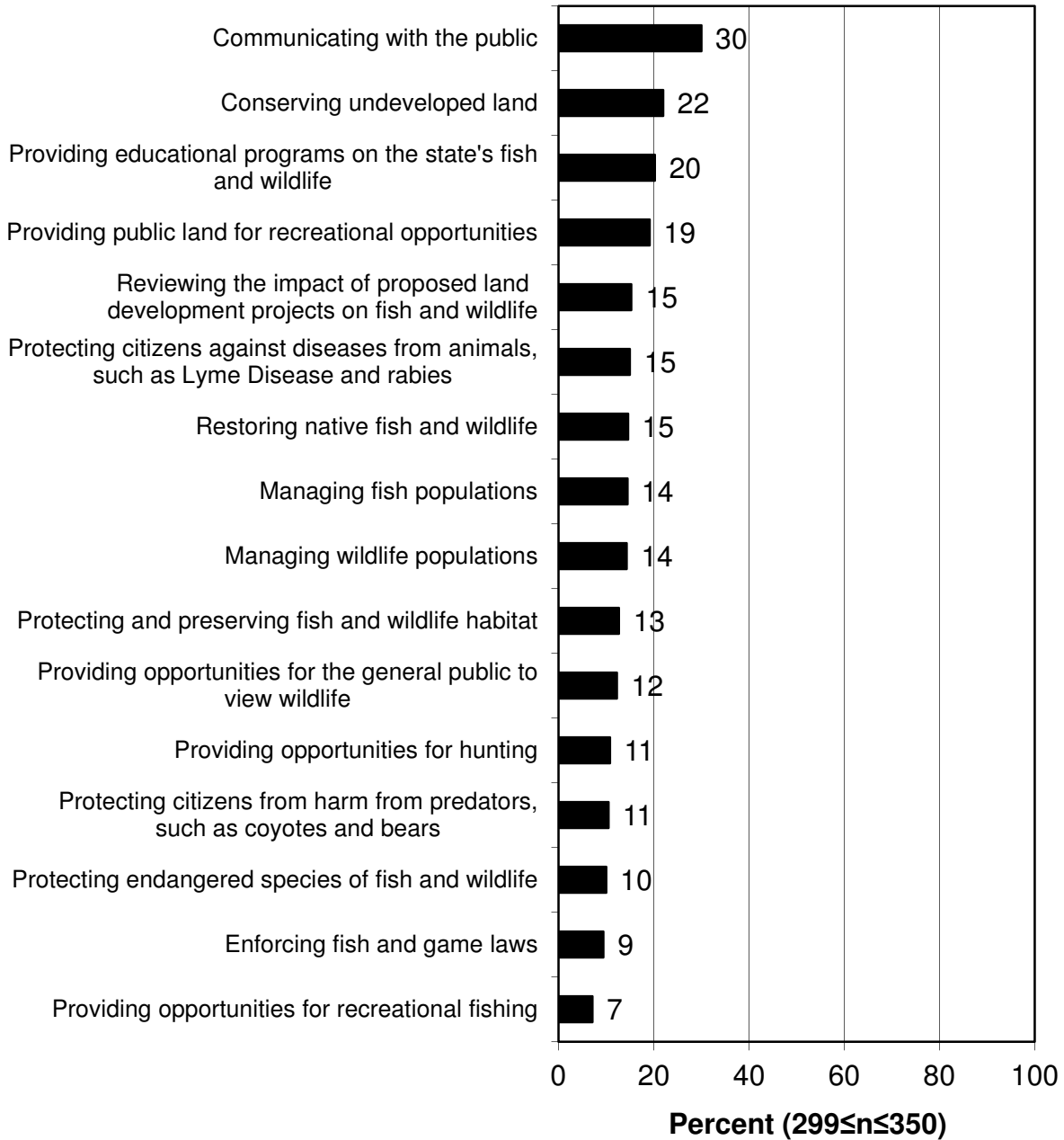




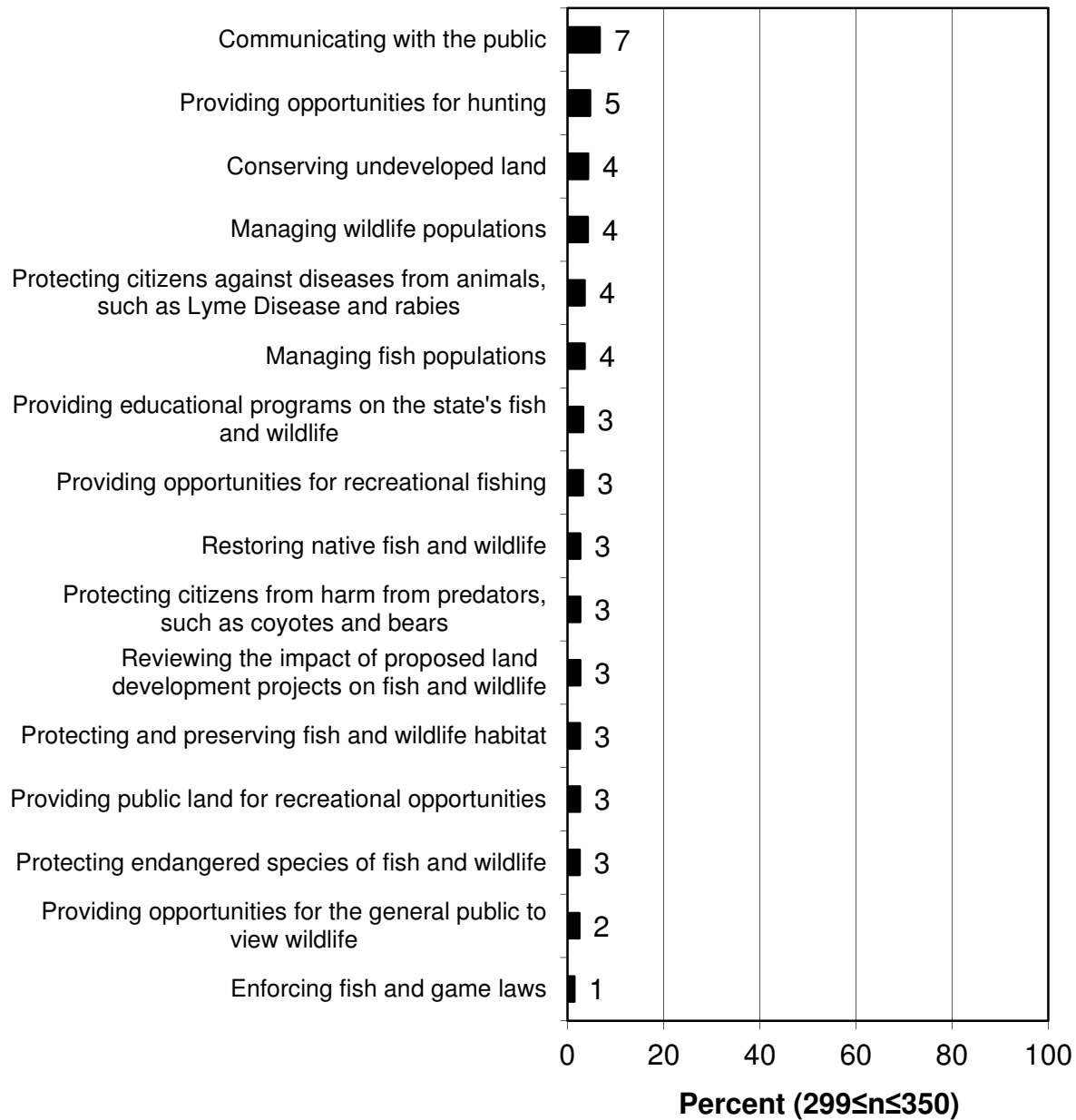
**Q254-269. Percent of respondents who think the Maine Department of Inland Fisheries and Wildlife is doing an excellent or good job at each of the following programs. (General population.)**



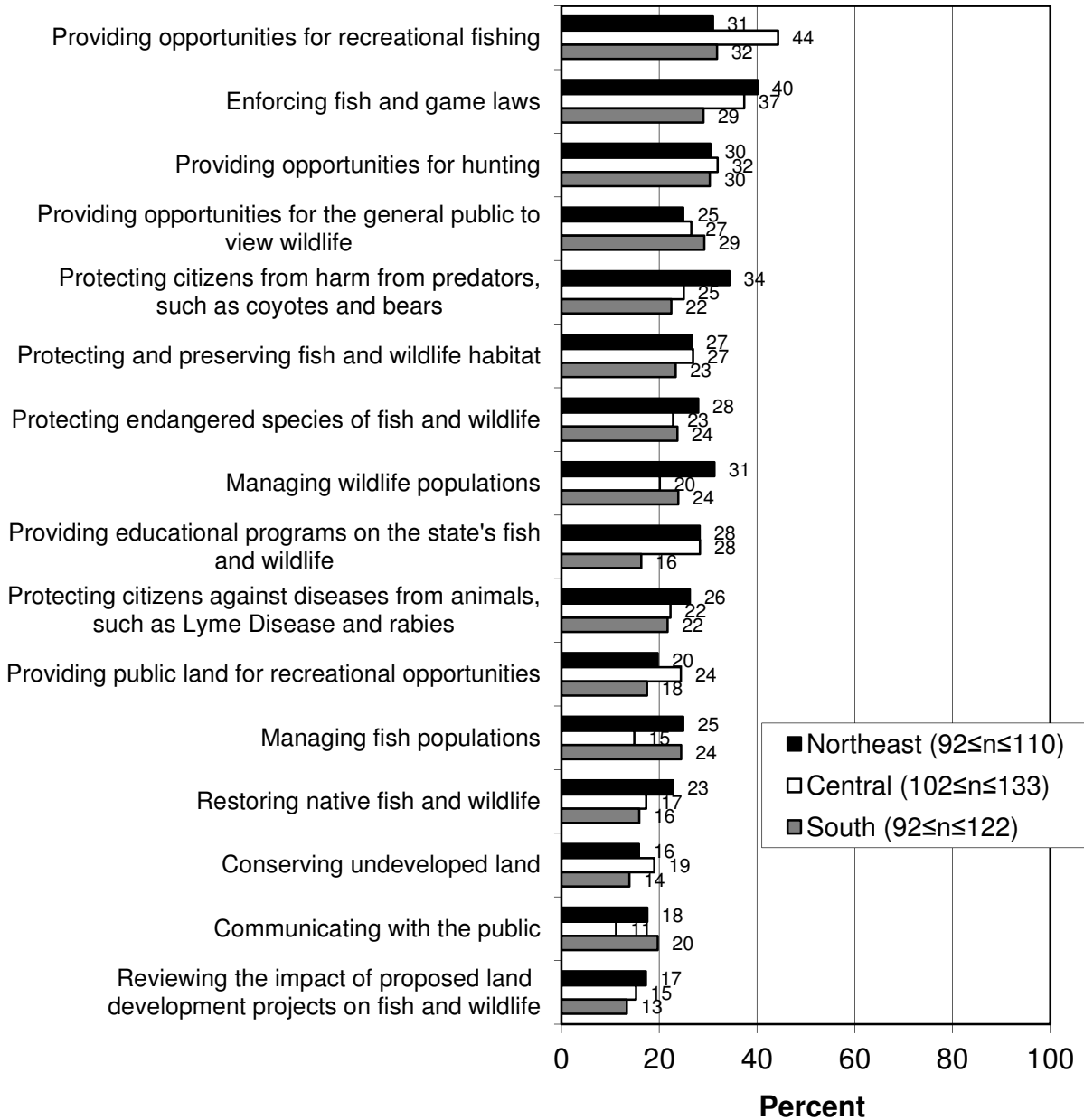
**Q254-269. Percent of respondents who think the Maine Department of Inland Fisheries and Wildlife is doing a fair or poor job at each of the following programs. (General population.)**



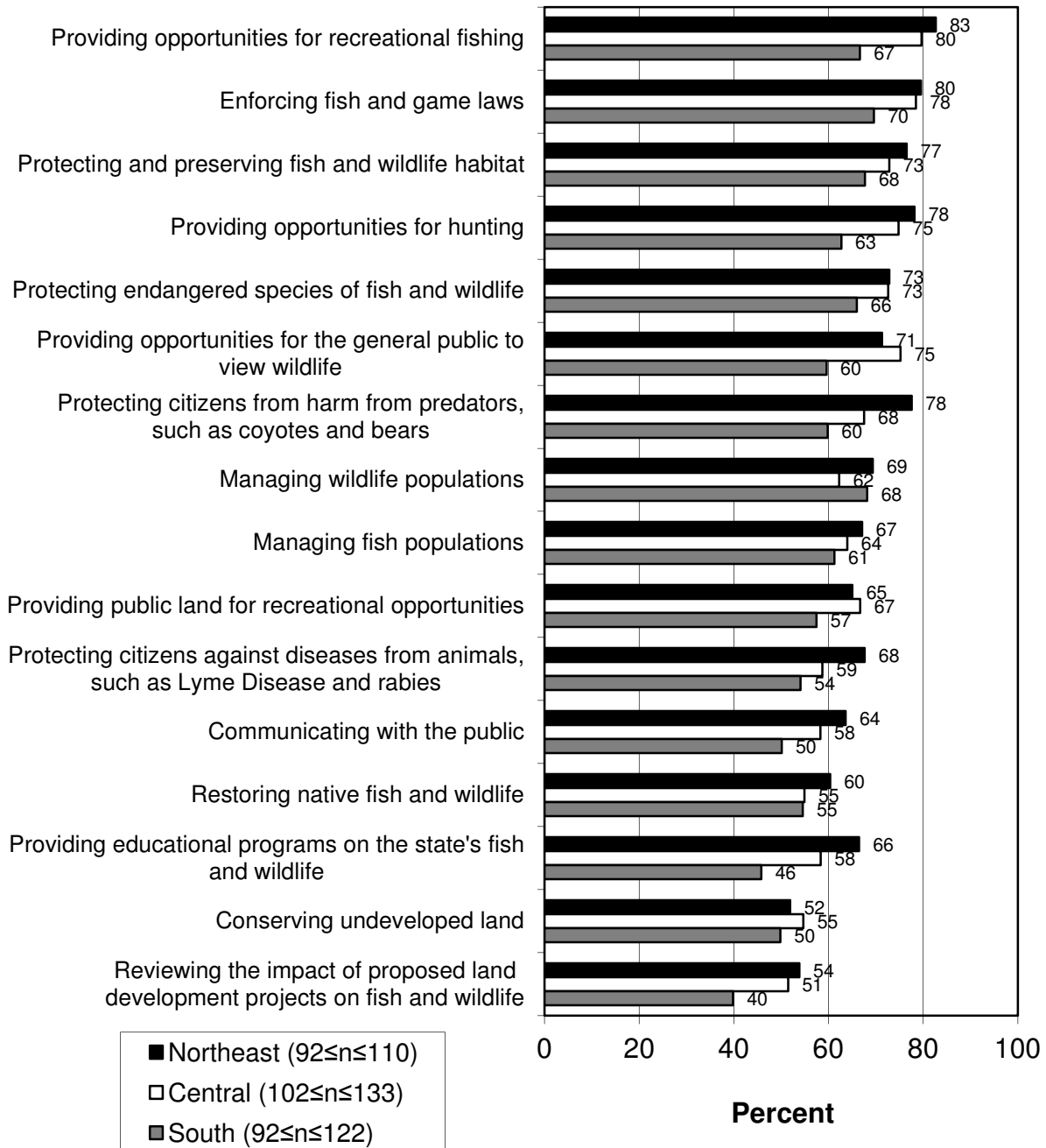
**Q254-269. Percent of respondents who think the Maine Department of Inland Fisheries and Wildlife is doing a poor job at each of the following programs. (General population.)**



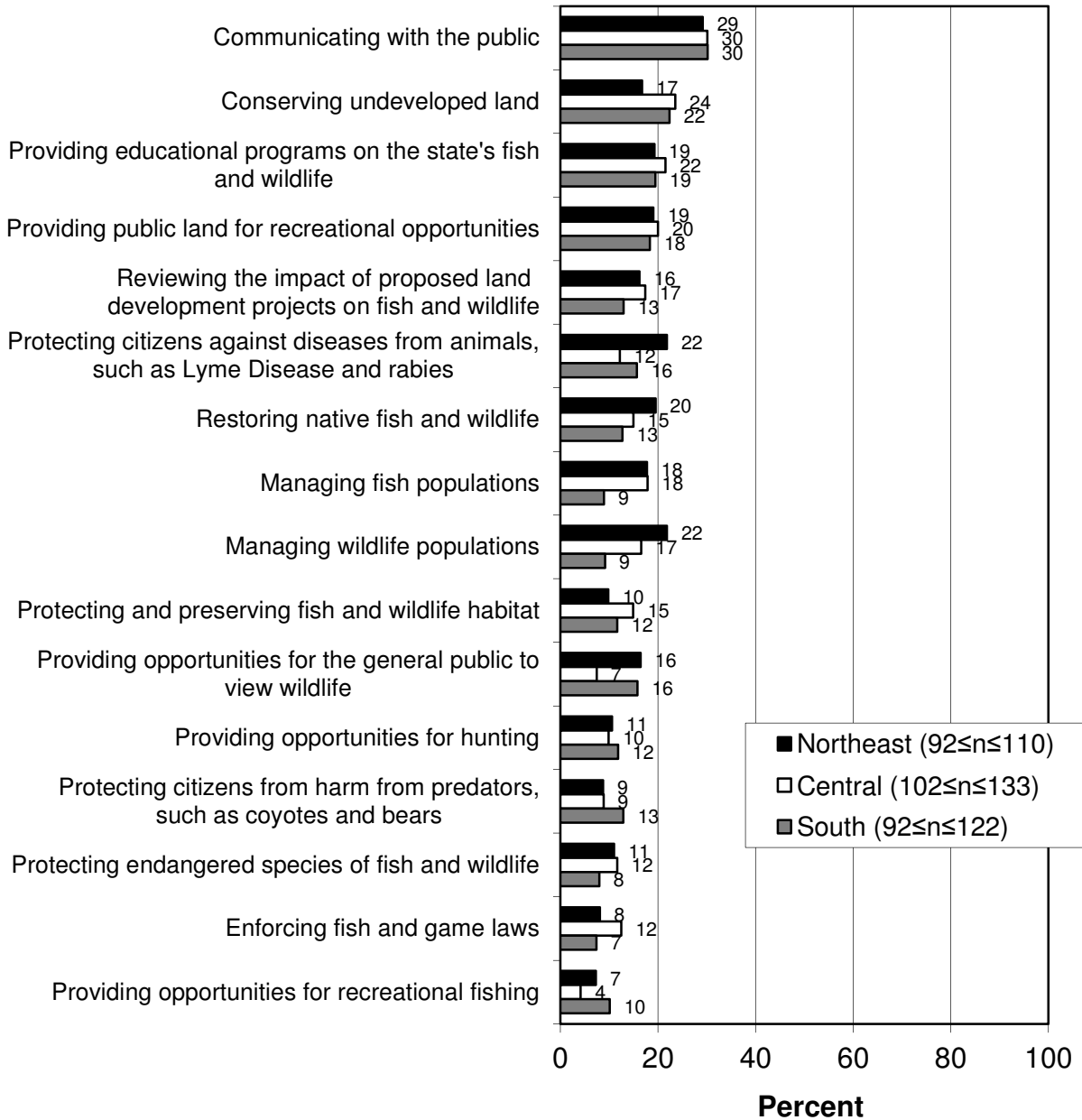
**Q254-269. Percent of respondents who think the Maine Department of Inland Fisheries and Wildlife is doing an excellent job at each of the following programs:**



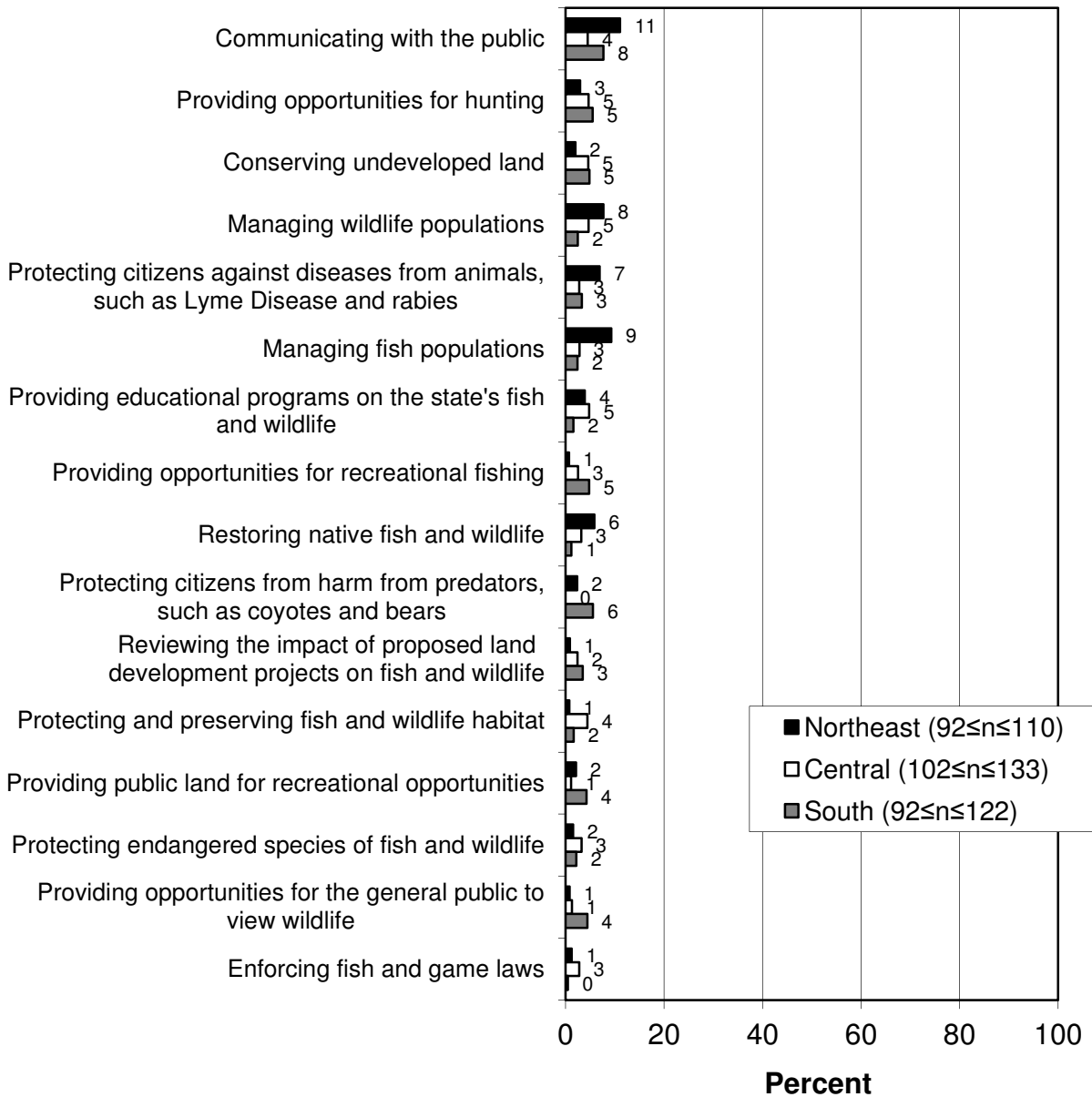
**Q254-269. Percent of respondents who think the Maine Department of Inland Fisheries and Wildlife is doing an excellent or good job at each of the following programs:**



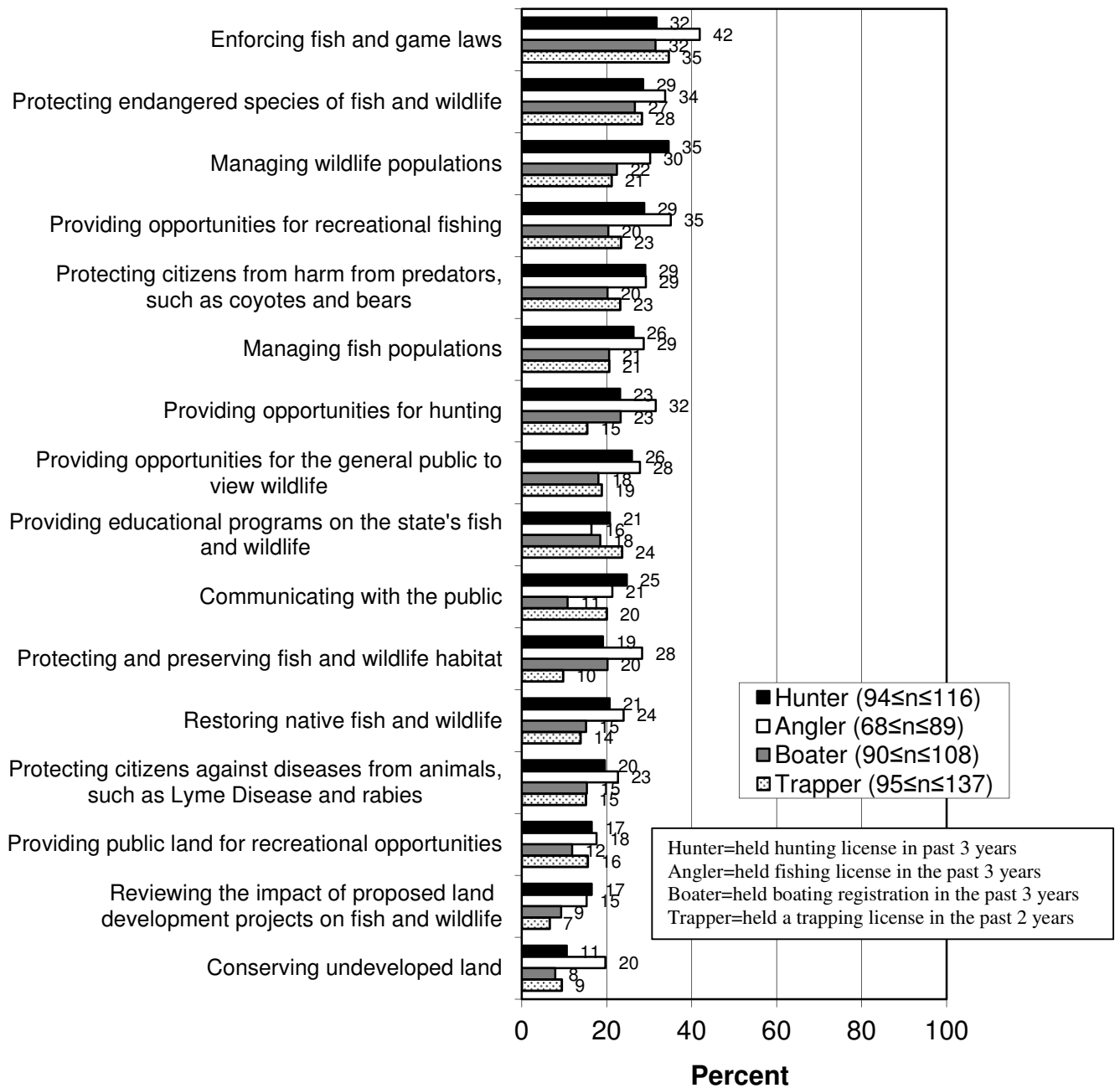
**Q254-269. Percent of respondents who think the Maine Department of Inland Fisheries and Wildlife is doing a fair or poor job at each of the following programs:**



**Q254-269. Percent of respondents who think the Maine Department of Inland Fisheries and Wildlife is doing a poor job at each of the following programs:**

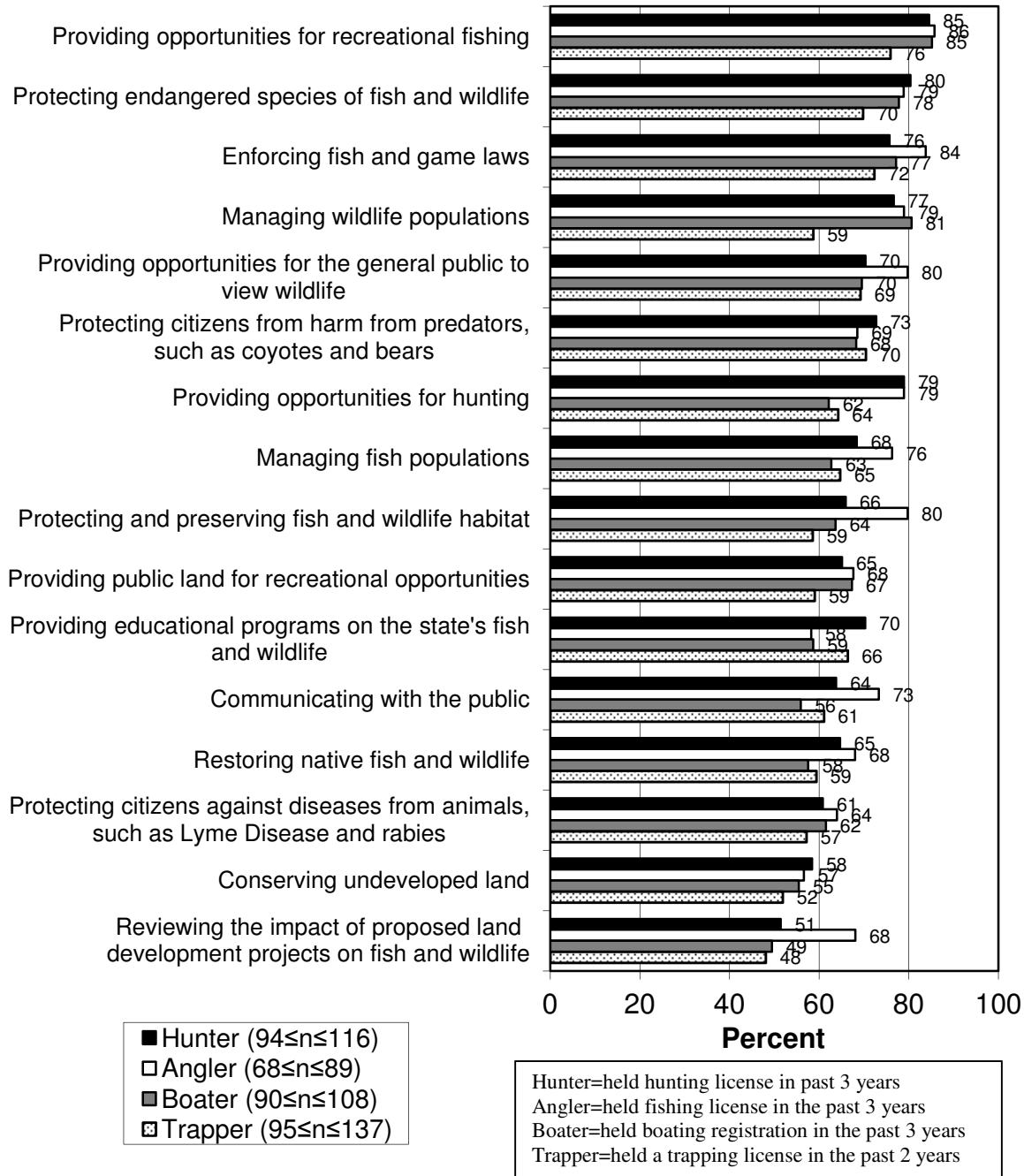


**Q254-269. Percent of respondents who think the Maine Department of Inland Fisheries and Wildlife is doing an excellent job at each of the following programs:**

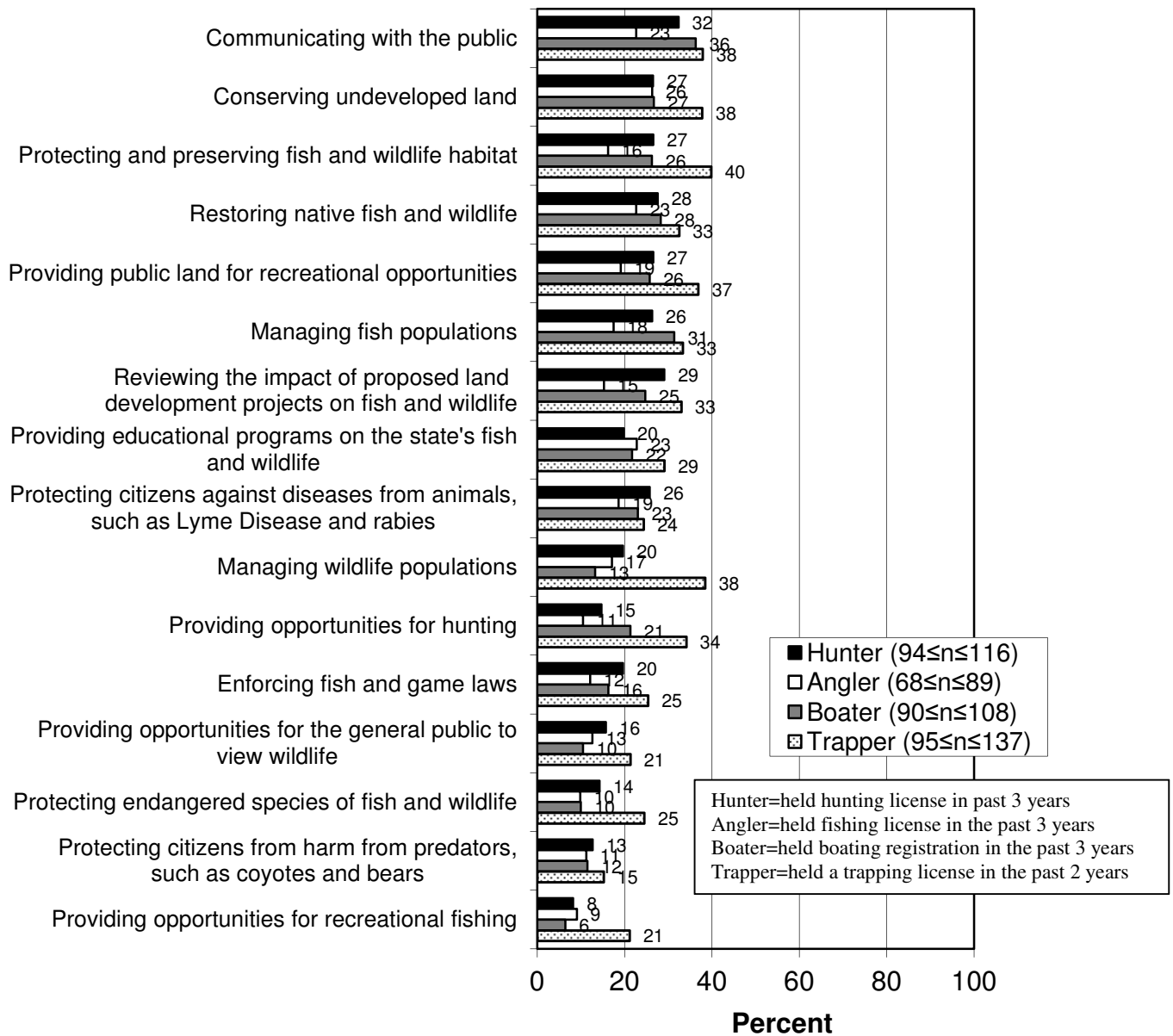




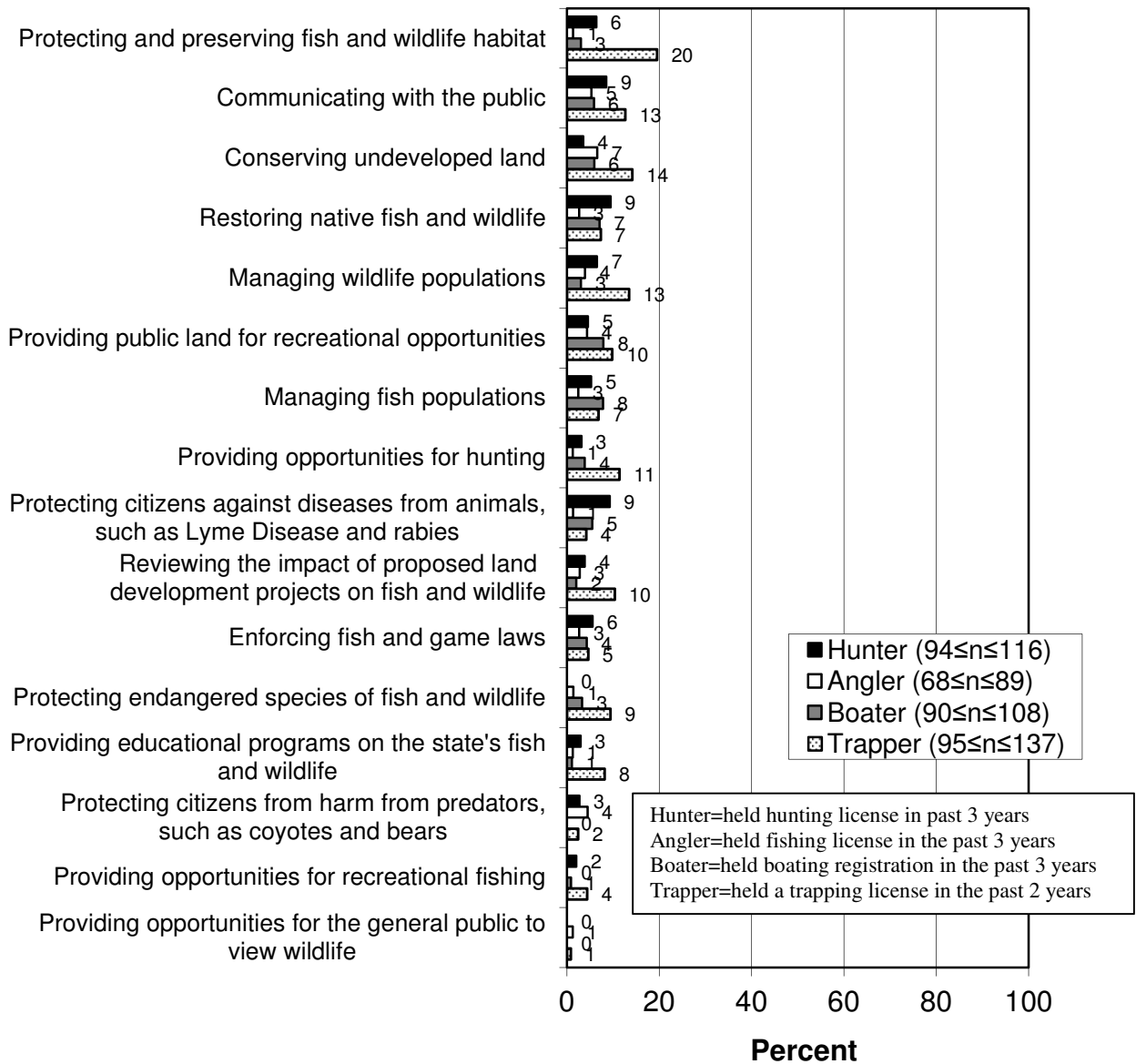
**Q254-269. Percent of respondents who think the Maine Department of Inland Fisheries and Wildlife is doing a good or excellent job at each of the following programs:**



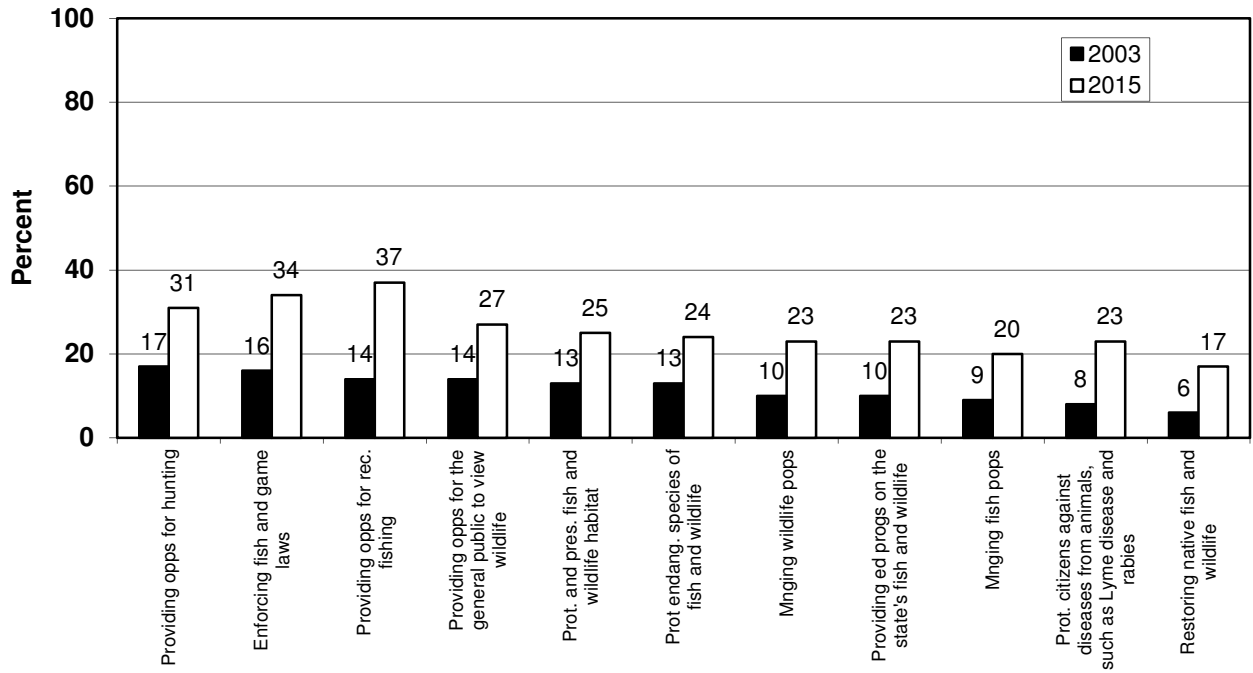
**Q254-269. Percent of respondents who think the Maine Department of Inland Fisheries and Wildlife is doing a fair or poor job at each of the following programs:**



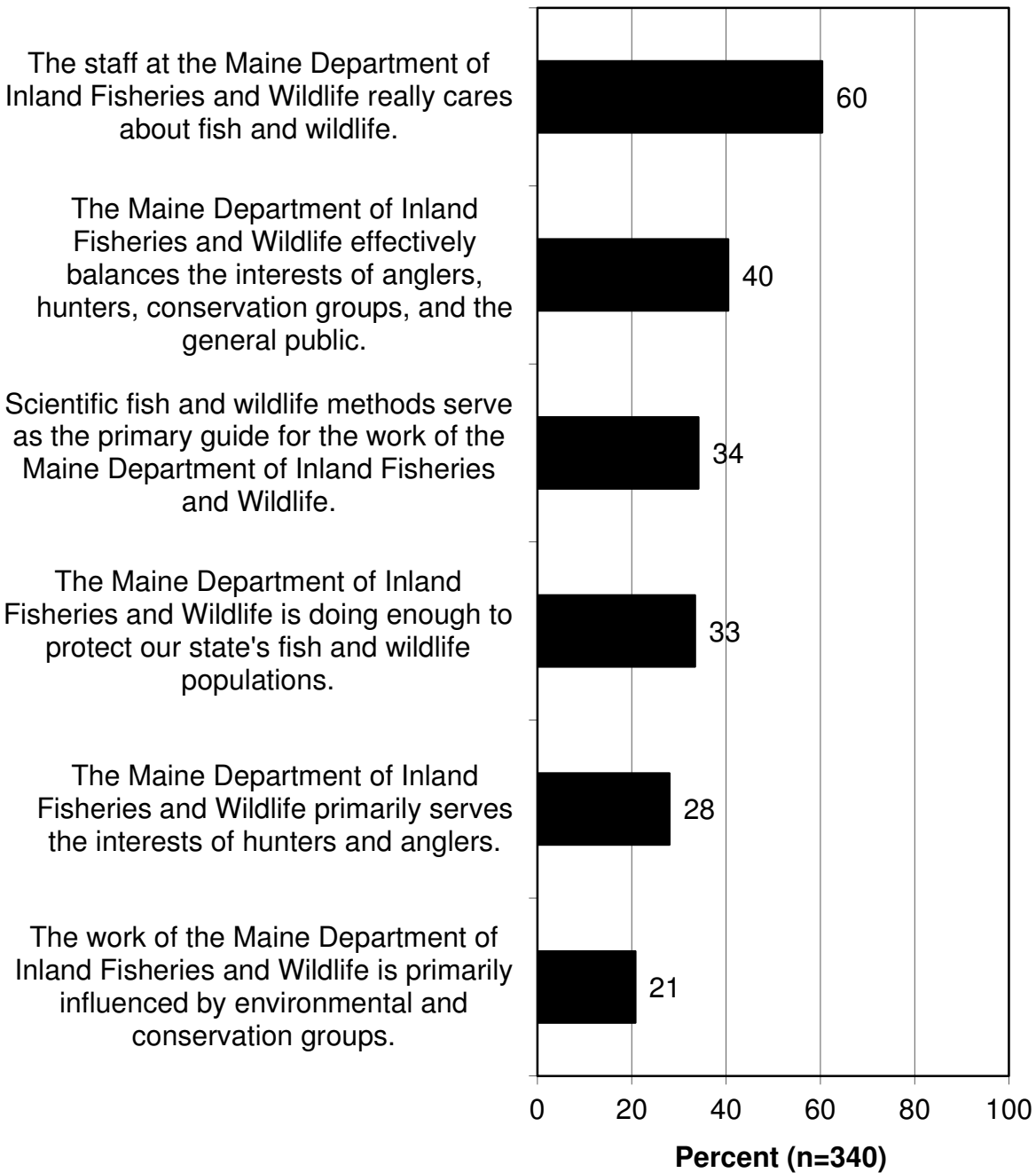
**Q254-269. Percent of respondents who think the Maine Department of Inland Fisheries and Wildlife is doing a poor job at each of the following programs:**



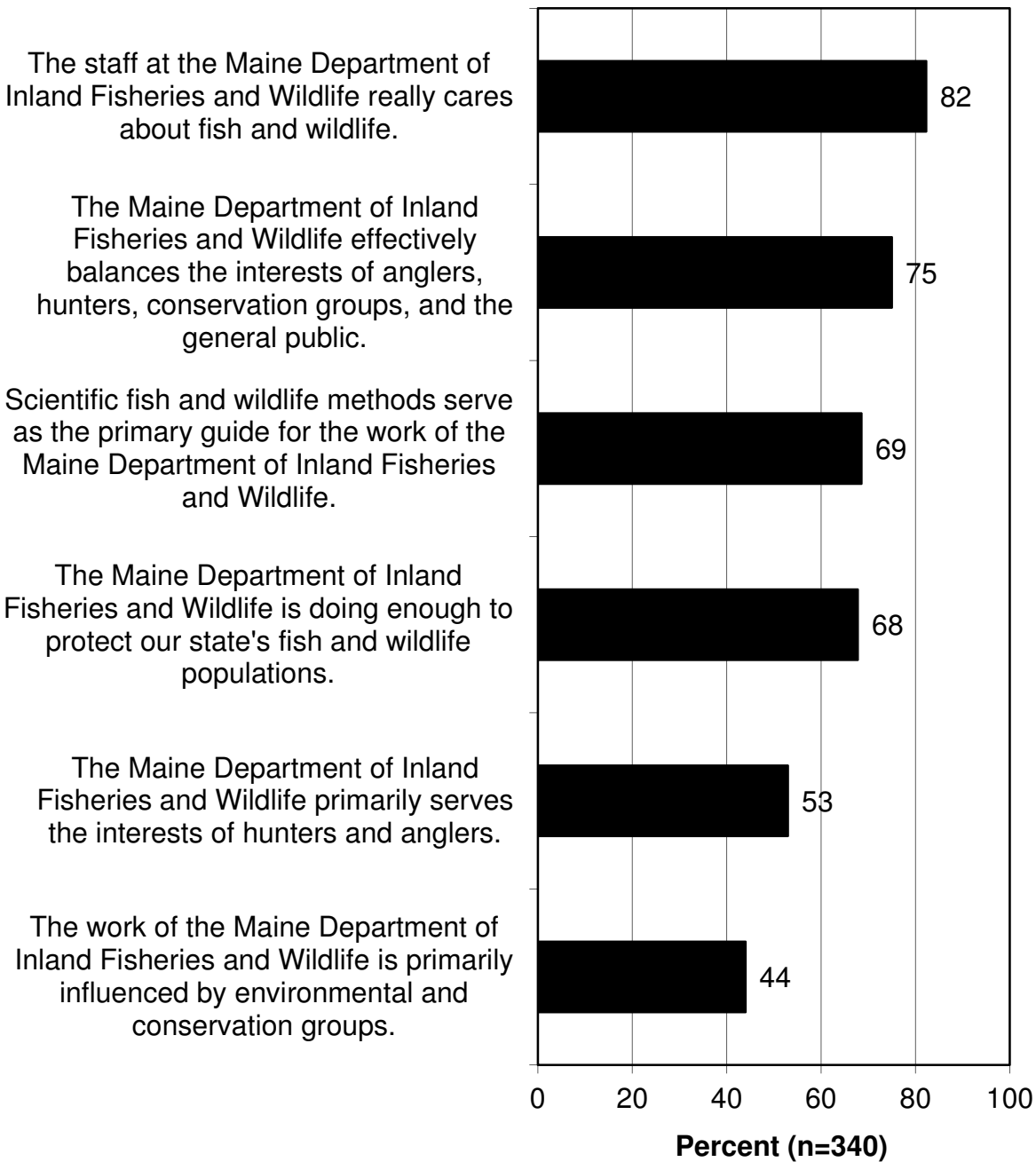
**Percent of respondents who think the Maine Department of Inland Fisheries and Wildlife is doing an excellent job at each of the following efforts:**



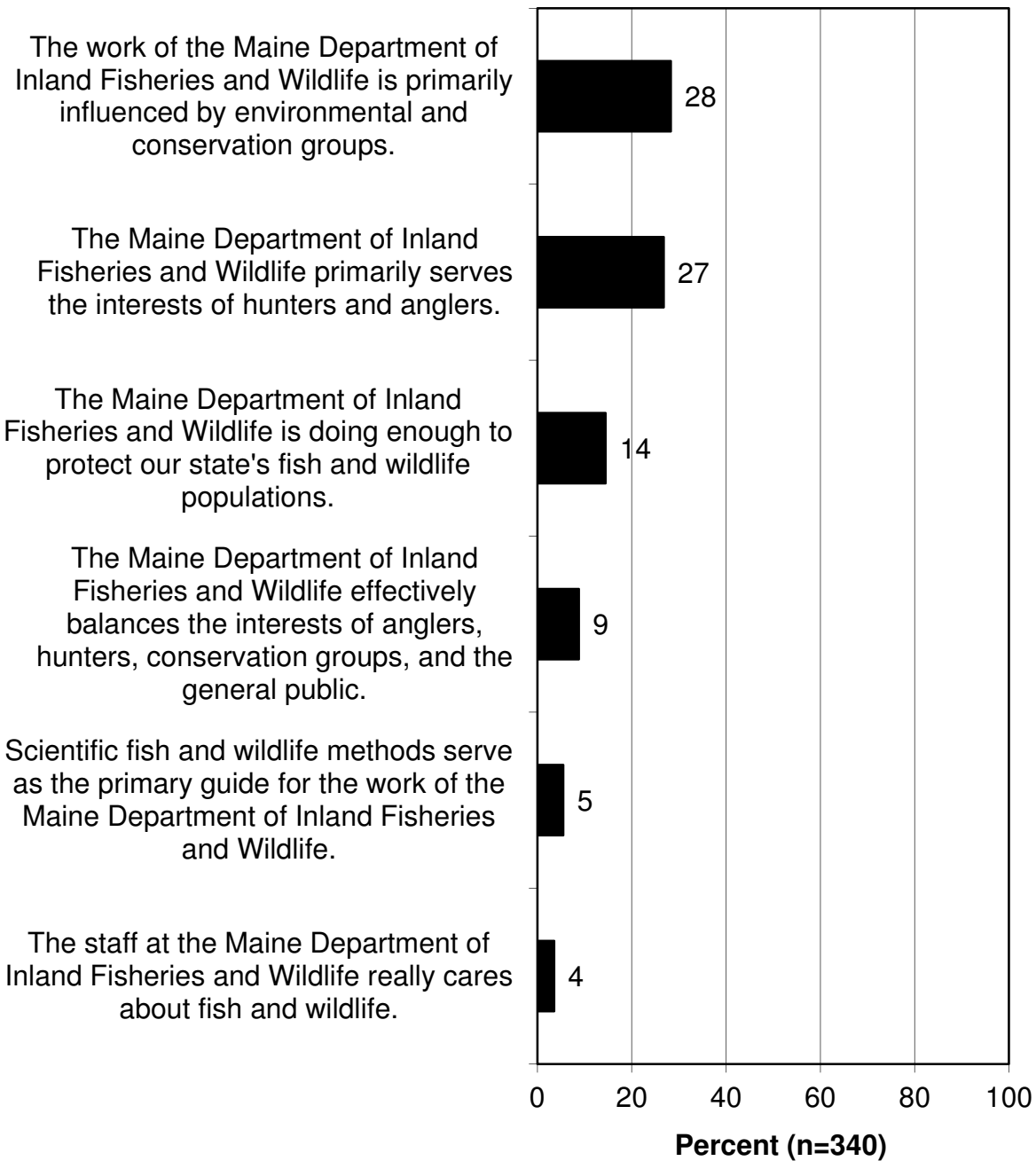
**Q211-216. Percent of respondents who strongly agree with each of the following statements.  
(General population.)**



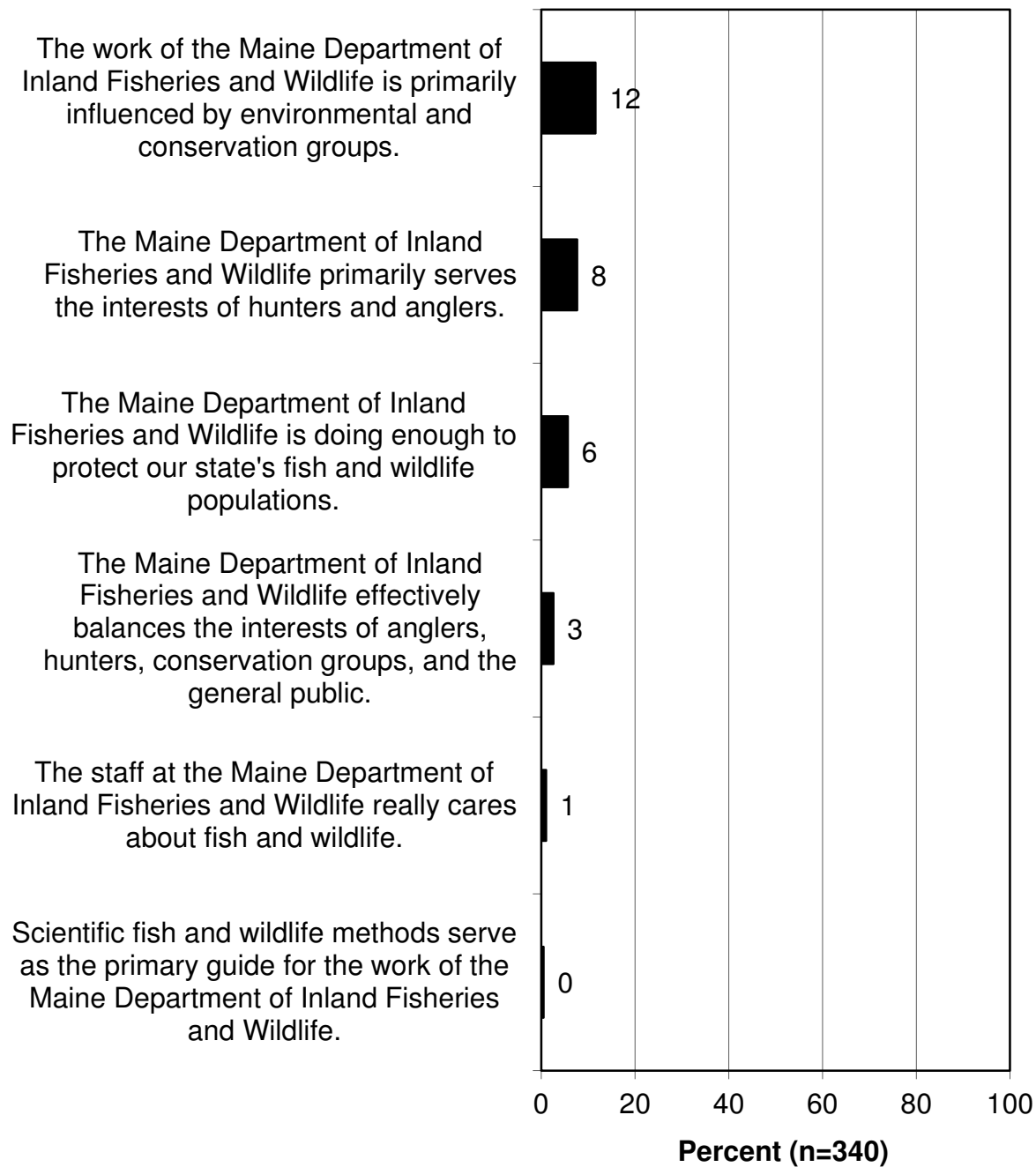
**Q211-216. Percent of respondents who strongly or moderately agree with each of the following statements. (General population.)**



**Q211-216. Percent of respondents who moderately or strongly disagree with each of the following statements. (General population.)**

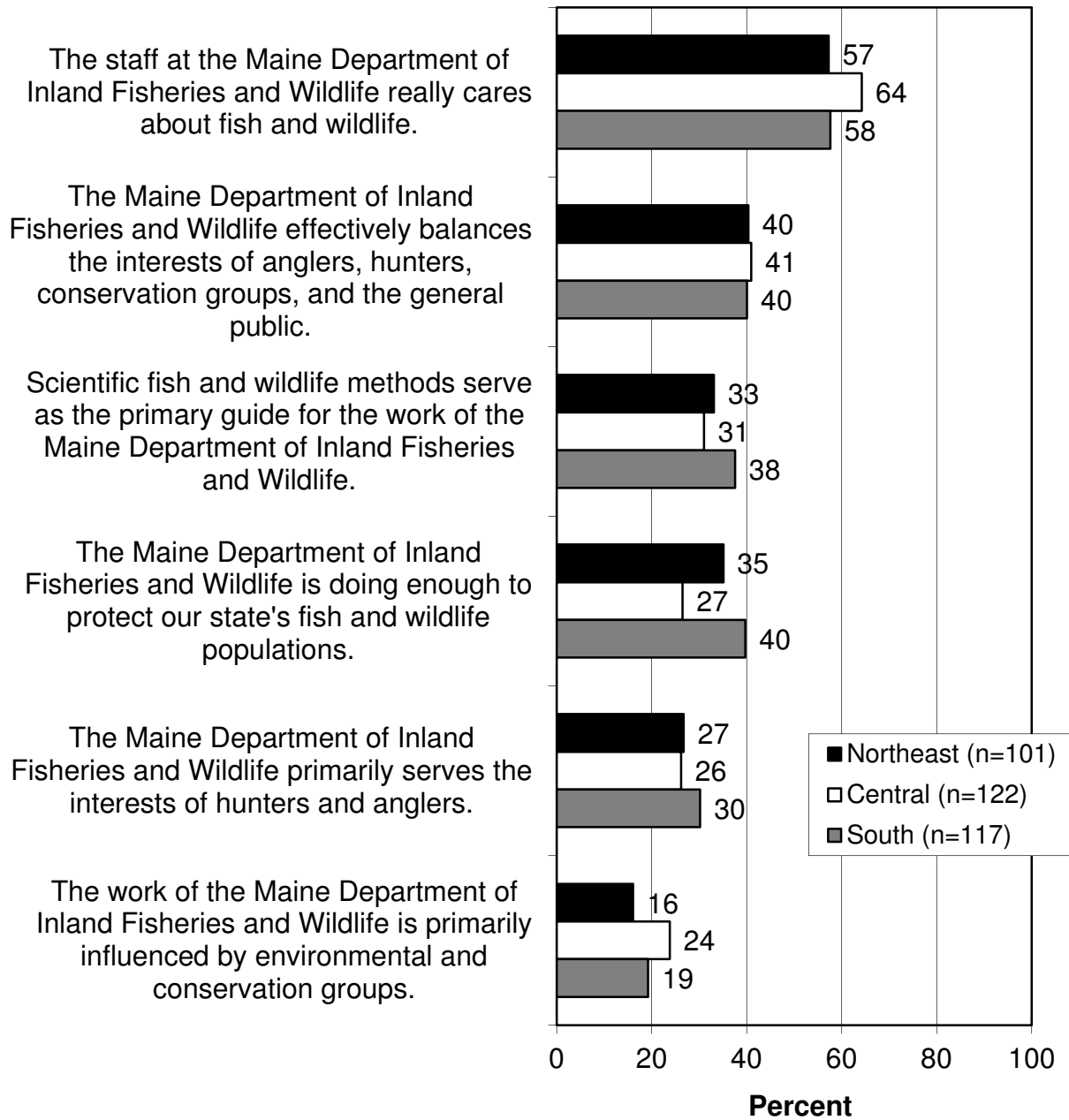


**Q211-216. Percent of respondents who strongly disagree with each of the following statements.  
(General population.)**

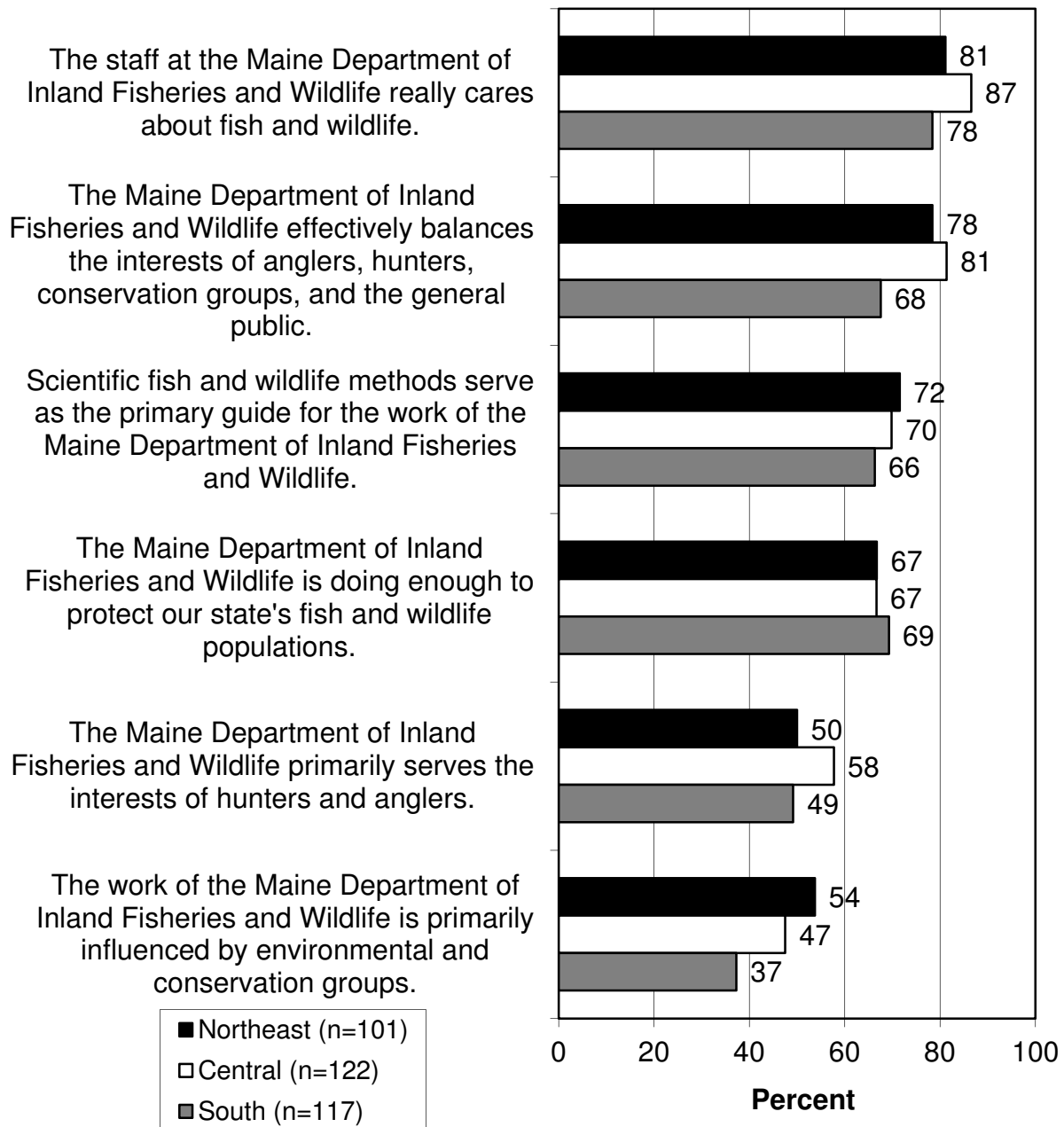




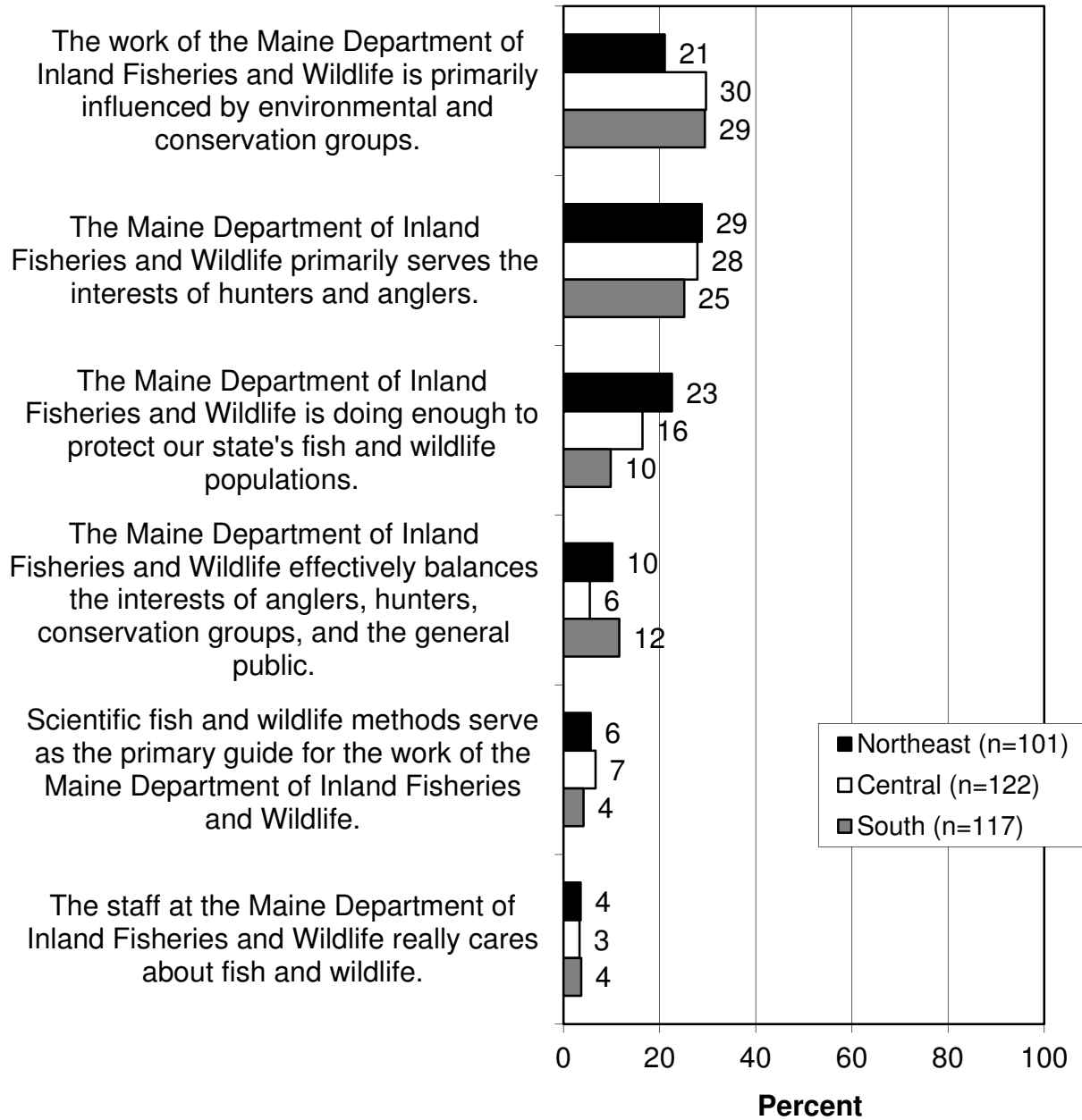
**Q211-216. Percent of respondents who strongly agree with each of the following statements:**



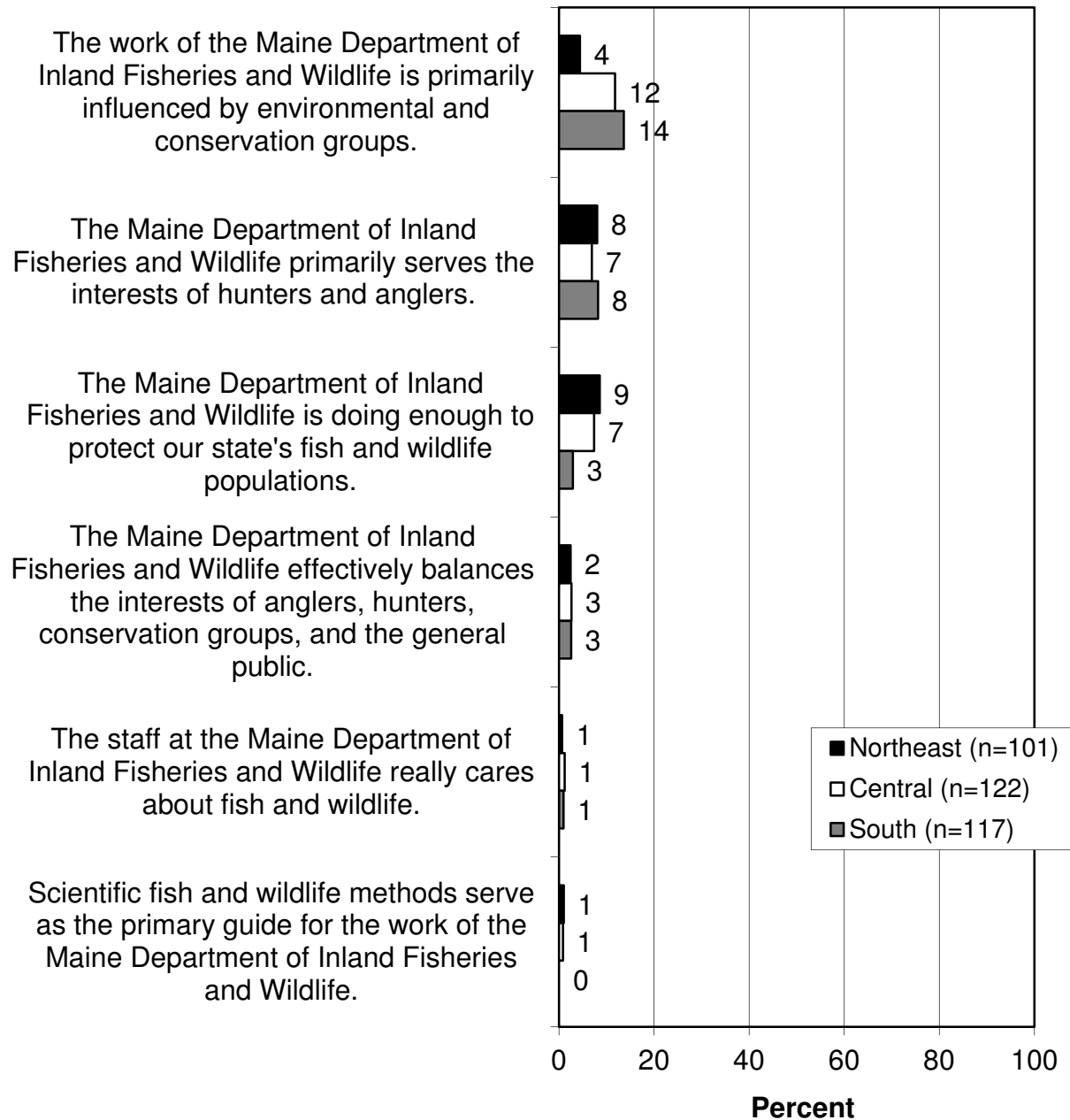
**Q211-216. Percent of respondents who strongly or moderately agree with each of the following statements:**



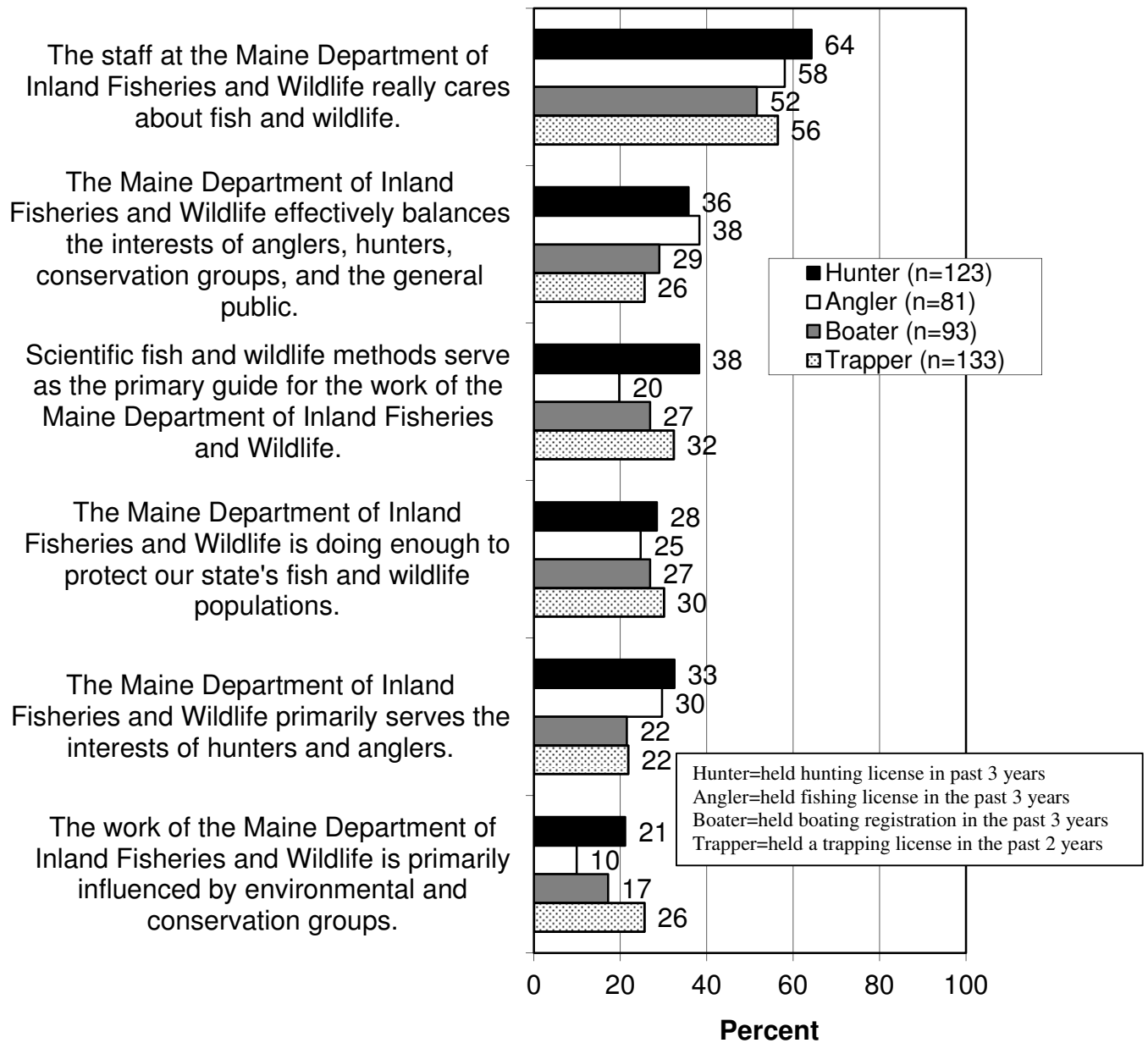
**Q211-216. Percent of respondents who moderately or strongly disagree with each of the following statements:**



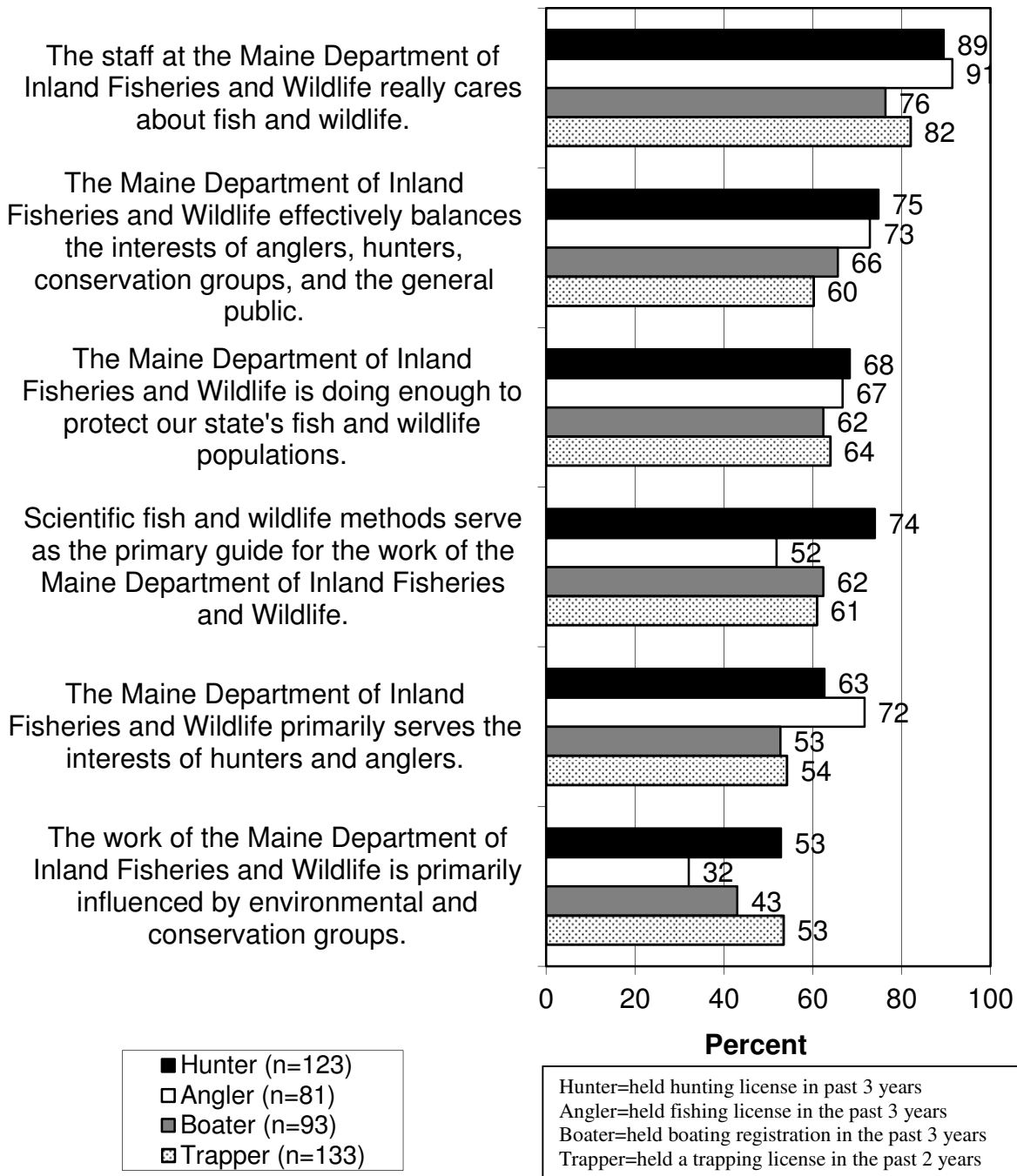
**Q211-216. Percent of respondents who strongly disagree with each of the following statements:**



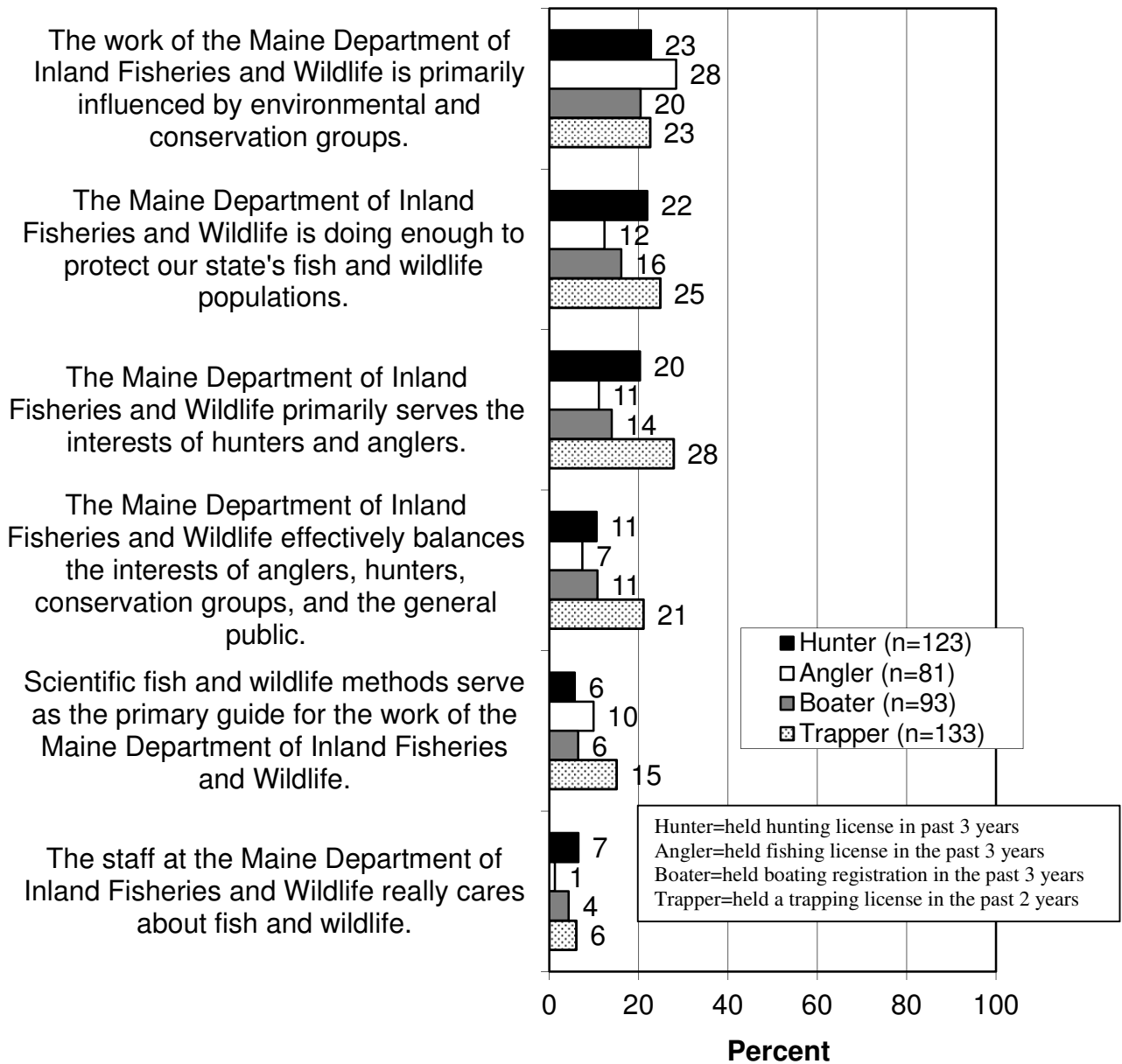
**Q211-216. Percent of respondents who strongly agree with each of the following statements:**



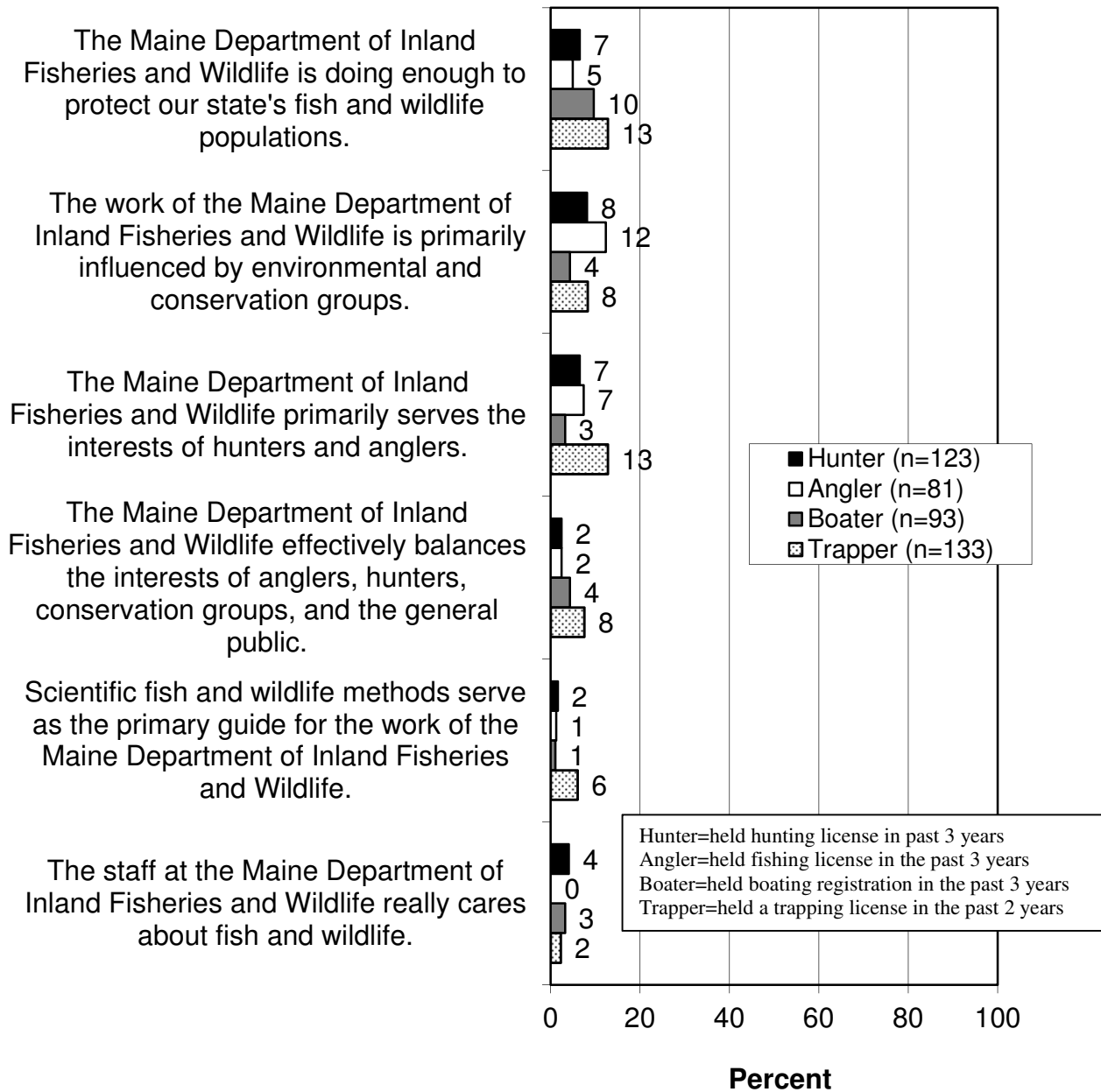
**Q211-216. Percent of respondents who strongly or moderately agree with each of the following statements:**



**Q211-216. Percent of respondents who moderately or strongly disagree with each of the following statements:**

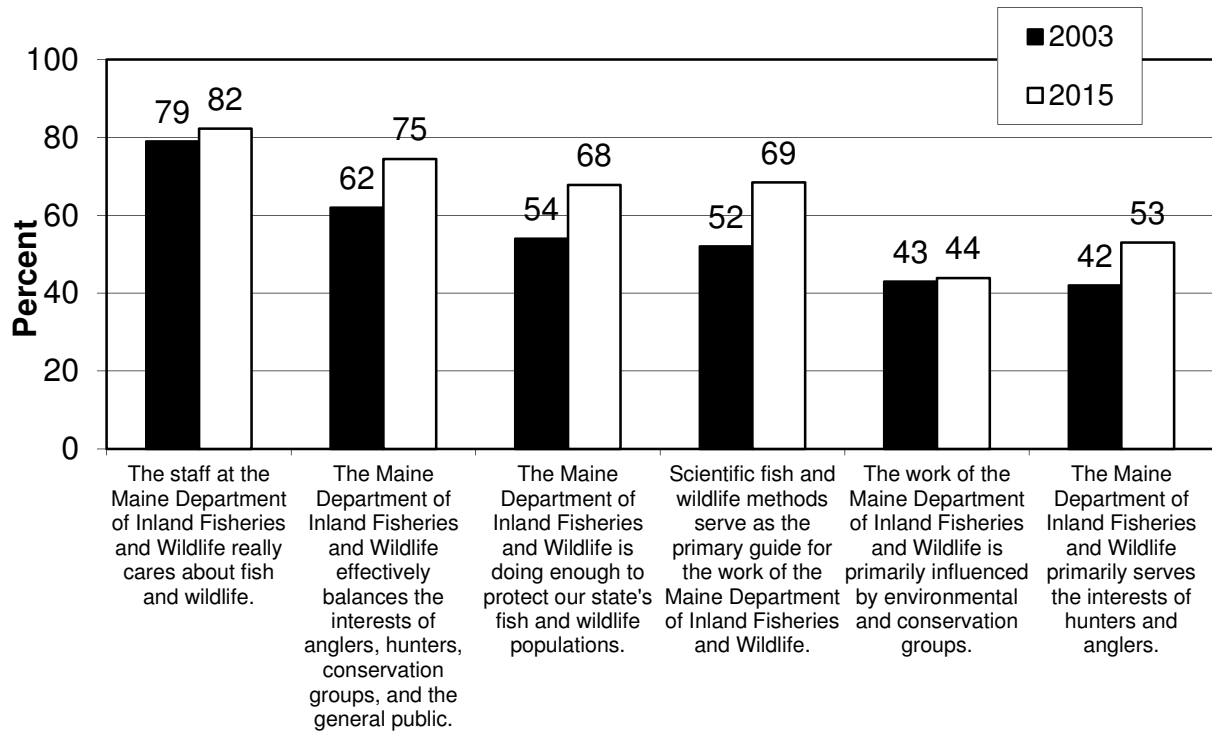


**Q211-216. Percent of respondents who strongly disagree with each of the following statements:**

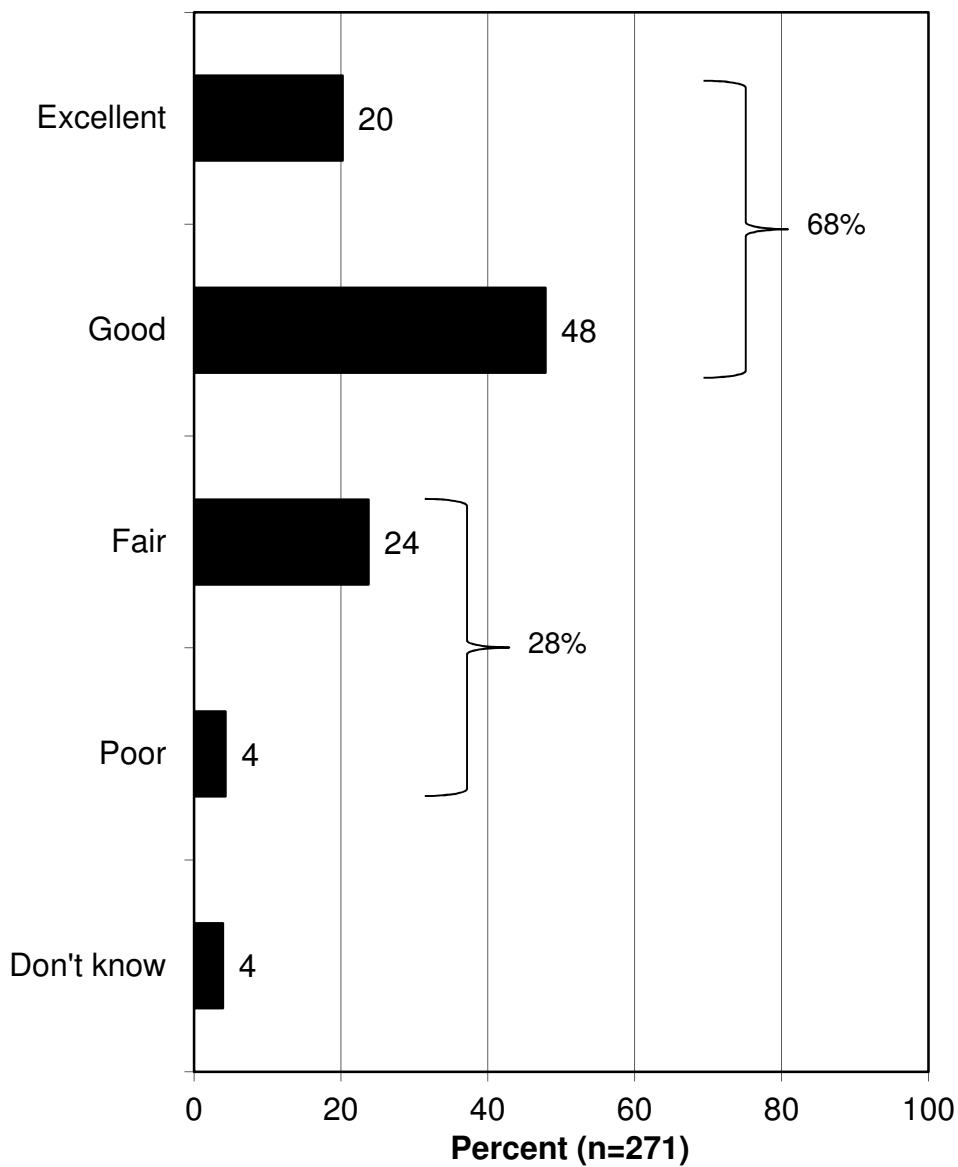




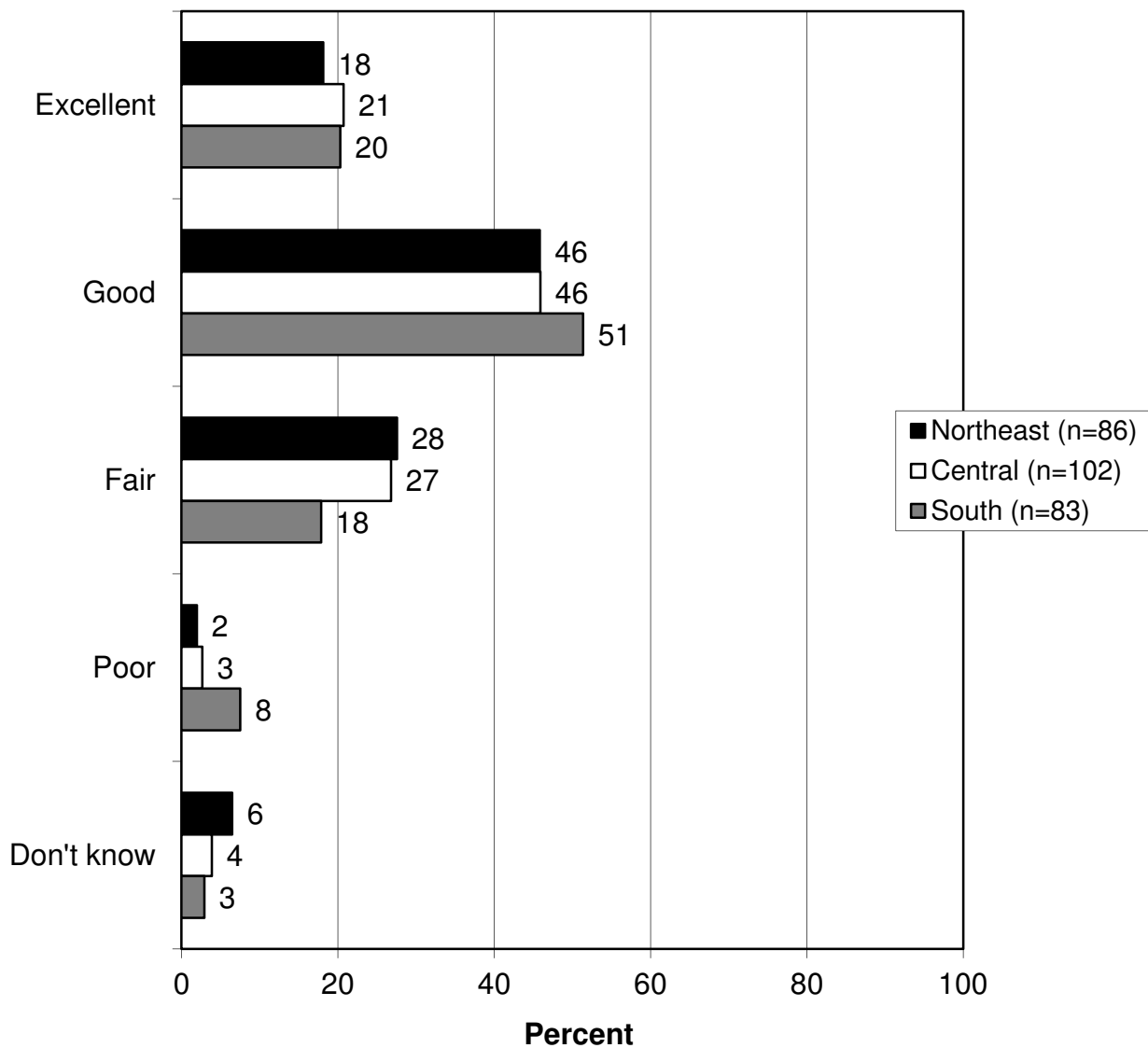
**Percent of respondents who strongly or moderately agree with each of the following statements:**



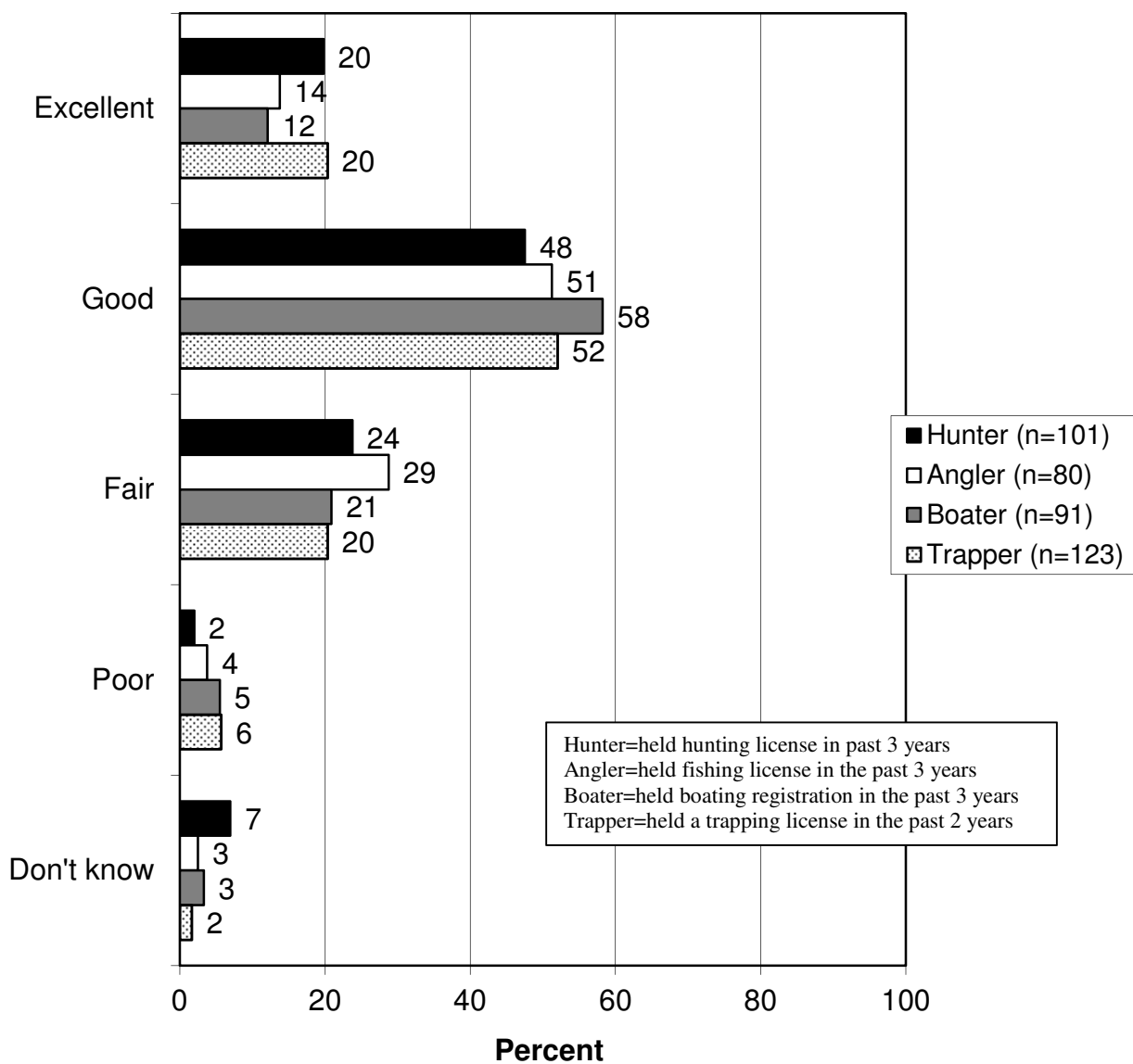
**Q316. How would you rate the quality of the information or communication you have seen or heard from the Maine Department of Inland Fisheries and Wildlife in the past 5 years? (Asked of those who saw / heard information / communication in the past 5 years.) (General population.)**



**Q316. How would you rate the quality of the information/communication you have seen/heard from the Maine Department of Inland Fisheries and Wildlife in the past 5 years?  
(Asked of those who saw / heard information / communication in the past 5 years.)**



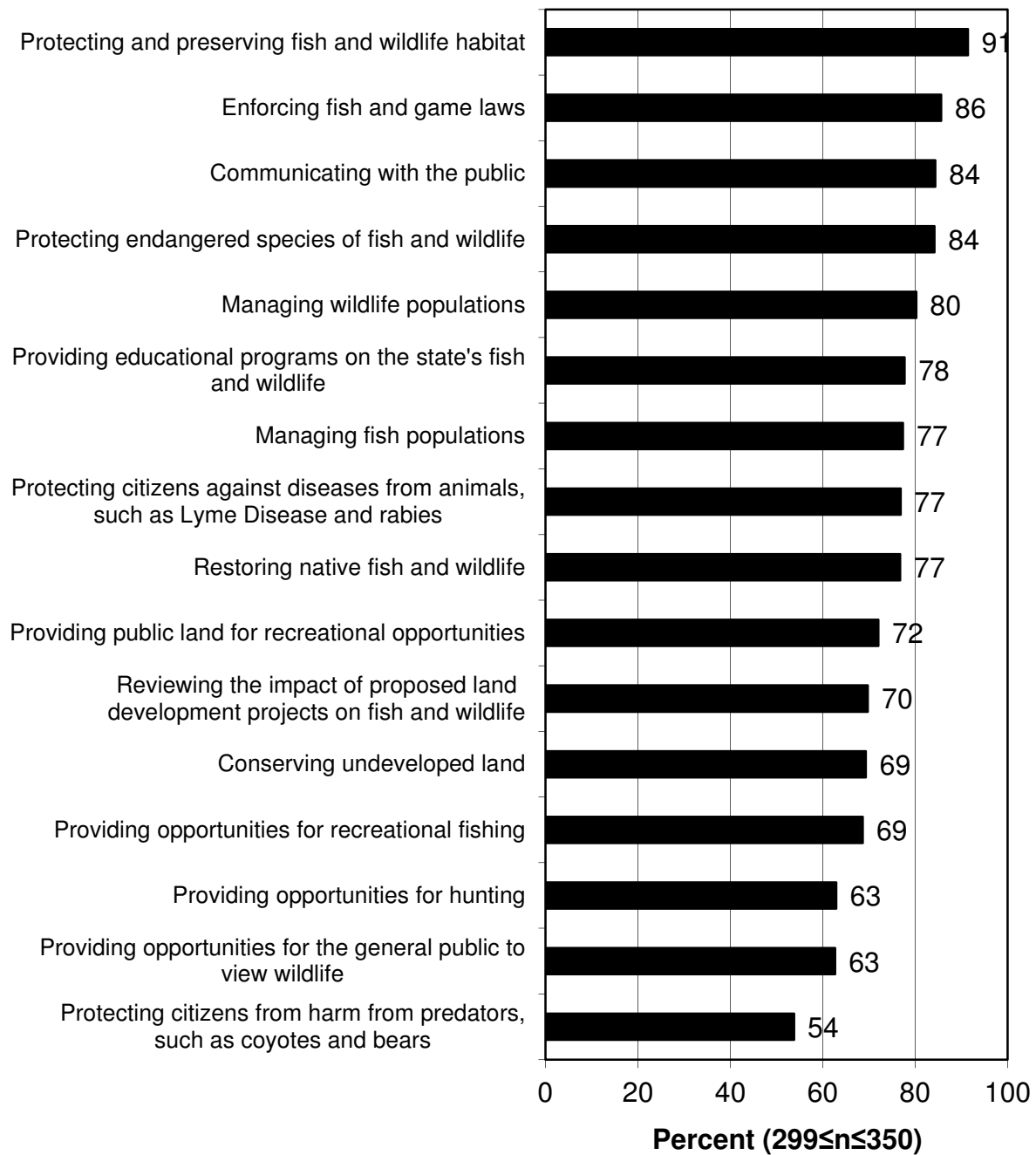
**Q316. How would you rate the quality of the information/communication you have seen/heard from the Maine Department of Inland Fisheries and Wildlife in the past 5 years?  
(Asked of those who saw / heard information / communication in the past 5 years.)**



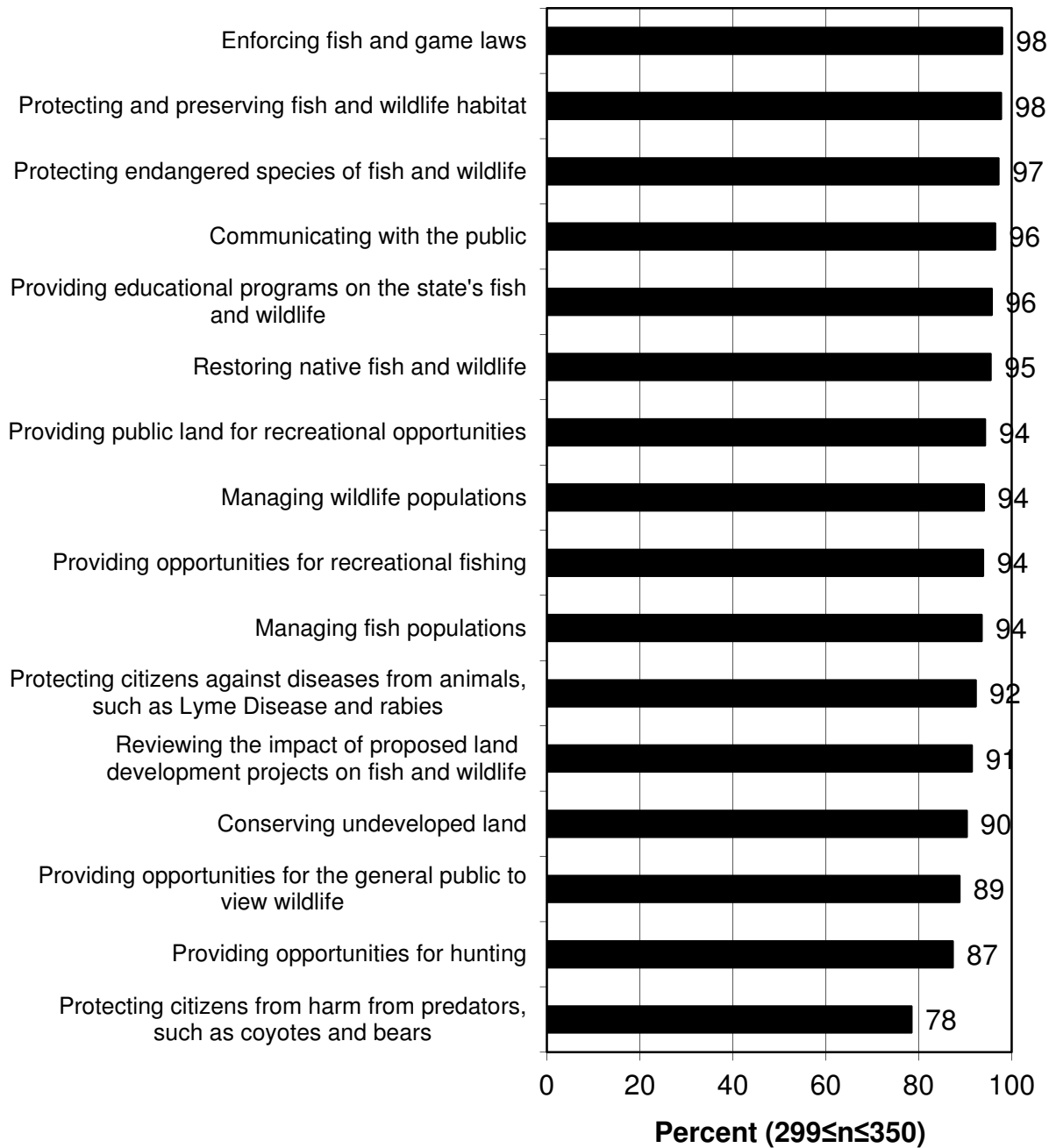
## **DEPARTMENT PRIORITIES**

- The *importance* of each of 16 efforts of the Department were rated by respondents, which gives an idea of their priorities. Among Maine residents in the general population, the efforts in the top tier of importance are:
- Protecting and preserving fish and wildlife habitat (91% say it is very important), the top-ranked item.
  - Enforcing fish and game laws (86%).
  - Communicating with the public (84%).
  - Protecting endangered species of fish and wildlife (84%).
    - Results are presented of very important by itself, very or somewhat important combined, very or somewhat unimportant combined, and very unimportant by itself.

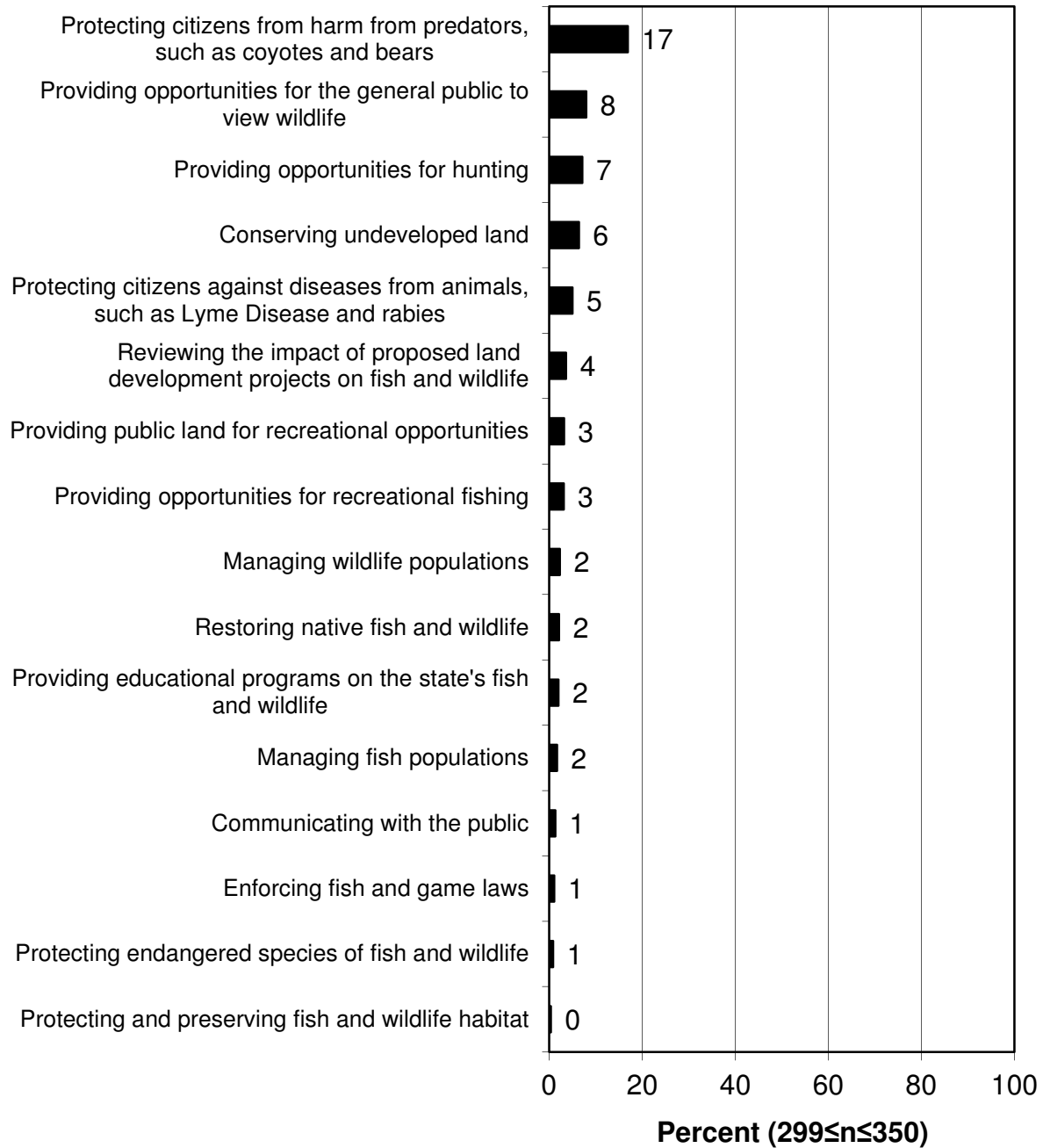
**Q236-251. Percent of respondents who think each of the following programs are very important. (General population.)**



**Q236-251. Percent of respondents who think each of the following programs are very or somewhat important. (General population.)**

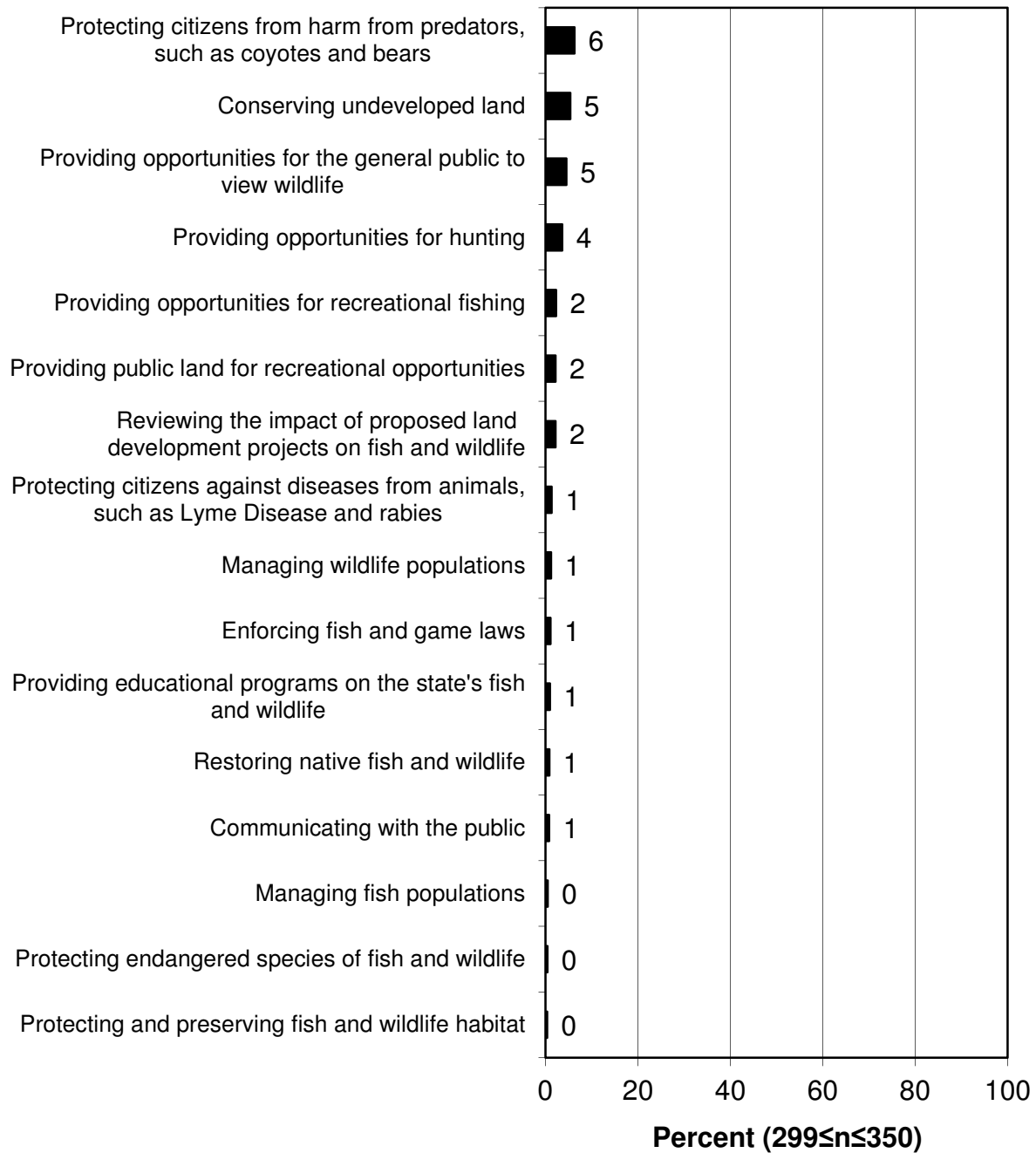


**Q236-251. Percent of respondents who think each of the following programs are somewhat or very unimportant. (General population.)**

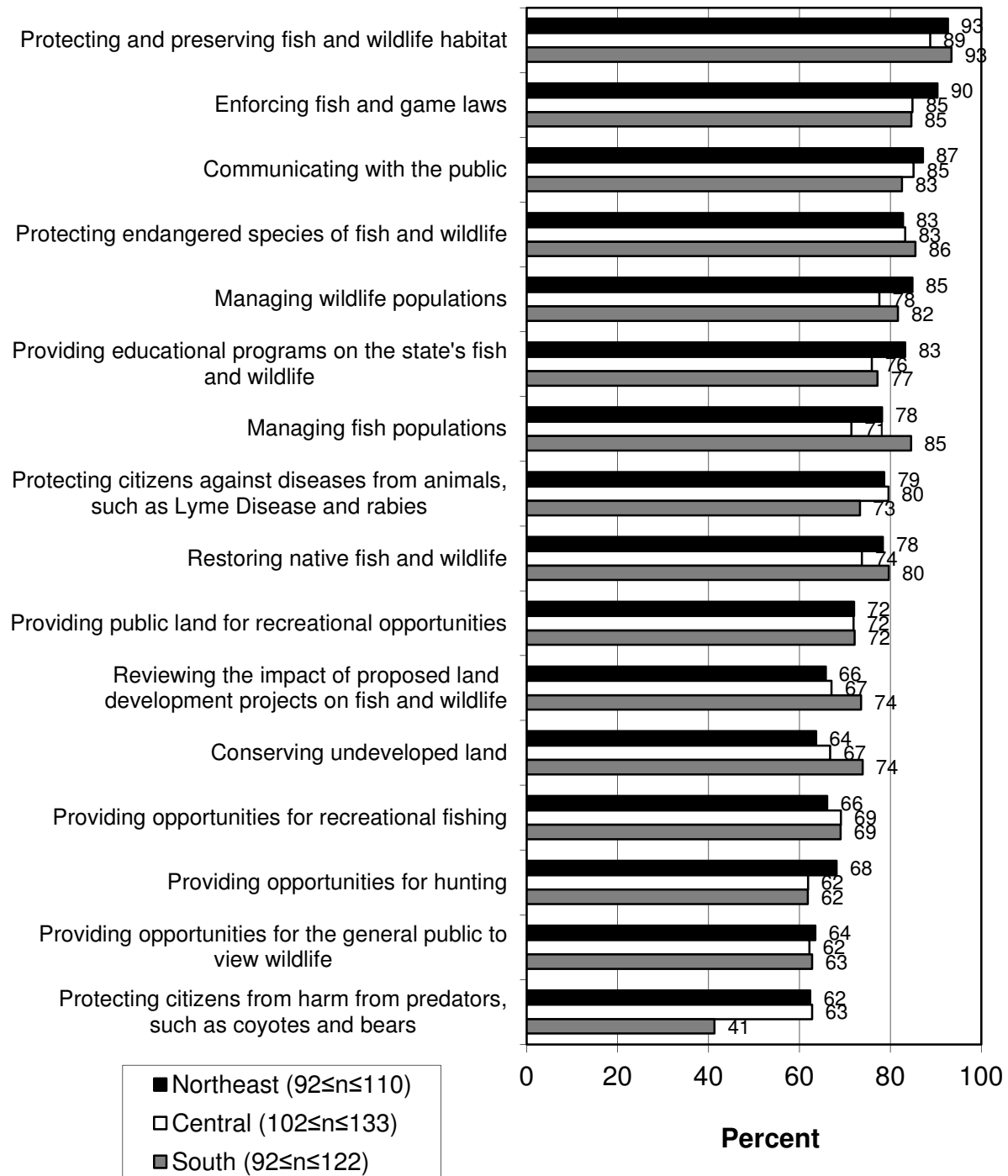




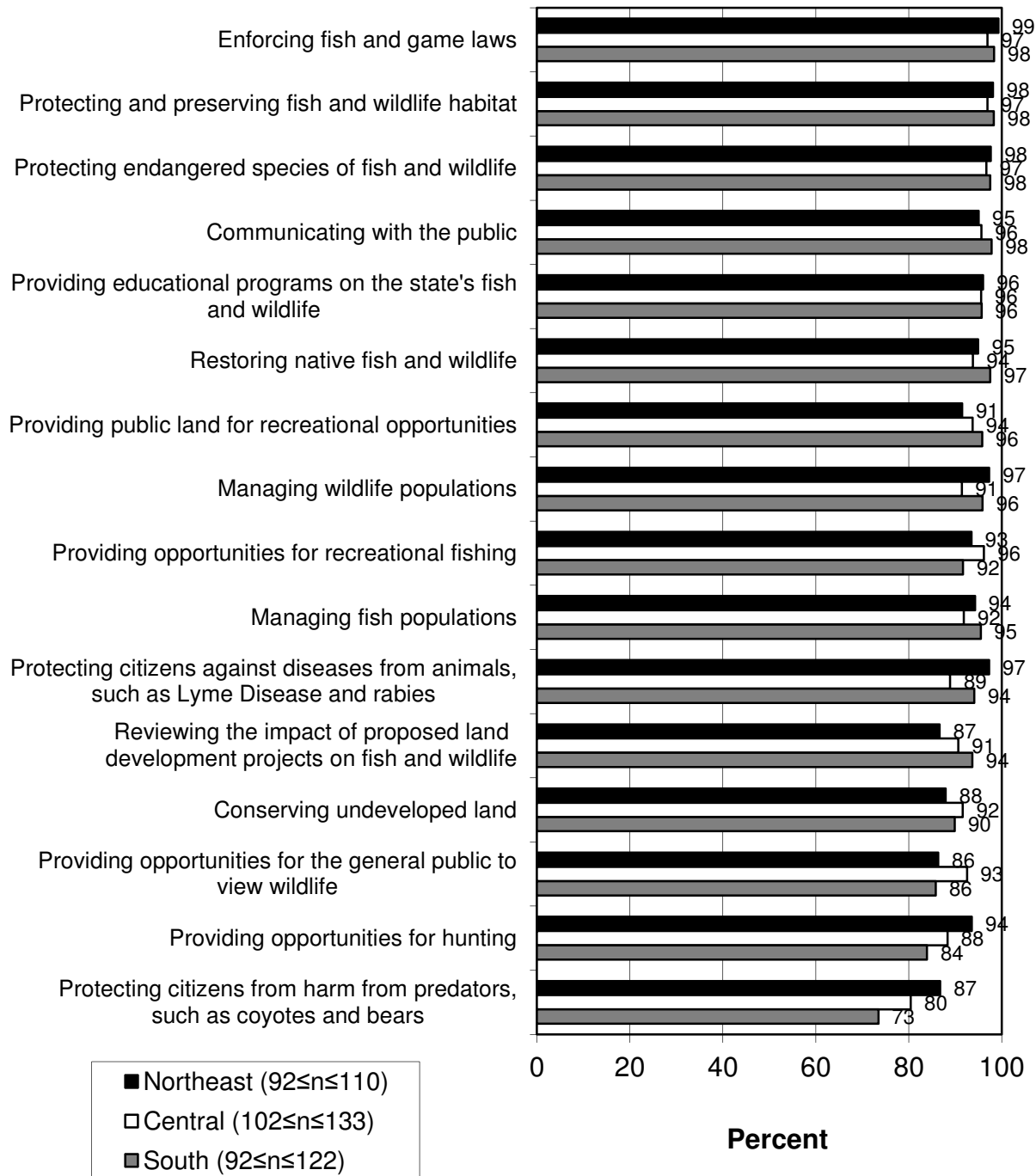
**Q236-251. Percent of respondents who think each of the following programs are very unimportant. (General population.)**



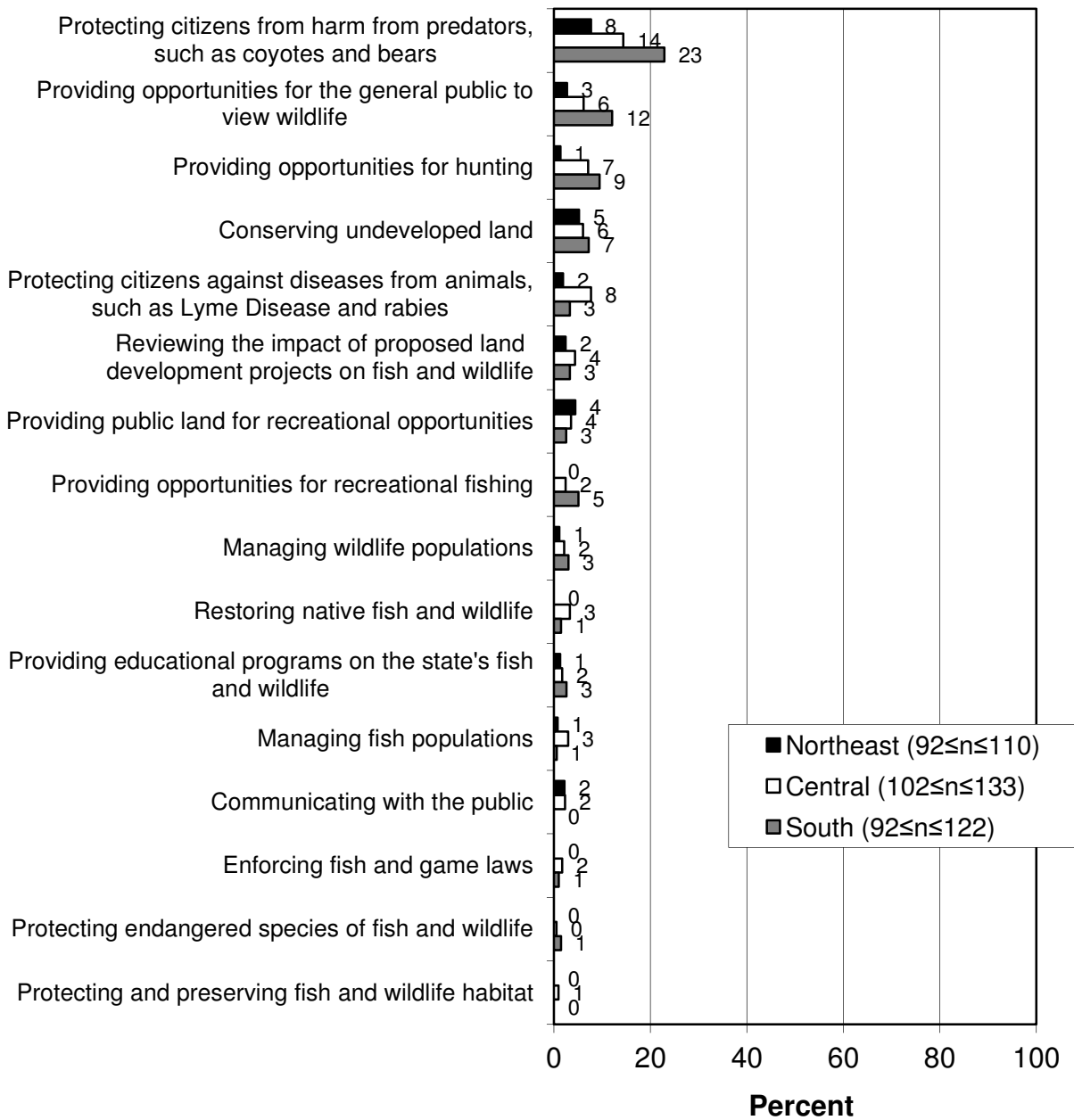
### Q236-251. Percent of respondents who think each of the following programs are very important:



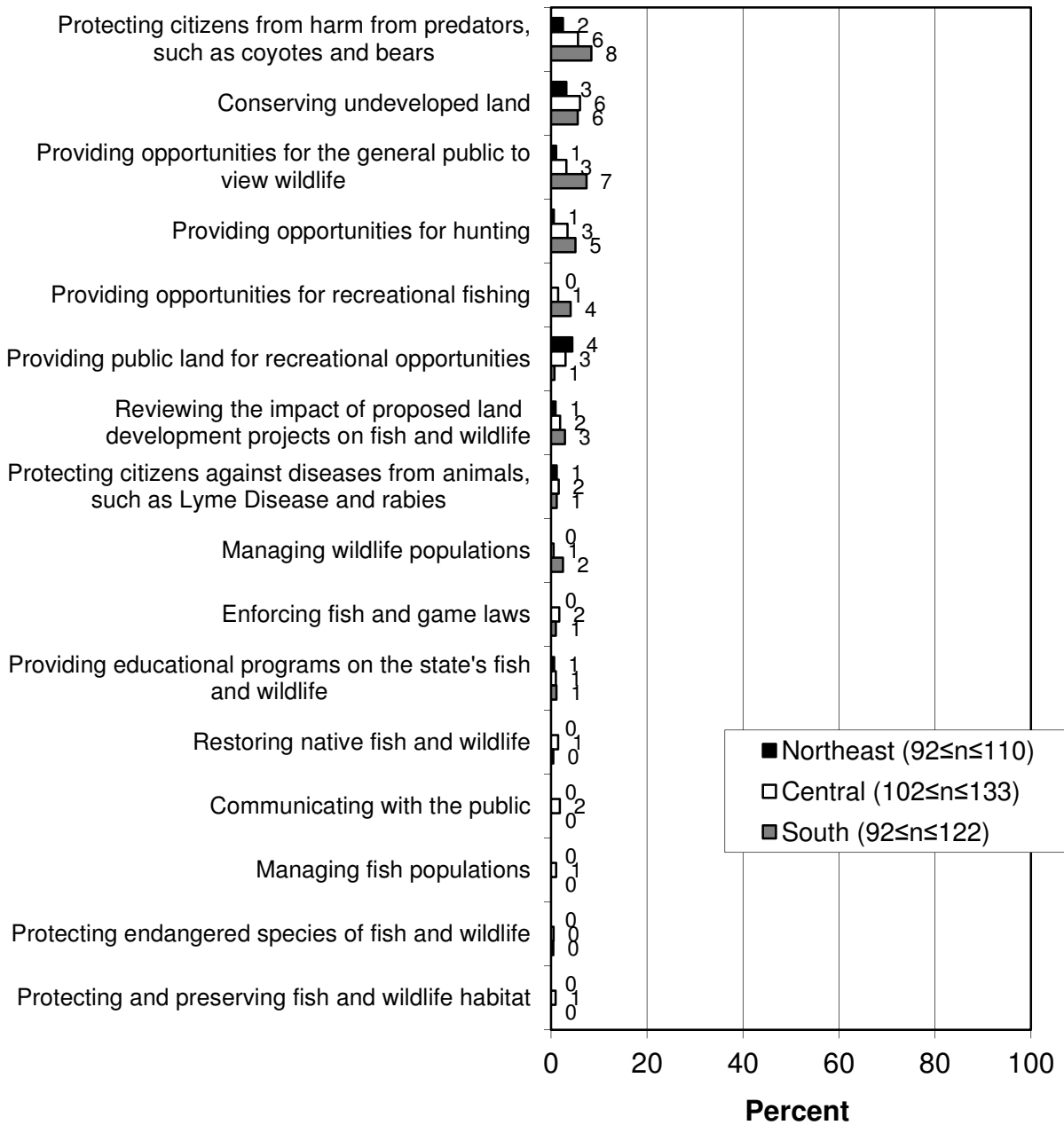
**Q236-251. Percent of respondents who think each of the following programs are very or somewhat important:**



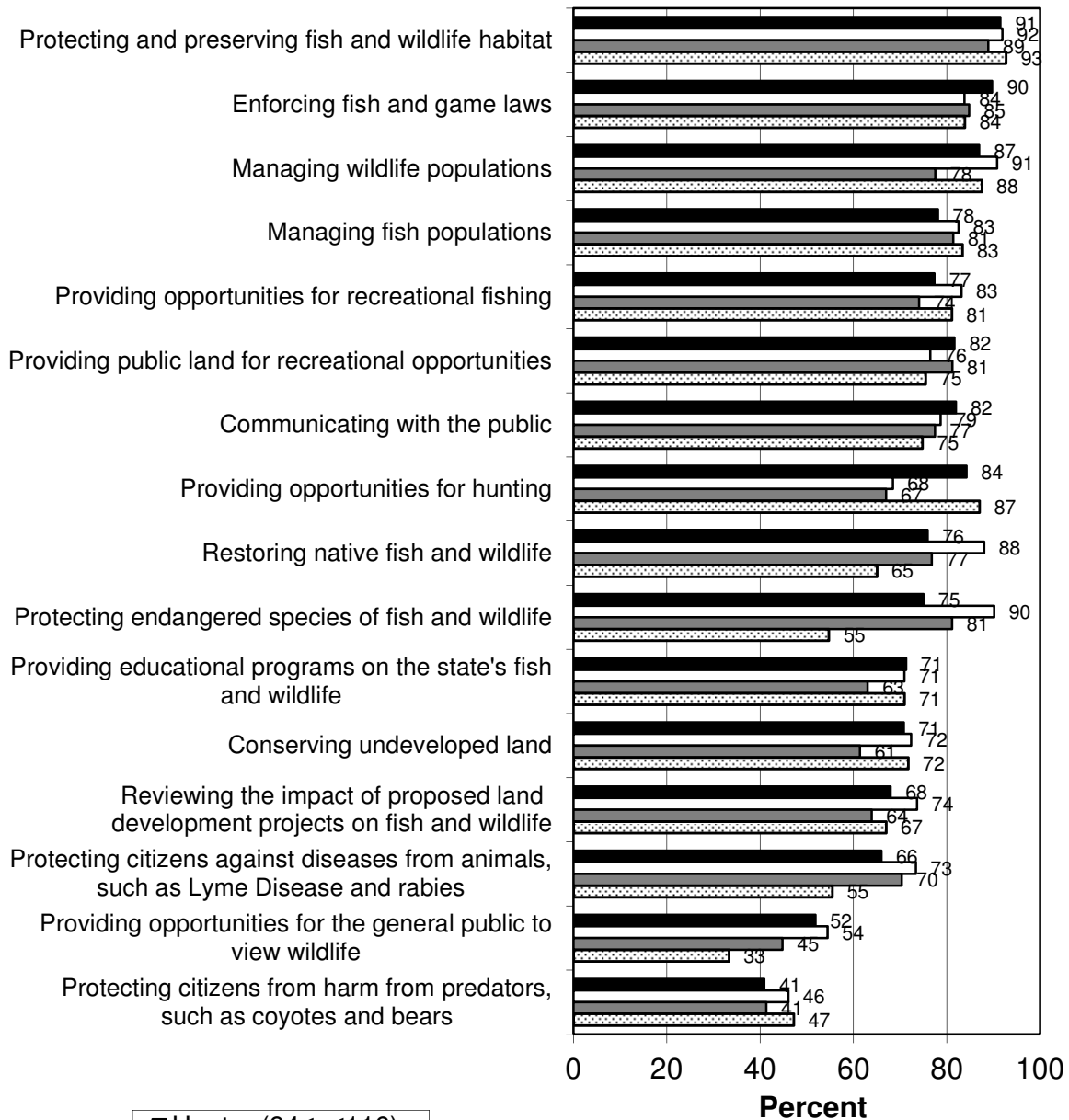
### Q236-251. Percent of respondents who think each of the following programs are somewhat or very unimportant:



### Q236-251. Percent of respondents who think each of the following programs are very unimportant:



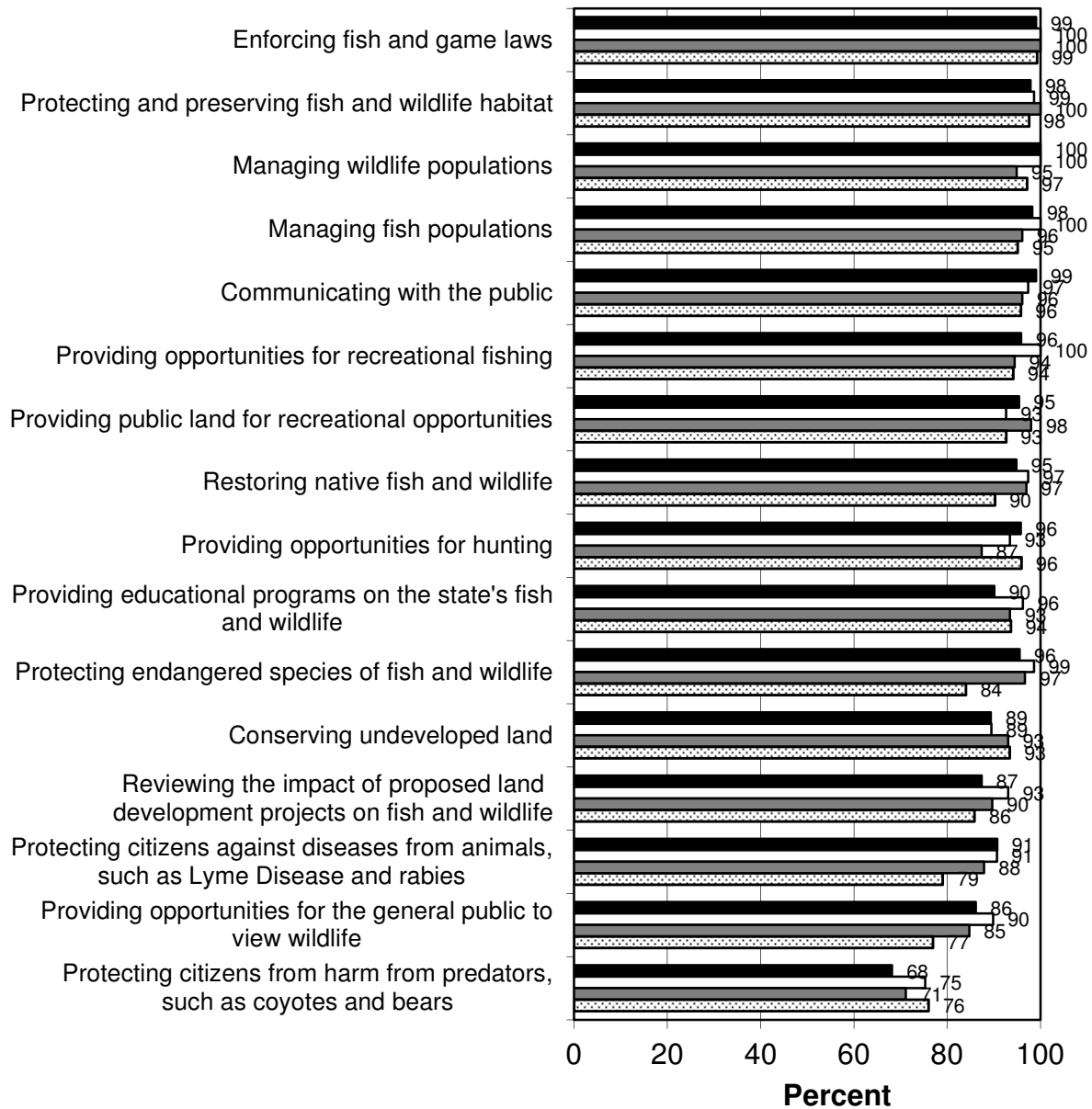
### Q236-251. Percent of respondents who think each of the following programs are very important:



■ Hunter (94≤n≤116)  
 □ Angler (68≤n≤89)  
 ■ Boater (90≤n≤108)  
 ▨ Trapper (95≤n≤137)

Hunter=held hunting license in past 3 years  
 Angler=held fishing license in the past 3 years  
 Boater=held boating registration in the past 3 years  
 Trapper=held a trapping license in the past 2 years

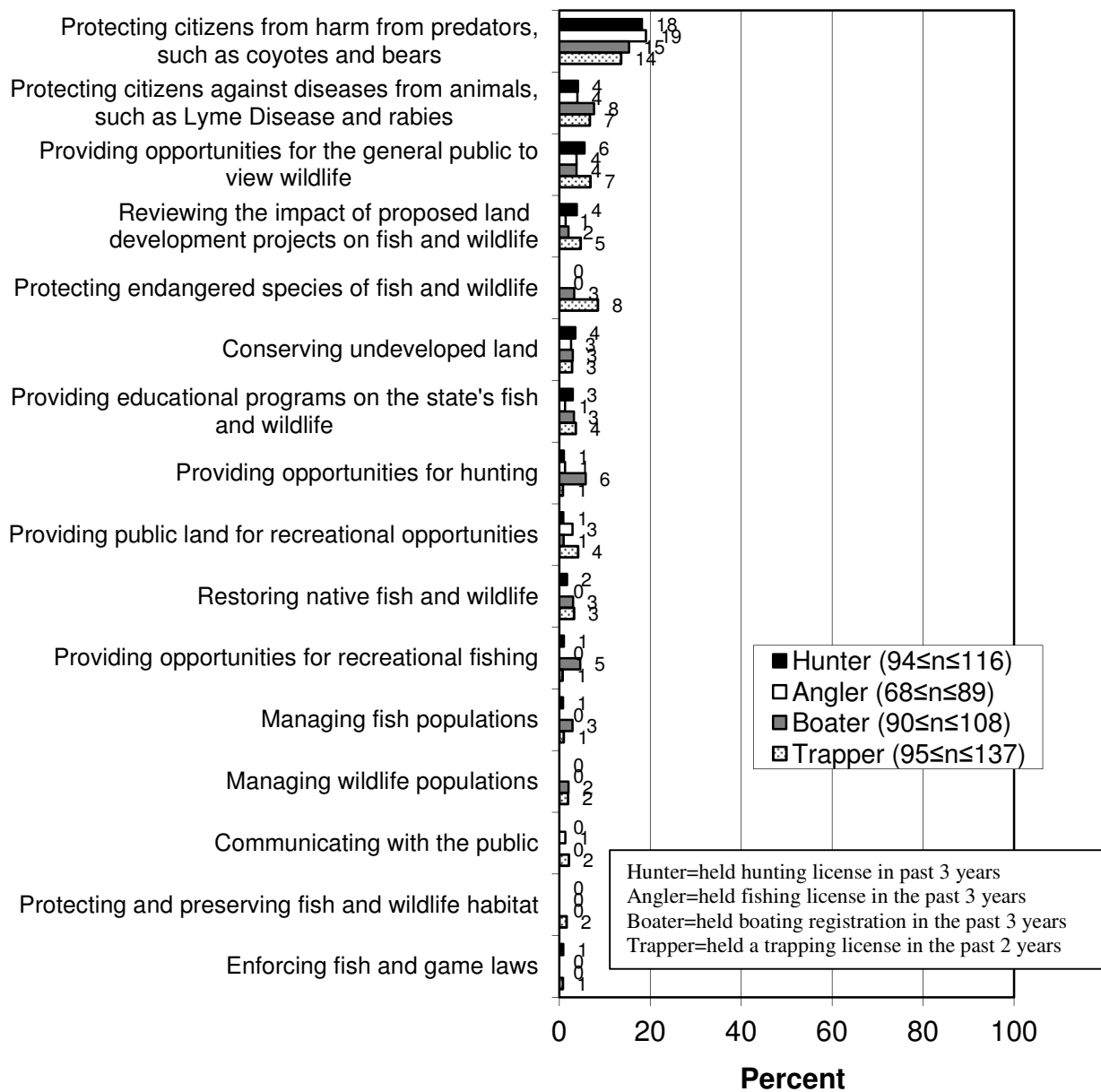
**Q236-251. Percent of respondents who think each of the following programs are very or somewhat important:**



■ Hunter (94≤n≤116)  
 □ Angler (68≤n≤89)  
 ▒ Boater (90≤n≤108)  
 ▓ Trapper (95≤n≤137)

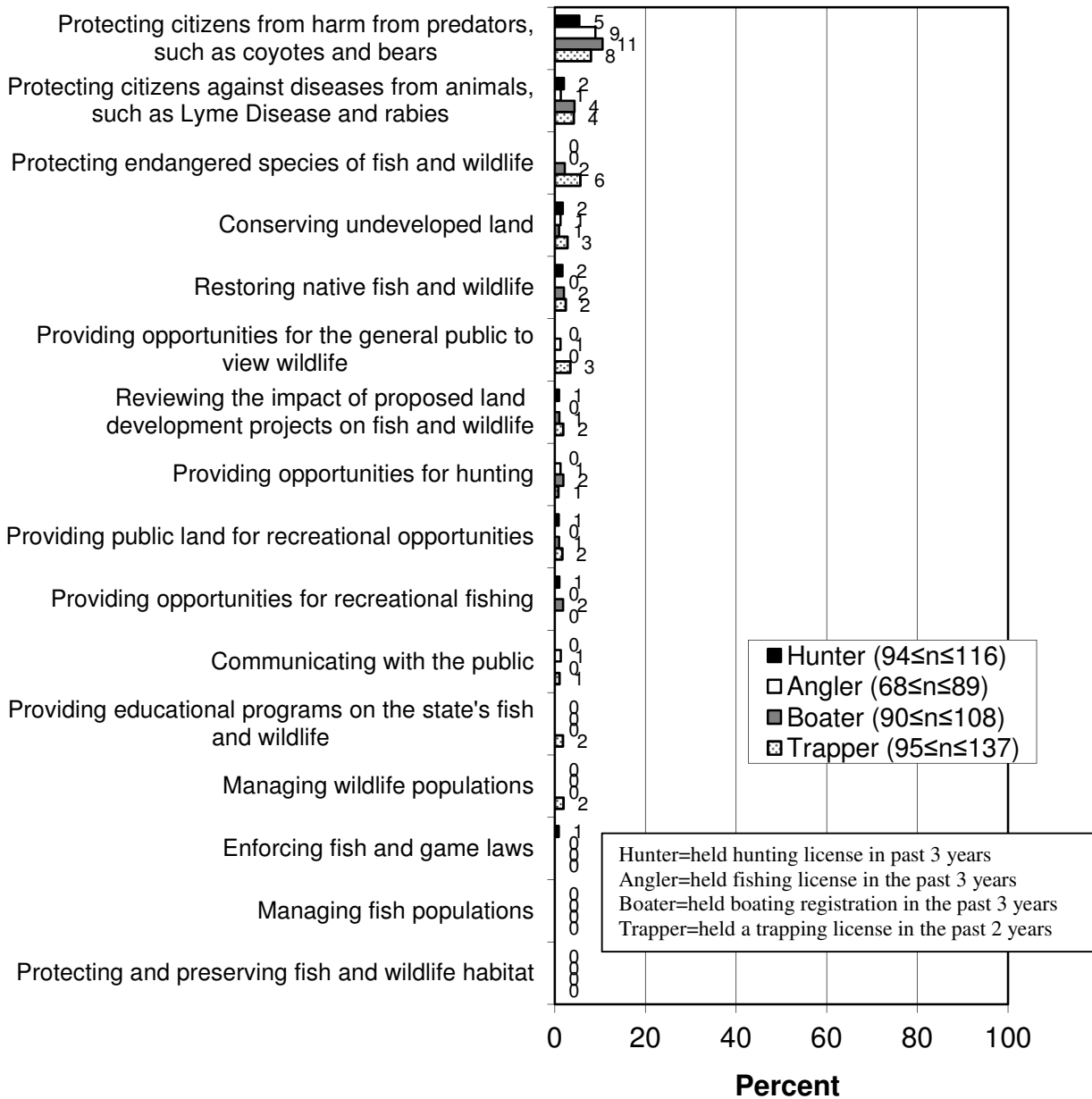
Hunter=held hunting license in past 3 years  
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 Boater=held boating registration in the past 3 years  
 Trapper=held a trapping license in the past 2 years

### Q236-251. Percent of respondents who think each of the following programs are somewhat or very unimportant:

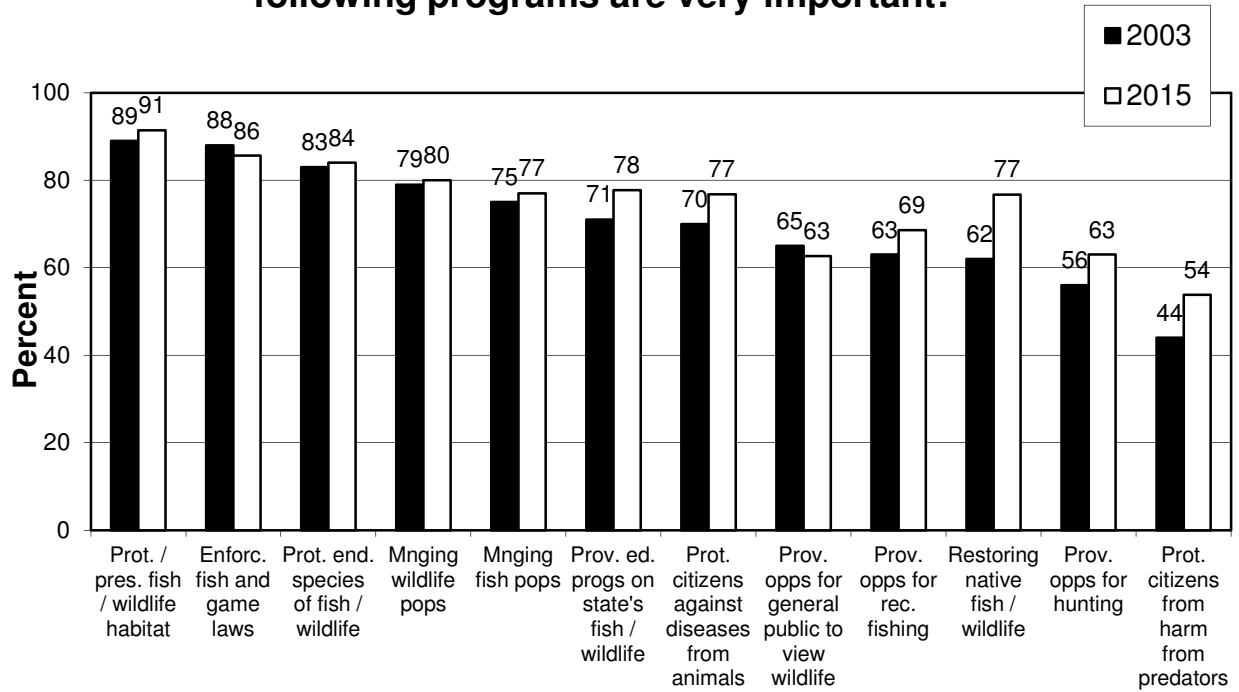




### Q236-251. Percent of respondents who think each of the following programs are very unimportant:



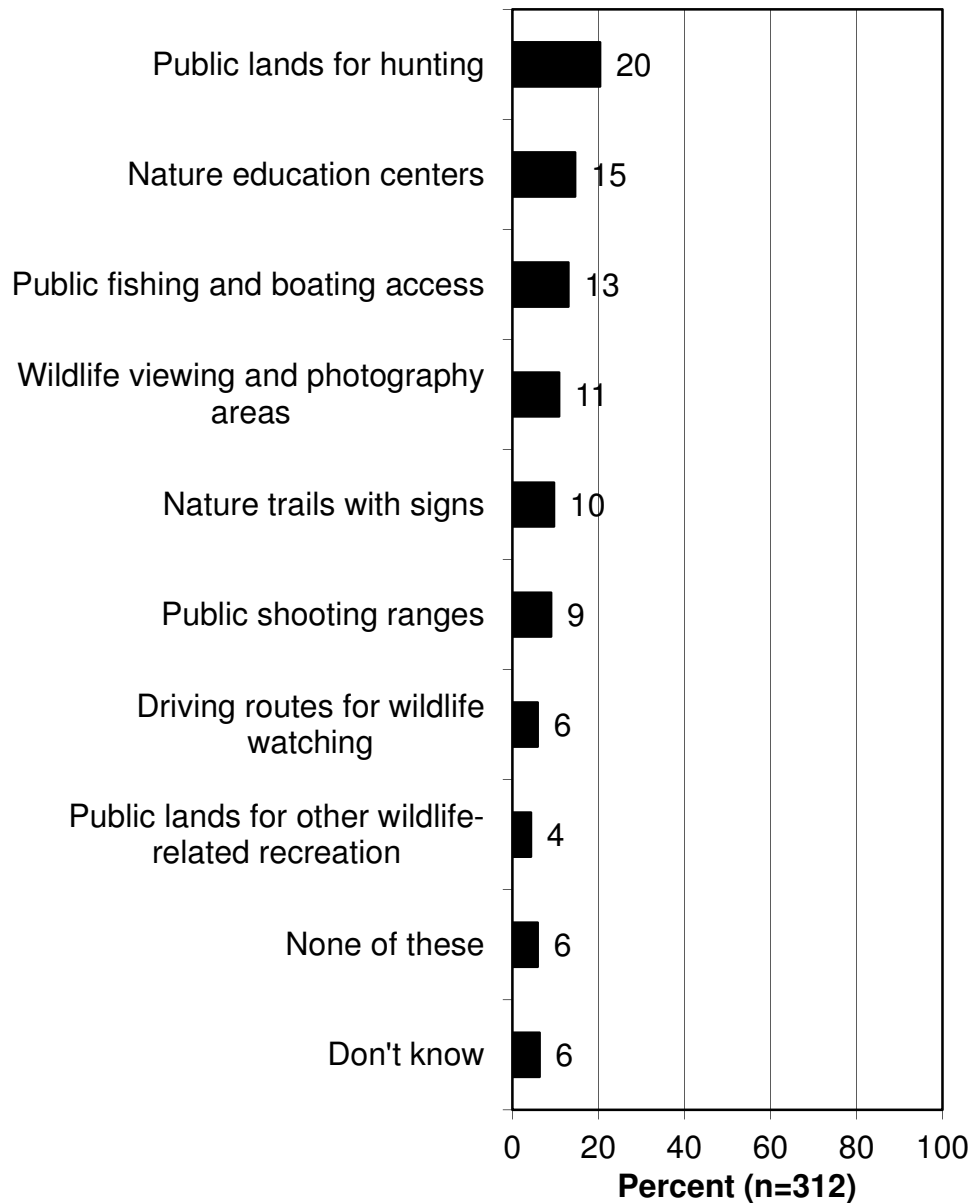
**Percent of respondents who think each of the following programs are very important:**



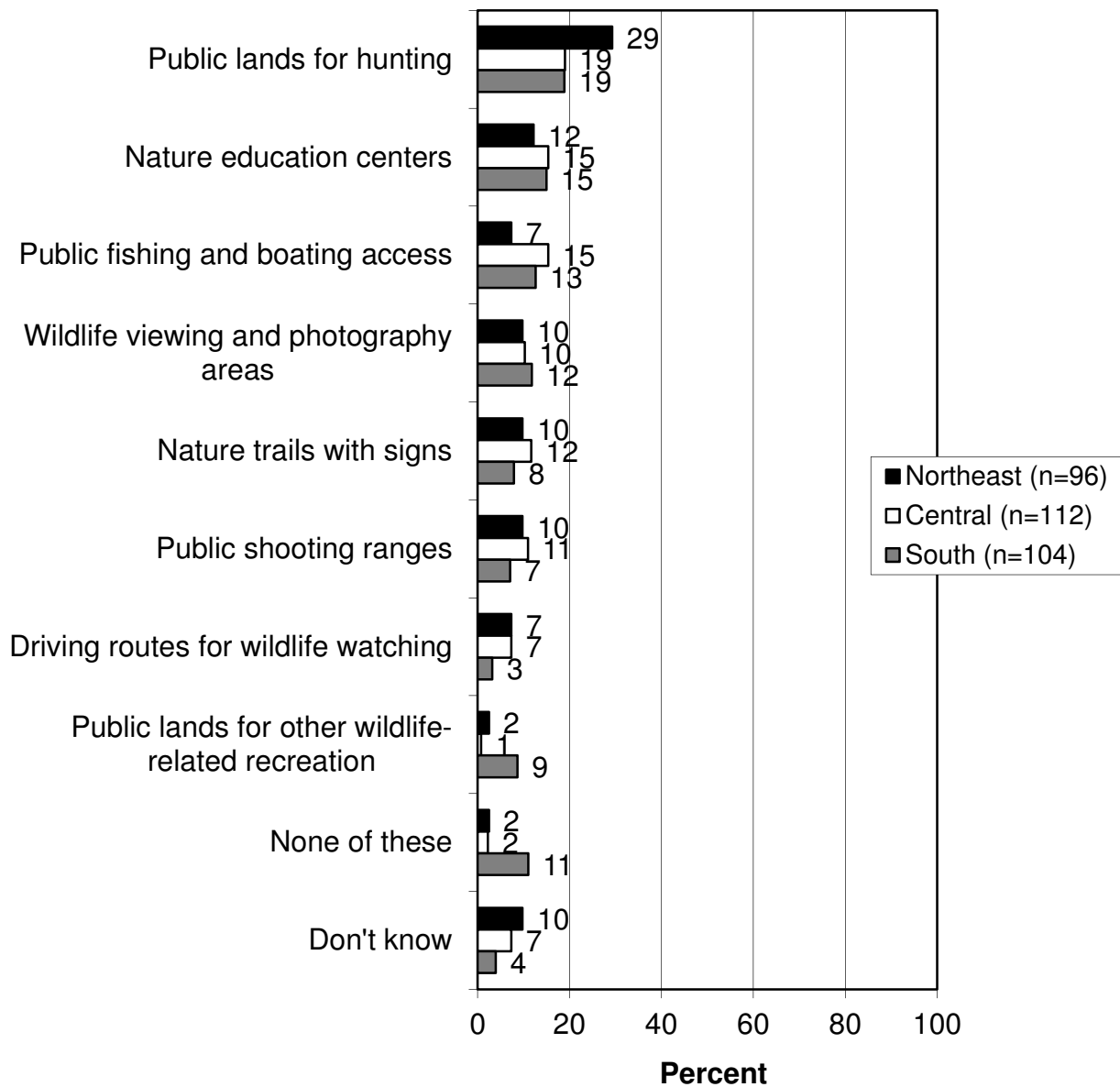
## **DEPARTMENT FACILITIES**

- In the survey, respondents were presented a list of eight categories of facilities that could be developed and maintained by the Department. Residents were asked to pick their top two choices that they think the Department should emphasize. Two graphs are shown of the overall results: their first choice in one graph and then a second graph showing total results of both selections among the general population.
- Leading the list of the top categories that should be emphasized are public lands for hunting (20% name this as their top choice), nature education centers (15%), public fishing and boating access (13%), wildlife viewing and photography areas (11%), and nature trails with signs (10%).
  - Leading the list of categories named as one of the top two are public fishing and boating access (32% name this as one of their top two), public land for hunting (27%), nature trails with signs (27%), and nature education centers (23%).
  - After being asked to name their top two choices, a third question asked respondents if there were any other categories of facilities that they wanted the Department to emphasize. The top responses are public lands for other wildlife-related recreation, nature education centers, nature trails with signs, and public fishing/boating access.

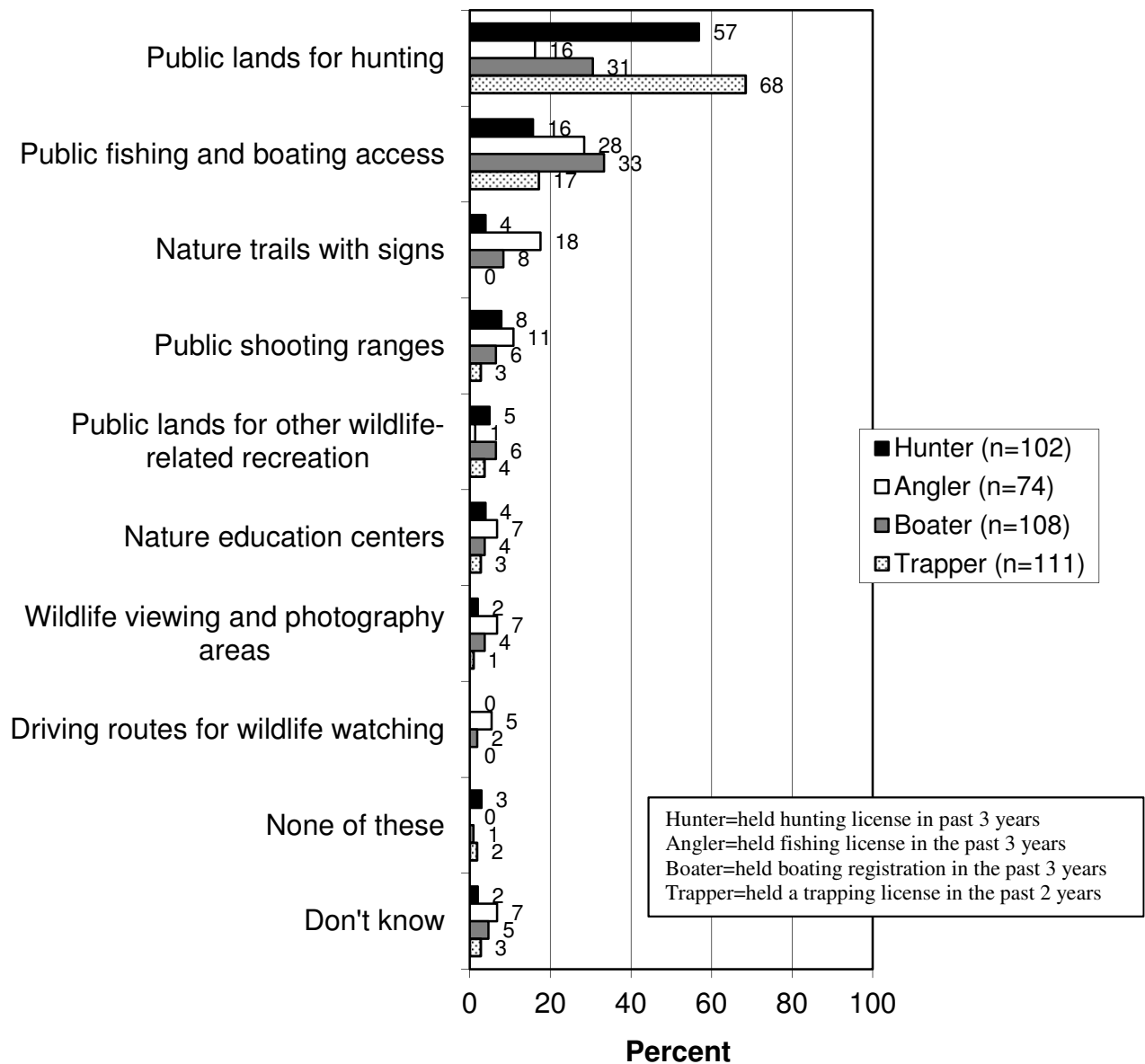
**Q308. What is the first category of facilities the Maine Department of Inland Fisheries and Wildlife should emphasize in future development of public areas for wildlife-related recreation and education in Maine? (General population.)**



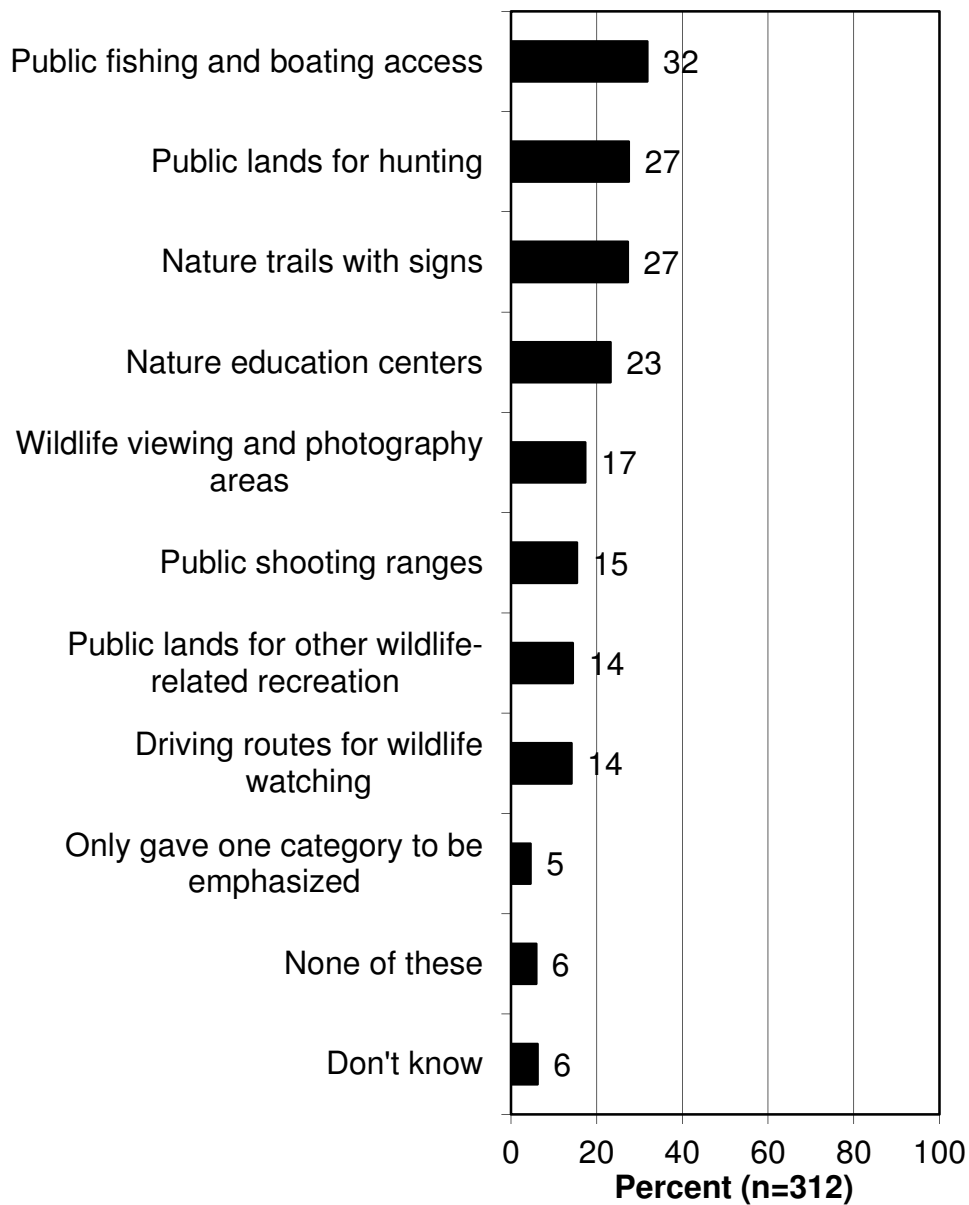
**Q308. First category of facilities the Maine Department of Inland Fisheries and Wildlife should emphasize in future development of public areas for wildlife-related recreation and education in Maine.**



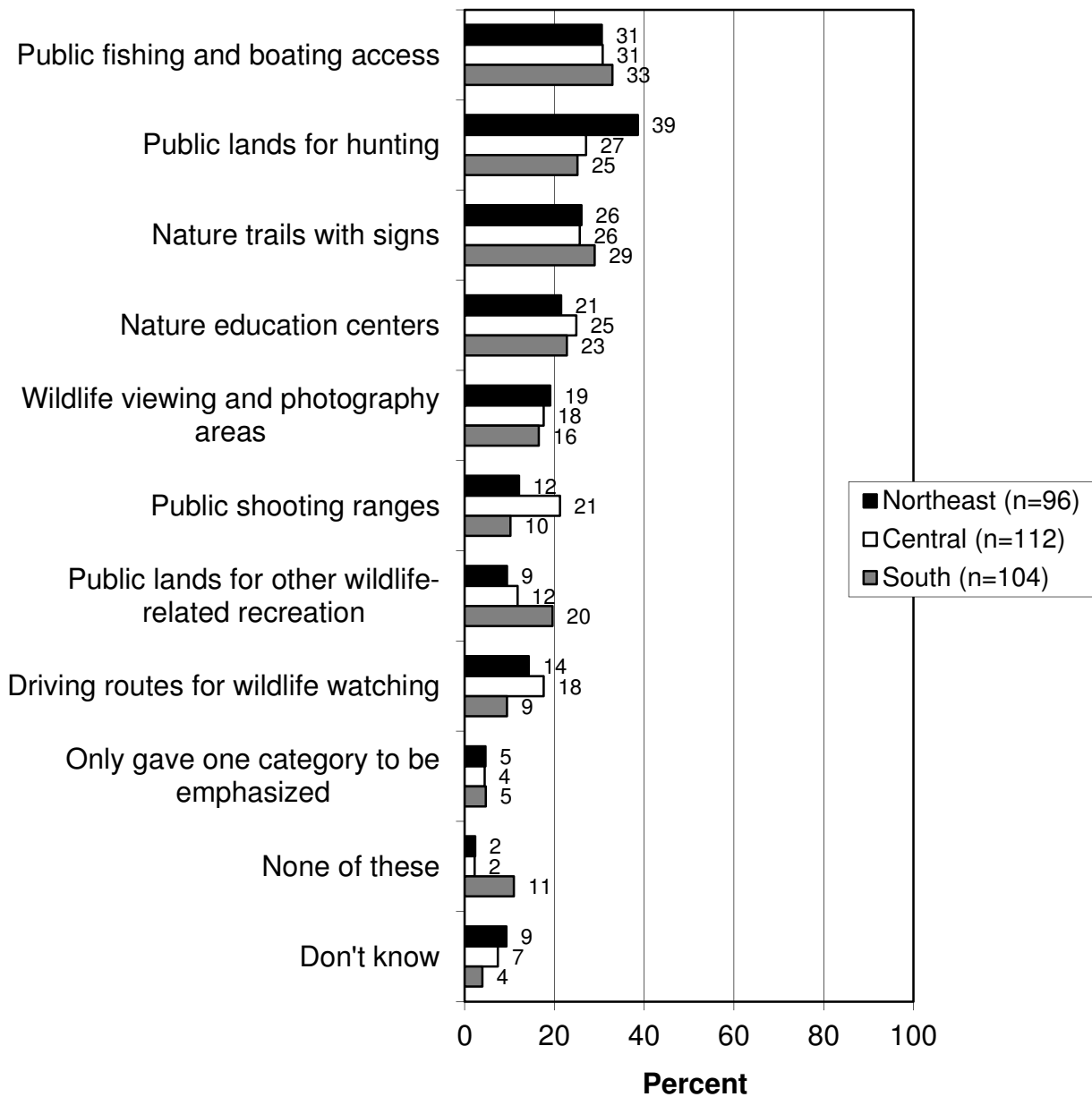
**Q308. What is the first category of facilities the Maine Department of Inland Fisheries and Wildlife should emphasize in future development of public areas for wildlife-related recreation and education in Maine?**



**Q308/309. Two categories of facilities the Maine Department of Inland Fisheries and Wildlife should emphasize in future development of public areas for wildlife-related recreation and education in Maine. (General population.)**

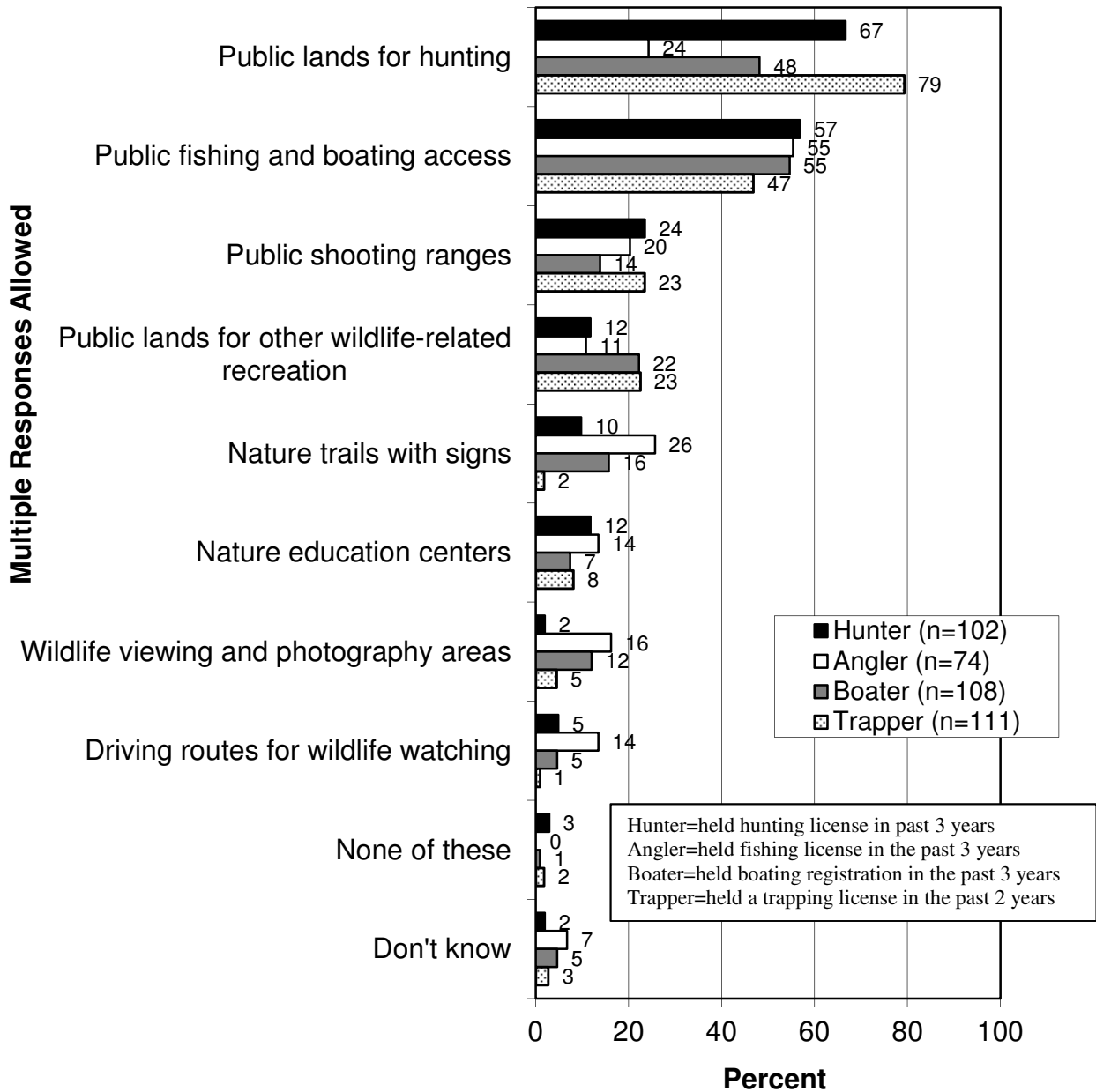


**Q308/309. Two categories of facilities the Maine Department of Inland Fisheries and Wildlife should emphasize in future development of public areas for wildlife-related recreation and education in Maine.**

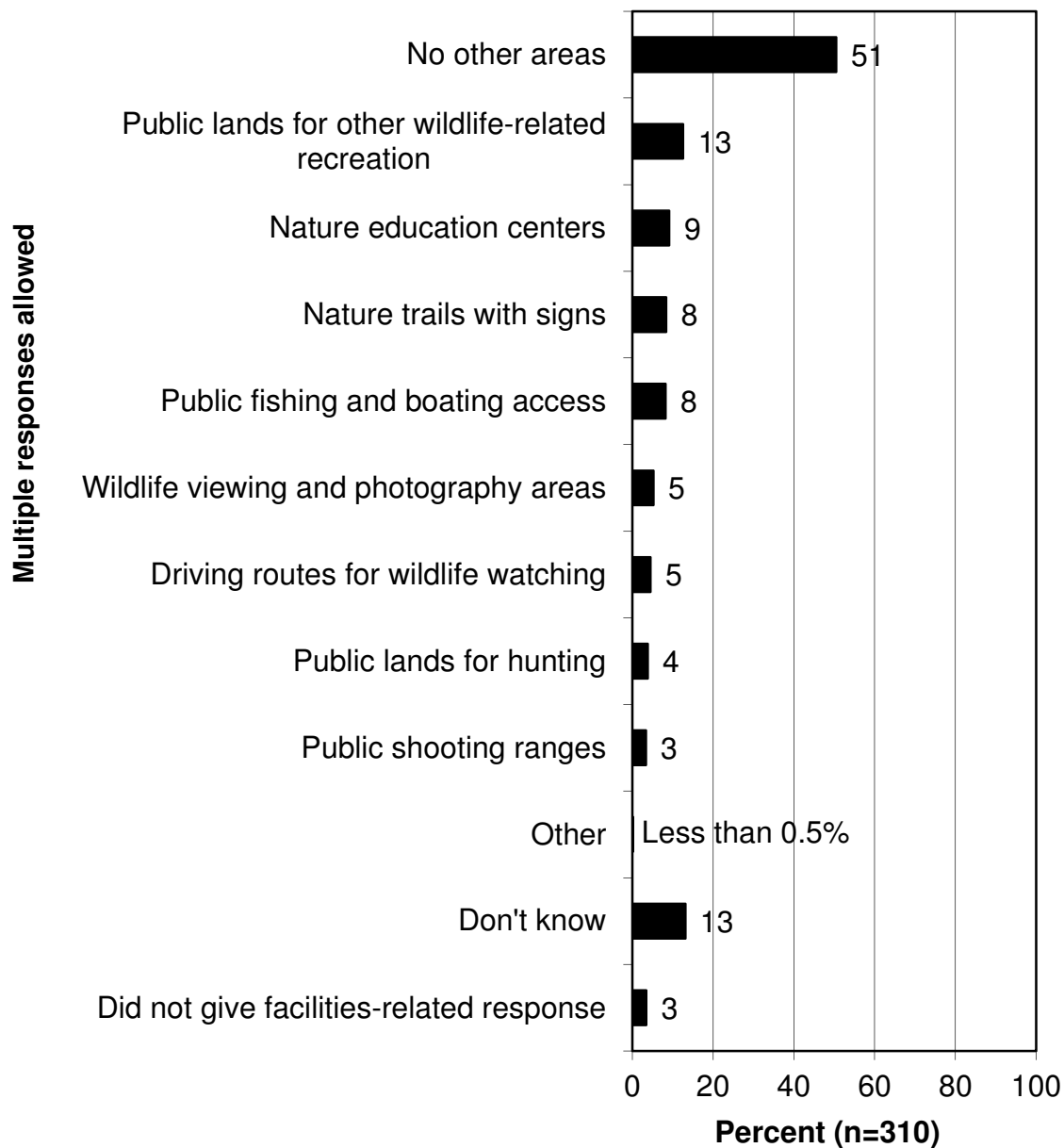




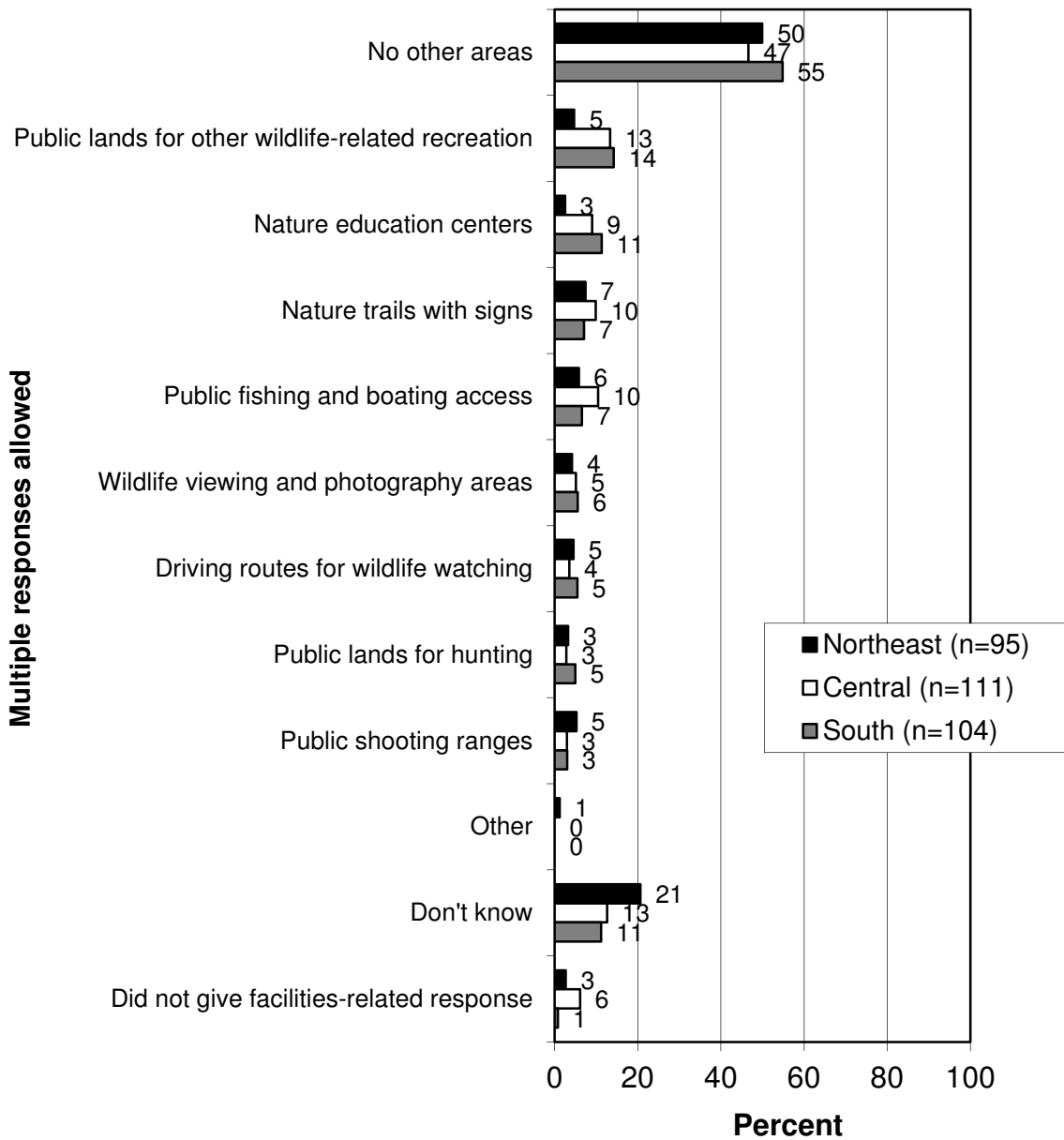
**Q308/309. Two categories of facilities the Maine Department of Inland Fisheries and Wildlife should emphasize in future development of public areas for wildlife-related recreation and education in Maine.**



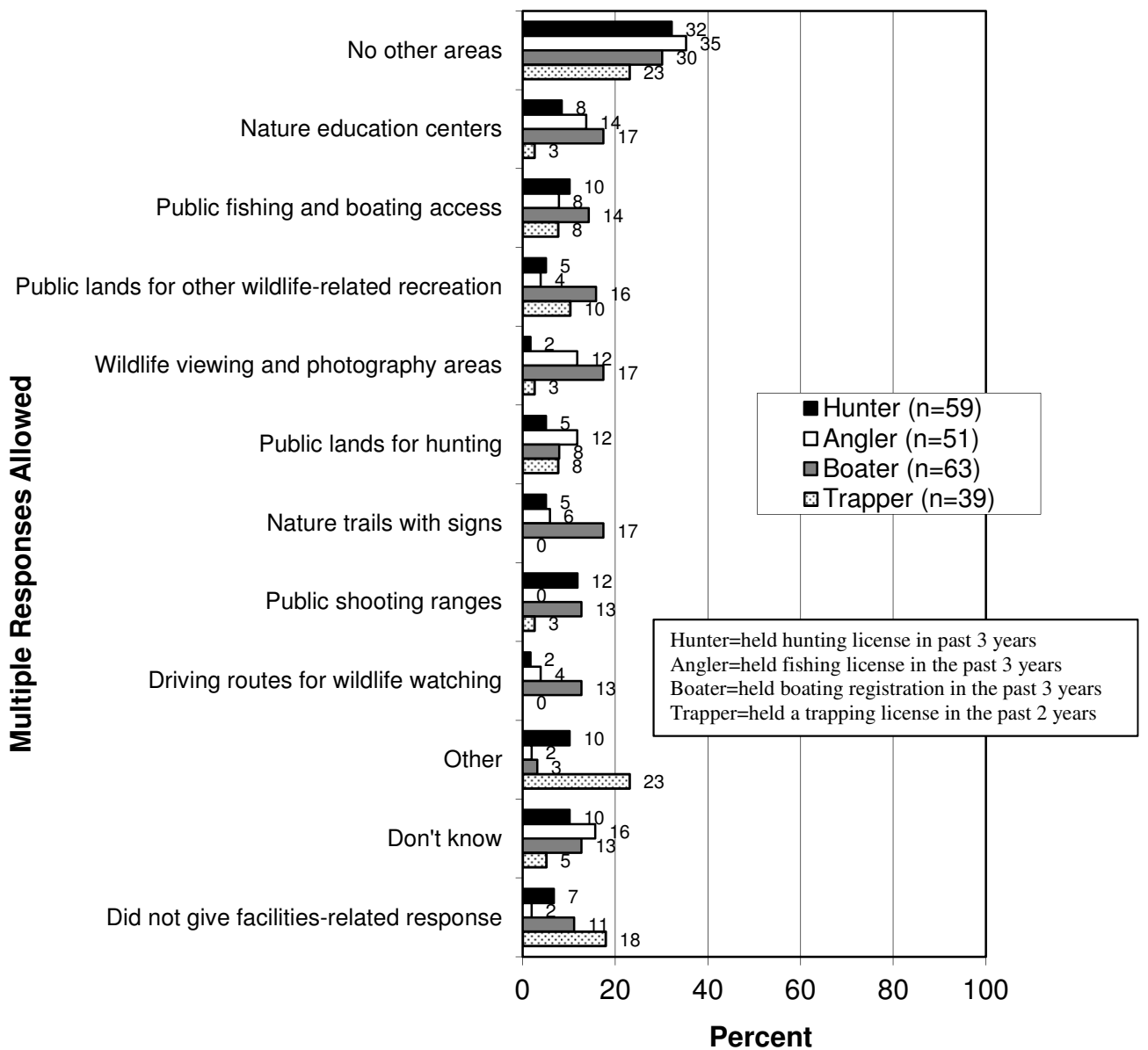
**Q312. Are there any other categories of facilities the Maine Department of Inland Fisheries and Wildlife should emphasize in future development of public areas for wildlife-related recreation and education in Maine? (General population.)**



**Q312. Are there any other categories of facilities the Maine Department of Inland Fisheries and Wildlife should emphasize in future development of public areas for wildlife-related recreation and education in Maine?**



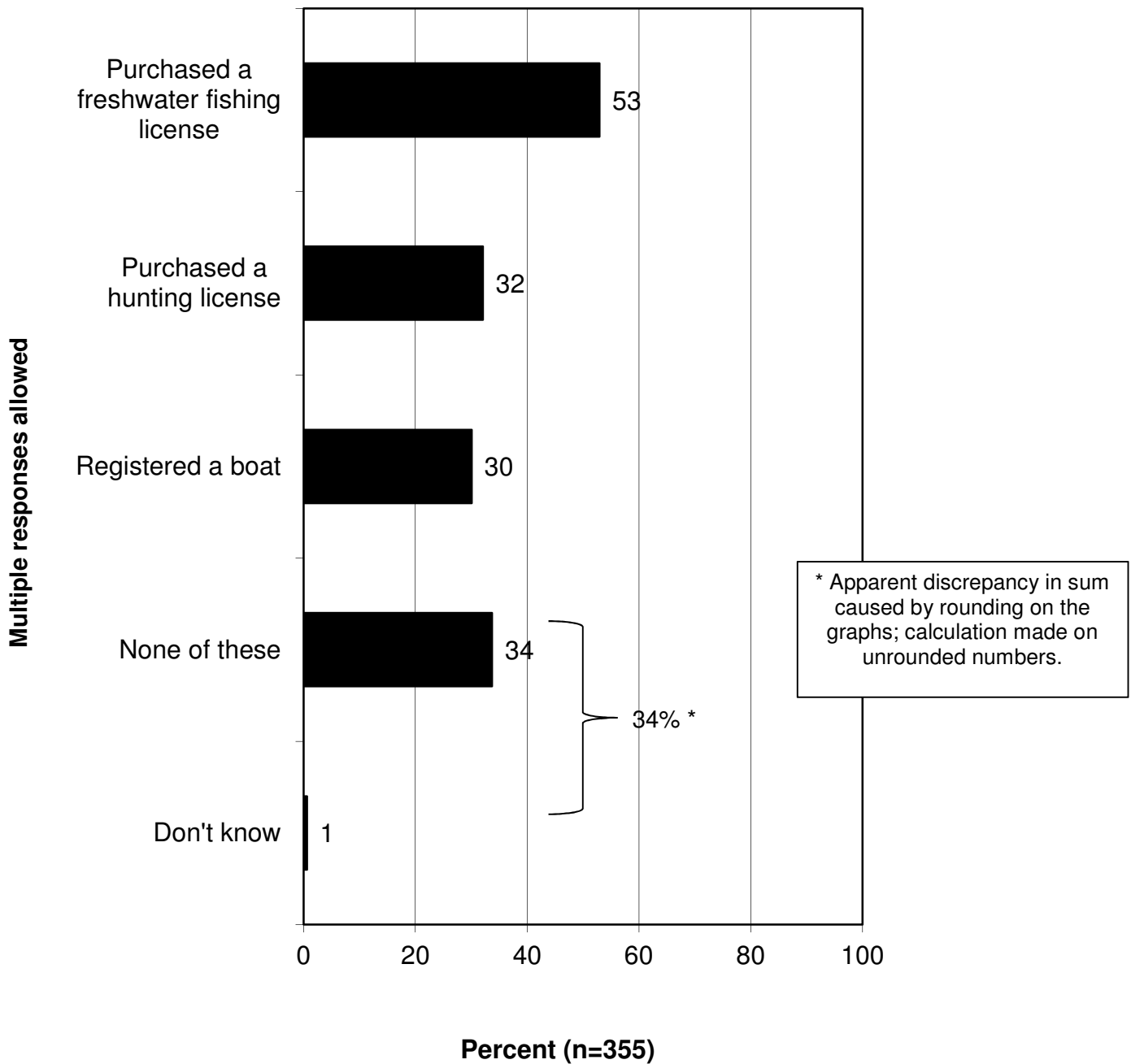
**Q312. Are there any other categories of facilities the Maine Department of Inland Fisheries and Wildlife should emphasize in future development of public areas for wildlife-related recreation and education in Maine?**



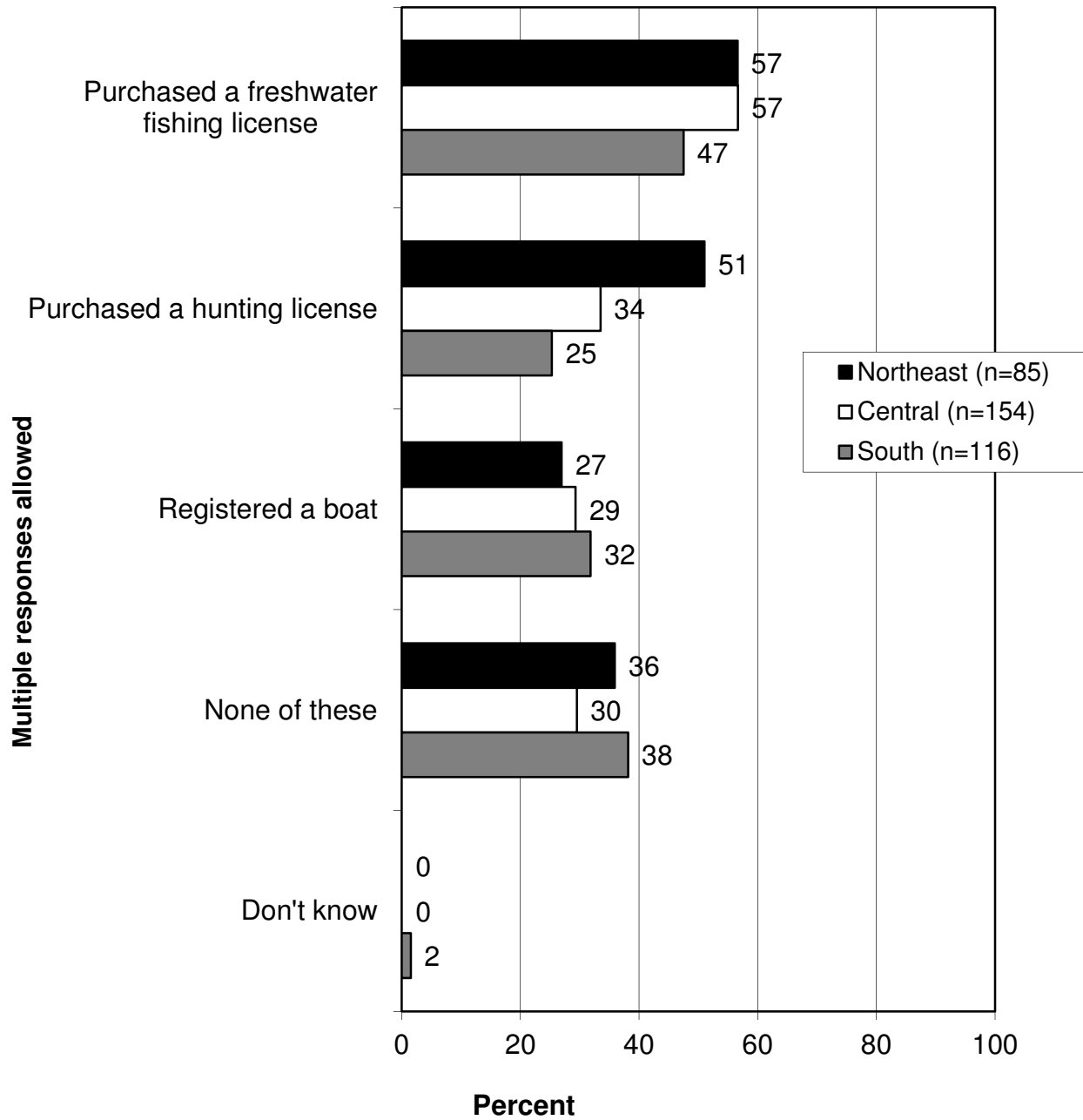
## **LICENSING AND REGISTRATION**

- A majority of Maine residents have, at some time in their lives, purchased a freshwater fishing license (53%), and about a third have purchased a hunting license (32%). Also about a third have registered a boat (30%). In total, 66% have done at least one of the three.

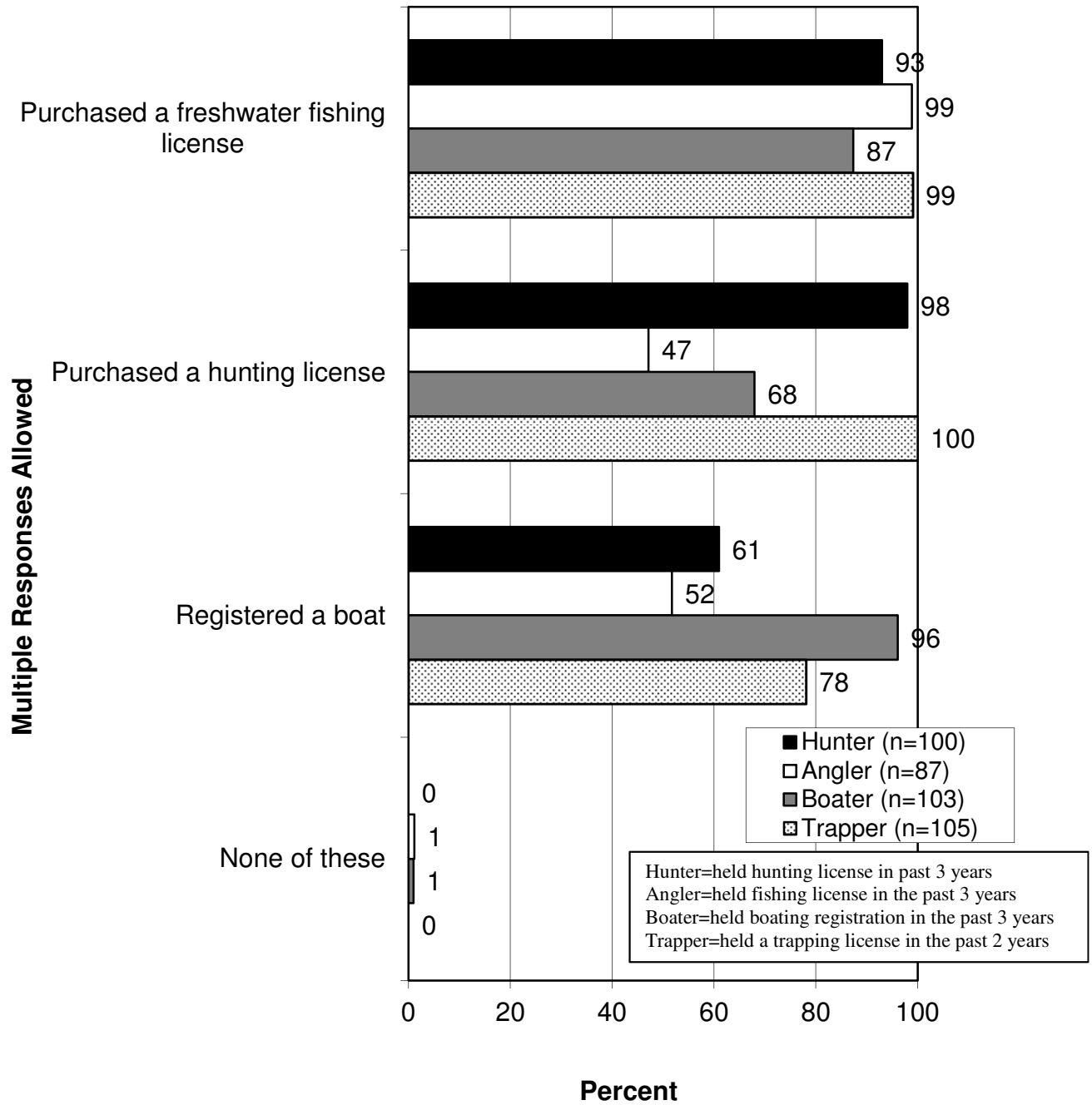
**Q100. Have you ever purchased a hunting license, purchased a freshwater fishing license, or registered a boat in Maine? (General population.)**



**Q100. Have you ever purchased a hunting license, purchased a freshwater fishing license, or registered a boat in Maine?**



### Q100. Have you ever purchased a hunting license, purchased a freshwater fishing license, or registered a boat in Maine?

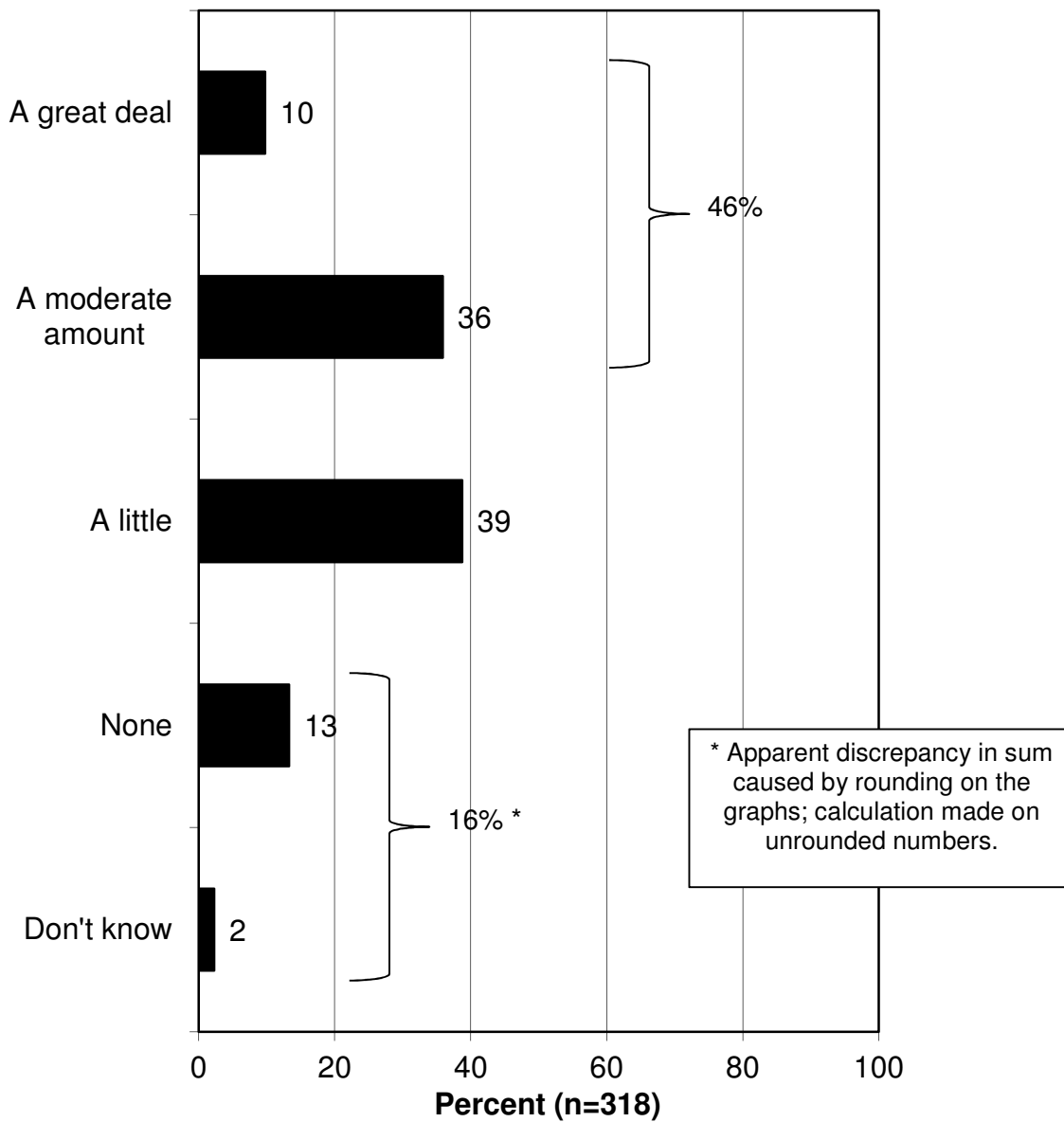




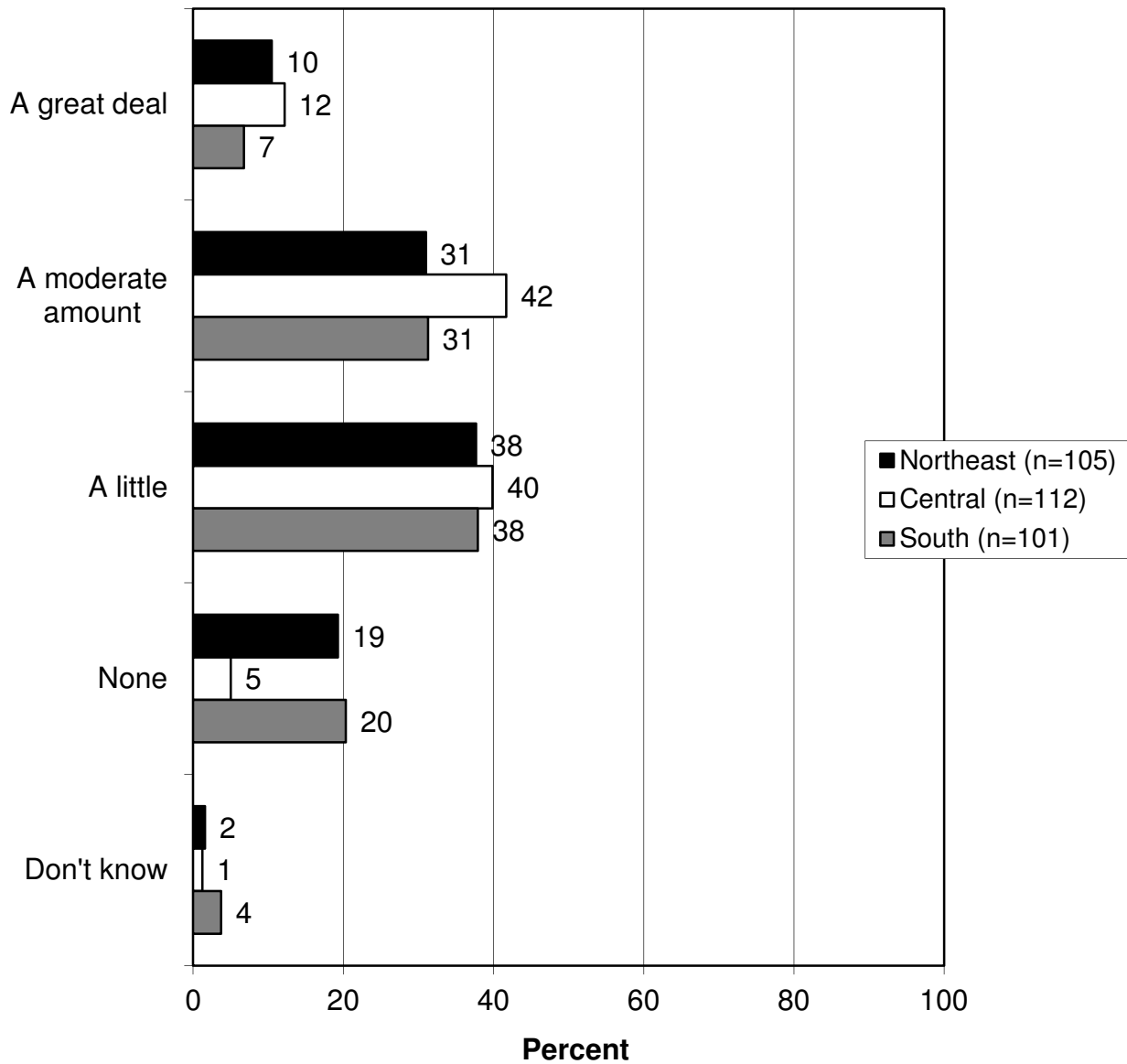
## **INFORMATION FROM THE DEPARTMENT**

- Just under half of Maine residents in the general population survey (46%) indicated that they had received a *great deal* or a *moderate amount* of information/communication from the Department over the past 5 years. On the other hand, 52% had received a *little* or *nothing*.
  - Recall from a previous section of the report (“Ratings of the Department”) that 68% rated the information/communication they received to be *excellent* or *good*, which exceeds the percentages giving less positive ratings (24% giving a rating of *fair*, and 4% giving a rating of *poor*). (This graph is shown in a previous section of the report.)
  
- The majority of Maine residents in the general population survey who had seen/heard information from the Department (64%) agree that the Department “provides enough information/communication to meet the public’s needs on fish/wildlife, hunting/fishing, wildlife watching, and other outdoor recreation.” However, a little more than a quarter of these respondents (26%) disagree. The remainder are neutral.
  
- The most wanted types of information are locations of outdoor recreation opportunities, current events affecting fish and wildlife, and skills for participating in wildlife-related recreation.

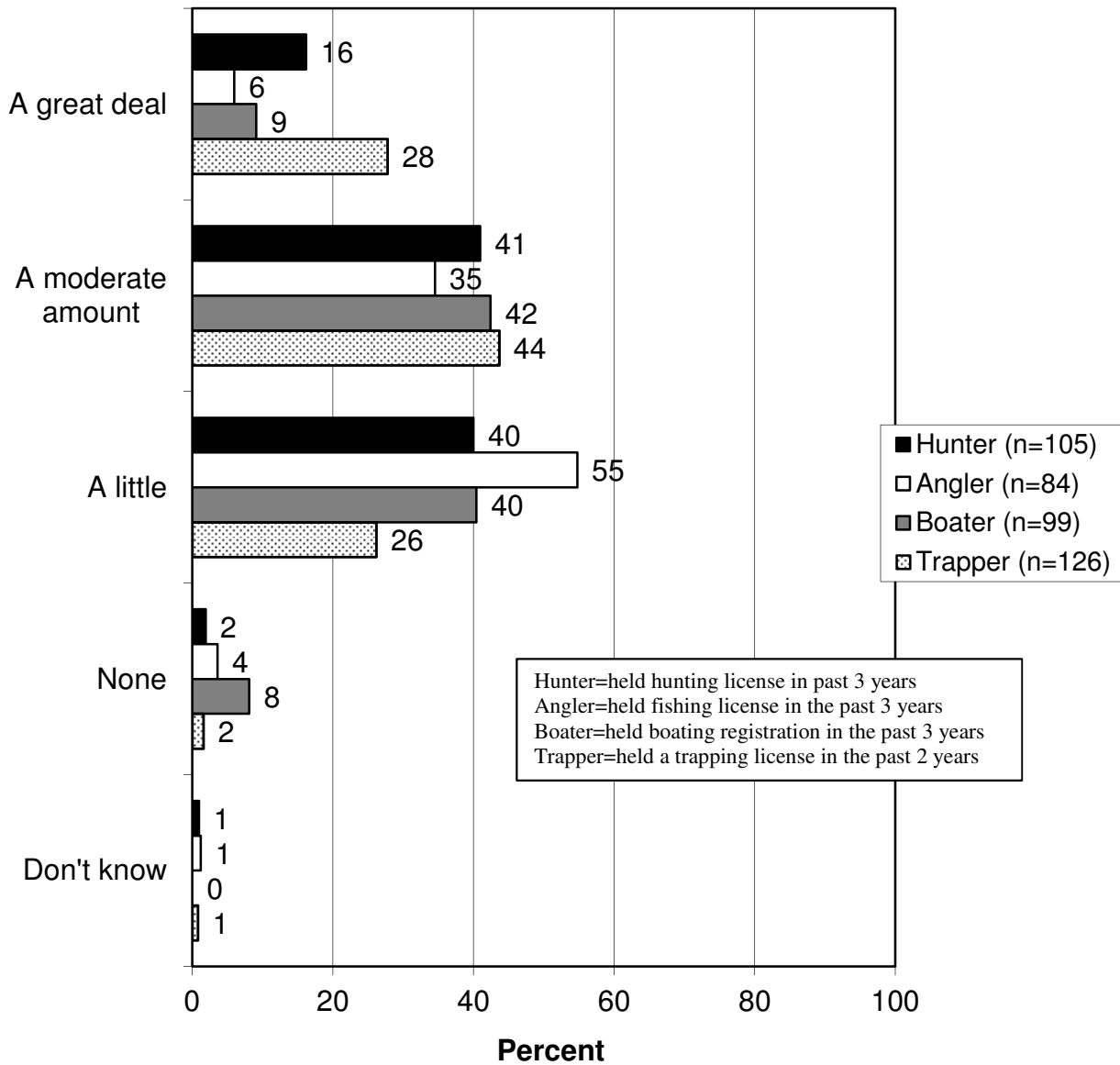
**Q315. How much information or communication have you seen or heard from the Maine Department of Inland Fisheries and Wildlife in the past 5 years? (General population.)**



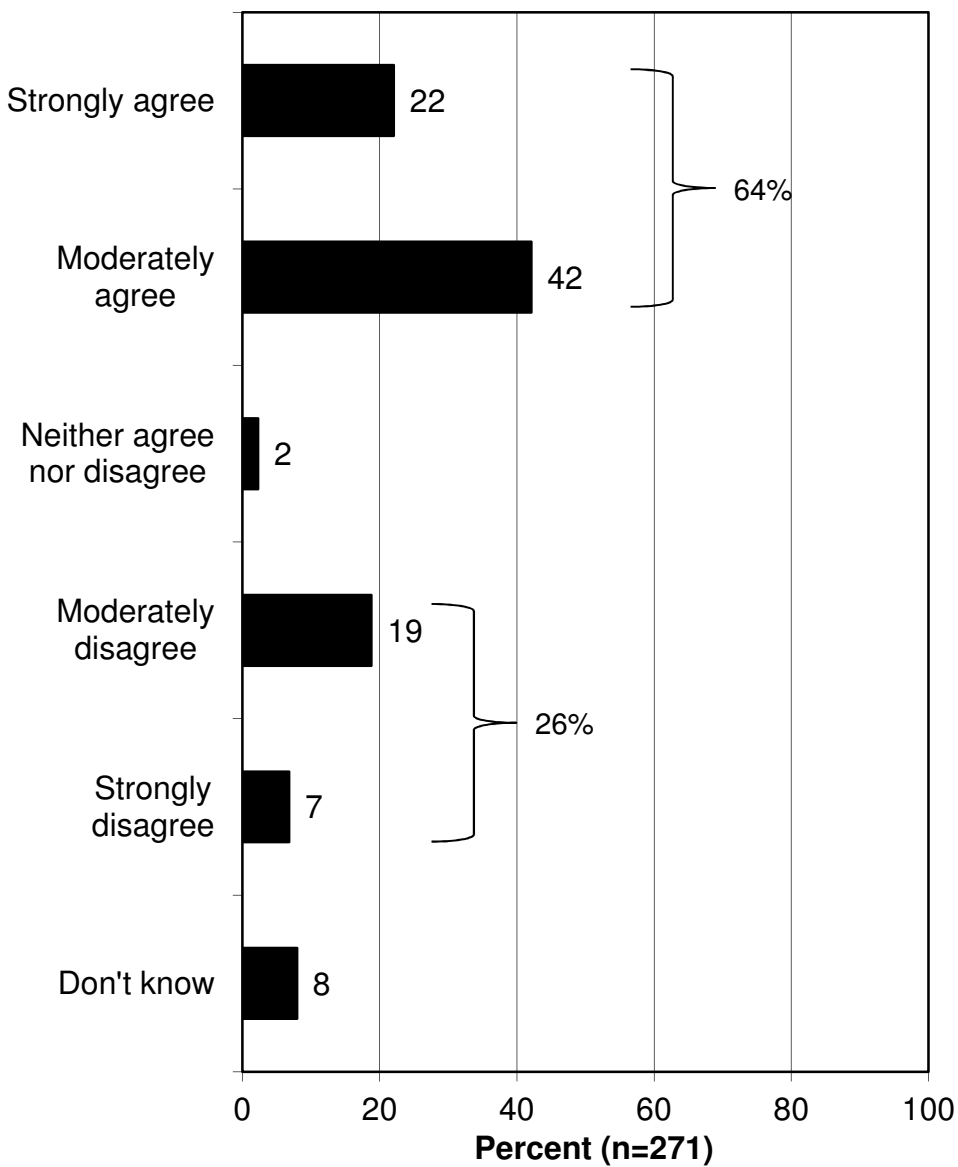
**Q315. How much information or communication have you seen or heard from the Maine Department of Inland Fisheries and Wildlife in the past 5 years?**



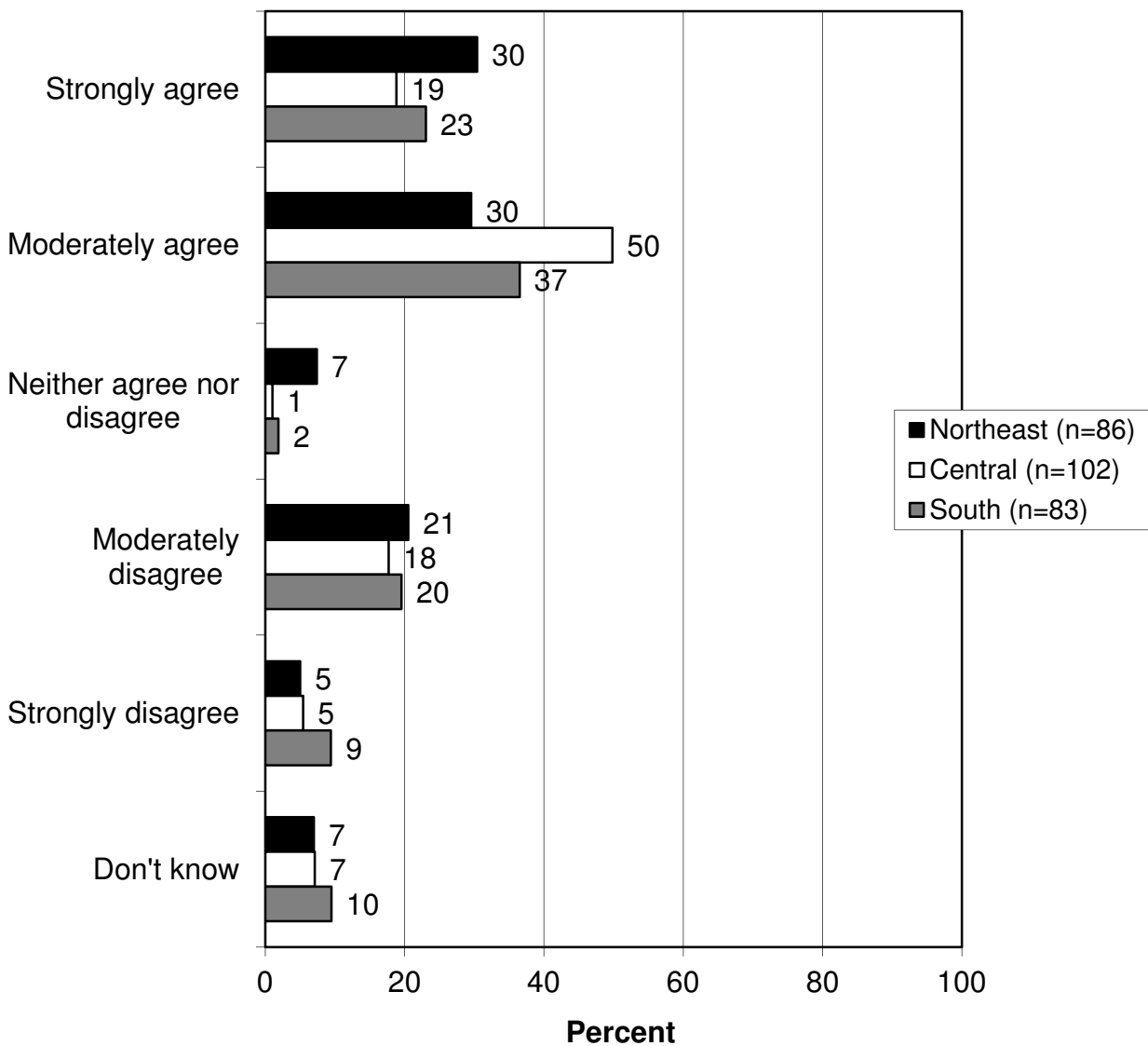
**Q315. How much information or communication have you seen or heard from the Maine Department of Inland Fisheries and Wildlife in the past 5 years?**



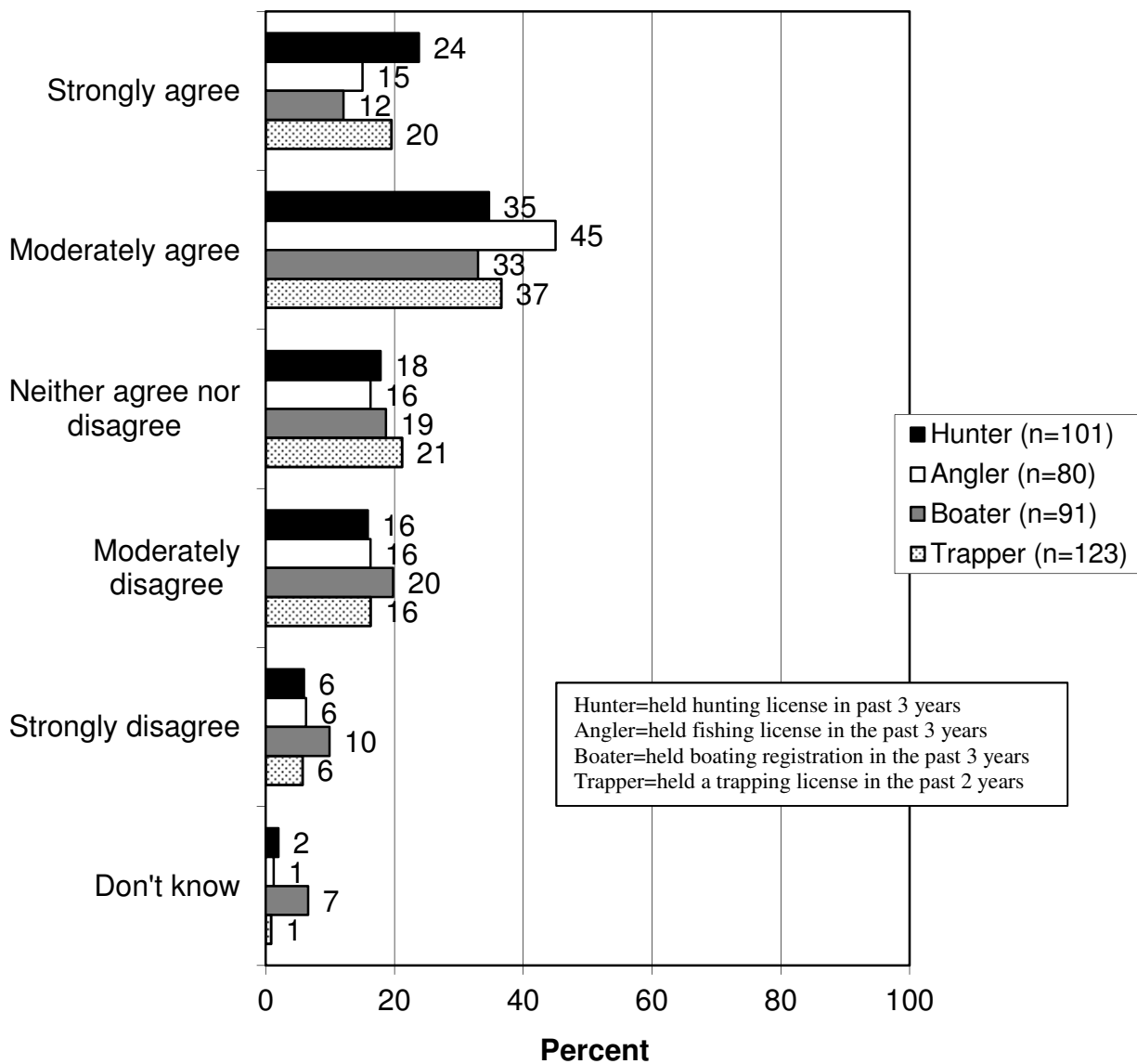
**Q317. Do you agree that the MDIFW provides enough information/communication to meet the public's needs on fish/wildlife, hunting/fishing, wildlife watching, and other outdoor recreation? (Asked of those who saw / heard information / communication in the past 5 years.) (General population.)**



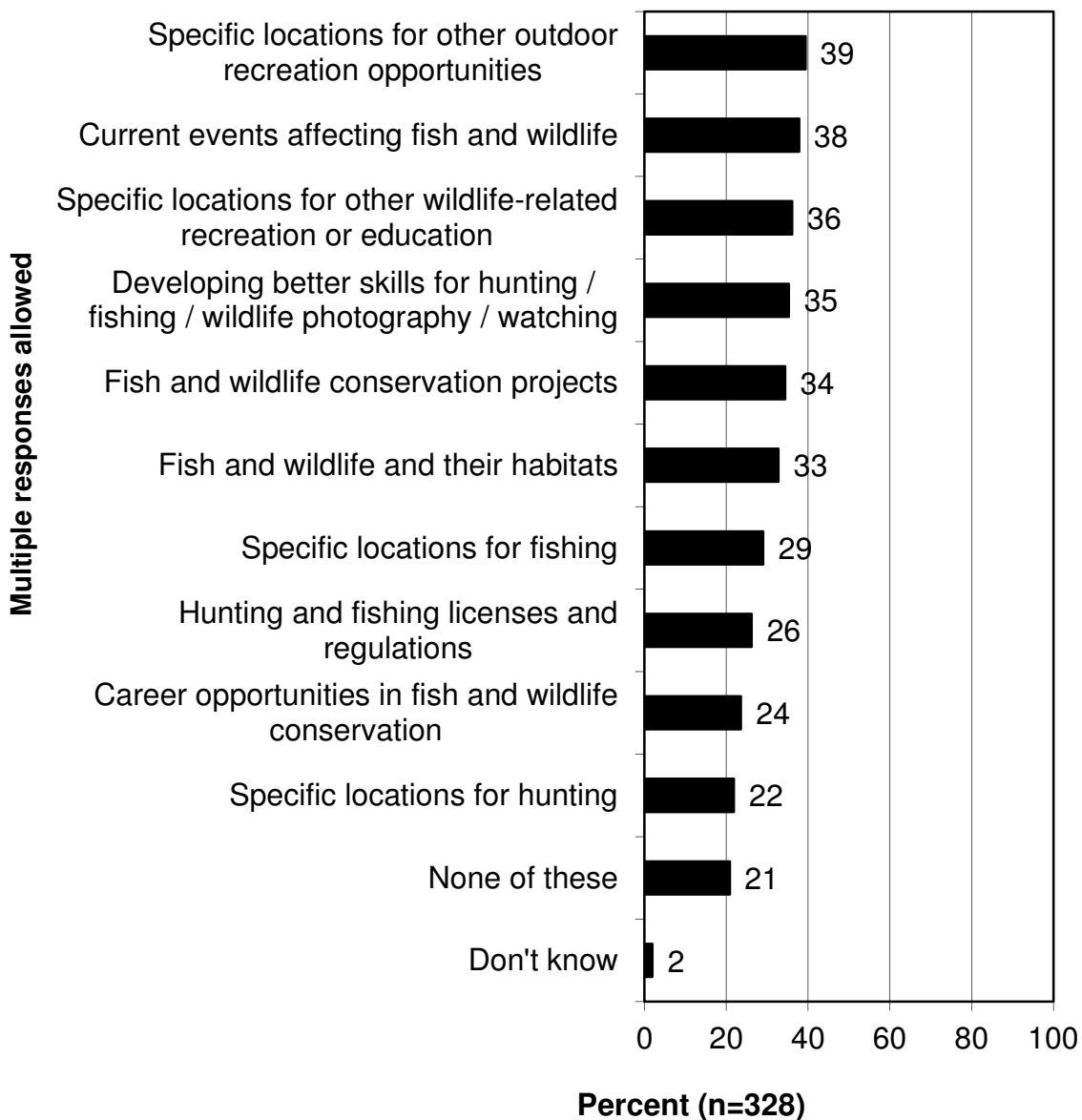
**Q317. Do you agree that the MDIFW provides enough information/communication to meet the public's needs on fish/wildlife, hunting/fishing, wildlife watching, and other outdoor recreation? (Asked of those who saw / heard information / communication in the past 5 years.)**



**Q317. Do you agree that the MDIFW provides enough information/communication to meet the public's needs on fish/wildlife, hunting/fishing, wildlife watching, and other outdoor recreation? (Asked of those who saw / heard information / communication in the past 5 years.)**

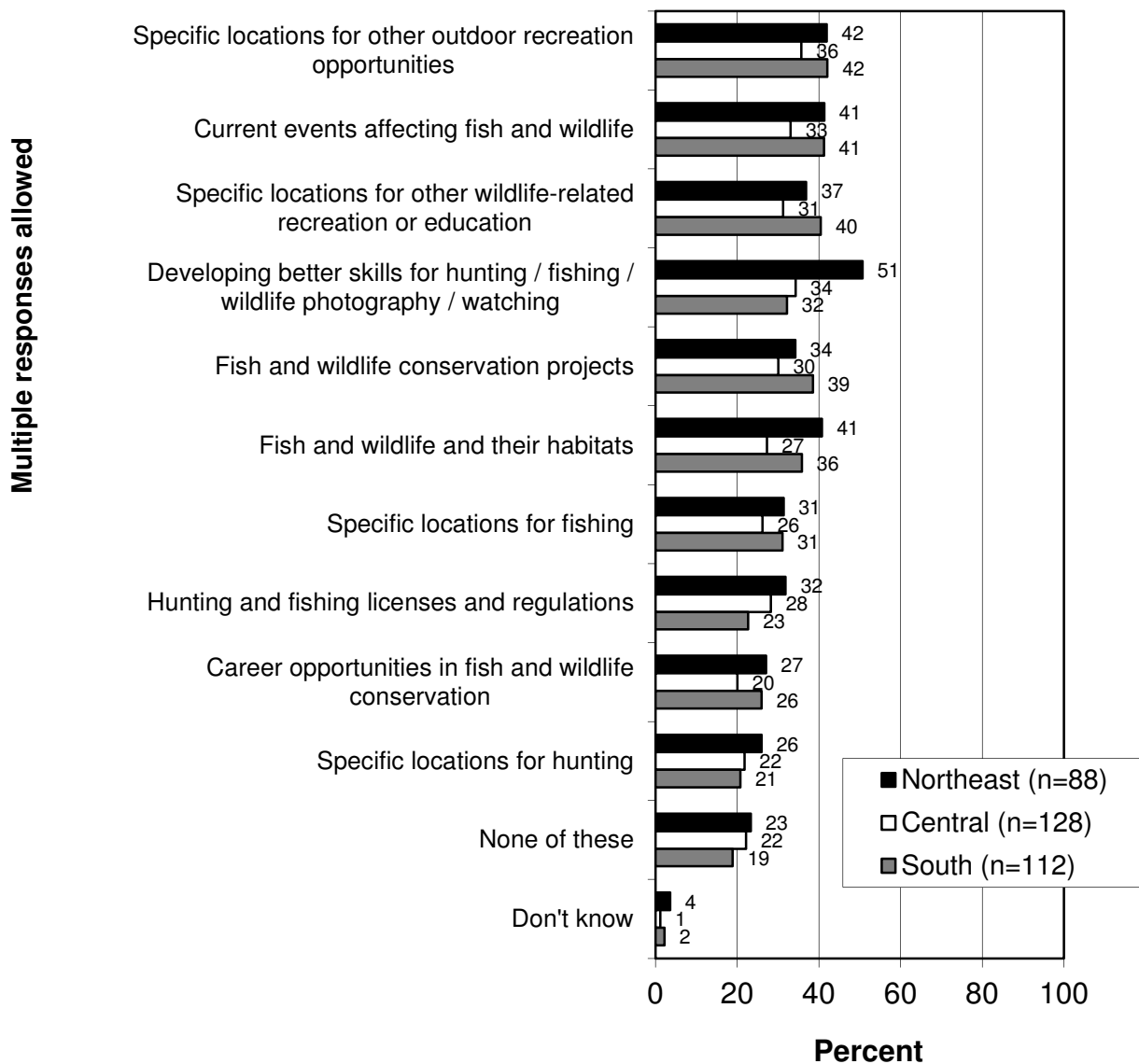


**Q320. Please tell me which of the following you would most like to learn more about. How about...? (Asked of those who saw / heard info. / comm. from the Maine Department of Inland Fisheries and Wildlife in the past 5 years.) (General population.)**

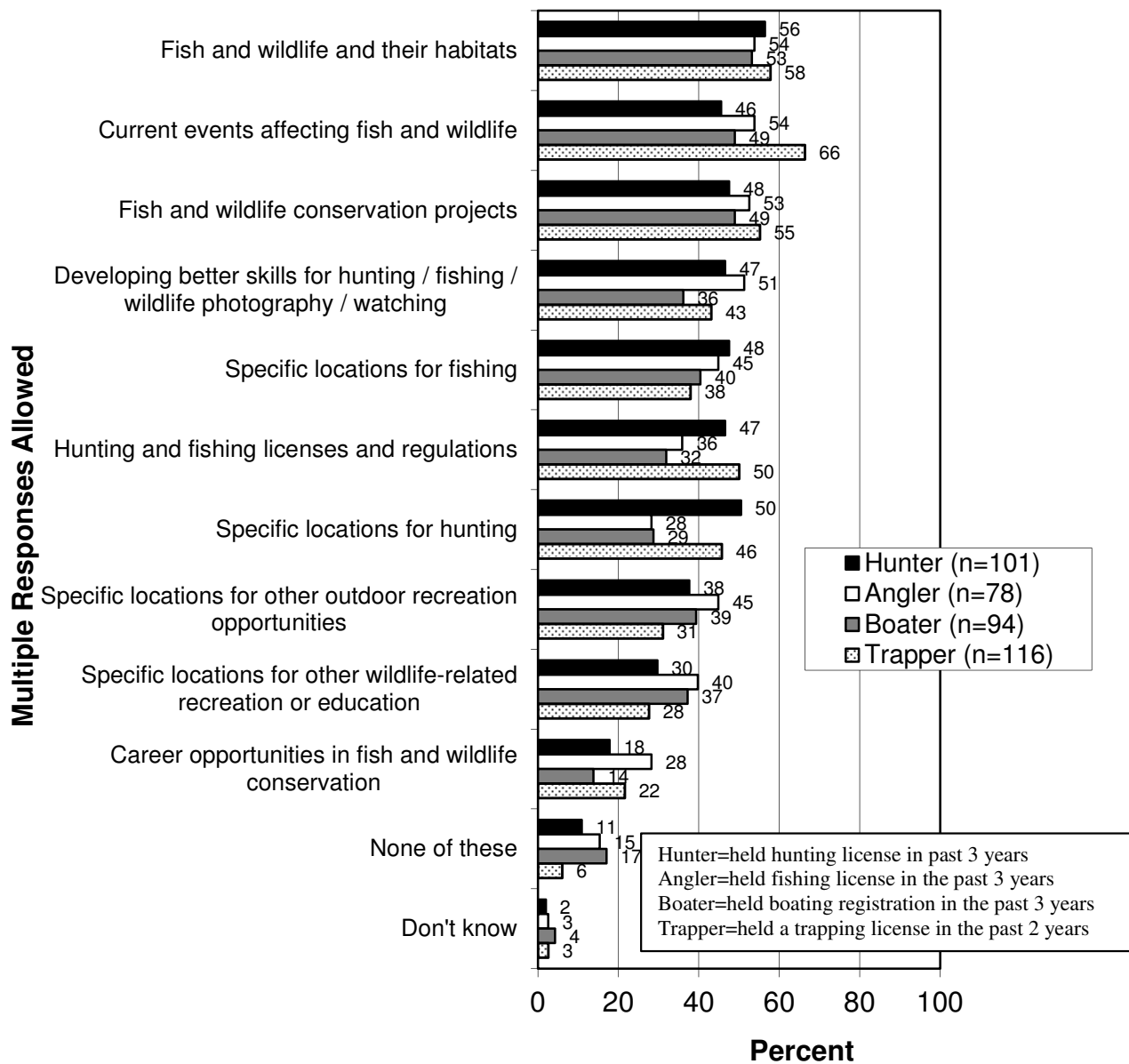




**Q320. Please tell me which of the following you would most like to learn more about. How about...? (Asked of those who saw/heard information/communication from the Maine Department of Inland Fisheries and Wildlife in the past 5 years.)**



**Q320. Please tell me which of the following you would most like to learn more about. How about...? (Asked of those who saw/heard information/communication from the Maine Department of Inland Fisheries and Wildlife in the past 5 years.)**

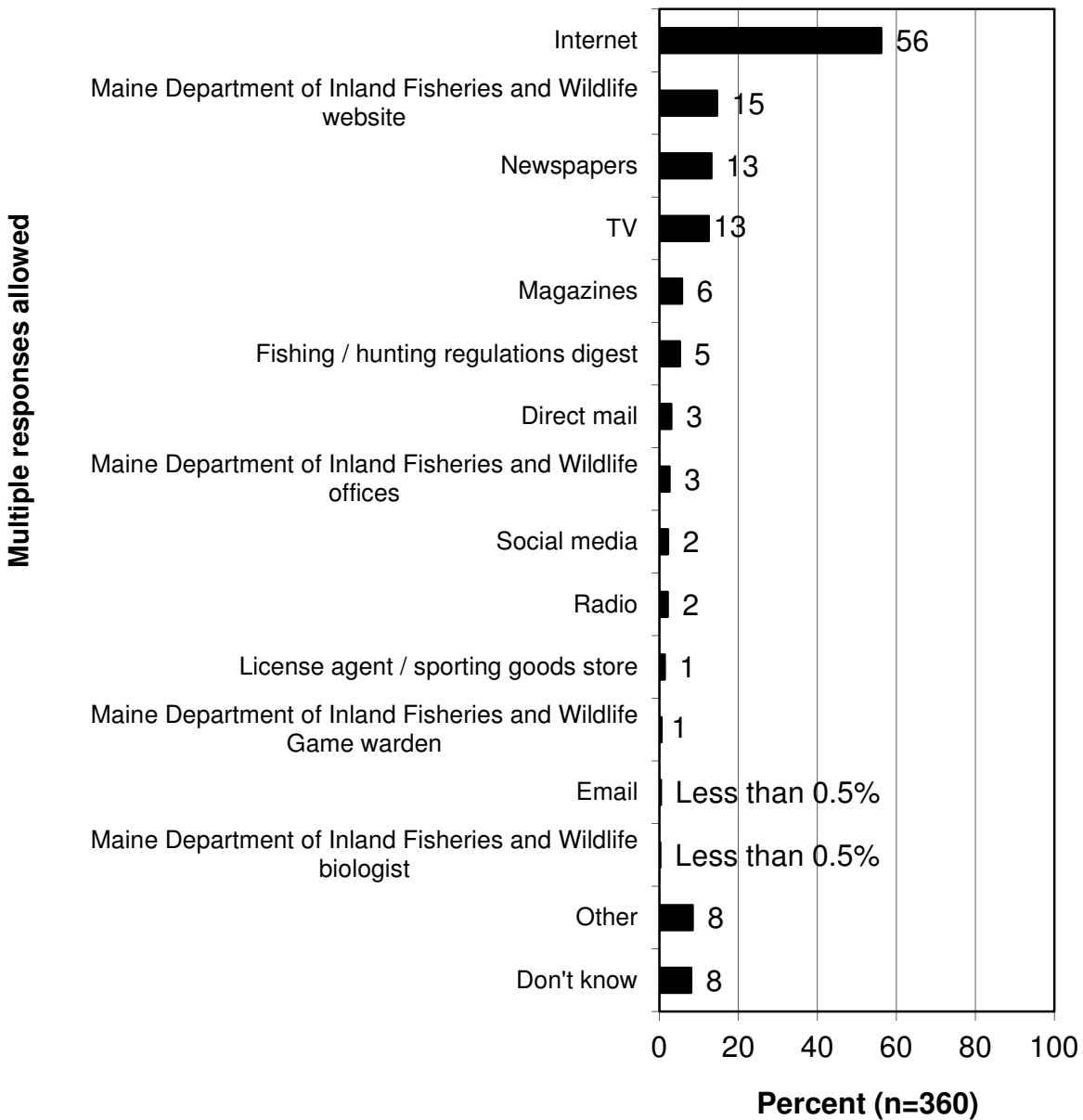


## **SOURCES OF INFORMATION AND CREDIBILITY OF SOURCES**

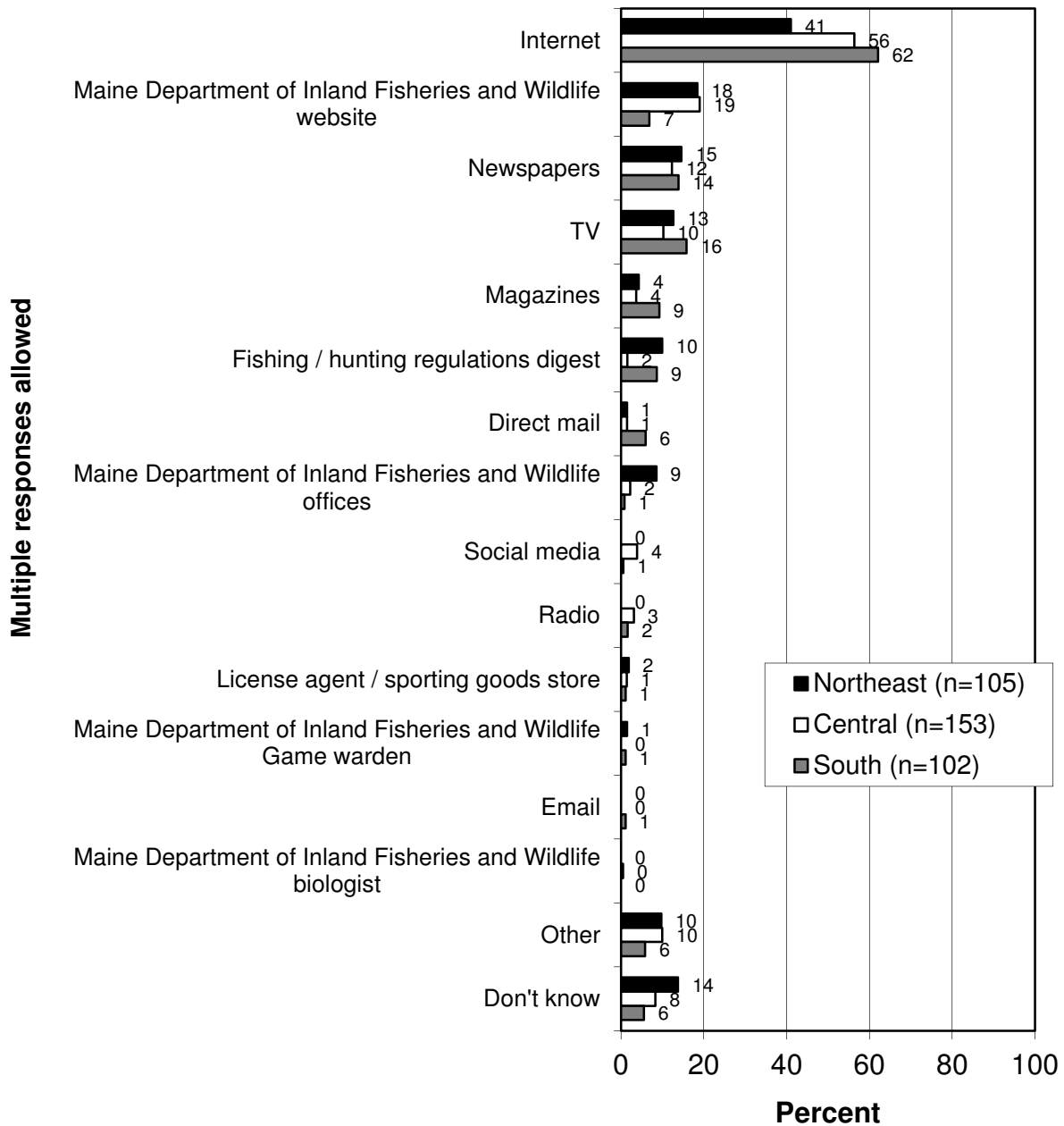
- An open-ended question asked residents in the general population survey where they look for information on fish, wildlife, hunting, fishing, wildlife watching, or other forms of outdoor recreation. The top responses pertain to the Internet in general, the Department website in particular, newspapers, and television.
- The survey asked about the credibility of eight potential sources of information on fish and wildlife and outdoor recreation.
  - Among the general population of Maine, the two Department sources are perceived as the most credible: a Game Warden (74% say very credible) and a biologist with the Department (72%). This is closely followed by a third: a biologist from the U.S. Fish and Wildlife Service (70%). These three are in the top tier.
  - A professor of environmental science or biology at the University of Maine is next (53% say this source is very credible).
  - The non-governmental sources are lower on the ranking of credibility, with less than a majority saying that they are very credible (although very credible and somewhat credible combined has a majority for every source).
    - The scale was very credible, somewhat credible, or not at all credible. Results are shown for very credible by itself, very or somewhat credible combined, and not at all credible by itself.

- Several questions asked about residents' use of electronic media/communications.
  - The large majority of Maine residents in the general population survey access the Internet daily (74%), and another 10% access it “sometimes” (a sum of 84%).
  - The large majority of Maine residents use email daily (62%), and another 13% do so “sometimes” (a sum of 76%).
  - Just under half of Maine residents use social media daily (47%), and another 15% do so “sometimes” (a sum of 62%).
    - Facebook is the top social media site that is used (90% of those who use social media), distantly followed by YouTube (21%), Google+ (18%), Twitter (11%), and Instagram (10%).

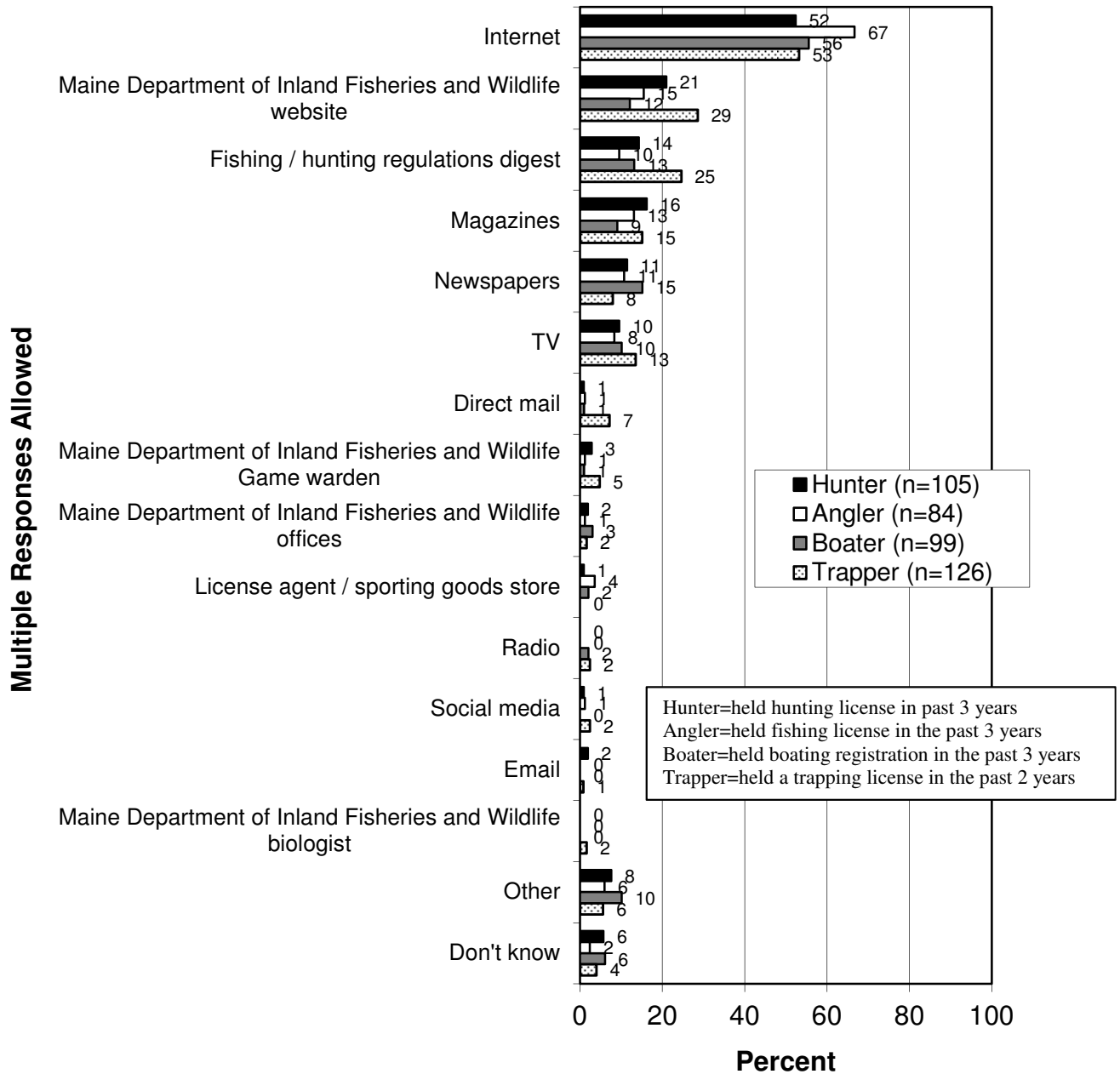
**Q323. In general, where do you look for information on fish, wildlife, hunting, fishing, wildlife watching, or other forms of outdoor recreation? (General population.)**



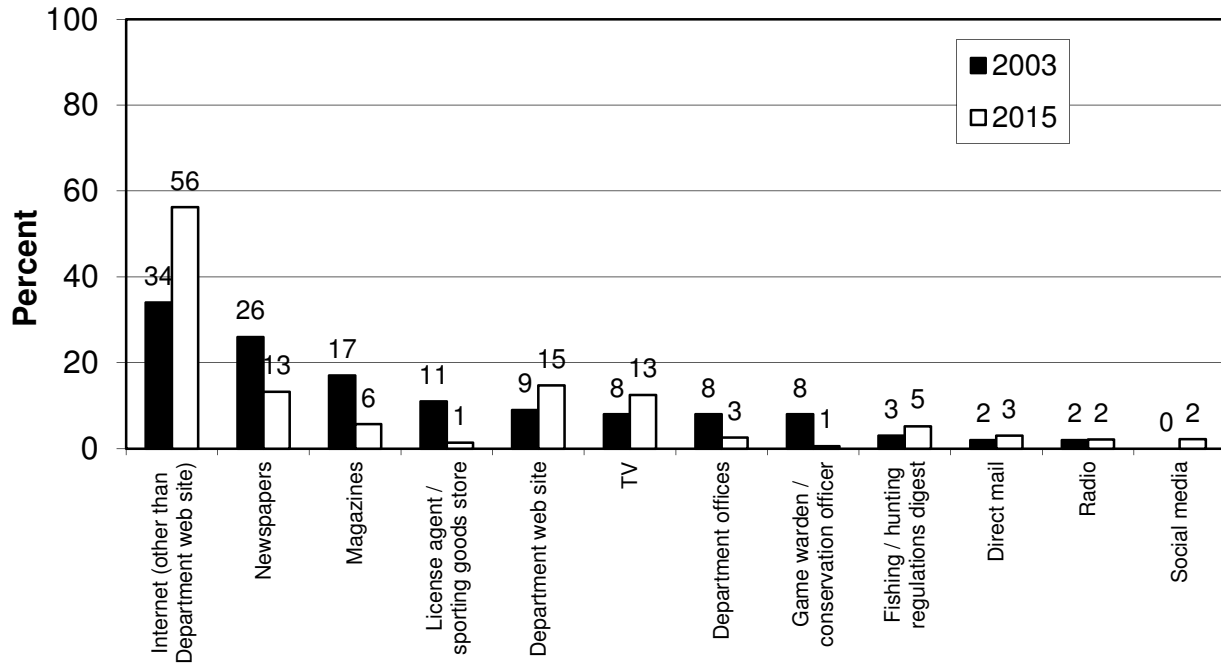
### Q323. In general, where do you look for information on fish, wildlife, hunting, fishing, wildlife watching, or other forms of outdoor recreation?



**Q323. In general, where do you look for information on fish, wildlife, hunting, fishing, wildlife watching, or other forms of outdoor recreation?**

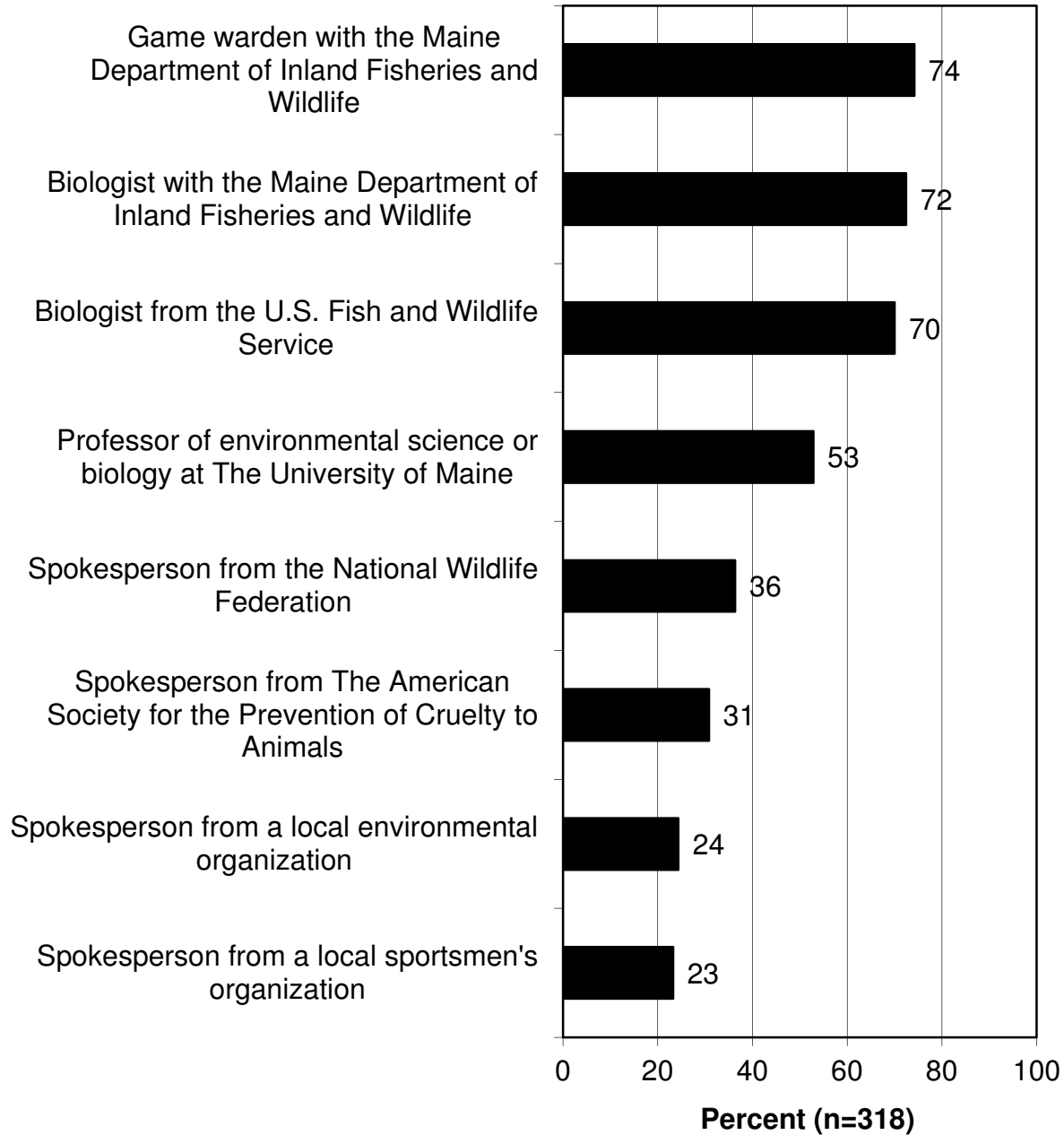


**In general, where do you look for information on fish, wildlife, hunting, fishing, wildlife watching, or other forms of outdoor recreation?**

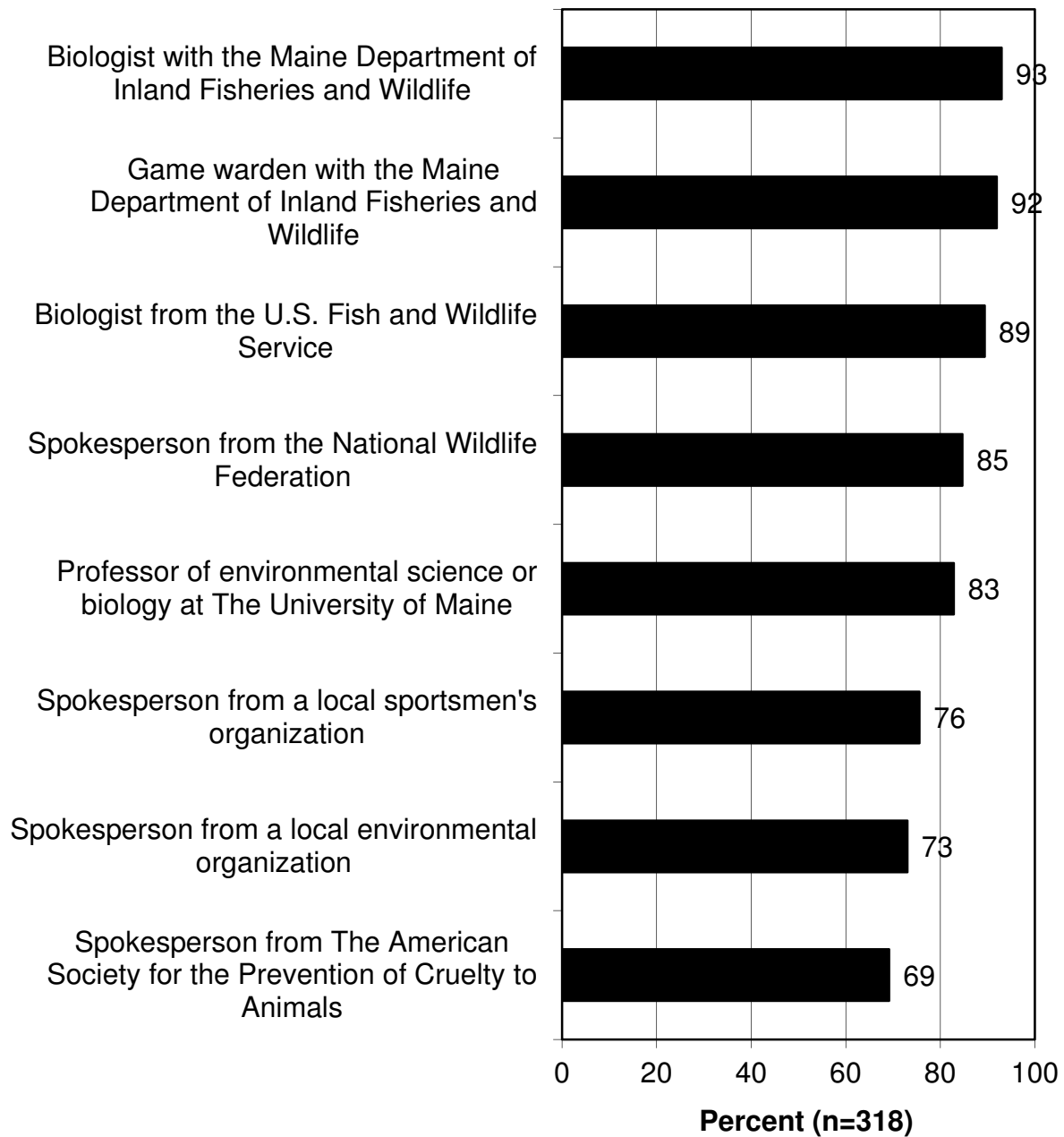




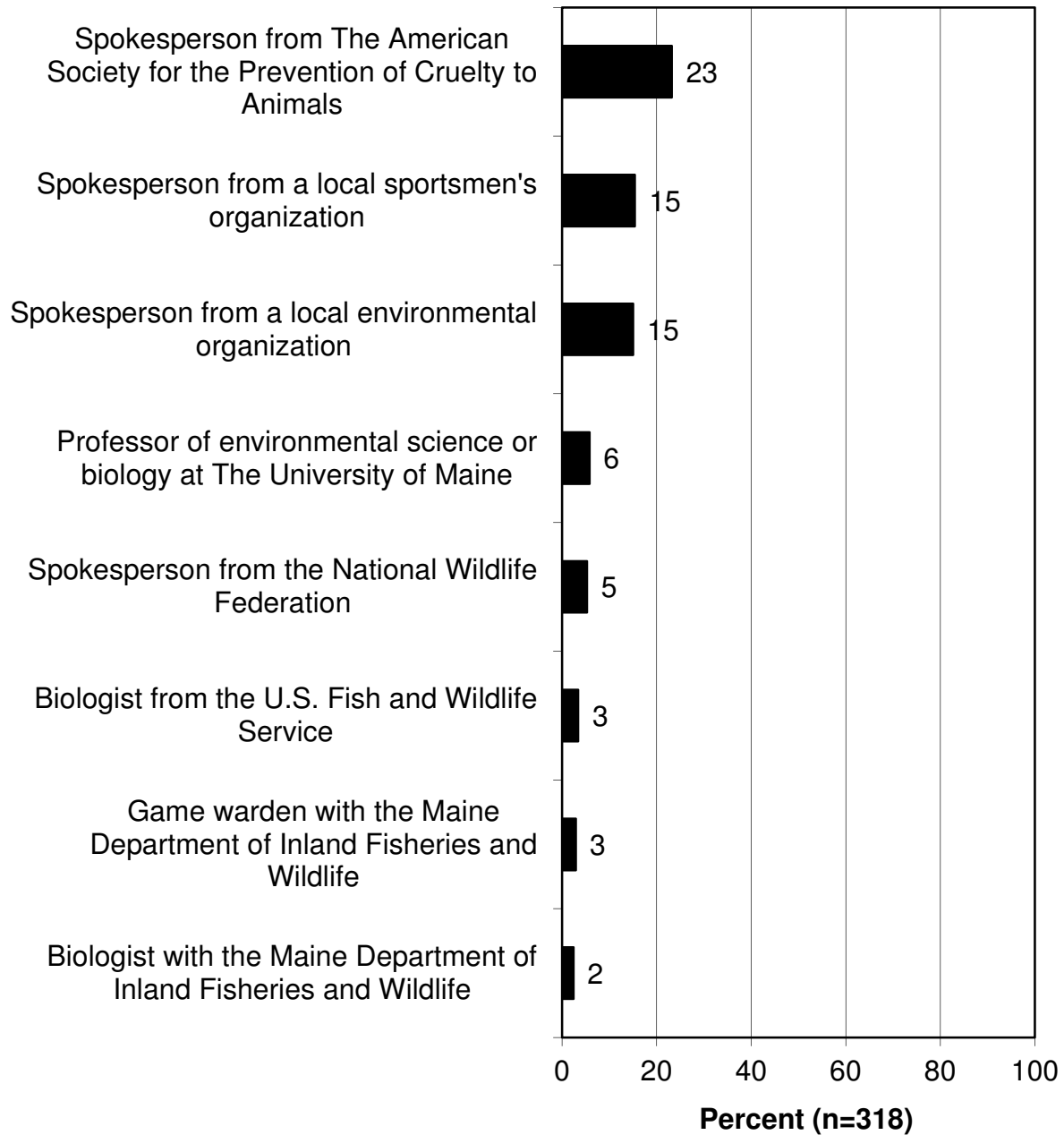
**Q334-341. Percent of respondents who think each of the following sources are a very credible source of information on fish and wildlife and outdoor recreation. (General population.)**



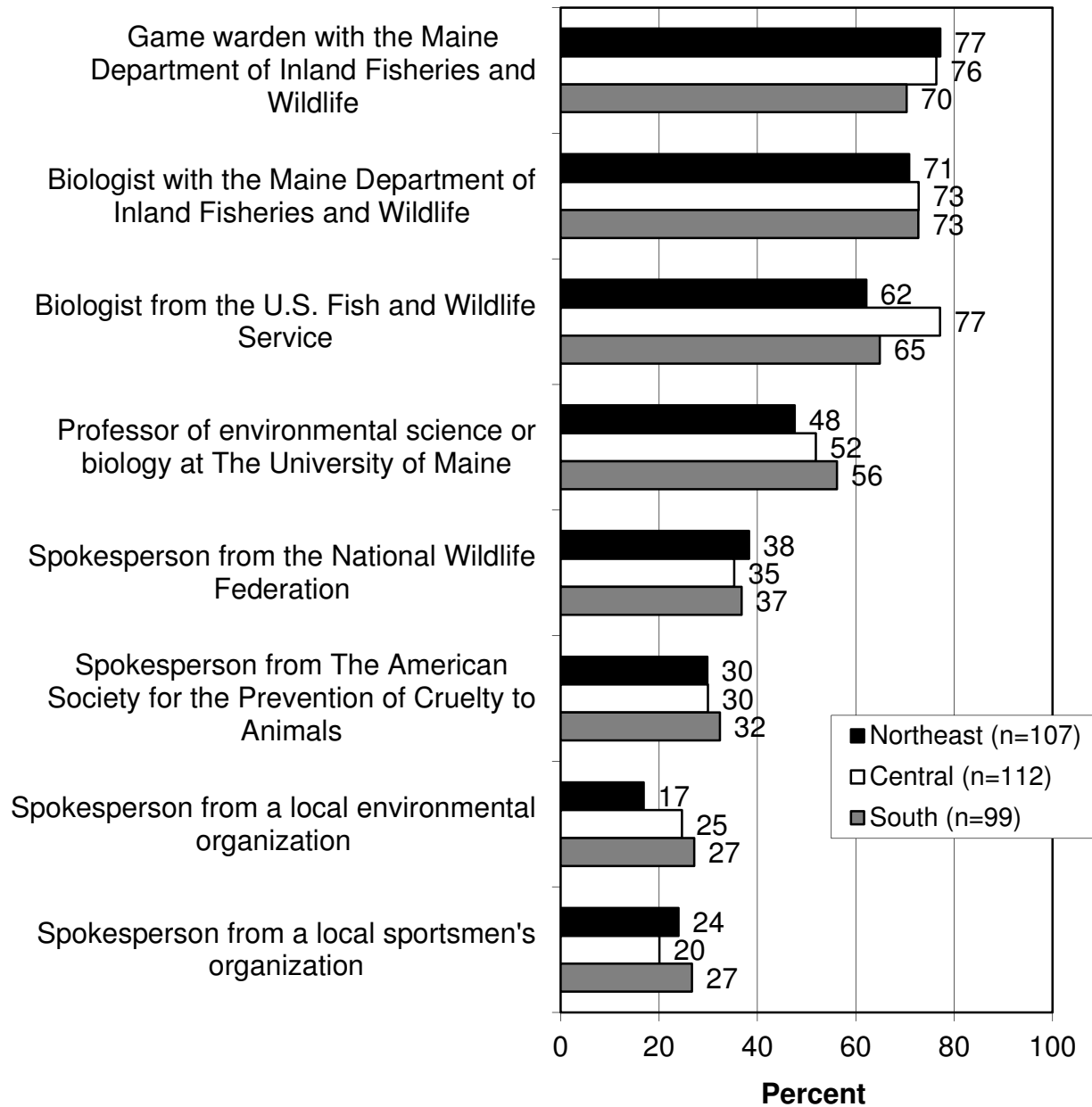
**Q334-341. Percent of respondents who think each of the following sources are a very or somewhat credible source of information on fish and wildlife and outdoor recreation. (General population.)**



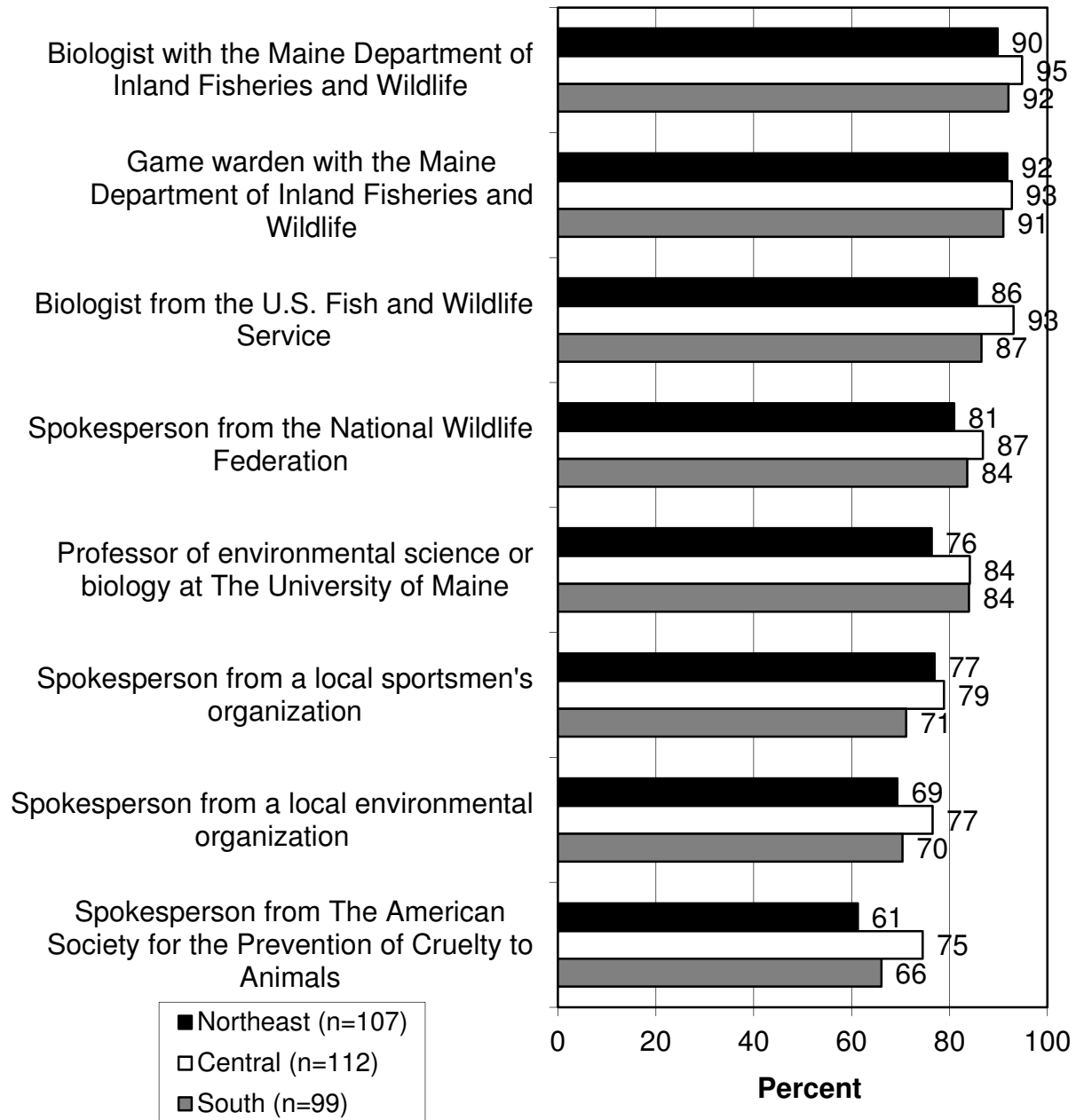
**Q334-341. Percent of respondents who think each of the following sources are a not at all credible source of information on fish and wildlife and outdoor recreation. (General population.)**



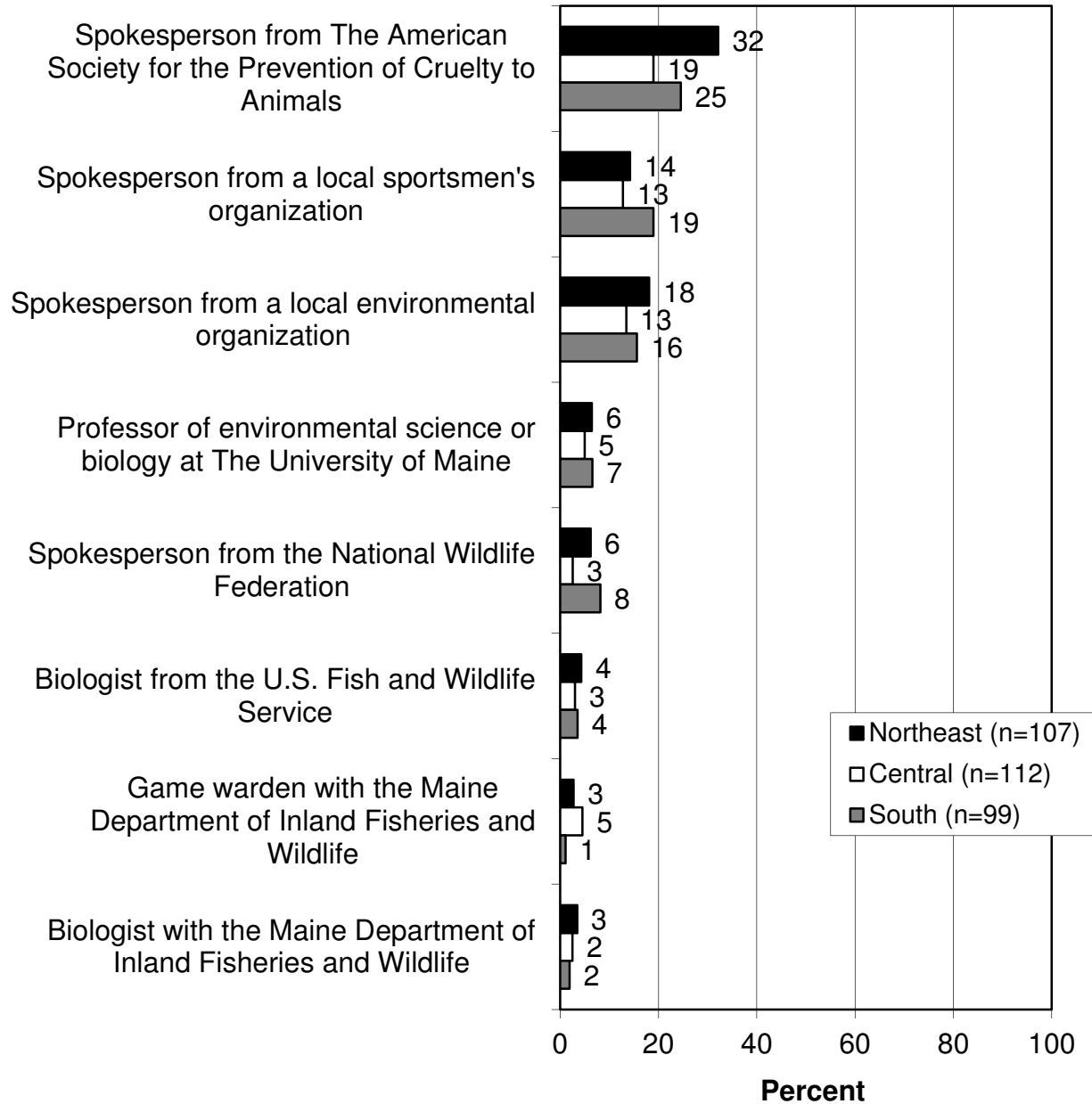
**Q334-341. Percent of respondents who think each of the following sources are a very credible source of information on fish and wildlife and outdoor recreation:**



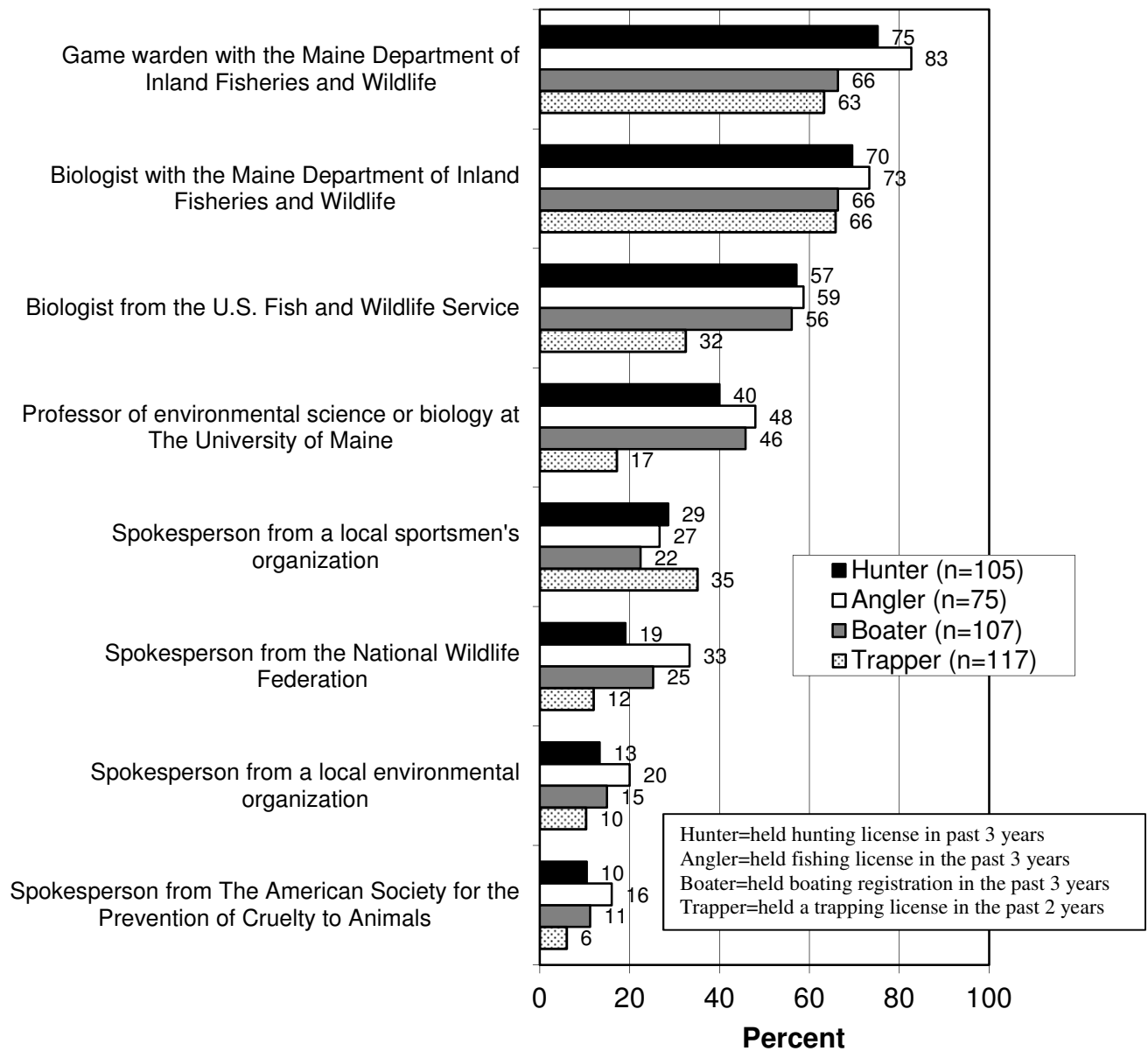
**Q334-341. Percent of respondents who think each of the following sources are a very or somewhat credible source of information on fish and wildlife and outdoor recreation:**



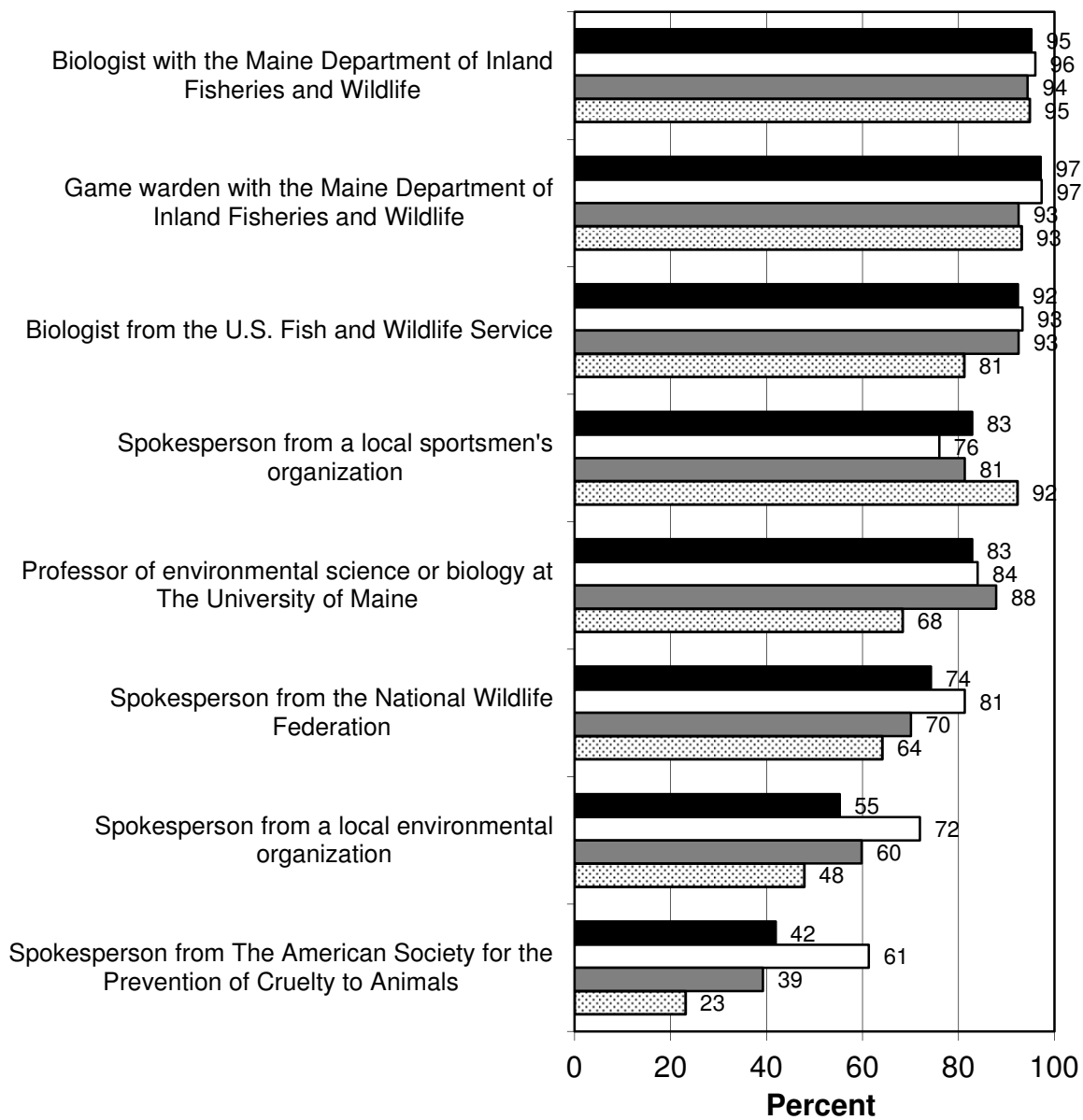
**Q334-341. Percent of respondents who think each of the following sources are a not at all credible source of information on fish and wildlife and outdoor recreation:**



**Q334-341. Percent of respondents who think each of the following sources are a very credible source of information on fish and wildlife and outdoor recreation:**



**Q334-341. Percent of respondents who think each of the following sources are a very or somewhat credible source of information on fish and wildlife and outdoor recreation:**

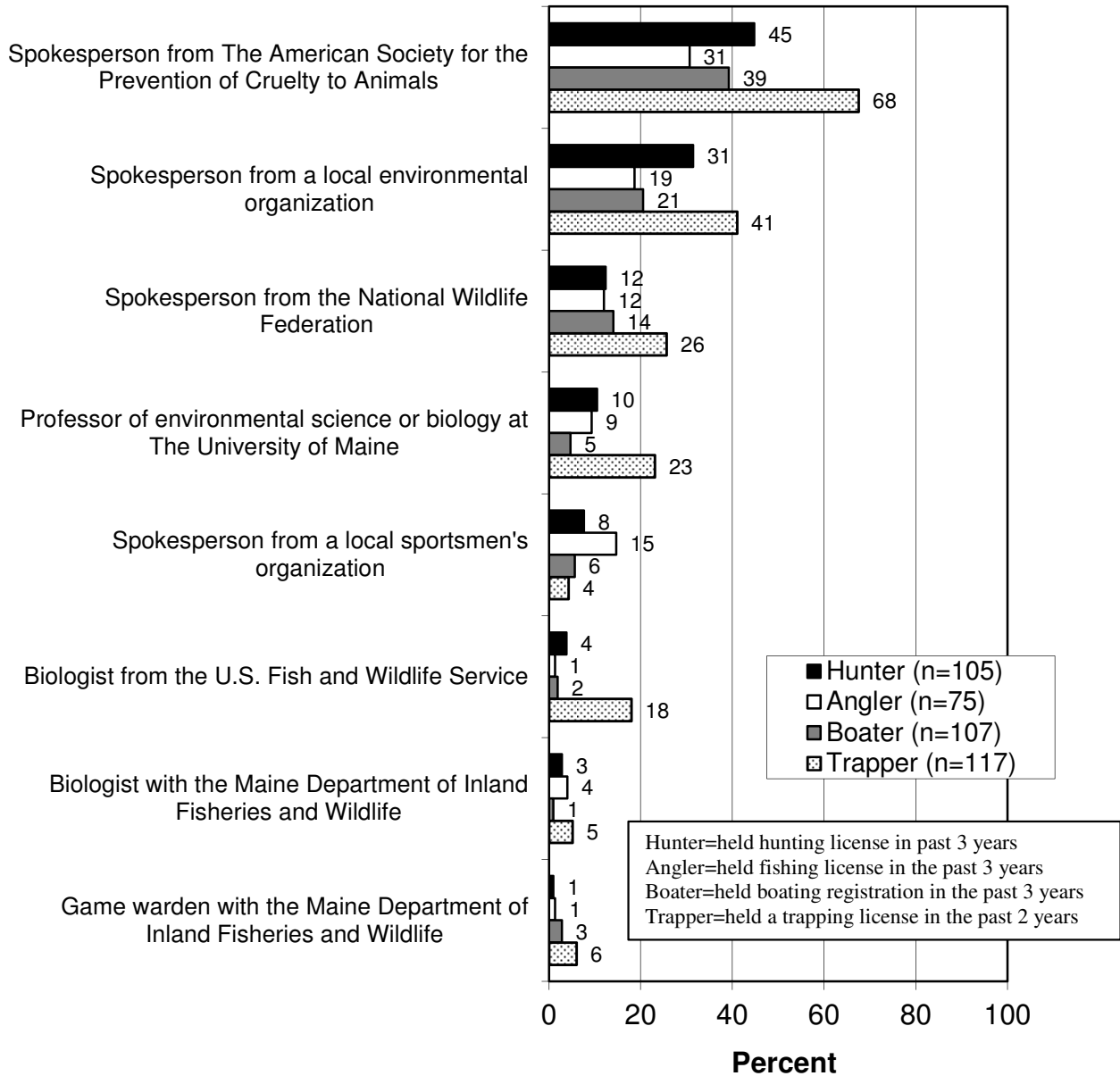


■ Hunter (n=105)  
 □ Angler (n=75)  
 ■ Boater (n=107)  
 ▨ Trapper (n=117)

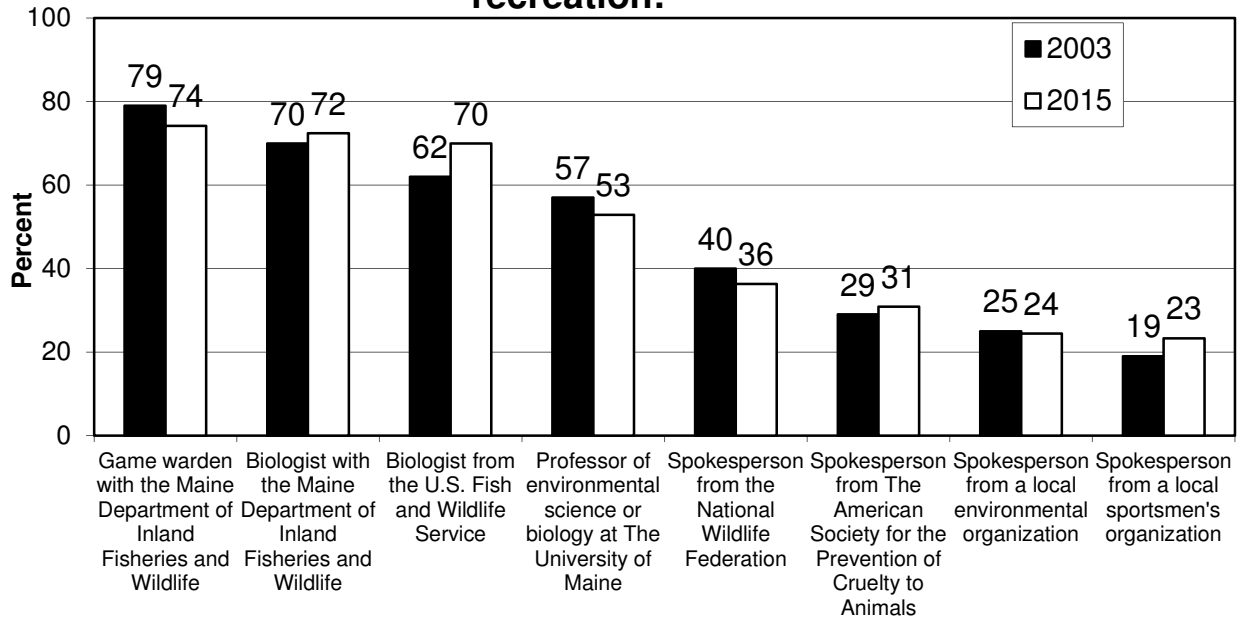
Hunter=held hunting license in past 3 years  
 Angler=held fishing license in the past 3 years  
 Boater=held boating registration in the past 3 years  
 Trapper=held a trapping license in the past 2 years



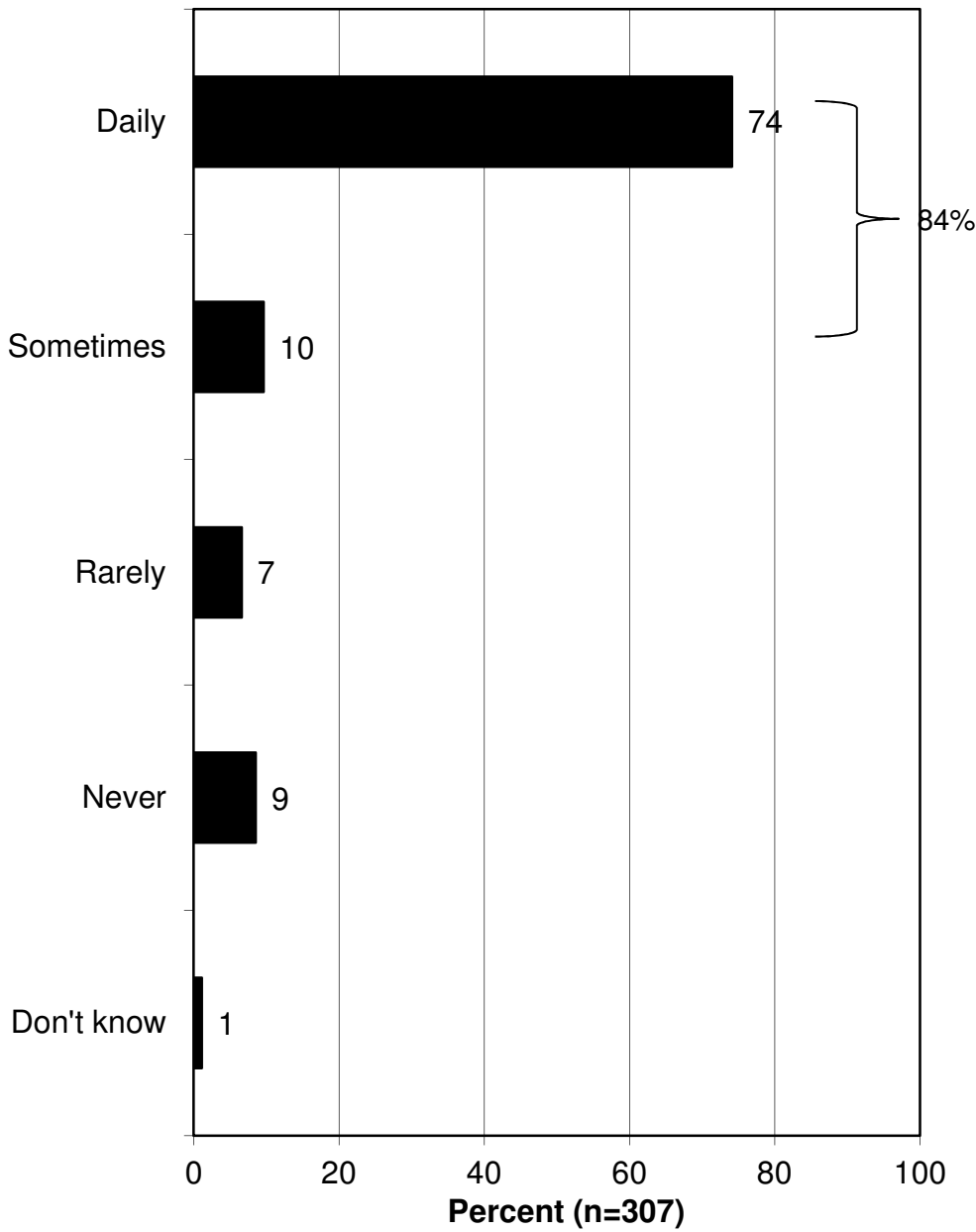
**Q334-341. Percent of respondents who think each of the following sources are a not at all credible source of information on fish and wildlife and outdoor recreation:**



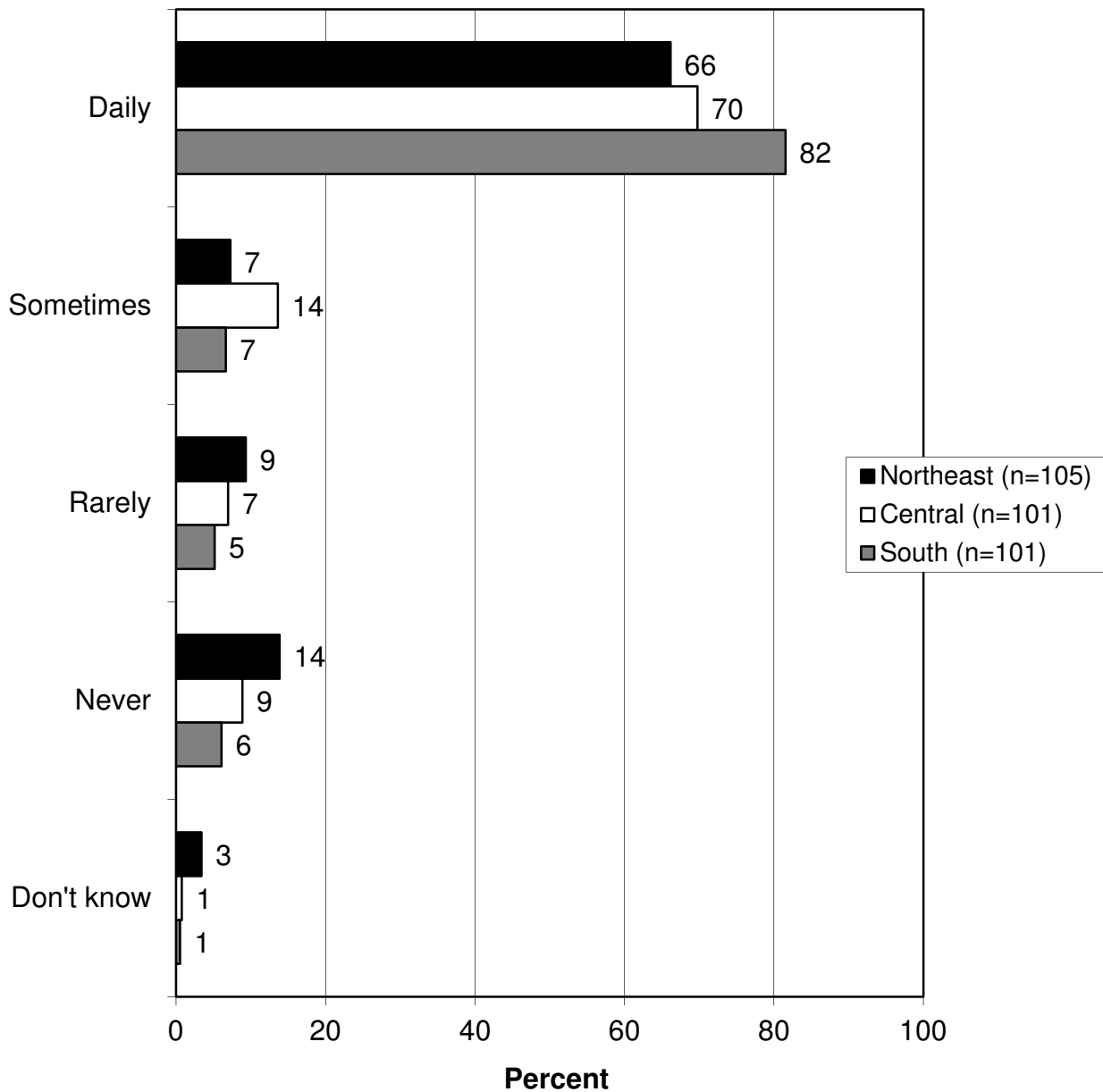
**Percent of respondents who think each of the following sources are a very credible source of information on fish and wildlife and outdoor recreation:**



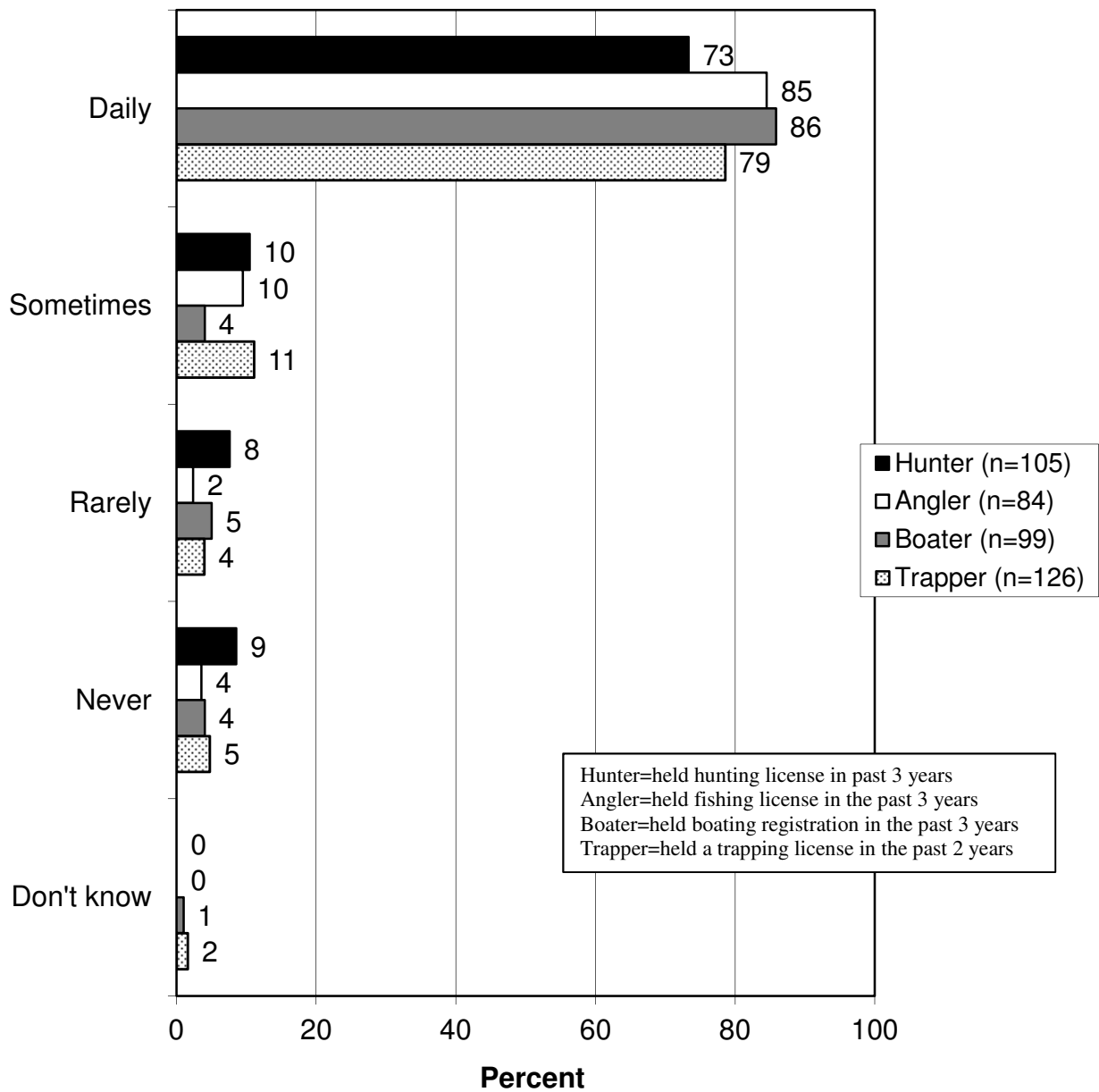
**Q325. Would you say you, personally, access the Internet daily, sometimes, rarely, or never? (General population.)**



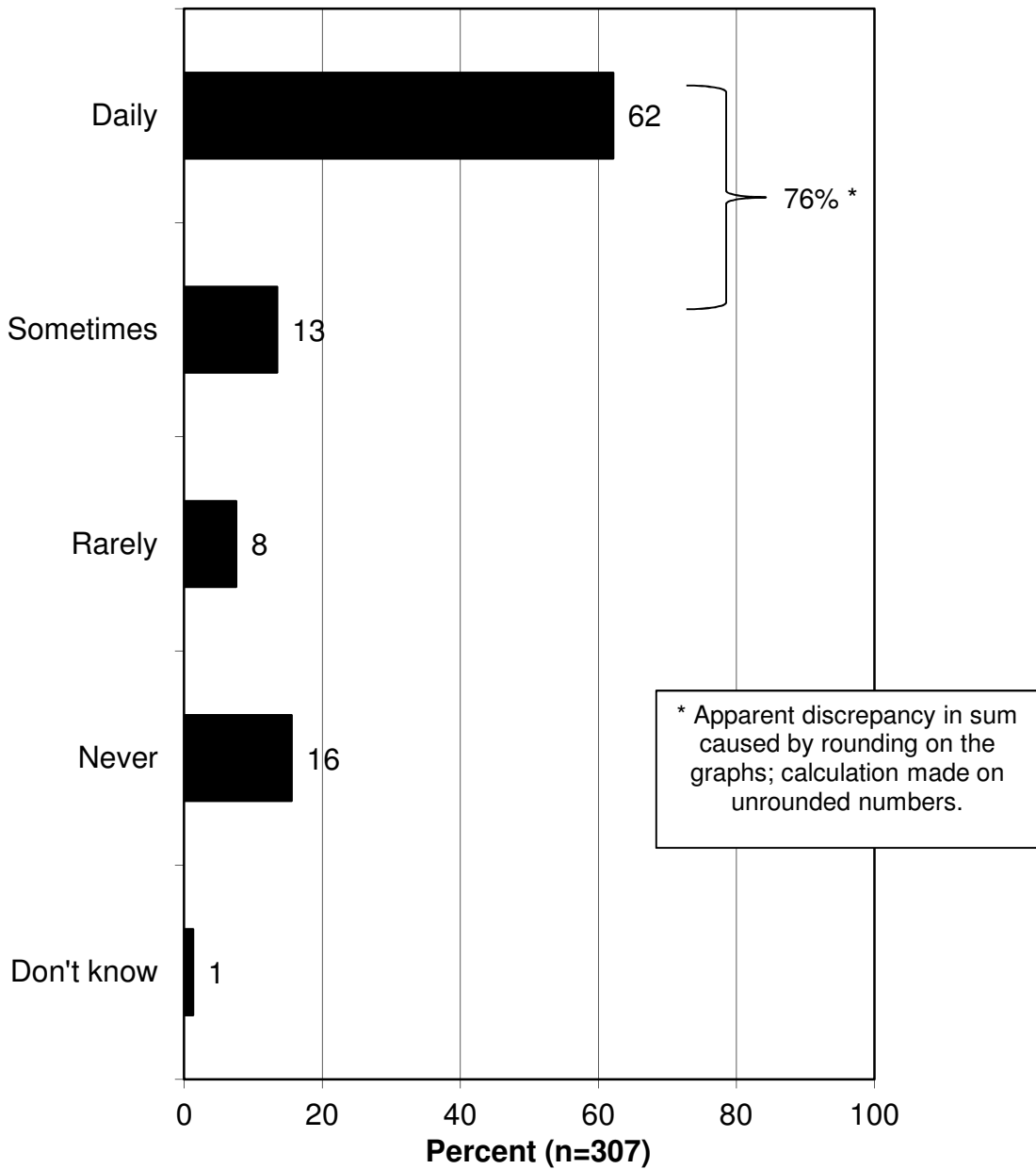
**Q325. Would you say you, personally, access the Internet daily, sometimes, rarely, or never?**



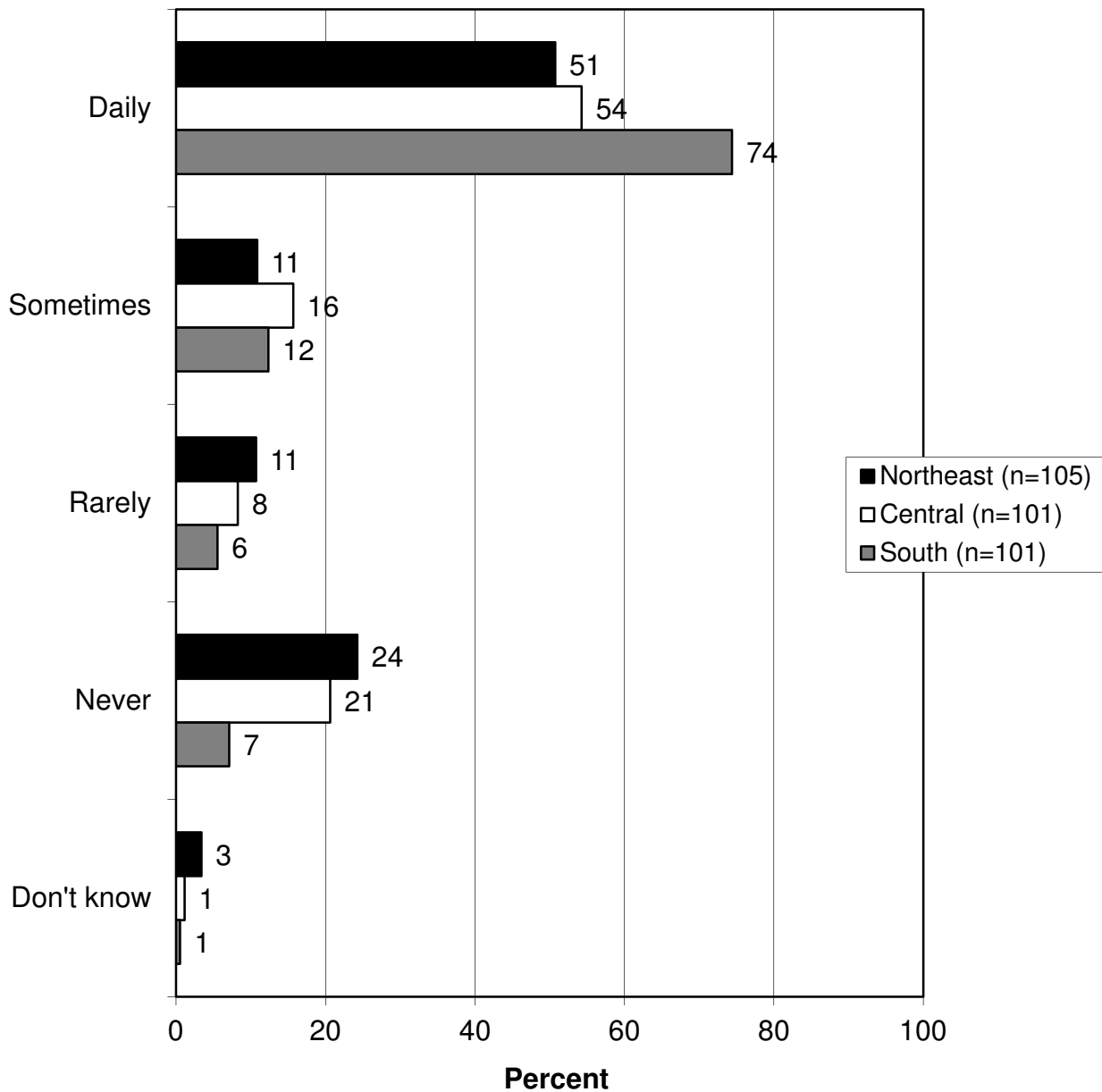
**Q325. Would you say you, personally, access the Internet daily, sometimes, rarely, or never?**



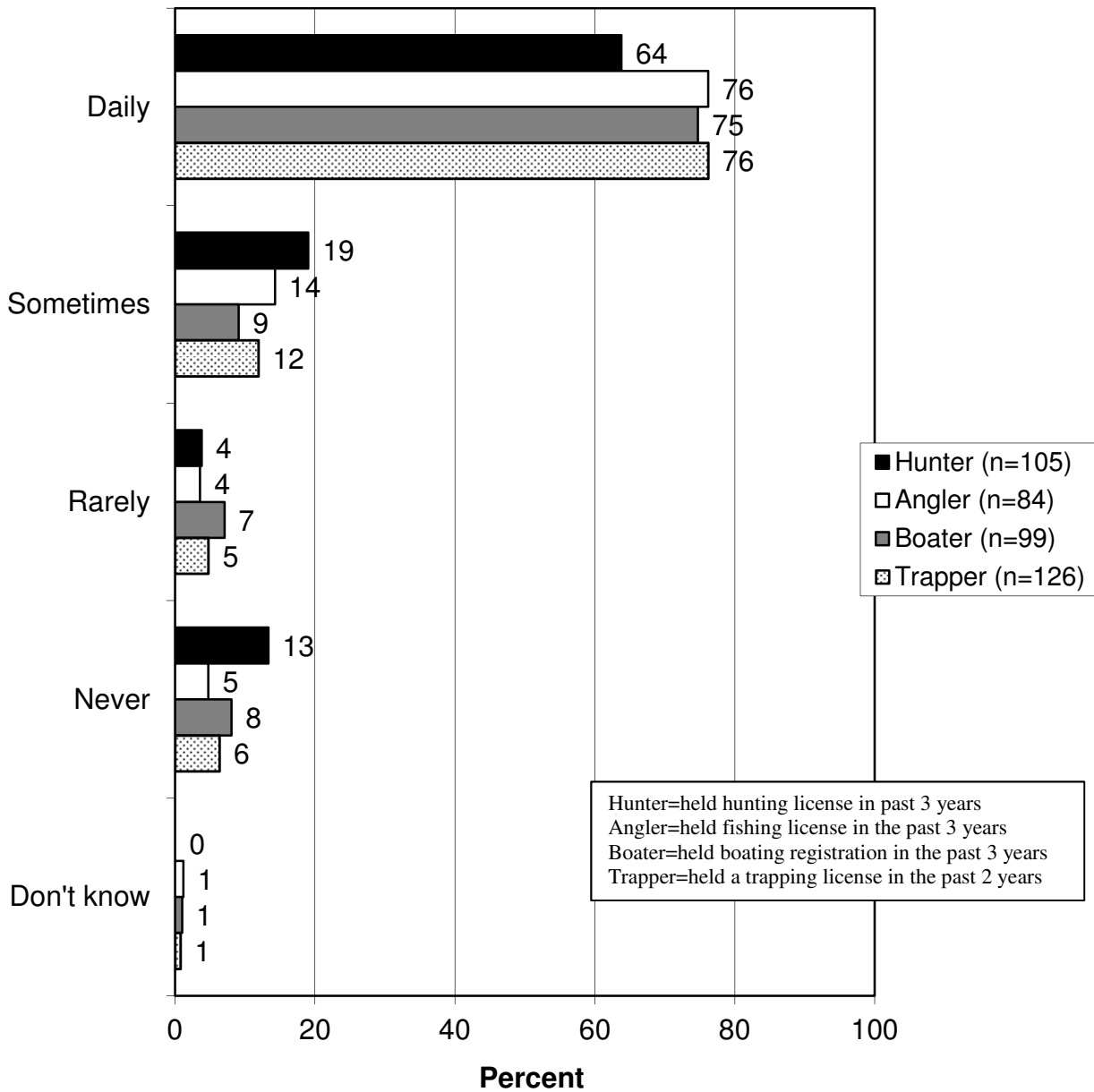
**Q326. Would you say you, personally, use email daily, sometimes, rarely, or never? (General population.)**



**Q326. Would you say you, personally, use email daily, sometimes, rarely, or never?**

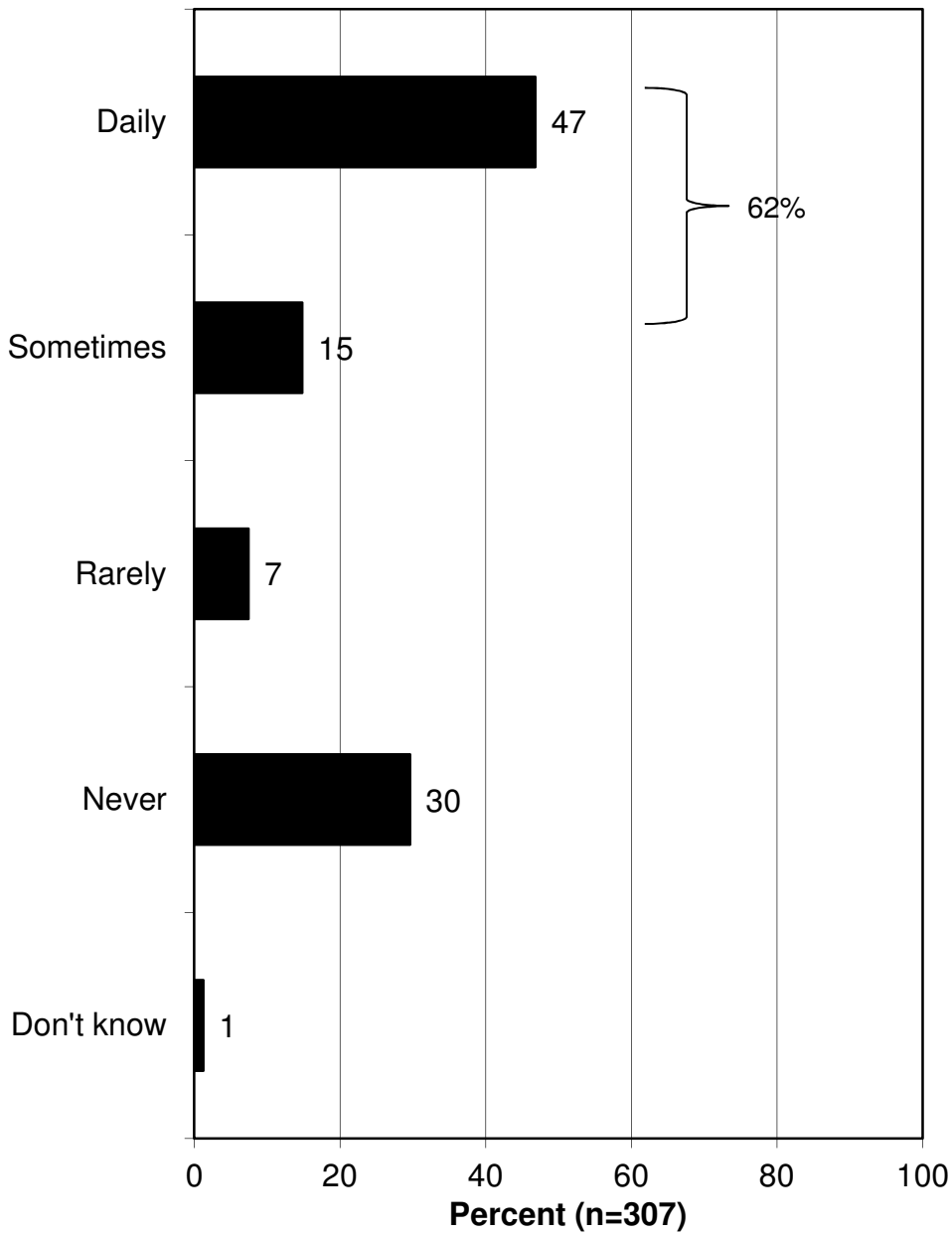


**Q326. Would you say you, personally, use email daily, sometimes, rarely, or never?**

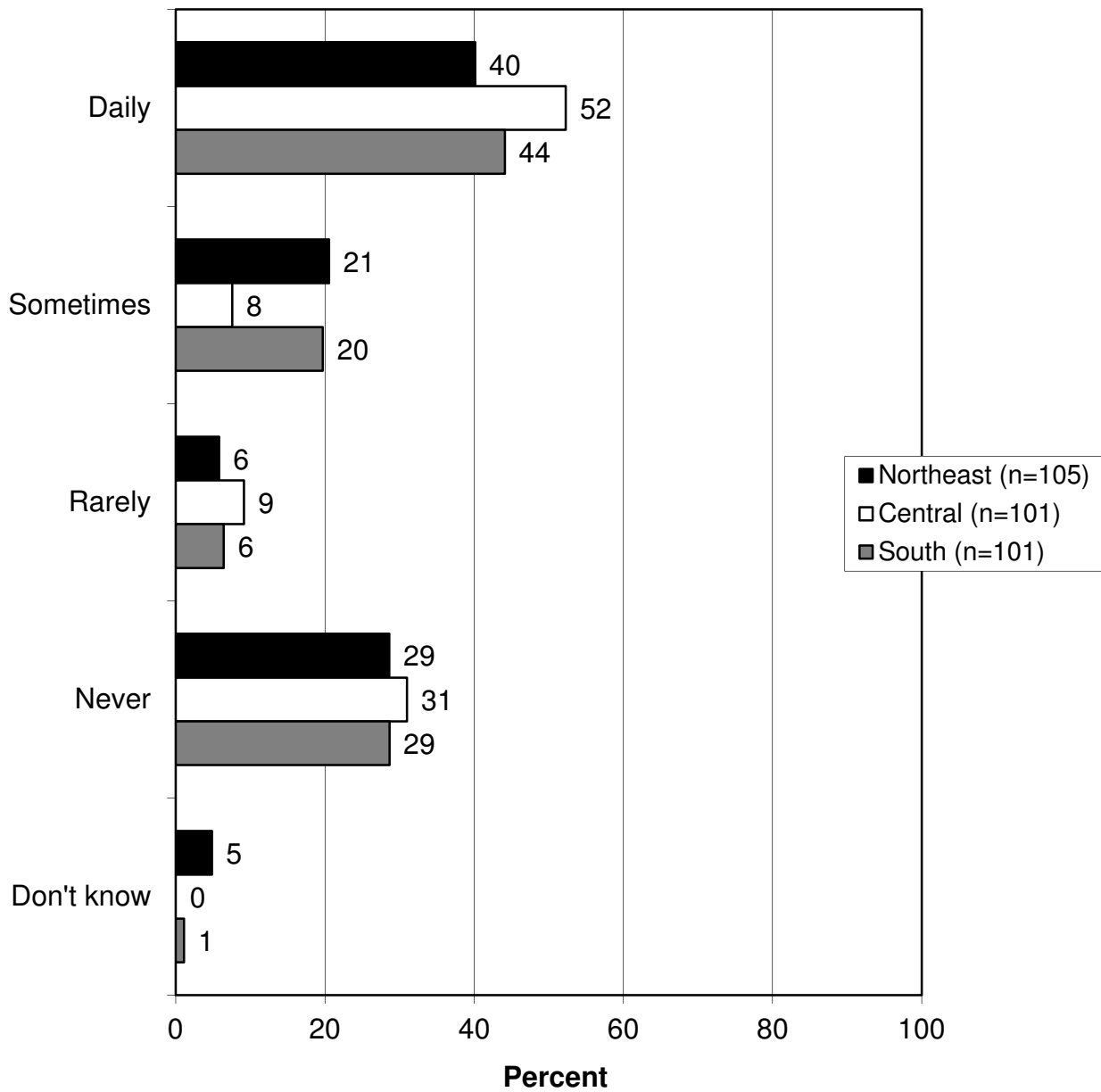




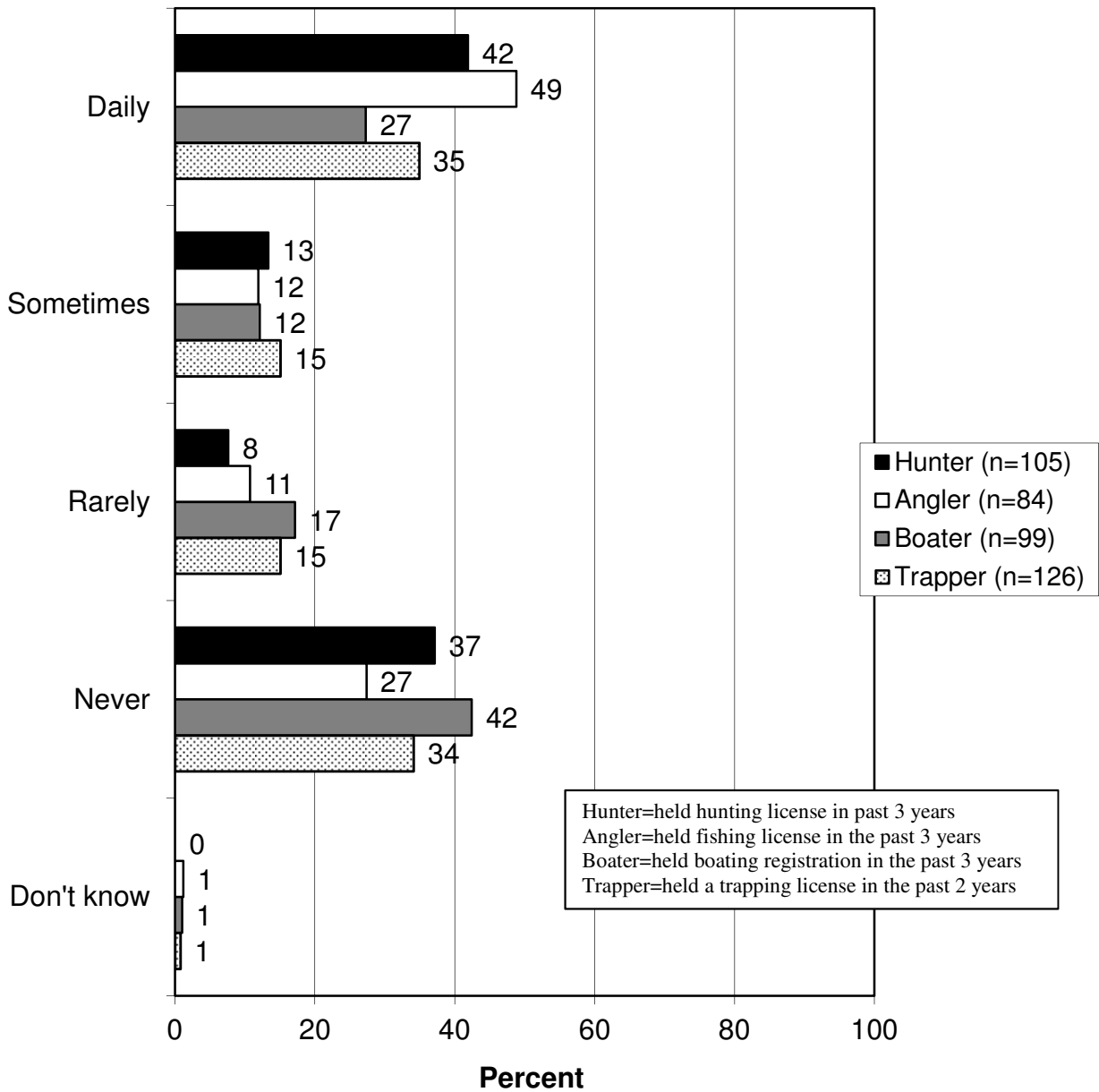
**Q327. How often do you, personally, use social media, such as Facebook, Twitter, or YouTube?  
(General population.)**



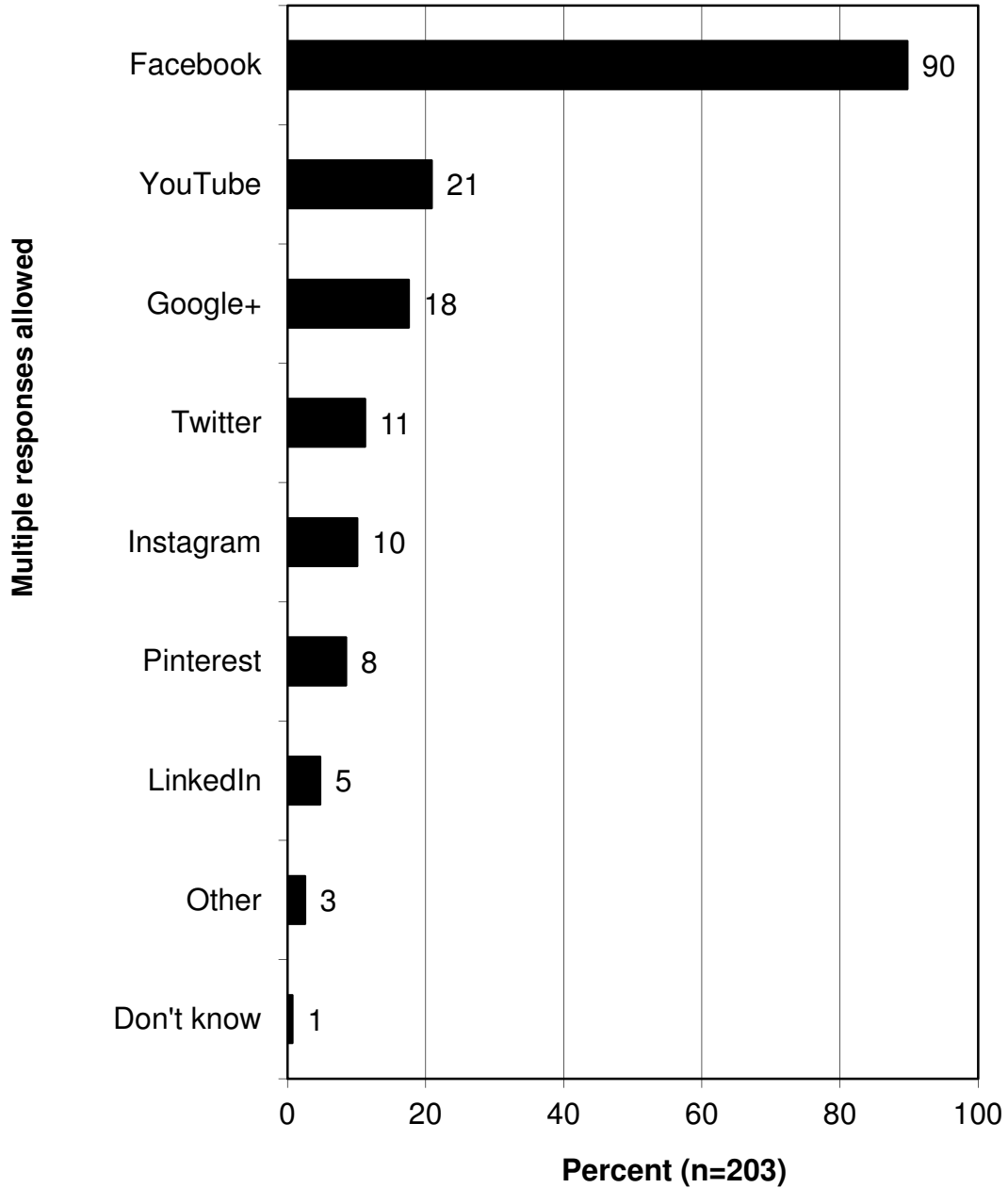
**Q327. How often do you, personally, use social media, such as Facebook, Twitter, or YouTube?**



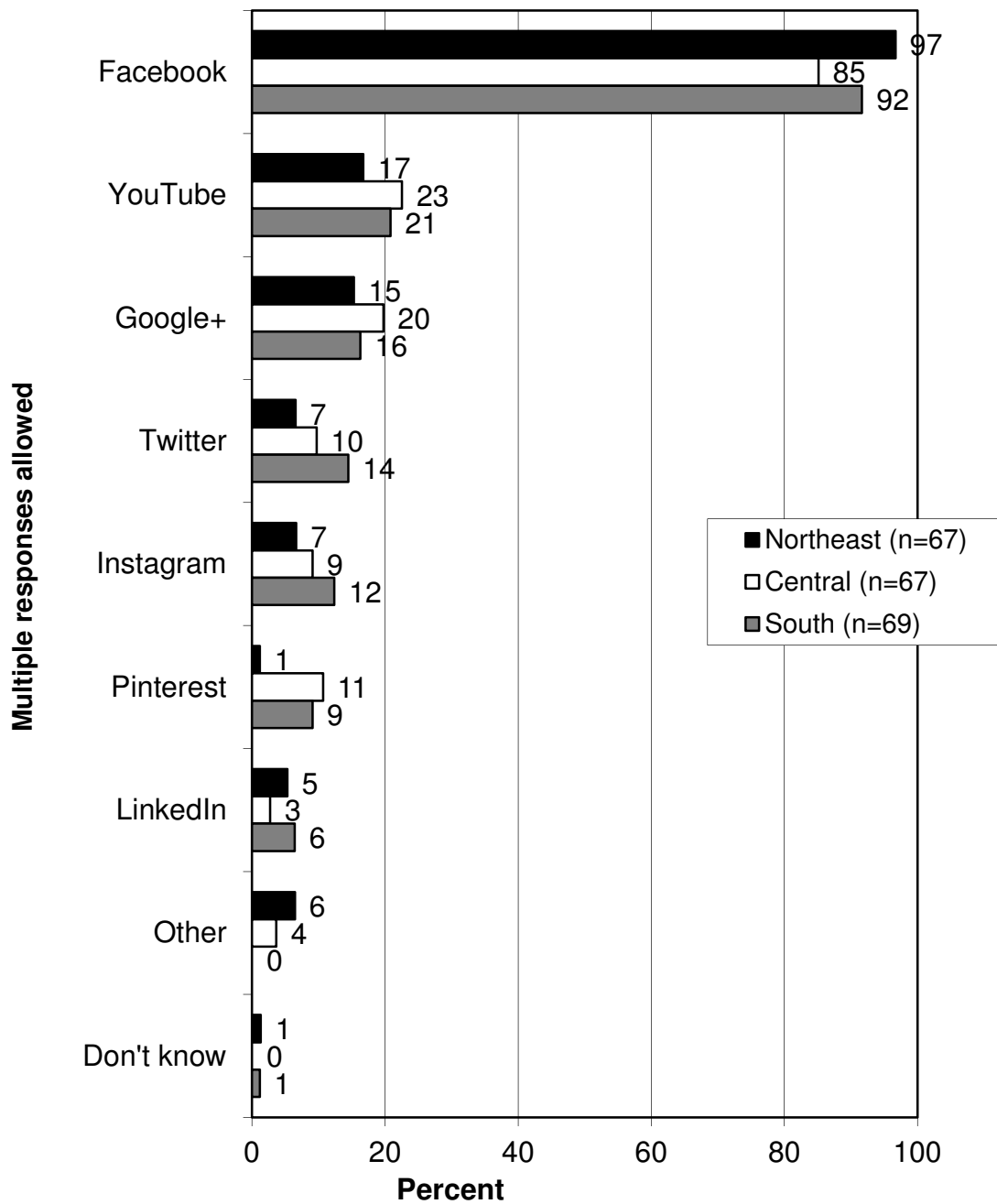
**Q327. How often do you, personally, use social media, such as Facebook, Twitter, or YouTube?**



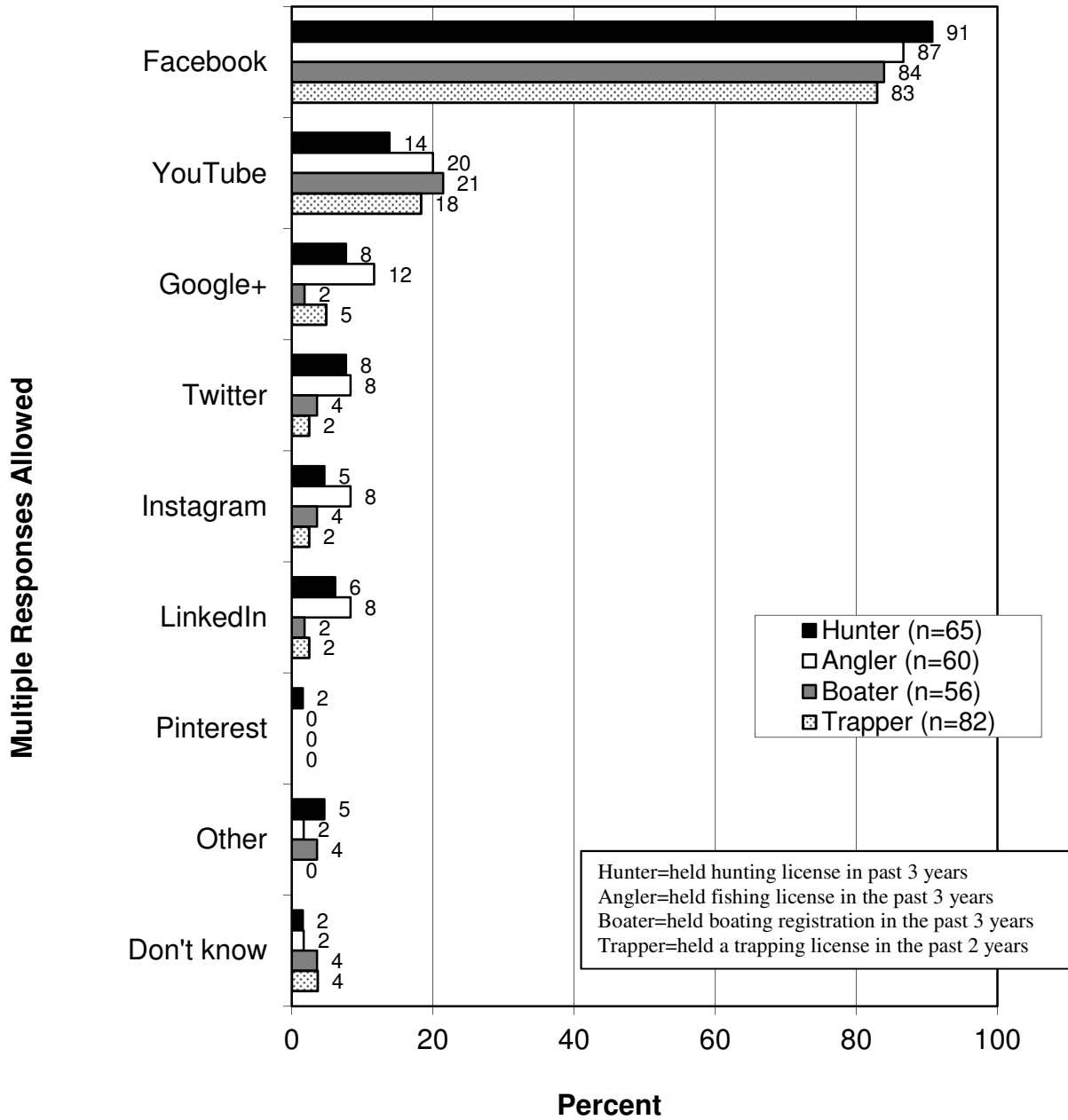
**Q330. Which social media sites do you use?  
(Asked of those who use social media.) (General  
population.)**



**Q330. Which social media sites do you use?  
(Asked of those who use social media.)**



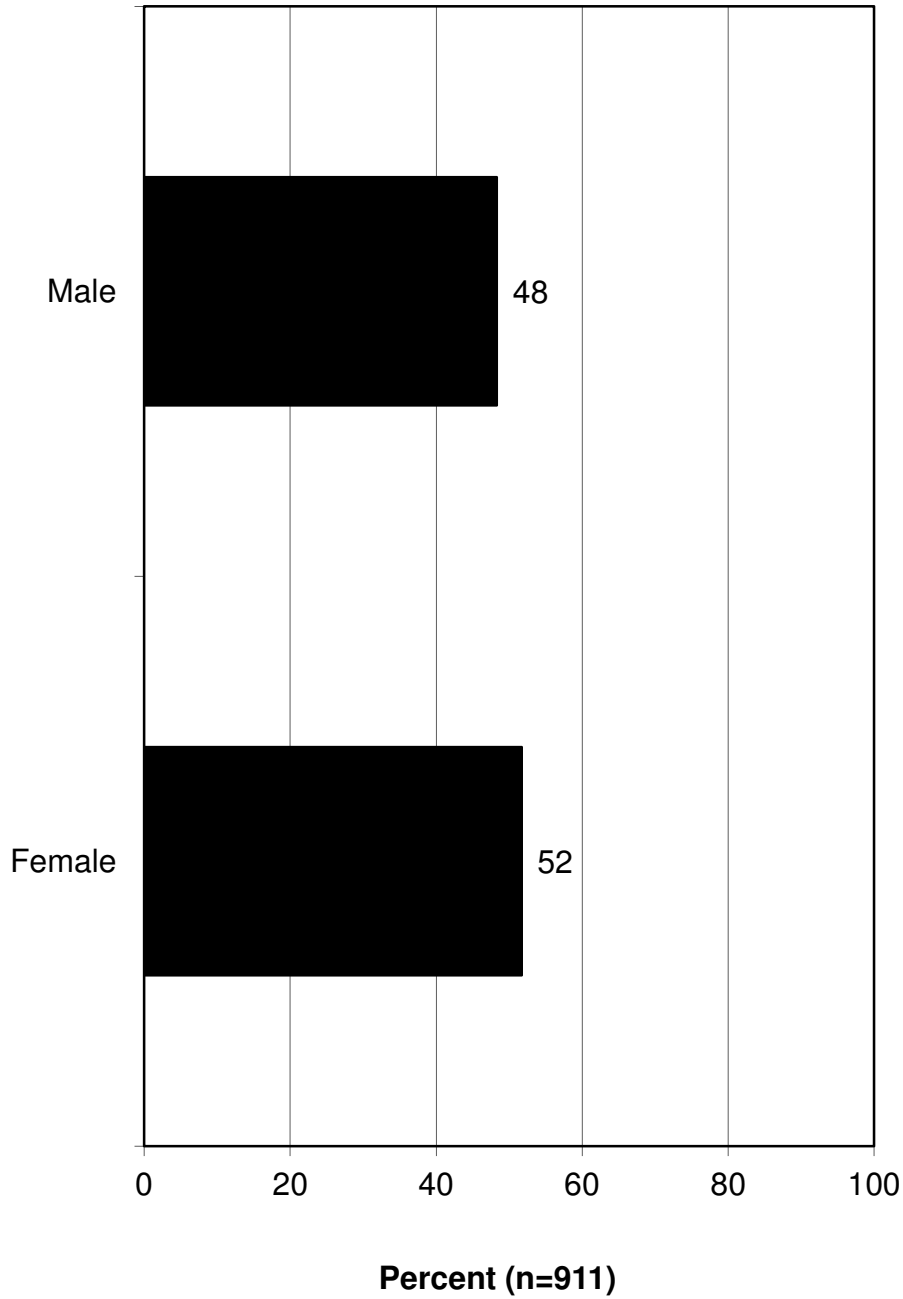
**Q330. Which social media sites do you use?  
(Asked of those who use social media.)**



## **DEMOGRAPHIC DATA**

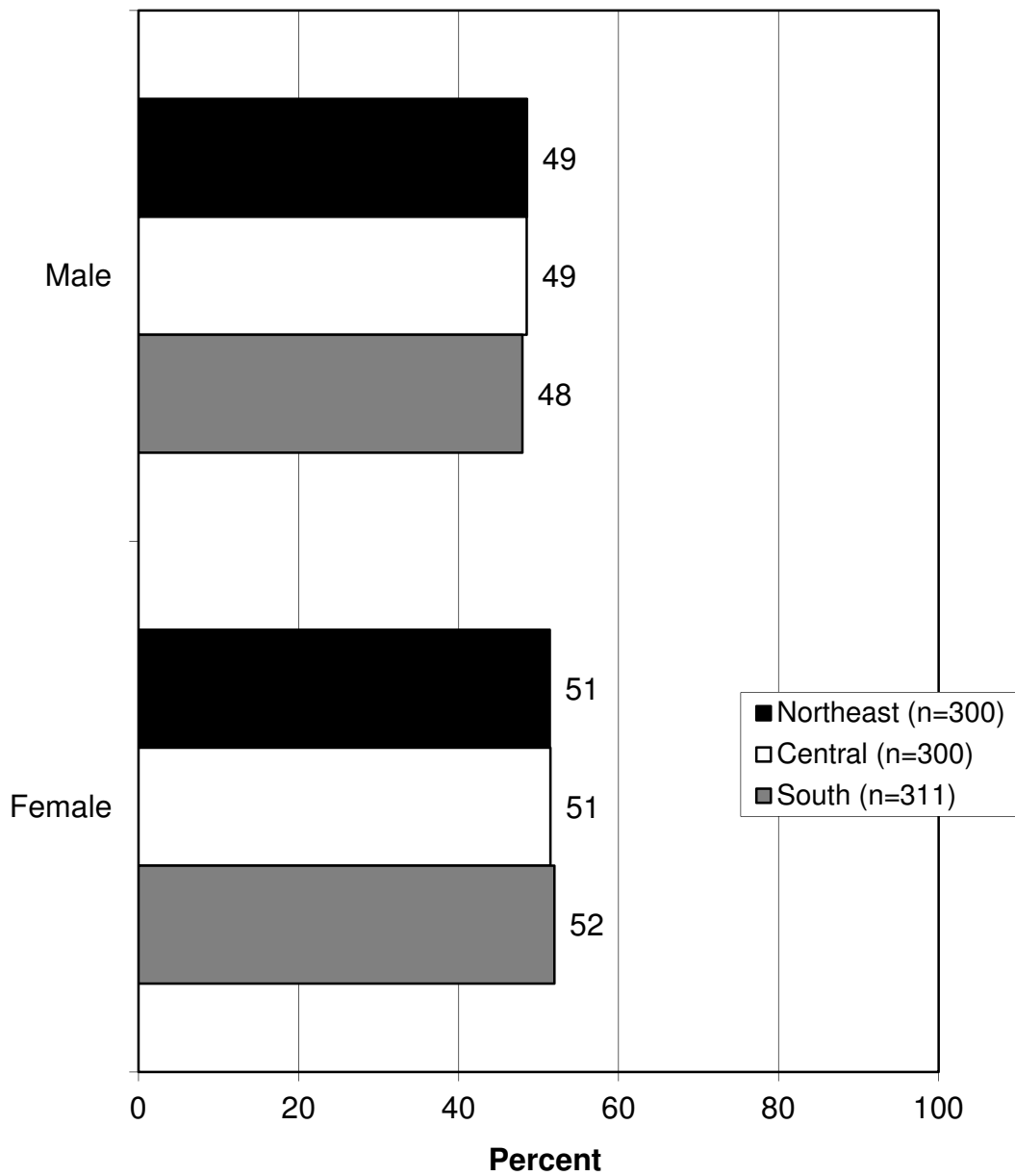
- The following demographic data were gathered:
  - Gender.
  - Age.
  - Ethnic background.
  - Educational attainment.
  - Household income.
  - Residential character where they live.
  - Region of residence.

**Q362. Are you...? (Observed by interviewer, not asked, for telephone respondents.) (General population.)**

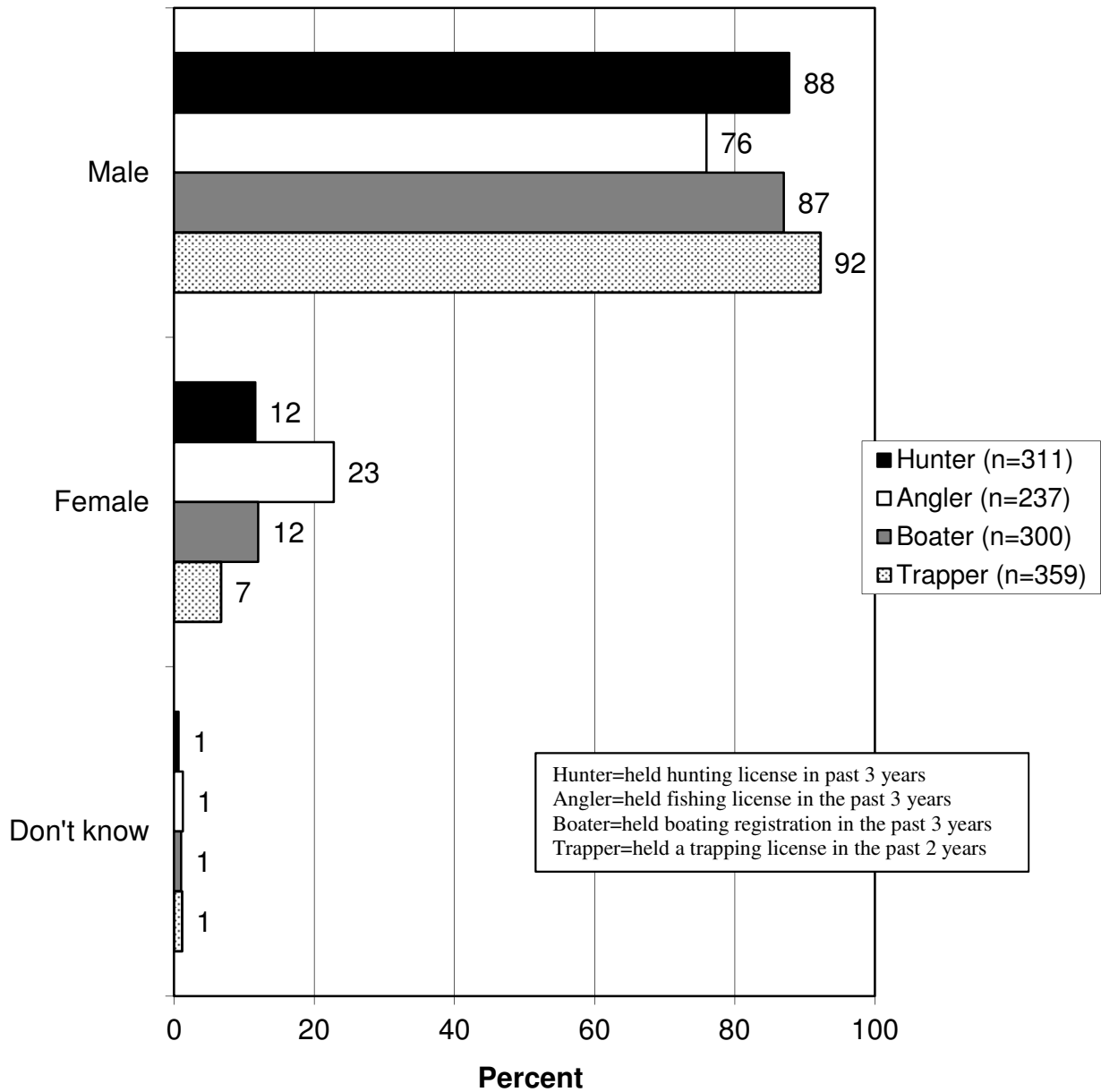




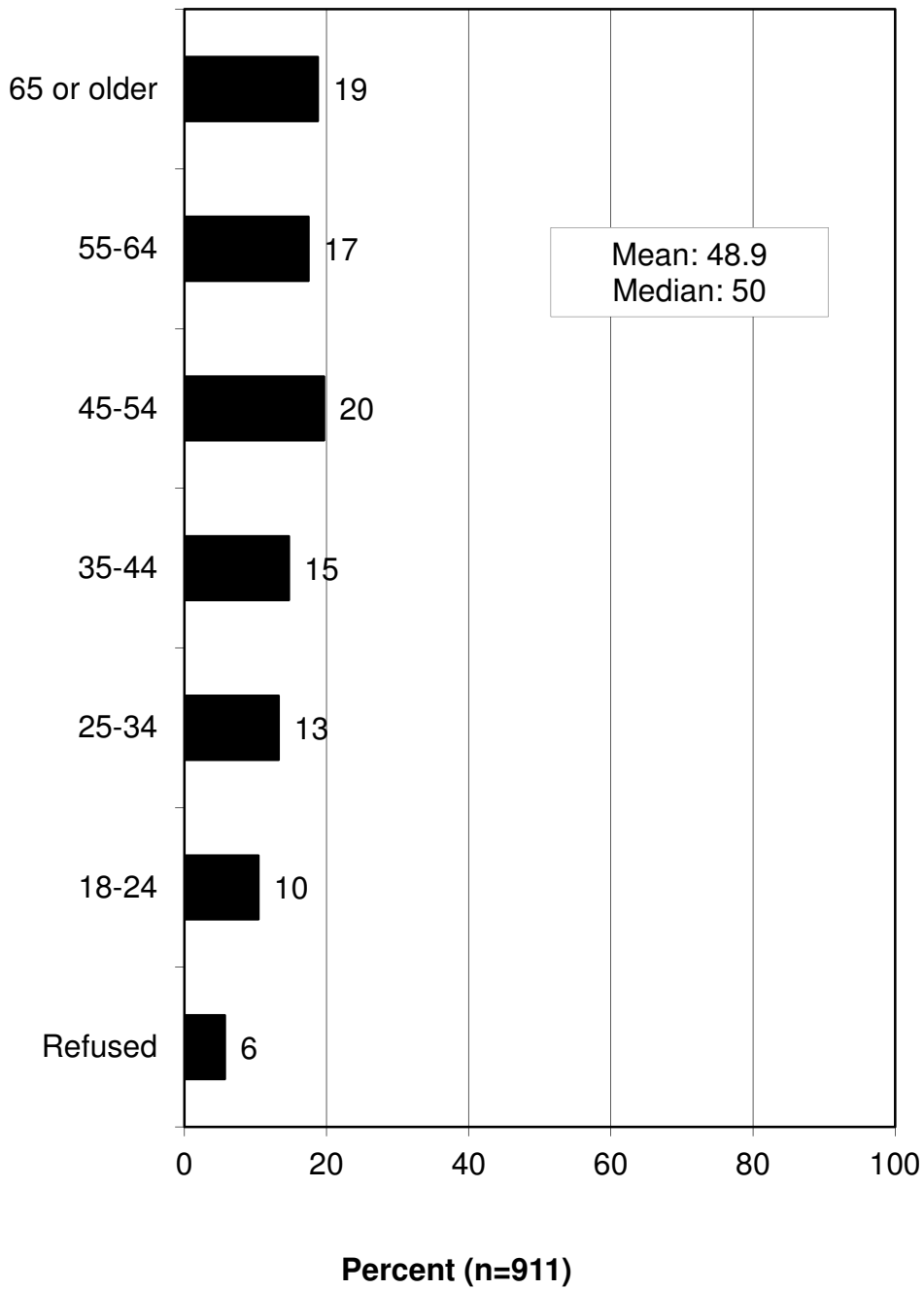
**Q362. Are you...? (Observed by interviewer, not asked, for telephone respondents.)**



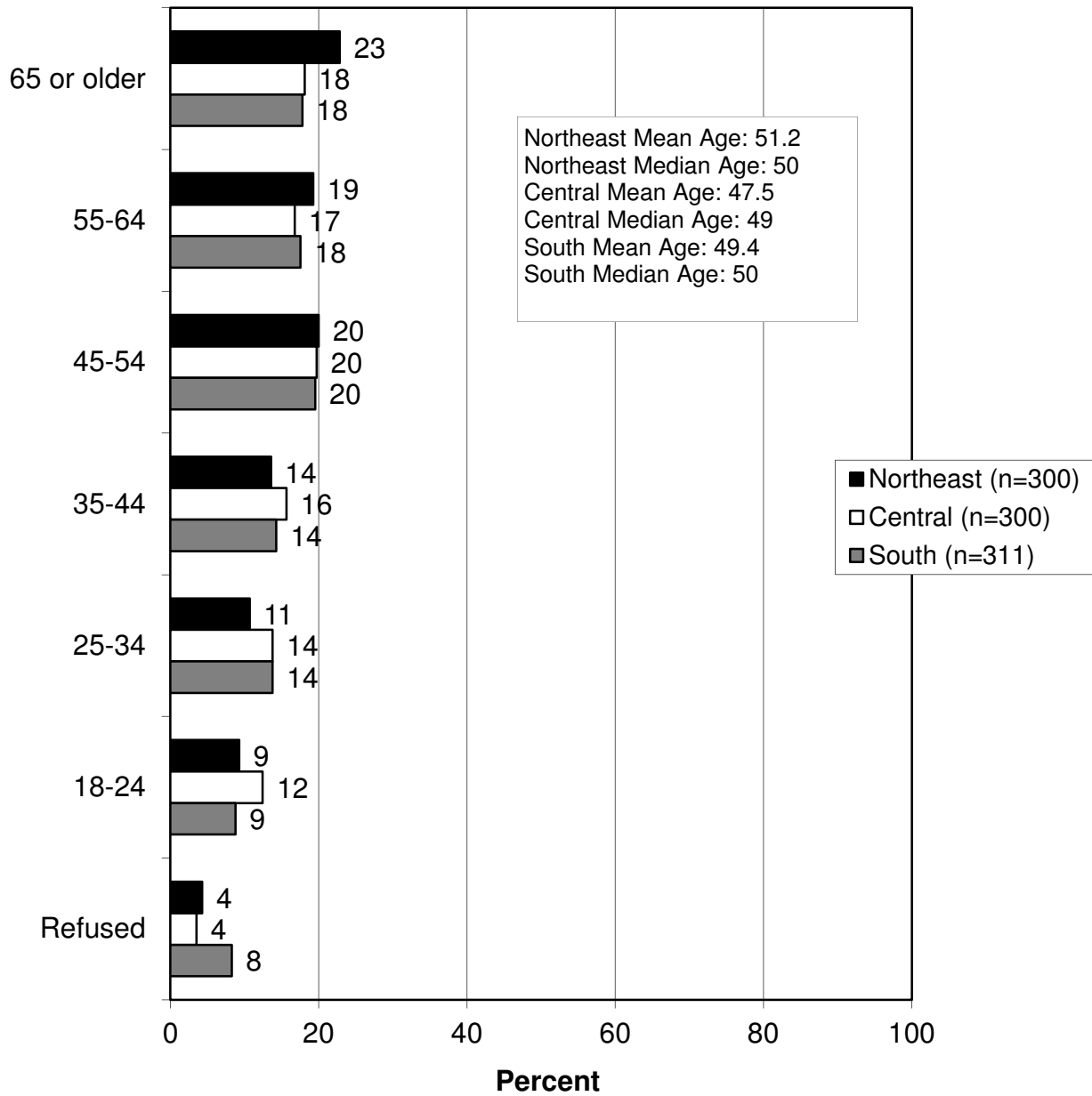
**Q362. Are you...? (Observed by interviewer, not asked, for telephone respondents.)**



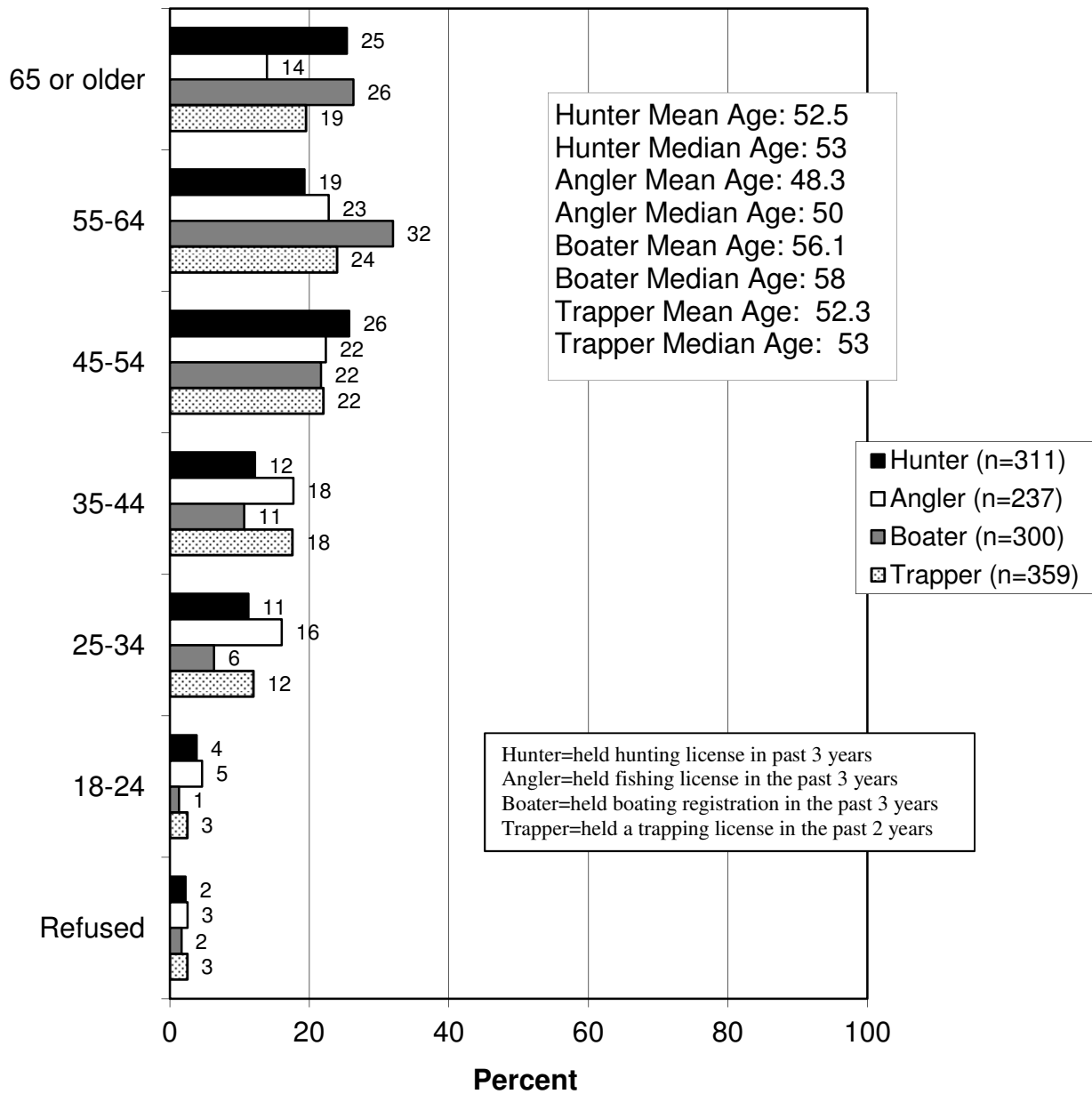
**Q356. May I ask your age? (General population.)**



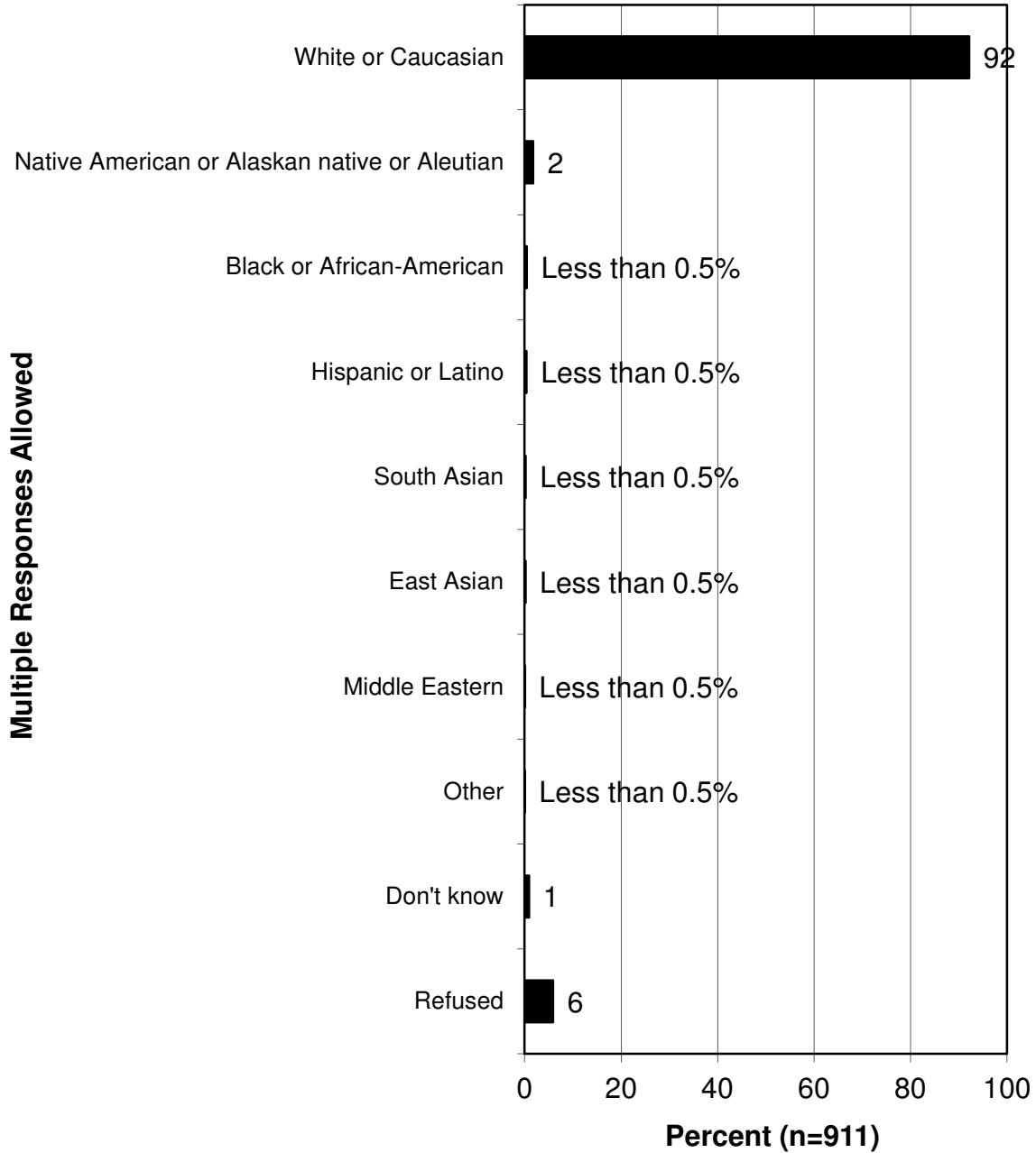
### Q356. May I ask your age?



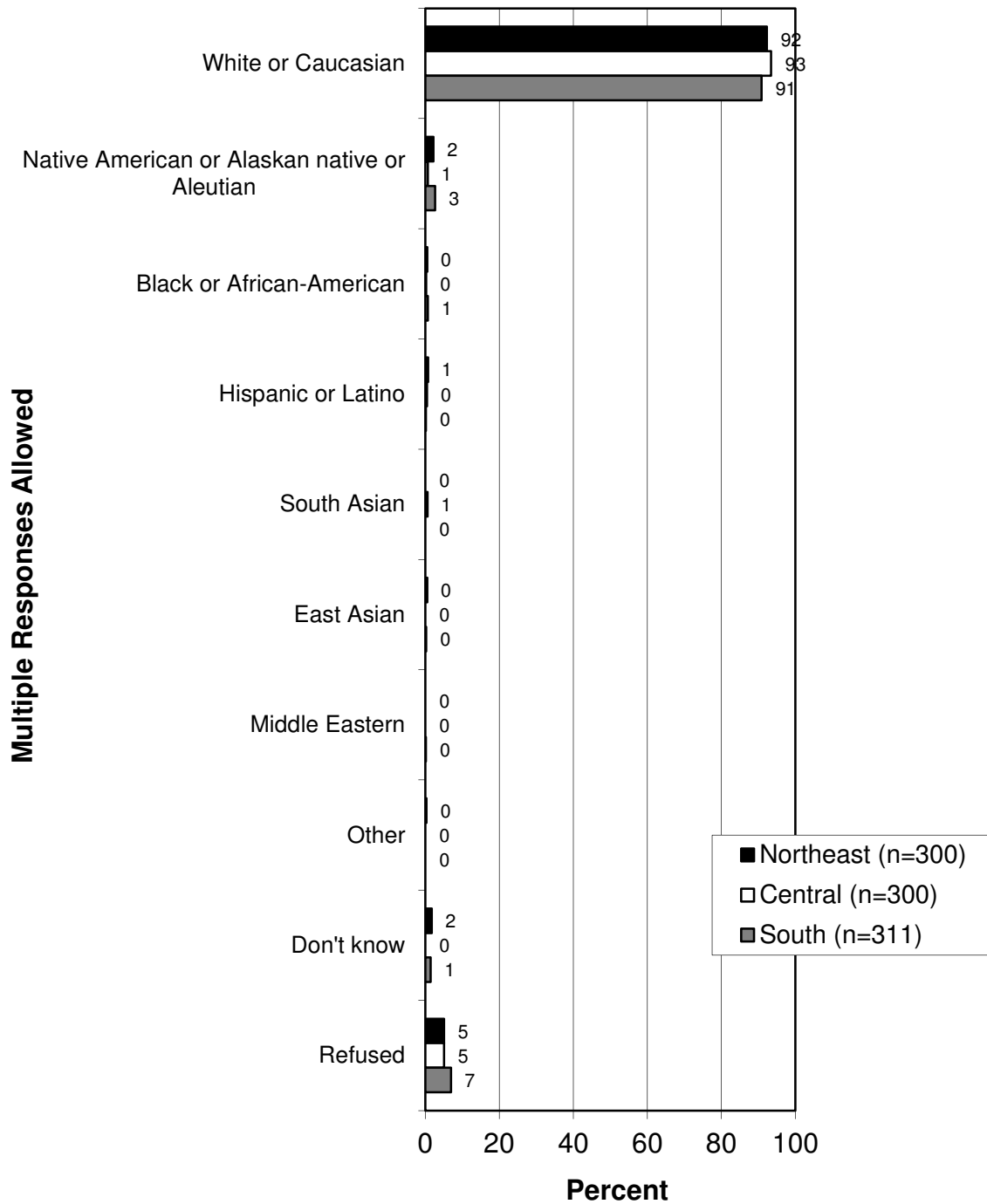
### Q356. May I ask your age?



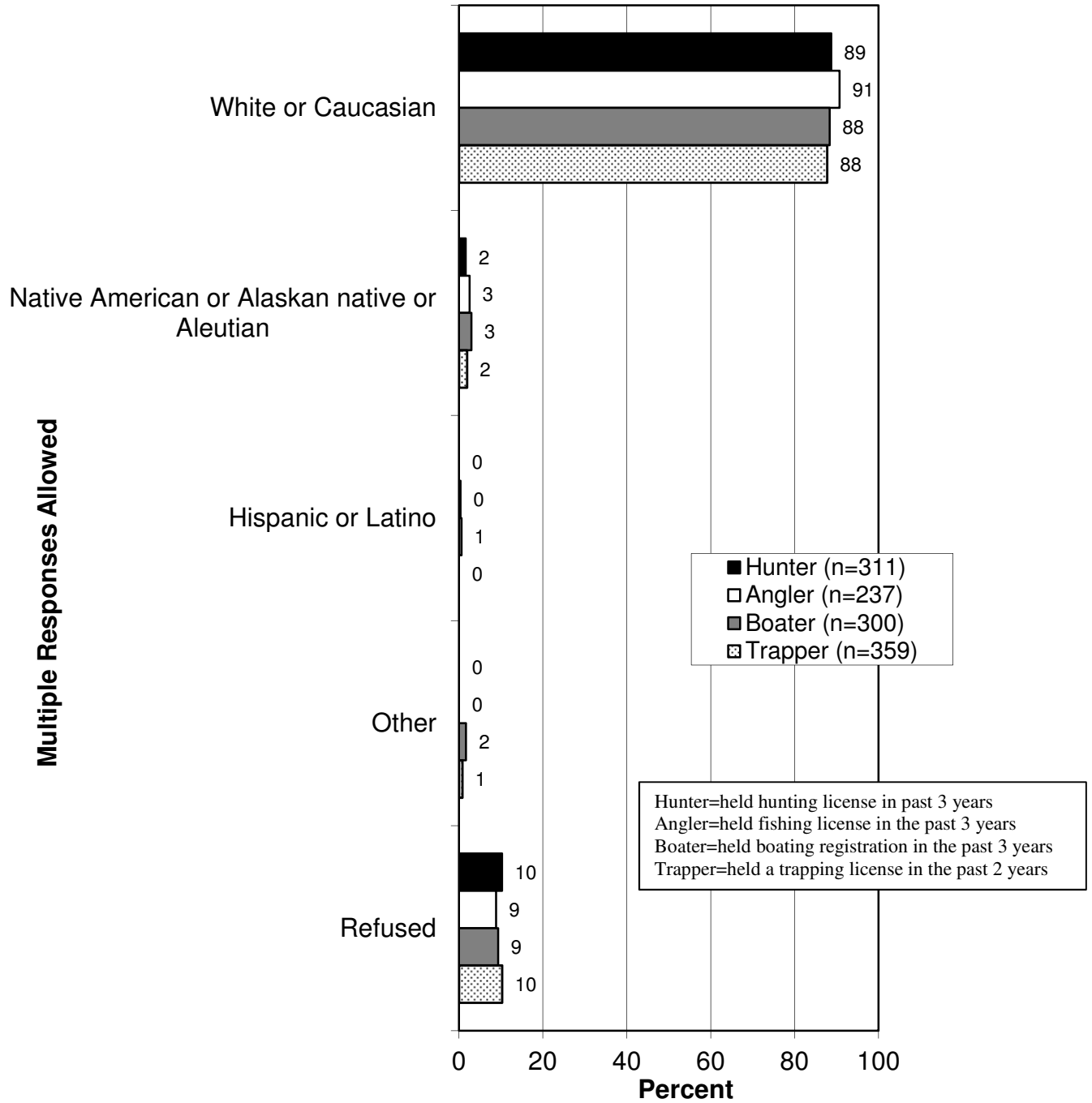
**Q353. What races or ethnic backgrounds do you consider yourself? Please mention all that apply. (General population.)**



**Q353. What races or ethnic backgrounds do you consider yourself? Please mention all that apply.**

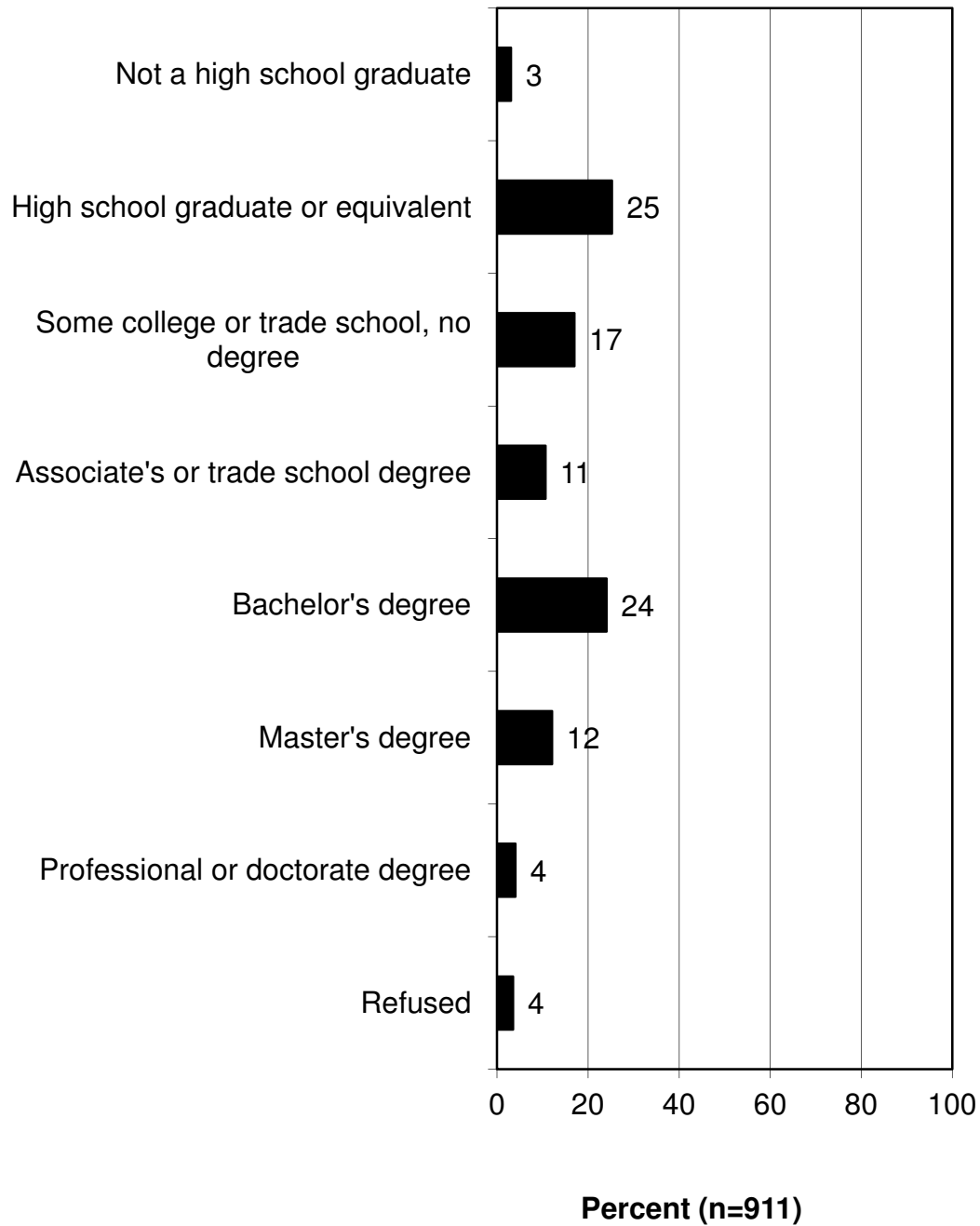


**Q353. What races or ethnic backgrounds do you consider yourself? Please mention all that apply.**

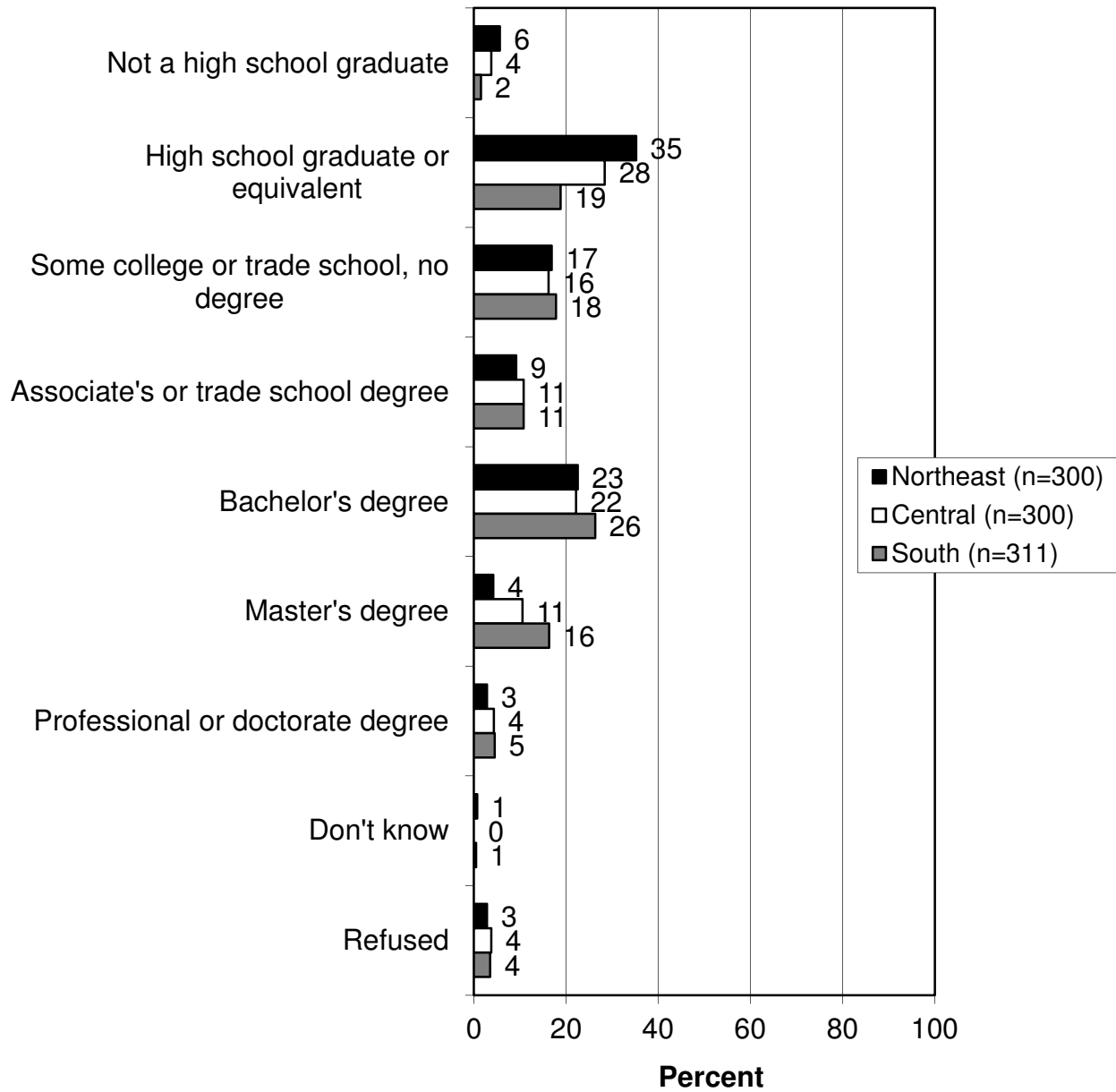




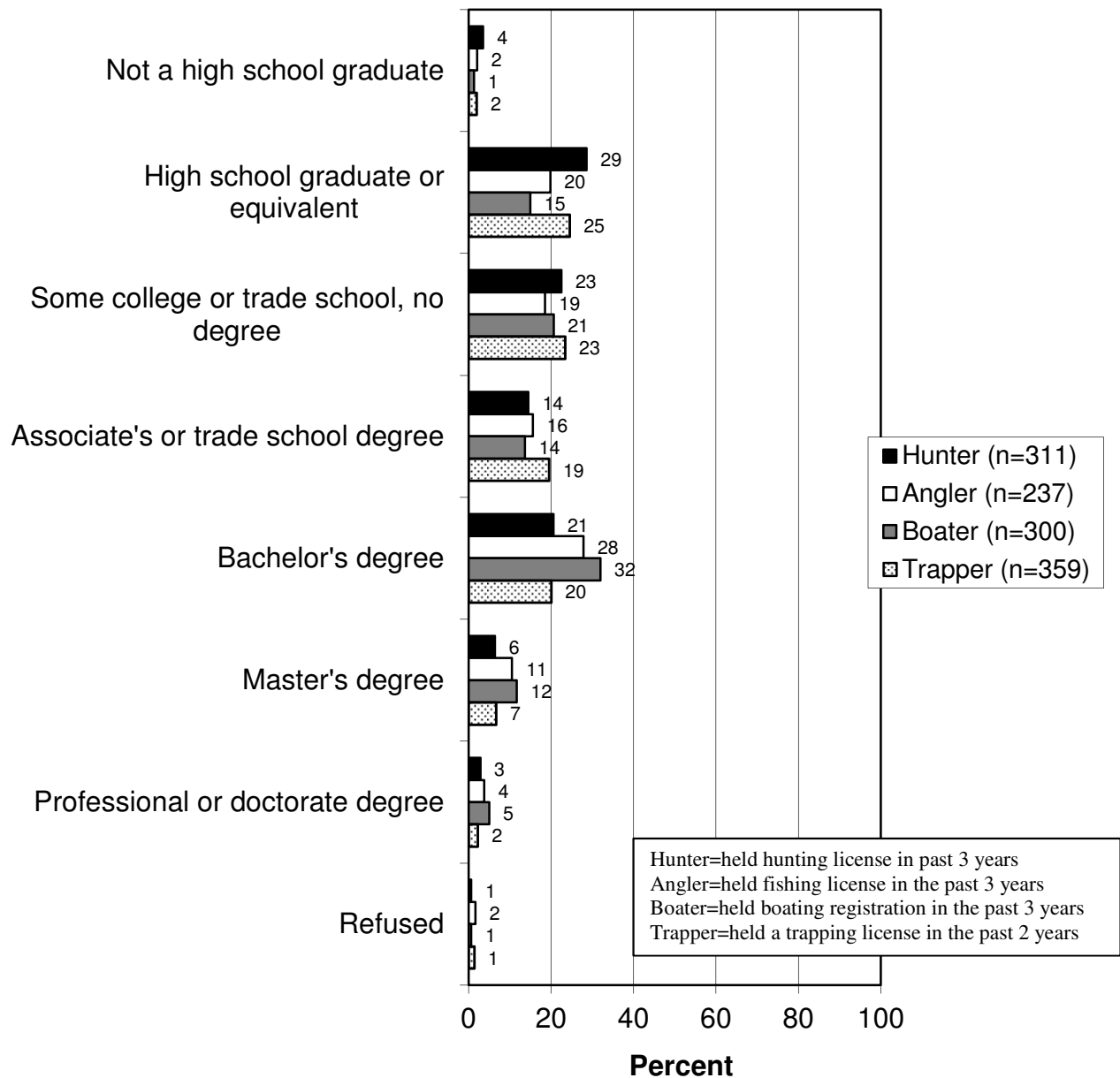
**Q350. What is the highest level of education you have completed? (General population.)**



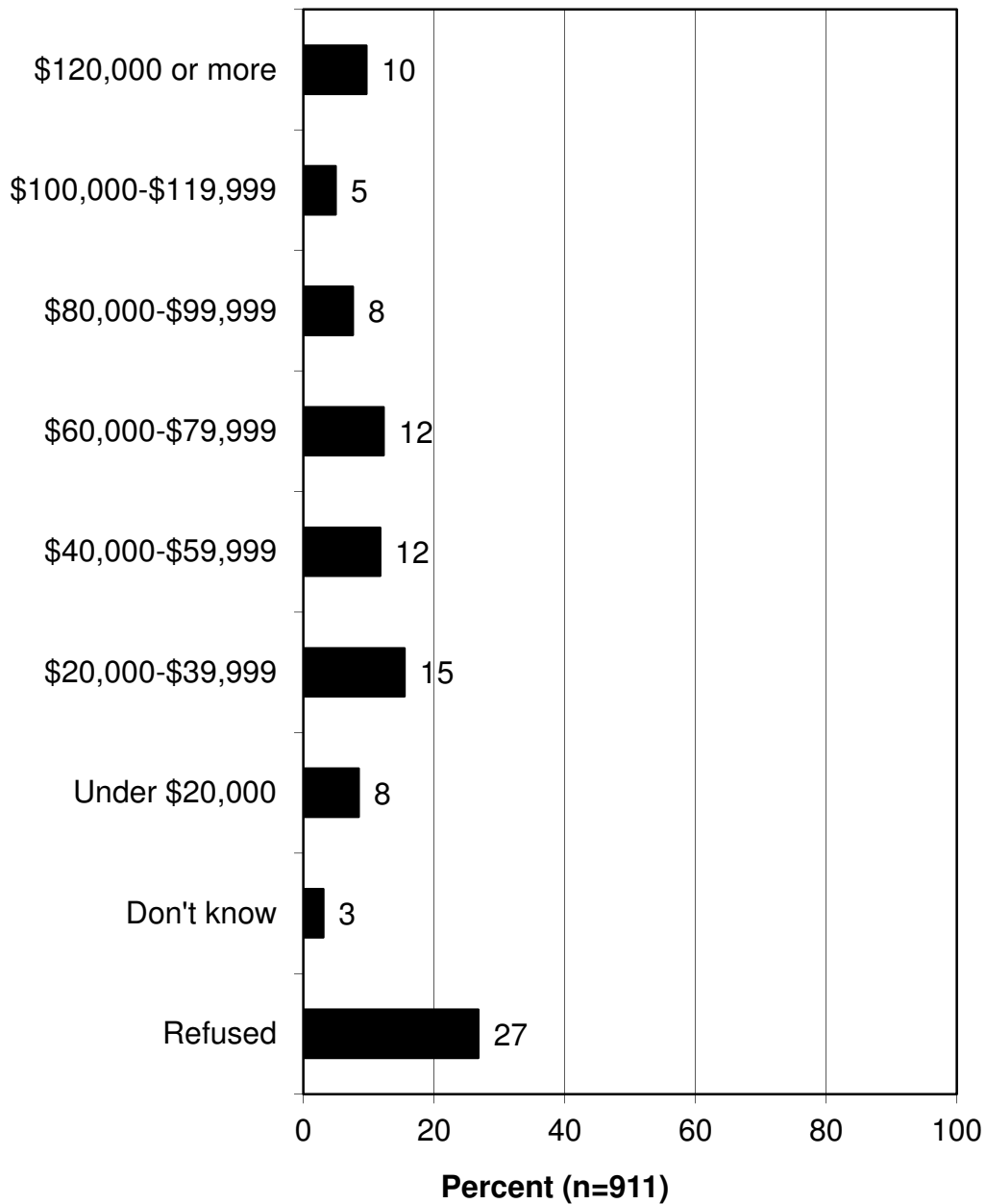
### Q350. What is the highest level of education you have completed?



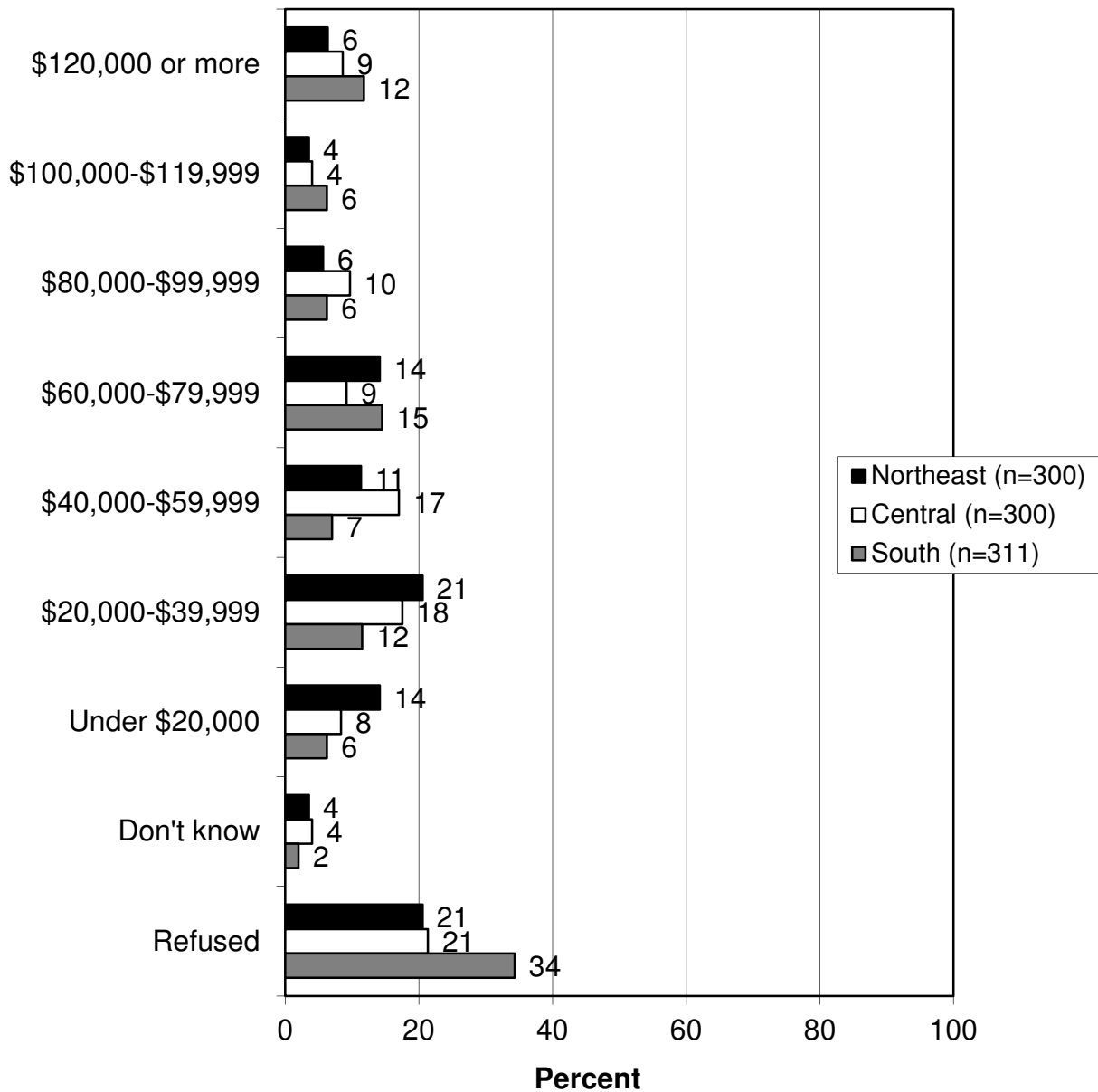
### Q350. What is the highest level of education you have completed?



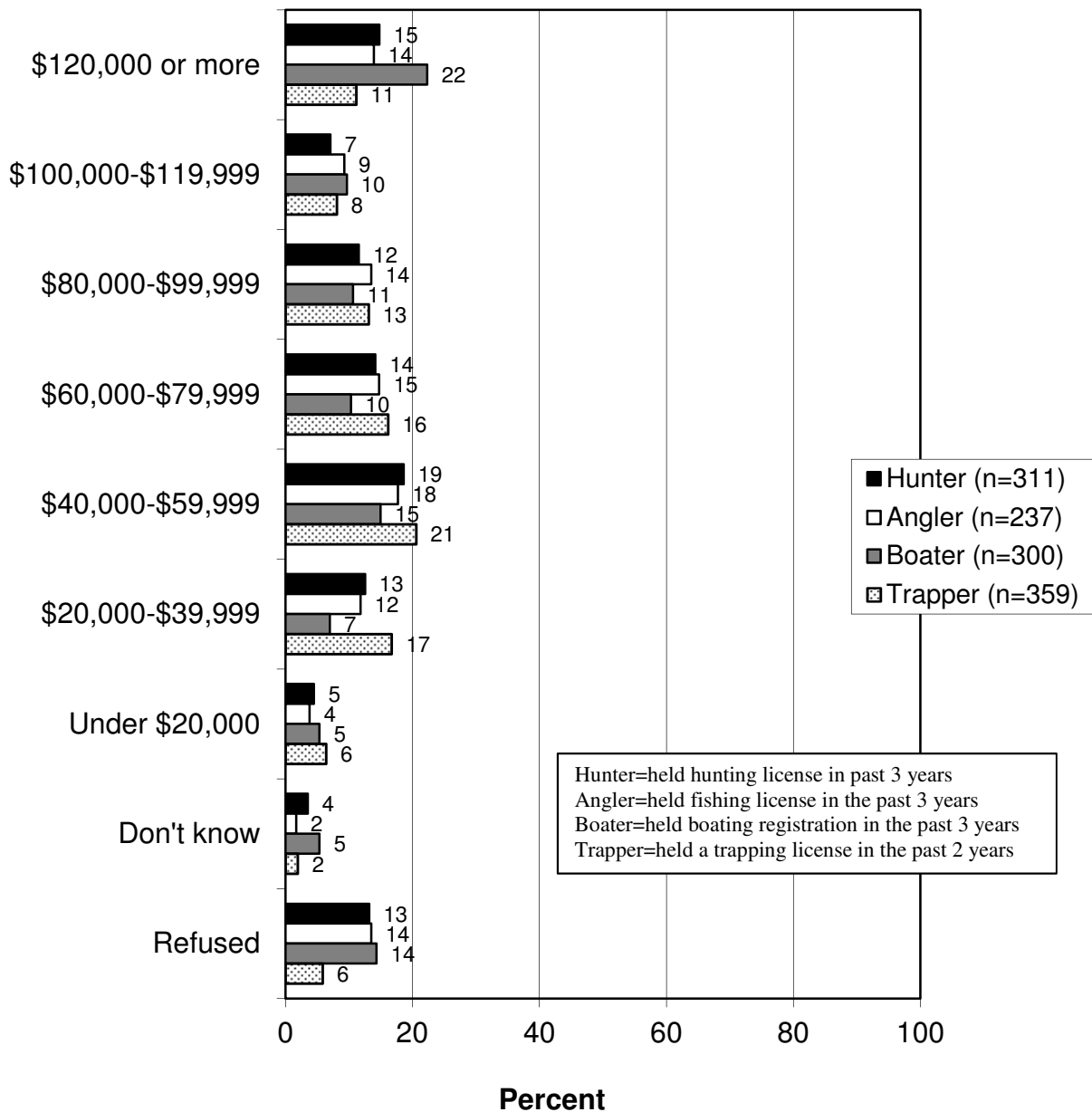
**Q355. Which of these categories best describes your total household income before taxes last year? (General population.)**



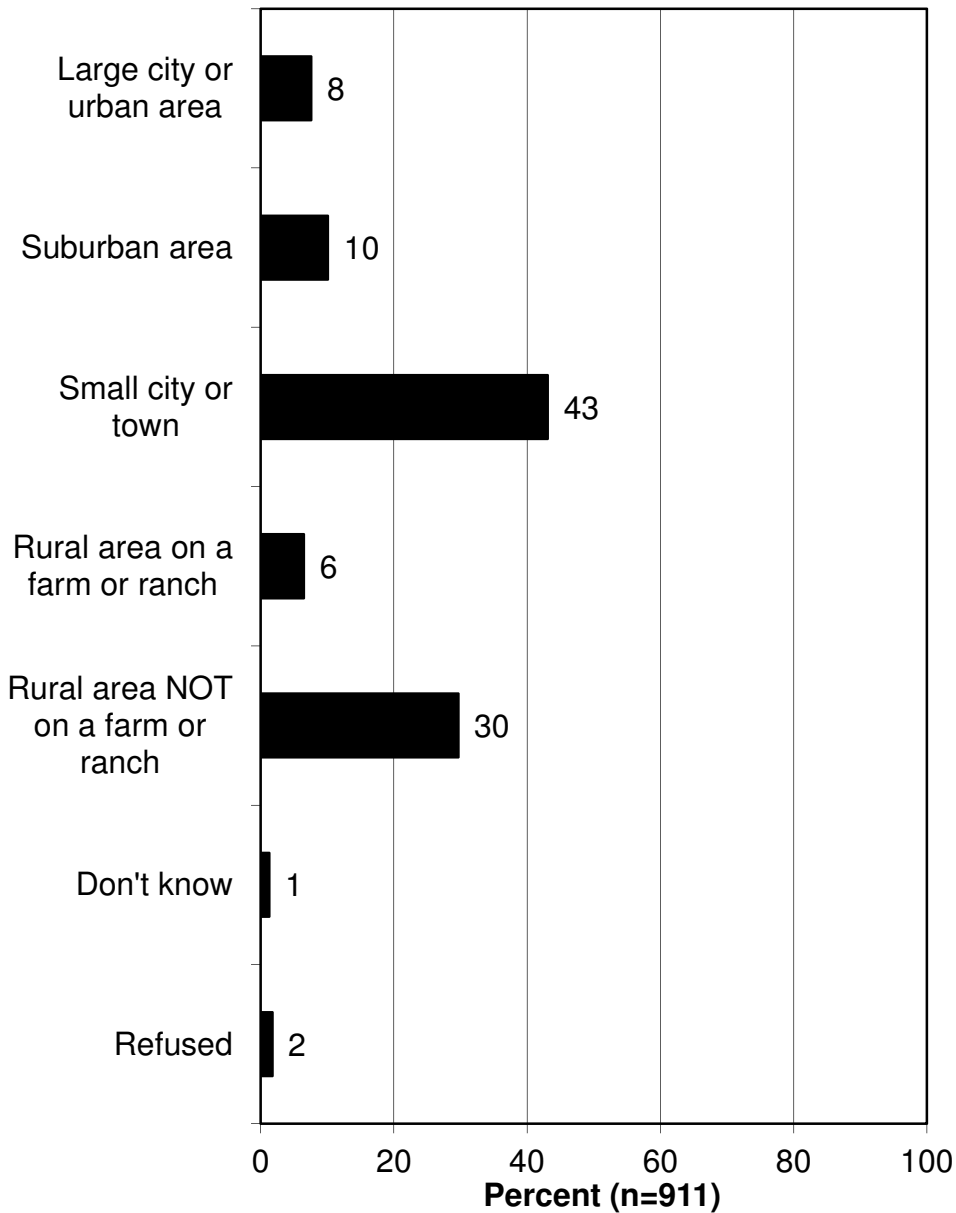
**Q355. Which of these categories best describes your total household income before taxes last year?**



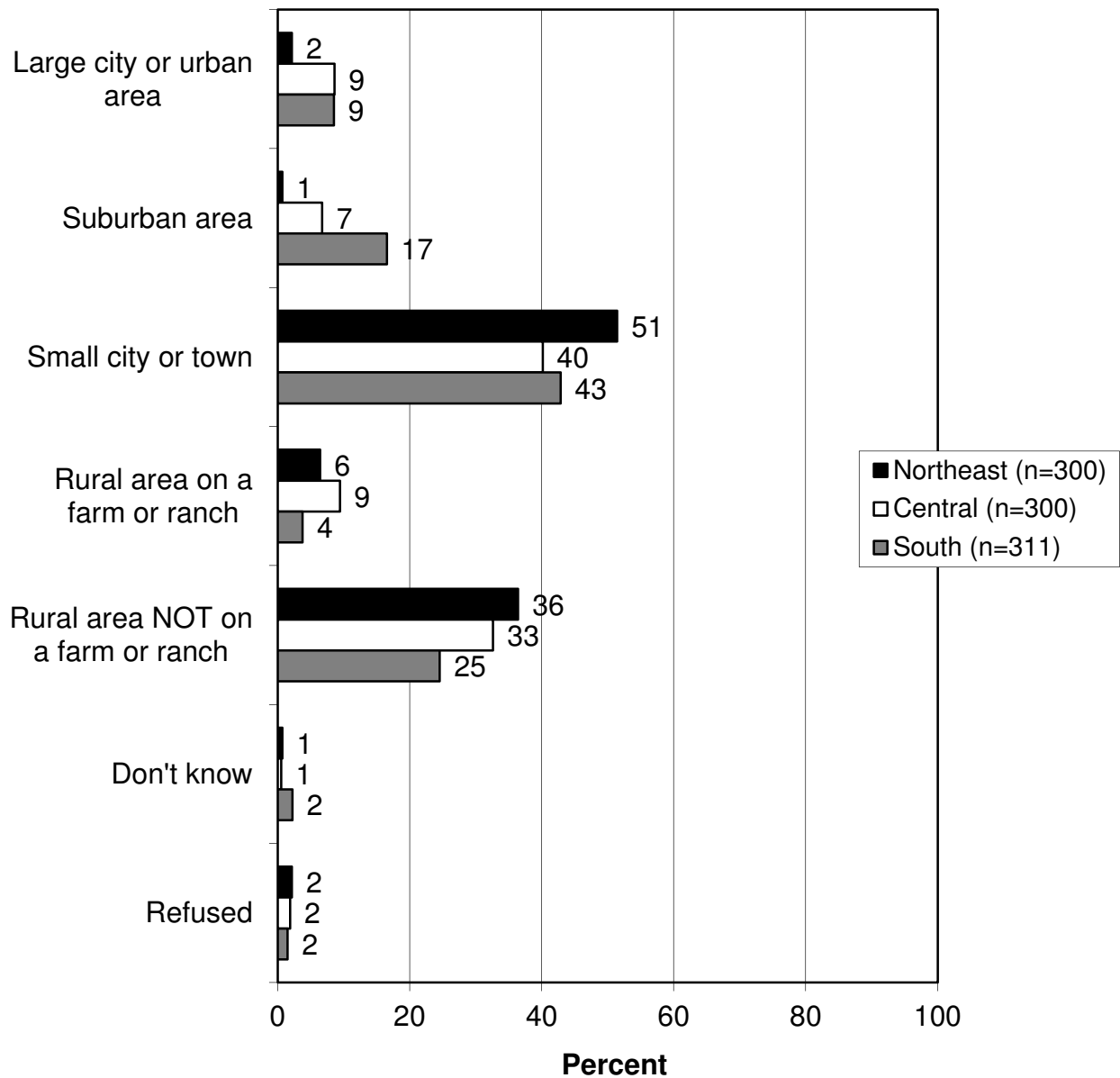
### Q355. Which of these categories best describes your total household income before taxes last year?



**Q349. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch? (General population.)**

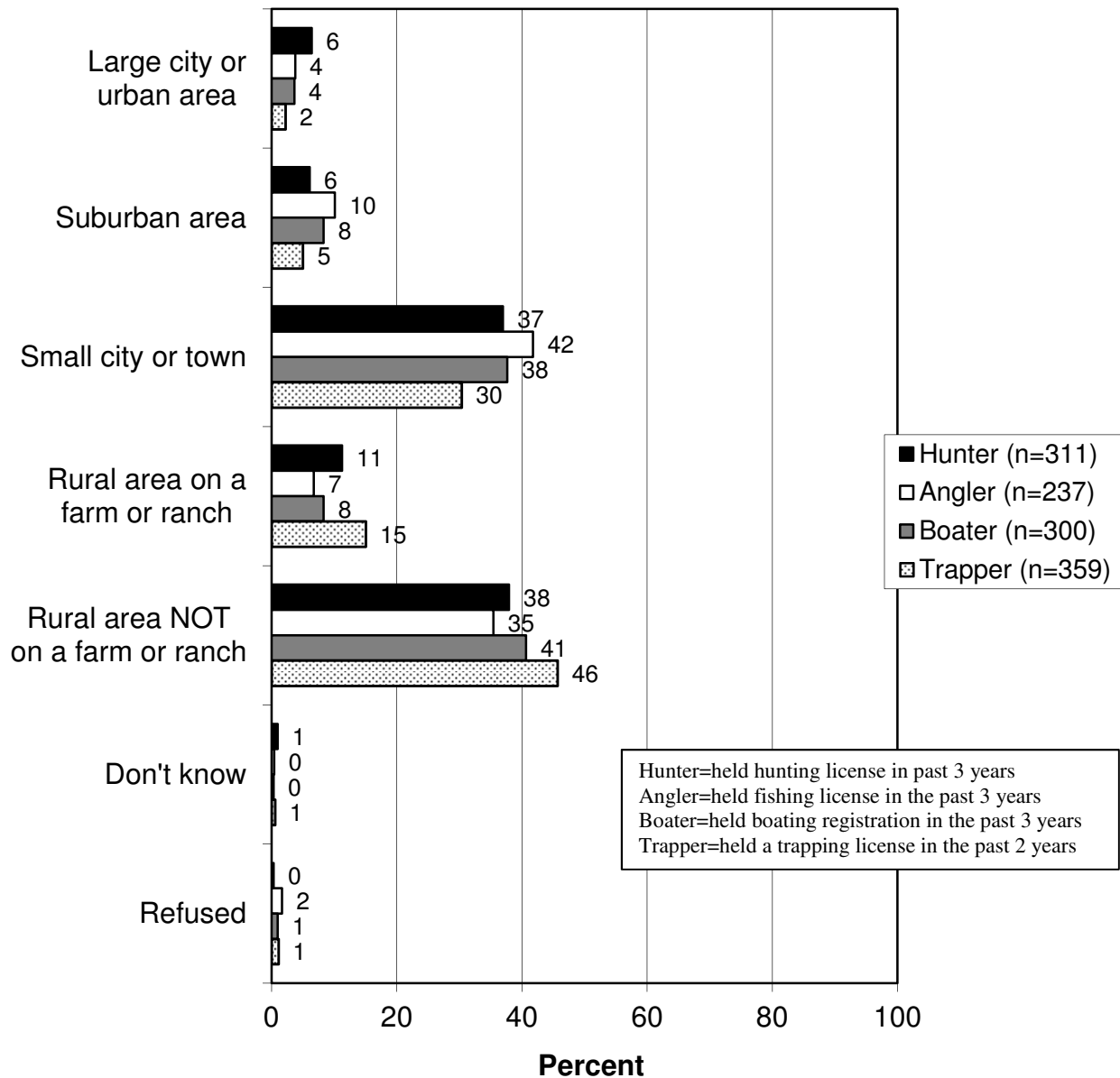


**Q349. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?**

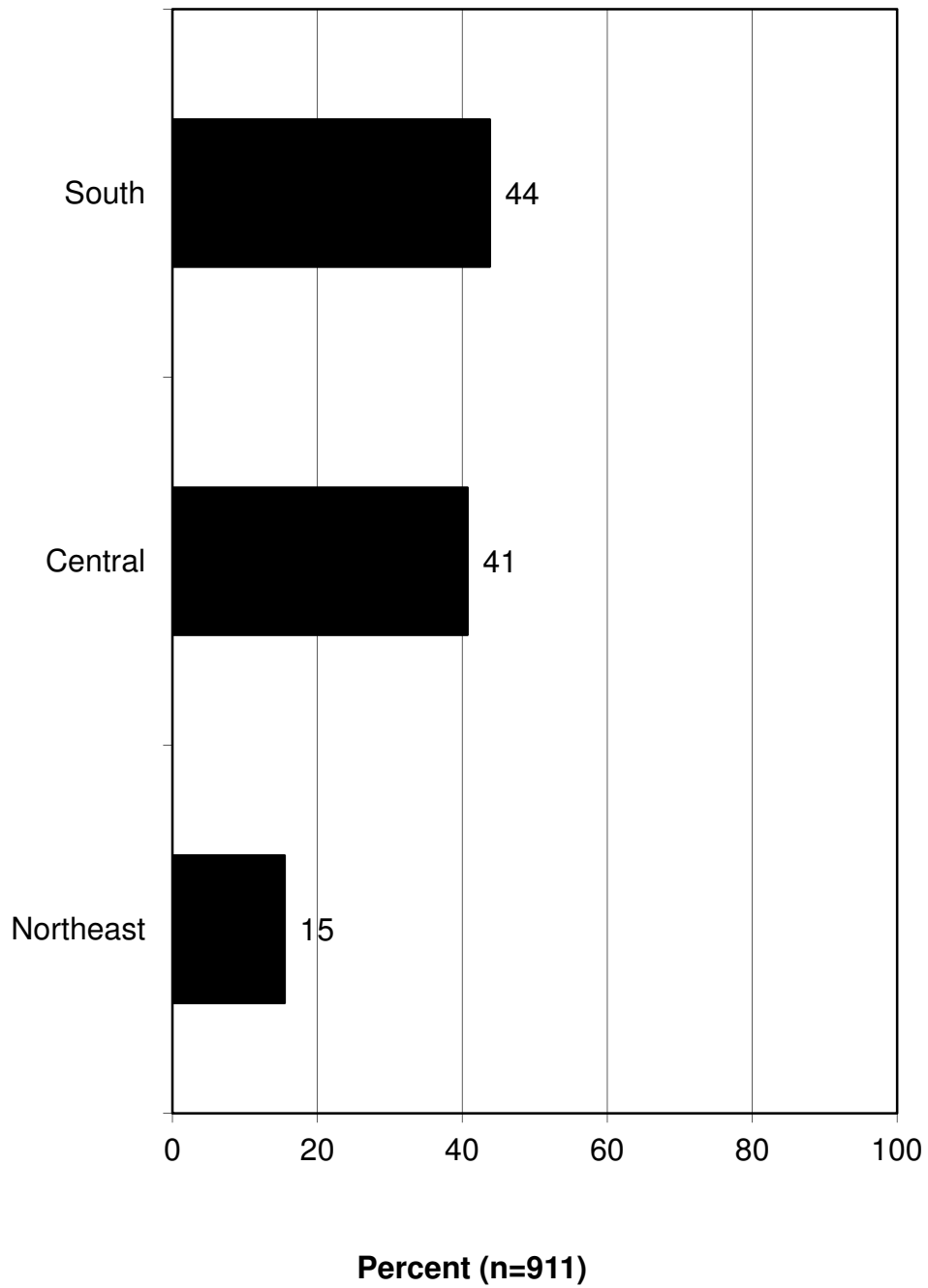




**Q349. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?**



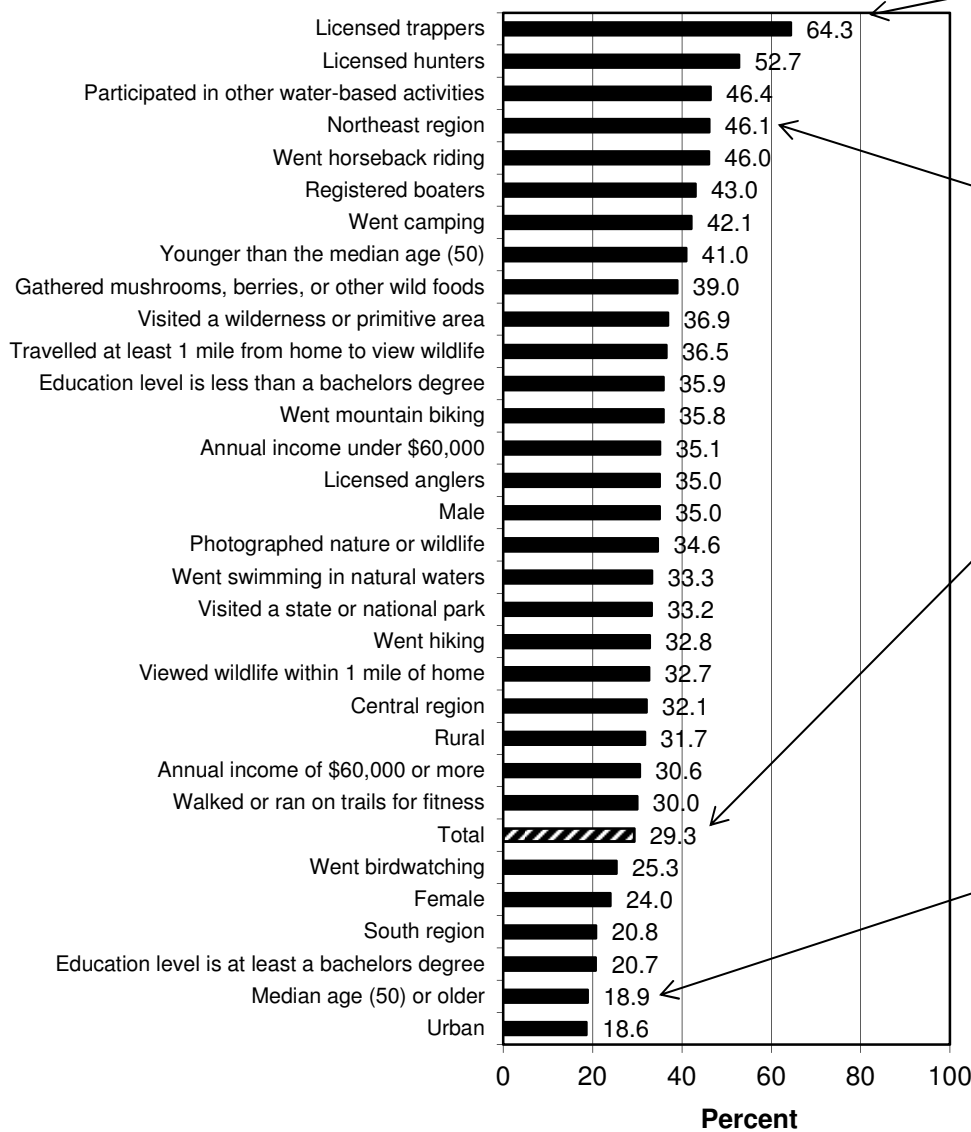
**Regional breakdown (derived from zip code and sample information). (General population.)**



## COMPARISON OF DEMOGRAPHIC AND PARTICIPATORY GROUPS ON A VARIETY OF SURVEY QUESTIONS

A different type of analysis than has been presented thus far is included in this section of the report. In short, this section looks at a characteristic, such as having participated in ATViing or off-roading, and then shows the percent of various groups that did that activity. The accompanying text box explains how to interpret the results.

**Percent who went ATViing or off-roading in the past 12 months.**



For instance, 64.3% of licensed trappers said that they went ATViing/off-roading (meaning that 35.7% of licensed trappers did *not* go ATViing/off-roading).

Likewise, 46.1% of Northeast region residents went ATViing/off-roading (meaning that 53.9% of Northeast region residents did not go ATViing/off-roading).

Both of these groups are above the overall percentage who said that they went ATViing/off-roading (29.3%, shown in the striped bar). That means that both these groups (and all groups above the striped "overall" bar) are more likely to have gone ATViing/off-roading than are Maine residents as a whole.

On the other hand, older residents (at 18.9%) are less likely to have gone ATViing/off-roading compared to residents as a whole, as well as compared to every group above them.

Note: For the stakeholder results (i.e., the four bars labeled "Licensed trappers," "Licensed hunters," "Licensed anglers," and "Registered boaters), the stakeholder samples were used; all other results are from the general population sample.

The value of the graph on the previous page (and all those presented in this section) is that it shows at a glance the groups most likely to have gone ATVing/off-roading. These include, for instance, licensed trappers and hunters (64.3% and 52.7% of them did so), those who participated in other water-based activities (46.4%), Northeast region residents (46.1%), those who went horseback riding (46.0%), registered boaters (43.0%), and those who went camping (42.1%). All of these groups are well above the striped bar that represents the overall results (29.3% of whom went ATVing/off-roading).

The graph also shows those groups that are less likely to have gone ATVing/off-roading—those below the striped bar. On the graph on the previous page, these groups are urban residents (18.6%), older residents (18.9%), those with an education level of at least a bachelor's degree (20.7%), South region residents (20.8%), females (24.0%), and those who have participated in birdwatching (25.3%).

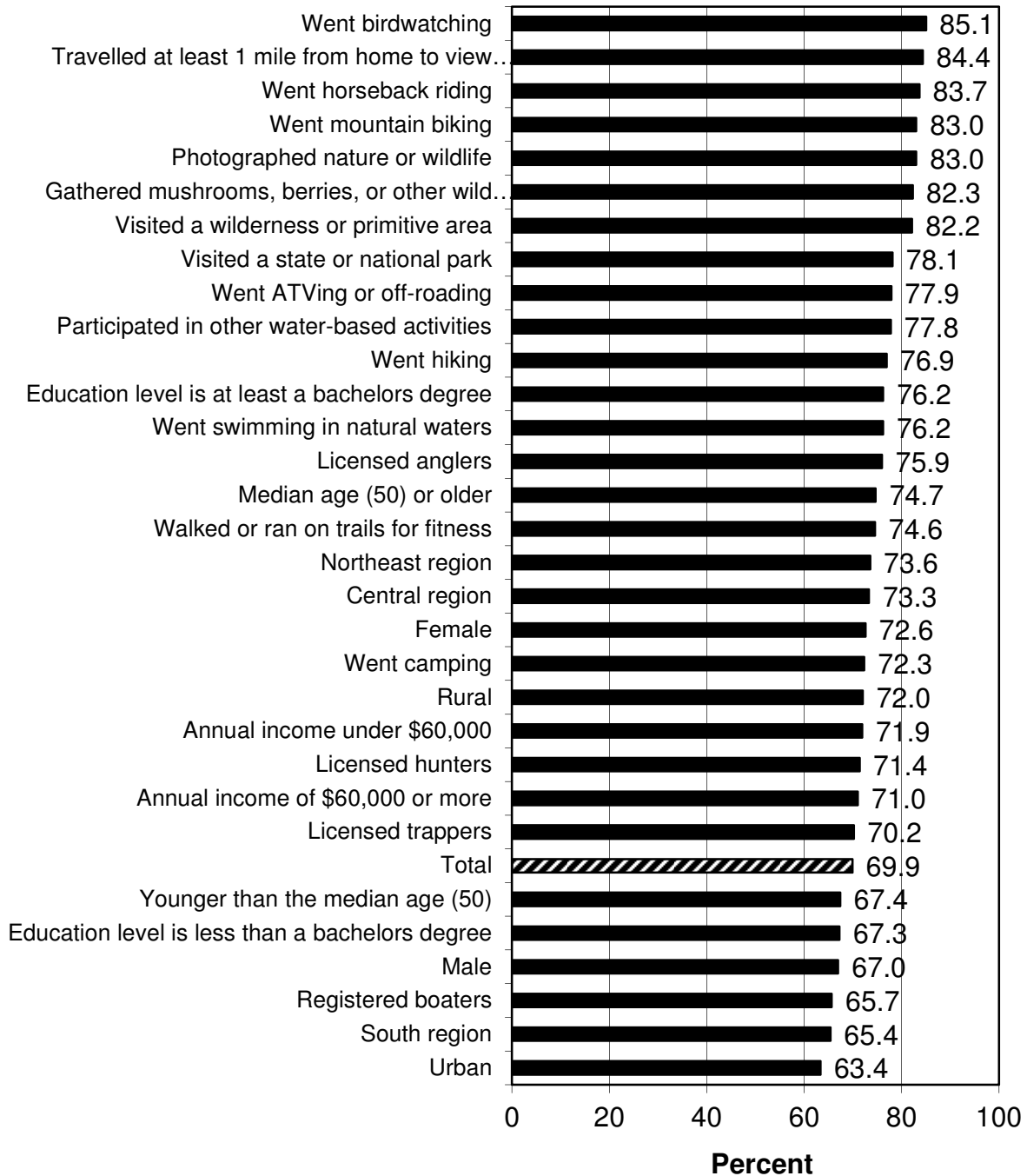
The graph also, at a glance, shows how any group compares with any other group. For instance, licensed trappers were more likely to have gone ATVing/off-roading than any other group (because all other groups fall below licensed trappers). Also, those who went camping (42.1%) are less likely than licensed hunters (52.7%) to have gone ATVing/off-roading, but more likely than those who went mountain biking (35.8%)—even though all three groups are more likely than the population as a whole to have gone ATVing/off-roading.

These demographic/participatory comparative graphs are presented in this section divided thematically. The sections are:

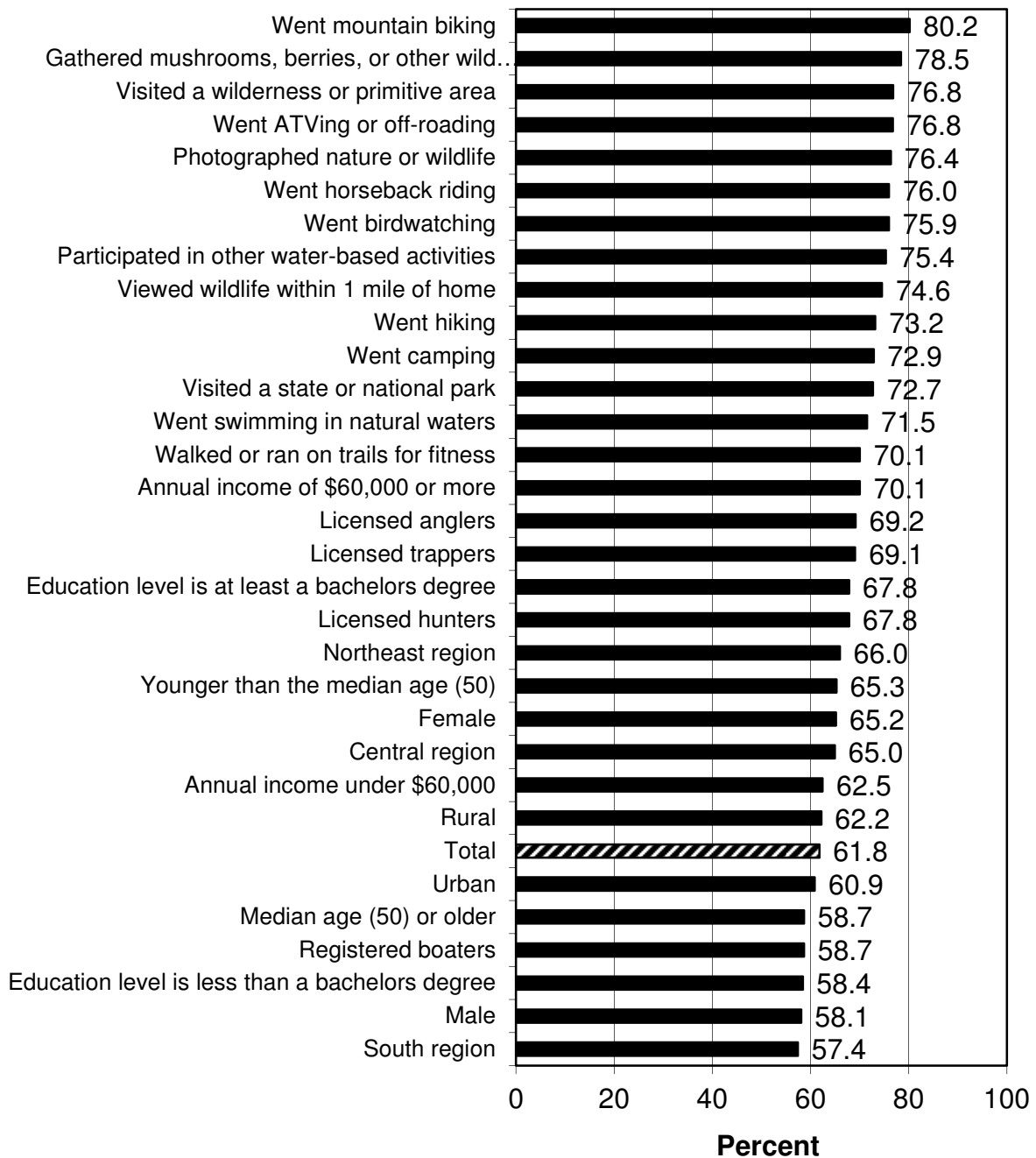
- Participation in Outdoor Recreation and Interest in Participating
- Knowledge of the Department
- Sources of Information and Credibility of Sources
- Ratings of Outdoor Recreation and the Department
- Opinions on Fish/Wildlife Management, on Land Use, and on Hunting and Fishing

**PARTICIPATION IN OUTDOOR RECREATION AND INTEREST IN PARTICIPATING**

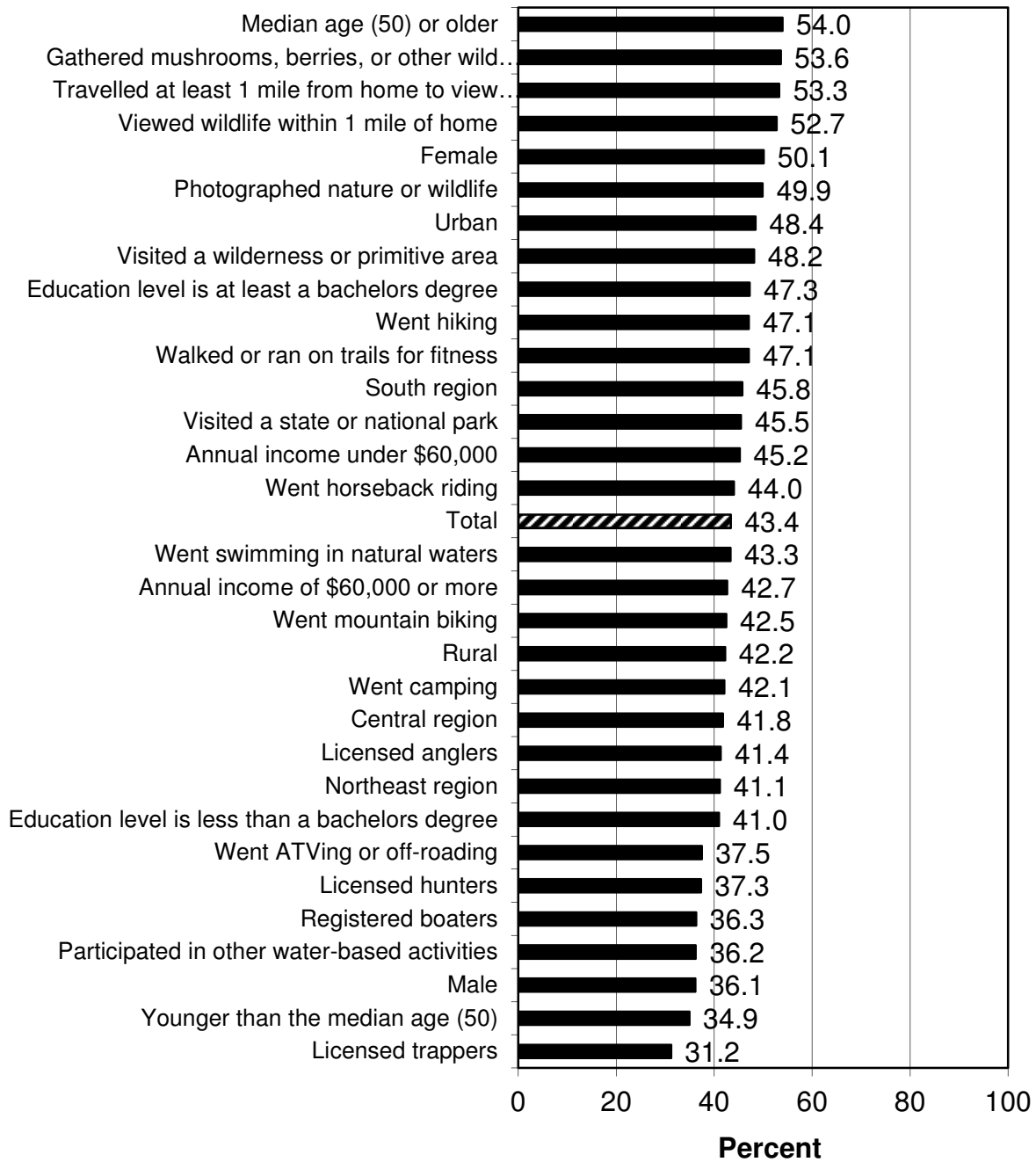
**Percent who went wildlife viewing within 1 mile of their home in the past 12 months.**



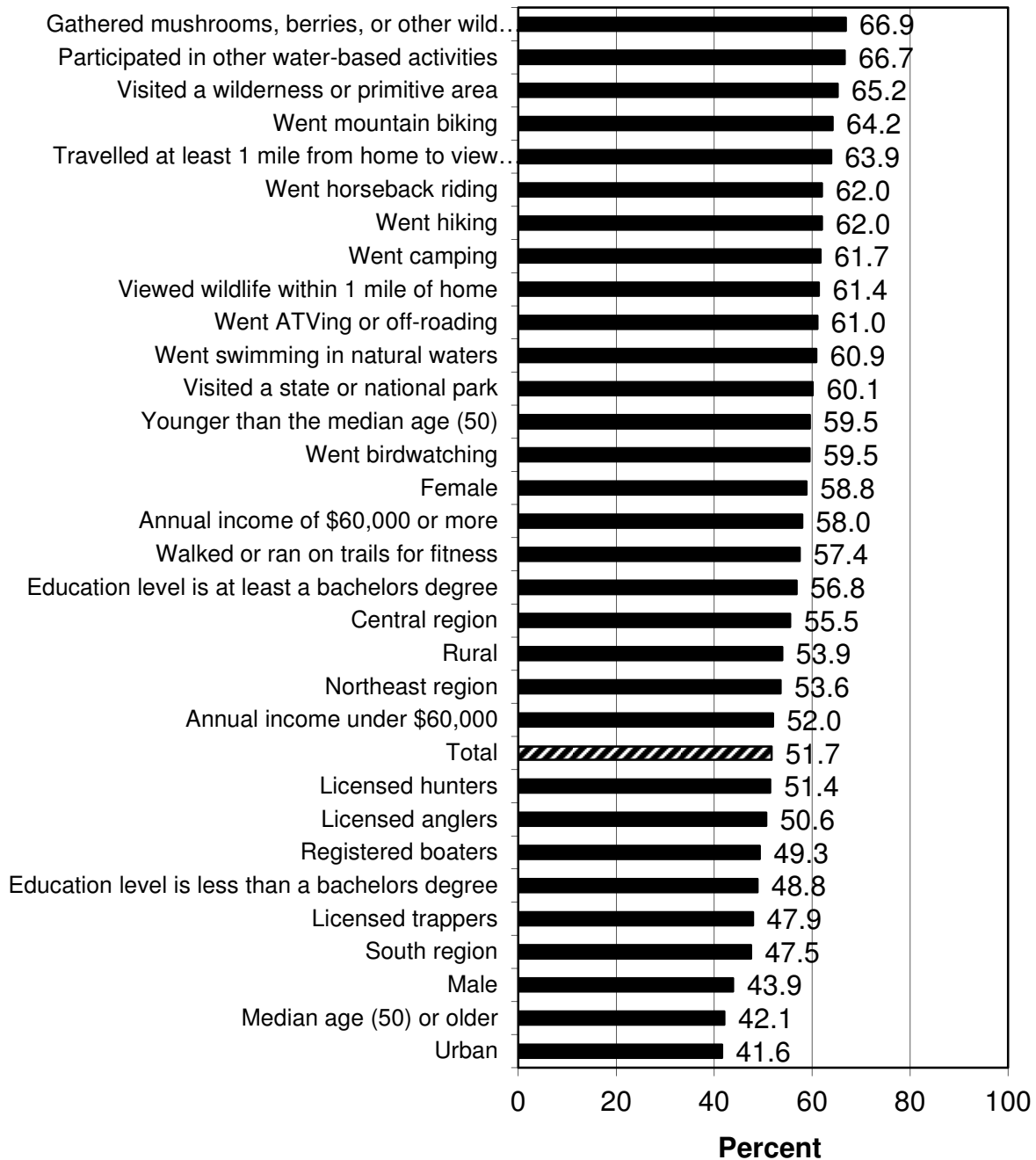
## Percent who travelled at least 1 mile from home to view wildlife in the past 12 months.



### Percent who went birdwatching in the past 12 months.

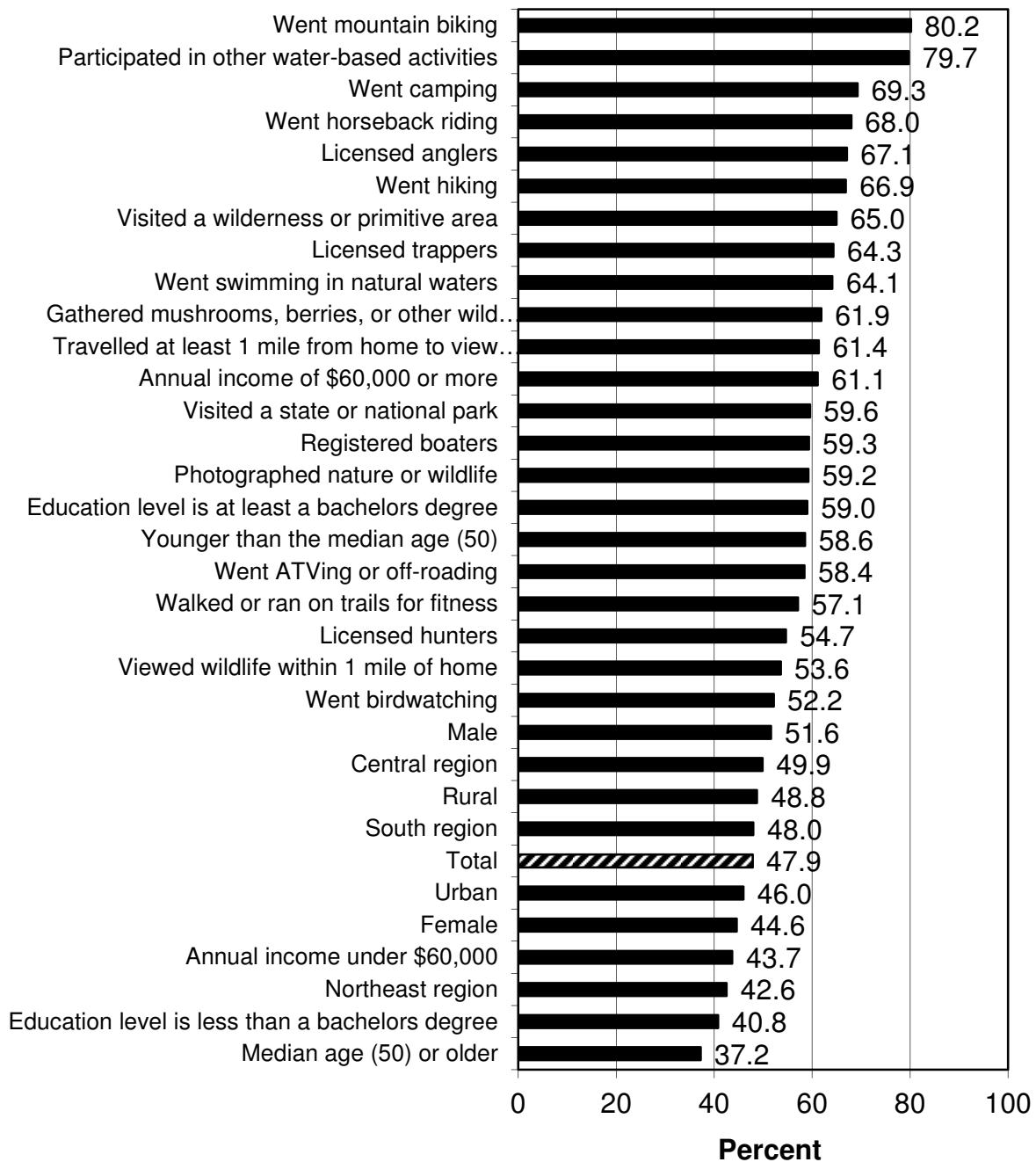


## Percent who photographed nature or wildlife in the past 12 months.

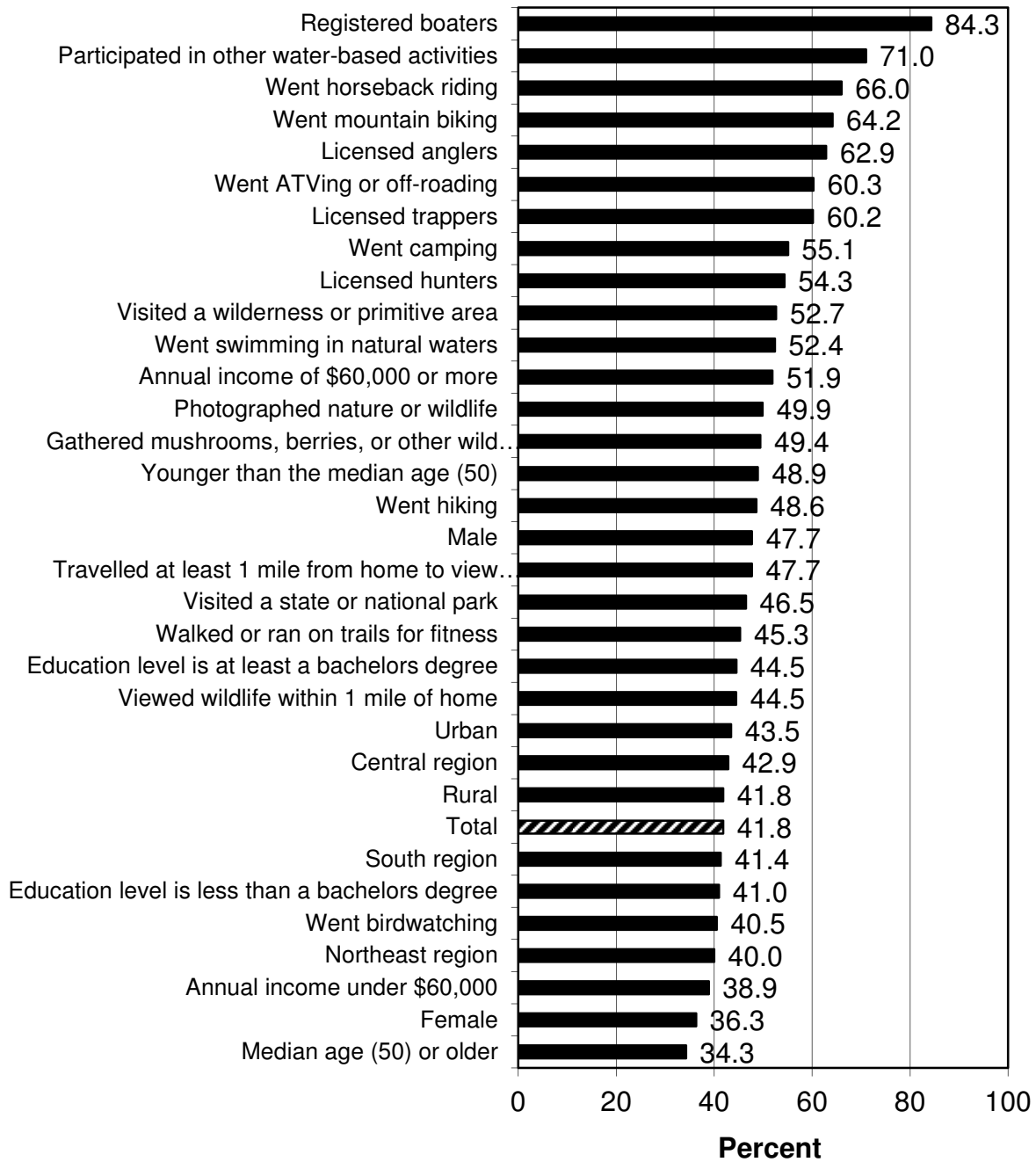




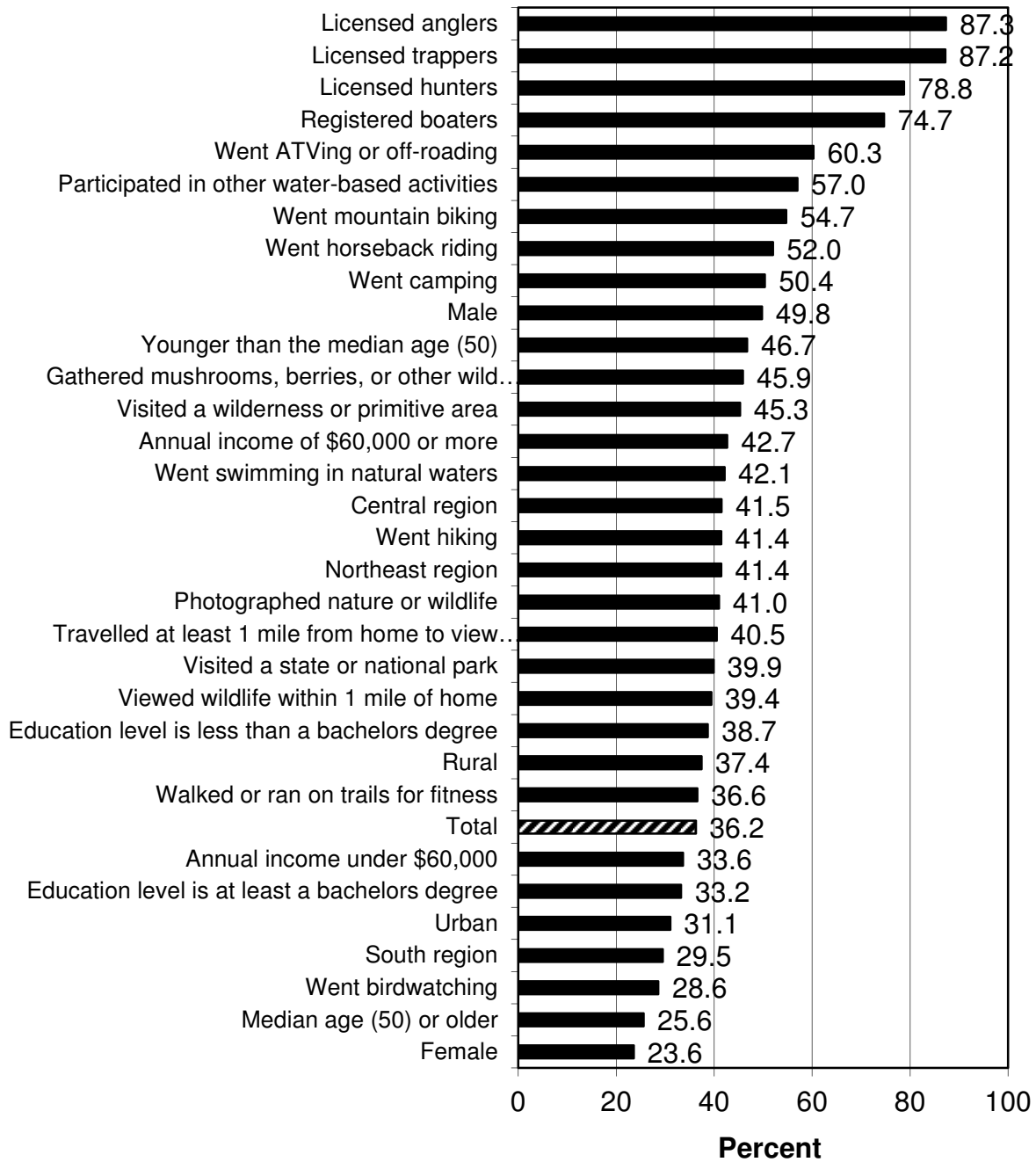
### Percent who went canoeing or kayaking in the past 12 months.



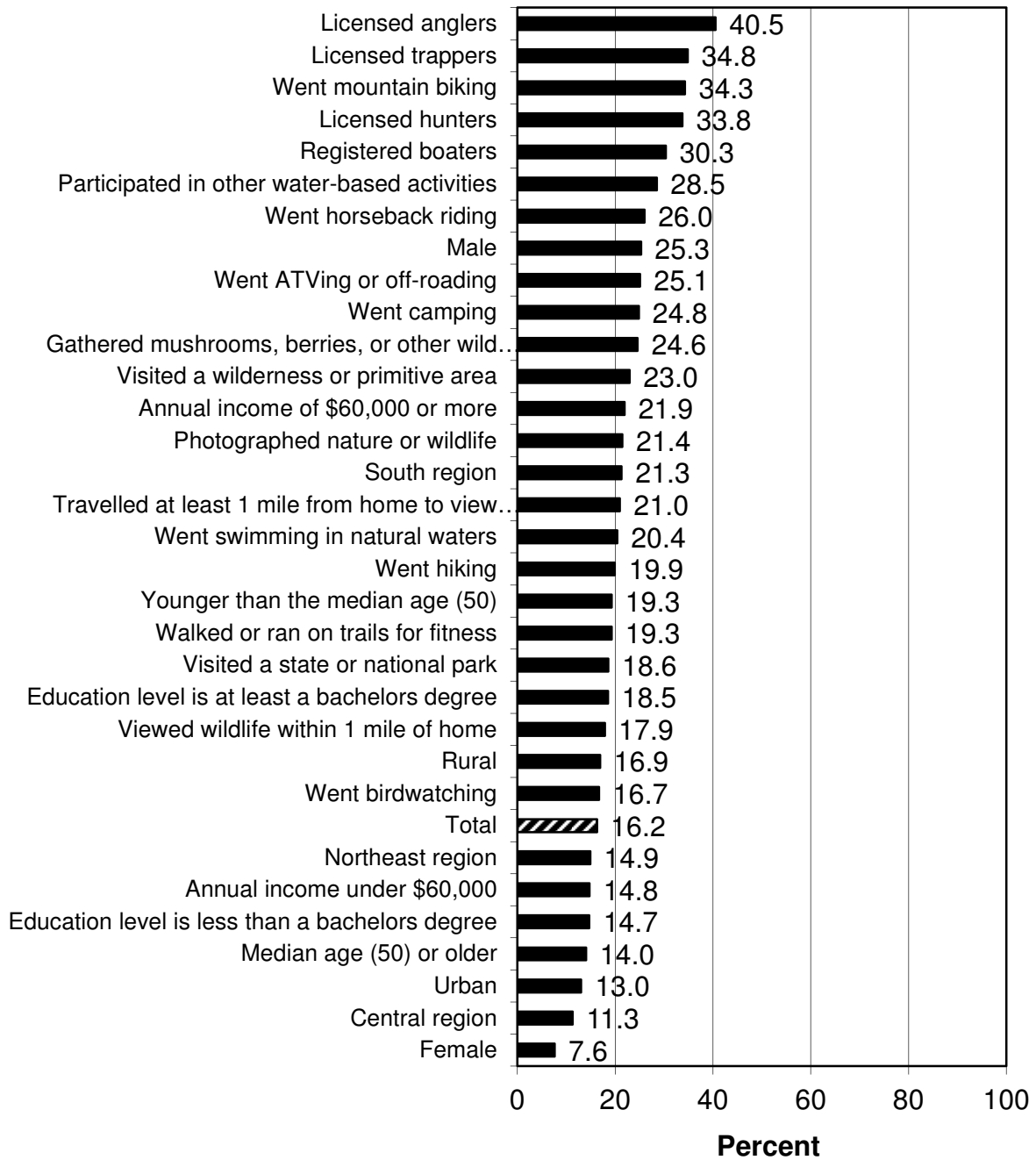
### Percent who went motorboating in the past 12 months.



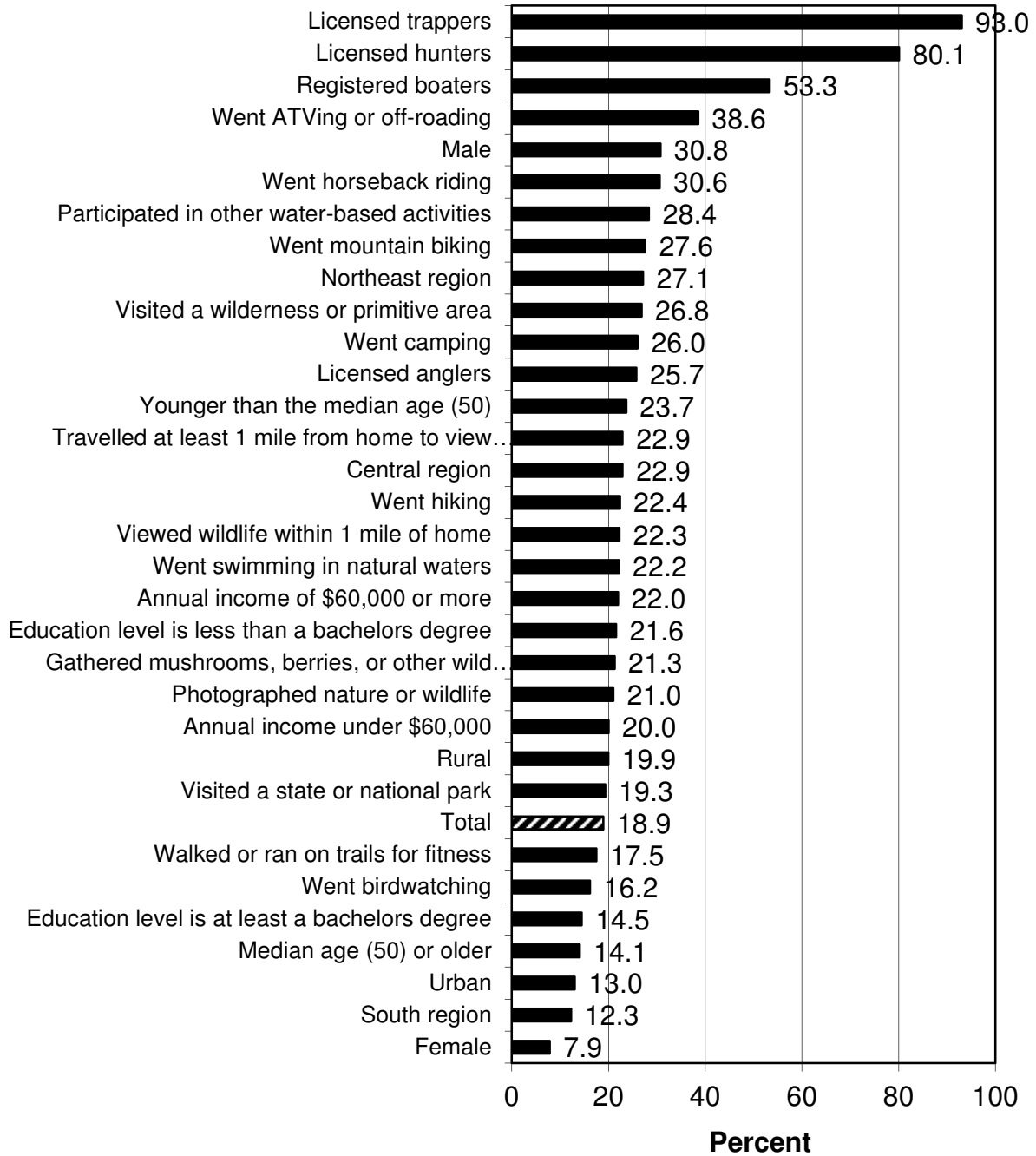
## Percent who went freshwater fishing in the past 12 months.



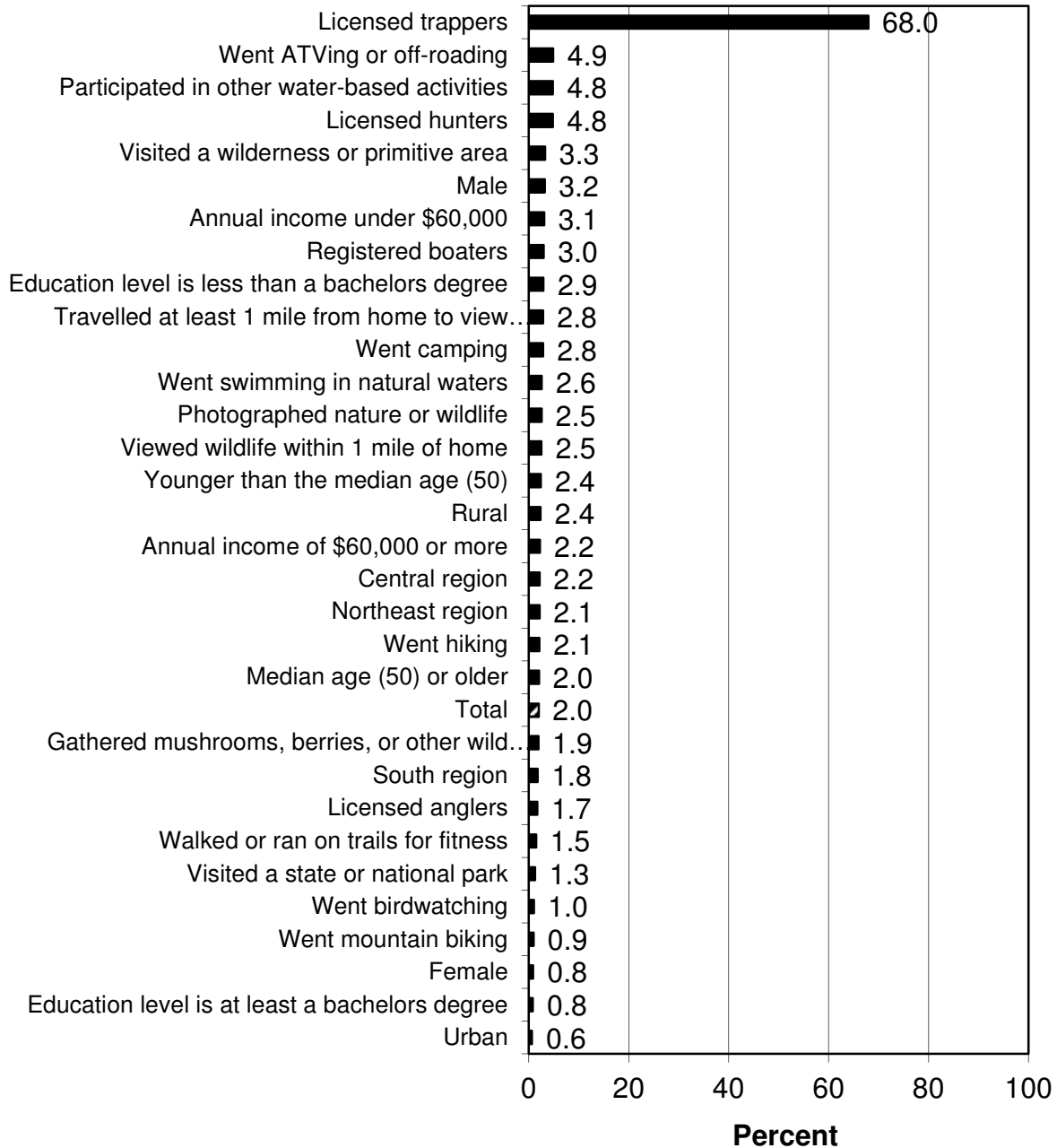
### Percent who went saltwater fishing in the past 12 months.



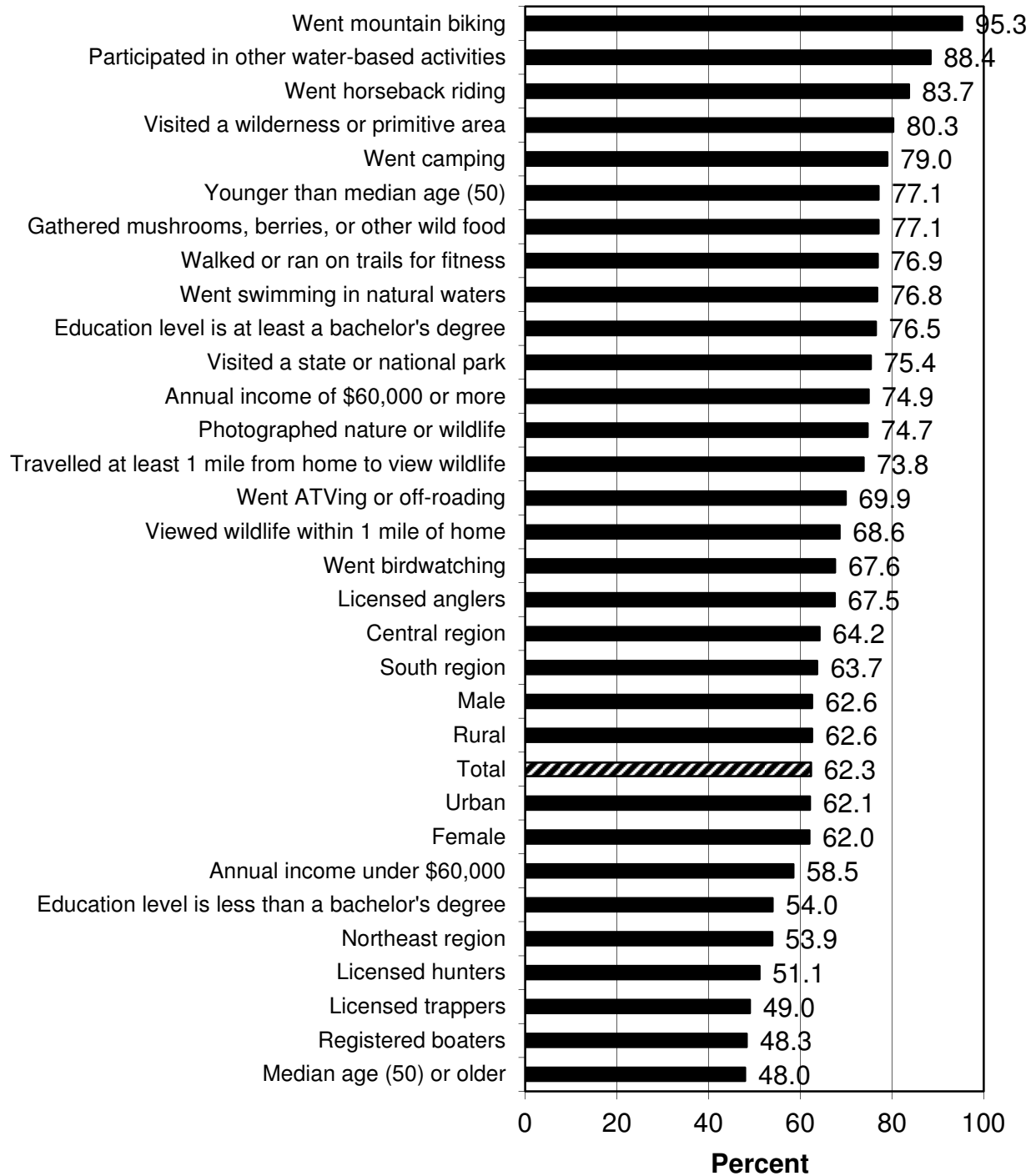
### Percent who went hunting in the past 12 months.



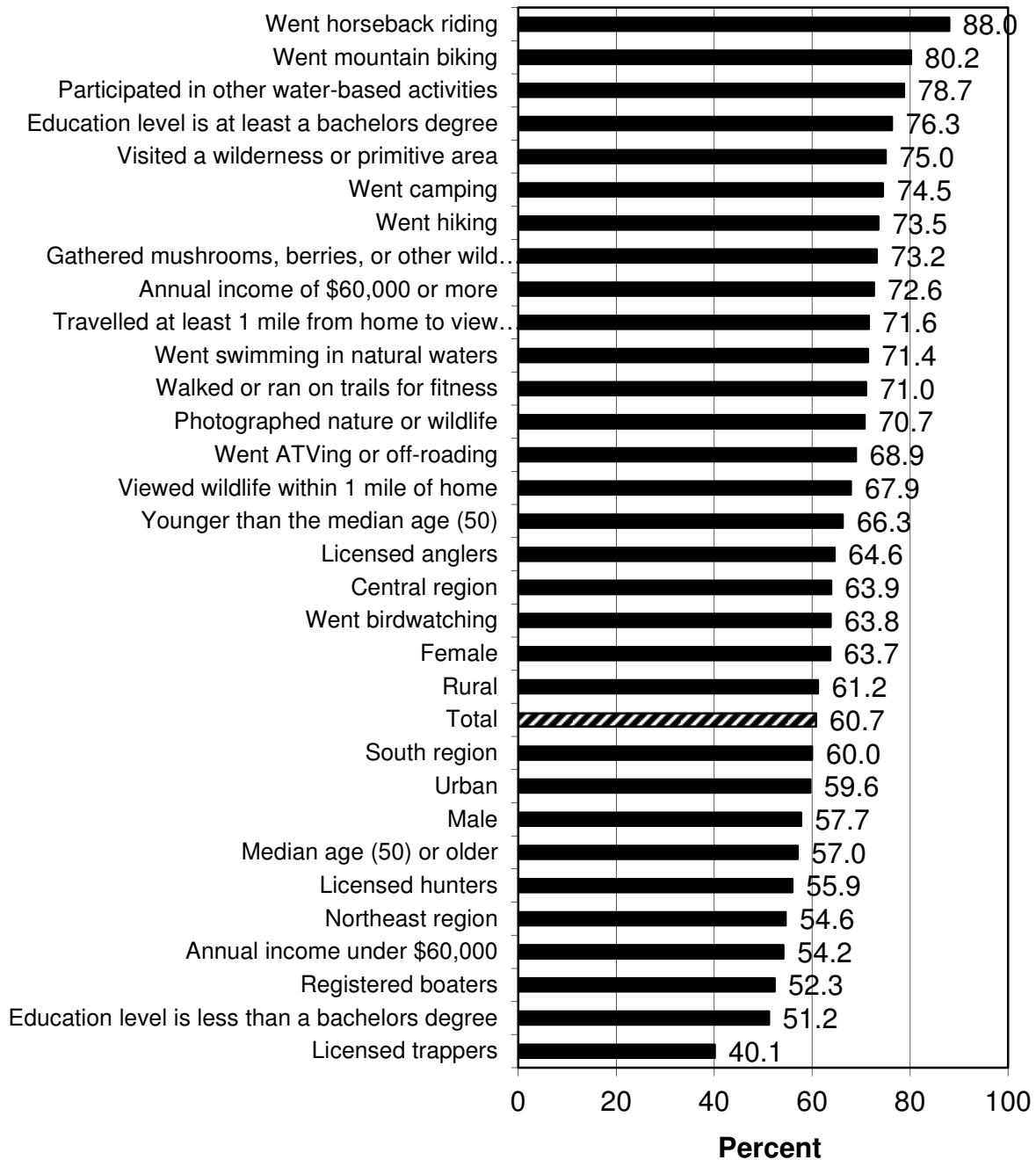
## Percent who went trapping in the past 12 months.



## Percent who went hiking in Maine in the past 12 months.

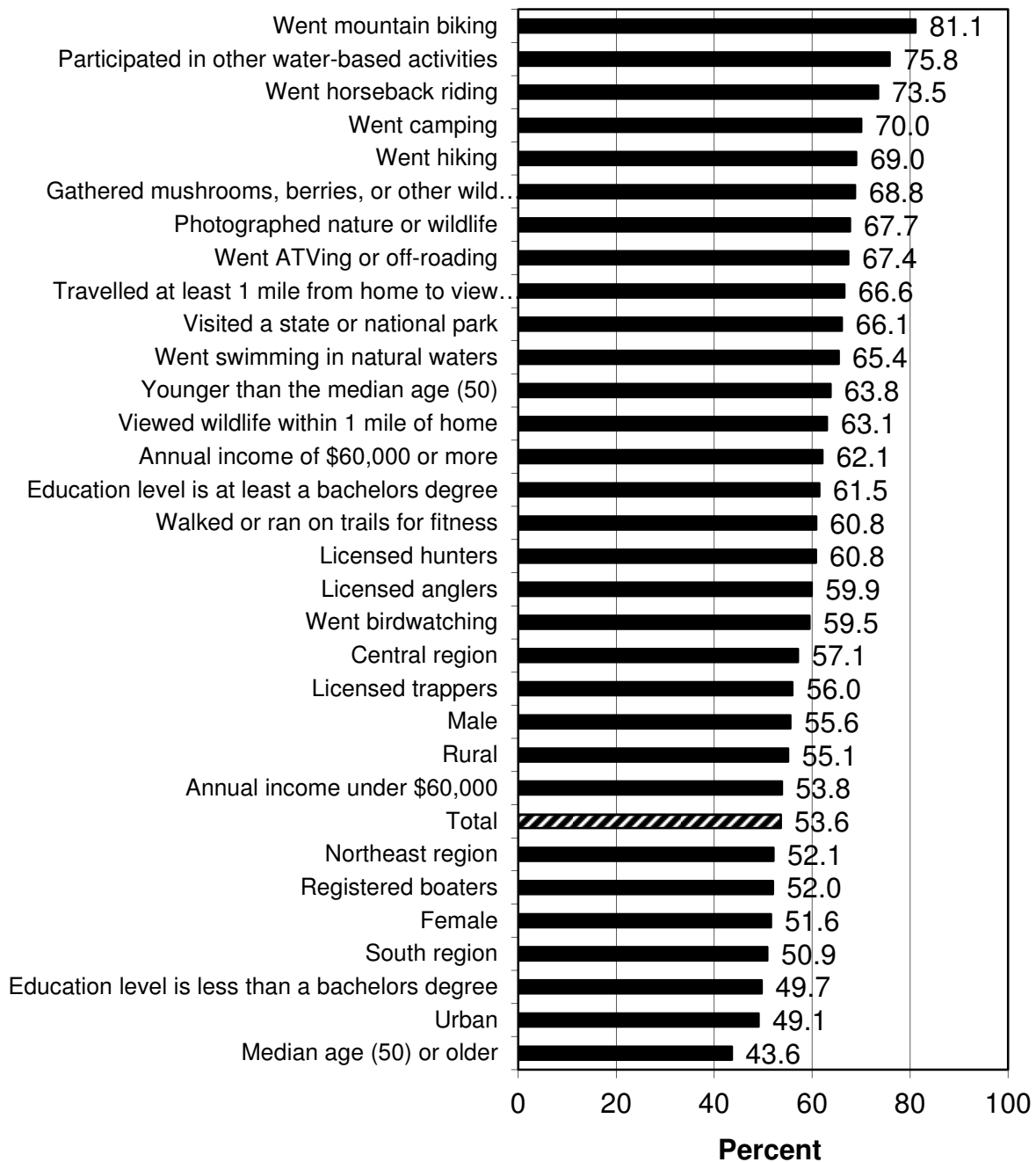


## Percent who visited a state or national park in the past 12 months.

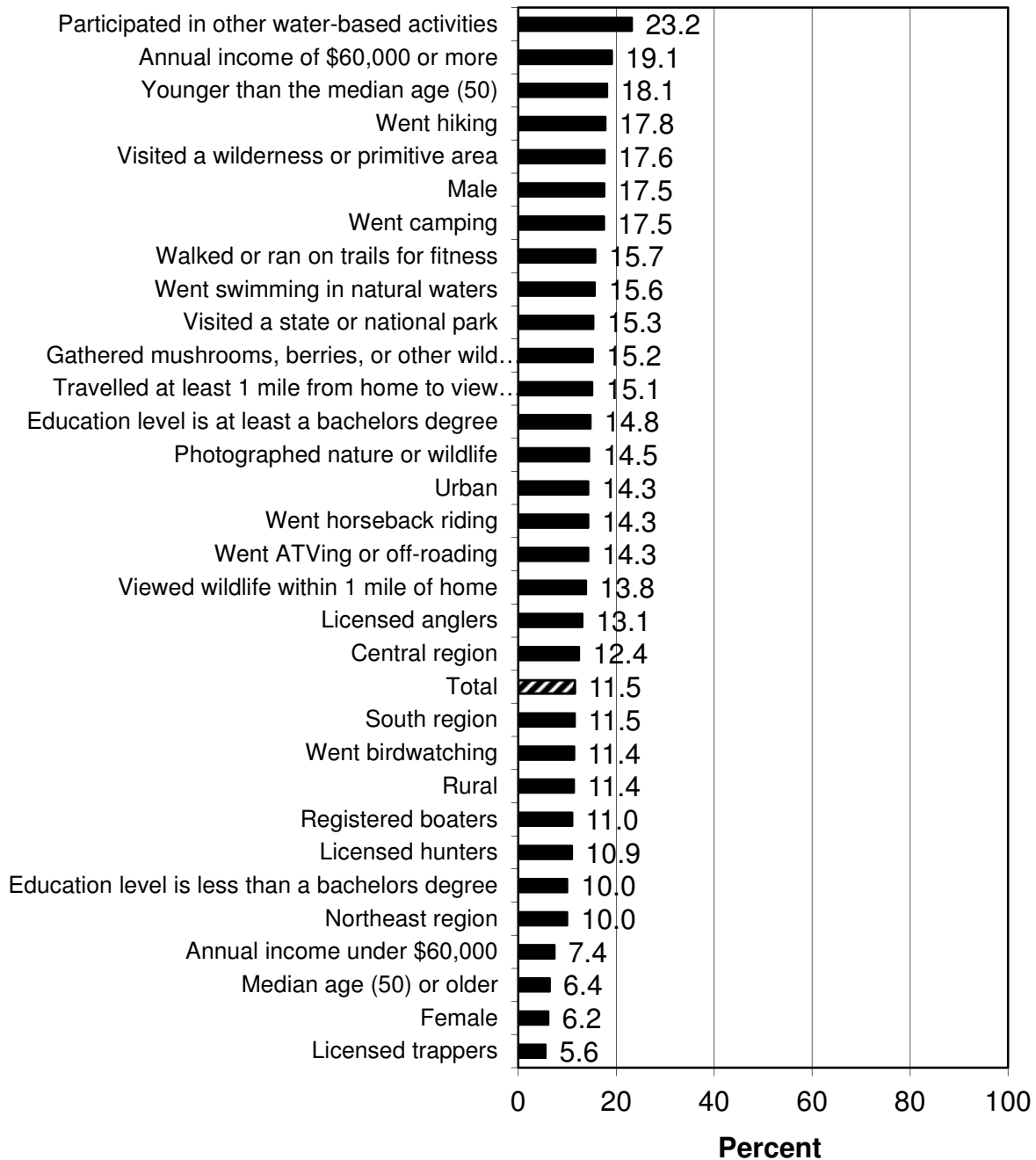




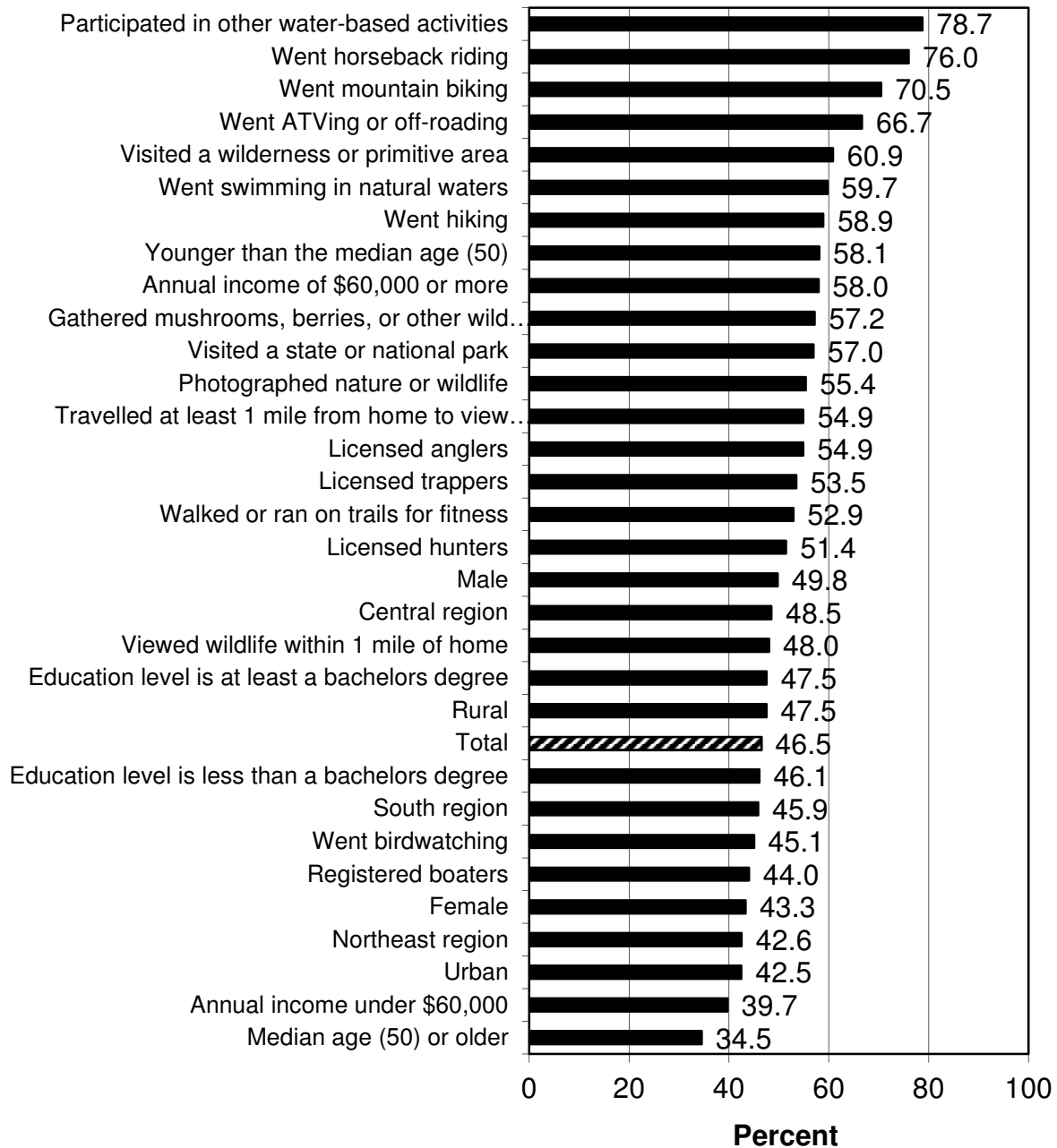
### Percent who visited a wilderness or primitive area in the past 12 months.



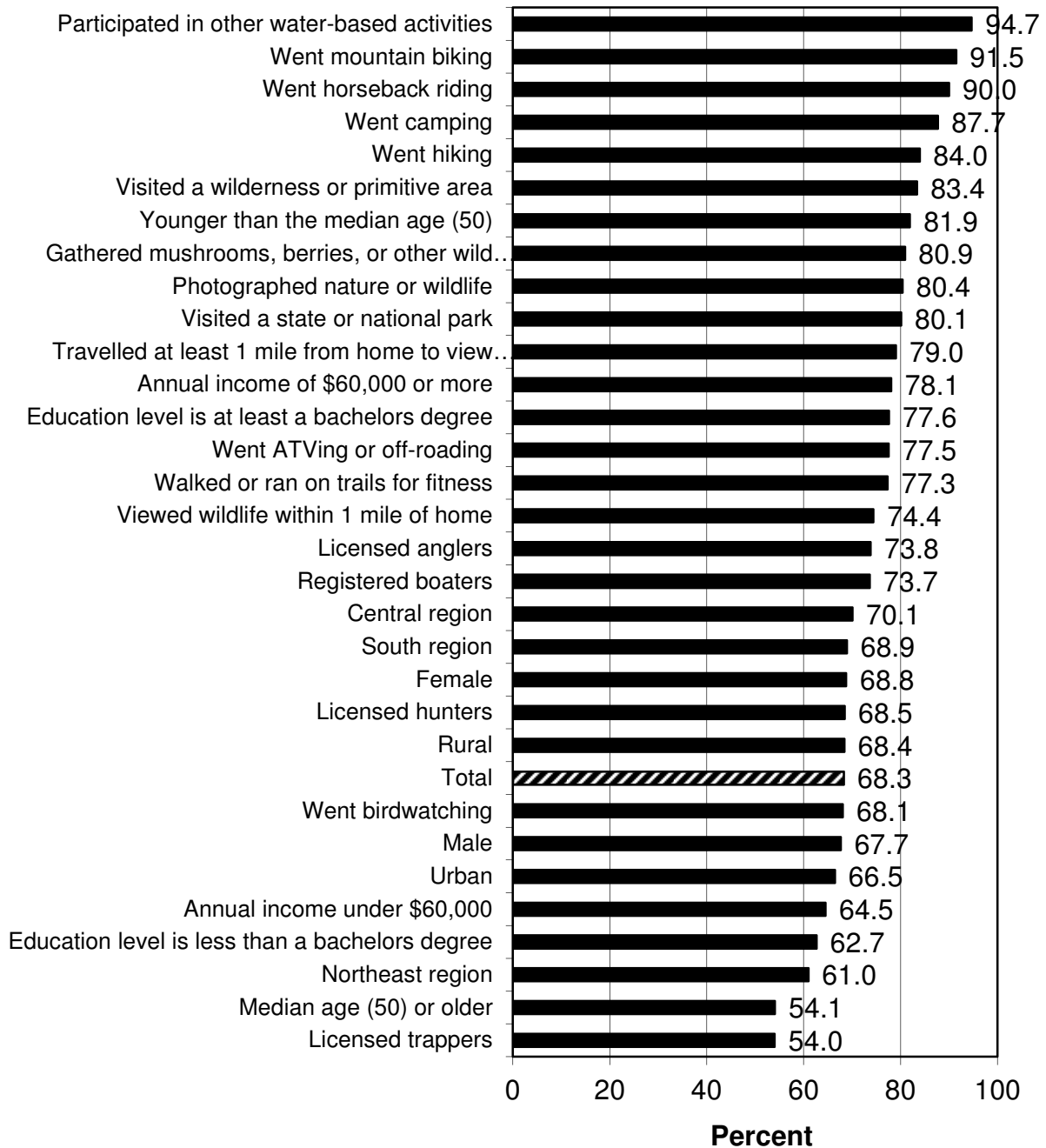
## Percent who went mountain biking in the past 12 months.



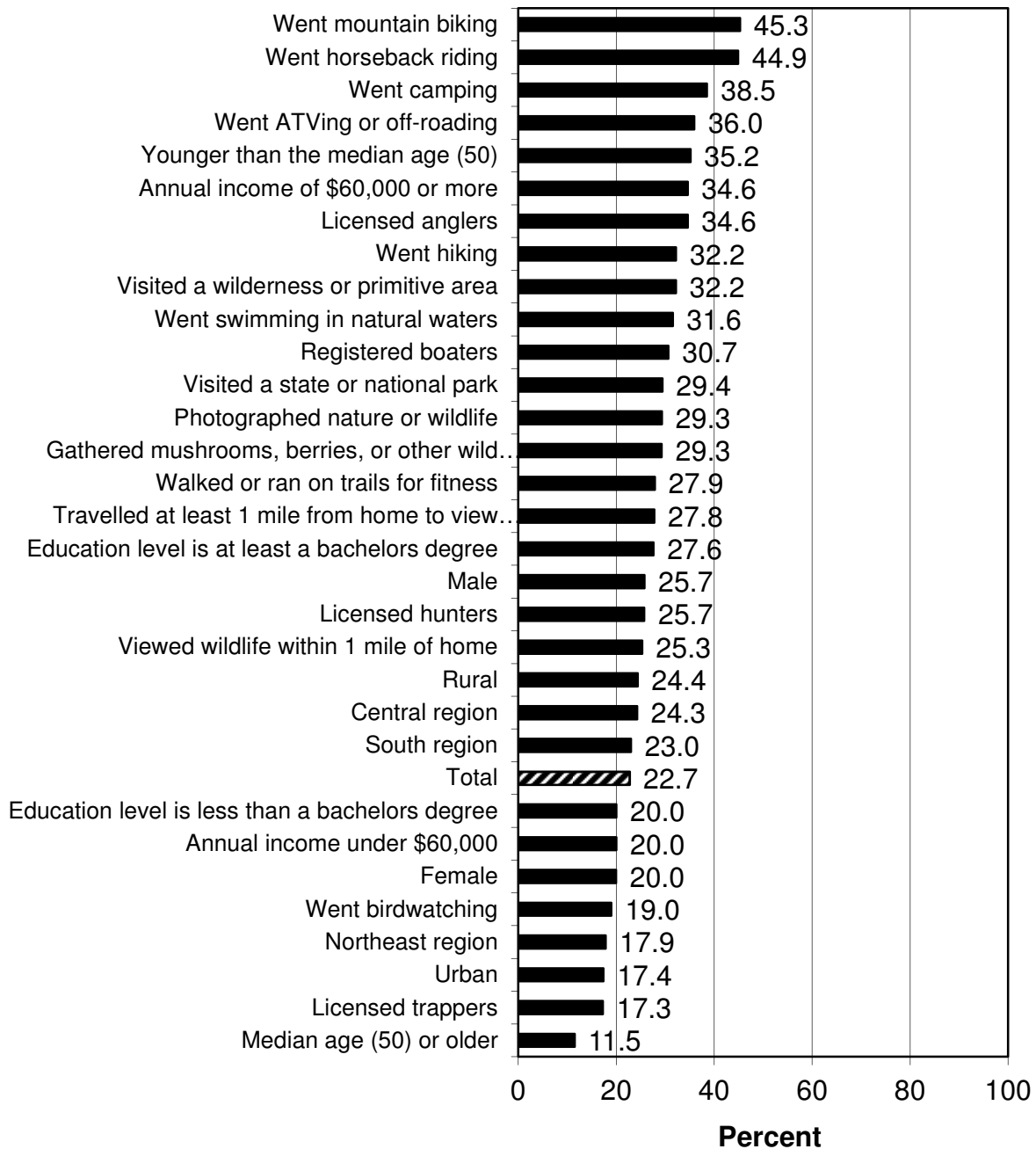
## Percent who went camping in the past 12 months.



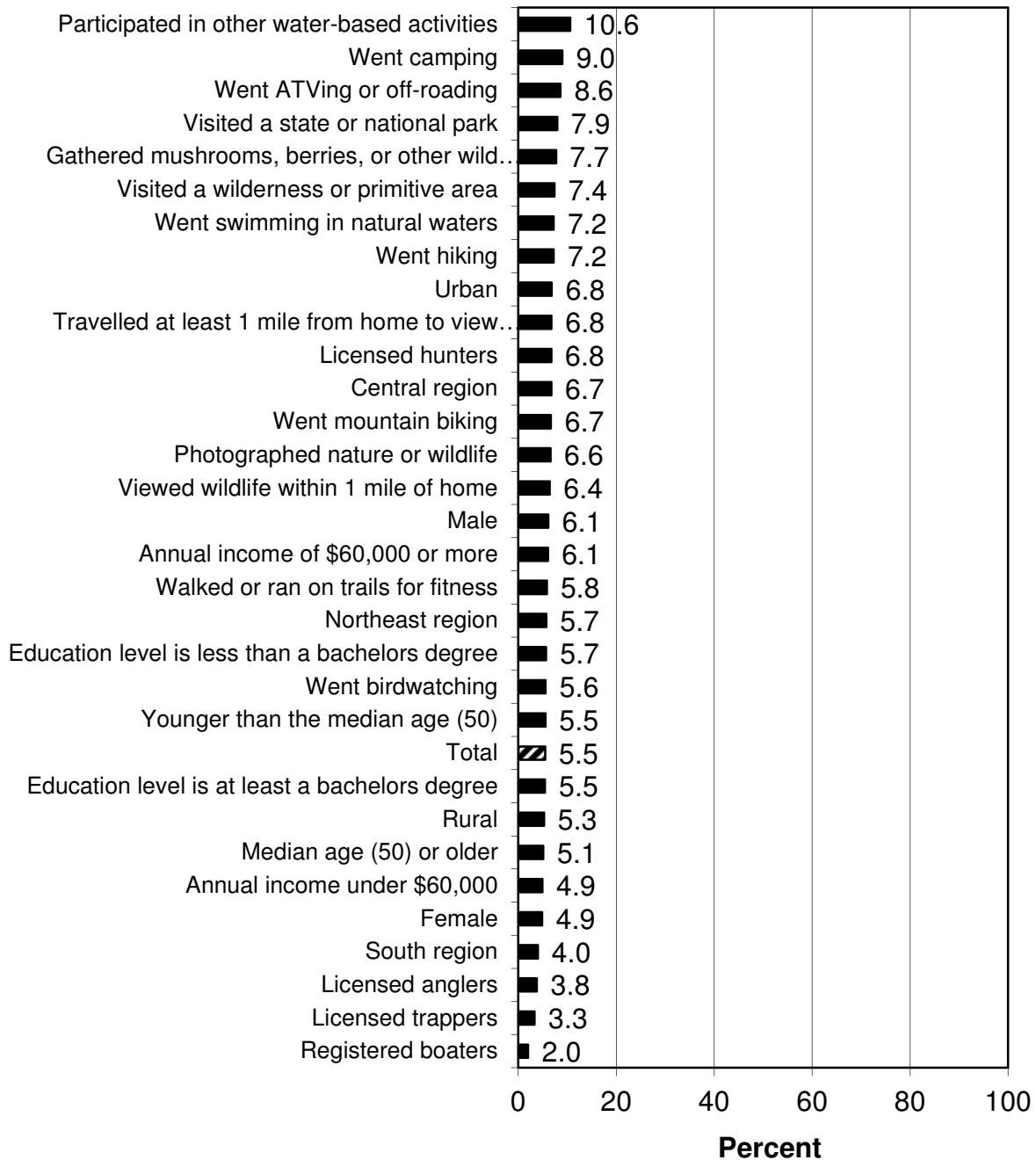
## Percent who went swimming in natural waters in the past 12 months.



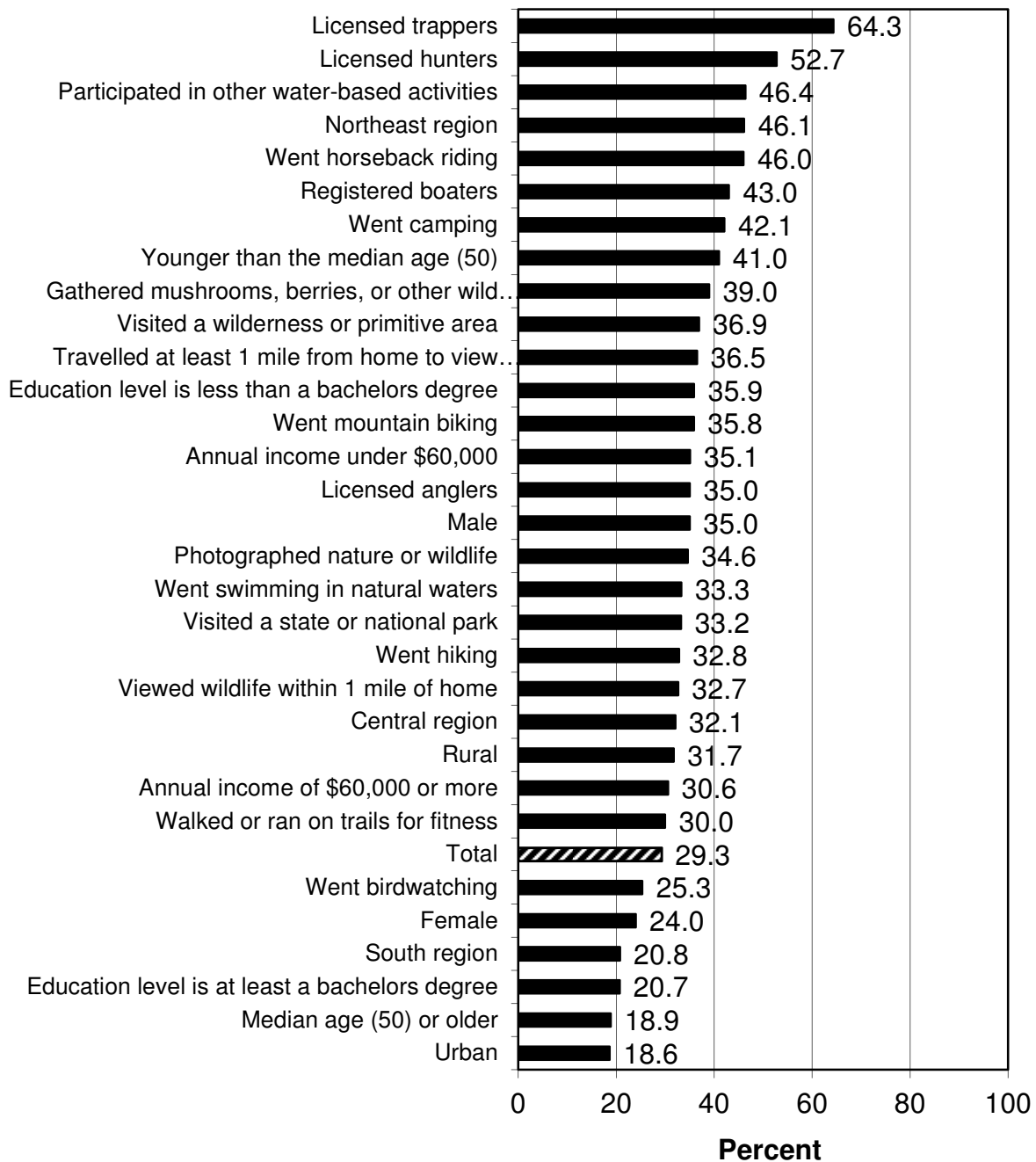
**Percent who participated in other water-based activities, such as rafting, tubing, or waterskiing in the past 12 months.**



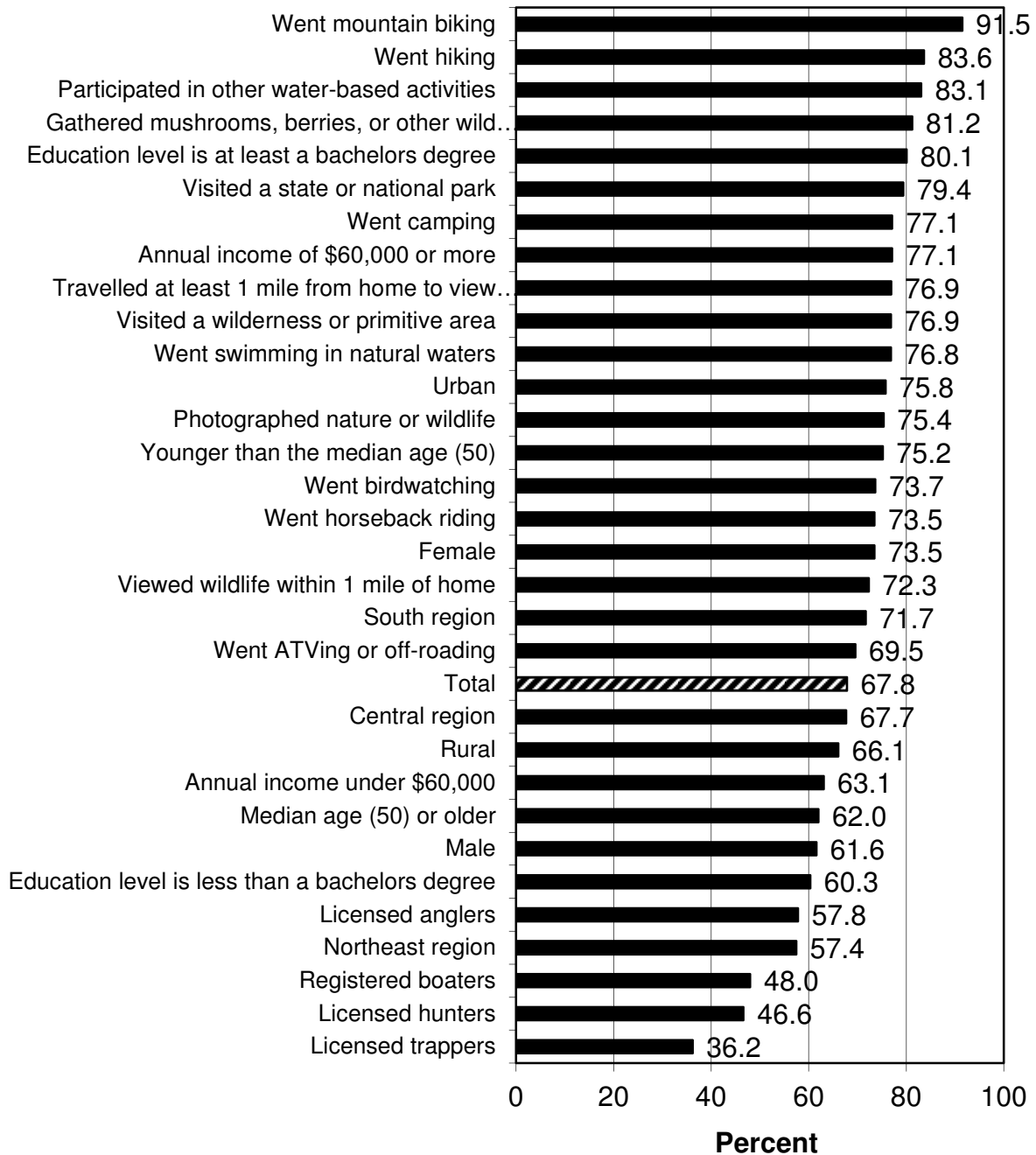
## Percent who went horseback riding in the past 12 months.



### Percent who went ATVing or off-roading in the past 12 months.

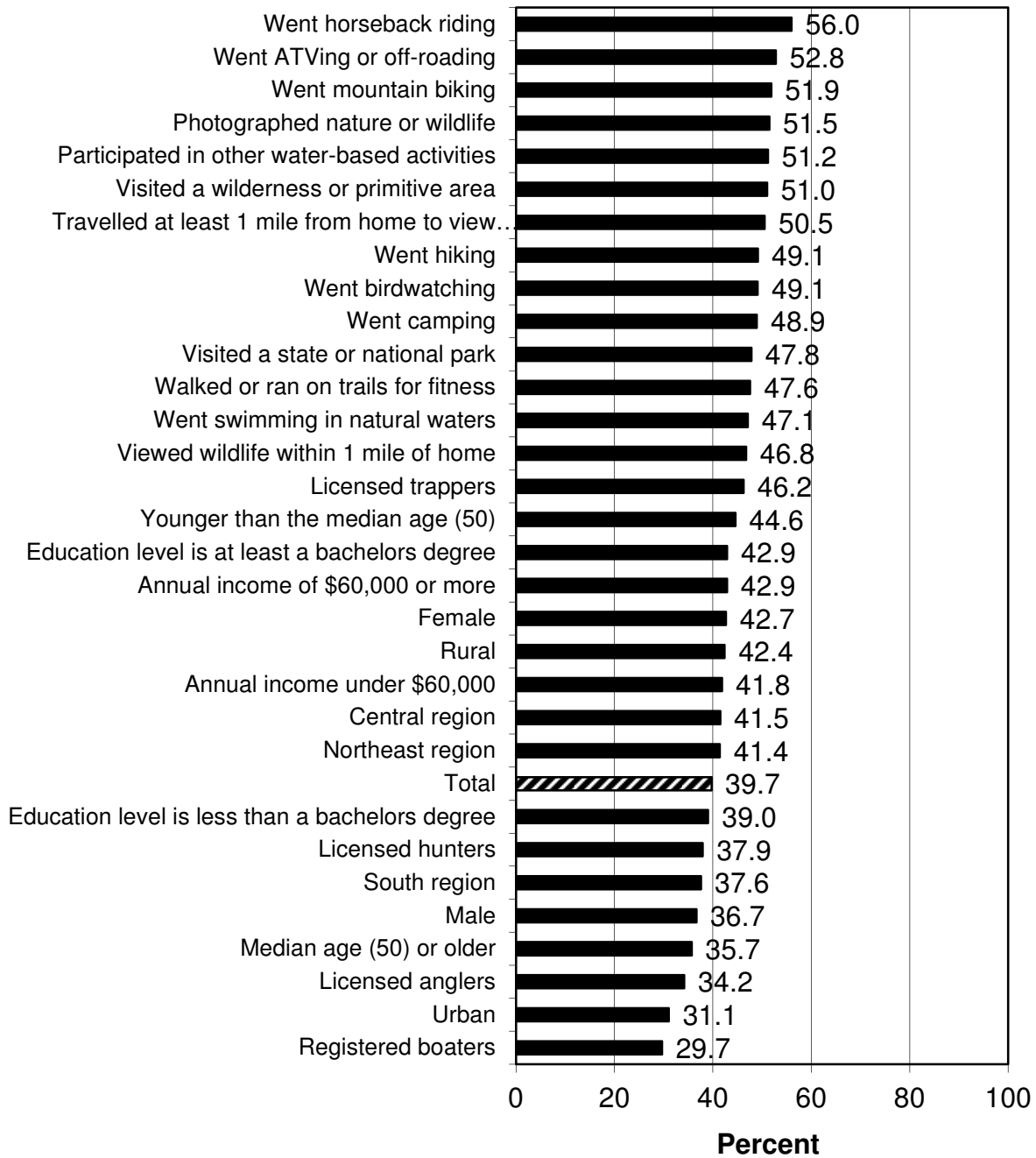


## Percent who walked or ran on trails for fitness in the past 12 months.

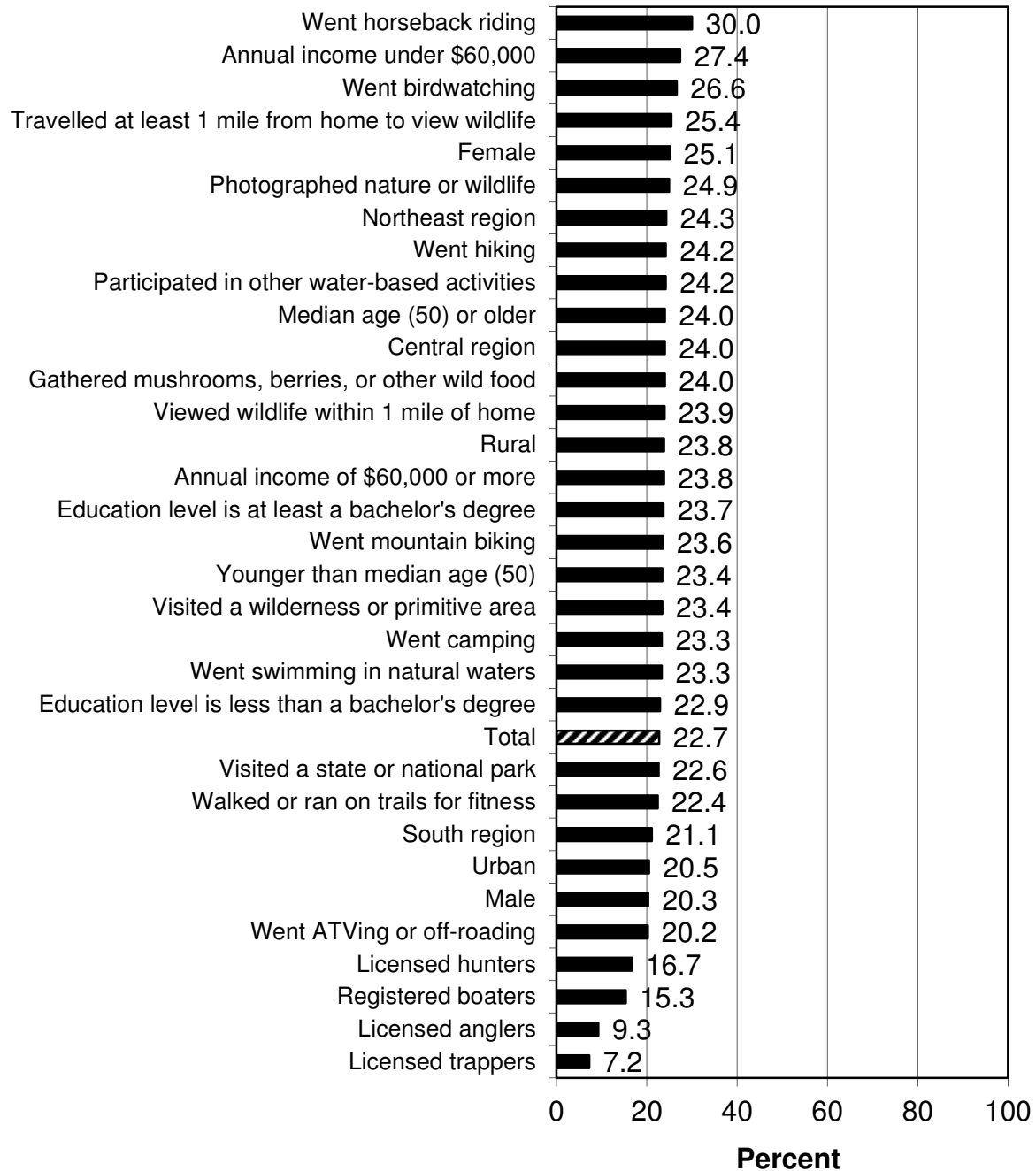




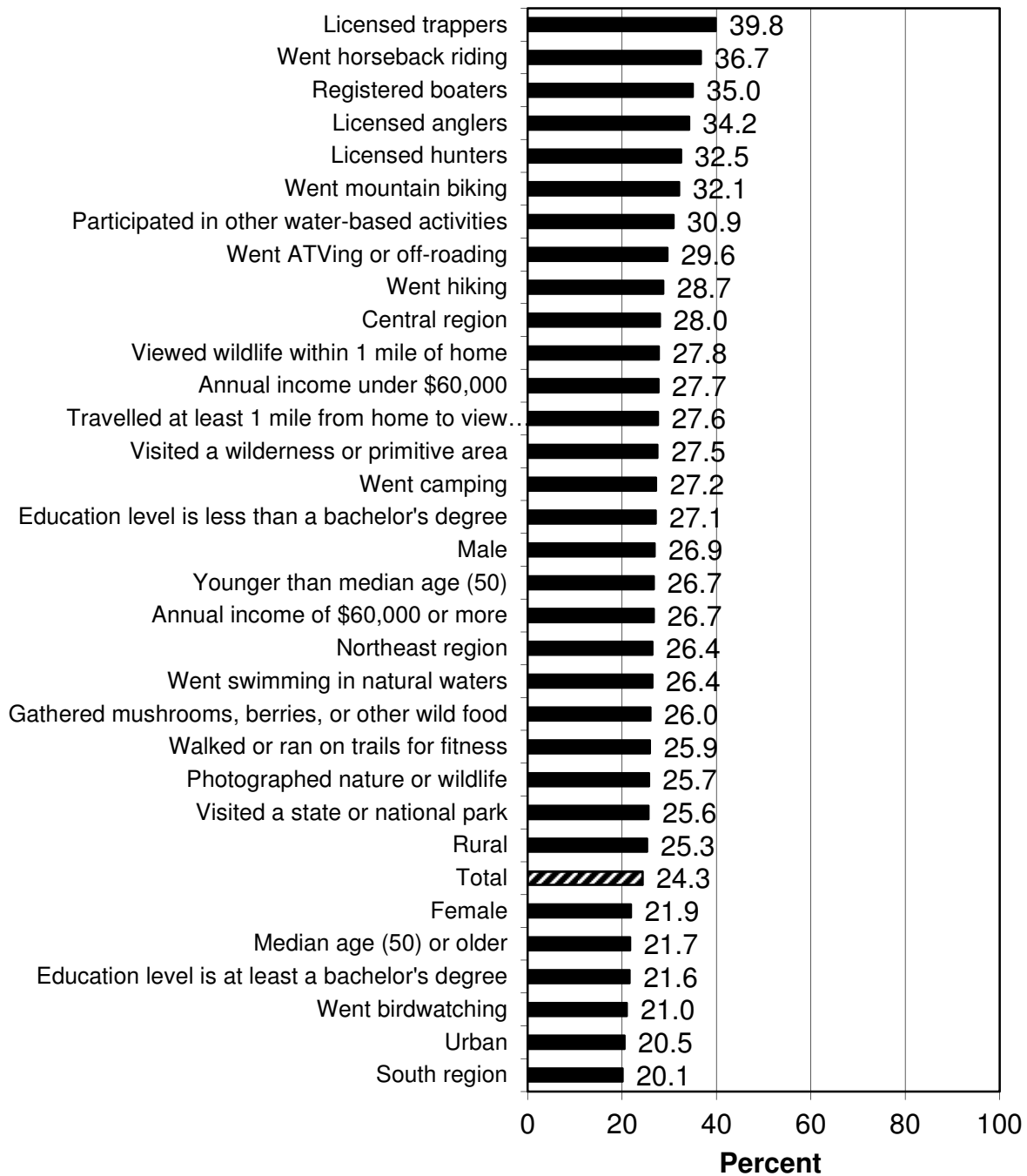
### Percent who gathered mushrooms, berries, or other wild foods in the past 12 months.



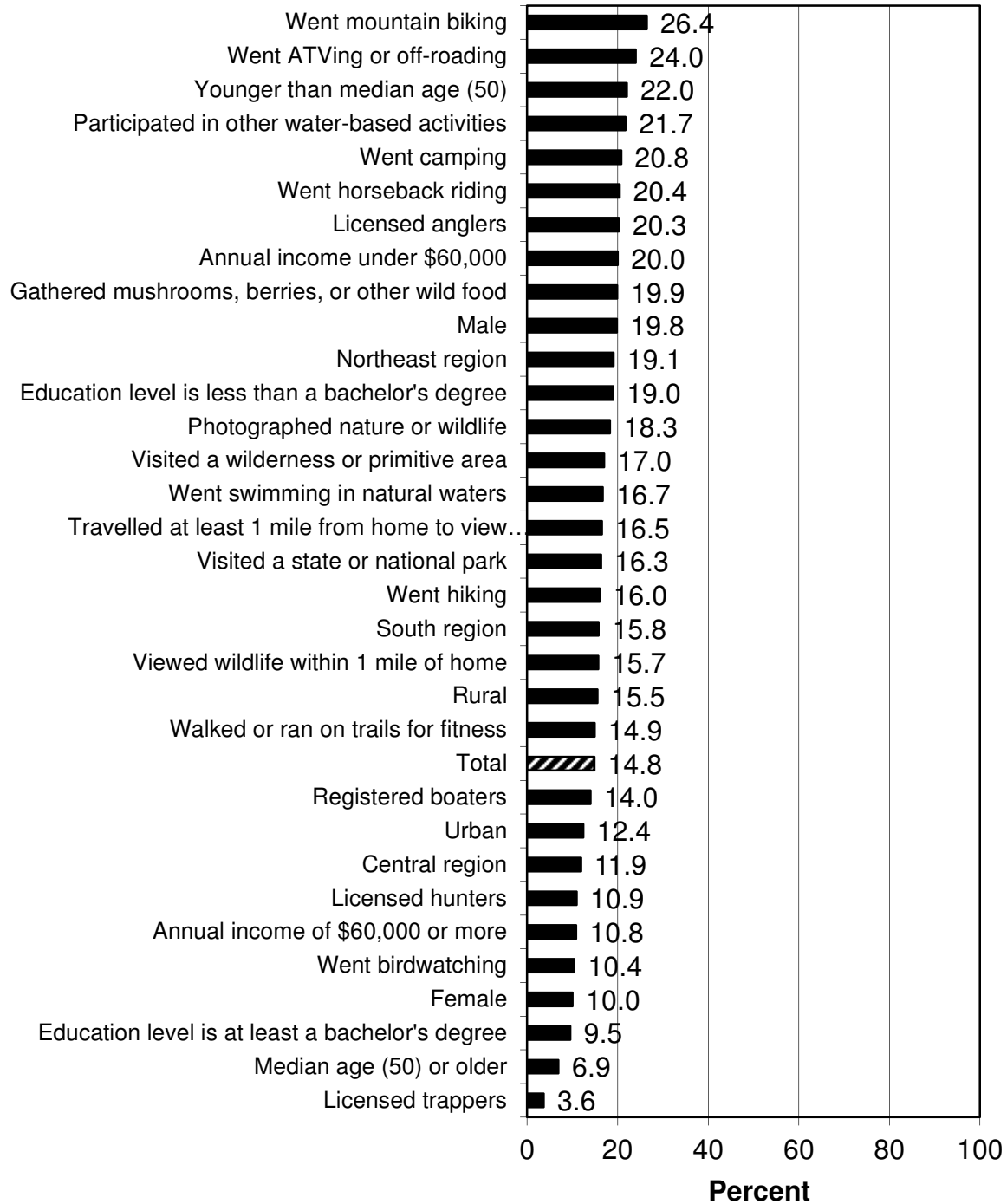
## Percent who are interested in freshwater fishing but did not participate in Maine in the past 12 months.



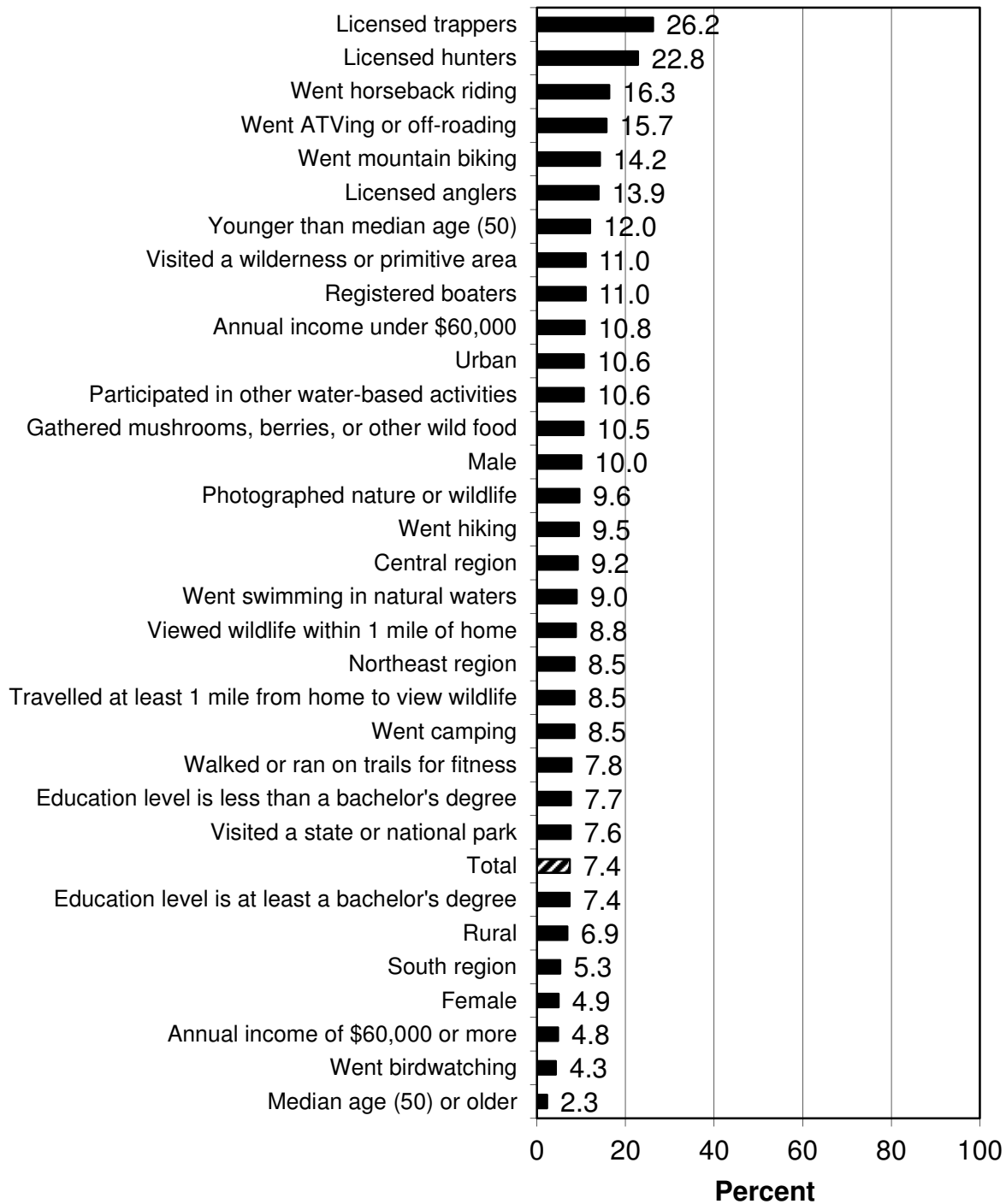
### Percent who are interested in saltwater fishing but did not participate in Maine in the past 12 months.



## Percent who are interested in hunting but did not participate in Maine in the past 12 months.

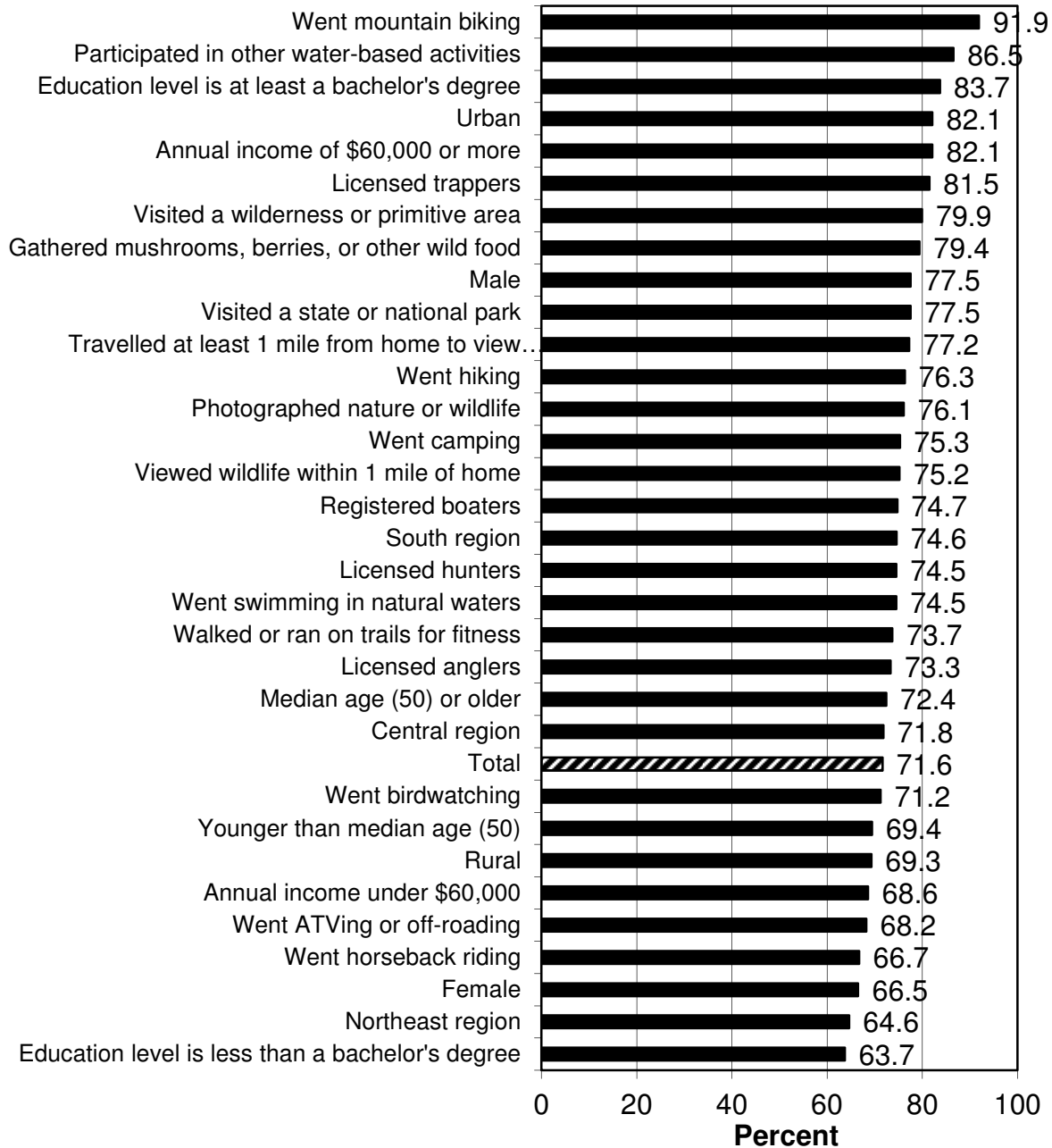


### Percent who are interested in trapping but did not participate in Maine in the past 12 months.

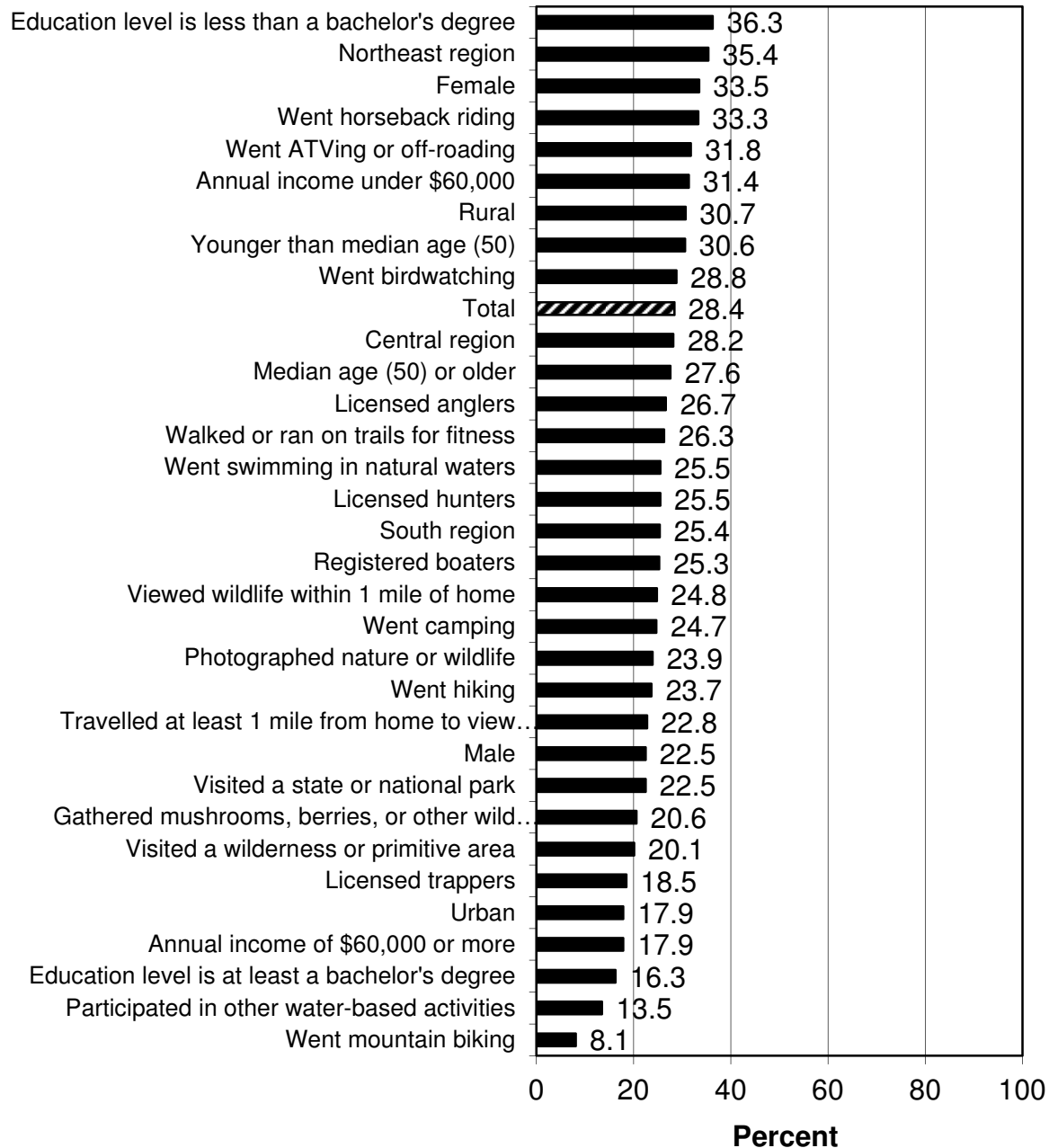


## KNOWLEDGE OF THE DEPARTMENT

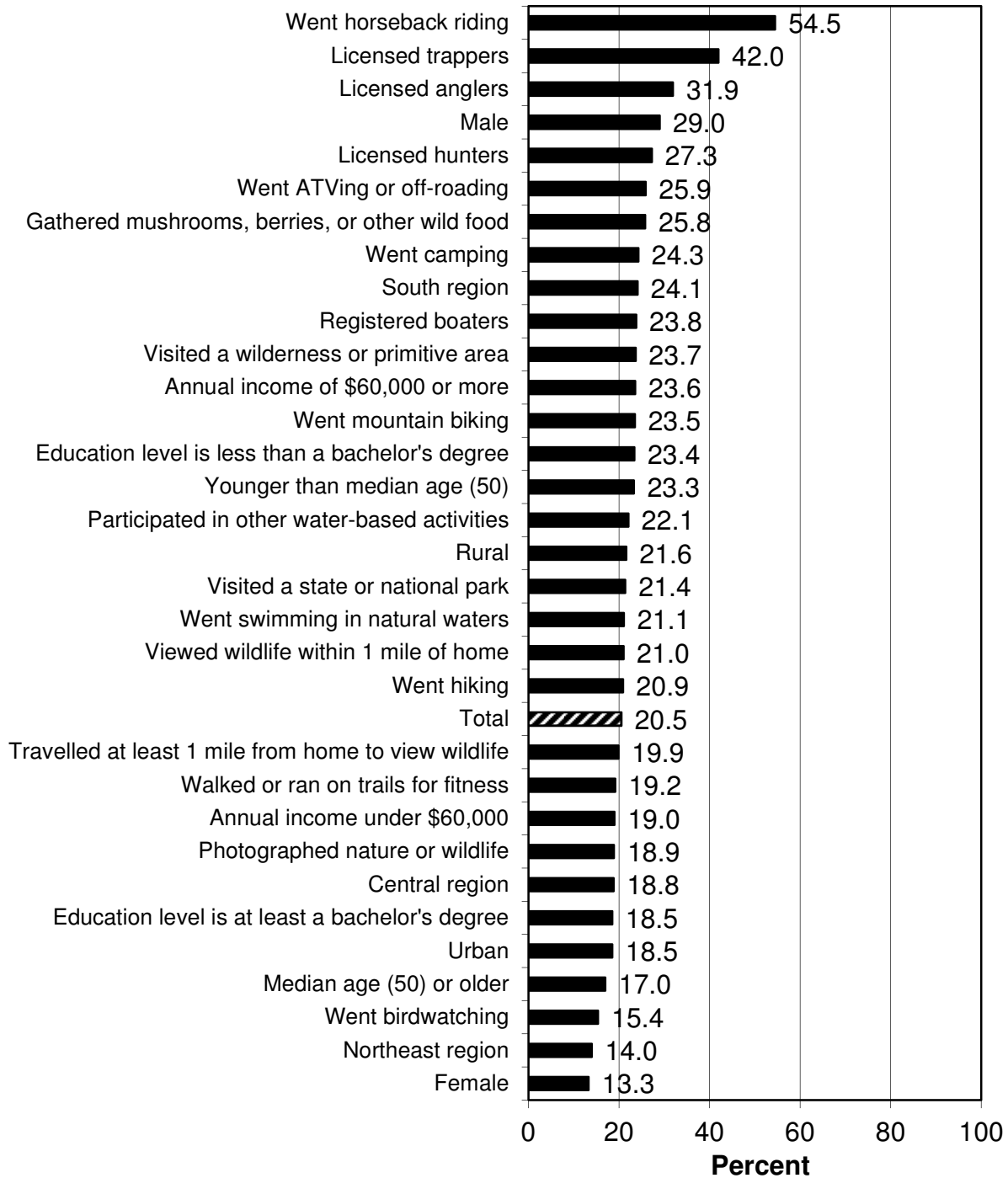
### Percent who correctly named the MDIFW or a derivative of the name as the government agency most responsible for managing and protecting fish and wildlife in Maine.



**Percent who provided an incorrect answer or did not know the government agency most responsible for managing and protecting fish and wildlife in Maine.**

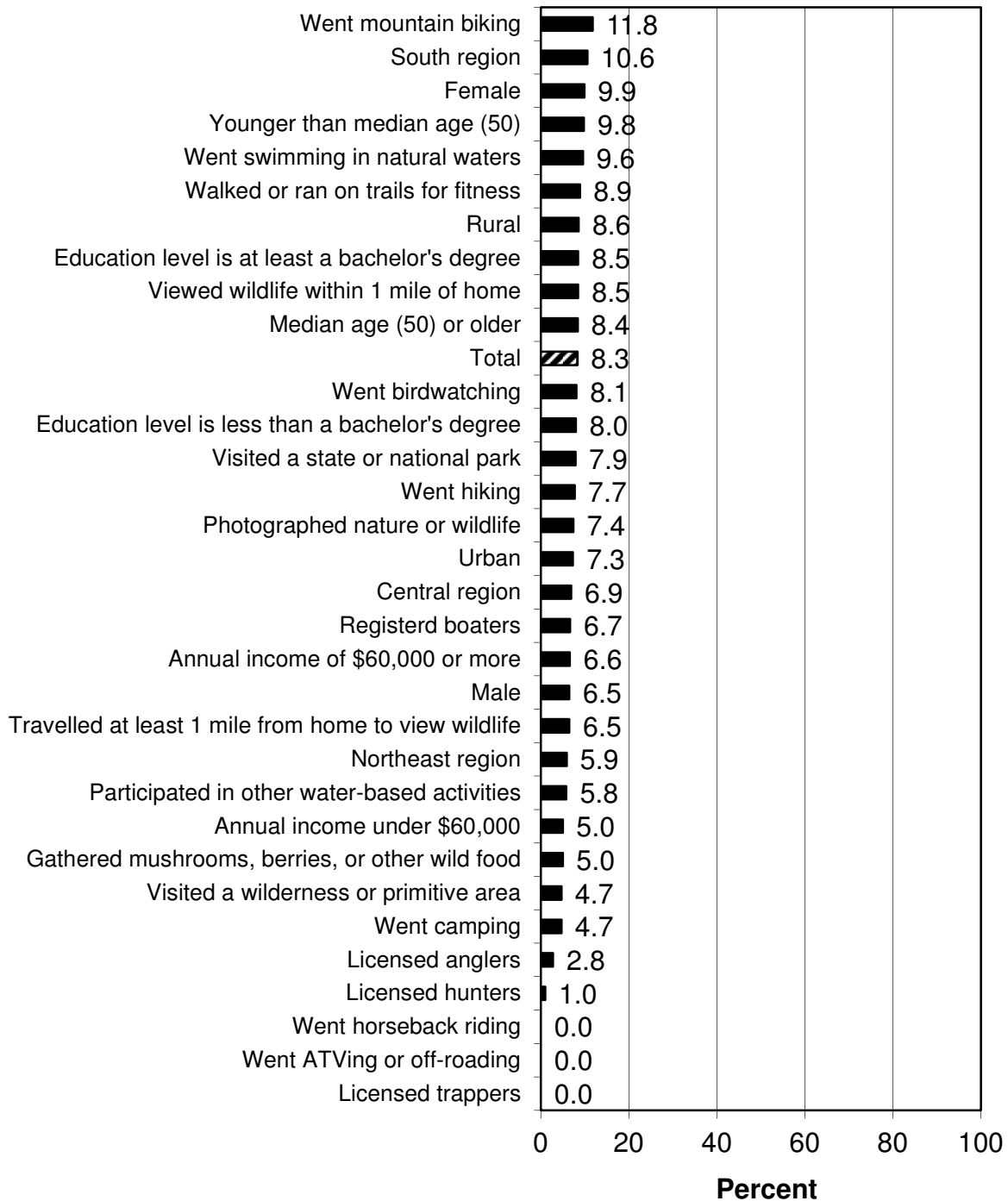


## Percent who knew a great deal about the MDIFW prior to the survey.

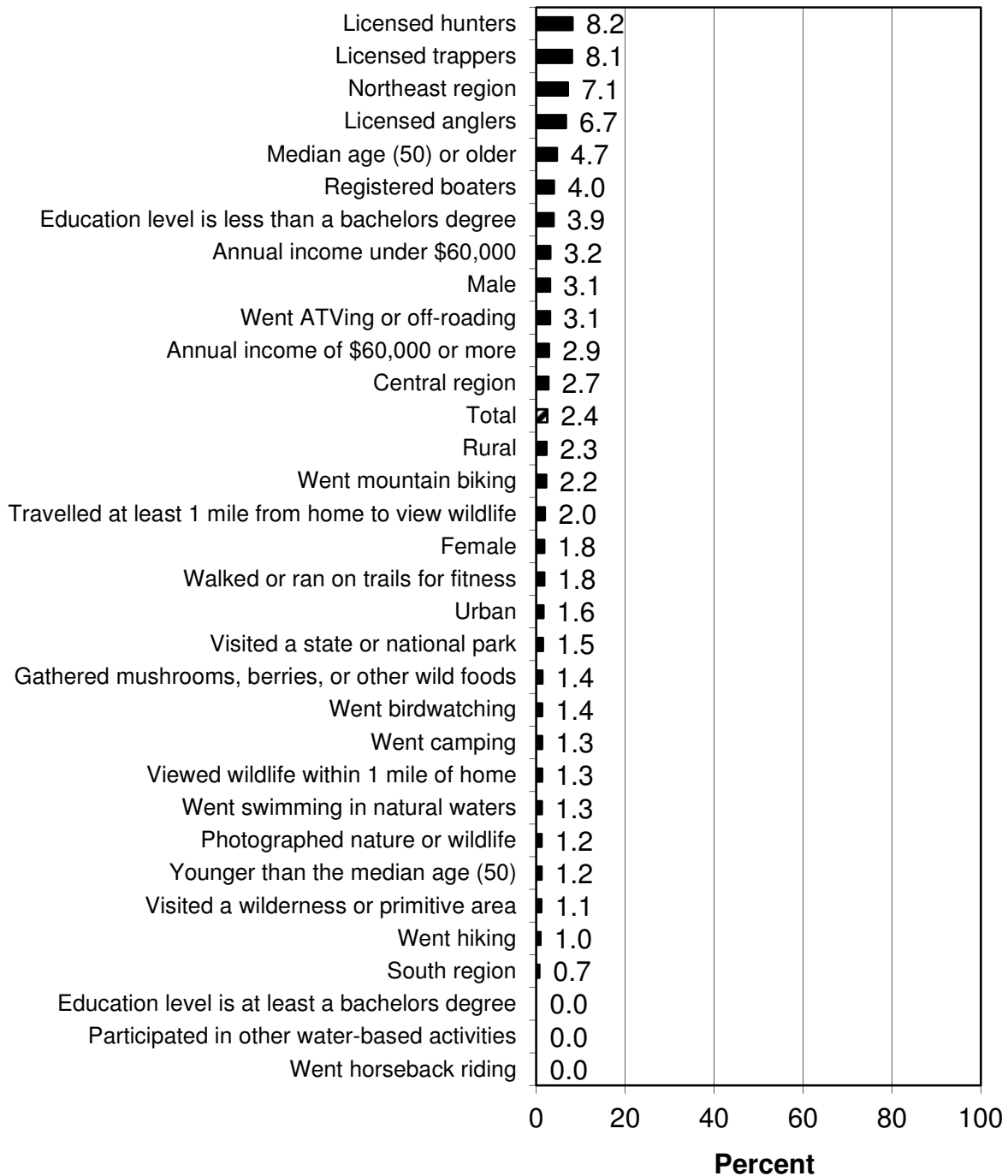




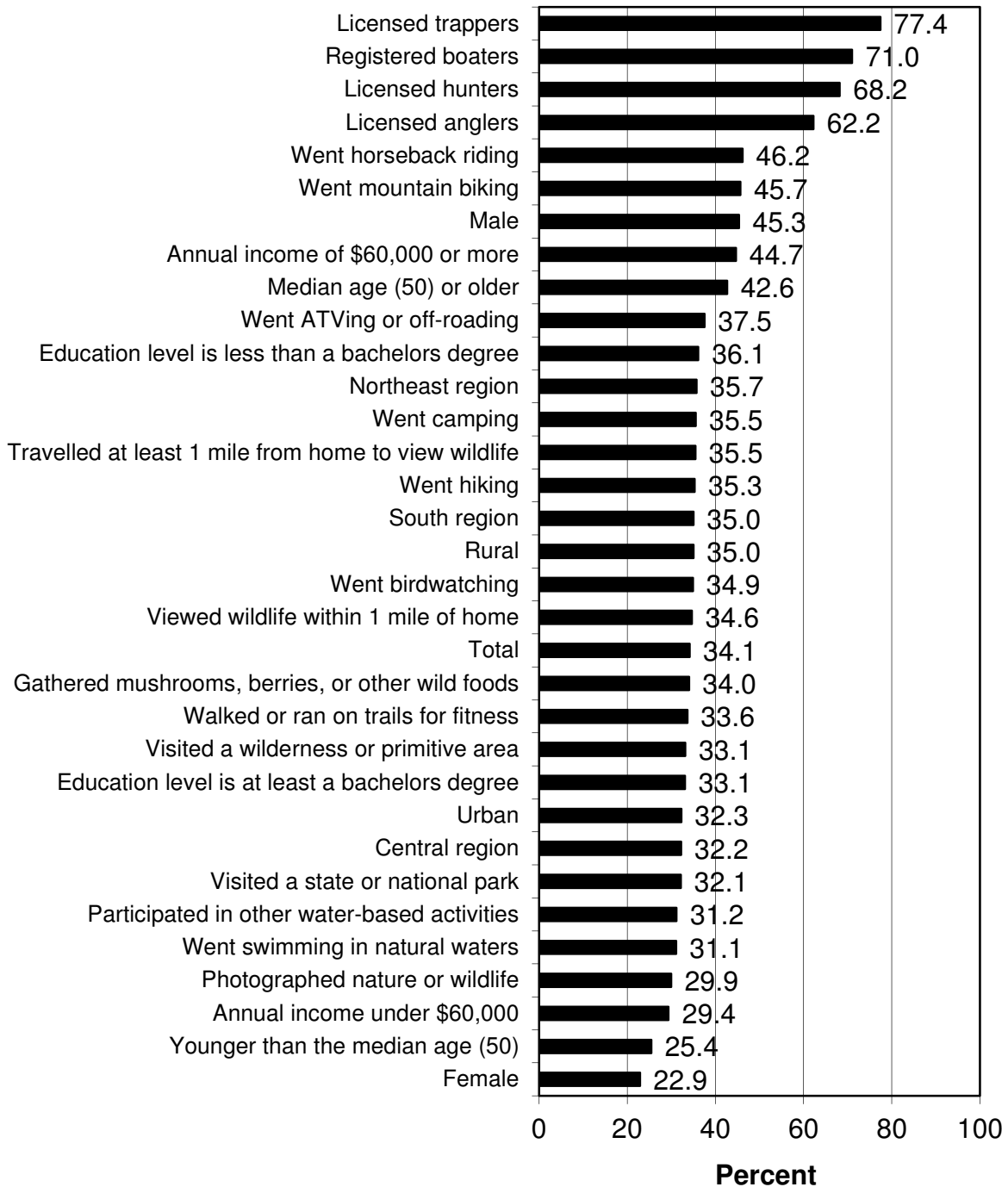
### Percent who knew nothing about the MDIFW prior to the survey.



### Percent who think the MDIFW is funded by excise taxes on hunting and fishing equipment.

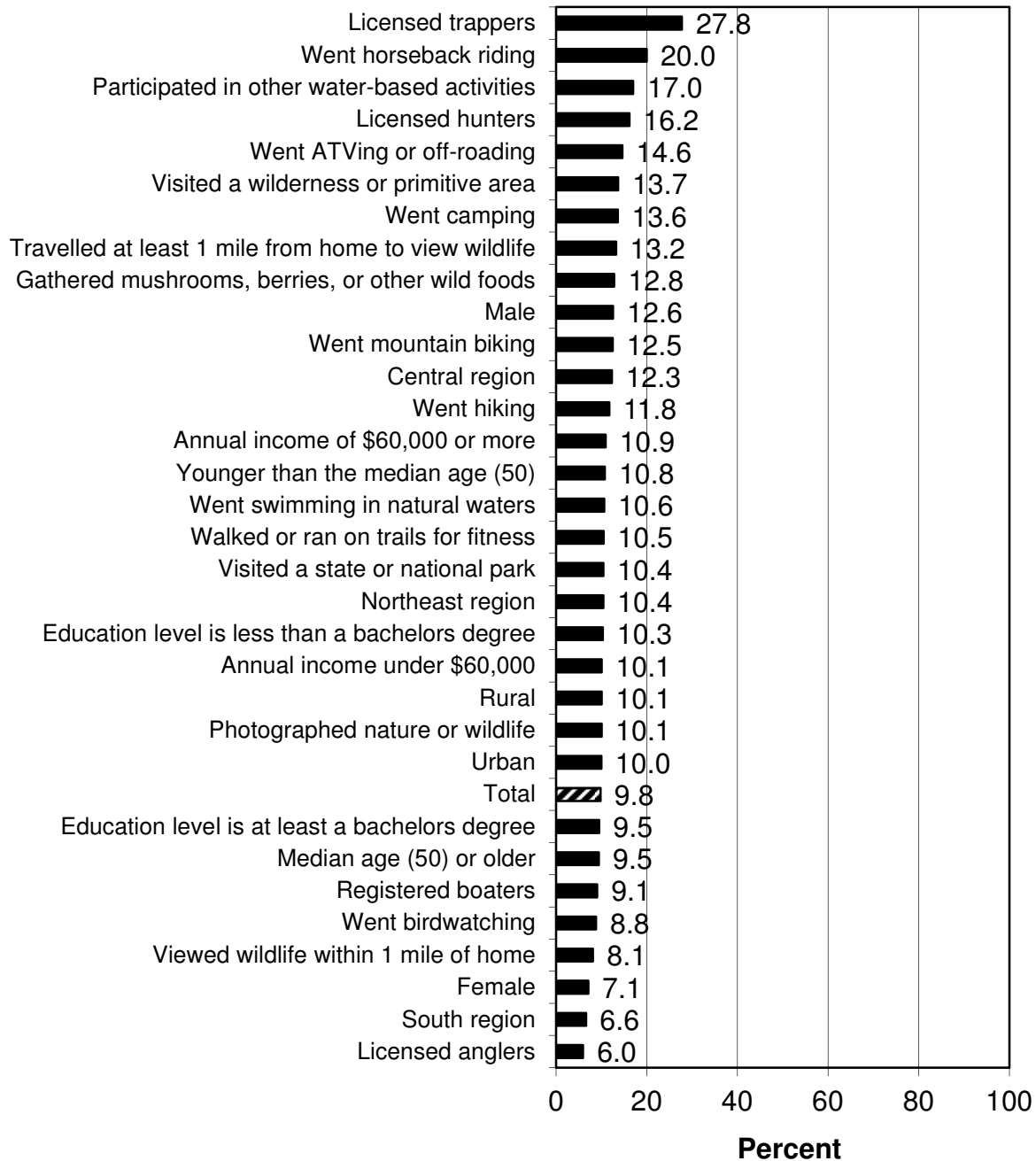


## Percent who think the MDIFW is funded by hunting and fishing licenses.

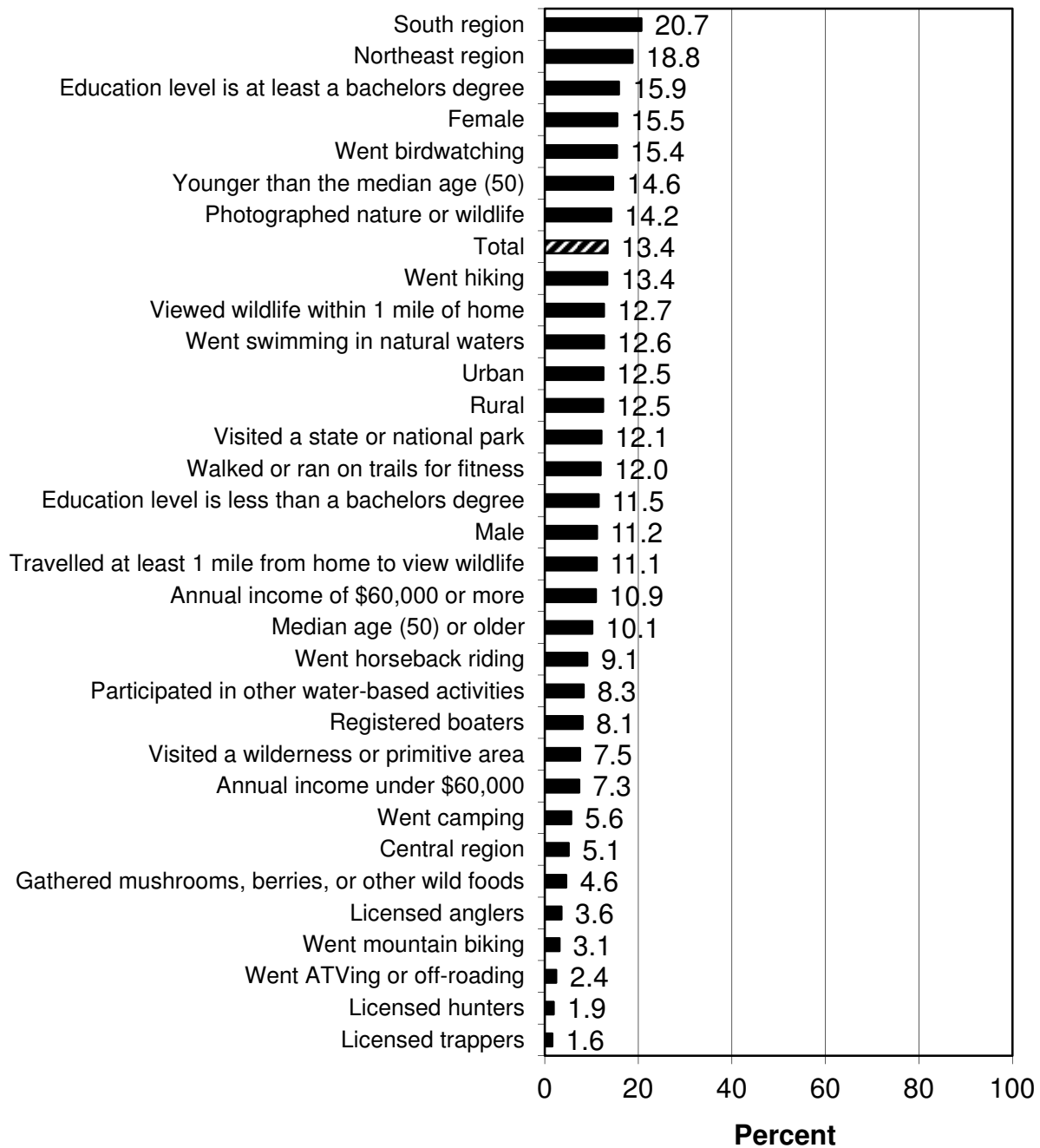


## SOURCES OF INFORMATION AND CREDIBILITY OF SOURCES

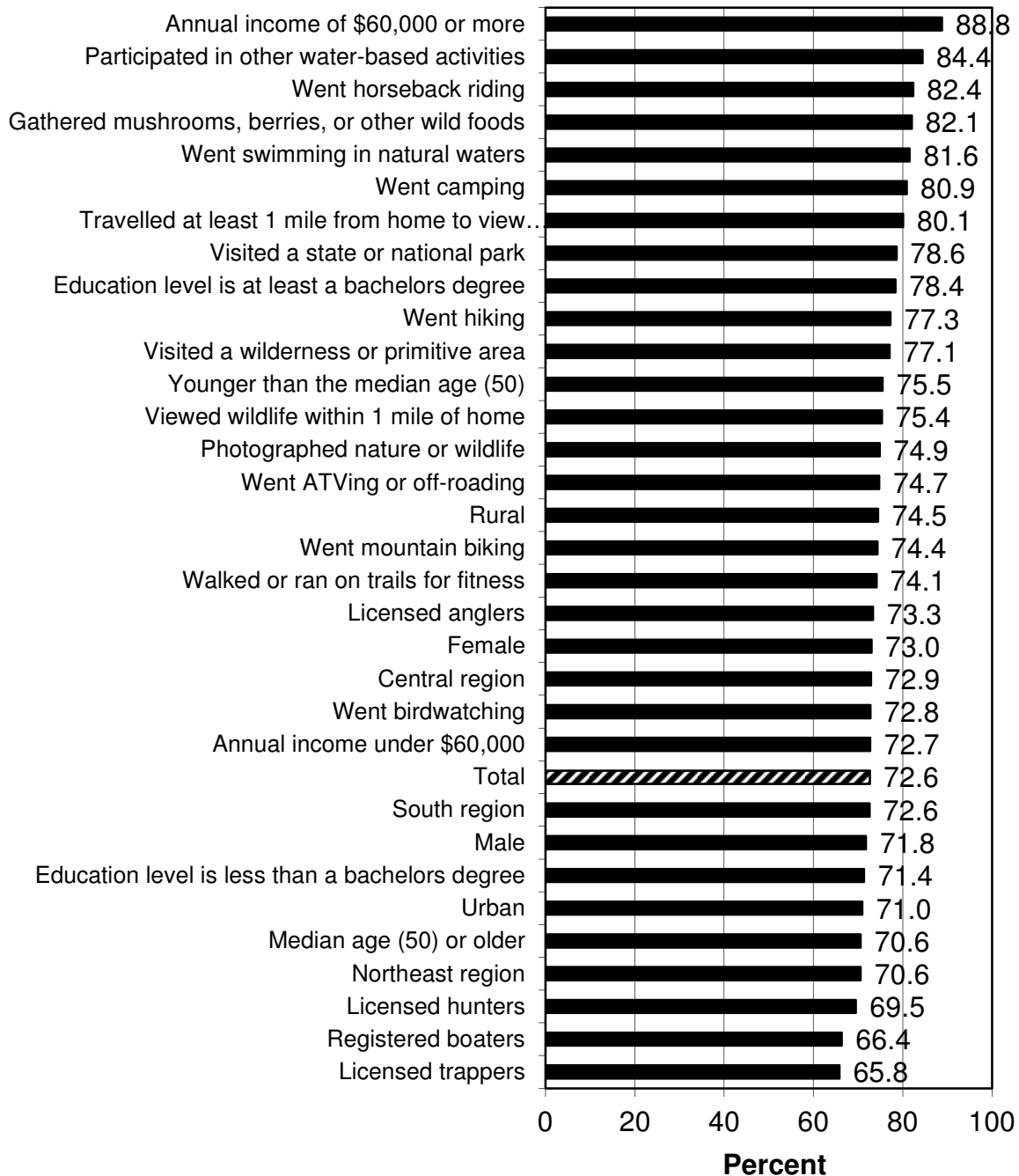
### Percent who have seen a great deal of information or communication from the MDIFW in the past 5 years.



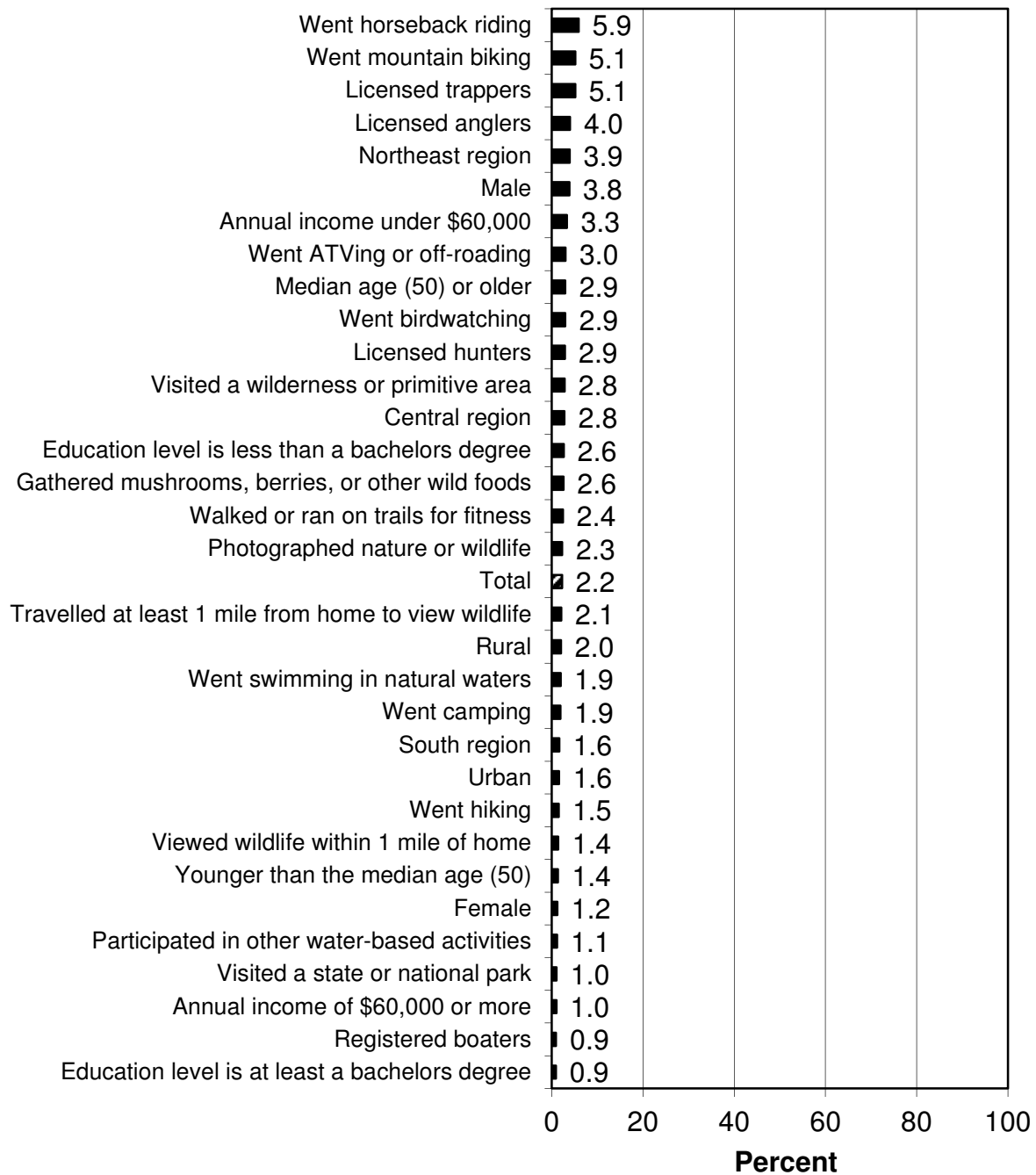
### Percent who have not seen any information or communication from the MDIFW in the past 5 years.



**Percent who think a biologist with the MDIFW is  
a very credible source of information on fish  
and wildlife and outdoor recreation.**



**Percent who think a biologist with the MDIFW is not at all a credible source of information on fish and wildlife and outdoor recreation.**

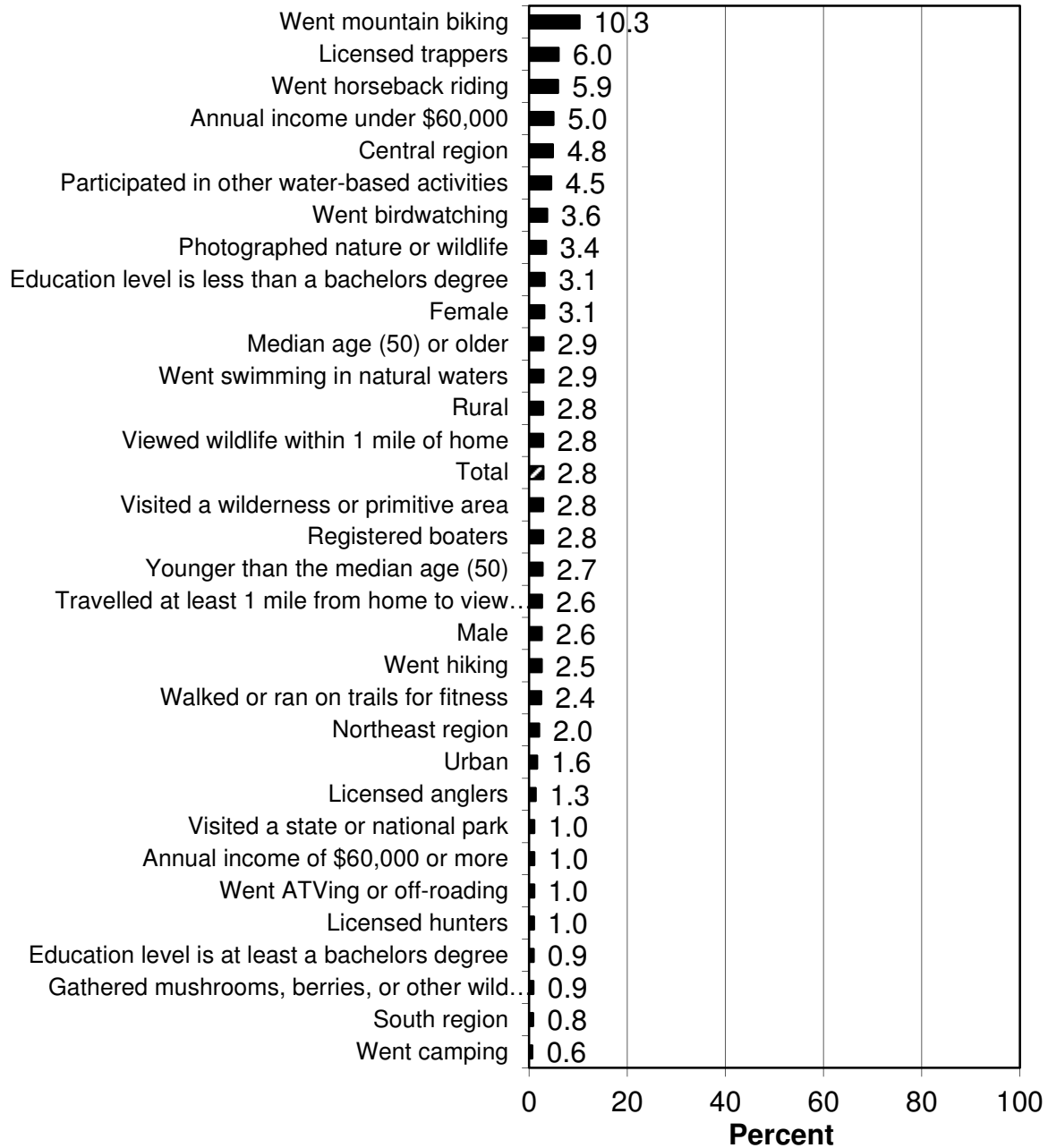


**Percent who think a game warden with the MDIFW is a very credible source of information on fish and wildlife and outdoor recreation.**



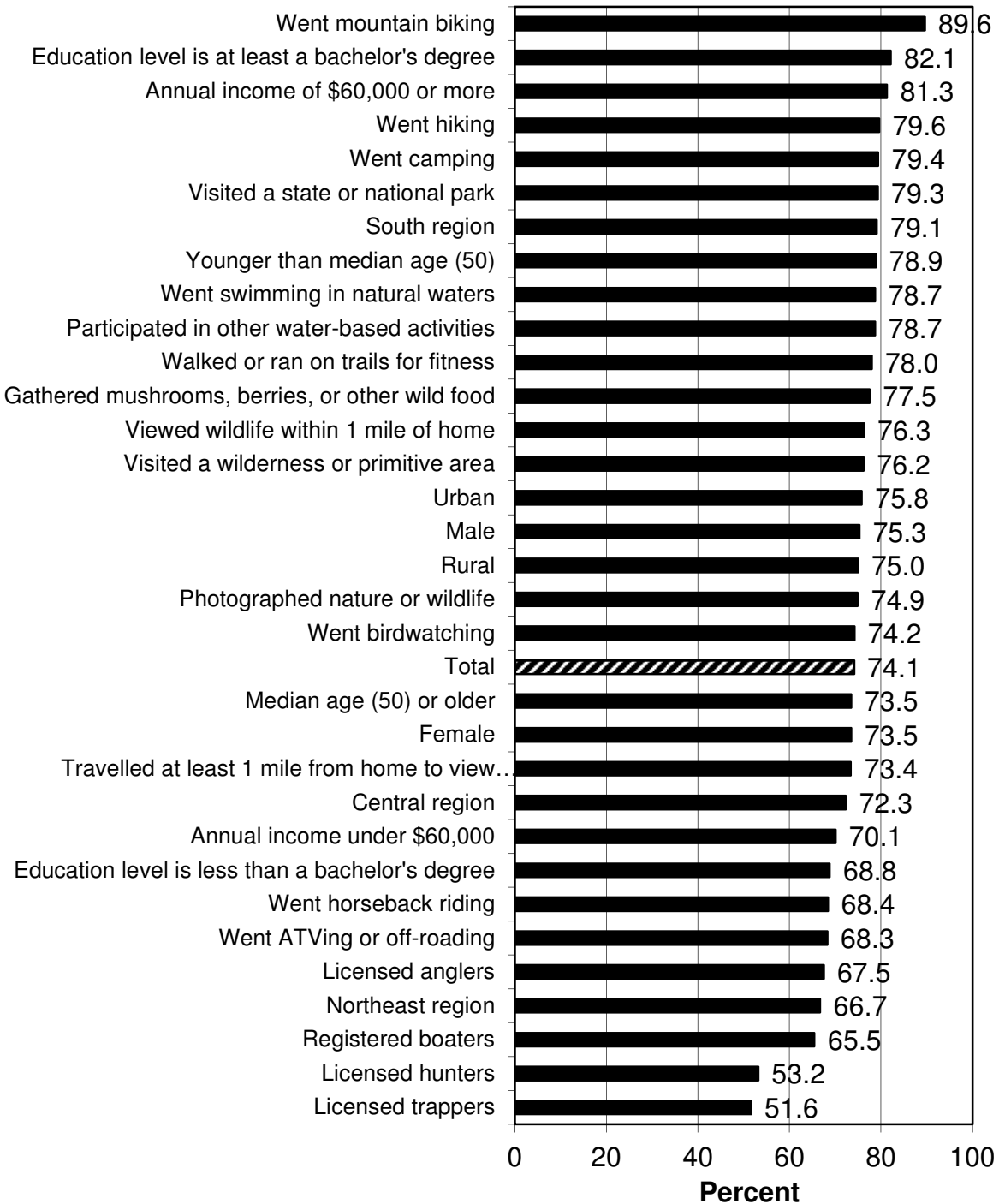


**Percent who think a game warden with the MDIFW is not at all a credible source of information on fish and wildlife and outdoor recreation.**

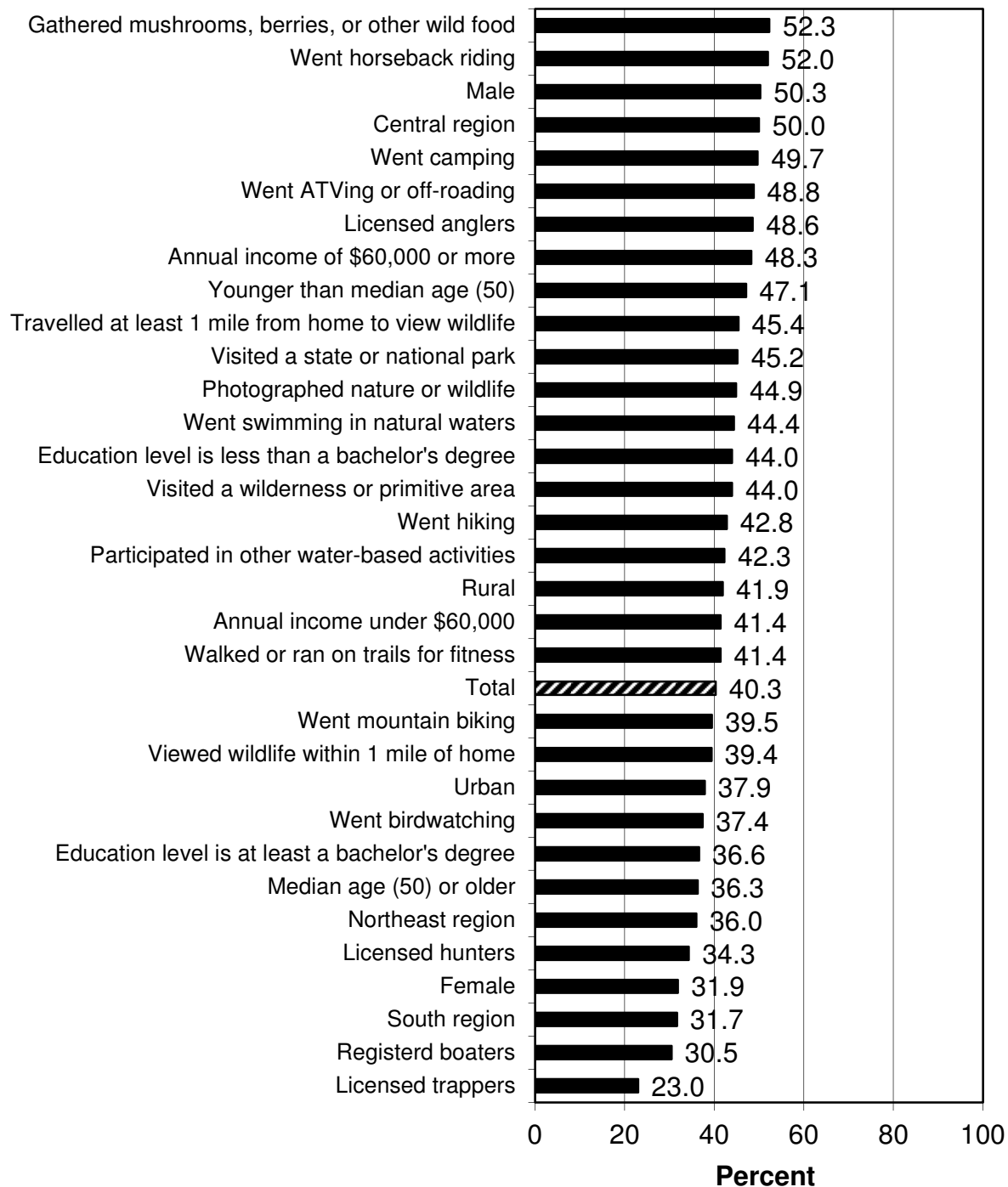


## RATINGS OF OUTDOOR RECREATION AND THE DEPARTMENT

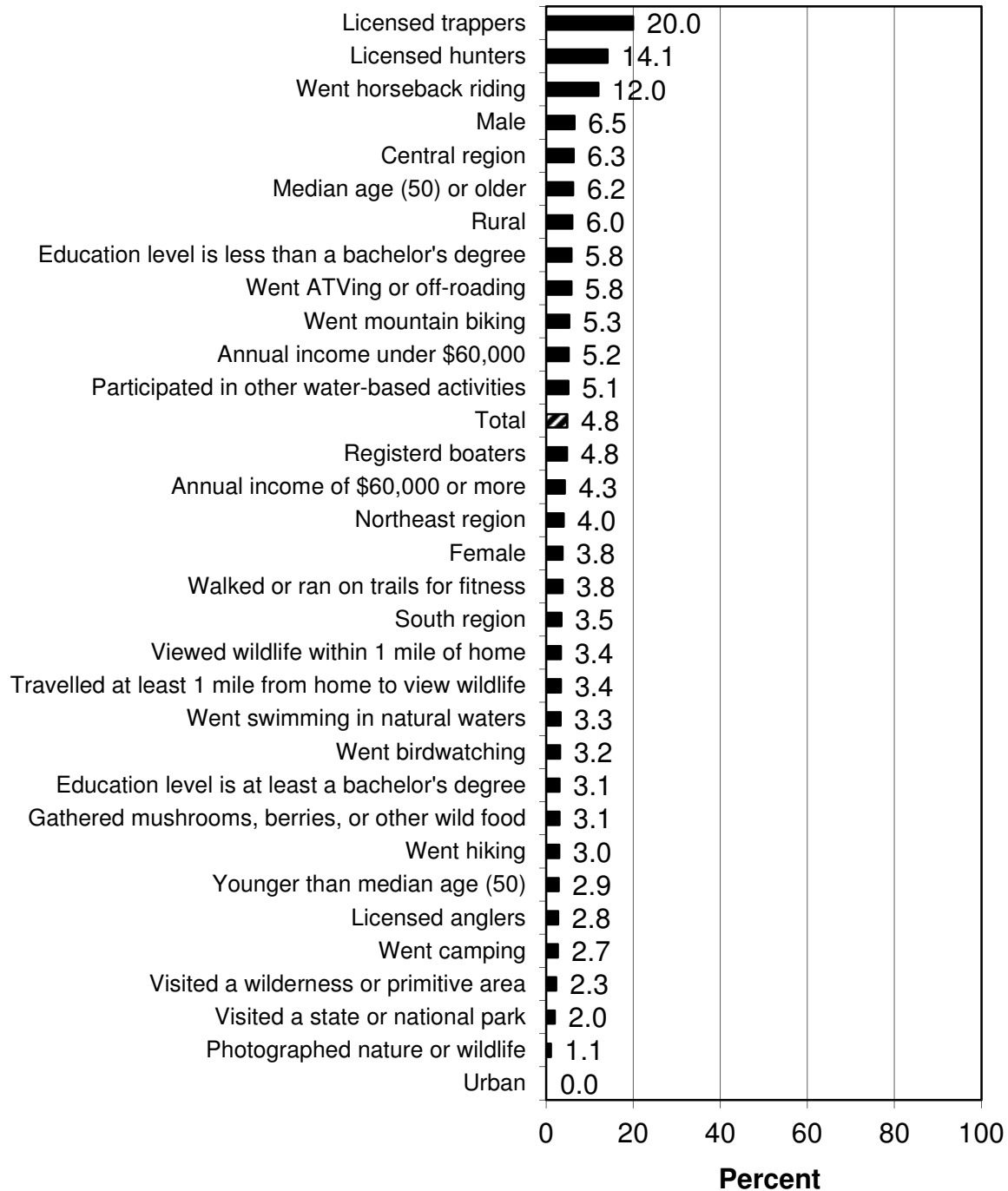
### Percent who rated the availability of outdoor recreation opportunities as excellent.



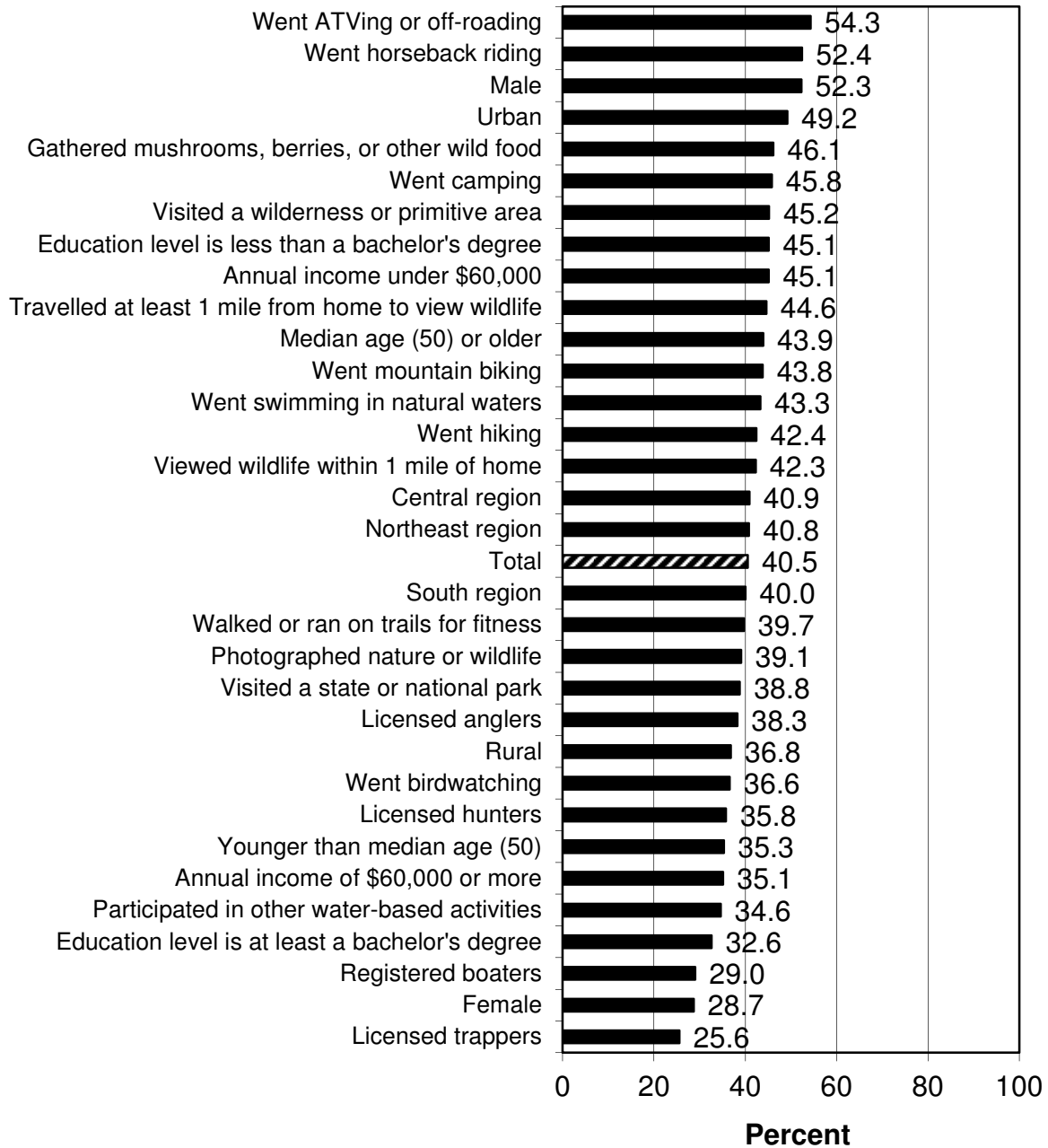
## Percent who are very satisfied with the MDIFW as a government agency.



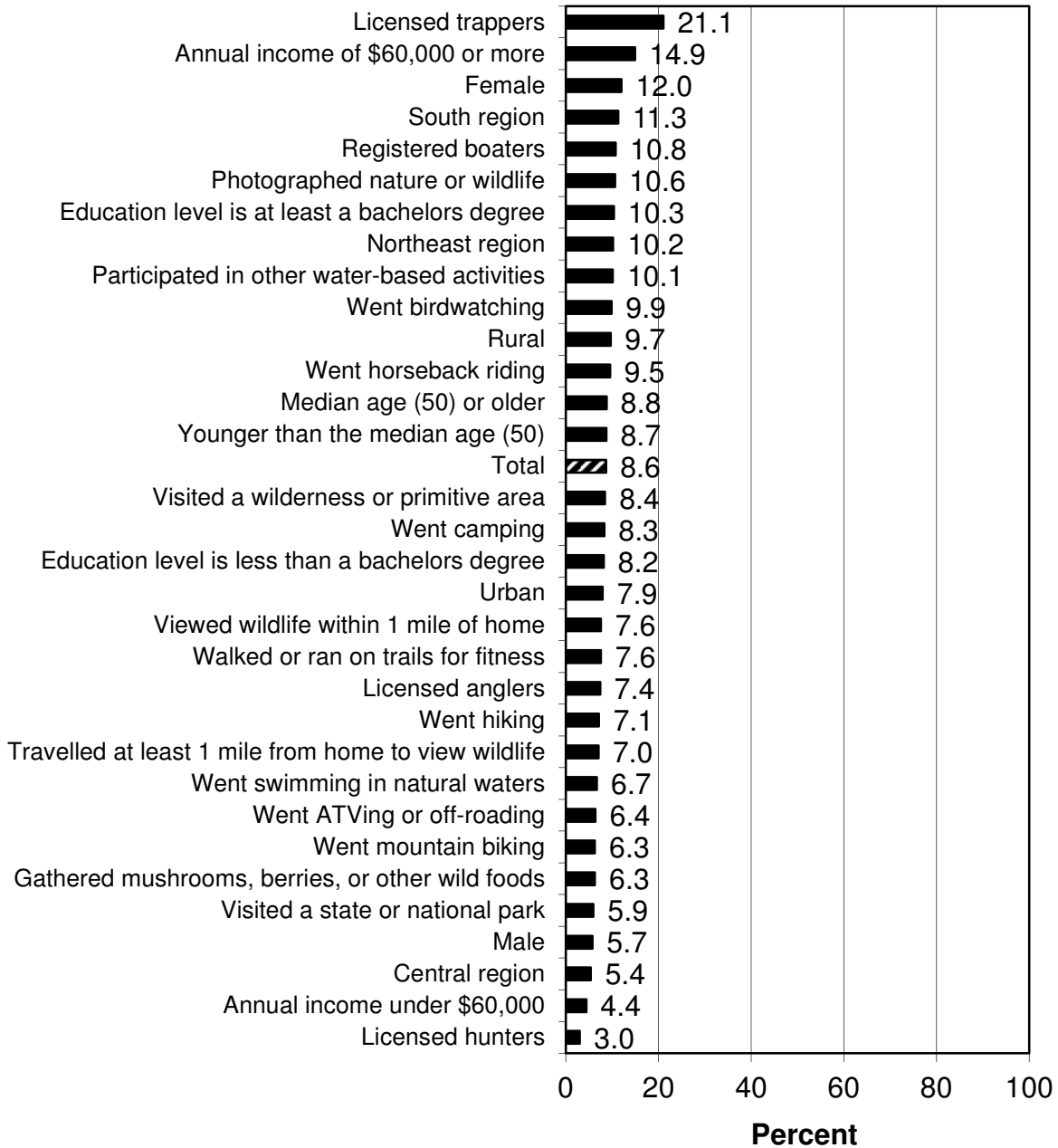
## Percent who are very or somewhat dissatisfied with the MDIFW as a government agency.



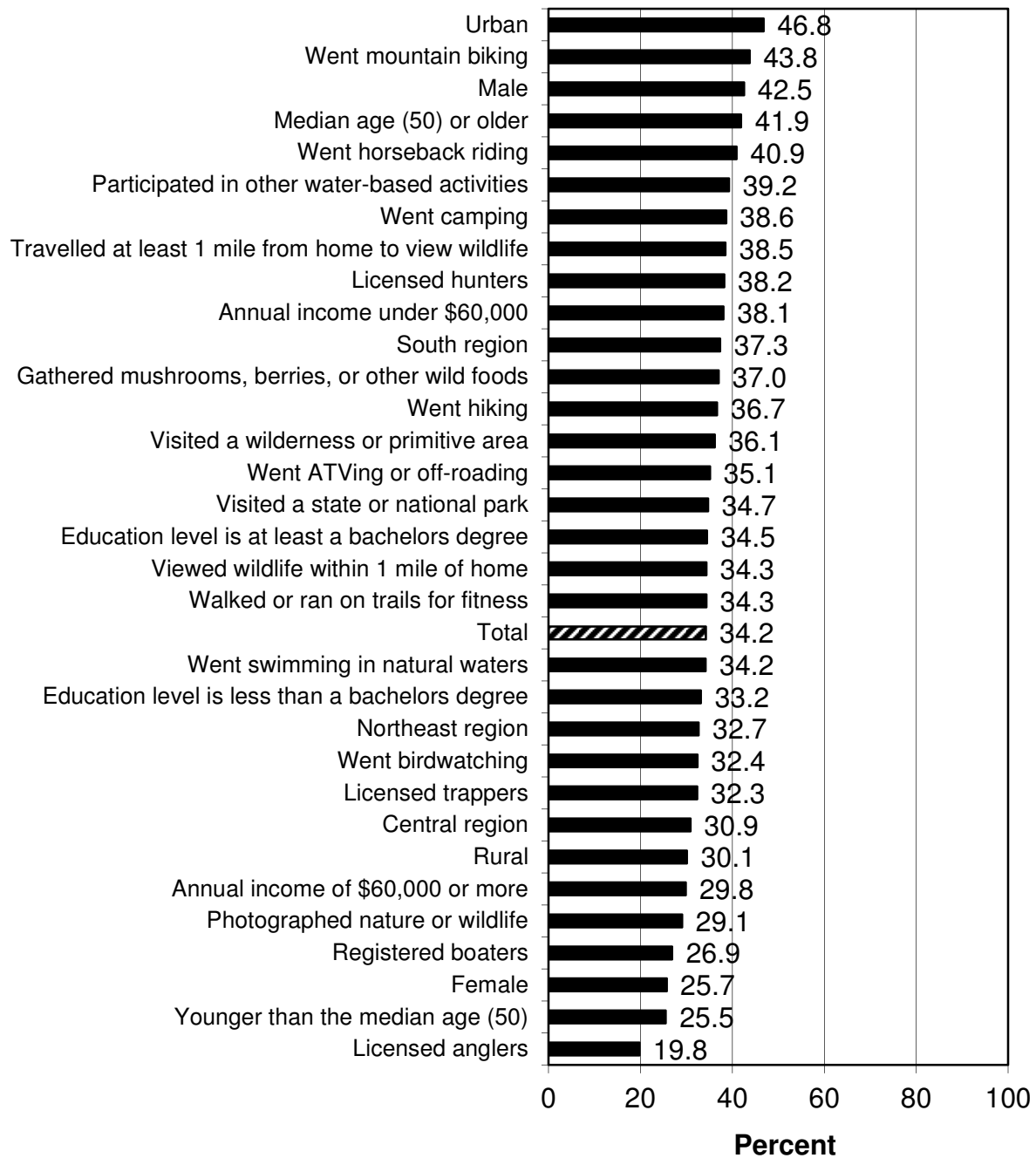
**Percent who strongly agree that the MDIFW effectively balances the interests of anglers, hunters, conservation groups, and the general public.**



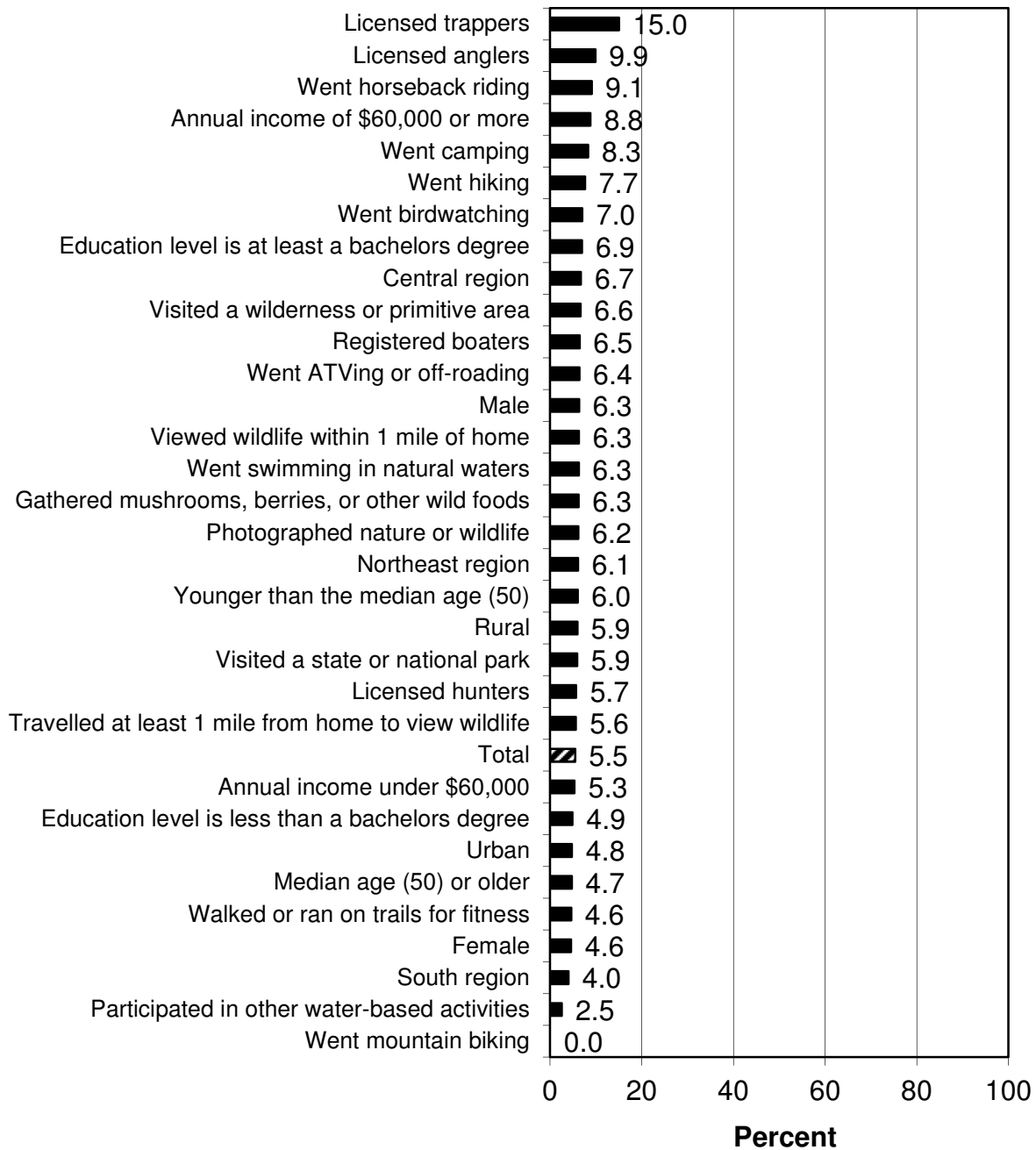
**Percent who strongly or moderately disagree that the MDIFW effectively balances the interests of anglers, hunters, conservation groups, and the general public.**



**Percent who strongly agree that scientific fish and wildlife methods serve as the primary guide for the work of the MDIFW.**

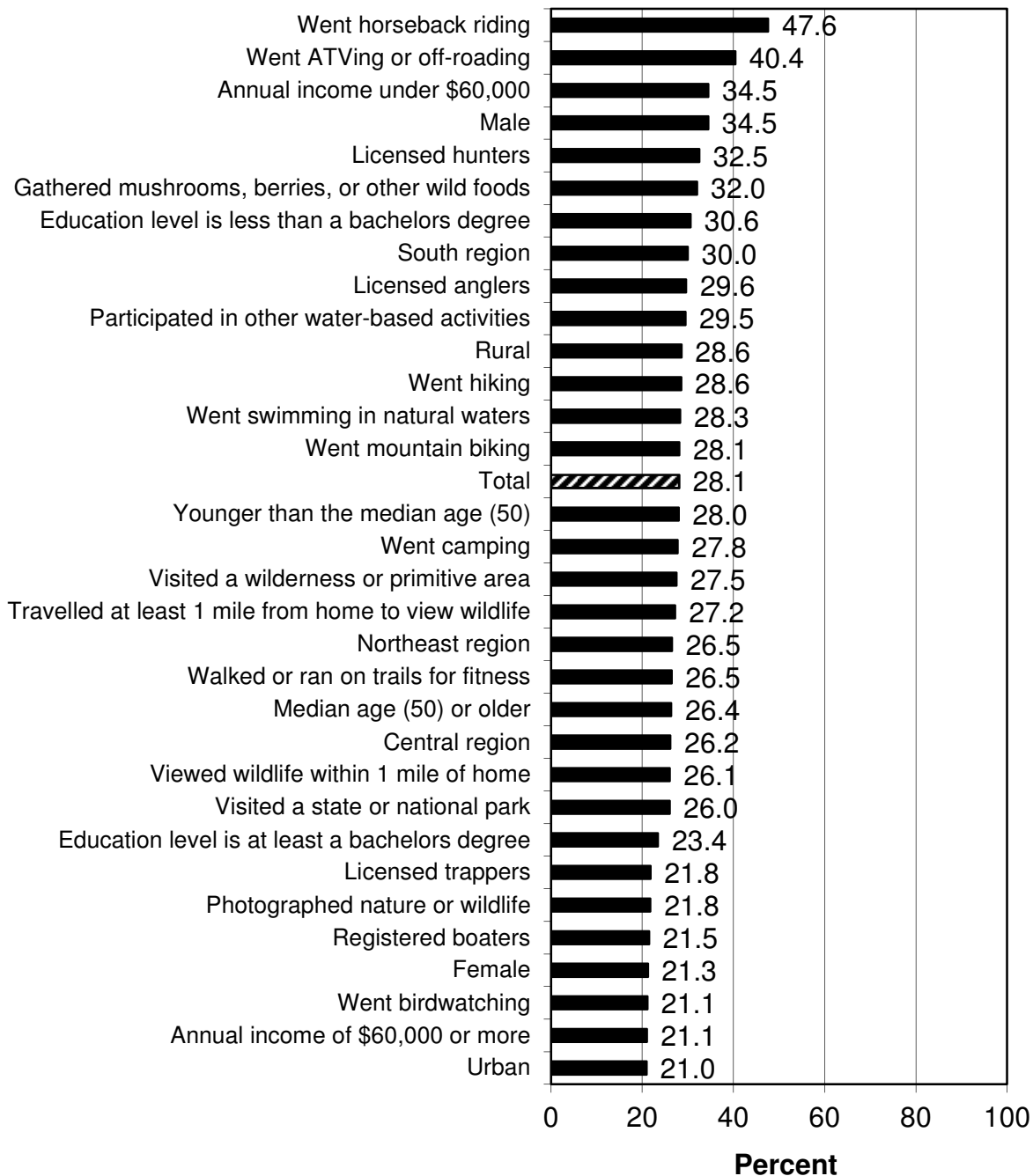


**Percent who strongly or moderately disagree that scientific fish and wildlife methods serve as the primary guide for the work of the MDIFW.**

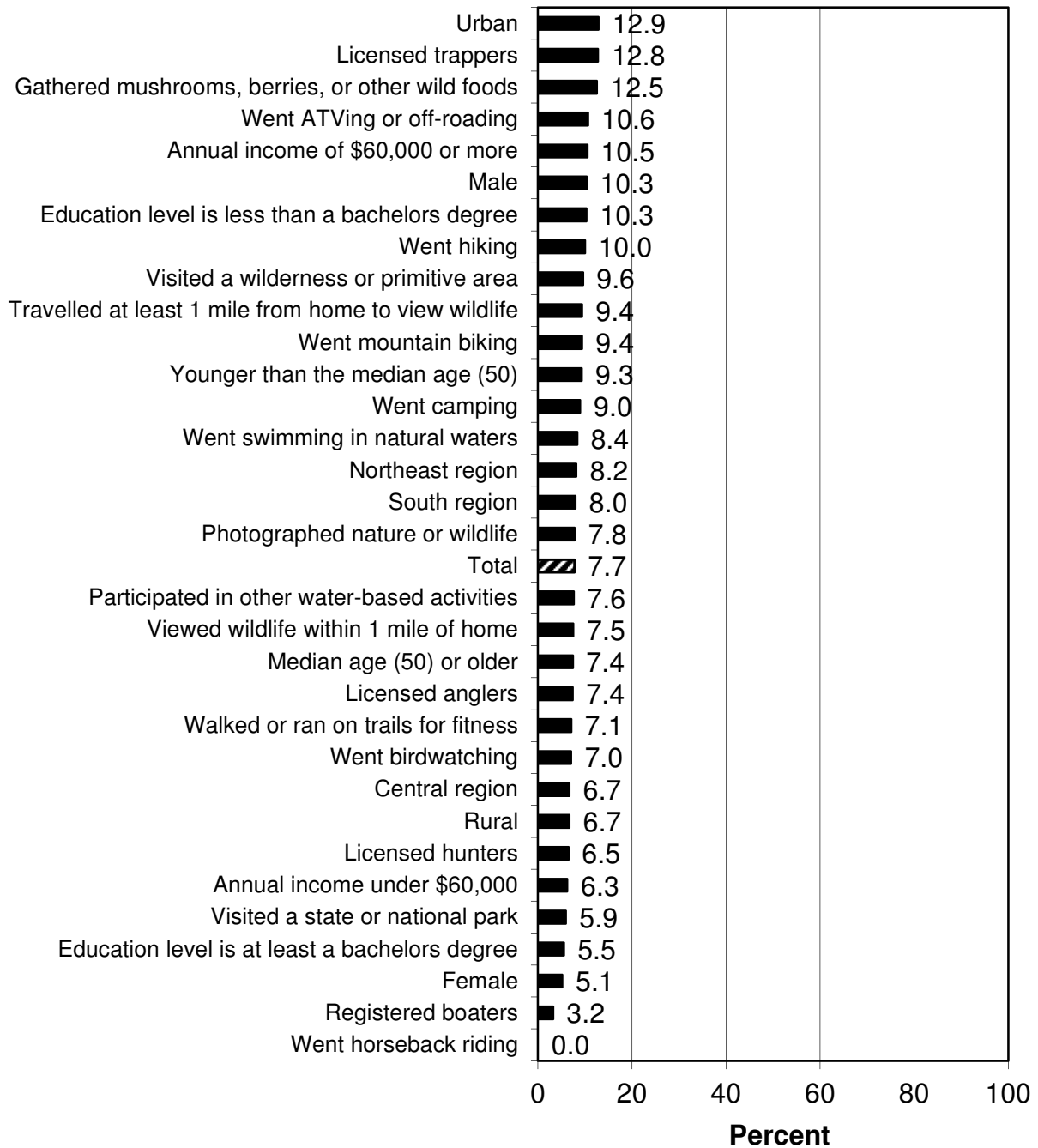




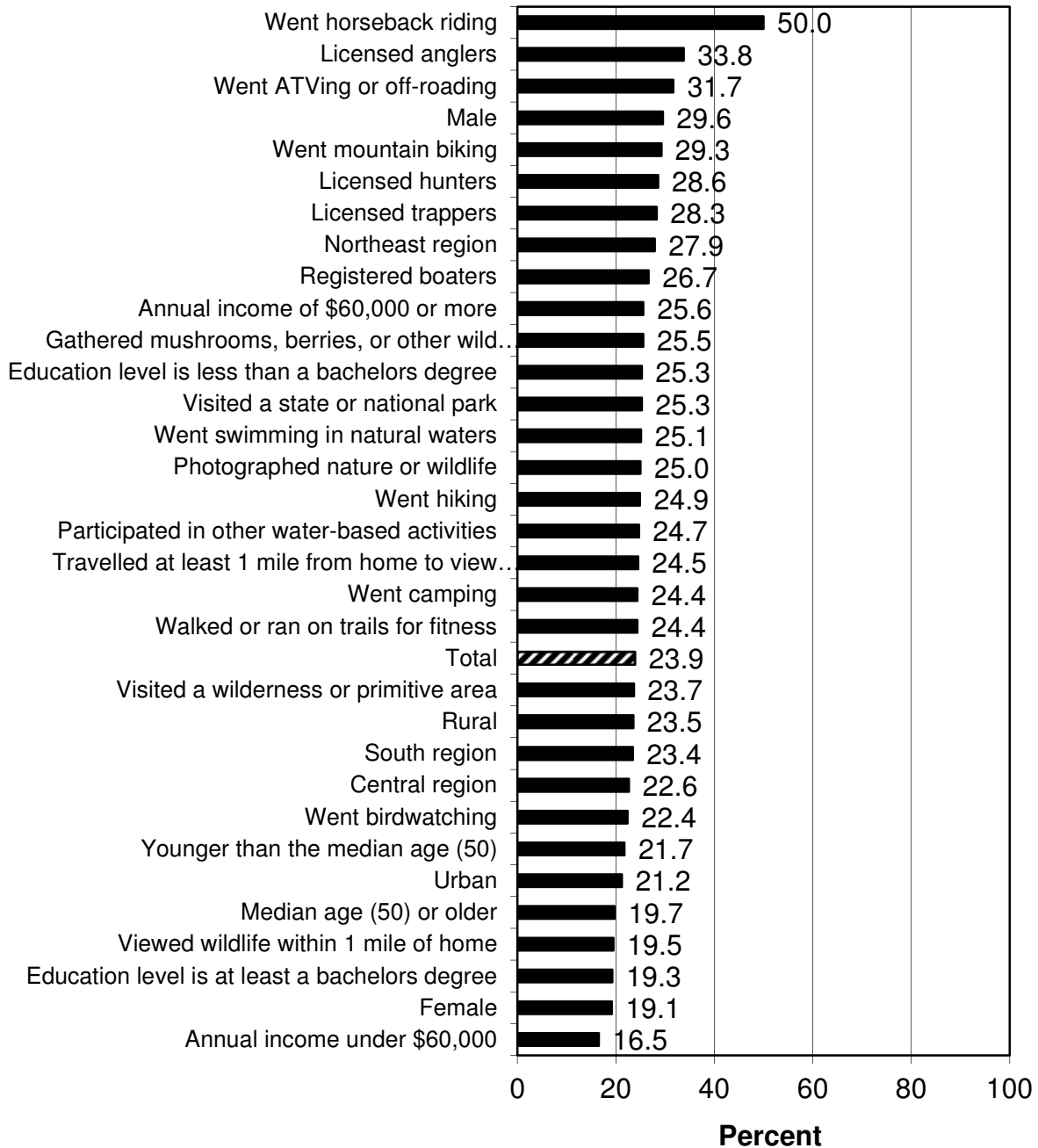
### Percent who strongly agree that the MDIFW primarily serves the interests of hunters and anglers.



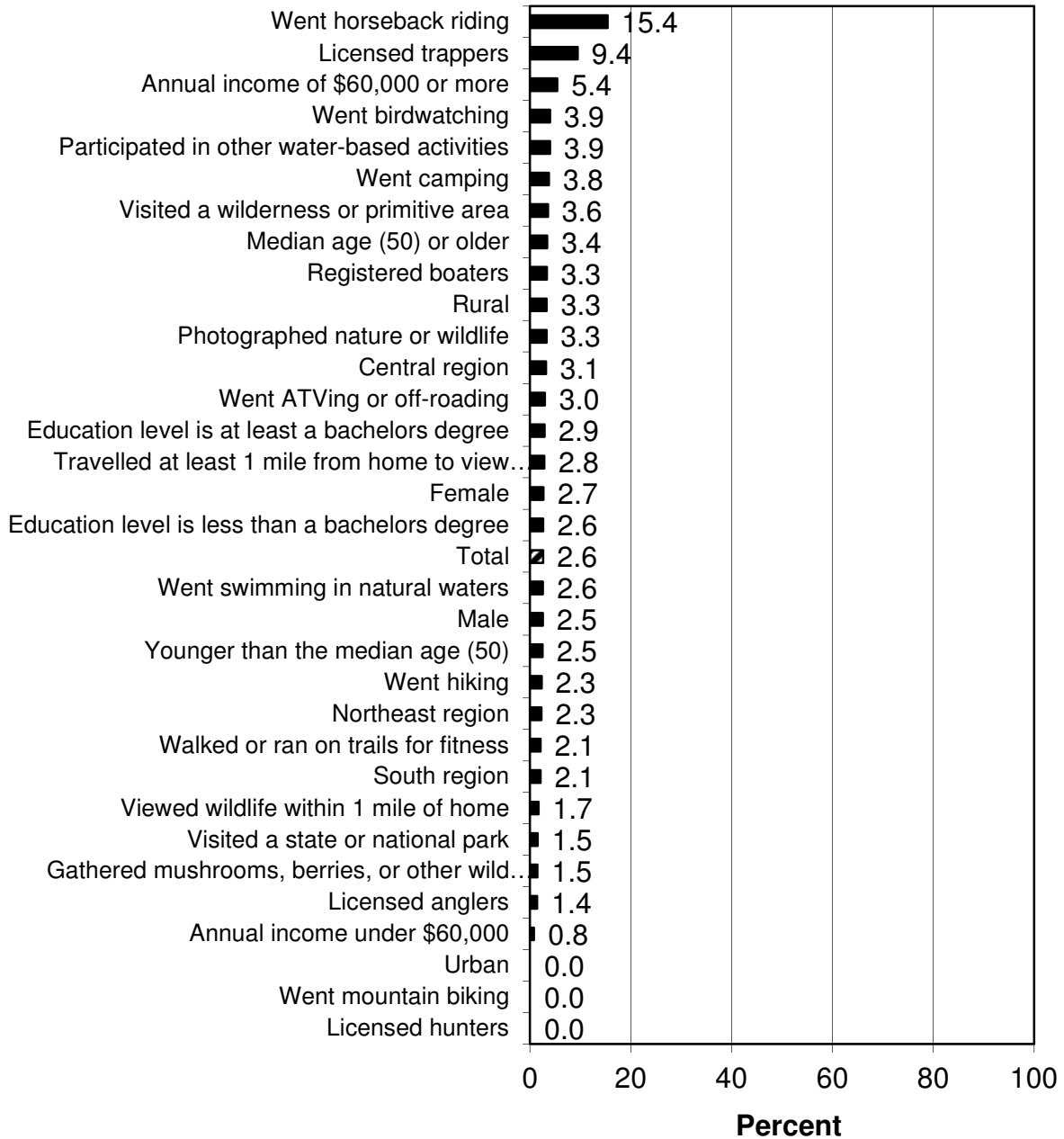
### Percent who strongly disagree that the MDIFW primarily serves the interests of hunters and anglers.



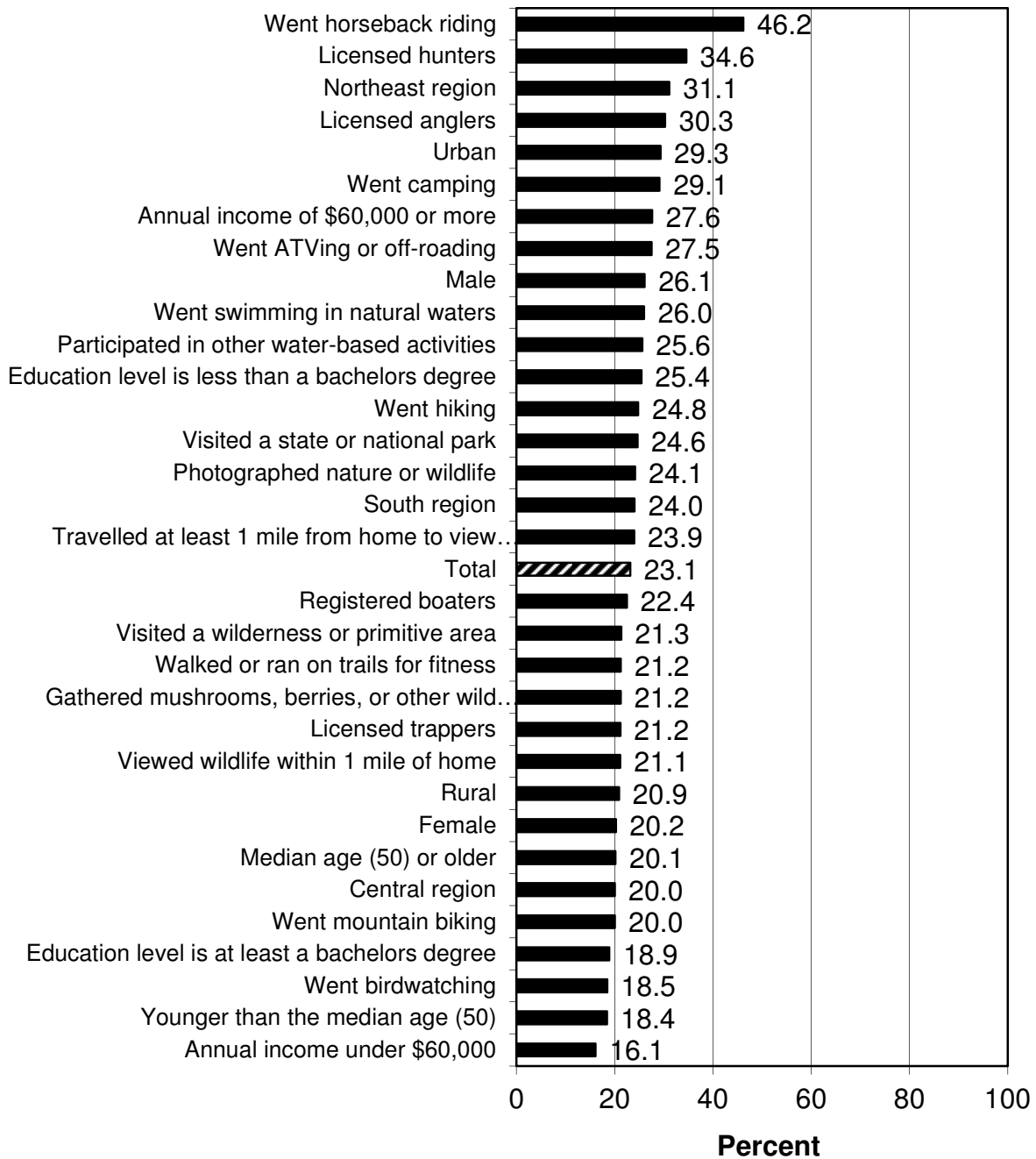
### Percent who think the MDIFW is doing an excellent job at protecting endangered species of fish and wildlife.



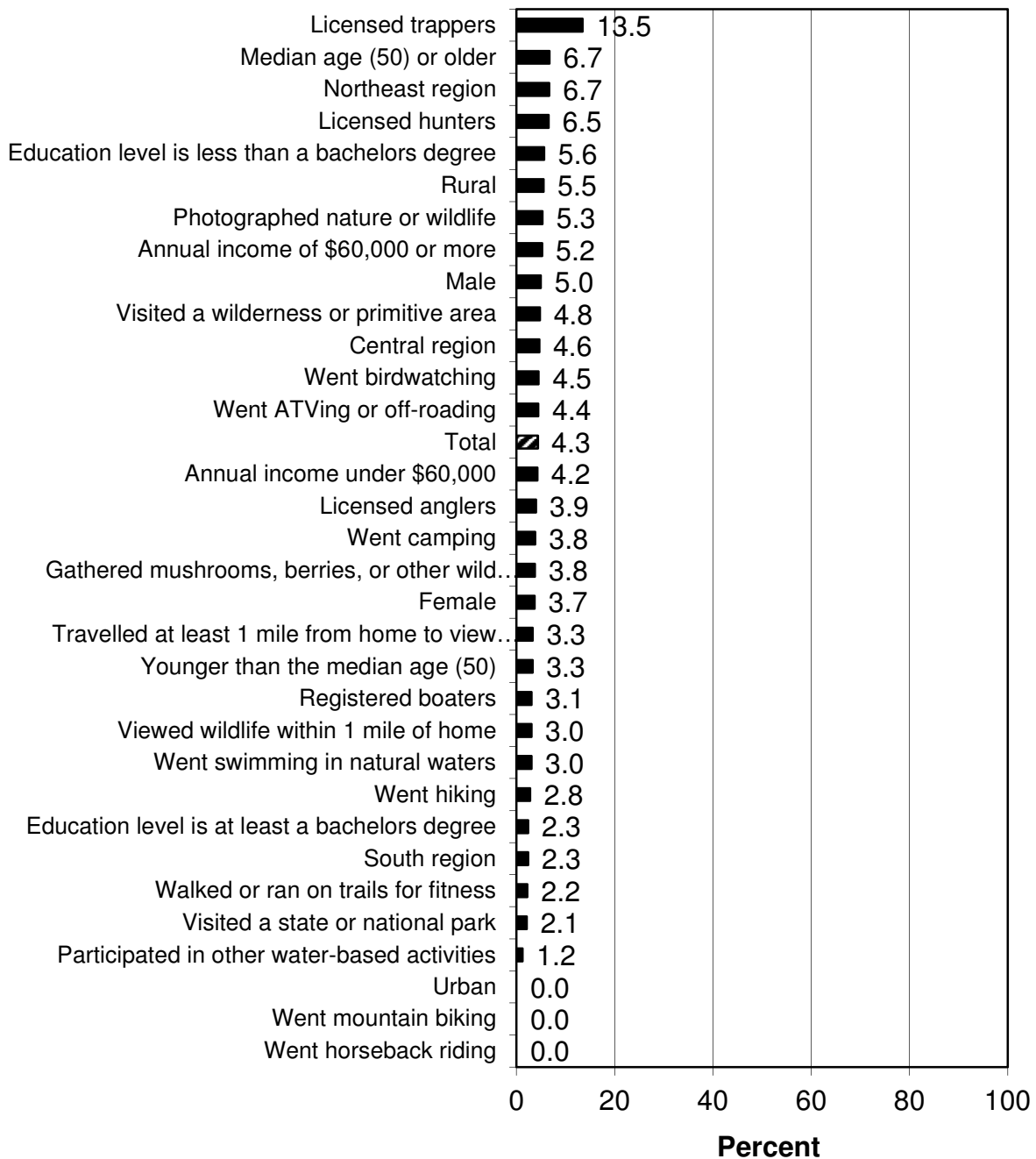
## Percent who think the MDIFW is doing a poor job at protecting endangered species of fish and wildlife.



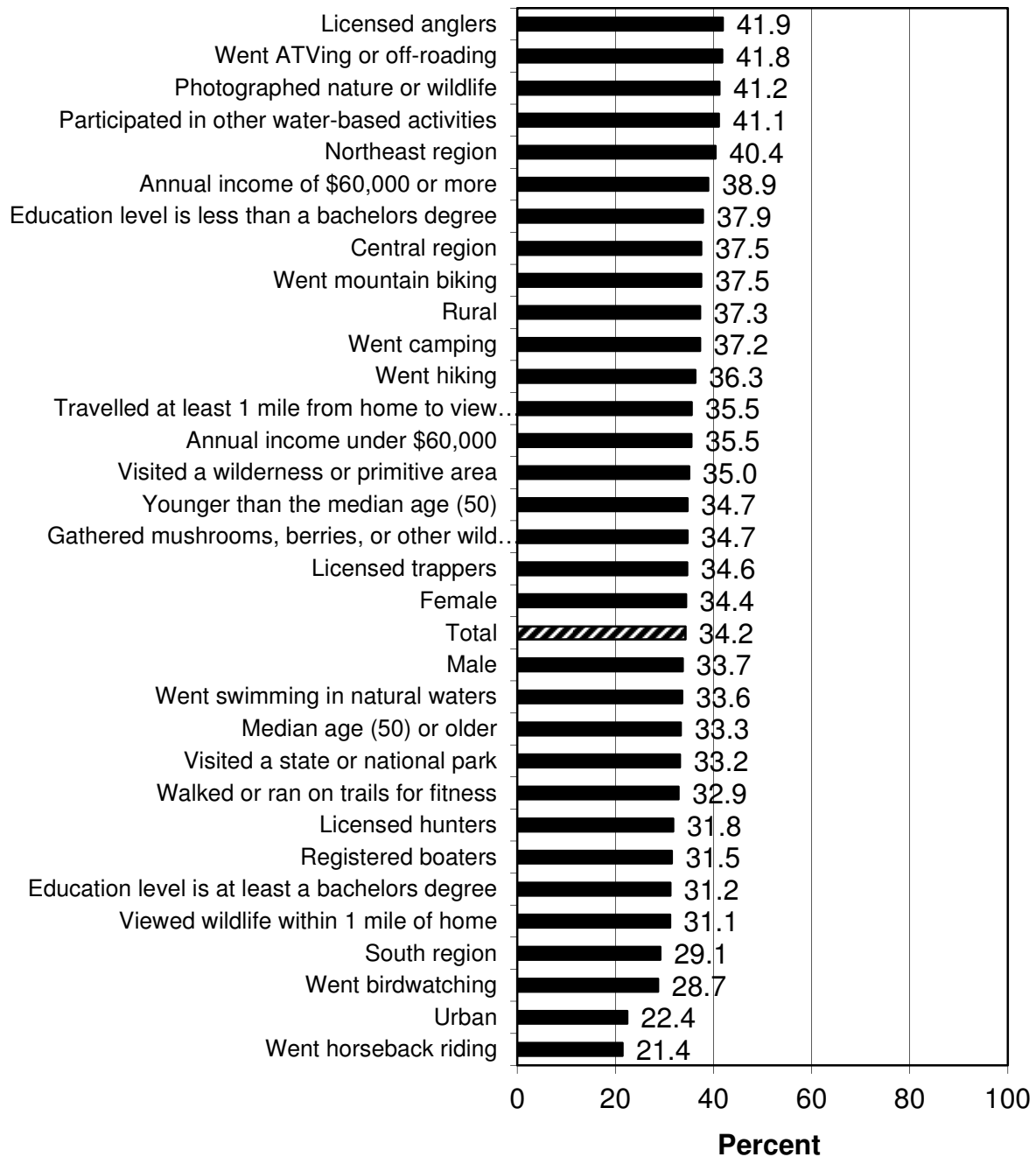
## Percent who think the MDIFW is doing an excellent job at managing wildlife populations.



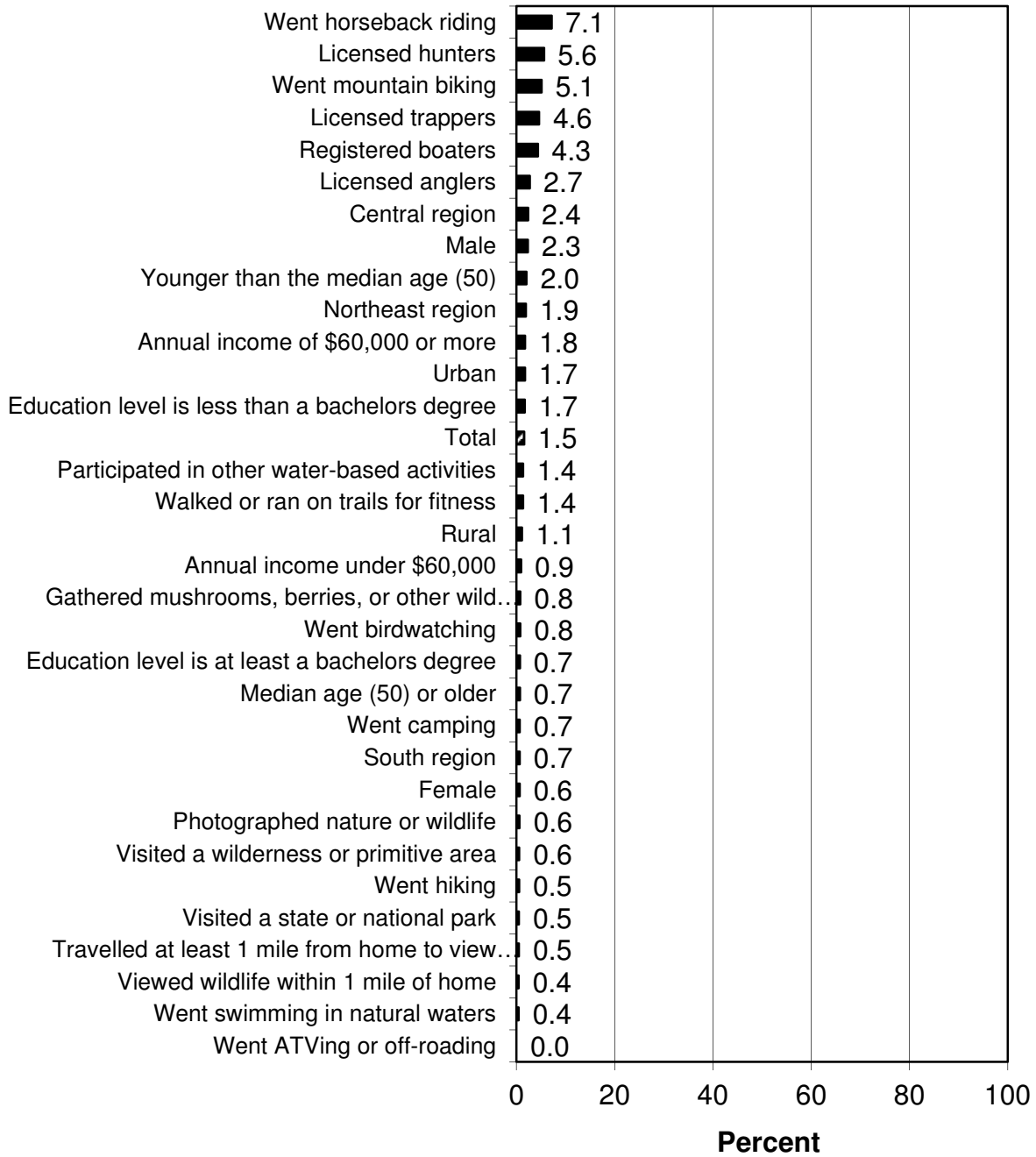
## Percent who think the MDIFW is doing a poor job at managing wildlife populations.



### Percent who think the MDIFW is doing an excellent job at enforcing fish and game laws.

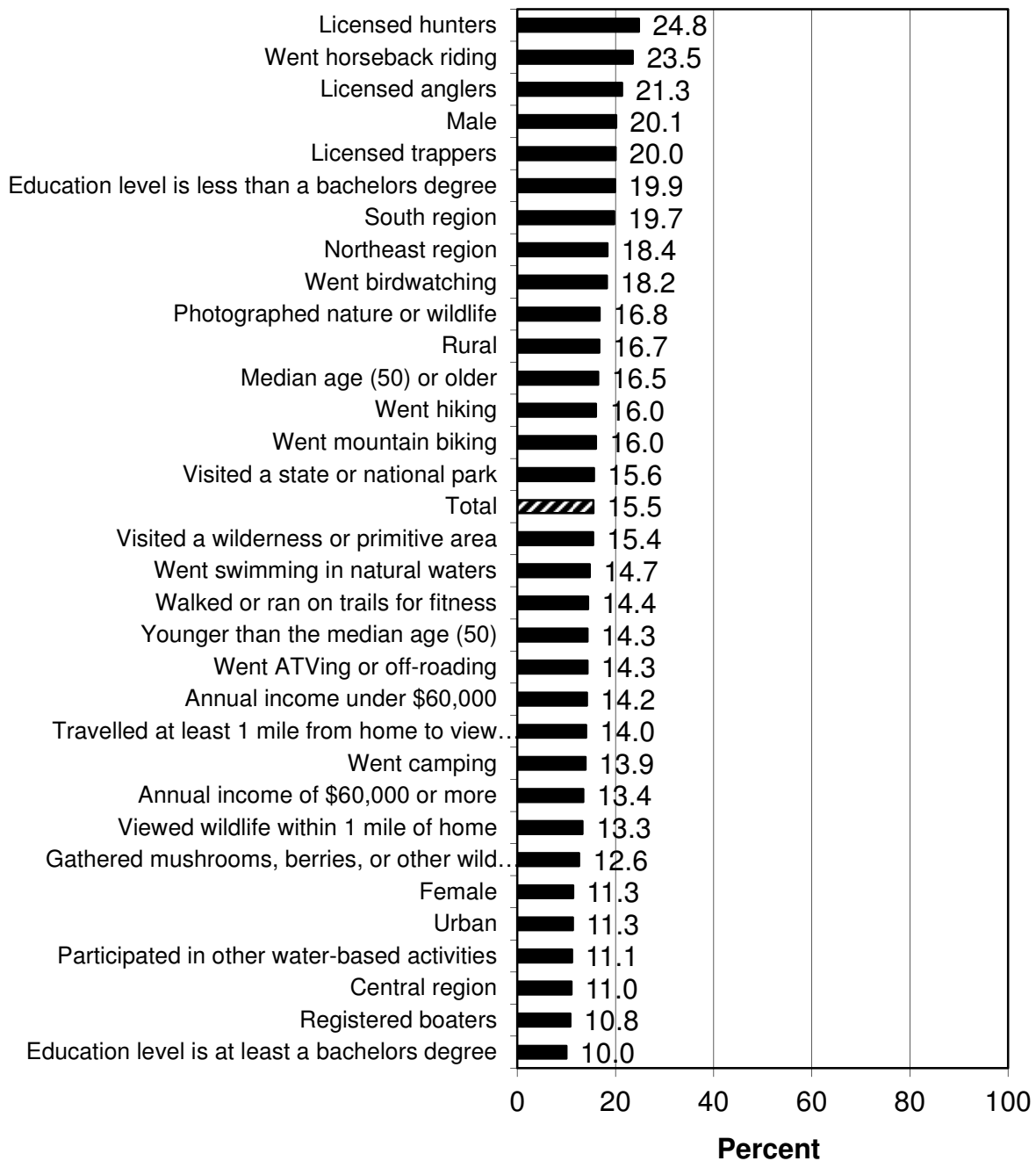


### Percent who think the MDIFW is doing a poor job at enforcing fish and game laws.

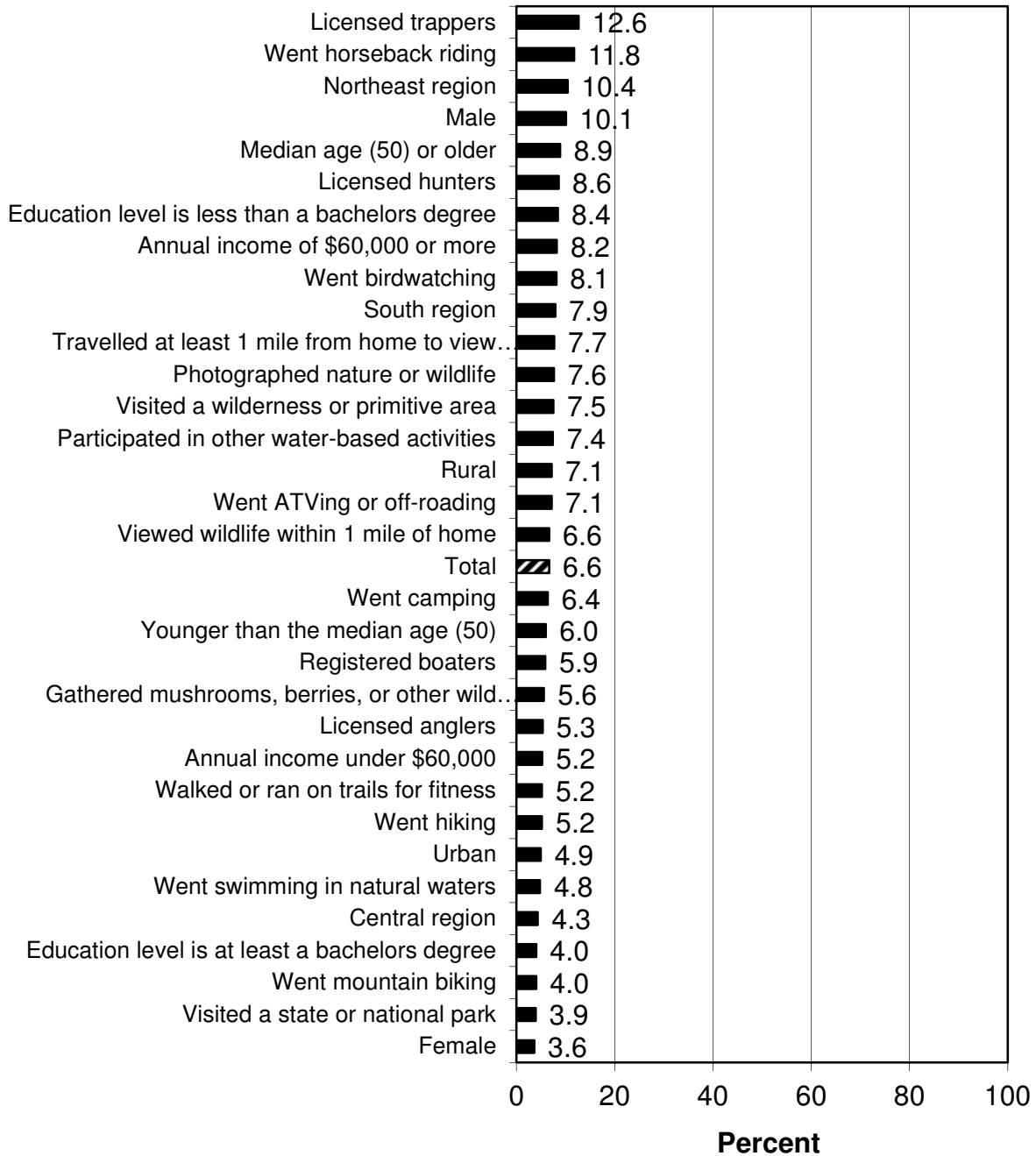




### Percent who think the MDIFW is doing an excellent job at communicating with the public.

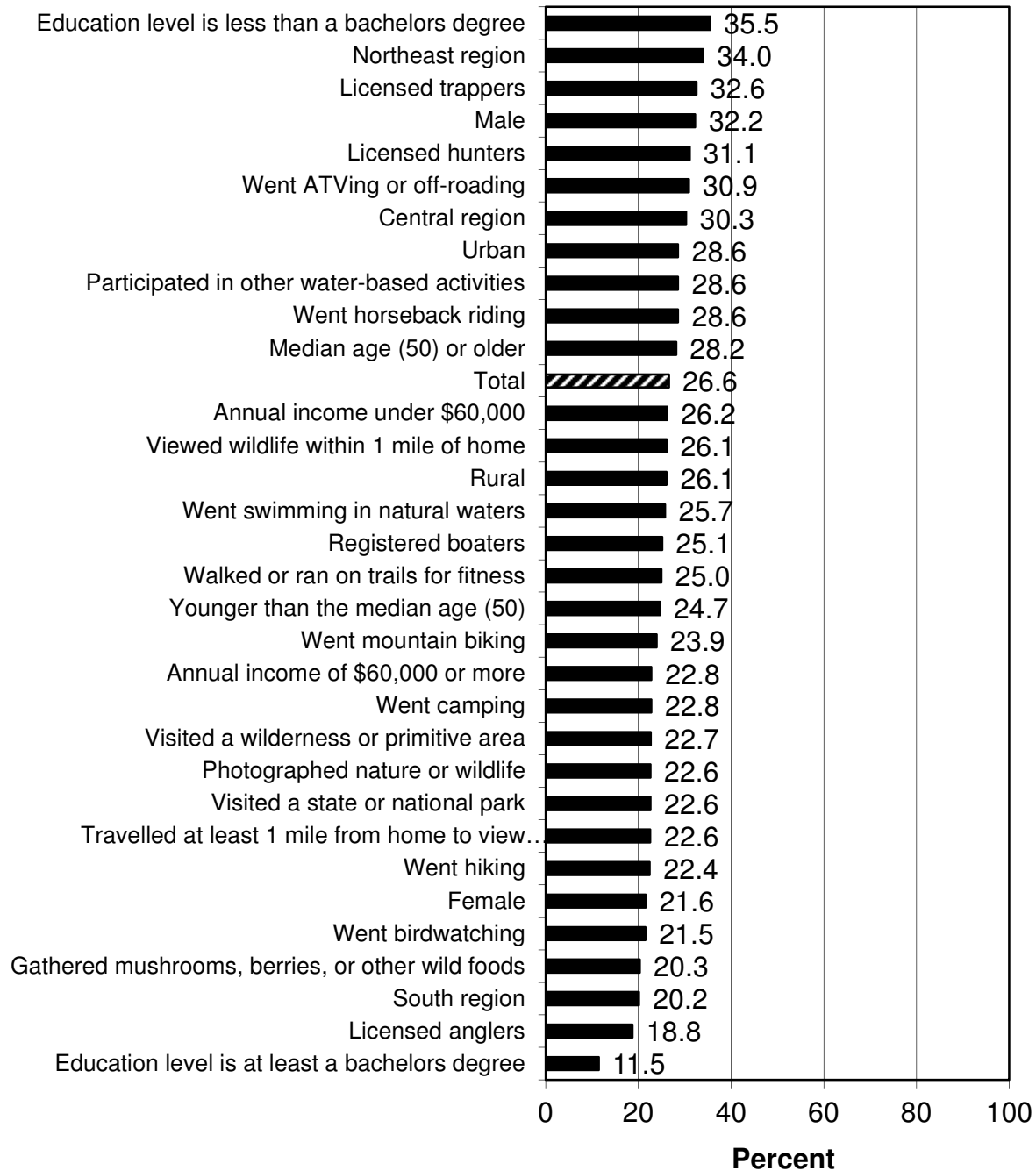


### Percent who think the MDIFW is doing a poor job at communicating with the public.

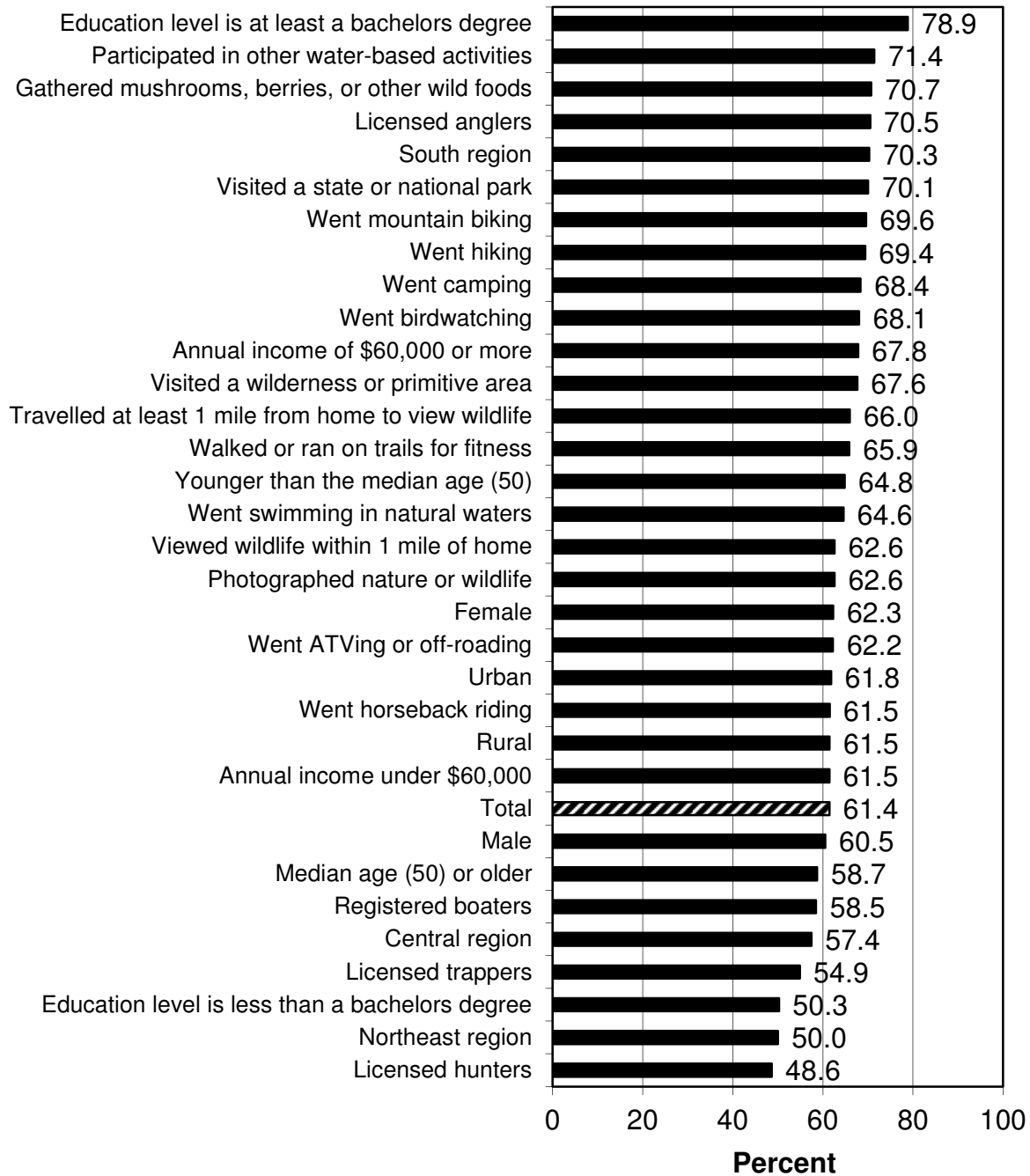


**OPINIONS ON FISH/WILDLIFE MANAGEMENT, ON LAND USE, AND ON HUNTING AND FISHING**

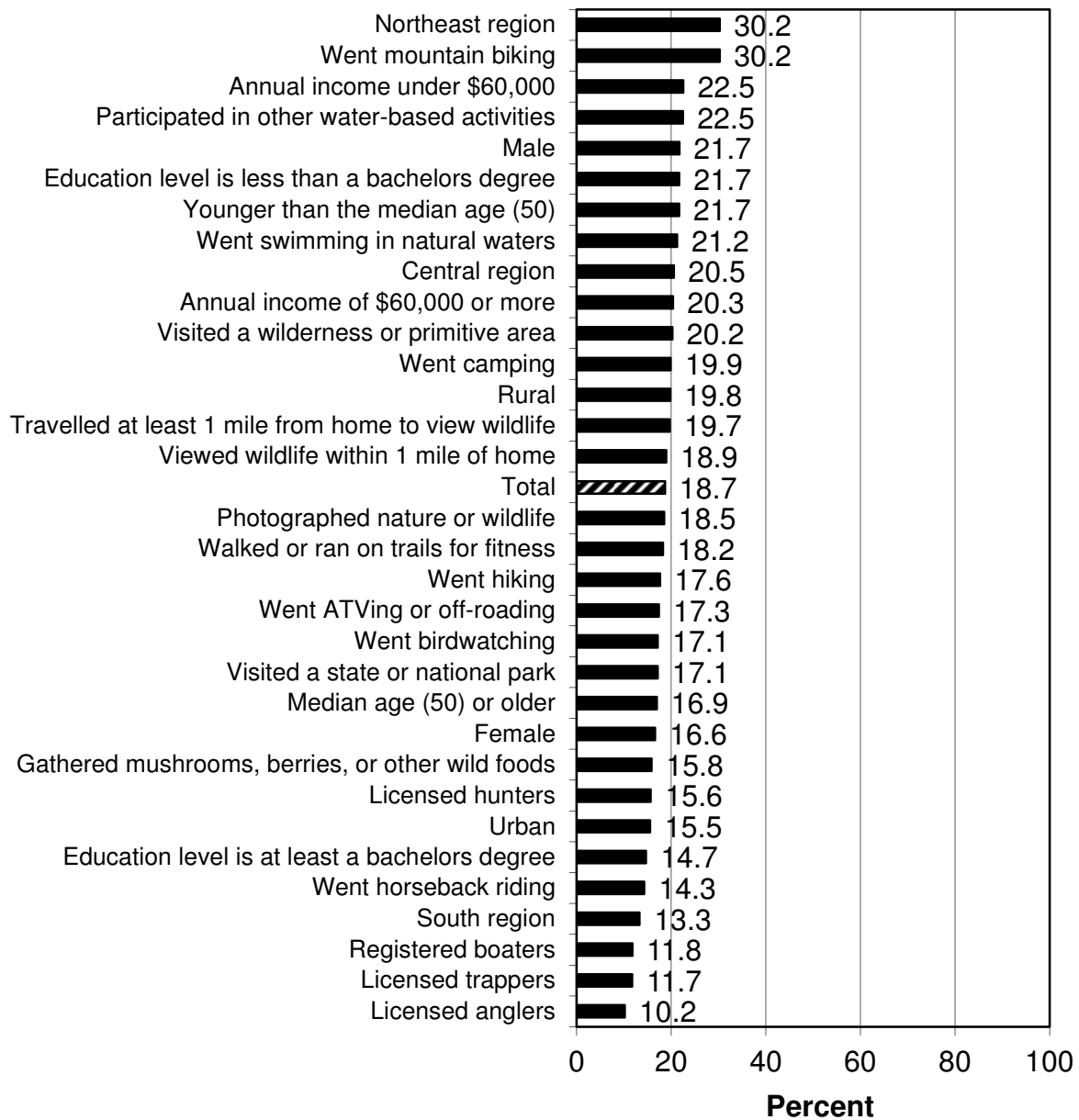
**Percent who strongly or moderately agree that landowners should be allowed to develop their land regardless of its impact on wildlife.**



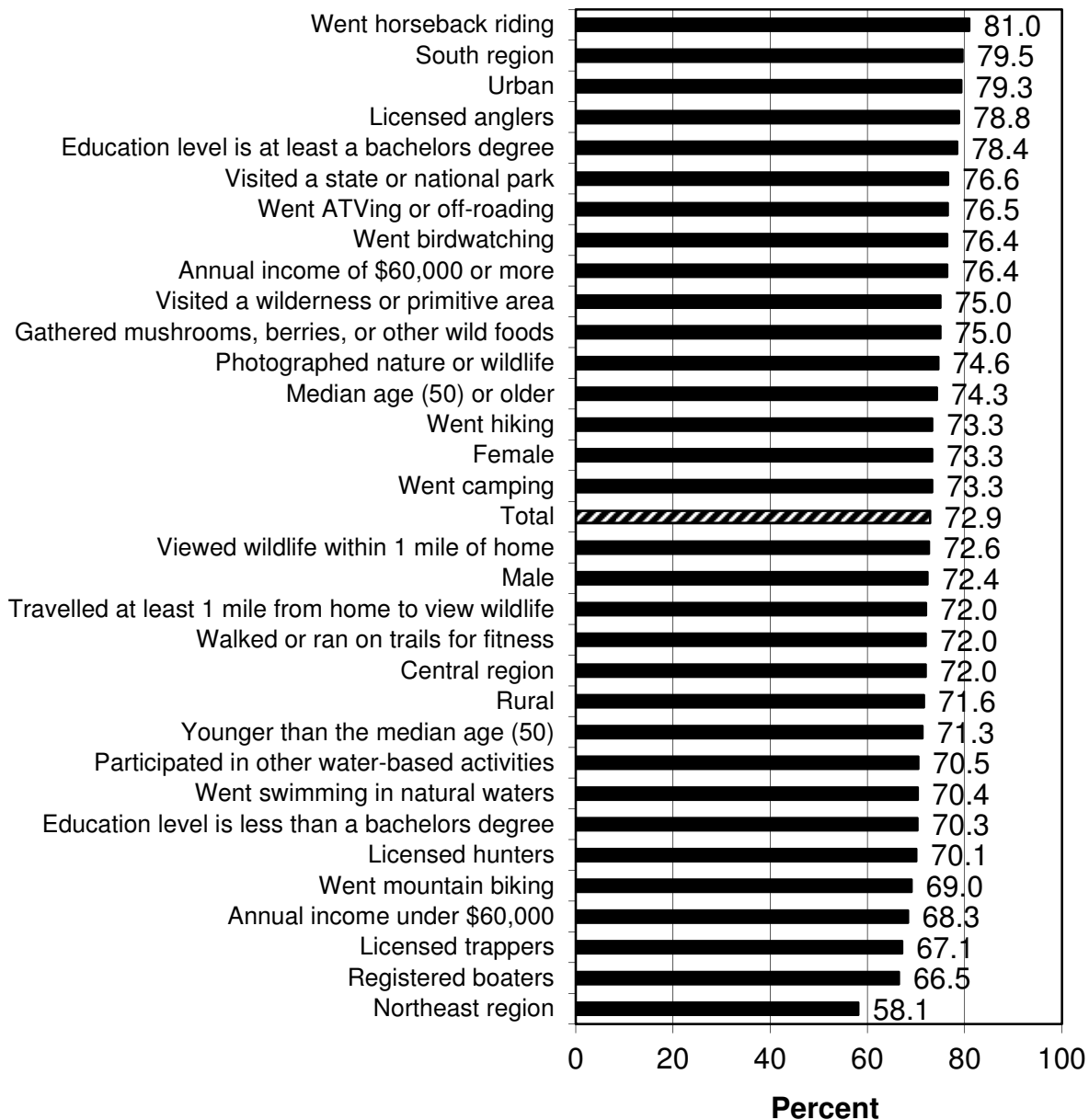
**Percent who strongly or moderately disagree that landowners should be allowed to develop their land regardless of its impact on wildlife.**



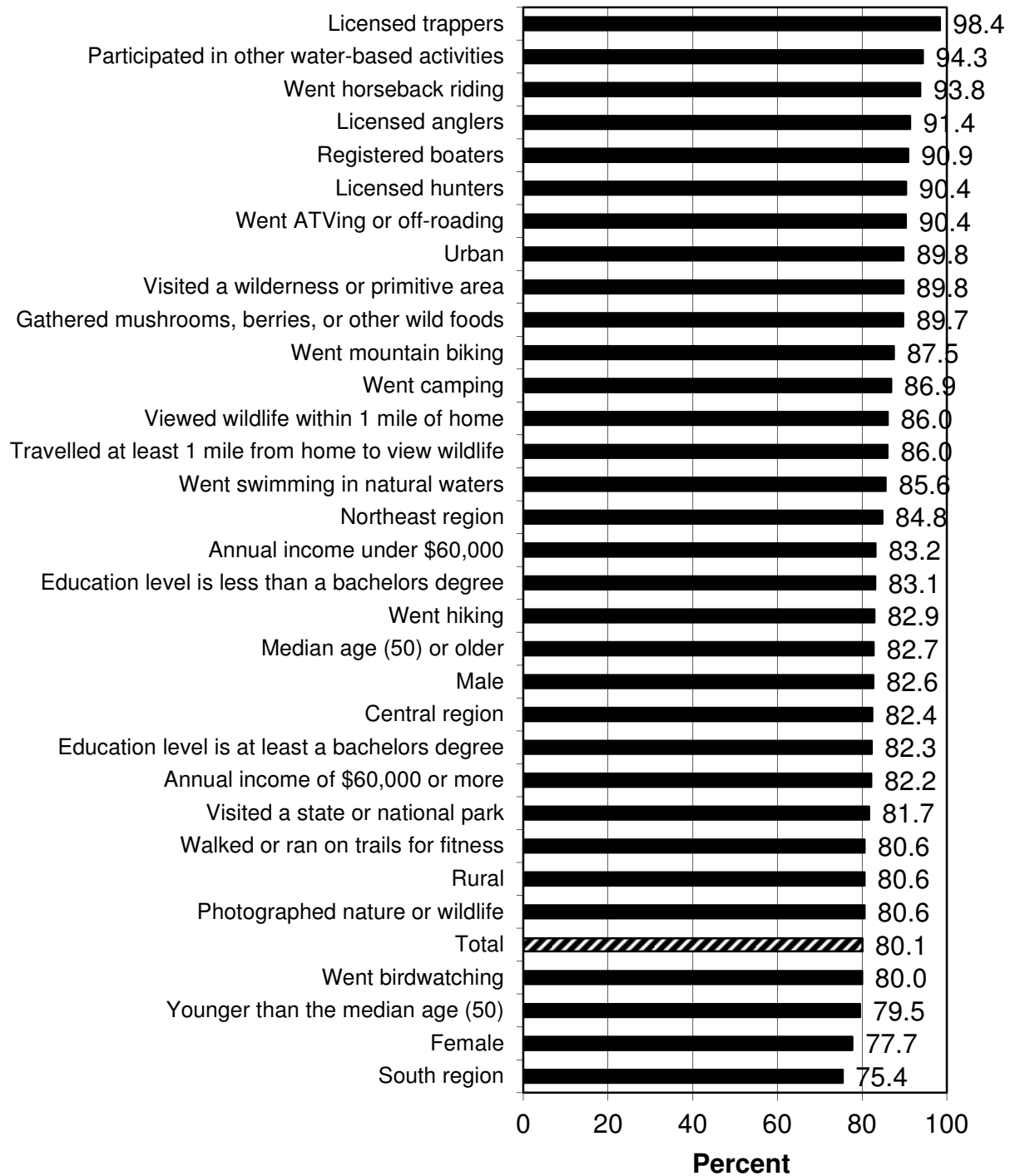
**Percent who strongly or moderately agree that, if it came down to a choice between preserving wildlife habitat or providing land for new homes, we should always side with providing new homes for the residents of Maine.**



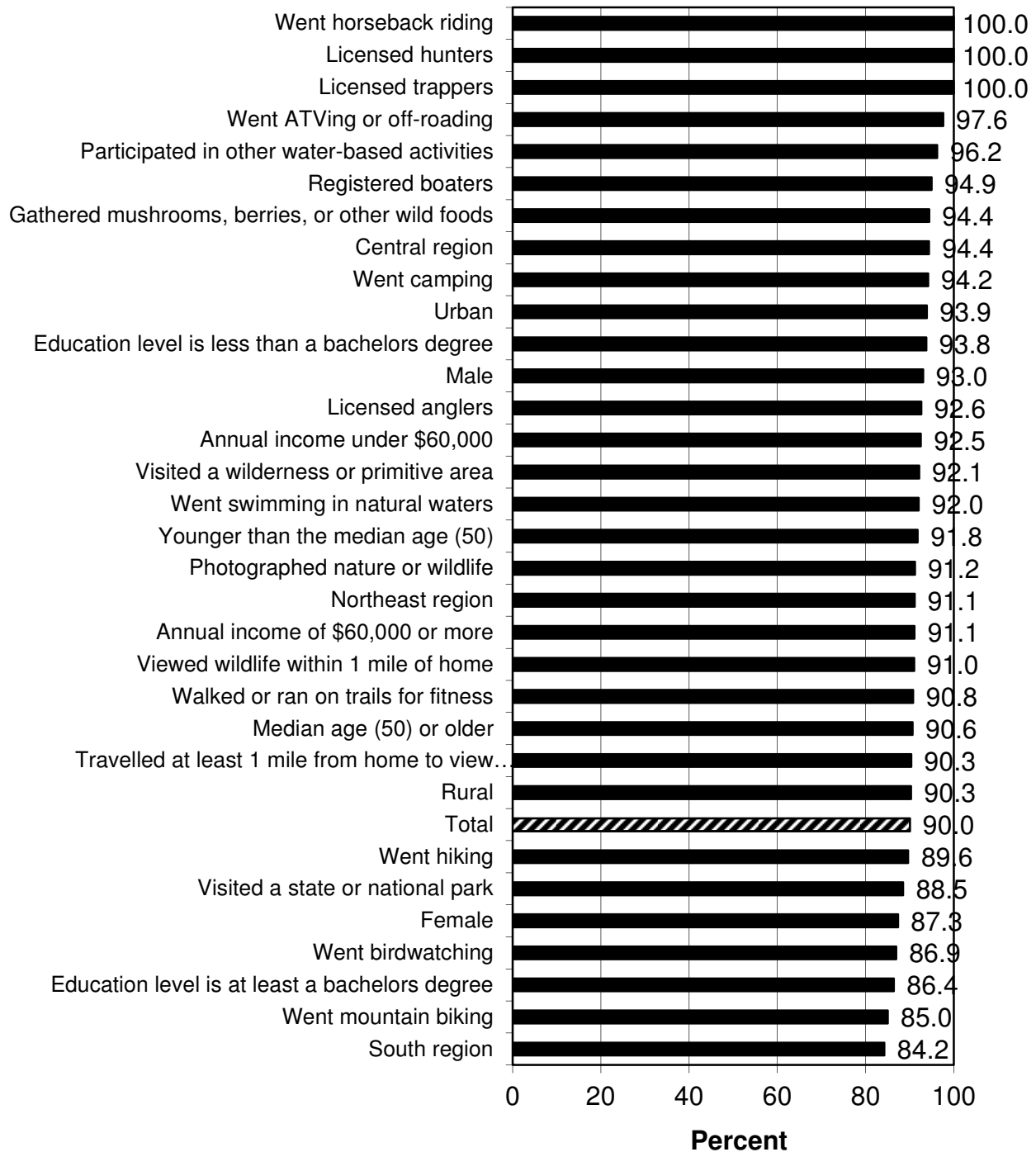
**Percent who strongly or moderately disagree that, if it came down to a choice between preserving wildlife habitat or providing land for new homes, we should always side with providing new homes for the residents of Maine.**



### Percent who strongly approve of legal recreational fishing.



## Percent who strongly or moderately approve of legal hunting.





## **ABOUT RESPONSIVE MANAGEMENT**

Responsive Management is an internationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing our in-house, full-service telephone, mail, and web-based survey facilities with 50 professional interviewers, we have conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communication plans, needs assessments, and program evaluations.

Clients include the federal natural resource and land management agencies, most state fish and wildlife agencies, state departments of natural resources, environmental protection agencies, state park agencies, tourism boards, most of the major conservation and sportsmen's organizations, and numerous private businesses. Responsive Management also collects attitude and opinion data for many of the nation's top universities.

Specializing in research on public attitudes toward natural resource and outdoor recreation issues, Responsive Management has completed a wide range of projects during the past 25 years, including dozens of studies of hunters, anglers, wildlife viewers, boaters, park visitors, historic site visitors, hikers, birdwatchers, campers, and rock climbers. Responsive Management has conducted studies on endangered species; waterfowl and wetlands; and the reintroduction of large predators such as wolves, grizzly bears, and the Florida panther.

Responsive Management has assisted with research on numerous natural resource ballot initiatives and referenda and has helped agencies and organizations find alternative funding and increase their membership and donations. Additionally, Responsive Management has conducted major organizational and programmatic needs assessments to assist natural resource agencies and organizations in developing more effective programs based on a solid foundation of fact.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management has also conducted focus groups and personal interviews with residents of the African countries of Algeria, Cameroon, Mauritius, Namibia, South Africa, Tanzania, Zambia, and Zimbabwe.

Responsive Management routinely conducts surveys in Spanish and has conducted surveys in Chinese, Korean, Japanese and Vietnamese and has completed numerous studies with specific target audiences, including Hispanics; African-Americans; Asians; women; children; senior citizens; urban, suburban, and rural residents; large landowners; and farmers.

Responsive Management's research has been upheld in U.S. District Courts; used in peer-reviewed journals; and presented at major natural resource, fish and wildlife, and outdoor recreation conferences across the world. Company research has been featured in most of the nation's major media, including CNN, *The New York Times*, *The Wall Street Journal*, and on the front pages of *USA Today* and *The Washington Post*. Responsive Management's research has also been highlighted in *Newsweek* magazine.

Visit the Responsive Management website at:

**[www.responsivemanagement.com](http://www.responsivemanagement.com)**