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April 21, 2011

Neil J. Kiely  
Director, Development New England  
First Wind  
129 Middle Street, 3rd Floor  
Portland, ME 04101

RE: Surveys for the Bowers Wind Project

Dear Neil;

As you know, the Portland Research Group (PRG) conducted two surveys specific to the Bowers Wind Project area in order to gather additional data on the criteria set forth in the Wind Energy Act for evaluating impacts of wind turbines on scenic resources of state or national significance. We have reviewed the results of the attached surveys to help inform our evaluation of the visual impacts of the Project and reinforce the conclusions set forth in the Visual Impact Assessment for the Bowers Wind Project ("VIA") (LandWorks, for First Wind, January 2011).

Overall, conclusions drawn from these user surveys tend to reinforce the conclusions relied on in assessing the potential visual impacts from the Bowers Wind Project. Additional information on scenic resources in Maine and the presence of wind turbines in the viewshed of these resources has been developed in connection with several other wind power projects. These include but are not limited to surveys for the Redington Wind Farm, Spruce Mountain Wind Project, Bull Hill Wind Project, and most recently for the Highland Wind Project. Thus, there is a growing body of data in Maine specific to the criteria set forth in the Wind Energy Act and which inform our understanding and evaluation of these criteria both generally as well as in the specific context of this Project.

Taken together, the results of the Bowers surveys, and other related wind project surveys, support the findings in the VIA - that, in using the criteria set forth in the Evaluation Criteria of the Maine Wind Energy Act, we can conclude that the Project will not result in an unreasonable adverse affect on the scenic values and existing uses related to scenic character of a scenic resource of state or national significance.

Sincerely,



David Raphael  
Principal & Registered Landscape Architect

encl: Bowers Outdoor Activities Users Research Telephone Survey  
Bowers Outdoor Activities Users Research Snowmobiler Survey





# Bowers Mountain Wind Project Outdoor Activities Users Research *Telephone Survey*



Portland  
Research  
Group

Portland Research Group  
Portland, Maine  
January 2011

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# Objectives

This study focuses on the region encompassing and including scenic lakes with visibility within 8 miles of the Bowers Wind Project. Throughout this report, this region is referred to as the “Study Area.”

The primary objectives of this study are to:

- Determine how the lakes and land within the Study Area, and elsewhere in Maine are used.
  - Measure awareness of the Study Area..
  - Frequency of usage.
- Understand expectations for views in the Study Area.
  - Explore the extent to which people expect to see “human-made” structures when using the Study Area.
  - Determine the impact of such structures on people’s enjoyment and likelihood of returning to the Study Area.
- Assess whether and how commercial wind power projects fit within expectations of viewers using the Study Area and other parts of Maine for outdoor activities.
  - Measure respondents’ knowledge and commitment toward wind energy projects.

# Methodology

<p><b>Respondent Criteria</b></p>	<ul style="list-style-type: none"> <li>• Respondents are from New England (22 of 191 respondents live within 50 miles of the study area) and have participated in ATV riding, birding, boating (motor), camping, canoeing or kayaking, fishing, foraging for wild plants or mushrooms, hiking or walking, hunting, cross-country skiing, snowmobiling or snowshoeing in Maine during the last three years.</li> </ul>
<p><b>Respondent Counts</b></p>	<ul style="list-style-type: none"> <li>• n=160 Unaware/ rarely use the Study Area.</li> <li>• n=31 Use the Study Area at least somewhat frequently.</li> </ul>
<p><b>Data Collection</b></p>	<ul style="list-style-type: none"> <li>• January 10 - 18, 2011             <ul style="list-style-type: none"> <li>– Telephone Survey – random sample of New England and then booster sample of households within 50 miles of Study Area.</li> </ul> </li> </ul>
<p><b>Research Caveat</b></p>	<ul style="list-style-type: none"> <li>• This report provides many useful insights with reasonable sample sizes. However, some results should be used directionally due to sample sizes less than 50.</li> </ul>
<p><b>Questionnaire</b></p>	<ul style="list-style-type: none"> <li>• Structured telephone survey instrument containing 35 questions (97 variables).</li> <li>• Questions addressed frequency and location of outdoor activities; logistics of and reasons for using the Study Area for outdoor activities; expectations for views and effects of specific human-made developments/ alterations on overall enjoyment and likelihood of returning to the Study Area; wind turbine sightings within Maine and elsewhere; and position on commercial-scale wind energy developments in Maine. (The full questionnaire can be found in Appendix B to this report.)</li> </ul>

# Methodology: Sample Segments

- A random sample size of n=191 yields a maximum sampling error of +/- 7.1 percentage points at the 95% level of confidence. That is, if the reported percentage is 50%, one can be 95% confident that the percentage for the entire population would be within the range of 42.9% and 57.1%. The sample tolerances for smaller subgroups are broader: n=31, +/- 17.6 percentage points.

	<u>Sample Size</u>
<b>Total</b>	n=191
<b>Use the Study Area**</b>	
Yes	n=31*
No	n=160
<b>Net Residence</b>	
Maine	n=124
Not Maine	n=67
<b>Days Participating in Outdoor Activities</b>	
Less than 40	n=93
40 or more	n=92
<b>Disposition to Wind Energy</b>	
Support (8-10)	n=99
Neutral (4-7)	n=55
Do not support (1-3)	n=25*
<b>Age</b>	
18-54	n=67
55 or older	n=124

	<u>Sample Size</u>
<b>Gender</b>	
Male	n=110
Female	n=81
<b>Seen Wind Turbines</b>	
Have seen	n=168
Have not seen	n=20*
<b>Outdoor Organization Membership</b>	
One or more	n=69
None	n=122

\*Caution, small base (n<50); use for directional purposes only

\*\*On a ten-point scale where 1 means, "Never" and 10 means "Regularly," respondents who use the Study Area gave a rating of 4-10 for at least one of eight lakes included in the research.

# Key Findings

- Respondents participate in a variety of outdoor activities, with hiking (52%), fishing (33%) and canoeing or kayaking (26%) as the top three.
- More than one-half (54%) of respondents report spending 100 days or more in Maine, while one-third (31%) spend fewer than 20 days in the state.
- Two-fifths of respondents (42%) spend between 0 and 19 days of the year participating in outdoor activities in Maine.
  - A significantly higher percentage of those who use the Study Area (39%; 12 of 31\*) than those who do not (19%) reported spending 100 days or more participating in outdoor activities in the state.
- More than one-third of respondents (37%) are not aware of the Study Area.
  - Out of all the individuals asked, only five percent (31 of 580†) use at least one of the eight lakes mentioned from the Study Area more than just rarely.
- One-tenth (10%; 3 of 31\*) consider it likely to see energy facilities such as wind farms in the Study Area. Three-fifths (61%; 19 of 31\*) considered this unlikely.
- One-sixth (16%; 5 of 31\*) indicated that seeing a wind farm would have a positive effect on their overall enjoyment of the region. One-half (48%; 15 of 31\*) reported that this would have a negative effect on their overall enjoyment.

\*Caution, small base (n<50); use for directional purposes only

† This includes 191 individuals who completed the survey, as well as 360 who exceeded the quota for those who do not use the Study Area and 29 who terminated the interview after Q7.

## Key Findings (cont'd.)

- One-quarter (23%; 7 of 31\*) indicated that seeing a wind farm would make them more likely to return to the region for outdoor activities in the future. One-third (32%; 10 of 31\*) reported that this would make them less likely to return to the region.
- Respondents who have seen wind turbines in Maine (48%) and those who have not (48%) are evenly divided. However, two-thirds (70%) of respondents have seen wind turbines outside of the state.
  - Those who use the Study Area (94%; 29 of 31\*) are significantly more likely than those who do not (39%) to have seen wind turbines in Maine.
- Respondents cited a variety of locations within Maine where wind turbines had been seen. However, some of these locations have no operational or proposed wind projects.
  - Those who use the Study Area were significantly more likely than those who do not to have seen wind turbines in Mars Hill, ME (23%; 7 of 30\* vs. 9%) and Lincoln, ME (13%; 4 of 30\* vs. 0%).
  - A significantly higher percentage of those who do not support wind energy development in Maine (5%; 1 of 21\*) and those who are neutral (6%) compared to those who support it (0%) mentioned seeing wind turbines in Lincoln, ME.

\*Caution, small base (n<50); use for directional purposes only

# Detailed Findings

# Overall Awareness and Usage of the Study Area

- More than one-third of respondents (37%) are *not aware* of any of the lakes mentioned located in the Study Area.
  - More than one-quarter (30%) of Maine residents and one-half (51%) of non-residents are *not aware* of any of the lakes.
- Out of all the individuals contacted, only five percent (31 of 580†) use any of the lakes mentioned from the Study Area more than rarely.
  - One-quarter (23%) of Maine residents use the Study Area, compared to three percent of non-residents.
  - Most respondents use the Study Area (90%; 28 of 31\*) are Maine residents.

\*Caution, small base (n<50); use for directional purposes only

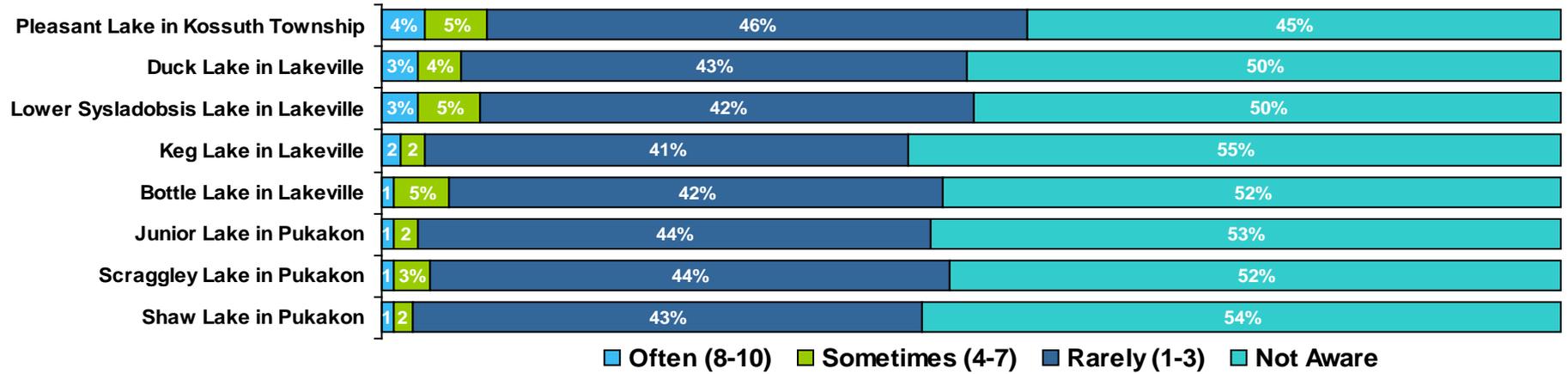
† This includes 191 individuals who completed the survey, as well as 360 who exceeded the quota for those who do not use the Study Area and 29 who terminated the interview after Q7.

➤ Q7. I am going to read you a list of lakes located in Maine approximately 75 miles northeast of Bangor, Maine just south of the Springfield area off Route 6. You may have heard of lakes with the same or similar names in other parts of Maine. All of the lakes I am going to mention are located in either Washington or Penobscot counties. For each lake please indicate how often you participate in the outdoor activities you mentioned earlier, <<QUALIFYING ACTIVITIES IN QD>>, either on or beside the lake. Please use a ten-point scale where 1 means, "Never" and 10 means "Regularly" to indicate your response. If you are not aware of the lake I mention, please say so.

# Frequency of Outdoor Activity Participation in the Study Area

- Fewer than ten percent of respondents indicated they participated in outdoor activities often (8-10) or sometimes (4-7) either on or beside any one of the lakes in the Study Area.

**Frequency of Outdoor Activity Participation in the Study Area**  
 Base: All Respondents (n=191)

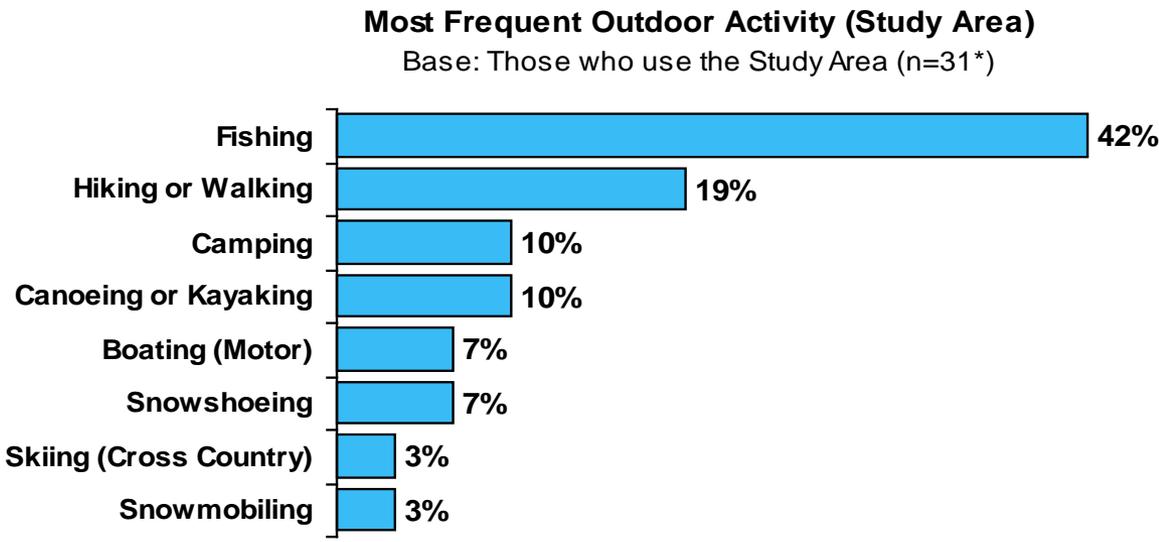


\*Caution, small base (n<50); use for directional purposes only

➤ Q7. I am going to read you a list of lakes located in Maine approximately 75 miles northeast of Bangor, Maine just south of the Springfield area off Route 6. You may have heard of lakes with the same or similar names in other parts of Maine. All of the lakes I am going to mention are located in either Washington or Penobscot counties. For each lake please indicate how often you participate in the outdoor activities you mentioned earlier, <<QUALIFYING ACTIVITIES IN QD>>, either on or beside the lake. Please use a ten-point scale where 1 means, "Never" and 10 means "Regularly" to indicate your response. If you are not aware of the lake I mention, please say so.

# Most Common Outdoor Activities in the Study Area

- Two-fifths (42%; 13 of 31\*) of those who use the Study Area reported fishing as the outdoor activity they most frequently participate in the region, followed distantly by hiking (19%; 6 of 31\*), camping (10%; 3 of 31\*) and canoeing or kayaking (10%; 3 of 31\*).

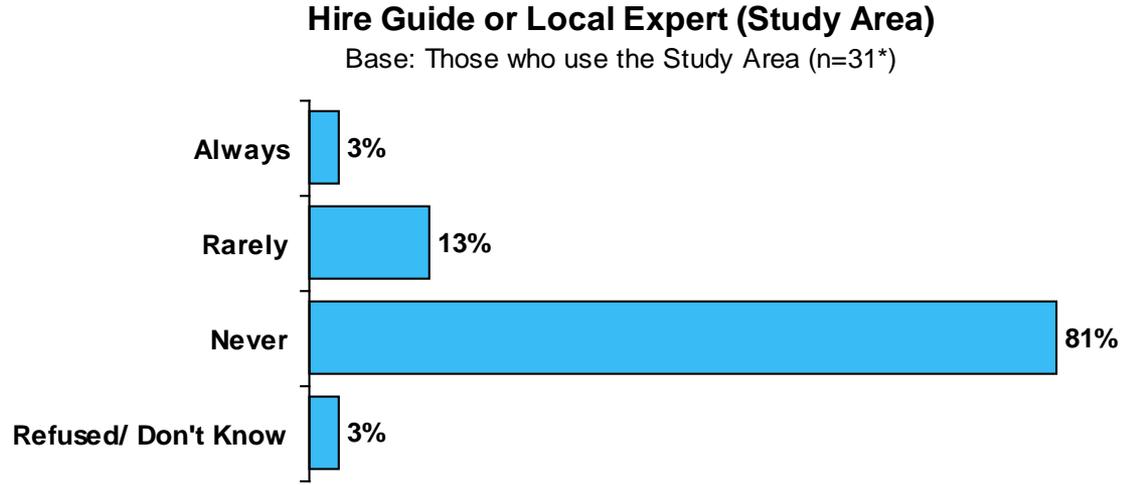


\*Caution, small base (n<50); use for directional purposes only

> Q8. Which of the outdoor activities you mentioned earlier, <<QUALIFYING ACTIVITIES IN QD>>, do you participate in most frequently on or beside one of the lakes I just mentioned? (Unaided, multiple response)

# Hire Guide or Local Expert

- Four-fifths (81%; 25 of 31\*) of those who use the Study Area never hire a guide or local expert.
- One-eighth of respondents (13%; 4 of 31\*) indicated that they rarely hire a guide or local expert. One respondent (3%; 1 of 31\*) always hires a guide.

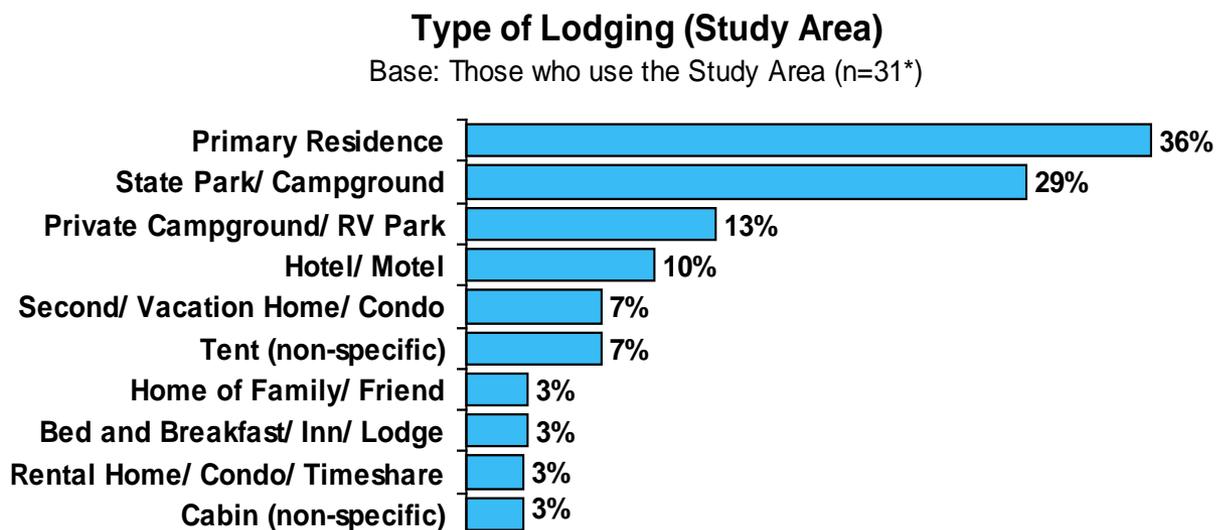


\*Caution, small base (n<50); use for directional purposes only

> Q9. The next group of questions will refer to your experiences <<RESPONSE IN Q8>> on or beside one of the lakes I just mentioned. When you participate in this outdoor activity on or beside those lakes, how often do you use guides or hire local experts? Would you say... (Aided, single response)

# Type of Lodging

- More than one-third (36%; 11 of 31\*) of those who use the Study Area stay the night at their primary residence when they participate in outdoor activities in the region.
- Less than one-third (29%; 9 of 31\*) stay the night at a state park or campground when participating in outdoor activities in the Study Area.

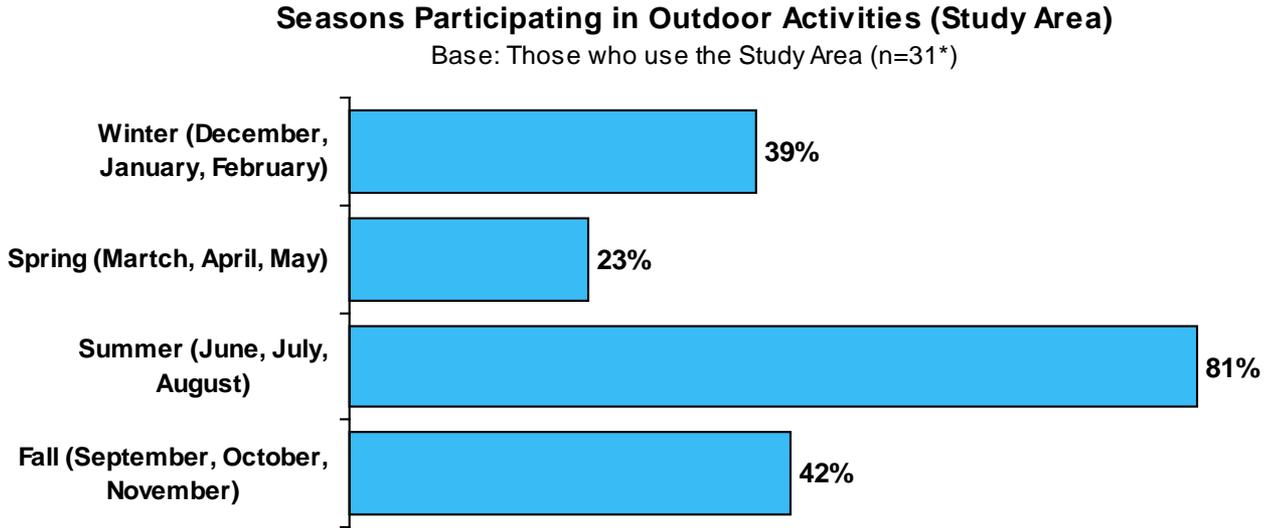


\*Caution, small base (n<50); use for directional purposes only

➤ Q10. At what types of lodging do you typically spend the night when <<RESPONSE IN Q8>> on or beside one of the lakes I just mentioned? (Unaided, multiple response)

# Seasons Participating in Outdoor Activities

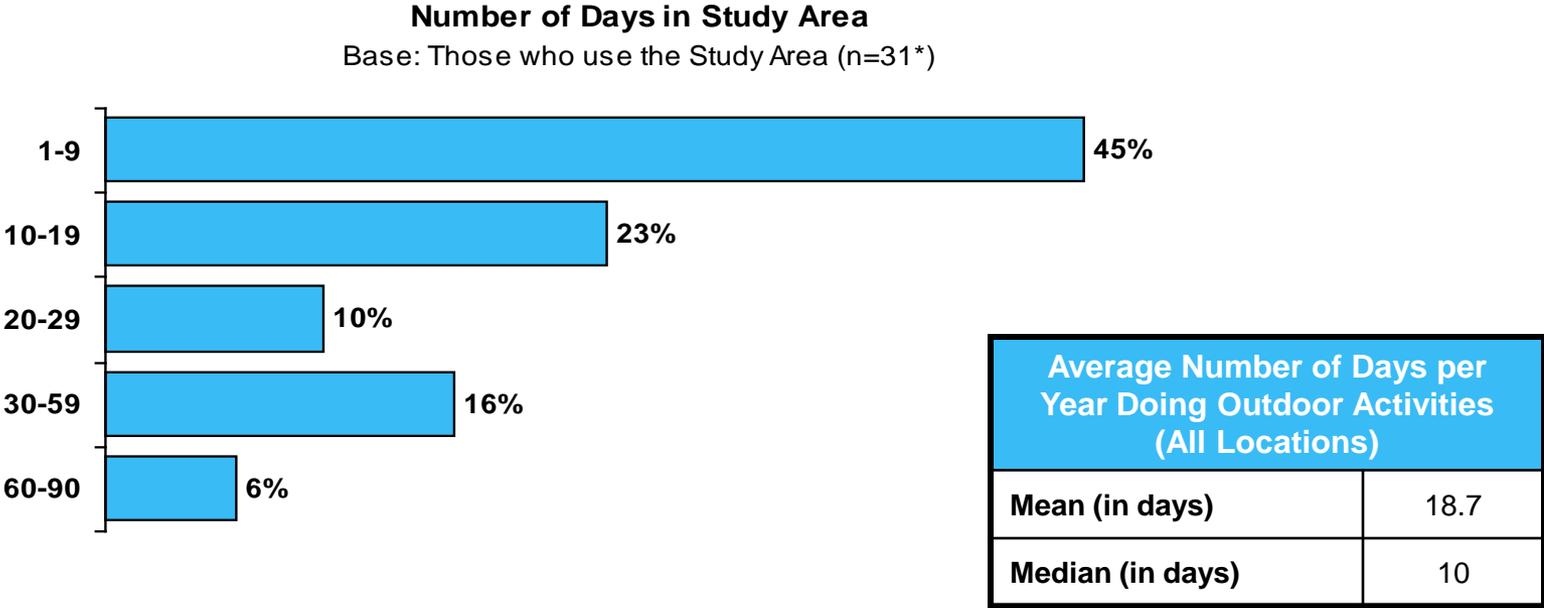
- Four-fifths (81%; 25 of 31\*) of those who use the Study Area do so during the summer.
- Two-fifths each reported using the Study Area in the fall (42%; 13 of 31\*) and winter (39%; 12 of 31\*).
- One-quarter use the area in the spring (23%; 7 of 31\*).



\*Caution, small base (n<50); use for directional purposes only  
> Q11. In what seasons are you typically <<RESPONSE IN Q8>> on or beside one of these lakes? (Aided, multiple response)

# Number of Days in the Study Area

- More than two-fifths who use the Study Area (45%; 14 of 31\*) report spending on average 1 to 9 days of the year participating in outdoor activities in the area.
- One-quarter (23%; 2 of 31\*) report spending an average of 10 to 19 days participating in outdoor activities in the region.
- Overall, users as a group spend an average of 18.7 days per year participating in outdoor activities in the Study Area, although the median is just 10 days.



\*Caution, small base (n<50); use for directional purposes only

> Q12. On average, about how many days a year do you spend <<RESPONSE IN Q8>>, on or beside one of these lakes? (Unaided, single response)

# Reasons for Outdoor Activity in the Study Area

- Respondents use the Study Area for a variety of reasons, which include fishing (45%; 14 of 31\*), the beautiful scenery and views (36%; 11 of 31\*), and enjoyment (26%; 8 of 31\*).
- One-fifth of respondents identified “fishing” (19%; 6 of 31\*) as the primary reason for using the area, followed closely by “enjoyment” (16%; 5 of 31\*).

Top Three Reasons – Study Area** Base: Those who use the Study Area (n=31*)		Number One Reason – Study Area** Base: Those who use the Study Area (n=31*)	
Fishing	45%	Fishing	19%
Beautiful scenery/ View	36%	Enjoyment	16%
Enjoyment	26%	Socialization/ Friends/ Family	10%
Not crowded/ Remote	19%	Exercise	10%
Socialization/ Friends/ Family	16%	Beautiful scenery/ View	10%
Exercise	13%	Familiarity	7%
Water	10%	Not crowded/ Remote	7%
Close proximity	10%	Water	3%
Camp	10%	Close proximity	3%

\*Caution, small base (n<50); use for directional purposes only

\*\*Please see Appendix A for additional detail.

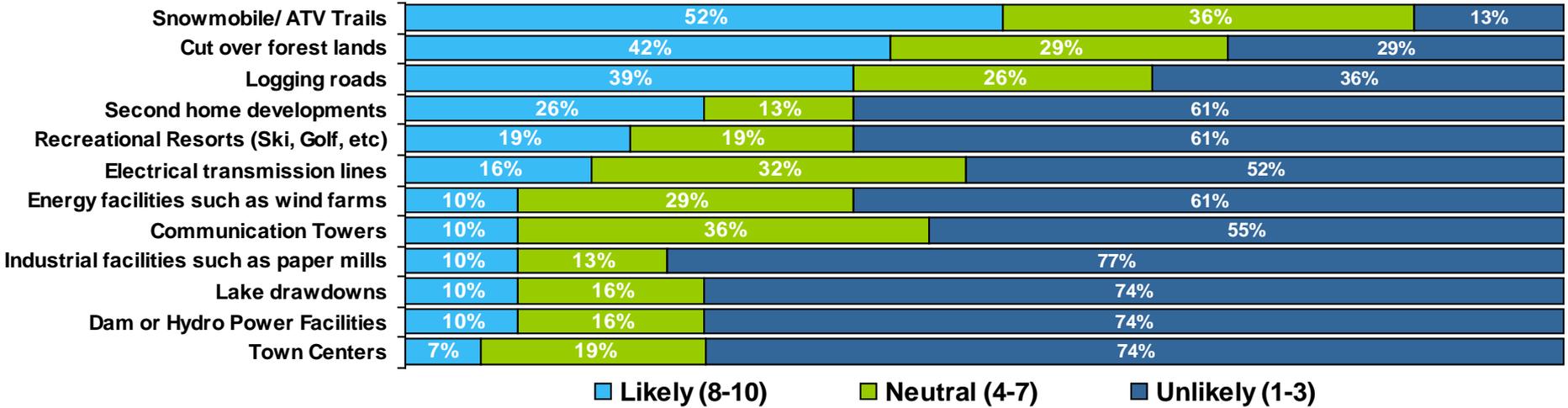
➤ Q13. What would you say are the top three reasons for <<RESPONSE IN Q8>>, specifically on or beside one of these lakes? (Unaided, multiple response)

➤ Q14. What one of those reasons would you say is your primary reason for <<RESPONSE IN Q8>>, specifically on or beside one of these lakes? (Unaided, single response)

# Expectations During Outdoor Activity

- One-half of respondents (52%; 16 of 31\*) consider it likely to see snowmobile or ATV trails, followed by cut over forest lands (42%; 13 of 31\*) and logging roads (39%; 12 of 31\*) on or near one of the lakes in the region.
- Three-quarters (77%; 24 of 31\*) consider it unlikely to see industrial facilities such as paper mills.
- One-tenth (10%; 3 of 31\*) of respondents consider the possibility of seeing energy facilities such as wind farms likely; more than one-half (61%; 19 of 31\*) believe it is unlikely.

**Likelihood of Seeing Visible Development in the Study Area**  
 Base: Those who use the Study Area (n=31\*)



\*Caution, small base (n<50); use for directional purposes only

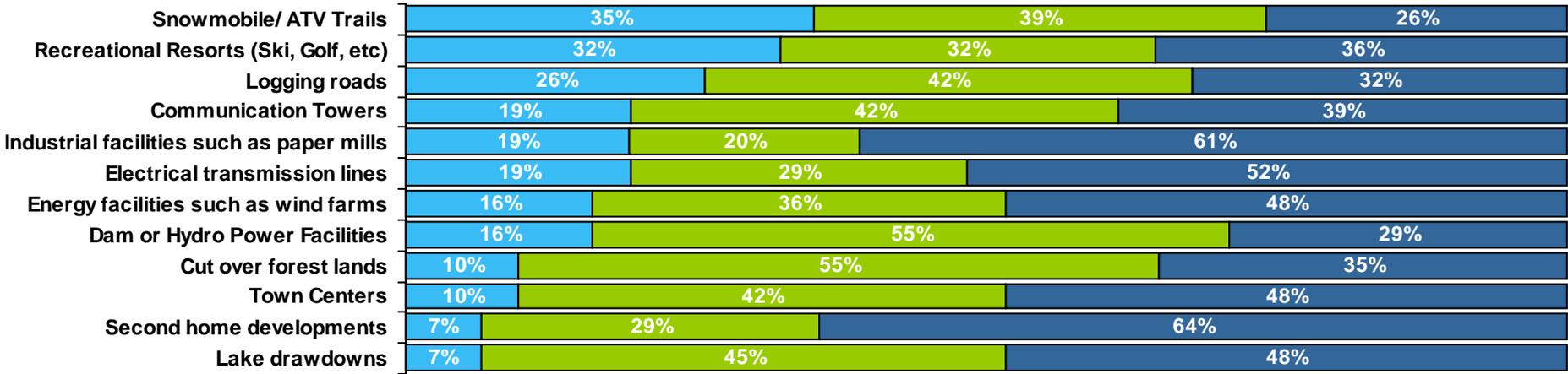
> Q15. How unlikely or likely do you expect to see the following while <<RESPONSE IN Q8>> specifically on or beside one of these lakes? Please use a ten-point scale where 1 means, "Very Unlikely" and 10 means "Very Likely" to indicate your response.

# Effect of Visible Development on Enjoyment

- One-third of respondents (35%; 11 of 31\*) feel that seeing snowmobile or ATV trails would positively affect their enjoyment of the region, followed by recreational resorts (32%; 10 of 31\*) and logging roads (26%; 8 of 31\*).
- Three-fifths feel that seeing second home developments (64%; 20 of 31\*) or industrial facilities such as paper mills (61%; 19 of 31\*) would negatively affect their enjoyment of the region.
- One-sixth (16%; 5 of 31\*) expect that seeing wind farms would positively affect their overall enjoyment of the region; another 36% (11 of 31\*) are neutral and almost one-half (48%; 15 of 31\*) believe this would have a negative impact.

### Impact on Enjoyment

Base: Those who use the Study Area (n=31\*)



■ Positive Effect (8-10)    ■ Neutral (4-7)    ■ Negative Effect (1-3)

\*Caution, small base (n<50); use for directional purposes only

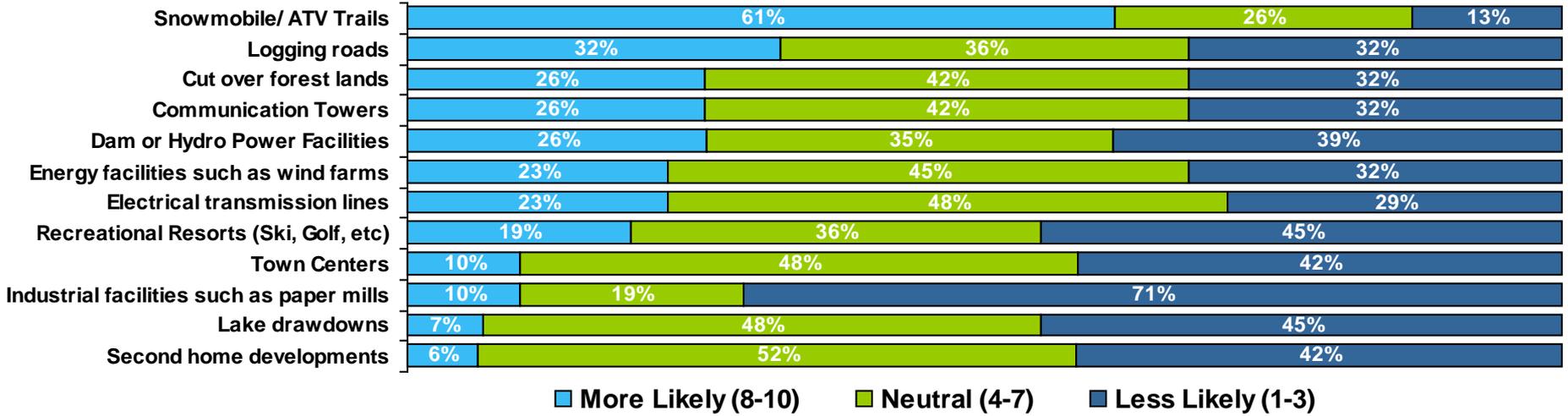
> Q16. Please rate how your overall enjoyment would be affected, if at all, if you saw the following while <<RESPONSE IN Q8>>, specifically on or beside one of these lakes? Please use a ten-point scale where 1 means, "Very Negative Effect" and 10 means "Very Positive Effect" to indicate your response.

# Effect of Visible Development on Likelihood of Returning

- Three-fifths of respondents (61%; 19 of 31\*) indicated that seeing snowmobile or ATV trails would make them more likely to return to the Study Area for their outdoor activities of choice.
- Over two-thirds (71%; 22 of 31\*) indicated that seeing industrial facilities such as paper mills would make them less likely to return to the region.
- One-quarter (23%; 7 of 31\*) reported that seeing wind farms would increase their likelihood of returning to the Study Area; almost one-half (45%; 14 of 31\*) are neutral and one-third (32%; 10 of 31\*) indicated they would be less likely to return.

**Likelihood of Returning to the Study Area for Outdoor Activities**

Base: Those who use the Study Area (n=31\*)



\*Caution, small base (n<50); use for directional purposes only

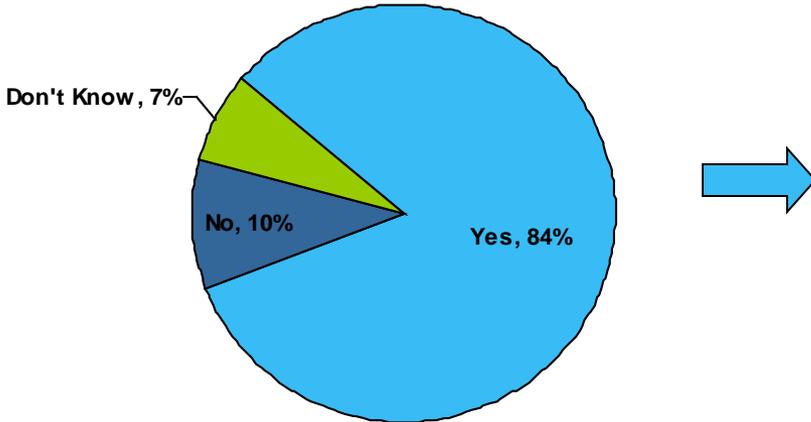
> Q17. Using a ten-point scale where 1 means you are "Much Less Likely" and 10 means you are "Much More Likely", please rate your likelihood of personally returning to these lakes for <<RESPONSE IN Q8>> if you saw the following while <<RESPONSE IN Q8>>, either on or beside one of these lakes.

# Go to Another Maine Location

- Most respondents (84%; 26 of 31\*) indicated that they could go elsewhere in Maine to participate in their outdoor activity of choice.
  - Three-quarters (73%; 11 of 15\*) of respondents for whom seeing wind farms would have a negative impact indicated that they could go elsewhere.
- One-fifths (19%; 5 of 26\*) indicated that they would go somewhere within Penobscot County.
  - Among those for whom seeing wind farms would have a negative impact, one-fifth (18%; 2 of 11\*) each would go to the Western Maine Mountains, elsewhere in Penobscot County or Washington County instead.

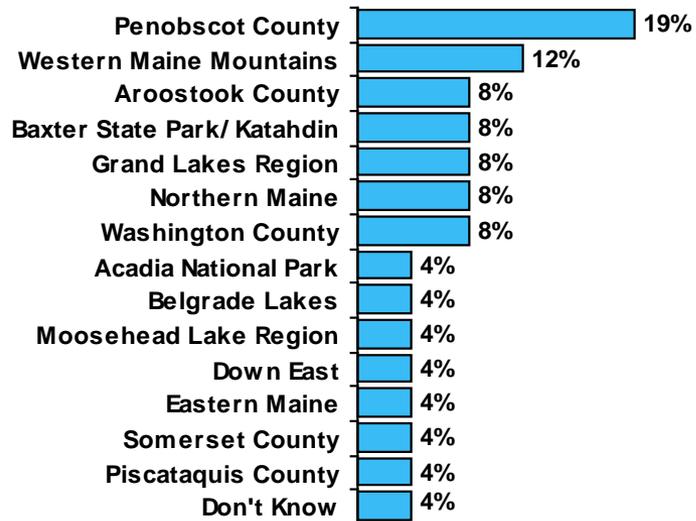
## Go Elsewhere in Maine if Wind Farms Sighted

Base: Those who use the Study Area (n=31\*)



## Alternate Maine Location

Base: Those who use the Study Area and have another Maine location to go to (n=26\*)

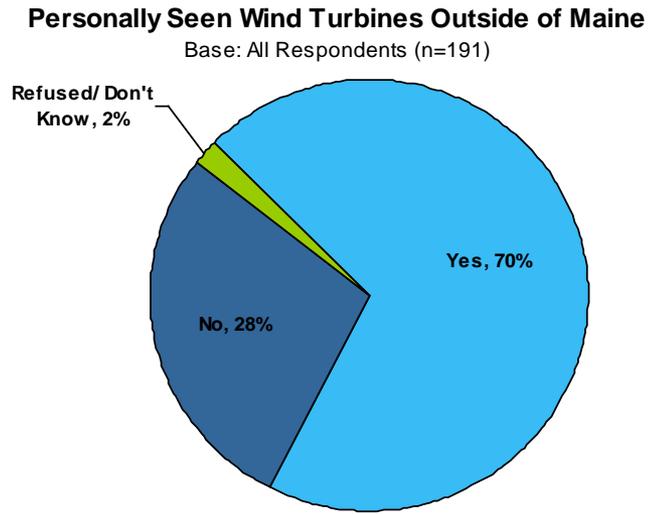
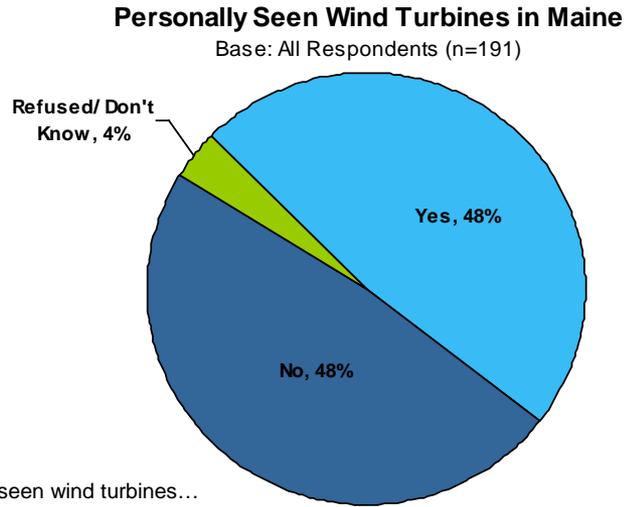


\*Caution, small base (n<50); use for directional purposes only  
 † Chart does not total 100 percent due to rounding.

➤ Q18. If you went to these lakes for <<RESPONSE IN Q8>> and saw evidence of a project or something else that caused you not to want to return, is there another lake, region or location in Maine you could go to and enjoy the same outdoor activity equally as much or more?  
 ➤ Q19. What region or location in Maine would you go to instead? (Unaided, multiple response)

# Seen Wind Turbines

- Respondents are equally divided between those who have seen wind turbines in Maine (48%) and those who have not (48%).
  - Similar levels of support for wind energy development in Maine among those who have seen wind turbines in the state (46%) and those who have not (52%) suggest that seeing wind turbines in Maine has little influence on disposition toward wind energy development in the state.
  - Those who use the Study Area (94%; 29 of 31\*) are significantly more likely to have seen wind turbines in Maine than those who do not use the area (39%).
- Over two-thirds of respondents (70%) have seen wind turbines outside of Maine.
  - A significantly higher percentage of respondents who belong to one or more outdoor organizations (81%) than those who do not belong to any report having seen turbines outside of Maine (63%).



➤ Q20. Have you personally seen wind turbines...  
a. In Maine  
b. Outside of Maine

# Seen Wind Turbines (cont'd.)

- One-fifth of respondents (20%) mentioned seeing wind turbines in Massachusetts.
- Respondents mentioned seeing turbines in a variety of locations within the state, some of which have no extant or planned wind projects.
- The most commonly mentioned locations within the state were Mars Hill (11%), Vinalhaven (5%) and Lincoln (2%).
  - Study Area users were significantly more likely to mention seeing turbines in Mars Hill (23%; 7 of 30\*) and Lincoln, ME (13%; 4 of 30\*) than those who do not use the region (9% and 0%, respectively). These sites were the most commonly mentioned by those who use the area.
  - A significantly higher percentage of those who do not support wind energy development in Maine (5%; 1 of 21\*) and those who are neutral (6%) compared to those who support it (0%) mentioned seeing wind turbines in Lincoln, ME.

<b>Turbine Location**</b>	
Base: Those who have seen wind turbines (net) (n=168)	
<b>Massachusetts</b>	<b>20%</b>
<b>California</b>	<b>14%</b>
<b>Vermont</b>	<b>13%</b>
<b>New York</b>	<b>11%</b>
<b>Mars Hill, ME</b>	<b>11%</b>
<b>New Hampshire</b>	<b>10%</b>
<b>Pennsylvania</b>	<b>6%</b>
<b>Rhode Island</b>	<b>5%</b>
<b>Vinalhaven, ME</b>	<b>5%</b>
<b>Maine (non-specific)</b>	<b>4%</b>
<b>New Jersey</b>	<b>4%</b>
<b>Connecticut</b>	<b>2%</b>
<b>Hawaii</b>	<b>2%</b>
<b>Lincoln, ME</b>	<b>2%</b>

\*Caution, small base (n<50); use for directional purposes only

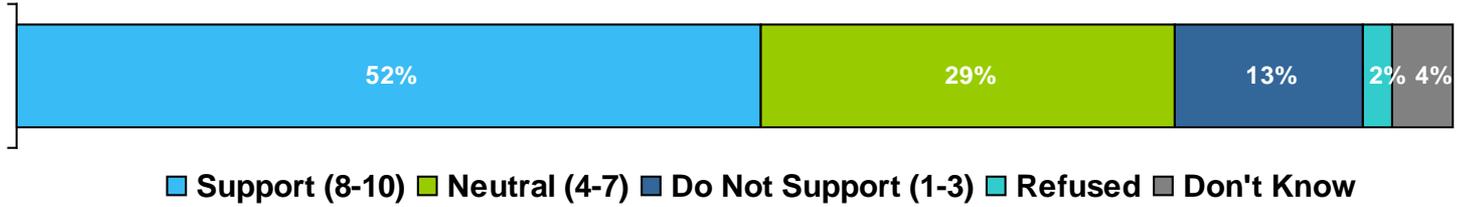
\*\*Please see Appendix A for additional detail.

>Q21. Where have you seen wind turbines? (PROBE ON CITY/TOWN, STATE/PROVINCE, COUNTRY) (Unaided, multiple response)

# Support Wind Energy Development in Maine

- One-half of respondents (52%) support the development of wind energy in Maine.
  - A significantly higher percentage of those who do not use the Study Area (55%) than those who do (36%; 11 of 31\*) support the development of wind energy in Maine.
- One-eighth (13%) of respondents do not support wind energy development in Maine.
- More than a quarter (29%) have a neutral disposition toward wind energy, while four percent do not know if they support wind energy development in Maine.

**Support Wind Energy Development in Maine**  
Base: All Respondents (n=191)

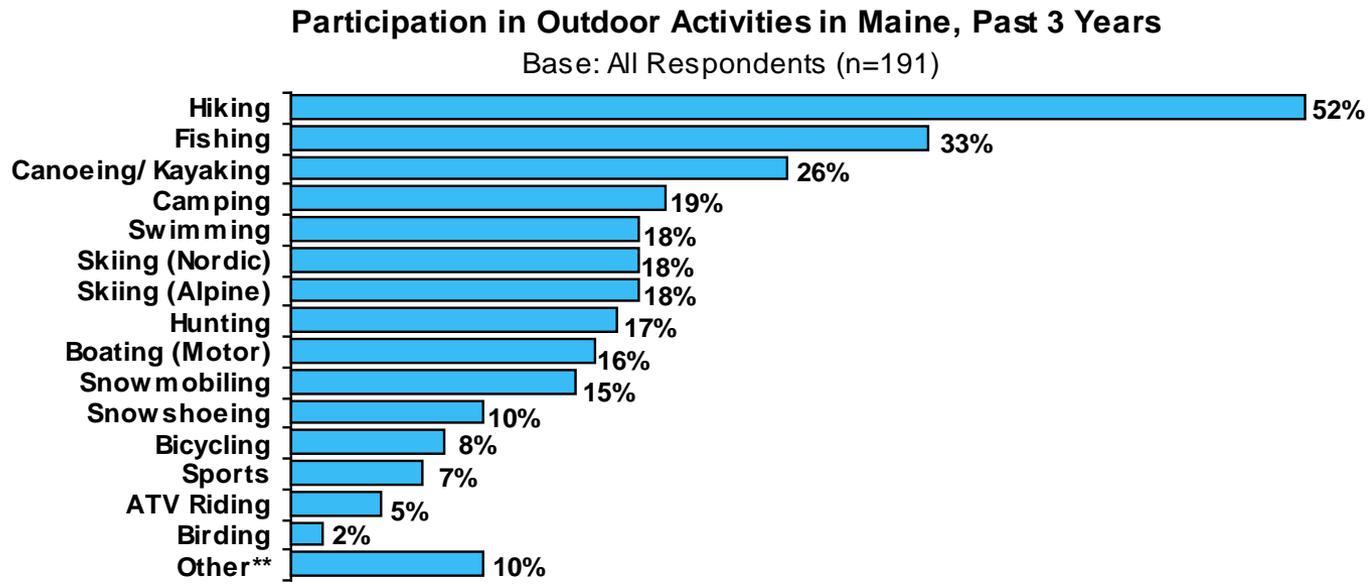


\*Caution, small base (n<50); use for directional purposes only

> Q22. Using a ten-point scale where 1 means "Do Not Support At All" and 10 means "Completely Support", to what extent do you not support or support commercial-scale wind energy development in Maine?

# Outdoor Activities in Maine

- One-half of respondents (52%) hiked in Maine during the last three years, followed by one-third (33%) who fished and one-quarter (26%) who went canoeing or kayaking.
  - A significantly higher percentage of those who use the Study Area (48%; 15 of 31\*) than those who do not (30%) report having fished in Maine during the last three years.
  - Maine residents are significantly more likely than non-residents to fish (43% vs. 15%), cross country ski (24% vs. 6%) and hunt (23% vs. 6%) in Maine.



\*Caution, small base (n<50); use for directional purposes only

\*\*Please see Appendix A for additional detail.

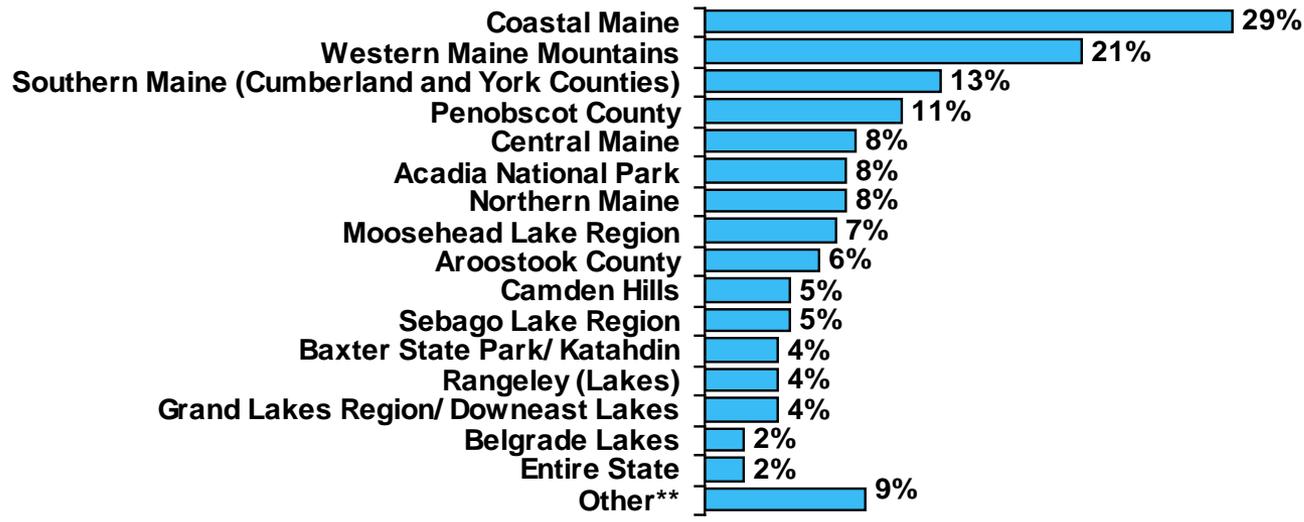
> QD. What outdoor activities, if any, have you participated in within the State of Maine during the last three years? (Unaided, multiple response)

# Maine Regions for Outdoor Activities

- More than one-quarter (29%) of respondents have participated in outdoor activities in the coastal Maine area, followed by the Western Maine mountains (21%) and Southern Maine (13%).
  - Non-residents (52%) are significantly more likely to use the Maine coast for outdoor activities than Maine residents (17%), as are those who participate in outdoor activities less than 40 days per year (36%) rather than 40 or more days (22%).

**Regions for Activities in Maine, Past 3 Years**

Base: All Respondents (n=191)

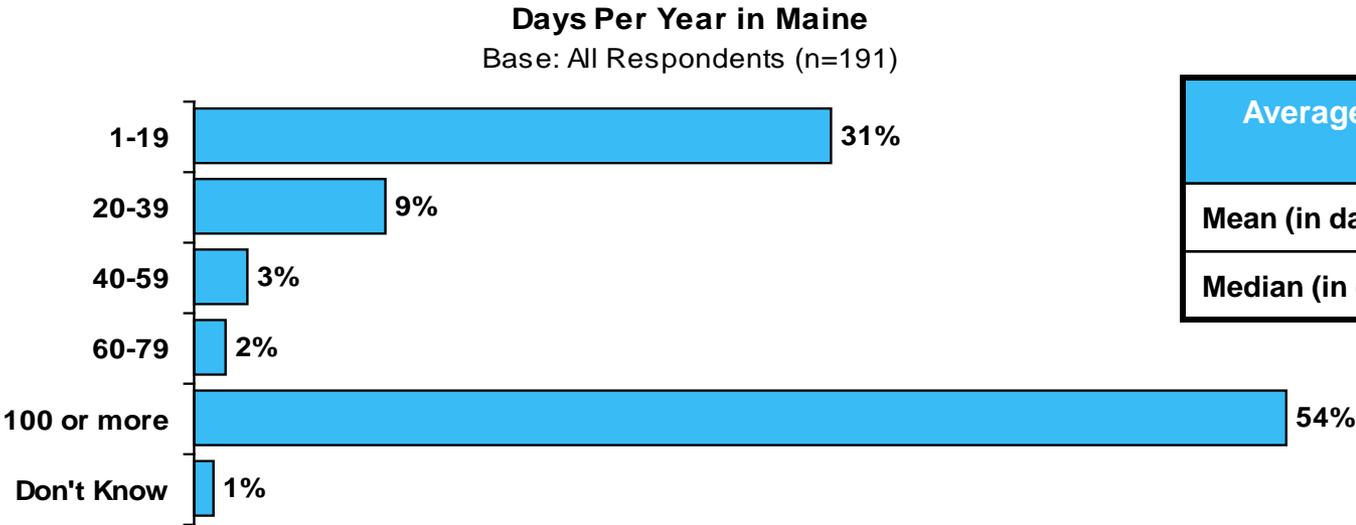


\*\*Please see Appendix A for additional detail.

> QE. In what regions of Maine have you participated in <<QUALIFYING ACTIVITIES IN QD>> during the last three years? (Unaided, multiple response)

# Number of Days Spent in Maine

- With three of five respondents reporting primary residence in Maine, it is not surprising that more than one-half of respondents (54%) spend an average of 100 days or more in Maine each year.
  - Those who use the Study Area are significantly more likely to be residents of Maine than not (90%; 25 of 31\* vs. 52%) and spend 100 days or more on average in the state each year than those who do not (87%; 27 of 31\* vs. 48%).
- One-third (31%) spend between 1 and 19 days on average in the state each year.



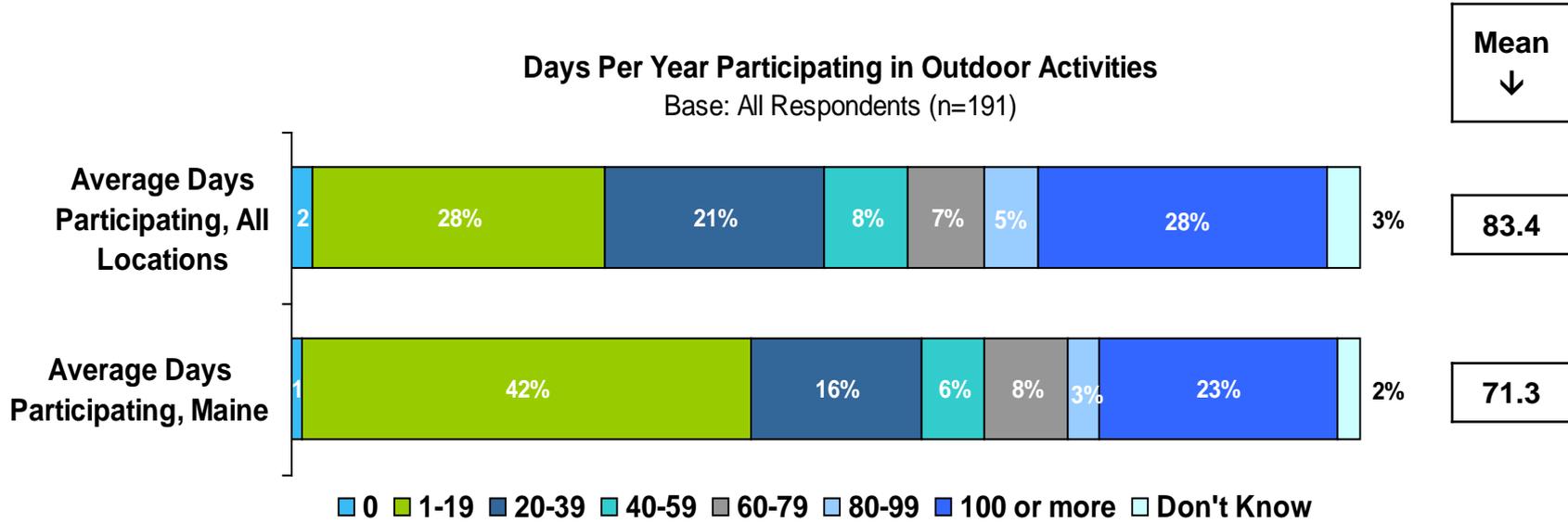
Average Number Days per Year Spent in Maine	
Mean (in days)	196.9
Median (in days)	320

\*Caution, small base (n<50); use for directional purposes only

➢ Q1. On average, how many days each year do you spend in Maine for any reason? (IF RESPONDENT SAYS, "I live in Maine," TRY TO OBTAIN BEST ESTIMATE BY GETTING RESPONDENT TO THINK ABOUT TRIPS OUTSIDE OF MAINE SUCH AS VACATIONS, BUSINESS TRIPS, DAY TRIPS, ETC.) (Unaided, single response)

# Outdoor Activity Frequency

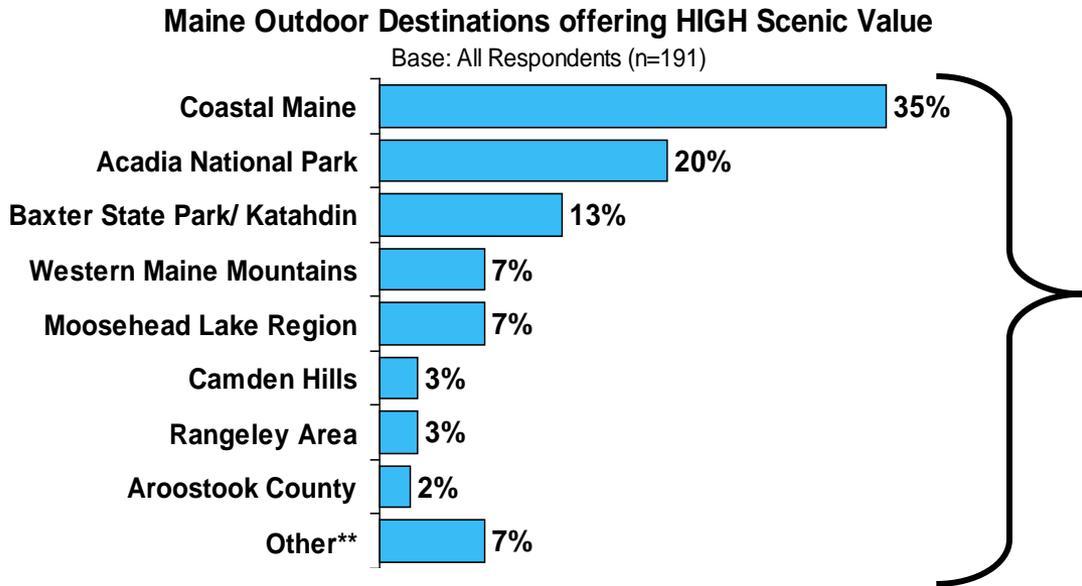
- More than one-quarter of respondents (28%) reported spending an average of 0-19 days per year participating in outdoor activities, while the same percentage reported spending 100 or more days.
- Two-fifths of respondents (42%) reported spending an average of 0-19 days engaging in outdoor activities in the state of Maine, while just under one-quarter (23%) reported spending 100 or more days in Maine.
  - A significantly higher percentage of those who use the Study Area (39%; 12 of 31\*) reported spending 100 or more days participating in outdoor activities in Maine, compared to those who do not use the area (19%).



\*Caution, small base (n<50); use for directional purposes only  
 > Q2. On average, about how many days a year do you participate in the following outdoor activities in total at all locations: <<QUALIFYING ACTIVITIES IN QD>>?  
 > Q3. On average, about how many days a year do you participate in the following outdoor activities in total in Maine: <<QUALIFYING ACTIVITIES IN QD>>?

# Scenic Outdoor Destinations in Maine

- One-third of respondents (35%) identified Coastal Maine as an area with high scenic value, followed by Acadia National Park (20%) and Baxter State Park or Katahdin (13%).
  - Baxter State Park or Katahdin was identified by a significantly higher percentage of those who use the Study Area (26%; 8 of 31\*) than those who do not (10%), as well as by Maine residents (16%), as opposed to non-residents (6%).



**Reasons for Selection\*\***  
Base: All Respondents (n=191)

Ocean/ Coast	23%
Mountain(s)	17%
Activities	16%
Vistas/ View	14%
Beautiful	14%
Familiarity	11%
Lake(s)/ Pond(s)	7%
Relaxing/ Peaceful	6%
Nearness of varied surroundings	6%

\*\*Please see Appendix A for additional detail.

➤ Q4. Think of a ten-point scale where 1 means "Very Low Scenic Value" and 10 means "Very High Scenic Value". What one outdoor destination in Maine have you visited that you would rate "8 - 10" as having high to very high scenic value? (Unaided, single response)

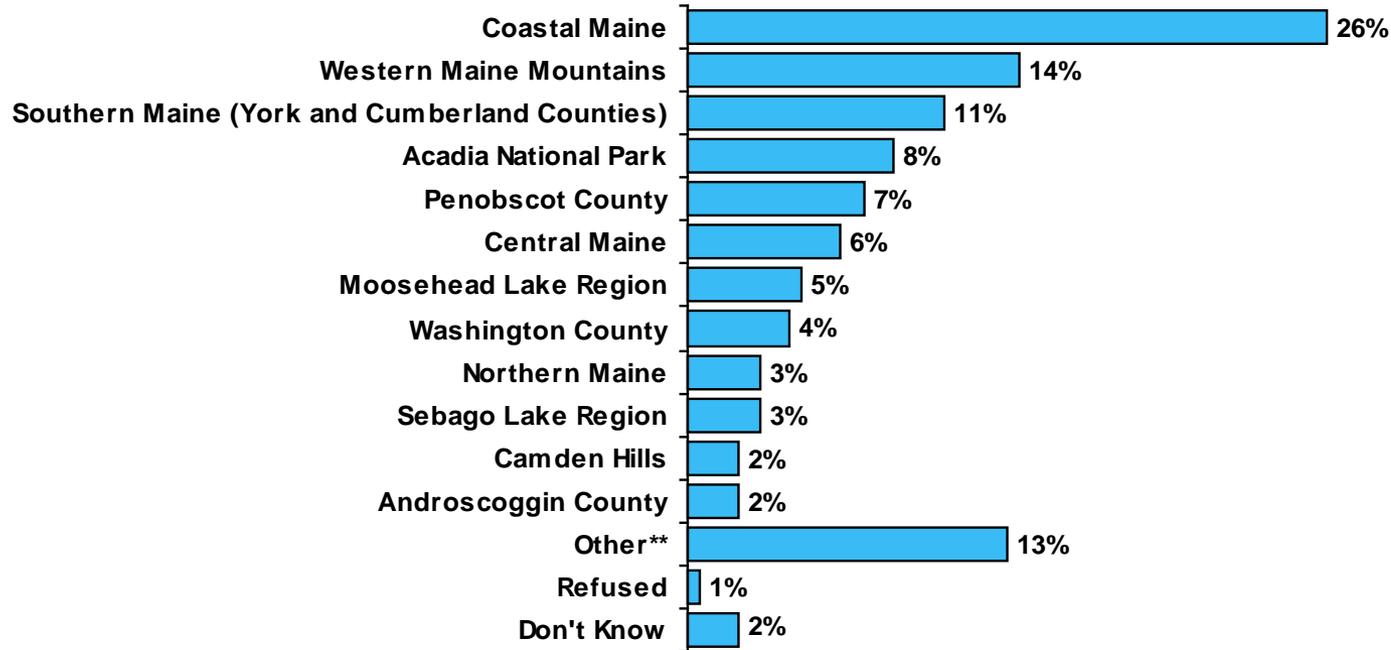
➤ Q5. Please explain briefly the reasons why you selected the outdoor destination you identified as having very high scenic value. (Unaided, multiple response)

# Maine Region Most Often Visited for Outdoor Activities

- One-quarter (26%) of respondents have most often visited coastal Maine to participate in outdoor activities during the past three years, followed by the Western Maine mountains (14%) and Southern Maine (11%).

**Maine Region Most Often Visited for Outdoor Activities (Past 3 Years)**

Base: All Respondents (n=191)



\*\*Please see Appendix A for additional detail.

> Q6. In what region of Maine would you say you have gone to most often in the last three years to participate in the outdoor activities you mentioned earlier: <<QUALIFYING ACTIVITIES IN QD>>? (Unaided, single response)

# Conclusions

# Conclusions

- Only five percent of all individuals contacted (31 of 580) use at least one of the eight lakes in the Study Area more than just rarely.
  - More than one-third of all respondents (37%) are not aware of the Study Area.
  - Most (82%) individuals contacted whose primary residence is within 50 miles of the Project indicated they were either unfamiliar with, or did not regularly use, lakes in the Study Area.
- Those who use the Study Area, participate in a variety of outdoor activities, including fishing (42%; 13 of 31\*), hiking (19%; 6 of 31\*), canoeing (10%; 3 of 31\*), and camping (10%; 3 of 31\*).
- Four-fifths (81%; 25 of 31\*) of those who use the Study Area never hire a guide or local expert.
- Those who use the Study area have mixed expectations for seeing a wind facility.
  - A negative effect on enjoyment is more likely from second-home developments (64%; 20 of 31\*) or paper mills (61%; 29 of 31\*) than from wind farms (48%; 15 of 31\*).
  - One-quarter (23%; 7 of 31\*) indicated that seeing a wind farm would make them more likely to return to the region for outdoor activities in the future. One-third (32%; 10 of 31\*) reported that this would make them less likely to return to the region.
- One-half of respondents (52%) support wind energy development in Maine.

\*Caution, small base (n<50); use for directional purposes only

# Respondent Profile

# Respondent Profile

- Three-fifths (60%) of respondents do not belong to any outdoor organizations. Respondents are members of a variety of groups, including local conservation organizations, wildlife preservation organizations and local land trusts (6% each).
- Most respondents (90%) are 45 years of age or older, with few people under the age of 35 (1%).
- Three-fifths (58%) of respondents are Maine residents and the average length of residency is 38.9 years.
- One-fifth (20%) of respondents own a second home in Maine. While about one-third of these respondents (34%; 13 of 38\*) gave a zip code more than fifty miles from their primary residence, three-fifths (60%; 23 of 38\*) did not know the zip code for their second home top of mind.
- Among those who do not own a primary or secondary residence in Maine, the average number of years visiting the state is 28.4.

# Demographics

	<b>Total</b>
<b>Outdoor/ Conservation Organizations</b>	<b>(n=191)</b>
Local conservation organizations	6%
Wildlife preservation organizations	6%
Local land trusts	6%
Maine Audubon Society	4%
Sportsman's Alliance of Maine	3%
Appalachian Mountain Club	2%
Trails preservation organizations	2%
Hunting/ Fishing organizations	2%
National Parks Association	2%
Sierra Club	2%
The Nature Conservancy	2%
Other snowmobile associations	2%
NRA	2%
Natural Resources Council of Maine	1%
National conservation organizations	1%
Appalachian Trail Conservancy	<1%
Maine Snowmobile Association	<1%

	<b>Total</b>
<b>Outdoor/ Conservation Organizations (cont'd)</b>	<b>(n=191)</b>
Ski club	<1%
Municipal board	<1%
MOFGA	<1%
Maine Professional Guides Association	<1%
Girl Scouts	<1%
National Public Radio	<1%
None	60%
Refused/ Don't Know	5%
<b>Age</b>	<b>(n=191)</b>
18 to 24	<1%
25 to 34	<1%
35 to 44	9%
45 to 54	25%
55 to 64	35%
65 to 74	18%
75 or older	12%

	<b>Total</b>
<b>Gender</b>	<b>(n=191)</b>
Male	58%
Female	42%
<b>Children Under 18 in Household</b>	<b>(n=191)</b>
Yes	20%
No	80%
<b>Primary Residence Location</b>	<b>(n=191)</b>
In Maine	58%
Outside of Maine	40%
Refused/ Don't Know	2%
<b>Length of Maine Residency (years)</b>	<b>(n=111)</b>
1-12	13%
13-24	15%
25-36	18%
37-49	19%
50-97	35%

# Demographics

	<b>Total</b>
<b>Own Second Home/ Camp in Maine</b>	<b>(n=191)</b>
Yes	20%
No	79%
Refused/ Don't Know	1%
<b>Location of Second Home/ Camp</b>	<b>(n=38*)</b>
Local Maine (less than 50 mi.)	3%
Non-Local Maine (more than 50 mi.)	34%
Refused	3%
Don't Know	60%
<b>Length of Time Owning Second Home in Maine (years)</b>	<b>(n=13*)</b>
1-12	31%
13-24	23%
25-36	16%
37-49	15%
50-97	15%

	<b>Total</b>
<b>Years Visiting Maine (if no primary or secondary home in Maine)</b>	<b>(n=67)</b>
1-12	23%
13-24	13%
25-36	30%
37-49	21%
50-97	13%
<b>Income</b>	<b>(n=191)</b>
Less than \$35,000	13%
\$35,000 to less than \$50,000	11%
\$50,000 to less than \$75,000	17%
\$75,000 to less than \$100,000	13%
\$100,000 to less than \$150,000	15%
\$150,000 to less than \$200,000	7%
\$200,000 or more	2%
Refused/ Don't Know	22%

\*Caution, small base (n<50); use for directional purposes only

# Appendix A: Additional Data

# Appendix A: Additional Data

**QD. What outdoor activities, if any, have you participated in within the State of Maine during the last three years?**

Participation in Outdoor Activities in Maine, Past 3 Years	
Base: All Respondents (n=191)	
Cutting Wood	1%
Gardening	1%
Sailing	1%
Sight-seeing	1%
Geo-caching	1%
Art/ Photography	1%
Motorcycling	<1%
Climbing	<1%
Target shooting	<1%
Volleyball	<1%
Whale watching	<1%
Snow shoveling	<1%
Fair	<1%

# Appendix A: Additional Data

**QE. In what regions of Maine have you participated in outdoor activities during the last three years?**

Regions for Activities in Maine, Past 3 Years Base: All Respondents (n=191)	
Hancock County	2%
Somerset County	2%
Washington County	2%
Androscoggin County (including Lewiston-Auburn)	2%
Piscataquis County	1%
Allagash Wilderness Waterway	1%
Waldo County	<1%

# Appendix A: Additional Data

**Q4. Think of a ten-point scale where 1 means “Very Low Scenic Value” and 10 means “Very High Scenic Value.” What one outdoor destination in Maine have you visited that you would rate “8-10” as having high to very high scenic value?**

<b>Maine Outdoor Destinations offering HIGH Scenic Value</b> Base: All Respondents (n=191)	
<b>Piscataquis</b>	<b>2%</b>
<b>Marginal Way</b>	<b>1%</b>
<b>Northern Maine</b>	<b>&lt;1%</b>
<b>Central Maine</b>	<b>&lt;1%</b>
<b>Bald Mountain</b>	<b>&lt;1%</b>
<b>Mountains (non-specific)</b>	<b>&lt;1%</b>
<b>Allagash Waterway</b>	<b>&lt;1%</b>
<b>Sebago Lake Region</b>	<b>&lt;1%</b>
<b>Silver Lake</b>	<b>&lt;1%</b>
<b>Hancock County</b>	<b>&lt;1%</b>
<b>Grand Lakes Region</b>	<b>&lt;1%</b>

# Appendix A: Additional Data

**Q5. Please explain briefly why you selected the outdoor destination you identified as having very high scenic value.**

Reasons for Selection					
Base: All Respondents (n=191)					
Ocean/ Coast	23%	Seasons	2%	Open space	<1%
Mountain(s)	17%	Lighthouse(s)	2%	Island(s)	<1%
Activities	16%	Trail(s)/ Path(s)	2%	It's like being out West	<1%
Vistas/ View	14%	Boats/ Ships	2%		
Beautiful	14%	Town(s)	2%		
Familiarity	11%	Historic value	2%		
Lake(s)/ Pond(s)	7%	Architecture	1%		
Relaxing/ Peaceful	6%	Appalachian Trail	1%		
Nearness of varied surroundings	6%	Atmosphere	1%		
Pristine/ Undeveloped	6%	Forest(s)	1%		
Unpopulated/ Not crowded	5%	River(s)	1%		
Water (non-specific)	5%	Remote	1%		
Park	5%	Road(s)	1%		
Wildlife	4%	Waterfall(s)	1%		
People	4%	Value/ Affordability	1%		
Unique	3%	No valid response	1%		
Weather	3%	First place sun rises in US	<1%		
Enjoyment	3%	Highest point on East Coast	<1%		

# Appendix A: Additional Data

**Q6. In what region of Maine would you say you have gone to most often in the last three years to participate in the outdoor activities you mentioned earlier?**

<b>Maine Region Most Often Visited for Outdoor Activities (Past 3 Years)</b> <b>Base: All Respondents (n=191)</b>	
<b>Somerset County</b>	<b>2%</b>
<b>Piscataquis County</b>	<b>2%</b>
<b>Hancock County</b>	<b>2%</b>
<b>Rangeley Region</b>	<b>2%</b>
<b>Aroostook County</b>	<b>2%</b>
<b>Grand Lakes Region/ Down East Lakes</b>	<b>2%</b>
<b>Waldo County</b>	<b>1%</b>
<b>Baxter State Park/ Katahdin</b>	<b>1%</b>
<b>Wood Lot</b>	<b>&lt;1%</b>
<b>Grand Lakes Region—Duck Lake</b>	<b>&lt;1%</b>
<b>Allagash Wilderness Waterway</b>	<b>&lt;1%</b>
<b>Belgrade Lakes</b>	<b>&lt;1%</b>

# Appendix A: Additional Data

**Q13. What would you say are the top three reasons for <<RESPONSE IN Q8>>, specifically on or beside one of these lakes?**

Top Three Reasons – Study Area Base: Those who use the Study Area (n=31*)	
<b>Fishing</b>	<b>45%</b>
<b>Beautiful scenery/ View</b>	<b>36%</b>
<b>Enjoyment</b>	<b>26%</b>
<b>Not crowded/ Remote</b>	<b>19%</b>
<b>Socialization/ Friends/ Family</b>	<b>16%</b>
<b>Exercise</b>	<b>13%</b>
<b>Water</b>	<b>10%</b>
<b>Close proximity</b>	<b>10%</b>
<b>Camp</b>	<b>10%</b>
<b>Trails</b>	<b>7%</b>
<b>Familiarity</b>	<b>7%</b>
<b>Kayaking</b>	<b>3%</b>
<b>Within budget</b>	<b>3%</b>
<b>Relaxing</b>	<b>3%</b>
<b>Exploration</b>	<b>3%</b>
<b>Trees</b>	<b>3%</b>
<b>Don't Know</b>	<b>3%</b>

# Appendix A: Additional Data

**Q14. What one of those reasons would you say is your primary reason for <<RESPONSE IN Q8>>, specifically on or beside one of these lakes?**

Primary Reasons – Study Area Base: Those who use the Study Area (n=31*)	
<b>Fishing</b>	<b>19%</b>
<b>Enjoyment</b>	<b>16%</b>
<b>Socialization/ Friends/ Family</b>	<b>10%</b>
<b>Exercise</b>	<b>10%</b>
<b>Beautiful scenery/ View</b>	<b>10%</b>
<b>Familiarity</b>	<b>7%</b>
<b>Not crowded/ Remote</b>	<b>7%</b>
<b>Water</b>	<b>3%</b>
<b>Close proximity</b>	<b>3%</b>
<b>Trails</b>	<b>3%</b>
<b>Camp</b>	<b>3%</b>
<b>Exploration</b>	<b>3%</b>
<b>Trees</b>	<b>3%</b>
<b>Don't Know</b>	<b>3%</b>

# Appendix A: Additional Data

Q21. Where have you seen wind turbines? (PROBE ON CITY/TOWN, STATE/PROVINCE, COUNTRY)

Turbine Location					
Base: Those who have seen wind turbines (net) (n=168)					
Massachusetts	20%	Danforth, ME	2%	Orland, ME	1%
California	14%	Freedom, ME	2%	Western Maine (non-specific)	1%
Vermont	13%	Northern Maine (non-specific)	2%	Indiana	<1%
New York	11%	Kibby Mountain	2%	North Dakota	<1%
Mars Hill, ME	11%	Local (unspecified)	2%	Ohio	<1%
New Hampshire	10%	Iowa	1%	Oklahoma	<1%
Pennsylvania	6%	Minnesota	1%	Oregon	<1%
Rhode Island	5%	Texas	1%	South Dakota	<1%
Vinalhaven, ME	5%	Virginia	1%	Washington	<1%
Maine (non-specific)	4%	Quebec	1%	Wyoming	<1%
New Jersey	4%	Midwest (non-specific)	1%	China	<1%
Connecticut	2%	Germany	1%	Aruba	<1%
Hawaii	2%	Cape Elizabeth	1%	Prince Edward Island	<1%
Lincoln, ME	2%	Saco, ME	1%	Kentucky	<1%
Arizona	2%	Sugarloaf	1%	Tennessee	<1%
Colorado	2%	Aroostook County, ME	1%	Florida	<1%
Europe (non-specific)	2%	Rangeley, ME	1%	Michigan	<1%
Alaska	2%	Camden, ME	1%	Denmark	<1%

# Appendix A: Additional Data

Q21. Where have you seen wind turbines? (PROBE ON CITY/TOWN, STATE/PROVINCE, COUNTRY)

Turbine Location (cont'd.)			
Base: Those who have seen wind turbines (net) (n=168)			
Scotland	<1%	North Haven, ME	<1%
Netherlands	<1%	Carroll, ME	<1%
Missouri	<1%	Coastal Maine (non-specific)	<1%
Moosehead Lake, ME	<1%	Springfield, ME	<1%
Madawaska, ME	<1%	Press Island	<1%
Biddeford, ME	<1%	Palermo, ME	<1%
Stetson, ME	<1%	Plains states (non-specific)	<1%
Brownville, ME	<1%	Washington County, ME	<1%
Belgrade, ME	<1%	Kossuth Township, ME	<1%
Dexter, ME	<1%	Off Route 6 in Maine	<1%
Eustis and Straton, ME	<1%	Do not remember	<1%

# Appendix B: Questionnaire



Project#10.018

### First Wind Bowers Users Questionnaire (January 6, 2011)

Quotas: 1. Use Study Area Need at least n=50  
2. Do not use/Aware of Study Area No more than n=150

#### Introduction

Hello, my name is \_\_\_\_\_. I'm calling from Portland Research Group, an independent market research firm. We are conducting a research project about the outdoor activities people enjoy in the State of Maine. Please be assured that your responses will be kept strictly confidential and that we will not try to sell you anything.

#### Screeners

A. Are you an adult, eighteen years of age or older?

- YES 1 (CONTINUE)
- NO 2 (THANK AND TERMINATE)
- REFUSED 8 (THANK AND TERMINATE)
- D.Q.N'T KNOW 9 (THANK AND TERMINATE)

B. Have you personally participated in any outdoor activities in Maine within the last three years?

- YES 1 (CONTINUE)
- NO 2 (THANK AND TERMINATE)
- REFUSED 8 (THANK AND TERMINATE)
- D.Q.N'T KNOW 9 (THANK AND TERMINATE)

C. GENDER BY OBSERVATION (ASK IF NECESSARY) (NO MORE THAN A 45%/55% SPLIT BETWEEN GENDERS)

- MALE 1
- FEMALE 2

One Union Wharf  
Portland, ME 04101-4777  
phone 207.874.2077  
fax 207.874.2076  
portlandresearch.com

D. What outdoor activities, if any, have you participated in within the State of Maine during the last three years? (DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES. CLARIFY RESPONSES)

- ATV RIDING 01 (CONTINUE)
- BICYCLING 02
- BIRDING 03 (CONTINUE)
- BOATING (MOTOR) 04 (CONTINUE)
- CAMPING 05 (CONTINUE)
- CANOEING OR KAYAKING 06 (CONTINUE)
- FISHING 07 (CONTINUE)
- FORAGING FOR WILD PLANTS OR MUSHROOMS 08 (CONTINUE)
- HIKING OR WALKING 09 (CONTINUE)
- HUNTING 10 (CONTINUE)
- SKIING – CROSS COUNTRY/NORDIC 11 (CONTINUE)
- SKIING – DOWNHILL/ALPINE 12
- SNOWMOBILING 13 (CONTINUE)
- SWIMMING 14
- SPORTS (TEAM, TENNIS, GOLF, ETC.) 15
- SNOWSHOBING 16 (CONTINUE)

OTHER (Please Specify): \_\_\_\_\_

- REFUSED 98 (THANK AND TERMINATE)
- D.Q.N'T KNOW 99 (THANK AND TERMINATE)

**MUST MENTION 01, 03-11, 13, OR 16 TO CONTINUE ELSE,  
THANK AND TERMINATE**

E. In what regions of Maine have you participated in <<QUALIFYING ACTIVITIES IN QD>> during the last three years? (DO NOT READ LIST. ACCEPT MULTIPLES.) (IF LAKE, ASK FOR SPECIFIC LOCATION)

- ACADIA NATIONAL PARK 01
- ALLAGASH WILDERNESS WATERWAY 02
- AROOSTOOK COUNTY 03
- BAXTER STATE PARK/KATAHDIN 04
- BELGRADE LAKES 05
- CAMDEN HILLS 06
- GRAND LAKES REGION/DOWNEAST LAKES 07
- MOOSEHEAD LAKE REGION 08
- SEBAGO LAKE REGION 09
- WESTERN MAINE MOUNTAINS 10

OTHER (Please Specify): \_\_\_\_\_

- REFUSED 98 (THANK AND TERMINATE)
- D.Q.N'T KNOW 99 (THANK AND TERMINATE)

Portland Research Group 2



**MAIN QUESTIONNAIRE**

1. On average, how many days each year do you spend in Maine for any reason? (IF RESPONDENT SAYS, "I live in Maine," TRY TO OBTAIN BEST ESTIMATE BY GETTING RESPONDENT TO THINK ABOUT TRIPS OUTSIDE OF MAINE SUCH AS VACATIONS, BUSINESS TRIPS, DAY TRIPS, ETC.)

Days per year IN MAINE FOR ANY REASON: \_\_\_\_\_  
 REFUSED 998  
 DON'T KNOW 999 (TRY TO OBTAIN BEST ESTIMATE)

2. On average, about how many days a year do you participate in the following outdoor activities in total at all locations: <<QUALIFYING ACTIVITIES IN QD>>?

Average Number of Days per year ALL LOCATIONS: \_\_\_\_\_  
 REFUSED 998  
 DON'T KNOW 999 (TRY TO OBTAIN BEST ESTIMATE)

3. On average, about how many days a year do you participate in the following outdoor activities in total in Maine: <<QUALIFYING ACTIVITIES IN QD>>?

Average Number of Days per year IN MAINE: \_\_\_\_\_  
 REFUSED 998  
 DON'T KNOW 999 (TRY TO OBTAIN BEST ESTIMATE)

4. Think of a ten-point scale where 1 means "Very Low Scenic Value" and 10 means "Very High Scenic Value". What one outdoor destination in Maine have you visited that you would rate "8 - 10" as having high to very high scenic value? (ACCEPT ONE RESPONSE)

\_\_\_\_\_

5. Please explain briefly the reasons why you selected the outdoor destination you identified as having very high scenic value.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

6. In what region of Maine would you say you have gone to most often in the last three years to participate in the outdoor activities you mentioned earlier: <<QUALIFYING ACTIVITIES IN QD>>? (DO NOT READ LIST. ACCEPT ONE RESPONSE) (IF LAKE, ASK FOR SPECIFIC LOCATION)

- ACADIA NATIONAL PARK 01
- ALLAGASH WILDERNESS WATERWAY 02
- AROOSTOOK COUNTY 03
- BAXTER STATE PARK/KATAHDIN 04
- BELGRADE LAKES 05
- CAMDEN HILLS 06
- GRAND LAKES REGION/DOWNEAST LAKES 07
- MOOSEHEAD LAKE REGION 08
- SEBAGO LAKE REGION 09
- WESTERN MAINE MOUNTAINS 10

OTHER (Please Specify): \_\_\_\_\_  
 REFUSED 98 (ASK TO IDENTIFY A DESTINATION)  
 DON'T KNOW 99 (ASK TO IDENTIFY A DESTINATION)

7. I am going to read you a list of lakes located in Maine approximately 75 miles northeast of Bangor, Maine just south of the Springfield area off Route 6. You may have heard of lakes with the same or similar names in other parts of Maine. All of the lakes I am going to mention are located in either Washington or Penobscot counties. For each lake please indicate how often you participate in the outdoor activities you mentioned earlier, <<QUALIFYING ACTIVITIES IN QD>>, either on or beside the lake. Please use a ten-point scale where 1 means, "Never" and 10 means "Regularly" to indicate your response. If you are not aware of the lake I mention, please say so. (RANDOMIZE LIST)

Lakes	Never									Regularly	Not Aware
a. Bottle Lake in Lakeville	1	2	3	4	5	6	7	8	9	10	90
b. Duck Lake in Lakeville	1	2	3	4	5	6	7	8	9	10	90
c. Lower Sysladobsis (Sys-la-DOB-sis) Lake in Lakeville	1	2	3	4	5	6	7	8	9	10	90
d. Keg Lake in Lakeville	1	2	3	4	5	6	7	8	9	10	90
e. Junior Lake in Pukakon (PUCK-a-kon)	1	2	3	4	5	6	7	8	9	10	90
f. Scraggley Lake near Junior Lake in Pukakon (PUCK-a-kon)	1	2	3	4	5	6	7	8	9	10	90
g. Shaw Lake, between Pleasant and Scraggley Lakes, in Pukakon (PUCK-a-kon)	1	2	3	4	5	6	7	8	9	10	90
h. Pleasant Lake in Kossuth Township	1	2	3	4	5	6	7	8	9	10	90

IF RATING OF 4 – 10 FOR AT LEAST ONE LAKE RECORD AS QUOTA 1 AND CONTINUE ELSE, RECORD AS QUOTA 2 AND SKIP TO Q20



8. (IF MORE THAN ONE QUALIFYING ACTIVITY MENTIONED IN QD, ASK Q8, ELSE USE ACTIVITY FROM QD AS RESPONSE TO Q8 AND SKIP TO Q9) Which of the outdoor activities you mentioned earlier, <<QUALIFYING ACTIVITIES IN QD>>, do you participate in most frequently on or beside one of the lakes I just mentioned? (ACCEPT ONE RESPONSE)

<<INSERT LIST OF QUALIFIED ACTIVITIES MENTIONED IN QD>>

9. The next group of questions will refer to your experiences <<RESPONSE IN Q8>> on or beside one of the lakes I just mentioned. When you participate in this outdoor activity on or beside those lakes, how often do you use guides or hire local experts? Would you say... (READ LIST)?

Always,	5
Most of the time,	4
Some of the time,	3
Rarely, or	2
Never	1
REFUSED	8
DON'T KNOW	9

10. At what types of lodging do you typically spend the night when <<RESPONSE IN Q8>> on or beside one of the lakes I just mentioned? (DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES.)

RESPONDENT'S PRIMARY RESIDENCE	01
RESPONDENT'S SECOND/VACATION HOME/CONDO	02
HOME OF FAMILY/RELATIVE/FRIEND	03
BED & BREAKFAST/INN/SPORTING LODGE/HUNTING LODGE	04
HOTEL OR MOTEL	05
RENTAL HOME/CONDO/TIMESHARE	06
STATE PARK/CAMPGROUND	07
PRIVATE CAMPGROUND OR RV PARK	08
OTHER (Please Specify): _____	
REFUSED	98
DON'T KNOW	99

11. In what seasons are you typically <<RESPONSE IN Q8>> on or beside one of these lakes? (READ LIST TO DEFINE SEASONS. ACCEPT MULTIPLE RESPONSES)

Winter, consisting of December, January, and February	1
Spring, consisting of March, April and May	2
Summer, consisting of June, July and August	3
Fall, consisting of September, October and November	4
REFUSED	8
DON'T KNOW	9

12. On average, about how many days a year do you spend <<RESPONSE IN Q8>>, on or beside one of these lakes?

AVERAGE NUMBER OF DAYS PER YEAR AT ONE OF THESE LAKES: _____	
REFUSED	998
DON'T KNOW (TRY TO OBTAIN BEST ESTIMATE)	999

13. What would you say are the top three reasons for <<RESPONSE IN Q8>>, specifically on or beside one of these lakes? (PROBE FOR SPECIFICS)

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

14. What one of those reasons would you say is your primary reason for <<RESPONSE IN Q8>>, specifically on or beside one of these lakes? (MUST SELECT ONE RESPONSE)

REASON A	1
REASON B	2
REASON C	3

15. How unlikely or likely do you expect to see the following while <<RESPONSE IN Q8>> specifically on or beside one of these lakes? Please use a ten-point scale where 1 means, "Very Unlikely" and 10 means "Very Likely" to indicate your response. (RANDOMIZE LIST)

	Very Unlikely					Very Likely				
a. Recreational Resorts (Ski, Golf, etc.)	1	2	3	4	5	6	7	8	9	10
b. Snowmobile/ATV Trails	1	2	3	4	5	6	7	8	9	10
c. Energy facilities such as wind farms	1	2	3	4	5	6	7	8	9	10
d. Cut over forest lands	1	2	3	4	5	6	7	8	9	10
e. Electrical transmission lines	1	2	3	4	5	6	7	8	9	10
f. Second home developments	1	2	3	4	5	6	7	8	9	10
g. Town Centers	1	2	3	4	5	6	7	8	9	10
h. Communications Towers	1	2	3	4	5	6	7	8	9	10
i. Industrial facilities such as paper mills	1	2	3	4	5	6	7	8	9	10
j. Logging roads	1	2	3	4	5	6	7	8	9	10
k. Lake drawdowns	1	2	3	4	5	6	7	8	9	10
l. Dam or Hydro Power Facility	1	2	3	4	5	6	7	8	9	10

16. Please rate how your overall enjoyment would be affected, if at all, if you saw the following while <<RESPONSE IN Q8>>, specifically on or beside one of these lakes? Please use a ten-point scale where 1 means, "Very Negative Effect" and 10 means "Very Positive Effect" to indicate your response. (RANDOMIZE LIST)

	Very Negative Effect					Very Positive Effect				
a. Recreational Resorts (Ski, Golf, etc.)	1	2	3	4	5	6	7	8	9	10
b. Snowmobile/ATV Trails	1	2	3	4	5	6	7	8	9	10
c. Energy facilities such as wind farms	1	2	3	4	5	6	7	8	9	10
d. Cut over forest lands	1	2	3	4	5	6	7	8	9	10
e. Electrical transmission lines	1	2	3	4	5	6	7	8	9	10
f. Second home developments	1	2	3	4	5	6	7	8	9	10
g. Town Centers	1	2	3	4	5	6	7	8	9	10
h. Communications Towers	1	2	3	4	5	6	7	8	9	10
i. Industrial facilities such as paper mills	1	2	3	4	5	6	7	8	9	10
j. Logging roads	1	2	3	4	5	6	7	8	9	10
k. Lake drawdowns	1	2	3	4	5	6	7	8	9	10
l. Dam or Hydro Power Facility	1	2	3	4	5	6	7	8	9	10

17. Using a ten-point scale where 1 means you are "Much Less likely" and 10 means you are "Much More Likely", please rate your likelihood of personally returning to these lakes for <<RESPONSE IN Q8>> if you saw the following while <<RESPONSE IN Q8>>, either on or beside one of these lakes. (RANDOMIZE LIST)

	Much Less Likely					Much More Likely				
a. Recreational Resorts (Ski, Golf, etc.)	1	2	3	4	5	6	7	8	9	10
b. Snowmobile/ATV Trails	1	2	3	4	5	6	7	8	9	10
c. Energy facilities such as wind farms	1	2	3	4	5	6	7	8	9	10
d. Cut over forest lands	1	2	3	4	5	6	7	8	9	10
e. Electrical transmission lines	1	2	3	4	5	6	7	8	9	10
f. Second home developments	1	2	3	4	5	6	7	8	9	10
g. Town Centers	1	2	3	4	5	6	7	8	9	10
h. Communications Towers	1	2	3	4	5	6	7	8	9	10
i. Industrial facilities such as paper mills	1	2	3	4	5	6	7	8	9	10
j. Logging roads	1	2	3	4	5	6	7	8	9	10
k. Lake drawdowns	1	2	3	4	5	6	7	8	9	10
l. Dam or Hydro Power Facility	1	2	3	4	5	6	7	8	9	10

18. If you went to these lakes for <<RESPONSE IN Q8>> and saw evidence of a project or something else that caused you not to want to return, is there another lake, region or location in Maine you could go to and enjoy the same outdoor activity equally as much or more?

YES	1	(CONTINUE)
NO	2	(SKIP TO Q20)
REFUSED	8	(SKIP TO Q20)
DON'T KNOW	9	(SKIP TO Q20)

19. What region or location in Maine would you go to instead? (DO NOT READ LIST. ACCEPT ONE RESPONSE)

ACADIA NATIONAL PARK	01
ALLAGASH WILDERNESS WATERWAY	02
AROOSTOOK COUNTY	03
BAXTER STATE PARK/KATAHDIN	04
BELGRADE LAKES	05
CAMDEN HILLS	06
MOOSEHEAD LAKE REGION	07
SEBAGO LAKE REGION	08
WESTERN MAINE MOUNTAINS	09

OTHER (Please Specify): _____	
REFUSED	98 (ASK TO IDENTIFY A DESTINATION)
DON'T KNOW	99 (ASK TO IDENTIFY A DESTINATION)

**ASK EVERYONE**

20. Have you personally seen wind turbines... READ LIST?

	YES	NO	REFUSED	DON'T KNOW
a. In Maine	1	2	8	9
b. Outside of Maine	1	2	8	9

IF "YES" TO Q20A OR Q20B CONTINUE, ELSE SKIP TO Q22

21. Where have you seen wind turbines? (PROBE ON CITY/TOWN, STATE/PROVINCE, COUNTRY)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

22. Using a ten-point scale where 1 means "Do Not Support At All" and 10 means "Completely Support", to what extent do you not support or support commercial-scale wind energy development in Maine?

Do Not Support at All					Completely Support					Refused	Don't Know
01	02	03	04	05	06	07	08	09	10	98	99

23. The remaining classification questions help us to develop an overall respondent profile, but will not identify you in any way. What, if any, outdoor or conservation organizations do you belong to? (DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES.)

ALLIANCE OF TRAIL VEHICLES OF MAINE	01
APPALACHIAN MOUNTAIN CLUB (A.M.C.)	02
APPALACHIAN TRAIL CONSERVANCY (A.T.C.)	03
MAINE AUDUBON SOCIETY	04
MAINE SNOWMOBILE ASSOCIATION	05
NATURAL RESOURCES COUNCIL OF MAINE	06
SPORTSMAN'S ALLIANCE OF MAINE	07
THE NATURE CONSERVANCY	08
OTHER (Please specify): _____	
REFUSED	98
DON'T KNOW	99

24. Into which of the following ranges does your age fall? (READ LIST)

18 to 24,	1
25 to 34,	2
35 to 44,	3
45 to 54,	4
55 to 64,	5
65 to 74, or	6
75 or older	7
REFUSED	8

25. Do you have any children less than 18 years old living in your household?

YES	1
NO	2
REFUSED	8
DON'T KNOW	9

26. What is the 5-DIGIT zip code where your primary residence is located?

REFUSED	99998
DON'T KNOW	99999

27. (IF PRIMARY RESIDENCE IN MAINE FROM Q26) For how many years has your primary residence been located in Maine?

YEARS: _____	MONTHS: _____
REFUSED	98
DON'T KNOW	99

28. Do you own a second or vacation home or camp in Maine? (INCLUDE FOUR SEASON HOMES OR CONDOS, SEASONAL FISHING/HUNTING/RECREATIONAL CAMPS, AND LAKESHORE CAMPS)

YES	1	(CONTINUE)
NO	2	(SKIP TO Q31)
REFUSED	8	(SKIP TO Q31)
DON'T KNOW	9	(SKIP TO Q31)

29. What is the 5-DIGIT zip code where your second home in Maine is located?

REFUSED 99998  
DONT KNOW 99999

30. (IF SECOND HOME IN MAINE FROM Q29) For how many years have you owned a second home in Maine?

YEARS: \_\_\_\_\_ MONTHS: \_\_\_\_\_

REFUSED 98  
DONT KNOW 99

31. (IF NO PRIMARY RESIDENCE NOR SECOND HOME IN MAINE) For how many years have you been visiting Maine to participate in the outdoor activities we have been discussing?

YEARS: \_\_\_\_\_ MONTHS: \_\_\_\_\_

REFUSED 98  
DONT KNOW 99

32. Which of the following broad ranges best describes your 2010 annual household pre-tax income from all sources? (READ LIST)

Less than \$35,000	1
\$35,000 to less than \$50,000	2
\$50,000 to less than \$75,000	3
\$75,000 to less than \$100,000	4
\$100,000 to less than \$150,000	5
\$150,000 to less than \$200,000, or	6
\$200,000 or more	7
REFUSED	8
DONT KNOW	9

(PLEASE VERIFY)

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Telephone Number with Area Code: \_\_\_\_\_

**THANK YOU VERY MUCH FOR YOUR TIME!**

*Portland Research Group 11*

# For More Information

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# Bowers Mountain Wind Project Outdoor Activities Users Research *Snowmobiler Survey*



Portland  
Research  
Group

Portland Research Group  
Portland, Maine  
February 2011

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Appendix A: Additional Data

Appendix B: Questionnaire

# Objectives

This study focuses on the region encompassing and including scenic lakes with visibility within 8 miles of the Bowers Wind Project. Throughout this report, this region is referred to as the “Study Area.”

The primary objectives of this study are to:

- Determine how the lakes and land within the Study Area, and elsewhere in Maine, are used.
  - Measure awareness of the Study Area.
  - Frequency of usage.
- Understand expectations for views in the Study Area.
  - Explore the extent to which people expect to see “human-made” structures when using the Study Area.
  - Determine the impact of such structures on people’s enjoyment and likelihood of returning to the Study Area.
- Assess whether and how commercial wind power projects fit within expectations of viewers using the Study Area and other parts of Maine for outdoor activities.
  - Measure respondents’ support for wind energy projects.

# Methodology

<p><b>Respondent Criteria</b></p>	<ul style="list-style-type: none"> <li>Adults, 18 years or older, who participated in the Second Annual Stetson Wind Snowmobile Ride-In at First Wind’s Stetson Mountain facility.</li> </ul>
<p><b>Respondent Counts</b></p>	<ul style="list-style-type: none"> <li>n=69</li> </ul>
<p><b>Response Rate</b></p>	<ul style="list-style-type: none"> <li>46% (69 of approximately 150 attendees) The number of attendees is based on number of riders who checked-in at the O&amp;M Building. Some of the attendees were children who were not qualified to take the survey. If anything the response rate is likely to be higher.</li> </ul>
<p><b>Data Collection</b></p>	<ul style="list-style-type: none"> <li>In-person Intercepts on Saturday, February 19 at Stetson Mountain facility.</li> </ul>
<p><b>Research Caveat</b></p>	<ul style="list-style-type: none"> <li>This report provides many useful insights with reasonable sample sizes. However, some results should be used directionally due to sample sizes less than 50.</li> </ul>
<p><b>Questionnaire</b></p>	<ul style="list-style-type: none"> <li>Structured questionnaire containing 21 questions (69 variables), self-administered by respondent or administered by a Portland Research Group employee.</li> <li>Questions addressed frequency and location of outdoor activities; logistics of and reasons for using the Study Area for outdoor activities; expectations for views and effects of specific human-made developments/ alterations on overall enjoyment and likelihood of returning to the Study Area; and position on commercial-scale wind energy developments in Maine. (The full questionnaire can be found in Appendix B of this report.)</li> </ul>

# Methodology: Sample Segments

- A random sample size of n=69 yields a maximum sampling error of +/- 11.8 percentage points at the 95% level of confidence. That is, if the reported percentage is 50%, one can be 95% confident that the percentage for the entire population would be within the range of 38.2% and 61.8%. The sample tolerances for smaller subgroups are broader: n=16, +/- 24.5 percentage points.

	<u>Sample Size</u>
<b>Total†</b>	n=69
<b>Use Study Area</b>	
Yes	n=44*
No	n=20*
<b>Disposition to Wind Energy</b>	
Support (8-10)	n=46*
Less than support (1-7)	n=16*
<b>Age</b>	
18-54	n=37*
55 or older	n=28*
<b>Gender</b>	
Male	n=41*
Female	n=23*

† Base sizes reflect the number of respondents who answered a given question. As this survey was primarily self-administered, bases sizes do not always reflect the logical progression of the questionnaire.

\*Caution, small base (n<50); use for directional purposes only



# Key Findings

- Respondents participate in a variety of outdoor activities in the Study Area, with snowmobiling (84%†), fishing (81%) and motor boating (68%) as the top three.
- Of the eight lakes tested, Lower Sysladobsis Lake (92%), Bottle Lake (92%) and Duck Lake (92%) received the highest levels of awareness.
- With over half of the respondents (56%) reporting that they use it sometimes or more often, Lower Sysladobsis Lake has the highest usage rate of the eight lakes tested.
- Half of the respondents (50%; 20 of 40\*) indicated that seeing energy facilities such as wind farms while participating in their most frequent outdoor activity in the study area would have a positive impact on their overall enjoyment.
  - Wind farms were second only to snowmobile/ ATV trails in terms of having a positive effect on enjoyment.
- Half of the respondents (50%; 20 of 40\*) indicated that seeing energy facilities such as wind farms would make them more likely to return to an area for their outdoor activity of choice.
- Almost three-quarters of respondents (72%) support the development of commercial-scale wind energy in Maine. One-quarter (25%) is neutrally disposed to it; none of those interviewed indicated a negative disposition.

†Evidence that not all respondents surveyed at this snowmobile themed event may be due to the self-administration of the surveys. Another possible explanation is that respondents who rode to the event as passengers on a snowmobile driven by someone else may not consider that activity as constituting snowmobiling.

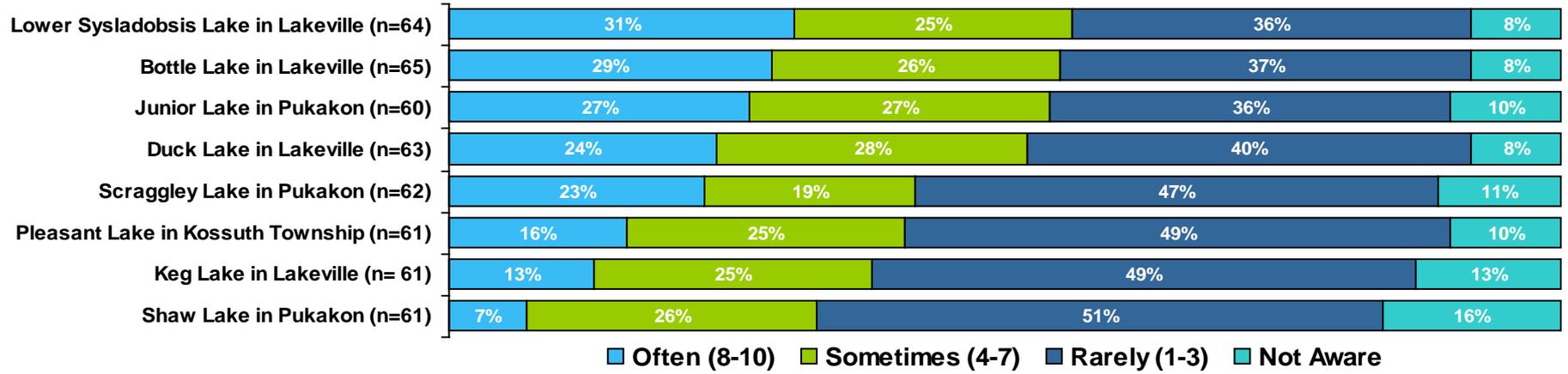
\*Caution, small base (n<50); use for directional purposes only

# Detailed Findings

# Frequency of Outdoor Activity Participation in the Study Area

- One-third of respondents often use Lower Sysladobsis Lake (31%) for their outdoor activities, followed by Bottle Lake (29%) and Junior Lake (27%).
  - Those who use Bottle Lake (44%; 16 of 36\* vs. 11%; 3 of 27\*), Duck Lake (40%; 14 of 35\* vs. 4%; 1 of 27\*), Junior Lake (40%; 14 of 35\* vs. 8%; 2 of 24\*), and Scraggley Lake (33%; 12 of 36\* vs. 8%; 2 of 25\*) are significantly more likely to be under 55 years of age than they are to be 55 or older.
- One-sixth of respondents were not aware of Shaw Lake (16%), followed by Keg Lake (13%), and Scraggley Lake (11%).

**Frequency of Outdoor Activity Participation in the Study Area**  
Base: Those Providing a Response

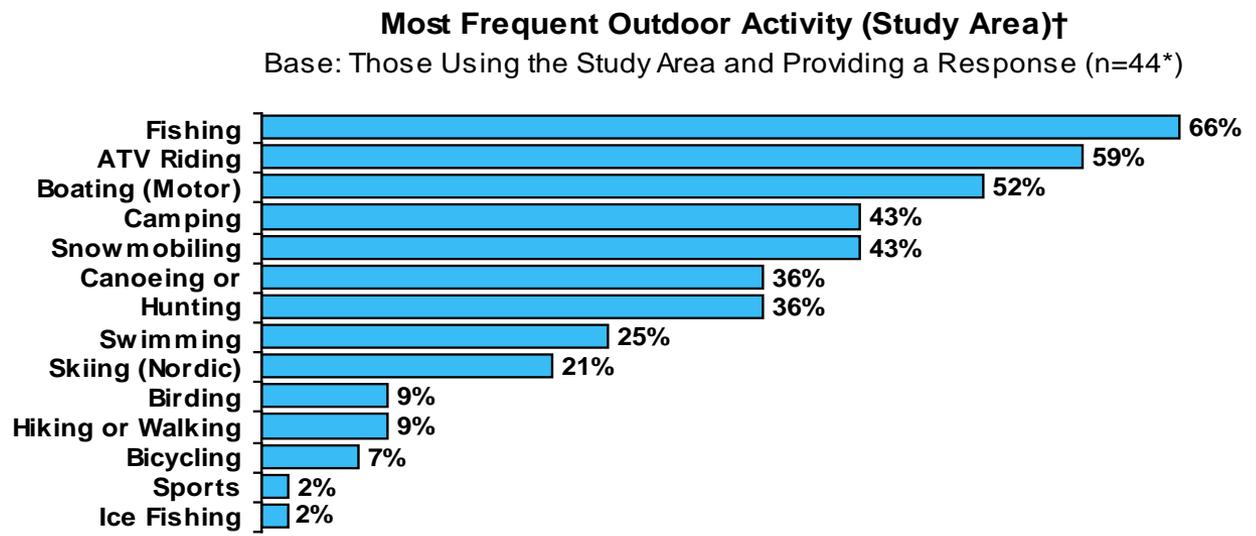


\*Caution, small base (n<50); use for directional purposes only

➤ Q3. Please read the list of lakes located near here, just south of the Springfield area off Route 6. You may have heard of lakes with the same or similar names in other parts of Maine. All of the lakes I am going to mention are located in either Washington or Penobscot counties. For each lake please indicate how often you participate in the outdoor activities you mentioned earlier, either on or beside the lake. For each lake, please use a ten-point scale where 1 means, "Never" and 10 means "Regularly" to indicate your response. Please circle "90" if you are not aware of the lake mentioned.

# Most Common Outdoor Activities in the Study Area

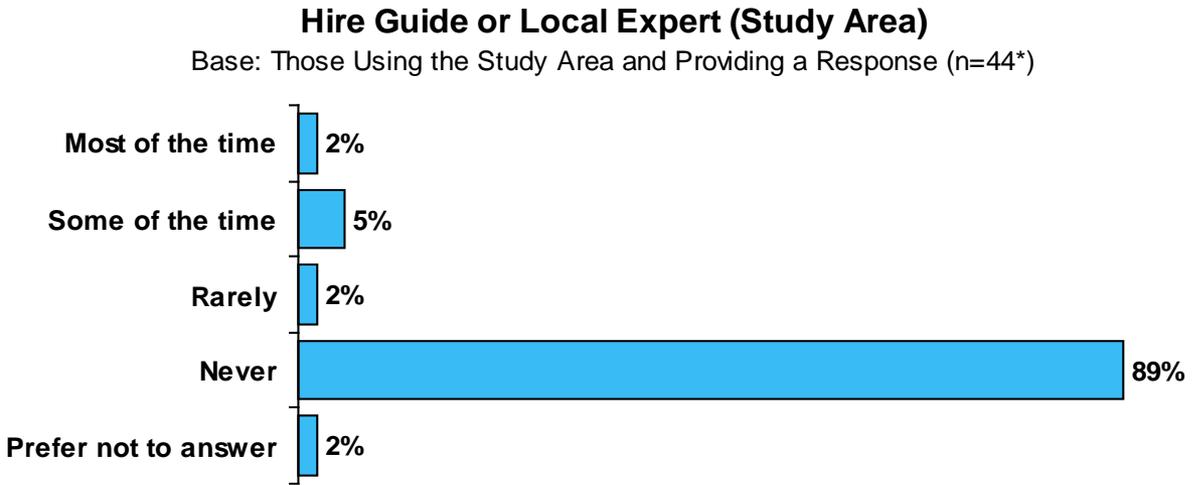
- Two-thirds of respondents who use the Study Area (66%; 29 of 44\*) indicated that fishing is their most frequent outdoor activity in the Study Area, followed by ATV riding (59%; 26 of 44\*), and motor boating (52%; 23 of 44\*).



†Responses do not total to 100%. In spite of instructions to select only one response, many of the self-administered respondents provided multiple responses.  
 \*Caution, small base (n<50); use for directional purposes only  
 > Q4. What outdoor activity have you participated in most frequently on or beside one of the lakes listed in question 3? (Aided, single response)

# Hire Guide or Local Expert

- Most respondents who use the Study Area (89%; 39 of 44\*) never hire a guide or local expert when participating in outdoor activities in the Study Area.

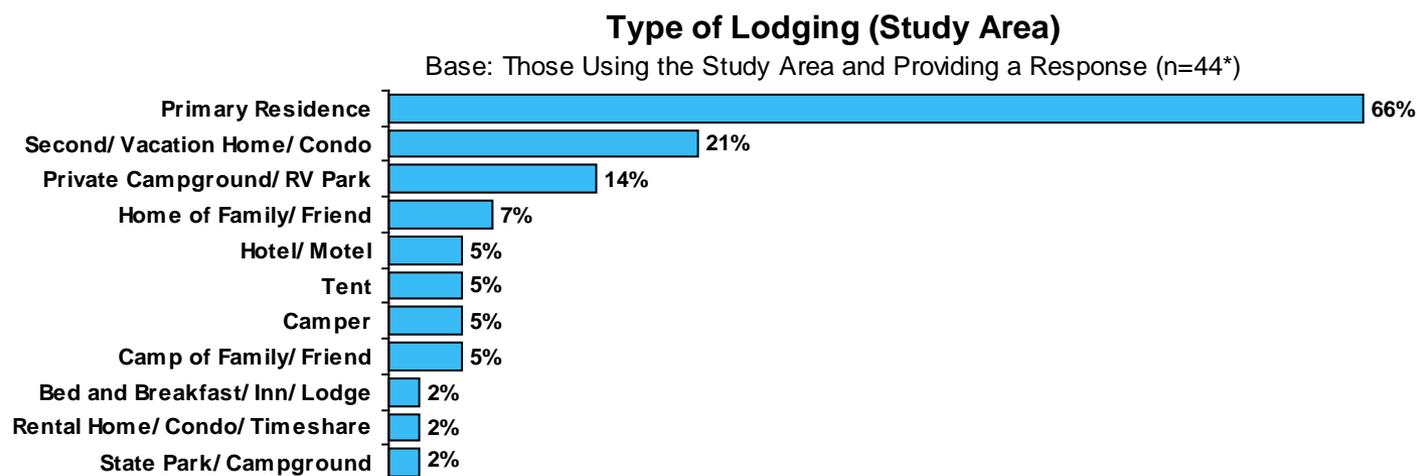


\*Caution, small base (n<50); use for directional purposes only

> Q5. The next group of questions will refer to your experiences on or beside one of the lakes mentioned in question 3. When you participate in the outdoor activity you identified in question 4 on or beside those lakes, how often do you use guides or hire local experts? Would you say... (Aided, single response)

# Type of Lodging

- Two-thirds of respondents who use the Study Area (66%; 29 of 44\*) spend the night at their primary residence when participating in outdoor activities in the Study Area, followed distantly by a second/ vacation home/ condo (21%; 9 of 44\*) and private campgrounds/ RV parks (14%; 6 of 44\*).



\*Caution, small base (n<50); use for directional purposes only

➤ Q6. At what types of lodging do you typically spend the night when you participate in your most frequent activity on or beside one of the lakes listed previously?  
(Aided, multiple response)

# Seasons Participating in Outdoor Activities

- Respondents who use the Study Area reported a high level of participation in outdoor activities in the Study Area throughout the year.
  - Virtually all respondents (91%; 40 of 44\*) participate in outdoor activities in the Study Area during the summer, followed by those who do so in winter (80%; 35 of 44\*), fall (64%; 28 of 44\*) and spring (55%;24 of 44\*).

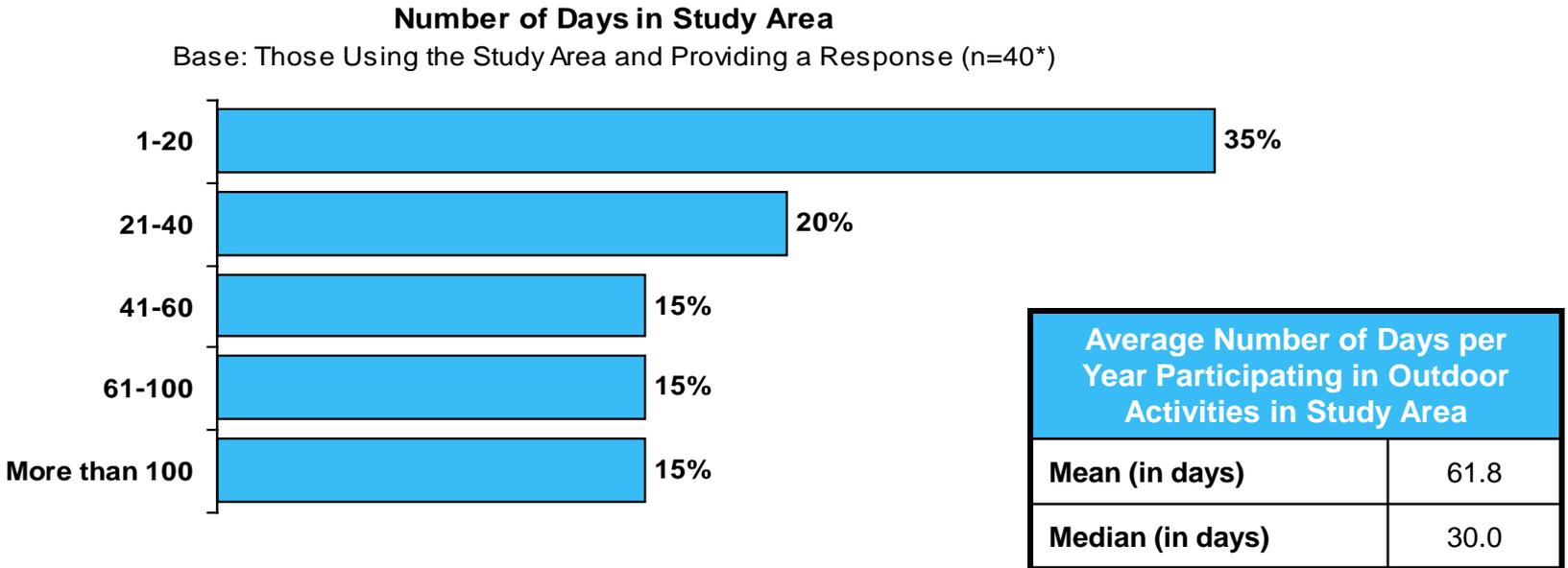
**Seasons Participating in Outdoor Activities (Study Area)**  
Base: Those Using the Study Area and Providing a Response (n=44\*)



\*Caution, small base (n<50); use for directional purposes only  
> Q7. In what seasons are you typically participating in your most frequent outdoor activity on or beside one of the lakes listed previously? (Aided, multiple response)

# Number of Days in the Study Area

- One-third of respondents who use the Study Area (35%; 14 of 40\*) spend on average 1-20 days of the year participating in outdoor activities in the Study Area.
- Overall users spend an average of 61.8 days per year participating in outdoor activities in the Study Area, with a median of 30 days.



\*Caution, small base (n<50); use for directional purposes only

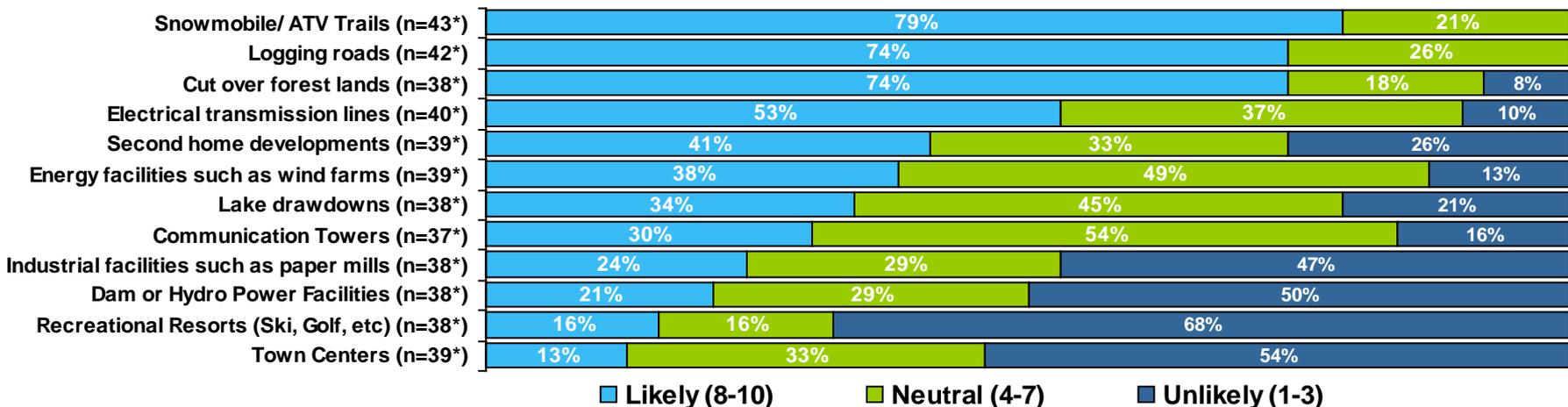
> Q8. On average, about how many days a year do you spend participating in your most frequent outdoor activity on or beside one of these lakes? (Aided, single response)

# Expectations During Outdoor Activity

- Four-fifths (79%; 34 of 43\*) of Study Area users considered it likely to see snowmobile or ATV trails, followed by logging roads (74%; 31 of 42\*), and cut over forest lands (74%; 28 of 38\*) near one of the lakes in the Study Area.
- Two-thirds (68%; 26 of 38\*) considered it unlikely to see recreational resorts.
- Two-fifths (38%; 15 of 39\*) considered it likely to see energy facilities such as wind farms, while only one-eighth (13%; 5 of 39\*) consider this an unlikely sight.

**Likelihood of Seeing Visible Development in the Study Area**

Base: Those Using the Study Area and Providing a Response



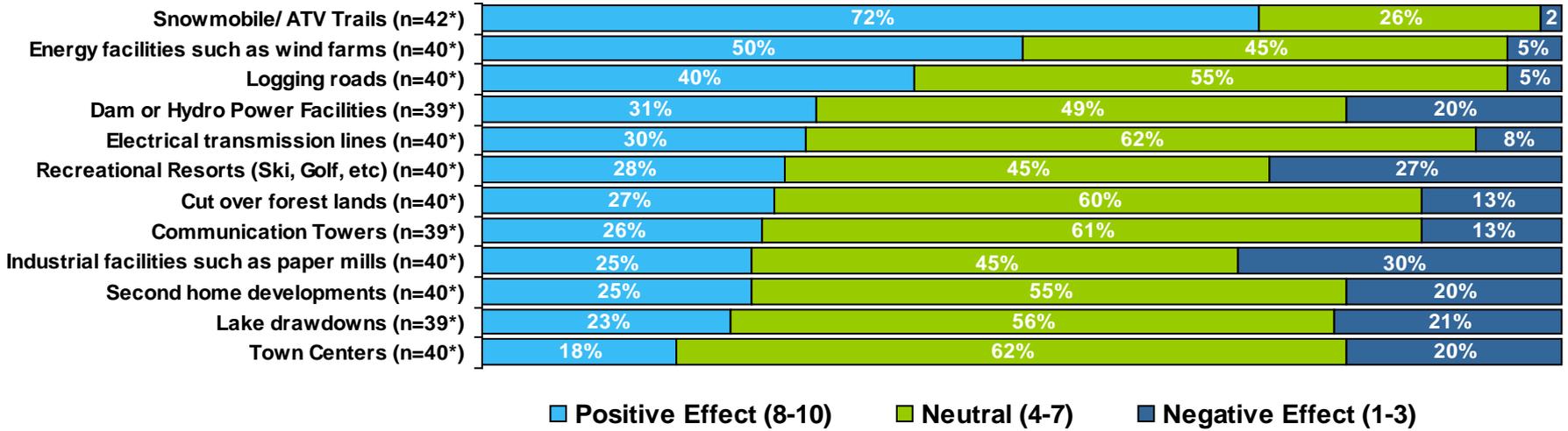
\*Caution, small base (n<50); use for directional purposes only

> Q9. How unlikely or likely do you expect to see the following while participating in your most frequent outdoor activity specifically on or beside one of these lakes? For each item, please circle on number, using a ten-point scale where 1 means, "Very Unlikely" and 10 means "Very Likely" to indicate your response.

# Effect of Visible Development on Enjoyment

- Over two-thirds (72%; 30 of 42\*) of Study Area users reported that seeing snowmobile or ATV trails would have a positive impact on their enjoyment, followed by energy facilities such as wind farms (50%; 20 of 40\*) and logging roads (40%; 16 of 40\*).
  - Few respondents (5%) indicated that seeing wind farms would have a negative impact.

**Impact on Enjoyment**  
Base: Those Using the Study Area and Providing a Response



\*Caution, small base (n<50); use for directional purposes only

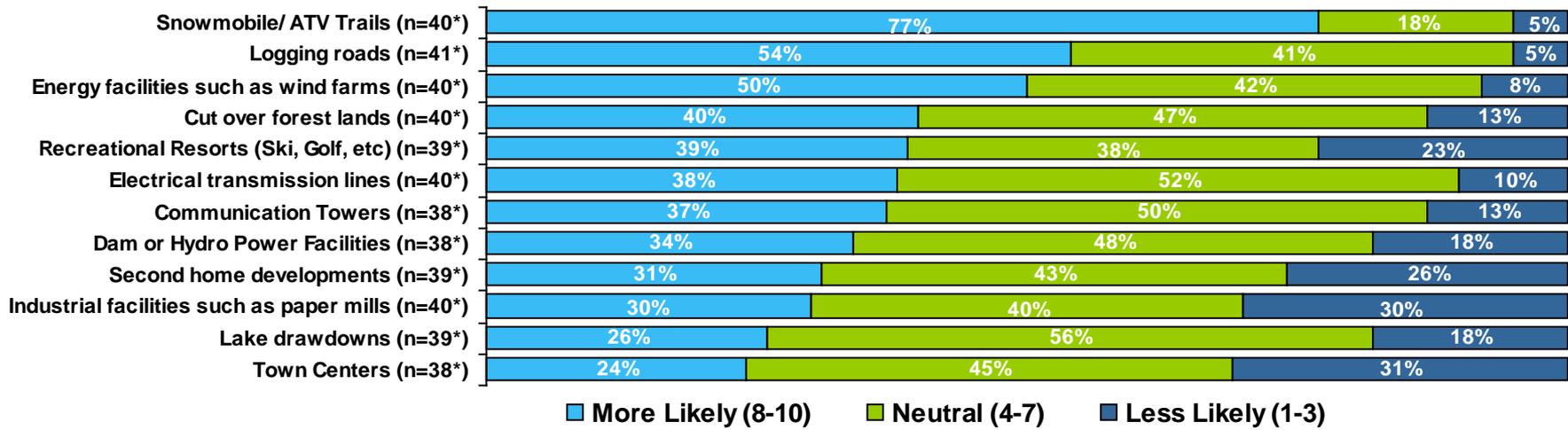
> Q10. Please rate how your overall enjoyment would be affected, if at all, if you saw the following while participating in your most frequent outdoor activity specifically on or beside one of these lakes? For each item, please circle one number, using a ten-point scale where 1 means, "Very Negative Effect" and 10 means "Very Positive Effect" to indicate your response.

# Effect of Visible Development on Likelihood of Returning

- Three-quarters of respondents who use the Study Area (77%; 31 of 40\*) indicated that seeing snowmobile or ATV trails would increase their likelihood of returning to the Study Area, followed by logging roads (54%; 22 of 41\*) and energy facilities such as wind farms (50%; 20 of 40\*)
  - Less than one-tenth (8%; 3 of 40\*) reported that seeing wind farms would decrease their likelihood of returning.

**Likelihood of Returning to the Study Area for Outdoor Activities**

Base: Those Using the Study Area and Providing a Response



\*Caution, small base (n<50); use for directional purposes only

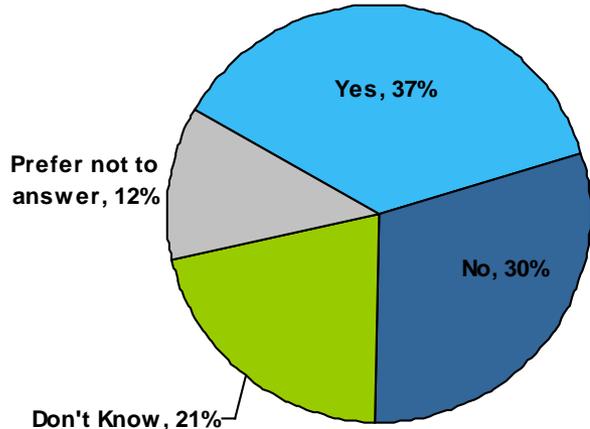
> Q11. What is the likelihood of your personally returning to these lakes to participate in your most frequent outdoor activity if you saw the following while participating in that activity, either on or beside one of these lakes? For each item please circle one number, using a ten-point scale where 1 means you are "Much Less Likely" and 10 means you are "Much More Likely."

# Go to Another Maine Location

- More than one-third of respondents who use the Study Area (37%; 16 of 43\*) indicated that there are alternative locations in Maine where they could enjoy their most frequent outdoor activities an equal or greater amount if developments in the Study Area made them not want to return.
- Less than one-third (30%; 13 of 43\*) indicated that there was no such place.

### Go Elsewhere in Maine if Negative Developments Sighted

Base: Those Using the Study Area and Providing a Response (n=43\*)

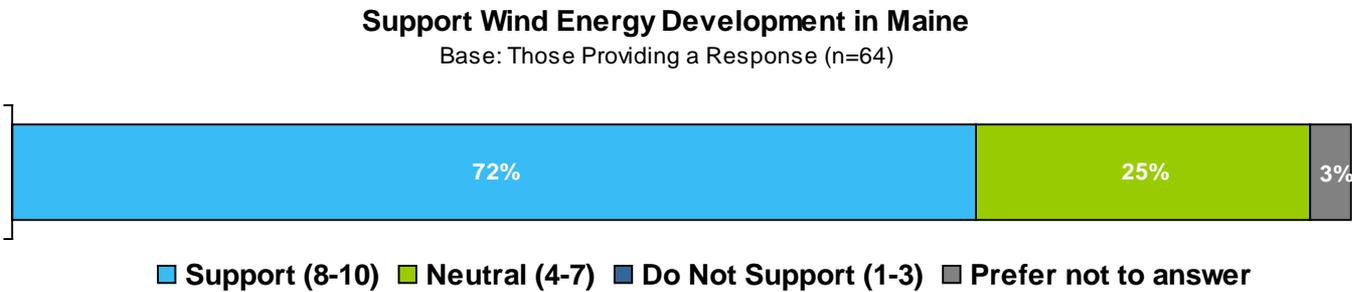


\*Caution, small base (n<50); use for directional purposes only

➤ Q12. If you went to these lakes to participate in your most frequent outdoor activity and saw evidence of a project or something else that caused you not to want to return, is there another lake, region or location in Maine you could go to and enjoy the same outdoor activity equally as much or more? (Aided, single response)

# Support Wind Energy Development in Maine

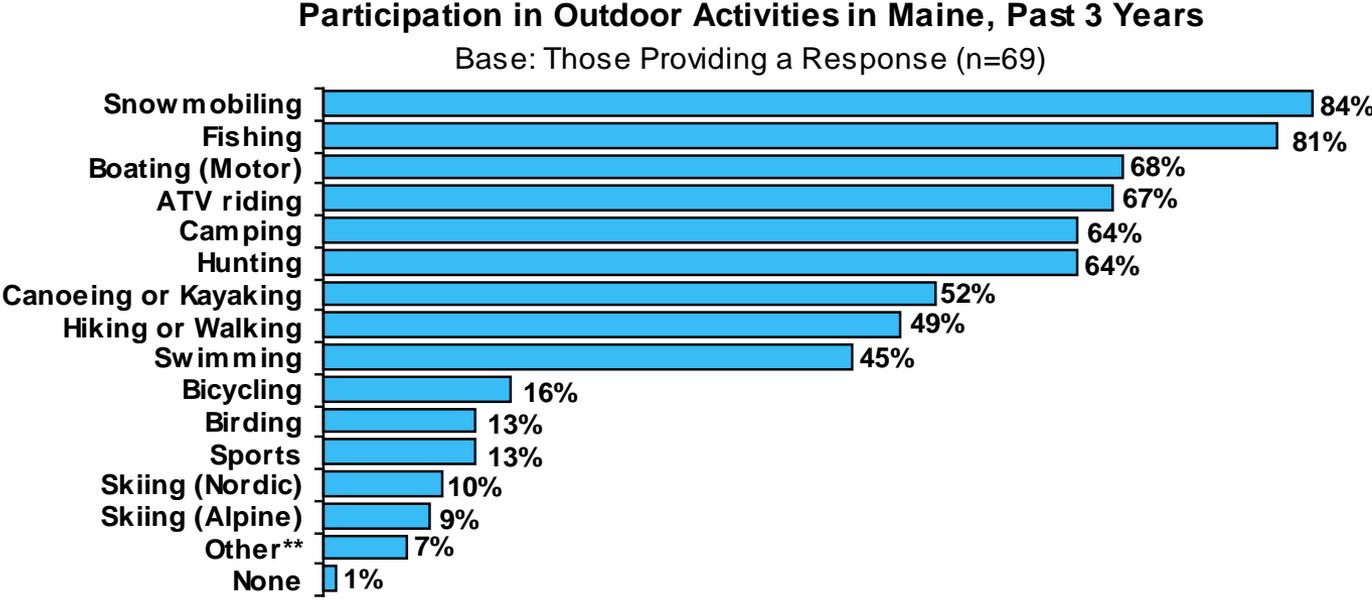
- Almost three-quarters of all respondents (72%) support the development of commercial-scale wind energy in Maine.
- None of the respondents indicated that they do not support wind development in Maine.



➤ Q13. To what extent do you not support or support commercial-scale wind energy development in Maine? Please circle one number, using a ten-point scale where 1 means, "Do Not Support At All" and 10 means, "Completely Support."

# Outdoor Activities in Maine

- Given the focus of the event, it is not surprising that most respondents (84%) reported participating in snowmobiling in Maine during the last three years.
  - The fact that not all respondents surveyed at this snowmobile themed event reported participating in snowmobiling in Maine during the last three years may be due to the self-administration of the surveys. Another possible explanation is that respondents who rode to the event as passengers on a snowmobile driven by someone else may not consider that activity as constituting snowmobiling.
- Four-fifths (81%) reported fishing in Maine during the last three years, followed by motor boating (68%), ATV riding (67%), camping (64%), and hunting (64%).



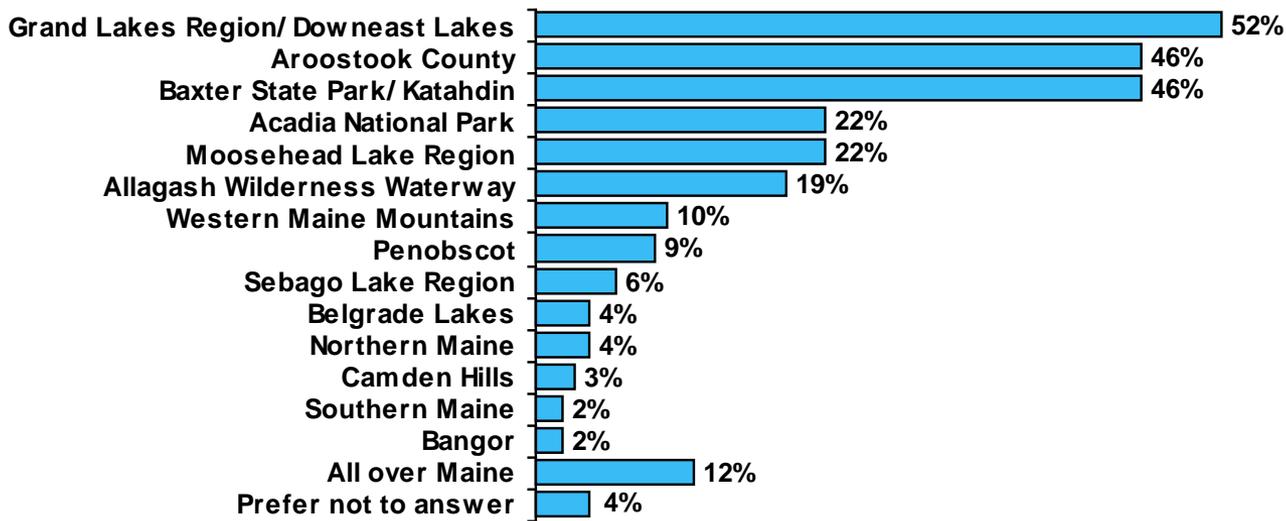
➤ Q1. Including snowmobiling, what outdoor activities, if any, have you participated in within the State of Maine during the last three years? (Aided, multiple response)

# Maine Regions for Outdoor Activities

- One-half of respondents (52%) have participated in outdoor activities in the Grand Lakes Region/ Downeast Lakes in the last 3 years, followed by Aroostook County (46%) and Baxter State Park/ Katahdin (46%).
  - Those who have not used the Study Area in the past 3 years are significantly more likely than those who have, to have participated in outdoor activities in Aroostook County (75%; 15 of 20\* vs. 34%; 15 of 44\*), Baxter State Park/ Katahdin (75%; 15 of 20\* vs. 34% 15 of 44\*) and the Western Maine Mountains (25%; 5 of 20\* vs. 5%; 2 of 44\*).

**Regions for Activities in Maine, Past 3 Years**

Base: Those Providing a Response (n=68)



\*Caution, small base (n<50); use for directional purposes only

> Q2. In what regions of Maine have you participated in the activities you mentioned during the last three years? (Aided, multiple response)



# Conclusions

# Conclusions

- More than one-half of respondents use at least one of four lakes in the Study Area more than just rarely. More than one-third of respondents use at least one of the other four lakes more than just rarely.
- Those who use the Study Area, participate in a variety of outdoor activities, including fishing (66%; 29 of 44\*), ATV riding (59%; 26 of 44\*), and motor boating (52%; 23 of 44\*).
- Four-fifths (89%; 39 of 44\*) of those who use the Study Area never hire a guide or local expert.
- Only five percent (5%; 2 of 40\*) of those who use the Study Area indicated that seeing a wind farm would have a negative effect on enjoyment of outdoor activities on and around these lakes.
  - A negative effect on enjoyment is more likely from paper mills (30%; 12 of 40\*), as well as dams or hydro power facilities (20%; 8 of 39\*), lake drawdowns (20% 8 of 38\*), and second home developments (20%; 8 of 39\*)\*\*.
  - One-half (50%; 20 of 40\*) indicated that seeing a wind farm would make them more likely to return to the region for outdoor activities in the future. Less than one-tenth (8%; 3 of 40\*) reported that this would make them less likely to return to the region.
- Nearly three-quarters of respondents (72%) support wind energy development in Maine.

\*Caution, small base (n<50); use for directional purposes only

\*\*Note that due to the small sample size, 8 of 39 could be 20% or 21% depending on the rounding required. This does not impact the findings.

# Respondent Profile

# Respondent Profile

- Two-thirds of respondents (66%) belong to the Maine Snowmobile Association. Most of the outdoor organizations respondents belong to concern outdoor activities, rather than conservation.
- Three-quarters (75%) are 45 years of age or older, with few people under the age of 25 (1%).
- Most respondents (88%) are Maine residents, and the average length of residency is 39.9 years.
- More than two-fifths (44%) report owning a second home or camp. Of these, more than one-third (36%) reside within 30 miles of their second home.
- Only five respondents are neither Maine residents nor owners of a second home in Maine.
  - Of these, the average number of years visiting the state is 29.

# Demographics

	<b>Total</b>
<b>Outdoor/ Conservation Organizations</b>	<b>(n=64)</b>
Maine Snowmobile Association	66%
Alliance of Trail Vehicles of Maine	14%
Sportsman's Alliance of Maine	9%
The Nature Conservancy	5%
Appalachian Mountain Club (A.M.C.)	2%
Dept. of Conservation	2%
National Rifle Association	2%
Dwinal Pond 4 Seasons Club	2%
Lincoln Snowhounds	2%
Prefer not to answer	22%
<b>Primary Residence Location</b>	<b>(n=65)</b>
In Maine	88%
Outside of Maine	9%
Prefer not to answer	3%

	<b>Total</b>
<b>Length of Maine Residency (years)</b>	<b>(n=53)</b>
1-10	11%
11-20	8%
21-30	15%
31-40	19%
41-50	10%
51-60	28%
Over 60	9%
<b>Own Second Home/ Camp in Maine</b>	<b>(n=64)</b>
Yes	44%
No	53%
Refused/ Don't Know	3%
<b>Location of Second Home/ Camp</b>	<b>(n=28*)</b>
0-30 miles from primary residence	36%
31 miles or more from primary residence	32%
Prefer not to answer	32%

	<b>Total</b>
<b>Years Visiting Maine (if no primary or secondary home in Maine)</b>	<b>(n=5*)</b>
11-20	40%
21-30	20%
31-40	40%
<b>Age</b>	<b>(n=66)</b>
18 to 24	1%
25 to 34	11%
35 to 44	12%
45 to 54	32%
55 to 64	32%
65 to 74	9%
75 or older	2%
Prefer not to answer	1%
<b>Gender</b>	<b>(n=64)</b>
Male	64%
Female	36%

\*Caution, small base (n<50); use for directional purposes only

# Appendix A: Additional Data

# Appendix A: Additional Data

**Q1. Including snowmobiling, what outdoor activities, if any, have you participated in within the State of Maine during the last three years?**

Participation in Outdoor Activities in Maine, Past 3 Years	
Base: Those Providing a Response (n=69)	
Horseback riding	3%
Sailing	1%
Leaf peeping	1%
Ice fishing	1%

# Appendix B: Questionnaire



### First Wind Stetson Snowmobiler Questionnaire

#### Introduction

Thank you for taking the time to participate in this research. First Wind certainly appreciates obtaining feedback from people who visit this area to participate in outdoor activities. Portland Research Group, an independent market research firm located in Maine has been commissioned to conduct this research to make sure all opinions shared remain strictly confidential. Your responses will be reported only in total with those of other participants. Thank you again for participating and we hope you are enjoying a great day of snowmobiling!

1. Including snowmobiling, what outdoor activities, if any, have you participated in within the State of Maine during the last **three years**? (Please check all that apply.)

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> <sub>01</sub> ATV Riding           | <input type="checkbox"/> <sub>07</sub> Fishing                       | <input type="checkbox"/> <sub>13</sub> Swimming                          |
| <input type="checkbox"/> <sub>02</sub> Bicycling            | <input type="checkbox"/> <sub>08</sub> Hiking or Walking             | <input type="checkbox"/> <sub>14</sub> Sports (Team, Tennis, Golf, Etc.) |
| <input type="checkbox"/> <sub>03</sub> Birding              | <input type="checkbox"/> <sub>09</sub> Hunting                       | <input type="checkbox"/> Other (Please Specify): _____                   |
| <input type="checkbox"/> <sub>04</sub> Boating (Motor)      | <input type="checkbox"/> <sub>10</sub> Skiing – Cross Country/Nordic | <input type="checkbox"/> <sub>20</sub> None                              |
| <input type="checkbox"/> <sub>05</sub> Camping              | <input type="checkbox"/> <sub>11</sub> Skiing – Downhill/Alpine      | <input type="checkbox"/> <sub>29</sub> Prefer not to answer              |
| <input type="checkbox"/> <sub>06</sub> Canoeing or Kayaking | <input type="checkbox"/> <sub>12</sub> Snowmobiling                  |  |

2. In what regions of Maine have you participated in the activities you mentioned during the last **three years**? (Please check all that apply.)

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> <sub>01</sub> Acadia National Park         | <input type="checkbox"/> <sub>06</sub> Camden Hills                      | <input type="checkbox"/> Other (Please Specify): _____      |
| <input type="checkbox"/> <sub>02</sub> Allagash Wilderness Waterway | <input type="checkbox"/> <sub>07</sub> Grand Lakes Region/Downeast Lakes |   |
| <input type="checkbox"/> <sub>03</sub> Aroostook County             | <input type="checkbox"/> <sub>08</sub> Moosehead Lake Region             | <input type="checkbox"/> <sub>21</sub> All Over Maine       |
| <input type="checkbox"/> <sub>04</sub> Baxter State Park/Katahdin   | <input type="checkbox"/> <sub>09</sub> Sebago Lake Region                | <input type="checkbox"/> <sub>28</sub> Prefer not to answer |
| <input type="checkbox"/> <sub>05</sub> Belgrade Lakes               | <input type="checkbox"/> <sub>10</sub> Western Maine Mountains           |   |

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3. Please read the list of lakes located near here, just south of the Springfield area off Route 6. You may have heard of lakes with the same or similar names in other parts of Maine. All of the lakes mentioned below are located in either Washington or Penobscot counties. For each lake please indicate how often you participate in the outdoor activities you mentioned earlier, either on or beside the lake. (For each lake please circle one number, using a ten-point scale where 1 means "Never" and 10 means "Regularly" to indicate your response. Please circle "90" if you are not aware of the lake mentioned.)

Lakes	Never									Regularly	Not Aware
a. Bottle Lake in Lakeville	1	2	3	4	5	6	7	8	9	10	90
b. Duck Lake in Lakeville	1	2	3	4	5	6	7	8	9	10	90
c. Lower Sysladobsis (Sys-la-DOB-sis) Lake in Lakeville	1	2	3	4	5	6	7	8	9	10	90
d. Keg Lake in Lakeville	1	2	3	4	5	6	7	8	9	10	90
e. Junior Lake in Pukakon	1	2	3	4	5	6	7	8	9	10	90
f. Scraggley Lake near Junior Lake in Pukakon	1	2	3	4	5	6	7	8	9	10	90
g. Shaw Lake, between Pleasant and Scraggley Lakes, in Pukakon	1	2	3	4	5	6	7	8	9	10	90
h. Pleasant Lake in Kossuth Township	1	2	3	4	5	6	7	8	9	10	90

IF RATING OF 4 – 10 FOR AT LEAST ONE LAKE CONTINUE ELSE, SKIP TO QUESTION 13

4. What outdoor activity have you participated in most frequently on or beside one of the lakes listed in question 3? (Please check only one.)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> <sub>01</sub> ATV Riding      | <input type="checkbox"/> <sub>06</sub> Canoeing or Kayaking          | <input type="checkbox"/> <sub>11</sub> Skiing – Downhill/Alpine          |
| <input type="checkbox"/> <sub>02</sub> Bicycling       | <input type="checkbox"/> <sub>07</sub> Fishing                       | <input type="checkbox"/> <sub>12</sub> Snowmobiling                      |
| <input type="checkbox"/> <sub>03</sub> Birding         | <input type="checkbox"/> <sub>08</sub> Hiking or Walking             | <input type="checkbox"/> <sub>13</sub> Swimming                          |
| <input type="checkbox"/> <sub>04</sub> Boating (Motor) | <input type="checkbox"/> <sub>09</sub> Hunting                       | <input type="checkbox"/> <sub>14</sub> Sports (Team, Tennis, Golf, Etc.) |
| <input type="checkbox"/> <sub>05</sub> Camping         | <input type="checkbox"/> <sub>10</sub> Skiing – Cross Country/Nordic |  |
| <input type="checkbox"/> Other (Please Specify): _____ |  |  |

5. The next group of questions will refer to your experiences on or beside one of the lakes mentioned in question 3. When you participate in the outdoor activity you identified in question 4 on or beside those lakes, how often do you use guides or hire local experts? Would you say... (Please check only one.)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> <sub>1</sub> Always,           | <input type="checkbox"/> <sub>2</sub> Some of the time, | <input type="checkbox"/> <sub>3</sub> Never                |
| <input type="checkbox"/> <sub>4</sub> Most of the time, | <input type="checkbox"/> <sub>5</sub> Rarely, or        | <input type="checkbox"/> <sub>6</sub> Prefer not to answer |

Portland Research Group 2



6. At what types of lodging do you typically spend the night when you participate in your most frequent outdoor activity on or beside one of the lakes listed previously? (Please check all that apply.)

- 01: Your Primary Residence     04: Bed & Breakfast/Inn/ Sporting Lodge/Hunting Lodge     07: State Park/Campground
- 02: Your Second/Vacation Home/Condo     05: Hotel or Motel     08: Private Campground or RV Park
- 03: Home Of Family/Relative/ Friend     06: Rental Home/Condo/ Timeshare     09: Prefer not to answer
- Other (Please Specify): \_\_\_\_\_

7. In what seasons are you typically participating in your most frequent outdoor activity on or beside one of these lakes? (Please check all that apply.)

- 1: Winter, consisting of December, January, and February     3: Summer, consisting of June, July and August
- 2: Spring, consisting of March, April and May     4: Fall, consisting of September, October and November
- 5: Prefer not to answer

8. On average, about how many days a year do you spend participating in your most frequent outdoor activity on or beside one of these lakes?

Average Number of Days per Year at one of these lakes: \_\_\_\_\_

9. How unlikely or likely do you expect to see the following while participating in your most frequent outdoor activity specifically on or beside one of these lakes? (For each item please circle one number, using a ten-point scale where 1 means, "Very Unlikely" and 10 means "Very Likely" to indicate your response.)

	Very Unlikely										Very Likely			
a. Recreational Resorts (Ski, Golf, etc.)	1	2	3	4	5	6	7	8	9	10				
b. Snowmobile/ATV Trails	1	2	3	4	5	6	7	8	9	10				
c. Energy facilities such as wind farms	1	2	3	4	5	6	7	8	9	10				
d. Cut over forest lands	1	2	3	4	5	6	7	8	9	10				
e. Electrical transmission lines	1	2	3	4	5	6	7	8	9	10				
f. Second home developments	1	2	3	4	5	6	7	8	9	10				
g. Town Centers	1	2	3	4	5	6	7	8	9	10				
h. Communications Towers	1	2	3	4	5	6	7	8	9	10				
i. Industrial facilities such as paper mills	1	2	3	4	5	6	7	8	9	10				
j. Logging roads	1	2	3	4	5	6	7	8	9	10				
k. Lake drawdowns	1	2	3	4	5	6	7	8	9	10				
l. Dam or Hydro Power Facility	1	2	3	4	5	6	7	8	9	10				

Portland Research Group 3

10. Please rate how your overall enjoyment would be affected, if at all, if you saw the following while participating in your most frequent outdoor activity specifically on or beside one of these lakes. (For each item please circle one number, using a ten-point scale where 1 means, "Very Negative Effect" and 10 means "Very Positive Effect" to indicate your response.)

	Very Negative Effect					Very Positive Effect				
a. Recreational Resorts (Ski, Golf, etc.)	1	2	3	4	5	6	7	8	9	10
b. Snowmobile/ATV Trails	1	2	3	4	5	6	7	8	9	10
c. Energy facilities such as wind farms	1	2	3	4	5	6	7	8	9	10
d. Cut over forest lands	1	2	3	4	5	6	7	8	9	10
e. Electrical transmission lines	1	2	3	4	5	6	7	8	9	10
f. Second home developments	1	2	3	4	5	6	7	8	9	10
g. Town Centers	1	2	3	4	5	6	7	8	9	10
h. Communications Towers	1	2	3	4	5	6	7	8	9	10
i. Industrial facilities such as paper mills	1	2	3	4	5	6	7	8	9	10
j. Logging roads	1	2	3	4	5	6	7	8	9	10
k. Lake drawdowns	1	2	3	4	5	6	7	8	9	10
l. Dam or Hydro Power Facility	1	2	3	4	5	6	7	8	9	10

11. What is the likelihood of your personally returning to these lakes to participate in your most frequent outdoor activity if you saw the following while participating in that activity, either on or beside one of these lakes? (For each item please circle one number, using a ten-point scale where 1 means you are "Much Less Likely" and 10 means you are "Much More Likely.")

	Much Less Likely					Much More Likely				
a. Recreational Resorts (Ski, Golf, etc.)	1	2	3	4	5	6	7	8	9	10
b. Snowmobile/ATV Trails	1	2	3	4	5	6	7	8	9	10
c. Energy facilities such as wind farms	1	2	3	4	5	6	7	8	9	10
d. Cut over forest lands	1	2	3	4	5	6	7	8	9	10
e. Electrical transmission lines	1	2	3	4	5	6	7	8	9	10
f. Second home developments	1	2	3	4	5	6	7	8	9	10
g. Town Centers	1	2	3	4	5	6	7	8	9	10
h. Communications Towers	1	2	3	4	5	6	7	8	9	10
i. Industrial facilities such as paper mills	1	2	3	4	5	6	7	8	9	10
j. Logging roads	1	2	3	4	5	6	7	8	9	10
k. Lake drawdowns	1	2	3	4	5	6	7	8	9	10
l. Dam or Hydro Power Facility	1	2	3	4	5	6	7	8	9	10

12. If you went to these lakes to participate in your most frequent outdoor activity and saw evidence of a project or something else that caused you not to want to return, is there another lake, region or location in Maine you could go to and enjoy the same outdoor activity equally as much or more?

- 1: Yes     3: Prefer not to answer
- 2: No     4: Don't Know

Portland Research Group 4

13. To what extent do you not support or support commercial-scale wind energy development in Maine? (Please circle one number, using a ten-point scale where 1 means, "Do Not Support At All" and 10 means, "Completely Support.")

<u>Do Not Support at All</u>				<u>Completely Support</u>				<u>Prefer not to answer</u>	<u>Don't Know</u>		
01	02	03	04	05	06	07	08	09	10	98	99

14. The remaining classification questions help us to develop an overall respondent profile, but will not identify you in any way. What, if any, outdoor or conservation organizations do you belong to? (Please check all that apply.)

- 01 Alliance of Trail Vehicles of Maine
- 02 Appalachian Mountain Club (A.M.C.)
- 03 Appalachian Trail Conservancy (A.T.C.)
- 04 Maine Audubon Society
- 05 Maine Snowmobile Association
- 06 Natural Resources Council of Maine
- 07 Sportsman's Alliance of Maine
- 08 The Nature Conservancy
- Other (Please Specify): \_\_\_\_\_
- 99 Prefer not to answer

15. What is the 5-DIGIT zip code where your primary residence is located?

\_\_\_\_\_

IF PRIMARY RESIDENCE IS NOT IN MAINE, PLEASE, SKIP TO QUESTION 17.

16. For how many years has your primary residence been located in Maine?

YEARS: \_\_\_\_\_ MONTHS: \_\_\_\_\_

17. Do you own a second or vacation home or camp in Maine? (Please include any four season homes or condos, seasonal fishing/hunting/recreational camps and lakeshore camps.)

: Yes      : No      : Prefer not to answer

IF NO OR PREFER NOT TO ANSWER, PLEASE SKIP TO QUESTION 20.

Portland Research Group 5

18. What is the 5-DIGIT zip code where your second home in Maine is located?

\_\_\_\_\_

IF EITHER YOUR PRIMARY RESIDENCE AND/ OR SECOND HOME ARE IN MAINE, PLEASE SKIP TO QUESTION 20.

19. For how many years have you been visiting Maine to participate in the outdoor activities we have been discussing?

YEARS: \_\_\_\_\_ MONTHS: \_\_\_\_\_

20. Into which of the following ranges does your age fall?

: 18 to 24,      : 35 to 44,      : 55 to 64,      : 75 or older  
: 25 to 34,      : 45 to 54,      : 65 to 74, or      : Prefer not to answer

21. What is your gender?

: Male      : Female

Additional Comments:

THANK YOU VERY MUCH FOR YOUR TIME! ENJOY THE SNOW TODAY!!

Portland Research Group 6

# For More Information

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