

Hiking in Maine Web Questionnaire

Project 10.009 (Final Draft – August 23, 2010)

Thank you for taking the time to complete this questionnaire. We are interested in learning about your hiking experiences. Your responses will be kept strictly confidential and will be reported in total along with those from other participants.

Screener

A. Have you personally hiked in Maine within the last three years? (Consider “hiking” as a walk of more than two or three miles at one time on non-paved trails.) *(Select one response)*

- | | |
|---|-----------------------|
| <input type="checkbox"/> Yes | (CONTINUE) |
| <input type="checkbox"/> No | (THANK AND TERMINATE) |
| <input type="checkbox"/> Prefer not to answer | (THANK AND TERMINATE) |
| <input type="checkbox"/> Not sure | (THANK AND TERMINATE) |

B. Where have you hiked in Maine over the last three years? *(Select all that apply)*

- | | |
|--|---|
| <input type="checkbox"/> Acadia National Park | <input type="checkbox"/> Appalachian Trail in Maine – any segment |
| <input type="checkbox"/> Baxter State Park (Katahdin) | <input type="checkbox"/> Evans Notch region |
| <input type="checkbox"/> Bigelow Preserve | <input type="checkbox"/> Mount Kineo beside Moosehead Lake |
| <input type="checkbox"/> Camden Hills | <input type="checkbox"/> Western Maine Mountains (Goose Eye, Baldpates, etc.) |
| <input type="checkbox"/> Maine Huts and Trails | <input type="checkbox"/> Tumbledown Mountain |
| <input type="checkbox"/> Other <i>(Please specify)</i> <<ACCEPT UP TO 300 CHARACTERS>> | |
| <input type="checkbox"/> Prefer not to answer | (THANK AND TERMINATE) |
| <input type="checkbox"/> Not sure | (THANK AND TERMINATE) |

NO MORE THAN N=50 WHO MENTION JUST ACADIA AND/OR CAMDEN HILLS

2. On average, about how many days a year do you hike in total including all locations both **within and outside** of Maine? (INCLUDE DAY HIKES AND OVERNIGHT TRIPS)

Average Number of Days Hiking per year **ALL LOCATIONS:** _____ NOT SURE

3. On average, about how many days a year do you hike **IN MAINE?** (INCLUDE DAY HIKES AND OVERNIGHT TRIPS)

Average Number of Days Hiking per year **IN MAINE:** _____ NOT SURE

4. In general, what are the top three reasons why you, personally, hike? *(Please enter three reasons)*
(THREE REASONS REQUIRED)

- a. <<ACCEPT UP TO 75 CHARACTERS>>
- b. <<ACCEPT UP TO 75 CHARACTERS>>
- c. <<ACCEPT UP TO 75 CHARACTERS>>

5. Which **one** of the reasons you listed, would you say is the primary reason why you, personally, hike? *(Please select the box that corresponds with your primary reason)*

- Reason a.
- Reason b.
- Reason c.

6. 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? *(Please enter ONE location)*

<<ACCEPT UP TO 50 CHARACTERS>>

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

<<ACCEPT UP TO 500 CHARACTERS>>

8. Please rate your overall level of familiarity with the following hiking destinations in Maine. *(Please select one rating for each destination)* (RANDOMIZE LIST)

	<u>Very Unfamiliar</u>					<u>Very Familiar</u>				
a. Appalachian Trail in Maine – 100 mile wilderness	1	2	3	4	5	6	7	8	9	10
b. Bigelow Preserve	1	2	3	4	5	6	7	8	9	10
c. Mt. Blue State Park	1	2	3	4	5	6	7	8	9	10
d. Baxter State Park (Katahdin)	1	2	3	4	5	6	7	8	9	10
e. Tumbledown Mountain	1	2	3	4	5	6	7	8	9	10
f. Appalachian Trail in Maine – Baldpate Mountain	1	2	3	4	5	6	7	8	9	10
g. Big Moose Mt. (Near Moosehead Lake)	1	2	3	4	5	6	7	8	9	10
h. Appalachian Trail in Maine – Mahoosuc Notch	1	2	3	4	5	6	7	8	9	10
i. Maine Huts and Trails	1	2	3	4	5	6	7	8	9	10

9. Have you ever hiked in the **Western Maine mountains**? (Region inclusive of Mahoosuc Notch/ Arm, Old Speck, Baldpates, Mount Blue, Tumbledown Mountain, Grafton Notch, Evans Notch, Bigelow Preserve, etc.)

- Yes
- No
- Prefer not to answer
- Not sure

10. Please answer regardless of whether or not you have hiked in the **Western Maine mountains**. What were your top three reasons or what would be your top three reasons for hiking specifically in the **Western Maine mountains**? Feel free to comment on hiking in that region as opposed to another region in Maine. *(Please enter three reasons)* (THREE REASONS REQUIRED)

- a. <<ACCEPT UP TO 75 CHARACTERS>>
- b. <<ACCEPT UP TO 75 CHARACTERS>>
- c. <<ACCEPT UP TO 75 CHARACTERS>>

11. Which **one** of the reasons you listed would you say is or would be the primary reason why you would specifically hike in the **Western Maine Mountains**? *(Please select the box that corresponds with you primary reason)*

- Reason a.
- Reason b.
- Reason c.

12. ****NO QUESTION 12****

13. How unlikely or likely do you expect to see the following while hiking (not traveling to the trailhead) in the **Western Maine mountains**? *(Please select one rating for each item)* (RANDOMIZE LIST)

	<u>Very Unlikely</u>							<u>Very Likely</u>		
	1	2	3	4	5	6	7	8	9	10
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

14. Please rate how your overall enjoyment would be affected, if at all, if you saw the following while hiking in the **Western Maine mountains**. (*Please select one rating for each item*) (RANDOMIZE LIST)

	<u>Very Negative Effect</u>					<u>Very Positive Effect</u>				
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

15. Using the scale below where 1 means you are “Much Less Likely” and 10 means you are “Much More Likely”, please rate your likelihood of returning to the **Western Maine mountains** if you saw the following while hiking in that region. (*Please select one rating for each item*) (RANDOMIZE LIST)

	<u>Much Less Likely</u>					<u>Much More Likely</u>				
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

16. About how much of the **Appalachian Trail in Maine** have you hiked? (*Please select one response*)

- All
- Half or more
- Less than half
- A few short sections
- None
- Prefer not to answer
- Not sure

RANDOMIZE QUESTIONS 17, 18, 19, 20, 21 AND 22

Now we will show you 6 photos and ask you a few questions about each. Please be patient as the photos may take up to a minute to load, depending on your connection speed.

Please click 'Next' to continue.

17. Please look at the view shown in the photograph below. *(Please refer to this photo when answering questions 17a through 17d)*

To view the photo: Please sit so that the distance from the computer screen to your eye is about 1.5 (one and a half) times the width of the photograph on your screen. For example, if the image measures 14" wide, then you should be about 21" from the screen.



a. Please rate the scenic value of the view in the photo.

<u>Very Low Scenic Value</u>								<u>Very High Scenic Value</u>		
01	02	03	04	05	06	07	08	09	10	

b. If you saw this view while hiking, would you stop and look at it?

- Yes (CONTINUE)
- No (CONTINUE)
- Prefer not to answer (SKIP TO Q17D)
- Not sure (SKIP TO Q17D)

c. What is the primary reason why you would or would not stop to look at the view in the photo?

<<ACCEPT UP TO 100 CHARACTERS>>

d. Assuming the view in the photo was one of a variety of views from along the trail you are hiking, to what extent would the view in this photo make you more or less likely to hike this trail again?

<u>Much Less Likely</u>				<u>No Effect</u>			<u>Much More Likely</u>		
01	02	03	04	05	06	07	08	09	10

18. Please look at the view shown in the photograph below. *(Please refer to this photo when answering questions 18a through 18d)*

To view the photo: Please sit so that the distance from the computer screen to your eye is about 1.5 (one and a half) times the width of the photograph on your screen. For example, if the image measures 14" wide, then you should be about 21" from the screen.



a. Please rate the scenic value of the view in the photo.

<u>Very Low Scenic Value</u>								<u>Very High Scenic Value</u>	
01	02	03	04	05	06	07	08	09	10

b. If you saw this view while hiking, would you stop and look at it?

- Yes (CONTINUE)
- No (CONTINUE)
- Prefer not to answer (SKIP TO Q18D)
- Not sure (SKIP TO Q18D)

c. What is the primary reason why you would or would not stop to look at the view in the photo?

<<ACCEPT UP TO 100 CHARACTERS>>

d. Assuming the view in the photo was one of a variety of views from along the trail you are hiking, to what extent would the view in this photo make you more or less likely to hike this trail again?

Much Less Likely

01

02

03

04

No Effect

05

06

07

08

Much More Likely

09

10

19. Please look at the view shown in the photograph below. *(Please refer to this photo when answering questions 19a through 19d)*

To view the photo: Please sit so that the distance from the computer screen to your eye is about 1.5 (one and a half) times the width of the photograph on your screen. For example, if the image measures 14" wide, then you should be about 21" from the screen.



a. Please rate the scenic value of the view in the photo.

Very Low Scenic Value

01

02

03

04

05

06

07

Very High Scenic Value

08

09

10

b. If you saw this view while hiking, would you stop and look at it?

- Yes (CONTINUE)
- No (CONTINUE)
- Prefer not to answer (SKIP TO Q19D)
- Not sure (SKIP TO Q19D)

c. What is the primary reason why you would or would not stop to look at the view in the photo?

<<ACCEPT UP TO 100 CHARACTERS>>

d. Assuming the view in the photo was one of a variety of views from along the trail you are hiking, to what extent would the view in this photo make you more or less likely to hike this trail again?

Much Less Likely

01

02

03

04

No Effect

05

06

07

Much More Likely

08

09

10

20. Please look at the view shown in the photograph below. *(Please refer to this photo when answering questions 20a through 20d)*

To view the photo: Please sit so that the distance from the computer screen to your eye is about 1.5 (one and a half) times the width of the photograph on your screen. For example, if the image measures 14" wide, then you should be about 21" from the screen.



a. Please rate the scenic value of the view in the photo.

<u>Very Low Scenic Value</u>							<u>Very High Scenic Value</u>		
01	02	03	04	05	06	07	08	09	10

b. If you saw this view while hiking, would you stop and look at it?

- Yes (CONTINUE)
- No (CONTINUE)
- Prefer not to answer (SKIP TO Q20D)
- Not sure (SKIP TO Q20D)

c. What is the primary reason why you would or would not stop to look at the view in the photo?

<<ACCEPT UP TO 100 CHARACTERS>>

d. Assuming the view in the photo was one of a variety of views from along the trail you are hiking, to what extent would the view in this photo make you more or less likely to hike this trail again?

Much Less Likely

01

02

03

04

No Effect

05

06

07

08

Much More Likely

09

10

21. Please look at the view shown in the photograph below. *(Please refer to this photo when answering questions 21a through 21d)*

To view the photo: Please sit so that the distance from the computer screen to your eye is about 1.5 (one and a half) times the width of the photograph on your screen. For example, if the image measures 14" wide, then you should be about 21" from the screen.



a. Please rate the scenic value of the view in the photo.

<u>Very Low Scenic Value</u>								<u>Very High Scenic Value</u>		
01	02	03	04	05	06	07	08	09	10	

b. If you saw this view while hiking, would you stop and look at it?

- Yes (CONTINUE)
- No (CONTINUE)
- Prefer not to answer (SKIP TO Q21D)
- Not sure (SKIP TO Q21D)

c. What is the primary reason why you would or would not stop to look at the view in the photo?

<<ACCEPT UP TO 100 CHARACTERS>>

d. Assuming the view in the photo was one of a variety of views from along the trail you are hiking, to what extent would the view in this photo make you more or less likely to hike this trail again?

<u>Much Less Likely</u>				<u>No Effect</u>		<u>Much More Likely</u>			
01	02	03	04	05	06	07	08	09	10

22. Please look at the view shown in the photograph below. *(Please refer to this photo when answering questions 22a through 22d)*

To view the photo: Please sit so that the distance from the computer screen to your eye is about 1.5 (one and a half) times the width of the photograph on your screen. For example, if the image measures 14" wide, then you should be about 21" from the screen.



a. Please rate the scenic value of the view in the photo.

Very Low Scenic Value

01

02

03

04

05

06

07

Very High Scenic Value

08

09

10

b. If you saw this view while hiking, would you stop and look at it?

- Yes (CONTINUE)
- No (CONTINUE)
- Prefer not to answer (SKIP TO Q22D)
- Not sure (SKIP TO Q22D)

c. What is the primary reason why you would or would not stop to look at the view in the photo?

<<ACCEPT UP TO 100 CHARACTERS>>

d. Assuming the view in the photo was one of a variety of views from along the trail you are hiking, to what extent would the view in this photo make you more or less likely to hike this trail again?

Much Less Likely **No Effect** **Much More Likely**
01 02 03 04 05 06 07 08 09 10

23. 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** **Prefer not to answer** **Not sure**
01 02 03 04 05 06 07 08 09 10 98 99

24. These last few classification questions help us to develop a respondent profile, but will not identify you in any way. What, if any, outdoor or conservation organizations do you belong to? (*Select all that apply*)

- None
- Appalachian Mountain Club (A.M.C.)
- Appalachian Trail Conservancy (A.T.C.)
- Maine Audubon Society
- Natural Resources Council of Maine
- Sportsman’s Alliance Of Maine
- The Nature Conservancy
- Other (*Please specify*) <<ACCEPT UP TO 100 CHARACTERS>>
- Prefer not to answer

25. Into which of the following ranges does your age fall? (CHECK ONE BOX)

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

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

- Yes
- No
- Prefer not to answer
- Not sure

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

NO ANSWER

28. What is the 5-DIGIT zip code where your second home in Maine is located? _____
(Leave blank if no second home in Maine)

NOT SURE

29. Are you...: Male Female Prefer not to answer

THANK YOU VERY MUCH FOR YOUR TIME!