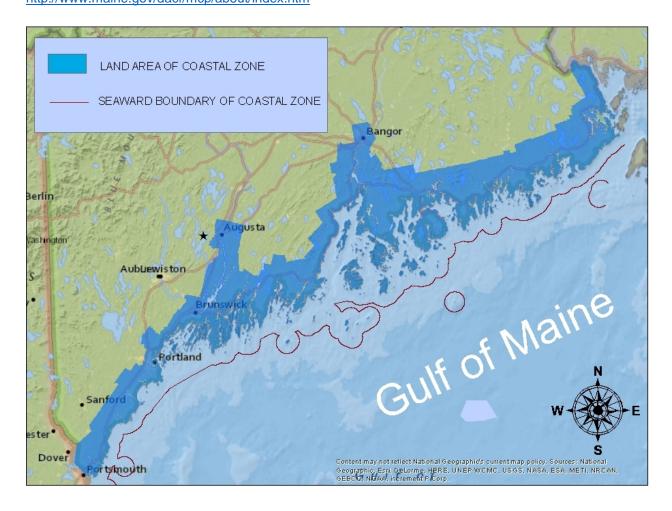
Maine Residents Coastal Survey



QUESTION 1: Please write your Survey Access Code, included in your invitation letter (ex: MEB01) to proceed with the survey.

Thank you for agreeing to fill out the survey. You are receiving this survey because of your residency within Maine's Coastal Zone. The coastal zone, as defined by the Maine Coastal Program includes the inland line of coastal towns on tidewaters and all islands, shown in the map below. The map is taken from the Maine Coastal Program website, at: http://www.maine.gov/dacf/mcp/about/index.htm



<u>Section 1</u>. Thank you for agreeing to fill out this survey. In this section, we want to know a little about your opinions and experiences as a Maine Resident.

QUESTION 2: How important are the following to you as a resident of a coastal area? (*Select one number for each item*)

	Not Important (1)	(2)	(3)	Somewhat Important (4)	(5)	(6)	Extremely Important (7)
Beautiful scenery	O	0	0	O	0	C	o
Pleasant weather	•	0	0	0	0	0	0
Clean ocean, estuary, and river waters	0	O	O	0	O	0	0
Public access to coastal resources	0	0	0	0	0	0	0
Working waterfronts	•	0	0	0	0	0	O
Sandy beaches	0	0	0	0	0	0	0
Land-based recreation opportunities (for example, walking & hiking)	0	O	O	0	O	0	0
Water-based recreation opportunities (for example, swimming, boating, & surfing)	0	0	O	0	0	0	O
Dining amenities	•	0	0	0	0	0	O
Amusements and theme parks	•	0	0	0	0	0	O
Casinos	•	0	0	•	0	0	O
Cultural/arts amenities (museums, galleries, theater)	0	O	O	0	O	0	0
Other (write in):	0	0	0	0	0	0	O

QUESTION 3: In your opinion, what level of priority should coastal managers in Maine assign to each of the following issues? Please tell us if you think coastal managers should address each issue as a priority or as something that should not be done. (*Select one number for each item*)

	Should not be done		Not important Priority		Important Priority		Top Priority
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Protection, restoration, or enhancement of working waterfronts	•	0	0	O	0	0	0
Protection, restoration, or enhancement of shellfish growing areas	0	O	0	O	0	O	0
Reducing the impacts of coastal growth and development	0	0	0	0	•	0	•

Protection or enhancement of coastal water quality	O	O	0	O	0	O	O
Supporting commercial fishing industries	0	O	0	0	•	o	0
Expanding tourist attractions in coastal areas	•	0	•	0	•	O	•
Reducing the spread of invasive plants and animals (for example, green crabs)	•	O	0	0	0	0	O
Reducing erosion at sandy beaches	0	O	•	0	•	0	O
Facilitating the siting of wind energy facilities in coastal areas	0	O	0	0	0	O	0
Protection, restoration, or enhancement of coastal wetlands	0	O	O	0	0	O	0
Preventing threats to life and destruction of property from coastal hazards such as flooding, sea level rise, and storm surge	O	0	O	0	0	0	0
Attaining increased opportunities for public access to coastal areas	0	O	0	0	0	O	O
Reducing pollution entering coastal and ocean environments	0	O	0	0	0	O	0
Facilitating the siting of tidal energy facilities in coastal areas	0	O	0	0	0	O	0
Facilitating the siting of oil and gas energy facilities in coastal areas	0	O	0	0	0	O	0
Facilitating the siting of aquaculture facilities in the coastal areas	0	O	0	0	0	0	0
Other (write in):	•	0	0	0	0	0	O

<u>Section 2</u>. In this section we would like to know your opinions about Maine's coastal water quality.

QUESTION 4: Please think about water quality in terms of the risks to people's health, including the safety of swimming in the water and the health of the marine environment, including the health of plants and animals. In your opinion, how would you rate the ocean water quality in these New England states and Canadian Provinces? (*Select one rating for each State/Province*)

	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Excellent (5)
Maine	•	0	0	0	0
New Hampshire	•	0	0	0	0
Massachusetts	0	0	0	0	0
Rhode Island	0	0	0	0	0
Connecticut	0	0	0	0	0
New Brunswick	•	0	•	0	0
Nova Scotia	•	•	0	0	0

QUESTION 5: Do you think there is any change you could make in your everyday behavior, for example actions you take in your house or yard, that would help to improve the quality of Maine's coastal water? (*Select one*)

• Yes

QUESTION 6: Do you think there is anything that you do now as part of your everyday be	ehavio
that worsens Maine's coastal water quality? (Select one)	
O Yes	

QUESTION 7: In your opinion, if most of your neighbors changed their everyday behavior, how much would it improve the quality of Maine's coastal water? (*Select one*)

m	uch would it improve the quality of Maine's coastal water? (Select or
0	A great deal
0	Some
0	Not much
0	A little

O No

ON C

O None

QUESTION 8: In your opinion, how important are each of the following benefits of coastal water that is **clean and free of pollution or contaminants** to you and your family. (*Select one number for each item*)

	Not Important (1)	(2)	(3)	Somewhat Important (4)	(5)	(6)	Extremely Important (7)
People getting sick from contaminated water (e.g.: stomach ailments, infections)	0	0	0	•	O	0	O
Cloudy or murky water	0	0	0	0	0	O	0
People being advised not to go to the beach	0	O	0	O	O	0	0
People being unable to harvest shellfish	0	0	0	O	O	0	O
Reduced quality of coastal experience	0	•	0	O	O	0	0
Harming animals, fish, and birds	0	0	0	0	0	O	0
Decreased coastal property values	•	0	0	0	0	0	O
Reduced opportunity for coastal activities	0	0	0	0	O	0	O
Decreased coastal tourism	•	0	0	0	0	C	O
Other (write in)	0	O	0	0	O	0	O

QUESTION 9: In your opinion, how important are each of the following problems associated with **poor coastal water quality**. (*Select one number for each item*)

	Not Important (1)	(2)	(3)	Somewhat Important (4)	(5)	(6)	Extremely Important (7)
Allows for harvesting of shellfish	O	0	O	0	O	O	O
Allows for commercial aquaculture production of shellfish	•	O	0	0	0	0	O
Provides a healthy marine environment for animals, fish, birds and other marine species	0	O	0	•	O	0	O
Improved coastal experience (views, boating, etc.)	O	O	0	O	O	O	O

I can do my favorite coastal activities	0	O	0	O	O	0	0
Others can do their favorite coastal activities	0	0	0	O	0	0	O
People do not get sick from contaminated water (e.g. stomach ailments, infections)	0	0	•	•	O	0	O
Increased property values in coastal communities	0	O	0	0	O	O	O
Increased coastal tourism	0	0	O	0	0	0	O
Other (write in):	0	O	0	O	O	O	O

QUESTION 10: In your opinion, how much of a **negative impact** do the following have on coastal water quality in Maine? (*Select one number for each item*)

	Not Important			Somewhat Important			Extremely Important
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Polluted river/stream runoff	0	0	0	0	0	0	0
Fertilizers, pesticides, & chemicals	•	0	0	0	0	0	0
Failing septic systems	0	0	0	0	0	0	0
Nearby boats &/or marinas	0	0	0	0	0	0	0
Climate change (including sea level rise, ocean acidification & ocean warming)	0	O	O	0	•	O	O
Coastal industrial &/or residential development	0	O	0	0	0	O	O
Animal waste (including from dogs and birds)	•	O	O	0	0	O	O
Aging or failing wastewater treatment facilities	0	O	O	0	0	O	O
Coastal algae blooms	0	0	0	0	0	0	O
Industrial pollution	0	0	0	0	0	0	0
Inland industrial &/or residential development	0	O	O	0	•	O	O
Other (write in):	0	O	O	0	0	O	0

<u>Section 3.</u> In this section we would like to know about your experience with Maine's coastal beaches.

QUESTION 11: During the summer months, how often do members of your household visit ocean beaches in Maine and/or New Hampshire?

- O Daily
- Once per week
- Once per month
- O Less than once per month
- O Never → Skip to QUESTION

QUESTION 12: Have you taken any **day trips** to ocean beaches in Maine and/or New Hampshire since January 1, 2014?

- O Yes
- No → Skip to QUESTION

QUESTION 13: How many **day trips** to Maine and/or New Hampshire ocean beaches have you taken since January 1, 2014? (*Please write answer in the space below*)

QUESTION 14: Please circle the regions in which you took a **day trip** in Maine or New Hampshire:



QUESTION 15: Have you ever taken any **overnight trips** to ocean beaches in Maine or New Hampshire since January 1, 2014?

- O Yes
- No → Skip to QUESTION 18

QUESTION 16: How many **overnight trips** to Maine or New Hampshire ocean beaches have you taken since January 1, 2014?

QUESTION 17: Please circle the regions in which you took an **overnight trip** in Maine or New Hampshire:



QL	JESTION 18: What activities do you typically do at the beach? (Select all that apply)
	Sunbathing
	Swimming
	Surfing
	Beach Games and Sports
	Photography
	Clamming
	Sight Seeing
	Boating
	Shopping
	Fishing
	Glass and Shell Collecting
	Reading/Relaxing
	Walking
	Eating at local restaurants
	Sea Kayaking
	Other (write in):
QL	JESTION 19: Do you ever seek information about the water quality at Maine's coastal
bea	aches?
\mathbf{O}	Yes
\mathbf{O}	No
QL	IESTION 20: Where do you seek information about the water quality at Maine's coastal
bea	aches? (Select all that apply)
	Local beach manager
	Maine Healthy Beaches
	Maine Tourism Bureau
	Maine Department of Conservation
	Maine Department of Environmental Protection (DEP)
	Maine Department of Marine Resources (DMR)
	Maine Center for Disease Control and Prevention (CDC)
	Maine Department of Agriculture, Forestry and Conservation (DACF)
	Maine Sea Grant
	National Resource Defense Council's 'Testing the Waters'
	Family/Friends
	News media
	University of Maine
	University of Maine Cooperative Extension
	Other (write in):
	·

Ma O O O	ESTION 21: How would you like to receive information about coastal water quality at ine's beaches? Signs at access points Colored flags at beaches Website Text Hotline Other (write in):
	Welcome! This beach is part of the Maine Healthy Beaches Program. Bacteria levels are routinely monitored for your safety and make the safety and the safet
O	Yes
	No
QL	IESTION 23: Did you or a family member feel sick after swimming at a Maine coastal beach
dui	ing the summer of 2014?
O	Yes
\mathbf{O}	No → Skip to QUESTION 27
	ESTION 24: Which symptoms did you experience? (Select all that apply)
	Diarrhea Vamiting
	Vomiting Stomachache
	Flu-like
	Skin/wound infection
	Ear/eye infection
	Sinus infection
	Other (write in):

QUESTION 25: Did you report this illness?

O Yes

O No → Skip to QUESTION 27

QUESTION 26: To whom did you report your illness to?

QUESTION 27: Have you ever heard of, or seen, a coastal beach advisory in Maine? This system advises beach goers about unsafe conditions, such as pollution, in the water and may advise people to avoid entering the water or, in extreme cases, close the beach. Maine Healthy Beaches uses signs (like the one below) to notify the public about current beach conditions:



- O Yes
- O No

QUESTION 28: If you discover that a coastal beach you are visiting has a posted advisory reminding people not to enter the water, when would you and your family choose to enter the water?

- O Enter the water that day
- O Enter the water after a tidal cycle
- O Enter the water after a few days
- O Enter the water after a heavy rain
- O Enter the water after the advisory has been lifted
- O Never enter the water at that beach again

~ 0	IESTION 29: If a beach has an advisory recommending that people not enter the water, and
ар	person like yourself enters the water, in your opinion, how likely is it that this person gets sick
\mathbf{C}	Very Unlikely
O	Somewhat Unlikely
O	Somewhat Likely
O	Very Likely
	JESTION 30: Would you please share with us the name(s) and location (town) of your two
	orite local, ocean beaches?
	orite local, ocean beaches? 1)

<u>Section 4.</u> By responding to the questions in this section, you will share your opinions of future programs designed to protect Coastal Water Quality in Maine.

QUESTION 31: In your opinion, how important are the following actions to protecting Maine's coastal water quality? (*Select one number for each item*)

	Not Important (1)	(2)	(3)	Somewhat Important (4)	(5)	(6)	Extremely Important (7)
Updating and maintaining septic systems	0	O	O	0	O	0	O
Better management of marinas	0	0	0	0	0	O	0
Better management of residential development in coastal areas	0	O	O	0	O	0	0
Better management of industrial development in coastal areas	0	O	O	0	O	0	O
Better management of industrial development in upstream areas	0	O	O	0	O	0	0
Better management of residential development in upstream areas	0	O	O	0	O	0	O
Reducing pollution from animal waste (including waste from dogs and birds)	0	O	O	0	O	0	0
Improving wastewater treatment	0	0	0	0	0	O	O
Treating stormwater runoff	0	0	0	0	0	0	O
Reducing the use of fertilizers, pesticides & chemicals in homes and gardens	0	0	0	•	0	0	O
Protecting and restoring coastal wetlands	0	0	O	0	0	0	0
Improving water quality monitoring to detect pollution levels and sources	O	0	O	0	0	0	O
Making water quality data available to the public	0	O	C	0	O	0	0
Educating and/or providing financial resources to municipal officials	O	O	O	0	O	0	O

QUESTION 32:

Coastal Water Quality Improvement Program

A new program has been proposed to maintain and improve coastal water quality. Please think about coastal water quality in terms of risks to people's health, including the safety of swimming in the water and of shellfish harvesting from flats and waters, and the health of the marine environment, including the health of plants and animals. What is your level of agreement with the following statement: (Select one answer)

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I would be willing to pay higher water/sewer/septic fees to improve coastal water quality.	•	•	•	•	O

QUESTION 33:

If the <u>Coastal Water Quality Improvement Program</u> would cost your household additional **7\$** per month, would you be willing to pay that amount and support the program? (*Select one*)

- Yes, I would be willing to pay the increase in fees to support the Coastal Water Quality Improvement Program → answer QUESTION 34, but SKIP QUESTION 35
- O No, I would not be willing to pay the increase in fees to support the Coastal Water Quality Improvement Program → answer QUESTION 34, 30 but then SKIP to SECTION 5

QUESTION 34:

Why did you choose the response you did in the question above (i.e. Yes or No)? (Please wri

QUESTION 35: (Please answer if you responded 'NO' on QUESTION 33 Then SKIP to Section
5)
Please indicate the single most important reason for your response (select one).
O I can't afford to pay anything at this time.
O I don't contribute to this problem and I should haven't to pay to fix it.
O I don't think the program's investments will work to improve coastal water quality
O I do not have faith in the government to effectively manage this program.
O I am opposed to any new fees.
O Coastal water quality is not an important problem for me.
O I do not think that there are problems with our coastal water quality.
O Other (write in)
QUESTION 36: (Please answer if you responded 'YES' on QUESTION 33)
How much of the Coastal Water Quality Improvement Program budget would you like to see put
towards each of the following actions (should sum to 100%).
% Updating and maintaining septic systems (1)
% Improving wastewater treatment, sewer, and stormwater runoff infrastructure (2)
% Improving water quality monitoring to detect pollution levels and sources (3)
% Making water quality data available to the public (4)
% Educating and/or providing financial resource to municipal officials (5)
% Better management of industrial development (6)
% Better management of residential development (7)% Reducing pollution from animal waste (including waste from dogs and birds) (8)
% Improving home and garden practices (9)

QUESTION 37: (Please answer if you responded 'YES' on QUESTION 33)
How important are the following Coastal Water Quality Improvement Program outcomes to you? (Select one number for each item)

	Not Important (1)	(2)	(3)	Somewhat Important (4)	(5)	(6)	Extremely Important (7)
Improved beach safety (fewer advisories posted at ocean beaches)	0	O	O	O	O	0	0
Increases in flats and waters open for shellfish harvesting (fewer closures)	0	0	O	•	0	0	O
Healthy environment for marine animals, fish, birds and other species	0	0	O	•	O	0	O
Increased opportunities for aquaculture	0	O	O	0	O	0	O
Improved coastal experience (views, boating, etc.)	0	O	O	0	O	0	•

QUESTION 38: (Please answer if you responded 'YES' on QUESTION 33)	
What other program outcomes matter to you?	

QUESTION 39: (Please answer if you responded 'YES' on QUESTION 33) Who do you trust to run the Coastal Water Quality Improvement Program?

	Least Trusted (1)	(2)	(3)	Somewhat Trusted (4)	(5)	(6)	Most Trusted (7)
Maine Department of Agriculture, Forestry, and Conservation (DACF)	0	O	O	O	O	0	0
Maine Department of Environmental Protection (DEP)	0	O	O	O	O	0	0
University of Maine	O	0	0	O	0	O	O
U.S. Environmental Protection Agency (EPA)	•	0	0	O	0	0	•
National Oceanographic and Atmospheric Administration (NOAA)	•	O	O	O	O	0	•
Maine Center for Disease Control and Prevention (CDC)	0	O	O	O	O	0	0
Maine SeaGrant	O	0	0	O	0	O	O
Other (write in):	0	O	O	O	O	0	0

QUESTION 40: (Please answer if you responded 'YES' on QUESTION 33) Where would you like the efforts of the program to focus? (*Select one*)

- **O** My community
- O My region within the state
- O Problem areas
- O Statewide
- O Multi-state (i.e. Maine and New Hampshire)

Section 5. In this section, we want to know a little more about your actions and opinions on environmental, public health, and other issues.

QUESTION 41: How often do you engage in the following activities? (*Select one number for each item*)

	Never			Sometimes			Very Often
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Eat expired food that still looks okay	•	0	0	0	0	0	0
Expose yourself to the sun without sunscreen	0	O	O	0	O	O	O
Wash hands before eating	•	0	0	0	O	0	O
Eat raw shellfish	0	0	0	0	0	0	0
Eat raw meat	0	0	0	0	0	0	0
Swim in coastal waters after a heavy rainfall	•	0	O	0	O	O	O
Pump out and maintain your septic system	•	O	O	O	O	O	O
Pick up and dispose of pet waste properly	0	0	O	0	0	0	O
Discharge boat waste in coastal waters	0	0	O	0	O	O	0
Feed wildlife, including sea birds	0	O	0	O	O	O	0

QUESTION 42a: To what extent do you agree or disagree with the following statements?

	Strongly Disagree (1)	(2)	(3)	Unsure (4)	(5)	(6)	Strongly Agree (7)
Global climate change is caused mostly by human activities	0	O	0	•	O	0	0
I generally try to avoid taking risks	•	0	0	0	0	0	O
I don't have enough money to take vacations	0	0	O	0	0	0	O
Maine residents are responsible for helping solve coastal problems	0	0	0	•	0	0	0
Local government is responsible for protecting coastal water quality	0	O	0	•	O	0	0
I am healthier than the average person	0	0	O	0	0	O	0
My state is an important part of who I am	•	O	O	0	O	O	O
Local government is effective in protecting coastal water quality	0	O	0	0	O	0	0

I think scientists are doing important work	0	0	0	0	0	O	O
Scientists provide unbiased information	0	O	O	0	0	O	0
I trust public health scientists who study the safety of the food we eat	0	0	O	•	0	0	0

QUESTION 42b: To what extent do you agree or disagree with the following statements?

	Strongly Disagree (1)	(2)	(3)	Unsure (4)	(5)	(6)	Strongly Agree (7)
Global climate change is happening	0	0	O	0	O	O	0
I don't have enough money to buy the things I (or my family) needs	0	0	0	•	0	0	O
I don't have the money to make needed improvements to my living situation (move, renovate).	•	0	0	0	0	o	O
Visitors to Maine should be responsible for helping solve coastal problems	0	0	0	0	0	0	O
It is too difficult for someone like me to do much about coastal issues	0	0	0	•	0	0	0
I consider myself a Mainer	0	0	O	0	0	O	0
My community is an important part of who I am	0	0	O	0	O	0	O
State government is effective in protecting coastal water quality	0	0	0	•	0	0	O
Science can raise our standard of living	•	0	0	0	0	0	0
Scientists provide reliable information	0	0	O	0	0	O	0
I trust environmental scientists who study how pollution affects the ocean	0	0	•	0	0	0	•

QUESTION 42c: To what extent do you agree or disagree with the following statements?

	Strongly Disagree (1)	(2)	(3)	Unsure (4)	(5)	(6)	Strongly Agree (7)
I am generally a person prepared to take risks	0	O	0	•	O	0	O
I don't have enough money to pay my rent or mortgage	0	0	0	0	0	0	0
It is my responsibility to help solve coastal problems	•	O	0	•	O	0	0
Government uses best available science in making coastal decisions	0	O	0	•	O	0	O
My health is my top priority	0	0	0	0	0	O	O
Others would consider me a Mainer	0	0	0	0	0	0	0
State government is responsible for protecting coastal water quality	0	O	0	0	O	0	0
Science has greatly improved my life	0	0	0	0	0	0	0
I trust scientists	•	0	O	0	0	0	O
Scientists share my values	0	0	O	0	0	0	0

Section 6. In this last section, we ask you some questions about your background that help us compare your answers to those of other people. We stress that all of your answers are strictly confidential. We thank you again for completing this survey.

O	JESTION 43: What is your gender? Male Female
QL	JESTION 44: How old are you? (Please enter your age in number of years)years
	JESTION 45: How many years have you lived in Maine? (Please enter number of years) years
	JESTION 46: How many years have you lived at your current address? (Please enter mber of years) years
	JESTION 47: How would you describe your house in Maine? (Select one)
	Primary residence
J	A secondary residence or vacation home
Qι	JESTION 48: What type of water and waste system does your household use? (Select one
	Town/city water and sewer
	Private well and septic system
	Other: (please describe)
α	IESTION 40. What is the highest level of advention you have completed?
	JESTION 49: What is the highest level of education you have completed? 0-11 years
	12 years (High school graduate or GED)
	1-3 years College (Some college or Associate's degree)
	College Graduate (Bachelor degree or equivalent)
	Postgraduate (Master's, Doctorate, Law or other degree)
٥.	
	JESTION 50: Which of the following best describes your current employment status?
	Student Employed full time
_	Employed full-time
0	Employed part-time Retired (not working)
0	Employed at home
0	Homemaker
0	Unemployed

	of people that fit into each age category next to if no one in the household is in the age group).
QUESTION 52: In the past year, did you enga	age in any of the following outdoor recreation
activities? (<i>Please select all that apply</i>) Hiking	☐ Freshwater sail/canoe/kayak
□ Nature photography	☐ Freshwater boating
□ Wildlife watching	☐ Freshwater fishing
☐ Camping	☐ Freshwater swimming
☐ ATV/dirt biking	☐ Coastal sail/canoe/kayak
☐ Snowmobiling	☐ Coastal boating
☐ Hunting	☐ Coastal fishing
☐ Biking/mountain biking	☐ Coastal swimming
☐ Surfing	☐ Other (write in)
QUESTION 53: Are you a member of religion O Yes O No	us-based community organization?
QUESTION 54: Are you a member of any co O Yes O No	enservation or environmental organization?
QUESTION 55: Do you, or an immediate fan (Please select all that apply) □ Commercial Shellfish Harvesting License □ Recreational Shellfish Harvesting License: (pl □ Other Commercial Harvesting License: (pl □ Other Recreational Harvesting License: (pl □ None of the above	

QUESTION 56: Which of the following categories represents your to	tal household income								
(before taxes)?									
O Less than \$10,000									
O \$10,000-\$14,999									
O \$15,000-\$24,999									
> \$25,000-\$34,999									
3 \$35,000-\$49,999									
> \$50,000-\$74,999									
O \$75,000-\$99,999									
O \$100,000-\$149,999									
O \$150,000-\$199,999									
O \$200,000 or above									
the space below, please free to share any additional comments you n	nay have.								
Participant Raffle Information: If you would like to be entered into a	raffle to win \$75 as a								
'thank you' for completing this survey, please provide your name and we can reach you below: (this information will only be used to notify re be associated with your survey responses).									
Namo:									
Name: Email:									
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