

**2015 Maine Residents
Coastal Survey**



University of Maine

COASTAL AREAS

1. How important are the following to you as a resident of a coastal area? (CIRCLE ONE NUMBER FOR **EACH** ITEM.)

	NOT AT ALL IMPORTANT		SOMEWHAT IMPORTANT		VERY IMPORTANT
Beautiful scenery	1	2	3	4	5
Clean ocean, estuary, and river waters	1	2	3	4	5
Public access to coastal resources	1	2	3	4	5
Working waterfronts	1	2	3	4	5
Sandy beaches	1	2	3	4	5
Land-based recreation opportunities (walking, hiking)	1	2	3	4	5
Water-based recreation opportunities (swimming, boating, kayaking, surfing)	1	2	3	4	5

2. In your opinion, what level of **priority** should coastal managers in Maine assign to each of the following issues? (CIRCLE ONE NUMBER FOR **EACH** ITEM.)

	SHOULD NOT BE DONE				TOP PRIORITY		
Protect/restore/enhance coastal wetlands	1	2	3	4	5	6	7
Reduce erosion at sandy beaches	1	2	3	4	5	6	7
Protect/restore/enhance coastal water quality	1	2	3	4	5	6	7
Protect/restore/enhance working waterfronts	1	2	3	4	5	6	7
Reduce the impacts of coastal growth and development	1	2	3	4	5	6	7
Other: _____	1	2	3	4	5	6	7

MAINE'S COASTAL WATER QUALITY

3. Please think about coastal water quality in terms of the marine environment including the health of plants and animals. In your **opinion** how would **you** rate the coastal water quality in these New England states and Canadian Provinces? (CIRCLE ONE NUMBER FOR EACH ITEM.)

	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
	----- ----- ----- ----- -----				
Maine	1	2	3	4	5
New Hampshire	1	2	3	4	5
Massachusetts	1	2	3	4	5
Rhode Island	1	2	3	4	5
Connecticut	1	2	3	4	5
New Brunswick	1	2	3	4	5
Nova Scotia	1	2	3	4	5

4. Coastal water quality changes frequently because of natural and human processes. What is your opinion about the following common events and coastal water quality? (CIRCLE ONE NUMBER FOR EACH ITEM.)

	MAKES WATER QUALITY MUCH WORSE	DOES NOT IMPACT WATER QUALITY	MAKES WATER QUALITY MUCH BETTER
	----- ----- -----		
A large number of swimmers at the beach	1	2	3
Wind and high waves	1	2	3
Large number of birds or other animals (including dogs)	1	2	3
Recent heavy rainfall	1	2	3
Rivers flowing into the sea	1	2	3

5. In your opinion, how much of a **negative** impact do the following have on coastal water quality in Maine? (CIRCLE ONE NUMBER FOR **EACH** ITEM.)

	NO NEGATIVE IMPACT		SOMEWHAT NEGATIVE			VERY NEGATIVE	
	----- ----- ----- ----- ----- ----- -----						
Animal waste (including dogs and birds)	1	2	3	4	5	6	7
Aging/failing wastewater treatment facilities	1	2	3	4	5	6	7
Coastal algae blooms	1	2	3	4	5	6	7
Polluted river/stream runoff	1	2	3	4	5	6	7
Industrial pollution	1	2	3	4	5	6	7
Fertilizers, pesticides, and chemicals	1	2	3	4	5	6	7
Coastal industrial and/or residential development	1	2	3	4	5	6	7
Failing septic systems	1	2	3	4	5	6	7
Nearby boats and/or marinas	1	2	3	4	5	6	7
Climate change (ocean warming, etc.)	1	2	3	4	5	6	7
Inland industrial and/or residential development	1	2	3	4	5	6	7
Other: _____	1	2	3	4	5	6	7

MAINE'S COASTAL BEACHES

6. In a typical summer, how often do you visit ocean beaches? (CHECK ONE.)

- | | |
|---|--|
| <input type="checkbox"/> More than once a week | <input type="checkbox"/> A few times a month |
| <input type="checkbox"/> About once a week | <input type="checkbox"/> Not at all → <i>SKIP TO QUESTION 12</i> |
| <input type="checkbox"/> Two to three times a month | |

7. What activities do you typically do at the beach? (CHECK ALL THAT APPLY.)

- | | |
|---|--|
| <input type="checkbox"/> Sunbathing | <input type="checkbox"/> Surfing |
| <input type="checkbox"/> Swimming | <input type="checkbox"/> Glass and shell collecting |
| <input type="checkbox"/> Beach games and sports | <input type="checkbox"/> Reading/relaxing |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Walking |
| <input type="checkbox"/> Sight-seeing | <input type="checkbox"/> Eating at local restaurants |
| <input type="checkbox"/> Boating | <input type="checkbox"/> Sea-kayaking |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Other: _____ |

8. Which ocean beach in Maine do you visit most frequently? _____

9. How would you rate the water quality at this beach? (CHECK ONE.)

- | | |
|-------------------------------|------------------------------------|
| <input type="checkbox"/> Poor | <input type="checkbox"/> Very good |
| <input type="checkbox"/> Fair | <input type="checkbox"/> Excellent |
| <input type="checkbox"/> Good | |

10. Have you or a family member ever felt sick after swimming at a Maine coastal beach? (CHECK ONE.)

- | | |
|------------------------------|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No → <i>SKIP TO QUESTION 12</i> |
|------------------------------|--|

11. Did you report this illness? (CHECK ONE.)

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|
- To whom? _____

12. Do you ever seek information about the water quality at Maine's coastal beaches? (CHECK ONE.)

- | | |
|------------------------------|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No → <i>SKIP TO QUESTION 14</i> |
|------------------------------|--|

13. Where do you seek information about the water quality at Maine **coastal beaches**? (CHECK ALL THAT APPLY.)

- | | |
|--|--|
| <input type="checkbox"/> University of Maine | <input type="checkbox"/> News media |
| <input type="checkbox"/> Maine Department of Environmental Protection (DEP) | <input type="checkbox"/> Local Beach Manager' |
| <input type="checkbox"/> Maine Department of Marine Resources (DMR) | <input type="checkbox"/> Maine Healthy Beaches |
| <input type="checkbox"/> Maine Center for Disease Control and Prevention (CDC) | <input type="checkbox"/> Maine Tourism Bureau |
| <input type="checkbox"/> Maine Department of Agriculture, Conservation and Forestry (DACF) | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> National Resource Defense Council's 'Testing the Waters' | |
| <input type="checkbox"/> Family and Friends | |

14. How would you like to receive information about coastal water quality at Maine's beaches? (CHECK ALL THAT APPLY.)

- | | |
|---|--|
| <input type="checkbox"/> Signs at access points | <input type="checkbox"/> Text message |
| <input type="checkbox"/> Colored flags at beaches | <input type="checkbox"/> Hotline |
| <input type="checkbox"/> Website | <input type="checkbox"/> Email message |
| <input type="checkbox"/> Beach water quality App | <input type="checkbox"/> Other: _____ |

15. Have you ever heard of, or seen, a **coastal beach advisory** in Maine? Advisories tell beach goers about unsafe conditions in the water such as pollution. People may be advised to avoid entering the water. Advisories are posted using signs and flags, and at the Maine Healthy Beaches website.

- | | |
|--|-----------------------------|
| <input type="checkbox"/> Yes, I have seen an advisory | <input type="checkbox"/> No |
| <input type="checkbox"/> Yes, I have heard of advisories | |

16. If a beach has an advisory recommending that people not to enter the water, and a person **like yourself** enters the water, **in your opinion** how likely is it that this person gets sick?

➤ Enter a number between 0 (definitely will not get sick) and 100 (definitely will get sick).

_____ %

PROGRAMS TO PROTECT COASTAL WATER QUALITY

Please read this information:

A new program has been proposed to address coastal water quality. Please think about coastal water quality in terms of the marine environment, including the health of plants and animals

The proposed Coastal Water Quality Program would be funded by all Maine households, who would be required to pay a fee through higher water/sewer/septic fees. The program would be created by majority vote.

17. What is your level of agreement with the following statement? (CIRCLE ONE NUMBER.)

I would be willing to pay higher water/sewer/septic fees to protect coastal water quality.

STRONGLY DISAGREE	DISAGREE	UNSURE	AGREE	STRONGLY AGREE
1	2	3	4	5

18. If the Coastal Water Quality Program would cost your household an additional **\$7 per month**, would you be willing to pay that amount and support the program? (CHECK ONE.)

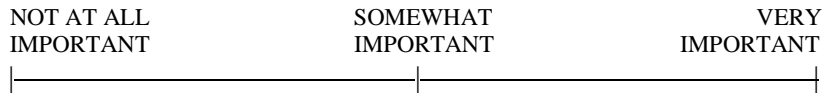
- Yes**, I would be willing to pay the increase in fees to support the Coastal Water Quality Program.
- No**, I would not be willing to pay the increase in fees to support the Coastal Water Quality Program.

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

20. How much of the Coastal Water Quality Program budget would you like to see put towards each of the following actions? (Your values should sum to 100%).

- _____ % Improving water quality monitoring to detect pollution levels and sources
- _____ % Educating and/or providing financial resources to municipal officials
- _____ % Better management of industrial development
- _____ % Better management of residential development
- _____ % Improving home and garden practices
- _____ % Updating and maintaining septic systems
- _____ % Improving wastewater treatment, sewer and stormwater runoff infrastructure

21. How important are the following Coastal Water Quality Program outcomes to you? (CIRCLE ONE NUMBER FOR EACH ITEM.)



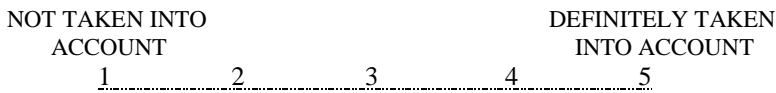
Improved beach safety
(fewer advisories posted at
ocean beaches) 1 2 3 4 5 6 7

Increases in flats and
waters open for shellfish
harvesting (fewer
closures) 1 2 3 4 5 6 7

Healthy environment for
marine animals, fish, birds
and other species 1 2 3 4 5 6 7

Improve coastal
experience (views,
boating, etc.) 1 2 3 4 5 6 7

22. To what extent do you believe that the votes on the proposal by you and other survey participants will be taken into consideration by policy makers? (CIRCLE ONE NUMBER.)



YOUR OPINIONS ON POLICY ISSUES

23. To what extent do you agree or disagree with the following statements? (CIRCLE ONE NUMBER FOR EACH ITEM.)

	STRONGLY DISAGREE		UNSURE		STRONGLY AGREE		
	----- -----						
Global climate change is caused mostly by human activities.....	1	2	3	4	5	6	7
I generally try to avoid taking risks.....	1	2	3	4	5	6	7
Maine residents are responsible for helping solve marine environment problems.....	1	2	3	4	5	6	7
Local government is responsible for protecting coastal water quality.....	1	2	3	4	5	6	7
I am healthier than the average person.....	1	2	3	4	5	6	7
Local government is effective in protecting coastal water quality.....	1	2	3	4	5	6	7
Changes in my <i>neighbor's</i> everyday behavior could <i>worsen</i> Maine's coastal water quality...	1	2	3	4	5	6	7
Scientists provide unbiased information.....	1	2	3	4	5	6	7
State government is responsible for protecting coastal water quality.....	1	2	3	4	5	6	7
Government uses the best available science in making coastal marine environment decisions.....	1	2	3	4	5	6	7
It is my responsibility to help solve marine environment problems.....	1	2	3	4	5	6	7
I trust public health scientists who study the safety of the food we eat.....	1	2	3	4	5	6	7
Changes in <i>my</i> everyday behavior could <i>worsen</i> the quality of Maine's coastal water...	1	2	3	4	5	6	7
I think scientists are doing important work....	1	2	3	4	5	6	7
Global climate change is happening.....	1	2	3	4	5	6	7

24. To what extent do you agree or disagree with the following statements? (CIRCLE ONE NUMBER FOR EACH ITEM.)

	STRONGLY DISAGREE			UNSURE			STRONGLY AGREE		
Visitors to Maine should be responsible for helping solve coastal marine environment problems	1	2	3	4	5	6	7		
Changes in <i>my</i> behavior could help to <i>improve</i> the Maine's coastal water	1	2	3	4	5	6	7		
State government is effective in protecting coastal water quality	1	2	3	4	5	6	7		
Science can raise our standard of living	1	2	3	4	5	6	7		
Scientists provide reliable information	1	2	3	4	5	6	7		
I trust environmental scientist who study how pollution affects the ocean.	1	2	3	4	5	6	7		
Changes in <i>my</i> behavior could help to <i>improve</i> the Maine's coastal water	1	2	3	4	5	6	7		
It is too difficult for someone like me to do much about marine environment issues	1	2	3	4	5	6	7		

25. Please express how often you engage in the following activities. (CIRCLE ONE NUMBER FOR EACH ITEM.)

	NEVER			SOMETIMES			VERY OFTEN		
Eat expired food that still looks okay	1	2	3	4	5	6	7		
Expose yourself to the sun without sunscreen	1	2	3	4	5	6	7		
Wash hands before eating	1	2	3	4	5	6	7		
Eat raw shellfish/meat	1	2	3	4	5	6	7		
Swim in coastal waters after a heavy rainfall	1	2	3	4	5	6	7		
Pump out and maintain your septic system	1	2	3	4	5	6	7		
Discharge boat waste into coastal waters	1	2	3	4	5	6	7		
Feed wildlife, including sea birds	1	2	3	4	5	6	7		

ABOUT YOU

All of your answers to the survey are treated as strictly confidential. This information helps us compare your responses with other participants.

26. What is your gender?

Male

Female

27. How old are you?

_____ YEARS

28. How many years have you lived in Maine?

_____ YEARS

29. How many years have you lived at your current address?

_____ YEARS

30. How would you describe your house in Maine?

Primary residence

A secondary residence or vacation house

31. What type of water and waste system does your household use?

Town/city water and sewer

Other: _____

Private well and septic system

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

0-11 years

College graduate (Bachelor's degree or equivalent)

12 years (High school graduate or GED)

Postgraduate (Master's, doctorate, law or other degree)

1-3 years college (Some college or Associate's degree)

33. Which of the following best describes your current employment status?

Student

Employed at home

Employed full-time

Homemaker

Employed part-time

Unemployed

Retired (not working)

34. How many people, including yourself, live in your household in each of the follow age groups?

- | | |
|---------------------|-------------------|
| _____ 0-6 years old | _____ 45-64 |
| _____ 7-12 | _____ 65-84 |
| _____ 13-18 | _____ 85 or older |
| _____ 19-44 | |

35. Which of the following categories represents your total household income (before taxes)?

- | | |
|---|--|
| <input type="checkbox"/> Less than \$10,000 | <input type="checkbox"/> \$50,000-\$74,999 |
| <input type="checkbox"/> \$10,000-\$14,999 | <input type="checkbox"/> \$75,000-\$99,999 |
| <input type="checkbox"/> \$15,000-\$24,999 | <input type="checkbox"/> \$100,000-\$149,999 |
| <input type="checkbox"/> \$25,000-\$34,999 | <input type="checkbox"/> \$150,000-\$199,999 |
| <input type="checkbox"/> \$35,000-\$49,999 | <input type="checkbox"/> \$200,000 or above |

36. In the past year, did you engage in any of the following outdoor recreation activities? (CHECK ALL THAT APPLY.)

- | | |
|--|---|
| <input type="checkbox"/> Surfing | <input type="checkbox"/> Coastal fishing |
| <input type="checkbox"/> Coastal sailing/canoeing/kayaking | <input type="checkbox"/> Coastal swimming |
| <input type="checkbox"/> Coastal boating | <input type="checkbox"/> Other: _____ |

Thank you for taking the time to tell us about your experiences, opinions and preferences. In the space below, please feel free to share any additional comments you may have.

THANK YOU FOR YOUR HELP!

Please return the completed survey in the postage paid, self-addressed envelope:

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