



Date: July, 30, 2010

To: National Parks Conservation Association
Alexander Brash, Senior Director
abrash@npca.org

From: Zogby International
Daniel DeVries, writer
Dan@zogby.com

RE: Results from telephone survey of Maine likely voters

Methodology

Zogby International was commissioned by the National Parks Conservation Association to conduct a telephone survey of Maine likely voters from 7/26/10 to 7/29/10. The target sample was 502 interviews with approximately 22 questions asked. Samples are randomly drawn from telephone CDs of national listed sample. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Up to six calls are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies¹ and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.² Weighting by region, party, age and race is used to adjust for non-response. The margin of error is +/- 4.5 percentage points. Margins of error are higher in sub-groups. The MOE calculation is for sampling error only.

¹ See COOP4 (p.36) in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates of Surveys*. The American Association for Public Opinion Research, (revised 2008).

² *Cooperation Tracking Study: April 2003 Update*, Jane M. Sheppard and Shelly Haas. The Council for Marketing & Opinion Research (CMOR). Cincinnati, Ohio (2003).

Narrative Summary

5. Please tell us your level of familiarity with the North Woods area.

Very familiar	29%	Familiar	71%
Somewhat familiar	42		
Somewhat unfamiliar	16	Unfamiliar	30
Not at all familiar	14		
Not sure	--		

A strong majority (71%) say they are familiar with the North Woods area, with a plurality (42%) saying they are somewhat familiar. Just one in seven (14%) overall say they are not at all familiar with the North Woods area.

6. Land in the North Woods is being sold for prices greater than its timber value. If you had to choose, would you rather see the North Woods be utilized as timberland and parkland, or as a site for vacation homes?

Timber land and park land	78%
Vacation homes	11
Neither	6
Not sure/other	6

More than three quarters (78%) say they would rather see the North Woods utilized as timberland and park land than a site for vacation homes (11%) or for neither purpose (6%). Six percent overall are not sure how the land should be utilized.

7. Do you support or oppose a collaborative effort between public and private agencies to preserve the North Woods as a mix of protected and working lands where timber can sustainably harvested?

Strongly support	53%	Support	86%
Somewhat support	33		
Somewhat opposed	6	Oppose	10
Strongly opposed	5		
Not sure	3		

A vast majority (86%) say they support a collaborative effort between public and private agencies to preserve the North Woods as a mix of protected and working lands, where timber can be sustainably harvested. More than half (53%) say they strongly support such an effort. Just one in 10 (10%) say they oppose a collaborative effort, with 5% saying they strongly oppose the idea.

8. Do you support or oppose government encouraging sustainable forestry practices by using incentives, regulation, and tax breaks for development rights?

Strongly support	27%	Support	55%
Somewhat support	28		
Somewhat opposed	15	Oppose	36
Strongly opposed	22		
Not sure	9		

Slightly more than half of all respondents (55%) say they support government encouraging sustainable forestry practices by using incentives, regulation and tax breaks for development rights, while more than a third (36%) say they oppose such encouragement.

9. Do you support or oppose setting aside 10 to 20% of the North Woods to be preserved as a public park?

Strongly support	51%	Support	75%
Somewhat support	24		
Somewhat opposed	8	Oppose	20
Strongly opposed	12		
Not sure	5		

Three quarters (75%) say they support setting aside 10 to 20% of the North Woods as a public park; with half (51%) saying they strongly support such a measure. Just 20% overall say they oppose setting aside 10-20% of the North Woods, with 12% saying they strongly oppose the idea.

10. Would you support or oppose the creation of a new type of national park partnering the State of Maine and the National Park Service in an effort to boost the region's economy and to promote recreation connecting youth and families with nature in the North Woods?

Strongly support	52%	Support	77%
Somewhat support	25		
Somewhat opposed	9	Oppose	20
Strongly opposed	11		
Not sure	3		

More than three quarters (77%) say they would support the creation of a new type of national park partnering the State of Maine and the National Park Service in an effort to boost the region's economy and to promote recreation connecting youth and families with nature in the North Woods. Half (52%) say they strongly support the creation of such a park. Twenty-percent say they are opposed to the idea.

11. Please tell us which of the following best describes your profession.

Service industry	23%
Forestry	5
Farming	4
Real estate	2
Other	66
Not sure	<1

Two-thirds of respondents (66%) say they work in a profession other than those listed, while nearly a quarter (23%) say they work in the service industry.

12. When was the last time you visited the North Woods?

Within the past month	22%
Within the past 3-6 months	14
Within the past year	20
More than a year ago	34
Never	11
Not sure	<1

About a third (34%) say they last time they visited the North Woods was more than a year ago, followed by 22% who say they were there within the past month and 20% who say sometime in the past year. One in seven respondents (14%) say they last visited the North Woods within the past 3-6 months and one in nine (11%) say they have never been there.

13. *When you visited the woods was it primarily to...*

Hike/Camp	53
Fish/Hunt	15
Work	6
Snowmobile	3
Other*	23
Not sure	<1

*Other (numbers in parentheses denote similar responses): Sightseeing (19); to visit (12); live there (13); visiting Family/friends (12); vacation (10); driving thru (9); enjoyment (8); funeral; passing through (5); rafting (3); travel (3); ATV (2); boating; both camping and fishing; business; check the camp; church meeting; entertainment; explored; The water falls; I visit the Area when I go that way; I was part of a search and rescue team; interested to check out scenery; lunch; photography; picnic; place of interest; play in woods with kids; private camp; purchasing property; recreation; ride around and see the woods; riding and visiting; seeing the area; shop; social event for the family; social visit; taking father to work; touring and sightseeing; tourism; we went there to look at the leaves; wedding; went to a camp group; work administrative field

Hiking and camping is the main reason respondents who have been to the North Woods say they visited (53%), followed by 15% who say they went fishing/hunting and 6% who visited for work. Nearly a quarter (23%) say they visited the North Woods primarily for some other reason.

14. *Have you contributed money or time to any North Woods causes?*

Yes	21%
No	78
Not sure	1

Nearly a quarter of all respondents (21%) say they have contributed money or time to a North Woods cause, while most (78%) say they have not.