

# Maine Audubon

## Brand Awareness Survey Report



Survey Research  
Center

Cutler Institute for Health  
and Social Policy

University of Southern  
Maine

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# Acknowledgements

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## Introduction

This report summarizes a public opinion survey conducted by the University of Southern Maine's (USM) Survey Research Center (SRC) on behalf of Maine Audubon. The survey was intended to gauge Maine residents' level of awareness of Maine Audubon and its mission and to learn about their environmental priorities. This information will provide guidance to Maine Audubon as it prepares for its upcoming capital campaign. Ultimately it is hoped that the findings presented here will contribute to the organization's mission to conserve Maine wildlife and wildlife habitat.

## Methodology

### Survey Design

The survey instrument was designed jointly by the SRC and Maine Audubon and contained just 18 questions, including six demographic items. The primary distribution mode for the survey was mail, using address-based sampling, but the accompanying cover letter included a TinyURL for online access as well as a QR code for speedier access via smartphone. The mailing was preceded by a post card introducing the survey and in most cases was followed by a reminder phone call. About 19% of the sample frame did not include a phone number, and only about half (53%) of those aged 66 and older were called due to their robust response to the mail survey and subsequent overrepresentation in the sample. Also, because the proportion of responses from the younger members of the sample was disproportionately lower than their representation in Maine's population, SRC researchers opted to utilize an online panel to solicit more completions from the 18 to 34 age group. These efforts resulted in four separate completion types—completions by mail, online, by phone, and via portal. The majority of completions were mail surveys (63%), followed by panel surveys (15%), online surveys (14%), and phone surveys (8%).

### Point Estimates, Confidence Levels, and Confidence Intervals

The goal of any sample survey is to obtain responses from a representative sample of the target population in order to make accurate inferences about that target population. The findings from sample surveys are typically reported in terms of point estimates, confidence levels, and confidence intervals. Point estimates are simply the rates obtained through analysis. These rates provide a precise measure of the survey population's attitudes toward each of the survey items but a less precise measure of the target population's attitudes. The larger the survey

sample, the greater the likelihood that the sample will be representative of the target population and the greater the accuracy of the point estimates.

Confidence levels and confidence intervals are used to convey the precision of a sample's point estimate in describing the target population. Typically, surveys employ a 95% confidence level, which means that there is a one in twenty chance that the interval does *not* contain the actual target population rate. This survey has a 95% confidence level, and (because confidence levels depend upon the number of responses) it has various confidence intervals. These intervals are presented in square brackets throughout this report.

### Weighting

The best way to obtain a representative sample is to randomly select people from the target population to be part of the sample. This is often done by utilizing a random address-based sample frame; however, those who receive surveys are apt to respond in ways that subvert the intentions of a random sample design. For instance, those who are retired may have more time to complete surveys, and their higher participation may result in a distribution that doesn't match their representation in the target population. Conversely, young people may have less time or less interest in participating in research, resulting in under-representation of this demographic. This is a common survey challenge and can be ameliorated in a couple of ways, including survey panels (mentioned above) and through weighting, which was done with this survey as well. Survey data were weighted by gender, age, income, education, and county using Census data.<sup>1</sup>

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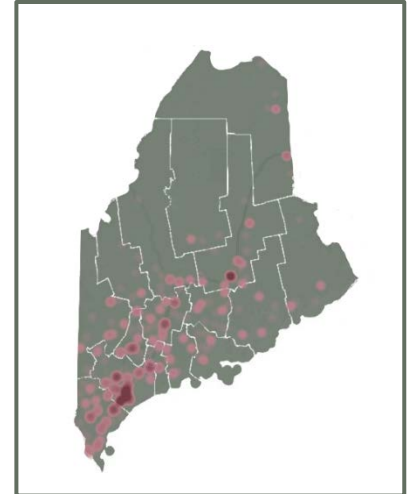
<sup>1</sup> Census data were obtained from the 2019 American Community Survey (5-year estimates).

## Demographics

	u*	w**		u*	w**
<b>Gender† (96%)</b>			<b>County (96%)</b>		
Female	55%	51%	Androscoggin	6%	8%
Male	45%	49%	Aroostook	3%	5%
<b>Age (99%)</b>			Cumberland	29%	21%
18-34	20%	25%	Franklin	2%	2%
35-44	11%	14%	Hancock	3%	4%
45-54	15%	17%	Kennebec	9%	9%
55-64	18%	19%	Knox	3%	3%
≥65	35%	25%	Lincoln	4%	3%
<b>Income (90%)</b>			Oxford	4%	4%
<\$25,000	14%	21%	Penobscot	9%	11%
\$25,000-\$49,999	27%	23%	Piscataquis	1%	1%
\$50,000-\$74,999	18%	18%	Sagadahoc	2%	3%
\$75,000-\$99,999	14%	14%	Somerset	4%	3%
≥\$100,000	26%	24%	Waldo	4%	3%
<b>Education (98%)</b>			Washington	2%	2%
Less than HS graduate	3%	7%	York	15%	15%
HS graduate/GED	16%	32%	<b>Residency (99%)</b>		
Some college	17%	19%	Year-round resident	98%	98%
Associate degree	12%	10%	Seasonal resident	2%	2%
Bachelor's degree	30%	20%			
Master's degree	15%	8%			
Professional degree	4%	2%			
Doctorate degree	3%	1%			
u*=unweighted    w**=weighted †The numbers reported here reflect the weighting distribution, which is based on dichotomous gender categories provided by the Census. The survey included additional categories for those who felt they did not fit into these categories. While there were too few responses in these categories to report separately, these responses were included in the overall analysis.					

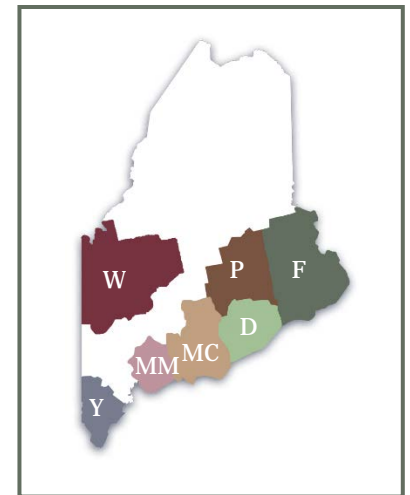
### Survey Responses

Respondent responses were obtained from each of Maine's 16 counties as shown (unweighted) in the accompanying map. While responses were weighted for analysis to make them as proportionate to the Maine population as possible, most counties needed adjustments of only one or two percentage points. The exception to this was Cumberland County, which accounted for 29% of the responses instead of the expected 21%. This is likely due to name recognition since USM has a strong presence in this county, which leads to greater cooperation with most of the SRC's research.



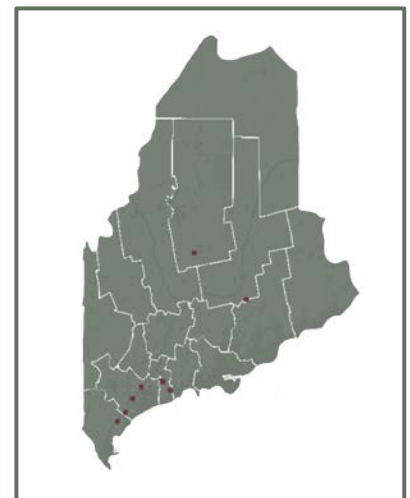
### Maine Audubon Chapters

Maine Audubon has seven separate chapters, including the Western Maine Chapter (W), the York County Chapter (Y), the Merrymeeting Chapter (MM), the Midcoast Chapter (MC), the Downeast Chapter (D), the Penobscot Valley Chapter (P), and the Fundy Chapter (F). A little more than half (53%) of all respondents were located within a chapter area.



### Maine Audubon Sanctuaries

In addition to chapters, Maine Audubon has eight sanctuaries. These are located in Biddeford, Scarborough, Falmouth, Freeport, West Bath, Georgetown, Holden, and Ellitsville. A little less than half (47%) of all respondents had zip codes located within a 25-mile radius of one or more of these sanctuaries.



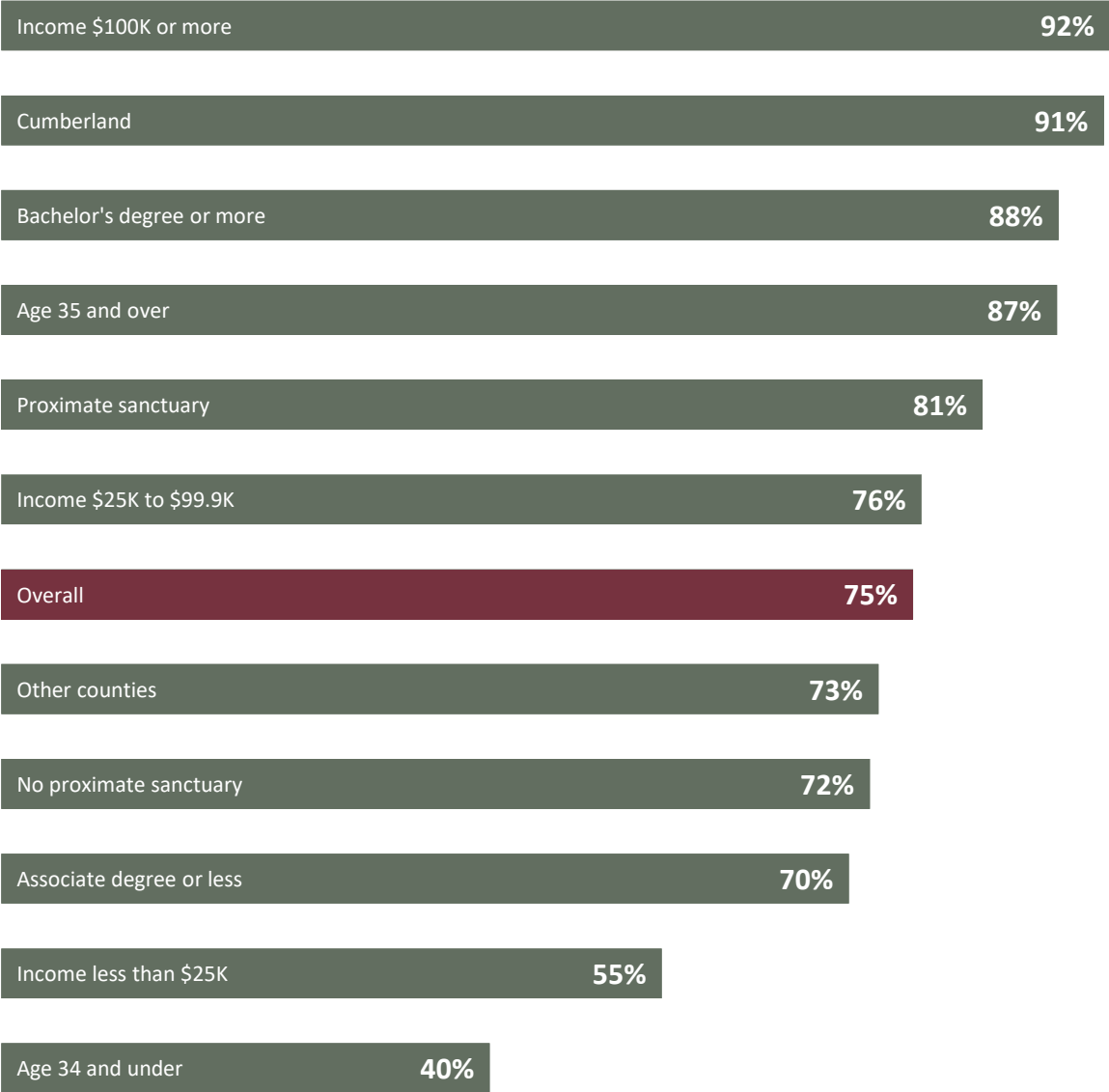


# Findings

## Familiarity with Maine Audubon

Three-quarters of all respondents (75% [71%-80%]) reported that they had heard of Maine Audubon. This proportion varied, however, by respondent income, county, education level, age, and proximity to a sanctuary.

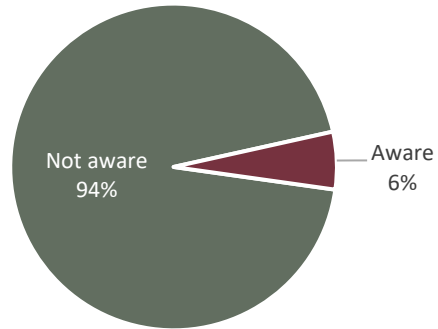
Familiarity with Maine Audubon



### Awareness of Maine Audubon's Independence

Only 6% [3%-8%] of all respondents were aware that Maine Audubon is not a chapter of the National Audubon Society. This percentage increased just slightly, to 8% [5%-11%], when looking at the subset of respondents who reported having heard of Maine Audubon. Given the small number of respondents who were aware of the independence, it was not possible to look at differences by respondent attribute.

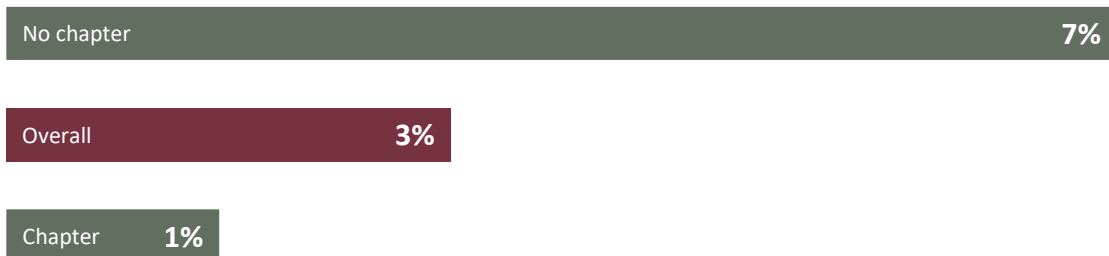
Awareness of Maine Audubon's Independence



### Maine Audubon Membership

A small fraction, 4% [1%-6%], of survey respondents reported that they were members of Maine Audubon. Surprisingly, respondents who lived within the boundaries of a Maine Audubon chapter were *less* likely to be members. One percent (1%) of those within the boundaries of a chapter were members, and 7% of those outside the boundaries were members.

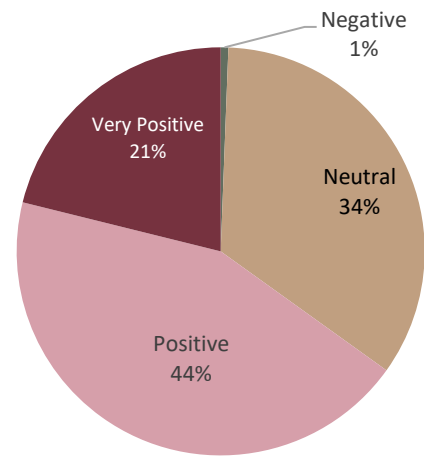
Maine Audubon Membership



## Impression of Maine Audubon

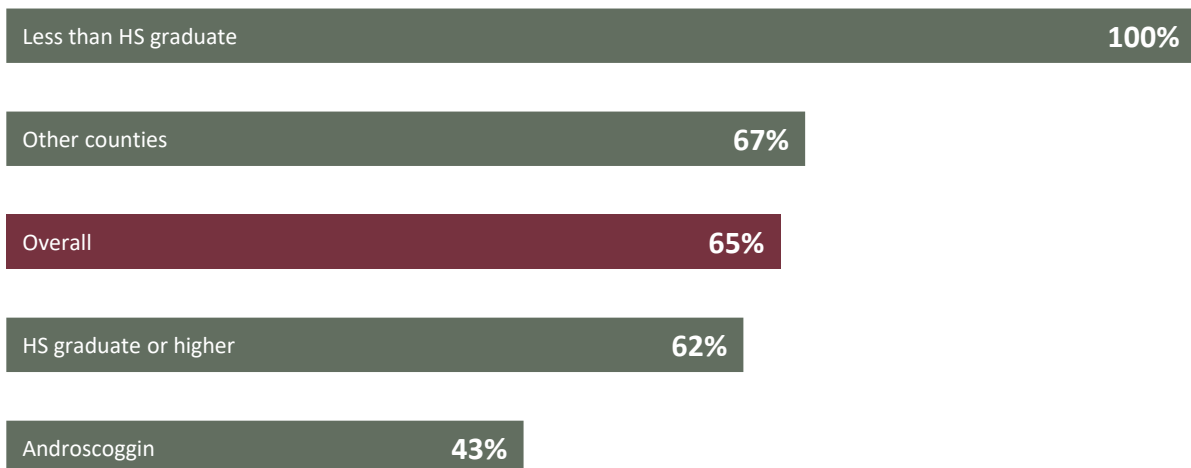
Respondents who had heard of Maine Audubon were asked to give their impression of the organization using the choices *very negative*, *negative*, *neutral*, *positive*, and *very positive*. The plurality of respondents, 44% [38%-50%], reported a *positive* impression with an additional 21% [16%-26%] reporting a *very positive* impression. No respondents reported having a *very negative* impression, just 1% [0%-1%] reported having a *negative* impression, and the remaining 34% [29%-40%] reported having a *neutral* impression.

Impression of Maine Audubon



For further analysis, the five response categories were collapsed into two categories, with those who reported a *positive* or *very positive* impression counted as having a favorable impression and all others counted as neutral/negative. Overall, 65% [60%-71%] of respondents had a favorable impression, but this varied by education and by county.

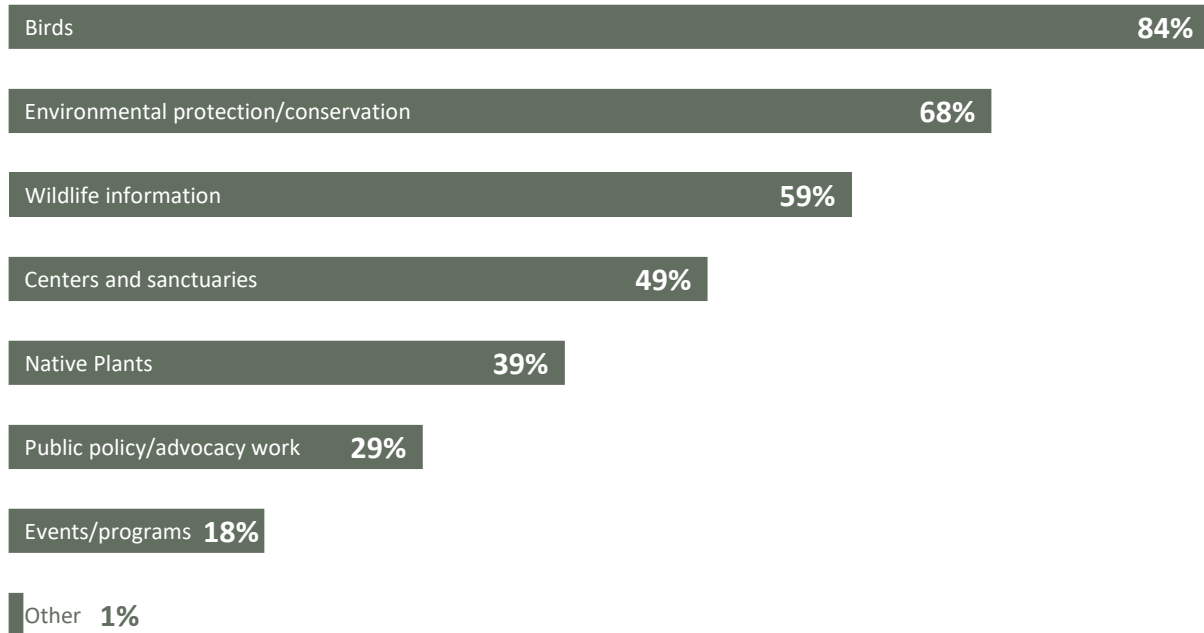
Favorable Impression of Maine Audubon



## Top Items Associated with Maine Audubon

Respondents who had heard of Maine Audubon were asked to report the top three things they thought of when they thought of the organization. The item chosen most frequently was *birds* at 84% [79%-88%], followed by *environmental protection/conservation* at 68% [63%-74%], and *wildlife information* at 59% [53%-64%].

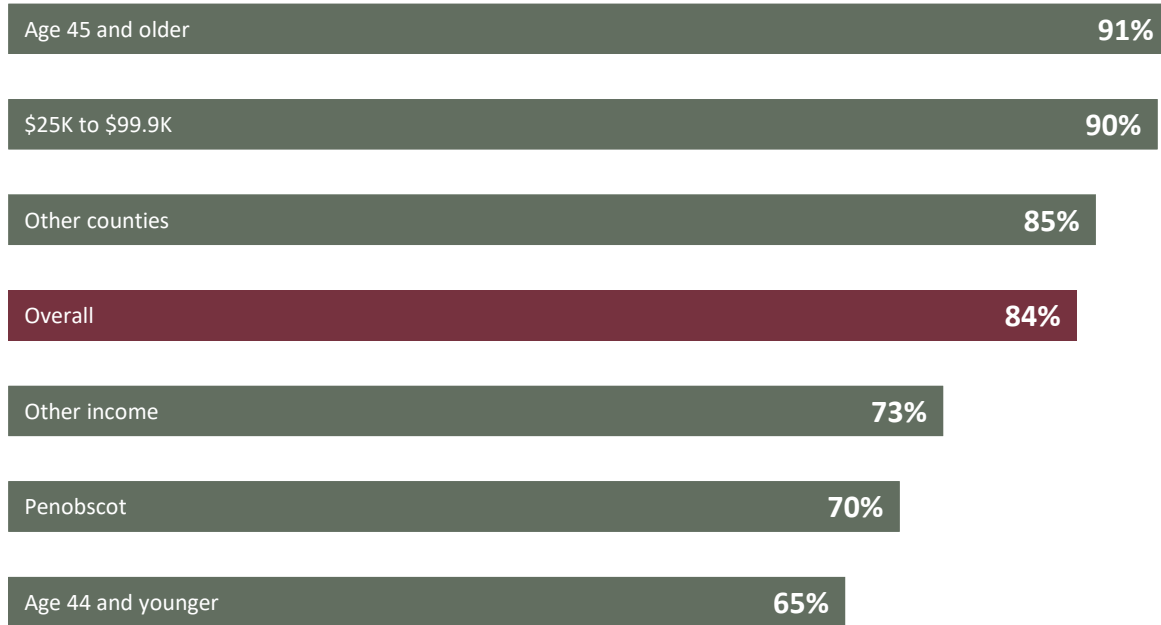
Top Items Associated with Maine Audubon



## Birds

While **84%** [79%-88%] of respondents indicated that *birds* was one of the top things they thought of when they thought of Maine Audubon, the percentage varied by age, income, and county.

### Top Item: Birds



## Environmental Protection/Conservation

While **68%** [63%-74%] of respondents indicated that *environmental protection/conservation* was one of the top things they thought of when they thought of Maine Audubon, the percentage varied by county.

### Top Item: Environmental Protection/Conservation



## Wildlife Information

While 59% [53%-64%] of respondents indicated that *wildlife information* was one of the top things they thought of when they thought of Maine Audubon, the percentage varied by income.

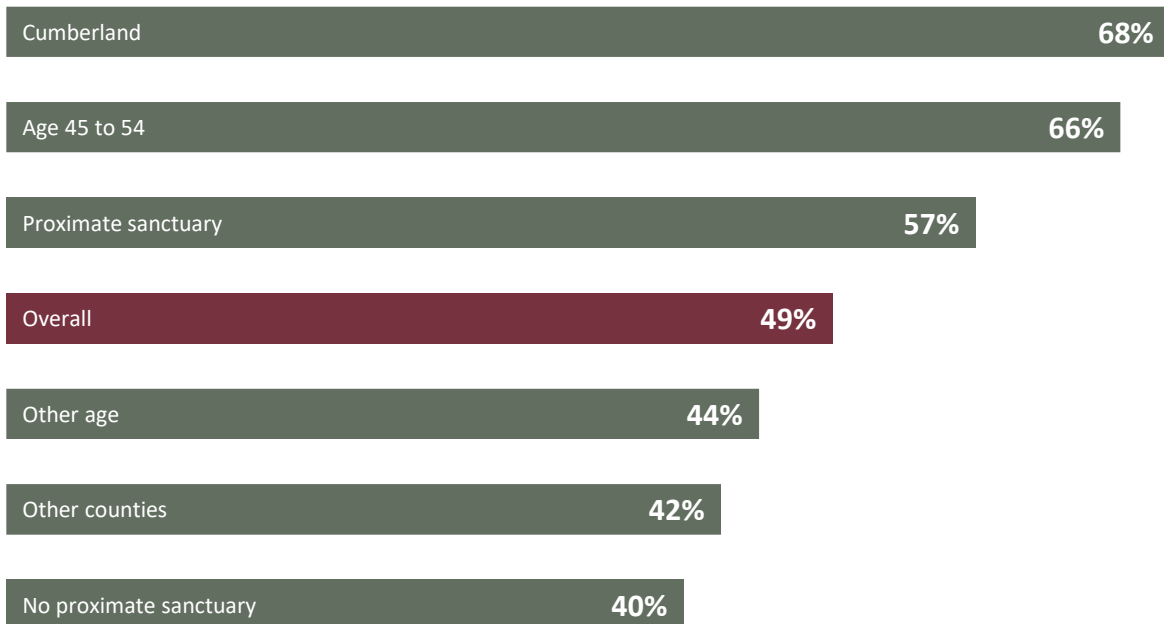
### Top Item: Wildlife Information



## Centers and Sanctuaries

While 49% [43%-54%] of respondents indicated that *centers and sanctuaries* was one of the top things they thought of when they thought of Maine Audubon, the percentage varied by county, age, and proximity to a sanctuary.

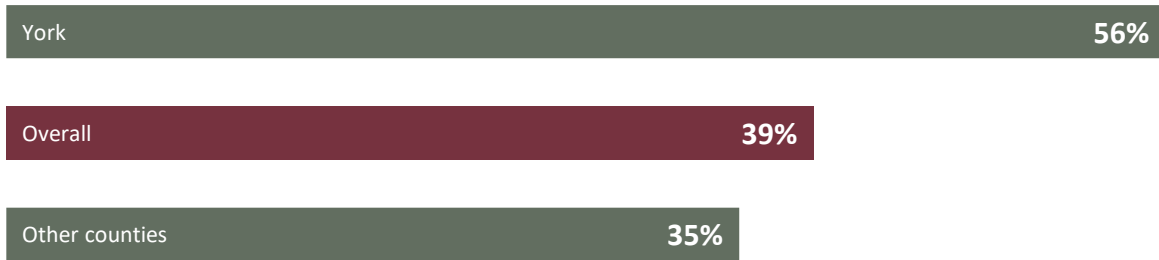
### Top Item: Centers and Sanctuaries



## Native Plants

While 39% [33%-44%] of respondents indicated that *native plants* was one of the top things they thought of when they thought of Maine Audubon, the percentage varied by county.

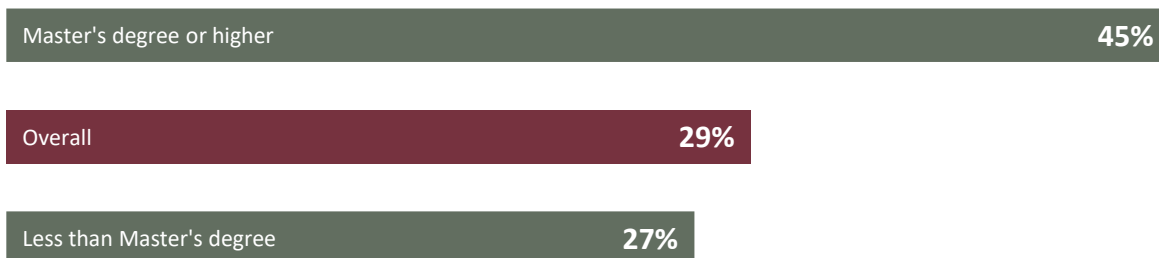
### Top Item: Native Plants



## Public Policy/Advocacy Work

While 29% [24%-34%] of respondents indicated that *public policy/advocacy work* was one of the top things they thought of when they thought of Maine Audubon, the percentage varied by education.

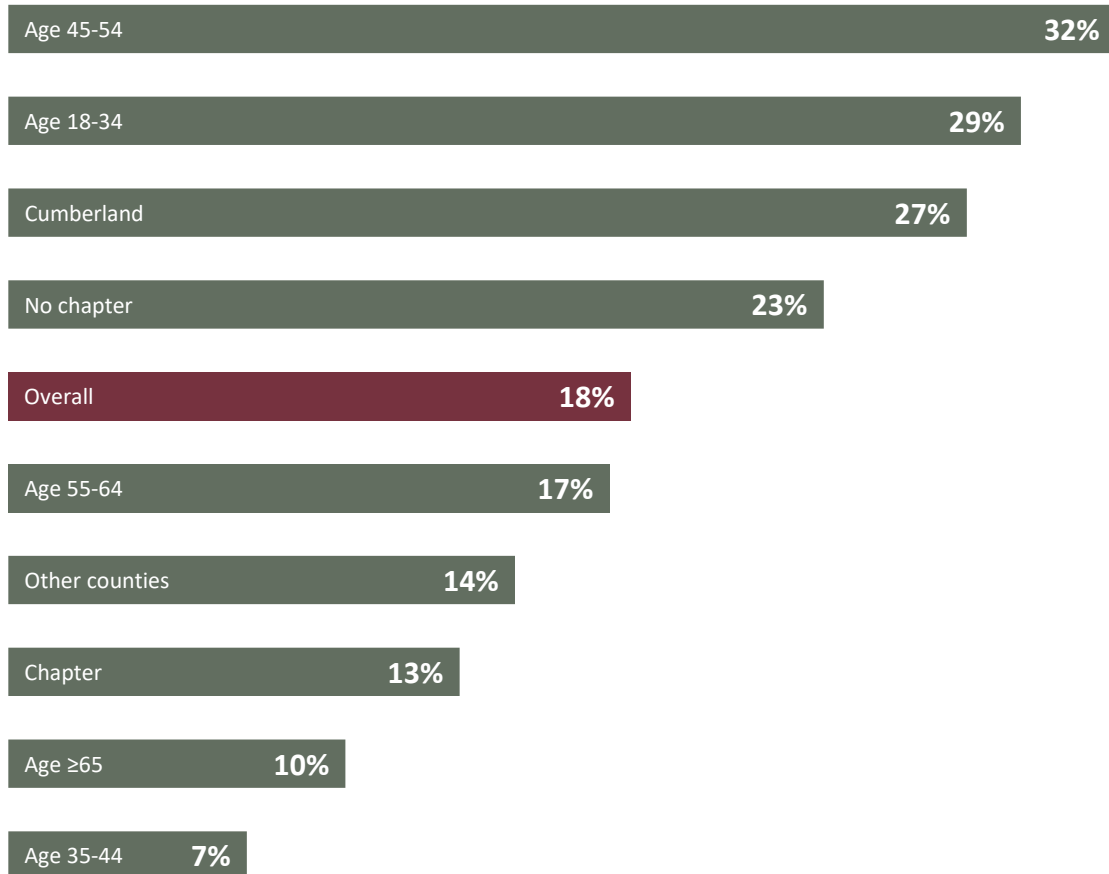
### Top Item: Public Policy/Advocacy Work



## Camps, Trips, Events, and Programs

While 18% [13%-22%] of respondents indicated that *camps, trips, events, and programs* was one of the top things they thought of when they thought of Maine Audubon, the percentage varied by age, county, and location in a chapter.

### Top Item: Camps, Trips, Events, and Programs

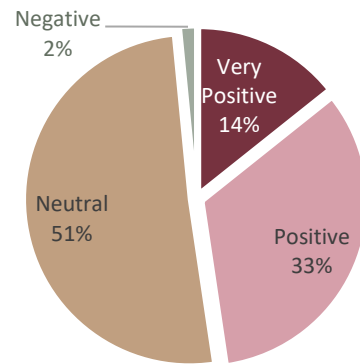




## Feelings About the Audubon Name

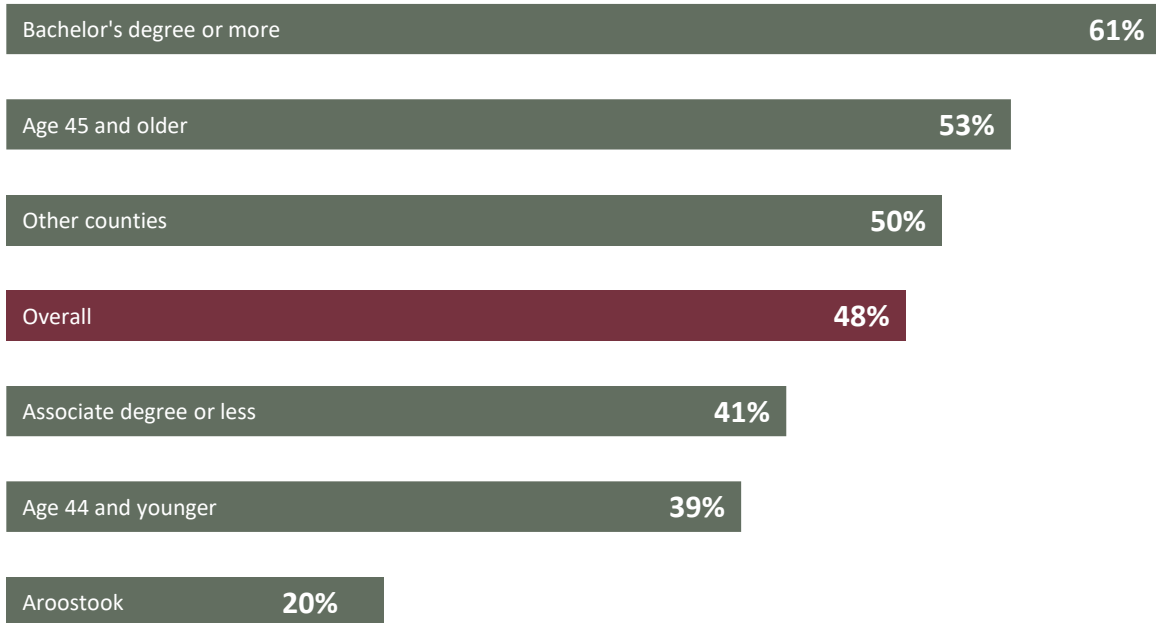
The survey asked how respondents felt about the name “Audubon,” and the majority (51% [46%-56%]) indicated that they were *neutral*. An additional 33% [29%-38%] reported *positive* feelings and 14% [11%-18%] reported *very positive* feelings. Only 2% [0%-3%] reported *negative* feelings and no one reported *very negative* feelings.

Feelings About the Audubon Name



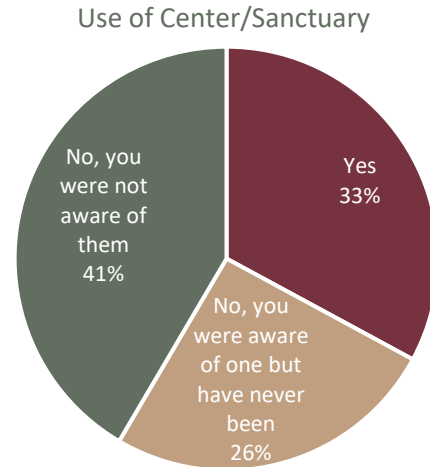
For further analysis, the five response categories were collapsed into two categories, with those who reported *positive* or *very positive* feelings counted as having positive feelings and all others counted as neutral/negative. Overall, 48% [43%-53%] of respondents had positive feelings, but this varied by education, age, and county.

Positive Feelings About the Audubon Name



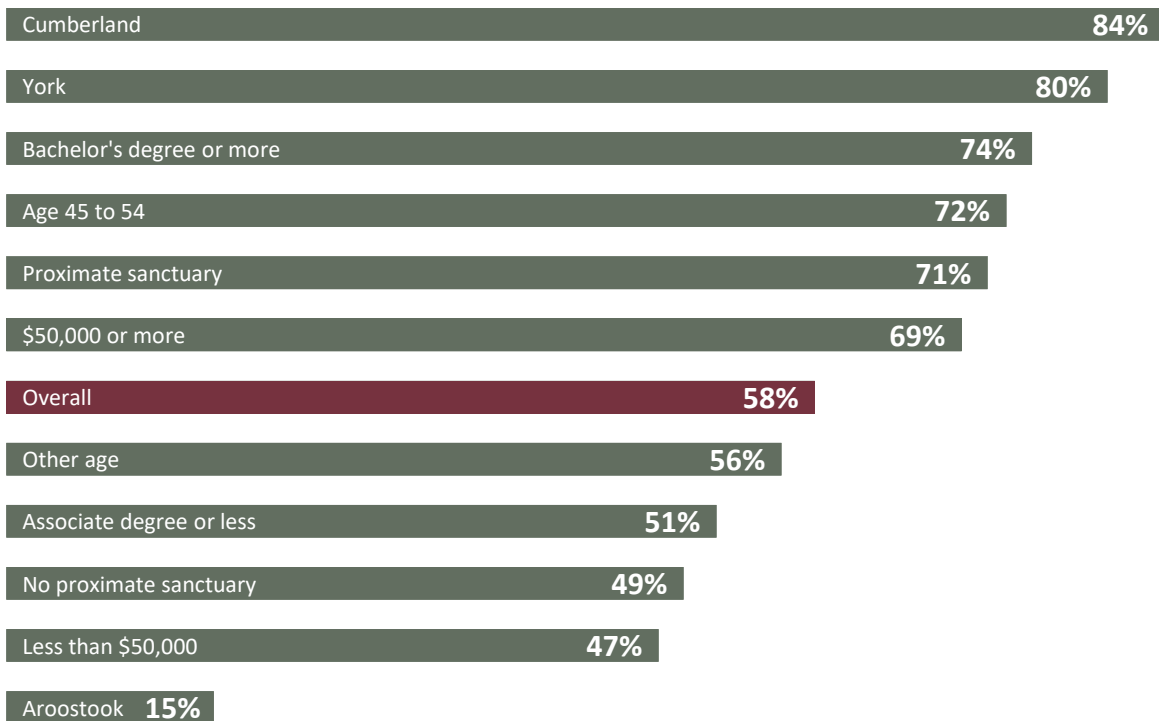
## Visits to Centers and Sanctuaries

The survey listed the locations of Maine Audubon's eight centers and sanctuaries and asked if respondents had visited one. The response categories provided were *yes*; *no, I'm aware of one but have never been*; and *no, I was not aware of them*. At 41% [37%-46%], the largest proportion of responses were recorded by those who had neither heard nor visited, followed by those who had visited one, at 33% [28%-38%], and lastly by those who had heard of one, at 26% [21%-30%].



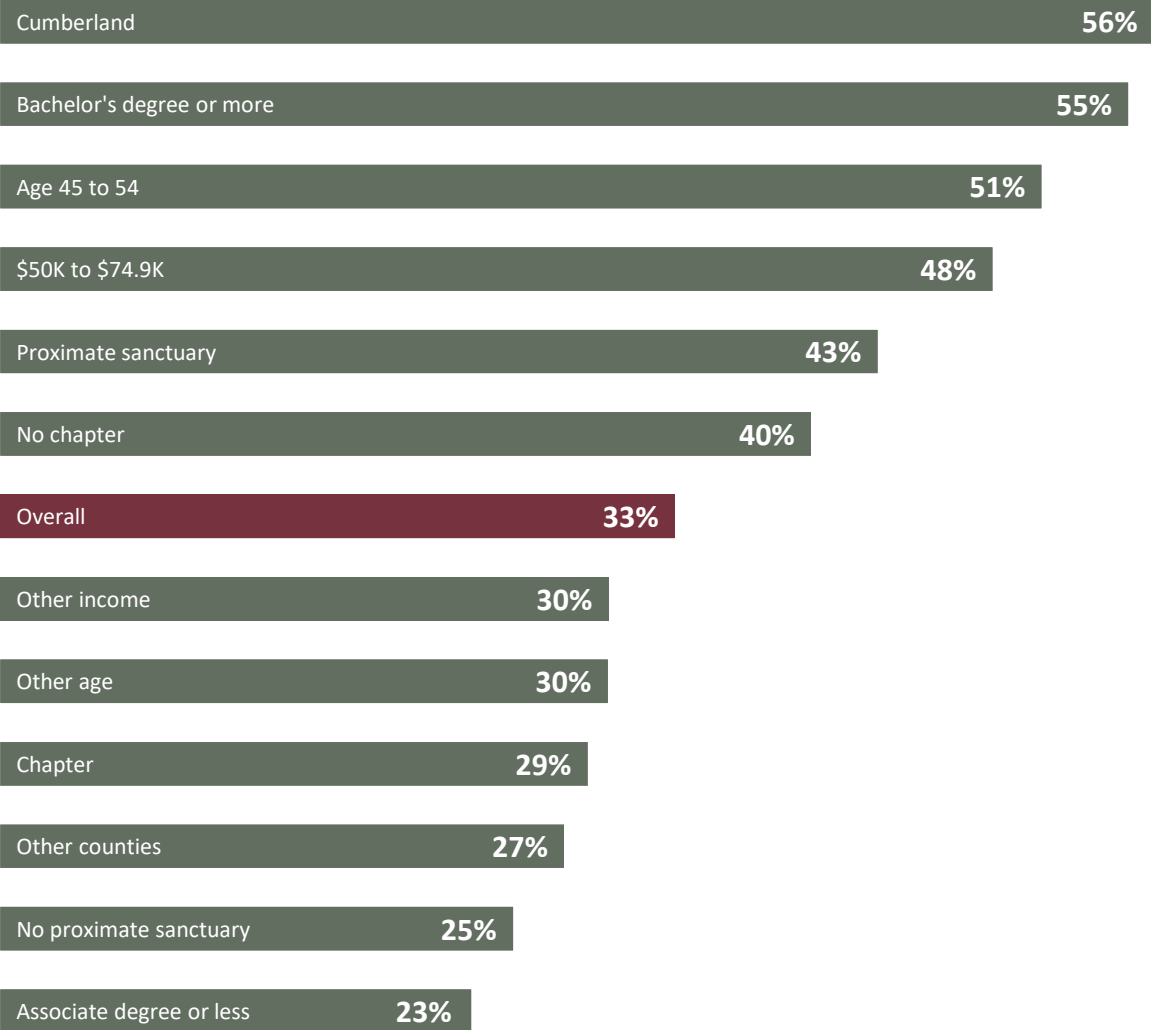
For further analysis, those who responded with *yes* or *no, I'm aware of one but have never been* were counted as having been aware of centers/sanctuaries. Overall, 58% [54%-63%] of respondents reported that they were aware, but this varied by county, education, age, proximity to a sanctuary, and income.

## Awareness of Center/Sanctuary



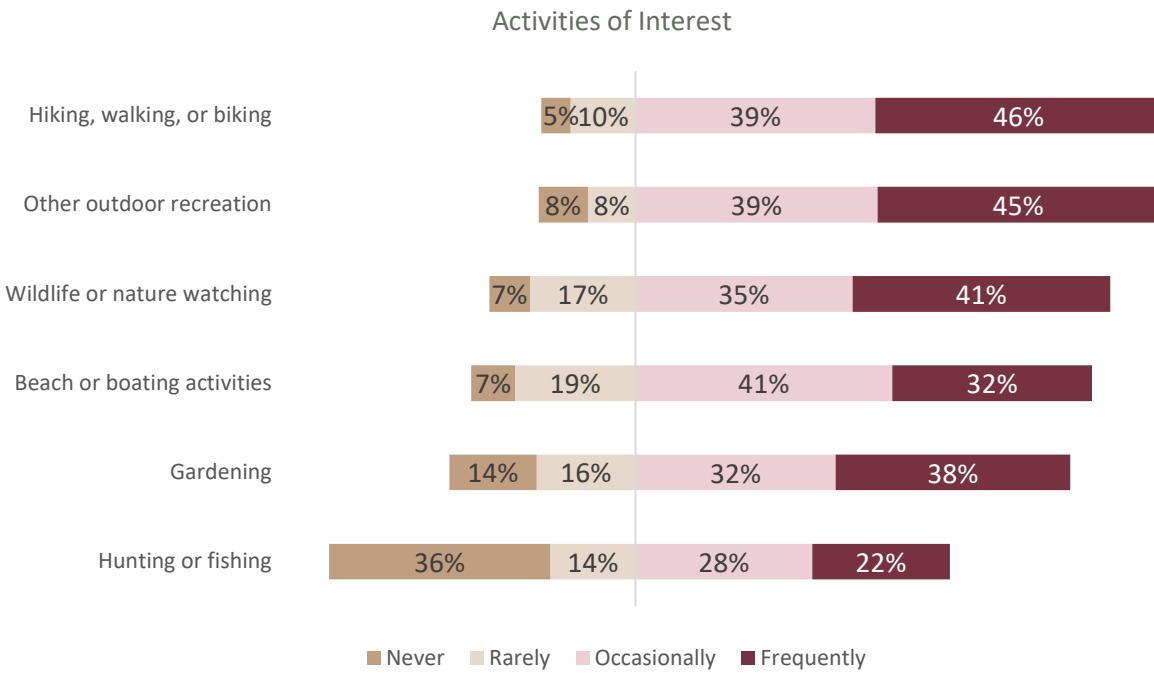
Overall, 33% [28%-38%] of respondents reported having visited a center or sanctuary, but this varied by county, education, age, income, proximity to a sanctuary, and location within a chapter.

Visited Center/Sanctuary



## Activities of Interest

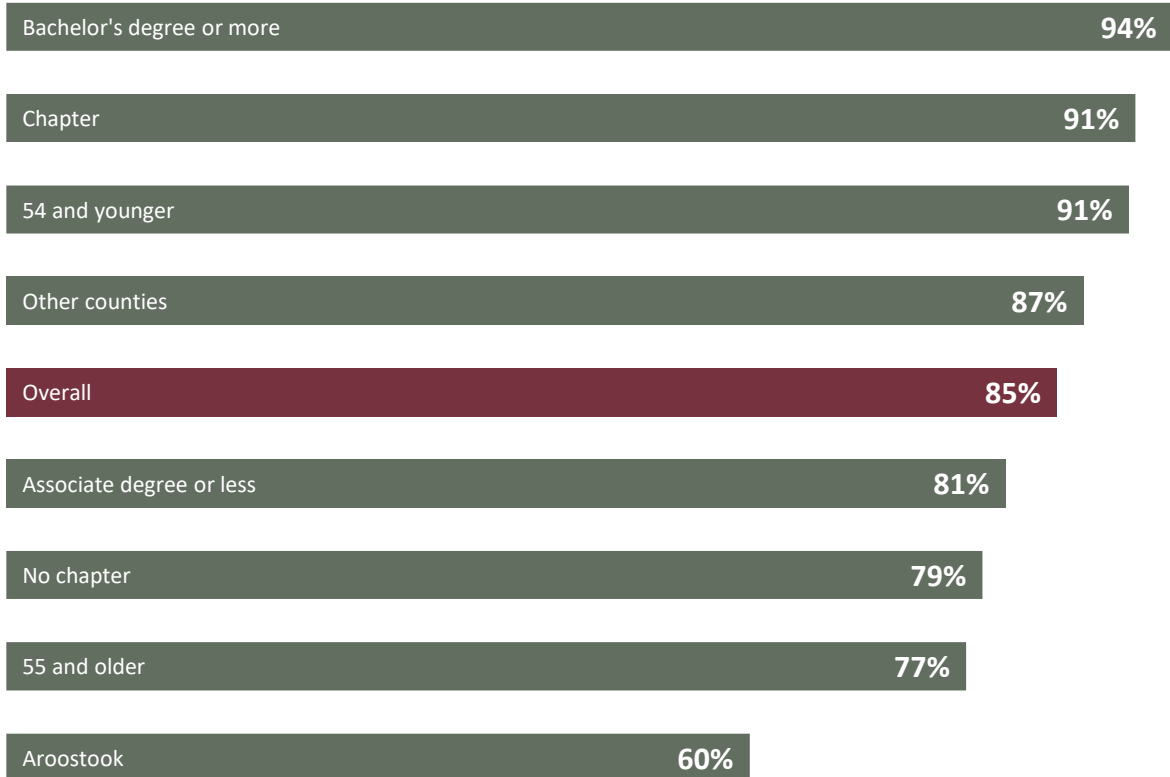
Respondents were asked to report on the frequency at which they enjoyed a number of activities. *Hiking, walking, or biking* was the top activity reported, followed by *other outdoor recreation, wildlife or nature watching, beach or boating activities, gardening, and lastly, hunting or fishing*. Notably, 36% of respondents said they never hunted or fished. This may be because, as licensed activities, there is an inherent barrier to this activity that doesn't exist for other activities.



Hiking, Walking, or Biking

While 85% [81%-88%] of respondents indicated that they occasionally or frequently enjoyed *hiking, walking, or biking*, the percentage varied by county, age, location within a chapter, and education.

Activity of Interest: Hiking, Walking, or Biking



## Other Outdoor Recreation

While **84%** [81%-88%] of respondents indicated that they occasionally or frequently enjoyed *other outdoor recreation*, the percentage varied by county, income, and location within a chapter.

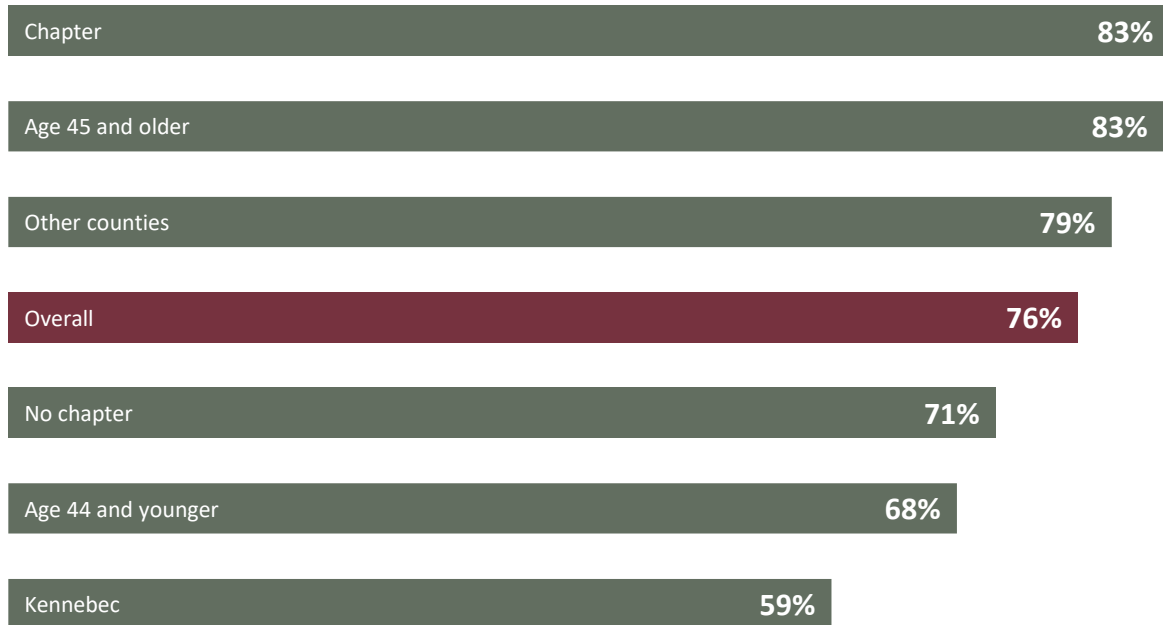
### Activity of Interest: Other Outdoor Recreation



Wildlife or Nature Watching

While 76% [72%-81%] of respondents indicated that they occasionally or frequently enjoyed *wildlife or nature watching*, the percentage varied by county, age, and location within a chapter.

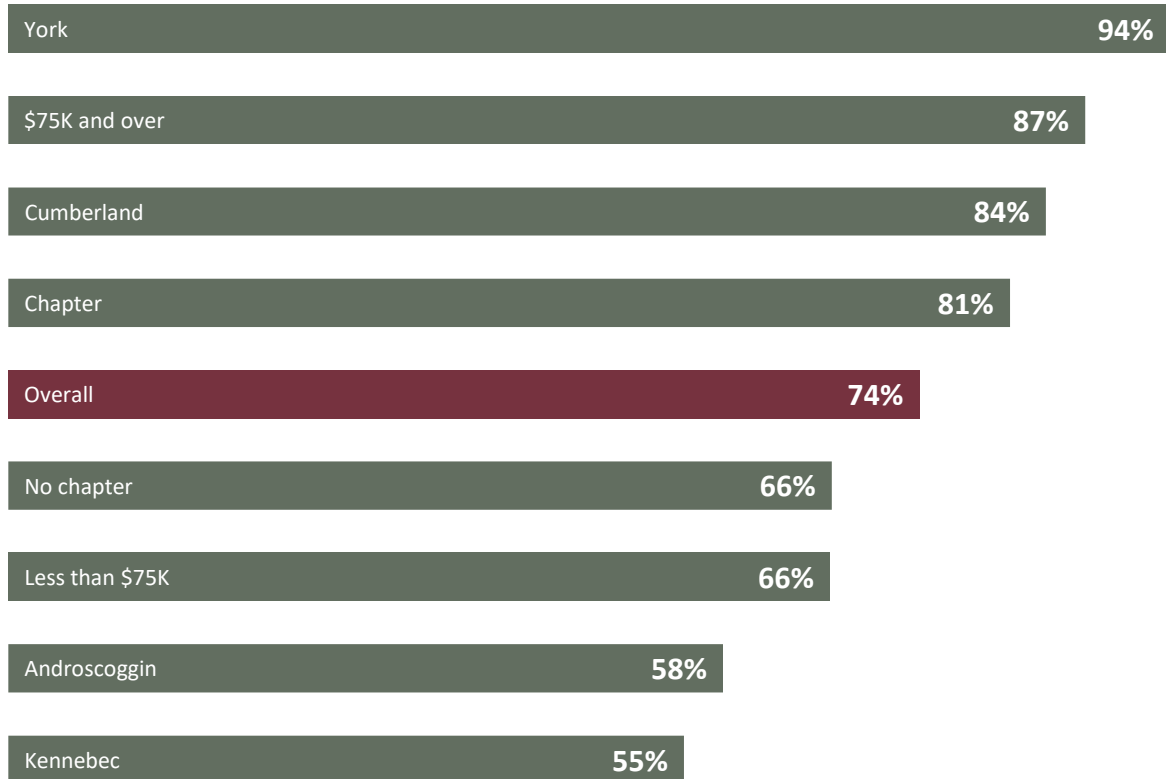
Activity of Interest: Wildlife or Nature Watching



## Beach or Boating Activities

While 74% [69%-78%] of respondents indicated that they occasionally or frequently enjoyed *beach or boating activities*, the percentage varied by county, income, and location within a chapter.

Activity of Interest: Beach or Boating Activities

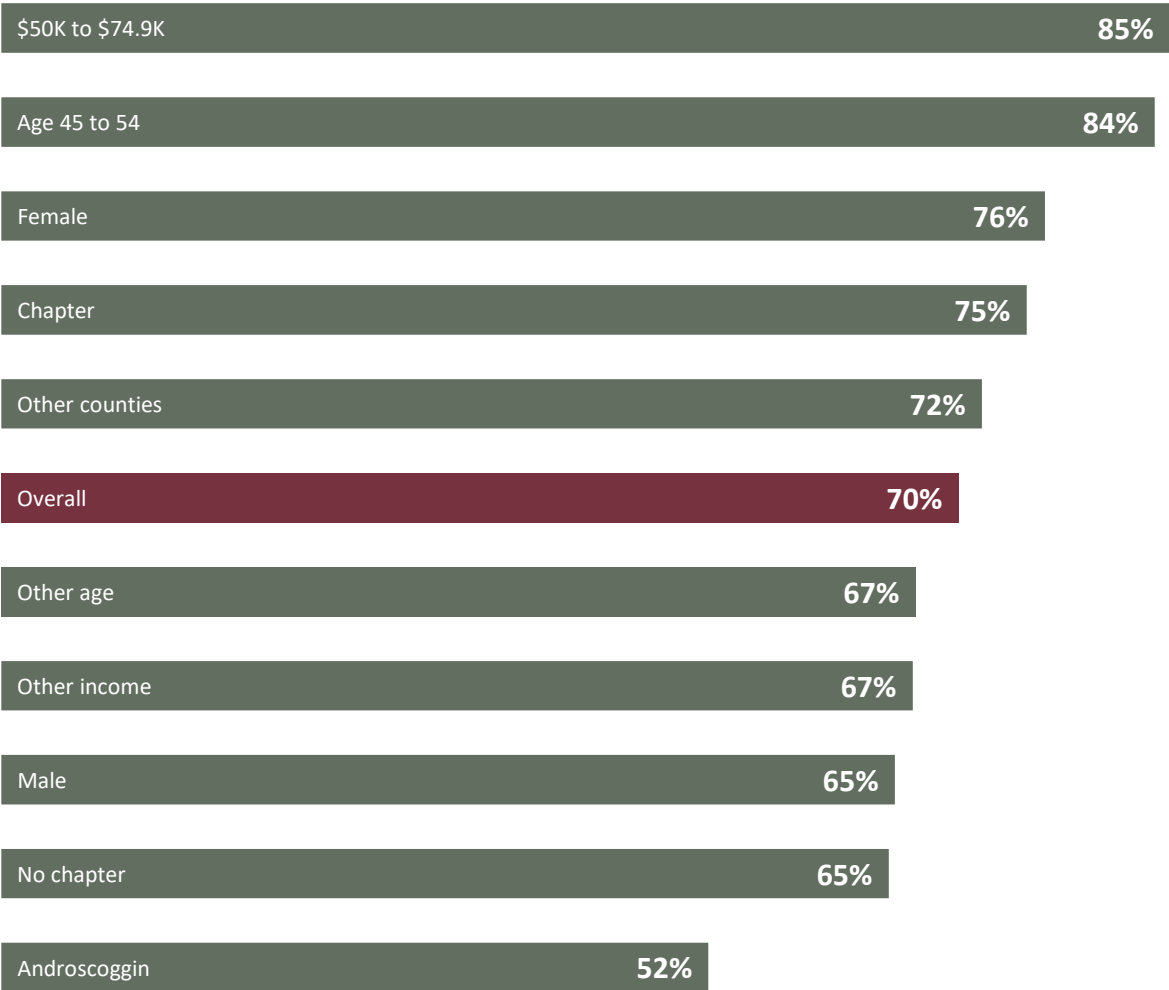




Gardening

While 70% [65%-75%] of respondents indicated that they occasionally or frequently enjoyed *gardening*, the percentage varied by county, location within a chapter, gender, income, and age.

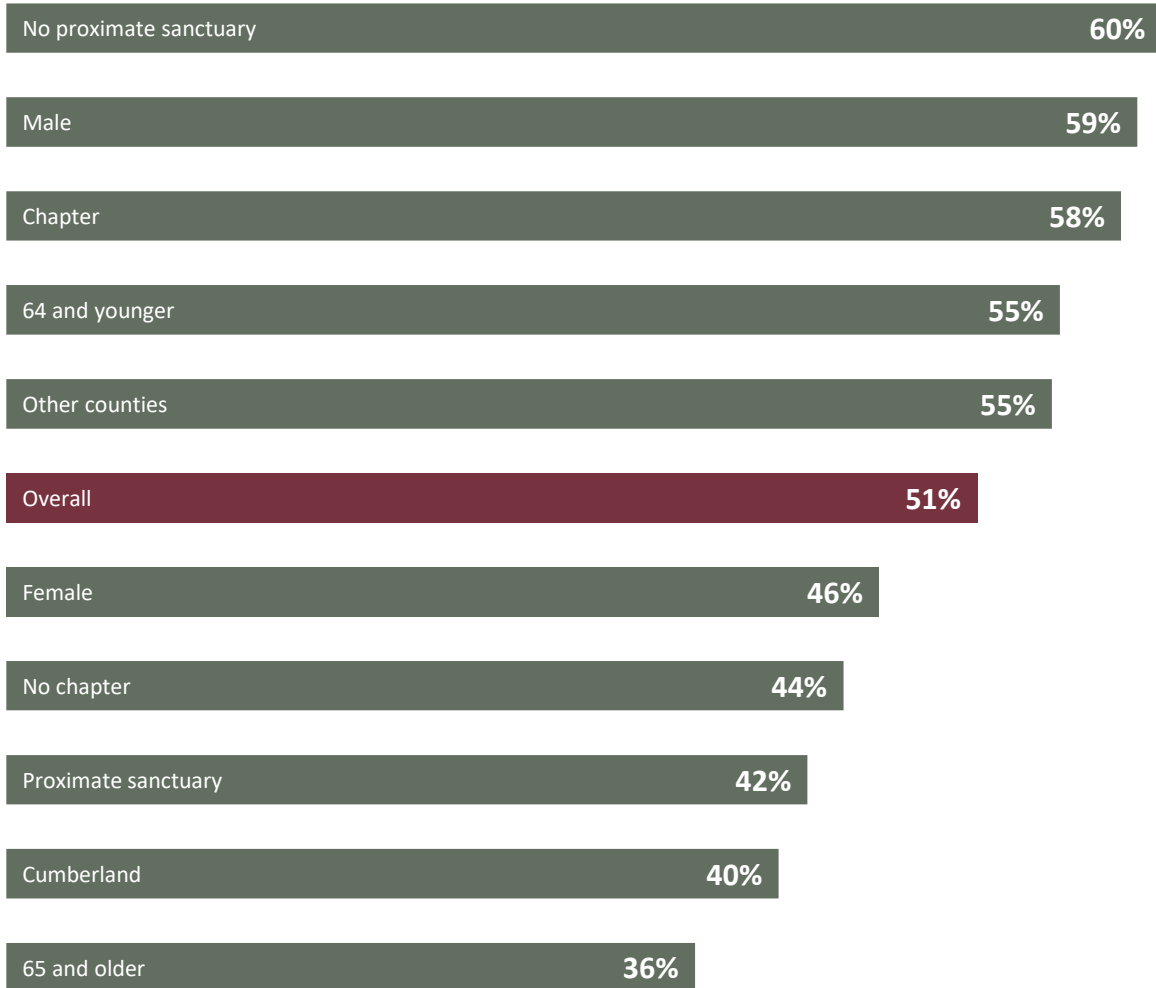
Activity of Interest: Gardening



## Hunting or Fishing

While 51% [45%-56%] of respondents indicated that they occasionally or frequently enjoyed *hunting or fishing*, the percentage varied by age, county, proximity to a sanctuary, location within a chapter, and gender.

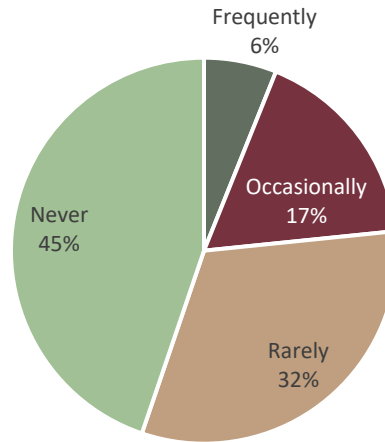
### Activity of Interest: Hunting or Fishing



## Involvement with Environmental Activities

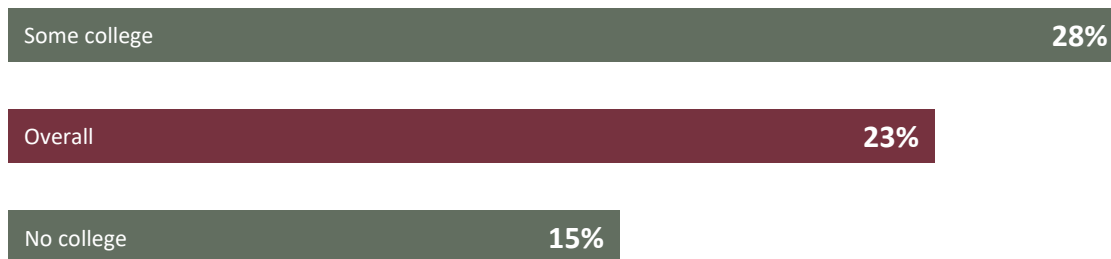
The survey asked respondents how frequently they were involved with education or action around environmental issues (e.g., volunteering, participating in a community science project, civic engagement, etc.). While a little less than a quarter reported that they did either frequently (6%) or occasionally (17%), the majority said they did so rarely (32%) or never (45%).

Involvement with Environmental Action



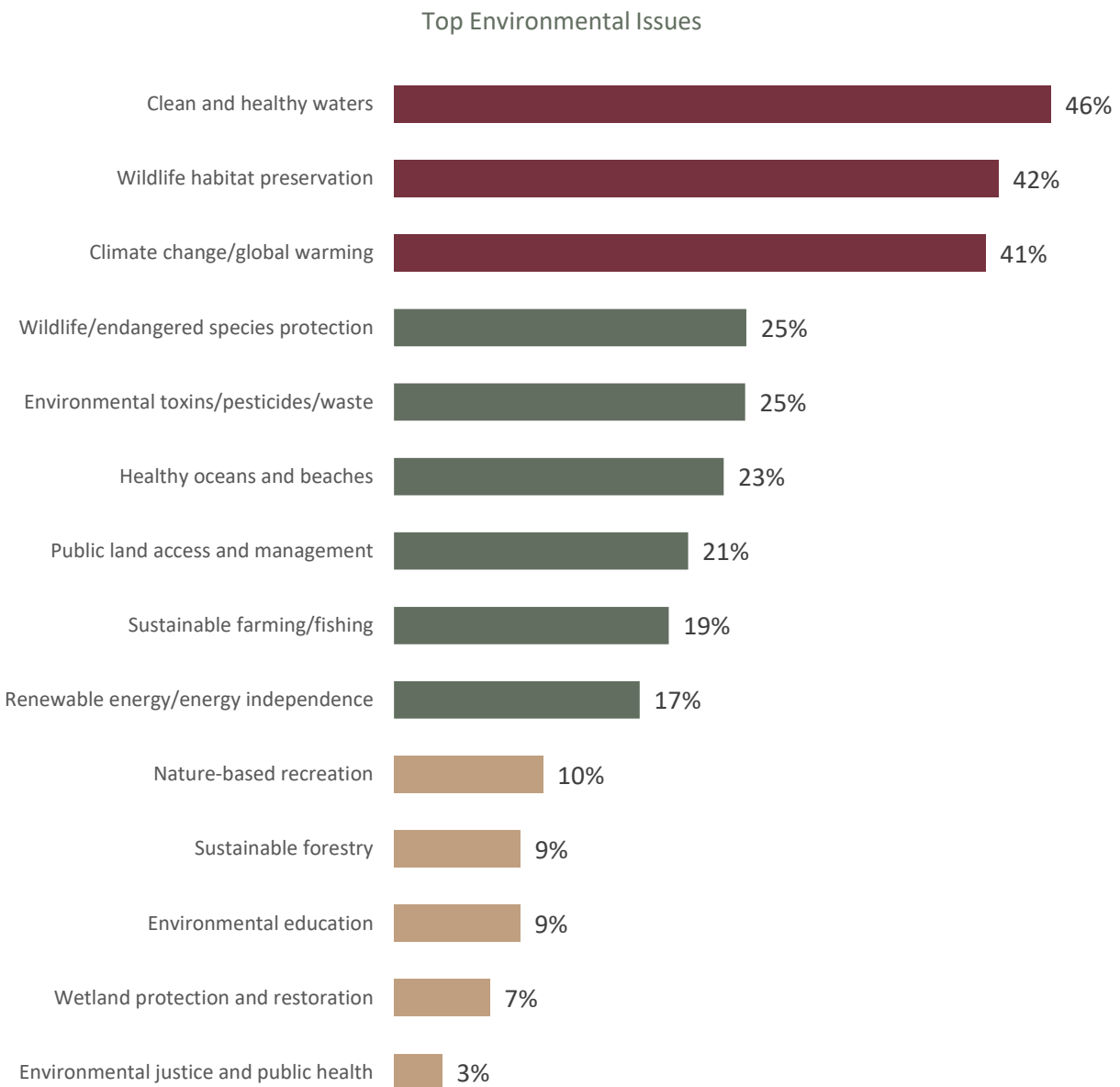
For further analysis, the four response categories were collapsed into two categories, with those who reported participating *frequently* or *occasionally* counted as being involved. Overall, 23% [19%-28%] reported being involved, but this varied by education.

Involvement with Environmental Action



## Top Environmental Issues

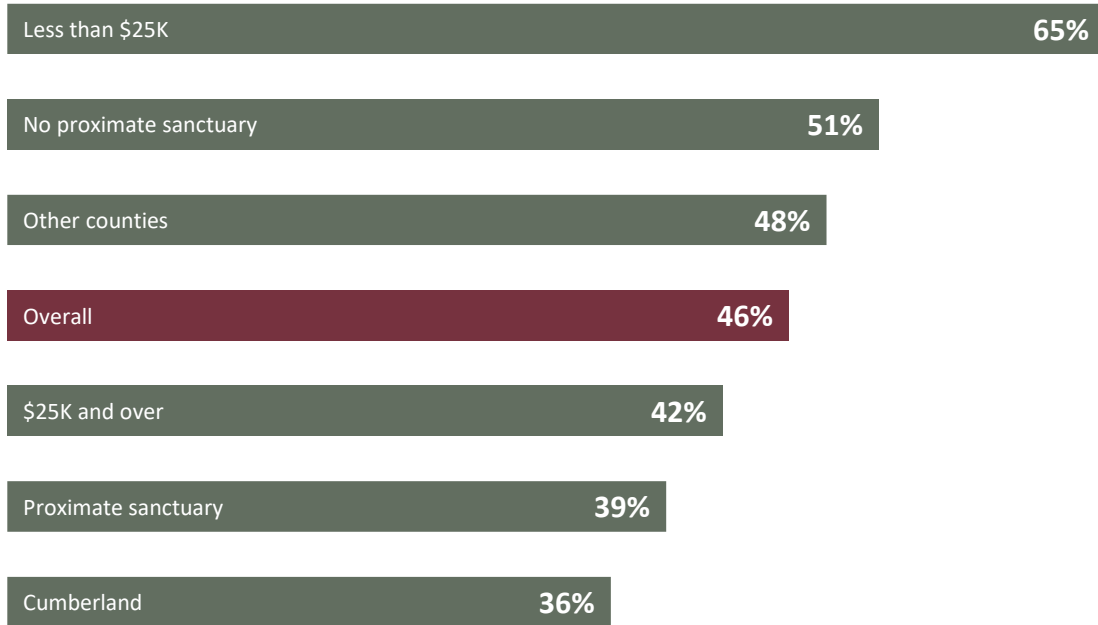
The survey listed 14 environmental issues and asked respondents to select the three that were most important to them. Responses fell into three tiers, with the three issues in the top tier receiving widespread support. *Clean and healthy water* was chosen by 46% [41%-51%] of respondents, followed by *wildlife habitat preservation* at 42% [37%-47%], and *climate change/global warming* at 41% [36%-47%]. Items in the middle tier were selected by 17% to 25% of respondents, and items in the last tier were selected by 3% to 10%.



### Clean and Healthy Waters

While 46% [41%-51%] of respondents indicated that *clean and healthy waters* was one of the three issues most important to them, the percentage varied by income, proximity to a sanctuary, and county.

Top Environmental Issue: Clean and Healthy Waters



### Wildlife Habitat Preservation

While 42% [37%-47%] of respondents indicated that *wildlife preservation* was one of the three issues most important to them, the percentage varied by gender.

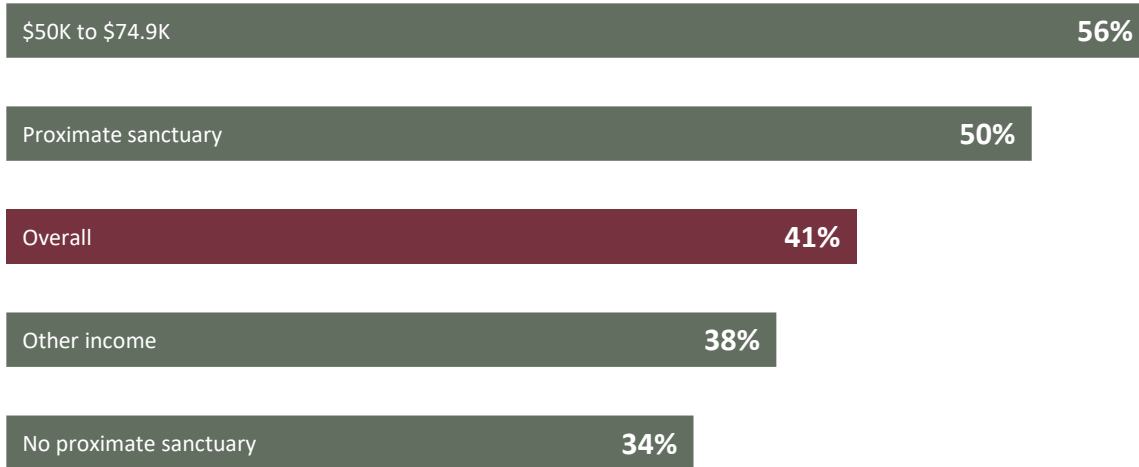
Top Environmental Issue: Wildlife Preservation



### Climate Change/Global Warming

While 41% [36%-47%] of respondents indicated that *climate change/global warming* was one of the three issues most important to them, the percentage varied by income and proximity to a sanctuary.

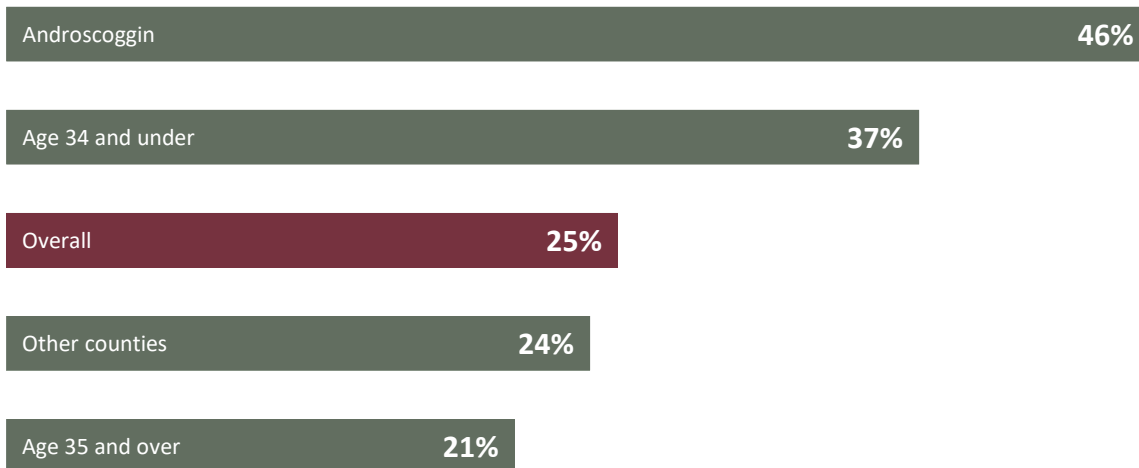
#### Top Environmental Issue: Climate Change/Global Warming



### Wildlife/Endangered Species Protection

While 25% [20%-29%] of respondents indicated that *wildlife/endangered species protection* was one of the three issues most important to them, the percentage varied by county and age.

#### Top Environmental Issue: Wildlife/Endangered Species Protection



### Environmental Toxins/Pesticides/Waste

While 25% [20%-29%] of respondents indicated that *environmental toxins/pesticides/waste* was one of the three issues most important to them, the percentage varied by county.

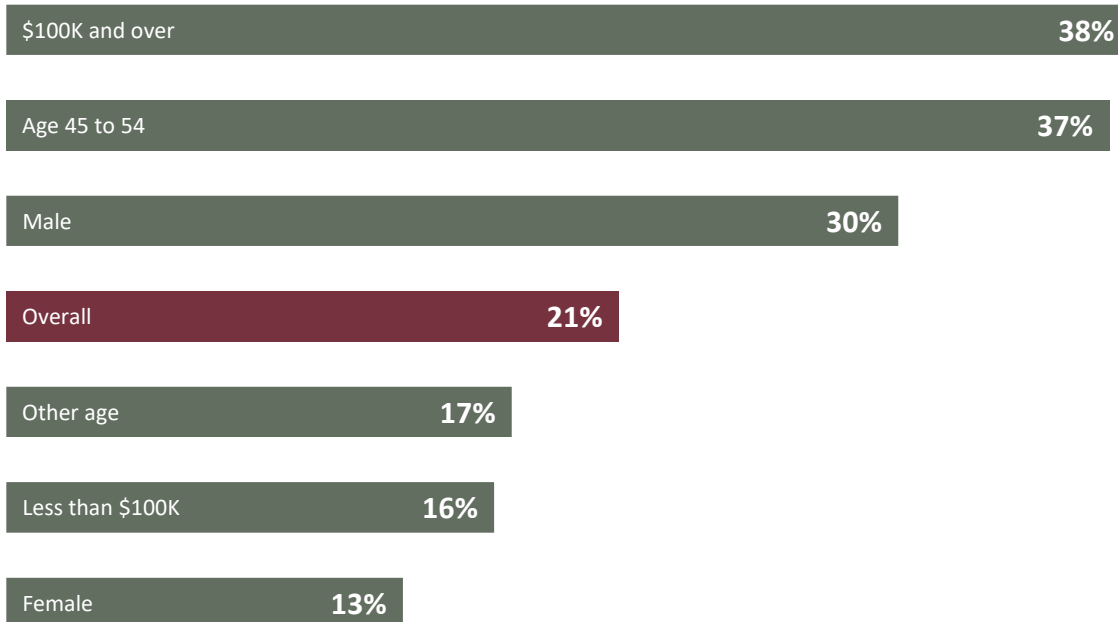
#### Top Environmental Issue: Environmental Toxins/Pesticides/Waste



### Public Land Access and Management

While 21% [16%-25%] of respondents indicated that *public land access and management* was one of the three issues most important to them, the percentage varied by income, age, and gender.

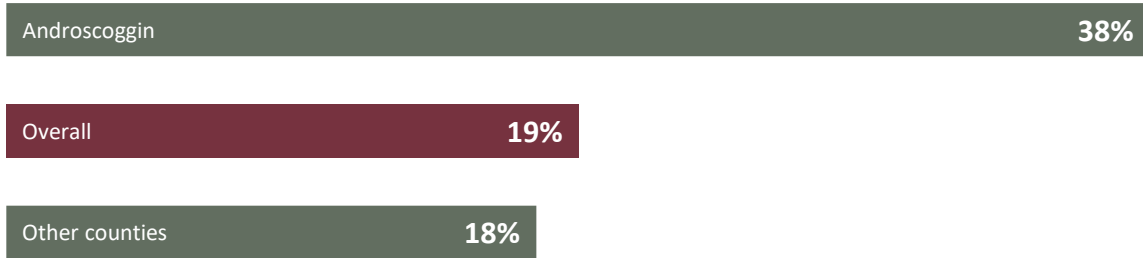
#### Top Environmental Issue: Public Land Access and Management



### Sustainable Farming/fishing

While 19% [15%-23%] of respondents indicated that *sustainable farming/fishing* was one of the three issues most important to them, the percentage varied by county.

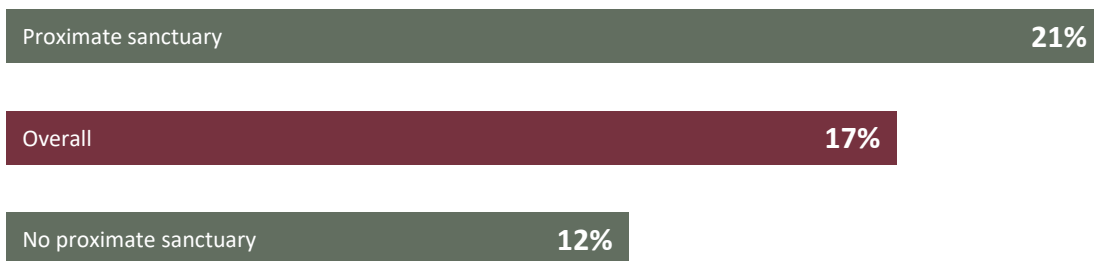
#### Top Environmental Issue: Sustainable Farming/Fishing



### Renewable Energy/Energy Independence

While 17% [13%-21%] of respondents indicated that *renewable energy/energy independence* was one of the three issues most important to them, the percentage varied by proximity to a sanctuary.

#### Top Environmental Issue: Renewable Energy/Energy Independence

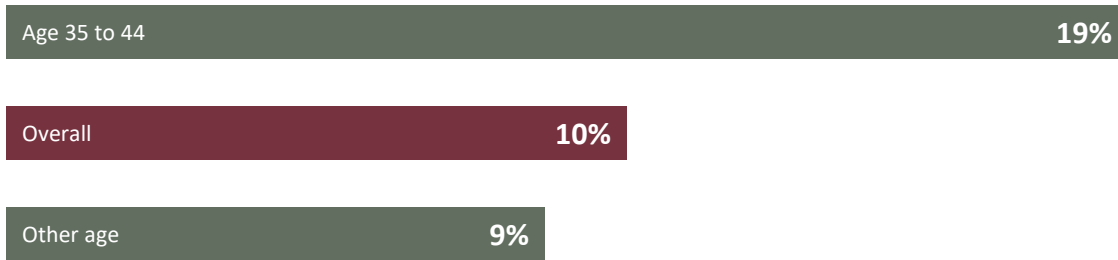




### Nature-Based Recreation

While 10% [7%-14%] of respondents indicated that *nature-based recreation* was one of the three issues most important to them, the percentage varied by age.

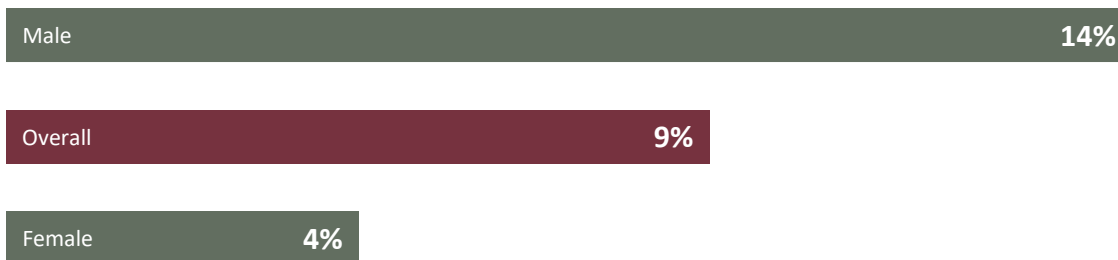
Top Environmental Issue: Nature-Based Recreation



### Sustainable Forestry

While 9% [6%-12%] of respondents indicated that *sustainable forestry* was one of the three issues most important to them, the percentage varied by gender.

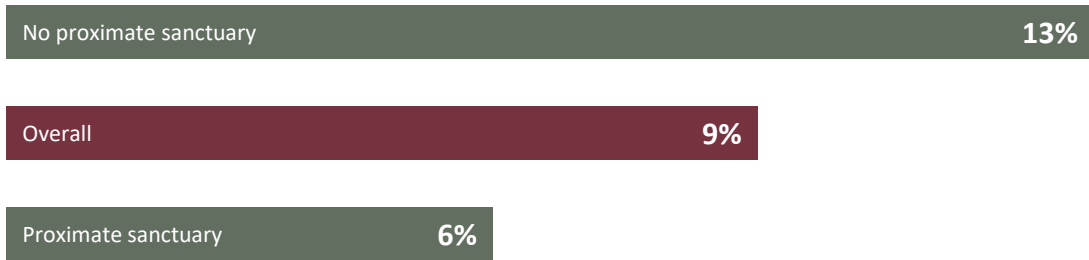
Top Environmental Issue: Sustainable Forestry



## Environmental Education

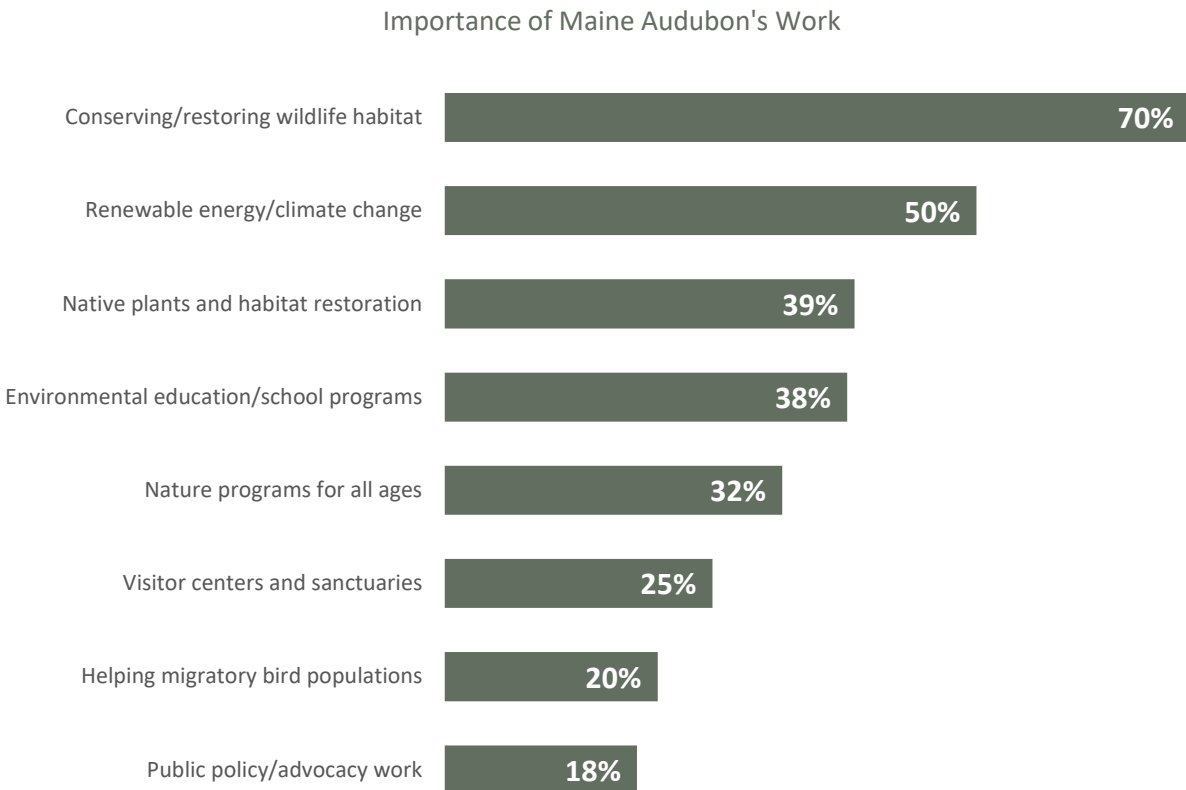
While 9% [6%-12%] of respondents indicated that *environmental education* was one of the three issues most important to them, the percentage varied by proximity to a sanctuary.

### Top Environmental Issue: Environmental Education



## Importance of Maine Audubon's Work

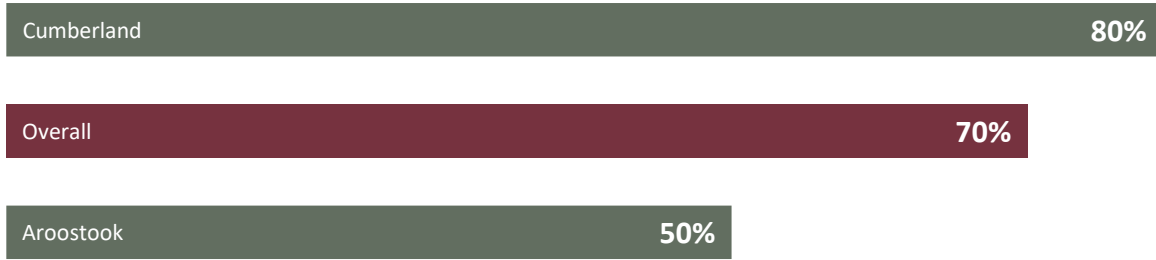
The survey listed eight areas of work that Maine Audubon engages in and asked respondents to select the three that were most important to them. *Conserving/restoring wildlife habitat* was clearly identified as the most important work, with 70% [66%-75%] of respondents choosing this item. *Renewable energy/climate change* was identified as the next most important work, with 50% [45%-55%] of respondents choosing it. The remaining items had response rates ranging from 18% to 39%



### Conserving/Restoring Wildlife Habitat

While 70% [66%-75%] of respondents indicated that *conserving/restoring wildlife habitat* was one of the three Maine Audubon work areas most important to them, the percentage varied by county.

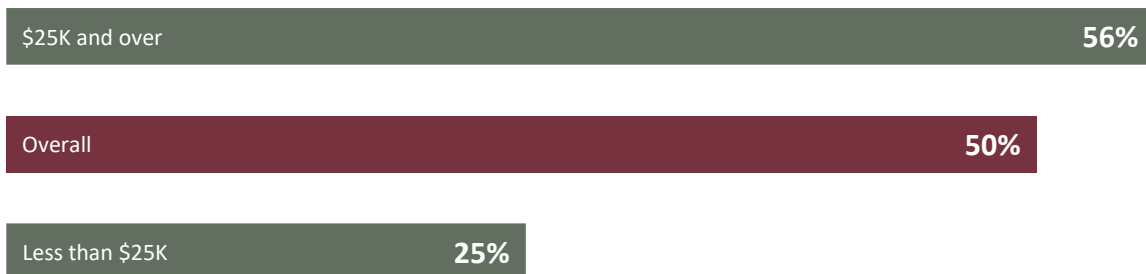
#### Important Work: Conserving/Restoring Wildlife Habitat



### Renewable Energy/Climate Change

While 50% [45%-55%] of respondents indicated that *renewable energy/climate change* was one of the three Maine Audubon work areas most important to them, the percentage varied by income.

#### Important Work: Renewable Energy/Climate Change



### Native Plants and Habitat Restoration

While 39% [34%-44%] of respondents indicated that *native plants and habitat restoration* was one of the three Maine Audubon work areas most important to them, the percentage varied by county.

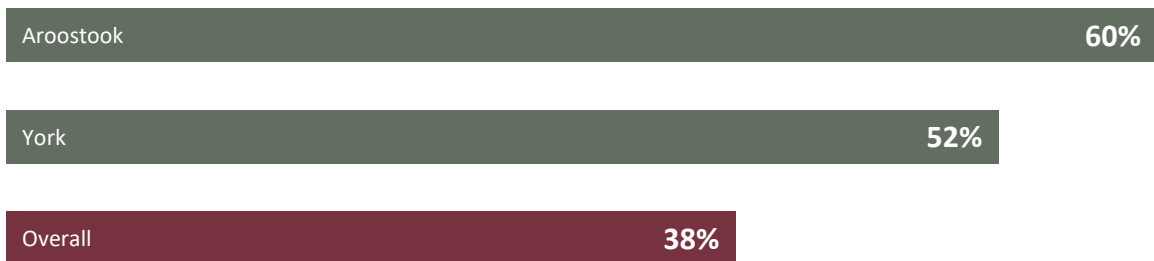
#### Important Work: Native Plants and Habitat Restoration



### Environmental Education/School Programs

While 38% [33%-43%] of respondents indicated that *environmental education/school programs* was one of the three Maine Audubon work areas most important to them, the percentage varied by county.

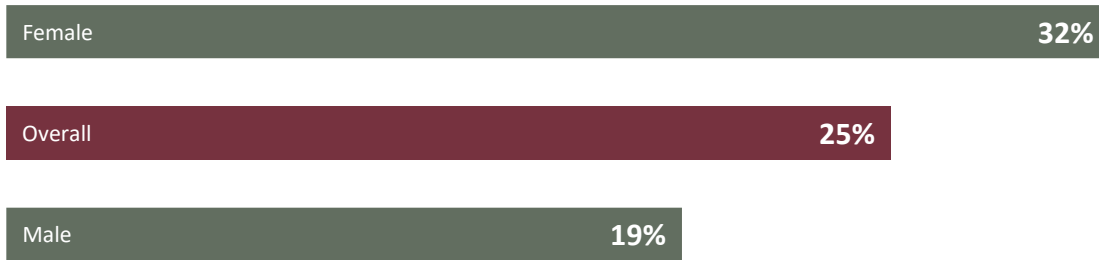
#### Important Work: Environmental Education/School Programs



### Visitor Centers and Sanctuaries

While 25% [21%-30%] of respondents indicated that *visitor centers and sanctuaries* was one of the three Maine Audubon work areas most important to them, the percentage varied by gender.

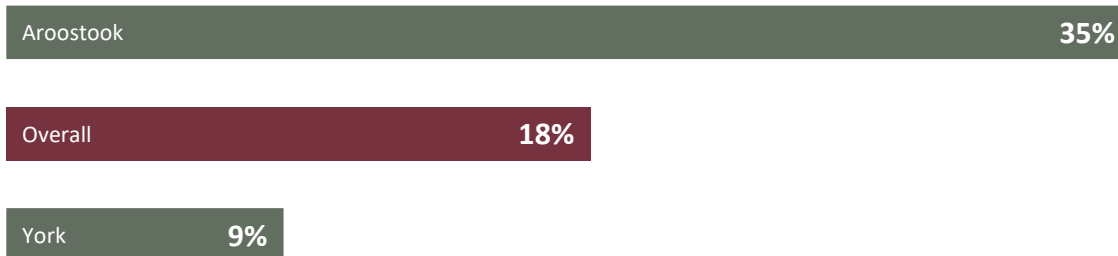
Important Work: Visitor Centers and Sanctuaries



### Public Policy/Advocacy Work

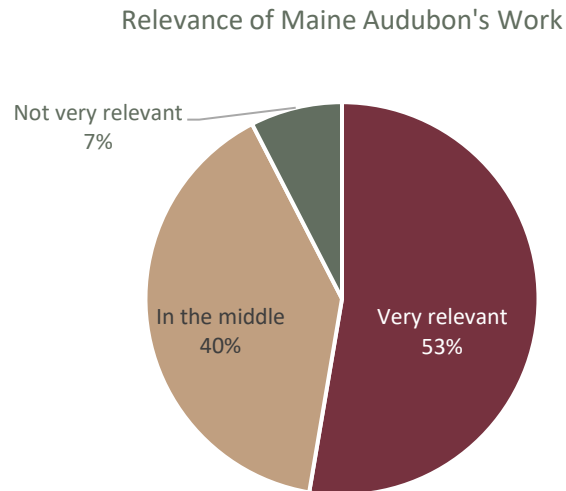
While 18% [14%-22%] of respondents indicated that *public policy/advocacy work* was one of the three Maine Audubon work areas most important to them, the percentage varied by county.

Important Work: Public Policy/Advocacy Work

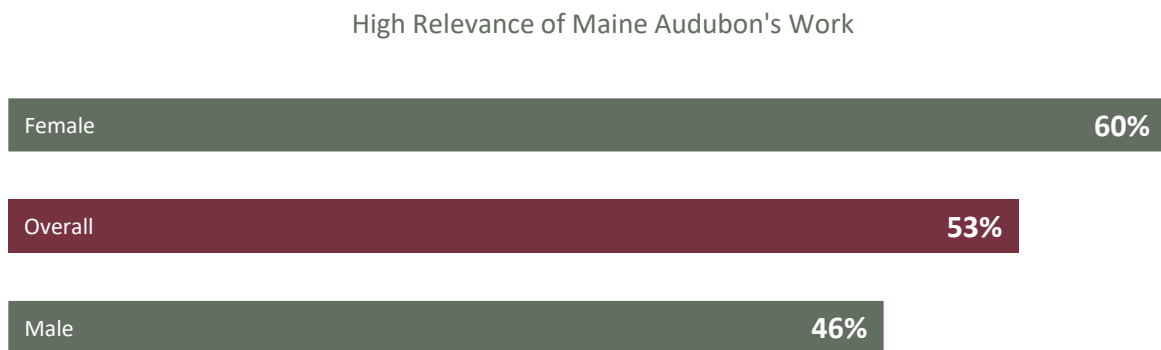


## Relevance of Maine Audubon's Work

The survey asked respondents to consider the Maine Audubon work areas presented in the previous survey question and to say how relevant those areas were to them. The majority (53%) said the work was *very relevant*, followed by 40% who said the work was *in the middle* in terms of relevance. Only 7% reported that the work done by Maine Audubon was *not very relevant* to them.



While 53% [47%-58%] of respondents said that Maine Audubon's work was *very relevant* to them, the percentage varied by gender.



## Discussion

Several findings from this study stand out as being clearly positive. First, three out of four respondents reported having heard of Maine Audubon. Also, among the subset who have heard, almost two-thirds said they have a favorable or very favorable impression. Almost all of those remaining said they have a neutral impression, and only one out of a hundred reported having a negative impression. Furthermore, almost all respondents reported engaging at least occasionally in one or more outdoor activities, and a little more than three-quarters reported engaging in outdoor activities frequently.

Other findings are more ambiguous. For instance, only five or six respondents out of ten are aware of a center or sanctuary, and of that subset, only five or six out of ten have visited one. A little more than half of respondents said that Maine Audubon's work is very relevant to them, and a little less than half said the work was not very relevant or "in the middle." Of those who said the work was very relevant, only a little more than one-third reported being involved with education or action around environmental issues.

Finally, one finding of this study seems to point to an area where improvement could be beneficial. Only about one out of 12 respondents who said they have heard of Maine Audubon are aware that it is not a chapter of the National Audubon Society. This lack of awareness may mean that respondents do not think of Maine Audubon as a local organization that needs the support of local people. Remedying this misconception could result in greater interest in the organization, given the current tendency toward intentionally supporting local businesses and organizations.

It is the hope of the Survey Research Center that Maine Audubon can use all these findings to inform its efforts to conserve Maine's wildlife and its various habitats.



## Appendix A: Survey

## Maine Audubon Public Opinion Survey 2022

*Please fill circles completely – Thank you!*

Q1. Prior to this survey, had you heard of Maine Audubon?

Yes

No **(SKIP TO Q6)**

Q2. Were you aware that Maine Audubon is not a chapter of the National Audubon Society?

Yes

No

Q3. Are you a member of Maine Audubon?

Yes

No

Q4. What is your impression of Maine Audubon?

*Very Negative*

*Negative*

*Neutral*

*Positive*

*Very Positive*

Q5. When you think of Maine Audubon, what are the top things you think of? (Select all that apply.)

Birds

Environmental protection/conservation

Native plants

Camps, trips, events, and programs

Public policy/advocacy work

Centers and sanctuaries

Wildlife information

Other (specify) \_\_\_\_\_

Q6. How do you feel about the name “Audubon”?

*Very Negative*

*Negative*

*Neutral*

*Positive*

*Very Positive*

Q7. Maine Audubon has eight centers and sanctuaries open to the public. Have you visited any of these (Located in: Elliotsville, Holden, Georgetown, West Bath, Freeport, Falmouth, Scarborough and Biddeford)?

Yes

No, I’m aware of one but have never been

No, I was not aware of them

Q8. How often do you enjoy the following activities?

	<i>Never</i>	<i>Rarely</i>	<i>Occasionally</i>	<i>Frequently</i>
Hunting/fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiking/walking/biking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wildlife/nature watching	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beach/boating activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gardening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9. How often are you involved with education or action around environmental issues (E.g., volunteering, participating in a community science project, civic engagement, etc.)

*Never*

*Rarely*

*Occasionally*

*Frequently*

## Maine Audubon Public Opinion Survey 2022

Please fill circles completely – Thank you!

Q10. Please choose the three environmental issues in Maine that are most important to you: **(Select 3.)**

- |   |   |
|---|---|
| <input type="radio"/> Wildlife habitat preservation           | <input type="radio"/> Climate change/global warming         |
| <input type="radio"/> Wildlife/endangered species protection  | <input type="radio"/> Environmental toxins/pesticides/waste |
| <input type="radio"/> Clean and healthy waters                | <input type="radio"/> Renewable energy/energy independence  |
| <input type="radio"/> Environmental education                 | <input type="radio"/> Public land access and management     |
| <input type="radio"/> Sustainable farming/fishing             | <input type="radio"/> Sustainable forestry                  |
| <input type="radio"/> Environmental justice and public health | <input type="radio"/> Healthy oceans and beaches            |
| <input type="radio"/> Wetland protection and restoration      | <input type="radio"/> Nature-based recreation               |

Q11. Of the work that Maine Audubon is focused on, please choose the three categories that are the most important to you: **(Select 3.)**

- |   |   |
|---|---|
| <input type="radio"/> Renewable energy/climate change         | <input type="radio"/> Native plants and habitat restoration |
| <input type="radio"/> Conserving/restoring wildlife habitat   | <input type="radio"/> Public policy/advocacy work           |
| <input type="radio"/> Environmental education/school programs | <input type="radio"/> Helping migratory bird populations    |
| <input type="radio"/> Nature programs for all ages            | <input type="radio"/> Visitor centers and sanctuaries       |

Q12. Considering the Maine Audubon program areas and services listed in Q11, how relevant are these to you?

- | <i>Not very relevant</i> | <i>In the middle</i>  | <i>Very relevant</i>  | <i>Don't Know</i>     |
|--------------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/>    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q13. Please indicate your age range:

- |  |                                 |                                 |  |
|--|---------------------------------|---------------------------------|--|
| <input type="radio"/> 24 yrs and under | <input type="radio"/> 35-44 yrs | <input type="radio"/> 55-64 yrs | <input type="radio"/> 75-84 yrs        |
| <input type="radio"/> 25-34 yrs        | <input type="radio"/> 45-54 yrs | <input type="radio"/> 65-74 yrs | <input type="radio"/> 85 yrs and older |

Q14. What is your gender?

- |                            |                              |                                  |                             |
|----------------------------|------------------------------|----------------------------------|-----------------------------|
| <input type="radio"/> Male | <input type="radio"/> Female | <input type="radio"/> Non-binary | <input type="radio"/> _____ |
|----------------------------|------------------------------|----------------------------------|-----------------------------|

Q15. What is your zip code? \_\_\_\_\_

Q16. Please indicate your household income range:

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

Q17. What is the highest level of education you have completed?

- |   |  |   |   |
|---|--|---|---|
| <input type="radio"/> Less than HS grad | <input type="radio"/> Some college       | <input type="radio"/> Bachelor's degree | <input type="radio"/> Professional degree |
| <input type="radio"/> HS graduate/GED   | <input type="radio"/> Associate's degree | <input type="radio"/> Master's degree   | <input type="radio"/> Doctorate degree    |

Q18. Which best describes your residency in Maine?

- |   |   |
|---|---|
| <input type="radio"/> Year-round resident | <input type="radio"/> Seasonal resident |
|---|---|

## Appendix B: Response Rates

<b>Survey Question Response Numbers &amp; Rates*</b>		
Familiarity with Maine Audubon	n=383	99%
Awareness of Maine Audubon's Independence	n=383	99%
Maine Audubon Membership	n=289	75%
Impression of Maine Audubon	n=290	75%
Top items Associated with Maine Audubon	n=289	75%
Feelings About the Audubon Name	n=385	100%
Visits to Centers and Sanctuaries	n=382	99%
Activities of Interest		
Hunting/fishing	n=366	95%
Hiking/walking/biking	n=367	95%
Wildlife/nature watching	n=376	98%
Beach/boating activities	n=365	95%
Outdoor recreation	n=369	96%
Gardening	n=383	99%
Involvement with Environmental Activities	n=385	100%
Top Environmental Issues	n=362	94%
Importance of Maine Audubon's Work	n=377	98%
Relevance of Maine Audubon's Work	n=339	88%
Respondent Age	n=382	99%
Respondent Gender	n=380	99%
Respondent Zip Code	n=375	97%
Respondent Income	n=355	92%
Respondent Education	n=380	99%
Respondent Residency	n=381	99%

\*Based on weighted responses

## About the Survey Research Center

The Survey Research Center provides technical expertise and assistance to support the generation, processing, and analysis of quantitative data in the social sciences, human services, and public opinion fields. The Center provides a wide range of research and technical assistance services to federal, state, and municipal governments, private nonprofit agencies, businesses, and University faculty and departments. Services include proposal preparation, market research, needs assessments, program evaluation, policy analysis, and information system design.

## About the Cutler Institute for Health and Social Policy

The Cutler Institute for Health and Social Policy at the Muskie School of Public Service is dedicated to developing innovative, evidence-informed, and practical approaches to pressing health and social challenges faced by individuals, families, and communities.

## About the Muskie School of Public Service

The Muskie School of Public Service is Maine's distinguished public policy school, combining an extensive applied research and technical assistance portfolio with rigorous undergraduate and graduate degree programs in geography-anthropology; policy, planning, and management (MPPM); and public health (MPH). The school is nationally recognized for applying innovative knowledge to critical issues in the fields of sustainable development and health and human service policy and management and is home to the Cutler Institute for Health and Social Policy.

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