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Prepared for:

Maine Department of Inland Fisheries and  
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# RESEARCH REPORT

## Maine Department of Inland Fisheries and Wildlife Non-Game Wildlife Conservation Survey

September 2017

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# Acknowledgements

**The Maine Department of Inland Fisheries and Wildlife (MDIFW)** is “dedicated to assuring these highly valued resources are available for the use and enjoyment of future generations.”



The goal of this research is to “*determine the views of the general public on non-game wildlife conservation in Maine.*”

The report was prepared by the research team at Market Decisions Research of Portland, Maine.



## How to Read This Report

To simplify reporting, certain phrases are abbreviated in reports as follows:

MDR	Market Decisions Research
MDIFW	Maine Department of Inland Fisheries and Wildlife
U.S. FWS	U.S. Fish and Wildlife Services
U Maine	University of Maine
IF&W	Inland Fisheries and Wildlife

In addition, several abbreviations are used denote standard responses:

DK	Respondent says, "I don't know" or similar
REF	Respondent refuses to answer
NA	Question is not applicable
Other	Infrequent responses combined

### Call-outs

#### Significant Differences\* Between Groups

Within the report, significant differences are presented in a call-out like this one. If there are no significant differences or these differences do not add to understanding, no call out is used.

\* At the 95% Confidence Interval

#### What they are saying:

*"Responses to open-ended questions are coded into categories and reported quantitatively in tables. For open-ended questions where comments are particularly insightful a sample of actual comments are presented in a call-out like this one."*

## **Key Findings**

### **Three Takeaways**

1. Maine residents see wildlife management and protection as a priority. They are outdoors focused, are already taking action to make their property friendlier for fish and wildlife and see all MDIFW efforts to manage and protect wildlife as important. *Maine residents can be engaged supporters of MDIFW fish and wildlife management and protection efforts.*
2. Residents are not very knowledgeable about threats to fish and wildlife, about Maine species that are at risk, threatened or endangered or about programs and initiatives of MDIFW to manage and protect wildlife. *More complete communication about these topics will find a ready audience.*
3. MDIFW is the most credible source for information on the issues mentioned above and MDIFW efforts to manage and protect fish and wildlife are rated highly. *MDIFW leadership in articulating what needs to be done and taking action to protect fish and wildlife are likely to be well received.*

### **Awareness of organization responsible for non-game wildlife.**

MDIFW is most often cited as the organization most responsible for managing and protecting non-game wildlife in Maine, both when residents were asked top of mind to name an organization (25%) and when read a list of choices (63%). However, when asked “top of mind” half (51%) said that they don’t know the organization most responsible for managing and protecting non-game wildlife in Maine.

*If MDIFW wishes to be known for management and protection of non-game wildlife, it will need to undertake a systematic communications effort to make it clear that this is the organization’s responsibility and priority.*

### **Awareness of issues facing non-game wildlife**

When asked “top of mind” to name an issue facing non-game wildlife, residents offered a wide variety of issues with habitat loss (18%) and threat of extinction (10%) cited most often. When offered a list of choices, pollution (85% very important) and destruction of habitat (83% very important) were seen as most important.

*Communication is necessary to help the public understand the most important issues facing non-game wildlife.*

### **Awareness of threatened or endangered species**

Most residents (70%) have not heard news recently about threatened or endangered species in Maine. Top of mind residents named bee populations falling (35%), bat populations falling (9%), eagle populations recovering (9%) and issues with Lynx (9%) as stories they were familiar with.

*Communication is necessary to help the public understand the nature of threatened or endangered species in Maine.*

### **Importance of IF&W programs**

Residents ranked managing and conserving threatened or endangered wildlife (86% very important) and ensuring there are suitable habitats for all native wildlife (78% very important) as the most important activities of MDIFW. This was followed by managing and conserving non-game wildlife (67% very important).

*The identification of conserving threatened or endangered wildlife is understandable given the urgency of the words “threatened” or “endangered”. Managing and conserving non-game wildlife does not carry the same sense of risk.*

*Habitat is identified as concern of residents throughout this research. MDIFW efforts to protect habitat will find ready support*

### **Performance measurement**

Almost all residents the grade MDIFW excellent or very good for managing and conserving Maine's threatened or endangered wildlife and managing and conserving Maine’s non-game wildlife.

Despite the high marks, there is room for improvement as slightly more than a third give MDIFW and excellent performance grade (36% managing and conserving threatened or endangered wildlife and 32% managing and conserving Maine’s non-game wildlife). Responses in whole to this survey suggest that residents may not be very familiar with the work of MDIFW in these areas. Since respondents reserve a rating of “excellent” for efforts they know to be outstanding, this lack of knowledge is a barrier to higher scores.

### **Priorities for MDIFW programs**

All of the programs asked about in the research were seen as somewhat or very important with residents rating each from 94% to 99% very or somewhat important. Monitoring and addressing invasive species (81%) and monitoring and addressing wildlife diseases (81%) were rated very important most often. All of the focuses of MDIFW were rated as very or somewhat important by 95-96% of residents.

*The lack of prioritization of programs and activities is difficult to interpret. Monitoring and addressing invasive species and monitoring and addressing wildlife diseases may have risen to the top because they sound urgent. This may not mean that they are much more important than the others. It is possible that residents do not have enough information to differentiate between the importance of programs and activities– but indicate their priority for fish and wildlife preservation in general by rating all measures highly.*

*Residents appear to care very much about the work of the agency. But they may expect that MDIFW demonstrate leadership by clearly communicating the priorities it identifies to manage and protect fish and wildlife.*

### **Awareness of wildlife plan**

Most residents (59%) say that they have heard about management plans for at risk wildlife - only a little (38%), some (19%) or a great deal (2%).

*The reported level of awareness is surprising. We sometimes find that respondents answer questions surveys in a “socially desirable” way. That is, answers are biased by a need to match a prevailing cultural ethic. Responses to this survey suggest that protecting fish and wildlife is very important to Mainers. However, responses to this question seem skewed to the positive. Many may be saying that they that they have heard a little or some as a result of social desirability. They may not want to admit that they are not as informed as they should be or they may be projecting something that they read or heard to be related to the question.*

### **Attitudes towards hunting or fishing**

Only a fraction of respondents disapproves of fishing (2%) or hunting (5%).

*It is reasonable to deduce that residents do not see protection of wildlife in conflict with hunting or fishing.*

### **Information sources**

Residents are most confident about information from MDIFW about Maine’s fish and wildlife (76% very confident) followed by the University of Maine (64%) and the US Fish and Wildlife Service (64%).

*MDIFW can communicate with residents knowing that they are likely to believe in what is communicated.*

### **Participation in outdoor activities**

Only a fraction of residents (3%) do not engage in outdoor activities. Most often residents,

- Maintain areas around their home to benefit fish and wildlife (71%)
- Boat, canoe, or kayak (70%)
- Birdwatch or wildlife watch (69%)
- Hike (66%)

Hunting (30%) and fishing (56%) are activities of fewer, although still many, residents.

*Maine can be thought of as “the outdoors state”. Active outdoor activities appear to be central to the lives of residents. This level of activity makes it easier to understand resident’s priority for the management and protection of fish and wildlife. Management and protection is not an abstract concept, it is local and real.*

*It is also notable how many residents (70%) put their concern for fish and wildlife into practice by maintaining areas around their home to benefit fish and wildlife. If habitat protection is a priority for MDIFW, it will provide a ready audience for the guidance it provides.*



## Survey Methodology

### **Background**

Market Decisions Research (MDR) was contracted by the Maine Department of Inland Fisheries and Wildlife (MDIFW) to conduct public opinion research to determine Maine residents' opinions on and attitudes toward non-game wildlife, activities and priorities of the Department. The purpose of this research was to:

- Determine awareness of issues related to protection of non-game wildlife.
- Determine what and how to communicate regarding the non-game wildlife plan (Maine's Wildlife Action Plan).
- Establish a benchmark for gauging support for and participation in programs related to non-game wildlife that can be periodically measured.

### **Sample**

The primary target population for this study was individuals aged 18 or over living in Maine.

The study included sampling and data collection by telephone. The telephone sample was procured using GENESYS sampling software provided by Marketing System Group. It consisted of a combination of 67% cell phone records and 33% landline telephone numbers. All numbers are randomized for calling.

### **Survey Instrument**

The survey instrument was designed by Market Decisions Research in collaboration with MDIFW. It included questions asked in previous research efforts conducted by the Pennsylvania Game Commission, as well as new questions providing information about emerging issues, such as interest in potential public policies. The final survey took approximately 18 minutes to complete over the phone.

### **Data Collection**

Telephone interviews took place from August 28, 2017 to September 16, 2017. All telephone interviewing was conducted at the MDR facility in Portland, Maine, using trained and monitored interviewers. Respondents were screened for location (living in Maine) and those who did not meet the screening criteria were terminated from the survey.

### **Completed Surveys**

A total of 401 surveys were completed for this study:

- 116 completes (29% of total) on landline telephones
- 285 completes (61% of total) on cell-phones

### Weighting

So that results can be generalized to the population, the final survey data have been weighted to reflect the actual demographic characteristics (age, gender and education) of Mainers. Population data came from the most recently available U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates. The weighted reflects the actual demographic characteristics of the four (4) primary areas of the state:

Area	County
Southern Maine	Cumberland, York
Midcoast	Sagadahoc, Lincoln, Knox, Waldo, Hancock
Central Maine	Androscoggin, Oxford, Kennebec, Franklin
Northern Maine	Aroostook, Penobscot, Washington, Piscataquis, Somerset

### Response and Cooperation Rates

MDR calculates response and cooperation rates based upon standards established by the American Association for Public Opinion Research. We follow this standard to allow the comparison of our rates to other surveys using similar calculations.

	Landline	Cell	Overall
<b>Response Rate (AAPOR RR3)</b>	16.6%	17.2%	17.0%
<b>Respondent Cooperation Rate (AAPOR Respondent COOP3)</b>	43.9%	53.6%	50.8%
<b>Respondent Refusal Rate (AAPOR Respondent REF3)</b>	35.8%	25.5%	28.5%

The Definitions of These Rates Are:

*Response Rates:* The number of complete interviews with reporting units divided by the number of eligible reporting units in the sample as well as units of unknown eligibility.

*Respondent Cooperation Rates:* The proportion of all cases interviewed of all eligible units ever contacted. In other words, of the people we spoke with what percentage completed the survey.

*Respondent Refusal Rate:* The proportion of all cases interviewed of all eligible units that chose not to participate. In other words, of the people we spoke with what percentage refused to be surveyed.

## **Sampling Error**

Sampling error is associated with every survey and is unavoidable without completing a full census of the population in question. As this is not feasible in most situations, Market Decisions Research instead works to limit sampling error and provide the most accurate data possible.

The overall sampling error for a sample of 400 is  $\pm 5\%$  at the 95% confidence level. This simply means that given a percentage response, say 45%, there is a 95% chance that the actual percentage is between 40% and 50% if everyone in the population were surveyed.

Sub samples of groups of respondents will have higher margins of error,  $\pm 6\%$  for 300,  $\pm 7\%$  for 200,  $\pm 8\%$  for 150 and  $\pm 10\%$  for 100.

## Awareness of organization responsible for non-game wildlife

Q1: Name the organization that is most responsible for managing and protecting non-game wildlife in Maine?

	%
Maine Department of Inland Fisheries and Wildlife (MDIFW)	25%
Game Wardens, Maine Warden Service	8%
Maine Audubon Society	2%
U.S. Fish and Wildlife Service	2%
Fish and Game	2%
Sportsman's Alliance of Maine	1%
The Nature Conservancy	0%
Other	9%
<b>Don't know</b>	<b>51%</b>

## Summary

Half of Maine residents reported that they don't know which organization is most responsible for managing and protecting non-game wildlife in Maine.

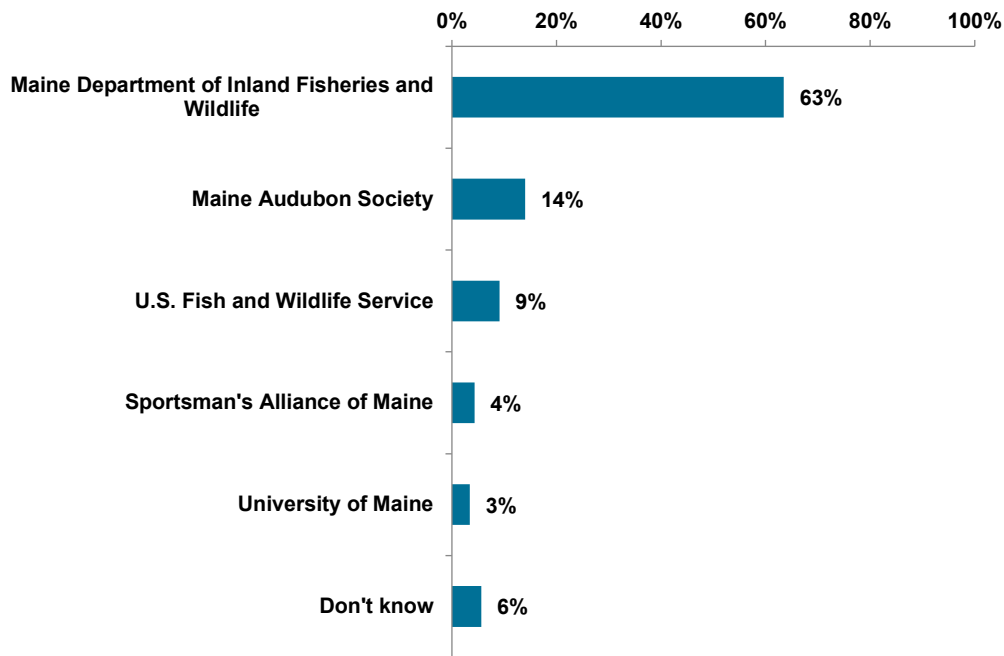
A quarter said MDIFW is most responsible.

## Bottom Line

While the Maine Department of Inland Fisheries and Wildlife leads top of mind awareness, over half of the population is unaware of who is most responsible for managing and protecting non-game wildlife in Maine.

There is a tremendous opportunity to educate the community about the Department and its mission.

Q2: Which of the following organizations is most responsible for managing and protecting non-game wildlife in Maine?



### Significant Differences\* Between Groups

Those with less than a high school diploma were significantly more likely to say U.S. Fish and Wildlife Service.

\* At the 95% Confidence Interval

## Summary

When prompted by a list of organizations to choose from, nearly two-thirds (63%) of residents selected MDIFW as the entity most responsible for managing and protecting non-game wildlife in Maine.

## Bottom Line

Despite the use of the function of the Department in its name, over a third of Mainers still could not recognize the organization most responsible for managing and protecting non-game wildlife in Maine.

Apparently, many Mainers need to be told that MDIFW is more than a hunting and fishing agency.

## Awareness of issues facing non-game wildlife

Q3: In your opinion, what is the most important issue or concern facing non-game wildlife in Maine today?

	%
Habitat loss/fragmentation/degradation	18%
Risk of extirpation/extinction	10%
Bee populations, colony collapse	9%
Urban sprawl/over-development	9%
Pollution in general	9%
Population growth (humans)	7%
Climate change	6%
Polluted water/water quality	5%
Pesticide uses	4%
Poaching	4%
Invasive species	3%
Overpopulation	2%
Diseases (rabies, CWD, EHD, WNS)	2%
Air pollution/air quality	2%
Environmental issues (general)	1%
Lack of funding/no dedicated funding	1%
Intensive forestry	1%
Other	6%
There is no important issue	2%

## Summary

Habitat loss, fragmentation, degradation (18%) was the issue or concern facing non-game wildlife in Maine seen as the most important by residents.

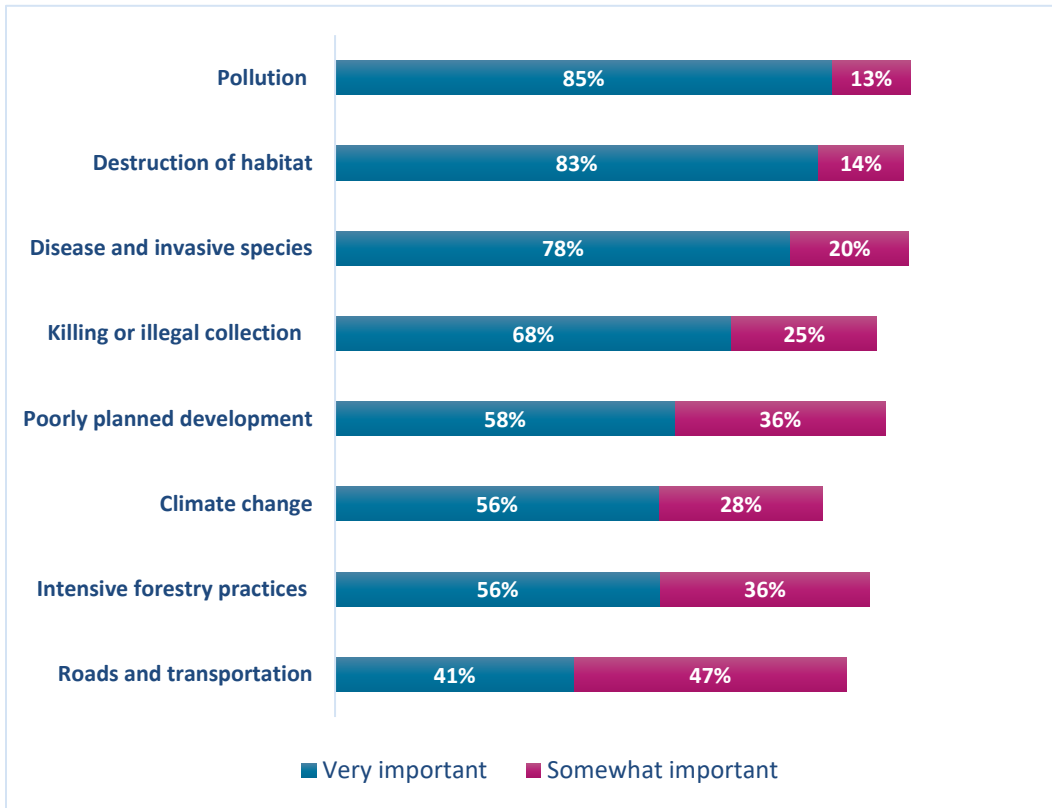
This was followed by risk of extirpation or extinction (10%), bee populations, colony collapse (9%), urban sprawl or over-development (9%) and pollution in general (9%).

## Bottom Line

No one issue dominates the thinking of Mainers on threats to non-game wildlife.

IF&W communication on threats is needed to shape thinking.

Q4a – Q4h: How important are the following as issues facing non-game wildlife?



**Summary**

When asked about specific issues, more than four-in-five (85%) Maine residents believed that water and air pollution was a very important issue facing non-game wildlife.

This was followed in frequency of mentions by loss or destruction of wildlife habitat (83%), disease and invasive species (78%) and killing or illegal collection (68%).

Climate change was the issue most likely to be seen as unimportant (17%) followed by roads and transportation (12%).

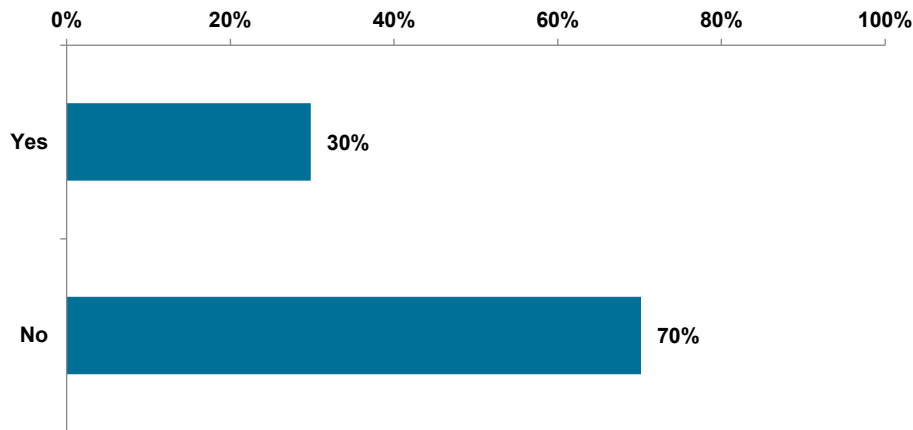
	Very important	Somewhat important	Somewhat unimportant	Very unimportant
<b>Pollution</b>	85%	13%	1%	1%
<b>Destruction of habitat</b>	83%	14%	1%	1%
<b>Disease and invasive species</b>	78%	20%	1%	0%
<b>Killing or illegal collection</b>	68%	25%	6%	1%
<b>Poorly planned development</b>	58%	36%	3%	3%
<b>Climate change</b>	56%	28%	8%	9%
<b>Intensive forestry practices</b>	56%	36%	6%	2%
<b>Roads and transportation</b>	41%	47%	8%	4%

**Bottom Line**

Residents' perceptions of important issues can be compared to an expert assessment of the importance of issues to identify gaps. These gaps are opportunities for communication.

## Awareness of threatened or endangered species

Q5: Have you heard or seen any recent news about threatened or endangered wildlife in Maine?



Q6: What have you heard about threatened or endangered wildlife in Maine?

	%
Bee populations falling, endangered	35%
Species at risk of extinction (general)	29%
Bat populations falling, endangered	9%
Bald eagles recovering	9%
Issues with Lynx	9%
Recovery of piping plovers	5%
Issues with overhunting, fishing	4%
Pollution, pesticides	3%
Species recovering (general)	1%
Other	15%

## Summary

Less than a third (30%) of Mainers have heard or seen recent news about threatened or endangered wildlife in Maine.

Among those who heard some news, bee populations falling (35%) and species at risk of extinction (29%) were the most commonly mentioned themes.

## Bottom Line

The only threatened species mentioned frequently by residents was the loss of bees.

If the IF&W wants more awareness about threatened or endangered species in Maine. The department will take the lead.



Q7: Can you name 3 or 4 kinds of wildlife that are endangered or threatened in Maine?

	%
Bees	24%
Bald eagles	16%
Eagles (general)	12%
Lynx, Canadian Lynx	10%
Fish (general)	10%
Birds (general)	10%
Moose	9%
Loons	7%
Atlantic Salmon	7%
Bears (general)	6%
piping plover	5%
Wolves	5%
Atlantic puffin	5%
Amphibians (general)	5%
Insects (general)	5%
Bats (general)	4%
Bobcat	4%
Cougars, Mountain lions, Big cats	4%
Ospreys	4%
Mammals (general)	3%
Owls	3%
Peregrine falcon	2%
Whales (general)	2%
Turtles (general)	2%
Deer	2%
Barrow's goldeneye	2%
Box turtle	2%
New England Cottontail rabbit	2%
Beavers	2%
Little brown bat	1%
Golden eagle	1%
Upland sandpiper	1%
Short-eared owl	1%
Black racer	1%
Spotted turtle	1%
Yellow lampmussel	<1%
Grasshopper sparrow	<1%
Black-crowned night heron	<1%
Arctic tern	<1%
Eastern small-footed bat	<1%
Twilight moth	<1%
Other	6%

## Summary

When asked to name 3 or 4 kinds of wildlife that are endangered or threatened in Maine, a quarter (24%) of residents cited “bees”.

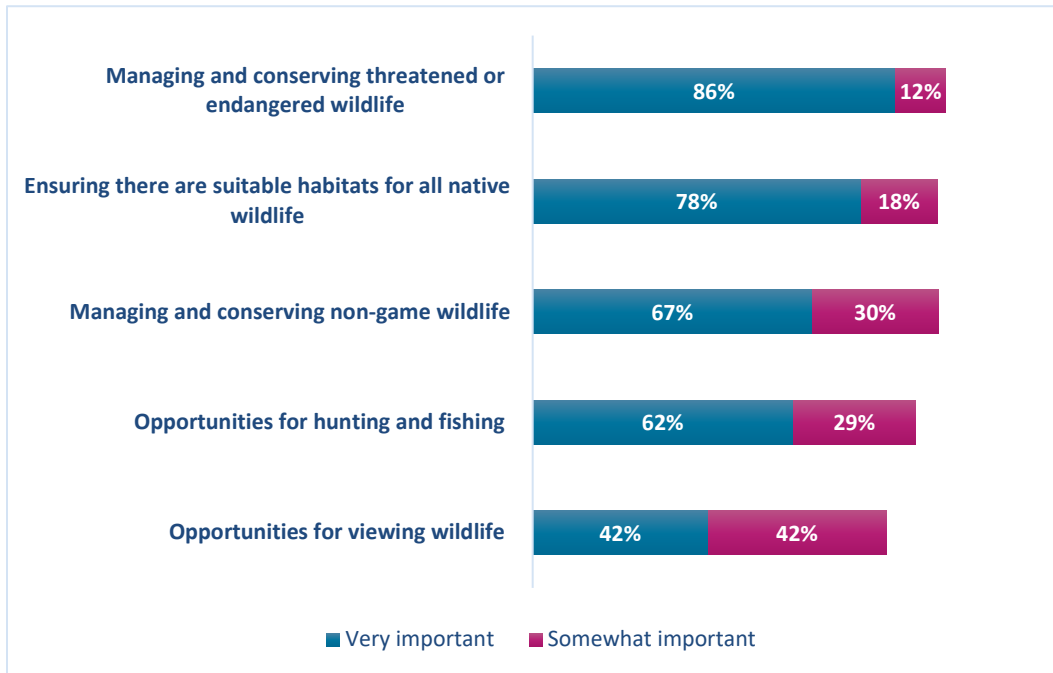
This was followed by bald eagles (16%) and eagles in general (12%).

## Bottom Line

Again, there was not much awareness of specific species threatened or endangered. If greater awareness is desired, more communications is necessary.

## Importance of IF&W programs

Q8 – Q12: Do you think the following are important functions of MDIFW?



	Very important	Somewhat important	Somewhat unimportant	Very unimportant
<b>Managing and conserving threatened or endangered wildlife</b>	86%	12%	1%	0%
<b>Ensuring there are suitable habitats for all native wildlife</b>	78%	18%	3%	1%
<b>Managing and conserving non-game wildlife</b>	67%	30%	3%	1%
<b>Opportunities for hunting and fishing</b>	62%	29%	5%	4%
<b>Opportunities for viewing wildlife</b>	42%	42%	11%	5%

## Summary

Overall, nearly nine-in-ten (86%) residents believed that managing and conserving threatened or endangered wildlife was a very important function of MDIFW.

This was followed by ensuring there are suitable habitats for all native wildlife (78%) and managing and conserving non-game wildlife (67%).

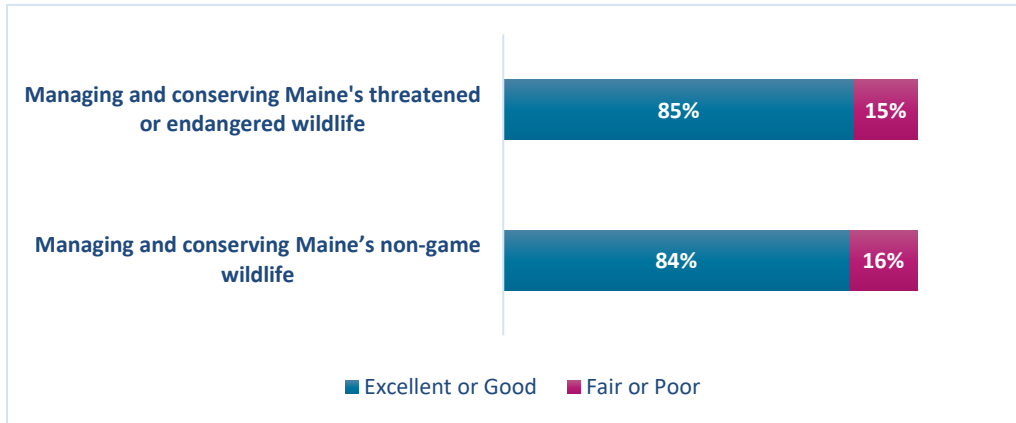
## Bottom Line

MDIFW's core mission of protecting wildlife is seen as the most important the functions listed. All wildlife not just species hunted or fished are the priorities.

## Performance measurement

Q13: How would you rate the performance of MDIFW in managing and conserving Maine’s non-game wildlife?

Q15: How would you rate the performance of MDIFW in managing and conserving Maine’s threatened or endangered wildlife?



	Managing and conserving Maine's threatened or endangered wildlife	Managing and conserving Maine's non-game wildlife
Excellent	36%	32%
Good	49%	51%
Fair	13%	12%
Poor	2%	4%

### Q14 – Q16: Why do you say that?

#### What they are saying:

Note: Many responded with Game Wardens in mind, not just IF&W

“Very proactive in protecting wildlife”

“Game wardens are dedicated to the conservation of our wildlife.”

“Good job in management of wildlife in most of the state.”

“They don't get the funding some other departments get & doing the best they can do.”

“Not impressed with their handling of wind mill related issues.”

“The MDIFW should focus more on game species.”

“They don't take enough measure in protecting non-game wildlife”

“I don't know what is threatened in Maine.”

## Summary

A third of residents rated MDIFW’s performance in managing and conserving Maine’s non-game Wildlife as “excellent”. Comparably, slightly over a third (36%) rated the Department’s performance in managing and conserving Maine’s threatened or endangered wildlife as “excellent”.

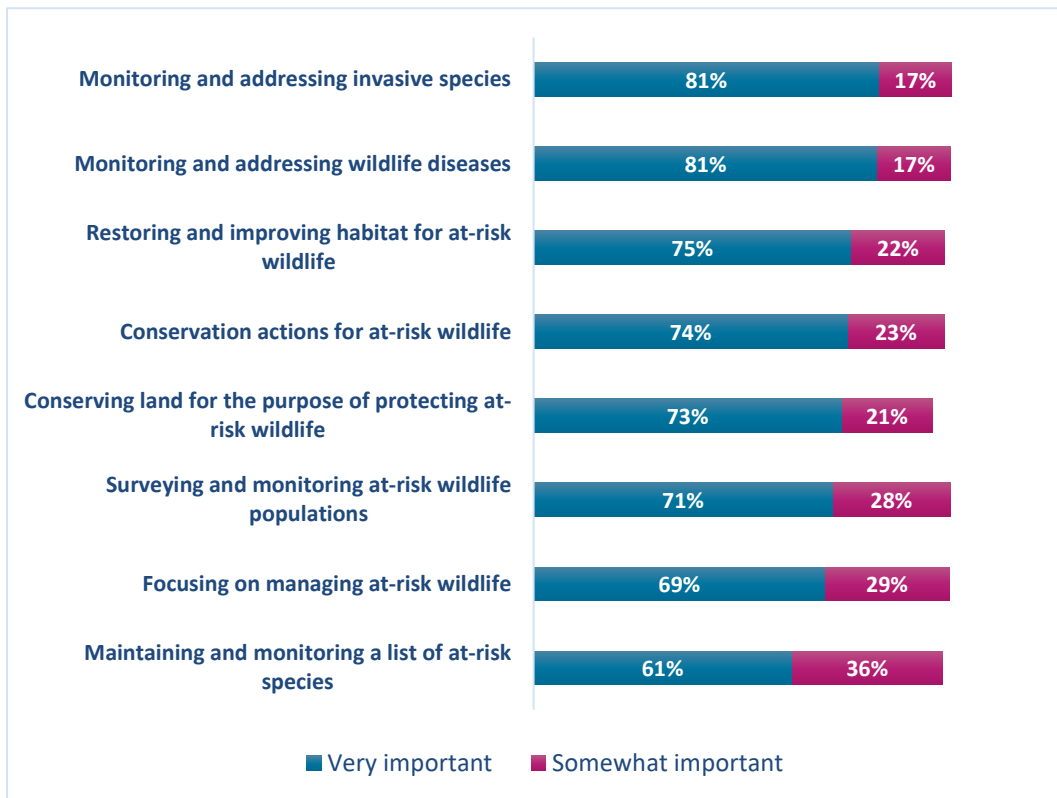
Ratings were similar for both measures.

## Bottom Line

Great news! Residents think MDIFW is doing an excellent or good job on its core priorities.

## Priorities for IF&W programs

Q17 – Q28: Do you think focusing on the following are important activities for MDIFW?



	Very important	Somewhat important	Somewhat unimportant	Very unimportant
Monitoring and addressing invasive species	81%	17%	1%	1%
Monitoring and addressing wildlife diseases	81%	17%	1%	1%
Restoring and improving habitat for at-risk wildlife	75%	22%	3%	0%
Conservation actions for at-risk wildlife	74%	23%	2%	1%
Conserving land for the purpose of protecting at-risk wildlife	73%	21%	4%	2%
Surveying and monitoring at-risk wildlife populations	71%	28%	1%	1%
Focusing on managing at-risk wildlife	69%	29%	2%	0%
Maintaining and monitoring a list of at-risk species	61%	36%	3%	1%

## Summary

Four-in-five (81%) residents thought that monitoring and addressing invasive species as well as wildlife diseases were very important activities for MDIFW.

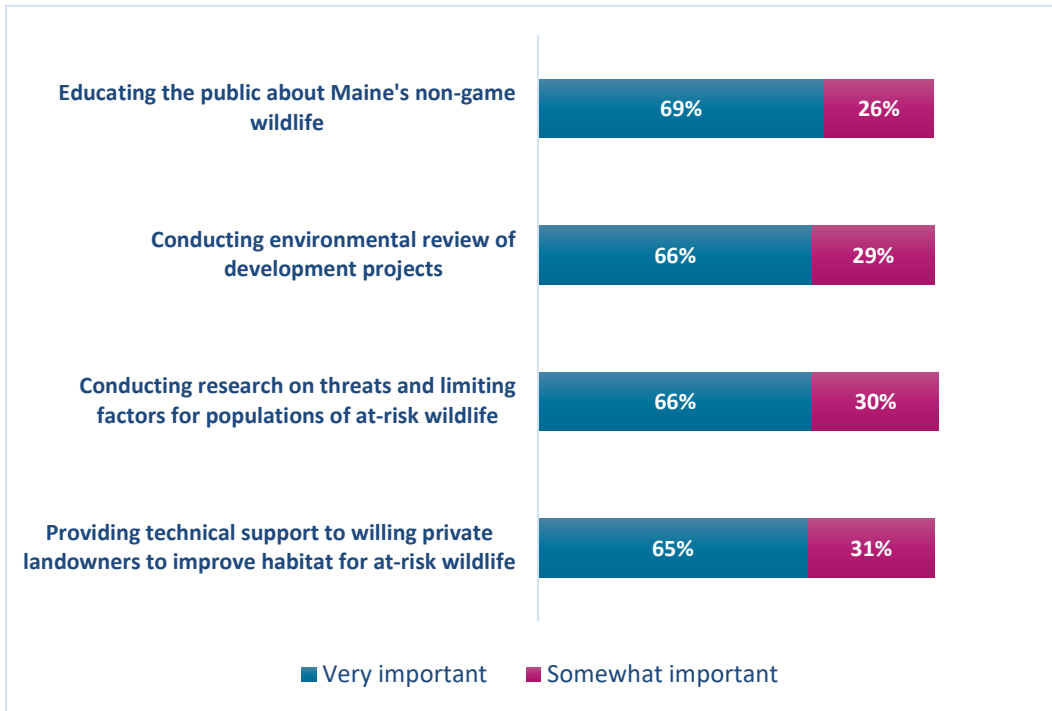
Only three-in-five (61%) residents thought maintaining and monitoring a list of at-risk species was very important.

Results were comparable across demographic groups.

## Bottom Line

Actions focused on at-risk species are seen as less important than other actions – despite the almost unanimous agreement on the importance of protecting endangered species. It could be that respondents did not make the connection that “at risk” species are on the path to threatened or endangered. This wording may be a challenge for MDIFW.

Q17 – Q28: Do you think focusing on the following are important activities for MDIFW?



**Summary**

Over two-thirds (69%) of residents thought educating the public about Maine's non-game wildlife was a very important activity for MDIFW.

Only three-in-five (61%) residents thought maintaining and monitoring a list of at-risk species was very important.

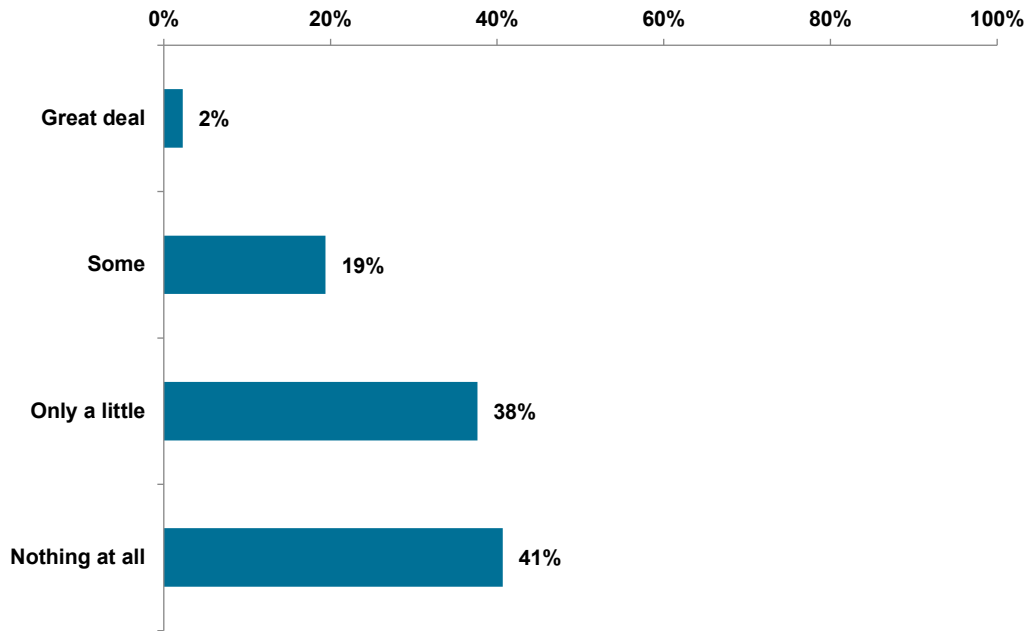
**Bottom Line**

All of the activities suggested were seen as important – with little difference between them.

	Very important	Somewhat important	Somewhat unimportant	Very unimportant
Educating the public about Maine's non-game wildlife	69%	26%	3%	1%
Conducting environmental review of development projects	66%	29%	2%	3%
Conducting research on threats and limiting factors for populations of at-risk wildlife	66%	30%	3%	0%
Providing technical support to willing private landowners to improve habitat for at-risk wildlife	65%	31%	2%	2%

## Awareness of wildlife plan

Q29: How much have you heard about management plans for at-risk wildlife?



### Significant Differences\* Between Groups

Those age 18-34 (60%) were significantly more likely to report hearing “nothing at all” about management plans for at-risk wildlife.

\* At the 95% Confidence Interval

## Summary

Nearly four-in-five Mainers reported hearing only a little (38%) or nothing at all (41%) about management plans for at-risk wildlife.

## Bottom Line

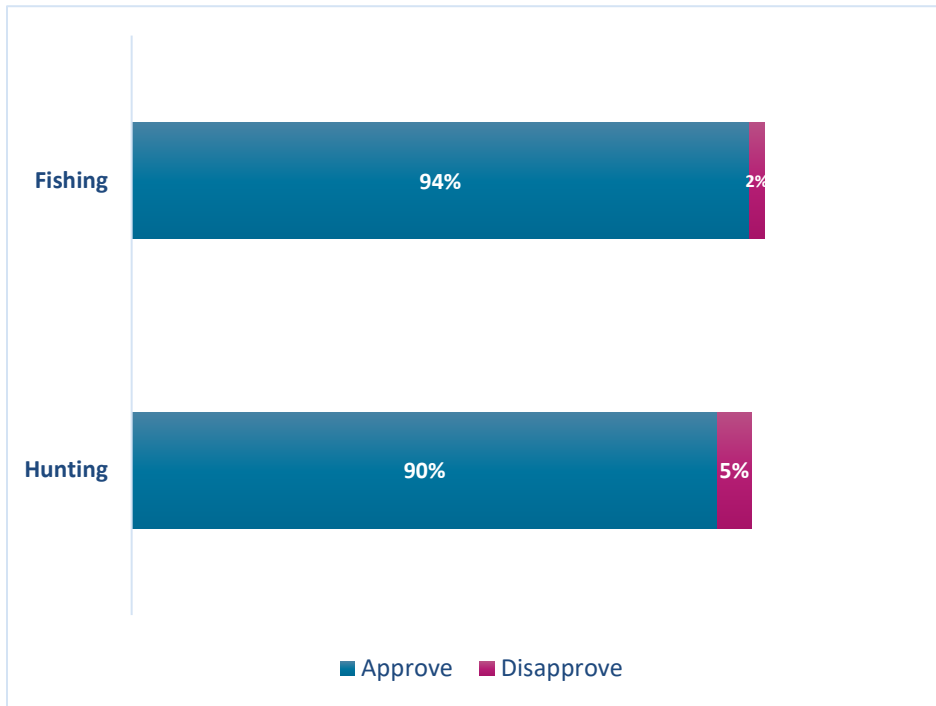
Most residents are unaware of the Department’s management plans for at-risk wildlife or know about it in only the most general terms.

These results highlight the need for the Department to increase community-level communication and outreach, particularly around events that focus on at-risk wildlife.

## Attitudes towards hunting or fishing

Q30: Do you approve or disapprove of legal, regulated hunting?

Q31: Do you approve or disapprove of legal, regulated fishing?



	Hunting	Fishing
Strongly approve	65%	74%
Moderately approve	25%	20%
Neither	5%	3%
Moderately disapprove	3%	1%
Strongly disapprove	2%	1%

## Summary

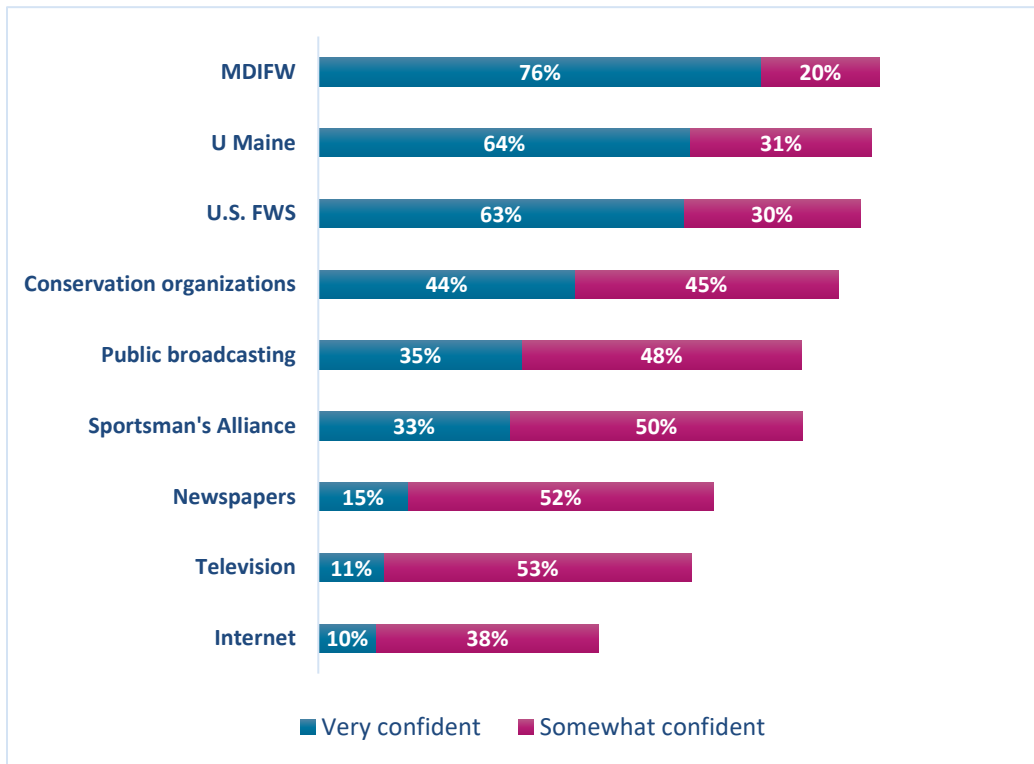
Maine residents were more likely to strongly approve legal, regulated fishing (74%) than legal, regulated hunting (65%).

## Bottom Line

Nearly all residents approve of legal, regulated hunting and fishing.

## Information sources

Q32: How confident are you that information about Maine's Fish and Wildlife from the following sources is true?



	Very confident	Somewhat confident	Not very confident	Not at all confident
MDIFW	76%	20%	2%	2%
U Maine	64%	31%	1%	4%
U.S. FWS	63%	30%	4%	3%
Conservation organizations	44%	45%	7%	4%
Public broadcasting	35%	48%	9%	8%
Sportsman's Alliance	33%	50%	12%	5%
Newspapers	15%	52%	23%	10%
Television	11%	53%	24%	12%
Internet	10%	38%	35%	17%

## Summary

Maine residents were confident more often (76%) about information from MDIFW than any other source.

This was followed by University of Maine (64%), the U.S. Fish and Wildlife Services (63%) and conservation organizations (44%).

Very few Mainers trust information seen in newspapers (15%), television (11%) and the internet (10%).

## Bottom Line

MDIFW is the most trusted source of information about Fish and Wildlife for Mainers.

MDIFW can confidently speak to residents without enlisting the support of other organizations or media.



## Participation in outdoor activities

Q33: Have you participated in these activities in Maine in the past 2 years?

	%
Maintaining areas around your home to benefit fish and wildlife	71%
Boating, canoeing, or kayaking	70%
Birdwatching or wildlife watching	69%
Hiking	66%
Photographing wildlife	58%
Fishing	56%
Searching/watching for butterflies, bees, or dragonflies	51%
Learning about town/state decisions that affect wildlife habitat	45%
Car camping	40%
Land conservation	40%
Backpacking	35%
Searching/watching for amphibians or reptiles	32%
Making contributions (loon plate, checkoff) to fund non-game wildlife	32%
Hunting	30%
None of these	3%

### Significant Differences\* Between Groups

Adults 65+ were significantly less likely to participate in backpacking, fishing, hiking, boating, canoeing, or kayaking.

Those earning <\$25,000 were significantly less likely to participate in boating, canoeing, or kayaking.

Those with less than a high school diploma were significantly less likely to participate in land conservation, while those living on a farm were significantly more likely to do so.

\* At the 95% Confidence Interval

## Summary

Nearly three-quarters (71%) of Maine residents maintained areas around their home to benefit fish and wildlife in the past 2 years.

A similar number (70%) participated in boating, canoeing, or kayaking.

While two-thirds (69%) participated in birdwatching or wildlife watching as well as hiking (66%).

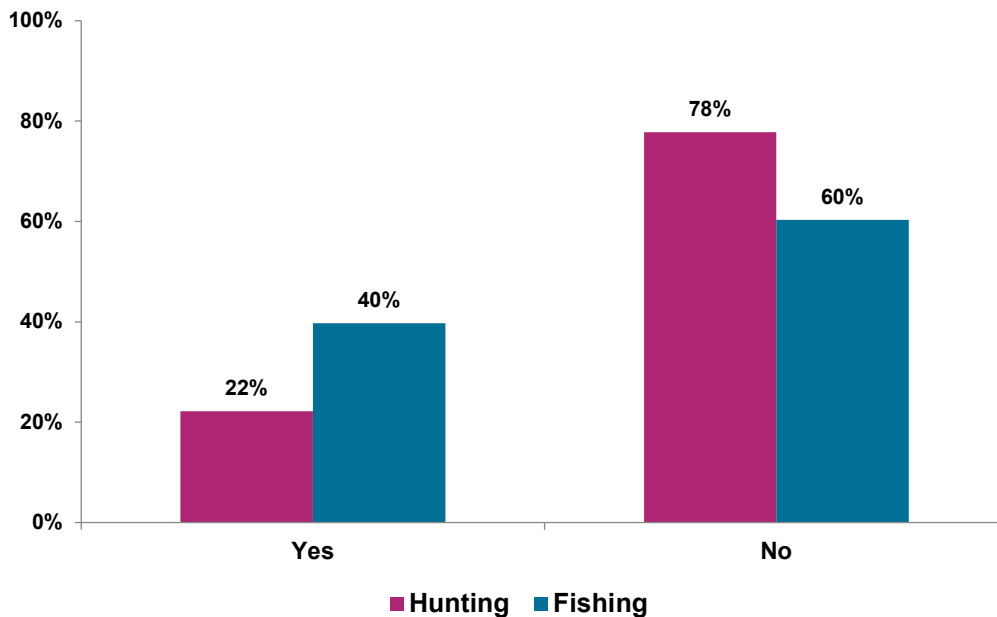
## Bottom Line

A surprising number of Mainers say they work to make their property fish and wildlife friendly. This suggests that there is a ready audience for guidance on protecting habitat.

Hunting and fishing are less common than other outdoor activities. This suggests that most residents will welcome agency efforts that are not just fishing or hunting focused.

Q34: Do you currently have a valid Maine hunting license?

Q35: Do you currently have a valid Maine fishing license?



#### Significant Differences\* Between Groups

Males (38%) were significantly more likely to have a valid Maine hunting license while females (8%) were significantly less likely.

Those earning <\$25,000 (10%) were significantly less likely to have a valid Maine hunting license.

Those who have a fishing license (52%) were also significantly more likely to have a hunting license.

Males (54%) were significantly more likely to have a valid Maine fishing license while females (26%) were significantly less likely.

Those who have a hunting license (93%) were also significantly more likely to have a fishing license.

\* At the 95% Confidence Interval

## Summary

Mainers were more likely to have a fishing license (40%) than a hunting license (22%).

Not surprisingly, male residents were significantly more likely to have a license.

## Bottom Line

Fewer residents have fishing or hunting licenses than actually hunt or fish. It may be that many let licenses lapse, but still consider themselves fishermen or hunters. Others may fish salt water or fish with their children.

Q36a: Do you contribute to or are you a member of a conservation, sportsmen, recreation, or environmental club or group?

	%
Conservation	11%
Sportsmen	8%
Environmental	7%
Recreation	6%
Other	2%
No groups	75%

#### Significant Differences\* Between Groups

Those who have a hunting license (23%) were also significantly more likely to have contributed to or be a member of a sportsmen club or group.

\* At the 95% Confidence Interval

## Summary

Three-quarters of Mainers reported not being involved in conservation, sportsmen, recreation, or environmental clubs or groups.

## Bottom Line

It seems surprising that despite the interest of residents in outdoor activities and in fish and wildlife so few (just one in four) belong to an organization that supports these interests.

This suggests that MDIFW needs to be the voice of fish and wildlife protection and not rely on private organizations to take the lead.

Q36b: Have you ever contributed to Maine's endangered and non-game wildlife fund by one or more of the following?

	%
Purchase or renewal of a loon license plate	27%
Chickadee check-off contribution	17%
Cash donation to the fund	11%
No, none of the above	58%

#### Significant Differences\* Between Groups

Those age 18-34 (5%) were significantly less likely to contribute to the Chickadee check-off and more likely to have never contributed to Maine's endangered and non-game wildlife fund (75%).

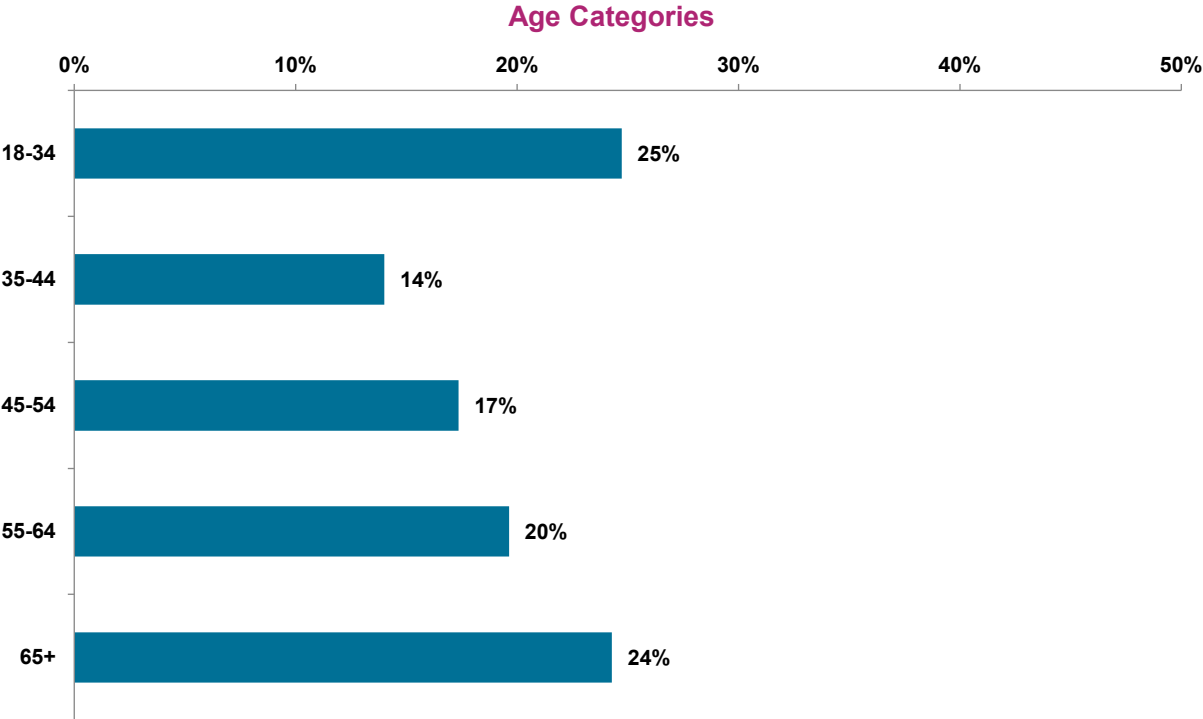
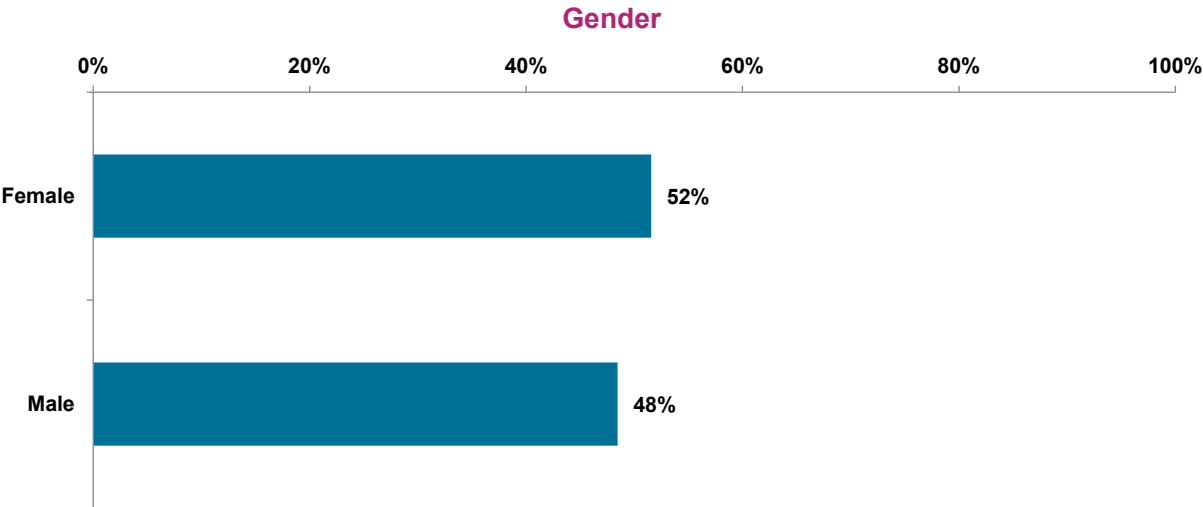
\* At the 95% Confidence Interval

## Summary

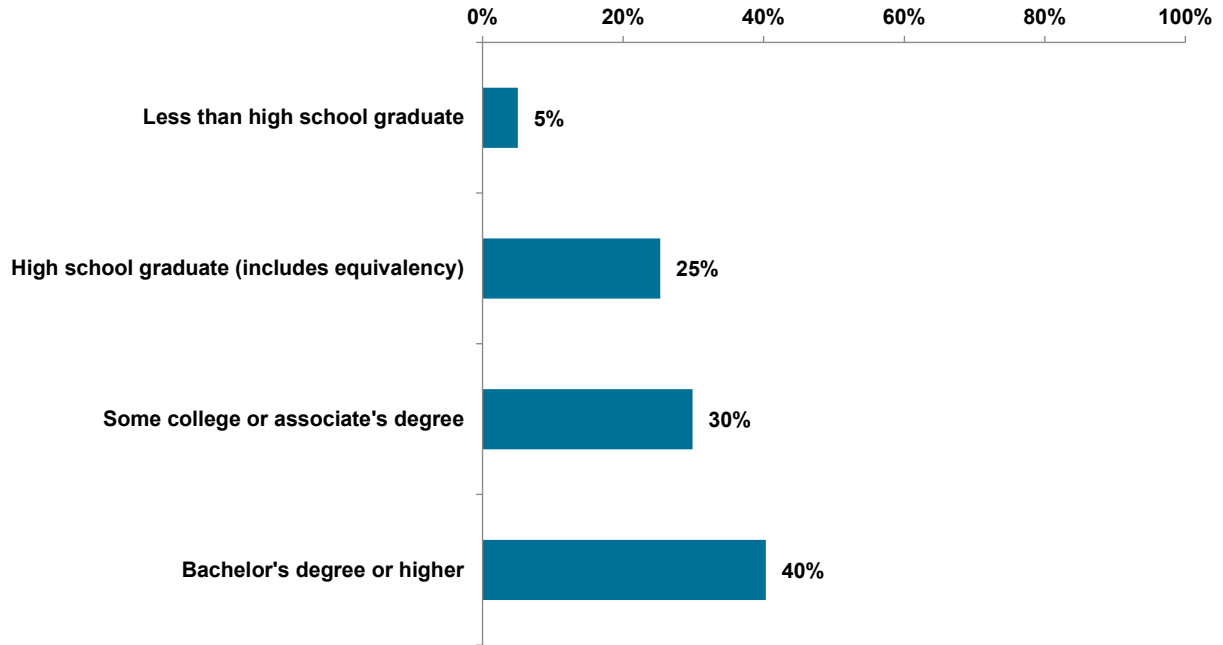
A quarter (27%) of Maine residents purchased or renewed a loon license plate. One-in-six (17%) contributed to the Chickadee check-off while one-in-ten (11%) donated cash to the fund.

Nearly three-in-five Mainers have never contributed to Maine's endangered and non-game wildlife fund.

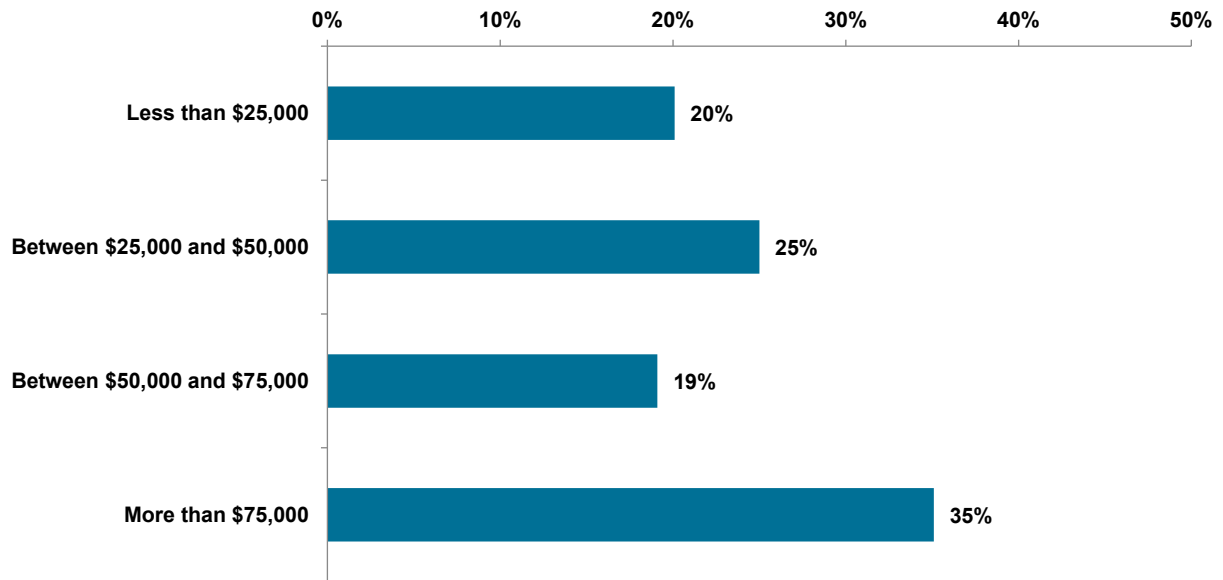
# Demographic Characteristics



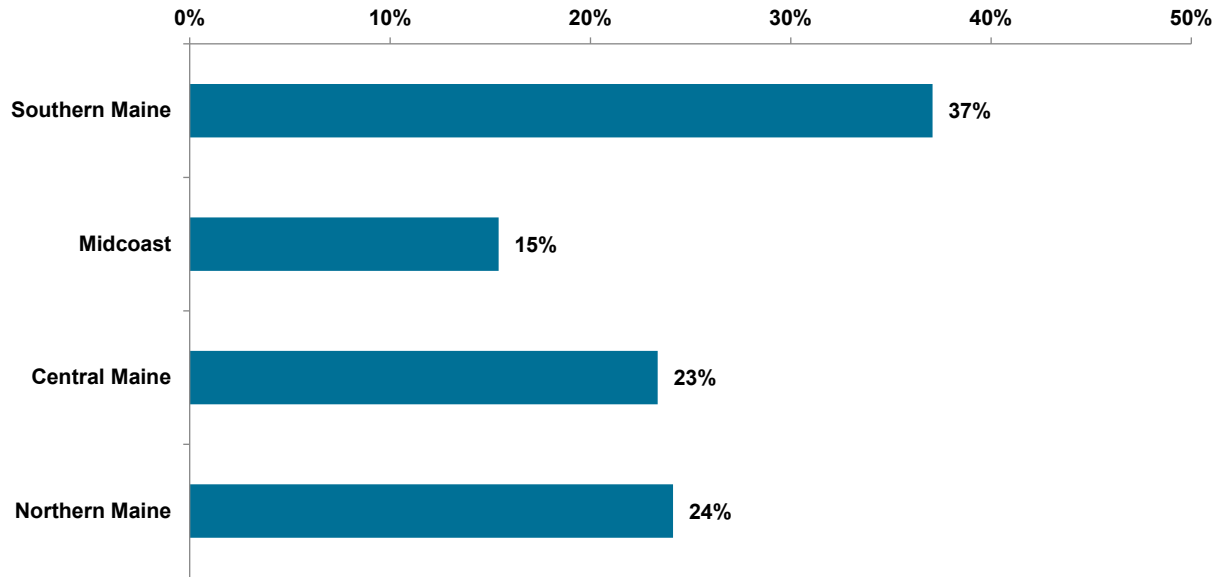
### Education Level



### Household income



### Area of residence



### Rurality

