Aquaculture Survey

Executive Summary

May, 2002
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Introduction

1. The 400 person sample consisted of 300 from the coastal counties of Maine and another 100 “Control” group of “Inland Maine” key predictors.

2. The results summarized here are drawn from the coastal sample except where noted.

3. The normal statistic margin of error associated with a study of this type is plus or minus .04 at the 95th level of confidence.

4. There is quite a commonality with regard to the themes and the authority figures between respondents from the coastal areas and those inland, although the undecided cohort is generally higher inland.

5. Soft data is very strong in support of overall findings and show quite a pattern of both positive and negative views of the industry.
Tactical Situation

1. The data is very clear: the aquaculture industry faces serious challenges in the years ahead.

2. At the present time, the basic positioning of the industry is actually quite good along the coast but the opposition has some very powerful themes which could cost the industry significant support in the future.

3. Moreover, the higher undecided profile for the industry “Up Country” control group suggests that vigorous outreach efforts need to be taken over the near term in order to position the industry to hold off future challenges.

4. It will be very desirable to keep the industry spokespeople – and especially its friends – on message with those themes which work and to avoid those themes which do not.

5. Recent negative press, especially about salmon disease, has cast something of a pall over the industry but this poll suggests that such a situation may or may not be transitory given the global nature of the opposition.

6. The huge undecided cohorts with various demographic and psychographic groups outlined below should give cause for concern and will requite remedial action.

7. Always remember that people do not go from “favorable” to “unfavorable” directly, they go to “undecided” first, no matter which way they are heading.
8. These high undecided elements should be seen as Dickens' Spirit of Christmas future. They can be altered but that takes specific action, not simply a wait and see attitude.

9. For me, the data says: “Be proactive.”

10. And be proactive sooner rather than later and more extensively rather than less extensively.
Aquaculture Portrait

1. In the coastal counties of Maine, 50% of those surveyed have a positive view of the industry.

2. 11% have a negative view, and 39% say they are unsure at the present time.

3. It is this huge undecided, which should concern the industry as it moves forward.

4. Currently, negatives about aquaculture revolve around “pollution from fish feed and waste” (19%) and “fish diseases” (11%).

5. Who currently holds the most positive perceptions of the industry?

Those who hunt and fish have a 70% to 13% favorable opinion of aquaculture.

This is a huge advantage with one of the most important groups in the state. Hold on to it at all costs. Make sure SAM and other hunting and fishing groups “buy in” to projects and outreach efforts. Put recognizable leaders of that community on boards and task forces.

Another strong group is those who ride ATV’s and snowmobiles (63% to 4%).

Again, this “hard” outdoor enjoyment cohort is often difficult to move, so the fact that you have them on your side early is
good and you should make every effort to keep them engaged in any educational efforts you attempt.

71% of those making $46-75,000

This is the group of wage earner and economic sufficiency which is also very important to hold.

63% of males

The contrast with females is striking, see below.

57% of college graduates

This is a key element for “decision makers” and “opinion shapers.” You must not let hard core environmentalists eat away at this portion of your coalition.

57% of those who have lived in Maine more than 20 years but who are not natives

52% of most likely voters

6. Who currently holds the most negative perceptions of the industry?

40% of Green Party members

This “left wing deviation” was expected.

31% of hard core environmentalists (those who say they belong to or donate to environmental groups).
This is your worst large group and the one with the most potential to hurt you over time. This represents a huge number of activists opposed to your basic concept as well as your implementation of that concept.

This group represents the biggest single challenge to your future growth.

By contrast, soft core environmentalists (those who say they vote for candidates based on their environmental records) hold a 60% to 18% positive opinion

Note: you cannot afford to lose this group, as they are the way environmental issues bleed out into the general population

7. Who currently is undecided about the industry?

Note that these figures would all be much higher if the control group (i.e. inland Maine) were sampled.

77% of those who don’t do outdoor sports

77% of those 18-25 (only 19% of them have a favorable impression, only 3% have a negative)

70% of those with a grade school education

67% of those who don’t care about the environment

64% of those making $20,000 or less

62% of those not currently employed

59% of women in the home
51% of "least likely voters," i.e. "non-voters"

48% of women outside the home

43% of those with a high school education

42% of those over 60

40% of Democrats

38% of Maine natives (Get this group!)

38% of Republicans
Negative Influence Vectors

1. Opponents of the industry have powerful influence vectors, which provide a serious overhang for the near-term future. These include:

   Industry can cause significant biological as well as chemical problems (1-30 negative, net loss – 58%)

   Caged salmon require so much fish it puts a strain on wild stocks of herring (1-24 negative, net loss – 46%)

   Aquaculture projects can hurt the livelihoods of traditional commercial fishermen (1-9 negative, net loss – 44%)

   A salmon farm of 200,000 fish produces as much pollution as a city of 60,000 (1-7 negative, net loss –38%)

   Connections with big, multinational companies (1-2 negative, net loss – 16%)
Basic Terms of Trade

1. Moreover, the prevailing sentiments surrounding the issue—what we often call the current "terms of trade"—of the conceptual context suggest some important elements of commonality with opposition.

2. For example, by a margin of 73% to 12% respondents say that "aquaculture projects should be held to exactly the same standards as any other polluting industry."

3. This 6-1 ratio is a powerful multiplier for ANY possible regulatory aspect which can in the future be tied to specifics.

4. Moreover (and this could perhaps be used either way, but has the potential to work for the opposition), 61% of those surveyed believe that "We need a comprehensive coastal marine zoning plan to manage Maine's entire coastal zone properly."

5. By a ratio of 10-1, coastal populations stand ready to accept this notion.

6. There is genuine and widespread concern about the recent disease among caged salmon.

7. Not only is the soft data replete with that concern, but in terms of the law of large numbers of the overall data, there is a 2-1 level of concern about disease among caged salmon (44% to 22%).

8. There is a lower level of concern that overall the aquaculture industry generates "too much pollution in local areas that
could reduce lobster and other stocks” with 36% of those surveyed agreeing and 21% disagreeing.

9. This 3-2 ratio must be placed in the context that 42% DO NOT KNOW WHETHER OR NOT THERE IS TOO MUCH POLLUTION. This offers the other side enormous upside potential if they are the ones bringing the information to those currently undecided.

10. By a margin of 38% to 25%, respondents agree that: “If we increase environmental regulations beyond reasonable levels, aquaculture farms will relocate.”

11. This is not a very high ratio of concern and is for 37% of respondents, something about which they are currently undecided. This is not an automatic “win” in terms of raising the issue.

12. Respondents were virtually tied (42% yes, 37% no) as to whether working harbors were being replaced by pleasure boat facilities along the Maine coast.

13. On balance, I believe it will be essential that these basic terms of trade be changed over time or their background noise will aid those who would prevent or reduce the development of the industry.

14. Given the powerful influence vectors at their command and the widespread lack of knowledge about the industry and its facets among certain demographic and psychographic groups, I conclude that if a “David Rockefeller” with significant resources to devote a la David Sussman, a very powerful negative campaign could be launched against the entire industry.
15. As noted in the “Operational Significances” section, it is important that the industry embark on a positive educational effort to move those currently undecided into a supportive position as insulation against any future spate of “bad news” and concomitant loss of support.
Positive Influence Vectors

1. The industry itself does have some powerful counter arguments.

2. Ideally these will be made early and often and repeatedly until they affect the background terms of trade.

3. The positive vectors include:

Aquaculture generated over $100 million into the Maine economy and is second only to lobstering (30-1) Net 71%.

Aquaculture sustains many jobs while we rebuild offshore stocks (21-1) Net 62%.

Aquaculture currently employs 2000 people and can be a major new source of future jobs (18-1) Net 61%

Aquaculture can take the pressure off natural stocks of fish (14-1) Net 53%.

Aquaculture projects must be licensed by the Department of Marine Resources (12-1) Net 57%.

Aquaculture is regulated by the department of Marine Resources (8-1) Net 51%

These are an excellent package of positive possibilities for future “conversion” and educational efforts. By bringing these pieces of information to those undecided in the months and years ahead, you will build up powerful insulation against future “downdraft” shocks due to accidents, unforeseen aspects etc.
Authority Figures

1. John Baldacci is 59% to 14% (4-1), net 45%.

2. Linda Greenlaw is 48% to 8% (6-1), net 40%.

3. Maine Aquaculture Association is 49% to 12% (4-1), net 37%. Good job! This is a fine platform from which to bring the new educational information.

4. Trout Unlimited is 45% to 10% (4-1), net 35%.

5. Maine Coast Heritage Trust is 41% to 8% (5-1), net 33%.

6. East Penobscot Bay Environmental Alliance is 32% to 9% (3-1), net 23%. This is your local problem.

7. SAM is 44% to 14% (3-1), net 30%.

8. Maine Aquaculture Innovation Center is 33% to 9% (4-1), net 24%. Excellent ratio, need to blow your own horn or have others do it for you. Basic support patterns are fine.

9. Robert Redford is 31% to 14% (2-1), net 17%.

10. Friends of Blue Hill Bay are 17% to 20% (1-1, net loss of -3%), net 7%.

11. Restore the North Woods is 22% to 27% (1-1), net loss of 5%.

Debate these puppies early and often.
ALWAYS MENTION THEM AS BEHIND YOUR OPPOSITION.

Always source them as the advocates of whatever you dislike.

Always!

12. Make Maine Restore the North Woods your whipping post every time you get into any debate, any time, anywhere.

13. Crush your opponents' best arguments with their worst authority figure. Flog them at every turn!

14. You have a huge advantage here is you stick to it week in and week out, month in and month out, year in and year out. Show them no mercy and marginalize them and you will marginalize the arguments they bring.
Operational Significances

1. As a concept in Maine, even coastal Maine, "aquaculture" is not longer a slam dunk with a simple "renewable resource" spring.

2. In the coming years, its positives must be constantly presented in order to head off a perceptual decline in the efficacy of that concept.

3. You do have a good story to tell.

4. You must make sure you continue – even step up – your telling of that story.

5. Above all, you must focus on the most important aspects of the influence vectors.

6. Concentrate on the top three or four and put them everywhere you go.

7. Any new brochure or other forms of literature must feature – and feature prominently – those key messages.

8. You must also make use of your best authority figures.

9. I was struck at the upside potential of both your existing organizations.

10. Both have positive ratings and both have considerable upside potential.

11. Developing image strength is a two-pronged task.
12. First, you need the right messages. You have those.

13. Second, you need the right authority figures. You have those.

14. I would keep promoting your two organizations along with your key influence vectors.

15. Together they have the potential to greatly strengthen your position and get you to the commanding heights of the upcoming debates and to manage future image crises.

16. Reach out to get prominent environmentalists such as the Audubon Society (we didn’t test them in this survey but they are always the best environmental authority figure on virtually every issue).

17. Establish outreach efforts to: the elderly, the working and non-working poor, women (especially women outside the home who are most likely to eventually track with men, your best gender group) and those 18-25.

18. Keep your messages very simple: aquaculture is good for the overall environment, good for jobs and the Maine economy and good for the future, i.e. keeping our children and grandchildren in the state. This is a huge theme this election cycle (as it was in 1954 when Ed Muskie first won!!)

19. Play to the practical.

20. When all the arguments were given on both sides – and this assumes an equal thrust from both sides over time in the real world – 55% said they had a positive view of aquaculture and only 11% said they had a negative while 34% were still undecided.
21. This tells us that the other side can be prevented from making further gains by vigorous action on your part.

22. After being exposed to all the arguments only 14% said they would not welcome either a shellfish or a finfish farm into their community.

23. Moreover, 40% of those surveyed said that human beings were the greatest threat to water quality in Maine, followed by 17% who blamed recreational boating. Only 7% blamed fish farms.

24. 77% said they would be more likely to purchase a seafood product if they knew it was grown locally and certified “safe to eat.” Note that 71% of hard core environmentalists agree.

25. 65% said they would be more likely to purchase a seafood product if a third party had certified it as “environmentally friendly.” This rises to 88% among hard core environmentalists.

26. These “markers” could become powerful labeling advantages for those products but equally important, could become a net plus for the industry if the practice becomes widespread.

27. The best years of the aquaculture industry lie ahead if you can vigorously position yourself to take advantage of the positive vectors and blunt the negative ones with powerful authority figures who agree with you.

28. There is a wonderful opportunity here but one which should be seized sooner rather than later. Right now there is a large undecided group out there, I would try to get as many as
possible with as many different techniques as possible
BEFORE they slide to the negative.

29. For example, get prominent members for the various
groups where you score low. Get them engaged and “sold.”

30. Get AARP people involved and on your various advisory
boards, get those over 60 behind your concepts. Do radio
shows and presentations for seniors.

31. Be imaginative in your outreach efforts.

32. For example, start with SAM’s newsletter. Get in that
often, then later perhaps, use their mailing list and moving on
to other groups which would be receptive to portions of your
message package. Direct mail could be a great way for you to
get under the radar with targeted groups.

33. Don’t be defensive.

34. Try not to have any more “die offs” or disease problems!

35. Right now, your opposition is localized but any industry-
wide negative press helps them by changing the basic
configurations of support, especially with those such as 60+,
women in the home, grade school graduates and others.

36. Take the commanding heights and hold them.

37. Continue a vigorous outreach effort even when things are
going well and you are not in the headlines.

34. Be proactive.
35. Tell your story wherever you can and create new and imaginative venues in which to tell it!

36. Don’t be afraid to bash your opponents when they are wrong on the issues, facts and directions.
**Frequency Distributions**

Hello, I’m ---- and I’m calling for Command Research, a national public opinion polling firm. I’d like to ask you a few questions on a strictly confidential basis.

1. Are you a registered voter? (If not registered voter ask to speak to one at this number, if no registered voter, terminate interview)
   
   Yes 1 100%

2. Do you consider yourself to be a ? (rotate choices)
   
   Republican 1 27.0
   Democrat 2 28.9
   Independent 3 36.9
   Green 4 1.5
   Other/Refused 5 5.4

3. How likely are you to vote in November’s election? (this is question to determine degree of activism)
   
   Extremely likely/never miss an election 1 34.3
   Just about always vote 2 43.9
   Probably will/not sure/don’t know 3 21.6

4. How would you rate the job performance of Governor Angus King?
   
   Excellent 1 16.6
   Good 2 50.4
   Fair 3 25.2
   Poor 4 3.8
   Don’t know 5 3.8

5. When you think about the aquaculture industry in Maine, what type of product comes to your mind FIRST? (open end/don’t read)
   
   Salmon 1 38.6
   Oysters 2 2.8
   Mussels 3 20.4
   Other fish 4 2.8
   Urchins 5 .3
   Seaweeds 6 .9
Baitfish
Stocking for a put and take fishery
Other products (keep list)
Don’t know

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<td>Don’t know</td>
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6. Overall, what is your present opinion of the aquaculture industry in Maine?
I’m positive toward aquaculture, I know it’s good for Maine
Aquaculture has more problems and fewer benefits then we thought, I’m negative toward it
I really don’t know enough at this point to say if aquaculture is really positive or negative. I need more information

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<td>39.1</td>
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7. (If positive) why do you say that? (open end)

8. (If negative) why do you say that? (open end) Also, ask “Do you feel shellfish aquafarms damage coastal water quality as much as fish raising pens?

9. (Ask of all) To you, what is the **worst** thing about aquaculture?
Dead end jobs
Pollution from fish feed and waste
Ugly cages and rafts
Obstacles to Navigation
Disturbance to recreational areas
Danger to other fish/lobsters
Will discourage tourism
Genetic impact on wild fish
Fish diseases
Don’t know
Other

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<td>Pollution from fish feed and waste</td>
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<td>Disturbance to recreational areas</td>
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<td>Danger to other fish/lobsters</td>
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<td>Fish diseases</td>
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<td>40.6</td>
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<td>Other</td>
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10. What is the best thing about aquaculture in Maine?
It’s locally grown
It’s a clean industry
It complements other natural resource industries
It provides quality, high-tech jobs
It helps to prevent depletion of wild stocks of fish

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<td>It provides quality, high-tech jobs</td>
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<td>It helps to prevent depletion of wild stocks of fish</td>
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Thinking about the aquaculture industry in Maine, would you feel more positive or more negative if you knew the following to be true...

11. Big multinational companies dominate the farmed salmon industry
   - Much more likely to support: 1, 1.9%
   - Somewhat more likely to support: 2, 13.3%
   - Somewhat less likely to support: 3, 19.7%
   - Much less likely to support: 4, 12.1%
   - Don’t know/No difference to me: 5, 52.8%

12. Aquaculture in Maine is regulated by the Department of Marine Resources
   - Much more likely to support: 1, 21.9%
   - Somewhat more likely to support: 2, 36.9%
   - Somewhat less likely to support: 3, 3.8%
   - Much less likely to support: 4, 3.1%
   - Don’t know/No difference to me: 5, 34.0%

13. Aquaculture can cause significant biological as well as chemical pollution problems
   - Much more likely to support: 1, 9%
   - Somewhat more likely to support: 2, 1.2%
   - Somewhat less likely to support: 3, 41.0%
   - Much less likely to support: 4, 20.5%
   - Don’t know/No difference to me: 5, 36.0%

14. Aquaculture currently employs over 2000 people and can be a major source of new jobs in the future
   - Much more likely to support: 1, 39.9%
   - Somewhat more likely to support: 2, 32.5%
   - Somewhat less likely to support: 3, 2.8%
   - Much less likely to support: 4, 1.2%
   - Don’t know/No difference to me: 5, 23.3%

15. Feeding caged salmon requires so much fish meal that it puts a big strain on wild stock of herring and other food fishes
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16. A salmon farm of 200,000 fish produces as much pollution directly into the ocean as a city of 60,000
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<td>Don’t know/No difference to me</td>
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17. Before any aquaculture project can be given a permanent license, it must be approved by the Department of Environmental Protection, The Army Corps of Engineers and the Department of Marine Resources
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18. Aquaculture projects can hurt the livelihoods of traditional commercial fishermen such a draggersmen, scallopers and lobstermen
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19. Properly done, aquaculture can take pressure off natural stocks of fish and other marine creatures
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<th>Response</th>
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<td>33.4</td>
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<tr>
<td>Somewhat less likely to support</td>
<td>3</td>
<td>3.1</td>
</tr>
<tr>
<td>Much less likely to support</td>
<td>4</td>
<td>1.5</td>
</tr>
<tr>
<td>Don’t know/No difference to me</td>
<td>5</td>
<td>37.2</td>
</tr>
</tbody>
</table>
20. Aquaculture sustains fish processing, packaging and trucking jobs while we try to rebuild offshore fishing stocks

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more likely to support</td>
<td>1</td>
<td>30.2</td>
</tr>
<tr>
<td>Somewhat more likely to support</td>
<td>2</td>
<td>35.3</td>
</tr>
<tr>
<td>Somewhat less likely to support</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>Much less likely to support</td>
<td>4</td>
<td>1.5</td>
</tr>
<tr>
<td>Don’t know/No difference to me</td>
<td>5</td>
<td>31.2</td>
</tr>
</tbody>
</table>

21. Maine's aquaculture industry generates over $100 million a year into the Maine economy and is second only to lobstering in terms of economic impact

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more likely to support</td>
<td>1</td>
<td>39.6</td>
</tr>
<tr>
<td>Somewhat more likely to support</td>
<td>2</td>
<td>33.0</td>
</tr>
<tr>
<td>Somewhat less likely to support</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>Much less likely to support</td>
<td>4</td>
<td>1.2</td>
</tr>
<tr>
<td>Don’t know/No difference to me</td>
<td>5</td>
<td>24.1</td>
</tr>
</tbody>
</table>

Here’s what some of your neighbors are saying. I’d like to ask if you agree or disagree with these statements.

22. “I’m concerned that working harbors are being replaced by pleasure boat locations along the Maine coast.”

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree strongly</td>
<td>1</td>
<td>19.6</td>
</tr>
<tr>
<td>Agree somewhat</td>
<td>2</td>
<td>22.5</td>
</tr>
<tr>
<td>Disagree somewhat</td>
<td>3</td>
<td>25.7</td>
</tr>
<tr>
<td>Disagree strongly</td>
<td>4</td>
<td>11.7</td>
</tr>
<tr>
<td>Don’t know</td>
<td>5</td>
<td>20.3</td>
</tr>
</tbody>
</table>

23. “I’m worried that if we increase environmetal regulations beyond reasonable levels, aquaculture farms will be forced to relocate in other countries with much lower regulations, thereby doing greater damage to the environment.”

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree strongly</td>
<td>1</td>
<td>21.1</td>
</tr>
<tr>
<td>Agree somewhat</td>
<td>2</td>
<td>16.6</td>
</tr>
<tr>
<td>Disagree somewhat</td>
<td>3</td>
<td>15.7</td>
</tr>
<tr>
<td>Disagree strongly</td>
<td>4</td>
<td>9.6</td>
</tr>
<tr>
<td>Don’t know</td>
<td>5</td>
<td>36.8</td>
</tr>
</tbody>
</table>

24. “Aquaculture projects should be held to exactly the same standards as any other potentially polluting industry”
Agree strongly 1 40.1
Agree somewhat 2 32.4
Disagree somewhat 3 10.5
Disagree strongly 4 1.5
Don’t know 5 14.9

25. “The recent outbreak of disease among caged salmon in Maine is a considerable worry for me. I’m afraid it will happen again and again and damage wild salmon”
Agree strongly 1 25.0
Agree somewhat 2 18.7
Disagree somewhat 3 12.0
Disagree strongly 4 9.5
Don’t know 5 34.0

26. “I’m concerned that many aquaculture projects generate too much pollution in local areas and may reduce lobster or other marine species stocks”
Agree strongly 1 16.8
Agree somewhat 2 19.4
Disagree somewhat 3 12.4
Disagree strongly 4 8.9
Don’t know 5 42.0

27. “We need to have a comprehensive marine zoning plan to take into account the entire coast of Maine and the role of the ecosystem in order to manage the coastal zone properly”
Agree strongly 1 23.5
Agree somewhat 2 37.8
Disagree somewhat 3 5.4
Disagree strongly 4 1.2
Don’t know 5 31.8

When it comes to marine issues and aquaculture, it’s often difficult to know who to believe. I’d like to read you a short list of people and see how believable they are to you PERSONALLY and ON THIS ISSUE.

28. Congressman John Baldacci
Very believable 1 18.4
<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Somewhat believable</td>
<td>2</td>
<td>40.6</td>
</tr>
<tr>
<td>Somewhat unbelievable</td>
<td>3</td>
<td>12.3</td>
</tr>
<tr>
<td>Very unbelievable</td>
<td>4</td>
<td>1.9</td>
</tr>
<tr>
<td>Don’t know</td>
<td>5</td>
<td>26.6</td>
</tr>
</tbody>
</table>

29. Linda Greenlaw

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Very believable</td>
<td>1</td>
<td>15.8</td>
</tr>
<tr>
<td>Somewhat believable</td>
<td>2</td>
<td>28.8</td>
</tr>
<tr>
<td>Somewhat unbelievable</td>
<td>3</td>
<td>7.3</td>
</tr>
<tr>
<td>Very unbelievable</td>
<td>4</td>
<td>0.6</td>
</tr>
<tr>
<td>Don’t know</td>
<td>5</td>
<td>47.0</td>
</tr>
</tbody>
</table>

30. Robert Redford

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Very believable</td>
<td>1</td>
<td>7.7</td>
</tr>
<tr>
<td>Somewhat believable</td>
<td>2</td>
<td>22.9</td>
</tr>
<tr>
<td>Somewhat unbelievable</td>
<td>3</td>
<td>9.3</td>
</tr>
<tr>
<td>Very unbelievable</td>
<td>4</td>
<td>4.8</td>
</tr>
<tr>
<td>Don’t know</td>
<td>5</td>
<td>55.1</td>
</tr>
</tbody>
</table>

31. Restore the North Woods

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Very believable</td>
<td>1</td>
<td>5.7</td>
</tr>
<tr>
<td>Somewhat believable</td>
<td>2</td>
<td>16.0</td>
</tr>
<tr>
<td>Somewhat unbelievable</td>
<td>3</td>
<td>16.6</td>
</tr>
<tr>
<td>Very unbelievable</td>
<td>4</td>
<td>9.3</td>
</tr>
<tr>
<td>Don’t know</td>
<td>5</td>
<td>51.6</td>
</tr>
</tbody>
</table>

32. Friends of Blue Hill Bay

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Very believable</td>
<td>1</td>
<td>5.3</td>
</tr>
<tr>
<td>Somewhat believable</td>
<td>2</td>
<td>21.0</td>
</tr>
<tr>
<td>Somewhat unbelievable</td>
<td>3</td>
<td>14.0</td>
</tr>
<tr>
<td>Very unbelievable</td>
<td>4</td>
<td>5.7</td>
</tr>
<tr>
<td>Don’t know</td>
<td>5</td>
<td>53.0</td>
</tr>
</tbody>
</table>

33. Trout Unlimited

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Very believable</td>
<td>1</td>
<td>10.2</td>
</tr>
<tr>
<td>Somewhat believable</td>
<td>2</td>
<td>35.1</td>
</tr>
<tr>
<td>Somewhat unbelievable</td>
<td>3</td>
<td>7.3</td>
</tr>
<tr>
<td>Very unbelievable</td>
<td>4</td>
<td>2.3</td>
</tr>
<tr>
<td>Don’t know</td>
<td>5</td>
<td>45.0</td>
</tr>
</tbody>
</table>
34. East Penobscot Bay Environmental Alliance
Very believable 1 5.7
Somewhat believable 2 25.7
Somewhat unbelievable 3 7.9
Very unbelievable 4 1.2
Don’t know 5 59.2

35. Maine Aquaculture Association
Very believable 1 12.4
Somewhat believable 2 36.0
Somewhat unbelievable 3 10.8
Very unbelievable 4 1.5
Don’t know 5 38.8

36. Sportsman’s Alliance of Maine
Very believable 1 8.5
Somewhat believable 2 35.8
Somewhat unbelievable 3 13.0
Very unbelievable 4 1.2
Don’t know 5 41.2

37. Maine Coast Heritage Trust
Very believable 1 5.1
Somewhat believable 2 35.5
Somewhat unbelievable 3 8.0
Very unbelievable 4 .3
Don’t know 5 50.9

38. Maine Aquaculture Innovation Center
Very believable 1 6.0
Somewhat believable 2 27.0
Somewhat unbelievable 3 8.0
Very unbelievable 4 .3
Don’t know 5 58.2

39. Finally, thinking about the aquaculture industry in Maine and the people and issues for and against it, what is your overall opinion of it today?

I’m positive toward aquaculture, I know it’s good for Maine 1 54.6
Aquaculture has more problems and fewer benefits then we thought, I’m negative toward it 2 11.1

I really don’t know enough at this point to say if aquaculture is really positive or negative. I need more information 3 34.0

40. In your mind, what is the biggest threat to water quality in Maine?
- Recreational boating 1 16.8
- Farming 2 2.0
- Pet wastes 3 0.6
- Lawn fertilizer 4 4.1
- Fish farms 5 7.0
- Human beings 6 40.1
- Other (keep list) 7 7.6
- Don’t know 8 21.0

41. Would you welcome either or both of the following into your community?
- A shellfish farm 1 8.2
- A finfish farm 2 1.2
- Both 3 38.8
- Neither 4 14.3
- Don’t know 5 37.0

42. Do you think there is a difference between farms that grow shellfish and farms that grow finfish?
- Yes 1 50.3
- No 2 18.1
- Don’t know 3 31.5

43. Would you be more likely to purchase a seafood product if you knew it was grown locally and certified “safe to eat.”
- Yes 1 77.3
- No 2 2.8
- No difference to me 3 12.4
- Don’t know 4 7.3

44. Would you be more likely to purchase a seafood product if a third party had certified it as “environment-friendly” and the grower had pledged to protect the environment?
<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
<td>64.4%</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
<td>1.9%</td>
</tr>
<tr>
<td>No difference to me</td>
<td>3</td>
<td>23.6%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>4</td>
<td>8.9%</td>
</tr>
</tbody>
</table>

Now I’d like to ask you a few questions for strictly statistical purposes

45. Sex/Occupation

<table>
<thead>
<tr>
<th>Gender</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>1</td>
<td>50.3%</td>
</tr>
<tr>
<td>Female/works at home</td>
<td>2</td>
<td>25.3%</td>
</tr>
<tr>
<td>Female/works outside the home</td>
<td>3</td>
<td>24.3%</td>
</tr>
</tbody>
</table>

46. Employment situation

<table>
<thead>
<tr>
<th>Situation</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retired</td>
<td>1</td>
<td>24.1%</td>
</tr>
<tr>
<td>Still working (full time)</td>
<td>2</td>
<td>40.6%</td>
</tr>
<tr>
<td>Still working (part time)</td>
<td>3</td>
<td>21.2%</td>
</tr>
<tr>
<td>Out of work</td>
<td>4</td>
<td>13.9%</td>
</tr>
</tbody>
</table>

47. Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>18-25</td>
<td>1</td>
<td>9.9%</td>
</tr>
<tr>
<td>26-45</td>
<td>2</td>
<td>37.3%</td>
</tr>
<tr>
<td>46-60</td>
<td>3</td>
<td>30.0%</td>
</tr>
<tr>
<td>over 60</td>
<td>4</td>
<td>22.0%</td>
</tr>
<tr>
<td>Refused/won't say 5 (don't read)</td>
<td>5</td>
<td>.6%</td>
</tr>
</tbody>
</table>

48. Education

<table>
<thead>
<tr>
<th>Education</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade school</td>
<td>1</td>
<td>6.3%</td>
</tr>
<tr>
<td>High school graduate</td>
<td>2</td>
<td>43.6%</td>
</tr>
<tr>
<td>Some college</td>
<td>3</td>
<td>20.0%</td>
</tr>
<tr>
<td>College graduate</td>
<td>4</td>
<td>27.3%</td>
</tr>
<tr>
<td>Refused/won't say (don't read)</td>
<td>5</td>
<td>2.5%</td>
</tr>
</tbody>
</table>
49. How would you describe yourself on environmental issues?
   I belong to or donate to environmental groups such as the Audubon Society or Sierra Club  
   1  15.2
   I support candidates on the basis of their environmental stands  
   2  13.9
   I'm interested in the environment but seldom do much about it  
   3  49.8
   I'm generally not interested in environmental matters/ don't know  
   4  20.9

50. Counties
    Hancock  
    1  13.2
    Washington  
    2  9.1
    Waldo  
    3  9.4
    Lincoln  
    4  10.0
    Knox  
    5  10.4
    Sagadahoc  
    6  8.5
    Cumberland  
    7  31.0
    York  
    8  7.8
    Control Group 9  0  (Saco, Winthrop, Presque Isle etc)

51. Outdoor Index
    I hunt and/or fish  
    1  39.4
    I don't hunt or fish but I do outdoor activities such as RV camping/ ATV riding/  
    2  8.5
    I do outdoor activities such as bird watching or hiking or cross country skiing or boating  
    3  31.2
    I don't do much outdoor activity  
    4  20.7

52. Approximate total income of household
    0-$20,000  
    1  16.1
    $21,000-45,000  
    2  26.6
    $46-$75,000  
    3  24.1
<table>
<thead>
<tr>
<th>Income Level</th>
<th>Count</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>$75,000+</td>
<td>4</td>
<td>10.4</td>
</tr>
<tr>
<td>Don’t know/won’t say</td>
<td>5</td>
<td>22.5</td>
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</tbody>
</table>

53. How long have you lived in Maine?

<table>
<thead>
<tr>
<th>Duration</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All my life/native</td>
<td>1</td>
<td>50.1</td>
</tr>
<tr>
<td>More than 20 years</td>
<td>2</td>
<td>18.0</td>
</tr>
<tr>
<td>10-20 years</td>
<td>3</td>
<td>17.6</td>
</tr>
<tr>
<td>5-10 years</td>
<td>4</td>
<td>7.0</td>
</tr>
<tr>
<td>Less than 5 years</td>
<td>5</td>
<td>6.7</td>
</tr>
<tr>
<td>Don’t know/won’t say</td>
<td>6</td>
<td>0</td>
</tr>
</tbody>
</table>

54. Source of TV/Local News

<table>
<thead>
<tr>
<th>Location</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland</td>
<td>1</td>
<td>57.2</td>
</tr>
<tr>
<td>Bangor</td>
<td>2</td>
<td>42.7</td>
</tr>
<tr>
<td>Presque Isle</td>
<td>3</td>
<td>0</td>
</tr>
</tbody>
</table>
Soft Data

Aquaculture - Soft Data

20020426.145752
"If it isn't broke then don't fix it. Like the trap limits, this added more traps cause they bought their limit. The right whale, and the fish nets, it's really silly too extreme. Many fisherman have an extra boat, and its under another mans name, the laws are forcing the man to break the law. I don't know too much about aquaculture."

20020426.145837
"Waterfront property is so costly that it is only sold to people from away. It's all about money. 40. Poor septic systems."

20020426.150534
"All I know is that there was a boat the other day and they said it was cutting the lines, that's what we heard."

20020426.151623
"I work nights and I don't pay attention to this stuff."

20020426.155402
"Oh yeah we have the salmon pens right out here. My son's friend works there. It is good I guess, except when the fish was spoiled they say."

20020426.160301
"I don't know much about it, but I know they raise salmon here."

20020426.162232
"I don't think they should be listed. 40. Soil erosion."

20020426.163656
"9. The by products trucked through town, it smells. The environmentalists feel we have to save the salmon, when actually there are no native salmon left to save. We need to start anew, and this will allow that to happen. I agree with King."

20020426.165029
"Well, I'll tell you. They take the salmon poo and they haul it up the road two miles and spread it on the fields, the hay has never been so green before."

20020427.095004
"9. Some times they have problems with the contamination, like what happened to the salmon. I think they need to try this on a smaller scale until they work out the problems. Our water is pretty clean here, we have a good strong flow, and things a good here, hardly ever have a spill of any kind."
"My family fishes and they are all for this, so I guess it is ok."

"I don't think we have any wild salmon left here, not to worry. 27. It depends on who is ruling it, some of these guys are bad news."

"My daughter is not home, and she would know more about this than I do."

"5. Shrimp."

"That pollution thing is just not right. The waste product is hauled off to make fertilizer and is then sold as seafood compost, it is a good off shoot. It is like cleaning out your fish tank at home."

"We need regulations, but I'm not impressed at all with the Dept. Of Marine Resources. The Friends of Blue Hill, are just a bunch of people from away who shouldn't even have a voice in this matter. The nasty virus occurred with the salmon, but it was greater notice because it was within a pen. Enlarge the pens, or put in fewer fish. The owner here in Bucksport of the pens is from Norway where we have been doing this for many years. The seals are a problem with these pens. You must construct the nets a bit higher. The fisherman should come up with the plan, and not someone in Augusta, who does not know."

"The main thing is not over crowding. 27. The plan is ok but only done with fisherman. 40. All of the above."

"9. Problems but they can be over come. 24. It is not like any other type of industry."

"The people from away want to change things to be like the place they came from which they didn't like. (Blue Hill)"

"9. Seafood I think. 10. Beauty"

"5. Vegetables."

"5. Food. I don't see pollution here, things are pretty good. We should let the fisherman fish, since it's their living, and keep the other boats out."