

# Highland Wind Project Surveys of Hikers March 2011

*Report of Trail Intercept and Web Survey Research*

*Conducted Summer and Fall 2010*

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## I. Purpose of Surveys

Highland Wind, LLC (Highland Wind) proposes a 39-turbine wind farm in Highland Plantation, Maine. Under the Maine law governing the expedited permitting of grid-scale wind energy development (35-A M.R.S.A., Ch. 34-A)(Wind Energy Act), the Land Use Regulation Commission must consider several criteria relating to the potential visual impact of the development on defined “scenic resources of state or national significance” that are located within eight miles of the project. The criteria include the expectations of typical viewers (35-A M.R.S.A. §3452 (3) (C)) and the effect of the generating facilities’ presence on the public’s continued use and enjoyment of the scenic resource (35-A M.R.S., A. §3452 (3) (E)).

Among the scenic resources of state or national significance within eight miles of the proposed project are a portion of the Bigelow Preserve that includes Little Bigelow Mountain and a section of the Appalachian Trail (A.T.) that crosses Little Bigelow Mountain. It should be noted that the high peaks of Bigelow Preserve (Avery Peak, West Peak, The Horns, and Cranberry Peak) are more than eight miles from the proposed Highland Wind Project and therefore are not among the scenic resources considered by the Wind Energy Act to be impacted.

The purpose of the surveys conducted by Portland Research Group in consultation with Evan Richert, AICP, is to help reviewers of the Highland Wind Project evaluate the project in consideration of the above criteria with respect to Little Bigelow Mountain and the section of the A.T. that crosses Little Bigelow Mountain. More specifically, the objectives are to:

**(1) Identify the typical viewers visiting Little Bigelow Mountain and the section of the A.T. that crosses the mountain:**

- What are viewers’ demographic characteristics (e.g., age, place of residence, etc.)?
- How frequently do they hike, and how often do they visit Bigelow Preserve?
- Do they belong to outdoor organizations, and have they formed an opinion about commercial-scale wind energy development in Maine?

**(2) Understand the expectations of typical hikers for views from the Little Bigelow Mountain section of the A.T. and, more generally, in the Western Maine Mountains:**

- What motivates hikers to hike in the Bigelow Preserve and the Western Maine Mountains?
- Which scenic destinations in Maine are most prominent in their minds, and which views command their attention?
- How likely do hikers in the Western Maine Mountains think it is that they will see human-made alterations and developments in the landscape including, but not limited to, commercial-scale wind developments?

**(3) Estimate the potential impact of the Highland Wind Project on hikers' enjoyment of the section of the A.T. that crosses Little Bigelow Mountain:**

- How do users assess the scenic value of different views of the landscape of which Highland Wind's turbines will be a part, both before and after the turbines are introduced?
- Is the potential impact of the Highland Wind Project on hikers' enjoyment of the scenic resources – within a setting, at a location, of a size, and at a distance such as is proposed in Highland Plantation – adverse, and if so, how adverse?
- How does the impact of a commercial-scale wind power project compare with other large-scale human-made alterations that are also part of the experience of hiking the Little Bigelow Mountain section of the A.T.?

**(4) Measure the potential impact of the Highland Wind Project on users' likelihood of returning to the Little Bigelow Mountain section of the A.T. to continue their use of this resource:**

- Would the presence of the Highland Wind Project discourage return by hikers to the scenic resource, encourage their return, or have no effect?

## II. Survey Approach

To meet the purpose of the surveys stated in Section I, Portland Research Group, in consultation with Evan Richert, AICP, conducted a trail intercept survey and, for context and broader understanding of expectations of hikers in Western Maine Mountains, a supplemental web survey.

To conduct the trail survey, hikers were intercepted – stopped as they were hiking – and interviewed at two locations along the Appalachian Trail within the Bigelow Preserve. Portland Research Group conducted these intercepts over five days during three different months of the 2010 hiking season (July, August, and October). Using a structured survey, Portland Research Group interviewers gathered hikers’ opinions and other information on issues relevant to the criteria in Maine’s Wind Energy Act as it applies to Highland Wind’s proposal, including opinions drawn from a photo simulation of the Highland Wind Project. The two locations for the trail intercept survey were (1) the junction of Safford Brook Trail with the A.T. and (2) the summit of the east peak of Little Bigelow Mountain. These points were selected to ensure that Portland Research Group interviewers would intercept virtually all Bigelow Preserve hikers who were actually hiking within 8 miles of the proposed location of the turbines.

An on-site intercept survey is essential to gaining an in-depth, accurate understanding of the expectations and potential impacts on those using a scenic resource. Because the intercepts are eliciting impressions and evaluations from hikers on the trail and therefore at the same time as hikers are actually experiencing the sights, sounds, and setting that are the subject of the questions, the impressions are fresh and immediate. An intercept survey can also be administered in a controlled, uniform manner, reducing the variability in responses that might be due to the way a question is read, for example, or to the distance a photographic image is held from the eyes of the participant.

Five days of intercepts produced a sufficient number of interviews (total of 58) for reliable statistical analysis and, by covering different days in Summer and Fall, yielded what can be assumed and in fact appears to be a representative cross-section of hikers.

While the results of the trail intercept survey stand on their own, Portland Research Group, in consultation with Evan Richert, AICP, also conducted a supplemental and separate web-based survey (referred to as the “web survey”) to gain understanding of the:

- various scenic hiking destinations in Maine generally and in Western Maine specifically, including the Bigelow Preserve, from a cross-section of persons who hike in Maine and particularly who hike in the Western Maine Mountains (“Western Maine hikers”); and
- perceptions of Western Maine hikers of the likelihood of encountering different kinds of development and other human alterations while hiking in Western Maine, and for the potential effect of such encounters on (1) enjoyment of hiking in the Western Maine Mountains and (2) the likelihood of returning to the same resources in the future.

In this report, the results of the trail intercept survey are presented first, followed by the findings from the supplemental web survey. For a variety of reasons, including the different ways in which the

surveys were conducted (in person versus via the web), the different settings in which the participants were responding (on-site versus in front of a computer), the different sampling methods, and the different questionnaires used, the results of the two surveys are not directly comparable in statistical terms. Rather, the results of the web survey are intended to provide the Commission with an added perspective to the trail intercept from a sample of Western Maine Mountain hikers particularly and Maine hikers generally.

### III. Summary of Findings

This section presents a summary of the findings from the trail intercept survey and the supplemental web survey. In each case, the findings are categorized with respect to:

1. The characteristics of typical viewers
2. The expectations of typical viewers
3. Their enjoyment of the scenic resource
4. Their continued use of the scenic resource

The summary findings from the web survey focus on a segment of 104 participants (n=104) who have hiked in the Western Maine Mountains within the last three years.

Sections IV and V, after restating the findings from the trail intercept and web surveys, add supporting data for each of the findings. Additional data presentations and analyses of the data for each survey can be found in Appendix A (trail intercept survey) and Appendix B (web survey).

#### A. Trail Intercept Survey Findings

##### 1. With Respect to Characteristics of Typical Viewers:

- a. **Varied demographics.** *The “typical viewers” in the Little Bigelow Mountain section of the A.T. within the Bigelow Preserve are diverse in terms of age ranges, gender, and residency in Maine or outside of Maine.*
- b. **Hiking characteristics.** *The majority of hikers on Little Bigelow Mountain were day hikers, but a large percentage were A.T. Thru-Hikers and other overnight hikers. Hikers tended to hike in pairs, and most were experienced hikers.*
- c. **Associations and points of view toward wind energy.** *A minority of hikers to Little Bigelow Mountain are members of outdoor organizations, although it is a sizeable group. Hikers (whether or not members of outdoor organizations) span a range of positions on commercial-scale wind energy development in Maine, from positive to negative, with large shares either in support of wind energy development or neutral/uncertain on the issue.*

##### 2. With Respect to Expectations of Typical Viewers:

- a. **Reasons for hiking in the Bigelow Preserve.** *Hikers expressed no single motivation for hiking in the Bigelow Preserve, but rather a combination of motivations, including, e.g., getting outdoors/fresh air, exercise/health, and scenery/views. Most hikers individually cited multiple reasons for hiking, and among hikers as a whole the primary reasons for hiking vary widely.*



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- b. **Prominence of Bigelow Preserve.** *The Bigelow Preserve and places within it are among the destinations most frequently mentioned, top of mind, as having high scenic value by those intercepted on east peak of Little Bigelow Mountain.*
  - c. **Focus of hikers' viewing attention at east peak of Little Bigelow.** *Hikers climbing to the east peak of Little Bigelow Mountain were focused primarily on views to the south toward Sugarloaf Resort and to the west toward the high peaks of the Bigelow Range, and not on views to the east/southeast toward Stewart Mountain and the lower mountains where the Highland Wind Project would be located. In fact, none of the hikers ventured down the ledge to the vantage point where the views of the project would be most open.*

**3. With Respect to Enjoyment of the Scenic Resource:**

- a. **Scenic value of existing views from east peak of Little Bigelow.** *Of the three major components of the view from the east peak of Little Bigelow Mountain (west, south, and east/southeast), the view to the west, toward the high peaks of the Bigelow Range, is very highly valued. Views to the south toward the Sugarloaf ski resort, and to the east/southeast in the direction of the proposed Highland Wind Project, are also valued, but significantly less so.*
- b. **Effect of turbines on scenic value of view from Little Bigelow.** *On average, for the hikers surveyed on the east peak of Little Bigelow, the introduction of the wind turbines proposed by Highland Wind on the mountains to the east/southeast will reduce the perceived scenic value of the view from the east peak of Little Bigelow Mountain from a somewhat positive rating to a rating that is neither positive nor negative.*
- c. **Effect on scenic value as perceived by day hikers versus A.T. Thru-Hikers.** *On average, both day hikers and A.T. Thru-Hikers rated the scenic value of the view from Little Bigelow Mountain toward the Highland Wind Project with the wind turbines in place in the neutral range; however, the A.T. Thru-Hikers were nearly unanimous in their neutral ratings, while day hikers covered the range from positive to negative.*
- d. **Effect of turbines on enjoyment of Little Bigelow.** *For most hikers, the presence of turbines in the proposed location would have neither a positive nor a negative effect on their enjoyment of coming to the east peak of Little Bigelow Mountain.*
- e. **Influence of one's position on wind energy development on ratings of scenic value and of effect on enjoyment.** *One's position, in general, on commercial-scale wind energy development in Maine appears to influence both the rating of the photo-simulated view with wind turbines and the rating of the potential effect of the Highland Wind Project on the enjoyment of coming to the east peak of Little Bigelow Mountain.*
- f. **Influence of membership in an outdoor organization on the ratings of effect on enjoyment.** *The majority of both those who are members of an outdoor organization and*

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*those who are not rated the effect of the Highland Wind turbines on their enjoyment of coming to the east peak of Little Bigelow Mountain as neither positive nor negative (i.e., no effect). However, the mean score for those who do not belong to an outdoor organization is significantly higher (toward the positive end of the scale) than the mean score for those who do belong to an outdoor organization.*

**4. With Respect to Continued Use of the Scenic Resource:**

- a. **Effect on use.** *The existence of the Highland Wind Project would have no overall effect on the likelihood of hikers returning to the east peak of Little Bigelow Mountain.*

**B. Web Survey Findings**

(Note: this summary focuses on a segment of 104 web survey participants who have hiked in the Western Maine Mountains within the last three years (n=104). They are referred to as the “Western Maine hikers.”)

**1. With Respect to Characteristics of Typical Viewers:**

- a. **Varied demographics.** *Western Maine hikers are diverse in terms of their age ranges, gender and residency in Maine or outside of Maine.*
- b. **Hiking characteristics.** *Western Maine hikers are fairly frequent hikers, including in Maine, and most have hiked at least some part of the A.T. in Maine.*
- c. **Associations and points of view toward wind energy development.** *A minority of Western Maine hikers are members of outdoor organizations, although it is a sizeable group. Western Maine hikers span a range of positions on commercial-scale wind energy development in Maine, from positive to negative, with the greatest share in support of such development.*

**2. With Respect to Expectations of Typical Viewers:**

- a. **Reasons for hiking in the Western Maine Mountains.** *Western Maine hikers expressed no single motivation to hike in the Western Maine Mountains, but rather, a combination of motivations including scenery/ views, proximity/ location, and relaxation/ solitude.*
- b. **Prominence of Bigelow Preserve.** *Only a small percentage of Western Maine hikers mentioned the Bigelow Preserve, top of mind, as an outdoor destination in Maine or Western Maine with high scenic value. The Bigelow Preserve is less familiar to Western Maine hikers than a number of other destinations in Maine and Western Maine.*

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- c. **Likelihood of seeing development.** *Western Maine hikers, on the whole, did not rate the probability of seeing various kinds of development or other human alterations, including energy facilities such as wind farms, while hiking in the Western Maine Mountains as either likely or unlikely.*

3. **With Respect to Enjoyment of the Scenic Resource:**

- a. **Effect of seeing development in the Western Maine Mountains on enjoyment of hiking in Western Maine.** *The potential effect of seeing various kinds of development or other human alterations, including energy facilities such as wind farms, on the enjoyment of hiking in the Western Maine Mountains, is, on average, neither positive nor negative. Energy facilities such as wind farms are the least likely to negatively affect enjoyment, while second home developments and industrial facilities such as paper mills are the most likely to negatively affect enjoyment.*
- b. **Effect of development, including turbines, on the scenic value of views from Bigelow Preserve.** *Among Western Maine hikers, a project such as that proposed by Highland Wind would have a small adverse effect on scenic value but, overall, the scenic value would remain positive.*
- c. **Highland Wind as a point of interest.** *The Highland Wind Project, if built in the location and in the manner proposed and visible from the trail, likely would be a point of interest for many hikers to Little Bigelow Mountain.*

4. **With Respect to Continued Use of the Scenic Resource:**

- a. **Effect of wind farms generally on returning to the Western Maine Mountains.** *The presence of energy facilities such as wind farms within the Western Maine Mountains would have neither a positive nor a negative effect on Western Maine hikers' likelihood of returning to the Western Maine Mountains to hike.*
- b. **Effect of the Highland Wind Project specifically on returning to a trail.** *If a project such as that proposed by Highland Wind is developed, the likelihood of Western Maine hikers returning to the trail with this view would remain positive, although compared with the existing view of the Stewart Mountain – Witham Mountain area, the likelihood of returning would be down slightly.*

## IV. Trail Intercept Survey: Methodology, Findings, and Supporting Information

### A. Methodology

<p><b>Respondent Criteria</b></p>	<p>Portland Research Group interviewed hikers arriving at the Safford Brook Trail – Appalachian Trail junction and on the east peak of Little Bigelow summit within the Bigelow Preserve. These two points capture all hikers on the A.T. in the Bigelow Preserve who were actually hiking within 8 miles of the proposed location of the Highland Wind Project on the days the intercept interviews were conducted (except hikers, if any, who may have begun the trip from Long Falls Dam Road but did not complete the trip on the days of the intercepts to the east peak of Little Bigelow Mountain).</p>
<p><b>Respondent Counts</b></p>	<p>n=58 total n=21 at the Safford Brook junction n=37 at the east peak of Little Bigelow.</p>
<p><b>Data Collection</b></p>	<p>Dates: Interviews were conducted on five separate days in 2010: four Summer weekend days and one Fall weekend day. These were:</p> <ul style="list-style-type: none"> <li>▪ Saturday July 17 – good weather with good visibility</li> <li>▪ Saturday July 24 – suitable for hiking, with a favorable clearing forecast for the day, but the view from the east peak of Little Bigelow Mountain remained shrouded with clouds throughout the day</li> <li>▪ Friday August 6 – good weather with good visibility</li> <li>▪ Saturday August 7 – good weather with good visibility until mid-afternoon, when rain fell</li> <li>▪ Sunday, October 3 – good weather with good visibility.</li> </ul>
<p><b>Questionnaire</b></p>	<p>25 questions for east peak of Little Bigelow, 22 questions for Safford Brook, in a structured questionnaire administered by Portland Research Group employees.</p> <p>Questions at both locations tracked experiences during respondents’ current trips, reasons for hiking and visiting Bigelow Preserve, perceptions of other outdoor destinations in Maine, and position on commercial-scale wind energy development in Maine.</p> <p>Questions asked at the east peak of Little Bigelow (but not at Safford Brook junction, from which the Highland Wind Project would not be visible) included ratings of the views and a photo simulation of the Highland Wind Project and of the potential effect of the Project on future use and enjoyment of hiking up Little Bigelow Mountain.</p>

<p><b>Research Caveat</b></p>	<p>Results are reported for the total sample of n=58 and for subgroup samples. As a rule, results for subgroup sample sizes less than n=50 should be used “directionally” – meaning that they are indicative of the direction of the responses (for example, in or toward the negative, positive, or neutral ranges) but a specific statistic may not be able to be extrapolated to the larger population within a reasonable margin of error. However, given the very high cooperation rate in this research, one can consider these samples close to a complete enumeration of hikers for the interviewing period, with, e.g., a margin of error of +/- 8.9 percentage points at the 95% level of confidence for the subsample of n=37 respondents at the east peak of Little Bigelow Mountain. Portland Research Group determined that, due to the very high cooperation rate and an interviewing period that spanned the peak hiking seasons, additional days of intercept interviewing were not required to increase the validity and representativeness of the results. See notes on methodology below.</p>
<p><b>Statistical Testing</b></p>	<p>All statistical significance testing is done at the 95% level of confidence. When a difference is referred to as “significant”, it is a statistically significant difference at the 95% level of confidence (indicated by a p=.05 or less). The three statistical tests used in this report are Paired Samples T-Test, Student’s T-Test, and Z-Test. All tests are two-tailed.</p>

**Notes on Methodology**

Of the 42 solo or parties of hikers intercepted at the two intercept points combined, at least one adult from 38 of the solo or parties of hikers was interviewed. This represents a 90% cooperation rate. On an individual basis, the cooperation rate was 72% (58 of 81 adults – plus seven ineligible children not included in the base). This constitutes a high level of cooperation, and allows the application of a small finite population correction factor, which tightens the confidence interval (at the 95% level of confidence) for the sample size of n=58 from +/- 12.9 percentage points to +/- 6.9 percentage points.

On the east peak of Little Bigelow, at least one adult from 24 of 28 eligible solo or parties of hikers was interviewed. One solo A.T. Thru-Hiker, one pair of A. T. Thru-Hikers, one couple, and one family of four hikers declined to be interviewed. This results in an 86% cooperation rate. On an individual basis, the cooperation rate was 70% (37 of 53 adults – plus five ineligible children not included in the base). Nine individuals making up four distinct hiking parties were missed, as well as seven individuals who were part of hiking parties in which at least one adult from those groups was interviewed. This high cooperation rate tightens the confidence interval (at the 95% level of confidence) for the sample size of n=37 interviews from the east peak of Little Bigelow from +/- 16.1 percentage points to +/- 8.9 percentage points.

Of the 14 solo or parties of hikers intercepted at the junction of the Safford Brook Trail and Appalachian Trail, at least one adult from all of the 14 solo or parties of hikers was interviewed, for a 100% cooperation rate. On an individual basis, the cooperation rate was 75% (21 of 28 adults – plus two ineligible children not included in the base). Applying the small population correction factor

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tightens the confidence interval for the sample size of n=21 interviews from Safford Brook junction from +/- 21.4 percentage points to +/- 10.9 percentage points.

A ten-point scale was used for ratings throughout the study. Ten-point scales are very useful due to their familiar nature and common public use. The general public routinely refers to a ten-point scale when casually assessing something. Given the public's general familiarity with the scale, the distances between each point on the scale tend to be treated more consistently than on a 5- or 7-point scale.

Market researchers tend to analyze responses provided on a 10-point scale by grouping these responses into three ranges: answers to a question falling in the 1 to 3 point range are categorized as negative, low, or unfamiliar; answers in the 4 to 7 point range are categorized as neutral, meaning not a decisive opinion or real commitment to either end of the spectrum or scale; and answers in the 8 to 10 point range are categorized as positive, high, or familiar.

The analysis in this report uses these three ranges: 1 to 3, vs. 4 to 7, vs. 8 to 10. In certain places the neutral range (4 to 7) is broken out to provide more detail.

## **B. Findings and Supporting Information: Trail Intercept Survey**

### **1. With Respect to Characteristics of Typical Viewers:**

- a. **Varied demographics.** *The "typical viewers" in the Little Bigelow Mountain section of the A.T. within the Bigelow Preserve are diverse in terms of age ranges, gender, and residency in Maine or outside of Maine. Supporting information includes:*
  - 56% of hikers to the east peak of Little Bigelow are between 45 and 64 years old, while 38% are under 35 years old. (See p.31)
  - About two-thirds (65%) of hikers to Little Bigelow are male and about one-third (35%) are female. (See p. 31)
  - 59% of hikers to Little Bigelow have their primary residence in Maine, including 5% who live within approximately 15 miles of Highland Plantation. 41% have their primary residence outside of Maine. About one in five has a second home in Maine. (See p. 31)
- b. **Hiking characteristics.** *The majority of hikers on Little Bigelow Mountain were day hikers, but a large percentage were A.T. Thru-Hikers and other overnight hikers. Hikers tended to hike in pairs, and most were experienced hikers. Supporting information includes:*
  - 62% of hikers to the east peak of Little Bigelow were day hikers, 30% were A.T. Thru-Hikers, and 8% were other overnight hikers. (See p. 31)
  - Nearly half (46%) of the hikers hiked in pairs, while about one-quarter (24%) hiked solo. The average party size is 2.3. (See p. 31)

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- Participants take hikes<sup>1</sup>, on average, on 34 days per year. (See p. 36)
  - Almost two-thirds (64%) have made one or two trips to Bigelow Preserve in the last three years, while about 10% have made more than 10 trips. (See p. 32)
- c. **Associations and points of view toward wind energy.** A minority of hikers to Little Bigelow Mountain are members of outdoor organizations, although it is a sizeable group. Hikers (whether or not members of outdoor organizations) span a range of positions on commercial-scale wind energy development in Maine, from positive to negative, with large shares either in support of wind energy development or neutral/ uncertain on the issue. Supporting information includes:
- 40% of hikers interviewed on the east peak of Little Bigelow Mountain reported being members of at least one outdoor organization. The largest share (40%) reported being members of the Appalachian Mountain Club or its Maine chapter. (See p. 33-34)
  - Regarding their position on commercial-scale wind energy development in Maine, the majority of hikers stated they either support such development or are neutral:
    - At both locations combined, 38% said they support it, 43% are neutral, and 17% said they do not support it. (See p. 35)
    - At the east peak of Little Bigelow Mountain, 43% said they support it, 41% are neutral, and 13% said they do not support it. (See p. 35)

## 2. With Respect to Expectations of Typical Viewers:

- a. **Reasons for hiking in the Bigelow Preserve.** Hikers expressed no single motivation for hiking in the Bigelow Preserve, but rather a combination of motivations, including, e.g., getting outdoors/ fresh air, exercise/ health, and scenery/ views. Most hikers individually cited multiple reasons for hiking, and among hikers as a whole the primary reasons for hiking vary widely. Supporting information includes:
- About one-third (31%) of all hikers mentioned views as a motivation, while larger percentages mentioned getting outdoors/ nature/ fresh air (45%) and exercise/ health (43%). (See p. 36)
  - Notably, when forced to select just one primary reason for hiking in the Bigelow Preserve, the responses were similarly varied, including 17% who cited outdoors/ nature/ fresh air, 9% who cited views, and 9% who cited A.T. thru-hiking as their primary reason for hiking. (See p. 36)

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<sup>1</sup> The definition of a “hike” was self-determined. If asked, a “hike” was defined as a walk of three miles or more on an unpaved trail.



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- A.T. Thru-Hikers were motivated primarily by a sense of accomplishment. Aesthetic and other motives (such as getting outdoors, views, exercise, weather/ hiking conditions, enjoyment, favorite hike) listed as primary reasons for day hikers and a few overnights generally were not reasons cited by Thru-Hikers for hiking to the summit of Little Bigelow. (See p. 40)
- b. **Prominence of Bigelow Preserve.** *The Bigelow Preserve and places within it are among the destinations most frequently mentioned, top of mind, as having high scenic value by those intercepted on east peak of Little Bigelow Mountain. Supporting information includes:*
- Katahdin/ Baxter State Park was the most frequently mentioned destination (mentioned by 47%), followed by Bigelow Preserve (mentioned by 38%). (See p. 37)
  - Other destinations in the Western Maine Mountains (mentioned by 22%) and Acadia National Park (mentioned by 16%) followed in most frequent mentions. (See p. 37)
- c. **Focus of hikers' viewing attention at east peak of Little Bigelow.** *Hikers climbing to the east peak of Little Bigelow Mountain were focused primarily on views to the south toward Sugarloaf Resort and to the west toward the high peaks of the Bigelow Range, and not on views to the east/ southeast toward Stewart Mountain and the lower mountains where the Highland Wind Project would be located. In fact, none of the hikers ventured down the ledge to the vantage point where the views of the project would be most open. Supporting information includes:*
- Most adult hikers<sup>2</sup> (79%; 42 of 53) to the east peak of Little Bigelow Mountain climbed a high outcrop next to and above the actual A.T. footpath to experience views from the peak, and some also went to a secondary outcrop just below the first. However, almost all (92%; 49 of 53) adult hikers stopped to rest and have a snack or lunch. All of those who went to the rock outcrop above the trail positioned themselves facing the views to the south and west while they rested and ate food. (See p. 41)
  - During five days of observation, none of the 53 hikers encountered at the east peak of Little Bigelow Mountain (both those who were interviewed and those who were not) moved to the portion of the peak (approximately 40 yards from the high outcrop, down a ledge slope and around some vegetation) with the most open easterly/ southeasterly view, which would also have the most open view of the proposed Highland Wind Project. (See p. 41)
  - Some of the A.T. Thru-Hikers (29%; 4 of 14) did not leave the A.T. footpath and thus did not take in views from the east peak of Little Bigelow Mountain. (See p. 41)

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<sup>2</sup> The five children, ineligible for the interview, followed the same pattern.



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### 3. With Respect to Enjoyment of the Scenic Resource:

a. **Scenic value of existing views from east peak of Little Bigelow.** *Of the three major components of the view from the east peak of Little Bigelow Mountain (west, south, and east/southeast), the view to the west, toward the high peaks of the Bigelow Range, is very highly valued. Views to the south toward the Sugarloaf ski resort, and to the east/southeast in the direction of the proposed Highland Wind Project, are also valued, but significantly less so. Supporting information includes:*

- Respondents looked from the east peak of Little Bigelow and rated the scenic value of the views in the three directions by using a ten-point scale (10=very high scenic value and 1=very low scenic value). Average ratings<sup>3</sup> are:
  - to the west toward the high peaks including Avery and beyond: 9.3
  - to the south toward Sugarloaf Resort: 7.2
  - the east/ southeast toward Stewart Mountain: 7.1

The differences in the mean ratings of the views to the west vs. the south and to the west vs. the east/ southeast are statistically significant in both cases. The average ratings from the east peak of Little Bigelow respondents able to see the views to the south toward Sugarloaf Resort and to the east/ southeast toward Stewart Mountain are still in the positive range but well below the rating of the view to the west. (See p. 42-43)

- East peak of Little Bigelow respondents able to see the views rated the scenic value of a photograph to the east/ southeast (taken from the lower ledge where views in this direction are most open) slightly higher in the positive range (7.5) than they rated the actual view in this direction from where they were standing for the interview atop the high outcrop of the peak (7.1) (where the view to the east/ southeast is less open). This difference is not statistically significant. (See p. 42-44)

b. **Effect of turbines on scenic value of view from Little Bigelow.** *On average, for the hikers surveyed on the east peak of Little Bigelow, the introduction of the wind turbines proposed by Highland Wind on the mountains to the east/ southeast will reduce the perceived scenic value of the view from the east peak of Little Bigelow Mountain from a somewhat positive rating to a rating that is neither positive nor negative. Supporting information includes:*

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<sup>3</sup> Of the five days of interviews at the east peak of Little Bigelow, the peak was shrouded in clouds on one of them. During this day, 7 hikers were interviewed. However, because they could not see the distant views, their ratings of the existing views from the east peak of Little Bigelow were very low. The analysis for this portion of the survey is therefore based on the ratings from the 30 respondents intercepted during the other four days, when viewing conditions were good. See the column in Table 8 labeled "Those able to see views, n=30."

- 
- East peak of Little Bigelow respondents in total gave a photo simulation of the view to the east/ southeast with the proposed turbines an average rating of 5.4, which is neither positive nor negative. The difference between the mean rating of the photograph without the turbines (7.5) and the photograph with the turbines (5.4) is statistically significant. (See p. 43-44)
- c. **Effect on scenic value as perceived by day hikers v. A.T. Thru-Hikers.** On average, both day hikers and A.T. Thru-Hikers rated the scenic value of the view from Little Bigelow Mountain toward the Highland Wind Project with the wind turbines in place in the neutral range; however, the A.T. Thru-Hikers were nearly unanimous in their neutral ratings, while day hikers covered the range from positive to negative. Supporting information includes:
- The mean rating given by day hikers was 5.3, with 52% rating the photo simulation with turbines in the neutral range (22% positive and 26% negative). By contrast, the mean rating given by A.T. Thru-Hikers was 5.6, with 91% rating the photo simulation with turbines in the neutral range. A significantly higher percentage of A.T. Thru-Hikers than day hikers rated the photo simulation with turbines in the neutral range. (See p. 45)
- d. **Effect of turbines on enjoyment of Little Bigelow.** For most hikers, the presence of turbines in the proposed location would have neither a positive nor a negative effect on their enjoyment of coming to the east peak of Little Bigelow Mountain. Supporting information includes:
- Nearly three-quarters (73%) rated the potential effect of the turbines on their enjoyment of coming to the east peak of Little Bigelow in the neutral range (neither positive nor negative). 8% rated the potential effect positively, and 19% rated the potential effect negatively. The mean score is 4.8. (See p. 46)
- e. **Influence of one's position on wind energy development on ratings of scenic value and of effect on enjoyment.** One's position, in general, on commercial-scale wind energy development in Maine appears to influence both the rating of the photo-simulated view with wind turbines and the rating of the potential effect of the Highland Wind Project on the enjoyment of coming to the east peak of Little Bigelow Mountain. Supporting information includes:
- Among the 43% of hikers interviewed at the east peak of Little Bigelow who support commercial-scale wind energy development in Maine, the mean rating of the photo simulation is 6.3. Of the 41% of the hikers who neither support nor oppose commercial-scale wind energy development in Maine, the mean rating is 5.1. Of the 13% of the hikers who oppose commercial-scale wind energy in Maine, the mean rating is 3.2. The difference in mean ratings between supporters and opponents is statistically significant. (See p. 45)

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- The mean rating given by supporters of wind energy development of the potential effect of the turbines on the enjoyment of coming to Little Bigelow is 5.6. The mean rating by those who neither support nor oppose wind energy development is 4.5. The mean rating by those who do not support wind energy development is 2.8. The difference in mean ratings between supporters and opponents is statistically significant. (See p. 46)
- f. ***Influence of membership in an outdoor organization on the ratings of effect on enjoyment.*** *The majority of both those who are members of an outdoor organization and those who are not rated the effect of the Highland Wind turbines on their enjoyment of coming to the east peak of Little Bigelow Mountain as neither positive nor negative (i.e., no effect). However, the mean score for those who do not belong to an outdoor organization is significantly higher (toward the positive end of the scale) than the mean score for those who do belong to an outdoor organization. Supporting information includes:*
- Two-thirds (67%) of participants who belong to an outdoor organization rated the potential effect of the turbines on their enjoyment of coming to the east peak of Little Bigelow Mountain in the neutral range, with a mean score of 4.0. A higher percentage of participants (77%) who are not members of an outdoor organization rated the potential impact on their enjoyment in the neutral range, with a mean score of 5.3. Although both average scores are in the neutral range, there is a statistically significant difference between them. (See p. 46)

#### 4. **With Respect to Continued Use of the Scenic Resource:**

- a. ***Effect on use.*** *The existence of the Highland Wind Project would have no overall effect on the likelihood of hikers returning to the east peak of Little Bigelow Mountain. Supporting information includes:*
- Nearly three-quarters of hikers (73%) reported that the presence of the Highland Wind Project to the east/ southeast of Little Bigelow would neither increase nor decrease their likelihood of returning. The mean response is in the neutral range (5.2). (See p. 47)
  - For the 84% of hikers who either support or are neutral on the subject of commercial-scale wind energy development, the Project would either have no effect or would be a positive influence, with mean ratings of 5.4 and 5.7, respectively. For the 13% of hikers who do not support commercial-scale wind energy development, the Project would make them less likely to return (mean rating of 2.8). (See p. 47)

## V. Supplemental Web Survey: Methodology, Findings, and Supporting Information

### A. Methodology

<b>Respondent Criteria</b>	Portland Research Group partnered with e-Rewards (recognized internationally by the Market Research industry as an excellent developer and manager of online panels adhering to strict industry standards) to identify potential respondents within their online panel who live in a northern New England state or Eastern Mass. and participate in non-motorized outdoor activities. Respondents were screened to include only those who have hiked in Maine within the last 3 years. “Hiking” was defined as a walk of more than two or three miles at one time on non-paved trails.
<b>Respondent Counts</b>	n=304
<b>Data Collection</b>	Members of e-Rewards online panels. 6,862 potential respondents invited to participate; 1,461 (21.3%) agreed; of these, 304 (20.8%) qualified as having hiked in Maine in past 3 years.  Dates: August 20 – August 31, 2010  For statistical significance, the objective was to interview at least n=100 who had hiked in the Western Maine Mountains within the last 3 years. This objective was met. 104 Western Maine hikers were reached.
<b>Questionnaire</b>	27 questions, some with multiple parts, in a structured web survey.  Questions tracked hiking activity in Maine; primary reasons for hiking in general and in the Western Maine Mountains specifically, including in Bigelow Preserve; identification of outdoor destinations in Maine offering high and low scenic value; likelihood and effect of seeing development while hiking, including effect on enjoyment and likelihood of returning; and assessment of photographic images and level of support for commercial-scale wind energy development in Maine.
<b>Research Caveat</b>	In general, results for subgroup sample sizes less than n=50 should be used “directionally” – meaning that they are indicative of the direction of the responses (e.g., in the negative, positive, or neutral ranges) but may not be able to be extrapolated to an entire population within a reasonable margin of error. See Tables 1 and 17 for confidence intervals associated with different sample segments, including those in which n=less than 50.
<b>Statistical Testing</b>	All statistical significance testing is done at the 95% level of confidence. When a difference is referred to as “significant”, it is a statistically significant difference at the 95% level of confidence (indicated by a p=.05 or less). The three statistical tests used in this report are Paired Samples T-Test, Student’s T-Test, and Z-Test. All tests are two-tailed.

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### **Notes on Methodology: Web Survey**

Professionally managed, online panels containing several million members represent the best proxy for a random sample when using a web survey to collect data. A web survey is the only practical way to reach a large sample of hikers in Maine and to test visual images with them. Using large, professionally managed panels as a proxy for random consumer surveys is a well-accepted practice in the market research industry. This is the accepted web-based alternative to a random telephone survey.

The e-Rewards panel is comprised of 3.2 million active participants. These participants are referred to as “panelists.”

- To maintain quality control, the panel uses an “invitation only” enrollment process. On an on-going basis, e-Rewards uses a structured series of screening questions administered by telephone to recruit new panelists. Members of brand loyalty programs are one of many sources used to identify prospective recruits. The panel is monitored constantly to eliminate non-participating members and those who do not adhere to strict guidelines, and to ensure the panels remain representative of target populations.
- Panelists are recruited from a diverse group of recognized consumer and business-focused brands such as Airmiles, Best Buy®, Delta Air Lines®, Blockbuster®, Continental Airlines®, Hilton HHonors®, Macy’s® and Pizza Hut®, to name a few. Most panelists receive an incentive through e-Rewards (e.g., accumulated points toward an item of value).
- A panelist must be invited in order to participate in any given survey. No other person can do so. When a web survey is administered to the panel, e-Rewards screens its members before inviting them to take the web survey, to ensure that only relevant potential respondents are invited. Nobody outside of the e-Rewards panel is able to receive an invitation to complete the web survey. The link to the web survey is made available only to invited panelists who cannot send it to other panelists and/ or contacts.
- Among the available screening criteria is whether a panelist regularly participates in non-motorized outdoor activities, including hiking. As noted in the methodology chart above, 6,862 panelists met this criterion and live in northern New England or eastern Massachusetts. The survey itself then screened for the final criterion: whether the panelist has hiked in Maine within the last three years.
- e-Rewards complies with industry standards published by The Council of American Survey Research Organization (CASRO), World Association of Research Professionals (ESOMAR), and The Marketing Research Association (MRA).

### **Notes on Analysis: Web Survey**

By completing n=304<sup>4</sup> interviews overall, the study was able to garner meaningful sample sizes for the most important segments (all of whom have hiked in Maine within the last three years) (see Table 1):

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<sup>4</sup> At the 95% level of confidence, the confidence interval for the total sample of n=304 is +/- 5.6 percentage points.

<b>Table 1. Key Web Survey Segments.</b>		
<b>Segment</b>	<b>Sample size (n)</b>	<b>Confidence Interval<sup>1</sup></b>
Western Maine Hikers:	104	+/- 9.6%
Western Maine hikers with some familiarity of the Bigelow Preserve:  (note: this subgroup includes those who rated their familiarity with Bigelow Preserve between 4 and 10 on a 10 point scale; scores of 1 to 3 are considered “unfamiliar.”)	49*	+/-14.0%
Residents of Maine (primary residence):	71	+/-11.6%
*Caution, small base (n<50); use for directional purposes only		
<sup>1</sup> Expressed in percentage points calculated at the 95% level of confidence.		

Additional web survey segments and their confidence intervals are presented in Table 17 later in this report (see p. 52).

The sample of respondents produced by this research contains an over-representation of females. Similar to telephone surveys, web surveys tend to be answered by females unless strict controls are used such as quota groups or “last birthday method” to potentially boost response from males. These controls introduce an external influence that impacts randomness. Such controls were not put in place for this study, resulting in the high incidence of females in the survey sample. However, analysis showed no bias due to gender – males and females provided very consistent responses to the survey questions, with no meaningful statistically significant differences between them on most items, including ratings of scenic impacts and impacts of turbines on enjoyment of or likelihood of returning to a resource.<sup>5</sup>

It should be noted that in the web survey the order of presentation of the photo simulations of views shown to respondents was random, to eliminate order bias. In addition, respondents were not cued as to what was included in or excluded from the photo simulations.

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<sup>5</sup> See Table 27 in Appendix C, “Gender Comparison – Statistically significant different responses in the Web Survey,” for a comparison of responses between men and women on questions where responses were statistically significant; and Table 27a for examples of key questions on wind energy where the differences in responses were not statistically significant.

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## B. Findings and Supporting Information: Web Survey

### 1. With Respect to Characteristics of Typical Viewers:

- a. **Varied demographics.** *Western Maine hikers are diverse in terms of their age ranges, gender and residency in Maine or outside of Maine. Supporting information includes:*
  - All adult age ranges were represented in the web survey, including 41% who are 45 to 64 years old, and 37% who are under 35 years old. (See p. 53)
  - About two-thirds of respondents (69%) are female and one-third (31%) are male. (See p. 53)
  - Of Western Maine hikers (n=104), 39% are Mainers, 38% are from Massachusetts, and 18% are from New Hampshire or Vermont. (See p. 53)
  
- b. **Hiking characteristics.** *Western Maine hikers are fairly frequent hikers, including in Maine, and most have hiked at least some part of the A.T. in Maine. Supporting information includes:*
  - Western Maine hikers spend portions of or all of an average of 19.7 days per year hiking, with hiking in Maine comprising an average of 9.2 of these days. (See p. 54)
  - Within the past 3 years, 71% of Western Maine hikers have hiked in Acadia National Park, while 37% have hiked the A.T. in Maine, and 35% have hiked in Baxter State Park. (See p. 55-56)
  - 8% of Western Maine hikers have hiked in the Bigelow Preserve within the past 3 years. 16% of Western Maine hikers with some familiarity of the Bigelow Preserve (n=49) have hiked there in the past three years. (See p. 55-56)
  - Most Western Maine hikers (86%) have hiked at least some part of the A.T. in Maine. Three-fifths of Western Maine hikers (60%) have hiked a few short segments, while 9% have hiked half or more of the A.T. in Maine. (See p. 57-58)
  
- c. **Associations and points of view toward wind energy development.** *A minority of Western Maine hikers are members of outdoor organizations, although it is a sizeable group. Western Maine hikers span a range of positions on commercial-scale wind energy development in Maine, from positive to negative, with the greatest share in support of such development. Supporting information includes:*



- One-third (33%) of Western Maine hikers are members of at least one outdoor or conservation organization, 41% of whom belong to the Appalachian Mountain Club. (See p. 58-59)
- Two-thirds of Western Maine hikers (67%) support commercial-scale wind energy development in Maine; 30% said they neither support nor oppose it, and 3% do not support such development. (See p. 60)

► **How web survey findings for “characteristics of typical viewers” inform the trail intercept survey:** When the sample of respondents is a broad group of hikers with experience in the Western Maine Mountains, including both those who are familiar with the Bigelow Preserve and those who aren’t, many demographic characteristics, including membership in outdoor organizations, are similar to the characteristics of hikers intercepted in the trail survey. However, among the broader group of hikers in the web survey there is a greater tendency toward general support of commercial-scale wind energy development in Maine and less of a split between support and neutrality/ uncertainty on this issue.

## 2. With Respect to Expectations of Typical Viewers:

- a. **Reasons for hiking in the Western Maine Mountains.** *Western Maine hikers expressed no single motivation to hike in the Western Maine Mountains, but rather, a combination of motivations including scenery/ views, proximity/ location, and relaxation/ solitude.*

Supporting information includes:

- Exercise/ health, mentioned by 83% of Western Maine hikers, is the leading motivation for hiking in general. Other leading motivations include scenery/ views (43%) and/ or like being outside (38%). (See p. 61)
  - When forced to select just one reason for hiking in general, 19% of Western Maine hikers said being outside/ in fresh air, 17% said scenery/ views, and 15% said exercise/ health. (See p. 61)
- When the focus shifts to hiking in the Western Maine Mountains specifically, beautiful scenery/ views, mentioned by 67% of Western Maine hikers, is the top reason, followed by the proximity and accessibility of the region, mentioned by 47%. (See p. 62-63)
  - When forced to select just one primary reason for hiking in the Western Maine Mountains, the responses are widely distributed, but still led by beautiful scenery/ views (mentioned by 22% of Western Maine hikers), followed by the proximity of the region (17%) and relaxation/ solitude (14%). (See p. 62-63)

- b. **Prominence of Bigelow Preserve.** *Only a small percentage of Western Maine hikers mentioned the Bigelow Preserve, top of mind, as an outdoor destination in Maine or*



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*Western Maine with high scenic value. The Bigelow Preserve is less familiar to Western Maine hikers than a number of other destinations in Maine and Western Maine.*

Supporting information includes:

- When Western Maine hikers were asked to identify, top of mind, one outdoor destination in Maine with high scenic value, two in five (42%) mentioned Acadia, and 17% mentioned Baxter State Park/ Katahdin. Bigelow Preserve was mentioned by 2% of Western Maine hikers. (See p. 64)
  - Responses to the same question among the sub group of Western Maine hikers with some familiarity of the Bigelow Preserve (n=49\*) are similar: 47% mentioned Acadia, 18% mentioned Baxter State Park/ Katahdin, and 4% mentioned Bigelow Preserve. (See p. 64)
  - Among nine hiking destinations in Western Maine included in the research (because they are frequently mentioned in various guides and/ or are representative of Western sections of Maine), 13% of Western Maine hikers rated Bigelow Preserve as familiar to them, while 53% rated it as unfamiliar. Baxter State Park/ Katahdin is the most familiar (35%) and the least unfamiliar (15%). The next most familiar among this segment are the A.T. segment at Baldpate Mountain (19%), Mt. Blue State Park (19%), and the A.T.'s 100-mile wilderness (15%). (See p. 65-66)
  - Baxter State Park/Katahdin is also the most familiar Maine hiking destination among Western Maine hikers with some familiarity of the Bigelow Preserve (n=49\*) (47% familiar), followed by A.T. 100-Mile Wilderness (37% familiar) A.T. Baldpate (35%) and Bigelow Preserve (29% familiar). (See p. 65-66)
- c. **Likelihood of seeing development.** *Western Maine hikers, on the whole, did not rate the probability of seeing various kinds of development or other human alterations, including energy facilities such as wind farms, while hiking in the Western Maine Mountains as either likely or unlikely. Supporting information includes:*
- More than 50% indicated they are uncertain as to whether they would see recreational resorts (67%), communication towers (55%), electrical transmission lines (53%), cut over forest lands (52%), and snowmobile/ ATV trails (51%). (See p. 67)
  - 46% are uncertain as to whether or not they would see energy facilities such as wind farms, while four in ten (41%) indicated they are not likely to see such facilities, and 13% consider it likely. (See p. 67)
  - Western Maine hikers are least likely to expect to see industrial facilities (such as paper mills) and second home developments (3% and 6% respectively). In each of these cases, 50% or more rated their likelihood of seeing this type of development in the unlikely range (61% and 50% respectively). (See p. 67)

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\* Caution, small base (n<50); use for directional purposes only

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► **How web survey findings for “Expectations of Typical Viewers” inform the trail intercept survey:** It appears to be broadly true that hikers are motivated to hike for combinations of reasons. Scenery and views are among the motivating reasons to hike in the Western Maine Mountains and elsewhere, but are not the only reasons and are not always the most important ones. Among Western Maine hikers, Bigelow Preserve is just one of a number of destinations hikers mentioned as having high scenic value and is generally not known well enough for hikers to rate its perceived scenic value. Further, these hikers are uncertain as to whether they can expect to see a landscape uninterrupted by different kinds of development and other human alterations when they hike in the Western Maine Mountains.

### 3. With Respect to Enjoyment of the Scenic Resource:

a. ***Effect of seeing development in the Western Maine Mountains on enjoyment of hiking in Western Maine.*** *The potential effect of seeing various kinds of development or other human alterations, including energy facilities such as wind farms, on the enjoyment of hiking in the Western Maine Mountains, is, on average, neither positive nor negative. Energy facilities such as wind farms are the least likely to negatively affect enjoyment, while second home developments and industrial facilities such as paper mills are the most likely to negatively affect enjoyment.* Supporting information includes:

- Western Maine hikers rated the potential impact of three types of development and human alterations included in the research in the negative range: (1) industrial facilities, such as paper mills (mean score of 3.0); (2) second home developments (mean score of 3.3); and (3) cut over forest lands (mean score of 3.3). None of the nine types of development and human alterations included in the research have an average score in the positive range. (See p. 68-69)
- Western Maine hikers rated the potential impact of seeing energy facilities such as wind farms in the neutral range (neither positive nor negative), with a mean score of 6.0; those with some familiarity of the Bigelow Preserve gave an average score of 5.7. (See p. 68-70)
- Respondents were asked about the potential impact on enjoyment of the three types of development or human alteration that are currently in the viewshed of the A.T. within eight miles of the proposed Highland Wind Project. For two of these, the mean scores given by Western Maine hikers are in the neutral range: 4.7 for recreational resorts and 4.0 for transmission lines. For the third, cut over forest land, the mean score is in the negative range at 3.3. These compare with the mean score of 6.0 given to energy facilities such as wind farms. (See p. 68-69)
- Nearly one-quarter (24%) of Western Maine hikers indicated that seeing energy facilities such as wind farms in the Western Maine Mountains would have a positive effect on their enjoyment. These include nearly one third (31%) of Western Maine hikers who are supportive of commercial-scale wind energy development in Maine

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and 4% of those who are neutral on the issue. None (0%) of those opposed to commercial-scale wind energy development believe that seeing energy facilities such as wind farms in the Western Maine Mountains would have a positive effect on their enjoyment. (See p. 70)

b. ***Effect of development, including turbines, on the scenic value of views from Bigelow Preserve.*** Among Western Maine hikers, a project such as that proposed by Highland Wind would have a small adverse effect on scenic value but, overall, the scenic value would remain positive. Supporting information includes:

- An image of the view of the Stewart Mountain – Witham Mountain area that currently exists from the east peak of Little Bigelow Mountain<sup>6</sup>, looking east/southeast, was given a scenic value rating of 8.0 by Western Maine hikers. (See p. 76)
  - When the cutover forest patches on the slope of Stewart were photographically “removed” and “filled in” to create a natural appearing landscape, the average scenic value of the image remains at 8.0. (See p. 75)
  - When turbines such as those proposed by Highland Wind (about 5 miles away) were added to the existing image (with the cleared forest patches), the average rating drops somewhat, to 7.6, but is still in the positive range. The difference is statistically significant. (See p. 77-78)
  - The average rating of the image that included the turbines also drops significantly, but remains in the positive range, among the Western Maine hikers with some familiarity of the Bigelow Preserve (mean of 8.0 for the image of the existing view vs. mean of 7.5 for the image of the view with turbines) and among Maine residents (mean of 8.2 for the image of the existing view vs. mean of 7.6 for the image of the view with turbines). (See p. 76-78; 82)
- An image of the existing view looking toward Little Bigelow Mountain and the Witham Mountain area beyond, taken from Old Man’s Head in Bigelow Preserve, was given a scenic value rating of 7.5 by Western Maine hikers. A second image, with the turbines proposed by Highland Wind (7.9 miles away) added to it, received an average rating of 7.3. This is not a statistically significant difference. (See p. 80-82)
- An image of the existing view of Sugarloaf Resort, taken from the east peak of Little Bigelow Mountain (8.4 miles away), was given an average scenic rating of 7.2 by Western Maine hikers, which was the lowest average rating given any of the images in the survey. The difference between this rating and the higher ratings given the images toward Stewart Mountain – Witham Mountain – whether “natural,” with the existing (with cleared forest patches) features, or with turbines added – is statistically significant in each case. (See p. 79-82)

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<sup>6</sup> The image was taken approximately 40 yards down some ledges off the summit of the East Peak of Little Bigelow.

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c. ***Highland Wind as a point of interest.*** *The Highland Wind Project, if built in the location and in the manner proposed and visible from the trail, likely would be a point of interest for many hikers to Little Bigelow Mountain. Supporting information includes:*

- Nearly 9 of 10 (88%) Western Maine hikers in the sample said that if they saw the view presented in the photo simulation of the Stewart Mountain – Witham Mountain area with the wind turbines added, they would stop to look at the view. Many would do so for the expansive view and scenery (42%), but more than one-quarter (27%) of those who said they would stop to look said the wind turbines would be a matter of interest or curiosity. (See p. 77-78; 87)
- A small share (4%) said they would not stop and look at this view, primarily because they dislike man-made objects such as wind farms. (See p. 77-78)

► **How web survey findings for “Enjoyment of the Scenic Resource” inform the trail intercept survey:** Among hikers with experience in the Western Maine Mountains, commercial-scale wind energy development is not perceived as a deterrent to enjoyment of hiking in this region. Whether posed as a general question or as a rating of photo simulations with a commercial-scale wind project (Highland Wind) inserted into a view with positive ratings, responses to it are neutral (no effect on enjoyment) to positive. For some, a wind energy development as presented in the photo simulations could become a point of interest for a hike. A wind energy development is perceived as having less negative impact on the viewshed than other types of development and alterations already in the same viewshed as the proposed location of the Highland Wind Project.

#### 4. **With Respect to Continued Use of the Scenic Resource:**

a. ***Effect of wind farms generally on returning to the Western Maine Mountains.*** *The presence of energy facilities such as wind farms within the Western Maine Mountains would have neither a positive nor a negative effect on Western Maine hikers’ likelihood of returning to the Western Maine Mountains to hike. Supporting information includes:*

- The majority of Western Maine hikers (85%) stated that the presence of energy facilities such as wind farms within the Western Maine mountains would either increase (16%) or not affect (69%) their likelihood of returning. 15% stated that it would decrease their likelihood of returning. The average rating of likelihood of returning is 5.5, in the neutral range. (See p. 71-73)
- Compared to the three other types of development or human alteration that are currently in the viewshed of the A.T. within eight miles of the proposed Highland Wind Project, the appearance of energy facilities such as wind farms is the least (mean rating of 5.5) likely to have an impact on Western Maine hikers returning to the Western Maine Mountains. Recreational resorts and transmission lines received lower mean scores from Western Maine hikers, although they are still in the neutral

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range (5.0 for recreational resorts and 4.2 for transmission lines). Cut over forest land garnered a mean score in the negative range at 3.5. (See p. 71-73)

b. **Effect of the Highland Wind Project specifically on returning to a trail.** *If a project such as that proposed by Highland Wind is developed, the likelihood of Western Maine hikers returning to the trail with this view would remain positive, although compared with the existing view of the Stewart Mountain – Witham Mountain area, the likelihood of returning would be down slightly.* Supporting information includes:

- Shown an image of the existing view of the Stewart Mountain – Witham Mountain area, taken from the east peak of Little Bigelow Mountain looking east/ southeast, Western Maine hikers gave their likelihood of returning to the trail with this view an average score of 7.7. (See p. 76-77)
  - An image of the existing view of the Stewart Mountain – Witham Mountain area with the addition of turbines such as proposed by Highland Wind (about 5 miles away) generated an average likelihood of returning to the trail of 7.1 – a statistically significant drop from 7.7 for the image of existing conditions, but still a positive likelihood of returning. (See p. 76-78)
  - Among Western Maine hikers with some familiarity of the Bigelow Preserve, the mean rating of likelihood of returning drops significantly from 7.6 for the image of existing conditions to 7.0 with the addition of turbines such as those proposed by Highland Wind, which is similar to the results for all Western Maine hikers, and remains a positive likelihood of returning. (See p. 76-78)
  - Shown an image in which the cutover forest patches on the slope of Stewart were photographically “removed” and “filled in” to create a natural appearing landscape, Western Maine hikers gave their likelihood of returning to the trail with this view an average score of 7.2. This is a statistically significant difference from the average rating of 7.7 for the existing view. (See p. 75-77) (This is seemingly inconsistent with earlier negative ratings of potential effect of cut over forest land on the hiking experience. It may reflect a difference between an impact, such as slash and stumps, imagined as being in the foreground as one walks by the scene, versus an impact, as shown in the image, located 4+ miles away, in the background, where it may suggest variety, texture, or a different kind of use.)

► **How web survey findings for “Continued Use of the Scenic Resource” inform the trail intercept survey:** Among hikers with experience in the Western Maine Mountains, commercial-scale wind energy development situated in a manner such as Highland Wind is not perceived as a deterrent to the continued use of a scenic resource for hiking. This finding is consistent with a similar finding in the trail intercept survey.

***Appendix A. Data and Analysis: Trail Intercepts***

## 1. Trail Intercepts: Total Participants

### **Respondent Demographic Profile**

Participants in the survey were fairly well distributed by age group. The average party size is 2.3 people. Nearly two-thirds of participants (64%) have their primary residence in Maine. Three in five (60%) were day hikers, 23% were A.T. Thru-Hikers, and the rest (17%) were other overnight hikers. Thru-Hikers constituted a much larger percentage of participants intercepted at the east peak of Little Bigelow (30%) than at Safford Brook junction (10%). Other overnight hikers constituted a much larger percentage of those intercepted at Safford Brook junction (33%) than at the east peak of Little Bigelow (8%) (see Table 2).

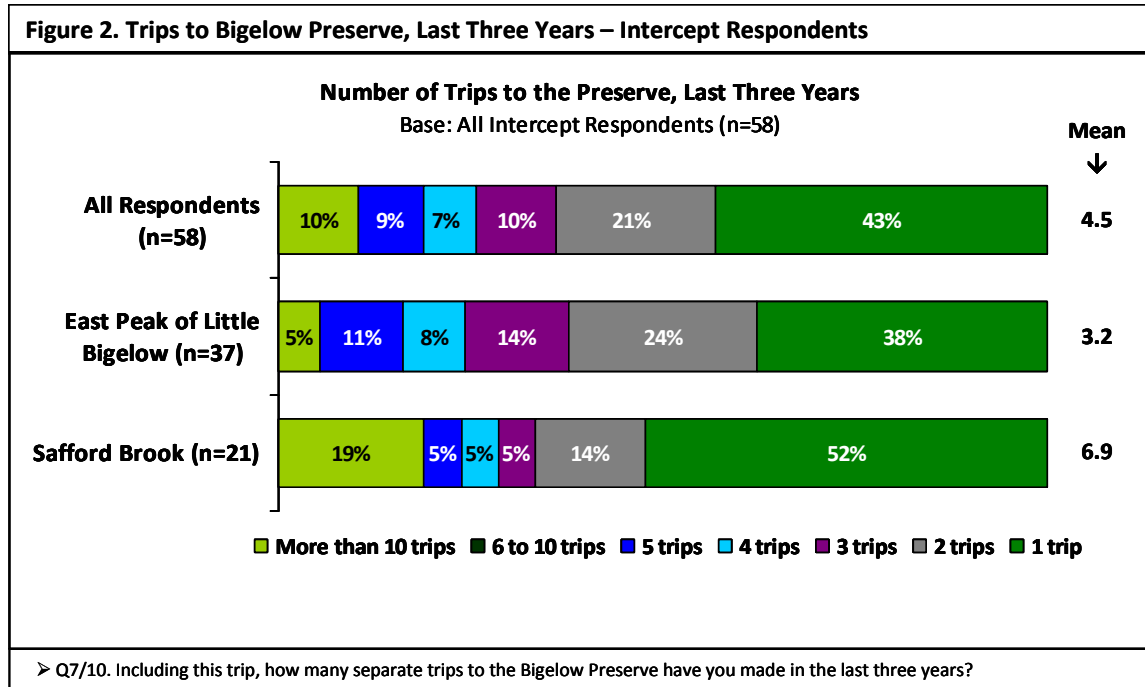
**Table 2. Demographics – Intercept Respondents**

	<b>Total</b>	<b>East Peak of Little Bigelow</b>	<b>Safford Brook Intersection</b>
<b>Age</b>	<b>(n=58)</b>	<b>(n=37)</b>	<b>(n=21)</b>
18-24	12%	14%	10%
25-34	22%	24%	19%
35-44	9%	6%	14%
45-54	26%	24%	29%
55-64	26%	32%	14%
65-74	5%	0%	14%
75 or older	0%	0%	0%
<i>Mean (years)</i>	<i>44.3</i>	<i>43.5</i>	<i>45.8</i>
<b>Gender</b>			
Female	28%	35%	14%
Male	72%	65%	86%
<b>Size of Hiking Party</b>			
Solo (one)	21%	24%	14%
Two	53%	46%	67%
Three	12%	16%	5%
Four	7%	3%	14%
Five	7%	11%	0%
<i>Mean</i>	<i>2.3</i>	<i>2.3</i>	<i>2.2</i>
<b>Primary Residence</b>			
Maine, local <sup>1</sup>	9%	5%	14%
Maine, non-local	55%	54%	57%
Outside Maine	36%	41%	29%
<b>Second Home in Maine</b>			
Yes	22%	19%	29%
No	78%	81%	71%
<b>Hiker Type</b>			
Day Hiker	60%	62%	57%
A.T. Thru-Hiker	23%	30%	10%
Other Overnight Hiker	17%	8%	33%

<sup>1</sup>Within approximately 15 miles of the proposed Highland Wind Project location.

**Visits to Bigelow Preserve**

Including the current trip, 64% of respondents have visited Bigelow Preserve one or two times in the past three years, while about one-fifth (19%) have made more than five trips (see Figure 2).

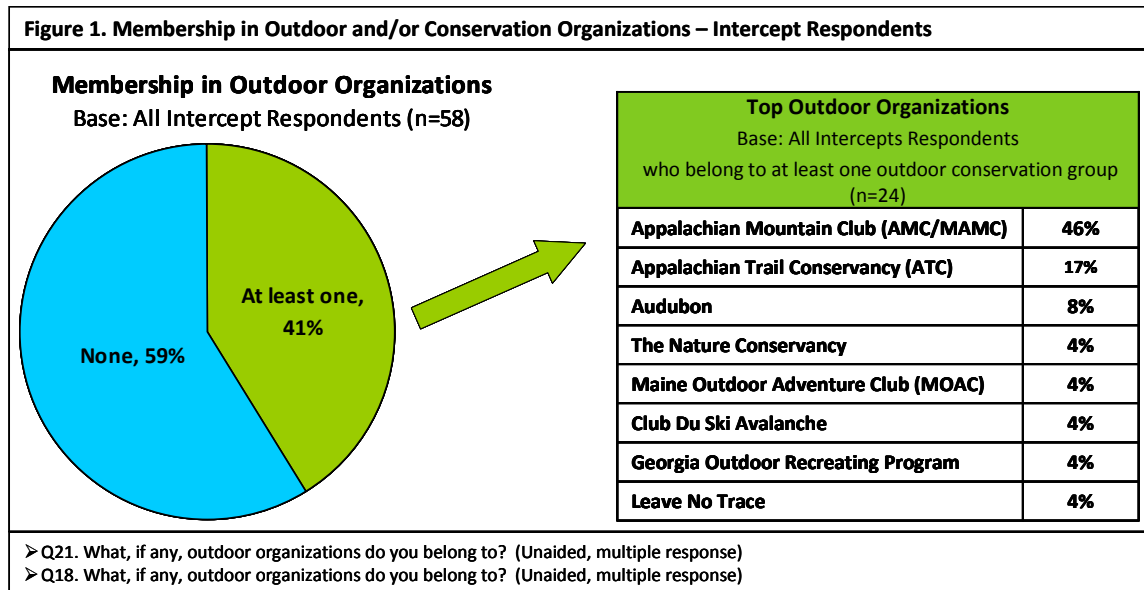




**Membership in Outdoor and/or Conservation Organizations**

Two-fifths (41%) of intercept respondents are members of outdoor organizations. Of those who are members of outdoor organizations, the most prevalent memberships are the Appalachian Mountain Club (A.M.C./M.A.M.C) (46%) and the Appalachian Trail Conservancy (A.T.C) (17%) (see Figure 1 and Table 3).

- Two-fifths (40%) of respondents interviewed on the east peak of Little Bigelow reported they are members of an outdoor organization. A similar percentage (43%) of respondents interviewed at the Stafford Brook Trail Junction reported being members of an outdoor organization.
- A higher percentage of Maine residents (63%) than non-residents (47%) reported being members of an outdoor organization.

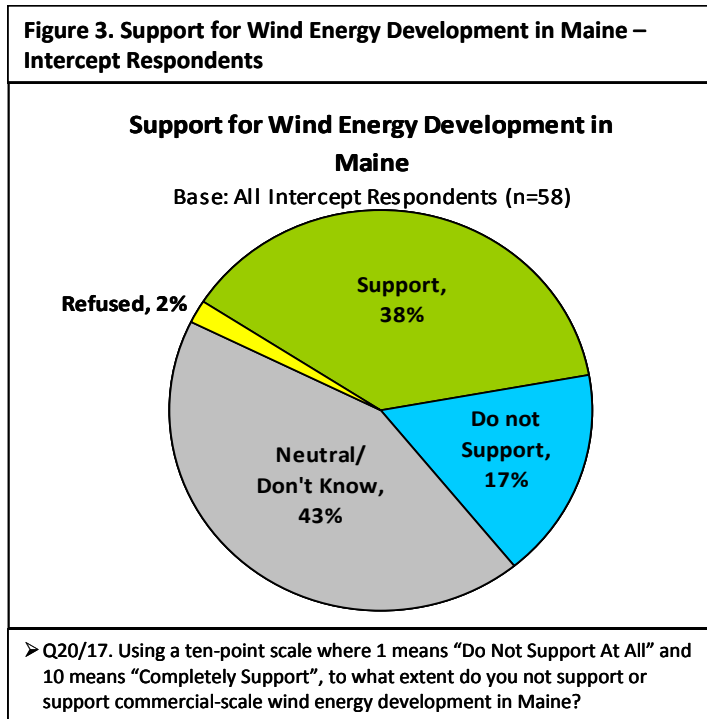


<b>Table 3. Membership in Outdoor and/or Conservation Organizations – Intercept Respondents</b>				
	<b>All Hikers</b>	<b>East Peak of Little Bigelow Hikers</b>	<b>Safford Brook Hikers</b>	<b>Primary Residents of Maine</b>
<b>Membership in Outdoor Organization</b>	<b>(n=58)</b>	<b>(n=37)</b>	<b>(n=21)</b>	<b>(n=41)</b>
At least one	41%	40%	43%	27%
None	59%	60%	57%	63%
<b>Outdoor Organization Base: People who belong to at least one outdoor organization</b>	<b>n=24</b>	<b>n=15</b>	<b>n=9</b>	<b>n=15</b>
Appalachian Mountain Club (A.M.C./M.A.M.C.)	46%	40%	56%	67%
Appalachian Trail Conservancy (A.T.C)	17%	20%	11%	7%
Audubon	8%	13%	0%	13%
The Nature Conservancy	4%	7%	0%	7%
Maine Outdoor Adventure Club (MOAC)	4%	0%	11%	7%
Club Du Ski Avalanche	4%	0%	11%	0%
Georgia Outdoor Recreation Program (GORP)	4%	7%	0%	0%
Leave No Trace	4%	7%	0%	0%
Boy Scouts	4%	7%	0%	0%
Maine Trail Hut System	4%	0%	11%	7%
Merrimack Valley Paddlers	4%	7%	0%	0%
NAWI (SCUBA)	4%	7%	0%	0%
Registered Maine Guide	4%	7%	0%	7%
Trust for Public Land	4%	7%	0%	7%
Running Club	4%	0%	11%	7%
Sierra Club	4%	7%	0%	7%
Adventure Cycling	4%	7%	0%	7%
East Coast Trail	4%	7%	0%	7%
Sugarloaf Ski Club	4%	0%	11%	7%
Maine Island Heritage Association	4%	0%	11%	7%
Kennebec Land Trust	4%	7%	0%	7%
Oklahoma University Outdoor Club	4%	7%	0%	0%

**Position on Commercial Wind Energy Development in Maine**

38% of respondents support commercial-scale wind energy development in Maine, 43% are neutral, and 17% do not support it (see Figure 3 and Table 4).

- Respondents at the east peak of Little Bigelow are more supportive of commercial wind energy development in Maine than Safford Brook respondents, but more than two-fifths of each group (41% and 47%, respectively) are neutral or uncertain.



**Table 4. Support for Wind Energy Development in Maine – Intercept Respondents**

	All Intercept Respondents (n=58)	Safford Brook Respondents (n=21)	East Peak of Little Bigelow Hikers (n=37)
Support (8-10)	38%	29%	43%
Neutral (4-7)/ Don't Know	43%	47%	41%
Do Not Support (1-3)	17%	24%	13%
Refused	2%	--	3%

➤ Q20/17. Using a ten-point scale where 1 means “Do Not Support At All” and 10 means “Completely Support”, to what extent do you not support or support commercial-scale wind energy development in Maine?

**Reasons for and Frequency of Hiking**

Participants were hiking in the Bigelow Preserve for various reasons, which include getting outdoors/ nature/ fresh air (45%), followed by exercise/ health (43%) and views (31%) (see Table 5).

Notably, when forced to select just one primary reason for hiking in the Bigelow Preserve, the breadth of responses is similar to the initial multiple response question. The motivation to hike does not appear to arise from any one benefit, but rather from a combination of potential benefits.

- None of the respondents (0%) under the age of 45 mentioned views as their primary reason for hiking. Conversely, 15% of respondents 45 years old or older mentioned views as their primary reason for hiking.

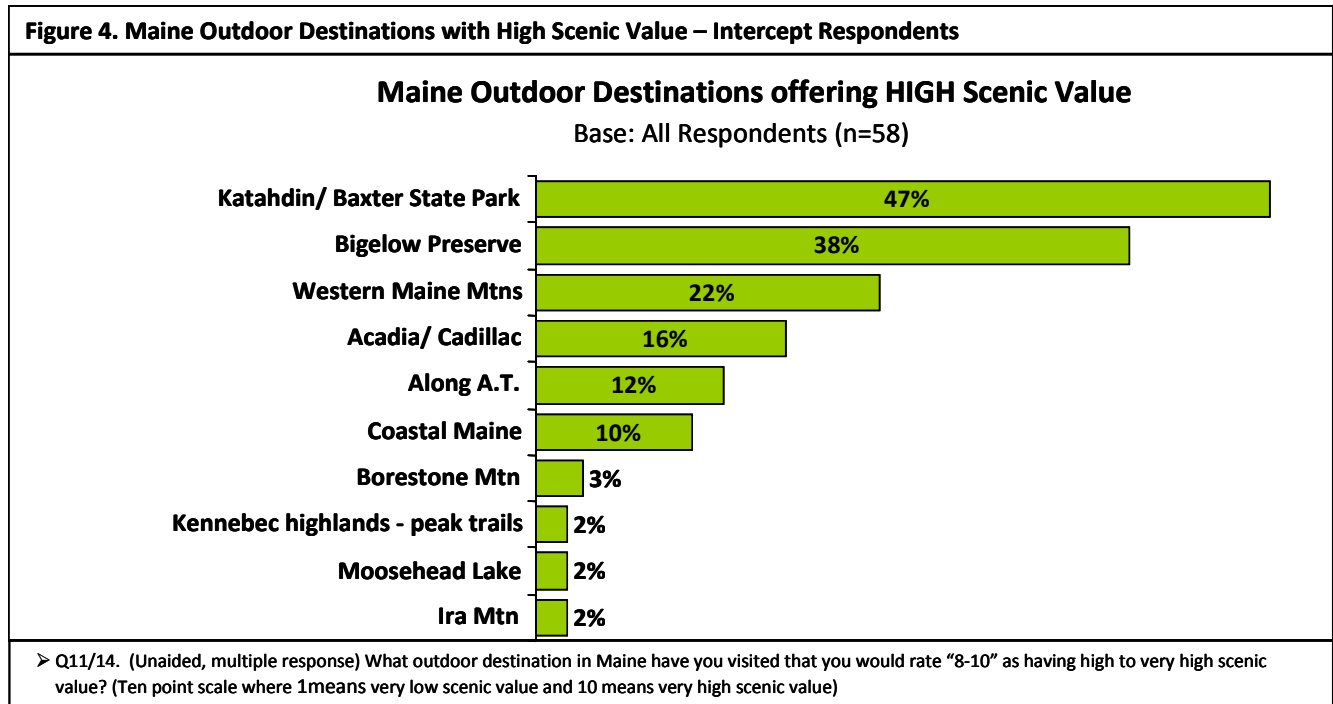
Participants engage in a hike of about three miles or more on an average of 34 days per year.

<b>Table 5. Reasons for Hiking Bigelow Preserve Today – Intercept Respondents</b>			
<b>Reasons for Hiking in Bigelow Preserve Today**</b> Base: All Intercept Respondents (n=58)		<b>Primary Reason for Hiking in Bigelow Preserve Today**</b> Base: All Intercept Respondents (n=58)	
Outdoors/ nature/ fresh air	45%	Outdoors/ nature/ fresh air	17%
Exercise/ health	43%	A.T. thru-hiking	9%
Views	31%	Views	9%
A.T. thru-hiking	22%	Sense of accomplishment	7%
Accessible/ close by	22%	Exercise/ health	7%
Weather/ hiking conditions	19%	Weather/ hiking conditions	5%
Enjoyment	17%	Enjoyment	5%
Companion chose to come/ invited	16%	To “get away”	3%
To “get away”	14%	Beautiful/ spectacular	3%
Beautiful/ spectacular	14%	Companion chose to come/ invited	3%
Solitude/ quiet	12%	Good/ favorite hike	3%
**Please see Table 28 in Appendix C for complete list ➤ Q9/12. (Unaided, multiple response) Why did you decide to visit the Bigelow Preserve for this trip? What are your reasons for hiking today? ➤ Q10/13. (Unaided, single response) What is your primary reason for visiting the Preserve/ hiking today?			

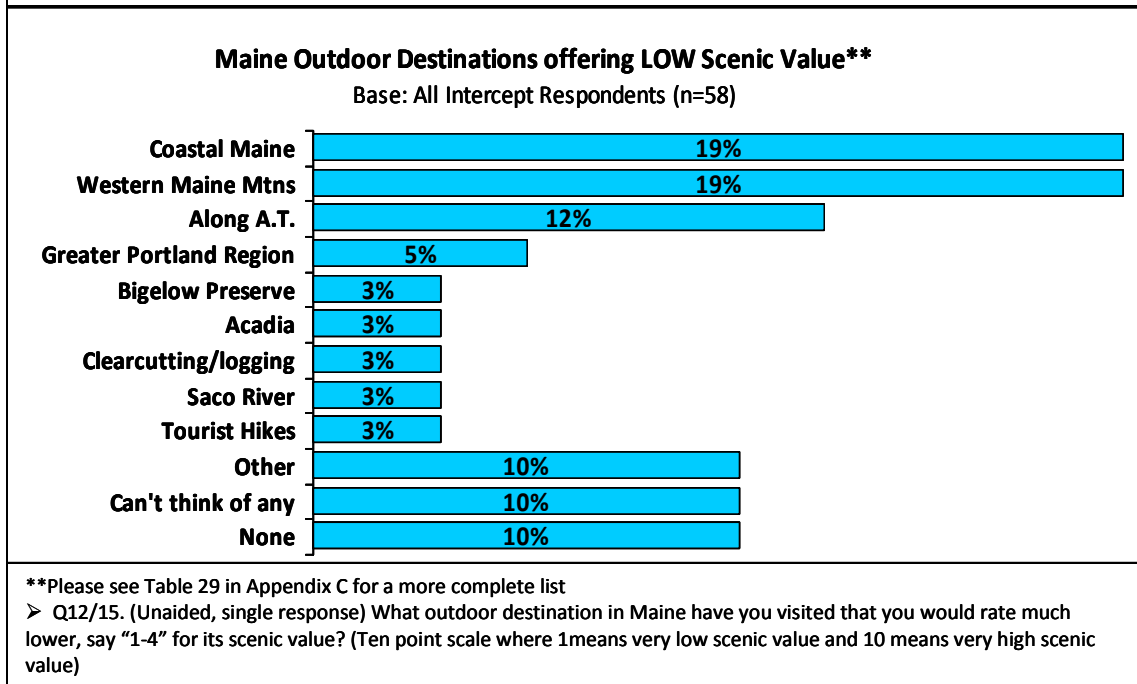
**Scenic Outdoor Destinations in Maine**

According to hikers intercepted at the two intercept points within the Bigelow Preserve, Maine outdoor destinations identified most often for offering high scenic value are Katahdin or Baxter State Park (47%) and Bigelow Preserve (38%), followed by other destinations in the Western Maine Mountains (22%) and Acadia/ Cadillac (16%) (see Figure 4).

- Specific locations within the Bigelow Preserve mentioned as having high scenic value include: Bigelow Preserve in general (17%), Avery Peak (10%), East Little Bigelow Mountain (5%), Flagstaff Lake (3%), Old Man’s Head (2%), and West Peak (2%).
- When asked for outdoor destinations with scenic values on the low end of the scale, 19% mentioned a location in coastal Maine, such as Old Orchard Beach (10%), and another 19% mentioned a location in Western Maine, while 10% could not think of any low scenic value destinations in Maine (see Figure 5).



**Figure 5. Maine Outdoor Destinations with Low Scenic Value – Intercept Respondents**



**Bigelow Preserve Viewpoints Experienced**

About three-quarters (74%) of respondents had experienced no other major named destinations in the Bigelow Preserve on this trip at the time they were interviewed, while 16% had visited Avery Peak and 12% each had experienced West Peak and the Horns (see Table 6). The east peak of Little Bigelow was the destination for many hikers intercepted at that location. At the Safford Brook Trail and A.T. junction, many hikers were ascending the trail on the way to their destination or goal of reaching the summit of Avery Peak.

- Four-fifths of east peak Little Bigelow respondents (81%) had experienced no other major named viewpoints in the Bigelow Preserve on this trip, while 16% each had been to West and Avery Peaks and the Horns. For most of the many day hikers intercepted on the east peak of Little Bigelow, this summit represented the final destination of their trip.
- 62% of Safford Brook hikers had not yet experienced any other major named viewpoints in the Bigelow Preserve on this trip. Several (24%) mentioned the Safford Brook viewpoint and a few (14%) had been to Avery Peak.

	<b>All Intercept Hikers (n=58)</b>	<b>East Peak of Little Bigelow Hikers (n=37)</b>	<b>Safford Brook Hikers (n=21)</b>
No other viewpoints	74%	81%	62%
Avery Peak	16%	16%	14%
The Horns	12%	16%	5%
West Peak	12%	16%	5%
Old Man’s Head	7%	8%	5%
Cranberry Peak	2%	0%	5%
Safford Brook viewpoint	9%	0%	24%
Flagstaff Lake	3%	5%	0%
➤ Q13/16. (Unaided, multiple response) What other viewpoints in the Bigelow Preserve have you experienced during this trip?			

## B. East Peak of Little Bigelow Mountain

### East Peak of Little Bigelow – Reasons for Hiking

East peak summit participants were hiking for various reasons, the most common of which are getting outdoors/ nature / fresh air (62%) and exercise/ health (54%). Views followed distantly in third place, mentioned by 32% of hikers (See Table 7).

- A.T. Thru-Hikers’ presence was primarily driven by a sense of accomplishment. Aesthetic and other motives (views, beautiful/ spectacular, weather/ hiking conditions, enjoyment, solitude/ quiet, favorite hike) listed as primary reasons for day hikers and a few overnights were not primary reasons cited by Thru-Hikers for hiking to the summit of Little Bigelow.

<b>Table 7. Reasons for Hiking in Bigelow Preserve – Intercept Respondents</b>			
<b>Reasons for Hiking in Bigelow Preserve Today**</b>		<b>Primary Reason for Hiking in Bigelow Preserve Today**</b>	
Base: East Peak of Little Bigelow Respondents (n=37)		Base: East Peak of Little Bigelow Respondents (n=37)	
Outdoors/ nature/ fresh air	62%	Outdoors/ nature/ fresh air	27%
Exercise/ health	54%	Sense of accomplishment	11%
Views	32%	A.T. thru-hiking	8%
A.T. thru-hiking	30%	Exercise/ health	8%
Accessible/ close by	22%	Views	5%
Enjoyment	22%	Enjoyment	5%
Beautiful/ spectacular	19%	To “get away”	5%
Solitude/ quiet	19%	Beautiful/ spectacular	5%
Companion chose to come/ invited	16%	Good/ favorite hike	3%
Weather/ hiking conditions	16%	Solitude/ quiet	3%
To “get away”	16%	Fall/ fall foliage	3%
**Please see Table 30 in Appendix C for full list			
➤ Q9. (Unaided, multiple response) Why did you decide to visit the Bigelow Preserve for this trip? What are your reasons for hiking today?			
➤ Q10. (Unaided, single response) What is your primary reason for visiting the Preserve/ hiking today?			



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### **Observed Movements of Hikers at East Peak of Little Bigelow Mountain**

Throughout the five days of interviews, Portland Research Group staff observed where visitors did and did not situate themselves on the east peak of Little Bigelow to take in the views available from the summit. From the perspective of analyzing viewpoints on the east peak of Little Bigelow, there are four distinct potential viewpoints: (1) the A.T. footpath at the top of the east peak, from which there are no views to the distance; (2) a high ledge outcrop immediately next to the footpath, from which there is a panoramic view, especially south to Sugarloaf, west to the high peaks of the Bigelow range, and north to Flagstaff Lake, but provides a highly filtered view (through trees) of the location where the turbines of the Highland Project would be placed; (3) a lower outcrop of rocks, accessible from climbing the more prominent high ledge outcrop and then walking away from the A.T. footpath several yards, which also provides a panoramic view, but some of the foreground and mid-ground views toward the area where the turbines would be located are blocked by trees or topography; and (4) a ledge that drops away from these outcrops about 40 yards around a cluster of trees, from which the view to the east/ southeast toward the proposed Highland Wind Project is most open. In addition, just below the summit of the east peak of Little Bigelow, as the trail ascends from Long Falls Dam Road, there is a panoramic view of Flagstaff Lake.

The interviewers' protocol was to wait to see whether hikers would leave the A.T. footpath before intercepting them. Some – primarily Thru-Hikers and one family of four – did not wish to stop and leave the footpath and therefore were not interviewed, since the interviews involved rating viewsheds visible from the summit of the east peak, of which there are none unless a hiker leaves the footpath and ascends the adjacent ledge outcrop. These accounted for three of the four “refusals” in the survey. All others (including a couple that refused to participate) left the footpath for the prominent outcrop just off the trail. During the interview, the few hikers who did not ascend to the rock outcrop were invited to do so in order to rate the scenic value of the views. Many (92%; 49 of 53) ate lunch and/ or snacks and rested at this vantage point. Interviewers also observed participants' movements at this viewpoint post-interview

During the five days of observation:

- None of the 53 hikers moved the approximately 40 yards down the ledge to the area with the most open easterly/southeasterly view, even after having been cued during the course of the interviews that this would have the most open view of the proposed Highland Wind Project. Most hikers (79%) climbed the high outcrop next to the A.T. footpath, and a few (about 5) also went to the lower outcrop, but not nearly as far as the vantage point from which the Highland Wind Project would be most clearly visible.
- Virtually all hikers (92%) stopped to rest and eat lunch and/ or a snack. All of those who went to the rock outcrop above the trail to rest and eat positioned themselves facing the views to Sugarloaf and the high peaks of the Bigelow Range.
- Some of the A.T. Thru-Hikers (29%; 4 of 14) did not leave the A.T. footpath and thus did not take in views from the east peak of Little Bigelow Mountain.

**Scenic Value: East Peak of Little Bigelow**

On one of the five days of interviewing on the east peak of Little Bigelow, the peak was shrouded in clouds which obscured the views. During this day, 7 hikers were interviewed. However, because they could not see the distant views, their ratings of the existing views from the east peak were very low. The analysis for this portion of the survey is based on the ratings from the 30 respondents intercepted during the other four days, when viewing conditions were good. See the column in Table 8 labeled “Those able to see views, n=30.”

Respondents first were asked to rate three distinct components of the view from the east peak of Little Bigelow: to the west toward the high peaks of the Bigelow Range; to the south toward Sugarloaf Mountain; and to the east/ southeast toward a series of additional mountains (from the summit, this view is filtered by trees, but is in the direction of where the Highland Wind Project is proposed to be located).

- Views toward the west to the high peaks of the Bigelow Range were rated highest. The mean rating of 9.3 is significantly higher than the mean rating of 7.2 to the south (toward Sugarloaf) and 7.1 to the mountains in the east/ southeast (see Table 9).

	<b>All East Peak Hikers (n=37)</b>	<b>Those able to see views (n=30)</b>	<b>Those unable to see views (n=7)</b>
<b>View Looking West</b>			
High Scenic Value (8-10)	81%	100%	0%
Neutral (4-7)	0%	0%	0%
Low Scenic Value (1-3)	19%	0%	100%
<i>Mean</i>	7.8	9.3	1.6
<b>View Looking South</b>			
High Scenic Value (8-10)	51%	63%	0%
Neutral (4-7)	19%	24%	0%
Low Scenic Value (1-3)	30%	13%	100%
<i>Mean</i>	6.1	7.2	1.6
<b>View Looking East/ Southeast</b>			
High Scenic Value (8-10)	40%	50%	0%
Neutral (4-7)	38%	47%	0%
Low Scenic Value (1-3)	22%	3%	100%
<i>Mean</i>	6.1	7.1	1.6
> Q14. (Unaided, single response) From the east peak of Little Bigelow, where you are standing right now, you essentially have three primary views: <ol style="list-style-type: none"> <li>a. Looking <b>West</b> you can see the peaks of the Bigelow Range:</li> <li>b. Looking <b>South</b> you can see Sugarloaf Mountain:</li> <li>c. Looking <b>East</b> you can see a series of additional mountains:</li> </ol> Using the same ten-point scale we used previously where “1” means very low scenic value and “10” means very high scenic value, I’d like you to please rate the scenic value of each of the three views you see.			

<b>Table 9. Statistically Significant Differences<sup>1</sup> between Paired Mean Ratings of Views at the 95% Level of Confidence – East Peak of Little Bigelow Hikers Able to See Views** (n=30)</b>			
		View Looking West	View Looking South
	<i>Mean Ratings</i>	9.3	7.2
View Looking South	7.2	t=4.501; p=.000	
View Looking East/ Southeast	7.1	t=6.965; p=.000	t=.142; p=.888

<sup>1</sup>Statistically significant differences at the 95% level of confidence are highlighted in yellow.  
**\*\*** See Table 31 in Appendix C for statistics for All East Peak of Little Bigelow respondents  
 ➤ Q14. (Unaided, single response) From the east peak of Little Bigelow, where you are standing right now, you essentially have three primary views:  
 a. Looking **West** you can see the peaks of the Bigelow Range:  
 b. Looking **South** you can see Sugarloaf Mountain:  
 c. Looking **East** you can see a series of additional mountains:  
 Using the same ten-point scale we used previously where “1” means very low scenic value and “10” means very high scenic value, I’d like you to please rate the scenic value of each of the three views you see.

**Photo Images of Highland Wind Project Location – Actual vs. with Turbines**

As a control, participants then were asked to stand with their backs to the east/ southeast (the direction of the Highland Wind Project) or return to the trail where there are no views, and were shown a photograph of the existing view to the east/ southeast, taken from the lower ledge area of the viewpoint (about 40 yards from where most hikers settled) and therefore depicting a more open view than the actual view seen from where they were standing<sup>7</sup>. Participants were then asked to rate the existing view they saw in the photograph.

A slightly higher percentage of east peak of Little Bigelow respondents (54%) rated this photographic representation of the existing view highly, compared with 50% (as shown in Table 8) who rated the actual view highly (see Table 10). However, the difference in mean scores (7.1 for the actual view v 7.5 for the photograph of the existing view) is not statistically significant. (*t=1.560; p=.130*)

After asking all east peak of Little Bigelow respondents to rate views as they currently exist, they were shown a photo simulation of how the Highland Wind Project would appear to a viewer, prepared by Terrence J. DeWan and Associates.<sup>8</sup> Respondents were asked to rate the scenic value of the second image using the same procedure followed for the first image. Interviewers informed respondents that the second photo simulation represented what the view would look like with the addition of “a wind power project that has been proposed.”

Adding simulated wind turbines to the east view image shifted a majority of respondents from the “high scenic value” range to the “neutral scenic value” range (which increased to 65% of the

<sup>7</sup> Interviewers held the photographs and measured the appropriate distance from respondents to hold the photos to obtain ratings reflecting realistic assessments.

<sup>8</sup> See Appendix G for a presentation of images used in the survey, including a modification in photo simulations between the July-August and October trail intercept interviews to reflect a modification in the design of the Highland Wind project.

participants) and some to the “low scenic value” range (which increased to 22% of the participants). The mean rating dropped from somewhat favorable (7.5) to neutral (5.4) (see Table 10). This is a statistically significant difference. ( $t=5.742; p=.000$ )

<b>Table 10. Scenic Value of East/ Southeast View Photo and Photo simulation</b>				
	<b>All East Peak of Little Bigelow respondents (n=37)</b>		<b>East Peak of Little Bigelow respondents able to see views (n=30)</b>	
	<b>Image of Actual East/ Southeast View</b>	<b>Image Simulation – East/ Southeast View with Wind Turbines</b>	<b>Image of Actual East/ Southeast View</b>	<b>Image Simulation – East/ Southeast View with Wind Turbines</b>
High Scenic Value (8-10)	54%	13%	53%	13%
Neutral (4-7)	46%	65%	47%	60%
7	22%	19%	23%	17%
6	16%	30%	13%	27%
5	5%	16%	7%	17%
4	3%	0%	3%	0%
Low Scenic Value (1-3)	0%	22%	0%	27%
<i>Mean</i>	<i>7.5</i>	<i>5.4</i>	<i>7.5</i>	<i>5.2</i>
<p>➤ Q15. Please look at this photograph taken looking <b>East</b> toward that series of additional mountains. On the same ten-point scale where “1” means very low scenic value and “10” means very high scenic value, please rate the scenic value of this view as depicted by the photograph.</p> <p>➤ Q16. Please look at this photo simulation of a wind power project that has been proposed on two of the mountains among that series of additional mountains. On the same ten-point scale where “1” means very low scenic value and “10” means very high scenic value, please rate the scenic value of this view as depicted by the photograph.</p>				

- There is a statistically significant difference in the responses from A.T. Thru-Hikers versus day hikers. Whereas 52% of day hikers rated the scenic value of the image with the photo-simulated turbines in the neutral range (mean score of 5.3), 91% of Thru-Hikers rated the image in the neutral range (mean score of 5.6) (see Table 11). ( $z=2.790; p=.005$ )
- One’s position on commercial-scale wind energy development in Maine appears to influence the rating of the photo simulation. Among those who say they support wind energy development, one-quarter (25%) rated the image that included the turbines as having high scenic value, with a mean score of 6.3. The hikers who are neutral on wind energy development gave a mean rating of 5.1, while the hikers who oppose wind energy development gave a mean rating of 3.2 (see Table 11). The difference between mean ratings from supporters and opponents is statistically significant (see Table 12).

**Table 11. Scenic Value of East/ Southeast View Photo and Photo Simulation: Image Simulation – East/Southeast View with Wind Turbines**  
Base: All East Peak of Little Bigelow respondents (n=37)

	Type of Hiker		Position on Commercial-Scale Wind Energy Development		
	Day Hiker (n=23)	Thru-Hiker (n=11)	Support (n=16)	Neutral (n=15)	Do Not Support (n=5)
High Scenic Value (8-10)	22%	0%	25%	7%	0%
Neutral (4-7)	52%	91%	63%	73%	40%
Low Scenic Value (1-3)	26%	9%	12%	20%	60%
Mean	5.3	5.6	6.3	5.1	3.2

➤ Q16. Please look at this photo simulation of a wind power project that has been proposed on two of the mountains among that series of additional mountains. On the same ten-point scale where “1” means very low scenic value and “10” means very high scenic value, please rate the scenic value of this view as depicted by the photograph.

**Table 12. Statistically Significant Differences<sup>1</sup> between Mean Ratings of Photo Simulations – All East Peak of Little Bigelow Respondents (n=37)**

	Thru-Hiker (n=11)	Support Commercial Scale Wind Energy Development (n=16)
Day Hiker (n=23)	t=.424 p=.671	
Oppose Commercial Scale Wind Energy Development (n=5)		t=2.773 p=.014

<sup>1</sup>Statistically significant differences at the 95% level of confidence are highlighted in yellow.

➤ Q16. Please look at this photo simulation of a wind power project that has been proposed on two of the mountains among that series of additional mountains. On the same ten-point scale where “1” means very low scenic value and “10” means very high scenic value, please rate the scenic value of this view as depicted by the photograph.

**Potential Effect of Highland Wind Project on Enjoyment of Hiking**

Nearly three-quarters of participants (73%) said having the turbines in the view to the east/ southeast would neither positively nor negatively affect their enjoyment of coming to the east peak of Little Bigelow. About one-fifth (19%) said the effect would be negative, and 8% said it would be positive, with an overall mean rating in the neutral range (4.8) (see Table 13).

- A hiker’s position on commercial-scale wind energy development again appears to influence potential impact on enjoyment, with a mean rating of 5.6 among supporters and 2.8 among opponents. This is a statistically significant difference. ( $t=2.600$ ;  $p=.020$ )
  
- Membership in an outdoor organization also influences the perception of potential effect on enjoyment. Though both those who are not members and those who are members fall generally in the neutral range, there is a statistically significant difference in the mean ratings of hikers who do not belong to an outdoor organization (77% neutral, mean of 5.3) versus those who do (67% neutral, mean of 4.0). ( $t=2.298$ ;  $p=.029$ )

**Table 13. Potential Effect on Enjoyment of Trip to Little Bigelow – Intercept Respondents**

	East Peak of Little Bigelow respondents (n=37)	Position on Comm. Wind Energy			Outdoor Organization	
		Support (n=16)	Neutral (n=15)	Oppose (n=5)	None (n=22)	At least one (n=15)
Positive Effect (8-10)	8%	13%	7%	0%	14%	0%
Neutral (4-7)	73%	81%	73%	40%	77%	67%
7	3%	6%	0%	0%	5%	0%
6	14%	25%	0%	20%	14%	13%
5	43%	44%	53%	0%	45%	40%
4	14%	6%	20%	20%	14%	13%
Negative Effect (1-3)	19%	6%	20%	60%	9%	33%
Mean	4.8	5.6	4.5	2.8	5.3	4.0

➤ Q17. Earlier we discussed the three primary views from the east peak of Little Bigelow where you currently stand: **West** to the peaks of the Bigelow Range, **South** to Sugarloaf Mountain and **East** to a series of additional mountains. Considering these as a whole, think about how your overall enjoyment of coming here today would be affected if the view to the **East** was changed to include the wind turbines as shown in the image you just reviewed. Using a ten-point scale where “1” means a very negative effect and “10” means a very positive effect on your enjoyment, how would your overall enjoyment be affected?

**Potential Effect of Highland Wind Project on Returning to Little Bigelow**

The Highland Wind Project would have no overall effect on the likelihood of respondents returning to the east peak of Little Bigelow. For most participants (73%), the presence of the project to the east/southeast of Little Bigelow would neither increase nor decrease their likelihood of returning. The mean response is in the neutral range (5.2) (see Table 14).

- Again, the responses differ among supporters and opponents of commercial-scale wind energy development. For supporters and those who are neutral on the subject, the Project would either have no effect or would be a positive influence, with mean ratings of 5.4 and 5.7, respectively. The majority (60%) of commercial-scale wind energy opponents said they are less likely to return (mean rating of 2.8, which is significantly lower than the mean ratings for supporters and those who are neutral). ( $t=2.820$ ;  $p=.012$  and  $t=2.817$ ;  $p=.013$  respectively)
- There are no other statistically significant differences among subgroups. The same percentages of participants who do (73%) and who do not (73%) belong to an outdoor organization fall within the neutral range, with mean scores of 5.4 and 4.8, respectively. ( $t=.937$ ;  $p=.349$ )

	East Peak of Little Bigelow respondents (n=37)	Position on Comm. Wind Energy			Outdoor Organization	
		Support (n=16)	Neutral (n=15)	Oppose (n=5)	None (n=22)	At least one (n=15)
More Likely (8-10)	14%	0%	33%	0%	18%	7%
Neutral (4-7)	73%	100%	54%	40%	73%	73%
Less Likely (1-3)	14%	0%	13%	60%	9%	20%
<i>Mean</i>	<i>5.2</i>	<i>5.4</i>	<i>5.7</i>	<i>2.8</i>	<i>5.4</i>	<i>4.8</i>
➤ Q19. Again, considering all three primary views, please think about how this change in the view to the East would affect your likelihood of returning to this summit, the east peak of Little Bigelow. Using a ten-point scale where “1” means you are much less likely to return and “10” means you are much more likely to return, how likely are you to return to the east peak of Little Bigelow given the change in that view to the East?						

### C. Safford Brook Trail

#### **Reasons for Hiking – Safford Brook**

Safford Brook intersection participants were hiking for various reasons which include views (29%), followed by equal percentages citing exercise/ health, accessibility/ close location and weather/ hiking conditions (24% each) (see Table 15).

Their primary reasons for hiking were, in equal percentages, views and weather/ hiking conditions (14% each).

Safford Brook Trail is used mainly by day and overnight hikers to access the high peaks of the Bigelow Range: Avery Peak, West Peak and the Horns.

- Other than northbound overnight or A.T. Thru-Hikers, participants at this intersection chose not to visit the east peak of Little Bigelow. Participants said this was due to the much better views from Avery/ West/ the Horns, the extra distance to reach the east peak of Little Bigelow, and a desire to complete the higher peaks (see Table 16).
- More than one-half (57%) of the Safford Brook respondents have never hiked to the east peak of Little Bigelow.

<b>Reasons for Hiking in Bigelow Preserve Today**</b> Base: Safford Brook Respondents (n=21)		<b>Primary Reason for Hiking in Bigelow Preserve Today**</b> Base: Safford Brook Respondents (n=21)	
Views	29%	Views	14%
Exercise/ health	24%	Weather/ hiking conditions	14%
Accessible/ close by	24%	A.T. Thru-Hiker	10%
Weather/ hiking conditions	24%	Companion chose to come/ invited	10%
**Please see Table 32 in Appendix C for complete list ➤ Q12. Why did you decide to visit the Bigelow Preserve for this trip? What are your reasons for hiking today? (Unaided, multiple response) ➤ Q13. What is your primary reason for visiting the Preserve/ hiking today? (Unaided, single response)			



<b>Table 16. Primary Reasons for Not Heading to Little Bigelow</b>	
Base: Safford Brook Respondents Not Heading to Little Bigelow (n=18)	
Views on Avery and/or West Peak	44%
It's a longer hike	28%
Wanted to go to highest peak/4000 footer	22%
Wanted to hike Avery peak	11%
Done it before	11%
Avery is better – more challenging	6%
Never hiked Little Bigelow from Safford Brook	6%
No loop/ just up and back	6%
The hike is not very interesting	6%
➤ Q4. Why aren't you planning to hike over to the east peak of Little Bigelow? (Unaided, multiple response)	

***Appendix B. Data and Analysis: Web Survey***

## 1. Sample Segments

In this detailed presentation of the results of the web survey, the analysis for each question or variable begins with the core segment, Western Maine Mountain hikers (“Western Maine hikers”; n=104). Those results are then followed by the subset of Western Maine Mountain hikers who have some level of familiarity with the Bigelow Preserve (“Western Maine hikers with some familiarity of the Bigelow Preserve”; n=49\*), Maine residents (n=71), and then the overall sample of 304 – which, as noted, comprises people who live in Northern New England or Massachusetts and who have hiked in Maine within the last three years. The majority of hikers from Massachusetts reside in Eastern Massachusetts.

Sample tolerances are calculated at the 95% level of confidence. For a reported 50% (point of greatest variability or split in the sample) the confidence interval for a random sample size of n=304 is +/- 5.6 percentage points. As percentages move away from the 50th percentile, sample tolerances become tighter. As subgroups become smaller, sample tolerances are wider. For example, for a subsample size of n=28\*, the sample tolerance is +/- 18.5 percentage points (see Table 17).

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\* *Caution, small base (n<50); use for directional purposes only*

<b>Table 17. Sample Segments<sup>1</sup> – Web Survey</b>		
	<b>Sample Size</b>	<b>Conf. Interval<sup>2</sup></b>
<b>Total</b>	n=304	+/- 5.6%
<b>Primary Residence</b>		
Maine	n=71	+/- 11.6%
New Hampshire	n=49*	+/- 14.0%
Vermont	n=15*	+/- 25.3%
Massachusetts	n=154	+/- 7.9%
Other	n=7*	+/- 37.0%
<b>Hiking Days per year</b>		
10 or fewer	n=173	+/- 7.5%
More than 10	n=118	+/- 9.0%
<b>Have Hiked in Western Maine Mountains (“Western Maine hikers”)</b>		
Yes	n=104	+/- 9.6%
No	n=200	+/- 6.9%
<b>Western ME Mountain hikers with some familiarity of the Bigelow Preserve</b>		
Yes	n=49*	+/- 14.0%
<b>Outdoor Organization Membership</b>		
One or more	n=93	+/- 10.2%
None	n=197	+/- 7.0%
<b>Children Under Age 18 in Household</b>		
Yes	n=96	+/- 10.0%
No	n=206	+/- 6.8%
<b>Second Home in Maine</b>		
Yes	n=28*	+/- 18.5%
No	n=265	+/- 6.0%
<b>Age</b>		
18-34	n=109	+/- 9.4%
35-54	n=121	+/- 8.9%
55 and older	n=73	+/- 11.5%
<b>Gender</b>		
Male	n=92	+/- 10.2%
Female	n=212	+/- 6.7%
<sup>1</sup> Highlighted segments are the focus of the analysis		
<sup>2</sup> Expressed in percentage points		
*Caution, small base (n<50); use for directional purposes only.		

## 2. Respondent Profile

### Demographics

<b>Table 18. Demographics – Web Survey Respondents</b>				
	<b>All Web Survey Respondents</b>	<b>Western Maine Hikers</b>	<b>Western Maine Hikers Familiar with Bigelow Preserve</b>	<b>Primary Residents of Maine</b>
<b>Age</b>	<b>(n=304)</b>	<b>(n=104)</b>	<b>(n=49*)</b>	<b>(n=71)</b>
18-24	6%	8%	10%	3%
25-34	30%	29%	22%	30%
35-44	17%	17%	16%	15%
45-54	23%	22%	25%	28%
55-64	18%	19%	23%	20%
65-74	5%	3%	2%	4%
75 or older	1%	1%	0%	0%
Refused	<1%	1%	2%	0%
<i>Mean (years)</i>	<i>43.2</i>	<i>42.5</i>	<i>43.0</i>	<i>44.0</i>
<b>Gender</b>				
Female	70%	69%	67%	73%
Male	30%	31%	33%	27%
<b>Children under age 18 in Household</b>				
Yes	32%	39%	37%	35%
No	68%	60%	61%	65%
Refused	<1%	1%	2%	--
<b>Primary Residence</b>				
Massachusetts	51%	38%	37%	--
Maine	23%	39%	47%	100%
New Hampshire	16%	12%	8%	--
Vermont	5%	6%	2%	--
New Jersey (1 respondent)	<1%	0%	0%	--
Pennsylvania (1 respondent)	<1%	0%	0%	--
North Carolina (1 respondent)	<1%	0%	0%	--
Georgia (1 respondent)	<1%	0%	0%	--
Florida (1 respondent)	<1%	0%	0%	--
New Mexico (1 respondent)	<1%	0%	0%	--
California (1 respondent)	<1%	0%	0%	--
Prefer Not to Answer	3%	5%	6%	--
<b>Second Home in Maine</b>				
Yes	9%	10%	14%	9%
No	87%	85%	74%	90%
Not sure <sup>1</sup>	4%	5%	12%	1%

<sup>1</sup>Respondents who answered "Not sure" are not sure of the zip code of their second home in Maine. We cannot assume they have a second home in Maine or not.

\*Caution, small base (n<50); use for directional purposes only.

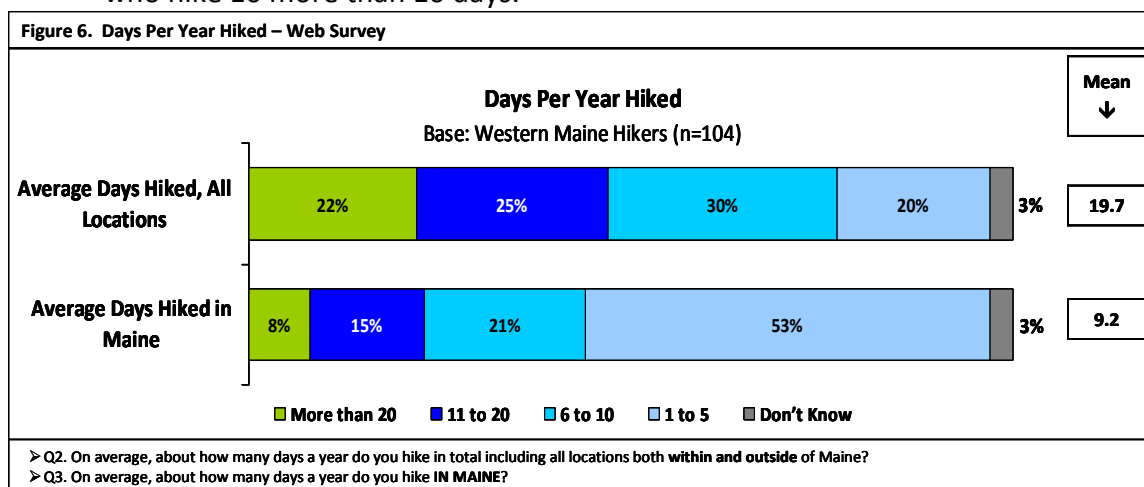
**Hiking Frequency**

Western Maine hikers spend an average of 19.7 days per year hiking, of which an average of 9.2 days per year are spent hiking in Maine (what constituted a “hike” was not defined for respondents) (see Figure 6).

- Western Maine hikers with some familiarity of the Bigelow Preserve average 17.9 days per year hiking and 12.2 days per year hiking in Maine.
- Maine residents average 16.7 days per year hiking and 13.7 days per year hiking in Maine.
- All respondents average 18.7 days per year hiking, and an average of 7.2 days per year hiking in Maine.
- On average, respondents who belong to an outdoor organization hike 25.3 days per year, a significantly higher average than those who do not belong to an outdoor organization (average of 15.7 days per year) ( $t=2.064$ ;  $p=.040$ ). No significant differences emerged for average days hiking in Maine.

Nearly half (44%) of Western Maine Mountain hikers hike 6 or more days per year in Maine on average, including 23% who hike more than 10 days per year in Maine.

- 55% (27 of 49\*) of Western Maine hikers with some familiarity of the Bigelow Preserve hike 6 or more days per year in Maine on average, including 31% (15 of 49\*) who hike more than 10 days in Maine.
- 59% of Maine residents hike 6 or more days in Maine on average per year, including 28% who hike more than 10 days in Maine.
- 28% of all survey participants hike 6 or more days per year in Maine on average, including 12% who hike 10 more than 10 days.

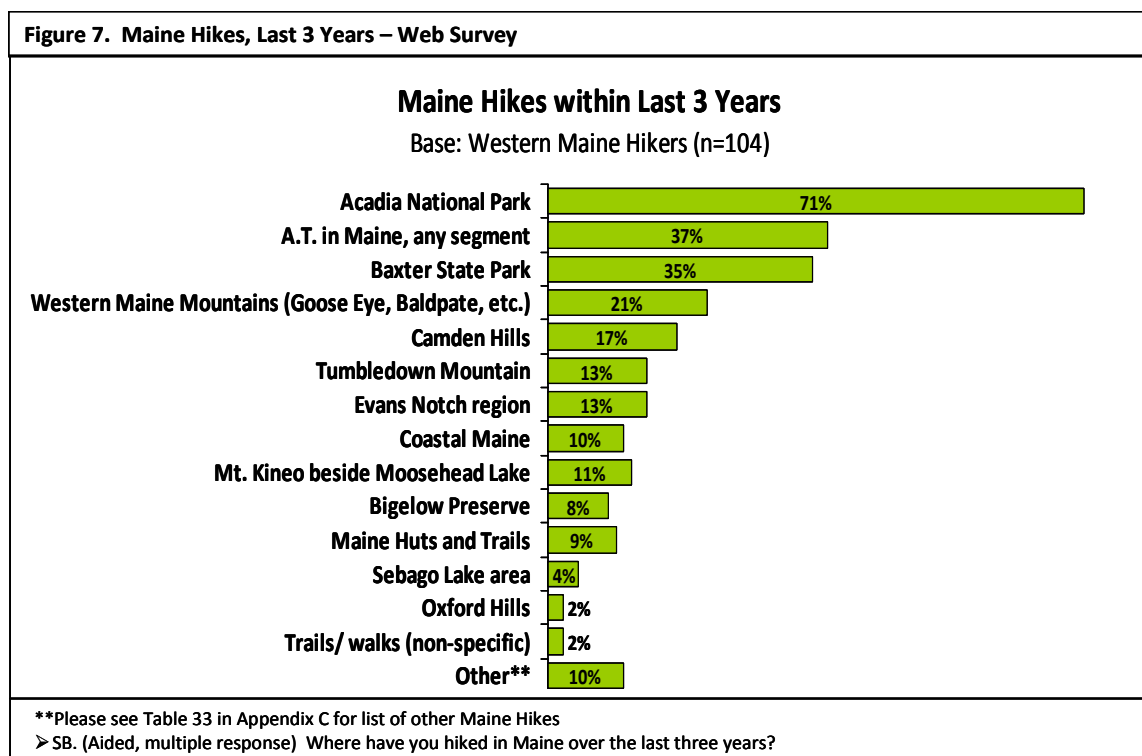


\*Caution, small base (n<50); use for directional purposes only

**Recent Maine Hikes**

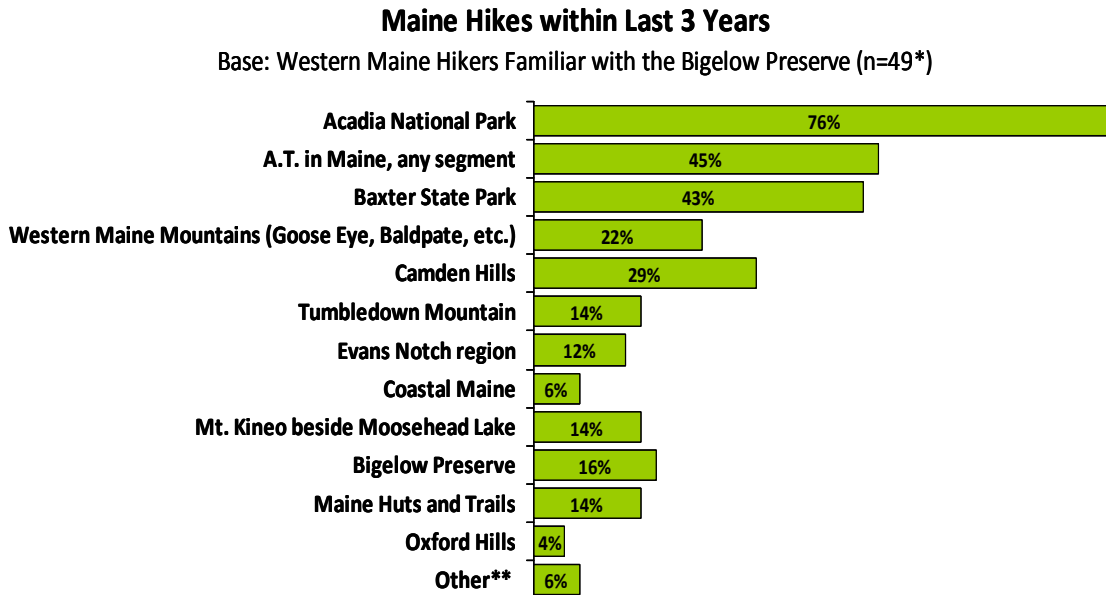
Within the past 3 years, 71% of Western Maine hikers have hiked in Acadia National Park, while 37% have hiked the A.T. in Maine (could also be in the Bigelow Preserve, although responses were listed for participants to view) and 35% have hiked in Baxter State Park. 8% have hiked in the Bigelow Preserve (see Figure 7 and Table 19).

- Three-quarters of Western Maine hikers with some familiarity of the Bigelow Preserve (76%; 37 of 49\*) have recently hiked in Acadia National Park, followed by the A.T. in Maine (45%; 22 of 49\*) and Baxter State Park (43%; 21 of 49\*). 16% (8 of 49\*) have hiked in the Bigelow Preserve (see Figure 8 and Table 19).
- Maine residents’ recent hikes include 72% in Acadia National Park, 35% in Baxter State Park and 28% in Camden Hills State Park. 7% have hiked in the Bigelow Preserve (see Table 19).
- Two-thirds of all survey respondents (65%) have hiked recently in Acadia National Park, one-quarter (23%) in Baxter State Park and one-fifth (22%) have hiked on the A.T. in Maine. 3% have hiked in the Bigelow Preserve (see Table 19).



\*Caution, small base (n<50); use for directional purposes only

**Figure 8. Maine Hikes, Last 3 Years – Web Survey**



\*Caution, small base (n<50); use for directional purposes only  
 \*\*Please see Table 33 in Appendix C for list of other Maine Hikes  
 > SB. (Aided, multiple response) Where have you hiked in Maine over the last three years?

**Table 19. Maine Hikes, Last 3 Years – Web Survey**

	<b>Total Sample</b>	<b>Western Maine Hikers</b>	<b>Western Maine Hikers Familiar with Bigelow Preserve</b>	<b>Primary Residents of Maine</b>
<b>Maine Hikes within Last 3 Years</b>	<b>(n=304)</b>	<b>(n=104)</b>	<b>(n=49*)</b>	<b>(n=71)</b>
Acadia National Park	65%	71%	76%	72%
Baxter State Park (Katahdin)	23%	35%	43%	35%
Appalachian Trail in Maine – any segment	22%	37%	45%	25%
Camden Hills	17%	17%	29%	28%
Coastal Maine	10%	10%	6%	10%
Western Maine Mountains	9%	21%	22%	17%
Mt. Kineo/ Moosehead	5%	11%	14%	3%
Tumbledown Mountain	5%	13%	14%	13%
Evans Notch region	4%	13%	12%	9%
Maine Huts and Trails	4%	9%	14%	3%
Bigelow Preserve	3%	8%	16%	7%
Oxford Hills	2%	2%	4%	1%
Sebago Lake area	2%	4%	--	1%
Trails/ walks (non-specific)	2%	2%	--	6%
Other areas**	11%	10%	6%	13%

\*Caution, small base (n<50); use for directional purposes only.  
 \*\*See Table 33 in Appendix C for list of other Maine Hikes  
 > SB. (Aided, multiple responses) Where have you hiked in Maine over the last three years?



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### **Hiking in the Western Maine Mountains**

One-third (34%) of all respondents have hiked in the Western Maine Mountains (defined in questionnaire as: Region includes Mahoosuc Notch/Arm, Old Speck, Baldpates, Mount Blue, Tumbledown Mountain, Grafton Notch, Evans Notch, Bigelow Preserve, etc.).

- Those with their primary residence in Maine are significantly more likely (58%) than those with primary residences in New Hampshire (27%; 13 of 49\*) or Massachusetts (25%) to have hiked in the Western Maine Mountains ( $z=3.559$ ;  $p=.000$  and  $z=4.811$ ;  $p=.000$  respectively).

A significantly higher percentage of respondents who hike more than 10 days per year (42%) than those who hike 10 or fewer days per year (30%) have hiked in the Western Maine Mountains ( $z=-2.018$ ;  $p=.04$ ).

### **Hiking Experience on the Appalachian Trail in Maine**

Most Western Maine hikers (86%) have hiked at least some part of the A.T. in Maine. Three-fifths of Western Maine hikers (60%) have hiked a few short segments, while 9% have hiked half or more of the A.T. in Maine (see Figure 9).

- More than one-half of Western Maine hikers with some familiarity of the Bigelow Preserve (55%; 27 of 49\*) have hiked a few short segments of the A.T. in Maine, while 20% (10 of 49\*) have hiked half or more of the A.T. in Maine.
- Just over one-half (52%) of Maine residents have hiked a few short segments of the A.T. in Maine, while 4% have hiked half or more.
- One-half of all respondents (49%) have hiked a few short segments of the A.T. in Maine, while 5% have hiked half or more.

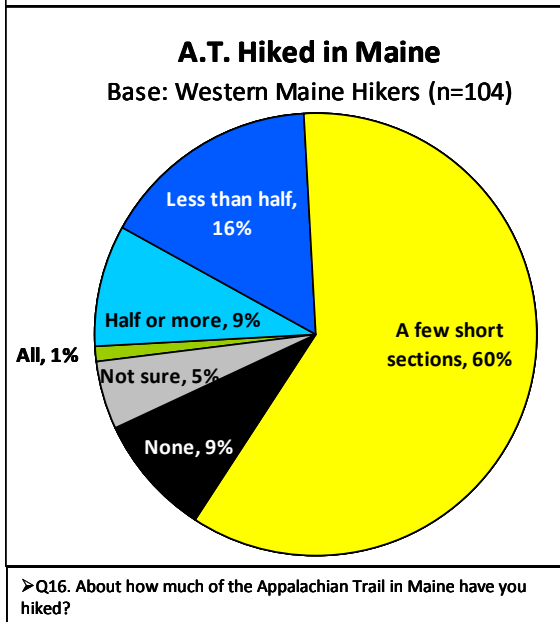
One-tenth of Western Maine Hikers (9%) have not hiked any portion of the A.T. in Maine.

- Just 4% (2 of 49\*) of Western Maine hikers with some familiarity of the Bigelow Preserve have not hiked any portion of the A.T. in Maine.
- More than one-quarter of Maine residents (27%) have not hiked any portion of the A.T. in Maine.
- More than one-quarter of all respondents (29%) have not hiked any portion of the A.T. in Maine.

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*\*Caution, small base (n<50); use for directional purposes only*

Figure 9. A.T. Hiked in Maine – Web Survey

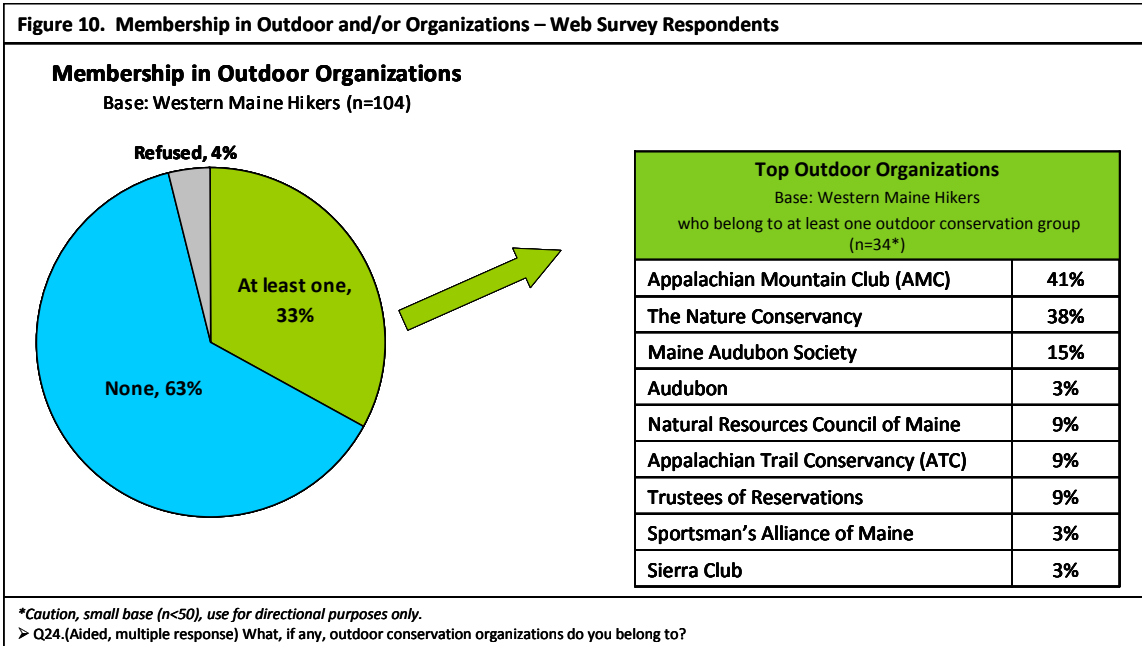


### **Membership in Outdoor and/or Conservation Organizations**

One-third (33%) of Western Maine hikers are members of an outdoor and/ or conservation organization. Several organizations are represented, only two of which were identified by at least 10% of respondents (see Figure 10 and Table 20).

- 37% (18 of 49\*) of Western Maine hikers familiar with the Bigelow Preserve are members of an outdoor organization.
- More than one-quarter of Maine residents (26%) are members of an outdoor organization.
- Nearly one-third of respondents in the full sample (30%) are members of an outdoor organization.

\*Caution, small base (n<50); use for directional purposes only



**Table 20. Membership in Outdoor and/or Conservation Organizations – Web Survey Respondents**

	<b>Total Sample</b>	<b>Western Maine Hikers</b>	<b>Western Maine Hikers Familiar with Bigelow Preserve</b>	<b>Primary Residents of Maine</b>
<b>Outdoor Organization</b>	<b>(n=304)</b>	<b>(n=104)</b>	<b>(n=49*)</b>	<b>(n=71)</b>
The Nature Conservancy	14%	13%	18%	11%
Mountain Clubs	11%	14%	16%	3%
Audubon	6%	6%	10%	6%
Natural Resources Council of Maine	2%	3%	4%	6%
Trustees of Reservations	2%	3%	2%	--
Sierra Club	2%	1%	2%	1%
Other Organizations**	8%	7%	8%	16%
None	65%	63%	59%	68%
Prefer not to answer	5%	4%	4%	6%

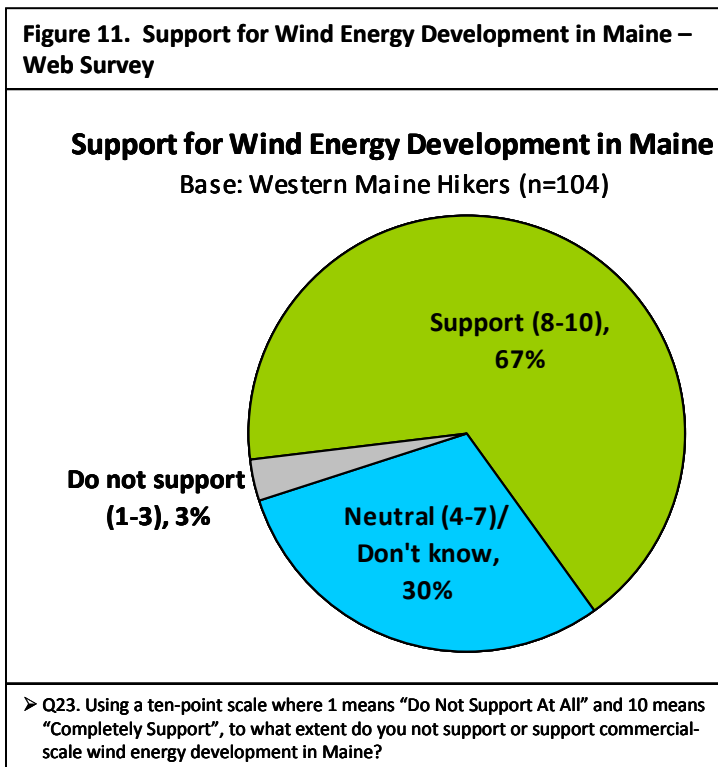
*\*Caution, small base (n<50); use for directional purposes only.*  
\*\*Please see Table 34 in Appendix C for list of other outdoor organizations  
➤ Q24. (Aided, multiple response) What, if any, outdoor or conservation organizations do you belong to?

### 3. Detailed Analysis

#### **Support for Commercial Wind Energy Development in Maine**

Two-thirds of Western Maine hikers (67%) support commercial-scale wind energy development in Maine (see Figure 11).

- A similar percentage of Western Maine hikers with some familiarity of the Bigelow Preserve (69%; 34 of 49\*) support commercial-scale wind energy development in Maine.
- The level of support is similar among those who live in Maine (65%).
- Three-fifths of all respondents (63%) support commercial-scale wind energy development in Maine.
- A significantly higher percentage of those who belong to at least one outdoor organization (75%) than those who do not (57%) support commercial-scale wind energy development in Maine ( $z=3.139$ ;  $p=.002$ ).



\*Caution, small base (n<50); use for directional purposes only

**Reasons for Hiking**

When identifying their *top 3 reasons* for hiking, most Western Maine hikers (83%) mentioned exercise/ health. Others enjoy the scenery/ views (43%) and/ or like being outside (38%) (see Table 21).

- Most Western Maine hikers with some familiarity of the Bigelow Preserve mentioned exercise/ health (82%; 40 of 49\*), followed by beautiful views (45%; 22 of 49\*) and being outside (35%; 17 of 49\*).
- Maine residents hike for exercise/ health (82%), beautiful views (55%) and nature/ wildlife (27%).
- The entire sample listed exercise/ health (84%), beautiful views (41%) and nature/ wildlife (30%).

Being outside/ fresh air emerged most frequently as Western Maine hikers' single, *primary reason* for hiking (19%), followed by scenery/ views (17%) and exercise/ health (15%).

- Western Maine hikers with some familiarity of the Bigelow Preserve primarily hike for exercise/ health (25%; 12 of 49\*), followed by being outside/ fresh air and beautiful scenery (16%; 8 of 49\* each).
- Maine residents have similar priorities: beautiful views (21%) exercise/ health (20%) and being outside/ fresh air (13%).
- Among the entire sample, respondents enjoy opportunities for exercise/ health (18%), nature/ wildlife (17%) and beautiful views (16%) were all listed as primary reasons to hike.

<b>Top Three Reasons to Hike**</b> Base: Western Maine Hikers (n=104)		<b>Primary Reason to Hike**</b> Base: Western Maine Hikers (n=104)	
Exercise/ Health	83%	Being outside/ fresh air	19%
Beautiful scenery/ views	43%	Beautiful scenery/ views	17%
Being outside/ fresh air	38%	Exercise/ Health	15%
Nature/ wildlife	25%	Nature/ wildlife	13%
Enjoyment/fun/vacation	24%	Relaxation/ solitude	10%
Relaxation/ solitude	23%	Activity with other people	8%
Activity with others	19%	Enjoyment/fun/vacation	7%
Proximity/ location	13%	Proximity/location	3%

\*\*Please see Table 35 in Appendix C for full list

➤ Q4. (Unaided, multiple response) In general, what are the top three reasons why you, personally, hike?

➤ Q5. (Unaided, single response) Which one of the reasons you listed would you say is the primary reason why you, personally, hike?

\*Caution, small base (n<50); use for directional purposes only

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### **Reasons for Hiking in Western Maine Mountains**

When Western Maine hikers listed their *top 3 reasons* for hiking in the Western Maine Mountains, 67% mentioned beautiful scenery/ views<sup>9</sup> and almost one-half (47%) visit the area to hike because of its location (proximity/ accessibility) (see Table 22).

- Three-quarters (74%; 36 of 49\*) of Western Maine hikers with some familiarity of the Bigelow Preserve mentioned beautiful scenery/ views, and 41% listed location.
- Two-thirds of Maine residents (69%) listed beautiful scenery/ views. Again, proximity/ location came in second place (42%).
- Results were similar across the entire sample with beautiful scenery/ views mentioned by 57% and proximity/ location by 33%.

There is a wide distribution of primary reasons Western Maine hikers give for hiking in Western Maine, led by beautiful scenery/ views (22%), proximity/ location (17%), and relaxation/ solitude (14%) (see Table 22).

- One-third of Western Maine hikers with some familiarity of the Bigelow Preserve (35%; 17 of 49\*) hike in the Western Maine Mountains primarily for the beautiful scenery/ views, and 14% (7 of 49\*) primarily choose to hike in the Preserve due to proximity/ location.
- One-quarter (23%) of Maine residents listed beautiful scenery/ views and 14% mentioned proximity/ location.
- Among all respondents, again beautiful scenery/ views (19%) and proximity/ location (14%) led the results.

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<sup>9</sup> Unaided open end responses. "Views" could mean distant panoramic views from summits or a break in the forest, allowing for a broader view. "Beautiful scenery" could mean features in the foreground such as foliage, etc. The two are grouped together because the terms cannot be conclusively distinguished.

*\*Caution, small base (n<50); use for directional purposes only*

**Table 22. Reasons for Hiking Western Maine Mountains – Web Survey**

<b>Top Three Reasons – W. Maine Mountains**</b> Base: Western Maine Hikers (n=104)		<b>Primary Reasons – W. Maine Mountains**</b> Base: Western Maine Hikers (n=104)	
Beautiful scenery or views	67%	Beautiful scenery or views	22%
Proximity/ location/ accessible	47%	Proximity/ location	17%
Relaxation/ solitude	25%	Relaxation/ solitude	14%
Exercise/ Health	24%	Good hiking trails/ variety/ difficulty	8%
Good hiking trails/ variety/ difficulty	22%	Nature/ wildlife	7%

\*\*Please see Table 36 in Appendix C for full list

- Q10. (Unaided, multiple response) Please answer regardless of whether or not you have hiked in the Western Maine Mountains. What were your top three reasons or what would be your top three reasons for hiking specifically in the Western Maine Mountains? Feel free to comment on hiking in that region as opposed to another region in Maine.
- Q11. (Unaided, single response) Which ONE of the reasons you listed would you say is or would be the primary reason why you would specifically hike in the Western Maine Mountains?

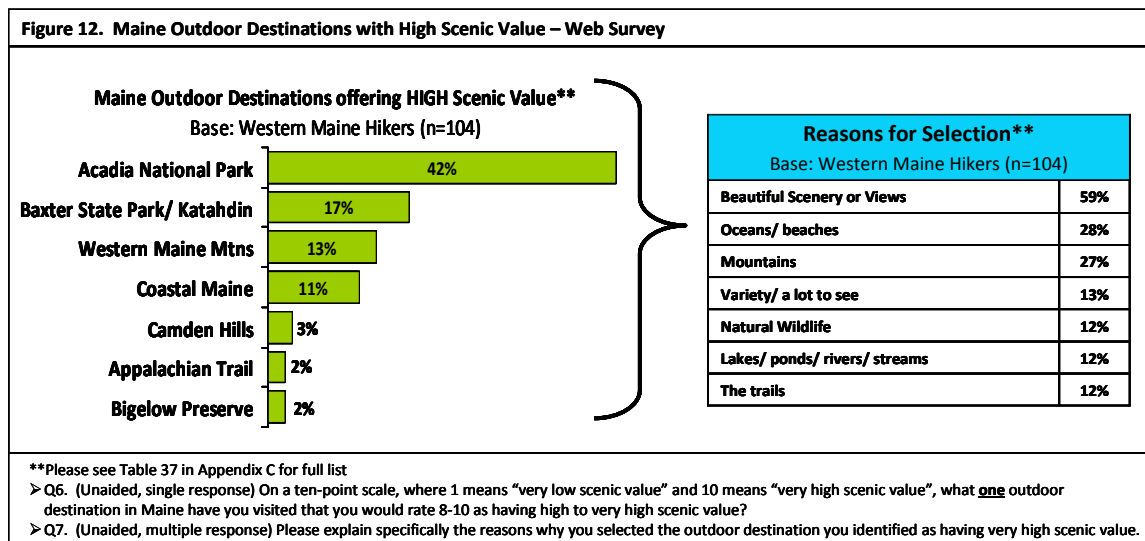
**Scenic Outdoor Destinations in Maine**

Asked to identify, top of mind, one outdoor destination in Maine with high scenic value, two in five Western Maine hikers (42%) mentioned Acadia. Baxter State Park/ Katahdin followed distantly (17%), and 2% mentioned Bigelow Preserve (see Figure 12).

- Western Maine hikers with some familiarity of the Bigelow Preserve also mentioned Acadia (47%; 23 of 49\*) and Baxter State Park/ Katahdin (18%; 9 of 49\*) most frequently; 4% (2 of 49\*) mentioned Bigelow Preserve.
- Maine residents also mentioned Acadia (52%) and Katahdin (16%); 3% mentioned Bigelow Preserve.
- More than one-half of all respondents (53%) mentioned Acadia, and Katahdin followed distantly (11%); 1% mentioned Bigelow Preserve.

Beautiful scenery/ views (59%), ocean/ beaches (28%), and mountains (27%) emerged as the top reasons for selecting a Maine outdoor destination.

- Western Maine hikers with some familiarity of the Bigelow Preserve listed beautiful scenery/ views (63%; 31 of 49\*), and mountains and ocean/ beaches (29%; 14 of 49\* each).
- Maine residents selected beautiful scenery/ views (55%), ocean/ beaches (37%), and mountains (32%) as reasons for their selections.
- The entire sample cited the beautiful scenery/ views (57%), ocean/ beaches (33%), and mountains (20%) as reasons for their top selections.



\*Caution, small base (n<50); use for directional purposes only



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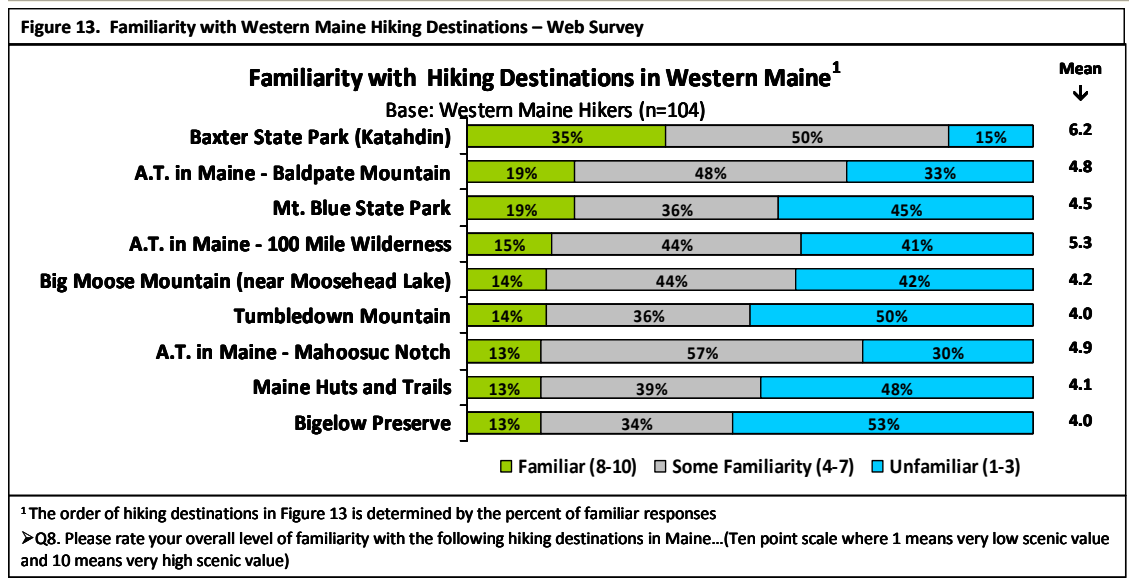
### **Familiarity with Maine Hiking Destinations**

Participants were asked to rate their familiarity with nine hiking destinations in Western Maine, selected because they are among those frequently mentioned in various guides and/or are representative of Western sections of Maine. Western Maine hikers most frequently said they are familiar with Baxter State Park/ Katahdin (35%) and were least likely to rate Baxter State Park/ Katahdin as unfamiliar to them (15%). The next most familiar among this subsample are the A.T. segment at Baldpate Mountain (19%), Mt. Blue State Park (19%), and the A.T.'s 100-mile wilderness (15%). Among Western Maine hikers, 13% rated Bigelow Preserve as familiar to them, while 53% rated it as unfamiliar (see Figure 13). The hiking destinations were presented randomly to respondents to eliminate any order bias. The order of hiking destinations in Figure 13 is arranged by the percent of familiar responses, with Baxter State Park (Katahdin) having the highest percentage of familiar responses (35%) and Bigelow Preserve having the lowest (13%).

- Baxter State Park/ Katahdin is also the most familiar Maine hiking destination among Western Maine hikers with some familiarity of the Bigelow Preserve (47%; 23 of 49\*), Maine residents (39%; 19 of 49\*) and the total sample (25%; 12 of 49\*) (see Figure 14).
- A significantly higher percentage of Western Maine hikers (13%) than those who have not hiked in the Western Maine Mountains (1%) say they are familiar with the Bigelow Preserve ( $z=3.18$ ;  $p=.002$ ).
- Tumbledown Mountain and Mahoosuc Notch (20%; 10 of 49\* each familiar) are the least familiar Maine hiking destinations among Western Maine hikers with some familiarity of the Bigelow Preserve (see Figure 14), while the A.T./ Baldpate is least familiar to Maine residents (4% familiar). Among the total sample, Bigelow Preserve and Tumbledown Mountain received the lowest level of familiar ratings (6% each).
- Taking all ratings into account by examining mean ratings, Baxter State Park (6.2) still receives the highest familiarity score by a broad margin. However, A.T. segments in Maine move up to the next position in terms of familiarity: 100 Mile Wilderness (5.3), Mahoosuc Notch (4.9), and Baldpate Mountain (4.8). Bigelow Preserve is at 4.0 (see Figure 13).

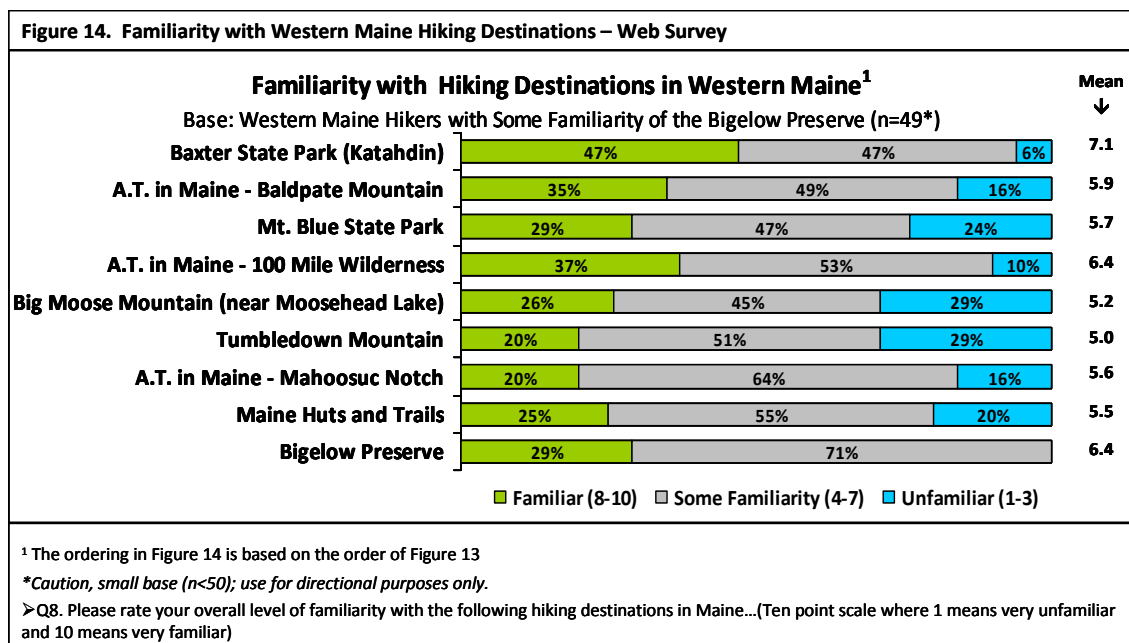
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*\*Caution, small base (n<50); use for directional purposes only*



Focusing on just Western Maine hikers with some familiarity of the Bigelow Preserve reveals broader familiarity with all hiking destinations in Western Maine included in the research. Baxter State Park however, remains as the destination familiar to the broadest group of hikers (see Figure 14). The hiking destinations were presented randomly to respondents to eliminate any order bias. The destinations are listed in Figure 14 in the same order as they appear in Figure 13.

Even among this group, Bigelow Preserve tied with Mt. Blue State Park for the fourth highest level of familiar ratings (8-10) at 29% (14 of 49\*). However, the Bigelow Preserve tied with the A.T. 100 mile wilderness for the second highest mean level of familiarity, at 6.4.



\* Caution, small base (n<50); use for directional purposes only

**Likelihood of Seeing Certain Types of Development While Hiking**

Respondents were asked to rate the current likelihood of seeing each of nine different types of developments while hiking in the Western Maine Mountains. See the list in Figure 15. The types of developments were presented randomly to respondents to eliminate any order bias. The types of developments are arranged in Figure 15 by the percentage of responses in the “uncertain” range.

Western Maine hikers generally are uncertain as to whether they would expect to see five of the nine types of developments, including recreational resorts (67% uncertain), communication towers (55% uncertain), electrical transmission lines (53% uncertain), cut over forest lands (52% uncertain), and snowmobile/ATV trails (51% uncertain). In each of these cases, more than 50% rated their likelihood of seeing these categories of developments or alterations in the uncertain range. Industrial facilities such as paper mills earned the lowest percentage of uncertain responses (36%) among Western Maine hikers.

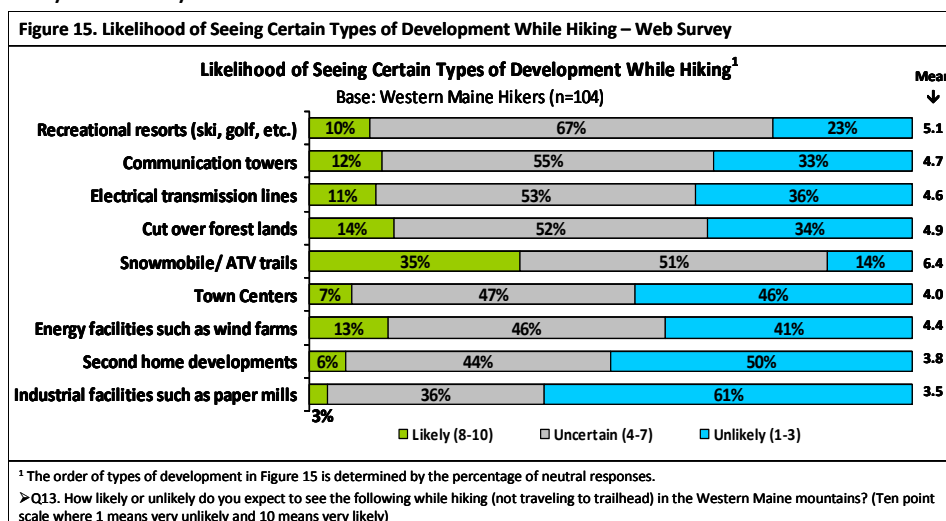
- The type of facility that participants feel most likely to visually encounter is snowmobile/ ATV trails, which 35% said they are likely to see.

Western Maine hikers are least likely to expect to see industrial facilities such as paper mills (61% unlikely), and second home developments (50% unlikely). In each of these cases, 50% or more rated their likelihood of seeing this type of development in the unlikely range.

46% are uncertain as to whether they would see energy facilities such as wind farms. About four in 10 indicate they are not likely to see such facilities (41%), while 13% consider it likely.

- A similar pattern was observed across Western Maine hikers with some familiarity of the Bigelow Preserve (7 of 9 development items were rated more than 50% “uncertain”), Maine residents (5 of 9 items were rated more than 50% “uncertain”) and the total sample (8 of 9 development items were rated more than 50% “uncertain”).

A significantly lower percentage of Western Maine hikers (10%) than other respondents (20%) think they are likely to see recreational resorts in the Western Maine Mountains ( $z=2.441$ ;  $p=.015$ ).



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### **Effect of Visible Development on Enjoyment**

Respondents were asked to rate the effect on their enjoyment of hiking in the Western Maine Mountains if they were to see each of these same nine different types of developments. The types of developments were presented randomly to respondents to eliminate any order bias (see Figure 16 and Table 23). The types of development in Figure 16 are listed by the percentage of neutral responses.

The mean impact ratings, given by Western Maine hikers, range from a low of 3.0 (industrial facilities such as paper mills), which is in the negative range, to a high of 6.0 (energy facilities such as wind farms), which is in the neutral range. As such, the average ratings for most developments presented indicate “no impact” on enjoyment, either positive or negative. About one in four Western Maine hikers (24%) rate the impact of seeing energy facilities such as wind farms positively, 14% rate the impact negatively, and 62% are in the neutral range. Mean impact ratings are similar across the other primary segments:

- Western Maine hikers with some familiarity of the Bigelow Preserve range from 3.2 (industrial facilities such as paper mills) to 5.7 (energy facilities such as wind farms – 22%; 11 of 49\* indicated a positive effect).
- Maine residents range from 2.8 (industrial facilities such as paper mills) to 5.9 (energy facilities such as wind farms), with 25% of Maine residents indicating a positive effect from energy facilities such as wind farms (meaning an 8.0 or greater rating)
- Mean impact ratings from all respondents range from 2.9 (industrial facilities such as paper mills) to 5.7 (energy facilities such as wind farms), with 21% of all respondents indicating a positive effect from energy facilities such as wind farms (meaning an 8.0 or greater rating).

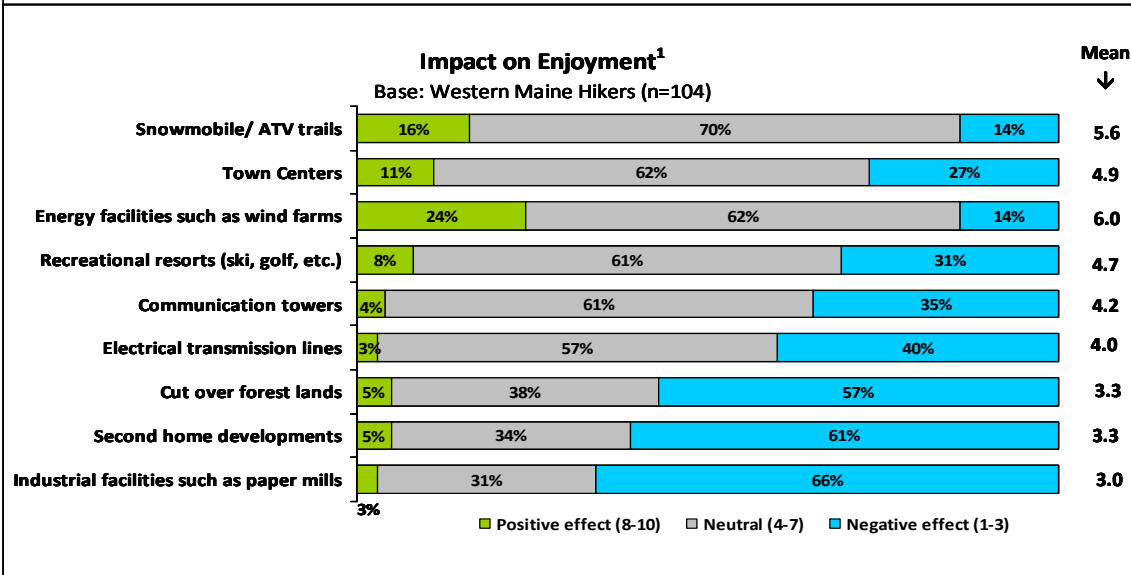
Currently, three of the types of development asked about in the survey are visible from viewpoints along the A.T. in the Bigelow Preserve: a recreational resort, an electrical transmission line, and cut over forest land. A comparison of the impact on enjoyment of each of these with the impact of energy facilities such as wind farms shows that participants think cut over forest land would have a negative impact on enjoyment of hiking in the Western Maine Mountains (mean of 3.3), while the impact of an electrical transmission line (mean of 4.0), a recreational resort (mean of 4.7), or an energy facility such as a wind farm (mean of 6.0) would be in the uncertain range. However, energy facilities such as wind farms would have more positive impact than the others (24% rated a positive impact on enjoyment), pushing the mean rating for this type of development higher than the ratings for the other types of development. (See Table 23)

The mean rating for the impact on enjoyment of energy facilities such as wind farms (6.0) is significantly higher than the mean rating for recreational resorts (mean 4.7;  $t=4.943$ ;  $p=.000$ ), electrical transmission lines (mean 4.0;  $t=8.785$ ;  $p=.000$ ), and cut over forest lands (mean 3.3;  $t=10.067$ ;  $p=.000$ ).

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*\*Caution, small base (n<50); use for directional purposes only*

**Figure 16. Impact on Enjoyment – Web Survey**



<sup>1</sup> The order of types of development in Figure 16 is determined by the percentage of neutral responses.  
 > Q14. Please rate how your overall enjoyment would be affected, if at all, if you saw the following while hiking in the Western Maine mountains...(Ten point scale where 1 means very negative and 10 means very positive)

<b>Table 23. Impact of Seeing Certain Types of Development, Facilities, or Alterations On Enjoyment While Hiking in Western Maine Mountains – Web Survey</b>				
	<b>Positive (8-10)</b>	<b>Neutral (4-7)</b>	<b>Negative (1-3)</b>	<b>Mean</b>
<b>Energy Facilities Such As Wind Farms</b>				
Western Maine hikers (n=104)	24%	62%	14%	6.0
Western Maine hikers with some familiarity of the Bigelow Preserve (n=49*)	22%	57%	21%	5.7
Maine residents (n=71)	25%	61%	14%	5.9
All respondents (n=304)	21%	61%	18%	5.7
<b>Recreation Resorts</b>				
Western Maine hikers (n=104)	8%	61%	31%	4.7
Western Maine hikers with some familiarity of the Bigelow Preserve (n=49*)	10%	61%	29%	4.9
Maine residents (n=71)	7%	65%	28%	4.6
All respondents (n=304)	11%	65%	24%	5.0
<b>Electrical Transmission Line</b>				
Western Maine hikers (n=104)	3%	57%	40%	4.0
Western Maine hikers with some familiarity of the Bigelow Preserve (n=49*)	4%	51%	45%	4.0
Maine residents (n=71)	1%	64%	35%	4.1
All respondents (n=304)	1%	56%	43%	3.8
<b>Cut Over Forest Land</b>				
Western Maine hikers (n=104)	5%	38%	57%	3.3
Western Maine hikers with some familiarity of the Bigelow Preserve (n=49*)	2%	45%	53%	3.3
Maine residents (n=71)	3%	34%	63%	3.1
All respondents (n=304)	3%	41%	56%	3.3
<i>*Caution, small base (n&lt;50); use for directional purposes only</i>				
➤ Q14. Please rate how your overall enjoyment would be affected, if at all, if you saw the following while hiking in the Western Maine Mountains...(Ten point scale where 1 means very negative and 10 means very positive)				

- Those supportive (rating of 8-10) of commercial-scale wind energy development in Maine (31%) are significantly more likely than those who are neutral (rating of 4-7) (4%) ( $z=6.818$ ;  $p=.000$ ) and those who are opposed (rating of 1-3) (0%; 0 of 13\*) ( $z=9.215$ ;  $p=.000$ ) to believe seeing energy facilities such as wind farms in the Western Maine Mountains would have a positive effect on their enjoyment.
- Those who are neutral (rating of 4-7) on (49%) and those who are opposed (rating of 1-3) (77%; 10 of 13\*) to commercial-scale wind energy development in Maine are significantly more likely than those supportive (rating of 8-10) (29%) to believe seeing communication towers in the Western Maine Mountains would have a negative effect on their enjoyment. ( $z=3.191$ ;  $p=.001$  and  $z=3.813$ ;  $p=.000$  respectively)

\* Caution, small base (n<50); use for directional purposes only

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### **Effect of Visible Development on Likelihood of Returning**

Respondents were asked to rate the impact of the same nine types of developments on their likelihood of returning to hike in the Western Maine Mountains if they saw them while hiking. The types of developments were presented randomly to respondents to eliminate any order bias. The order of types of developments in Figure 17 is determined by the percentage of neutral responses.

The three types of developments and facilities that currently exist in the A.T. viewshed in Bigelow Preserve were each rated lower than energy facilities such as wind farms. In each case the development or facility had fewer positive responses and more negative responses than for energy facilities such as wind farms, resulting in mean ratings of between 3.5 (for cut over forest land) and 5.0 (for recreational resorts), versus 5.5 for energy facilities such as wind farms (see Table 24).

The mean rating for the likelihood of returning to the Western Maine Mountains if respondent encountered energy facilities such as wind farms (5.5) is significantly higher than the mean rating for recreational resorts (mean 5.0;  $t=2.344$ ;  $p=.021$ ), electrical transmission lines (mean 4.2;  $t=6.091$ ;  $p=.000$ ), and cut over forest lands (mean 3.5;  $t=9.130$ ;  $p=.000$ ).

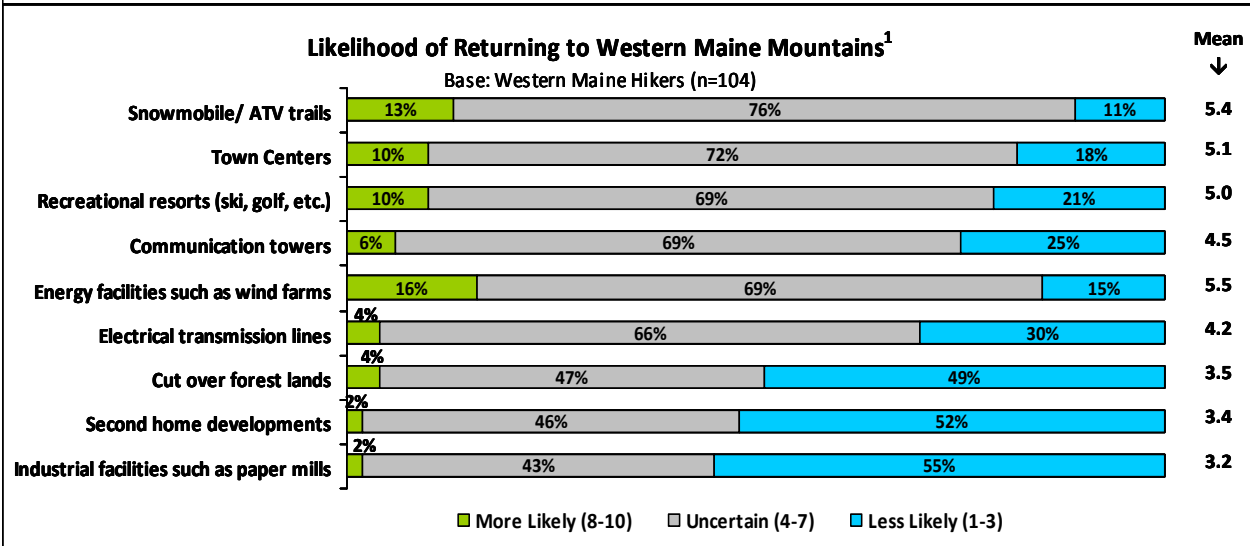
The mean impact ratings, given by Western Maine hikers, range from 3.2 (industrial facilities such as paper mills) to 5.5 (energy facilities such as wind farms). Similar to the “enjoyment” ratings, these mean scores indicate that most of the developments presented have “no impact” on respondents’ likelihood of returning. The majority of Western Maine hikers -- 85% -- stated that the presence of energy facilities such as wind farms within the Western Maine mountains would either increase (16%) or not affect (69%) their likelihood of returning. 15% stated that it would decrease their likelihood of returning. The average rating of likelihood of returning was 5.5, in the neutral range. (see Figure 17). The mean scores follow a similar pattern across the sample:

- Western Maine hikers with some level of familiarity of the Bigelow Preserve range from 3.2 (industrial facilities such as paper mills) to 5.7 (energy facilities such as wind farms – 18%; 9 of 49\* more likely to return).
- Maine residents range from 2.8 (industrial facilities) to 5.9 (energy facilities such as wind farms – 16% more likely to return).
- All respondents range from 2.9 (industrial facilities) to 5.7 (energy facilities such as wind farms – 15% more likely to return).

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*\*Caution, small base (n<50); use for directional purposes only*

**Figure 17. Likelihood of Returning to Western Maine Mountains – Web Survey**



<sup>1</sup> The order of types of development in Figure 17 is determined by the percentage of neutral responses.  
 >Q15. Using the scale where 1 means you are "Much Less Likely" and 10 means you are "Much More Likely", please rate your likelihood of returning to the Western Maine mountains if you saw the following while hiking in that region...



<b>Table 24. Impact of Seeing Certain Types of Development, Facilities, or Alterations On Likelihood of Returning to the Western Maine Mountains</b>				
	<b>More Likely (8-10)</b>	<b>Neutral (4-7)</b>	<b>Less Likely (1-3)</b>	<b>Mean</b>
<b>Energy Facilities Such As Wind Farms</b>				
Western Maine hikers (n=104)	16%	69%	15%	5.5
Western Maine hikers with some familiarity of the Bigelow Preserve (n=49*)	18%	61%	21%	5.4
Maine residents (n=71)	16%	70%	14%	5.5
All respondents (n=304)	15%	68%	17%	5.3
<b>Recreation Resorts</b>				
Western Maine hikers (n=104)	10%	69%	21%	5.0
Western Maine hikers with some familiarity of the Bigelow Preserve (n=49*)	12%	67%	21%	5.0
Maine residents (n=71)	4%	75%	21%	4.8
All respondents (n=304)	11%	67%	22%	5.0
<b>Electrical Transmission Line</b>				
Western Maine hikers (n=104)	4%	66%	30%	4.2
Western Maine hikers with some familiarity of the Bigelow Preserve (n=49*)	6%	61%	33%	4.4
Maine residents (n=71)	3%	72%	25%	4.3
All respondents (n=304)	2%	64%	34%	4.1
<b>Cut Over Forest Land</b>				
Western Maine hikers (n=104)	4%	47%	49%	3.5
Western Maine hikers with some familiarity of the Bigelow Preserve (n=49*)	4%	49%	47%	3.7
Maine residents (n=71)	1%	48%	51%	3.4
All respondents (n=304)	2%	47%	51%	3.4
* Caution, small base (n<50); use for directional purposes only				
➤ Q15. Using the scale where 1 means you are “Much Less Likely” and 10 means you are “Much More Likely”, please rate your likelihood of returning to the Western Maine Mountains if you saw the following while hiking in that region...				

- One-quarter (23%) of those supportive (rating of 8-10) of commercial-scale wind energy development in Maine -- a significantly higher percentage than among those who are neutral (rating of 4-7) (1%) ( $z=6.791$ ;  $p=.000$ ) and those who are opposed (rating of 1-3) (0%; 0 of 13\*) ( $z=7.514$ ;  $p=.000$ ) -- reported that they would be more likely to return to the Western Maine Mountains if they saw energy facilities such as wind farms. Conversely, only 7% of those who are supportive would be less likely to return, versus 30% who are neutral or uncertain and 85% (11 of 13\*) who are opposed, a statistically significant difference in each case. ( $z=4.401$ ;  $p=.000$  and  $z=7.447$ ;  $p=.000$  respectively)
- A significantly higher portion of those who are neutral (4-7) and those who are opposed (1-3) to commercial-scale wind energy development in Maine than those who are supportive (8-10) are less likely to return to the Western Maine Mountains if they were to see electrical transmission lines (43% and 62%; 8 of 13\* vs. 28%) ( $z=2.417$ ;  $p=.016$  and  $z=2.363$ ;  $p=.018$  respectively) or communication towers (35% and 54%; 7 of 13\* vs. 20%) ( $z=2.561$ ;  $p=.011$  and  $z=2.316$ ;  $p=.021$  respectively).

### **Scenic Value of Photographic Images**

Six photographic images, constructed by Terrence J. DeWan and Associates as “normal views,” were embedded in the web survey and shown to respondents. Above each photo were instructions about how respondents should view the photo (distance away from their screen) when responding to the series of four questions about each photographic image.

*“To view the photo: Please sit so that the distance from the computer screen to your eye is about 1.5 (one and a half) times the width of the photograph on your screen. For example, if the image measures 14" wide, then you should be about 21" from the screen.”*

The images were presented randomly to respondents to eliminate any order bias.

None of the photographic images were labeled. While some participants may have recognized the locations of the images, it cannot be assumed that many or most did. The photos in fact depict portions of the landscape within the viewsheds of the A.T. in Bigelow Preserve within 8 miles of the proposed Highland Wind Project. The photographic images were introduced as follows:

“Please look at the view shown in the photograph below”

To test a full range of visual scenarios, from natural to some altered by human development or other intrusion, one view in the direction of Stewart Mountain was changed using computer software to fill in the existing cuts in the forest on Stewart Mountain. This enabled a measurement of impressions of the view to take place in this direction without any human alteration to the landscape (“Stewart-Witham Mountain Area, Natural View”), as well as measurements with cuts in the forest (the existing condition; “Stewart Mountain with Forest Cuts”), and a view with the Highland Wind Project added to

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\* Caution, small base ( $n<50$ ); use for directional purposes only

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Witham and Bald Mountains, and farther to the east (“Stewart Mountain with Forest Cuts and Turbines Beyond”).

In the following analysis, to reflect the fact that the images were not named or labeled in the survey, we refer to each photo first by a generic description and then, for ease of reference, by the place names that are familiar to those reading this report. The reader is reminded that, although the images are presented and discussed here in a sequence of natural-to-altered, they were presented randomly (no order) in the survey itself. See Appendix G for higher resolution versions of the photos, as intended to be seen by web survey participants.

**A. Photo with View of Low, Forested Mountains (“Stewart - Witham Mountain Area, Natural View”)**



67% of Western Maine hikers rated the Stewart-Witham Mountain Area, Natural View, as having high scenic value, and 33% rated it in the neutral range, with an overall mean rating of 8.0 (see Figure 18).

- 67% (33 of 49\*) of Western Maine hikers with some familiarity of the Bigelow Preserve also rated this view as having high scenic value, and the remaining 33% (16 of 49\*) rated it in the neutral range, with a mean rating of 7.9.
- 69% of Maine residents rated this view as having high scenic value, and 30% rated it in the neutral range, with a mean rating of 8.1.

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*\*Caution, small base (n<50); use for directional purposes only*

- 69% of the total sample rated this view as having high scenic value, and 31% rated it in the neutral range, with a mean rating of 8.1.

If this view were one of a variety of views from along the trail the Western Maine hikers were hiking, it would make about one-half (47%) more likely to hike the trail again. For one-half (49%), it would have no effect, positive or negative, on returning to the trail. The mean rating of likelihood of returning is 7.2. (See Figure 19) Among Western Maine hikers with at least some familiarity with Bigelow Preserve, the mean rating of likelihood of returning is 7.0, and among Maine residents, 7.4.

Almost all participants in the total sample and in each subgroup – 89% - 92% -- said that if they saw this view while hiking, they would stop and look at it. The primary reasons for stopping would be because the view is beautiful/ attractive (44% of Western Maine hikers), expansive/ large/ distant view (20%), and includes a view to bodies of water (14%). (See Figure 20)

### **B. Photo with View of Low Mountains with Large Patches Cut in Forest (“Stewart Mountain with Forest Cuts”)**



64% of Western Maine hikers rated Stewart Mountain with Forest Cuts as having high scenic value, and 35% rated it in the neutral range, with an overall mean rating of 8.0 (see Figure 18).

- 65% (32 of 49\*) of Western Maine hikers with some familiarity of the Bigelow Preserve rated this view as having high scenic value, and 33% (16 of 49\*) rated it in the neutral range, with a mean rating of 8.0.

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*\*Caution, small base (n<50); use for directional purposes only*

- 70% of Maine residents rated this view as having high scenic value, and 28% rated it in the neutral range, with a mean rating of 8.2.
- 64% of the total sample rated this view as having high scenic value, and 35% rated it in the neutral range, with a mean rating of 7.9.

If this view were one of a variety of views from along the trail the Western Maine hikers were hiking, it would make more than one-half (56%) more likely to hike the trail again. For the remainder of this subgroup (44%), it would have no effect, positive or negative, on returning to the trail. The mean rating of likelihood of returning is 7.7<sup>10</sup> (see Figure 19). Among Western Maine hikers with at least some familiarity with Bigelow Preserve, the mean rating of likelihood of returning is 7.6, and among Maine residents, 7.7.

Almost all participants in the total sample and in each subgroup – 88% - 91% -- said that if they saw this view while hiking, they would stop and look at it. The primary reasons for stopping would be because the view has beautiful scenery/ views (44% of Western Maine hikers), expansive/ large/ distant view (24%), and to view mountains/ hills (10%) (see Figure 21).

**C. Photo with View of Low Mountains with Large Patches Cut in Forest and Turbines Beyond (5+ Miles) (“Stewart Mountain with Forest Cuts and Turbines Beyond”)**



<sup>10</sup> See page 84 for an explanation of why the image with cutover forest patches received a higher mean rating for likelihood to return than did the filled-in “natural view.”



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60% of Western Maine hikers rated Stewart Mountain with Forest Cuts and Turbines Beyond as having high scenic value, 36% rated it in the neutral range, and 5% rated it as having low scenic value. The overall mean rating is 7.6 (see Figure 18).

- 59% (29 of 49\*) of Western Maine hikers with some familiarity of the Bigelow Preserve rated this view as having high scenic value, 35% (17 of 49\*) rated it in the neutral range, and 6% (3 of 49\*) rated it as having low scenic value. The mean rating is 7.5, which is not significantly lower than the mean rating for the existing view, with forest cuts ( $t=1.558$ ;  $p=.126$ ).
- 61% of Maine residents rated this view as having high scenic value, 37% rated it in the neutral range, and 3% rated it as having low scenic value. The mean rating is 7.6, which is significantly lower than the mean rating for the existing view, with forest cuts ( $t=2.922$ ;  $p=.005$ ).
- 60% of the total sample rated this view as having high scenic value, 37% rated it in the neutral range, and 3% rated it as having low scenic value. The mean rating is 7.6.

If this view were one of a variety of views from along the trail the Western Maine hikers were hiking, it would make one-half (52%) more likely to hike the trail again. For 39%, it would have no effect, positive or negative, on returning to the trail, while for 9%, it would make them less likely to return. The mean rating of likelihood of returning is 7.1 (see Figure 19). Among Western Maine hikers with at least some familiarity with Bigelow Preserve, the mean rating of likelihood of returning is 7.0, which is not significantly lower than the mean rating for the existing view with forest cuts ( $t=1.564$ ;  $p=.124$ ), and among Maine residents, 7.1.

Almost all participants in the total sample and in each subgroup – 87% - 91% -- said that if they saw this view while hiking, they would stop and look at it. The primary reasons for stopping would be because the view has beautiful scenery/ views (42% of Western Maine hikers), curiosity/interest in wind farm (27%), and expansive/ large/ distant view (17%). 4% said they disliked man-made structures/ wind farms (see Figure 22).

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*\*Caution, small base (n<50); use for directional purposes only*

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#### D. Photo with View of Ski Resort +/- 8.4 Miles Away (“Sugarloaf Resort”)



50% of Western Maine hikers rated Sugarloaf Resort as having high scenic value, 48% rated it in the neutral range, and 2% rated it as having low scenic value. The overall mean rating is 7.2 (see Figure 18).

- 47% (23 of 49\*) of Western Maine hikers with some familiarity of the Bigelow Preserve rated this view as having high scenic value, 51% (25 of 49\*) rated it in the neutral range, and 2% (1 of 49\*) rated it as having low scenic value. The mean rating is 7.2.
- 51% of Maine residents rated this view as having high scenic value and the remaining 49% rated it in the neutral range. The mean rating is 7.4.
- 50% of the total sample rated this view as having high scenic value, 48% rated it in the neutral range, and 2% rated it as having low scenic value. The mean rating is 7.4.

If this view were one of a variety of views from along the trail the Western Maine hikers were hiking, it would make 42% more likely to hike the trail again. For 54%, it would have no effect, positive or negative, on returning to the trail, while for 4%, it would make them less likely to return. The mean rating of likelihood of returning is 7.0 (see Figure 19). Among Western Maine hikers with at least some familiarity with Bigelow Preserve, the mean rating of likelihood of returning is 7.2, and among Mainers, 7.0.

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*\*Caution, small base (n<50); use for directional purposes only*

The majority of all participants in the total sample and in each subgroup – 82% - 88% -- said that if they saw this view while hiking, they would stop and look at it. The primary reasons for stopping would be because the view has beautiful scenery/ views (41% of Western Maine hikers), noticed/ curious about ski resort (20%), and view to mountains/ hills (12%). About 4% said they disliked ski resorts or trails (see Figure 23).

#### **E. Framed View Looking Up at Ridge Line, Natural (Little Bigelow, Natural View)**



48% of Western Maine hikers rated Little Bigelow, Natural View, as having high scenic value, 49% rated it in the neutral range, and 3% rated it as having low scenic value. The overall mean rating is 7.5 (see Figure 18).

- 51% (25 of 49\*) of Western Maine hikers with some familiarity of the Bigelow Preserve rated this view as having high scenic value, 47% (23 of 49\*) rated it in the neutral range, and 2% (1 of 49\*) rated it as having low scenic value. The mean rating is 7.6.
- 56% of Maine residents rated this view as having high scenic value, 41% rated it in the neutral range, and 3% rated it as having low scenic value. The mean rating is 7.6.
- 52% of the total sample rated this view as having high scenic value, 46% rated it in the neutral range, and 2% rated it as having low scenic value. The mean rating is 7.5.

If this view were one of a variety of views from along the trail the Western Maine hikers were hiking, it would have no effect, positive or negative, on the majority of them (58%). It would make 37% more likely to hike the trail again, while for 5%, it would make them less likely to return. The mean rating of

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*\*Caution, small base (n<50); use for directional purposes only*



likelihood of returning is 6.7 (see Figure 19). Among Western Maine hikers with at least some familiarity with Bigelow Preserve, the mean rating of likelihood of returning is 6.8, and among Maine residents, 6.7.

The majority of all participants in the total sample and in each subgroup – 78% - 86% -- said that if they saw this view while hiking, they would stop and look at it. The primary reasons for stopping would be because of the view to mountains/ hills (22% of Western Maine hikers); the view is beautiful/ attractive (21%), to view tree cover/ forest/ greenery (17%), and good/nice view (12%) (see Figure 24).

#### **F. Framed View Looking Up at Ridge Line, With Turbines (7.9+ Miles) (Little Bigelow, with Turbines)**



46% of Western Maine hikers rated Little Bigelow, with Turbines, as having high scenic value, 49% rated it in the neutral range, and 5% rated it as having low scenic value. The overall mean rating is 7.3 (see Figure 18).

- 49% (24 of 49\*) of Western Maine hikers with some familiarity of the Bigelow Preserve rated this view as having high scenic value, 45% (22 of 49\*) rated it in the neutral range, and 6% (3 of 49\*) rated it as having low scenic value. The mean rating is 7.4.
- 58% of Maine residents rated this view as having high scenic value, 41% rated it in the neutral range, and 1% rated it as having low scenic value. The mean rating is 7.6.

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*\*Caution, small base (n<50); use for directional purposes only*

- 49% of the total sample rated this view as having high scenic value, 47% rated it in the neutral range, and 4% rated it as having low scenic value. The mean rating is 7.3.

If this view were one of a variety of views from along the trail the Western Maine hikers were hiking, it would have no effect, positive or negative, on the majority of them (59%). It would make about 38% more likely to hike the trail again, while for 3%, it would make them less likely to return. The mean rating of likelihood of returning is 7.0 (see Figure 19). Among Western Maine hikers with at least some familiarity with Bigelow Preserve, the mean rating of likelihood of returning is 7.1, and among Maine residents, 7.1.

The majority of all participants in the total sample and in each subgroup – 76% - 85% -- said that if they saw this view while hiking, they would stop and look at it. The primary reasons for stopping would be because of the beautiful scenery/ views (44% of Western Maine hikers), the view to the mountains/ hills (24%), and to view tree cover/ forest/ greenery (19%). (See Figure 25)

**Statistically Significant Differences among Scenic Value Assessments**

Table 25 summarizes statistically significant differences across the mean ratings of the scenic value assessments by Western Maine hikers. A p=.05 or less indicates a statistically significant difference at the 95% level of confidence. Following the table is a summary narrative that also includes key findings in the assessments by the total sample.

<b>Table 25. Statistically Significant Differences<sup>1</sup> between Paired Mean Ratings of Views</b>						
<b>Base: Western Maine hikers (n=104)</b>						
		<b>Stewart Mt. with Forest Cuts</b>	<b>Stewart Mt. with Forest Cuts, Turbines Beyond</b>	<b>Sugarloaf Resort</b>	<b>Little Bigelow, Natural</b>	<b>Little Bigelow, with Turbines</b>
	<i>Mean Rating</i>	8.0	7.6	7.2	7.5	7.3
<b>Stewart-Witham Mt. Area, Natural</b>	8.0	t=-.737 p=.463	t=-2.795 p=.006	t=-5.633 p=.000	t=-3.296 p=.001	t=-4.180 p=.000
<b>Stewart Mt. with Forest Cuts</b>	8.0		t=-2.213 p=.029	t=-4.982 p=.000	t=-2.748 p=.007	t=-3.707 p=.000
<b>Stewart Mt. with Forest Cuts, Turbines Beyond</b>	7.6			t=-2.085 p=.040	t=-.629 p=.531	t=-1.583 p=.116
<b>Sugarloaf Resort</b>	7.2				t=1.541 p=.126	t=.502 p=.617
<b>Little Bigelow, Natural</b>	7.5					t=-1.715 p=.089

<sup>1</sup>Statistically significant differences at the 95% level of confidence are highlighted in yellow.  
➤ Q17a, 18a, 19a, 20a, 21a, and 22a. Please rate the scenic value of the view in the photo.

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Looking at scenic value ratings from *Western Maine hikers (segment of n=104)*, the mean score for the photo simulation of Little Bigelow, Natural View (7.5) is higher than the mean score for the photo simulation of Little Bigelow with Turbines (7.3), but the difference is not statistically significant.

- The mean scenic value score of *all web survey respondents (total sample of n=304)* for the photo simulation of Little Bigelow, Natural View (7.5) is significantly higher than the mean score for the photo simulation of Little Bigelow with Turbines (7.3) ( $t=2.444$ ;  $p=.015$ ).

Looking at scenic value ratings from *Western Maine hikers (n=104)*, the mean score for the photo simulation of Stewart-Witham Area, Natural View (8.0) is not statistically different from the mean score for the photo simulation of Stewart Mountain with Forest Cuts (8.0).

- The mean scenic value score of *all web survey respondents (n=304)* for the photo simulation of Stewart-Witham Area, Natural View (8.1) is significantly higher than the photo simulation of Stewart Mountain with Forest Cuts (7.9). ( $t=2.343$ ;  $p=.020$ ).

Looking at scenic value ratings from *Western Maine hikers (n=104)*, the mean score for the photo simulation of Stewart Mountain with Forest Cuts (8.0) is significantly higher than the mean score for the photo simulation of Stewart Mountain with Forest Cuts and Wind Turbines beyond (7.6).

- The mean scenic value score of *all web survey respondents (n=304)* for the photo simulation of Stewart Mountain with Forest Cuts (7.9) is significantly higher than the mean score for the photo simulation of Stewart Mountain with Forest Cuts and Wind Turbines beyond (7.6). ( $t=3.361$ ;  $p=.001$ ).

Looking at scenic value ratings from *Western Maine hikers (n=104)*, the mean score for the photo simulation of Stewart-Witham Mountain Area, Natural View (8.0) is significantly higher than the mean score for the photo simulation of Stewart Mountain with Forest Cuts and Turbines beyond (7.6).

- The mean scenic value score of *all web survey respondents (n=304)* for the photo simulation of Stewart-Witham Mountain Area, Natural View (8.1) is significantly higher than the mean score for the photo simulation of Stewart Mountain with Forest Cuts and Wind Turbines beyond (7.6). ( $t=5.121$ ;  $p=.000$ ).

Looking at scenic value ratings from *Western Maine hikers (n=104)*, the mean score for the photo simulation of Stewart Mountains with Forest Cuts and Turbines Beyond (7.6) is significantly higher than the mean score for the photo simulation of Sugarloaf Resort (7.2).

- The mean scenic value score of *all web survey respondents (n=304)* for the photo simulation of Stewart Mountain with Forest Cuts and Turbines beyond (7.6) is significantly higher than the mean score for the photo simulation of Sugarloaf Resort (7.4). ( $t=2.098$ ;  $p=.037$ ).

**Statistically Significant Differences among Ratings of Likelihood of Returning to Trail**

Table 26 summarizes statistically significant differences in the mean ratings of the likelihood of returning to the trail from which the view can be seen. A p=.05 or less indicates a statistically significant difference at the 95% level of confidence.

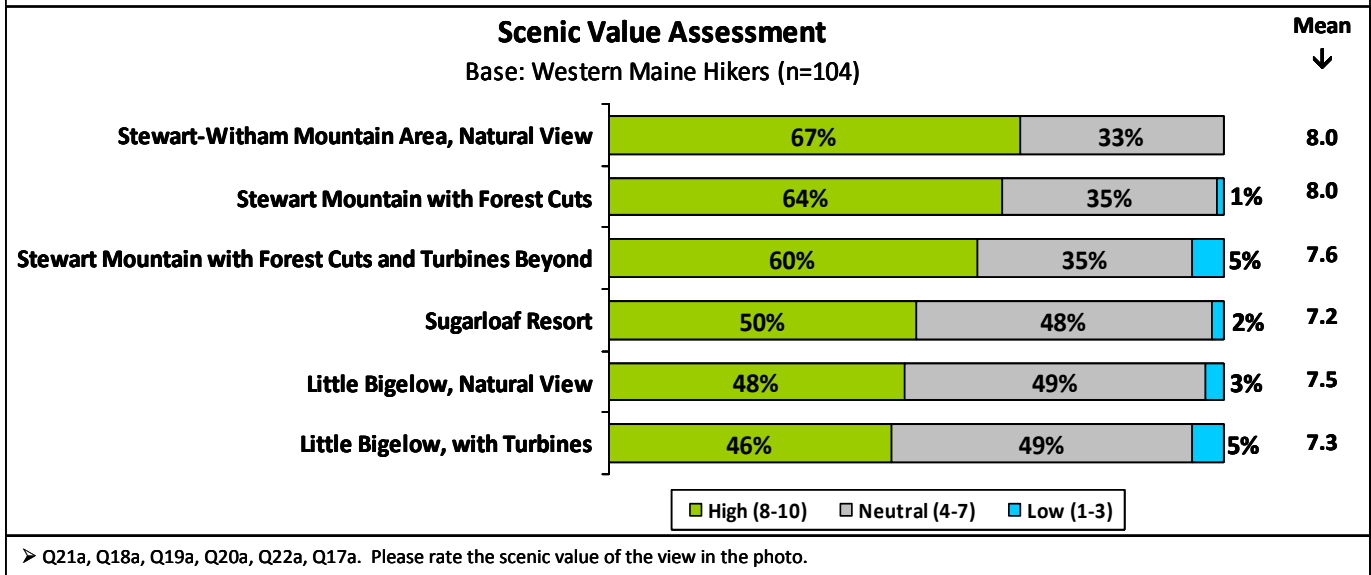
**Table 26. Statistically Significant Differences<sup>1</sup> between Paired Mean Ratings of Likelihood of Returning If This Were One of a Variety of Views from Along Trail You Are Hiking:**  
Western Maine hikers (n=104)

		Stewart Mt. with Forest Cuts	Stewart Mt. w Forest Cuts, Turbines Beyond	Sugarloaf Resort	Little Bigelow, Natural	Little Bigelow, with Turbines
	<i>Mean Rating</i>	7.7	7.1	7.0	6.7	7.0
Stewart-Witham Mt. Area, Natural	7.2	t=2.768 p=.007	t=-.325 p=.746	t=-.953 p=.343	t=-3.382 p=.001	t=-.810 p=.420
Stewart Mt. with Forest Cuts	7.7		t=-2.723 p=.008	t=-4.048 p=.000	t=-5.293 p=.000	t=-3.720 p=.000
Stewart Mt. with Forest Cuts, Turbines Beyond	7.1			t=-.600 p=.550	t=-2.337 p=.021	t=-.472 p=.638
Sugarloaf Resort	7.0				t=-1.681 p=.096	t=.155 p=.877
Little Bigelow, Natural	6.7					t=2.244 p=.027

<sup>1</sup>Statistically significant differences at the 95% level of confidence are highlighted in yellow.  
➤ Q18d, Q19d, Q21d, Q20d, Q17d, Q22d. Assuming the view in the photo was one of a variety of views from along the trail you are hiking, to what extent would the view in this photo make you more or less likely to hike this trail again?

The statistically higher mean rating for likelihood to return for the view of Stewart-Witham Mountain area with forest cutovers than for the “natural view” of the same area (with the cutovers filled in) is seemingly inconsistent with earlier negative ratings of potential effect of cut over forest land on the hiking experience. It may reflect a difference between an impact, such as slash and stumps, imagined as being in the foreground as one walks by the scene, versus an impact, as shown in the image, located 4+ miles away, in the background, where it may suggest variety, texture, or a different kind of use.

**Figure 18. Scenic Value Assessment – Web Survey**



**Figure 19. Impact on Likelihood to Hike Trail Again – Web Survey**

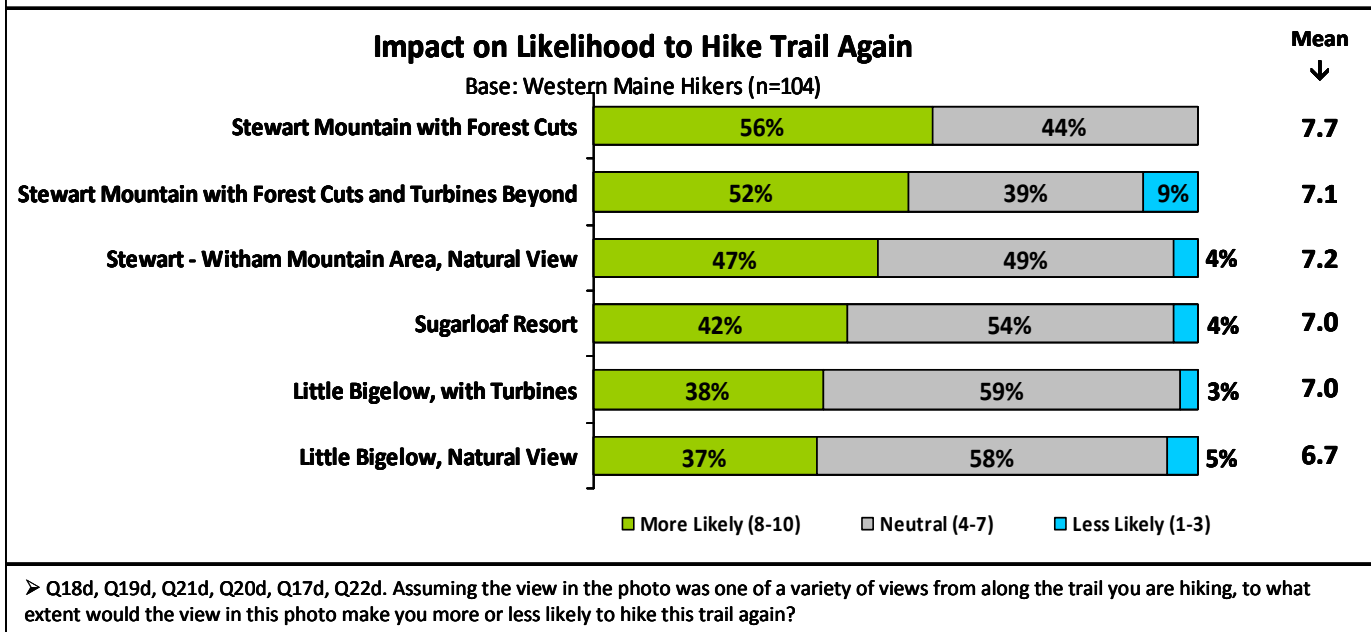
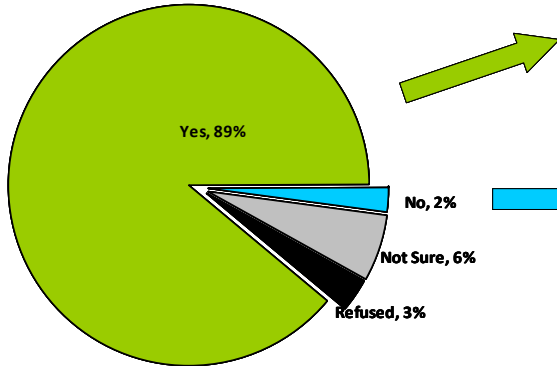


Figure 20. Stewart - Witham Mountain Area, Natural View – Web Survey

**Stewart - Witham Mountain Area, Natural View**  
Base: Western Maine Hikers (n=104)



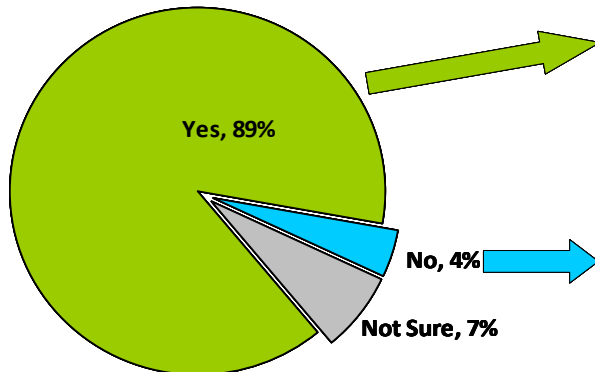
Top Reasons to Stop and Look** Base: Western Maine Hikers who answered Yes to Q21b (n=93)	
Beautiful Scenery/ Views	44%
Expansive/ large/ distant view	20%
To view bodies of water	14%

Reasons to NOT Stop and Look Base: Western Maine Hikers who answered No to Q21b (n=2*)	
Height/ elevation	50%
Not a great view	50%

\*Caution, small base (n<50), use for directional purposes only.  
 \*\*Please see Table 38 in Appendix C for full list  
 >Q21b. If you saw this view while hiking, would you stop and look at it?  
 >Q21c. (Unaided, multiple response) What is the primary reason why you would or would not stop to look at the view in the photo?

Figure 21. Stewart Mountain with Forest Cuts – Web Survey

**Stewart Mountain with Forest Cuts**  
Base: Western Maine Hikers (n=104)



Top Reasons to Stop and Look** Base: Western Maine Hikers who answered Yes to Q18b (n=93)	
Beautiful Scenery/ Views	44%
Expansive/ large/ distant view	24%
View mountains/ hills	10%

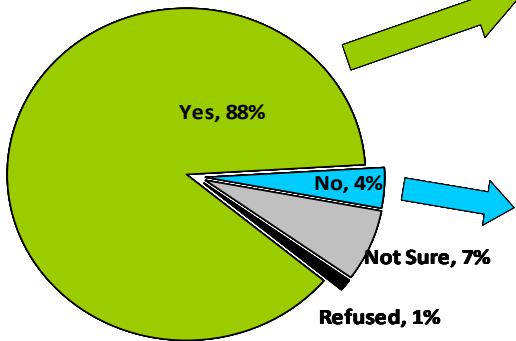
Reasons to NOT Stop and Look Base: Western Maine Hikers who answered No to Q18b (n=4*)	
Not interesting enough	50%
Seen it already/ similar views on hike	50%

\*Caution, small base (n<50), use for directional purposes only.  
 \*\*Please see Table 39 in Appendix C for full list  
 >Q18b. If you saw this view while hiking, would you stop and look at it?  
 >Q18c. (Unaided, multiple responses) What is the primary reason why you would or would not stop to look at the view in the photo?

**Figure 22. Stewart Mountain with Forest Cuts and Turbines Beyond – Web Survey**

**Stewart Mountain with Clear Cuts and Turbines**

Base: Western Maine Hikers (n=104)



**Top Reasons to Stop and Look\*\***

Base: Western Maine Hikers  
who answered Yes to Q19b (n=92)

<b>Beautiful Scenery/ Views</b>	<b>42%</b>
<b>Curious/ interested in wind farm</b>	<b>27%</b>
<b>Expansive/ large/ distant view</b>	<b>17%</b>

**Reasons to NOT Stop and Look**

Base: Western Maine Hikers  
who answered No to Q19b (n=4\*)

<b>Dislike man-made structures/ wind farm</b>	<b>75%</b>
<b>Dislike clear cuts</b>	<b>25%</b>
<b>Seen it already/ similar views on hike</b>	<b>25%</b>

\* Caution, small base (n<50), use for directional purposes only.

\*\*Please see Table 40 in Appendix C for full list

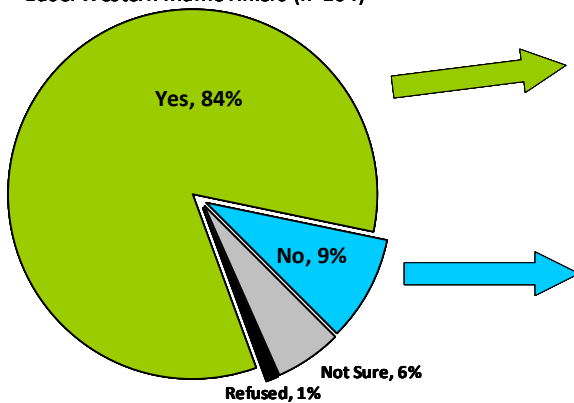
>Q19b. If you saw this view while hiking, would you stop and look at it?

>Q19c. (Unaided, multiple response) What is the primary reason why you would or would not stop to look at the view in the photo?

**Figure 23. Sugarloaf Resort – Web Survey**

**Sugarloaf Resort**

Base: Western Maine Hikers (n=104)



**Top Reasons to Stop and Look\*\***

Base: Western Maine Hikers  
who answered Yes to Q20b (n=87)

<b>Beautiful Scenery/ Views</b>	<b>41%</b>
<b>Noticed/ curious about ski resort</b>	<b>20%</b>
<b>To view mountains/ hills</b>	<b>12%</b>

**Top Reasons to NOT Stop and Look**

Base: Western Maine Hikers  
who answered No to Q20b (n=9\*)

<b>Common/ plain/ typical view</b>	<b>67%</b>
<b>Dislike ski resort/ trails</b>	<b>22%</b>

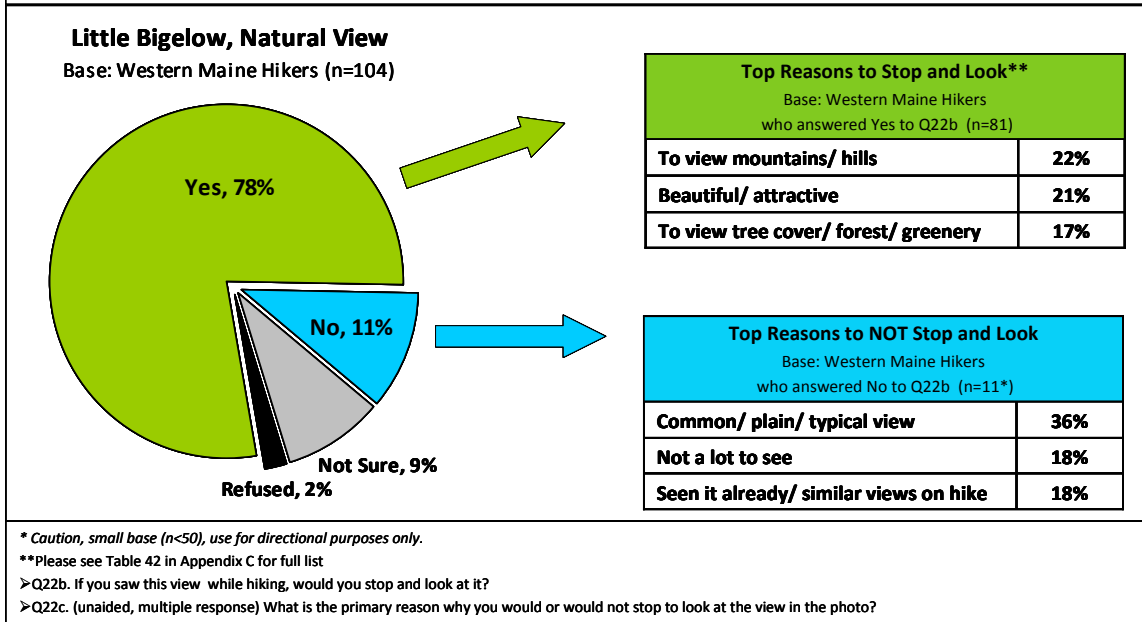
\* Caution, small base (n<50), use for directional purposes only.

\*\*Please see Table 41 in Appendix C for full list

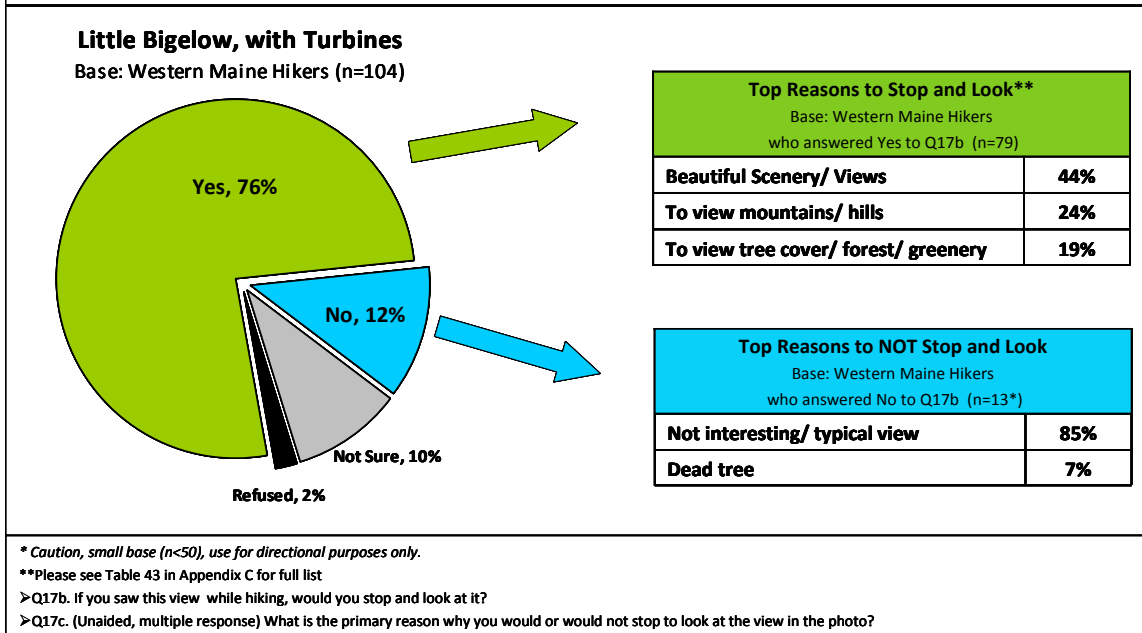
>Q20b. If you saw this view while hiking, would you stop and look at it?

>Q20c. (Unaided, multiple response) What is the primary reason why you would or would not stop to look at the view in the photo?

**Figure 24. Little Bigelow, Natural View – Web Survey**



**Figure 25. Little Bigelow, with Turbines – Web Survey**





***Appendix C:***  
***Additional Data***

**Comparison of Responses to Selected Questions in Web Survey, by Gender**

<b>Table 27. Statistically significant different responses in the Web Survey</b>		
<b>Question/ Response</b>	<b>Male</b>	<b>Female</b>
<b>Q4: Top three reasons for hiking.</b>	<b>n=92</b>	<b>n=212</b>
Activity with other people	14.1%	24.5%
Solitude/ Quiet	17.4%	8.0%
<b>Q5: Primary reason for hiking.</b>	<b>n=92</b>	<b>n=212</b>
Exercise Health	10.9%	20.8%
<b>Q6: High scenic value outdoor destination in Maine</b>	<b>n=92</b>	<b>n=212</b>
Baxter State Park/ Katahdin	23.9%	6.6%
Camden Hills State Park	0.0%	5.2%
<b>Q7: Reason for selecting outdoor destination identified</b>	<b>n=92</b>	<b>n=212</b>
Beautiful/ Gorgeous/ Breathtaking	15.2%	26.4%
Mountains	12.0%	23.6%
Preserve/ National Park	2.2%	0.0%
<b>Q10: Top three reasons for hiking in Western Maine Mountains</b>	<b>n=92</b>	<b>n=212</b>
Nature/ Wilderness	20.7%	8.5%
<b>Q13c: Expectations of seeing energy facilities such as wind turbines in West. Maine Mtns.</b>	<b>n=92</b>	<b>n=212</b>
Likely (rating of 8-10) (Note: Mean and 1-3 ratings on par)	13.0%	4.7%
<b>Q13d: Expectations of seeing cut over forest lands in Western Maine Mountains</b>	<b>n=92</b>	<b>n=212</b>
Unlikely (1-3)	18.5%	35.8%
Mean rating	5.6	4.6
<b>Q14d: Effect on overall enjoyment of cut over forest lands in Western Maine Mountains</b>	<b>n=92</b>	<b>n=212</b>
Negative (1-3)	46.7%	59.9%
Mean rating	3.6	3.1
<b>Q14f: Effect on overall enjoyment of second home developments in Western Maine Mtns.</b>	<b>n=92</b>	<b>n=212</b>
Positive effect (8-10)	6.5%	1.4%
<b>Q17b: Stop to look at view: LB with Wind Turbines from Old Man's Head</b>	<b>n=92</b>	<b>n=212</b>
Yes	85.9%	75.0%
<b>Q17c: Reasons to stop/ not stop to see view: LB with Wind Turbines from Old Man's Head</b>	<b>n=84</b>	<b>n=183</b>
To see the view	8.3%	2.7%
<b>Q18c: Reasons to stop/ not stop to see view: Stewart Mountain clear cut</b>	<b>n=88</b>	<b>n=198</b>
Undeveloped/ Natural view	8.0%	0.5%
Not a lot to see	2.3%	0.0%

<b>Q19c: Reasons to stop/ not stop to see view: Stewart Mountain clear cut with turbines</b>	<b>n=90</b>	<b>n=199</b>
Do not mind man-made structures/ wind farm	0.0%	4.5%
<b>Q21c: Reasons to stop/ not stop to see view: Stewart Mountain natural</b>	<b>n=87</b>	<b>n=196</b>
Beautiful/ Attractive	18.4%	33.7%
Undeveloped/ Natural view	10.3%	3.1%
Enjoyable/ Enjoy the view	4.6%	0.5%

<b>Table 27a. Examples of No Statistically Significant Different Responses, by Gender: Responses to Questions on Impacts of Commercial-Scale Wind Energy Development</b>			
<b>Question/ Response</b>	<b>Total</b>	<b>Male</b>	<b>Female</b>
<b>Q14c: Affect on overall enjoyment of energy facilities such as wind farms</b>	<b>n=304</b>	<b>n=92</b>	<b>n=212</b>
Positive effect (8-10)	21%	17%	22%
Neutral (4-7)	61%	63%	61%
Negative effect (1-3)	18%	20%	17%
<i>Mean</i>	5.7	5.5	5.7
<b>Q19a: Scenic value rating of Stewart Mountain with Clear Cuts and Turbines</b>	<b>n=304</b>	<b>n=92</b>	<b>n=212</b>
High (8-10)	60%	62%	59%
Neutral (4-7)	37%	35%	38%
Low (1-3)	3%	3%	3%
<i>Mean</i>	7.6	7.7	7.5
<b>Q19b: Stop and look at view of Stewart Mountain with Clear Cuts and Turbines</b>	<b>n=304</b>	<b>n=92</b>	<b>n=212</b>
Yes	91%	92%	91%
No	4%	5%	3%
Refused	<1%	0%	<1%
Not sure	5%	2%	6%
<b>Q19d: Impact of seeing Stewart Mountain with Clear Cuts and Turbines on likelihood to return to trail</b>	<b>n=304</b>	<b>n=92</b>	<b>n=212</b>
More likely (8-10)	47%	46%	48%
Neutral (4-7)	48%	49%	47%
Less likely (1-3)	5%	5%	5%
<i>Mean</i>	7.2	7.1	7.2

**Full List of Reasons for Hiking Bigelow Preserve – All Intercept Respondents**

Q9/12. (Unaided, multiple responses) Why did you decide to visit the Bigelow Preserve for this trip? What are your reasons for hiking today?

Q10/13. (Unaided, single response) What is your primary reason for visiting the Bigelow Preserve/ hiking today?

<b>Table 28. Reasons for Hiking Bigelow Preserve Today</b>			
<b>Reasons for Hiking in Bigelow Preserve Today</b> Base: All Intercept Respondents (n=58)		<b>Primary Reason for Hiking in Bigelow Preserve Today</b> Base: All Intercept Respondents (n=58)	
Outdoors/ nature/ fresh air	45%	Outdoors/ nature/ fresh air	17%
Exercise/ health	43%	A.T. thru-hiking	9%
Views	31%	Views	9%
A.T. thru-hiking	22%	Sense of accomplishment	7%
Accessible/ close by	22%	Exercise/ health	7%
Weather/ hiking conditions	19%	Weather/ hiking conditions	5%
Enjoyment	17%	Enjoyment	5%
Companion chose to come/ invited	16%	To “get away”	3%
To “get away”	14%	Beautiful/ spectacular	3%
Beautiful/ spectacular	14%	Companion chose to come/ invited	3%
Solitude/ quiet	12%	Good/ favorite hike	3%
Easy hike	9%	Solitude/ quiet	2%
Familiarity	9%	Accessible/ close by	2%
For the dogs	9%	Been here before	2%
Sense of accomplishment	9%	Camping	2%
Camping	9%	4000 feet	2%
4000 feet	7%	Just to hike	2%
Challenge	5%	Like the area	2%
Haven’t been in a while	5%	Get there before turbines move in	2%
Good/favorite hike	5%	For the dogs	2%
It was recommended	5%	Family activity	2%
Own boss/ self-reliant	3%	Fall foliage	2%
Hike whole range	3%	Don’t Know	9%
Few people	3%		
Scenery	3%		
See everything on A.T.	3%		
Hike	3%		

Documentary on Bigelow Preserve	2%	
Last peaks until Katahdin	2%	
Feel good	2%	
Nature observation	2%	
It's free	2%	
Like the area	2%	
Get there before turbines move in	2%	
Photography	2%	
Family activity	2%	
Recreation	2%	
Never been there before	2%	
Mental fulfillment	2%	
Read about it in a book	2%	
➤ Q9/12. (Unaided, multiple response) Why did you decide to visit the Bigelow Preserve for this trip? What are your reasons for hiking today? ➤ Q10/13. (Unaided, single response) What is your primary reason for visiting the Preserve/ hiking today?		

**Full List of Maine Outdoor Destinations with Low Scenic Value**

Q12/15. (Unaided, single response) What outdoor destination in Maine have you visited that you would rate much lower, say “1-4” for its scenic value? (Ten point scale where 1 means very low scenic value and 10 means very high scenic value)

<b>Table 29. Maine Outdoor Destinations Offering LOW Scenic Value</b>	
Base: All Intercept Respondents (n=58)	
Locations in Coastal Maine	19%
Locations in Western Maine Mountains	19%
Locations along A.T.	12%
Greater Portland Area	5%
Bigelow Preserve	3%
Acadia	3%
Clear cutting/logging	3%
Baxter State Park	2%
Saco River	3%
Tourist Hikes	3%
Brownfield area	2%
Parts of 100 mile wilderness	2%
Hermitage – Katahdin Iron Works	2%
Insignificant old growth	2%
Douglas Mt.	2%
Kingfield dump	2%
Lost Valley	2%
Kennebec Highland trails	2%
Mexico, Maine mill	2%
Nameless small peak	2%
Topsham	2%
None	10%
Don't know/ can't think of any	10%
➤ Q12/15. (Unaided, single response) What outdoor destination in Maine have you visited that you would rate much lower, say “1-4” for its scenic value? (Ten point scale where 1 means very low scenic value and 10 means very high scenic value)	

**Reasons for Hiking Bigelow Preserve – East Peak of Little Bigelow Respondents**

Q9. (Unaided, multiple responses) Why did you decide to visit the Bigelow Preserve for this trip?  
What are your reasons for hiking today?

Q10. (Unaided, single response) What is your primary reason for visiting the Preserve/ hiking today?

<b>Table 30. Reasons for Hiking in Bigelow Preserve</b>			
<b>Reasons for Hiking in Bigelow Preserve Today</b> Base: East Peak of Little Bigelow Respondents (n=37)		<b>Primary Reason for Hiking in Bigelow Preserve Today</b> Base: East Peak of Little Bigelow Respondents (n=37)	
Outdoors/ nature/ fresh air	62%	Outdoors/ nature/ fresh air	27%
Exercise/ health	54%	Sense of accomplishment	11%
Views	32%	A.T. Thru-Hiker	8%
A.T. Thru-Hiker	30%	Exercise/ health	8%
Accessible/ close by	22%	Views	5%
Enjoyment	22%	Enjoyment	5%
Beautiful/ spectacular	19%	To “get away”	5%
Solitude/ quiet	19%	Beautiful/ spectacular	5%
Companion chose to come/ invited	16%	Good/ favorite hike	3%
Weather/ hiking conditions	16%	Solitude/ quiet	3%
To “get away”	16%	Fall/ fall foliage	3%
Easy hike	14%	Get there before turbines come in	3%
Been here before	11%	Don’t know	14%
Sense of accomplishment	11%		
For the dogs	8%		
Challenge	8%		
Camping	5%		
4000 feet	5%		
Haven’t been there in a while	5%		
Good/ favorite hike	5%		
Own boss/ self-reliant	5%		
To do whole range	5%		
Few people	5%		
Scenery	5%		
See everything on A.T.	5%		
Recommendation	3%		
Just to hike	3%		
Documentary on Bigelow Preserve	3%		
Feel good	3%		
Nature observation	3%		

Get there before turbines come in	3%	
Photography	3%	
Preserve is favorite place	3%	
Recreation	3%	
Never done before	3%	
Mental fulfillment	3%	
Read about it	3%	
➤ Q9. (Unaided, multiple response) Why did you decide to visit the Bigelow Preserve for this trip? What are your reasons for hiking today?		
➤ Q10. (Unaided, single response) What is your primary reason for visiting the Preserve/ hiking today?		



**Statistics for All East Peak of Little Bigelow Respondents**

Q14. (Unaided, single response) From the east peak of Little Bigelow, where you are standing right now, you essentially have three primary views:

- a. Looking **West** you can see the peaks of the Bigelow Range:
- b. Looking **South** you can see Sugarloaf Mountain:
- c. Looking **East** you can see a series of additional mountains:

Using the same ten-point scale we used previously where “1” means very low scenic value and “10” means very high scenic value, I’d like you to please rate the scenic value of each of the three views you see.

Q15. Please look at this photograph taken looking East toward that series of additional mountains. On the same ten-point scale where “1” means very low scenic value and “10” means very high scenic value, please rate the scenic value of this view as depicted by the photograph.

<b>Table 31. Statistically Significant Differences<sup>1</sup> between Paired Mean Ratings of Views – All East Peak of Little Bigelow Respondents (n=37*)</b>			
		View Looking West	View Looking South
	<i>Mean Ratings</i>	7.8	6.1
View Looking South	6.1	t=4.544; p=.000	
View Looking East/ Southeast	6.1	t=6.090; p=.000	t=.142; p=.888
<sup>1</sup> Statistically significant differences at the 95% level of confidence are highlighted in yellow. ➤ Q14. (Unaided, single response) From the east peak of Little Bigelow, where you are standing right now, you essentially have three primary views: a. Looking <b>West</b> you can see the peaks of the Bigelow Range: b. Looking <b>South</b> you can see Sugarloaf Mountain: c. Looking <b>East</b> you can see a series of additional mountains: Using the same ten-point scale we used previously where “1” means very low scenic value and “10” means very high scenic value, I’d like you to please rate the scenic value of each of the three views you see.			

**Reasons For Hiking Bigelow Preserve – Safford Brook Respondents**

Q12. Why did you decide to visit the Bigelow Preserve for this trip? What are your reasons for hiking today? (Unaided, multiple responses)

Q13. What is your primary reason for visiting the Preserve/ hiking today? (Unaided, single response)

<b>Table 32. Reasons for Hiking in Bigelow Preserve</b>			
<b>Reasons for Hiking in Bigelow Preserve Today</b> Base: Safford Brook Respondents (n=21)		<b>Primary Reason for Hiking in Bigelow Preserve Today</b> Base: Safford Brook Respondents (n=21)	
Views	29%	Views	14%
Exercise/ health	24%	Weather/ hiking conditions	14%
Accessible/ close by	24%	A.T. thru-hiking	10%
Weather/ hiking conditions	24%	Companion chose to come/ invited	10%
Companion chose to come/ invited	14%	Exercise/ health	5%
A.T. thru-hiking	10%	Enjoyment	5%
Enjoyment	10%	Good/ favorite hike	5%
To “get away”	10%	Accessible/ close by	5%
For the dogs	10%	Been here before	5%
Camping	10%	Camping	5%
4000 feet	10%	4000 feet	5%
Recommendation	10%	Just to hike	5%
Beautiful/ spectacular	5%	Like the area	5%
Been here before	5%	For the dogs	5%
Haven’t been in a while	5%	Family activity	5%
Good/ favorite hike	5%		
Just to hike	5%		
Last peaks until Katahdin	5%		
Its free	5%		
Like the area	5%		
Family activity	5%		
➤ Q12. Why did you decide to visit the Bigelow Preserve for this trip? What are your reasons for hiking today? (Unaided, multiple response)			
➤ Q13. What is your primary reason for visiting the Preserve/ hiking today? (Unaided, single response)			

**Other Hiking Areas in Maine, Past 3 Years – Web Survey Respondents**

SB. (Aided, multiple responses) Where have you hiked in Maine over the last three years?

<b>Table 33. Other Hiking Areas in Maine, Past 3 Years</b>				
	<b><u>All Web Survey Respondents</u></b>	<b>Western Maine Hikers</b>	<b>Western Maine Hikers Familiar with Bigelow Preserve</b>	<b>Primary Residents of Maine</b>
<b>Other Maine Hikes within Last 3 Years</b>	<b>(n=304)</b>	<b>(n=104)</b>	<b>(n=49*)</b>	<b>(n=71)</b>
Bradbury State Park	1%	--	--	4%
Brunswick area	1%	3%	--	1%
Aroostook County	1%	--	--	1%
Marginal Way	1%	--	--	--
Mt. Blue State Park	1%	2%	--	--
Sugarloaf area	1%	1%	2%	1%
Bath area	<1%	1%	--	--
Eustis area	<1%	1%	--	--
Sawyer Mountain	<1%	1%	--	--
Malloy Mountain	<1%	1%	--	--
Dresden area	<1%	--	--	--
Gray area	<1%	1%	2%	--
Hike in Vermont	<1%	--	--	--
Lake Androscoggin area	<1%	--	--	--
Lakes region	<1%	--	--	--
Agamenticus	<1%	1%	--	1%
Laudholm	<1%	1%	--	1%
Madawaska Lake	<1%	--	--	1%
Medomak Valley trails	<1%	--	--	--
Monmouth lake	<1%	--	--	--
Mt. Monadnock	<1%	--	--	--
National Estuarine Research Reserve	<1%	--	--	--
Orient area	<1%	--	--	--
Local Preserve	<1%	1%	2%	1%
Park East of Waterville	<1%	--	--	--
Smugglers Notch	<1%	--	--	--
Solon ATV trails	<1%	--	--	--
State park (non-specific)	<1%	--	--	1%
*Caution, small base (n<50); use for directional purposes only.				
➤ SB. (Aided, multiple responses) Where have you hiked in Maine over the last three years?				

**Other Outdoor Conservation Organizations – Web Survey Respondents**

Q24. (Aided, multiple response) These last few classification questions help us to develop a respondent profile, but will not identify you in any way. What, if any, outdoor or conservation organizations do you belong to?

<b>Table 34. Other Outdoor and/ or Conservation Organizations</b>				
	<b>Total Sample</b>	<b>Western Maine Hikers</b>	<b>Western Maine Hikers Familiar with Bigelow Preserve</b>	<b>Primary Residents of Maine</b>
<b>Other Outdoor Organizations</b>	<b>(n=304)</b>	<b>(n=104)</b>	<b>(n=49*)</b>	<b>(n=71)</b>
World Wildlife Fund	1%	--	--	--
Wilderness Society	1%	1%	2%	1%
Sportsman’s Alliance of Maine	<1%	1%	--	1%
Acadia National Park	<1%	1%	2%	1%
Bat Conservation International	<1%	--	--	1%
Maine Coast Heritage Trust	<1%	--	--	1%
Frenchman’s Bay Conservancy	<1%	--	--	1%
International Crane Foundation	<1%	--	--	1%
Boy Scouts of America	<1%	1%	2%	1%
Chewonki Foundation	<1%	1%	--	--
Defenders of Wildlife	<1%	--	--	--
Island Heritage Trust	<1%	--	--	--
Environment Defense Fund	<1%	--	--	--
Greenpeace	<1%	--	--	1%
Local Sportsman’s Association	<1%	--	--	--
Maine Farmland Trust	<1%	--	--	--
Maine Huts and Trails	<1%	1%	2%	1%
Environment Defense Fund	<1%	1%	2%	1%
Maine Island Trail Association	<1%	--	--	1%
MASSPIRG	<1%	--	--	--
Medomak Valley Land Trust	<1%	--	--	1%
Rails to Trails	<1%	--	--	--
NH Forest Society	<1%	--	--	--
National Rifle Association	<1%	--	--	--
Natural Resources Defense Council	<1%	1%	2%	1%
Rocky Mt. Elk Foundation	<1%	1%	--	1%
Harpswell Heritage Land Trust	<1%	1%	--	1%
Society for the preservation of NH forests	<1%	--	--	--
Society for Ecological Restoration	<1%	--	--	--
The Access Fund	<1%	--	--	1%
Local Nature Groups	<1%	--	--	--

\*Caution, small base (n<50); use for directional purposes only.

➤ Q24. (Aided, multiple response) What, if any, outdoor or conservation organizations do you belong to?

**Reasons for Hiking – Western Maine Hikers**

Q4. (Unaided, multiple responses) In general, what are the top three reasons why you, personally, hike?

Q5. (Unaided, single response) Which one of the reasons you listed would you say is the primary reason why you, personally, hike?

<b>Table 35. Reasons for Hiking – Web Survey</b>			
<b>Top Three Reasons to Hike</b> Base: Western Maine Hikers (n=104)		<b>Primary Reason to Hike</b> Base: Western Maine Hikers (n=104)	
Exercise/ Health	83%	Being outside/ fresh air	19%
Beautiful scenery/ views	43%	Beautiful scenery/ views	17%
Being outside/ fresh air	38%	Exercise/ Health	15%
Nature/ wildlife	25%	Nature/ wildlife	13%
Enjoyment/ fun/ vacation	24%	Relaxation/ solitude	10%
Relaxation/ solitude	23%	Activity with other people	8%
Activity with others	19%	Enjoyment/ fun/ vacation	7%
Proximity/ location	13%	Proximity/ location	3%
Sense of accomplishment/ challenge	9%	Explore/ adventure	3%
Explore/ adventure	5%	Cost effective	2%
Cost effective	4%	Sense of accomplishment/ challenge	1%
Activity for pets	2%	Fishing/ hunting	1%
Photography/ art	2%	Boy scouting	1%
Fishing/ hunting	2%	Something to do	1%
Boy scouting	2%		
Something to do	1%		
Trails	1%		
The experience	1%		
➤ Q4. (Unaided, multiple response) In general, what are the top three reasons why you, personally, hike? ➤ Q5. (Unaided, single response) Which one of the reasons you listed would you say is the primary reason why you, personally, hike?			

**Reasons for Hiking Western Maine Mountains – Web Survey Respondents**

Q10. (Unaided, multiple responses) Please answer regardless of whether or not you have hiked in the Western Maine Mountains. What were your top three reasons or what would be your top three reasons for hiking specifically in the Western Maine Mountains? Feel free to comment on hiking in that region as opposed to another region in Maine.

Q11. (Unaided, single response) Which ONE of the reasons you listed in Q10 would you say is or would be the primary reason why you would specifically hike in the Western Maine Mountains?

<b>Top Three Reasons – W. Maine Mountains</b> Base: Western Maine Hikers (n=104)		<b>Primary Reasons – W. Maine Mountains</b> Base: Western Maine Hikers (n=104)	
Beautiful scenery/ views	67%	Beautiful scenery/ views	22%
Proximity/ location/ accessible	47%	Proximity/ location	17%
Relaxation/ solitude	25%	Relaxation/ solitude	14%
Exercise/ Health	24%	Good hiking trails/ variety/ difficulty	8%
Good hiking trails/ variety/ difficulty	22%	Nature/ wildlife	7%
Nature/ Wildlife	15%	Adventure/ explore	6%
Adventure/ explore	13%	Activity with others	6%
Activity with others	9%	Recommendation/ highly rated	4%
Like visiting/ familiar with area	8%	Exercise/ health	3%
Enjoyment/ fun/ vacation	7%	Camping/ nearby campgrounds	3%
Sense of accomplishment/ challenge	7%	Sense of accomplishment/ challenge	2%
Recommendation/ highly rated	6%	Cost effective	2%
High peaks	5%	High peaks	1%
Cost effective	5%	Enjoyment/ fun/ vacation	1%
Camping/ campgrounds nearby	5%	Less developed	1%
Being outside/ fresh air	3%	Fishing/ hunting	1%
Weather	2%	Past experience	1%
Photography	2%	Boy Scouts	1%
Landscape	1%	Photography	1%
Less developed	1%	Because it's there	1%
Fishing/ hunting	1%		
To hike A.T. segment	1%		
Safe	1%		
Because it's there	1%		
Past experience	1%		
Boy Scouts	1%		
To bike	1%		

- Q10. (Unaided, multiple response) Please answer regardless of whether or not you have hiked in the Western Maine Mountains. What were your top three reasons or what would be your top three reasons for hiking specifically in the Western Maine Mountains? Feel free to comment on hiking in that region as opposed to another region in Maine.
- Q11. (Unaided, single response) Which ONE of the reasons you listed would you say is or would be the primary reason why you would specifically hike in the Western Maine Mountains?

**Maine Locations with High Scenic Value – Web Survey**

Q6. (Unaided, single response) On a ten-point scale, where 1 means “very low scenic value” and 10 means “very high scenic value”, what ONE outdoor destination in Maine have you visited that you would rate “8-10” as having high to very high scenic value?

Q7. (Unaided, multiple responses) Please explain specifically the reasons why you selected the outdoor destination you identified in Q6 as having very high scenic value.

<b>Table 37. Maine Outdoor Destinations with High Scenic Value – Web Survey</b>	
	<b>Western Maine Hikers (n=104)</b>
<b>Maine Outdoor Destinations with High Scenic Value</b>	
Acadia National Park	42%
Baxter State Park/ Katahdin	17%
Western Maine Mountains	13%
Coastal Maine	11%
Camden Hills	3%
Appalachian Trail	2%
Bigelow Preserve	2%
Smugglers Notch	1%
Crawford Notch	1%
Mount Bernie	1%
Area north of Bangor	1%
Don't Know/ Can't Remember	7%
<b>Reason for Selection</b>	
Beautiful scenery/ views	59%
Oceans/ beaches	28%
Mountains	27%
Variety/ a lot to see	13%
Natural Wildlife	12%
Lakes/ ponds/ rivers/ streams	12%
The trails	12%
Remote/ undeveloped	9%
Rocks/ rocky	7%
Fresh air	4%
Forest/ the woods	4%
Sunsets/ sunrises	3%
Terrain	3%
Unique	3%
Bluffs/ cliffs	2%
Accessible	2%
Elevation	2%
Islands	2%



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Peaceful/ relaxing	2%
Historical	1%
Familiar/ been there before	1%
Sentimental	1%
Weather	1%
Lots of tourists	1%
Location/ proximity	1%
Refused	1%
Don't know	1%
<p>➤ Q6. (Unaided, single response) On a ten-point scale, where 1 means "very low scenic value" and 10 means "very high scenic value", what ONE outdoor destination in Maine have you visited that you would rate 8-10 as having high to very high scenic value?</p> <p>➤ Q7. (Unaided, multiple response) Please explain specifically the reasons why you selected the outdoor destination you identified in Q6 as having very high scenic value.</p>	

**Reasons to Stop and Look Stewart - Witham Mountain Area, Natural View – Web Survey**

Q21b. If you saw this view while hiking, would you stop and look at it?

Q21c. (Unaided, multiple response) What is the primary reason why you would or would not stop to look at the view in the photo?

<b>Top Reasons to Stop and Look</b> Base: Western Maine Hikers who answered Yes to Q21b (n=93)		<b>Reasons to NOT Stop and Look</b> Base: Western Maine Hikers who answered No to Q21b (n=2*)	
Beautiful Scenery/ Views	44%	Height/ elevation	50%
Expansive/ large/ distant view	20%	Not a great view	50%
To view bodies of water	14%		
To view mountains/ hills	11%		
Shadows/ color/ contrast	7%		
To see the view	5%		
To view terrain/ landscape	5%		
Photograph/ paint it	4%		
Peaceful/ quiet/ solitude	4%		
Height/ elevation	3%		
Interesting/ appealing view	3%		
To view sky/ clouds	3%		
Unobstructed/ clear view	3%		
To view tree cover/ forest/ greenery	2%		
To stop/ take a break	2%		
Accessible	1%		
Variety of things to view	1%		
To view the horizon	1%		
Lush	1%		
Not a great view	1%		

*\*Caution, small base (n<50), use for directional purposes only.*

- Q21b. If you saw this view while hiking, would you stop and look at it?
- Q21c. (Unaided, multiple response) What is the primary reason why you would or would not stop to look at the view in the photo?

**Reasons to Stop and Look Stewart Mountain with Forest Cuts – Web Survey**

Q18b. If you saw this view while hiking, would you stop and look at it?

Q18c. (Unaided, multiple response) What is the primary reason why you would or would not stop to look at the view in the photo?

<b>Table 39. Reasons to Stop and Look Stewart Mountain with Forest Cuts - Web Survey</b>			
<b>Top Reasons to Stop and Look</b> Base: Western Maine Hikers who answered Yes to Q18b (n=93)		<b>Reasons to NOT Stop and Look</b> Base: Western Maine Hikers who answered No to Q18b (n=4*)	
Beautiful Scenery/ Views	44%	Not interesting enough	50%
Expansive/ large/ distant views	24%	Seen it already/ similar views on hike	50%
To view mountains/ hills	10%		
View bodies of water	8%		
View terrain/ landscape	7%		
See the view	5%		
Variety of things to view	5%		
Noticed/ curious about clear cuts	5%		
Photograph/ paint it	4%		
View tree cover/ forest/ greenery	4%		
Undeveloped/ natural view	4%		
Shadows/ color/ contrast	4%		
Interesting/ appealing view	3%		
Peaceful/ quiet/ solitude	2%		
View nature	2%		
Relaxing/ calming	2%		
Do not mind clear cuts	2%		
Dislike clear cuts	2%		
Height/ elevation	1%		
Cliffs/ bluffs	1%		
Accessible	1%		
To view clouds/ sky	1%		
Stop/ take a break	1%		
Refused	2%		

*\*Caution, small base (n<50), use for directional purposes only.*

➤ Q18b. If you saw this view while hiking, would you stop and look at it?

➤ Q18c. (Unaided, multiple response) What is the primary reason why you would or would not stop to look at the view in the photo?

**Reasons to Stop and Look Stewart Mountain with Forest Cuts and Turbines Beyond – Web Survey**

Q19b. If you saw this view while hiking, would you stop and look at it?

Q19c. (Unaided, multiple response) What is the primary reason why you would or would not stop to look at the view in the photo?

**Table 40. Reasons to Stop and Look Stewart Mountain with Forest Cuts and Turbines Beyond – Web Survey**

<b>Top Reasons to Stop and Look</b> Base: Western Maine Hikers who answered Yes to Q19b (n=92)		<b>Reasons to NOT Stop and Look</b> Base: Western Maine Hikers who answered No to Q19b (n=4*)	
Beautiful Scenery/ Views	42%	Dislike man made structures/ wind farms	75%
Curious/ interested in wind farm	27%	Dislike clear cuts	25%
Expansive/ large/ distant view	17%	Not interesting/ typical view	25%
To view mountains/ hills	7%		
Shadows/ color/ contrast	5%		
To view bodies of water	5%		
To view the sky/ clouds	4%		
Photograph/ paint it	3%		
To view tree cover/ forest/ greenery	3%		
View terrain/ landscape	3%		
Height/ elevation	2%		
Dislike man-made structures/ wind farms	2%		
To see the view	2%		
Interesting/ appealing view	1%		
Dislike clear cuts	1%		
To view nature	1%		
Accessible	1%		
Variety of things to view	1%		
View the horizon	1%		
Rugged/ wild	1%		
Stop/ take a break	1%		
Noticed/ curious about clear cuts	1%		
Unobstructed/ clear view	1%		
Not interesting/ typical view	1%		
Refused	3%		

\*Caution, small base (n<50), use for directional purposes only.

➤ Q19b. If you saw this view while hiking, would you stop and look at it?

➤ Q19c. (Unaided, multiple response) What is the primary reason why you would or would not stop to look at the view in the photo?

**Reasons to Stop and Look Sugarloaf Resort – Web Survey**

Q20b. If you saw this view while hiking, would you stop and look at it?

Q20c. (Unaided, multiple response) What is the primary reason why you would or would not stop to look at the view in the photo?

<b>Table 41. Reasons to Stop and Look Sugarloaf Resort – Web Survey</b>			
<b>Top Reasons to Stop and Look</b> Base: Western Maine Hikers who answered Yes to Q20b (n=87)		<b>Reasons to NOT Stop and Look</b> Base: Western Maine Hikers who answered No to Q20b (n=9*)	
Beautiful Scenery/ Views	41%	Not interesting/ typical view	67%
Noticed/ curious about ski resort/ trails	20%	Dislike ski resort/ trails	22%
View mountains/ hills	12%	Forest/ trees	11%
Expansive/ large/ distant view	7%		
To see the view	7%		
Not interesting/ typical view	6%		
Peaceful/ quiet/ solitude	5%		
Undeveloped/ natural view	5%		
View terrain/ landscape	5%		
Photograph/ paint it	3%		
Forest/ trees	2%		
Dislike ski resort/ trails	2%		
Variety of things to view	2%		
View the valley	2%		
View the sky/ clouds	2%		
‘Maine view’	1%		
View nature	1%		
Stop/ take a break	1%		
Lush	1%		
Weather	1%		
Refused	2%		

*\*Caution, small base (n<50), use for directional purposes only.*

- Q20b. If you saw this view while hiking, would you stop and look at it?
- Q20c. (Unaided, multiple response) What is the primary reason why you would or would not stop to look at the view in the photo?

**Reasons to Stop and Look Little Bigelow, Natural View – Web Survey**

Q22b. If you saw this view while hiking, would you stop and look at it?

Q22c. (Unaided, multiple response) What is the primary reason why you would or would not stop to look at the view in the photo?

<b>Table 42. Reasons to Stop and Look Little Bigelow, Natural View – Web Survey</b>			
<b>Top Reasons to Stop and Look</b> Base: Western Maine Hikers who answered Yes to Q20b (n=81)		<b>Reasons to NOT Stop and Look</b> Base: Western Maine Hikers who answered No to Q20b (n=11*)	
View mountains/ hills	22%	Common/ plain/ typical view	36%
Beautiful/ attractive	21%	Not a lot to see	18%
View tree cover/ forest/ greenery	17%	Seen it already/ similar view on hike	18%
Good/ nice view	12%	Dislike man made structures/ wind farms	9%
See the view	7%	Not a clear view/ obstructed	9%
Photograph/ paint it	5%	Trees	9%
Expansive/ large/ distant view	5%		
View landscape/ terrain	5%		
Peaceful/ quiet/ solitude	4%		
Interesting/ appealing view	3%		
Undeveloped/ natural view	3%		
Height/ elevation	3%		
Cliffs/ bluffs	3%		
Enjoyable/ enjoy the view	3%		
Scenic/ scenery	3%		
View the sky/ clouds	3%		
Relaxing/ calming	3%		
Shadows/ color/ contrast	3%		
'Maine view'	1%		
View nature	1%		
Accessible	1%		
Variety of things to view	1%		
View the valley	1%		
Look for wildlife	1%		
Rugged/ wild	1%		
Stop/ take a break	1%		
Dead tree	1%		
Lush	1%		
Educational opportunity	1%		

To listen	1%	
Refused	3%	
<i>*Caution, small base (n&lt;50), use for directional purposes only.</i> ➤ Q22b. If you saw this view while hiking, would you stop and look at it? ➤ Q22c. (Unaided, multiple response) What is the primary reason why you would or would not stop to look at the view in the photo?		

**Reasons to Stop and Look Little Bigelow, with Turbines – Web Survey**

Q17b. If you saw this view while hiking, would you stop and look at it?

Q17c. (Unaided, multiple response) What is the primary reason why you would or would not stop to look at the view in the photo?

<b>Table 43. Reasons to Stop and Look Little Bigelow, with Turbines – Web Survey</b>			
<b>Top Reasons to Stop and Look</b> Base: Western Maine Hikers who answered Yes to Q20b (n=79)		<b>Reasons to NOT Stop and Look</b> Base: Western Maine Hikers who answered No to Q20b (n=13*)	
Beautiful Scenery/ Views	44%	Not interesting/ typical view	85%
View mountains/ hills	24%	Dead tree	8%
Forest/ trees	19%	Refused	8%
Photograph/ paint it	6%		
Interesting/ appealing view	4%		
Undeveloped/ natural view	4%		
Cliffs/ bluffs	4%		
Expansive/ large/ distant view	4%		
View terrain/ landscape	4%		
View nature	3%		
Height/ elevation	3%		
Stop/ take a break	3%		
Accessible	1%		
Variety of things to view	1%		
Look for wildlife	1%		
Rugged/ wild	1%		
Lush	1%		
Unique view	1%		
Curious/ interested in wind farm	1%		
Refused	3%		
<i>*Caution, small base (n&lt;50), use for directional purposes only.</i> ➤ Q17b. If you saw this view while hiking, would you stop and look at it? ➤ Q17c. (Unaided, multiple response) What is the primary reason why you would or would not stop to look at the view in the photo?			

***Appendix D:***  
***Trail Intercept Questionnaire - East Peak of Little Bigelow Mountain***



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**Location: East Peak of Little Bigelow Mountain**

- NOTE DIRECTION FROM WHICH HIKER ARRIVED ON EAST LITTLE BIGELOW PEAK.  
 From the East – Long Falls Dam Road (Heading South on the A.T.)  
 From the West – Rest of the Bigelow Range (Heading North on the A.T.)
  - OBSERVE REACTIONS OF HIKERS TO VIEWS: WHAT THEY LOOK AT FIRST, WHERE TIME SPENT, EXPRESSIONS USED (VERBAL AND FACIAL IF POSSIBLE)
- 
- 

**GREET HIKERS:** Hello, I am conducting a short survey about impressions of visitors to the Bigelow Preserve. Your responses will be kept strictly confidential.

- How many people are you hiking with today? \_\_\_\_\_  REFUSED
- What was your point of entry into the Bigelow Preserve? (CHECK ONE. REFER TO MAP IF NEEDED)  
 Bigelow Range Trail (West – Stratton)       Safford Brook Trail  
 Appalachian Trail/A. T. (South, off Rte. 16)       Appalachian Trail/A.T. (North off Long Falls Dam Road)  
 Fire Warden’s Trail (Stratton Brook Pond)       REFUSED
- Where do you plan to exit from the Bigelow Preserve? (CHECK ONE. REFER TO MAP IF NECESSARY)  
 Bigelow Range Trail (West – Stratton)       Safford Brook Trail  
 Appalachian Trail/A. T. (South, off Rte. 16)      a. Appalachian Trail/A.T. (North off Long Falls Dam Road)  
 Fire Warden’s Trail (Stratton Brook Pond)       REFUSED
- Are you day hiking or overnight camping? (CHECK ONE)  
 Day Hiking       A.T. Thru-Hiker  
 Overnight Hiking (CLARIFY NOT A.T. T-H)       REFUSED
- Including this visit, how many separate trips to the Bigelow Preserve have you made in the last **three years**?  
Number of trips: \_\_\_\_\_ → (IF 1: Is this your first visit?  YES  NO)       REFUSED
- On average, about how many days a year do you hike? (INCLUDE DAY HIKES AND OVERNIGHTS)

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Average Number of Days Hiking per year: \_\_\_\_\_  REFUSED

9. Why did you decide to visit the Bigelow Preserve for this trip? What are your reasons for hiking today? (PROBE FOR ADDITIONAL REASONS)

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10. Which of those reasons would you say is your primary reason? (MAKE NOTE OF ONE REASON)

11. Let's think of a ten-point scale where "1" means very low scenic value and "10" means very high scenic value. What outdoor destination in Maine have you visited that you would rate "8 - 10" as having high to very high scenic value? (WRITE ONE LOCATION – TRY TO AVOID "DON'T KNOW")

---

12. And, using the same ten-point scale, what outdoor destination in Maine have you visited that you would rate much lower, say "1 - 4" for its scenic value? (WRITE ONE LOCATION – TRY TO AVOID "DON'T KNOW")

---

13. In addition to Little Bigelow Mountain, what other viewpoints in the Bigelow Preserve have you experienced during this trip? (READ LIST IF NEEDED - CHECK ALL THAT APPLY)

- None                       The Horns                       Avery Peak  
 Cranberry Peak               West Peak                       Old Man's Head

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

14. From the East Peak of Little Bigelow, where you are standing right now, you essentially have three primary views: (READ LIST – POINT TO VIEWS – ROTATE BY STARTING AT CHECKED BOX)

- a.  Looking **West** you can see the peaks of the Bigelow Range: \_\_\_\_\_  REFUSED  
b.  Looking **South** you can see Sugarloaf Mountain: \_\_\_\_\_  REFUSED  
c.  Looking **East** you can see a series of additional mountains: \_\_\_\_\_  REFUSED

---

Using the same ten-point scale we used previously where “1” means very low scenic value and “10” means very high scenic value, I’d like you to please rate the scenic value of each of the three views you see. (REFER TO VIEWS AGAIN AND RECORD RATING ON LINES PROVIDED)

15. (ASK RESPONDENT TO TURN AWAY FROM THE VIEW **EAST**. POINT RESPONDENT NORTH WHERE THE VIEW IS OBSCURED) Please look at this photograph taken looking **East** toward that series of additional mountains. (HAND PHOTOGRAPH TO RESPONDENT) On the same ten-point scale where “1” means very low scenic value and “10” means very high scenic value, please rate the scenic value of this view as depicted by the photograph.

<u>Very Low Scenic Value</u>				<u>Very High Scenic Value</u>				<u>Refused</u>	<u>Don't Know</u>		
01	02	03	04	05	06	07	08	09	10	98	99

16. (COLLECT PHOTO) Please look at this photo simulation of a wind power project that has been proposed on two of the mountains among that series of additional mountains. (HAND IMAGE TO RESPONDENT) On the same ten-point scale where “1” means very low scenic value and “10” means very high scenic value, please rate the scenic value of this view as depicted by the photograph.

<u>Very Low Scenic Value</u>				<u>Very High Scenic Value</u>				<u>Refused</u>	<u>Don't Know</u>		
01	02	03	04	05	06	07	08	09	10	98	99

17. Earlier we discussed the three primary views from the East Peak of Little Bigelow where you currently stand: **West** to the peaks of the Bigelow Range, **South** to Sugarloaf Mountain and **East** to a series of additional mountains. Considering these as a whole, think about how your overall enjoyment of coming here today would be affected if the view to the **East** was changed to include the wind turbines as shown in the image you just reviewed. Using a ten-point scale where “1” means a very negative effect and “10” means a very positive effect on your enjoyment, how would your overall enjoyment be affected?

<u>Very Negative Effect</u>				<u>Very Positive Effect</u>				<u>Refused</u>	<u>Don't Know</u>		
01	02	03	04	05	06	07	08	09	10	98	99

18. Why do you say that? (PROBE FOR DETAILS. IF RATING IS 5 OR LESS ASK: In your opinion, would the turbines have more, the same or less impact than other existing large projects within view such as the Sugarloaf Ski Area and the airport? Why?)
- 

19. Again, considering all three primary views, please think about how this change in the view to the **East** would affect your likelihood of returning to this summit, the East Peak of Little Bigelow. Using a ten-point scale where “1” means you are much less likely to return and “10” means you are much more likely to return, how likely are you to return to the East Peak of Little Bigelow given the change in that view to the **East**?

**Less Likely to Return**

01 02 03 04 05 06

**More Likely to Return**

07 08 09 10

**Refused**

98

**Don't Know**

99

20. Using a ten-point scale where "1" means do not support at all and "10" means completely support, to what extent do you not support or support commercial-scale wind energy development in Maine?

**Do Not Support at All**

01 02 03 04 05 06

**Completely Support**

07 08 09 10

**Refused**

98

**Don't Know**

99

**Classification:** The last few classification questions allow us to develop a demographic profile of visitors to the Bigelow Preserve.

21. What, if any, outdoor organizations do you belong to? (DO NOT READ LIST) (CHECK ALL THAT APPLY)

- NONE
- APPALACHIAN MOUNTAIN CLUB (A.M.C.)
- APPALACHIAN TRAIL CONSERVANCY (A.T.C.)
- SPORTSMAN'S ALLIANCE OF MAINE
- THE NATURE CONSERVANCY
- OTHER (*Please specify*) \_\_\_\_\_
- REFUSED

22. Into which of the following ranges does your age fall? (READ LIST) (CHECK ONE BOX)

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older
- REFUSED

23. What is the 5-DIGIT zip code where your primary residence is located? \_\_\_\_\_

24. What is the 5-DIGIT zip code where your second home in Maine is located? \_\_\_\_\_  
 No Second Home

25. Gender (BY OBSERVATION):     MALE     FEMALE

**THANK YOU FOR YOUR TIME! ENJOY YOUR HIKE!**

***Appendix E:***  
***Trail Intercept Questionnaire - Safford Brook Junction***

**Location: Intersection of Safford Brook Trail and A.T.**

1. NOTE DIRECTION FROM WHICH HIKER ARRIVED AT THE INTERSECTION. NO NEED TO INTERVIEW THOSE COMING FROM THE EAST FROM LITTLE BIGELOW.

- From the North – Safford Brook Trail
- From the West – Bigelow Range Trail/A.T. (From the high peaks of the Bigelow Range)

**GREET HIKERS:** Hello, I am conducting a short survey about impressions of visitors to the Bigelow Preserve. Your responses will be kept strictly confidential.

2. In which direction are you heading?

- West towards Avery Peak (SKIP TO Q4)
- Safford Brook Trail (SKIP TO Q4)
- East towards Little Bigelow (CONTINUE)

3. Are you heading as far as the East Peak of Little Bigelow? (SHOW ON MAP IF NECESSARY)

- YES (Great! Please be sure to talk with my colleagues on top of Little Bigelow)
- NO (CONTINUE)
- REFUSED (CONTINUE – ASK QUESTIONS IF YOU CAN)
- DON'T KNOW (CONTINUE – SEE ALTERNATIVE WORDING FOR Q4)

4. Why aren't you planning to hike over to the East Peak of Little Bigelow? (PROBE FOR DETAILS AND KNOWLEDGE/IMPRESSIONS OF THE LITTLE BIGELOW SEGMENT OF THE TRAIL)  
(FOR "DON'T KNOW" IN Q3: Why aren't you sure whether or not you will hike to the East Peak of Little Bigelow?)

- HIKING IT LATER DURING THIS TRIP/VISIT (Great! Do you have any particular expectations for that part of your trip? IF "VIEWS" MENTIONED ASK: "What about the views?")

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5. How long ago was the last time you hiked to the East Peak of Little Bigelow?

HAVE NEVER HIKED TO THE EAST PEAK OF LITTLE BIGELOW

\_\_\_\_\_ YEARS      \_\_\_\_\_ MONTHS

6. How many people are you hiking with today? \_\_\_\_\_  REFUSED

7. What was your point of entry into the Bigelow Preserve? (CHECK ONE. REFER TO MAP IF NEEDED)

- |   |   |
|---|---|
| <input type="checkbox"/> Bigelow Range Trail (West – Stratton)        | <input type="checkbox"/> Safford Brook Trail                                    |
| <input type="checkbox"/> Appalachian Trail/A. T. (South, off Rte. 16) | <input type="checkbox"/> Appalachian Trail/A.T. (North off Long Falls Dam Road) |
| <input type="checkbox"/> Fire Warden’s Trail (Stratton Brook Pond)    | <input type="checkbox"/> REFUSED  |

8. Where do you plan to exit from the Bigelow Preserve? (CHECK ONE. REFER TO MAP IF NECESSARY)

- |   |   |
|---|---|
| <input type="checkbox"/> Bigelow Range Trail (West – Stratton)        | <input type="checkbox"/> Safford Brook Trail                                    |
| <input type="checkbox"/> Appalachian Trail/A. T. (South, off Rte. 16) | <input type="checkbox"/> Appalachian Trail/A.T. (North off Long Falls Dam Road) |
| <input type="checkbox"/> Fire Warden’s Trail (Stratton Brook Pond)    | <input type="checkbox"/> REFUSED  |

9. Are you day hiking or overnight camping? (CHECK ONE)

- |   |  |
|---|--|
| <input type="checkbox"/> Day Hiking                                     | <input type="checkbox"/> A.T. Thru-Hiker |
| <input type="checkbox"/> Overnight Hiking (CLARIFY <u>NOT</u> A.T. T-H) | <input type="checkbox"/> REFUSED         |

10. Including this visit, how many separate trips to the Bigelow Preserve have you made in the last **three years**?

Number of trips: \_\_\_\_\_ → (IF 1: Is this your first visit?  YES  NO)       REFUSED

11. On average, about how many days a year do you hike? (INCLUDE DAY HIKES AND OVERNIGHTS)

Average Number of Days Hiking per year: \_\_\_\_\_  REFUSED

---

12. Why did you decide to visit the Bigelow Preserve for this trip? What are your reasons for hiking today? (PROBE FOR ADDITIONAL REASONS)

---

---

---

13. Which of those reasons would you say is your primary reason? (MAKE NOTE OF ONE REASON)

14. Let's think of a ten-point scale where "1" means very low scenic value and "10" means very high scenic value. What outdoor destination in Maine have you visited that you would rate "8 - 10" as having high to very high scenic value? (WRITE ONE LOCATION – TRY TO AVOID "DON'T KNOW")

---

15. And, using the same ten-point scale, what outdoor destination in Maine have you visited that you would rate much lower, say "1 - 4" for its scenic value? (WRITE ONE LOCATION – TRY TO AVOID "DON'T KNOW")

---

16. What viewpoints in the Bigelow Preserve have you experienced during this trip? (READ LIST IF NEEDED - CHECK ALL THAT APPLY)

- None
- Cranberry Peak
- The Horns
- West Peak
- Avery Peak
- Old Man's Head
- Other (*Please specify*) \_\_\_\_\_

17. Using a ten-point scale where "1" means do not support at all and "10" means completely support, to what extent do you not support or support commercial-scale wind energy development in Maine?

<b><u>Do Not Support at All</u></b>							<b><u>Completely Support</u></b>			<b><u>Refused</u></b>	<b><u>Don't Know</u></b>
01	02	03	04	05	06	07	08	09	10	98	99



---

**Classification:** The last few classification questions allow us to develop a demographic profile of visitors to the Bigelow Preserve.

18. What, if any, outdoor organizations do you belong to? (DO NOT READ LIST) (CHECK ALL THAT APPLY)

- a. NONE
- b. APPALACHIAN MOUNTAIN CLUB (A.M.C.)
- c. APPALACHIAN TRAIL CONSERVANCY (A.T.C.)
- d. SPORTSMAN'S ALLIANCE OF MAINE
- e. THE NATURE CONSERVANCY
- f. OTHER (*Please specify*) \_\_\_\_\_
- g. REFUSED

19. Into which of the following ranges does your age fall? (READ LIST) (CHECK ONE BOX)

- |                                   |                                   |                                   |                                      |
|-----------------------------------|-----------------------------------|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> 18 to 24 | <input type="checkbox"/> 35 to 44 | <input type="checkbox"/> 55 to 64 | <input type="checkbox"/> 75 or older |
| <input type="checkbox"/> 25 to 34 | <input type="checkbox"/> 45 to 54 | <input type="checkbox"/> 65 to 74 | <input type="checkbox"/> REFUSED     |

20. What is the 5-DIGIT zip code where your primary residence is located? \_\_\_\_\_

21. What is the 5-DIGIT zip code where your second home in Maine is located? \_\_\_\_\_  
 No Second Home

22. Gender (BY OBSERVATION):     MALE     FEMALE

**THANK YOU FOR YOUR TIME! ENJOY YOUR HIKE!**

DATE: \_\_\_\_\_ TIME: \_\_\_\_\_ AM/PM    WEATHER/CLARITY: \_\_\_\_\_

***Appendix F:***  
***Hiker Expectations Web Survey***

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## Hiking in Maine Web Questionnaire

### Project 10.009 (Final Draft – August 23, 2010)

Thank you for taking the time to complete this questionnaire. We are interested in learning about your hiking experiences. Your responses will be kept strictly confidential and will be reported in total along with those from other participants.

#### Screener

A. Have you personally hiked in Maine within the last three years? (Consider “hiking” as a walk of more than two or three miles at one time on non-paved trails.) (Select one response)

- Yes (CONTINUE)
- No (THANK AND TERMINATE)
- Prefer not to answer (THANK AND TERMINATE)
- Not sure (THANK AND TERMINATE)

B. Where have you hiked in Maine over the last three years? (Select all that apply)

- Acadia National Park
- Baxter State Park (Katahdin)
- Bigelow Preserve
- Camden Hills
- Maine Huts and Trails
- Other (Please specify) <<ACCEPT UP TO 300 CHARACTERS>>
- Prefer not to answer (THANK AND TERMINATE)
- Not sure (THANK AND TERMINATE)
- Appalachian Trail in Maine – any segment
- Evans Notch region
- Mount Kineo beside Moosehead Lake
- Western Maine Mountains (Goose Eye, Baldpates, etc.)
- Tumbledown Mountain

**NO MORE THAN N=50 WHO MENTION JUST ACADIA AND/OR CAMDEN HILLS**

2. On average, about how many days a year do you hike in total including all locations both **within and outside** of Maine? (INCLUDE DAY HIKES AND OVERNIGHT TRIPS)

Average Number of Days Hiking per year **ALL LOCATIONS**: \_\_\_\_\_  NOT SURE

3. On average, about how many days a year do you hike **IN MAINE**? (INCLUDE DAY HIKES AND OVERNIGHT TRIPS)

Average Number of Days Hiking per year **in Maine**: \_\_\_\_\_  NOT SURE

---

4. In general, what are the top three reasons why you, personally, hike? *(Please enter three reasons)*  
(THREE REASONS REQUIRED)

- a. <<ACCEPT UP TO 75 CHARACTERS>>
- b. <<ACCEPT UP TO 75 CHARACTERS>>
- c. <<ACCEPT UP TO 75 CHARACTERS>>

5. Which **one** of the reasons you listed, would you say is the primary reason why you, personally, hike? *(Please select the box that corresponds with your primary reason)*

- Reason a.
- Reason b.
- Reason c.

6. Think of a ten-point scale where 1 means “Very Low Scenic Value” and 10 means “Very High Scenic Value”. What **one** outdoor destination in Maine have you visited that you would rate 8 - 10 as having high to very high scenic value? *(Please enter ONE location)*

<<ACCEPT UP TO 50 CHARACTERS>>

7. Please explain specifically the reasons why you selected the outdoor destination you identified as having very high scenic value.

<<ACCEPT UP TO 500 CHARACTERS>>

8. Please rate your overall level of familiarity with the following hiking destinations in Maine. *(Please select one rating for each destination)* (RANDOMIZE LIST)

	<u>Very Unfamiliar</u>					<u>Very Familiar</u>				
a. Appalachian Trail in Maine – 100 mile wilderness	1	2	3	4	5	6	7	8	9	10
b. Bigelow Preserve	1	2	3	4	5	6	7	8	9	10
c. Mt. Blue State Park	1	2	3	4	5	6	7	8	9	10
d. Baxter State Park (Katahdin)	1	2	3	4	5	6	7	8	9	10
e. Tumbledown Mountain	1	2	3	4	5	6	7	8	9	10
f. Appalachian Trail in Maine – Baldpate Mountain	1	2	3	4	5	6	7	8	9	10
g. Big Moose Mt. (Near Moosehead Lake)	1	2	3	4	5	6	7	8	9	10
h. Appalachian Trail in Maine – Mahoosuc Notch	1	2	3	4	5	6	7	8	9	10
i. Maine Huts and Trails	1	2	3	4	5	6	7	8	9	10

9. Have you ever hiked in the **Western Maine Mountains**? (Region inclusive of Mahoosuc Notch/ Arm, Old Speck, Baldpates, Mount Blue, Tumbledown Mountain, Grafton Notch, Evans Notch, Bigelow Preserve, etc.)

- Yes
- No
- Prefer not to answer
- Not sure

10. Please answer regardless of whether or not you have hiked in the **Western Maine Mountains**. What were your top three reasons or what would be your top three reasons for hiking specifically in the **Western Maine Mountains**? Feel free to comment on hiking in that region as opposed to another region in Maine. *(Please enter three reasons)* (THREE REASONS REQUIRED)

- a. <<ACCEPT UP TO 75 CHARACTERS>>
- b. <<ACCEPT UP TO 75 CHARACTERS>>
- c. <<ACCEPT UP TO 75 CHARACTERS>>

11. Which **one** of the reasons you listed in Q10 would you say is or would be the primary reason why you would specifically hike in the **Western Maine Mountains**? *(Please select the box that corresponds with you primary reason)*

- Reason a.
- Reason b.
- Reason c.

12. **\*\*NO QUESTION 12\*\***

13. How unlikely or likely do you expect to see the following while hiking (*not* traveling to the trailhead) in the **Western Maine Mountains**? *(Please select one rating for each item)* (RANDOMIZE LIST)

	<u>Very Unlikely</u>							<u>Very Likely</u>		
a. Recreational Resorts (Ski, Golf, etc.)	1	2	3	4	5	6	7	8	9	10
b. Snowmobile/ ATV Trails	1	2	3	4	5	6	7	8	9	10
c. Energy facilities such as wind farms	1	2	3	4	5	6	7	8	9	10
d. Cut over forest lands	1	2	3	4	5	6	7	8	9	10
e. Electrical transmission lines	1	2	3	4	5	6	7	8	9	10
f. Second home developments	1	2	3	4	5	6	7	8	9	10
g. Town Centers	1	2	3	4	5	6	7	8	9	10
h. Communications Towers	1	2	3	4	5	6	7	8	9	10
i. Industrial facilities such as paper mills	1	2	3	4	5	6	7	8	9	10

14. Please rate how your overall enjoyment would be affected, if at all, if you saw the following while hiking in the **Western Maine Mountains**. *(Please select one rating for each item)* (RANDOMIZE LIST)

	<u>Very Negative Effect</u>					<u>Very Positive Effect</u>				
a. Recreational Resorts (Ski, Golf, etc.)	1	2	3	4	5	6	7	8	9	10
b. Snowmobile/ ATV Trails	1	2	3	4	5	6	7	8	9	10
c. Energy facilities such as wind farms	1	2	3	4	5	6	7	8	9	10
d. Cut over forest lands	1	2	3	4	5	6	7	8	9	10
e. Electrical transmission lines	1	2	3	4	5	6	7	8	9	10
f. Second home developments	1	2	3	4	5	6	7	8	9	10
g. Town Centers	1	2	3	4	5	6	7	8	9	10
h. Communications Towers	1	2	3	4	5	6	7	8	9	10
i. Industrial facilities such as paper mills	1	2	3	4	5	6	7	8	9	10

15. Using the scale below where 1 means you are “Much Less Likely” and 10 means you are “Much More Likely”, please rate your likelihood of returning to the **Western Maine Mountains** if you saw the following while hiking in that region. *(Please select one rating for each item)* (RANDOMIZE LIST)

	<u>Much Less Likely</u>					<u>Much More Likely</u>				
a. Recreational Resorts (Ski, Golf, etc.)	1	2	3	4	5	6	7	8	9	10
b. Snowmobile/ ATV Trails	1	2	3	4	5	6	7	8	9	10
c. Energy facilities such as wind farms	1	2	3	4	5	6	7	8	9	10
d. Cut over forest lands	1	2	3	4	5	6	7	8	9	10
e. Electrical transmission lines	1	2	3	4	5	6	7	8	9	10
f. Second home developments	1	2	3	4	5	6	7	8	9	10
g. Town Centers	1	2	3	4	5	6	7	8	9	10
h. Communications Towers	1	2	3	4	5	6	7	8	9	10
i. Industrial facilities such as paper mills	1	2	3	4	5	6	7	8	9	10

16. About how much of the **Appalachian Trail in Maine** have you hiked? *(Please select one response)*

- All
- Half or more
- Less than half
- A few short sections
- None
- Prefer not to answer
- Not sure

**RANDOMIZE QUESTIONS 17, 18, 19, 20, 21 AND 22**

---

Now we will show you 6 photos and ask you a few questions about each. Please be patient as the photos may take up to a minute to load, depending on your connection speed.

Please click 'Next' to continue.

17. Please look at the view shown in the photograph below. *(Please refer to this photo when answering questions 17a through 17d)*

**To view the photo:** Please sit so that the distance from the computer screen to your eye is about 1.5 (one and a half) times the width of the photograph on your screen. For example, if the image measures 14" wide, then you should be about 21" from the screen.

\*\*Photo removed to decrease file size. See Web Photo #6, "Little Bigelow, with Turbines" in Appendix G.

a. Please rate the scenic value of the view in the photo.

<u>Very Low Scenic Value</u>								<u>Very High Scenic Value</u>	
01	02	03	04	05	06	07	08	09	10

b. If you saw this view while hiking, would you stop and look at it?

- Yes (CONTINUE)
- No (CONTINUE)
- Prefer not to answer (SKIP TO Q17D)
- Not sure (SKIP TO Q17D)

c. What is the primary reason why you would or would not stop to look at the view in the photo?

<<ACCEPT UP TO 100 CHARACTERS>>

d. Assuming the view in the photo was one of a variety of views from along the trail you are hiking, to what extent would the view in this photo make you more or less likely to hike this trail again?

<u>Much Less Likely</u>				<u>No Effect</u>			<u>Much More Likely</u>		
01	02	03	04	05	06	07	08	09	10

---

18. Please look at the view shown in the photograph below. *(Please refer to this photo when answering questions 18a through 18d)*

**To view the photo:** Please sit so that the distance from the computer screen to your eye is about 1.5 (one and a half) times the width of the photograph on your screen. For example, if the image measures 14" wide, then you should be about 21" from the screen.

\*\*Photo removed to decrease file size. See Web Photo #2, "Stewart Mountain with Forest Cuts" in Appendix G.

a. Please rate the scenic value of the view in the photo.

<u>Very Low Scenic Value</u>						<u>Very High Scenic Value</u>				
01	02	03	04	05	06	07	08	09	10	

b. If you saw this view while hiking, would you stop and look at it?

- Yes (CONTINUE)
- No (CONTINUE)
- Prefer not to answer (SKIP TO Q18D)
- Not sure (SKIP TO Q18D)

c. What is the primary reason why you would or would not stop to look at the view in the photo?

<<ACCEPT UP TO 100 CHARACTERS>>

d. Assuming the view in the photo was one of a variety of views from along the trail you are hiking, to what extent would the view in this photo make you more or less likely to hike this trail again?

<u>Much Less Likely</u>				<u>No Effect</u>				<u>Much More Likely</u>		
01	02	03	04	05	06	07	08	09	10	



---

19. Please look at the view shown in the photograph below. *(Please refer to this photo when answering questions 19a through 19d)*

**To view the photo:** Please sit so that the distance from the computer screen to your eye is about 1.5 (one and a half) times the width of the photograph on your screen. For example, if the image measures 14" wide, then you should be about 21" from the screen.

**\*\*Photo removed to decrease file size. Please see Web Photo #3 "Stewart Mountain with Forest Cuts and Turbines Beyond" in Appendix G.**

a. Please rate the scenic value of the view in the photo.

<u>Very Low Scenic Value</u>							<u>Very High Scenic Value</u>		
01	02	03	04	05	06	07	08	09	10

b. If you saw this view while hiking, would you stop and look at it?

- Yes (CONTINUE)
- No (CONTINUE)
- Prefer not to answer (SKIP TO Q19D)
- Not sure (SKIP TO Q19D)

c. What is the primary reason why you would or would not stop to look at the view in the photo?

<<ACCEPT UP TO 100 CHARACTERS>>

d. Assuming the view in the photo was one of a variety of views from along the trail you are hiking, to what extent would the view in this photo make you more or less likely to hike this trail again?

<u>Much Less Likely</u>				<u>No Effect</u>		<u>Much More Likely</u>			
01	02	03	04	05	06	07	08	09	10

20. Please look at the view shown in the photograph below. *(Please refer to this photo when answering questions 20a through 20d)*

**To view the photo:** Please sit so that the distance from the computer screen to your eye is about 1.5 (one and a half) times the width of the photograph on your screen. For example, if the image measures 14" wide, then you should be about 21" from the screen.

**\*\*Photo removed to decrease file size. Please see Web Photo #4, "Sugarloaf Resort" in Appendix G.**

a. Please rate the scenic value of the view in the photo.

<u>Very Low Scenic Value</u>							<u>Very High Scenic Value</u>		
01	02	03	04	05	06	07	08	09	10

b. If you saw this view while hiking, would you stop and look at it?

- Yes (CONTINUE)
- No (CONTINUE)
- Prefer not to answer (SKIP TO Q20D)
- Not sure (SKIP TO Q20D)

c. What is the primary reason why you would or would not stop to look at the view in the photo?

<<ACCEPT UP TO 100 CHARACTERS>>

d. Assuming the view in the photo was one of a variety of views from along the trail you are hiking, to what extent would the view in this photo make you more or less likely to hike this trail again?

<u>Much Less Likely</u>			<u>No Effect</u>				<u>Much More Likely</u>		
01	02	03	04	05	06	07	08	09	10

21.

---

22. Please look at the view shown in the photograph below. *(Please refer to this photo when answering questions 21a through 21d)*

**To view the photo:** Please sit so that the distance from the computer screen to your eye is about 1.5 (one and a half) times the width of the photograph on your screen. For example, if the image measures 14" wide, then you should be about 21" from the screen.

**\*\*Photo removed to decrease file size. Please see Web Photo #1, "Stewart – Witham Mountain Area, Natural View" in Appendix G.**

a. Please rate the scenic value of the view in the photo.

<u>Very Low Scenic Value</u>					<u>Very High Scenic Value</u>				
01	02	03	04	05	06	07	08	09	10

b. If you saw this view while hiking, would you stop and look at it?

- Yes (CONTINUE)
- No (CONTINUE)
- Prefer not to answer (SKIP TO Q21D)
- Not sure (SKIP TO Q21D)

c. What is the primary reason why you would or would not stop to look at the view in the photo?

<<ACCEPT UP TO 100 CHARACTERS>>

d. Assuming the view in the photo was one of a variety of views from along the trail you are hiking, to what extent would the view in this photo make you more or less likely to hike this trail again?

<u>Much Less Likely</u>			<u>No Effect</u>				<u>Much More Likely</u>		
01	02	03	04	05	06	07	08	09	10

23. Please look at the view shown in the photograph below. *(Please refer to this photo when answering questions 22a through 22d)*

**To view the photo:** Please sit so that the distance from the computer screen to your eye is about 1.5 (one and a half) times the width of the photograph on your screen. For example, if the image measures 14" wide, then you should be about 21" from the screen.

\*\*Photo removed to decrease file size. Please see Web Photo #5, "Little Bigelow, Natural View" in Appendix G.

a. Please rate the scenic value of the view in the photo.

<u>Very Low Scenic Value</u>							<u>Very High Scenic Value</u>		
01	02	03	04	05	06	07	08	09	10

b. If you saw this view while hiking, would you stop and look at it?

- Yes (CONTINUE)
- No (CONTINUE)
- Prefer not to answer (SKIP TO Q22D)
- Not sure (SKIP TO Q22D)

c. What is the primary reason why you would or would not stop to look at the view in the photo?

<<ACCEPT UP TO 100 CHARACTERS>>

d. Assuming the view in the photo was one of a variety of views from along the trail you are hiking, to what extent would the view in this photo make you more or less likely to hike this trail again?

<u>Much Less Likely</u>				<u>No Effect</u>			<u>Much More Likely</u>		
01	02	03	04	05	06	07	08	09	10

24. Using a ten-point scale where 1 means "Do Not Support At All" and 10 means "Completely Support", to what extent do you not support or support commercial-scale wind energy development in Maine?

<u>Do Not Support at All</u>				<u>Completely Support</u>						<u>Refused</u>	<u>Don't Know</u>
01	02	03	04	05	06	07	08	09	10	98	99

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25. These last few classification questions help us to develop a respondent profile, but will not identify you in any way. What, if any, outdoor or conservation organizations do you belong to? (*Select all that apply*)

- None
- Appalachian Mountain Club (A.M.C.)
- Appalachian Trail Conservancy (A.T.C.)
- Maine Audubon Society
- Natural Resources Council of Maine
- Sportsman's Alliance Of Maine
- The Nature Conservancy
- Other (*Please specify*) <<ACCEPT UP TO 100 CHARACTERS>>
- Prefer not to answer

26. Into which of the following ranges does your age fall? (CHECK ONE BOX)

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older
- Prefer not to answer

26. Do you have any children less than 18 years old living in your household?

- Yes
- No
- Prefer not to answer
- Not sure

27. What is the 5-DIGIT zip code where your primary residence is located?

\_\_\_\_\_  NO ANSWER

28. What is the 5-DIGIT zip code where your second home in Maine is located?  
(Leave blank if no second home in Maine)

\_\_\_\_\_  NOT SURE

29. Are you... (*Please select one*):  Male  Female  Prefer not to answer

**THANK YOU VERY MUCH FOR YOUR TIME!**

***Appendix G.***

***Photographic Images and Photo Simulations Used in Highland Wind Trail  
Intercept and Web Surveys***

***(under separate cover, due to size of file)***