

BASKAHEGAN LAKE USER SURVEYS

Prepared for:

**First Wind
Portland, ME 04101**

Prepared by:

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141 Main Street
Pittsfield, ME 04967
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October 2012

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ATTACHMENT C:	KEY COMPARISONS BETWEEN THE 2010 AND 2012 STUDIES

FIRST WIND**BASKAHEGAN LAKE USER SURVEYS****OCTOBER 2012****1.0 EXECUTIVE SUMMARY**

Recreational users of Baskahegan Lake were surveyed in August of 2012 to learn if the presence of the Stetson Mountain Wind Farm, which is visible from 90% of the lake (personal communication with N. Steen of LandWorks, September 2012), influences visitation to and enjoyment of the lake. Results indicate that the Stetson Mountain Wind Farm does neither.

An important result is that everyone said they were likely to return to visit the lake again in the future. Eighty-six percent of respondents are repeat visitors, who have been visiting Baskahegan Lake for 21 years, and who return about 17 times each year. In addition, 59% of visitors also visit Pleasant, Junior, Scraggly and Shaw Lakes. This suggests the completion of the Stetson wind farm in 2010 did not cause respondents to avoid Baskahegan Lake; they were visiting the lake prior to construction of the Stetson Wind Farm and they will continue to visit in its presence. Further, while they do visit lakes where a wind farm is not present, they still choose to visit Baskahegan Lake.

Eighty-five percent of respondents were aware of the wind farm prior to visiting the lake and most (81%) said it has no effect or a positive effect on the scenic value of Baskahegan Lake. Almost all respondents (93%) reported that the wind farm has no effect or a positive effect on the overall quality of their recreational experience. In fact, 74% gave the lake the highest scenic rating, and 93% rate the scenic quality of Baskahegan Lake as better than the typical scenic value. These results indicate that the presence of the wind farm does not negatively influence respondents' recreation experiences, nor does it detract negatively from the scenic value of views around Baskahegan Lake.

2.0 INTRODUCTION

The purpose of this study was to learn if recreational visitation to and enjoyment of Baskahegan Lake are influenced by the presence of Stetson Mountain Wind Farm, which is visible from 90% of the lake (personal communication with N. Steen of LandWorks, September 2012); 68% of the lake has visibility of more than 30 turbines. This research concentrated on three main study objectives to be achieved in a manner that allows for comparison with pre-development studies of wind projects in Maine:

- a) Identify recreational users and characteristics of their trips;
- b) Rate the effect of a wind farm on scenic value and the quality of a recreational experience; and,
- c) Rate the effect of a wind farm on repeat visitation.

This document details the process used to achieve these objectives, and presents study results.

The presence of turbines at existing Maine projects provides valuable opportunities to assess what impact, if any, visibility of turbines has on users of recreational resources. For example, in 2010, professors and students at several University of Maine locations conducted an evaluation of recreational use patterns and site conditions around the Baskahegan watershed area (Ednie et al., 2010), including the 7,145 acre Baskahegan Lake (the “2010 Baskahegan Study” or “2010 Study”). Baskahegan Lake is located approximately 5.1 miles from the existing Stetson Mountain Wind Farm at its closest distance. At the time of the 2010 Study, the Stetson Wind Farm was fully constructed and operating, with turbines visible from 90% of the lake, and visibility of more than 30 turbines from 68% of the lake.

The purpose of the 2010 Study was to collect accurate recreational user information that could serve as a foundation to assist in deliberate and sustainable land-use planning and management of the area’s resources and recreational opportunities. Data were gathered through the use of two surveys. Specifically, forty-seven interviews were conducted along the shores of Baskahegan Lake, with additional, in-depth interviews of long-term recreational users of the lake (ranging in length of use from at least 10 to more than 60 years). Interviewees were asked open-ended questions about the length of time they had visited the lake, how they use lakes and streams generally, and what they felt were the best qualities of the region. Questions specifically addressed scenery, how the use of lakes and streams had changed over time and whether there were any developing problems related to use of the resource. No question mentioned the presence of the Stetson wind turbines.

The 2010 Study found that the principal use of the Baskahegan watershed is fishing. Interviewees also mentioned as important attributes such as the scenery, quietness and opportunity to camp. Respondents identified the undeveloped shoreline, recreational access and wild character of the resource as important aspects of the landscape worthy of protection. Items in need of long-term planning and improvement related to infrastructure such as boat launch improvements or outhouse facilities. Lack of development was identified as an important component of the scenery. When asked what the biggest threat to future enjoyment of the resource would be, additional residential development was selected as the item most likely to

diminish the aesthetic quality of the watershed. There was no evidence that the use of Baskahegan Lake or the watershed had declined since construction of the Stetson project. To the contrary, participants in the 2010 Study indicated that the lake usage either remained the same or had slightly increased during their time visiting the resource, particularly with respect to fishing and boating.

Importantly, not one interviewee mentioned the presence of turbines in the watershed as having either a positive or negative effect on their experience. In fact, the results were so surprising that First Wind contacted the 2010 Study's principal author to discuss the specific omission of turbine impacts from the findings (see Pre-Filed Direct testimony of David Raphael dated June 10, 2011 in DP 4860 at 22). The Author confirmed that no reference of the turbines was made in any of the responses and that residential development was perceived much more negatively. The 2010 Baskahegan Study has also been described by third-party reviewer James Palmer as the closest thing the wind industry has to a post-construction survey (see transcript of Bowers Hearing in DP 4860 (July 6, 2011) at 58).

This Baskahegan study builds upon findings in the 2010 Study by specifically asking lake users the extent to which the visibility of the Stetson Wind Farm has impacted scenic quality, their use and enjoyment of Baskahegan Lake, and their likelihood to return to Baskahegan Lake. Key characteristics of the two studies are compared in Attachment C.

3.0 STUDY AREA DESCRIPTION

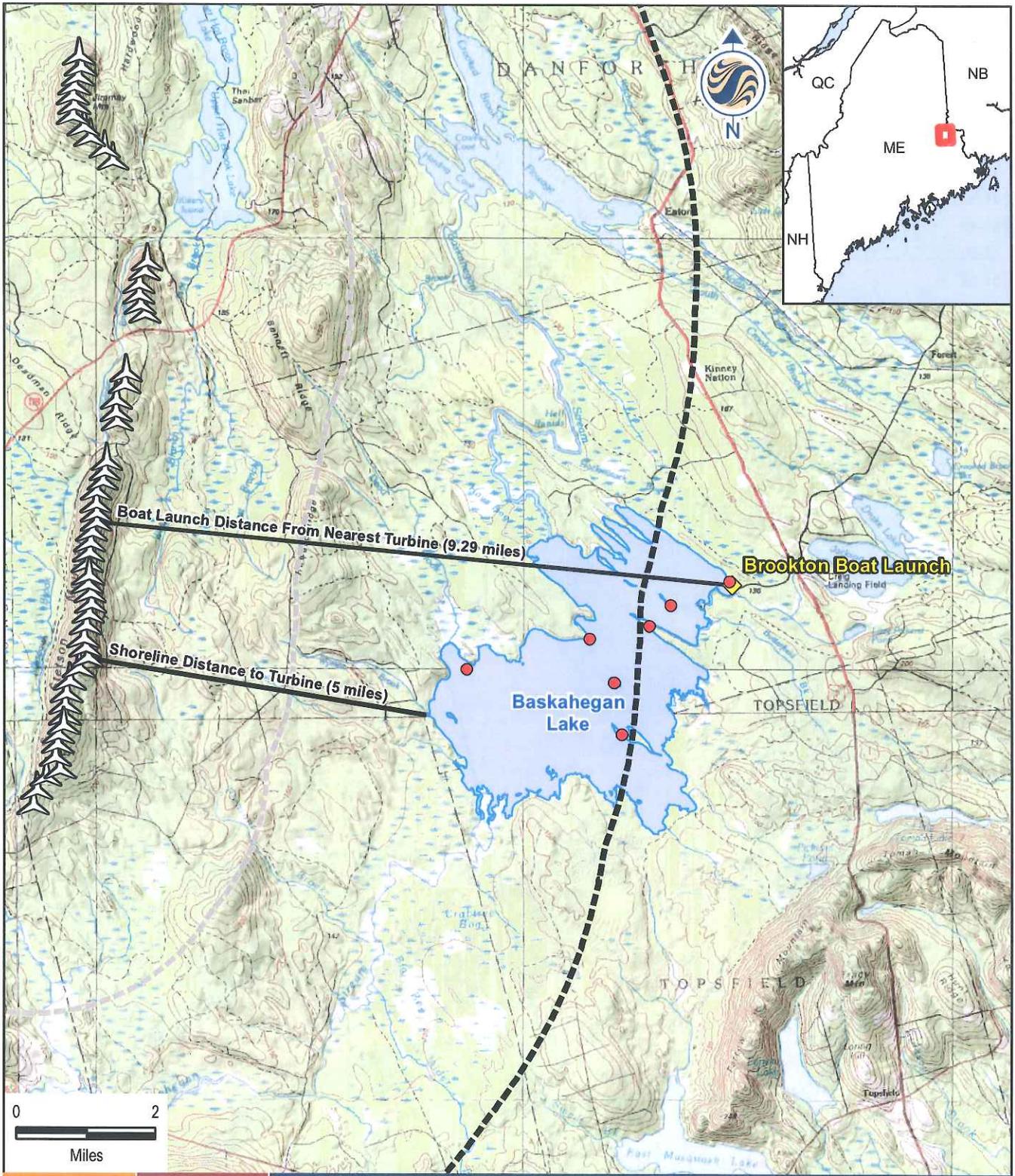
Baskahegan Lake is located in northern Washington County, Maine (Figure 1). It lies within the watershed for the Mattawamkeag River, which feeds into the Penobscot River. The lake is approximately 7,145 acres (Ednie et al., 2010) in size with 41 miles of shoreline (LakesofMaine.org, 2012). The maximum water depth is 22 feet.

Public access to the lake is limited to a single boat launch in Brookton (Photo 1), or via Baskahegan Stream, which originates from the Crooked Brook Flowage in Danforth. The Brookton boat launch is located at the end of Baskahegan Road, which provides access to the launch from US Route 1. The road is newly paved; the parking area and launch are surfaced with gravel. Tenting at the Brookton boat launch is permitted, but large hard-sided campers are prohibited (Ednie, et al., 2010). There are six island campsites available for use (Figure 1). All recreation sites are operated on a first-come, first-served basis. Use is free and visitors are expected to follow the carry-in, carry-out ethic. The lake shoreline is largely undeveloped with the exception of the Brookton boat launch and a few cabins located nearby.



PHOTO 1. FULL PARKING AREA AT BROOKTON BOAT LAUNCH, MAY 25, 2011

Stetson Mountain Wind Farm is located along Stetson Mountain, to the west of Baskahegan Lake (Figure 1). Constructed between 2008 and 2010, Stetson Mountain Wind Farm is an existing facility located near Danforth, Maine. There are 55 wind turbines with a total generating capacity of 83 MW (Photo 2). Turbines are visible from 90% of the lake; more than 30 turbines are visible from 68% of the lake (Figure 2). On a clear day, turbines extending across the ridgeline are visible from the boat launch across the lake.



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Legend

-  Stetson Turbine
-  Baskahegan Lake Campsite
-  3 Mile Turbine Distance
-  8 Mile Turbine Distance

195600522

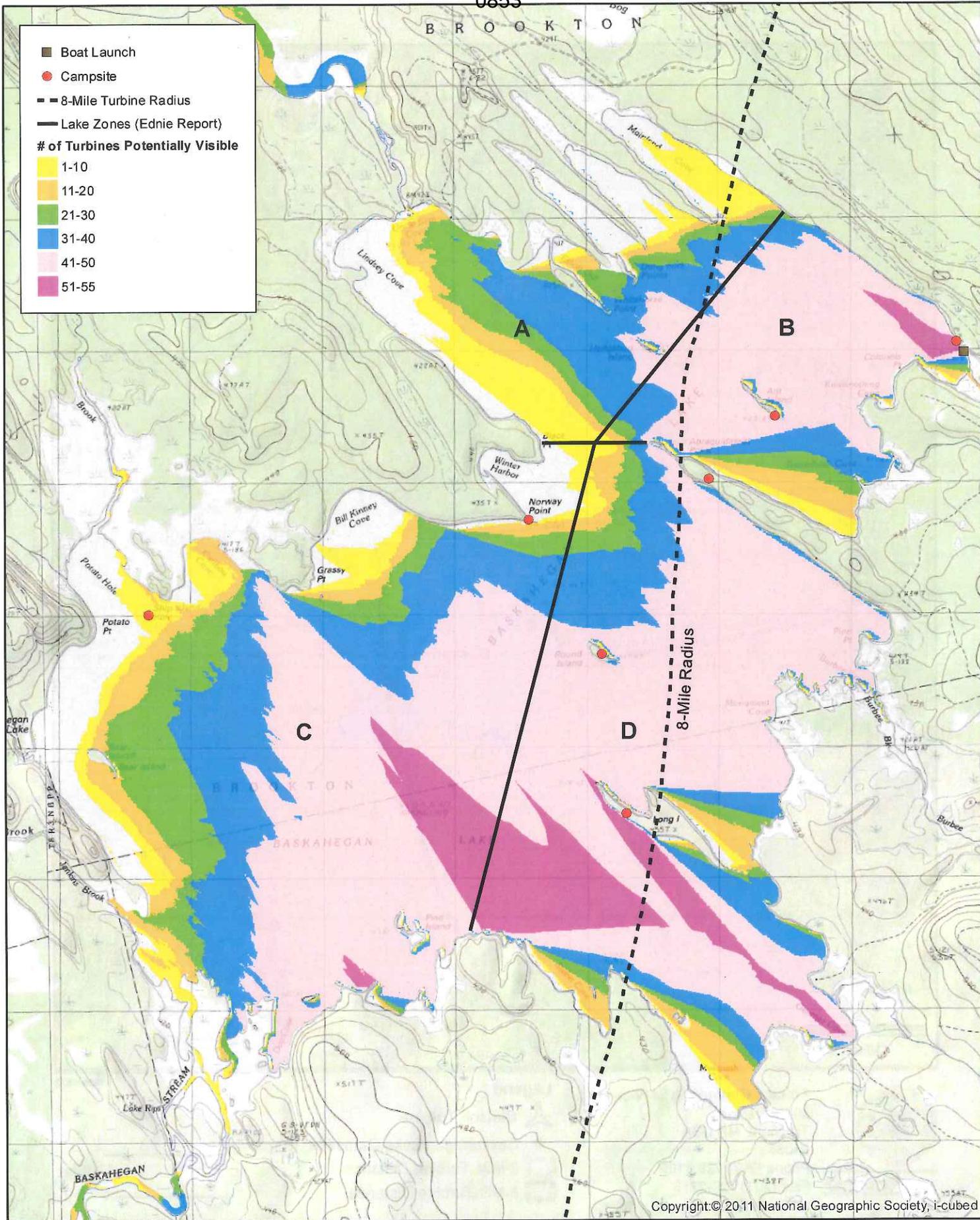
Figure No.

1

Title

**Baskahegan Lake and
 Stetson Turbines**

9/18/2012



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Figure 2 - Visibility of Stetson Wind Turbines on Baskahegan Lake

Assumes 40 foot tree height and 80 meter hub height



Date: 9.18.12



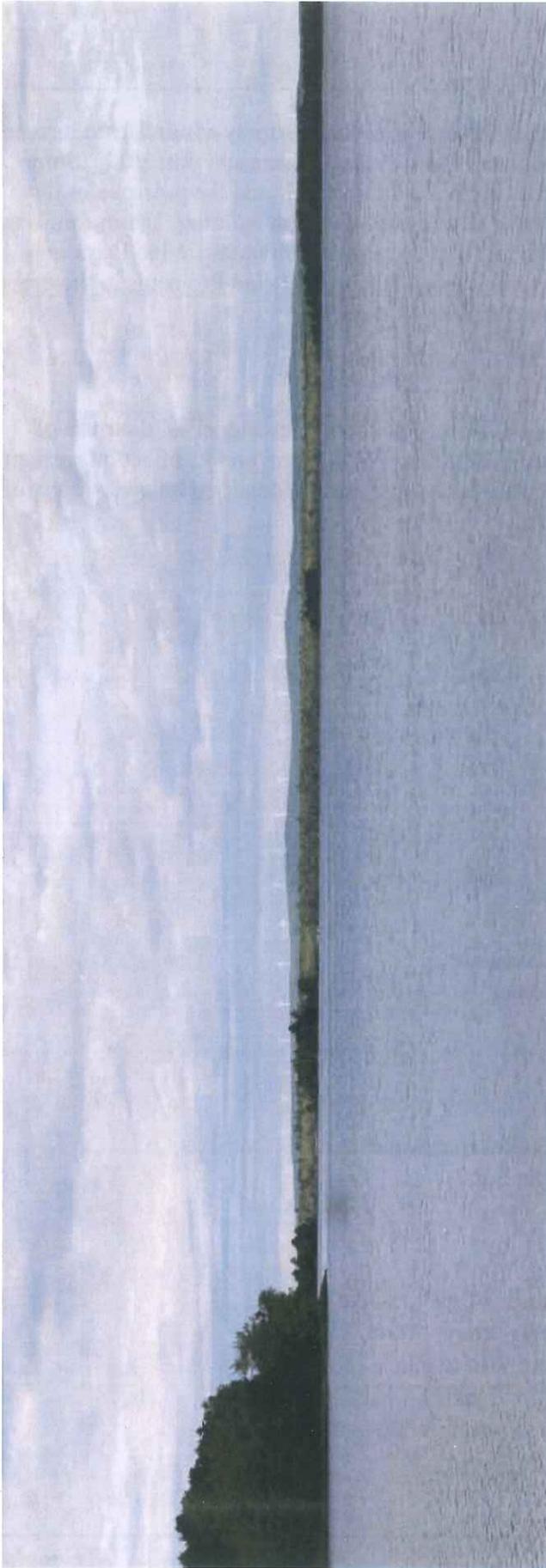


Photo 2 View of Stetson Mountain Wind Farm from the Brookton Boat launch, May 25, 2011

4.0 METHODS

The Baskahegan Lake survey was developed to be similar to the survey administered to users of lakes within eight miles of the proposed Bowers Wind Project (Kleinschmidt, 2012). Some modifications were required due to different interviewing methods and the presence of the existing wind farm. Differences included modifications to question wording, and in some cases question sequence, to accommodate for the fact that the Stetson Mountain Wind Farm is operational and visible from Baskahegan Lake while the Bowers Wind Project is in the proposal stage. There were also differences in survey implementation.

4.1 SURVEY DESIGN

The survey was designed to collect information on respondent characteristics, their use of Baskahegan Lake and perceptions of Stetson Mountain Wind Farm, and its effect on recreation and repeat visitation. Information collected for each topic area is identified below. A copy of the questionnaire is provided in Attachment A.

Respondent characteristics

- Home/camp ownership on lake
- Home/camp rental on lake
- Use of Pleasant, Shaw, Junior, Scraggly Lakes
- Location of primary residence
- Age group

Trip characteristics

- Primary reason for visiting the lake
- Day trip/overnight trip
- Using services of Registered Maine Guide
- Group size (interviewer observation)
- Gender (interviewer observation)

Quality of experience

- Overall quality of experience at Baskahegan Lake
- Rating of views around Baskahegan Lake

Repeat visitation

- Effect of wind farm on overall quality of visit to lake
- Likelihood of visiting the lake in the future
- Knowledge of the wind farm before visit to lake
- Effect of wind farm on scenic value of lake
- Effect of wind farm on likelihood of return to lake in future

A 7-point Likert-type scale was used for all ratings. Information on respondent and trip characteristics was collected to aid our understanding of who uses Baskahegan Lake and how. These data also allow for a comparison of survey respondents between this study and the 2010 Study.

4.2 SAMPLE

The survey was conducted on weekdays and weekends from August 2 through August 23, 2012 (Table 1). The 2010 Study suggested that most recreation occurs on weekends, a finding consistent with Kleinschmidt's experience completing recreation studies on and around water bodies nationwide. A local resident who is also a regular user of the boat launch reported that the launch often is used on weekdays, particularly during hot summer afternoons, when people come to boat, swim or fish and cool down at the lake. Interview dates and times were selected using this information. Weekends and weekdays were selected to capture the majority of people who recreate on these day types. Interviews were conducted on Thursdays and Fridays from 4 PM to 7 PM, and on Saturdays and Sundays from 1 PM to 7 PM.

TABLE 1
SAMPLE DAYS FOR INTERCEPT SURVEYS
August 2 through August 23, 2012

	TOTAL AVAILABLE			SAMPLED		
	WEEK DAYS	WEEKEND DAYS	TOTAL	WEEK DAYS	WEEKEND DAYS	TOTAL
AUGUST	21	6	27	6	5	11

4.3 IMPLEMENTATION

Surveys were completed as "access point surveys" at the Brookton Boat Launch. This differs from the Bowers recreation study (Kleinschmidt, 2012), which used "roving" surveys. Both methods are referred to as *on-site intercept* surveys. With access point surveys, access to the water body is restricted to defined access points (e.g., the Brookton boat launch). Individuals are interviewed at the conclusion of their recreation experience and can respond to questions based on their full visit at the lake. Roving surveys are used when access to a lake is diverse and there are too many access points to cover using a traditional access point survey method. In this case, individuals might enter the lake from multiple public access areas, private property, from other lakes, boat launches or roadside parking areas.

For this study, interviews were completed at the Brookton boat launch. From it, there is a clear view of the Stetson Wind Farm, so recreators who remain at the launch and do not venture out onto the water will still see from 41 to 55 wind turbines during their visit (Figure 2). The boat launch is the only public access to the lake, unless users boat the Crooked Brook Flowage downstream from Danforth.

The interviewer was instructed as follows:

1. Interview people who appear 18 years old or older.

2. Interview one person per group. Select one person randomly. On one day, select people from right to left. For example, if there are three people, interview the person farthest to your left for your first interview. On the second interview, select the person in the middle, and on the third, select the person farthest to the right. Repeat if more than three interviews. The next day, reverse the order. Do not allow people to self-select a representative to answer the survey questions.
3. IF there are so many groups present that you cannot interview them all, you will randomly select every n^{th} person or group, depending on the density of users. If you can interview everyone, do it!

The interviewer was provided training on how to approach potential respondents and conduct the interview. The training was supplemented with a manual (Figures 3 through 5).

At the beginning of the study, interviews were completed electronically using a Toughbook computer. However, the computer was unwieldy, preventing the interviewer from following respondents around as they loaded up their boats. This resulted in a higher than expected refusal rate. Subsequently, interviews were completed using pencil and paper, and the participation rate increased.

The interviewer received training in interviewing techniques and was provided with a survey kit containing supplies, a project-specific training manual (a portion of which is replicated in Figures 3 through 5), project and emergency contact information, and other pertinent materials such as a hand counter for tracking the number of people observed, pencils, copies of letters to local law enforcement alerting them of our presence at the boat launch, etc.

Individuals were eligible to complete just one interview during the course of the study. Individuals encountered more than once were

FIGURE 3 THE INTERVIEW

When someone agrees to be interviewed, proceed with the survey. Take your time and ask each question as it is written and in the order in which it is written.

Some interviews may be completed on paper, while others may be completed using a computer.

At all times, remember that it is your job to ask questions and collect information for Kleinschmidt. It is not your job to answer questions about our client. You will be provided with a package of Kleinschmidt business cards. If someone should ask you questions that you cannot answer, or are uncomfortable answering, simply hand out a business card and tell them they are welcome to call if they have any questions or comments regarding the study. You will also be provided with responses to Frequently Asked Questions which you may use to respond to questions.

Likewise, it is not your job to police people's behavior. If you observe distasteful behavior, someone breaking fishing regulations, etc., make a note of it in your journal and move on. If necessary, we will see that appropriate individuals are informed.

CONCLUDING THE INTERVIEW

At the end of the survey, please thank the respondent for his or her time. Check to make sure that your survey is **SAVED** on the computer and your paperwork is in order before moving to the next interview.

thanked for their input, but were not administered the survey a second time.

Once collected, all data were compiled and cleaned prior to analysis. Data were examined for appropriate skip patterns and out-of-range responses. Responses to open-ended questions were categorized.

FIGURE 4 THE APPROACH

You must realize that you are interrupting someone else's privacy and leisure time.

- Establish contact in as courteous a manner as possible.
- Try to gain their trust in the beginning.
- Speak loudly and clearly.
- Once the person has agreed to the survey, move out of the line of traffic at the launch if necessary.

Introduce yourself to the respondent, briefly explain that you are conducting interviews to gather information on their recreational experience today, and ask if he or she minds if you ask them a few questions about their day. The approach is important for a successful survey. When approaching people:

- Start with Hello and a SMILE
- Provide a greeting such as "How are you today?", "Did you catch any fish?", "Hot out here today", etc.
- Politely ask if they have a few minutes
- Explain you are conducting a survey
- State that the survey will take 5 to 10 minutes.
- If it's your first few surveys, it's okay to tell them that, and that you're just learning. Typically, people are very patient with that.

It is important to keep a record of the number of people approached, the number interviewed, and the number who refused. If someone refuses to participate, cannot participate due to a language barrier or is not of legal age, you will record that on the survey form and move on.

FIGURE 5 INTERVIEWING TIPS

Matters of Form, Delivery and Style

- **Read each question exactly as it is written and in the order in which it appears in the questionnaire.** Surveys only work if everyone is asked the same question in the same manner. Therefore please read the question exactly as it is written with no substitutions, additions or deletions.
- **Ask each respondent every appropriate question.** Do not skip questions because an answer was given earlier and you “know” the response. If that is the case, you may preface your question with a phrase such as “I know we’ve talked about this...” or “I know you just mentioned this, but I need to ask each question as it appears in the questionnaire...”
- **Avoid leading the respondent toward an answer.** Remain neutral in your questioning. The quality of your delivery – your style – can affect the quality of the information you collect. Emphasize underlined word to enhance the meaning. Keep your tone neutral and avoid voice inflections that might bias results.
- **Read slowly.** Take your time and make sure the respondent understands the question. Read the entire question before accepting a response. Remember that although you may have read a question many times, the respondent is hearing it for the very first time.
- **Use standard feedback phrases** such as “thank you” and “I see” for acceptable responses. This helps “train” the respondent to know what an acceptable response is. If you need a more complete response to a question, you may need to probe for additional information. Use cues such as “Could you tell me more about that?” or “Which would be closer to the way you feel?” If an answer is different from what you expect, do not remind the respondent of an earlier remark or try to force consistency. Record the responses given.
- You should not use phrases such as “good” or “right” that imply a correct answer.
- If a respondent refuses to answer an individual question, please mark refused and proceed to the next question.
- For open ended questions, it is very important that you take the time to record the exact answer verbatim of the respondent. Do not abbreviate or edit responses. Repeat the response back to the respondent to make sure that what you recorded is accurate and acceptable to the respondent. If you do not understand a respondent’s reply to an open-ended question, please ask them if they could tell you what they have in mind, what their thoughts are, or what they mean by that. If their answer is incomplete, please follow up with probing questions like “Could you please elaborate on that?” or “Would you tell me more about your thoughts on that?” If the respondent responds, “I don’t know” to an open-ended question, follow up with, “What are your thoughts?”, “What are your expectations?” Again, the goal is to provide as much general direction and information as necessary without unduly influencing the responses to the survey. If there is not enough space in the computer to record a complete response, you may paraphrase the response and ask the respondent if that accurately reflects his or her comment. It is not okay, however, to paraphrase the questions.

Clarifying Questions for Respondents

- Sometimes a respondent will ask you for additional information or clarification of a question. If an individual needs clarification because he or she did not accurately hear the question, please repeat it. If an individual still has trouble hearing you or understanding the question, you may show them the survey and allow them to read the question for themselves. If the individual asks you to repeat the question or response options, even if they are only questioning part of it, please repeat the entire question and list of response options to them.
- If there are items that are confusing to the individual or they do not understand the question, please provide limited additional information and guidance. We do not want to influence the individual’s response but want to provide enough information to the individual to be able to accurately respond to the question. For example, the question “On a scale from 1 to 5, with 1 being light, 3 being moderate, and 5 being heavy, how would you rate the crowdedness at this recreation site today?” may cause confusion for larger recreation sites. If an individual is confused about whether you mean the site as a whole, or the area that they spent most of their time, you could repeat the question and add “Overall” as a preface.

5.0 RESULTS

The total number of people observed at the launch during the surveys was 135, averaging 15 people per interview period (Table 2). The interviewer selected one person per group to interview. Group sizes ranged from 1 to 8 people, averaging 3 people per group. Forty-four people who had not already completed a survey were asked to participate in the study. Of those, 27 completed interviews and 17 refused, for a response rate of 61% $((27/44)*100)$. One survey respondent answered the first few questions and then declined to respond to the remainder of the survey. While the responses to the questions are presented herein, the survey is not counted as “complete” in the survey response rate.¹

Individuals were eligible to be interviewed if they had not already been interviewed during this study. However, repeat visitors they were counted each time they were observed at the launch, and therefore are included in the reported number of people observed.

TABLE 2
SURVEY RESPONSE RATE; PEOPLE OBSERVED

	NUMBER	PERCENT
<u>SURVEYS COMPLETED</u>	27	61%
PEOPLE APPROACHED	44	NA
REFUSALS	17	NA
<u>PEOPLE OBSERVED</u>	135	NA
AVERAGE NUMBER OBSERVED PER DAY	12	NA
MEDIAN NUMBER OBSERVED PER DAY	9	NA
<u>AVERAGE GROUP SIZE</u>	3 PEOPLE	NA

^a Surveys were completed with one person per group. As a result, not all people observed were eligible to be surveyed.

There were 17 refusals. Most refusals (16) occurred during the first week of the survey. The high number of refusals is due to two reasons:

¹ Not every respondent answered every question in the survey. Because of this, the total number of responses shown in tables may not always sum to 27. Conversely, tables that show more than 27 response or observations reflect information recorded by the interviewer or from respondents who did not complete the full survey.

1. Size and weight of the field computer used to implement the survey. Ideally, the interviewer is mobile and able to follow respondents as they pack up their vehicles and boats, thus minimizing disruption of a respondent's schedule. We switched to using paper surveys to increase the mobility of the interviewer, and the survey response rate increased immediately from 38% using the electronic data collection to 94% using paper surveys, for an overall response rate of 61%.²
2. Complications due to other surveys having been conducted at this location. Several individuals declined participating, stating they had already taken the survey. Respondents may have been referring to the surveys conducted here in 2010 by Ednie, et al. Other survey research completed here also may have contributed to fatigue associated with the number of contacts/surveys conducted at this location.

A total of 27 responses were achieved, which is a sample size that allows a reasonable degree of statistical confidence in summary statistics of responses to survey questions. We are confident that the results reported herein reflect the characteristics and opinions of individuals using the launch during the interview periods.

5.1 RESPONDENT CHARACTERISTICS AND USE OF BASKAHEGAN LAKE

Summary statistics of respondent and trip characteristics are provided in Table 3. Almost all survey respondents (88%) are Maine residents, neither owning nor renting property at the lake (91%). They are long-time repeat users, having visited the lake an average 21 years, and therefore the presence of Stetson Mountain Wind Farm did not push them to find substitute locations at which to recreate. In fact, they visit often, averaging 17 trips annually. Most take day trips to fish, and thus are within sight of the wind farm for much of their trip, as turbines are visible from 90% of the lake. Further, given that a majority of boats frequent the southeastern portion of the lake (Ednie et al., 2010), we conclude that respondents choose to boat in an area of the lake with the greatest visibility of turbines (Figure 2). Few reported using the services of a Registered Maine Guide.

² Survey Response Rates by Data Collection Method

	ELECTRONIC		PAPER		OVERALL	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
SURVEYS COMPLETED	10	38%	17	94%	27	61%
PEOPLE APPROACHED	26		18		44	
REFUSALS	16		1		17	

TABLE 3
RESPONDENT AND TRIP CHARACTERISTICS

	RESPONDENTS	
	NUMBER	PERCENT
<u>RESPONDANT CHARACTERISTICS</u>		
PERCENT MALE	24	86%
		(n=28)
AGE		
18-24	6	22%
25-34	4	15%
35-44	6	22%
45-54	6	22%
55-64	3	11%
65 OR OLDER	2	7%
TOTAL	27	100%
MAINE RESIDENT	23	88%
		(n=26)
OWN OR RENT PROPERTY ON BASKAHEGAN	2	9%
		(n=23)
REPEAT VISITORS	24	86%
		(n=28)
AVG. NO. OF YEARS VISITING THE LAKE	21	
	(n=24)	
AVG. NO. OF TRIPS PER YEAR	17	
	(n=23)	
<u>TRIP CHARACTERISTICS</u>		
USING GUIDE SERVICES	3	11%
		(n=27)
TYPE OF TRIP		
DAY TRIP	20	74%
OVERNIGHT TRIP	7	26%
TOTAL	27	100%
PRIMARY ACTIVITY		
FISHING	16	70%
MOTORBOATING	1	4%
VIEWING SCENERY	1	4%
RELAXING	1	4%
OTHER	4	17%
TOTAL	23	100%

The majority of respondents (59%) visited at least one of the four lakes included in the Bowers Wind Project study area. The largest percentage (58%) visited Pleasant Lake during the past year (Table 4), where up to 16 wind mills of the Bowers Wind Project will be visible.

Scraggly, Junior and Shaw Lakes were reported as having been visited by 33%, 26% and 15% of respondents, respectively, during the past year. Other lakes visited included East and West Grand Lakes, the St. Croix Lakes, and Musquash Lake. (Respondents were not specific about whether they visited East or West Musquash Lake.)

TABLE 4
PERCENT OF RESPONDENTS WHO HAD VISITED JUNIOR, SCRAGGLY, PLEASANT OR SHAW LAKES

LAKE	RESPONDENTS	
	NUMBER	PERCENT
PLEASANT	15	58%
SCRAGGLY	9	33%
JUNIOR	7	26%
SHAW	4	15%
TOTAL	35	
VISITED AT LEAST ONE OF THE 4 LAKES	16	59%

(n=27)

Percentages may sum to greater than 100 due to multiple responses

5.2 QUALITY OF EXPERIENCE

Nearly all (81%) respondents had a "High Quality" experience at Baskahegan Lake, placing a rating on their experiences of "5", "6" or "7" (Table 5). The largest percentage, 48%, gave their experience the highest rating of "7" (Very High Quality). When asked to explain their rating, the most popular response was an affinity for the lake or area, followed by good fishing (Table 6). Of the minority of respondents (12%) who had "Low Quality" experiences, none identified the wind farm as the basis for their negative experience. Reasons for low quality ratings related to water quality and fishing.

TABLE 5
RATING OF OVERALL QUALITY OF THE EXPERIENCE AT BASKAHEGAN LAKE
(Survey Question 7)

RATING	RESPONDENTS	
	NUMBER	PERCENT
1-VERY LOW QUALITY	1	4%
2	1	4%
3	1	4%
4-NEITHER HIGH NOR LOW QUALITY	2	7%
5	2	7%
6	7	26%
7-VERY HIGH QUALITY	13	48%
TOTAL	27	100%

TABLE 6
REASON FOR RATING OF OVERALL QUALITY OF THE EXPERIENCE AT BASKAHEGAN LAKE
(Cross Tabulation of Survey Questions 7 and 8)

REASON	QUALITY OF THE EXPERIENCE							TOTAL
	VERY LOW QUALITY			NEITHER HIGH NOR LOW QUALITY			VERY HIGH QUALITY	
	1	2	3	4	5	6	7	
LIKE THE LAKE/AREA	0	0	0	1	1	0	8	10
GOOD FISHING	0	0	0	0	1	2	5	8
LACK OF FACILITIES/MARKINGS	0	0	0	0	0	2	0	2
POOR AIR/WATER QUALITY	0	1	1	0	0	0	0	2
POOR FISHING	1	0	0	0	0	1	0	2
OTHER	0	0	0	0	0	2	0	2
TOTAL	1	1	1	1	2	7	13	26
PERCENT OF TOTAL	4%	4%	4%	4%	8%	27%	50%	

Ninety-three percent of respondents rated the scenic value of views from Baskahegan Lake better than a "Typical Scene" (Table 7). Most (74%) rated the views around Baskahegan Lake as having the "Highest Scenic Value." It is important to note that respondents accessed Baskahegan Lake where up to 50 windmills from the Stetson Wind farm are visible, and this is the location where the interviews were conducted.

TABLE 7
RATING OF VIEWS OF BASKAHEGAN LAKE
(Survey Question 9)

RATING	RESPONDENTS	
	NUMBER	PERCENT
1-LOWEST SCENIC VALUE	0	0%
2	0	0%
3	2	7%
4-TYPICAL SCENIC VALUE	0	0%
5	2	7%
6	3	12%
7-HIGHEST SCENIC VALUE	20	74%
TOTAL	27	100%

5.3 REPEAT VISITATION

All respondents are “Likely” to return to Baskahegan lake and 93% are “Very Likely” to visit the lake again in the future (Table 8). Primary reasons for returning were the same reasons as those stated for having a quality experience: a liking of the lake/area and good fishing (Table 9).

TABLE 8
RATING OF LIKELIHOOD OF RETURNING TO BASKAHEGAN LAKE IN THE FUTURE
(Survey Question 10)

RATING	RESPONDENTS	
	NUMBER	PERCENT
1-VERY UNLIKELY	0	0%
2	0	0%
3	0	0%
4-NEITHER UNLIKELY NOR LIKELY	0	0%
5	2	7%
6	0	0%
7-VERY LIKELY	25	93%
TOTAL	27	100%

TABLE 9
REASON FOR RATING OF LIKELIHOOD OF RETURNING TO BASKAHEGAN LAKE IN THE FUTURE
(Cross Tabulation of Survey Questions 10 and 11)

REASON	LIKELIHOOD OF RETURNING IN THE FUTURE							TOTAL
	VERY UNLIKELY 1	2	3	NEITHER UNLIKELY NOR LIKELY 4	5	6	VERY LIKELY 7	
LIKE THE LAKE/AREA	0	0	0	0	0	0	10	10
GOOD FISHING	0	0	0	0	0	0	6	6
TRADITION	0	0	0	0	0	0	5	5
SHORT TRAVEL DISTANCE/EASY ACCESS	0	0	0	0	2	0	2	4
TIME WITH FRIENDS/FAMILY	0	0	0	0	0	0	2	2
TOTAL	0	0	0	0	2	0	25	27
PERCENT OF TOTAL	0%	0%	0%	0%	7%	0%	93%	

Almost all respondents (85%) were aware of the presence of Stetson Mountain Wind Farm before visiting Baskahegan Lake (Table 10). A majority (69%) indicate it has “No Effect” on the scenic value of the lake, and 81% say the wind farm has “No Effect” or a “Positive Effect” on the scenic value of Baskahegan Lake (Tables 10 and 11). Of those who reported the wind farm has a “Negative Effect” on the scenic values of Baskahegan Lake, reasons for the rating related to the unnaturalness of the wind farm and that the electricity produced does not remain local. Comments relating to the unnatural environment included “people do not want to see turbines, came to see wildlife”, and “I do not like looking at the windmills”.

Still, considering the results in Table 8, those who said the wind farm has a “Negative Effect” on scenic value are still “Likely” to visit Baskahegan Lake in the future.

TABLE 10
AWARENESS OF STETSON WIND PROJECT PRIOR TO VISIT AND RATING OF ITS EFFECT ON OPINION
OF SCENIC VALUE OF BASKAHEGAN LAKE
(Survey Questions 12 and 13)

	RESPONDENTS	
	NUMBER	PERCENT
AWARENESS OF STETSON FARM PRIOR TO VISIT	23	85%
	(n=27)	
RATING		
1-VERY NEGATIVE EFFECT	3	12%
2	1	4%
3	1	4%
4-NO EFFECT	18	69%
5	2	8%
6	1	4%
7-VERY POSITIVE EFFECT	0	0%
TOTAL	26	100%

TABLE 11
REASON FOR RATING OF THE EFFECT OF THE WIND FARM ON OPINION OF SCENIC VALUE OF BASKAHEGAN LAKE
 (Cross Tabulation of Survey Questions 13 and 14)

REASON	EFFECT OF STETSON WIND FARM ON CURRENT AND FUTURE TRIPS TO BASKAHEGAN LAKE							TOTAL
	VERY NEGATIVE EFFECT	2	3	4	5	6	7	
NO NEGATIVE AFFECT ON SCENIC OR RECREATION QUALITY	0	0	0	13	1	1	0	15
GOOD ENERGY RESOURCE	0	0	0	5	0	0	0	5
IT IS UNNATURAL AND AFFECTS SCENIC QUALITY	2	1	1	0	0	0	0	4
ELECTRICITY DOES NOT BENEFIT LOCALS	1	0	0	0	1	0	0	2
TOTAL	3	1	1	18	2	1	0	26
PERCENT OF TOTAL	12%	4%	4%	69%	7%	4%	0%	

Almost all respondents (93%) stated the presence of Stetson Mountain Wind Farm has either “No Effect,” or a “Positive Effect” on the quality of their visit (Table 12), supporting the findings of high scenic ratings and extensive reports of repeat visitation. Reasons for negative responses included “the turbines do not help Brookton with electricity,” and “better without the wind farm” (Table 13).

TABLE 12
EFFECT OF STETSON WIND PROJECT ON LIKELIHOOD TO RETURN TO BASKAHEGAN LAKE AND RATING OF THE
EFFECT OF THE WIND FARM ON OVERALL QUALITY OF VISIT
(Survey Questions 15 and 16)

	RESPONDENTS	
	NUMBER	PERCENT
STETSON EXHIBITS NO EFFECT ON LIKELIHOOD TO RETURN	25	93%
	(n=27)	
<u>RATING OF EFFECT OF WIND FARM ON OVERALL QUALITY OF CURRENT VISIT</u>		
1-VERY NEGATIVE EFFECT	1	4%
2	1	4%
3	0	0%
4-NO EFFECT	24	89%
5	1	4%
6	0	0%
7-VERY POSITIVE EFFECT	0	0%
TOTAL	27	100%

TABLE 13
REASON FOR RATING OF EFFECT OF THE WIND FARM ON OVERALL QUALITY OF VISIT
(Cross Tabulation of Survey Questions 16 and 17)

REASON	EFFECT OF STETSON WIND FARM ON OVERALL QUALITY OF CURRENT VISIT							TOTAL
	VERY NEGATIVE EFFECT			NO EFFECT			VERY POSITIVE EFFECT	
	1	2	3	4	5	6	7	
NO NEGATIVE AFFECT ON SCENIC OR RECREATION QUALITY	0	0	0	24	1	0	0	25
OTHER	1	1		0	0	0	0	2
TOTAL	1	1	0	24	1	0	0	27
PERCENT OF TOTAL	4%	4%	0%	89%	4%	0%	0%	

6.0 DISCUSSION

Visitors to Baskahegan Lake recreate within view of the 55-turbine Stetson Mountain Wind Farm during most of their visits, regardless of whether they participate in day trips or camping. The turbines are visible from 90% of Baskahegan Lake, the Brookton boat launch (the primary public access point to the lake), and almost all island and shoreline campsites.

Respondents are long time, frequent users of Baskahegan Lake. They were visiting the lake before construction of Stetson Mountain Wind Farm, and continue to do so now that it is there. In fact, the current study found that respondents had been recreating an average of 21 years at the lake, compared to an average of 19 years reported just two years ago (Ednie, et al., 2010). This finding indicates that the Baskahegan Lake user group has retained users over time, and in the presence of the wind farm.

Respondents knew about the wind farm prior to arriving at the lake (85%) and choose to visit anyway. Most (81%) rate their visits as having high-quality. In fact, even with interviews conducted within sight of Stetson Mountain Wind Farm, 93% rate the scenic views of Baskahegan Lake as better than a “Typical Scene,” and all—100%—are likely to return in the future.

Eighty-one percent report the presence of the wind farm as having no effect or a positive effect on the scenic values of Baskahegan Lake (69% no effect, 12% positive effect). Almost all (93%) respondents state the visibility of the wind farm has no effect (89%) or a positive effect (4%) on the quality of their experience. Further, 93% of the respondents stated the wind farm presence does not affect their likelihood to return to Baskahegan Lake.

Significant visibility of a 55-turbine wind farm in the viewshed of Baskahegan Lake, which is valued for its scenery and fishing, does not adversely impact survey respondents. For almost all users, turbine visibility does not adversely impact scenic quality, the quality of the recreational experience, nor the likelihood of their continued recreation in and enjoyment of Baskahegan Lake.

7.0 REFERENCES

Ednie, A., C. Everett, J. Daigle. 2010. Baskahegan Stream Watershed Recreation Use & Resource Analysis. Funded by Washington County TIF & Stetson Mountain Fund Committee in Partnership with the Forest Society of Maine.

Kleinschmidt, 2012. Bowers Wind Project User Surveys. Prepared for First Wind, Portland Maine.

ATTACHMENT A
BASKAHEGAN LAKE SURVEY

INTERVIEWER TO COMPLETE

SURVEY ID _____
 DATE _____ / _____ (MM/DD)
 TIME OF INTERVIEW _____ : _____ (HH/MM) AM PM
 INTERVIEWER INITIALS _____
 NUMBER OF PEOPLE IN GROUP _____ ADULTS _____ CHILDREN
 GUIDED TRIP YES NO DON'T KNOW
 INTERVIEWEE IS A MAINE GUIDE? YES NO REFUSED
 RESPONDENT IS MALE FEMALE

Hello. My name is _____. We are conducting a short survey about opinions of visitors to Baskahegan Lake. The survey will only take a short time. Will you participate? (SELECT ONE NUMBER. IF YOU NEED TO ENCOURAGE A PERSON TO PARTICIPATE, ASSURE HIM OR HER THAT THEIR ANSWERS WILL REMAIN ANONYMOUS.)

- 1 YES → GREAT! Okay, part of my job is to interview just one person. If you have any questions or comments about the study, if you could hold them until we're done, I'll try to answer them at the end of the survey.
- 2 NO → OK. Thank you very much for your time. Have a great day. (TERMINATE INTERVIEW)
- 3 REPEAT CUSTOMER → Well thank you for participating! We're only asking people to take the survey once. Have a great day. (TERMINATE INTERVIEW)
- 9 REFUSED → OK. Thank you very much for your time. Have a great day. (TERMINATE INTERVIEW)

1. Is this your first visit to Baskahegan Lake? (SELECT ONE NUMBER)

- 1 YES → SKIP TO Q5
- 2 NO
- 9 REFUSED → SKIP TO Q5

2. How many years have you come to the lake? (PROMPT: If you cannot recall exactly, please give us your best estimate.) (SELECT THE FIRST OPTION OR FILL IN A NUMBER. DO NOT ACCEPT A RANGE OF NUMBERS.)

- 1 THIS IS MY FIRST YEAR
_____ YEARS
- 99 REFUSED

3. On average, how many trips per year do you make to Baskahegan Lake? (PROMPT: If you cannot recall exactly, please give us your best estimate.) (FILL IN A NUMBER. DO NOT USE A RANGE OF NUMBERS.)

- _____ AVERAGE NUMBER OF TRIPS PER YEAR
- 99 REFUSED

4. Do you own a home or a camp on Baskahegan Lake? (SELECT ONE NUMBER)

- 1 YES
- 2 NO
- 9 REFUSED

5. What is your primary reason for being at the lake today? (HAND LAMINATED CARD TO RESPONDENT; SELECT ONE)

- 1 Canoeing
- 2 Kayaking
- 3 Motor boating
- 4 Personal watercraft
- 5 Berry picking
- 6 Viewing the scenery
- 7 Camping
- 6 Fishing from a boat or shore
- 9 Relaxing
- 10 Stargazing / enjoying the night sky
- 11 Swimming
- 12 Enjoying the scenery / scenic viewing
- 13 Beach going / using the beach
- 14 Observing wildlife or nature
- 15 Staying at a lodge
- 16 Staying at a camp
- 17 Driving an ATV
- 18 Picnicking
- 19 Sunbathing
- 20 Nature study
- 21 Fishing at night
- 22 Boating at night
- 22 Other _____

6. Is this a day trip to the lake or is it an overnight trip where you spent at least one night camping on an island or elsewhere on or near the lake? (RECORD RESPONSE)

- 1 DAY TRIP
- 2 OVERNIGHT TRIP
- 9 REFUSED

7. On a scale of 1 to 7, where 1 is very low quality, 7 is very high quality, and 4 is neither high nor low quality, what was the overall quality of your **experience** at Baskahegan Lake today? (SELECT ONE NUMBER)

VERY LOW QUALITY			NEITHER HIGH NOR LOW QUALITY			VERY HIGH QUALITY	REFUSED
1	2	3	4	5	6	7	9

8. Why do you say that? (RECORD RESPONSE)

9 REFUSAL

9. On a scale of 1 to 7, where 1 is the lowest scenic value in Maine, and 7 is the highest scenic value in Maine, how would you rate the **views** around Baskahegan Lake? (SELECT ONE NUMBER)

LOWEST SCENIC VALUE			TYPICAL SCENIC VALUE			HIGHEST SCENIC VALUE	REFUSED
1	2	3	4	5	6	7	9

10. On a scale of 1 to 7, where 1 is very unlikely, 7 is very likely, and 4 is neither unlikely nor likely, how likely is it that you will **visit** Baskahegan Lake in the future? (SELECT ONE NUMBER)

VERY UNLIKELY			NEITHER UNLIKELY NOR LIKELY			VERY LIKELY	REFUSED
1	2	3	4	5	6	7	9

11. Why do you say that? (RECORD RESPONSE)

9 REFUSAL

12. A wind farm is a group of wind turbines that capture energy from the wind to generate electricity. Did you know there is a wind farm near Baskahegan Lake **before** your visit today? (CIRCLE ONE RESPONSE)

- 1 YES
- 2 NO
- 9 REFUSED

13. On a scale of 1-7, where 1 is a very negative effect on your opinion, 7 is a very positive effect on your opinion, and 4 means no effect how does the presence of the wind farm affect your **opinion** of the scenic value of Baskahegan Lake? (SELECT ONE NUMBER)

VERY NEGATIVE EFFECT			NO EFFECT			VERY POSITIVE EFFECT	REFUSED
1	2	3	4	5	6	7	9

14. Why do you say that? (RECORD RESPONSE)

9 REFUSAL

15. Does the presence of the wind farm affect your likelihood of returning here in the future? (CIRCLE ONE RESPONSE)

- 1 YES
- 2 NO
- 9 REFUSED

16. On a scale of 1-7, where 1 is a very negative effect on the quality of your visit, 7 is a very positive effect, and 4 means no effect on the quality of your visit, how did the presence of the wind farm affect the **overall quality** of your visit to Baskahegan Lake today? (SELECT ONE NUMBER)

VERY NEGATIVE EFFECT			NO EFFECT			VERY POSITIVE EFFECT	REFUSED
1	2	3	4	5	6	7	9

17. Why do you say that? (RECORD RESPONSE)

9 REFUSAL

18. Have you visited any of the following lakes in the area? (READ LIST; CIRCLE ALL THAT APPLY)

		YES	NO	REFUSED
1	PLEASANT LAKE	1	2	9
2	SHAW LAKE	1	2	9
3	JUNIOR LAKE	1	2	9
4	SCRAGGLY LAKE	1	2	9
5	Other (list)			
	_____	1	2	9

19. What is the zip code of your primary residence? (RECORD RESPONSE)

9 9 9 9 9 REFUSED

20. Are you using the service of a Registered Maine Guide today? (SELECT ONE NUMBER)

- 1 YES
2 NO
9 REFUSED

21. Please tell me the number that best represents your age group. (HAND CARD TO RESPONDENT. SELECT ONE NUMBER)

1

2

3

4

5

6

9

REFUSED

Those are all the questions that I have for you today. Thank you very much for your time and enjoy your visit to the lake!

RESPONSE CARD FOR Q5

What is your primary reason for being at the lake today?

- 1 Canoeing
- 2 Kayaking
- 3 Motor boating
- 4 Personal watercraft
- 5 Berry picking
- 6 Viewing the scenery
- 7 Camping
- 8 Fishing from a boat or shore
- 9 Relaxing
- 10 Stargazing / enjoying the night sky
- 11 Swimming
- 12 Enjoying the scenery / scenic viewing
- 13 Beach going / using the beach
- 14 Observing wildlife or nature
- 15 Staying at a lodge
- 16 Staying at a camp
- 17 Driving an ATV
- 18 Picnicking
- 19 Sunbathing
- 20 Nature study
- 21 Fishing at night
- 22 Boating at night
- 22 Other _____

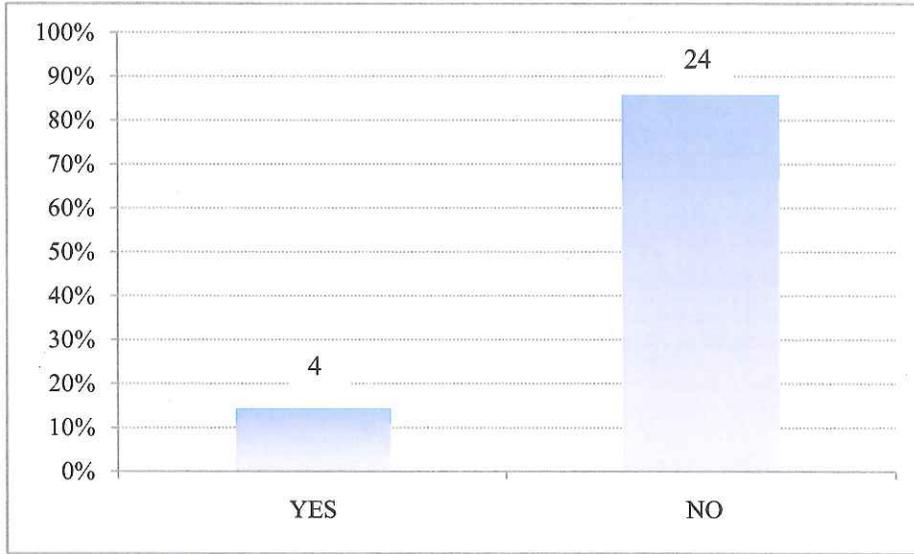
RESPONSE CARD FOR Q21

Please tell me the number that best represents your age group.

- | | |
|---|-------------|
| 1 | 18-24 |
| 2 | 25-34 |
| 3 | 35-44 |
| 4 | 45-54 |
| 5 | 55-64 |
| 6 | 65 or older |

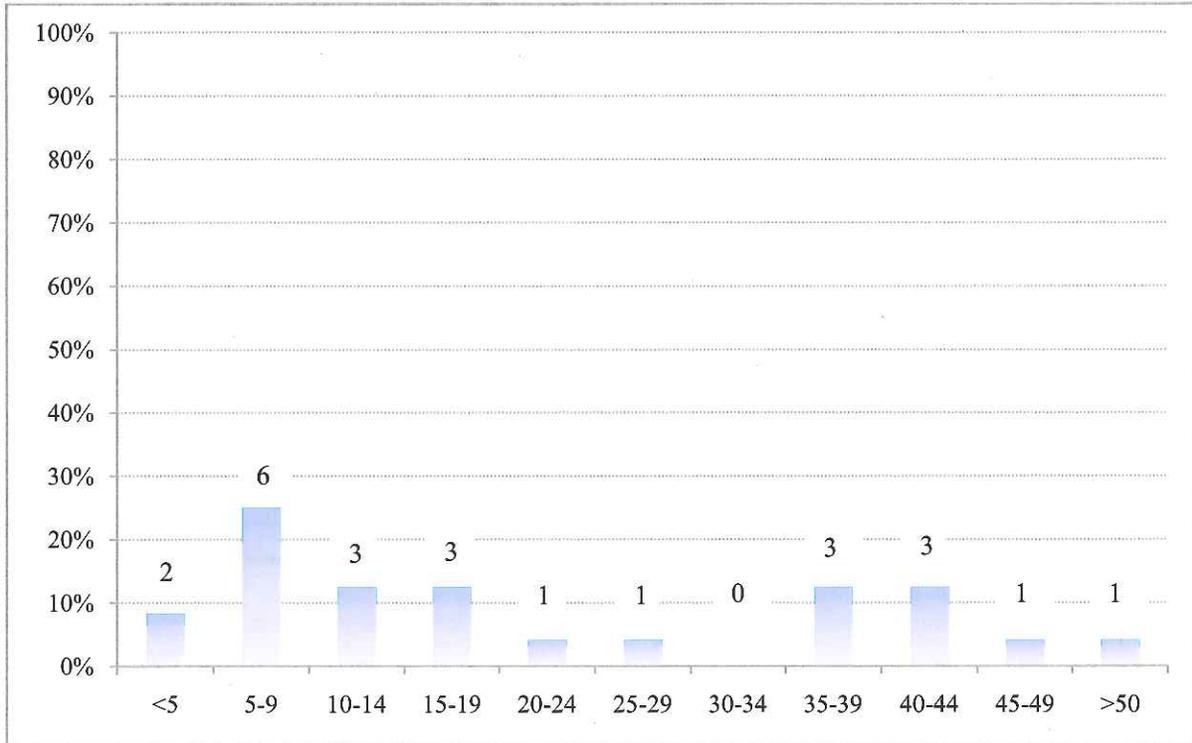
ATTACHMENT B
FREQUENCIES OF SURVEY RESULTS

Q1: Is this your first visit to Baskahegan Lake?



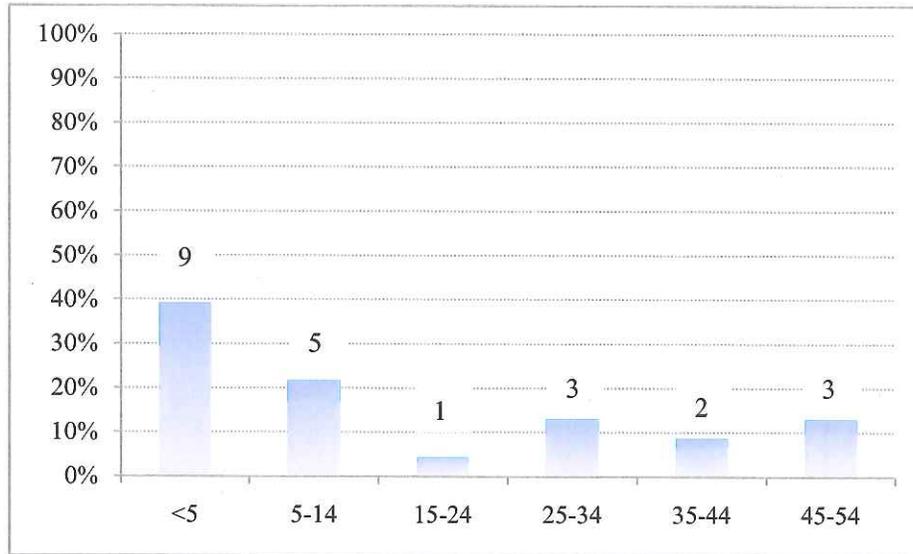
n = 28

Q2: How many years have you come to the lake?



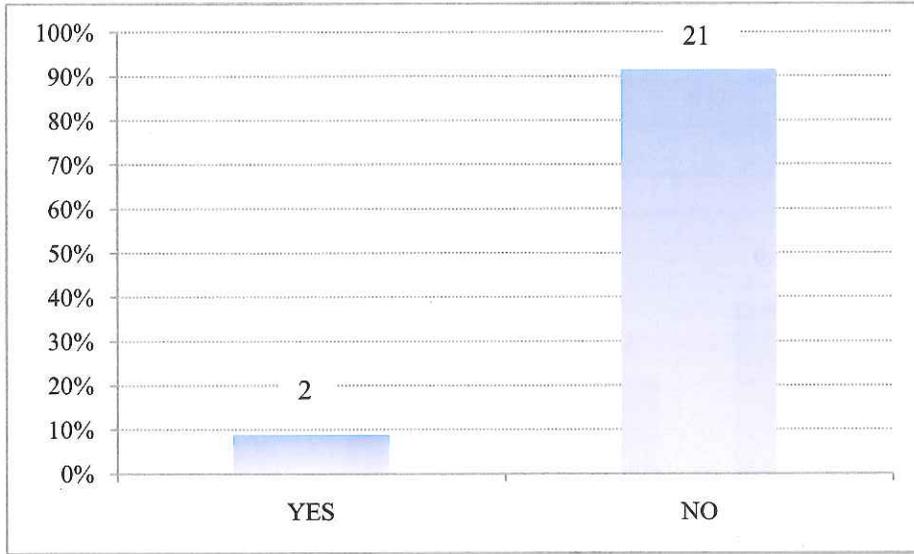
n = 24

Q3: How many trips per year do you make to Baskahegan Lake?



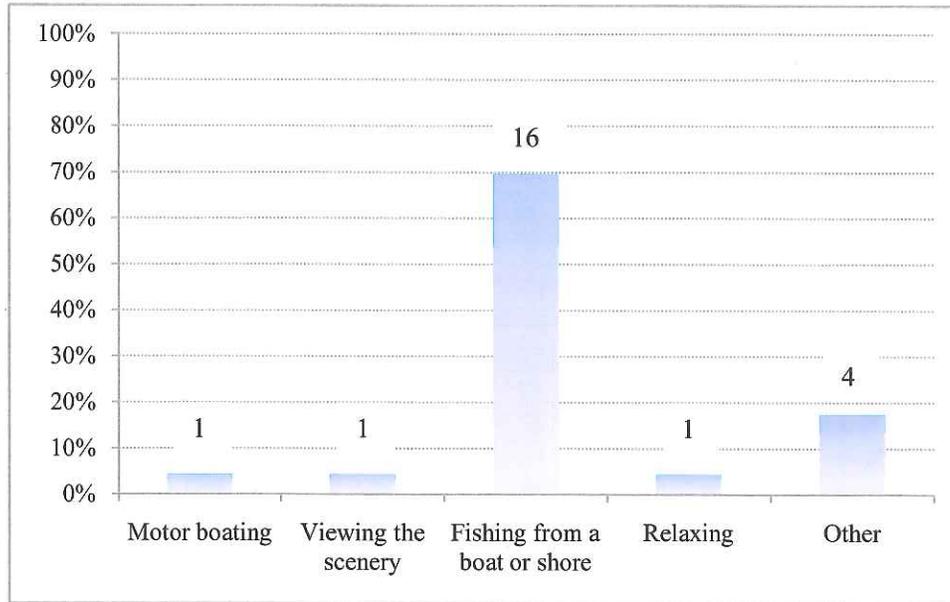
n = 23

Q4: Do you own a home or camp on Baskahegan Lake?



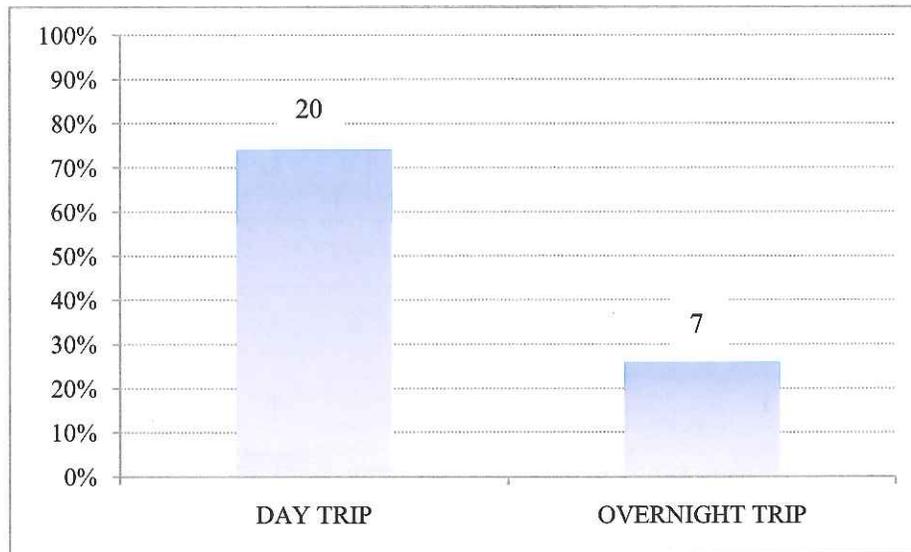
n = 23

Q5: What is your primary reason for being at the lake today?



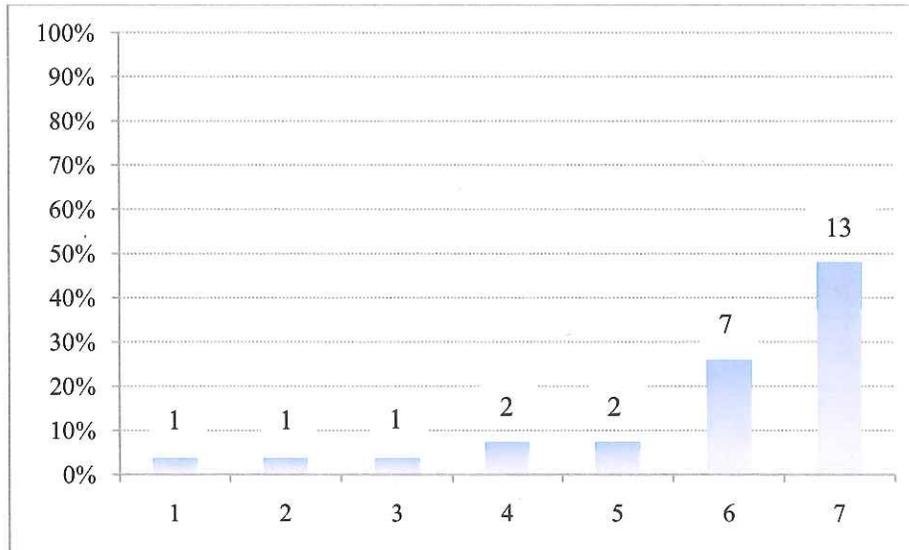
n = 23

Q6: Is this a day trip to the lake or an overnight trip where you spent at least one night camping on an island or elsewhere on or near the lake?



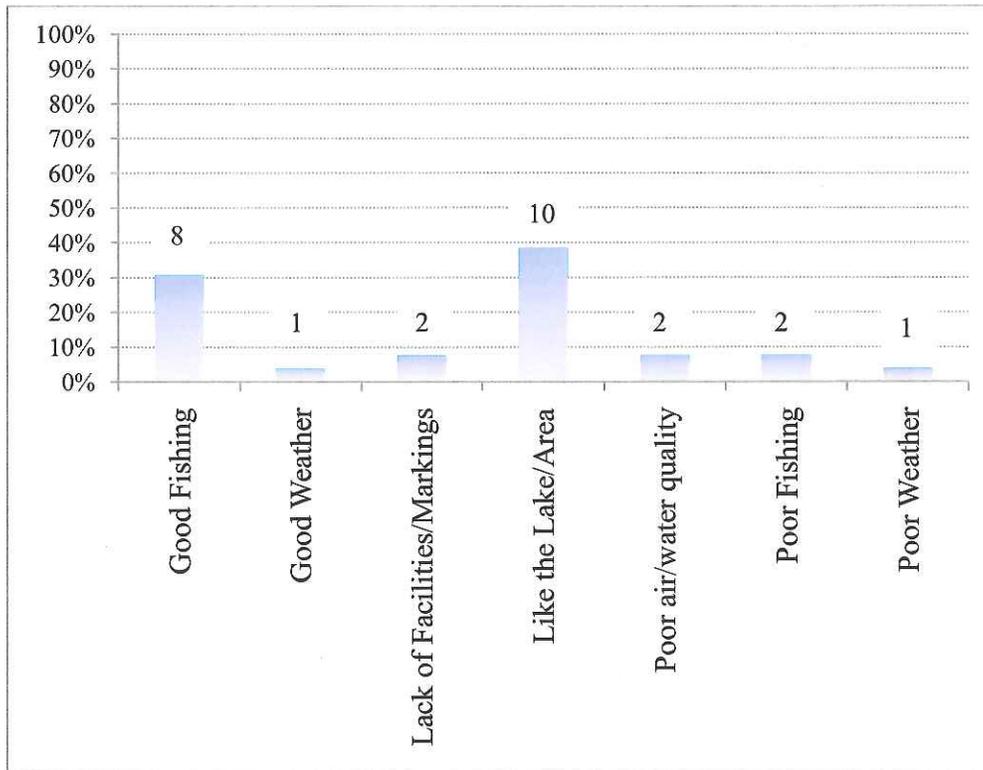
n = 27

Q7: On a scale of 1 to 7, where 1 is very low quality, 7 is very high quality, and 4 is neither high nor low quality, what was the overall quality of your experience at Baskahegan Lake today?



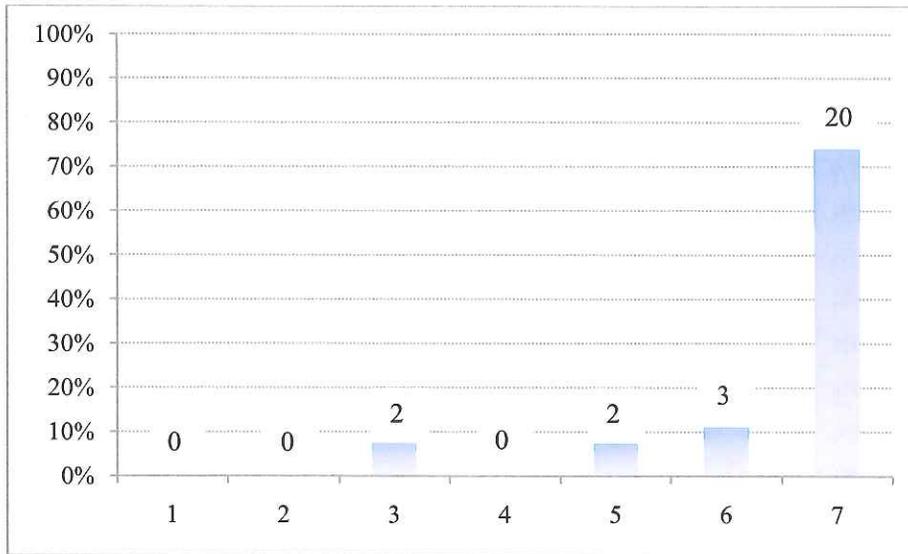
n = 27

Q8: Why do you say that (overall quality of experience)?



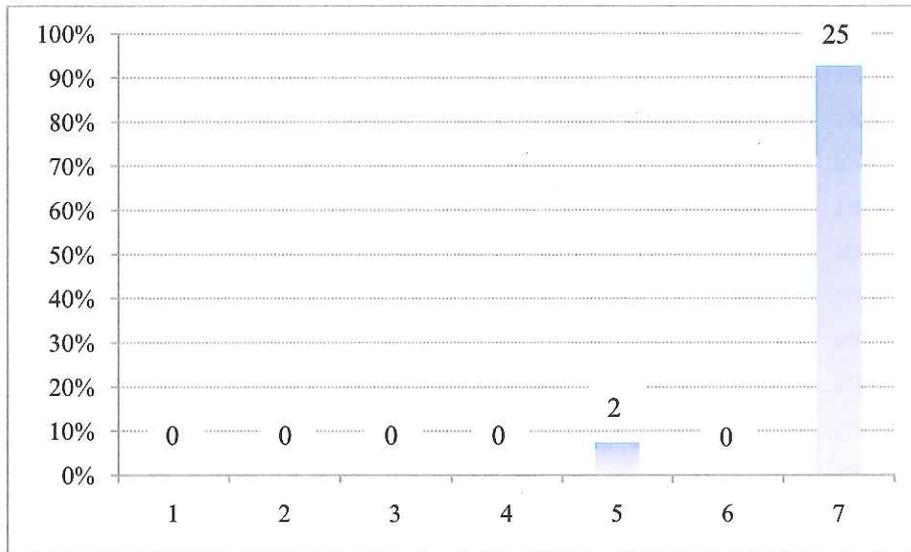
n = 26

Q9: On a scale of 1 to 7, where 1 is the lowest scenic value in Maine, and 7 is the highest scenic value in Maine, how would you rate the views around Baskahegan Lake?



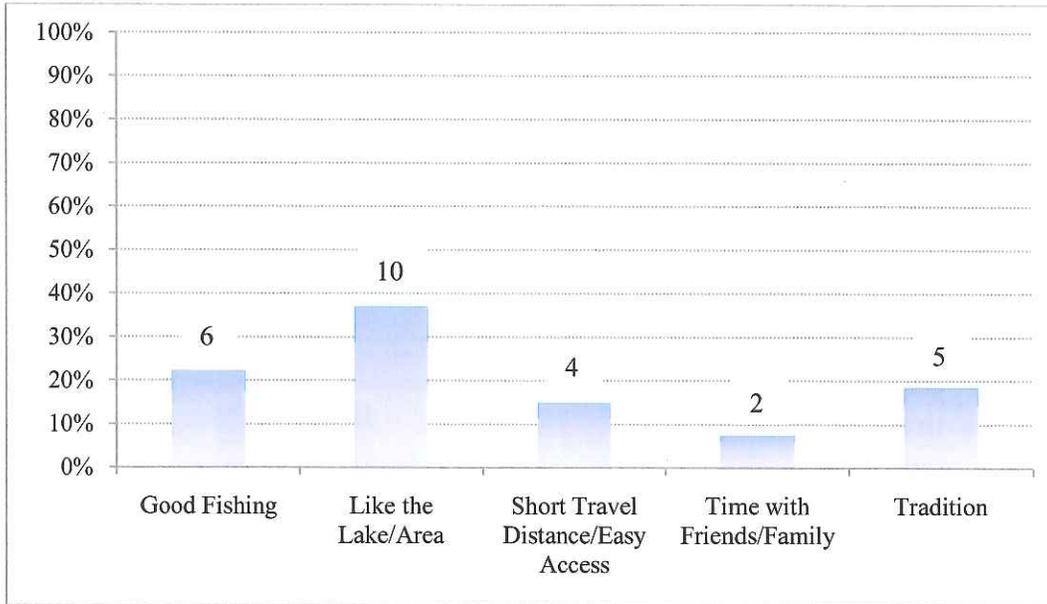
n = 27

Q10: On a scale of 1 to 7, where 1 is very unlikely, 7 is very likely, and 4 is neither unlikely nor likely, how likely is it that you will visit Baskahegan Lake in the future?



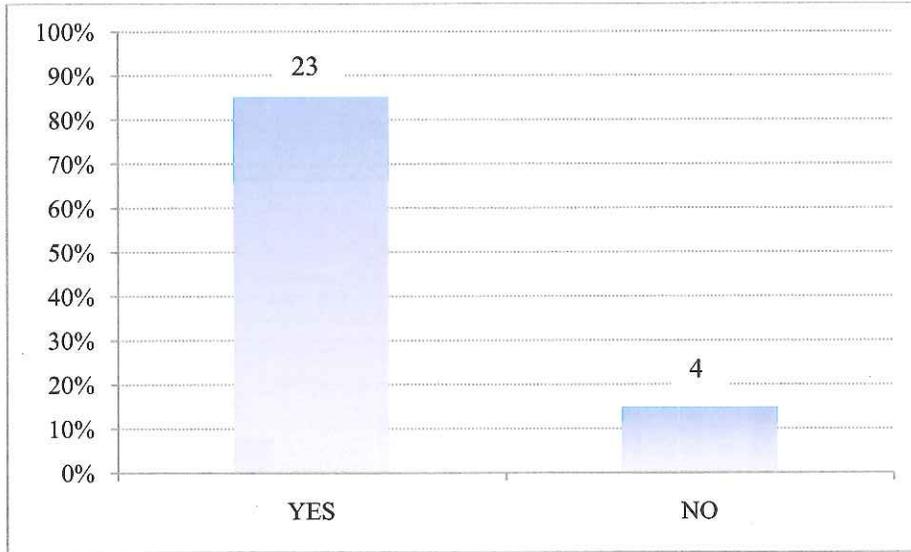
n = 27

Q11: Why do you say that (future visit)?



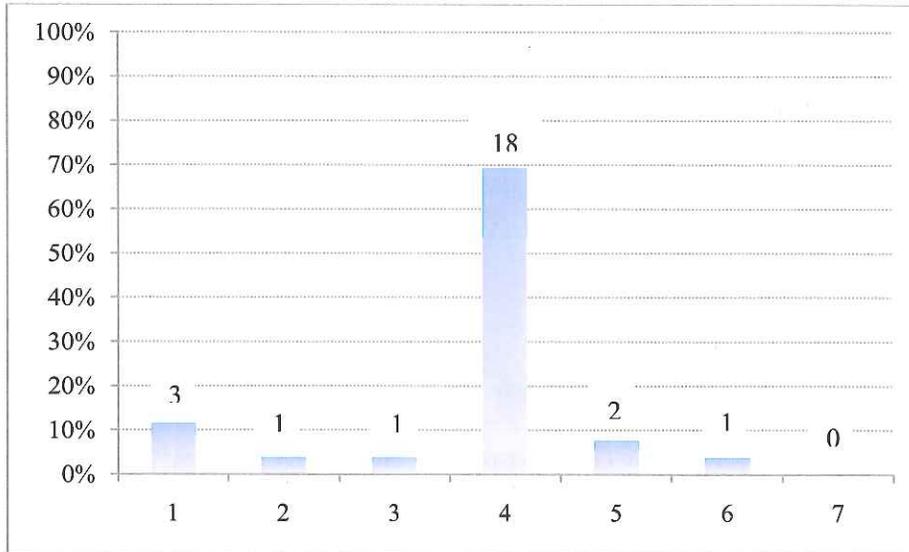
n = 27

Q12: Did you know there is a wind farm near Baskahegan Lake before your visit today?



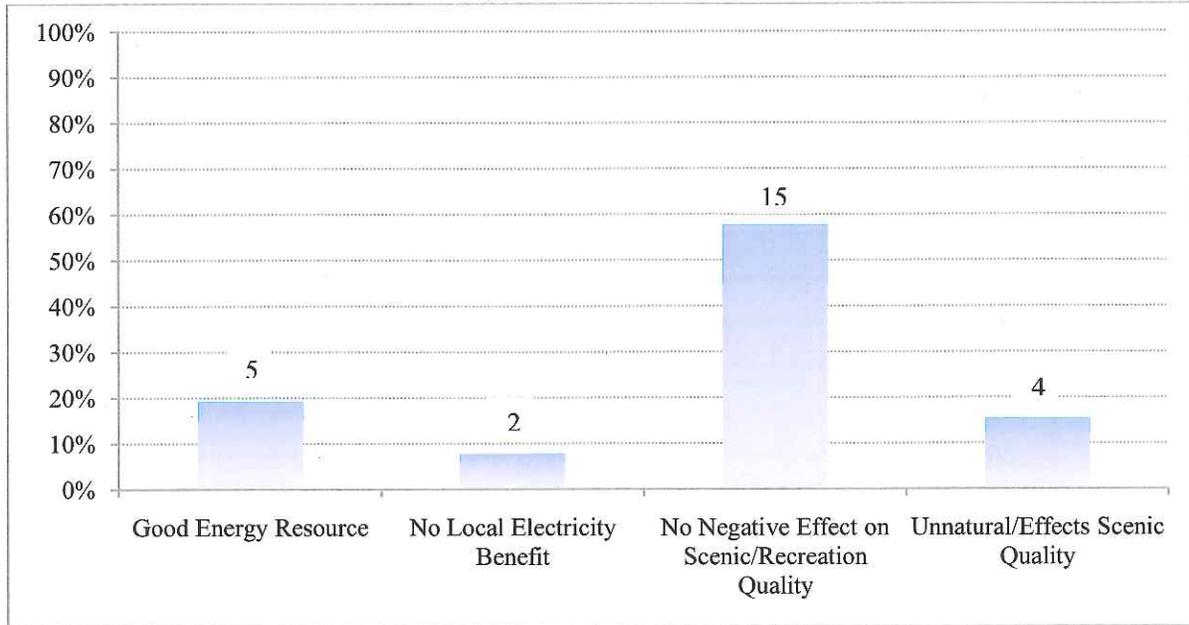
n = 27

Q13: On a scale of 1-7, where 1 is a very negative effect on your opinion, 7 is a very positive effect on your opinion, and 4 means no effect, how does the presence of the wind farm affect your opinion of the scenic value of Baskahegan Lake?



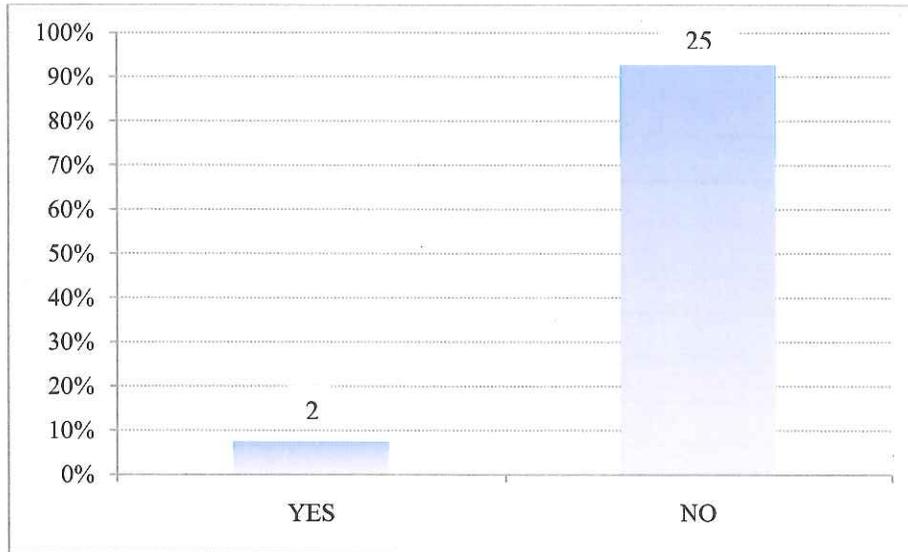
n = 26

Q14: Why do you say that (scenic value of the lake)?



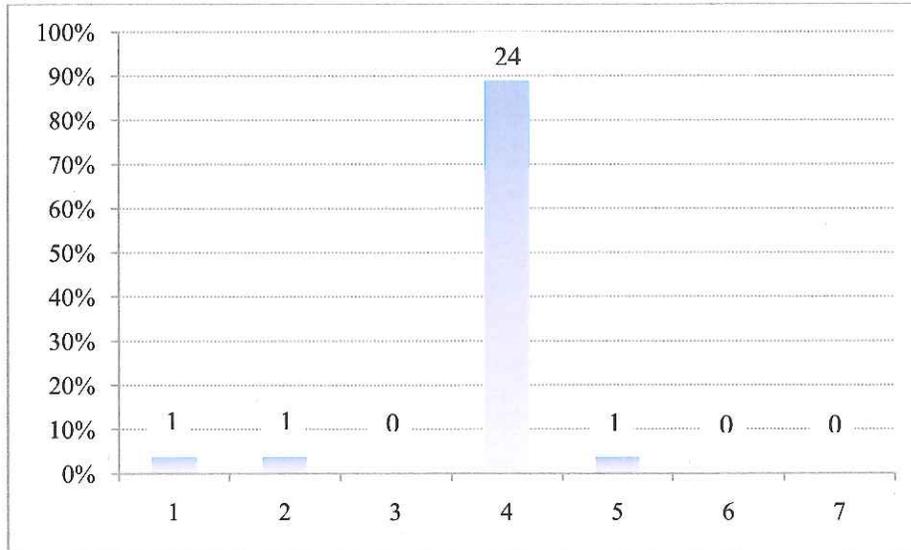
n = 26

Q15: Does the presence of the wind farm affect your likelihood of returning here in the future?



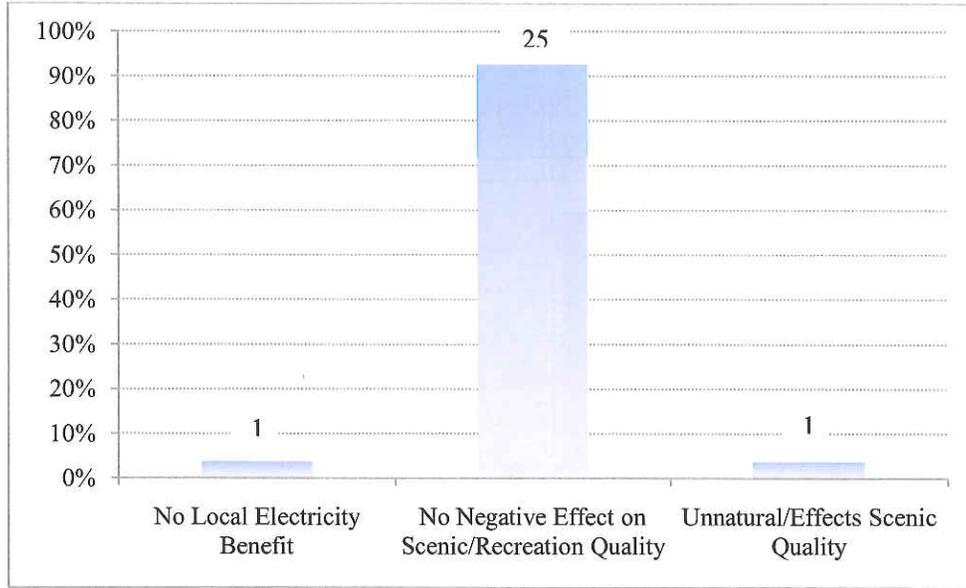
n = 27

Q16: On a scale of 1-7, where 1 is a very negative effect on the quality of your visit, 7 is a very positive effect, and 4 means no effect on the quality of your visit, how did the presence of the wind farm affect the overall quality of your visit to Baskahegan Lake today?



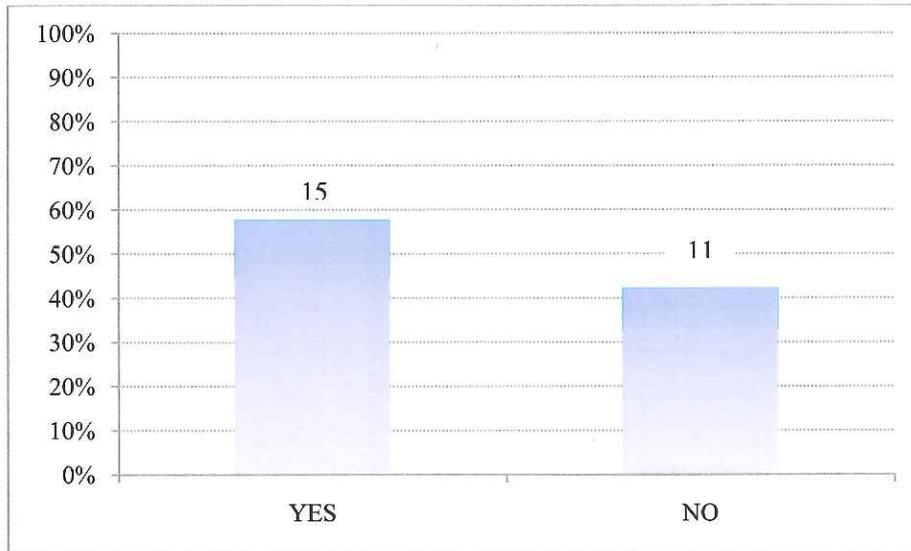
n = 27

Q17: Why do you say that (overall quality of visit)?

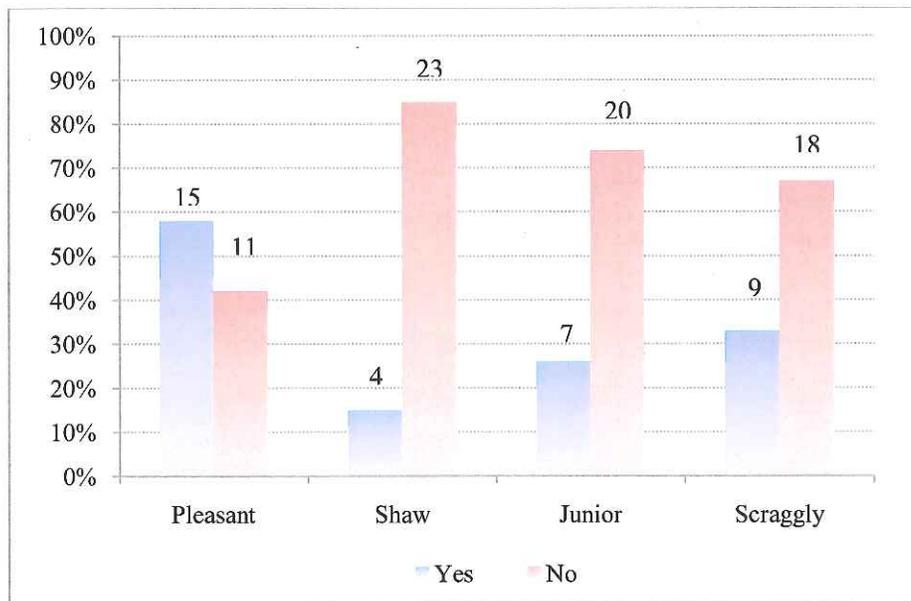


n = 27

Q18: Have you visited any of the following lakes in the area?



n = 26



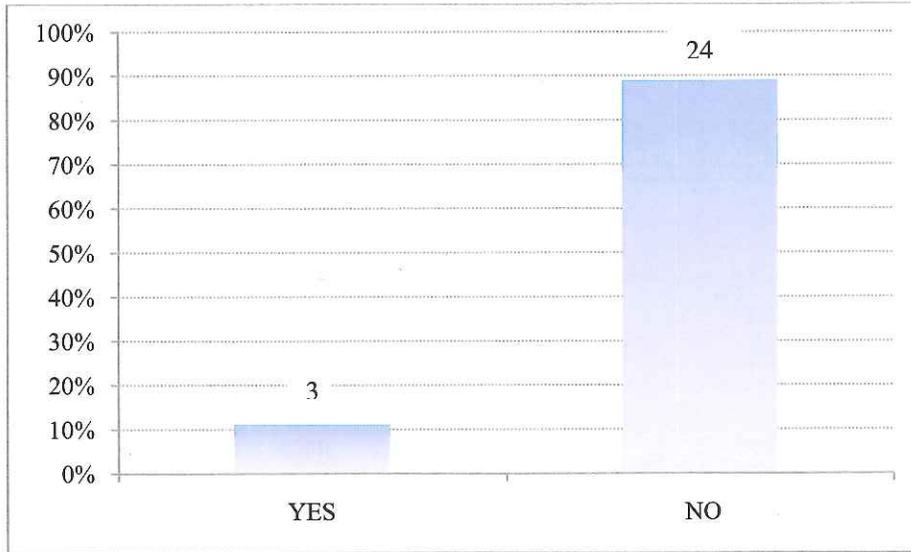
n = 27 (Pleasant Lake n = 26)

Q19: What is the zip code of your primary residence?

Zip Code	Frequency	Percentage
02368	1	4%
02920	1	4%
04412	1	4%
04413	7	27%
04419	1	4%
04487	1	4%
04490	1	4%
04579	1	4%
04668	1	4%
04730	1	4%
04735	1	4%
04736	2	8%
04750	2	8%
04757	2	8%
04785	1	4%
04924	1	4%
07607	1	4%

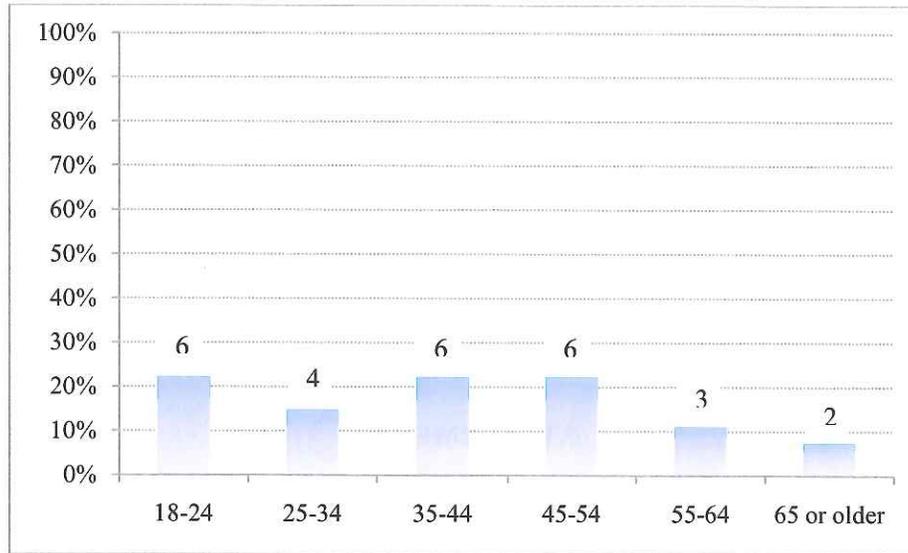
n = 26

Q20: Are you using the service of a Registered Maine Guide today?



n = 27

Q21: Please tell me which best represents your age group.



n = 27

ATTACHMENT C

KEY COMPARISONS BETWEEN THE 2010 AND 2012 STUDIES

ATTACHMENT C

COMPARISON OF THE 2010 AND 2012 BASKAHEGAN STUDIES

The following tables present comparisons of the 2010 Baskahegan Stream Watershed Recreation Use and Resource Analysis (Ednie, et al., 2010) with the current study presented in this report. Table 1 provides a comparison of key study methods. Table 2 presents a comparison of selected study findings.

Table 1
Comparison of Key Components of the 2010 and 2012 Baskahegan Study Methods

	2010	2012
Purpose	Identify baseline recreation use patterns and document recreation site conditions in the Baskahegan Watershed	Examine the influence of an existing wind farm on the recreational use and scenic quality of and likelihood of returning to Baskahegan Lake
Study Area	Baskahegan Watershed—from the Danforth public landing, through Crooked Brook Flowage to and including Baskahegan Lake	Baskahegan Lake
Date of Implementation	May 30-September 5, 2010	August 2-23, 2012
Methods (No. completed)	Visitor Access Surveys (47) Interviews with long time and frequent visitors (6) Vehicle Counts Observations	Visitor Access Surveys (27)
Locations of Visitor Surveys	Brookton Boat Launch Danforth Boat Launch Crooked Brook Flowage	Brookton Boat Launch
No. of Monitoring Days	24	11
No. of People Interviewed Per Group	One person per group One interview per group per season	One person per group One interview per group per season

Table 2
Key Findings of the 2010 and 2012 Baskahegan Studies

	2010	2012
Age	Majority adults	Majority adults (18-54 years)
Average Group Size	3 People	3 People
Length of Trip	Day Trip 67% Overnight Trip 33%	Day Trip 74% Overnight Trip 26%
Repeat Visitors	94%	86%
Average No. Years Visiting Study Area	19	21
Primary Residency	Maine (75%)	Maine (88%)
Primary Activity	Fishing	Fishing
Reason for Enjoying Lake	Scenery (beauty, remoteness, wildlife) Opportunity for Camping Lack of Development	Scenery Fishing

Exhibit 30B-3: 2011 User Surveys by Portland Research Group

Exhibit 30B-3: 2011 User Surveys by Portland Research Group

**Bruce M. Lockwood**

blockwood@portlandresearch.com

Portland Research Group, Inc.***President, Owner, Founder (2000-present)***

Celebrating its tenth anniversary, Portland Research Group is one of Northern New England's leading full-service Market Research Consulting Firms. The company conducts local, national and international studies. Current clients include, among others, IBM Corporation (approved vendor), L.L. Bean, Philips Lifeline, Wright Express, Mercy Hospital, Unum, Vermont Department of Tourism Marketing, along with numerous local and national for profit and non-profit private and public organizations.

Portland Research Group is a Corporate Partner of the Portland Symphony Orchestra (PSO) and Friends of the Kotzschmar Organ (FOKO). Portland Research Group was awarded the first annual PSO Corporate Partnership Award.

Member of Portland Regional Chamber of Commerce, Androscoggin County Chamber of Commerce, and the Market Research Association (MRA).

IDEXX Laboratories, Inc.***Market Research Manager (1997-2000)***

Located in Westbrook, Maine, IDEXX is the world's largest animal health diagnostic corporation. Refined and formalized market research into a critical strategic decision making tool. Introduced and built the foundation for developing a Customer Relationship Management system to integrate with market research and create powerful customer insight and knowledge. Conducted qualitative and quantitative research worldwide.

Market Decisions, Inc.***Director of Market Research, Partner (1994-1997)***

At the time, Maine's leading full service market research firm. Managed a broad range of qualitative and quantitative market research studies. Clients included: People's Heritage Bank, Central Maine Power, Bose Corporation, Microsoft, DECD, and FAME, among others. Conducted preliminary research for the NextGen College Investment Program.

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Bronner Slosberg Humphrey (now Digitas)***Market Research Manager (1993-1994)******Senior Market Research Analyst (1992-1993)***

Conceptualized, designed and managed market research solutions (qualitative and quantitative) for one of the world's largest direct marketing advertising agencies with over \$400 million in billings at the time. Raised agency awareness and usage of state of the art market research techniques. Clients included: AT&T, American Express, L.L. Bean and Quaker Oats.

BayBank, Inc. (now Bank of America)***Market Research Officer (1989-1992)***

Leading regional retail bank in the Boston area with a 45% primary household bank share. One of the premier financial services marketing firms and the first bank in New England to commit fully to ATMs. Designed and managed consumer research projects including Customer Satisfaction, Market Segmentation, and New Product Development. Member of task force challenged to develop BayBank's marketing database.

Abt Associates, Inc.***Market Research Analyst (1988-1989)******Survey Director (1987-1988)***

Very well respected social policy research firm and think tank located in Cambridge, Massachusetts. Managed data collection efforts for market research projects. Primary clients included: BayBank, Blue Cross and Blue Shield plans, John Hancock Insurance, State Street Bank & Trust, and Digital Equipment Corporation.

Temple, Barker & Sloane, Inc. (now Mercer Management)***Market Research Assistant (1986-1987)******Programmer/Analyst (1984-1986)***

Managed quantitative market research projects such as Product Development, Market Segmentation, Awareness Testing, and Image. Programmed specialized computer applications. Major clients included: BayBank, Digital Equipment Corporation, Texas Instruments, and Maryland National Bank.

Education***Babson College, Olin Graduate School of Business***

Masters of Business Administration with a concentration in Market Research and Statistical Analysis (1992). Worked for Marks & Spencer as part of the International Management Internship Program.

Boston College, Carroll School of Management

Bachelor of Science with a concentration in Operations Research (1983)
Received Dean's Letter of Commendation.

Community Involvement

- Friends of the Kotschmar Organ (FOKO) – President of the Board
- Portland Symphony Orchestra – Member of the Marketing Committee
- Babson College – President's Society, Alumni Evaluator for the Douglas Foundation Business Plan Competition
- Appalachian Trail Conservancy (1983 Appalachian Trail Thru-Hiker – end-to-end)
- Appalachian Mountain Club
- Portland Trails
- Cape Elizabeth Land Trust
- Portland Museum of Art
- Maine Historical Society
- Cape Elizabeth School Volunteer
- First Congregational Church, U.C.C., South Portland – Member Meetinghouse Choir, Hymnal Selection Committee

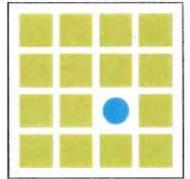


CLEAN ENERGY. MADE HERE.



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Bowers Mountain Wind Project Outdoor Activities Users Research *Telephone Survey*



Portland
Research
Group

Portland Research Group
Portland, Maine
January 2011



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Appendix A: Additional Data

Appendix B: Questionnaire

Objectives

This study focuses on the region encompassing and including scenic lakes with visibility within 8 miles of the Bowers Wind Project. Throughout this report, this region is referred to as the “Study Area.”

The primary objectives of this study are to:

- Determine how the lakes and land within the Study Area, and elsewhere in Maine are used.
 - Measure awareness of the Study Area..
 - Frequency of usage.
- Understand expectations for views in the Study Area.
 - Explore the extent to which people expect to see “human-made” structures when using the Study Area.
 - Determine the impact of such structures on people’s enjoyment and likelihood of returning to the Study Area.
- Assess whether and how commercial wind power projects fit within expectations of viewers using the Study Area and other parts of Maine for outdoor activities.
 - Measure respondents’ knowledge and commitment toward wind energy projects.

Methodology

<p>Respondent Criteria</p>	<ul style="list-style-type: none"> • Respondents are from New England (22 of 191 respondents live within 50 miles of the study area) and have participated in ATV riding, birding, boating (motor), camping, canoeing or kayaking, fishing, foraging for wild plants or mushrooms, hiking or walking, hunting, cross-country skiing, snowmobiling or snowshoeing in Maine during the last three years.
<p>Respondent Counts</p>	<ul style="list-style-type: none"> • n=160 Unaware/ rarely use the Study Area. • n=31 Use the Study Area at least somewhat frequently.
<p>Data Collection</p>	<ul style="list-style-type: none"> • January 10 - 18, 2011 <ul style="list-style-type: none"> – Telephone Survey – random sample of New England and then booster sample of households within 50 miles of Study Area.
<p>Research Caveat</p>	<ul style="list-style-type: none"> • This report provides many useful insights with reasonable sample sizes. However, some results should be used directionally due to sample sizes less than 50.
<p>Questionnaire</p>	<ul style="list-style-type: none"> • Structured telephone survey instrument containing 35 questions (97 variables). • Questions addressed frequency and location of outdoor activities; logistics of and reasons for using the Study Area for outdoor activities; expectations for views and effects of specific human-made developments/ alterations on overall enjoyment and likelihood of returning to the Study Area; wind turbine sightings within Maine and elsewhere; and position on commercial-scale wind energy developments in Maine. (The full questionnaire can be found in Appendix B to this report.)

Methodology: Sample Segments

- A random sample size of n=191 yields a maximum sampling error of +/- 7.1 percentage points at the 95% level of confidence. That is, if the reported percentage is 50%, one can be 95% confident that the percentage for the entire population would be within the range of 42.9% and 57.1%. The sample tolerances for smaller subgroups are broader: n=31, +/- 17.6 percentage points.

	<u>Sample Size</u>
Total	n=191
Use the Study Area**	
Yes	n=31*
No	n=160
Net Residence	
Maine	n=124
Not Maine	n=67
Days Participating in Outdoor Activities	
Less than 40	n=93
40 or more	n=92
Disposition to Wind Energy	
Support (8-10)	n=99
Neutral (4-7)	n=55
Do not support (1-3)	n=25*
Age	
18-54	n=67
55 or older	n=124

	<u>Sample Size</u>
Gender	
Male	n=110
Female	n=81
Seen Wind Turbines	
Have seen	n=168
Have not seen	n=20*
Outdoor Organization Membership	
One or more	n=69
None	n=122

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

**On a ten-point scale where 1 means, "Never" and 10 means "Regularly," respondents who use the Study Area gave a rating of 4-10 for at least one of eight lakes included in the research.

Key Findings

- Respondents participate in a variety of outdoor activities, with hiking (52%), fishing (33%) and canoeing or kayaking (26%) as the top three.
- More than one-half (54%) of respondents report spending 100 days or more in Maine, while one-third (31%) spend fewer than 20 days in the state.
- Two-fifths of respondents (42%) spend between 0 and 19 days of the year participating in outdoor activities in Maine.
 - A significantly higher percentage of those who use the Study Area (39%; 12 of 31*) than those who do not (19%) reported spending 100 days or more participating in outdoor activities in the state.
- More than one-third of respondents (37%) are not aware of the Study Area.
 - Out of all the individuals asked, only five percent (31 of 580+) use at least one of the eight lakes mentioned from the Study Area more than just rarely.
- One-tenth (10%; 3 of 31*) consider it likely to see energy facilities such as wind farms in the Study Area. Three-fifths (61%; 19 of 31*) considered this unlikely.
- One-sixth (16%; 5 of 31*) indicated that seeing a wind farm would have a positive effect on their overall enjoyment of the region. One-half (48%; 15 of 31*) reported that this would have a negative effect on their overall enjoyment.

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

† This includes 191 individuals who completed the survey, as well as 360 who exceeded the quota for those who do not use the Study Area and 29 who terminated the interview after Q7.

Key Findings (cont'd.)

- One-quarter (23%; 7 of 31*) indicated that seeing a wind farm would make them more likely to return to the region for outdoor activities in the future. One-third (32%; 10 of 31*) reported that this would make them less likely to return to the region.
- Respondents who have seen wind turbines in Maine (48%) and those who have not (48%) are evenly divided. However, two-thirds (70%) of respondents have seen wind turbines outside of the state.
 - Those who use the Study Area (94%; 29 of 31*) are significantly more likely than those who do not (39%) to have seen wind turbines in Maine.
- Respondents cited a variety of locations within Maine where wind turbines had been seen. However, some of these locations have no operational or proposed wind projects.
 - Those who use the Study Area were significantly more likely than those who do not to have seen wind turbines in Mars Hill, ME (23%; 7 of 30* vs. 9%) and Lincoln, ME (13%; 4 of 30* vs. 0%).
 - A significantly higher percentage of those who do not support wind energy development in Maine (5%; 1 of 21*) and those who are neutral (6%) compared to those who support it (0%) mentioned seeing wind turbines in Lincoln, ME.

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

Detailed Findings

Overall Awareness and Usage of the Study Area

- More than one-third of respondents (37%) are *not aware* of any of the lakes mentioned located in the Study Area.
 - More than one-quarter (30%) of Maine residents and one-half (51%) of non-residents are *not aware* of any of the lakes.
- Out of all the individuals contacted, only five percent (31 of 580+) use any of the lakes mentioned from the Study Area more than rarely.
 - One-quarter (23%) of Maine residents use the Study Area, compared to three percent of non-residents.
 - Most respondents use the Study Area (90%; 28 of 31*) are Maine residents.

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

+ This includes 191 individuals who completed the survey, as well as 360 who exceeded the quota for those who do not use the Study Area and 29 who terminated the interview after Q7.

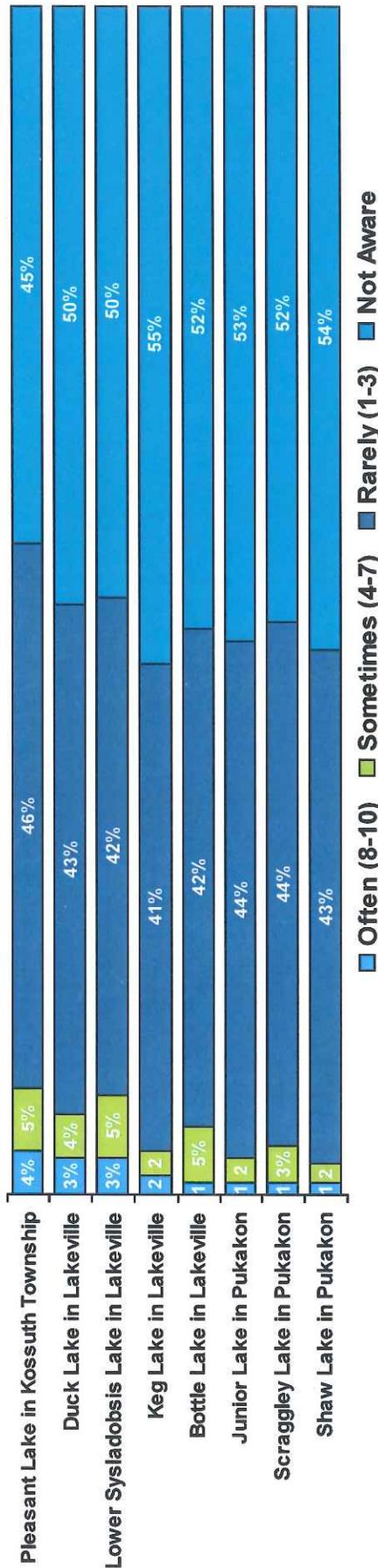
> Q7. I am going to read you a list of lakes located in Maine approximately 75 miles northeast of Bangor, Maine just south of the Springfield area off Route 6. You may have heard of lakes with the same or similar names in other parts of Maine. All of the lakes I am going to mention are located in either Washington or Penobscot counties. For each lake please indicate how often you participate in the outdoor activities you mentioned earlier, <QUALIFYING ACTIVITIES IN QD>+, either on or beside the lake. Please use a ten-point scale where 1 means, "Never" and 10 means "Regularly" to indicate your response. If you are not aware of the lake I mention, please say so.

Frequency of Outdoor Activity Participation in the Study Area

- Fewer than ten percent of respondents indicated they participated in outdoor activities often (8-10) or sometimes (4-7) either on or beside any one of the lakes in the Study Area.

Frequency of Outdoor Activity Participation in the Study Area

Base: All Respondents (n=191)



*Caution, small base (n<50); use for directional purposes only
 > Q7. I am going to read you a list of lakes located in Maine approximately 75 miles northeast of Bangor, Maine just south of the Springfield area off Route 6. You may have heard of lakes with the same or similar names in other parts of Maine. All of the lakes I am going to mention are located in either Washington or Penobscot counties. For each lake please indicate how often you participate in the outdoor activities you mentioned earlier, <QUALIFYING ACTIVITIES IN QD>, either on or beside the lake. Please use a ten-point scale where 1 means, "Never" and 10 means "Regularly" to indicate your response. If you are not aware of the lake I mention, please say so.

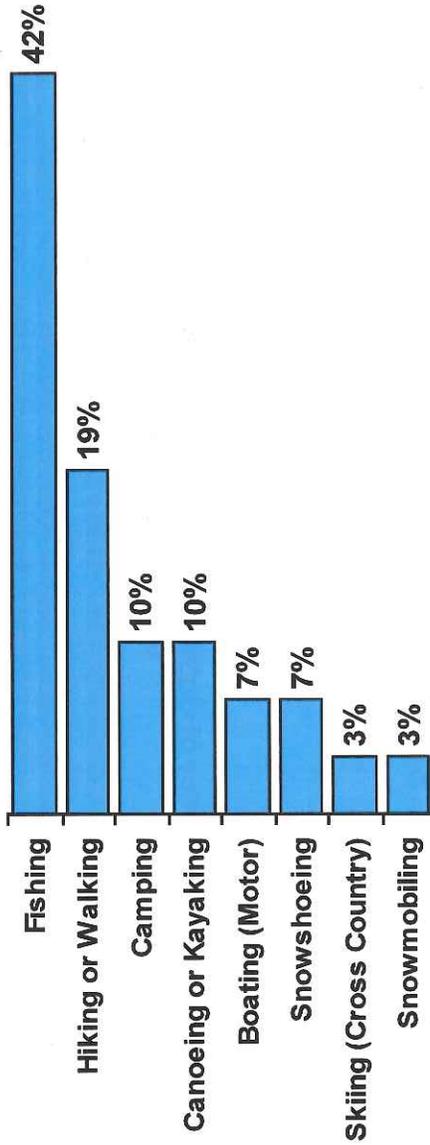


Most Common Outdoor Activities in the Study Area

- Two-fifths (42%) of those who use the Study Area reported fishing as the outdoor activity they most frequently participate in the region, followed distantly by hiking (19%; 6 of 31*), camping (10%; 3 of 31*) and canoeing or kayaking (10%; 3 of 31*).

Most Frequent Outdoor Activity (Study Area)

Base: Those who use the Study Area (n=31*)



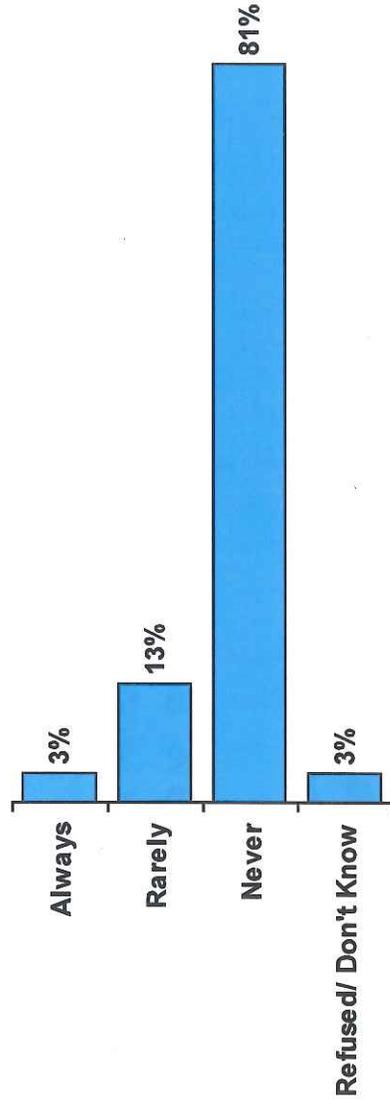
*Caution, small base (n<50); use for directional purposes only
 > Q8. Which of the outdoor activities you mentioned earlier, <<QUALIFYING ACTIVITIES IN QD>>, do you participate in most frequently on or beside one of the lakes I just mentioned? (Unaided, multiple response)

Hire Guide or Local Expert

- Four-fifths (81%; 25 of 31*) of those who use the Study Area never hire a guide or local expert.
- One-eighth of respondents (13%; 4 of 31*) indicated that they rarely hire a guide or local expert. One respondent (3%; 1 of 31*) always hires a guide.

Hire Guide or Local Expert (Study Area)

Base: Those who use the Study Area (n=31*)



*Caution, small base (n<50); use for directional purposes only
> Q9. The next group of questions will refer to your experiences <<RESPONSE IN Q8>> on or beside one of the lakes I just mentioned. When you participate in this outdoor activity on or beside those lakes, how often do you use guides or hire local experts? Would you say... (Aided, single response)

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Portland Research Group, Outdoor Activities Users Research, January 2011

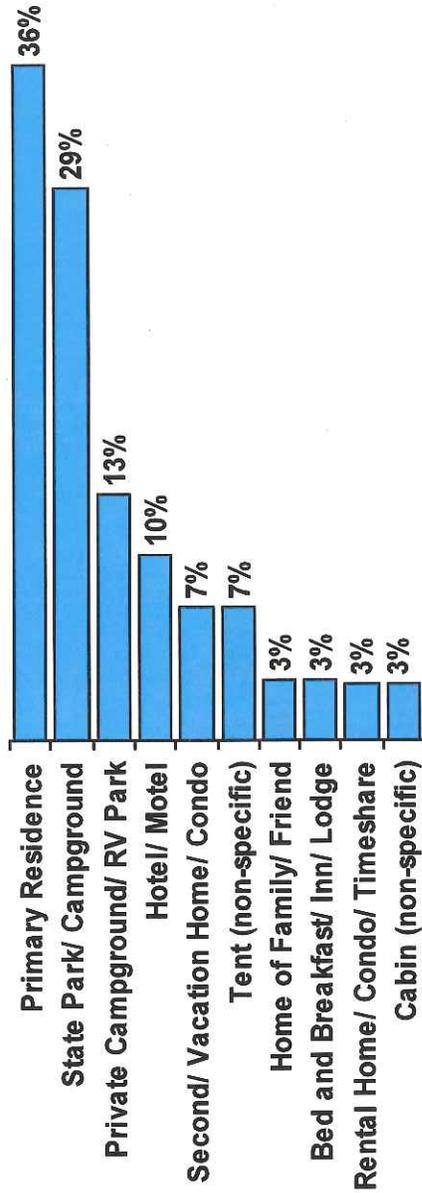
12

Type of Lodging

- More than one-third (36%; 11 of 31*) of those who use the Study Area stay the night at their primary residence when they participate in outdoor activities in the region.
- Less than one-third (29%; 9 of 31*) stay the night at a state park or campground when participating in outdoor activities in the Study Area.

Type of Lodging (Study Area)

Base: Those who use the Study Area (n=31*)



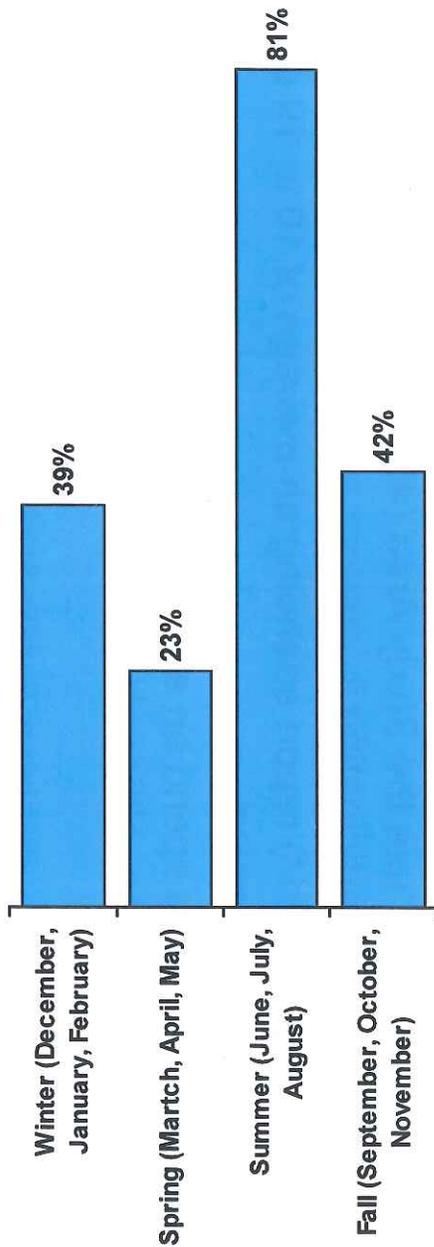
*Caution, small base (n<50); use for directional purposes only
 > Q10. At what types of lodging do you typically spend the night when <<RESPONSE IN Q8>> on or beside one of the lakes | just mentioned? (Unaided, multiple response)

Seasons Participating in Outdoor Activities

- Four-fifths (81%; 25 of 31*) of those who use the Study Area do so during the summer.
- Two-fifths each reported using the Study Area in the fall (42%; 13 of 31*) and winter (39%; 12 of 31*).
- One-quarter use the area in the spring (23%; 7 of 31*).

Seasons Participating in Outdoor Activities (Study Area)

Base: Those who use the Study Area (n=31*)



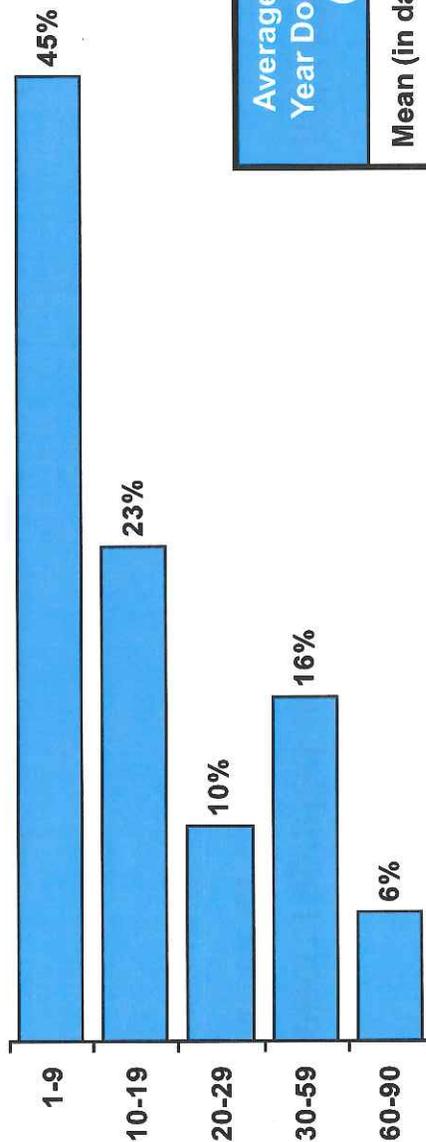
*Caution, small base (n<50); use for directional purposes only
 > Q11. In what seasons are you typically <<RESPONSE IN Q8>> on or beside one of these lakes? (Aided, multiple response)

Number of Days in the Study Area

- More than two-fifths who use the Study Area (45%; 14 of 31*) report spending on average 1 to 9 days of the year participating in outdoor activities in the area.
- One-quarter (23%; 2 of 31*) report spending an average of 10 to 19 days participating in outdoor activities in the region.
- Overall, users as a group spend an average of 18.7 days per year participating in outdoor activities in the Study Area, although the median is just 10 days.

Number of Days in Study Area

Base: Those who use the Study Area (n=31*)



Average Number of Days per Year Doing Outdoor Activities (All Locations)	
Mean (in days)	18.7
Median (in days)	10

*Caution, small base (n<50); use for directional purposes only
 > Q12. On average, about how many days a year do you spend <<RESPONSE IN Q8>>, on or beside one of these lakes? (Unaided, single response)

Reasons for Outdoor Activity in the Study Area

- Respondents use the Study Area for a variety of reasons, which include fishing (45%; 14 of 31*), the beautiful scenery and views (36%; 11 of 31*), and enjoyment (26%; 8 of 31*).
- One-fifth of respondents identified “fishing” (19%; 6 of 31*) as the primary reason for using the area, followed closely by “enjoyment” (16%; 5 of 31*).

Top Three Reasons – Study Area** Base: Those who use the Study Area (n=31*)		Number One Reason – Study Area** Base: Those who use the Study Area (n=31*)	
Fishing	45%	Fishing	19%
Beautiful scenery/ View	36%	Enjoyment	16%
Enjoyment	26%	Socialization/ Friends/ Family	10%
Not crowded/ Remote	19%	Exercise	10%
Socialization/ Friends/ Family	16%	Beautiful scenery/ View	10%
Exercise	13%	Familiarity	7%
Water	10%	Not crowded/ Remote	7%
Close proximity	10%	Water	3%
Camp	10%	Close proximity	3%

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

**Please see Appendix A for additional detail.

> Q13. What would you say are the top three reasons for <<RESPONSE IN Q8>>, specifically on or beside one of these lakes? (Unaided, multiple response)

> Q14. What one of those reasons would you say is your primary reason for <<RESPONSE IN Q8>>, specifically on or beside one of these lakes? (Unaided, single response)

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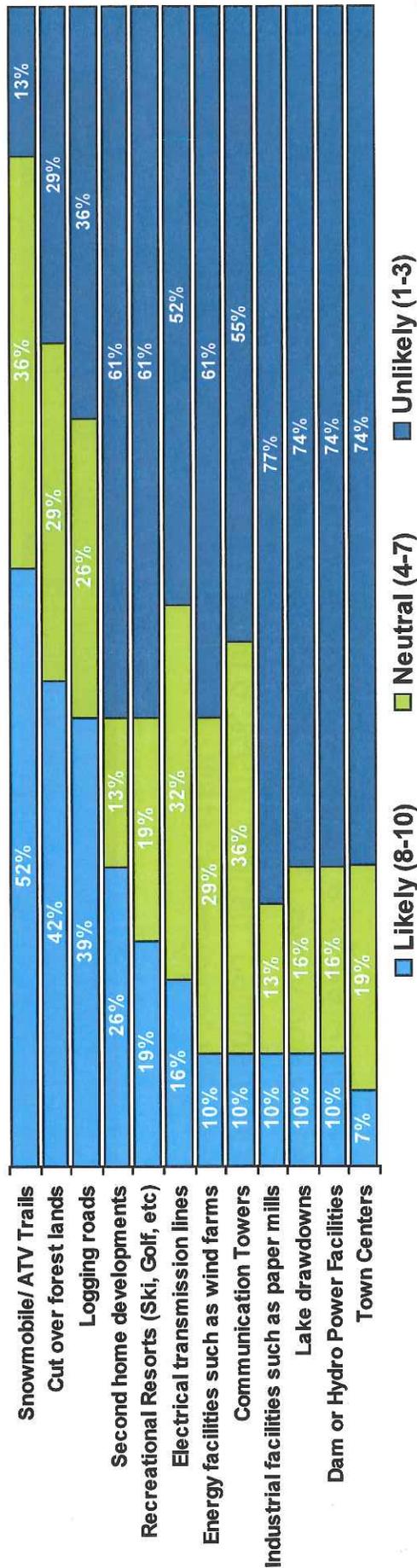
Portland Research Group, Outdoor Activities Users Research, January 2011

Expectations During Outdoor Activity

- One-half of respondents (52%; 16 of 31*) consider it likely to see snowmobile or ATV trails, followed by cut over forest lands (42%; 13 of 31*) and logging roads (39%; 12 of 31*) on or near one of the lakes in the region.
- Three-quarters (77%; 24 of 31*) consider it unlikely to see industrial facilities such as paper mills.
- One-tenth (10%; 3 of 31*) of respondents consider the possibility of seeing energy facilities such as wind farms likely; more than one-half (61%; 19 of 31*) believe it is unlikely.

Likelihood of Seeing Visible Development in the Study Area

Base: Those who use the Study Area (n=31*)



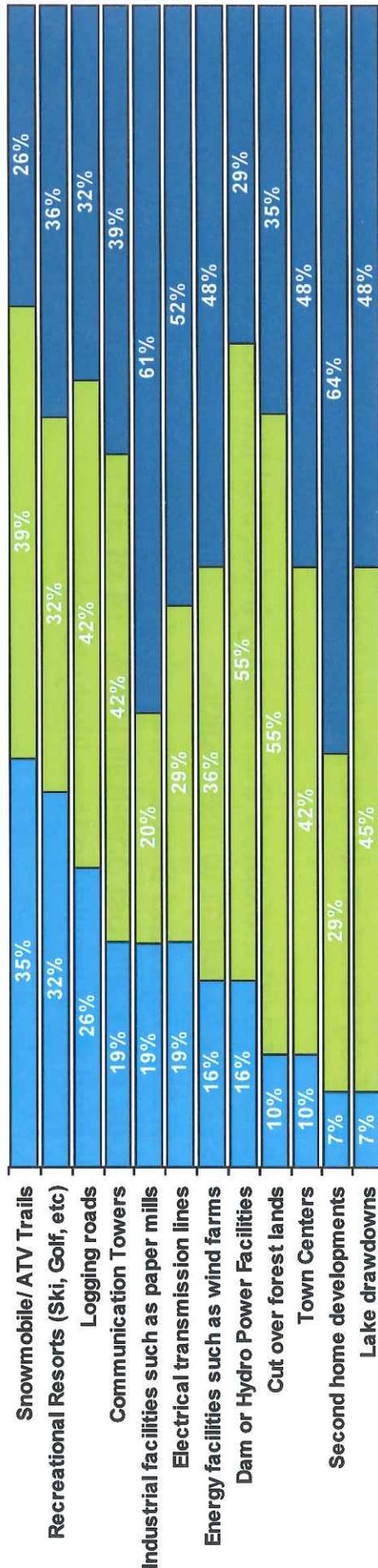
*Caution, small base (n<50); use for directional purposes only
 > Q15. How unlikely or likely do you expect to see the following white <<RESPONSE IN Q8->> specifically on or beside one of these lakes? Please use a ten-point scale where 1 means, "Very Unlikely" and 10 means "Very Likely" to indicate your response.

Effect of Visible Development on Enjoyment

- One-third of respondents (35%; 11 of 31*) feel that seeing snowmobile or ATV trails would positively affect their enjoyment of the region, followed by recreational resorts (32%; 10 of 31*) and logging roads (26%; 8 of 31*).
- Three-fifths feel that seeing second home developments (64%; 20 of 31*) or industrial facilities such as paper mills (61%; 19 of 31*) would negatively affect their enjoyment of the region.
- One-sixth (16%; 5 of 31*) expect that seeing wind farms would positively affect their overall enjoyment of the region; another 36% (11 of 31*) are neutral and almost one-half (48%; 15 of 31*) believe this would have a negative impact.

Impact on Enjoyment

Base: Those who use the Study Area (n=31*)



■ Positive Effect (8-10) ■ Neutral (4-7) ■ Negative Effect (1-3)

*Caution, small base (n<50); use for directional purposes only
 > Q16. Please rate how your overall enjoyment would be affected, if at all, if you saw the following while <<RESPONSE IN Q8>>, specifically on or beside one of these lakes? Please use a ten-point scale where 1 means, "Very Negative Effect" and 10 means "Very Positive Effect" to indicate your response.



Effect of Visible Development on Likelihood of Returning

- Three-fifths of respondents (61%; 19 of 31*) indicated that seeing snowmobile or ATV trails would make them more likely to return to the Study Area for their outdoor activities of choice.
- Over two-thirds (71%; 22 of 31*) indicated that seeing industrial facilities such as paper mills would make them less likely to return to the region.
- One-quarter (23%; 7 of 31*) reported that seeing wind farms would increase their likelihood of returning to the Study Area; almost one-half (45%; 14 of 31*) are neutral and one-third (32%; 10 of 31*) indicated they would be less likely to return.

Likelihood of Returning to the Study Area for Outdoor Activities

Base: Those who use the Study Area (n=31*)



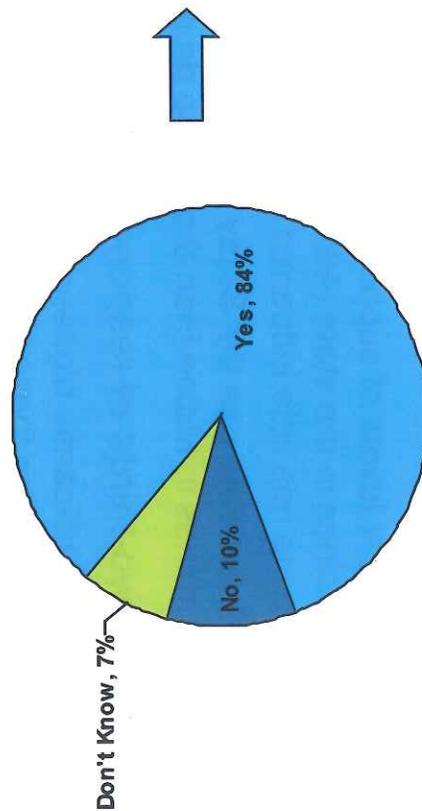
*Caution, small base (n<50); use for directional purposes only
 > Q17. Using a ten-point scale where 1 means you are "Much Less Likely" and 10 means you are "Much More Likely", please rate your likelihood of personally returning to these lakes for <<RESPONSE IN Q8>> if you saw the following while <<RESPONSE IN Q8>>, either on or beside one of these lakes.

Go to Another Maine Location

- Most respondents (84%; 26 of 31*) indicated that they could go elsewhere in Maine to participate in their outdoor activity of choice.
 - Three-quarters (73%; 11 of 15*) of respondents for whom seeing wind farms would have a negative impact indicated that they could go elsewhere.
- One-fifths (19%; 5 of 26*) indicated that they would go somewhere within Penobscot County.
 - Among those for whom seeing wind farms would have a negative impact, one-fifth (18%; 2 of 11*) each would go to the Western Maine Mountains, elsewhere in Penobscot County or Washington County instead.

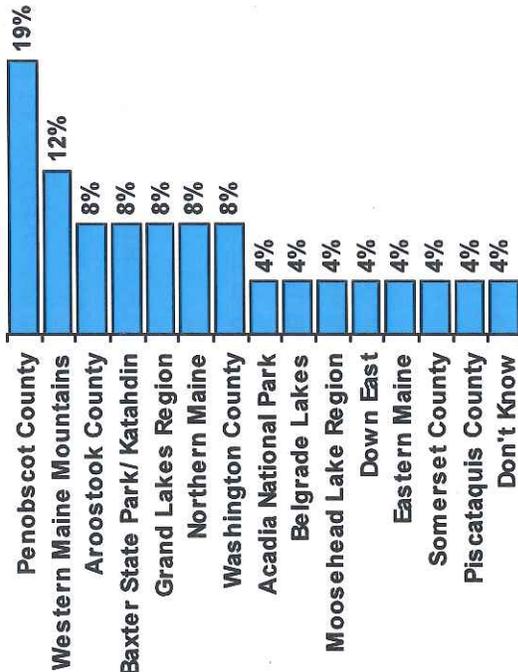
Go Elsewhere in Maine if Wind Farms Sighted

Base: Those who use the Study Area (n=31*)



Alternate Maine Location

Base: Those who use the Study Area and have another Maine location to go to (n=26*)



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

† Chart does not total 100 percent due to rounding.

➤ Q18. If you went to these lakes for <<RESPONSE IN Q8>> and saw evidence of a project or something else that caused you not to want to return, is there another lake, region or location in Maine you could go to and enjoy the same outdoor activity equally as much or more?

➤ Q19. What region or location in Maine would you go to instead? (Unaided, multiple response)

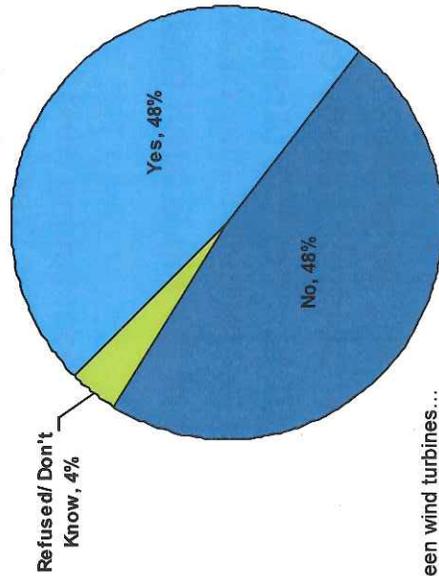
Seen Wind Turbines

- Respondents are equally divided between those who have seen wind turbines in Maine (48%) and those who have not (48%).
 - Similar levels of support for wind energy development in Maine among those who have seen wind turbines in the state (46%) and those who have not (52%) suggest that seeing wind turbines in Maine has little influence on disposition toward wind energy development in the state.
 - Those who use the Study Area (94%; 29 of 31*) are significantly more likely to have seen wind turbines in Maine than those who do not use the area (39%).
- Over two-thirds of respondents (70%) have seen wind turbines outside of Maine.
 - A significantly higher percentage of respondents who belong to one or more outdoor organizations (81%) than those who do not belong to any report having seen turbines outside of Maine (63%).

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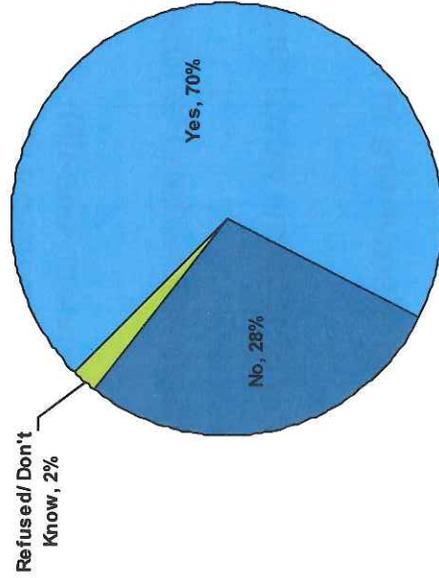
Personally Seen Wind Turbines in Maine

Base: All Respondents (n=191)



Personally Seen Wind Turbines Outside of Maine

Base: All Respondents (n=191)



> Q20. Have you personally seen wind turbines...

a. In Maine

b. Outside of Maine

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Portland Research Group, Outdoor Activities Users Research, January 2011

Seen Wind Turbines (cont'd.)

- One-fifth of respondents (20%) mentioned seeing wind turbines in Massachusetts.
- Respondents mentioned seeing turbines in a variety of locations within the state, some of which have no extant or planned wind projects.
- The most commonly mentioned locations within the state were Mars Hill (11%), Vinalhaven (5%) and Lincoln (2%).
 - Study Area users were significantly more likely to mention seeing turbines in Mars Hill (23%; 7 of 30*) and Lincoln, ME (13%; 4 of 30*) than those who do not use the region (9% and 0%, respectively). These sites were the most commonly mentioned by those who use the area.
 - A significantly higher percentage of those who do not support wind energy development in Maine (5%; 1 of 21*) and those who are neutral (6%) compared to those who support it (0%) mentioned seeing wind turbines in Lincoln, ME.

Turbine Location**	
Base: Those who have seen wind turbines (net) (n=168)	
Massachusetts	20%
California	14%
Vermont	13%
New York	11%
Mars Hill, ME	11%
New Hampshire	10%
Pennsylvania	6%
Rhode Island	5%
Vinalhaven, ME	5%
Maine (non-specific)	4%
New Jersey	4%
Connecticut	2%
Hawaii	2%
Lincoln, ME	2%

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

**Please see Appendix A for additional detail.

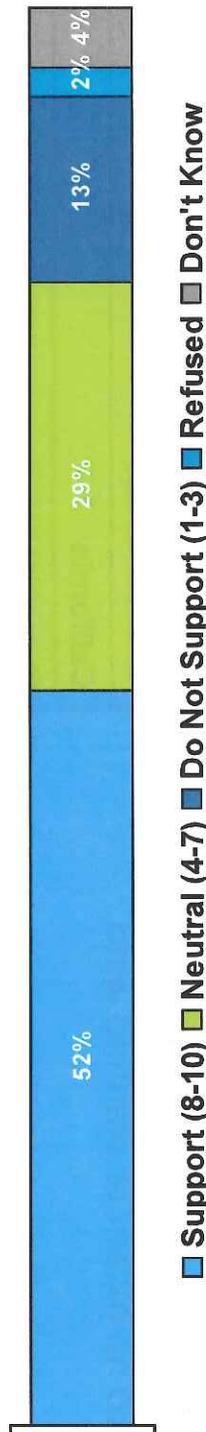
> Q21. Where have you seen wind turbines? (PROBE ON CITY/TOWN, STATE/PROVINCE, COUNTRY) (Unaided, multiple response)

Support Wind Energy Development in Maine

- One-half of respondents (52%) support the development of wind energy in Maine.
 - A significantly higher percentage of those who do not use the Study Area (55%) than those who do (36%; 11 of 31*) support the development of wind energy in Maine.
- One-eighth (13%) of respondents do not support wind energy development in Maine.
- More than a quarter (29%) have a neutral disposition toward wind energy, while four percent do not know if they support wind energy development in Maine.

Support Wind Energy Development in Maine

Base: All Respondents (n=191)



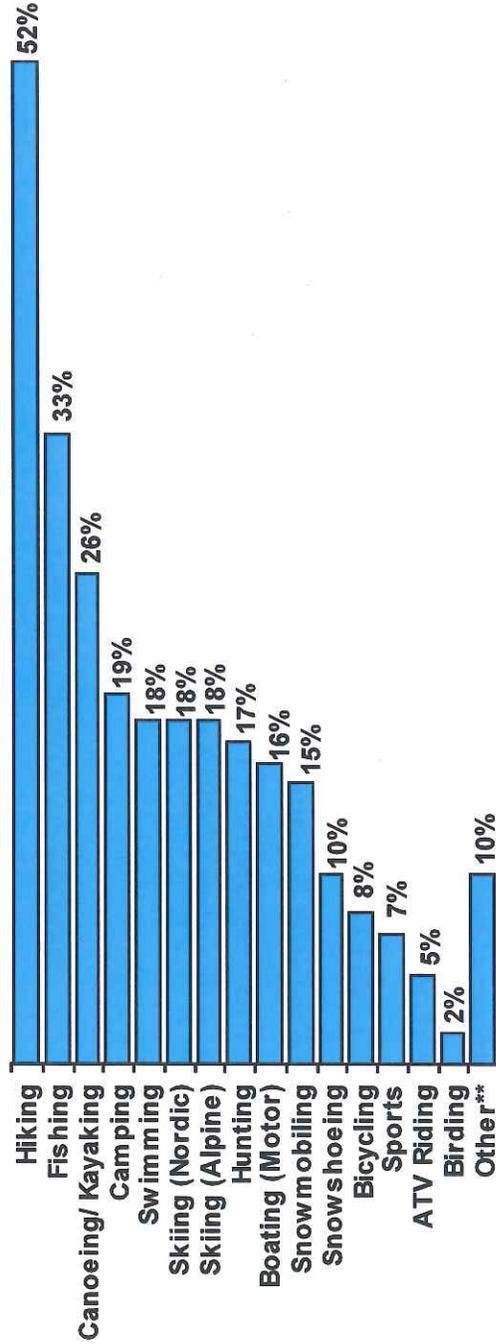
*Caution, small base (n<50); use for directional purposes only
 > Q22. Using a ten-point scale where 1 means "Do Not Support At All" and 10 means "Completely Support", to what extent do you not support or support commercial-scale wind energy development in Maine?

Outdoor Activities in Maine

- One-half of respondents (52%) hiked in Maine during the last three years, followed by one-third (33%) who fished and one-quarter (26%) who went canoeing or kayaking.
 - A significantly higher percentage of those who use the Study Area (48%; 15 of 31*) than those who do not (30%) report having fished in Maine during the last three years.
 - Maine residents are significantly more likely than non-residents to fish (43% vs. 15%), cross country ski (24% vs. 6%) and hunt (23% vs. 6%) in Maine.

Participation in Outdoor Activities in Maine, Past 3 Years

Base: All Respondents (n=191)



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

**Please see Appendix A for additional detail.

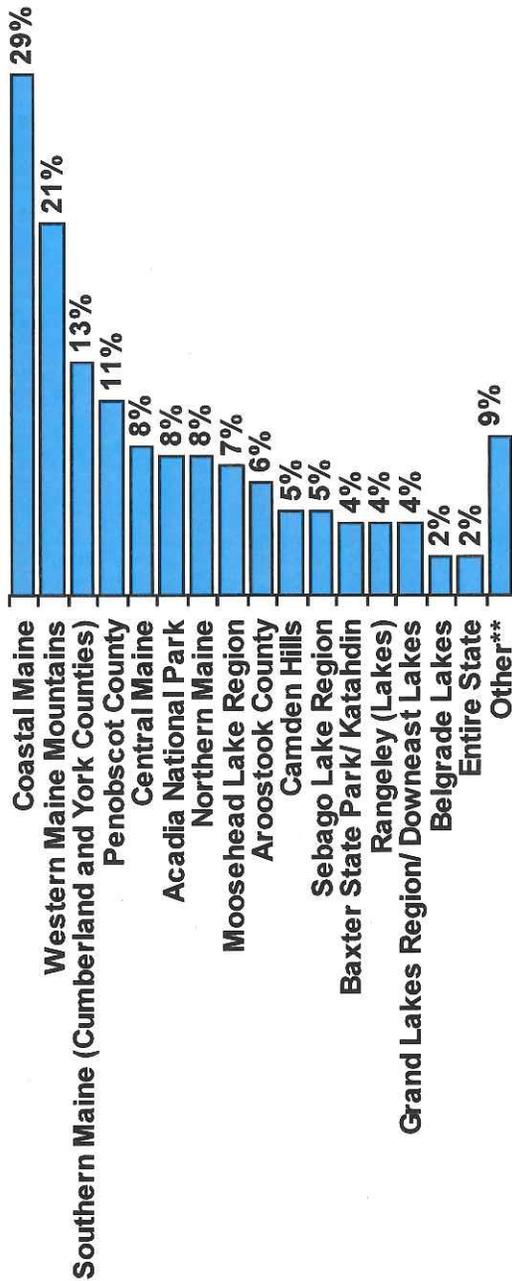
> QD. What outdoor activities, if any, have you participated in within the State of Maine during the last three years? (Unaided, multiple response)

Maine Regions for Outdoor Activities

- More than one-quarter (29%) of respondents have participated in outdoor activities in the coastal Maine area, followed by the Western Maine mountains (21%) and Southern Maine (13%).
 - Non-residents (52%) are significantly more likely to use the Maine coast for outdoor activities than Maine residents (17%), as are those who participate in outdoor activities less than 40 days per year (36%) rather than 40 or more days (22%).

Regions for Activities in Maine, Past 3 Years

Base: All Respondents (n=191)



**Please see Appendix A for additional detail.

> QE. In what regions of Maine have you participated in <<QUALIFYING ACTIVITIES IN QD>> during the last three years? (Unaided, multiple response)

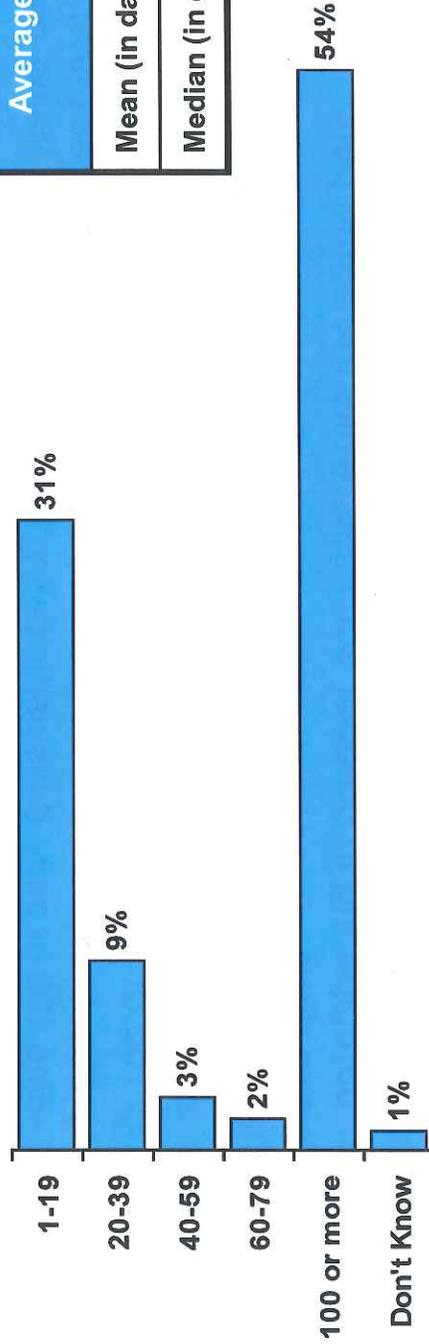
Number of Days Spent in Maine

- With three of five respondents reporting primary residence in Maine, it is not surprising that more than one-half of respondents (54%) spend an average of 100 days or more in Maine each year.
 - Those who use the Study Area are significantly more likely to be residents of Maine than not (90%; 25 of 31* vs. 52%) and spend 100 days or more on average in the state each year than those who do not (87%; 27 of 31* vs. 48%).
- One-third (31%) spend between 1 and 19 days on average in the state each year.

0936

Days Per Year in Maine

Base: All Respondents (n=191)



Average Number Days per Year Spent in Maine	
Mean (in days)	196.9
Median (in days)	320

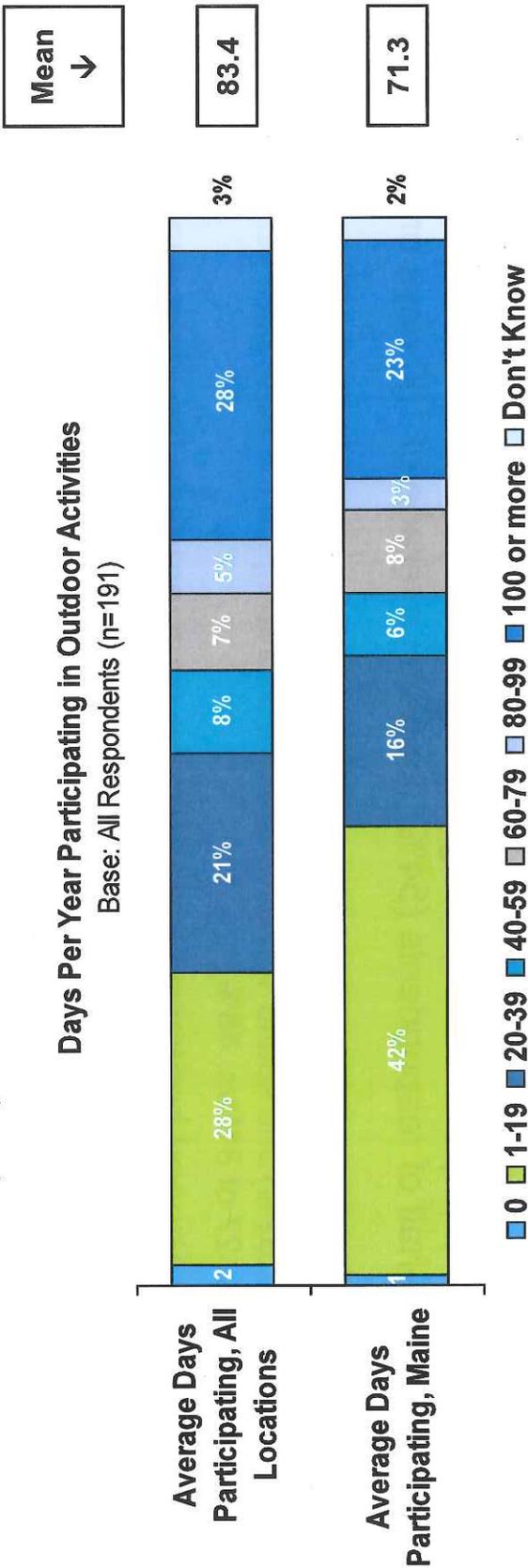
*Caution, small base (n<50); use for directional purposes only

> Q1. On average, how many days each year do you spend in Maine for any reason? (IF RESPONDENT SAYS, "I live in Maine," TRY TO OBTAIN BEST ESTIMATE BY GETTING RESPONDENT TO THINK ABOUT TRIPS OUTSIDE OF MAINE SUCH AS VACATIONS, BUSINESS TRIPS, DAY TRIPS, ETC.) (Unaided, single response)

Outdoor Activity Frequency

- More than one-quarter of respondents (28%) reported spending an average of 0-19 days per year participating in outdoor activities, while the same percentage reported spending 100 or more days.
- Two-fifths of respondents (42%) reported spending an average of 0-19 days engaging in outdoor activities in the state of Maine, while just under one-quarter (23%) reported spending 100 or more days in Maine.
 - A significantly higher percentage of those who use the Study Area (39%; 12 of 31*) reported spending 100 or more days participating in outdoor activities in Maine, compared to those who do not use the area (19%).

0937



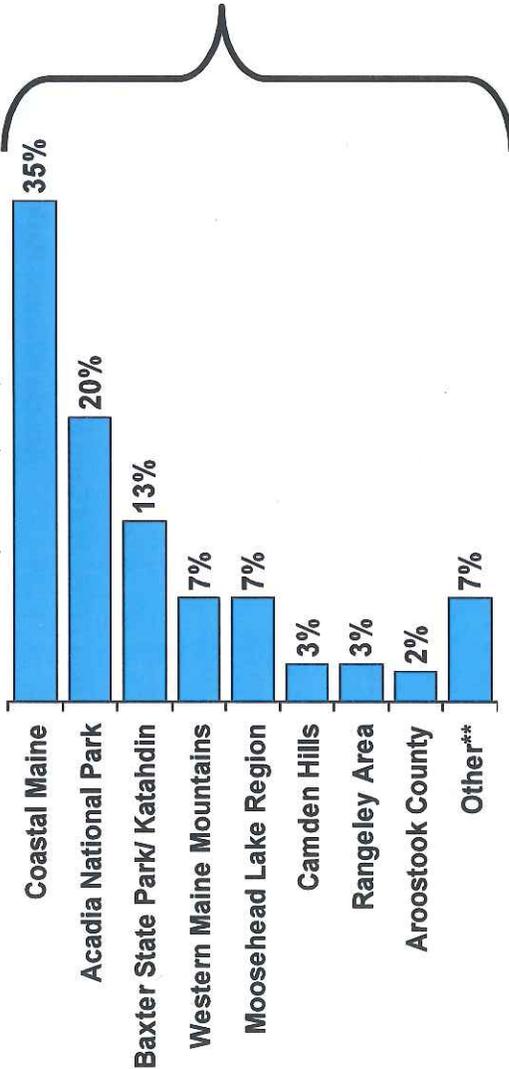
*Caution, small base (n<50); use for directional purposes only
> Q2. On average, about how many days a year do you participate in the following outdoor activities in total at all locations: <<QUALIFYING ACTIVITIES IN QD>>?
> Q3. On average, about how many days a year do you participate in the following outdoor activities in total in Maine: <<QUALIFYING ACTIVITIES IN QD>>?

Scenic Outdoor Destinations in Maine

- One-third of respondents (35%) identified Coastal Maine as an area with high scenic value, followed by Acadia National Park (20%) and Baxter State Park or Katahdin (13%).
 - Baxter State Park or Katahdin was identified by a significantly higher percentage of those who use the Study Area (26%; 8 of 31*) than those who do not (10%), as well as by Maine residents (16%), as opposed to non-residents (6%).

Maine Outdoor Destinations offering HIGH Scenic Value

Base: All Respondents (n=191)



Reasons for Selection**	
Base: All Respondents (n=191)	
Ocean/ Coast	23%
Mountain(s)	17%
Activities	16%
Vistas/ View	14%
Beautiful	14%
Familiarity	11%
Lake(s)/ Pond(s)	7%
Relaxing/ Peaceful	6%
Nearness of varied surroundings	6%

**Please see Appendix A for additional detail.

> Q4. 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? (Unaided, single response)

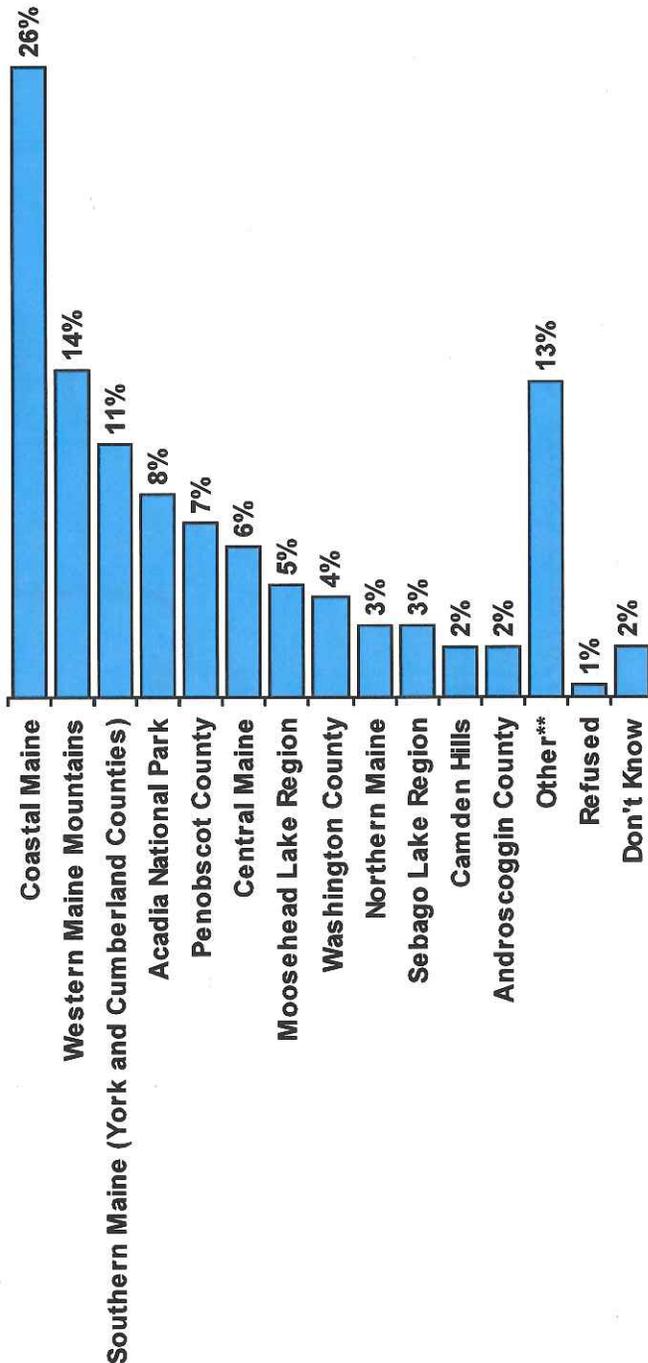
> Q5. Please explain briefly the reasons why you selected the outdoor destination you identified as having very high scenic value. (Unaided, multiple response)

Maine Region Most Often Visited for Outdoor Activities

- One-quarter (26%) of respondents have most often visited coastal Maine to participate in outdoor activities during the past three years, followed by the Western Maine mountains (14%) and Southern Maine (11%).

Maine Region Most Often Visited for Outdoor Activities (Past 3 Years)

Base: All Respondents (n=191)



**Please see Appendix A for additional detail.

> Q6. In what region of Maine would you say you have gone to most often in the last three years to participate in the outdoor activities you mentioned earlier: <<QUALIFYING ACTIVITIES IN QD>>? (Unaided, single response)

Conclusions

Conclusions

- Only five percent of all individuals contacted (31 of 580) use at least one of the eight lakes in the Study Area more than just rarely.
 - More than one-third of all respondents (37%) are not aware of the Study Area.
 - Most (82%) individuals contacted whose primary residence is within 50 miles of the Project indicated they were either unfamiliar with, or did not regularly use, lakes in the Study Area.
- Those who use the Study Area, participate in a variety of outdoor activities, including fishing (42%; 13 of 31*), hiking (19%; 6 of 31*), canoeing (10%; 3 of 31*), and camping (10%; 3 of 31*).
- Four-fifths (81%; 25 of 31*) of those who use the Study Area never hire a guide or local expert.
- Those who use the Study area have mixed expectations for seeing a wind facility.
 - A negative effect on enjoyment is more likely from second-home developments (64%; 20 of 31*) or paper mills (61%; 29 of 31*) than from wind farms (48%; 15 of 31*).
 - One-quarter (23%; 7 of 31*) indicated that seeing a wind farm would make them more likely to return to the region for outdoor activities in the future. One-third (32%; 10 of 31*) reported that this would make them less likely to return to the region.
- One-half of respondents (52%) support wind energy development in Maine.

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

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Portland Research Group, Outdoor Activities Users Research, January 2011

31

Respondent Profile

Respondent Profile

- Three-fifths (60%) of respondents do not belong to any outdoor organizations. Respondents are members of a variety of groups, including local conservation organizations, wildlife preservation organizations and local land trusts (6% each).
- Most respondents (90%) are 45 years of age or older, with few people under the age of 35 (1%).
- Three-fifths (58%) of respondents are Maine residents and the average length of residency is 38.9 years.
- One-fifth (20%) of respondents own a second home in Maine. While about one-third of these respondents (34%; 13 of 38*) gave a zip code more than fifty miles from their primary residence, three-fifths (60%; 23 of 38*) did not know the zip code for their second home top of mind.
- Among those who do not own a primary or secondary residence in Maine, the average number of years visiting the state is 28.4.

Demographics

	Total
Outdoor/ Conservation Organizations	(n=191)
Local conservation organizations	6%
Wildlife preservation organizations	6%
Local land trusts	6%
Maine Audubon Society	4%
Sportsman's Alliance of Maine	3%
Appalachian Mountain Club	2%
Trails preservation organizations	2%
Hunting/ Fishing organizations	2%
National Parks Association	2%
Sierra Club	2%
The Nature Conservancy	2%
Other snowmobile associations	2%
NRA	2%
Natural Resources Council of Maine	1%
National conservation organizations	1%
Appalachian Trail Conservancy	<1%
Maine Snowmobile Association	<1%

	Total
Outdoor/ Conservation Organizations (cont'd)	(n=191)
Ski club	<1%
Municipal board	<1%
MOFGA	<1%
Maine Professional Guides Association	<1%
Girl Scouts	<1%
National Public Radio	<1%
None	60%
Refused/ Don't Know	5%
Age	(n=191)
18 to 24	<1%
25 to 34	<1%
35 to 44	9%
45 to 54	25%
55 to 64	35%
65 to 74	18%
75 or older	12%

	Total
Gender	(n=191)
Male	58%
Female	42%
Children Under 18 in Household	(n=191)
Yes	20%
No	80%
Primary Residence Location	(n=191)
In Maine	58%
Outside of Maine	40%
Refused/ Don't Know	2%
Length of Maine Residency (Years)	(n=111)
1-12	13%
13-24	15%
25-36	18%
37-49	19%
50-97	35%

Demographics

	Total
Own Second Home/ Camp in Maine	(n=191)
Yes	20%
No	79%
Refused/ Don't Know	1%
Location of Second Home/ Camp	(n=38*)
Local Maine (less than 50 mi.)	3%
Non-Local Maine (more than 50 mi.)	34%
Refused	3%
Don't Know	60%
Length of Time Owning Second Home in Maine (years)	(n=13*)
1-12	31%
13-24	23%
25-36	16%
37-49	15%
50-97	15%

	Total
Years Visiting Maine (if no primary or secondary home in Maine)	(n=67)
1-12	23%
13-24	13%
25-36	30%
37-49	21%
50-97	13%
Income	(n=191)
Less than \$35,000	13%
\$35,000 to less than \$50,000	11%
\$50,000 to less than \$75,000	17%
\$75,000 to less than \$100,000	13%
\$100,000 to less than \$150,000	15%
\$150,000 to less than \$200,000	7%
\$200,000 or more	2%
Refused/ Don't Know	22%

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

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Portland Research Group, Outdoor Activities Users Research, January 2011

Appendix A: Additional Data

Appendix A: Additional Data

QD. What outdoor activities, if any, have you participated in within the State of Maine during the last three years?

Participation in Outdoor Activities in Maine, Past 3 Years	
Base: All Respondents (n=191)	
Cutting Wood	1%
Gardening	1%
Sailing	1%
Sight-seeing	1%
Geo-caching	1%
Art/ Photography	1%
Motorcycling	<1%
Climbing	<1%
Target shooting	<1%
Volleyball	<1%
Whale watching	<1%
Snow shoveling	<1%
Fair	<1%

Appendix A: Additional Data

QE. In what regions of Maine have you participated in outdoor activities during the last three years?

Regions for Activities in Maine, Past 3 Years Base: All Respondents (n=191)	
Hancock County	2%
Somerset County	2%
Washington County	2%
Androscoggin County (including Lewiston-Auburn)	2%
Piscataquis County	1%
Allagash Wilderness Waterway	1%
Waldo County	<1%

Appendix A: Additional Data

Q4. 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?

Maine Outdoor Destinations offering HIGH Scenic Value	
Base: All Respondents (n=191)	
Piscataquis	2%
Marginal Way	1%
Northern Maine	<1%
Central Maine	<1%
Bald Mountain	<1%
Mountains (non-specific)	<1%
Allagash Waterway	<1%
Sebago Lake Region	<1%
Silver Lake	<1%
Hancock County	<1%
Grand Lakes Region	<1%

Appendix A: Additional Data

Q5. Please explain briefly why you selected the outdoor destination you identified as having very high scenic value.

Reasons for Selection					
Base: All Respondents (n=191)					
Ocean/ Coast	23%	Seasons	2%	Open space	<1%
Mountain(s)	17%	Lighthouse(s)	2%	Island(s)	<1%
Activities	16%	Trail(s)/ Path(s)	2%	It's like being out West	<1%
Vistas/ View	14%	Boats/ Ships	2%		
Beautiful	14%	Town(s)	2%		
Familiarity	11%	Historic value	2%		
Lake(s)/ Pond(s)	7%	Architecture	1%		
Relaxing/ Peaceful	6%	Appalachian Trail	1%		
Nearness of varied surroundings	6%	Atmosphere	1%		
Pristine/ Undeveloped	6%	Forest(s)	1%		
Unpopulated/ Not crowded	5%	River(s)	1%		
Water (non-specific)	5%	Remote	1%		
Park	5%	Road(s)	1%		
Wildlife	4%	Waterfall(s)	1%		
People	4%	Value/ Affordability	1%		
Unique	3%	No valid response	1%		
Weather	3%	First place sun rises in US	<1%		
Enjoyment	3%	Highest point on East Coast	<1%		



Appendix A: Additional Data

Q6. In what region of Maine would you say you have gone to most often in the last three years to participate in the outdoor activities you mentioned earlier?

Maine Region Most Often Visited for Outdoor Activities (Past 3 Years) Base: All Respondents (n=191)	
Somerset County	2%
Piscataquis County	2%
Hancock County	2%
Rangeley Region	2%
Aroostook County	2%
Grand Lakes Region/ Down East Lakes	2%
Waldo County	1%
Baxter State Park/ Katahdin	1%
Wood Lot	<1%
Grand Lakes Region—Duck Lake	<1%
Allagash Wilderness Waterway	<1%
Belgrade Lakes	<1%

Appendix A: Additional Data

Q13. What would you say are the top three reasons for <<RESPONSE IN Q8>>, specifically on or beside one of these lakes?

Top Three Reasons – Study Area	
Base: Those who use the Study Area (n=31*)	
Fishing	45%
Beautiful scenery/ View	36%
Enjoyment	26%
Not crowded/ Remote	19%
Socialization/ Friends/ Family	16%
Exercise	13%
Water	10%
Close proximity	10%
Camp	10%
Trails	7%
Familiarity	7%
Kayaking	3%
Within budget	3%
Relaxing	3%
Exploration	3%
Trees	3%
Don't Know	3%

Appendix A: Additional Data

Q14. What one of those reasons would you say is your primary reason for <<RESPONSE IN Q8>>, specifically on or beside one of these lakes?

Primary Reasons – Study Area	
Base: Those who use the Study Area (n=31*)	
Fishing	19%
Enjoyment	16%
Socialization/ Friends/ Family	10%
Exercise	10%
Beautiful scenery/ View	10%
Familiarity	7%
Not crowded/ Remote	7%
Water	3%
Close proximity	3%
Trails	3%
Camp	3%
Exploration	3%
Trees	3%
Don't Know	3%

Appendix A: Additional Data

Q21. Where have you seen wind turbines? (PROBE ON CITY/TOWN, STATE/PROVINCE, COUNTRY)

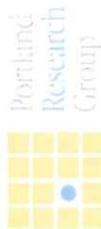
		Turbine Location			
Base: Those who have seen wind turbines (net) (n=168)					
Massachusetts	20%	Danforth, ME	2%	Orland, ME	1%
California	14%	Freedom, ME	2%	Western Maine (non-specific)	1%
Vermont	13%	Northern Maine (non-specific)	2%	Indiana	<1%
New York	11%	Kibby Mountain	2%	North Dakota	<1%
Mars Hill, ME	11%	Local (unspecified)	2%	Ohio	<1%
New Hampshire	10%	Iowa	1%	Oklahoma	<1%
Pennsylvania	6%	Minnesota	1%	Oregon	<1%
Rhode Island	5%	Texas	1%	South Dakota	<1%
Vinalhaven, ME	5%	Virginia	1%	Washington	<1%
Maine (non-specific)	4%	Quebec	1%	Wyoming	<1%
New Jersey	4%	Midwest (non-specific)	1%	China	<1%
Connecticut	2%	Germany	1%	Aruba	<1%
Hawaii	2%	Cape Elizabeth	1%	Prince Edward Island	<1%
Lincoln, ME	2%	Saco, ME	1%	Kentucky	<1%
Arizona	2%	Sugarloaf	1%	Tennessee	<1%
Colorado	2%	Aroostook County, ME	1%	Florida	<1%
Europe (non-specific)	2%	Rangeley, ME	1%	Michigan	<1%
Alaska	2%	Camden, ME	1%	Denmark	<1%

Appendix A: Additional Data

Q21. Where have you seen wind turbines? (PROBE ON CITY/TOWN, STATE/PROVINCE, COUNTRY)

Turbine Location (cont'd.)			
Base: Those who have seen wind turbines (net) (n=168)			
Scotland	<1%	North Haven, ME	<1%
Netherlands	<1%	Carroll, ME	<1%
Missouri	<1%	Coastal Maine (non-specific)	<1%
Moosehead Lake, ME	<1%	Springfield, ME	<1%
Madawaska, ME	<1%	Press Island	<1%
Biddeford, ME	<1%	Palermo, ME	<1%
Stetson, ME	<1%	Plains states (non-specific)	<1%
Brownville, ME	<1%	Washington County, ME	<1%
Belgrade, ME	<1%	Kossuth Township, ME	<1%
Dexter, ME	<1%	Off Route 6 in Maine	<1%
Eustis and Straton, ME	<1%	Do not remember	<1%

Appendix B: Questionnaire



Project# 10.018

First Wind Bowers Users Questionnaire (January 6, 2011)

- Quotas:
- 1. Use Study Area Need at least n=50
 - 2. Do not use/Aware of Study Area No more than n=150

Introduction

Hello, my name is _____, I'm calling from Portland Research Group, an independent market research firm. We are conducting a research project about the outdoor activities people enjoy in the State of Maine. Please be assured that your responses will be kept strictly confidential and that we will not try to sell you anything.

Screening

A. Are you an adult, eighteen years of age or older?

- YES 1 (CONTINUE)
- NO 2 (THANK AND TERMINATE)
- REFUSED 3 (THANK AND TERMINATE)
- DON'T KNOW 9 (THANK AND TERMINATE)

B. Have you personally participated in any outdoor activities in Maine within the last three years?

- YES 1 (CONTINUE)
- NO 2 (THANK AND TERMINATE)
- REFUSED 3 (THANK AND TERMINATE)
- DON'T KNOW 9 (THANK AND TERMINATE)

C. GENDER BY OBSERVATION (ASK IF NECESSARY) (NO MORE THAN 45%/55% SPLIT BETWEEN GENDERS)

- MALE 1
- FEMALE 2

One Union Leaf
Portland, ME 04103-4777
phone 207.674.2077
fax 207.674.2078
portlandresearch.com

D. What outdoor activities, if any, have you participated in within the State of Maine during the last three years? (DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES. CLARIFY RESPONSES)

- ATV/RIDING 01 (CONTINUE)
- BICYCLING 02 (CONTINUE)
- BIRDING 03 (CONTINUE)
- BOATING (MOTOR) 04 (CONTINUE)
- CAMPING 05 (CONTINUE)
- CANOEING OR KAYAKING 06 (CONTINUE)
- FISHING 07 (CONTINUE)
- FORAGING FOR WILD PLANTS OR MUSHROOMS 08 (CONTINUE)
- HIKING OR WALKING 09 (CONTINUE)
- HUNTING 10 (CONTINUE)
- SKIING - CROSS COUNTRY/NORDIC 11 (CONTINUE)
- SKIING - DOWNHILL/ALPINE 12 (CONTINUE)
- SNOWMOBILING 13 (CONTINUE)
- SWIMMING 14 (CONTINUE)
- SPORTS (TEAM, TENNIS, GOLF, ETC.) 15 (CONTINUE)
- SHOWSHOBBING 16 (CONTINUE)

OTHER (Please Specify): _____

- REFUSED 98 (THANK AND TERMINATE)
- DON'T KNOW 99 (THANK AND TERMINATE)

MUST MENTION 01, 03-11, 13, OR 16 TO CONTINUE ELSE,
THANK AND TERMINATE

E. In what regions of Maine have you participated in <<<QUALIFYING ACTIVITIES IN QD>> during the last three years? (DO NOT READ LIST. ACCEPT MULTIPLES.) (IF LAKE, ASK FOR SPECIFIC LOCATION)

- ACADIA NATIONAL PARK 01
- ALLAGASH WILDERNESS WATERWAY 02
- AROSTOOK COUNTY 03
- BAXTER STATE PARK/KATAHDIN 04
- BELGRADE LAKES 05
- CAMDEN HILLS 06
- GRAND LAKES REGION/DOWNEAST LAKES 07
- MOOSEHEAD LAKE REGION 08
- SEBAGO LAKE REGION 09
- WESTERN MAINE MOUNTAINS 10

OTHER (Please Specify): _____

- REFUSED 98 (THANK AND TERMINATE)
- DON'T KNOW 99 (THANK AND TERMINATE)

Portland Research Group 2



MAIN QUESTIONNAIRE

1. On average, how many days each year do you spend in Maine for any reason? IF RESPONDENT SAYS, "I live in Maine, TRY TO OBTAIN BEST ESTIMATE BY GETTING RESPONDENT TO THINK ABOUT TRIPS OUTSIDE OF MAINE SUCH AS VACATIONS, BUSINESS TRIPS, DAY TRIPS, ETC.).

Days per year IN MAINE FOR ANY REASON: _____
 REFUSED 998
 DONT KNOW 999 (TRY TO OBTAIN BEST ESTIMATE)

2. On average, about how many days a year do you participate in the following outdoor activities in total at all locations: <<QUALIFYING ACTIVITIES IN QD>>?

Average Number of Days per year ALL LOCATIONS: _____
 REFUSED 998
 DONT KNOW 999 (TRY TO OBTAIN BEST ESTIMATE)

3. On average, about how many days a year do you participate in the following outdoor activities in total in Maine: <<QUALIFYING ACTIVITIES IN QD>>?

Average Number of Days per year IN MAINE: _____
 REFUSED 998
 DONT KNOW 999 (TRY TO OBTAIN BEST ESTIMATE)

4. 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? (ACCEPT ONE RESPONSE)

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

6. In what region of Maine would you say you have gone to most often in the last three years to participate in the outdoor activities you mentioned earlier: <<QUALIFYING ACTIVITIES IN QD>>? (DO NOT READ LIST. ACCEPT ONE RESPONSE). IF LAKE, ASK FOR SPECIFIC LOCATION!

- ACADIA NATIONAL PARK 01
- ALLAGASH WILDERNESS WATERWAY 02
- AROSTOOK COUNTY 03
- BAXTER STATE PARK/KATAHDIN 04
- BELGRADE LAKES 05
- CAMDEN HILLS 06
- GRAND LAKES REGION/DOWNEAST LAKES 07
- MOOSEHEAD LAKE REGION 08
- SEBAGO LAKE REGION 09
- WESTERN MAINE MOUNTAINS 10

OTHER (Please Specify): _____
 REFUSED 98 (ASK TO IDENTIFY A DESTINATION)
 DONT KNOW 99 (ASK TO IDENTIFY A DESTINATION)

7. I am going to read you a list of lakes located in Maine approximately 75 miles northeast of Bangor, Maine just south of the Springfield area off Route 6. You may have heard of lakes with the same or similar names in other parts of Maine. All of the lakes I am going to mention are located in either Washington or Penobscot counties. For each lake please indicate how often you participate in the outdoor activities you mentioned earlier, <<QUALIFYING ACTIVITIES IN QD>>, either on or beside the lake. Please use a ten-point scale where 1 means, "Never" and 10 means "Regularly" to indicate your response. If you are not aware of the lake I mention, please say so. (RANDOMIZE LIST)

Lakes	Never	1	2	3	4	5	6	7	8	9	10	Not Aware
a. Bottle Lake in Lakeville	1	2	3	4	5	6	7	8	9	10	90	
b. Duck Lake in Lakeville	1	2	3	4	5	6	7	8	9	10	90	
c. Lower Sydslobists (Sys-la-DOB-sts) Lake in Lakeville	1	2	3	4	5	6	7	8	9	10	90	
d. Keg Lake in Lakeville	1	2	3	4	5	6	7	8	9	10	90	
e. Junior Lake in Pulkakon (PULK-a-kon)	1	2	3	4	5	6	7	8	9	10	90	
f. Scraggly Lake near Junior Lake in Pulkakon (PULK-a-kon)	1	2	3	4	5	6	7	8	9	10	90	
g. Shaw Lake, between Pleasant and Scraggly Lakes, in Pulkakon (PULK-a-kon)	1	2	3	4	5	6	7	8	9	10	90	
h. Pleasant Lake in Kossuth Township	1	2	3	4	5	6	7	8	9	10	90	

IF RATING OF 4 - 10 FOR AT LEAST ONE LAKE RECORD AS QUOTA 1 AND CONTINUE ELSE, RECORD AS QUOTA 2 AND SKIP TO Q20



8. IF MORE THAN ONE QUALIFYING ACTIVITY MENTIONED IN QD, ASK Q8. ELSE USE ACTIVITY FROM QD AS RESPONSE TO Q8 AND SKIP TO Q9. Which of the outdoor activities you mentioned earlier, <<QUALIFYING ACTIVITIES IN QD>>, do you participate in most frequently on or beside one of the lakes I just mentioned? (ACCEPT ONE RESPONSE)

<<INSERT LIST OF QUALIFIED ACTIVITIES MENTIONED IN QD>>

9. The next group of questions will refer to your experiences <<RESPONSE IN Q8>> on or beside one of the lakes I just mentioned. When you participate in this outdoor activity on or beside those lakes, how often do you use guides or hire local experts? Would you say... (READ LIST)?

- 5 Always
- 4 Most of the time
- 3 Some of the time
- 2 Rarely, or
- 1 Never
- REFUSED 8
- DONT KNOW 9

10. At what types of lodging do you typically spend the night when <<RESPONSE IN Q8>> on or beside one of the lakes I just mentioned? (DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES.)

- RESPONDENT'S PRIMARY RESIDENCE 01
- RESPONDENT'S SECOND/VACATION HOME/CONDO 02
- HOME OF FAMILY/RELATIVE/FRIEND 03
- BED & BREAKFAST/INN/SPORTING LODGE/HUNTING LODGE 04
- HOTEL OR MOTEL 05
- RENTAL HOME/CONDO/TIMESHARE 06
- STATE PARK/CAMPGROUND 07
- PRIVATE CAMPGROUND OR RV PARK 08

- OTHER (Please Specify): _____ 98
- REFUSED 99
- DONT KNOW

11. In what seasons are you typically <<RESPONSE IN Q8>> on or beside one of these lakes? (READ LIST TO DEFINE SEASONS. ACCEPT MULTIPLE RESPONSES)

- 1 Winter, consisting of December, January, and February
- 2 Spring, consisting of March, April and May
- 3 Summer, consisting of June, July and August
- 4 Fall, consisting of September, October and November
- REFUSED 8
- DONT KNOW 9

12. On average, about how many days a year do you spend <<RESPONSE IN Q8>>, on or beside one of these lakes?

- AVERAGE NUMBER OF DAYS PER YEAR AT ONE OF THESE LAKES: _____
- REFUSED 998
- DONT KNOW (TRY TO OBTAIN BEST ESTIMATE) 999

13. What would you say are the top three reasons for <<RESPONSE IN Q8>>, specifically on or beside one of these lakes? (PROBE FOR SPECIFICS)

- a. _____
- b. _____
- c. _____

14. What one of those reasons would you say is your primary reason for <<RESPONSE IN Q8>>, specifically on or beside one of these lakes? (MUST SELECT ONE RESPONSE)

- REASON A 1
- REASON B 2
- REASON C 3

15. How unlikely or likely do you expect to see the following while <<RESPONSE IN Q8>> specifically on or beside one of these lakes? Please use a ten-point scale where 1 means "Very Unlikely" and 10 means "Very Likely" to indicate your response. (RANDOMIZE LIST)

	Very Unlikely					Very Likely				
	1	2	3	4	5	6	7	8	9	10
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 forestlands	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
j. Logging roads	1	2	3	4	5	6	7	8	9	10
k. Lake drawdowns	1	2	3	4	5	6	7	8	9	10
l. Dam or Hydro Power Facility	1	2	3	4	5	6	7	8	9	10

16. Please rate how your overall enjoyment would be affected, if at all, if you saw the following while <<RESPONSE IN Q8>> specifically on or beside one of these lakes? Please use a ten-point scale where 1 means "Very Negative Effect" and 10 means "Very Positive Effect" to indicate your response. (RANDOMIZE LIST)

	Very Negative Effect					Very Positive Effect				
	1	2	3	4	5	6	7	8	9	10
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 forestlands	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
j. Logging roads	1	2	3	4	5	6	7	8	9	10
k. Lake drawdowns	1	2	3	4	5	6	7	8	9	10
l. Dam or Hydro Power Facility	1	2	3	4	5	6	7	8	9	10

17. Using a ten-point scale where 1 means you are "Much Less Likely" and 10 means you are "Much More Likely", please rate your likelihood of personally returning to these lakes for <<RESPONSE IN Q8>> if you saw the following while <<RESPONSE IN Q8>> either on or beside one of these lakes. (RANDOMIZE LIST)

	Much Less Likely					Much More Likely				
	1	2	3	4	5	6	7	8	9	10
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 forestlands	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
j. Logging roads	1	2	3	4	5	6	7	8	9	10
k. Lake drawdowns	1	2	3	4	5	6	7	8	9	10
l. Dam or Hydro Power Facility	1	2	3	4	5	6	7	8	9	10

18. If you went to these lakes for <<RESPONSE IN Q8>> and saw evidence of a project or something else that caused you not to want to return, is there another lake, region or location in Maine you could go to and enjoy the same outdoor activity equally as much or more?

- YES 1 (CONTINUE)
- NO 2 (SKIP TO Q20)
- REFUSED 3 (SKIP TO Q20)
- DON'T KNOW 9 (SKIP TO Q20)

19. What region or location in Maine would you go to instead? (DO NOT READ LIST. ACCEPT ONE RESPONSE)

- ACADIA NATIONAL PARK 01
- ALLAGASH WILDERNESS WATERWAY 02
- AROOSTOOK COUNTY 03
- BAXTER STATE PARK/KATAHDIN 04
- BELGRADE LAKES 05
- CAMDEN HILLS 06
- MOOSEHEAD LAKE REGION 07
- SEBAGO LAKE REGION 08
- WESTERN MAINE MOUNTAINS 09

- OTHER (Please Specify): _____ 98 (ASK TO IDENTIFY A DESTINATION)
- REFUSED 99 (ASK TO IDENTIFY A DESTINATION)
- DON'T KNOW

ASK EVERYONE

20. Have you personally seen wind turbines... READ LIST?

	YES	NO	REFUSED	DON'T KNOW
a. In Maine	1	2	8	9
b. Outside of Maine	1	2	8	9

IF "YES" TO Q20A OR Q20B CONTINUE, ELSE SKIP TO Q22

21. Where have you seen wind turbines? (PROBE ON CITY/TOWN, STATE/PROVINCE, COUNTRY)

22. 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	1	2	3	4	5	6	7	8	9	10	Refused	Don't Know
01	02	03	04	05	06	07	08	09	10	98	99	99

23. The remaining classification questions help us to develop an overall respondent profile, but will not identify you in any way. What, if any, outdoor or conservation organizations do you belong to? (DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES.)

- ALLIANCE OF TRAIL VEHICLES OF MAINE 01
- APPALACHIAN MOUNTAIN CLUB (A.M.C.) 02
- APPALACHIAN TRAIL CONSERVANCY (A.T.C.) 03
- MAINE AUDUBON SOCIETY 04
- MAINE SNOWMOBILE ASSOCIATION 05
- NATURAL RESOURCES COUNCIL OF MAINE 06
- SPORTSMAN'S ALLIANCE OF MAINE 07
- THE NATURE CONSERVANCY 08

OTHER (Please specify): _____ 98

REFUSED 99

DON'T KNOW 99

24. Into which of the following ranges does your age fall? (READ LIST)

- 1 18 to 24,
- 2 25 to 34,
- 3 35 to 44,
- 4 45 to 54,
- 5 55 to 64,
- 6 65 to 74, or
- 7 75 or older

REFUSED 8

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

- 1 YES
- 2 NO
- 8 REFUSED
- 9 DON'T KNOW

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

REFUSED 99998

DON'T KNOW 99999

27. IF PRIMARY RESIDENCE IN MAINE FROM Q26: For how many years has your primary residence been located in Maine?

YEARS: _____ MONTHS: _____

REFUSED 98

DON'T KNOW 99

28. Do you own a second or vacation home or camp in Maine? (INCLUDE FOUR SEASON HOMES OR CONDOS, SEASONAL FISHING/HUNTING/RECREATIONAL CAMPS, AND LAKESHORE CAMPS)

- 1 (CONTINUE)
- 2 (SKIP TO Q31)
- 8 REFUSED
- 9 DON'T KNOW



29. What is the 5-DIGIT zip code where your second home in Maine is located?

REFUSED _____ 99999
DONT KNOW _____ 99999

30. (IF SECOND HOME IN MAINE FROM Q29) For how many years have you owned a second home in Maine?

YEARS: _____ MONTHS: _____

REFUSED 98
DONT KNOW 99

31. (IF NO PRIMARY RESIDENCE NOR SECOND HOME IN MAINE) For how many years have you been visiting Maine to participate in the outdoor activities we have been discussing?

YEARS: _____ MONTHS: _____

REFUSED 98
DONT KNOW 99

32. Which of the following broad ranges best describes your 2010 annual household pre-tax income from all sources? (READ LIST)

- 1 Less than \$35,000
- 2 \$35,000 to less than \$50,000
- 3 \$50,000 to less than \$75,000
- 4 \$75,000 to less than \$100,000
- 5 \$100,000 to less than \$150,000
- 6 \$150,000 to less than \$200,000, or
- 7 \$200,000 or more
- 8 REFUSED
- 9 DONT KNOW

(PLEASE VERIFY)

First Name: _____ Last Name: _____

Telephone Number with Area Code: _____

THANK YOU VERY MUCH FOR YOUR TIME!

Portland Research Group 11





For More Information

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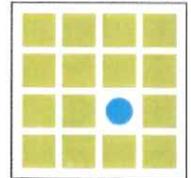
0963



CLEAN ENERGY. MADE HERE.

0964

Bowers Mountain Wind Project Outdoor Activities Users Research *Snowmobiler Survey*



Portland
Research
Group

Portland Research Group
Portland, Maine
February 2011



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Appendix A: Additional Data

Appendix B: Questionnaire

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Objectives

This study focuses on the region encompassing and including scenic lakes with visibility within 8 miles of the Bowers Wind Project. Throughout this report, this region is referred to as the “Study Area.”

The primary objectives of this study are to:

- Determine how the lakes and land within the Study Area, and elsewhere in Maine, are used.
 - Measure awareness of the Study Area.
 - Frequency of usage.
- Understand expectations for views in the Study Area.
 - Explore the extent to which people expect to see “human-made” structures when using the Study Area.
 - Determine the impact of such structures on people’s enjoyment and likelihood of returning to the Study Area.
- Assess whether and how commercial wind power projects fit within expectations of viewers using the Study Area and other parts of Maine for outdoor activities.
 - Measure respondents’ support for wind energy projects.

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Methodology

Respondent Criteria	<ul style="list-style-type: none"> Adults, 18 years or older, who participated in the Second Annual Stetson Wind Snowmobile Ride-In at First Wind's Stetson Mountain facility.
Respondent Counts	<ul style="list-style-type: none"> n=69
Response Rate	<ul style="list-style-type: none"> 46% (69 of approximately 150 attendees) The number of attendees is based on number of riders who checked-in at the O&M Building. Some of the attendees were children who were not qualified to take the survey. If anything the response rate is likely to be higher.
Data Collection	<ul style="list-style-type: none"> In-person Intercepts on Saturday, February 19 at Stetson Mountain facility.
Research Caveat	<ul style="list-style-type: none"> This report provides many useful insights with reasonable sample sizes. However, some results should be used directionally due to sample sizes less than 50.
Questionnaire	<ul style="list-style-type: none"> Structured questionnaire containing 21 questions (69 variables), self-administered by respondent or administered by a Portland Research Group employee. Questions addressed frequency and location of outdoor activities; logistics of and reasons for using the Study Area for outdoor activities; expectations for views and effects of specific human-made developments/ alterations on overall enjoyment and likelihood of returning to the Study Area; and position on commercial-scale wind energy developments in Maine. (The full questionnaire can be found in Appendix B of this report.)

Methodology: Sample Segments

- A random sample size of n=69 yields a maximum sampling error of +/- 11.8 percentage points at the 95% level of confidence. That is, if the reported percentage is 50%, one can be 95% confident that the percentage for the entire population would be within the range of 38.2% and 61.8%. The sample tolerances for smaller subgroups are broader: n=16, +/- 24.5 percentage points.

	<u>Sample Size</u>
Total†	n=69
Use Study Area	
Yes	n=44*
No	n=20*
Disposition to Wind Energy	
Support (8-10)	n=46*
Less than support (1-7)	n=16*
Age	
18-54	n=37*
55 or older	n=28*
Gender	
Male	n=41*
Female	n=23*

† Base sizes reflect the number of respondents who answered a given question. As this survey was primarily self-administered, base sizes do not always reflect the logical progression of the questionnaire.

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

Key Findings

- Respondents participate in a variety of outdoor activities in the Study Area, with snowmobiling (84%†), fishing (81%) and motor boating (68%) as the top three.
- Of the eight lakes tested, Lower Sysladobsis Lake (92%), Bottle Lake (92%) and Duck Lake (92%) received the highest levels of awareness.
- With over half of the respondents (56%) reporting that they use it sometimes or more often, Lower Sysladobsis Lake has the highest usage rate of the eight lakes tested.
- Half of the respondents (50%; 20 of 40*) indicated that seeing energy facilities such as wind farms while participating in their most frequent outdoor activity in the study area would have a positive impact on their overall enjoyment.
 - Wind farms were second only to snowmobile/ ATV trails in terms of having a positive effect on enjoyment.
- Half of the respondents (50%; 20 of 40*) indicated that seeing energy facilities such as wind farms would make them more likely to return to an area for their outdoor activity of choice.
- Almost three-quarters of respondents (72%) support the development of commercial-scale wind energy in Maine. One-quarter (25%) is neutrally disposed to it; none of those interviewed indicated a negative disposition.

†Evidence that not all respondents surveyed at this snowmobile themed event may be due to the self-administration of the surveys. Another possible explanation is that respondents who rode to the event as passengers on a snowmobile driven by someone else may not consider that activity as constituting snowmobiling.

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

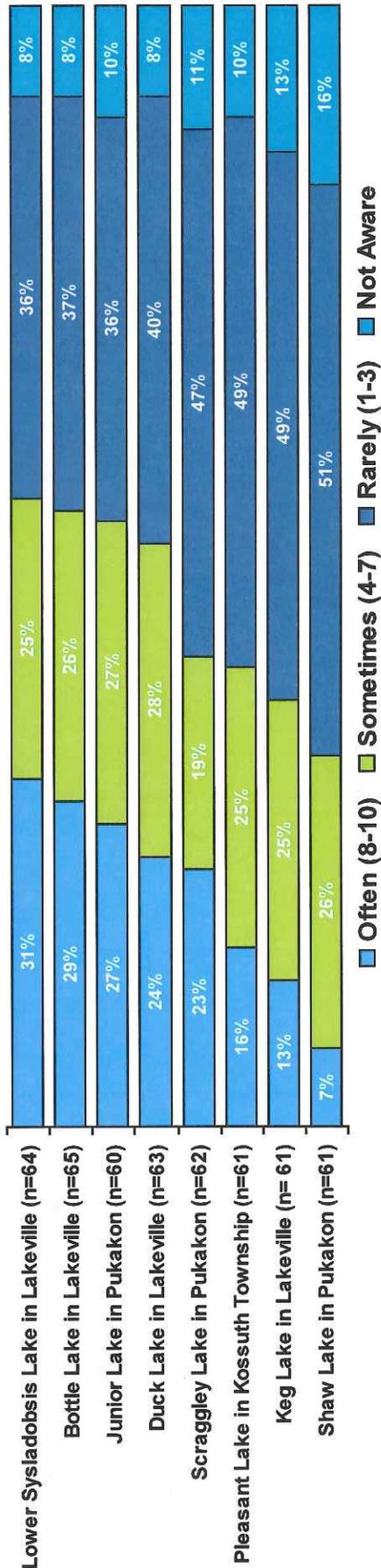
Detailed Findings

Frequency of Outdoor Activity Participation in the Study Area

- One-third of respondents often use Lower Sysladobsis Lake (31%) for their outdoor activities, followed by Bottle Lake (29%) and Junior Lake (27%).
 - Those who use Bottle Lake (44%; 16 of 36* vs. 11%; 3 of 27*), Duck Lake (40%; 14 of 35* vs. 4%; 1 of 27*), Junior Lake (40%; 14 of 35* vs. 8%; 2 of 24*), and Scraggley Lake (33%; 12 of 36* vs. 8%; 2 of 25*) are significantly more likely to be under 55 years of age than they are to be 55 or older.
- One-sixth of respondents were not aware of Shaw Lake (16%), followed by Keg Lake (13%), and Scraggley Lake (11%).

Frequency of Outdoor Activity Participation in the Study Area

Base: Those Providing a Response



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

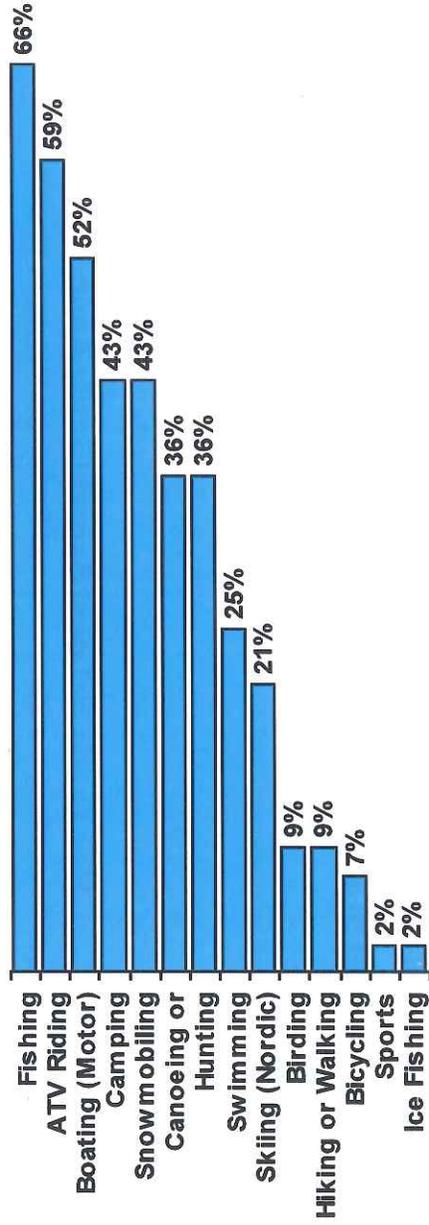
> Q3. Please read the list of lakes located near here, just south of the Springfield area off Route 6. You may have heard of lakes with the same or similar names in other parts of Maine. All of the lakes I am going to mention are located in either Washington or Penobscot counties. For each lake please indicate how often you participate in the outdoor activities you mentioned earlier, either on or beside the lake. For each lake, please use a ten-point scale where 1 means, "Never" and 10 means "Regularly" to indicate your response. Please circle "90" if you are not aware of the lake mentioned.

Most Common Outdoor Activities in the Study Area

- Two-thirds of respondents who use the Study Area (66%; 29 of 44*) indicated that fishing is their most frequent outdoor activity in the Study Area, followed by ATV riding (59%; 26 of 44*), and motor boating (52%; 23 of 44*).

Most Frequent Outdoor Activity (Study Area)†

Base: Those Using the Study Area and Providing a Response (n=44*)



†Responses do not total to 100%. In spite of instructions to select only one response, many of the self-administered respondents provided multiple responses.

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

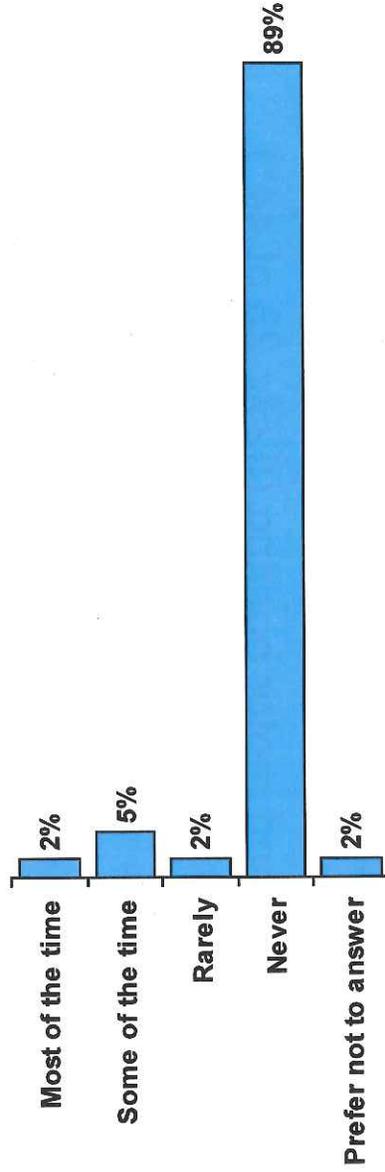
> Q4. What outdoor activity have you participated in most frequently on or beside one of the lakes listed in question 3? (Aided, single response)

Hire Guide or Local Expert

- Most respondents who use the Study Area (89%; 39 of 44*) never hire a guide or local expert when participating in outdoor activities in the Study Area.

Hire Guide or Local Expert (Study Area)

Base: Those Using the Study Area and Providing a Response (n=44*)

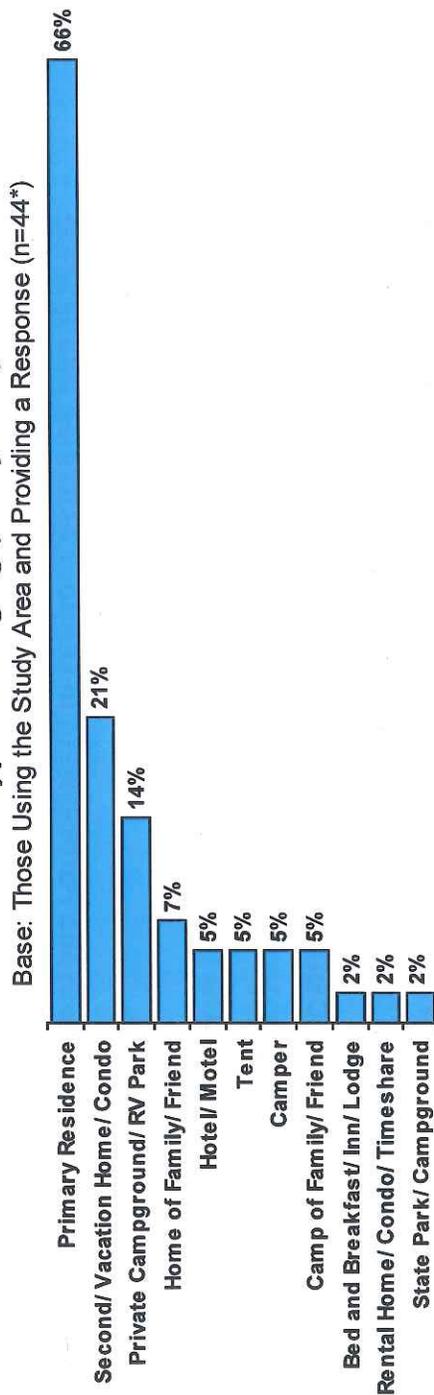


*Caution, small base (n<50); use for directional purposes only
 > Q5. The next group of questions will refer to your experiences on or beside one of the lakes mentioned in question 3. When you participate in the outdoor activity you identified in question 4 on or beside those lakes, how often do you use guides or hire local experts? Would you say... (Aided, single response)

Type of Lodging

- Two-thirds of respondents who use the Study Area (66%; 29 of 44*) spend the night at their primary residence when participating in outdoor activities in the Study Area, followed distantly by a second/ vacation home/ condo (21%; 9 of 44*) and private campgrounds/ RV parks (14%; 6 of 44*).

Type of Lodging (Study Area)



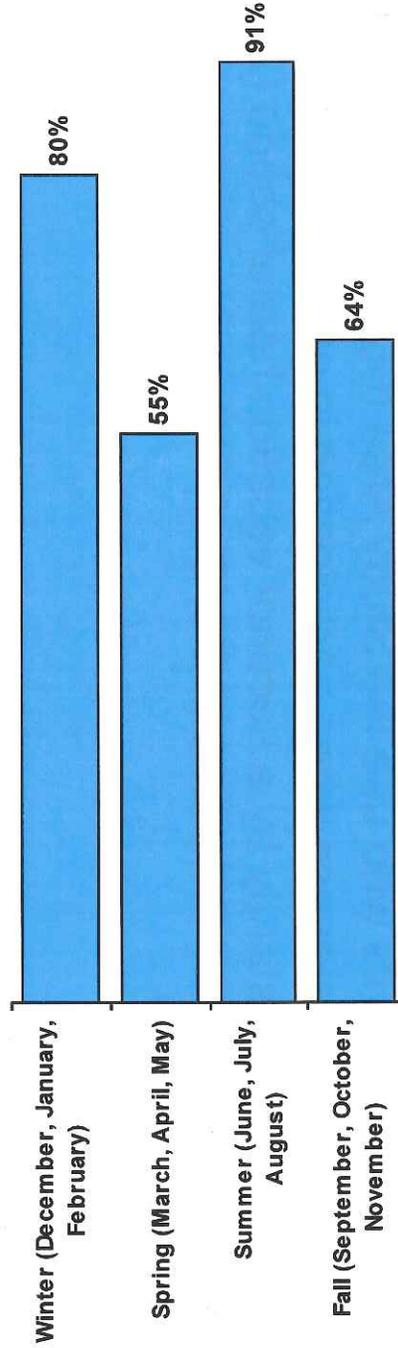
*Caution, small base (n<50); use for directional purposes only
 > Q6. At what types of lodging do you typically spend the night when you participate in your most frequent activity on or beside one of the lakes listed previously?
 (Aided, multiple response)

Seasons Participating in Outdoor Activities

- Respondents who use the Study Area reported a high level of participation in outdoor activities in the Study Area throughout the year.
 - Virtually all respondents (91%; 40 of 44*) participate in outdoor activities in the Study Area during the summer, followed by those who do so in winter (80%; 35 of 44*), fall (64%; 28 of 44*) and spring (55%; 24 of 44*).

Seasons Participating in Outdoor Activities (Study Area)

Base: Those Using the Study Area and Providing a Response (n=44*)



*Caution, small base (n<50); use for directional purposes only
 > Q7. In what seasons are you typically participating in your most frequent outdoor activity on or beside one of the lakes listed previously? (Aided, multiple response)

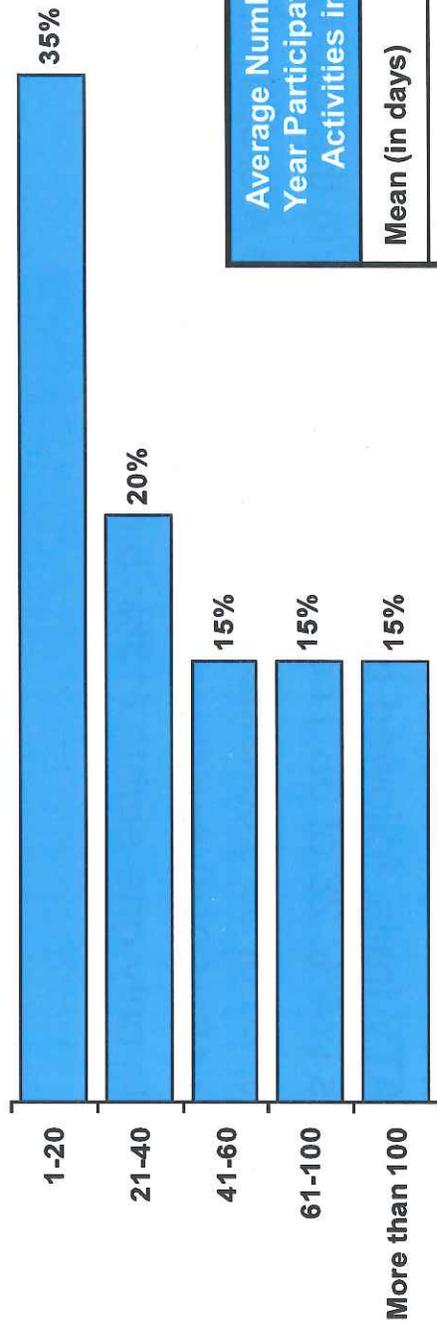


Number of Days in the Study Area

- One-third of respondents who use the Study Area (35%; 14 of 40*) spend on average 1-20 days of the year participating in outdoor activities in the Study Area.
- Overall users spend an average of 61.8 days per year participating in outdoor activities in the Study Area, with a median of 30 days.

Number of Days in Study Area

Base: Those Using the Study Area and Providing a Response (n=40*)



Average Number of Days per Year Participating in Outdoor Activities in Study Area	
Mean (in days)	61.8
Median (in days)	30.0

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

➤ Q8. On average, about how many days a year do you spend participating in your most frequent outdoor activity on or beside one of these lakes? (Aided, single response)

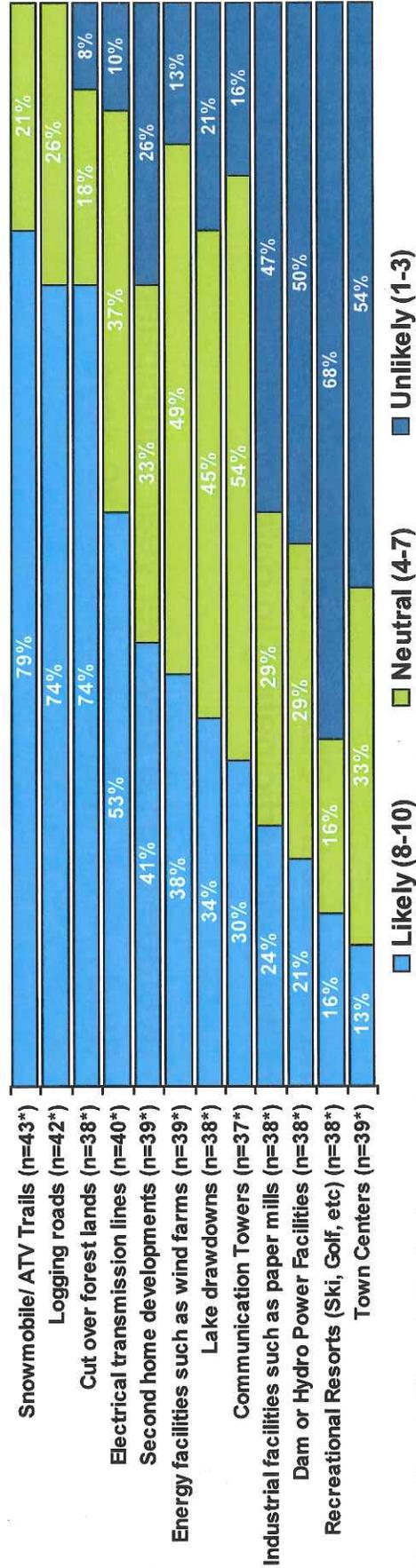
Expectations During Outdoor Activity

- Four-fifths (79%; 34 of 43*) of Study Area users considered it likely to see snowmobile or ATV trails, followed by logging roads (74%; 31 of 42*), and cut over forest lands (74%; 28 of 38*) near one of the lakes in the Study Area.
- Two-thirds (68%; 26 of 38*) considered it unlikely to see recreational resorts.
- Two-fifths (38%; 15 of 39*) considered it likely to see energy facilities such as wind farms, while only one-eighth (13%; 5 of 39*) consider this an unlikely sight.

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Likelihood of Seeing Visible Development in the Study Area

Base: Those Using the Study Area and Providing a Response



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

> Q9. How unlikely or likely do you expect to see the following while participating in your most frequent outdoor activity specifically on or beside one of these lakes? For each item, please circle on number, using a ten-point scale where 1 means, "Very Unlikely" and 10 means "Very Likely" to indicate your response.

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Portland Research Group, First Wind Stetson Snowmobiler Survey, February 2011

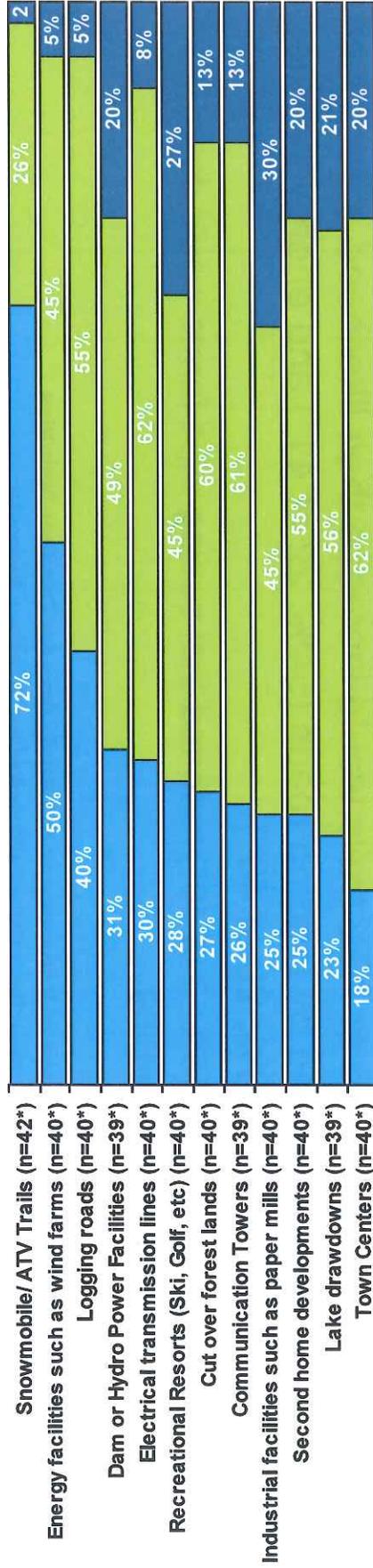
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Effect of Visible Development on Enjoyment

- Over two-thirds (72%; 30 of 42*) of Study Area users reported that seeing snowmobile or ATV trails would have a positive impact on their enjoyment, followed by energy facilities such as wind farms (50%; 20 of 40*) and logging roads (40%; 16 of 40*).
- Few respondents (5%) indicated that seeing wind farms would have a negative impact.

Impact on Enjoyment

Base: Those Using the Study Area and Providing a Response



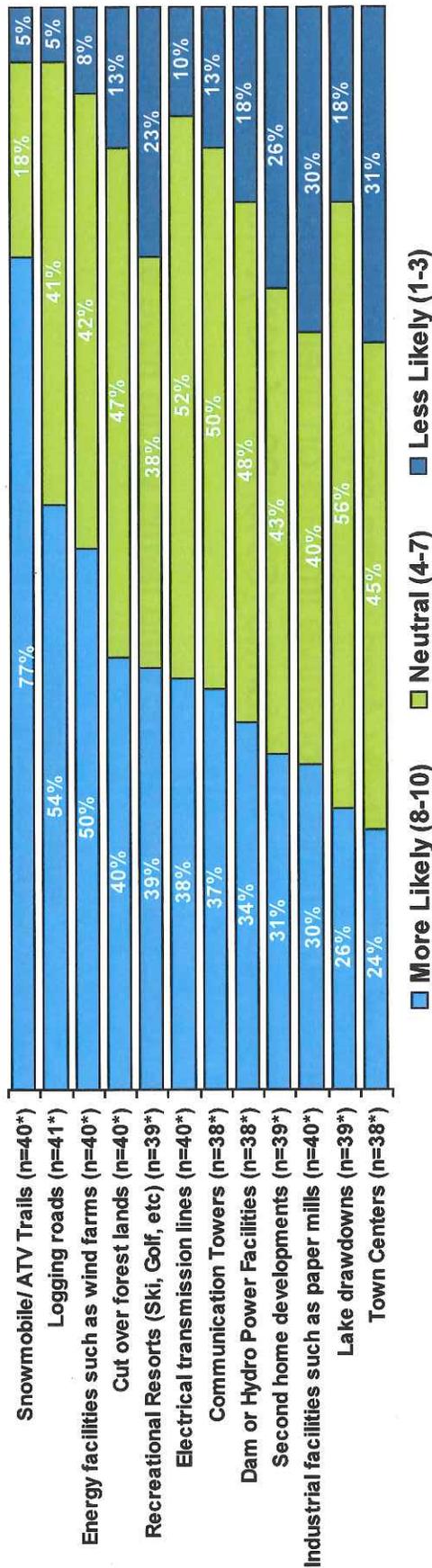
*Caution, small base (n<50); use for directional purposes only
 > Q10. Please rate how your overall enjoyment would be affected, if at all, if you saw the following while participating in your most frequent outdoor activity specifically on or beside one of these lakes? For each item, please circle one number, using a ten-point scale where 1 means, "Very Negative Effect" and 10 means "Very Positive Effect" to indicate your response.

Effect of Visible Development on Likelihood of Returning

- Three-quarters of respondents who use the Study Area (77%; 31 of 40*) indicated that seeing snowmobile or ATV trails would increase their likelihood of returning to the Study Area, followed by logging roads (54%; 22 of 41*) and energy facilities such as wind farms (50%; 20 of 40*)
 - Less than one-tenth (8%; 3 of 40*) reported that seeing wind farms would decrease their likelihood of returning.

Likelihood of Returning to the Study Area for Outdoor Activities

Base: Those Using the Study Area and Providing a Response



*Caution, small base (n<50); use for directional purposes only
 > Q11. What is the likelihood of your personally returning to these lakes to participate in your most frequent outdoor activity if you saw the following while participating in that activity, either on or beside one of these lakes? For each item please circle one number, using a ten-point scale where 1 means you are "Much Less Likely" and 10 means you are "Much More Likely."

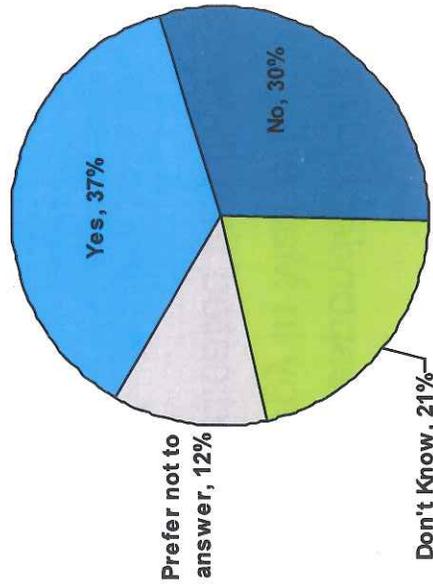


Go to Another Maine Location

- More than one-third of respondents who use the Study Area (37%; 16 of 43*) indicated that there are alternative locations in Maine where they could enjoy their most frequent outdoor activities an equal or greater amount if developments in the Study Area made them not want to return.
- Less than one-third (30%; 13 of 43*) indicated that there was no such place.

Go Elsewhere in Maine if Negative Developments Sighted

Base: Those Using the Study Area and Providing a Response (n=43*)



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

> Q12. If you went to these lakes to participate in your most frequent outdoor activity and saw evidence of a project or something else that caused you not to want to return, is there another lake, region or location in Maine you could go to and enjoy the same outdoor activity equally as much or more? (Aided, single response)

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Portland Research Group, First Wind Stetson Snowmobiler Survey, February 2011

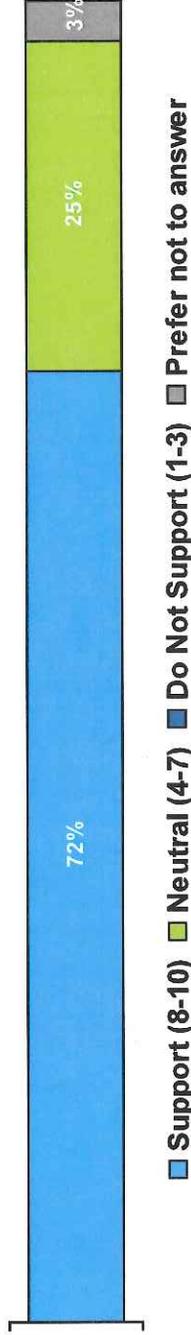
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Support Wind Energy Development in Maine

- Almost three-quarters of all respondents (72%) support the development of commercial-scale wind energy in Maine.
- None of the respondents indicated that they do not support wind development in Maine.

Support Wind Energy Development in Maine

Base: Those Providing a Response (n=64)



➤ Q13. To what extent do you not support or support commercial-scale wind energy development in Maine? Please circle one number, using a ten-point scale where 1 means, "Do Not Support At All" and 10 means, "Completely Support."

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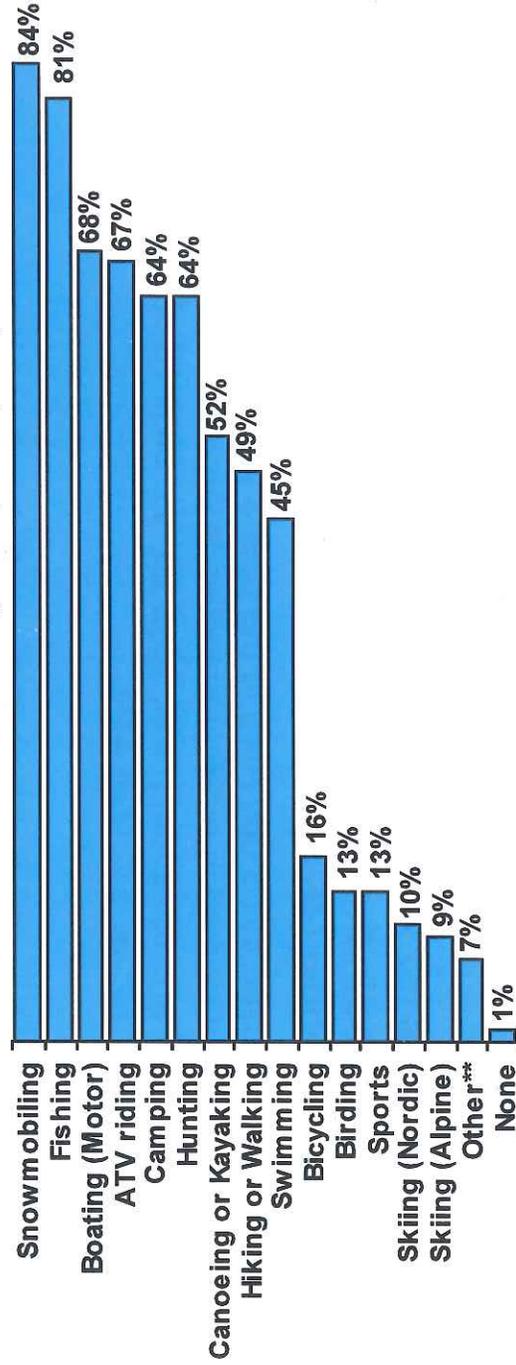
Portland Research Group, First Wind Stetson Snowmobiler Survey, February 2011

Outdoor Activities in Maine

- Given the focus of the event, it is not surprising that most respondents (84%) reported participating in snowmobiling in Maine during the last three years.
 - The fact that not all respondents surveyed at this snowmobile themed event reported participating in snowmobiling in Maine during the last three years may be due to the self-administration of the surveys. Another possible explanation is that respondents who rode to the event as passengers on a snowmobile driven by someone else may not consider that activity as constituting snowmobiling.
- Four-fifths (81%) reported fishing in Maine during the last three years, followed by motor boating (68%), ATV riding (67%), camping (64%), and hunting (64%).

Participation in Outdoor Activities in Maine, Past 3 Years

Base: Those Providing a Response (n=69)



> Q1. Including snowmobiling, what outdoor activities, if any, have you participated in within the State of Maine during the last three years? (Aided, multiple response)

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Portland Research Group, First Wind Stetson Snowmobiler Survey, February 2011

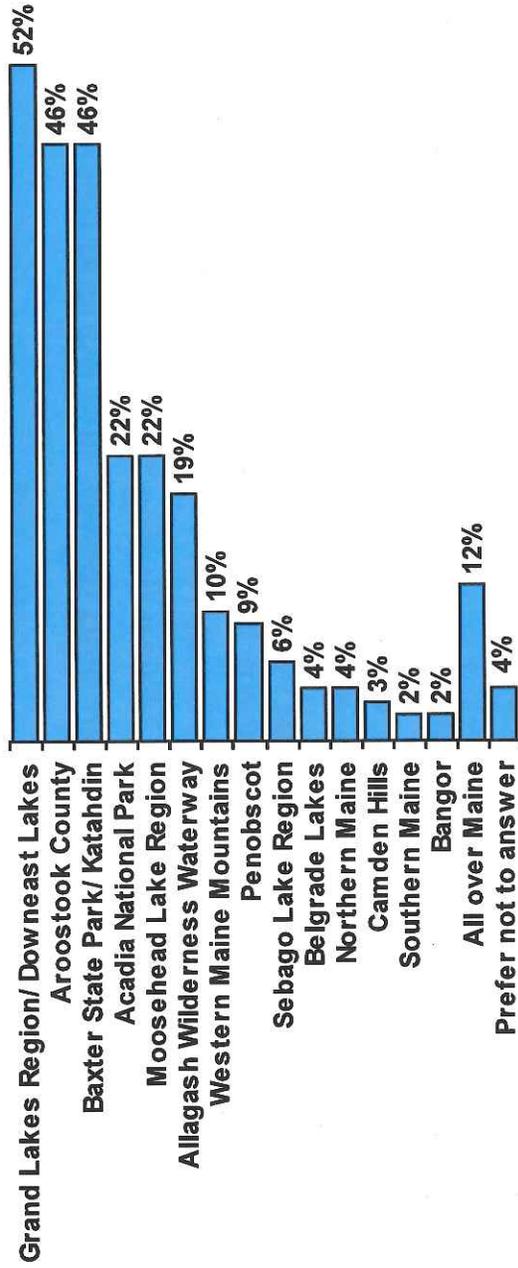
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Maine Regions for Outdoor Activities

- One-half of respondents (52%) have participated in outdoor activities in the Grand Lakes Region/ Downeast Lakes in the last 3 years, followed by Aroostook County (46%) and Baxter State Park/ Katahdin (46%).
 - Those who have not used the Study Area in the past 3 years are significantly more likely than those who have, to have participated in outdoor activities in Aroostook County (75%; 15 of 20* vs. 34%; 15 of 44*), Baxter State Park/ Katahdin (75%; 15 of 20* vs. 34% 15 of 44*) and the Western Maine Mountains (25%; 5 of 20* vs. 5%; 2 of 44*).

Regions for Activities in Maine, Past 3 Years

Base: Those Providing a Response (n=68)



*Caution, small base (n<50); use for directional purposes only
 > Q2. In what regions of Maine have you participated in the activities you mentioned during the last three years? (Aided, multiple response)

Conclusions

Conclusions

- More than one-half of respondents use at least one of four lakes in the Study Area more than just rarely. More than one-third of respondents use at least one of the other four lakes more than just rarely.
- Those who use the Study Area, participate in a variety of outdoor activities, including fishing (66%; 29 of 44*), ATV riding (59%; 26 of 44*), and motor boating (52%; 23 of 44*).
- Four-fifths (89%; 39 of 44*) of those who use the Study Area never hire a guide or local expert.
- Only five percent (5%; 2 of 40*) of those who use the Study Area indicated that seeing a wind farm would have a negative effect on enjoyment of outdoor activities on and around these lakes.
 - A negative effect on enjoyment is more likely from paper mills (30%; 12 of 40*), as well as dams or hydro power facilities (20%; 8 of 39*), lake drawdowns (20% 8 of 38*), and second home developments (20%; 8 of 39**) .
 - One-half (50%; 20 of 40*) indicated that seeing a wind farm would make them more likely to return to the region for outdoor activities in the future. Less than one-tenth (8%; 3 of 40*) reported that this would make them less likely to return to the region.
- Nearly three-quarters of respondents (72%) support wind energy development in Maine.

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

**Note that due to the small sample size, 8 of 39 could be 20% or 21% depending on the rounding required. This does not impact the findings.

Respondent Profile

Respondent Profile

- Two-thirds of respondents (66%) belong to the Maine Snowmobile Association. Most of the outdoor organizations respondents belong to concern outdoor activities, rather than conservation.
- Three-quarters (75%) are 45 years of age or older, with few people under the age of 25 (1%).
- Most respondents (88%) are Maine residents, and the average length of residency is 39.9 years.
- More than two-fifths (44%) report owning a second home or camp. Of these, more than one-third (36%) reside within 30 miles of their second home.
- Only five respondents are neither Maine residents nor owners of a second home in Maine.
 - Of these, the average number of years visiting the state is 29.

Demographics

	Total
Outdoor/ Conservation Organizations	(n=64)
Maine Snowmobile Association	66%
Alliance of Trail Vehicles of Maine	14%
Sportsman's Alliance of Maine	9%
The Nature Conservancy	5%
Appalachian Mountain Club (A.M.C.)	2%
Dept. of Conservation	2%
National Rifle Association	2%
Dwinal Pond 4 Seasons Club	2%
Lincoln Snowhounds	2%
Prefer not to answer	22%
Primary Residence Location	(n=65)
In Maine	88%
Outside of Maine	9%
Prefer not to answer	3%

	Total
Length of Maine Residency (years)	(n=53)
1-10	11%
11-20	8%
21-30	15%
31-40	19%
41-50	10%
51-60	28%
Over 60	9%
Own Second Home/ Camp in Maine	(n=64)
Yes	44%
No	53%
Refused/ Don't Know	3%
Location of Second Home/ Camp	(n=28*)
0-30 miles from primary residence	36%
31 miles or more from primary residence	32%
Prefer not to answer	32%

	Total
Years Visiting Maine (if no primary or secondary home in Maine)	(n=5*)
11-20	40%
21-30	20%
31-40	40%
Age	(n=66)
18 to 24	1%
25 to 34	11%
35 to 44	12%
45 to 54	32%
55 to 64	32%
65 to 74	9%
75 or older	2%
Prefer not to answer	1%
Gender	(n=64)
Male	64%
Female	36%

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

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Portland Research Group, First Wind Stetson Snowmobiler Survey, February 2011

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Appendix A: Additional Data

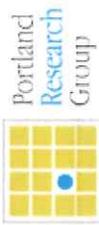
Appendix A: Additional Data

Q1. Including snowmobiling, what outdoor activities, if any, have you participated in within the State of Maine during the last three years?

Participation in Outdoor Activities in Maine, Past 3 Years	
Base: Those Providing a Response (n=69)	
Horseback riding	3%
Sailing	1%
Leaf peeping	1%
Ice fishing	1%

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Appendix B: Questionnaire



First Wind Stetson Snowmobiler Questionnaire

Introduction

Thank you for taking the time to participate in this research. First Wind certainly appreciates obtaining feedback from people who visit this area to participate in outdoor activities. Portland Research Group, an independent market research firm located in Maine has been commissioned to conduct this research to make sure all opinions shared remain strictly confidential. Your responses will be reported only in total with those of other participants. Thank you again for participating and we hope you are enjoying a great day of snowmobiling!

1. Including snowmobiling, what outdoor activities, if any, have you participated in within the State of Maine during the last three years? (Please check all that apply.)

- : ATV Riding
- : Bicycling
- : Fishing
- : Hiking or Walking
- : Hunting
- : Boating (Motor)
- : Camping
- : Canoeing or Kayaking
- : Swimming
- : Sports (Team, Tennis, Golf, Etc.)
- : Other (Please Specify):
- : None
- : Prefer not to answer

2. In what regions of Maine have you participated in the activities you mentioned during the last three years? (Please check all that apply.)

- : Acadia National Park
- : Allagash Wilderness Waterway
- : Arostook County Park/Katahdin
- : Belgrade Lakes
- : Camden Hills
- : Grand Lakes Region/Downeast Lakes
- : Moosehead Lakes Region
- : Sebago Lake Region
- : Western Maine Mountains
- : Other (Please Specify):
- : All Over Maine
- : Prefer not to answer

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3. Please read the list of lakes located near here, just south of the Springfield area off Route 6. You may have heard of lakes with the same or similar names in other parts of Maine. All of the lakes mentioned below are located in either Washington or Penobscot counties. For each lake please indicate how often you participate in the outdoor activities you mentioned earlier, either on or beside the lake. (For each lake please circle one number, using a ten-point scale where 1 means, "Never" and 10 means "Regularly" to indicate your response. Please circle "90" if you are not aware of the lake mentioned.)

Lakes	NEVER	1	2	3	4	5	6	7	8	9	10	REGULARLY	90	Not Aware
a. Bottle Lake in Lakeville	1	2	3	4	5	6	7	8	9	10	90			
b. Duck Lake in Lakeville	1	2	3	4	5	6	7	8	9	10	90			
c. Lower Syladobasis (Sylvia-DOB-sis) Lake in Lakeville	1	2	3	4	5	6	7	8	9	10	90			
d. Keg Lake in Lakeville	1	2	3	4	5	6	7	8	9	10	90			
e. Junior Lake in Pukakon	1	2	3	4	5	6	7	8	9	10	90			
f. Scraggly Lake near Junior Lake in Pukakon	1	2	3	4	5	6	7	8	9	10	90			
g. Shaw Lake, between Pleasant and Scraggly Lakes, in Pukakon	1	2	3	4	5	6	7	8	9	10	90			
h. Pleasant Lake in Kossuth Township	1	2	3	4	5	6	7	8	9	10	90			

IF RATING OF 4 - 10 FOR AT LEAST ONE LAKE CONTINUE ELSE. SKIP TO QUESTION 13

4. What outdoor activity have you participated in most frequently on or beside one of the lakes listed in question 3? (Please check only one.)

- : ATV Riding
- : Bicycling
- : Birding
- : Boating (Motor)
- : Camping
- : Other (Please Specify):
- : Canoeing or Kayaking
- : Fishing
- : Hiking or Walking
- : Hunting
- : Skiing
- : Cross Country/Nordic
- : Skating - Downhill/Alpine
- : Snowmobiling
- : Swimming
- : Sports (Team, Tennis, Golf, Etc.)

5. The next group of questions will refer to your experiences on or beside one of the lakes mentioned in question 3. When you participate in the outdoor activity you identified in question 4 on or beside those lakes, how often do you use guides or hire local experts? Would you say... (Please check only one.)

- : Always,
- : Most of the time,
- : Rarely, or
- : Some of the time,
- : Never
- : Prefer not to answer

Portland Research Group 2



- C. At what types of lodging do you typically spend the night when you participate in your most frequent outdoor activity on or beside one of the lakes listed previously? (Please check all that apply.)
- Your Primary Residence Bed & Breakfast/Inn/ Lodge State Park/Campground Sporting Lodge/Hunting Lodge
- Your Second/Vacation Home/Condo Hotel or Motel Private Campground/RV Park Rental Home/Condo/ Timeshare Other (Please Specify): _____

7. In what seasons are you typically participating in your most frequent outdoor activity on or beside one of these lakes? (Please check all that apply.)
- Winter, consisting of December, January, and February Summer, consisting of June, July and August
- Spring, consisting of March, April and May Fall, consisting of September, October and November
- Prefer not to answer

8. On average, about how many days a year do you spend participating in your most frequent outdoor activity on or beside one of these lakes?
- Average Number of Days per Year at one of these lakes: _____

9. How unlikely or likely do you expect to see the following while participating in your most frequent outdoor activity specifically on or beside one of these lakes? (For each item please circle one number, using a ten-point scale where 1 means, "Very Unlikely" and 10 means "Very Likely" to indicate your response.)

	Very Unlikely										Very Likely									
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
a. Recreational Resorts (Ski, Golf, etc)																				
b. Snowmobile/ATV Trails																				
c. Energy facilities such as wind farms																				
d. Cut over forest lands																				
e. Electrical transmission lines																				
f. Second home developments																				
g. Town Centers																				
h. Communications Towers																				
i. Industrial facilities such as paper mills																				
j. Logging roads																				
k. Lake drawdowns																				
l. Dam or Hydro Power Facility																				

Portland Research Group 3

10. Please rate how your overall enjoyment would be affected, if at all, if you saw the following while participating in your most frequent outdoor activity specifically on or beside one of these lakes. (For each item please circle one number, using a ten-point scale where 1 means, "Very Negative Effect" and 10 means "Very Positive Effect" to indicate your response.)

	Very Negative Effect										Very Positive Effect									
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
a. Recreational Resorts (Ski, Golf, etc)																				
b. Snowmobile/ATV Trails																				
c. Energy facilities such as wind farms																				
d. Cut over forest lands																				
e. Electrical transmission lines																				
f. Second home developments																				
g. Town Centers																				
h. Communications Towers																				
i. Industrial facilities such as paper mills																				
j. Logging roads																				
k. Lake drawdowns																				
l. Dam or Hydro Power Facility																				

11. What is the likelihood of your personally returning to these lakes to participate in your most frequent outdoor activity if you saw the following while participating in that activity, either on or beside one of these lakes? (For each item please circle one number, using a ten-point scale where 1 means you are "Much Less Likely" and 10 means you are "Much More Likely.")

	Much Less Likely										Much More Likely									
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
a. Recreational Resorts (Ski, Golf, etc)																				
b. Snowmobile/ATV Trails																				
c. Energy facilities such as wind farms																				
d. Cut over forest lands																				
e. Electrical transmission lines																				
f. Second home developments																				
g. Town Centers																				
h. Communications Towers																				
i. Industrial facilities such as paper mills																				
j. Logging roads																				
k. Lake drawdowns																				
l. Dam or Hydro Power Facility																				

12. If you went to these lakes to participate in your most frequent outdoor activity and saw evidence of a project or something else that caused you not to return, is there another lake, region or location in Maine you could go to and enjoy the same outdoor activity equally as much or more?

Yes Prefer not to answer

No Don't know

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13. To what extent do you not support or support commercial-scale wind energy development in Maine? (Please circle one number, using a ten-point scale where 1 means, "Do Not Support At All" and 10 means, "Completely Support.")

Do Not Support At All	Completely Support	Do Not Know
01 02 03 04 05 06 07 08 09 10	98 99	

Prefer not to answer

14. The remaining classification questions help us to develop an overall respondent profile, but will not identify you in any way. What, if any, outdoor or conservation organizations do you belong to? (Please check all that apply.)

- 11 Alliance of Trail Vehicles of Maine
- 12 Appalachian Mountain Club (A.M.C.)
- 13 Appalachian Trail Conservancy (A.T.C.)
- 14 Maine Audubon Society
- 15 Maine Snowmobile Association
- 16 Natural Resources Council of Maine
- 17 Sportsman's Alliance of Maine
- 18 The Nature Conservancy

19 Other (Please Specify): _____
Prefer not to answer

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

IF PRIMARY RESIDENCE IS NOT IN MAINE, PLEASE SKIP TO QUESTION 17.

16. For how many years has your primary residence been located in Maine?

YEARS: _____ MONTHS: _____

17. Do you own a second or vacation home or camp in Maine? (Please include any four-season homes or condos, seasonal fishing/hunting/recreational camps and lakeshore camps.)

Yes No Prefer not to answer

IF NO OR PREFER NOT TO ANSWER, PLEASE SKIP TO QUESTION 20.

18. What is the 5-DIGIT zip code where your second home in Maine is located?

IF EITHER YOUR PRIMARY RESIDENCE AND/ OR SECOND HOME ARE IN MAINE, PLEASE SKIP TO QUESTION 20.

19. For how many years have you been visiting Maine to participate in the outdoor activities we have been discussing?

YEARS: _____ MONTHS: _____

20. Into which of the following ranges does your age fall?

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

21. What is your gender?

Male Female

Additional Comments:

Portland Research Group 5

Portland Research Group 6





For More Information

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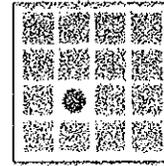
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Portland
Research
Group

May 23, 2011

Response by Portland Research Group to the "Review of the Bowers Wind Project Visual Impact Assessment" by James F. Palmer, dated April 28, 2011

Focus: Outdoor Activities Users Research (Telephone Survey and Snowmobiler Survey)

Telephone Survey

Dr. Palmer correctly states on page 10 that "The sample is not random. The original list only includes people who engage in outdoor activities and the actual size of this population is unknown. There are also other restrictions to eligibility. Then a "booster" sample of local residents was merged with the New England group. As a result, the survey cannot be used to estimate the "extent, nature and duration of potential affected public uses" of the area." Dr. Palmer makes similar points on page 33.

The sample frame was constructed intentionally due to our hypothesis that only a very small portion of the general population would be aware of and regularly use the Study Area. As such, we targeted individuals who participate in the kinds of outdoor activities that one can do in the Study Area. Since many of the users of the outdoor resources in Maine come from outside the State, primarily from other New England States, we felt it prudent to draw sample for each New England State. Then, to make sure we captured the opinions of those who live in fairly close proximity to the Study Area, we garnered a "booster sample" (primary residence located within 50 miles of Study Area) from which we hoped to complete n=50 interviews. We felt the combination of the two samples would give us results, through a greater number of observations, in which we could place greater confidence. Details of the research objectives, sampling plan and screening criteria follow:

• **Research Objectives**

- Measure awareness of Study Area
- Measure frequency of usage of Study Area
- Understand expectations for views in the Study Area
- Determine impact of "human-made" structures on users of Study Area in terms of likelihood to return and enjoyment
- Assess whether and how commercial wind power projects fit within expectations of viewers using the Study Area and other parts of Maine for outdoor activities

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- Sampling Plan

- Identified individuals from InfoUSA (a well known, reputable sample provider for the market research industry) panel from New England region who participate in boating/sailing, camping/hiking, fishing, hunting and other outdoor sporting interests.
- 505,675 matches occurred, of which 5,000 records were pulled. 1,000 records from Maine and 800 from each of the other New England states were randomly selected to form the sample from which calls were made for the research: Maine (1,000 of 80,759), New Hampshire (800 of 71,342), Vermont (800 of 29,750), Massachusetts (800 of 29,696), Rhode Island (800 of 51,256) and Connecticut (800 of 242,782).
- An additional 1,000 records were taken to identify Maine residents who lived within 50 miles of the Study Area.
- Encountering disconnected telephone numbers, computer tones, language barriers, etc. is all normal for a typical research project using telephones as the data collection methodology.

- Screening Criteria

- Eighteen years of age or older (typical for phone study unless parents/guardians are involved to grant permission to speak with youth)
- Respondent personally participated in outdoor activities in Maine within the last three years
- Gender to obtain representation of both males and females
- Specific outdoor activities must mention (unaided), among others, at least one of: ATV Riding, Birding, Boating (Motor), Camping, Canoeing or Kayaking, Fishing, Foraging for Wild Plants or Mushrooms, Hiking or Walking, Hunting, Skiing (Cross Country/Nordic), Snowmobiling, Snowshoeing.

Portland Research Group's hypothesis going into the research proved to be correct. As shown below, just 3.06% of those contacted were aware of and at least sometimes (within the last three years) participate in an outdoor on or beside one of the eight lakes located within the Study Area. Had we conducted a purely random sample using a Random Digit Dial (RDD) sample and achieved the same incidence of 3.06%, we would have interviewed just 12 people from a sample of n=400 and 18 from a sample of n=600 who use the area. Instead, we were able to interview 31 people who were aware and had used the Study Area. This is more than double the quantity for a random sample of n=400 and almost twice as many as we would have interviewed as part of a random sample of n=600. The effect of our approach was to increase information from people who actually are aware of and use the area, which was an important part of the survey's purpose.

- Summation of Sampling and Screening

- Due to our hypothesis, we did everything we could to target a sample of users of the Study Area. We tried to complete n=50 interviews with people who are aware of and at least sometimes (rating of 4 to 10 on a scale where 1 means, "Never participate in the outdoor activity on or around the lake", and 10 means, "Regularly participate in the outdoor activity on or around the lake") use at least one of eight lakes located within the Study Area: Bottle, Duck, Lower Sysladobsis, Keg, Junior, Scraggley, Shaw, and Pleasant (locations defined in survey). We completed 31 of our target of 50.
- Had we conducted a purely random sample of Mainers (using a RDD – Random Digit Dial and a cell phone number overlay sample), awareness and usage of the Study Area would have been a very small percentage of the total sample and would not have given us enough of the target segment to ask about expectations, impact on enjoyment and impact on likelihood to return. Based on this targeted sample the percent is still small of those who participate in outdoor activities on or beside the lakes in the Study Area:

✓ Not participated in activities in Maine last 3 years:	408
✓ Not engaged in activities around Study Area:	55
✓ Unaware or rarely uses Study Area (Over quota):	360
✓ Interviews among those unaware or rarely use Study Area:	160
✓ Aware and use Study area at least sometimes:	31
✓ $31/(408+55+360+160+31) = 3.06\%$	
- With a targeted sample, only 3.06% are aware of and sometimes use the Study Area. This incidence of awareness and usage would have been substantially lower with a purely random sample.
- While the outdoor activity usage levels by age do not line-up with SCORP data in terms of Fishing and Hiking or Walking, the statement can be made based on the research that the Study Area garners very low awareness and usage.

Dr. Palmer states on page 10, "The number of people between 18 and 44 years old are significantly under represented compared to those who are 45 years old and older." Age ranges from the survey are compared to Maine's SCORP for the two most commonly reported activities from the survey: fishing and hiking or walking.

The comparison correctly demonstrates that the survey is comprised of older respondents than those included in the Maine SCORP data. The data presented in the 2009 SCORP was analyzed based on a national survey of recreational activity conducted between 2002 and 2009. However, as shown in the table at the end of this document, the opinions shared regarding expectations, enjoyment, likelihood to return and disposition on wind power are very consistent with those shared by respondents from other studies independent of this work. Such consistency between independent studies enhances the reliability of the work.

Response to Palmer Review of Bowers VIA
Portland Research Group

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Page 4 of 8

On page 10 Dr. Palmer correctly points out that "Seeing wind turbines would affect the enjoyment of 48% negatively (rating 1-3) and 16% positively (rating 8-10)."

As indicated on page 18 of the Telephone Research report, 36% gave neutral ratings (4-7) indicating that seeing wind farms would have no effect on their enjoyment. Another way to express the findings to this question is 52% (just over half) indicated that seeing wind farms would have a positive impact or no impact on their enjoyment.

Dr. Palmer also points out on page 10 that "Seeing wind turbines would affect the likelihood of their returning for 32% negatively (rating 1-3) and 23% positively (rating 8-10)."

These facts are correct about the effect of seeing wind turbines on likelihood of returning is negative (1-3 rating) for 32% and positive for 23% (8-10). However, referencing page 19 of the Telephone Research Report, 45% indicated seeing wind farms would have no impact (rating of 4-7) on their likelihood of returning. In other words, two-thirds (68%) said seeing wind farms would have either no impact (45%) or a positive impact (23%) on their likelihood of returning to the Study Area for outdoor activities.

On Page 11 of the Review of the Bowers Wind Project Visual Impact Assessment, Dr. Palmer states, "Without a clear understanding of the visual scope and scale of the turbines, it is difficult to see how respondents can accurately determine how the turbines would affect their 'continued use and enjoyment of the scenic resource.'" On Page 33, Dr. Palmer again notes that without use of photo simulations "It is therefore highly unlikely that [the respondents] could have an accurate mental image of the "scope and sale" of the turbines . . . Without this, how could anyone give an accurate response to questions about how the project's scenic impact might affect their enjoyment and likelihood to return."

True, respondents did not see photo simulations from the numerous vantage points to specifically assess the visual impact of the Bowers project. However, on page 20 of the Telephone Research Report, we see that 97% (30 of 31) who are aware and use the Study Area have seen wind turbines in Maine (94%; 29 of 31) and/or outside of Maine (58%; 18 of 31). Therefore, while not an exact idea, one can say that respondents familiar with the Study Area have general understanding of the visual scope – it would be a much different conclusion if just a small percentage of these respondents had previously seen wind turbines.

As stated previously, when compared to the results of several other independent research studies, the results are very consistent. While each Study Area for wind turbines is unique, the results from these other studies show remarkable consistency toward the disposition of commercial wind farm development. Please refer to Table 1 for a summary of these results.

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Stetson Snowmobiler Survey

Dr. Palmer states on page 11 of the Bowers VIA Review a statement is made in the second paragraph under the heading "Snowmobiler survey": "Therefore the respondents are primarily a self-selected group that is willing to at least tolerate the presence of grid-scale wind turbines." The paragraph continues by questioning what can be said about how "typical" snowmobilers might experience wind turbines. Dr. Palmer raises similar concerns on page 33 of his report.

While this may be a true statement, one can also make the point that the snowmobilers are more representative of the snowmobiler segment than the paragraph implies:

- Curiosity likely influenced many snowmobilers to attend the gathering – curiosity rather than tolerance.
- On pages 32 and 33 of the Bowers VIA Review, an Associated Press (2011) news release about the gathering has been reprinted. The news release clearly states that there will be a barbecue lunch, which is an incentive to attend. In market research, we offer incentives for two reasons: improve cooperation to broaden the representation of a sample and to increase the speed of receiving results. The offer of a "barbecue lunch reception" likely acted like an incentive to broaden the "types" of snowmobilers who attended.
- Several factors point to the fact that the snowmobiler respondents could in fact represent typical users of the Study Area.
 - Snowmobilers from the research (see page 13 of the Snowmobiler Research Report) reported spending an average of 62 days (median of 30 days) participating in outdoor activities in the Study Area. As a result, they probably know the area well.
 - Fishing (81%) in Maine within the past three years is almost as prevalent among these respondents as snowmobiling (84%). (See page 19 of the Snowmobiler Research Report)
 - The majority of these respondents engage in outdoor activities in the Study Area throughout the year (See page 12 of the Snowmobiler Research Report): Winter (80%), Spring (55%), Summer (91%), and Fall (64%).
 - The demographic profile of respondents shown on page 25 of the Snowmobiler Research Report reveals a group of respondents with a good spread of years living in Maine. In addition, there is good representation of second home ownership in Maine, all age groups except 18 to 24, and gender. Not surprisingly, the sample is skewed towards membership in the Maine Snowmobile Association (66%) and people with their primary residence located in Maine (88%). Both of these facts are not surprising and do not undermine the sample as being comprised of people willing to tolerate wind turbines.

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Dr. Palmer comments on page 33 that, "I do not see what role this survey can play as a responsible decision making tool."

The Stetson Snowmobiler Survey produced results consistent with other studies related to wind power development and offers another data point for purposes of comparison, as snowmobiling is a type of recreation use that has not been included in previous user intercept surveys that have focused primarily on hiking or shore-based water activities. When independent surveys show consistency, one can typically place greater confidence in the reliability of the results. Please see the table at the end of this document.

Comparison of Results from Several Independent Studies in Maine

Portland Research Group reviewed the results of seven wind development-related public opinion projects conducted independently of each other in 2010 and 2011 and documented consistency across three important metrics: impact of wind energy facilities on enjoyment, likelihood of returning to area if a wind facility is seen, and disposition toward commercial-scale wind energy development in Maine.

Across each of the studies the majority of respondents was either in the positive/support or neutral/no change ranges. A higher percentage of respondents from the Stetson Snowmobiler Study than the Bowers Outdoor Users Activities Study and Highland Hikers Study indicated an expectation of seeing wind farm facilities within the region addressed in the survey. This is not surprising since the snowmobilers were surveyed at the Stetson wind facility. (Please refer to Table 1 at the end of this document)

Since the results from the two studies referenced in the Bowers Wind Project Visual Assessment corroborate with results from other independent studies, one can feel much more confident that the views shared are representative.

- A few notes on the studies:
 - Portland Research Group used a ten-point scale and Market Decisions used a seven-point scale. In the Market Decisions Reports, a score of 4 represented no effect. For comparison the following breaks were used: 8-10 vs. 5-7; 4-7 vs. 4; 1-3 vs. 1-3.
 - Enjoyment and likelihood to return ratings were facilitated through the use of photo simulations for the intercept studies.
 - Some of the question wording differed slightly, although the content of the questions remained consistent.

Table 1. Comparison of Results of Independent User Surveys at Proposed Wind Projects in Maine

Study:	Snowmobiler	Outdoor Activities	Bull Hill	Little Bigelow	Hikers Study	Mt. Blue	Spruce Mountain
Wind Project:	Bowers	Bowers	Bull Hill	Highland Wind	Highland Wind	Saddleback Ridge	Spruce Mountain
Sponsor:	Champlain	Champlain	Blue Sky East	Highland Wind	Highland Wind	Patriot Renewables	Spruce Mtn. Wind
Completed by:	Portland Research Group	Portland Research Group	Market Decisions	Portland Research Group	Portland Research Group	Market Decisions	Market Decisions
Location:	Stetson Wind Farm	New England/50 mile radius	Domnell Pond Black Mountain	Bigelow Preserve	Northern New England/E. MA.	Mt. Blue	Bald Mountain
Date:	February 2011	January 2011	October 2010	Summer/Fall 2010	August 2010	September 2010	May 2010
Methodology:	Intercepts	Telephone	Intercepts	Intercepts	Web	Intercepts	Intercepts
Sample Size:	n=69	n=191	n=81	n=58	n=304	n=22	n=15
Expectations of seeing energy facilities such as wind farms							
	n=39	n=31	Not Asked	Not Asked	n=304	Not Asked	Not Asked
Likely	38%	10%			7%		
Neutral	49%	29%			58%		
Unlikely	13%	61%			35%		
Enjoyment: Impact of seeing energy facilities such as wind farms on enjoyment							
	n=40	n=31	n=?	n=37	n=304	n=22	n=15
Positive	50%	16%	9%	8%	21%	23%	20%
Neutral	45%	36%	45%	73%	61%	45%	47%
Negative	5%	48%	47%	19%	18%	32%	27%
Refused	0%	0%	0%	0%	0%	0%	7%

Due to fractional rounding, the Bull Hill and Spruce Mountain results total 101%.

Likelihood of returning if respondent saw energy facilities such as wind farms							
	n=40	n=31	n=?	n=37	n=304	n=22	n=15
More Likely	50%	23%	6%	14%	15%	27%	13%
No Change	42%	45%	75%	73%	68%	50%	73%
Less Likely	8%	32%	20%	14%	17%	23%	7%
Refused	0%	0%	0%	0%	0%	0%	7%
Disposition toward commercial-scale wind energy development in Maine							
	n=64	n=191	n=?	n=58	n=304	n=22	n=15
Support	72%	52%	74%	38%	63%	77%	87%
Neutral/ Don't Know	25%	33%	12%	43%	33%	18%	13%
Oppose	0%	13%	14%	17%	4%	5%	0%
Refused	3%	2%	0%	2%	0%	0%	0%

Table 1. Comparison of Results of Independent User Surveys at Proposed Wind Projects in Maine

Study:	Snowmobiler	Outdoor Activities	Bull Hill	Little Bigelow	Hikers Study	Mt. Blue	Spruce Mountain
Wind Project:	Bowers	Bowers	Bull Hill	Highland Wind	Highland Wind	Saddleback Ridge	Spruce Mountain
Sponsor:	Champlain	Champlain	Blue Sky East	Highland Wind	Highland Wind	Patriot Renewables	Spruce Mtn. Wind
Completed by:	Portland Research Group	Portland Research Group	Market Decisions	Portland Research Group	Portland Research Group	Market Decisions	Market Decisions
Location:	Stetson Wind Farm	New England/50 mile radius	Donnell Pond Black Mountain	Bigelow Preserve	Northern New England/E. MA.	Mt. Blue	Bald Mountain
Date:	February 2011	January 2011	October 2010	Summer/Fall 2010	August 2010	September 2010	May 2010
Methodology:	Intercepts	Telephone	Intercepts	Intercepts	Web	Intercepts	Intercepts
Sample Size:	n=69	n=191	n=81	n=58	n=304	n=22	n=15
Expectations of seeing energy facilities such as wind farms							
Likely	n=39 38%	n=31 10%	Not Asked	Not Asked	n=304 7%	Not Asked	Not Asked
Neutral	49%	29%			58%		
Unlikely	13%	61%			35%		
Employment - Impact of seeing energy facilities such as wind farms on employment							
Positive	n=40 50%	n=31 16%	n=? 9%	n=37 8%	n=304 21%	n=22 23%	n=15 20%
Neutral	45%	36%	45%	73%	61%	45%	47%
Negative	5%	48%	47%	19%	18%	32%	27%
Refused	0%	0%	0%	0%	0%	0%	7%

¹ Due to fractional rounding, the Bull Hill and Spruce Mountain results total 101%.

	n=40	n=31	n=?	n=37	n=304	n=22	n=15
Likelihood of returning if respondent saw energy facilities such as wind farms							
More Likely	50%	23%	6%	14%	15%	27%	13%
No Change	42%	45%	75%	73%	68%	50%	73%
Less Likely	8%	32%	20%	14%	17%	23%	7%
Refused	0%	0%	0%	0%	0%	0%	7%
Disposition toward commercial scale wind energy development in Maine							
	n=64	n=191	n=?	n=58	n=304	n=22	n=15
Support	72%	52%	74%	38%	63%	77%	87%
Neutral/ Don't Know	25%	33%	12%	43%	33%	18%	13%
Oppose	0%	13%	14%	17%	4%	5%	0%
Refused	3%	2%	0%	2%	0%	0%	0%

Bowers Wind Project

MDEP NRPA/Site Location of Development Combined Application
SECTION 30: VISUAL IMPACT

**Exhibit 30C: Assessment of the Kleinschmidt Bowers Wind Farm and Baskahegan Lake
Recreational User Surveys**

by Kevin J. Boyle, PhD.

Expert Report of Kevin J. Boyle, PhD.

**Assessment of the Kleinschmidt Bowers Mountain Wind-Farm and Baskahegan Lake
Recreational User Surveys**

October 1, 2012

Prepared b:

A handwritten signature in black ink, appearing to read "Kevin J. Boyle", is centered on the page. The signature is written in a cursive style with a large initial 'K'. It is positioned above a horizontal line that spans the width of the signature.

Kevin J. Boyle
275 Orchard Hill Lane
Newport, VA 24128

1. Executive Summary

The Maine wind energy permitting act provides consideration for:

“Whether the development significantly compromises views from a scenic resource of state or national significance such that the development has an unreasonable adverse effect on the scenic character or existing uses related to scenic character of the scenic resource of state or national significance” [35-A M.R.S.A. Section 3452(1)].

The survey results summarized below characterize “the expectations of a typical viewer” [35-A M.R.S.A. Section 3452(3)] and indicate that the proposed Bowers Mountain wind farm will not have an unreasonable adverse impact on users of Junior, Pleasant, Scraggly and Shaw Lakes. The results show that while some people fear the construction of the wind farm, the data show that the Bowers Mountain wind farm is not going to have a significant adverse impact on recreational use and enjoyment of lakes within eight miles of the project. In addition, the Baskahegan Lake user surveys reveal that visibility of a wind farm does not substantially diminish recreational users’ enjoyment of the lake or their rating of the scenic quality of the lake.

The survey results indicate that the effect of the wind farm’s “presence on the public’s continued use and enjoyment of the scenic resource” [35-A M.R.S.A. Section 3452(3)] will be minimal. People will continue to use Junior, Pleasant, Scraggly and Shaw lakes after the Bowers Mountain wind farm is constructed and there will be no appreciable loss in economic activity from reduced expenditures by those recreating on lakes within eight miles of the Bowers Mountain wind farm. While users of Junior, Pleasant and Scraggly Lakes may fear the impact of the Bowers wind farm on scenic quality, this is just a fear. There is convincing evidence that the existing Stetson wind farm has not reduced scenic quality of nearby Baskahegan Lake nor has it reduced the quality of recreation experiences or recreational use. I would expect a similar pattern of results after the Bowers wind farm is constructed.

2. Boyle Credentials

I am currently a Professor in the Department of Agricultural and Applied Economics at Virginia Tech. From September 2005 through March 2012 I served as Department Head.

Prior to September 2005 I was a Distinguished Maine Professor in the Department of Resource Economics and Policy at the University of Maine. I also served as a Professor of Wildlife Ecology and of Professor of Ecology and Environmental Sciences, and was the Founding Director of the Center for Tourism Research and Outreach at the University of Maine. I served on the faculty at the University of Maine from 1986-2005.

I received my B.A. in Economics with Distinction from the University of Maine and M.S. in Agricultural and resource Economics from Oregon State University where I received the Savery Masters Student of Excellence award. I received my Ph.D. in Agricultural Economics from the University of Wisconsin.

I have a long personal relationship with the State of Maine. I grew up in Presque Isle, went to college in Orono, and have spent most of my professional career working with natural resource issues in Maine.

I have designed and conducted scores of surveys to elicit the public's preferences for Maine's natural resources. Most of these studies have dealt with hunting, fishing and nonconsumptive uses of Maine's wildlife, forest management, lake and river use, and water quality. For these applications I have used mail, telephone and on-site surveys to collect the necessary data. I have served as a technical advisor for national survey efforts such as the national Survey of Fishing, Hunting and Wildlife Associated Recreation conducted periodically by the U.S. Fish and Wildlife Service.

Using the results of my research I have advised State officials in the Governor's office, Department of Agriculture, Conservation and Forestry, Department of Attorney General, Baxter State Park Authority, Maine Center for Disease Control, Department of Environmental Protection, Office of Fiscal and Program Review, Department of Inland Fisheries and Wildlife, Land Use Regulation Commission, Department of Marine Resources, various committees of the Maine House of Representatives, the Maine Senate, and various other groups.

I have done over a score of studies that investigate how lake quality affects lake-user preferences. I have done numerous studies of fishing (open water and ice) and boating on Maine lakes, studied the economic effects of eutrophication and Eurasian milfoil in Maine, New Hampshire and Vermont lakes. I have also done studies of fishing, hunting and boating guides who cater to users of lakes and forests. Exhibit 1 provides a list of many of the studies that I have conducted.

The first study of public preferences I conducted, as part of my PhD dissertation, investigated scenic beauty along the Wisconsin River as perceived by recreational boaters and anglers (Boyle and Bishop, 1984). The State of Wisconsin says that:

"The Wisconsin River valley is a scenic marvel comprised of stately bluffs, mysterious wooded bottomlands and over 500 miles of sandy shoreline. Numerous islands provide camping and outdoor recreational opportunities free from crowds" (<http://lwr.state.wi.us/docview.asp?docid=11222>).

This area is one of the most important scenic assets in Wisconsin, and my research was used to support the passage of Wisconsin Act 31 (1989) that created the Lower Wisconsin State Riverway.

Currently, I am the co-Principal Investigator of a national study for the National Park Service of public preferences for reducing human-caused haze in Class I visibility areas (national parks and wilderness areas) to background (natural) levels. Here we are using visual simulations of what national park and wilderness areas would look like as haze levels are being reduced. A pilot survey is currently being administered by mail in the southeastern U.S. and the southwest. When the final survey is implemented the results will be used by the National park Service and the U.S. EPA to assist in meeting U.S. EPA's Regional Haze rule (<http://www.epa.gov/visibility/pdfs/20120530finalrule.pdf>).

3. Boyle Experience with Bowers Wind Project, Baskahegan Lake and Wind Power

On July 9, 2012, I made a visit to the Bowers Mountain area with Neil Kiely and Marcia Phillips. We approached the area along Route 6 from Lincoln, passing through and observing the Rollins project turbines.

Our first stop was at the boat launch at the eastern edge of Baskahegan Lake to view the Stetson project turbines from the lake shore. It was a fairly clear day and most turbines were clearly visible. From the vantage point where we viewed the lake my view was of a natural shore line with the wind turbines on the horizon in the distance.

Our second stop was at the camping/public access area on the southern edge of Pleasant Lake. Here we viewed simulated photos of the Bowers project wind turbines from this point on the shore in the same manner that participants in Kleinschmidt's user survey would view the photo simulations. Here I observed cuts in the shoreline forest for a few camps and several areas on the ridges towards the north and northwest where logging had occurred. Even in a scenic location such as this there were clear signs of human development on the horizon from timber harvesting.

Our third stop was at Junior Lake where we took a boat tour of Junior and Scraggly Lakes. We visited the southern end of Junior Lake to observe the Junior Stream outlet. I viewed simulated photos of the Bowers project wind turbines from the lake in the same manner that participants in Kleinschmidt's user survey would view the photo simulations. My observations were of a northern shore that had numerous camps along the shore, mostly on Junior Lake. The camps had aluminum docks that reflected the sun, red roofs and other features that disrupted the view of a natural shore line. I also noticed large areas of timber harvesting on the ridges to the north and northeast. My perspective is that development along the lake shore is likely more intrusive to a natural scene than would be the Bowers project.

After visiting Junior Lake I drove into the Rollins wind farm and observed the turbines operating.

I have also reviewed numerous documents related to the Bowers project, other wind projects in Maine, and other documents related to wind farms in general. I have a Masters student who is doing her thesis on wind farm siting in the mid-Atlantic area and I have reviewed literature with her as she designs her study. I have also attended sessions at conferences in the U.S. and Europe where researchers have discussed the potential effects of the development of wind farms on local populations.

4. Credibility of Kleinschmidt User Surveys

Kleinschmidt's user surveys were designed and implemented using best practices that are consistent with established survey-research procedures. These procedures ensure that high quality data are collected that represent users of Baskahegan, Junior, Pleasant, Scraggly and Shaw Lakes.

Bowers Project Survey Design and Implementation

The survey was designed to elicit lake-users' perceptions of how the Bowers Wind Project might affect their use and enjoyment of Junior, Pleasant, Scraggly and Shaw Lakes.

- Kleinschmidt used their knowledge of the lakes, the area and recreational uses of the lakes from prior work with Domtar on the local hydro-power relicensing project to customize the study to local conditions.
- Kleinschmidt visited with local people, and the game warden and fishery biologist who would be familiar with the use of Junior, Pleasant, Scraggly and Shaw lakes to include local knowledge in the design and implementation of the survey.
- The Bowers survey was designed to provide data that are complementary to previous surveys of public perceptions/preferences for wind power projects in Maine.
- Several drafts of the Bowers survey were provided to me as a survey design expert to review and critique. The final survey reflects the recommendations I made for improving the survey. The survey was designed to be short to entice participation and questions worded clearly so that respondents could easily respond

- The survey was pretested on Kleinschmidt employees and project members to ensure that questions and answer categories were clear and understandable.
- The survey was administered using on-site interviews from a roving boat on the lakes. This was the appropriate and cost effective approach because of multiple access points on the lakes and the ability to access users on the water and on the shore. Figure 8 in Kleinschmidt's report (2012b) demonstrates that the interviews were distributed throughout the lakes.
- Interviews were conducted on Fridays and Saturdays when most recreational use occurs. This is the heaviest time of recreational use and has been observed by Kleinschmidt and me in all of our previous work relating to recreational uses of Maine's lakes.
- Kleinschmidt trained the interviewers prior to fielding the survey, observed their interview practices and made recommendations for improvements for approaching potential interviewees, requesting their participation and administering the survey.
- Interviewers were provided with an interview manual to reference if they had questions on survey protocol.
- Kleinschmidt used feedback from the first fielding of the survey to make improvements in the survey design and implementation (e.g., moving to an electronic survey instrument with a paper back-up). These changes enhanced the effectiveness of the survey implementation but did not modify the substance of the survey.
- One person was selected at random to interview from each party intercepted. Since the interview is verbal and party members can hear the responses of other party members, interviewing one party member avoids undesirable anchoring and sequencing effects in survey responses from people in the party who might be interviewed subsequently.
- People were interviewed once so that no single person could unduly influence survey results.
- Kleinschmidt checked all survey data before statistical analyses were conducted and summary statistics were produced.

Baskahegan Survey Design and Implementation

This survey was specifically design to elicit lake-users perceptions of how the Stetson Wind Project affects the quality of their experiences during visits to Baskahegan Lake. The survey design and implementation procedures were the same as the Bowers survey with a few appropriate exceptions.

- Kleinschmidt drafted the Baskahegan survey to provide complementary data to the Bowers surveys. The Bowers survey was already drafted and being effectively implemented in the field and the Bowers survey was the model for drafting the Baskahegan survey.
- The survey was administered through on-site interviews using an interviewer at the public boat launch at the east side of the lake. This was the appropriate and cost effective approach because there is a single access point to this lake.
- Kleinschmidt used feedback from the first fielding of the survey to make improvements in the survey design and implementation (e.g., moving from an electronic survey instrument to a paper instrument). These changes enhanced the effectiveness of the survey implementation but did not modify the substance of the survey.

Junior Stream Boater Observations

This survey was specifically design to observe boaters entering and leaving Junior Lake from Junior Stream. This survey supplemented data gathered by Stantec in 2011 using a similar methodology.

- Observers were located in an inconspicuous location to easily record boats passing into Junior Lake from Junior Stream and vice versa.
- All boats and the number of individuals in the boats were recorded.
- Boats were photographed to avoid double counting of boats that enter Junior Lake from Junior Stream and then return to Junior Stream.

5. Bowers Project User Survey – Key Results

A total of 70 users were interviewed while visiting Junior, Pleasant and Scraggly Lakes. These surveys were conducted at a wide variety of locations on Junior, Pleasant and Scraggly Lakes (Figure 9, Kleinschmidt 2012b). The locations of the interviews were determined by the

locations where people were recreating on the lakes, and represent locations where a few to nearly all of the turbines would be visible. Thus, the sample provides a good spatial representation of lake use.

The survey results indicate some respondents believe the Bowers wind farm will lower scenic quality, but a majority (55%) believes that the presence of the wind farm will have no effect or increase their enjoyment of visits to the lakes (Table 1). Most users are still very likely to visit Junior, Pleasant and Scraggly Lakes with conditions described in the simulations showing the Bowers wind farm.

Table 1. Key Results from the 2012 Bowers Project User Survey

Statistics	Description
70	People interviewed
86%	Repeat visitors
100%	Expect a high quality experience
90%	Rated scenic value with <u>current</u> conditions as high
33%	Rated scenic value with <u>simulated</u> conditions as high
55%	Stated the Bowers wind farm would have no effect or a positive effect on their enjoyment of a visit
99%	Are likely to return with <u>current</u> conditions
80%	Said wind farm <u>simulated</u> conditions would have no effect on decision to visit in the future or their likelihood to return

Source: Kleinschmidt, 2012b.

All respondents expected a high quality experience when they visited Junior, Pleasant and Scraggly Lakes (Table 1). It is also helpful to examine results for individual lakes, and the percentages expecting a very high quality experience are the same across these three lakes (Table2).

Table 2. Key Results from the 2012 Bowers Project User Survey Stratified by Lake

Junior	Pleasant	Scraggly	Description
26	31	13	People interviewed
100%	100%	100%	Expected a high quality experience
81%	93%	100%	<u>Current</u> conditions have high scenic value
23%	46%	23%	<u>Simulated</u> conditions have high scenic value
40%	70%	50%	<u>Simulated</u> conditions would have no effect or positive effect on enjoyment of visit
100%	97%	100%	Are likely to return with <u>current</u> conditions
74%	87%	77%	<u>Simulated</u> conditions would have no effect on decision to visit in the future or they are likely to return

Source: Kleinschmidt, 2012b.

Note, lake-specific sample sizes range from 13 (Scraggly) to 31 (Pleasant) (Table 2). These differences are due to the intensity of public use of the lakes, not differing intensities of sampling effort. The sample sizes for Junior and Pleasant Lakes are sufficient to have confidence in the statistics reported in Table 2. The sample size for Scraggly Lake is less than desired for statistical confidence, but a practical review of the survey results indicate that the data for this lake make sense. Scraggly and Junior Lakes are connected so boaters can pass from one lake to the other. Thus, one might expect that evaluations of Scraggly Lake would be more similar to those of Junior Lake than those for Pleasant Lake and this is generally the case. In addition, the ratings of scenic value for Pleasant and Scraggly Lakes exceed the rating for Junior Lake. I believe these relative ratings follow the extent of shoreline development on each lake; Junior Lake has the most development and the lowest scenic rating (Figure 2, Kleinschmidt 2012b).

When asked to rate scenic value of the lakes with current conditions 90% of respondents rated the current conditions as high (Table 1). Scraggly Lake has the highest evaluation with 100% of respondents giving it a high scenic value, followed by Pleasant Lake and then Junior Lake (Table 2).

When asked to rate the scenic value of the lakes with the wind farm simulations, 33% rated the scene as high scenic value (Table 1). However, the results by lake indicate 46% of Pleasant Lake respondents indicated that the scenic value of the lake would continue to be high, and this is the lake where there is the greatest potential visibility (Figure 2, Kleinschmidt 2012b). As I will discuss below, the lower evaluations for Junior and Scraggly Lakes may be biased downward by local opposition to the wind farm, not an objective evaluation of the scenes. In any event, lake users indicate the lower evaluations of scenic quality under the simulated conditions will have less of an adverse impact on enjoyment, and nearly all will continue to use the lakes for recreation.

A majority of respondents said the presence of the wind farm would have no effect or a positive effect on the enjoyment of their visits to the lake (Table 1). This rating, and the similar ratings for each of the three lakes, are higher than the scenic value ratings; for Pleasant Lake 70% of respondents indicated that the Bowers wind farm would have no effect or a positive effect on their visit (Table 2). These ratings help to identify the opposition bias in the scenic value ratings because larger percentages of respondents at each lake indicate the wind farm will have no effect or positive effect than those who rate the scenic value as high, 33% versus 55% overall.

When asked about the likelihood of a return visit to the lakes with the current conditions, 99% of respondents indicated they are likely to return and 80% said the simulated conditions will have no effect or they are likely to return (Table 1). Thus, the likelihood of returning is

higher for each of the individual lakes than the percentages for the scenic values of the lakes with simulated conditions (Table 2). Additional data collected by Kleinschmidt (2012a) helps to understand this comparison. The primary activities when visiting the lakes are relaxing (40%), fishing (32%) and camping (13%), and only 3% reported viewing scenery as their primary activity. Thus, while most visitors to the lakes report viewing scenery as an activity when they visit the lakes, this is not a primary reason for visitation.

One additional lake is within eight miles of the proposed Bowers Mountain wind farm, Shaw Lake. Kleinschmidt attempted to conduct intercept surveys on this lake, but ceased this effort due to no users being present on survey dates. The sampling effort from Shaw Lake was redirected to sampling on Junior, Pleasant and Scraggly Lakes to increase sample sizes for these lakes. I believe the general results from Junior, Pleasant and Scraggly Lakes can be used to infer what the responses might be for users of Shaw Lake. All four lakes are in the same geographic region and likely have Shaw lake visitors like visit Junior, Pleasant and Scraggly Lakes. I believe preferences of Shaw Lake users would be most like those of Pleasant Lake users. Shaw and Pleasant Lakes are physically separated from the other two lakes and both have low levels of shoreline development. In addition, Shaw Lake users may actually be less concerned about the wind farm than Pleasant Lake users because fewer wind turbines will be visible (Figure 2, Kleinschmidt 2012b).

Below I place these results in context. In the next section I show that the results from the Bowers project survey are similar to or better than what has been reported for user surveys associated with other wind farms in Maine. In the subsequent section the results from the Baskahegan user surveys indicate that visibility of turbines is not adversely impacting recreational use and enjoyment of a lake that shares important attributes with the lakes within eight miles of the Bowers project. Therefore, it can be concluded that pre-project fears are not likely to translate to unreasonable adverse impacts on continued recreational use and enjoyment of lakes within eight miles of the Bowers project.

6. Comparison of Bowers Project Results with Other Wind Farm Surveys Conducted in Maine

As wind farms are developed in Maine a number of surveys have been conducted that ask recreational users of the areas to evaluate simulated scenes of what conditions will look like with the wind farm in place. The surveys are typically intercept surveys where people are contacted during their recreational experiences and the simulated scenes are designed to portray worst-case conditions. Intercept surveys are appropriate because this is often the only efficient way to contact users as there are generally no lists of users with contact information.

Considering worst case conditions is a standard approach to evaluating environmental changes. The Bowers survey followed these established practices.

The Bowers survey was administered to the third largest sample, only exceeded by Bull Hill and Highland Winds survey administrations, and covered the largest period of time of any of the survey efforts (Table 3).

The proportion of the respondents to the Bowers survey who reported a positive impact of seeing a wind farm while recreating (19%) is similar to the results from the Nicasou, Mattawamkeag and Pleasant (Oakfield II) Lake intercept surveys as well as the Highland, Saddleback and Spruce Mountain surveys (Table 3). The Bowers survey result for the proportion of respondents who indicated the wind farm will have a negative effect on their experiences is similar to the proportions reported for Saponac Pond and Bull Hill, and is not much different from the proportions reported for Lower Pistol and Pleasant (Oakfield II) Lakes. Thus, the impact of observing the Bowers Mountain wind farm is not that different from what has been observed in a number of other *ex ante* surveys of recreational users near wind farm sites in Maine. However, The Bowers survey results demonstrate the smallest percentage of neutral responses in terms of the impact of seeing a wind farm.

I believe that this bifurcation between expected positive effects and expected negative effects is a consequence of the significant negative publicity and outreach that occurred during the public review process on the original Bowers project proposal and that continues today. The Partnership for the Preservation of the Downeast Lakes Watershed (PPDLW) was an active and vocal opponent of the originally proposed project (DP 4889) reviewed by the Land Use Regulation Commission (LURC). PPDLW submitted written and oral testimony prior to, during and after the public hearing for the proposal held on June 27 and 28, 2011. An April 2010 press release by PPDLW's states that this group was organized

"... to oppose the construction of an industrial wind project on Bowers Mountain"
(http://www.ppdlw.org/articles/Press_Release_041510.pdf).

To my knowledge, none of the other surveys for wind projects in Maine were conducted following a lengthy negative campaign regarding the potential impacts of the projects. To influence public opinion, PPDLW posts media stories (<http://www.ppdlw.org/pressrel.htm>), communicates through a mailing list (http://www.ppdlw.org/form_add2list.htm) and other activities.

Table 3. Comparison of Results of User Surveys at Proposed Wind Projects in Maine

Date	Passadumkeag			Oakfield II			Method	Sample Size
	Summer 2012	Intercept	Intercept	August/ Sept. 2011	Intercept	Intercept		
Bowers	70	0%	0%	29	0%	0%	70	0%
Saponac Pond	August/ Sept. 2011	Intercept	Intercept	August/ Sept. 2011	Intercept	Intercept	Lower Pistol Lake	August/ Sept. 2011
Nicitous Lake	August/ Sept. 2011	Intercept	Intercept	August/ Sept. 2011	Intercept	Intercept	Mattawamkeag Lake	August/ Sept. 2011
Pleasant Lake	August/ Sept. 2011	Intercept	Intercept	August/ Sept. 2011	Intercept	Intercept	Bull Hill	October 2010
Highland Wind	Summer/Fall 2010	Intercept	Intercept	Summer/Fall 2010	Intercept	Intercept	Highland Wind	Web
Highland Wind	August 2010	Web	Web	August 2010	Web	Web	Highland Wind	August 2010
Saddleback Ridge	Sept. 2010	Intercept	Intercept	Sept. 2010	Intercept	Intercept	Saddleback Ridge	Sept. 2010
Spruce Mountain	May 2010	Intercept	Intercept	May 2010	Intercept	Intercept	Spruce Mountain	May 2010
Impact of seeing wind farms on enjoyment								
Positive	19%	0%	20%	23%	20%	9%	8%	21%
Neutral	36%	59%	48%	43%	42%	45%	73%	61%
Negative	44%	41%	31%	34%	37%	47%	19%	18%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Likelihood of returning if respondent saw wind farms								
			Boating			Boating		
Likely	61%	0%	7%	13%	13%	6%	14%	15%
No Change	19%	73%	81%	58%	60%	75%	73%	68%
Unlikely	21%	28%	11%	28%	27%	20%	14%	17%
Refused	0%	0%	0%	0%	0%	0%	0%	0%

Source: With the exception of data collected by Bowers (Kleinschmidt, 2012b), Passadumkeag (Robertson and MacBride, 2011a) and Oakfield II (Robertson and MacBride, 2011b), all data presented is from the May 23, 2011 response by Portland Research Group to the "review of the Bowers Wind Project Visual Impact Assessment" by James F. Palmer, dated April 28, 2011. Note, the Passadumkeag and Oakfield II reports present results by activity for likelihood of return and I replicate the recreational boating results here, and results were quite similar across activities.

The negative publicity and outreach by PPDW was occurring PRIOR to implementation of the survey administered by Kleinschmidt and likely created a publicity bias that reduced scenic quality ratings of scenes with the simulated wind farm present. A publicity bias arises when information presented to the public raises unfounded fears that unnecessarily affect opinions expressed in the survey. The evidence of publicity bias is that respondents said the simulated scene reduced enjoyment, but at the same time they are likely to visit the lakes in the future; 44% indicated a negative impact on enjoyment versus 61% likely to visit in the future.

The surprising outcome, in the face of such opposition, is that the Bowers project has the one of the largest percentages (61%) indicating they are likely to visit in the future. The higher percentage of respondents indicating they are likely to visit Junior, Pleasant and Scraggly Lakes in the future is likely to be attributable to factors other than viewing scenery being the primary purpose of visits (relaxing, fishing and camping) and the small percentage who indicated that viewing scenery was their primary activity (3%). These considerations indicate that while people fear that scenic value will be decreased, this will not have an unreasonable impact on the quality of their visits or the likelihood that they will visit the lakes in the future.

Thus, the lower scenic value evaluations, likely caused by the publicity bias, are not manifested in the likelihood of visiting in the future, which is probably more indicative of future behavior and evaluations. This outcome is demonstrated in the Baskahegan survey results reported in the next section; long-term Baskahegan Lake users are not adversely impacted by the visibility of the Stetson wind farm and the construction of the wind farm did not cause them to stop visiting the lake.

7. Baskahegan User Surveys – Key Results

Baskahegan Lake provides an important comparable for drawing insights on how users of lakes near the Bowers wind farm would react after the farm is constructed. Baskahegan Lake is located in the same geographic region as Junior, Pleasant and Scraggly Lakes and all four lakes have common users. Thus, insights from the Baskahegan Lake survey provide important insight for predicting what user evaluations would be after the Bowers wind farm is constructed

The 2010 and 2012 Baskahegan surveys indicate that the Stetson wind farm has a minimal impact on recreational users of the lake. The Stetson project was completed in March 2010, prior to the 2010 and 2012 user surveys, and includes 55 wind turbines (<http://www.firstwind.com/projects/stetson-wind>). The 2010 survey was administered between May 30th and September 5th, 2010, shortly after construction completion. The 2012 survey was conducted in August, 2012, about two years after construction completion. The

collective results of the two studies indicate that the wind farm has not adversely impacted recreational use nor has it caused users of Baskahegan Lake to shift their recreation to other lakes without views of wind turbines. Importantly, the 2012 survey demonstrates that for almost all users (93%), the visibility of turbines has no effect (89%) or a positive effect (4%) on the quality of their recreational experience (Table 4).

The 2010 Baskahegan user survey found that 94% of those surveyed were repeat visitors and had been visiting the lake for 19 years on average (Table 4). Thus, construction of the Stetson wind farm did not cause long-term users of Baskahegan Lake to stop visiting the lake. In addition, the vast majority of surveys were conducted at the Brookton boat launch where nearly all of the 55 turbines are visible (Figure 8 in Ednie, Everett and Daigle, 2010) and none of the respondents mentioned the existence of the wind farm as a problem for recreation on Baskahegan Lake. In addition over 50% of the boating use was observed in the southwest area of Baskahegan Lake (Figure 8 in Ednie, Everett and Daigle, 2010), where there is significant visibility of the Stetson turbines. These results reveal that the Stetson wind farm did not diminish recreation quality and did not cause users of Baskahegan Lake prior to the construction of the wind farm to stop visiting the lake. Because respondents were not asked about and did not comment on the impact of the wind farm visibility on recreational use, the 2012 survey was conducted to specifically answer that question.

Table 4. Key Results from the 2010 Baskahegan User Survey

Statistics	Description
48	People Surveyed
51-55	Number of turbines visible from the interview site
94%	Repeat visitors
19	Average years of visitation
0%	No one mentioned Stetson wind farm as a problem for recreation

Source: Ednie, Everett and Daigle, 2010.

The 2012 Baskahegan user survey was undertaken to assess directly what impact, if any, the Stetson wind farm has on recreational use and enjoyment of Baskahegan Lake. It provides even stronger evidence that the Stetson wind farm does not diminish recreation or scenic quality of Baskahegan Lake. First, the results again indicate that the vast majority of users are repeat visitors (86%) and have visited for an average of 21 years (Table 5). Given that two years elapsed between the 2010 and 2012 surveys and average years of use increased by two years, this is strong evidence that people are not stopping using Baskahegan Lake due to the construction of the Stetson wind farm.

The second strength is that the 2012 Baskahegan user survey found that 59% of users also visit Pleasant, Shaw, Scraggly and Junior Lakes that do not currently have wind observable from

these locations (Table 5). This means that visitors to Baskahegan Lake visit lakes without wind turbines visible and still also choose to visit Baskahegan Lake. This finding supports the presence of publicity bias in the scenic ratings collected in the Junior, Pleasant and Scraggly intercept surveys. Fifty-nine percent of Baskahegan users also visit Pleasant, Scraggly, Junior and Shaw Lakes, and 93% of these respondents rate the scenic quality of Baskahegan Lake as high with 80% giving it a very high rating.

Table 5. Key Results from the 2012 Baskahegan User Survey

Statistics	Description
27	People Interviewed
51-55	Number of turbines visible from the interview site
86%	Repeat visitors
21	Average years of visitation
59%	Also visit Pleasant, Scraggly, Junior and Shaw Lakes
81%	Rated experience as high quality and 59% of these individuals rated experience very high quality
93%	Rated views as high scenic quality and 80% of these individuals rated views very high quality
100%	Likely to visit again and 93% are very likely
85%	Aware of wind turbines before visit
81%	Turbines had no effect or positive effect on scenic quality and 69% of these individuals said no effect
93%	Turbines will have no effect on return
93%	Turbines had no effect or positive effect on quality of visits

Source: Kleinschmidt, 2012a.

To make this distinction even sharper, the Stetson wind farm has 55 wind turbines and nearly all are visible from the Brookton boat launch where the vast majority of the intercept surveys were conducted. The current Bowers Mountain proposal will have only 16 wind turbines. The old adage that “the proof of the pudding is in the eating” is analogous here. The proof is that with 55 turbines visible at Baskahegan Lake 93% of users’ rate scenic quality as high. It is illogical, therefore, that only 33% of visitors to Junior, Pleasant and Scraggly Lakes rate scenic quality as high in evaluating the photo simulations when there will only be 16 turbines and there is a common core of visitors to all four lakes.

8. Fear of Change

The publicity bias concern raised above suggests that users' concerns about the potential Bowers wind farm are exaggerated. For example, a study of wind farms in Scotland found 40 percent of respondents anticipated problems, but only nine percent experienced problems after the farms were constructed (<http://www.scotland.gov.uk/Publications/2008/03/07113554/7>). Likewise, Palmer (1997) in a study of a Vermont wind farm found that post construction evaluations of scenic value are higher than preconstruction evaluations of simulated images of the wind farm. Pasqualetti, Gipe and Righter (2002) find that public acceptance of wind projects decline after first announcement, reach a low point during project development, and then increase post construction. This pattern of public opinion would appear to describe the pre- and post construction examples just cited.

9. Junior Stream Boat Counts Key Results

Kleinschmidt staff conducted boat counts of trips entering Junior Lake from Junior Stream. The results are the same as those observed by Stantec in 2011, 2 people per boat and 8-9 boats per day (Table 2, Kleinschmidt 2012b). The Kleinschmidt and Stantec boat observations in 2011 and 2012 followed best practice, and provide little evidence of guided trips entering Junior Lake through this passage or of paddlers following a water trail through this passage.

10. Downeast Lakes User Survey

The Partnership for the Preservation of the Downeast Lakes Watershed (PPDLW) conducted an internet survey in February/March 2012 to survey lake users about their expectations of the Bowers Wind Project. This survey cannot be deemed to provide credible data for a number of reasons.

- The report makes no mention of the procedures used to design and pretest the survey instrument.
- The report does not present the survey instrument so that the information presented to respondents, other than questions asked, cannot be reviewed and evaluated.
- A representative sampling frame was not used. The PPDLW report states;

“The availability of the survey was announced to the following groups:

- PPDW membership
- Those who own property on the lakes
- Owners of sporting camps on the lakes
- Licensed Guides who work the area

In addition, PPDW members and local property owners were asked to share the survey with anyone else they know to have used the Lakes. Similarly, sporting camp owners and guides were asked to share the survey with their guests and clients to the extent they feel comfortable doing so.”

For an internet survey to be credible, the standard approach is to randomly select people from an established panel such as maintained by internet provider Knowledge Networks (<http://www.knowledgenetworks.com/>). The PPDW survey is a sample of convenience that appears to have been distributed to opponents of the Bowers wind farm project.

- In addition, internet surveys preclude people from responding that do not have internet access. Knowledge Networks provides internet access to the people who do not have such service so that internet surveys can be administered to representative samples.
- As compared to the intercept surveys, there is no way to identify if the person answering an internet survey is actually a user of Junior Lake, Pleasant Lake, Scraggly Lake or Shaw Lake or just stated they were a user. Intercept surveys on-site allow confirmation that those interviewed are actually users.

Thus, because of reporting and survey sampling limitations, the PPDW survey and the resultant data cannot be deemed reliable or scientifically credible. The survey results represent responses from a sample of convenience with no way to ensure credible survey responses. Therefore, the PPDW survey results cannot be used to make any generalizations about the potential impacts of the proposed Bowers Mountain wind farm.

11. Portland Research Group Telephone Survey

The Portland Research Group (2011) telephone survey provides credible information to inform decisions regarding the Bowers Mountain wind farm proposal. The telephone survey randomly recruited respondents from a known sampling area. As noted by Kleinschmidt (2012b), and confirmed by me, on-site user surveys over sample those who use the sites most frequently. This seems appropriate in the current permitting process as user surveys will contact those most impacted by the wind farm through their repeated use. The telephone

survey allows all users of lakes within eight miles of the project lakes to have an equal probability of participation. Furthermore, as compared to the internet survey conducted by PPDW, an adversarial group in this process, there is no incentive for respondents to misrepresent themselves as users of lakes near the Bowers project in their responses to the telephone survey due to opposition to the Bowers wind farm proposal.

Of the 31 respondents who use the “study area”, 16% said seeing energy facilities such as wind farms have a positive effect on their enjoyment of their visits, 36% indicated a neutral effect, and 48% indicated a negative effect. These figures are nearly identical to those for the Bowers project reported in Table 3 where 19% indicate a positive effect, 36% indicated a neutral effect, and 44% indicated a negative. This similarity of findings provides what survey researchers refer to as convergent validity; two different surveys provide similar results. This finding confirms the credulity of the intercept survey of users conducted by Kleinschmidt on Junior, Pleasant and Scraggly Lakes during the summer 2012.

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- Robertson, B., and J. MacBride. 2011b. "Pleasant Lake/Mattawamkeag Lake Wind Power Project Intercepts." Report to Terrence J. DeWan & Associates by Market Decisions, Portland, ME.

Exhibit 1. Example Studies I have Designed and/or Conducted

- National study of public preferences for visibility improvements in Class I visibility areas, national parks and wilderness areas.
 - Georgia, Virginia, Maryland and Pennsylvania residents' preferences for horticulture products grown with disease free and water conserving production practices.
 - Overweight and obese Virginia residents' preferences for weight loss incentive programs.
 - Maine residents' preferences for low impact timber harvesting on small woodlots.
 - Maine women's responses to fish consumption advisories.
 - Australians' preferences for restoring Murray River flows.
 - Atlanta residents' preferences for the Trees Atlanta program.
 - Canadian smokers' preferences for smoking cessation therapies.
 - National study of preferences for policies to reduce global warming.
 - Public preferences for alternative timber harvesting practices in Maine.
 - National study of public preferences for food safety.
 - Bangladeshi households' preferences for avoiding well water contaminated with arsenic.
 - National study of public preferences for farmland protection.
 - Public preferences for farmland protection in Ohio, Maine and Ohio.
 - National study of public values for farmland conservation policies that increase grassland bird populations.
 - User preferences for Fort Sumter National Monument.
 - User preferences for South Padre Island National Seashore.
 - Maine residents' opinions on wolves.
 - Maine residents' preferences for an environmental license plate (led to the chickadee plates).
 - Vermont hunters' preferences for lifetime licenses.
 - Maine hunters' preferences for lifetime licenses.
 - Vermont lake users' preferences for avoiding lake eutrophication and invasive Eurasian milfoil.
 - New Hampshire lake users' preferences for avoiding lake eutrophication.
 - Maine lake users' preferences for avoiding lake eutrophication.
 - Recreational users and camp owners' preferences for Flagstaff Lake levels.
 - White water boater preferences for Dead River flows.
 - Maine residents' opinions on Bald Eagle restoration.
 - Doughty County, Georgia and Aroostook County, Maine residents' preferences for protection of groundwater.
 - Maine wildlife managers' opinions on nongame and endangered species management.
 - Maine deer hunting effort and hunter preferences.
 - Maine upland bird hunting effort and hunter preferences.
 - Angler preferences for Atlantic salmon restoration in Maine.
 - Angler responses to Maine's fish consumption advisories.
 - Maine migratory waterfowl hunting effort and hunter preferences.
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Exhibit 1. Example Studies I have Designed and/or Conducted -- CONTINUED

- Public preferences for reducing bird deaths in waste oil holding ponds.
 - Maine ice fishing effort and angler preferences.
 - Maine bear hunting effort and hunter preferences.
 - Angler preferences for removal of Edwards Dam on the Kennebec River.
 - Nonconsumptive uses of Maine's wildlife surveys.
 - National Survey of Fishing, Hunting and Wildlife--Associated Recreation, economic valuation section and consultant on other sections.
 - Maine salt water fishing effort and angler preferences.
 - Maine open water fishing effort and angler preferences.
 - Maine turkey hunting effort and hunter preferences.
 - Maine trapping effort survey.
 - Maine fishing effort surveys.
 - Maine hunting effort surveys.
 - Maine moose hunter preferences for season timing and other hunting regulations.
 - Maine residents' preferences for reducing black fly populations.
 - Wisconsin anglers' preferences for enhanced brown trout fishing.
 - Wisconsin residents' preferences for protecting endangered species, striped shiner and Bald Eagle.
 - Angler preferences for perch restoration in Green Bay, Wisconsin.
 - White water boater and white water guides preferences for Colorado River flows through the Grand Canyon.
 - Wisconsin deer hunter preferences for hunting in the Sandhill Preserve.
 - Public preferences for protecting the Illinois Beach State Nature Preserve.
 - Boater preferences for scenic vistas along the Lower Wisconsin River.
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