

## **Summary of 2013 NRCM Member Survey Responses**

Late this fall, 900 NRCM supporters responded to our member survey. You told us what you enjoy about Maine's outdoors. You shared your concerns for the future of Maine's environment. You told us why you give generously to NRCM and what you entrust us to do with those dollars.

Your responses to this year's survey are so affirming and supportive that they make all of us very proud to be part of this organization, working to protect Maine's environment for you and future generations. NRCM brings together the voices of so many people who share the same environmental ethics. NRCM also turns that strength of numbers into meaningful action to protect wildlife, human health, and our treasured landscape.

The NRCM staff turns to the member survey many times throughout the year to help guide our work. Let us share some of the common threads with you:

### **A. We asked you what the most pressing environmental issue is facing the state of Maine today.**

Thirty percent of you indicated that energy issues are your top concern. Among these responses, 20% of you specifically mentioned the effects of climate change, 6% referenced clean air, 3% highlighted the need to utilize renewable energy, and an additional 3% are concerned with our dependence on fossil fuels.

Twenty-seven percent of you are concerned with fragmentation/development of wild lands. The geographic area of concern most often mentioned was the North Woods. And among these responses, 5% specifically mentioned the effect development has on wildlife habitat.

Governor LePage and his administration loomed large in the minds of 16% of you, citing his policies as the biggest threat to Maine's environment.

Threats to our rivers and lakes, tar sands, and poor mining practices rounded out the list.

### **B. We asked you why you support NRCM, you told us:**

Forty-two percent stated that you support NRCM because NRCM staff are credible and effective advocates and/or lobbyists for Maine's environment. You specifically cited NRCM's track record of success and expertise at the State House and beyond. Thirty-one percent stated that you support NRCM because NRCM's stances align with your environmental values. And, 22% said that you support NRCM because of your love for Maine specifically. Other reasons cited: NRCM keeps you involved and/or informed about environmental issues within the state of Maine, NRCM's work on a specific project, and opposition to Governor LePage's misguided actions regarding the environment.

### **C. We asked if you are satisfied with the broad range of issues that NRCM is working on, or are there other issues you believe should be a priority for our attention?**

In response to this question, an overwhelming 83% of you stated that you are satisfied with the issues that we work on now and wouldn't recommend adding any further projects. In fact, several respondents cautioned NRCM from taking on too much and being spread too thin. Another 6%, however, would like NRCM to concentrate even more effort on specific projects on

which we are currently working. Eleven percent of you named issues on which we are not working currently, and we will review those suggestions carefully.

**D. We asked what you value about NRCM.** The majority of you value each activity that we listed. Here are the results:

Lobbies on behalf of the environment	93.4%
Serves as a credible voice for environmental protections	85.7%
Watchdogs and blows whistle on industry and state agencies	85.2%
Sues to enforce environmental laws	76.6%
Promotes dialogue and cooperation on environmental issues	75.7%
Provides scientific and technical expertise	75.0%
Collaborates with other environmental and health groups	70.9%
Educates Maine’s citizens	68.1%
Provides resource on environmental protection through our website	60.3%
Helps citizens to get involved	59.3%

**E. We asked you to rank project areas separately on a scale from 1 to 5, with 1 being “not important” and 5 being “extremely important.”** The vast majority of you who responded to the survey ranked the project area as very important (either a 4 or a 5).

Safeguarding Water Quality	93%
Protecting the North Woods	90%
Clean Energy Future	87%
Reducing Toxic Chemicals	88%
Sustainable Living	84%

**Thank you for sharing with us your highest concerns regarding our natural resources and how NRCM best works to address these concerns on your behalf. Together, we make a real difference.**