

Natural Resources Council of Maine's 2009 Membership Survey November 2009

In the fall of 2009, NRCM surveyed you, our members, for your thoughts about our efforts to protect Maine's environment. We are grateful to those of you participated in this survey. You provided important information about your concerns for Maine's environmental future, and we appreciate your feedback on NRCM's role in protecting the state's natural treasures.

Within a span of two months we gathered information from 505 of you. Those who responded have been members of NRCM for an average of eight years, which is the average length of membership for all current NRCM members. The average age of respondents who provided their age (62% of responses) is 63. Sixty-two percent of those who responded are male and thirty-eight percent are female. Sixty-four percent of all responding members live in Maine and 36% reside outside the state. Although the demographics are slightly different from our overall membership, we felt the respondents reflected the views of NRCM members.

To collect the data, we emailed three requests over a six-week period to members for whom we have email addresses. All other members received a mailed request, asking them to log onto our online survey or alternatively to contact us to receive the survey via snail mail. Eighty-eight percent of those who responded submitted their answers online, and twelve percent responded through the mail.

Thank you again for your involvement. Your membership makes our work possible, and we appreciate learning more about your concerns.

Survey Results:

A. We asked you to rank our four project areas separately on a scale from 1 to 5, with 1 being "not important" and 5 being "extremely important." The majority of all members who responded to the survey found each of the project areas extremely important.

	Percent who ranked project as "extremely important"
Safeguarding and restoring the water quality and health of Maine's rivers.	70.3%
Defending Maine's North Woods – the largest undeveloped forest east of the Mississippi – from inappropriate development, such as large-scale resorts and subdivisions in otherwise remote areas.	79.8%
Protecting the health of Maine people, wildlife, and environment from toxic chemicals now found in many consumer products.	53.0%
Working for a clean energy future by addressing climate change at both the state and federal level, and by supporting appropriately-sited renewable energy projects.	60.8%

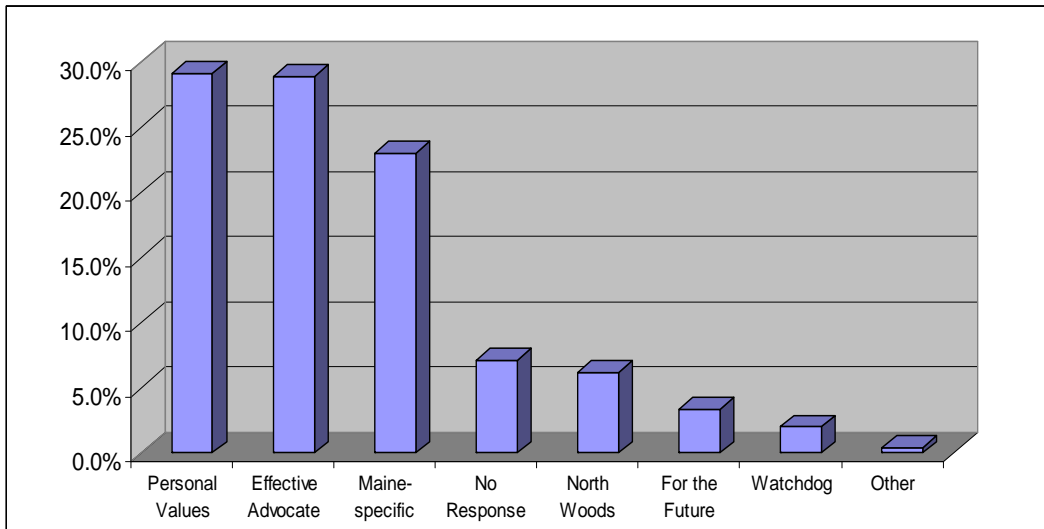
B. When we asked you why you support NRCM, the vast majority of your responses fell into three categories:

1. You told us that you personally value the natural world and donate to NRCM because your values are aligned with the organization's mission (29.1%). Examples of these types of responses include:
 - “Acts to protect the values I believe in and are important to the awe inspiring beauty of nature and health of the people of Maine and everywhere as a model.”
 - “I believe in protecting our environment and the treasure that is our Great North Woods and in developing smart green energy policies and NRCM support all those initiatives and helps bring all our concerned voices together and make them heard.”

2. You stated that NRCM is an effective and successful advocate for the environment (28.9%). Examples of these types of responses include:
 - “A long track record of success in protecting the environment and people. NRCM is composed of intelligent and passionate staff and members that go to great lengths to educate themselves and the public on issues.”
 - “NRCM has consistently recognized developing environmental issues, informed the public on these issues, and used their resources (member donations) to directly solve these issues.”

3. You support NRCM because it is focused on environmental issues specifically in Maine (23.0%). Examples include:
 - “I support NRCM because I love Maine, and I want to see the state retain its unique character. Maine needs to grow responsibly, and protecting the North Woods is key.”
 - “Maine is an area that is extremely important to me. The environment, people and culture of Maine is one that wants to be friendly to the environment. We should do everything we can to ensure the environment remains clean, healthy and bright.”

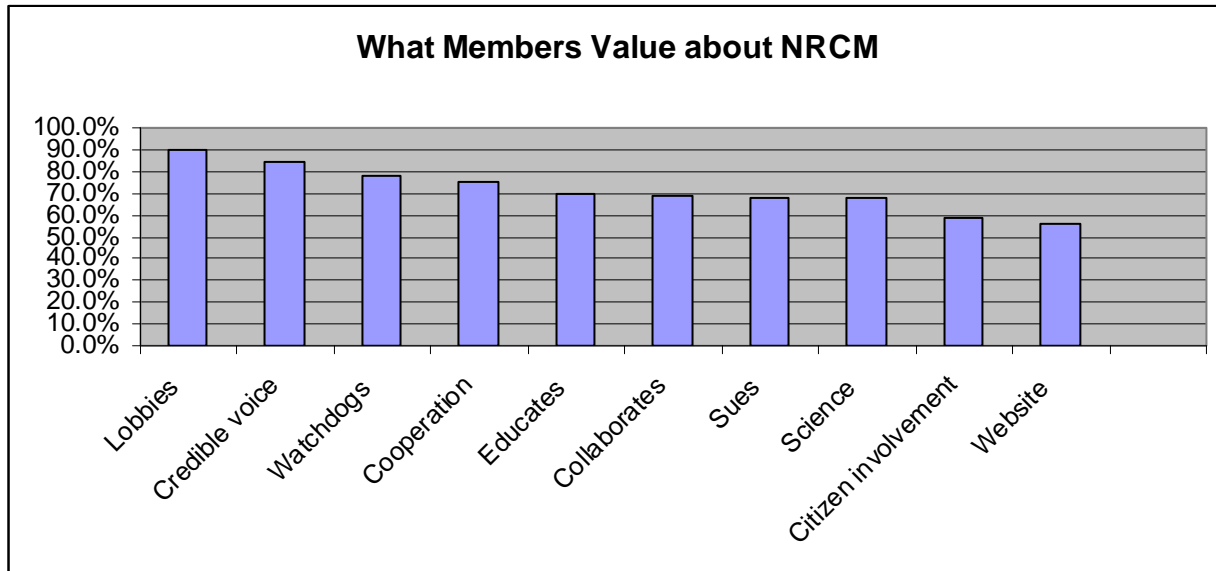
Here are the reasons that you told us you support NRCM:



	Percent
Personal Values	29.1%
Effective Advocate	28.9%
Maine-specific	23.0%
No Response	7.1%
North Woods	6.1%
For the Future	3.4%
Watchdog	2.0%
Other	0.4%

C. We asked you how you valued ten of NRCM's responsibilities. All of the responsibilities were valued by the majority of you who responded but several rose to the top. Here were the results:

	Percent
Lobbies on behalf of the environment before Maine's Legislature, regulatory boards, and congressional delegates	90.3%
Serves as a credible voice for environmental protections	84.0%
Watchdogs and blows the whistle on industry and state agencies that pollute	78.2%
Promotes dialogue and cooperation on environmental issues with business, industry, and government	75.2%
Educates Maine's citizens through public speaking, information booths, and publications	70.1%
Collaborates with other environmental and public health groups	68.9%
Sues to enforce environmental laws	68.3%
Provides scientific and technical expertise	67.7%
Helps citizens to get involved	58.4%
Provides a central resource on environmental protection in Maine through our website	55.6%



D. We asked you what the biggest environmental threat is to the state of Maine. Two concerns rose to the top far and above any others: ill planned and/or excessive development and climate change. These answers indicated that you are concerned on a local level with the loss of wilderness and the ecosystem that depends upon it and globally you recognize the impending threat of climate change.

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 do make a difference.