

The following data is from the Fall 2002 Omnibus phone survey of approx. 400 homes in Maine. Please note the following: The Soil campaign was not run statewide, yet this is a statewide survey. The radio & newspaper ads were run in targeted communities in the state that covered approximately.

SOIL2
What common practices in homes or communities, other than factories
contribute towards pollution of our rivers, lakes and streams in the state?

| | Total | | Income | | | | | | Education | | | | | | Area | | | | | | | |
|---|-------|------|---------|------|--------------|------|---------|------|------------|------|--------------|------|---------------------------|------|-------|------|---------|------|---------|------|-------|------|
| | | | < \$30K | | \$30 - \$60K | | > \$60K | | HS or less | | Some college | | College graduated or more | | SOUTH | | COASTAL | | CENTRAL | | NORTH | |
| | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % |
| No specific answer | 8 | 2% | 2 | 2% | 4 | 3% | 2 | 2% | 5 | 3% | 3 | 2% | 1 | 1% | 2 | 1% | 1 | 2% | 1 | 2% | 3 | 3% |
| Septic Systems/Sewers | 33 | 8% | 7 | 7% | 11 | 7% | 11 | 12% | 10 | 6% | 14 | 12% | 9 | 8% | 9 | 6% | 6 | 10% | 7 | 7% | 11 | 11% |
| Automobiles/Recreational vehicles/oil/gas/Antifreeze/Emission | 57 | 14% | 20 | 18% | 23 | 14% | 11 | 13% | 27 | 16% | 12 | 11% | 18 | 15% | 24 | 17% | 7 | 11% | 18 | 19% | 8 | 8% |
| Industrial/Municipal use/Mercury | 12 | 3% | 1 | 1% | 7 | 4% | 4 | 5% | 3 | 2% | 6 | 5% | 3 | 2% | 6 | 4% | 1 | 2% | 1 | 1% | 4 | 4% |
| Household chemical use/disposal | 27 | 7% | 6 | 5% | 13 | 8% | 5 | 6% | 10 | 6% | 8 | 7% | 8 | 7% | 13 | 9% | 2 | 4% | 7 | 7% | 5 | 5% |
| Pesticides/Herbicides | 8 | 2% | 3 | 3% | 4 | 2% | 1 | 2% | 5 | 3% | 0 | 0% | 3 | 3% | 2 | 1% | 1 | 2% | 0 | 0% | 5 | 5% |
| Fertilizing lawns/gardens | 10 | 3% | 2 | 2% | 2 | 2% | 4 | 4% | 2 | 1% | 1 | 1% | 6 | 5% | 3 | 2% | 1 | 1% | 4 | 4% | 2 | 2% |
| Litter/trash/dumping | 47 | 12% | 12 | 11% | 21 | 13% | 12 | 13% | 22 | 13% | 11 | 9% | 15 | 13% | 16 | 12% | 10 | 17% | 11 | 11% | 10 | 10% |
| Boat discharge | 17 | 4% | 0 | 0% | 5 | 3% | 8 | 9% | 5 | 3% | 7 | 6% | 5 | 4% | 9 | 6% | 0 | 0% | 5 | 5% | 3 | 3% |
| Agriculture/farming | 7 | 2% | 1 | 1% | 5 | 3% | 1 | 1% | 2 | 1% | 2 | 2% | 2 | 2% | 1 | 1% | 0 | 0% | 1 | 1% | 5 | 5% |
| Acid rain/air pollution | 16 | 4% | 4 | 4% | 8 | 5% | 4 | 4% | 5 | 3% | 3 | 3% | 8 | 7% | 6 | 4% | 7 | 11% | 2 | 2% | 1 | 1% |
| Runoff/soil erosion | 10 | 3% | 1 | 1% | 6 | 4% | 2 | 2% | 2 | 1% | 4 | 4% | 4 | 3% | 4 | 3% | 2 | 4% | 4 | 4% | 0 | 0% |
| No recycling | 8 | 2% | 3 | 2% | 4 | 2% | 1 | 1% | 3 | 2% | 3 | 2% | 2 | 2% | 3 | 2% | 3 | 4% | 2 | 2% | 1 | 1% |
| Nothing/Blank | 1 | 0% | 1 | 1% | 0 | 0% | 0 | 0% | 1 | 1% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 1 | 1% |
| Other | 54 | 13% | 24 | 22% | 19 | 12% | 8 | 9% | 24 | 15% | 14 | 13% | 14 | 12% | 17 | 12% | 9 | 14% | 14 | 15% | 14 | 14% |
| DK | 80 | 20% | 26 | 23% | 31 | 19% | 14 | 16% | 39 | 24% | 24 | 21% | 17 | 15% | 22 | 16% | 11 | 18% | 19 | 20% | 27 | 28% |
| REF | 4 | 1% | 0 | 0% | 1 | 1% | 1 | 1% | 1 | 1% | 2 | 2% | 0 | 0% | 4 | 3% | 0 | 0% | 0 | 0% | 0 | 0% |
| Total | 400 | 100% | 113 | 100% | 164 | 100% | 89 | 100% | 165 | 100% | 115 | 100% | 116 | 100% | 141 | 100% | 62 | 100% | 96 | 100% | 100 | 100% |

SOIL4

Have you seen, heard or read any advertisement regarding soil erosion in the past THREE months?

| | Total | | Income | | | | | | Education | | | | | | Area | | | | | | | |
|-------|-------|------|---------|------|--------------|------|---------|------|------------|------|--------------|------|---------------------------|------|-------|------|---------|------|---------|------|-------|------|
| | | | < \$30K | | \$30 - \$60K | | > \$60K | | HS or less | | Some college | | College graduated or more | | SOUTH | | COASTAL | | CENTRAL | | NORTH | |
| | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % |
| YES | 83 | 21% | 26 | 23% | 30 | 18% | 21 | 23% | 29 | 18% | 25 | 22% | 28 | 24% | 34 | 24% | 9 | 14% | 21 | 22% | 19 | 19% |
| NO | 313 | 78% | 88 | 77% | 132 | 80% | 68 | 76% | 135 | 82% | 89 | 77% | 87 | 75% | 106 | 75% | 52 | 83% | 75 | 78% | 80 | 80% |
| DK | 2 | 1% | 0 | 0% | 2 | 1% | 1 | 1% | 0 | 0% | 1 | 1% | 2 | 1% | 1 | 1% | 1 | 1% | 0 | 0% | 1 | 1% |
| REF | 1 | 0% | 0 | 0% | 1 | 0% | 0 | 0% | 1 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 1 | 1% | 0 | 0% | 0 | 0% |
| Total | 400 | 100% | 113 | 100% | 164 | 100% | 89 | 100% | 165 | 100% | 115 | 100% | 116 | 100% | 141 | 100% | 62 | 100% | 96 | 100% | 100 | 100% |

SOIL14

What was the message of any advertisement about soil erosion and water pollution that you remember?

| | Total | | Income | | | | | | Education | | | | | | Area | | | | | | | |
|---|-------|------|---------|------|--------------|------|---------|------|------------|------|--------------|------|---------------------------|------|-------|------|---------|------|---------|------|---|---|
| | | | < \$30K | | \$30 - \$60K | | > \$60K | | HS or less | | Some college | | College graduated or more | | SOUTH | | COASTAL | | CENTRAL | | | |
| | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % |
| No specific answer | 7 | 9% | 3 | 10% | 5 | 16% | 0 | 0% | 4 | 12% | 1 | 4% | 3 | 9% | 2 | 6% | 1 | 13% | 3 | 12% | | |
| Clearcutting | 5 | 6% | 1 | 4% | 3 | 9% | 1 | 4% | 1 | 4% | 3 | 10% | 1 | 3% | 1 | 4% | 1 | 13% | 1 | 4% | | |
| Planting helps diminish erosion | 4 | 5% | 1 | 5% | 1 | 3% | 2 | 11% | 1 | 4% | 1 | 4% | 2 | 8% | 2 | 6% | 1 | 13% | 0 | 0% | | |
| Impact erosion has on fish | 4 | 5% | 2 | 9% | 0 | 0% | 1 | 5% | 2 | 8% | 1 | 4% | 1 | 4% | 1 | 3% | 0 | 0% | 0 | 0% | | |
| New development/construction/effect on erosion | 9 | 11% | 2 | 6% | 4 | 13% | 4 | 18% | 4 | 13% | 3 | 10% | 3 | 10% | 5 | 15% | 0 | 0% | 2 | 12% | | |
| Must stop erosion/ruining beaches/people don't take care of | 18 | 21% | 2 | 9% | 7 | 23% | 6 | 27% | 4 | 12% | 6 | 23% | 8 | 30% | 9 | 26% | 4 | 41% | 2 | 11% | | |
| Don't use fertilizer/chemicals near water | 2 | 3% | 1 | 6% | 0 | 0% | 0 | 0% | 1 | 5% | 0 | 0% | 0 | 0% | 1 | 3% | 1 | 11% | 0 | 0% | | |
| Other | 14 | 16% | 5 | 18% | 5 | 16% | 4 | 20% | 5 | 17% | 3 | 14% | 5 | 18% | 5 | 16% | 0 | 0% | 6 | 30% | | |
| DK | 20 | 24% | 9 | 34% | 6 | 21% | 3 | 15% | 7 | 24% | 8 | 32% | 5 | 17% | 7 | 21% | 1 | 9% | 6 | 30% | | |
| Total | 83 | 100% | 26 | 100% | 30 | 100% | 21 | 100% | 29 | 100% | 25 | 100% | 28 | 100% | 34 | 100% | 9 | 100% | 21 | 100% | | |

SOIL16
Have you or your family personally done anything to
reduce soil erosion?
ENDIF

| | Total | | Income | | | | | | Education | | | | | | Area | | | | | | | |
|-------|-------|------|---------|------|--------------|------|---------|------|------------|------|--------------|------|---------------------------|------|-------|------|---------|------|---------|------|-------|------|
| | | | < \$30K | | \$30 - \$60K | | > \$60K | | HS or less | | Some college | | College graduated or more | | SOUTH | | COASTAL | | CENTRAL | | NORTH | |
| | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % |
| YES | 94 | 23% | 20 | 18% | 37 | 22% | 27 | 30% | 27 | 16% | 24 | 21% | 42 | 36% | 38 | 27% | 17 | 27% | 20 | 21% | 18 | 18% |
| NO | 299 | 75% | 90 | 79% | 125 | 76% | 61 | 69% | 133 | 80% | 90 | 79% | 74 | 63% | 100 | 71% | 43 | 68% | 76 | 79% | 79 | 80% |
| DK | 7 | 2% | 4 | 3% | 2 | 1% | 1 | 1% | 5 | 3% | 1 | 1% | 1 | 1% | 3 | 2% | 2 | 3% | 0 | 0% | 2 | 2% |
| REF | 1 | 0% | 0 | 0% | 1 | 0% | 0 | 0% | 1 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 1 | 1% | 0 | 0% | 0 | 0% |
| Total | 400 | 100% | 113 | 100% | 164 | 100% | 89 | 100% | 165 | 100% | 115 | 100% | 116 | 100% | 141 | 100% | 62 | 100% | 96 | 100% | 100 | 100% |

SOIL17
What has been done?

| | Total | | Income | | | | | | Education | | | | | | Area | | | | | | | |
|--|-------|------|---------|------|--------------|------|---------|------|------------|------|--------------|------|---------------------------|------|-------|------|---------|------|---------|------|---|---|
| | | | < \$30K | | \$30 - \$60K | | > \$60K | | HS or less | | Some college | | College graduated or more | | SOUTH | | COASTAL | | CENTRAL | | | |
| | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % | n | % |
| No specific answer | 6 | 7% | 3 | 13% | 2 | 6% | 2 | 6% | 3 | 10% | 1 | 4% | 3 | 7% | 2 | 6% | 1 | 7% | 0 | 0% | | |
| Plant trees/shrubs/grass/keep trees and shoreline grass intact | 42 | 45% | 6 | 31% | 20 | 55% | 10 | 36% | 11 | 43% | 10 | 41% | 20 | 46% | 17 | 43% | 11 | 62% | 8 | 38% | | |
| Barriers/retaining walls/landscape fabrics | 11 | 12% | 4 | 19% | 5 | 12% | 3 | 9% | 1 | 4% | 7 | 31% | 2 | 5% | 3 | 7% | 2 | 14% | 4 | 18% | | |
| No use of pesticides | 4 | 4% | 1 | 4% | 0 | 0% | 2 | 8% | 1 | 3% | 0 | 0% | 3 | 7% | 3 | 7% | 0 | 0% | 0 | 0% | | |
| No dumping oil/chemicals | 1 | 1% | 1 | 4% | 0 | 0% | 0 | 0% | 1 | 3% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | | |
| Build ditches/waterbars/runoff | 6 | 6% | 3 | 17% | 2 | 5% | 1 | 2% | 3 | 13% | 0 | 0% | 2 | 6% | 3 | 7% | 0 | 0% | 3 | 14% | | |
| Waterbanks/Landscaping related to water | 6 | 7% | 0 | 0% | 1 | 2% | 5 | 20% | 2 | 6% | 1 | 3% | 4 | 9% | 3 | 7% | 2 | 13% | 1 | 4% | | |
| Rip Wrap | 3 | 3% | 0 | 0% | 2 | 4% | 0 | 0% | 0 | 0% | 1 | 5% | 2 | 4% | 1 | 3% | 0 | 0% | 0 | 0% | | |
| Other | 14 | 15% | 2 | 12% | 5 | 13% | 5 | 19% | 5 | 18% | 3 | 10% | 7 | 16% | 8 | 20% | 1 | 5% | 4 | 22% | | |
| DK | 1 | 1% | 0 | 0% | 1 | 3% | 0 | 0% | 0 | 0% | 1 | 4% | 0 | 0% | 0 | 0% | 0 | 0% | 1 | 5% | | |
| Total | 94 | 100% | 20 | 100% | 37 | 100% | 27 | 100% | 27 | 100% | 24 | 100% | 42 | 100% | 38 | 100% | 17 | 100% | 20 | 100% | | |