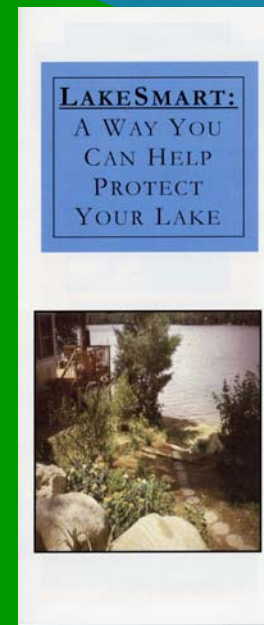


Intercept Communications Survey



What we do ...

- Print materials
(brochures, newsletters,
fact sheets ...)
- Field demonstrations
- Tours
- Radio
- Meetings/workshops



How can we tell

- What methods work?
- Which methods work best at raising awareness?
- Which work best at changing behavior?
- Where we are in the process of changing behavior?
- Which work best on our target audience?

Conduct a survey of
our target audience ...



Why bother tracking/surveying?

- Increase effectiveness
- Tweak programs during implementation
- Better use of limited resources
- Can show funding organization success
- People participating feel good when they know they are making a difference

Communication survey methods

- Focus Groups
- Mail surveys
- Internet
- Telephone
- Intercepts



What is an Intercept Survey?

- Intercept respondent at high traffic area
- Location frequented by most or all of the people in the community
- Only require a day or two of data gathering (200 respondents)
- Short – takes only a few minutes/respondent

MDEP Intercept Survey

- Designed to survey basic understanding of NPS/stormwater issues (awareness)
- To survey local outreach efforts
- To survey likely or existing behaviors (BMP use or planned use)

2. How concerned are you with the quality of our waterways in Maine? Would you say you are...?
READ SCALED RESPONSES ONLY

4	3	2	1	9
Very Concerned	Somewhat Concerned	Not very concerned	Not at all concerned	DON'T KNOW/ REFUSED TO ANSWER

4. Have you seen, heard or read any advertisements regarding water pollution in the past 30 days? DO NOT READ RESPONSES

1 YES

2 NO (GO TO Q6)

8 DON'T KNOW/REFUSED TO ANSWER (GO TO Q6)

5. What have you seen or heard? RECORD VERBATIM IN BOX BELOW

7. Do you recall seeing an advertisement about _____? *INSERT LOCAL COMMUNICATIONS INITIATIVE* DO NOT READ RESPONSES

1 YES

2 NO

8 DON'T KNOW/ REFUSED TO ANSWER

13. Now I would like to ask you about the likelihood that you will take a specific action. For each of the following actions please tell me on a scale of 1 to 7, where 7 is very likely and 1 is not at all likely, how likely you are to take this action.

13a. Reduce the amount of lawn fertilizers, pesticides and herbicides that you use.
 READ SCALED RESPONSES ONLY. IF QUESTION DOES NOT APPLY, FOR EXAMPLE: NO YARD, NO DOG, CHECK DOES NOT APPLY. IF RESPONDENT SAYS "ALREADY DO", CHECK ALREADY DO OR DONE

<i>Very Likely</i>						<i>Not at all Likely</i>	<i>ALREADY DO OR DONE</i>	<i>DOES NOT APPLY</i>	<i>DON'T KNOW/ REFUSE</i>
7	6	5	4	3	2	1	10	11	9

ID #	Interview Date	Interview Location	Q1	Q2	Q3	Q4	Q6
1	3/6/2007	store	1	1	3	2	1
2	3/6/2007	store	2	3	4	1	2
3	3/6/2007	store	1	2	3	1	8
4	3/6/2007	store	1	9	2	1	1
5	3/6/2007	store	1	3	9	8	1
6	3/6/2007	park	2	2	3	2	8
7	3/6/2007	park	1	1	4	1	8
8	3/6/2007	park	2	4	1	8	2
9	3/6/2007	park	1	9	1	2	2
10	3/6/2007	park	1	4	4	2	2

2. How concerned are you with the quality of our waterways in Maine? Would you say you are...?

	Count	Percent
Very Concerned	2	20%
Somewhat Concerned	2	20%
Not Very Concerned	2	20%
Not at all Concerned	2	20%
Don't Know/Refuse	2	20%
Total	10	100%

5 Very Very Important Reminders

1. Do not – **Do not** be tempted to tweak or change the wording.
2. This is a survey not an educational opportunity. Resist the desire to discuss issues with respondent.
3. Read the survey questions verbatim.
4. Do not assist respondent by interpreting questions.
5. Don't reveal the sponsor until after the survey and only if they ask.

Who might use this survey?

- 319 funded projects
- Lake association outreach projects
- Regulated stormwater community outreach projects
- Projects funded by grants (can show funding agency outcome)

MDEP's Intercept Survey

(The following are available)

- The Survey
- Guide to administering survey
- Excel Spread sheet to analyze data

To get a copy:

Email Kathy.M.Hoppe@maine.gov

or call 207-760-3134