



CRITICAL INSIGHTS

RESEARCH FOR PRECISE PRAGMATIC DIRECTION

Critical Insights on Maine[™] Tracking Survey

~ Fall 2009 ~

Residents' Views on Politics, the Economy
& Issues Facing the State of Maine

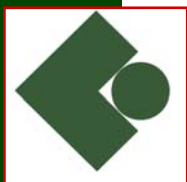
**This excerpt includes only the wind power and climate change survey questions.
Full report of the Fall Tracking Survey available at www.criticalinsights.com**

Focus Groups • Surveys • Public Opinion Polling

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Background & Survey Method

- Each Spring and Fall, Critical Insights conducts the *Critical Insights on Maine™* Tracking Survey, a comprehensive, statewide public opinion survey of registered voters which covers a variety of topics of interest to business, government and the general public.
 - In addition to general interest items (the results of which are released to the media as a public service), the survey also includes a number of proprietary items included on behalf of sponsoring entities, with results of those items released only to the sponsors.
- For the current wave of the study, Critical Insights completed a total of 600 random telephone interviews across the state between October 23, 2009 and October 27, 2009.
 - With a sample of 600 interviews, results presented here have an associated margin of error of ± 3.4 percentage points at the 90% confidence level, or ± 4.0 percentage points at the 95% confidence level.
 - All interviews were conducted with self-reported registered voters; final data was statistically weighted according to relevant demographics to reflect the voter base in Maine.
 - On average, the entire survey instrument – including general interest items and all subscriber questions – was 22 minutes in administrative length.
 - Initial refusal rates for the study were approximately 11% overall, indicating that the sample was not tainted by non-response error.
- This document presents results of general interest questions which Critical Insights makes public to the media.
 - Where appropriate, comparisons of current results are made with findings from past iterations of the *Critical Insights on Maine™* Tracking Survey.



Attitudes Regarding Climate Change

Do believe that Maine Senators Olympia Snowe and Susan Collins should vote for or against legislation aimed at both reducing the threat of climate change and promoting clean energy development?

