



CRITICAL INSIGHTS

RESEARCH FOR PRECISE PRAGMATIC DIRECTION

*Natural Resources Council of Maine*  
*Attitudes Toward the Plum Creek Development*  
**Summary Report**

Prepared for:  
Natural Resources Council of Maine

October 2006

Focus Groups • Surveys • Public Opinion Polling

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# Methodological Overview

Number of respondents	Dates of Administration	Error Range		Refusal Rate
		90% CI	95% CI	
408	October 4 to 12, 2006	+/- 4.1	+/- 4.9	7%

- The survey instrument was developed via a collaboration between Critical Insights and NRCM staff.
- Interviews were conducted among randomly selected adults in the state of Maine, with all interviews being conducted from the Critical Insights Information Center employing our thirty-station computer assisted telephone interviewing (CATI) system.
- Fifteen percent of all interviews were verified with quality-control callbacks within 24 hours of the execution of the actual interview.
- Refusal rates were approximately 7% overall, indicating that the sample was not tainted by non-response error.



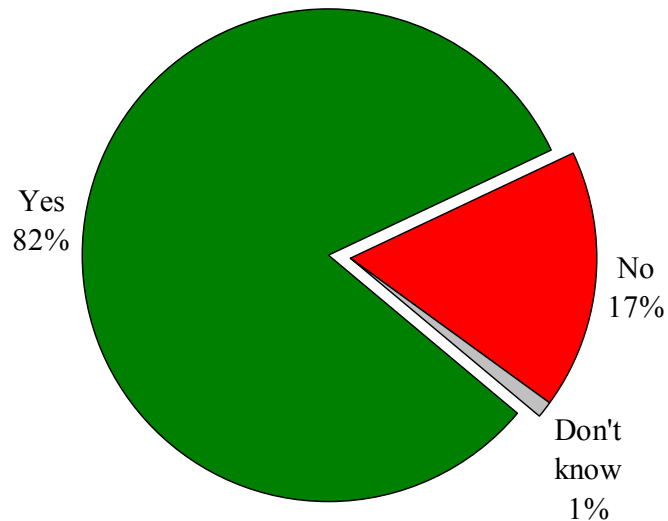
# Regions

- Regional Analysis: The 16 Maine counties were aggregated to form four “regions” of the state.
  - The regions are as follows:
    - Southern: Cumberland and York Counties.
    - Northern: Aroostook, Penobscot, Piscataquis and Somerset Counties.
    - Coastal/Down East: Hancock, Knox, Lincoln, Sagadahoc, Waldo and Washington Counties.
    - Central: Androscoggin, Franklin, Kennebec and Oxford Counties.



# Awareness of the Plum Creek Development

*Have you ever heard about the proposed Plum Creek development in the Moosehead Lake Region?*

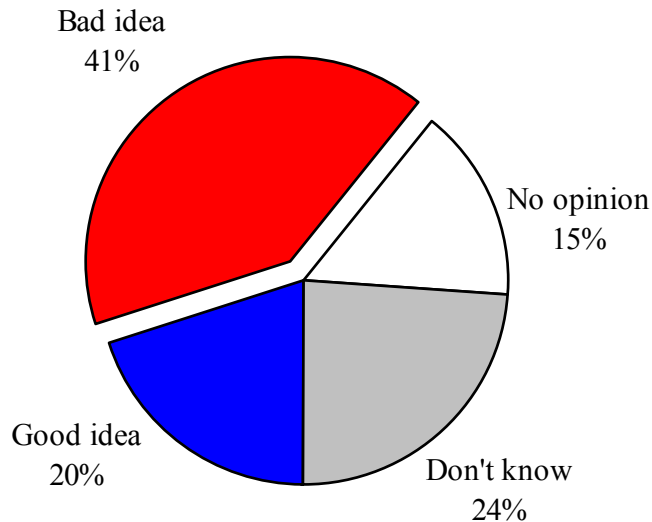




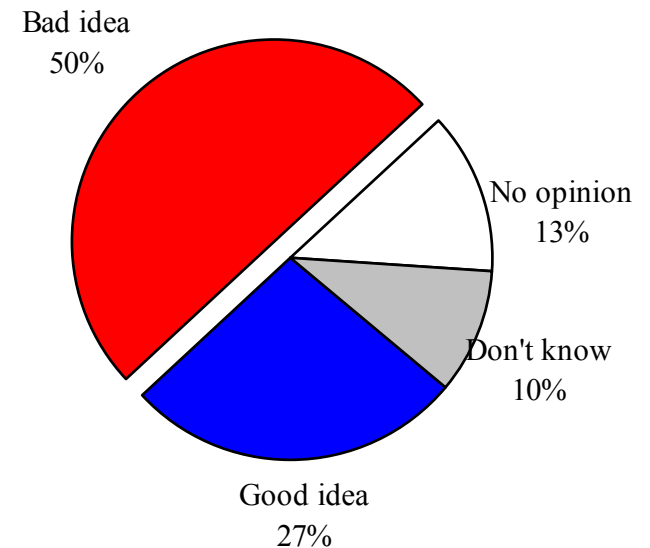
# Opinion Concerning Proposed Plum Creek Development

*In general, do you think that the proposed Plum Creek Development in the Moosehead Lake region is a good idea, or a bad idea?*

**Fall 2005**



**Fall 2006**





# Opinion Concerning Proposed Plum Creek Development

*In general, do you think that the proposed Plum Creek Development in the Moosehead Lake region is a good idea, or a bad idea?*

Subgroup		Good Idea	Bad Idea	No opinion/DK
Gender	Male	39%	42%	23%
	Female	18	57	26
Region	South	23	55	22
	North	33	40	26
	Coastal	19	57	22
	Central	34	48	19
Political Party	Democrat	24	52	24
	Independent	26	53	21
	Republican	32	48	20



# Opinion Concerning Proposed Plum Creek Development

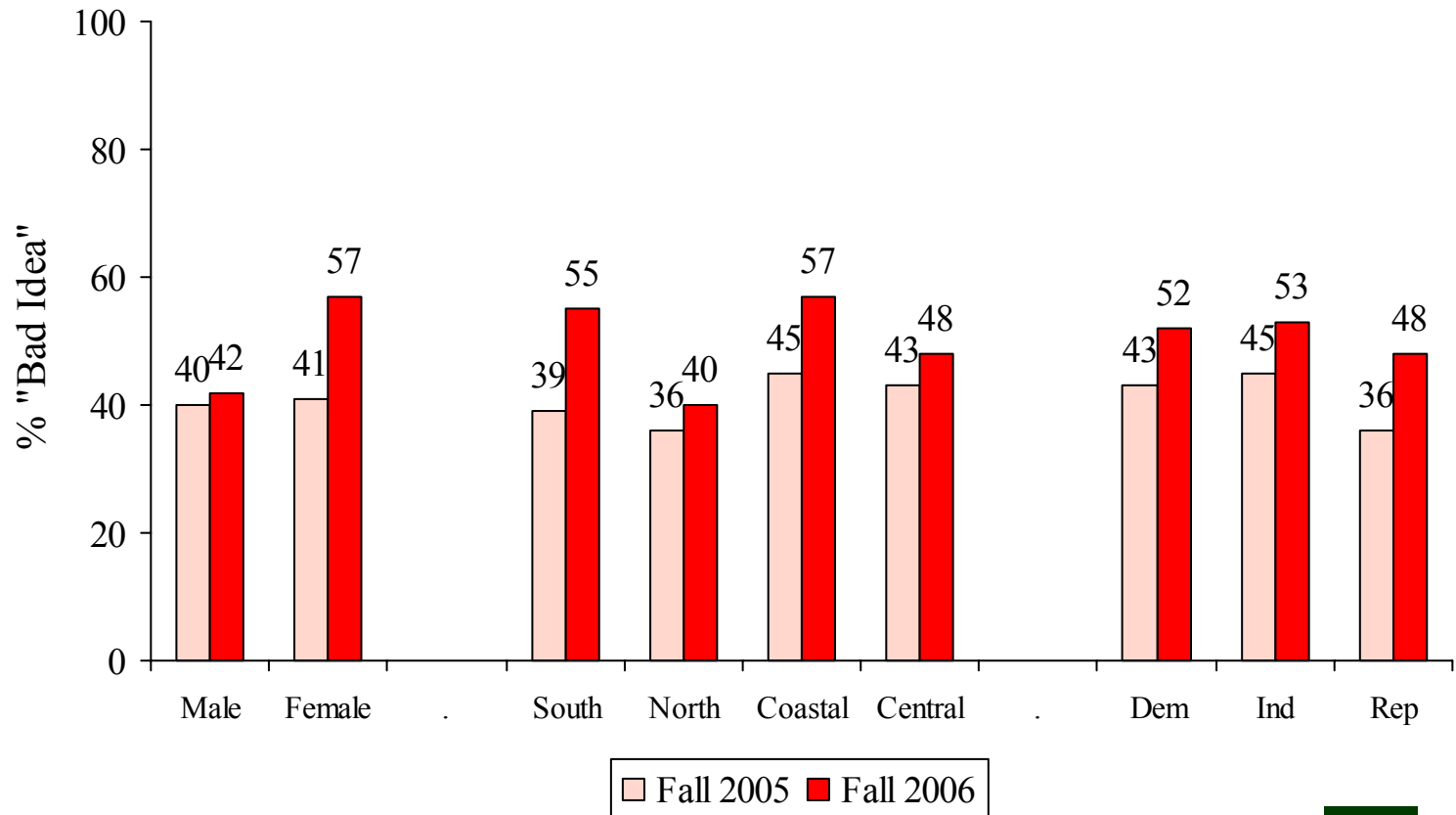
*In general, do you think that the proposed Plum Creek Development in the Moosehead Lake region is a good idea, or a bad idea?*

Subgroup		Good Idea	Bad Idea	No Opinion/DK
HH Income	< \$25,000	17	54	29
	\$25,000-\$49,000	26	54	19
	\$50,000-\$74,999	35	47	18
	\$75,000 or more	35	44	22
Age	18-34	31	50	19
	34-54	27	50	23
	55-64	29	48	22
	65+	25	51	23



# Opinion Concerning Plum Creek Plan: *Subgroup Comparison 2005-2006*

*Proportion of Respondents Who Think the Plum Creek Plan is a "Bad Idea"*

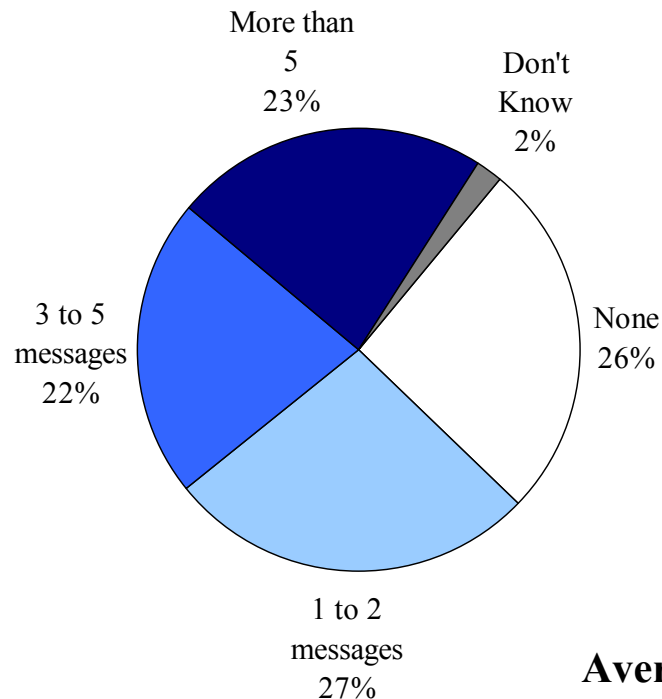






# Exposure to Messages About the Plum Creek Development

*About how many times during the past 30 days would you estimate that you have seen, read or heard messages about Plum Creek or the proposed Plum Creek development plan for the Moosehead Lake region?*

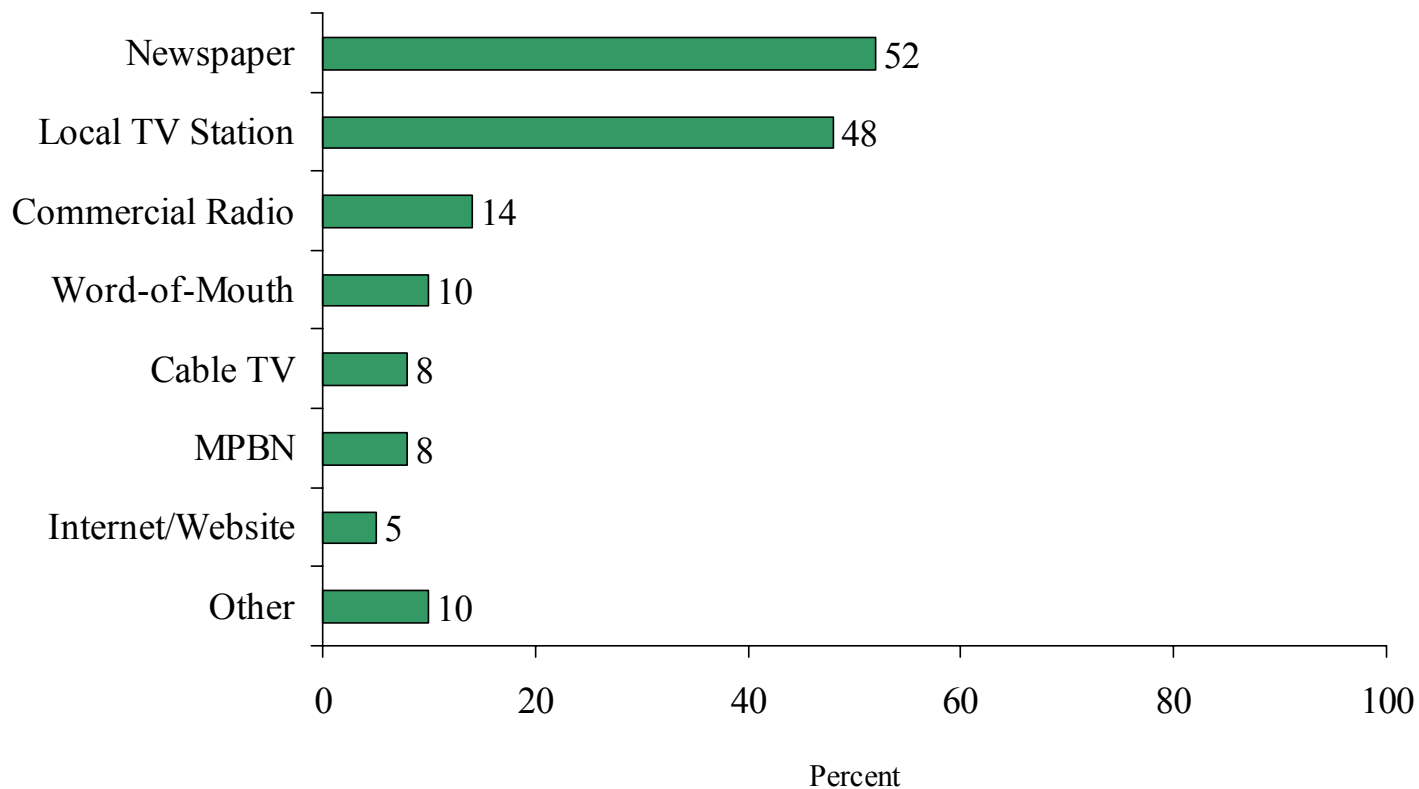


**Average Number of Messages: 5.5**



# Media Exposure

*Where do you recall seeing, reading or hearing the messages?\**

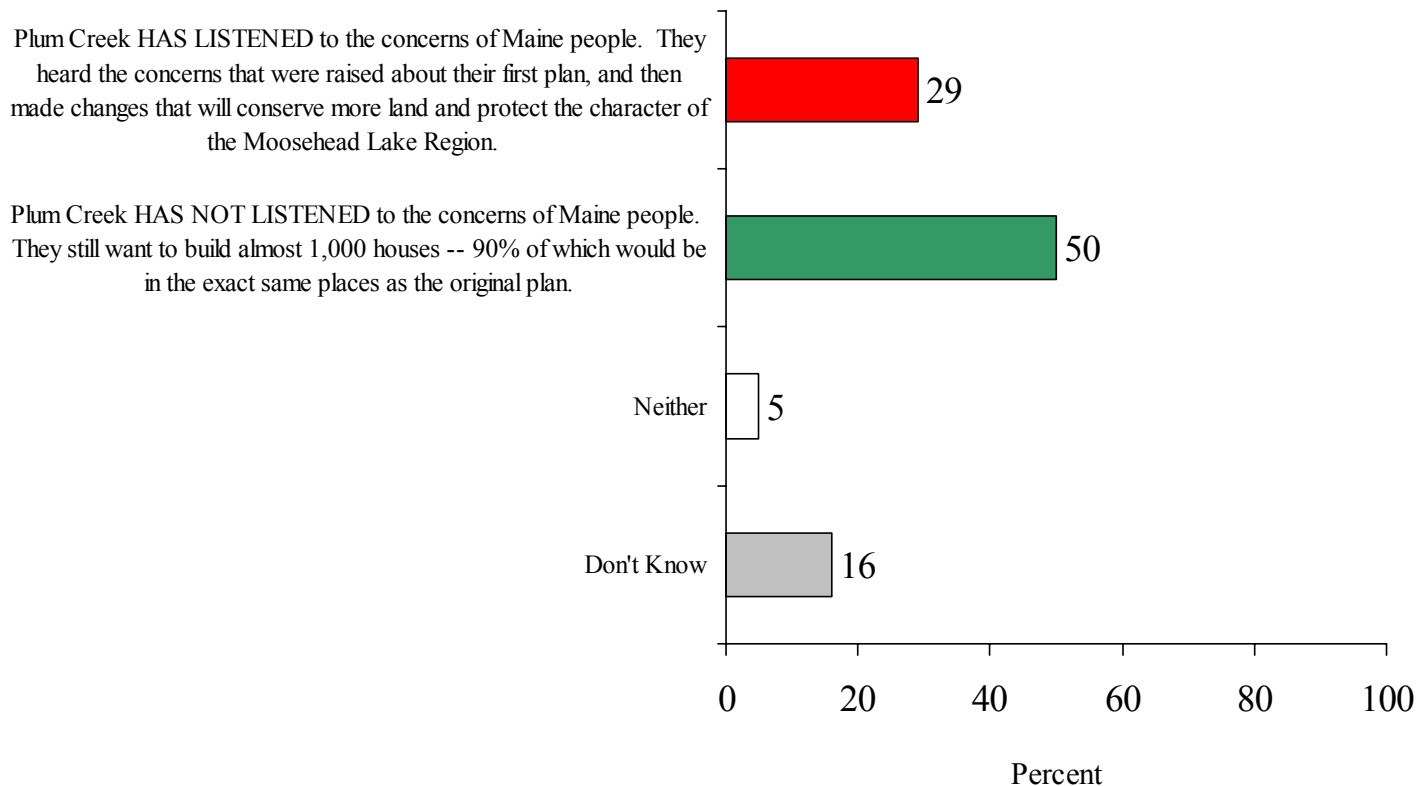


\* Multiple responses accepted.



# Point of View on Plum Creek Plan: *Listening to Residents' Concerns*

*I am going to read to you two opposing statements. Please tell me which view is closest to your own.*





# Point of View on Plum Creek Plan: *Listening to Residents' Concerns*

**Statement 1:** *Plum Creek HAS LISTENED to the concerns of Maine people. They heard the concerns that were raised about their first plan, and then made changes that will conserve more land and protect the character of the Moosehead Lake Region.*

**Statement 2:** *Plum Creek HAS NOT LISTENED to the concerns of Maine people. They still want to build almost 1,000 houses -- 90% of which would be in the exact same places as the original plan.*

Subgroup		Statement 1	Statement 2
Gender	Male	37%	45%
	Female	14	53
Region	South	22	51
	North	31	47
	Coastal	16	52
	Central	25	49
Political Party	Democrat	19	59
	Independent	19	55
	Republican	30	42



# Point of View on Plum Creek Plan: *Listening to Residents Concerns*

**Statement 1:** *Plum Creek HAS LISTENED to the concerns of Maine people. They heard the concerns that were raised about their first plan, and then made changes that will conserve more land and protect the character of the Moosehead Lake Region.*

**Statement 2:** *Plum Creek HAS NOT LISTENED to the concerns of Maine people. They still want to build almost 1,000 houses -- 90% of which would be in the exact same places as the original plan.*

Subgroup		Statement 1	Statement 2
HH Income	< \$25,000	11	57
	\$25,000-\$49,000	26	48
	\$50,000-\$74,999	26	55
	\$75,000 or more	34	45
Age	18-34	22	46
	34-54	26	49
	55-64	24	49
	65+	18	57



# Point of View on Plum Creek Plan: *Listening to Residents Concerns*

*Proportion of Respondents Who Think Plum Creek  
“Has Listened” vs. “Has Not Listened” to Residents’ Concerns*

