



CRITICAL INSIGHTS

RESEARCH FOR PRECISE PRAGMATIC DIRECTION

Maine Voter Preference Study

Summary Report of Findings

Prepared for:



**Natural Resources
Council of Maine**

March 2011

Focus Groups • Surveys • Public Opinion Polling

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Background & Survey Method

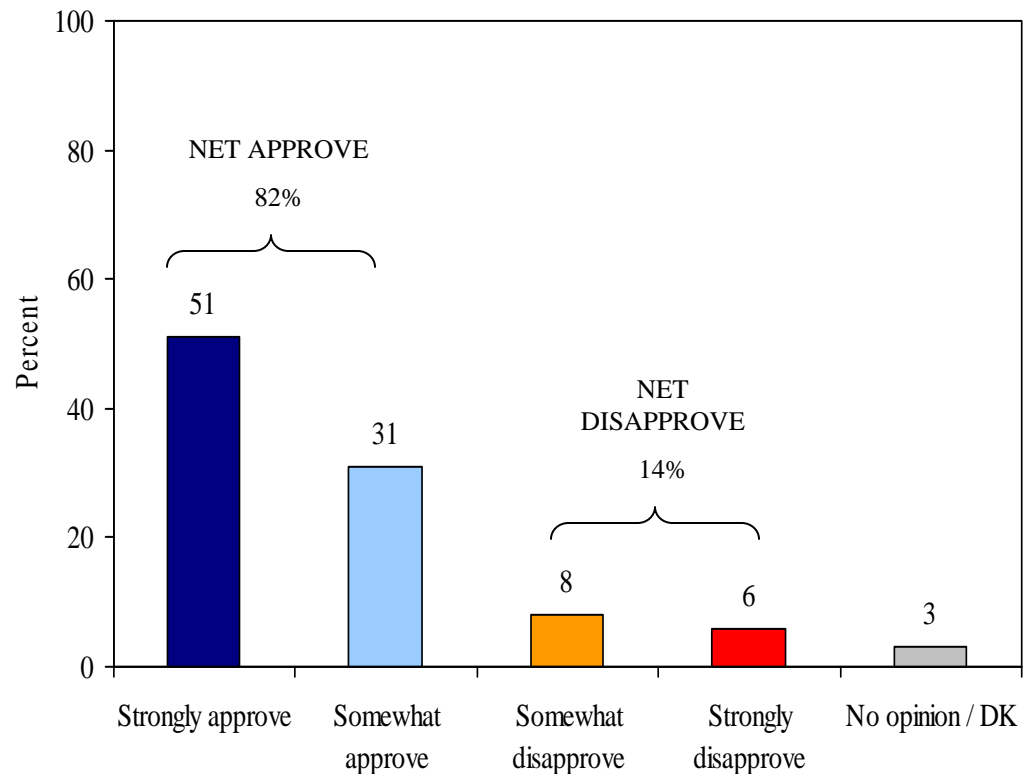
- In March 2011, the Natural Resources Council of Maine commissioned Critical Insights of Portland, a nonpartisan public policy polling firm, to conduct a statewide public opinion survey to gauge voter sentiment on specific issues that may impact the economy, and on a series of environmental initiatives that are facing the Maine Legislature.
- Critical Insights completed a total of 402 random telephone interviews across the state between March 21, 2011 and March 24, 2011.
 - 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. A summary of the demographic profile of the sample appears at the end of this report.
 - With a sample of 402 interviews, results presented here have an associated margin of error of ± 4.1 percentage points at the 90% confidence level, or ± 4.9 percentage points at the 95% confidence level.
 - On average, the entire survey instrument – including general interest items and all subscriber questions – was 11 minutes in administrative length.
- Live interviews were conducted by telephone and coordinated from the Critical Insights Information Center in Portland, employing a computer-assisted telephone interviewing (CATI) system.



Approval / Disapproval of Proposed Changes to Maine's Laws & Policies

Now, I'm going to mention some proposed changes to Maine's laws and policies. For each one, please tell me whether you approve or disapprove of that particular proposal.

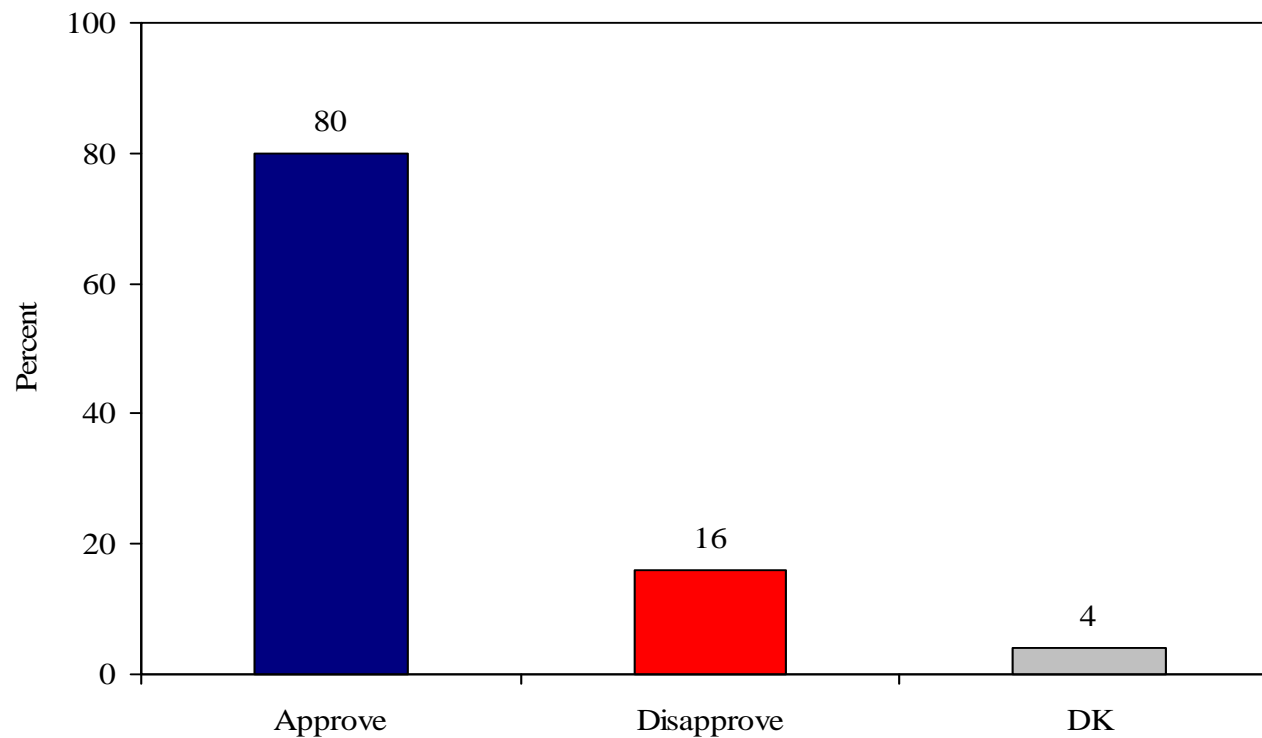
Increasing public investments in energy efficiency programs for Maine businesses, homeowners and industry





Approval / Disapproval of Maine's Uniform Building & Energy Code

Maine is one of more than 40 states that has adopted a uniform building and energy code that requires new homes to be built using energy efficiency features designed to help homeowners reduce energy costs. Do you approve or disapprove of Maine's uniform building and energy code?





Approval of Uniform Building & Energy Code

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