



**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](http://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  $\pm 3.4$  percentage points at the 90% confidence level, or  $\pm 4.0$  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.



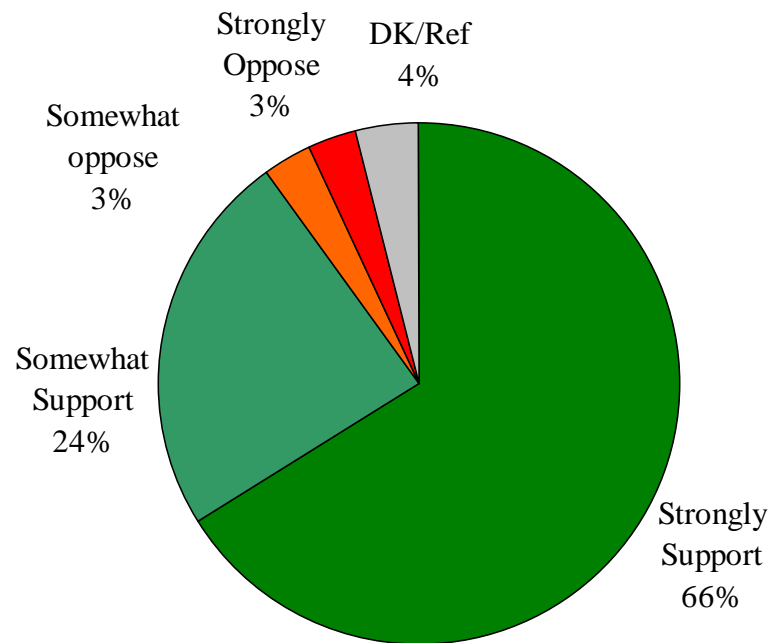
## Attitudes Regarding Maine Wind Power

- Maine residents very much favor the harnessing of wind power in the state, with nine out of ten residents polled for *Critical Insights on Maine*<sup>TM</sup> saying they would support the development of wind power in Maine as a source of electricity. In fact, two-thirds of respondents “strongly support” the idea, and only 6% oppose it.
  - Wind power in Maine garners broad-level support, cutting across demographic, economic, and political groups.
- Just over 8-in-10 Maine residents agree (44% “strongly agree”) that wind power in Maine will have economic benefits; and nearly 9-in-10 agree (58% “strongly”) that wind power can help improve energy security and reduce Maine’s dependence on fossil fuels.
  - While agreement is very high across the board, Democrats are significantly more likely to “strongly agree” with this idea that wind power can improve security and reduce fossil-fuel dependence.
- Given support for wind power, it is not surprising to see that only 13% of respondents believe that Senators Snowe and Collins should vote against legislation aimed at both reducing the threat of climate change and promoting clean energy development.
  - More than half of Republicans (57%) think that Maine’s Senators should vote FOR the legislation; and 3% of Democrats think their Senators should vote against it.



# Attitudes Regarding Maine Wind Power

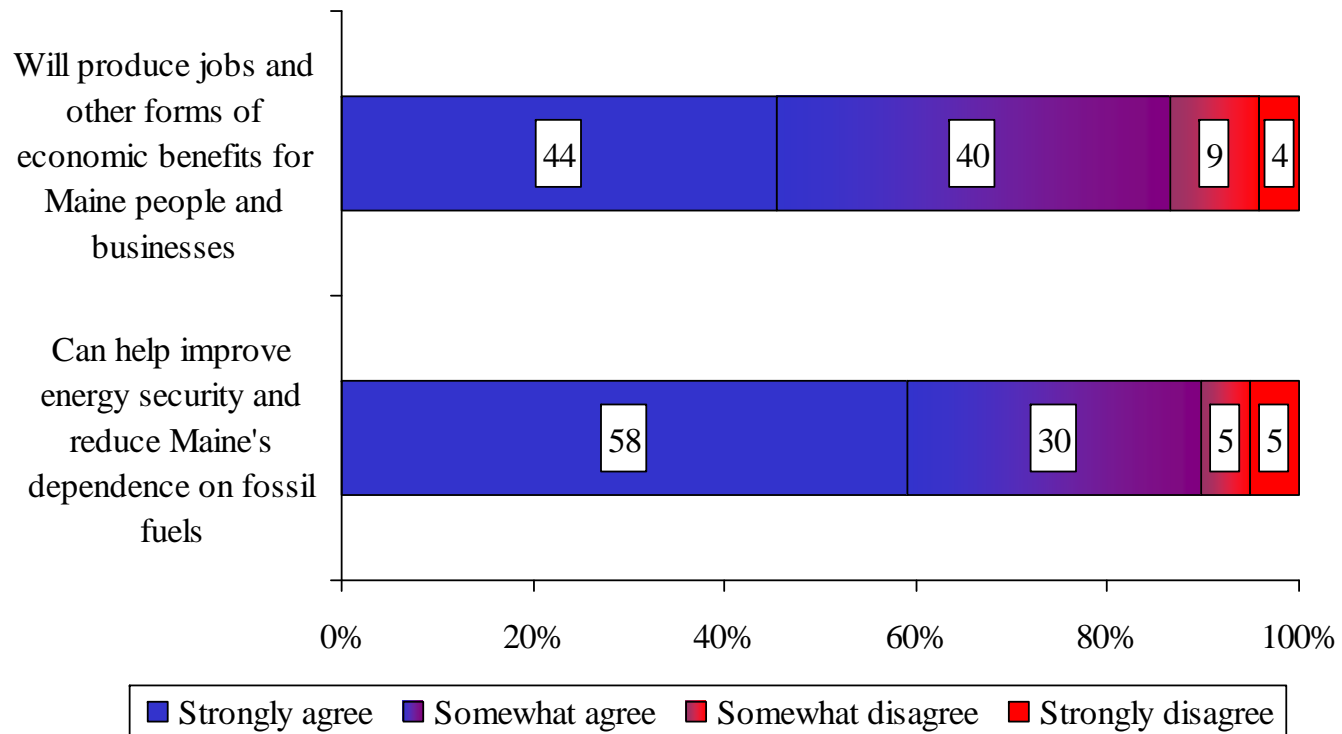
*Do you support or oppose the development in Maine of wind power as a source of electricity?*





# Attitudes Regarding Maine Wind Power

*Do you agree or disagree that the development in Maine of wind power...*





# 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?*

