

# **Support for a Renewable Energy and Energy Efficiency Ballot Measure in Maine**

Initial Findings from a Statewide  
Survey of 601 Likely Voters

Oct. 4-6, 2011

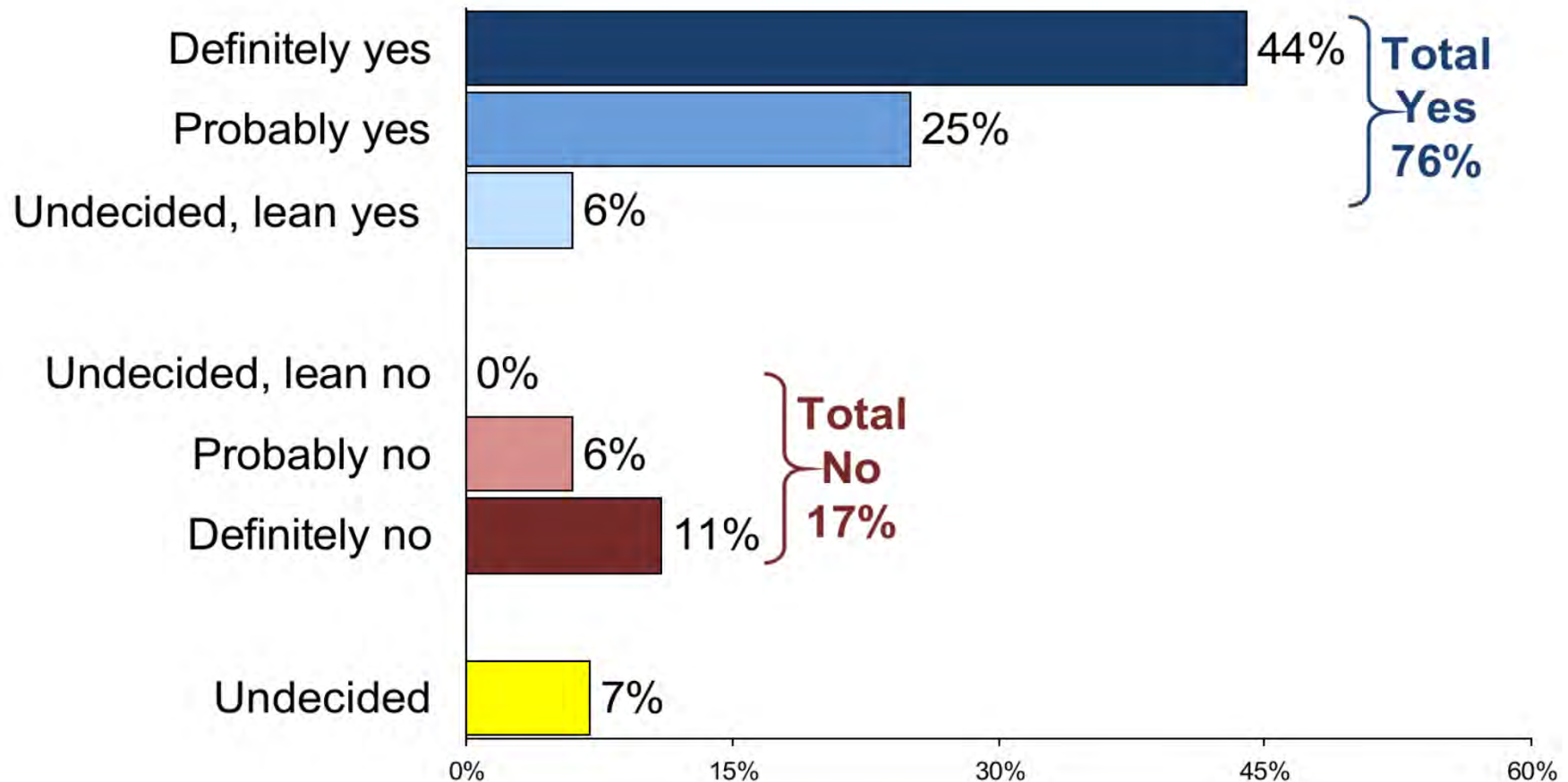
# Methodology

- 601 telephone interviews with voters in Maine who are likely to vote in the November 2012 election
- Interviews conducted between Oct. 4-6, 2011
- Margin of sampling error of +/- 4 percent
- Interviews on both landlines and cellphones
- Bipartisan research team of Fairbank, Maslin, Maullin, Metz & Associates (D) and Public Opinion Strategies (R)

# Ballot Language Tested

Do you want to require 20 percent of this state's electricity to come from new renewable energy sources – such as solar and wind – by 2020, and to require electric utilities to invest in energy efficiency whenever doing so would be cost-effective?

# More than three in four voters back the measure.



# Demographic Patterns of Support

- 85% of Democrats, 72% of independents and 56% of Republicans
- 76% of women and 67% of men
- 68% of voters younger than 50, 73% of those aged 50-64 and 72% of seniors
- 65% of sportsmen and 74% of non-sportsmen