



CRITICAL INSIGHTS
RESEARCH FOR PRECISE PRAGMATIC DIRECTION

Maine Voter Preference Study
Summary Report of Findings

SLIDE HIGHLIGHTS PROVIDED IN THIS DOCUMENT
FULL REPORT AVAILABLE AT WWW.NRCM.ORG

Prepared for:



Natural Resources
Council of Maine

March 2011

Focus Groups • Surveys • Public Opinion Polling

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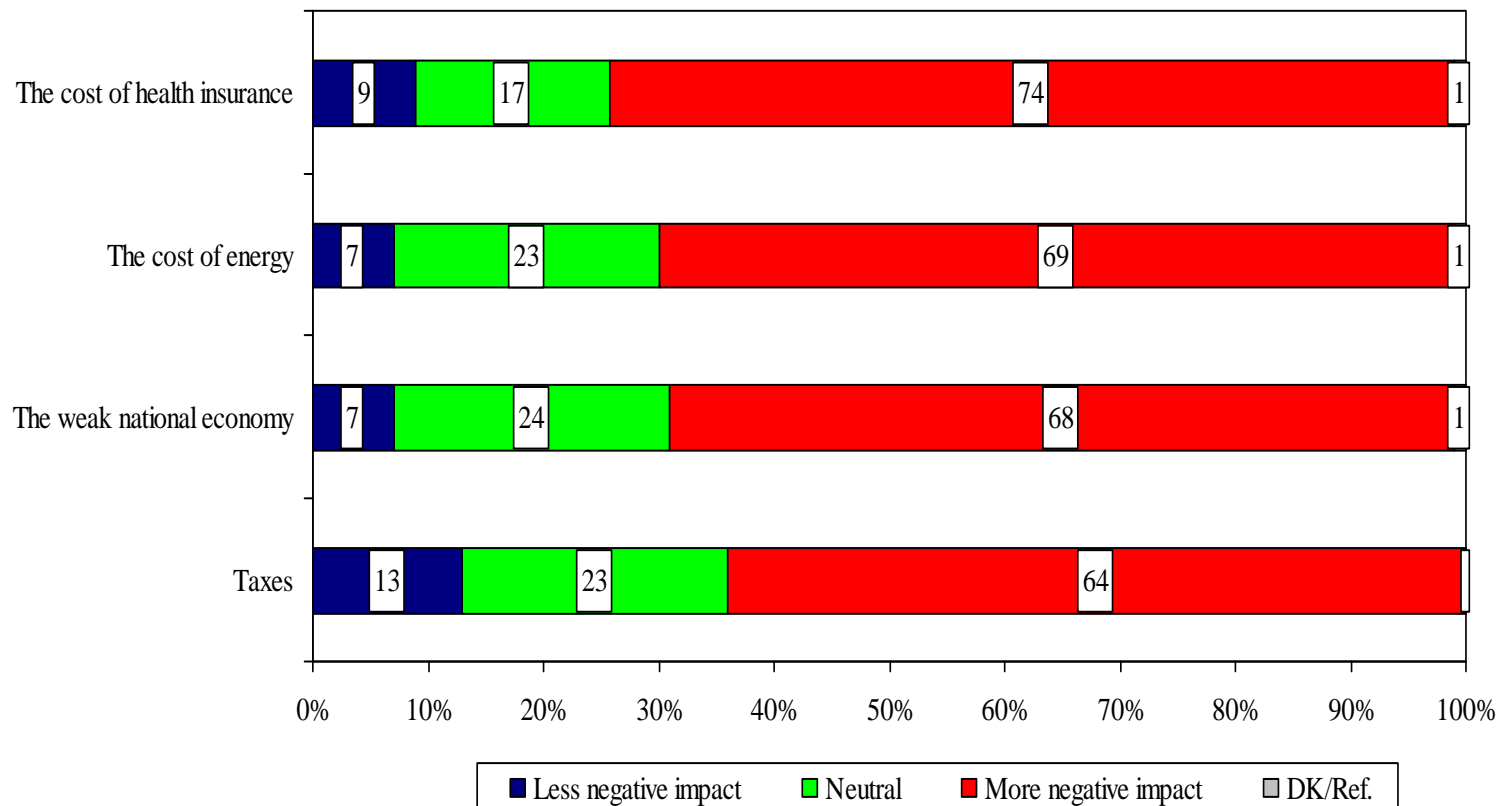
Background & Survey Method

- 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.



Summary of Perceived Negative Impact of Various Factors on Maine's Economy

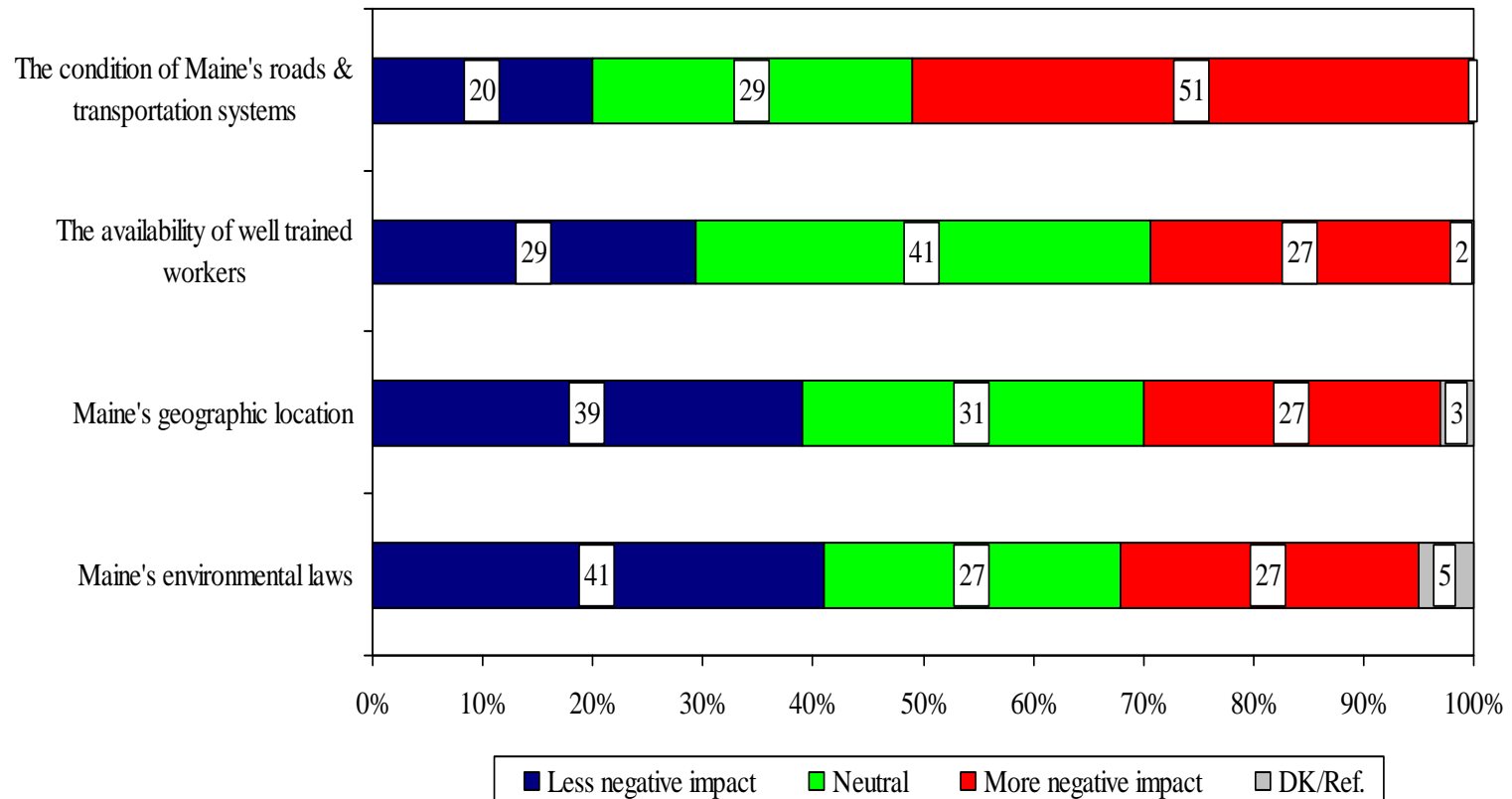
In your opinion, how much of a negative impact do you think each of the following factors has on Maine's economy? Please use a scale of 1 to 5, where a 1 means "no negative impact" and a 5 means "major negative impact."





Summary of Perceived Negative Impact of Various Factors on Maine's Economy

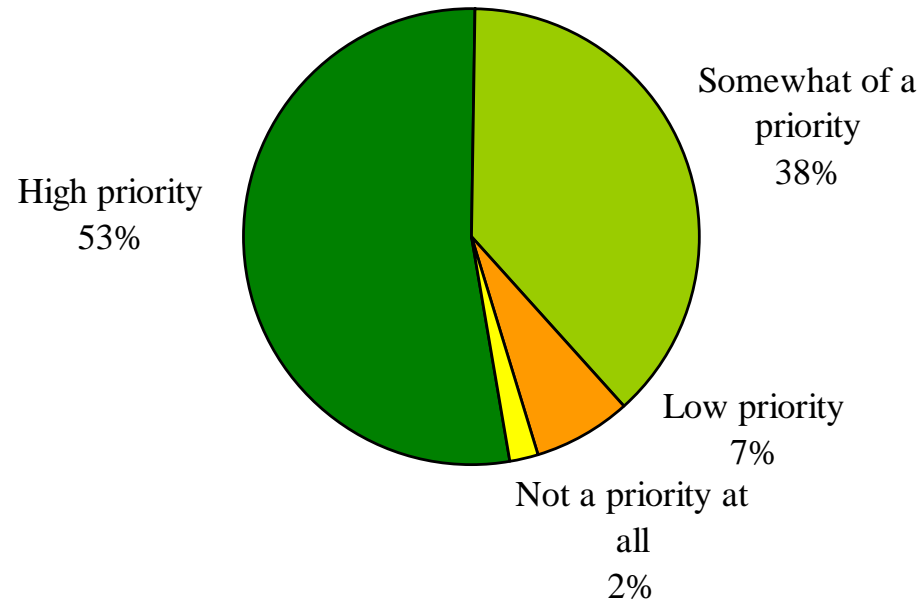
In your opinion, how much of a negative impact do you think each of the following factors has on Maine's economy? Please use a scale of 1 to 5, where a 1 means "no negative impact" and a 5 means "major negative impact."





Views on Prioritizing Maine's Environment

In general, do you believe that preserving and protecting Maine's environment should be a high priority, somewhat of a priority, a low priority, or not a priority at all for our lawmakers?





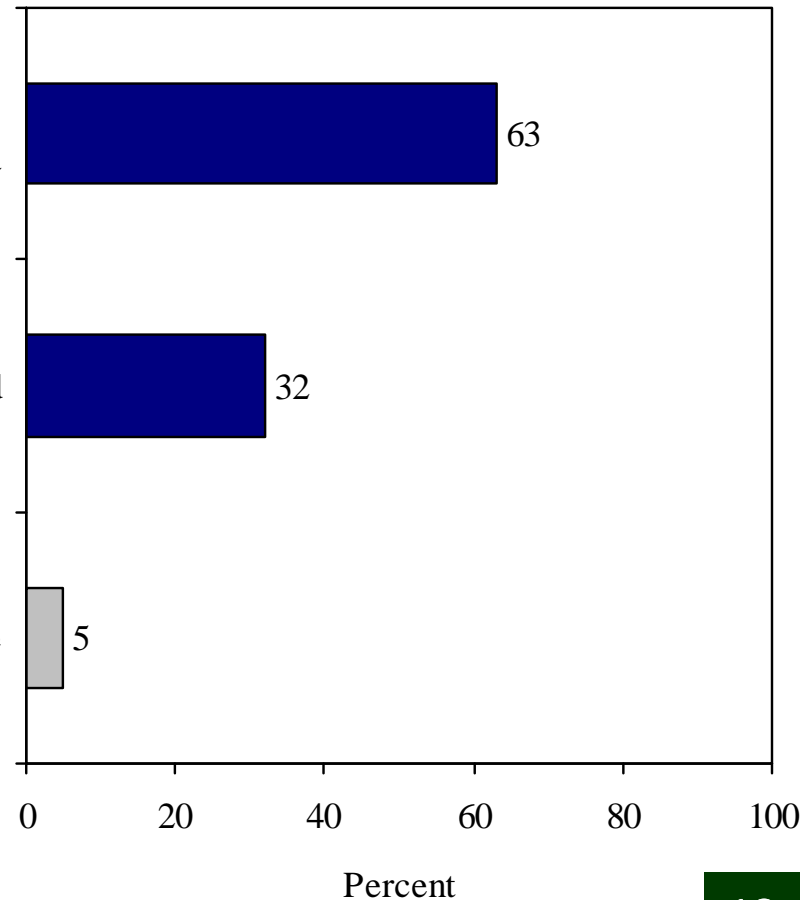
Trade-off on Environment and Economy

Next I am going to read you two statements. Please tell me which one comes closest to your own point of view.

Environmental laws and regulations have worked. They protect our environment and public health. We can have a clean environment while also achieving a stronger economy.

Environmental laws and regulations have gone too far. They are hurting Maine's economy so we should loosen up.

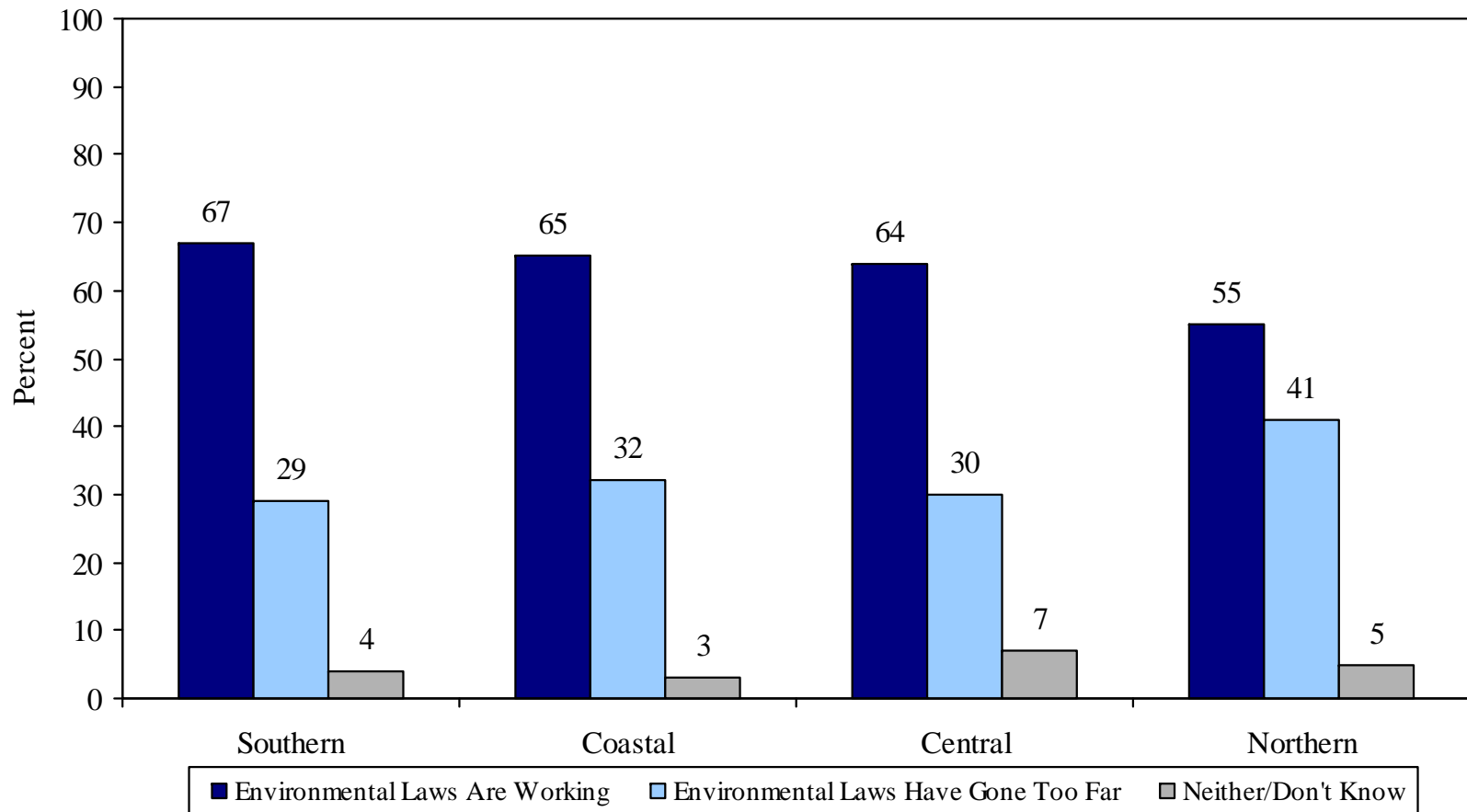
Neither / Can't decide





Environment and Economy Trade-Off

Regional Perspectives *

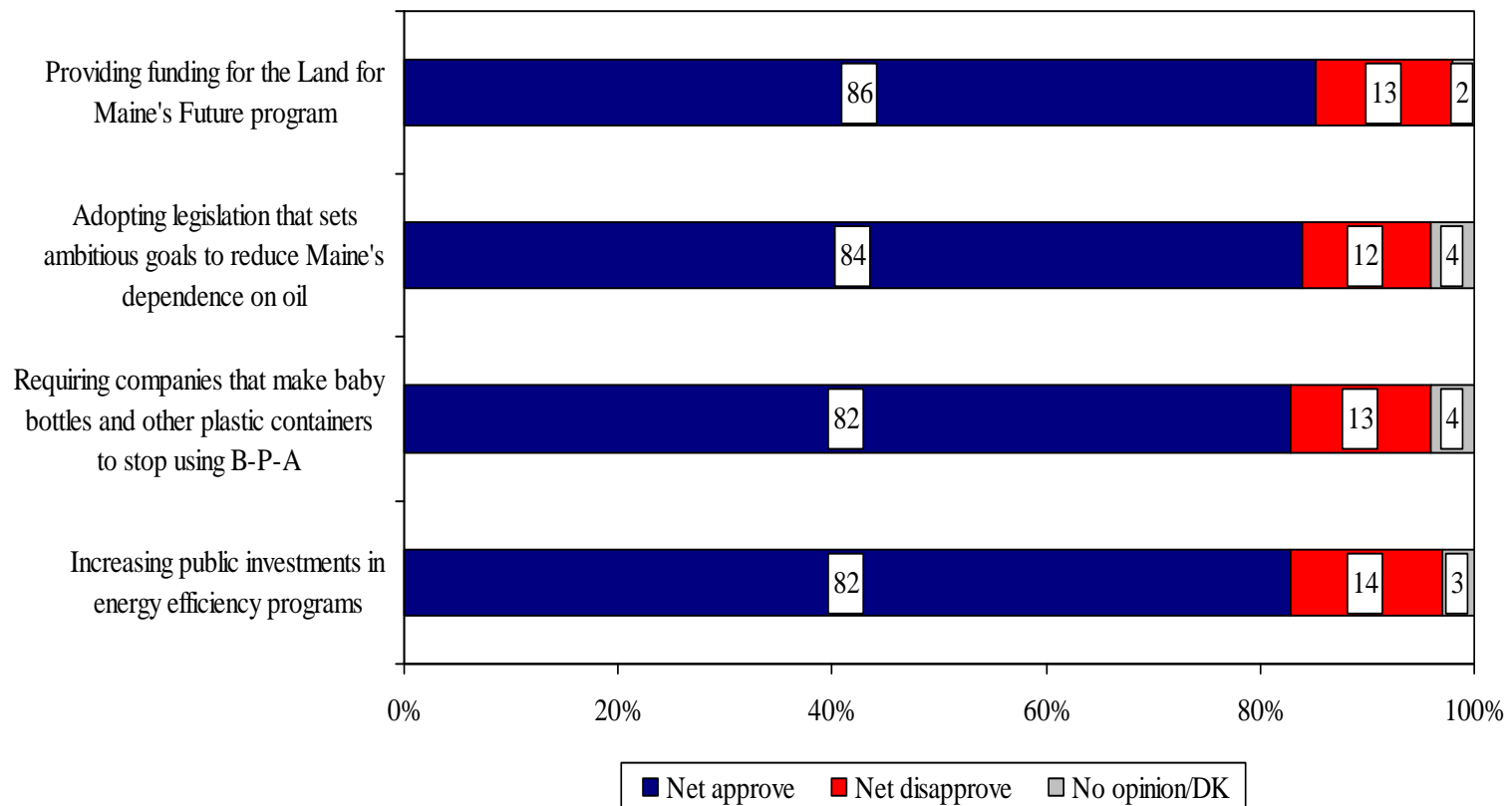


* SOUTHERN: Cumberland, York. COASTAL: Hancock, Knox, Lincoln, Sagadahoc, Waldo, Washington.
CENTRAL: Androscoggin, Franklin, Kennebec, Oxford. NORTHERN: Aroostook, Penobscot, Piscataquis, Somerset.



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

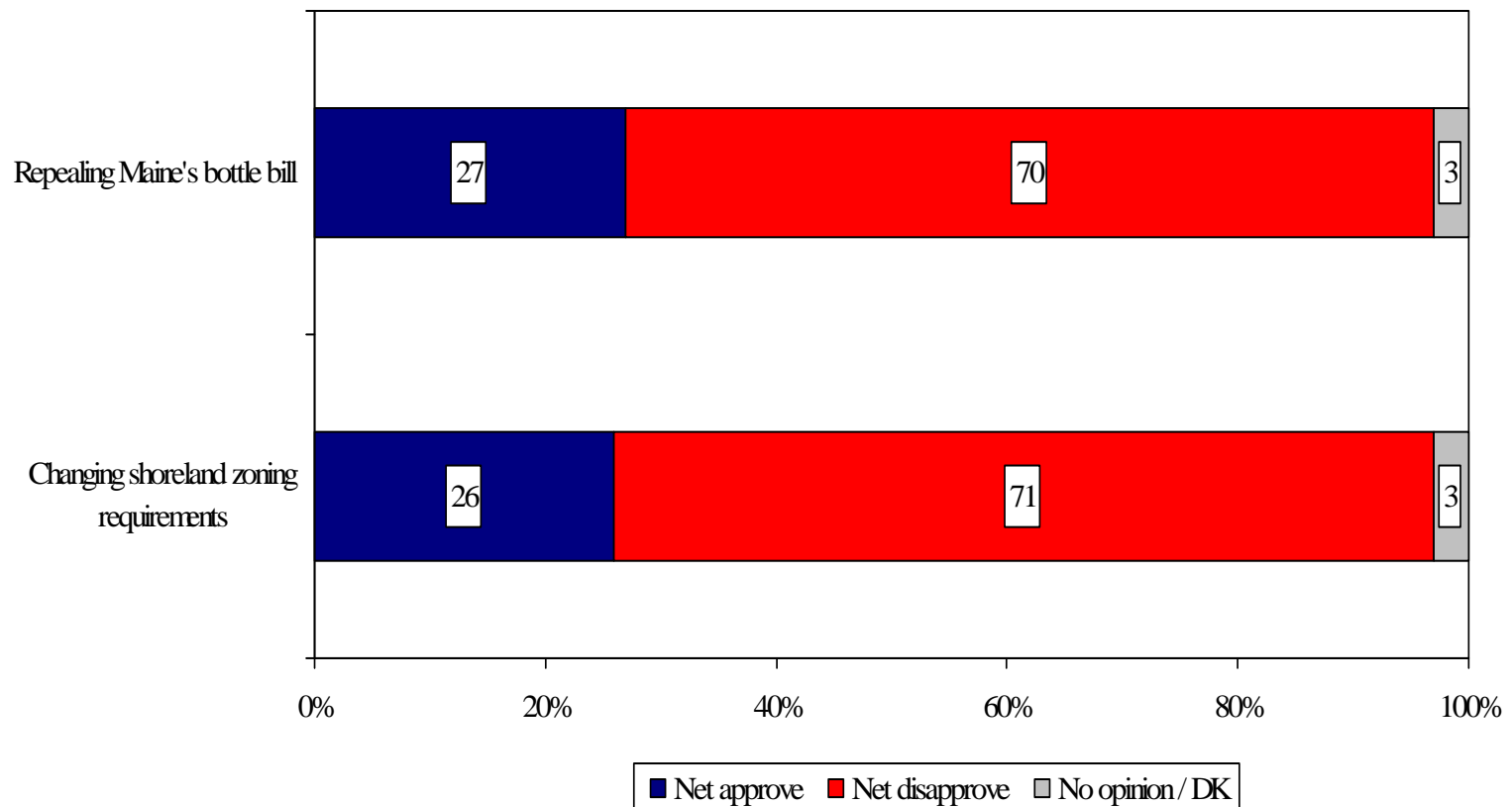
Now, I'm going to mention some proposed changes to Maine's laws and policies. For each one, please tell me whether you approve or disapprove of that particular proposal.





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

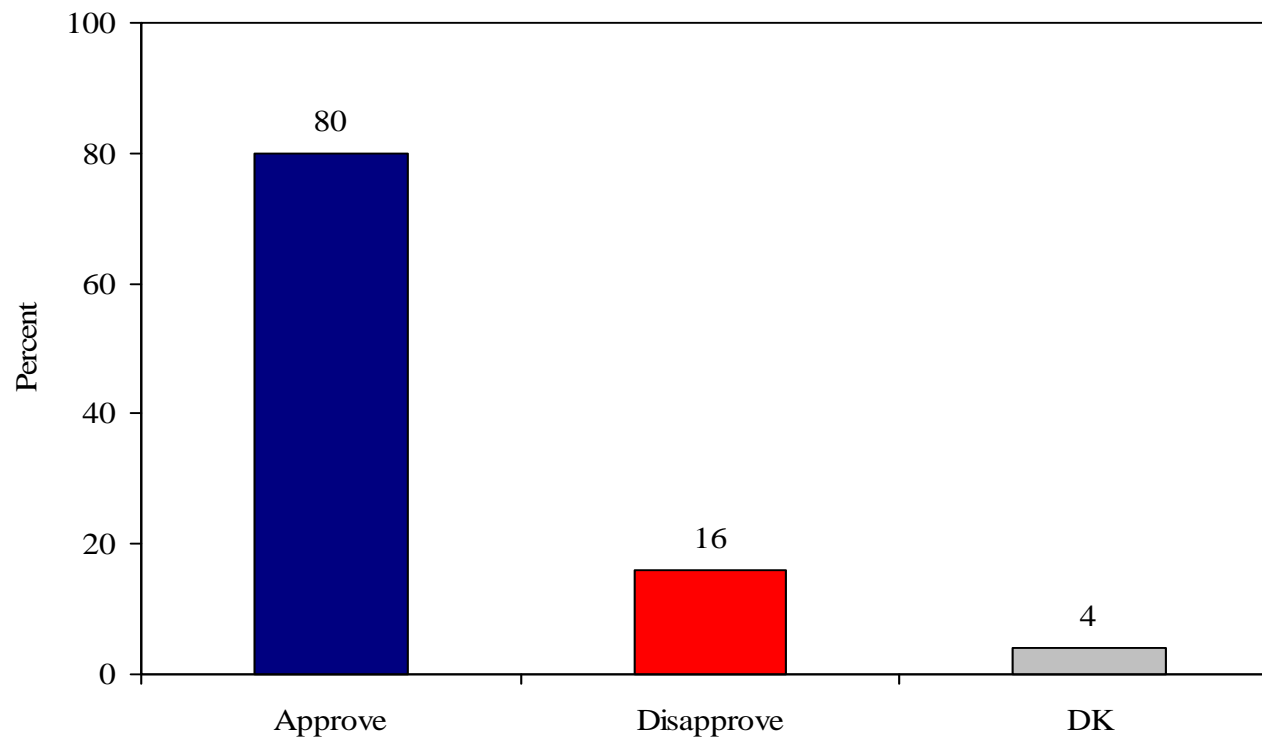
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Approval / Disapproval of Maine's Uniform Building & Energy Code

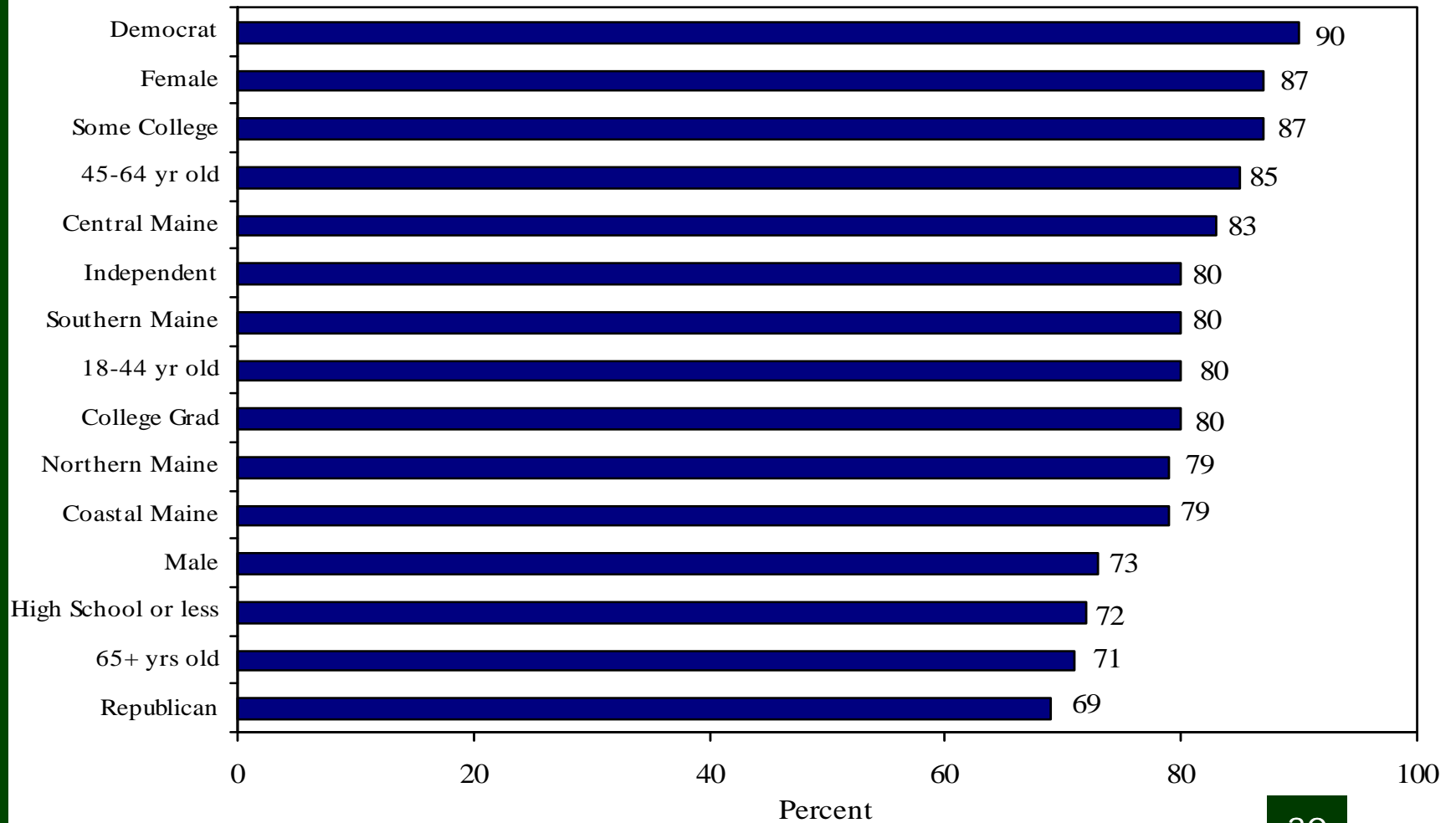
Maine is one of more than 40 states that has adopted a uniform building and energy code that requires new homes to be built using energy efficiency features designed to help homeowners reduce energy costs. Do you approve or disapprove of Maine's uniform building and energy code?





Approval of Uniform Building & Energy Code

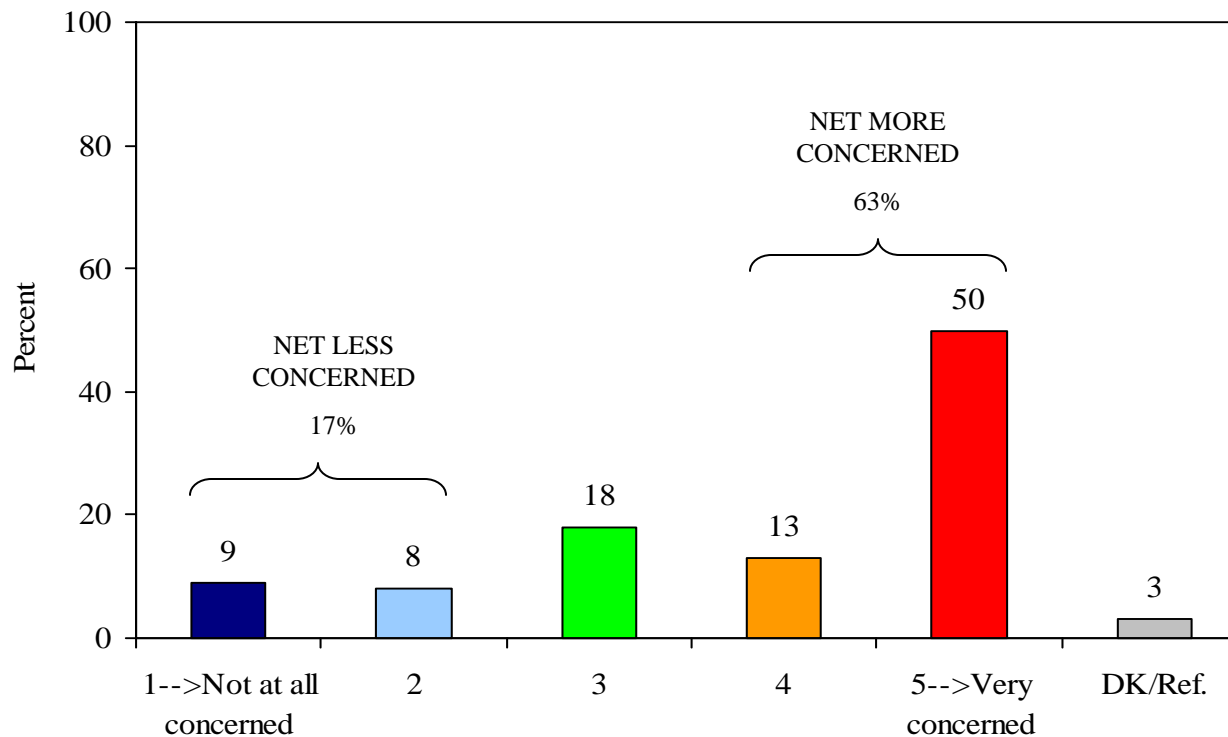
Maine is one of more than 40 states that has adopted a uniform building and energy code that requires new homes to be built using energy efficiency features designed to help homeowners reduce energy costs. Do you approve or disapprove of Maine's uniform building and energy code?





Concern about Legislators Weakening Laws that Protect Maine's Environment

How concerned would you be if you learned that your elected representatives in the Maine State Legislature had voted to weaken the laws that protect Maine's clean air, clean water, and the environment? Please use a scale of 1 to 5 where a 1 means "not at all concerned" and a 5 means "very concerned."

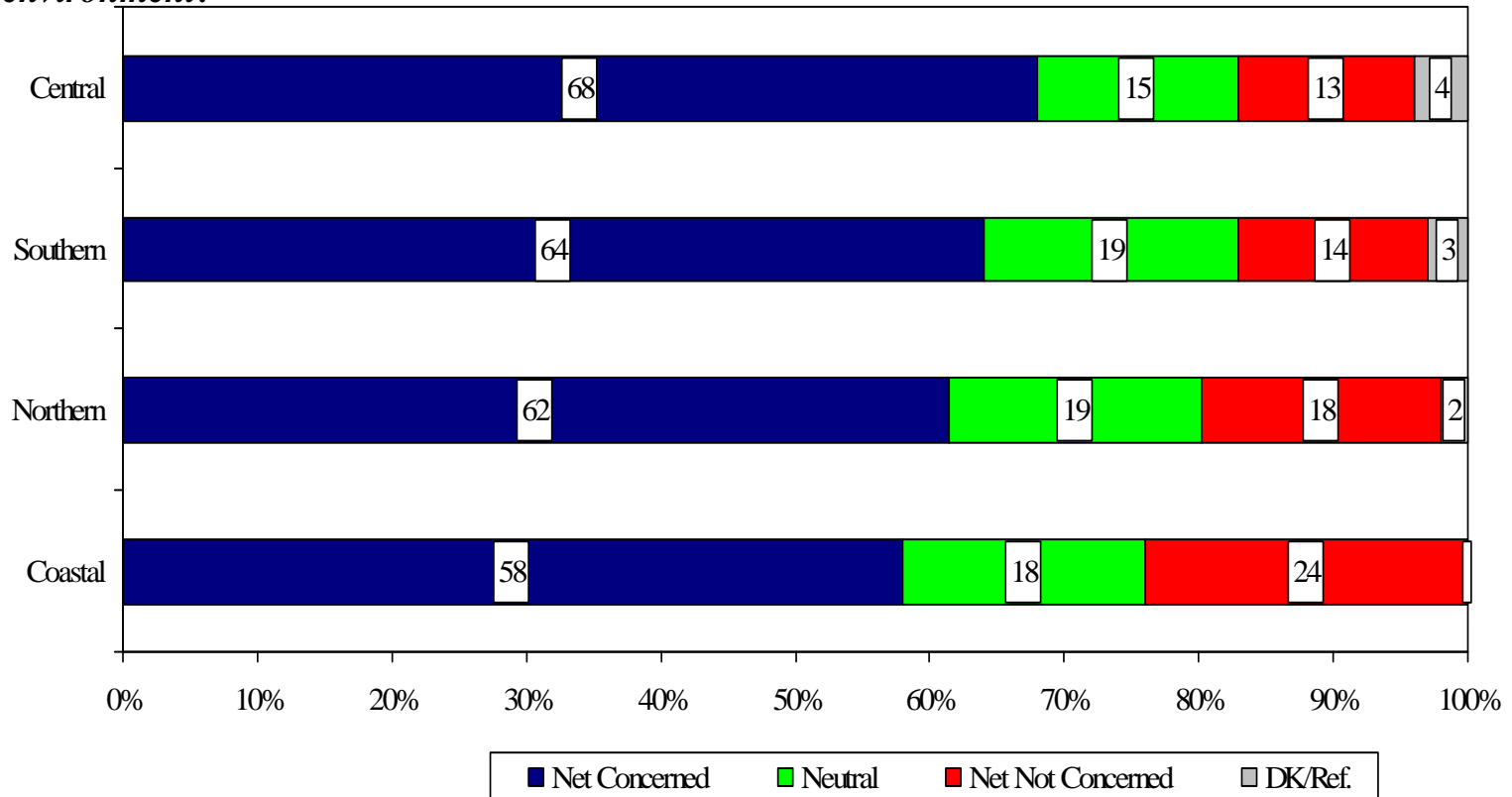




Concern about Legislators Weakening Laws that Protect Maine's Environment

Regional Perspectives *

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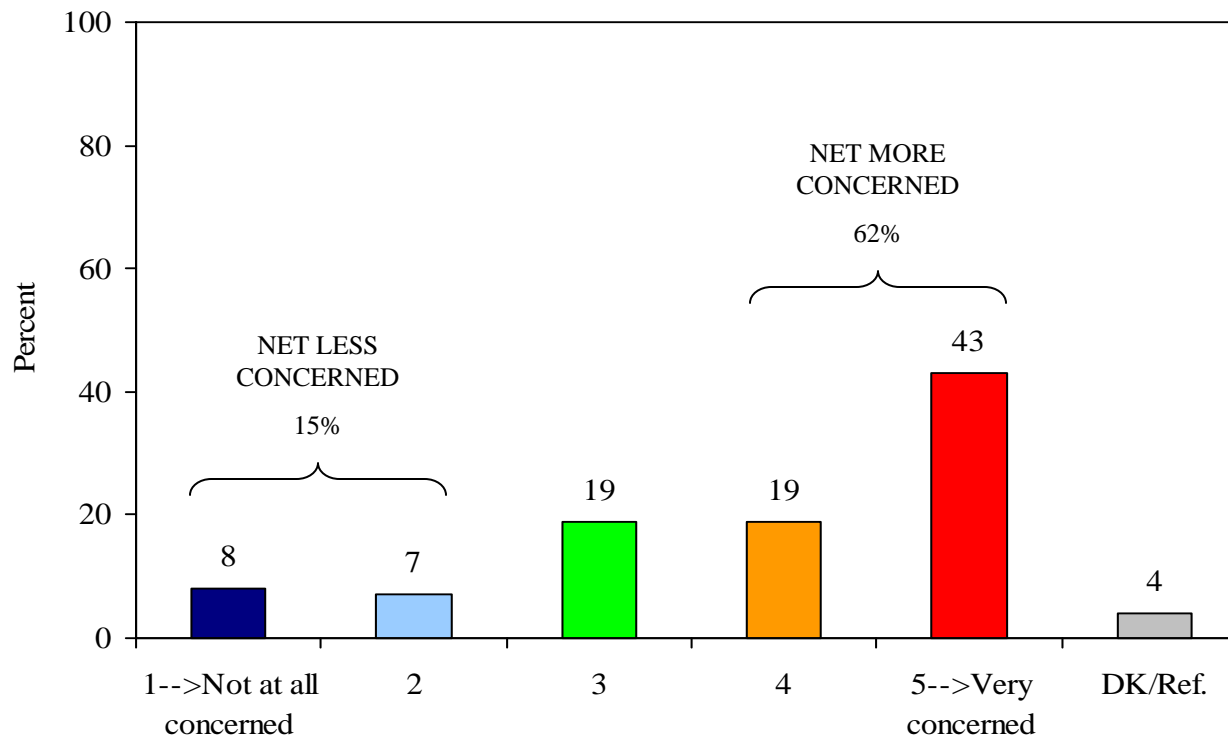


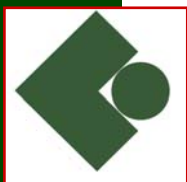
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Concern with Weakening Environmental Standards for Maine's North Woods

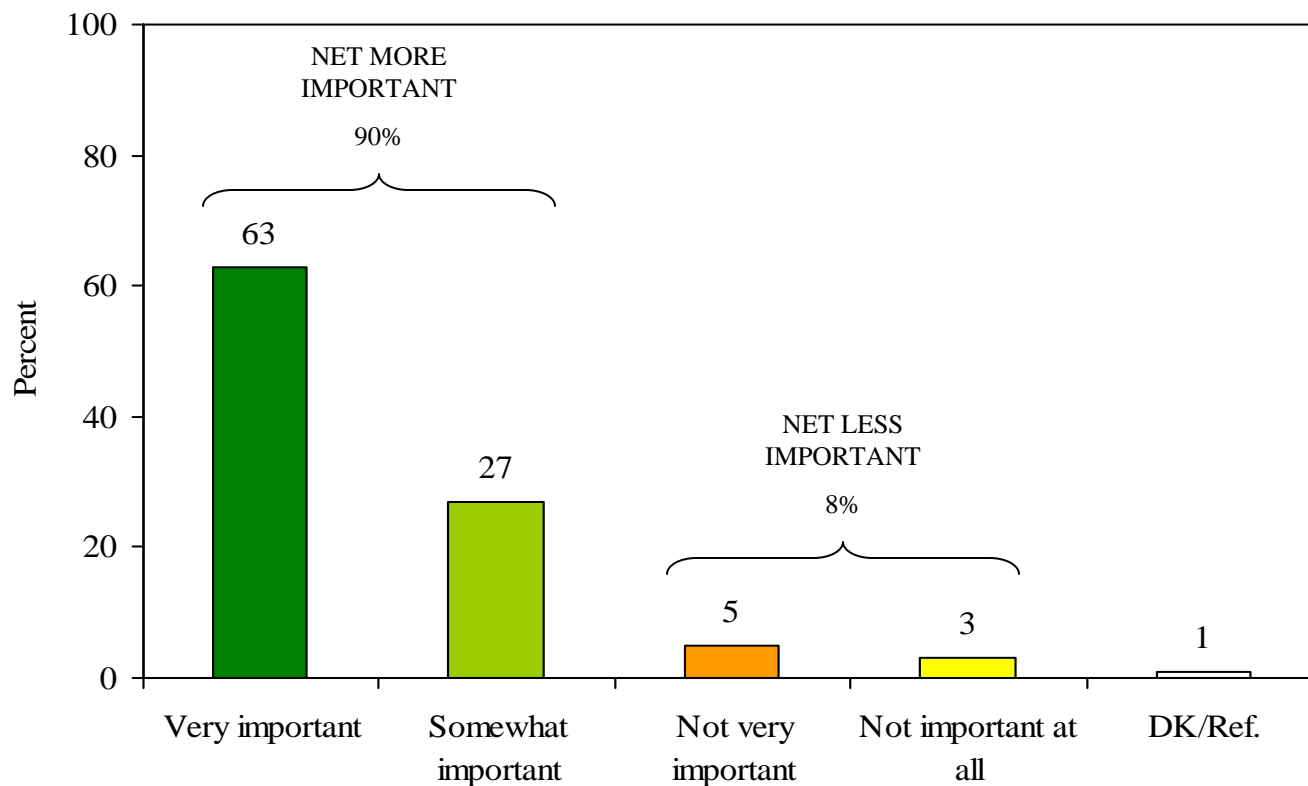
Thinking about Maine's North Woods, how concerned would you be if the environmental standards for reviewing major industrial, commercial and large scale residential development in the North Woods were weakened? Please use a scale of 1 to 5 where a 1 means "not at all concerned" and a 5 means "very concerned."





Perceived Importance of Using Safer Chemicals in Consumer Products

How important do you believe it is for Maine to identify the most dangerous chemicals used in making consumer products, and to require manufacturers to replace them with safer ones as long as they are effective and affordable?





Support / Opposition for Wind Power as a Source of Electricity

Thinking now about wind power, do you strongly support, somewhat support, somewhat oppose, or strongly oppose the development of wind power in Maine as a source of electricity?

