

## ***Critical Insights on Maine™ Tracking Survey*** **Spring 2015**

### Summary Report of Findings from Proprietary Items

#### **Background & Methodology**

- 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.
- *Critical Insights on Maine™* has been documenting the attitudes, perceptions, and preferences of Maine's residents for over 19 years, making it the longest running consistently administered Tracking Survey in the Northeast.
  - 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 in the poll on behalf of sponsoring entities, with results of those items released only to those sponsors.
- For the current wave of the study, Critical Insights completed a total of 601 telephone interviews (including cell phones) with randomly selected voters across the state between March 24<sup>th</sup> and March 29<sup>th</sup>, 2015.
  - With a sample of 601 interviews, results presented here have an associated sampling error of +/- 4 percentage points at the 95% confidence level.
  - All interviews were conducted with self-reported registered voters; final data were statistically weighted according to relevant demographics to reflect the voter base in Maine.
  - On average, the entire survey instrument – including both general interest items and all subscriber questions – was 17 minutes in administrative length.
- This document presents results of questions proprietary to the Natural Resources Council of Maine.

# Two Questions Asked: Before and After Description Provided of the National Park and National Recreation Area

## Initial Question:

*Recently there has been considerable discussion about the idea of creating a new National Park and National Recreation Area near Baxter State Park. Based on what you know about this idea, do you favor or oppose the creation of a new National Park and National Recreation Area near Baxter State Park, or do you not have an opinion one way or the other? Is that strongly or somewhat favor/oppose?*

## Question Following Description:

*While there has been discussion in the past about ideas for a national park, supporters of this idea have changed their proposal to be responsive to the ideas and opinions of local residents. Let me read you this new proposal and get your reaction.*

*This would be a national park and national recreation area just east of Baxter State Park in Northern Maine. It would include around a hundred and fifty thousand acres, half of which would be a national park and half would be a national recreation area.*

*In the national park portion, it would be like other national parks in the United States, such as Yellowstone, Yosemite, the Great Smoky Mountains, and others. Inside the national park, visitors could fish, hike, camp, cross-country ski, watch wildlife, and enjoy scenic drives with views of Mount Katahdin, and the unique beauty and natural resources of the area would be preserved.*

*In the national recreation area portion, visitors would be able to do everything they can do in the national park plus they would have access to permanent snowmobile trails, use of the land to hunt, and opportunities for other outdoor recreation activities.*

*With this description in mind, would you say you favor or oppose the creation of a national park and national recreation area in Maine's North Woods, or do you not have an opinion one way or the other? Is that strongly or somewhat favor/oppose?*



# Favorability of National Park and National Recreation Area Essentially Identical in CD 1 and CD 2

