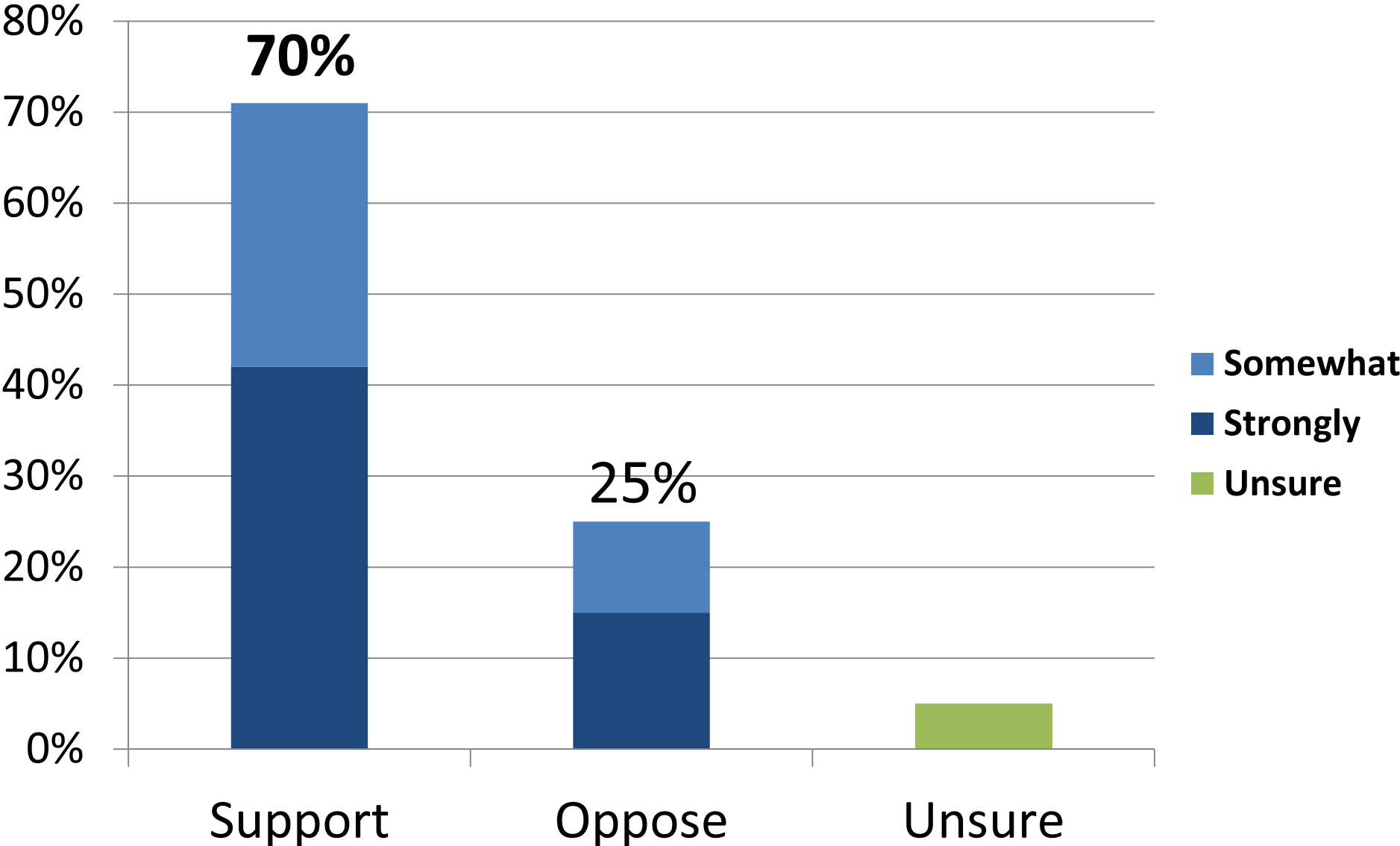
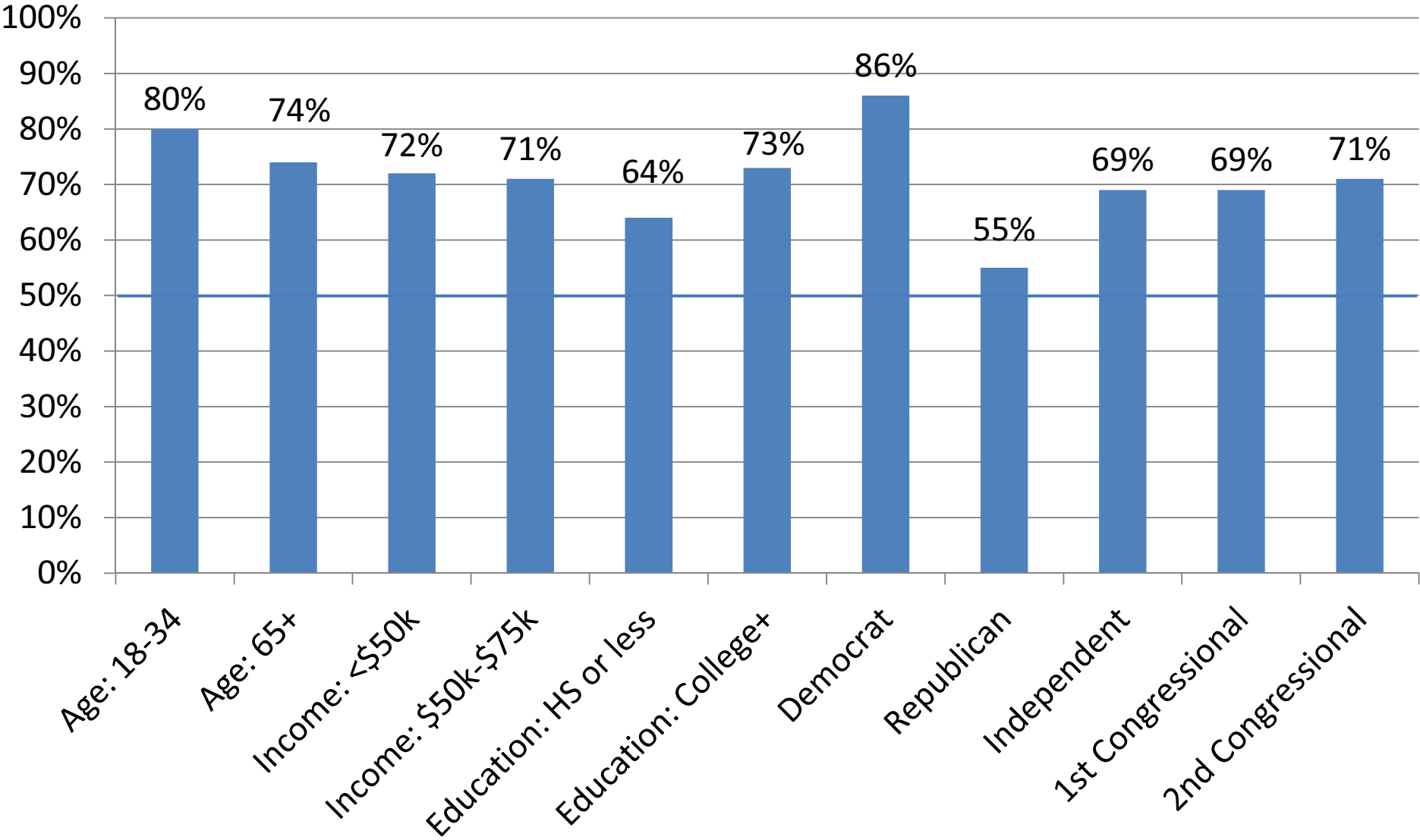


Support for \$30 M Home Efficiency Bond



Strong Support Across All Demographics



Poll Question

Legislators are considering what bonds to approve and send to the voters in November.

Would you support or oppose a \$30 million bond to help improve the energy efficiency of Maine homes over the next three years, knowing that improvements would save money on energy bills and may include adding insulation, reducing air leakage, and installing high-efficiency heating equipment?

Is that strongly or somewhat support/oppose?

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 24th and March 29th, 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.