

Maine Opinion Polls Show Strong Support For National Park and National Recreation Area

Public opinion surveys over the past five years have documented that the overwhelming majority of Maine people support the concept of creating a new national park in the Katahdin Region. Support has increased over time. A survey done in October 2011 found that Maine people supported a *feasibility study* by a 2:1 margin. Most recently, a survey done in October 2015 shows that Mainers now support *establishment* of a new National Park by a 3:1 margin. Support for creation of a new National Park and National Recreation Area extends across all demographic groups.

October 2011 Critical Insights Tracking Survey documented 2:1 support (60%-31%) for a feasibility study for a new national park in Maine's North Woods.

April 2015 Critical Insights Tracking Survey documented 2:1 support (45% to 23%) for creating a new National Park and National Recreation Area. This was a "top of head" response based on the respondents' existing knowledge of the proposal. After respondents were given a short factual description of the proposal, support for creating a new National Park and National Recreation Area increased to 3:1 (59% to 20%).

May 2015 Moore Information, a respected Republican Polling Firm, found that voters in Maine's 2nd Congressional District strongly support (67%-25%) creation of a new National Park and National Recreation Area in the Katahdin Region. The polling firm found that support extends across all demographic groups, regardless of age, gender, party affiliation, political philosophy or income level.

October 2015 Critical Insights Tracking Survey documented 3:1 support for establishment of a new National Park located in the North Maine Woods.



CRITICALINSIGHTS

Critical Insights on Maine™ Tracking Survey

~ Fall 2015 ~

Residents' Views on Politics, the Economy, &
Issues Facing the State of Maine

October 2015

Full Service Market Research and Public Opinion Polling

172 Commercial Street, 2nd Floor ♦ Portland, Maine 04101

www.criticalinsights.com

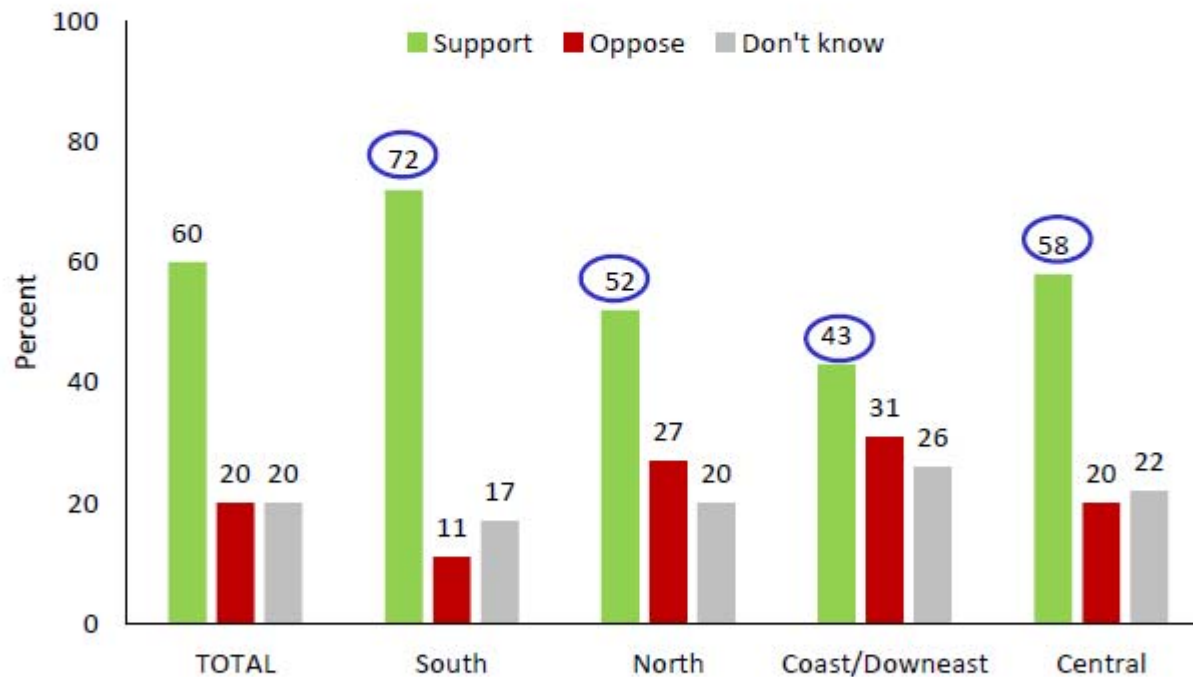
October 2015

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 600 surveys (300 via telephone – including cell phones – and 300 online) with randomly selected voters across the state between September 24th through 30th.
 - With a total sample of 600, results presented here have an associated sampling error of +/- 4 percentage points at the 95% confidence level.
 - All online sample is balanced to ensure that it is representative of the overall population – a process that includes outbound telephone calls to respondents to ensure the accuracy and integrity of the information that is being provided.
 - All surveys were conducted with self-reported registered and likely 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 proprietary subscriber items – was 20 minutes in administrative length.
- This document presents findings from general interest items included in the current round of measurement, with comparisons made – as appropriate – to results from past iterations of the *Critical Insights on Maine™* Tracking Survey.

Fully 6-in-10 Mainers polled support the establishment of a new National Park located in the North Maine Woods. The Coastal/Downeast region is the only region indicating less than majority support .

Do you support or oppose the establishment of a new National Park in Maine located in the North Maine Woods region of the state?



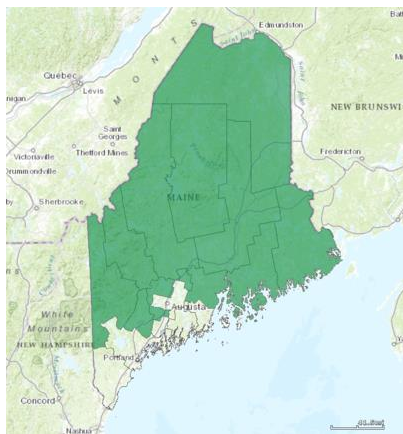
MAINE REGIONS

SOUTH: Cumberland & York Counties

NORTH: Aroostook, Penobscot, Piscataquis, Somerset Counties

COAST/DOWNEAST: Hancock, Knox, Lincoln, Sagadahoc, Waldo, Washington Counties

CENTRAL: Androscoggin, Franklin, Kennebec, Oxford Counties



MOORE INFORMATION
OPINION RESEARCH • STRATEGIC ANALYSIS

Maine C.D. 2 Voters and the North Woods National Park & Recreation Area

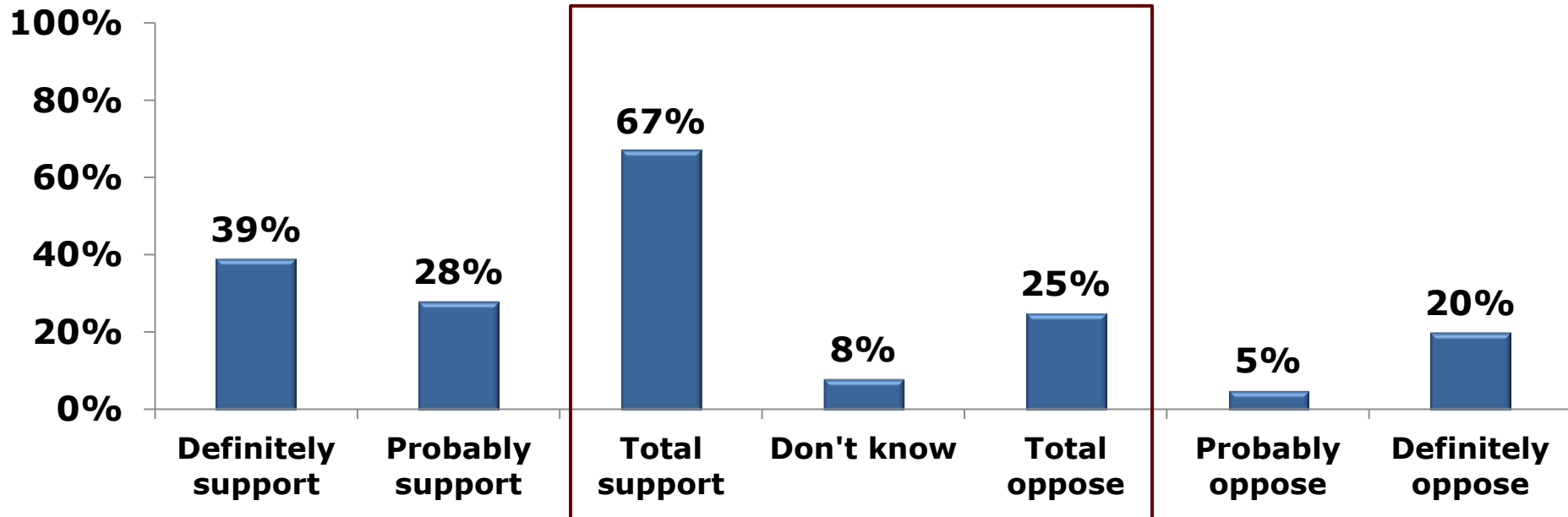
May 2015

Views on North Woods National Park and Recreation Area

"I'd like to read you some information about a proposal to create a national park and national recreation area near Baxter State Park in Maine's North Woods.

The proposed national park and recreation area would include no more than 150,000 acres of donated forestland adjacent to Baxter State Park with half of the land designated as a national park and the other half designated as a multi-use national recreation area.

Based on this, do you support creating a national park and recreation area in Maine's North Woods or do you oppose it?" (Q1)



Two-thirds of District Two voters support a North Woods National Park and Recreation Area.



Critical Insights on Maine™ Tracking Survey

~ Spring 2015 ~

Summary Report of Findings from Proprietary Items



April 2015

Full Service Market Research and Public Opinion Polling

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www.criticalinsights.com

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 - 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.
- 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.

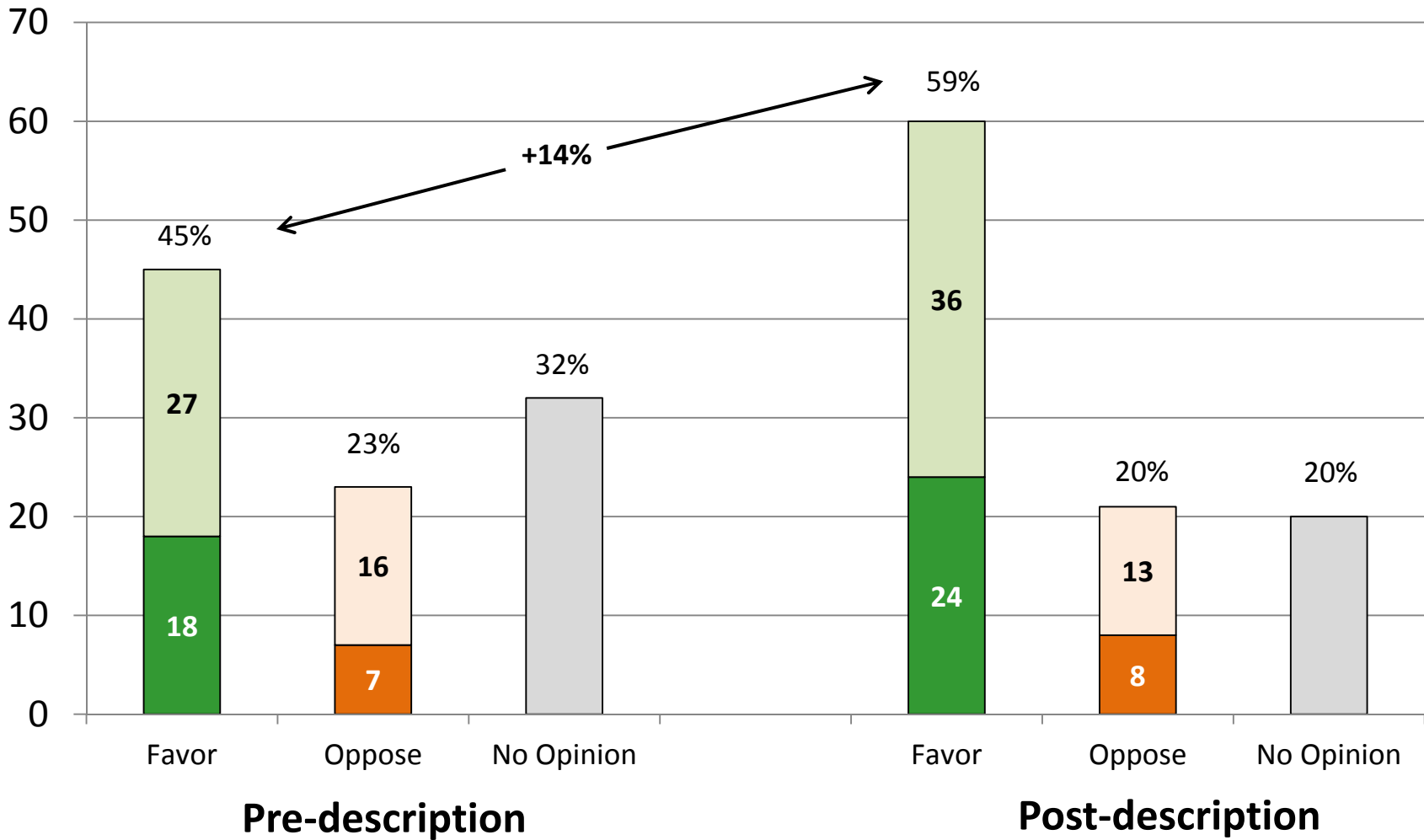
In the national park portion, it would be like other national parks in the United States, such as Yellowstone, Yosemite, the Great Smoky Mountains, and others. Inside the national park, visitors could fish, hike, camp, cross-country ski, watch wildlife, and enjoy scenic drives with views of Mount Katahdin,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

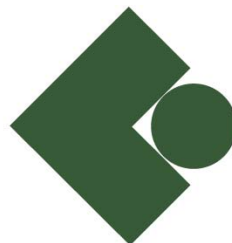
In the national recreation area portion, visitors would be able to do everything they can do in the national park plus they would have access to permanent snowmobile trails, use of the land to hunt, and opportunities for other outdoor recreation activities.

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?

Strong Support for National Park and National Recreation Area Strengthens with More Information

Favor: Strongly Somewhat **Oppose:** Strongly Somewhat No Opinion





CRITICAL INSIGHTS

RESEARCH FOR PRECISE PRAGMATIC DIRECTION

Critical Insights on Maine[™] Tracking Survey

~ Fall 2011~

Residents' Views on Politics, the Economy,
& Issues Facing the State of Maine

October 2011

Focus Groups • Surveys • Public Opinion Polling

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 - 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 600 telephone interviews with randomly selected likely voters across the state between October 18-23, 2011.
 - With a sample of 600 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 and likely voters; final data was 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 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 National Park Feasibility Study in Northern Maine

Do you support or oppose a feasibility study on whether to create a National Park in Maine's North Woods?

