



Natural Resources Council of Maine ~ Maine Voter Issues Poll ~

October 2016

Market Research, Public Opinion Polling

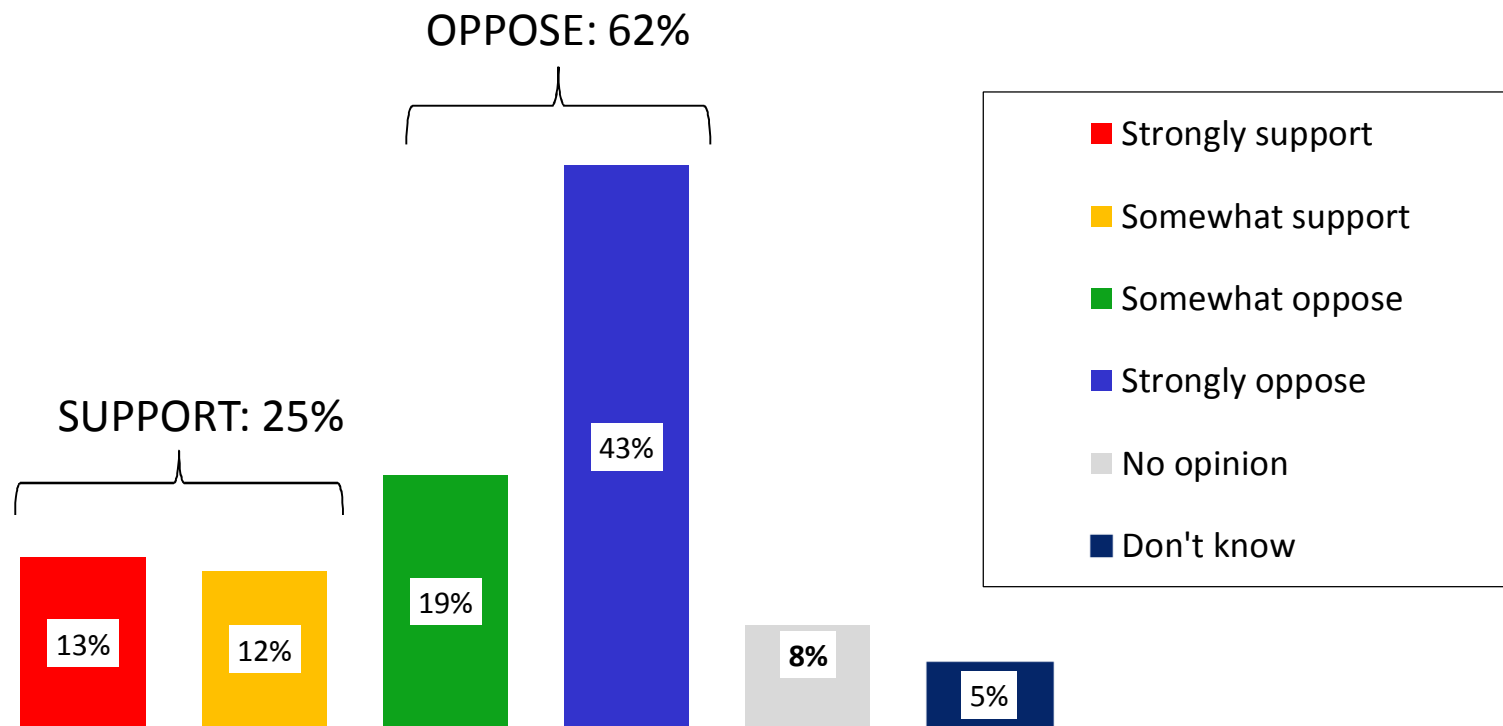
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www.criticalinsights.com

October 2016

Support/Opposition to Net Metering Rollback

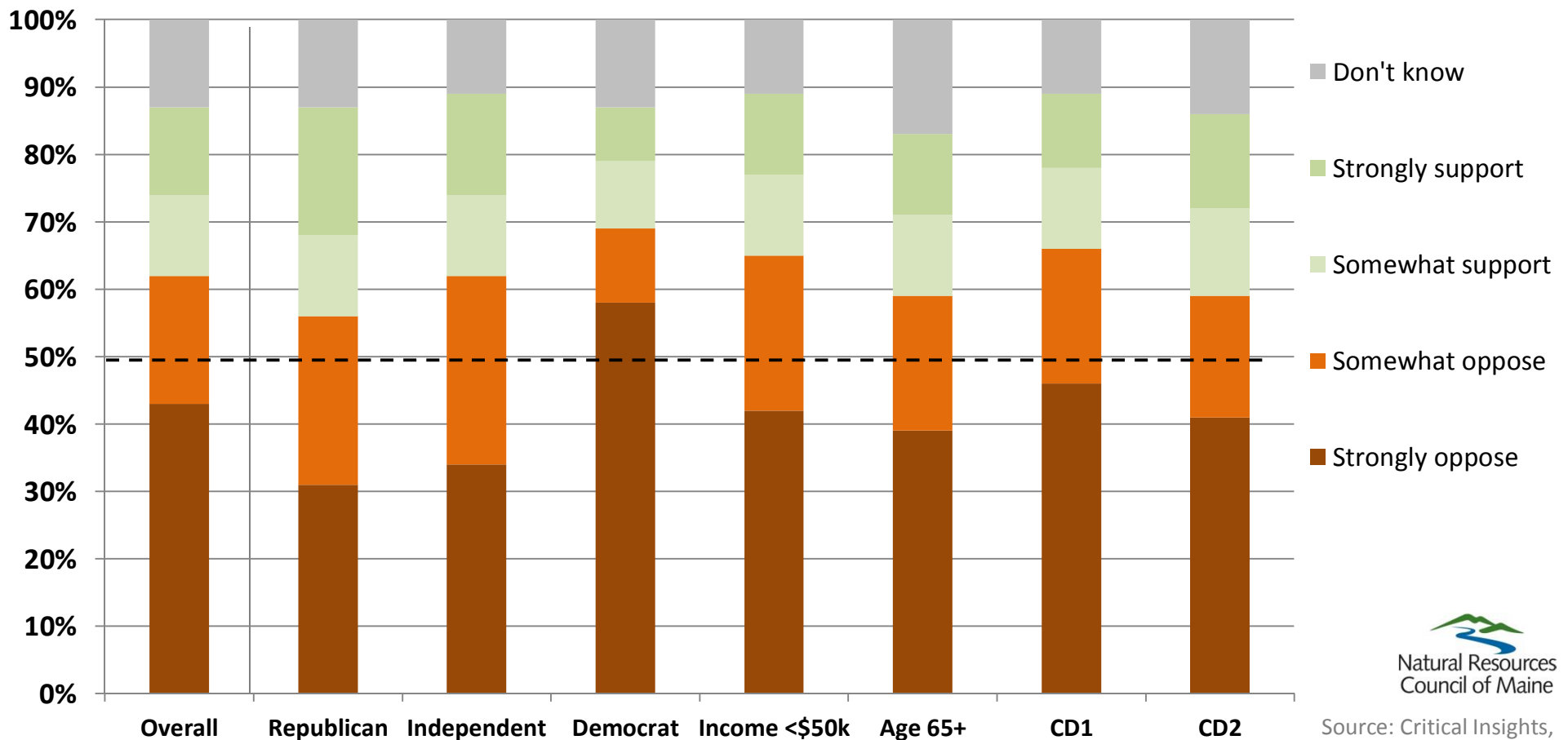
Again on the question of solar energy, decision-makers in Augusta currently are considering a proposal to phase out a long-standing policy known as “net metering.” The proposed phase-out of net metering would make solar energy less affordable for Maine homeowners and businesses. **Please tell me whether you support or oppose this proposal to weaken Maine’s existing net metering solar energy policy.**



Majorities Oppose Net Metering Rollback Across All Demographics

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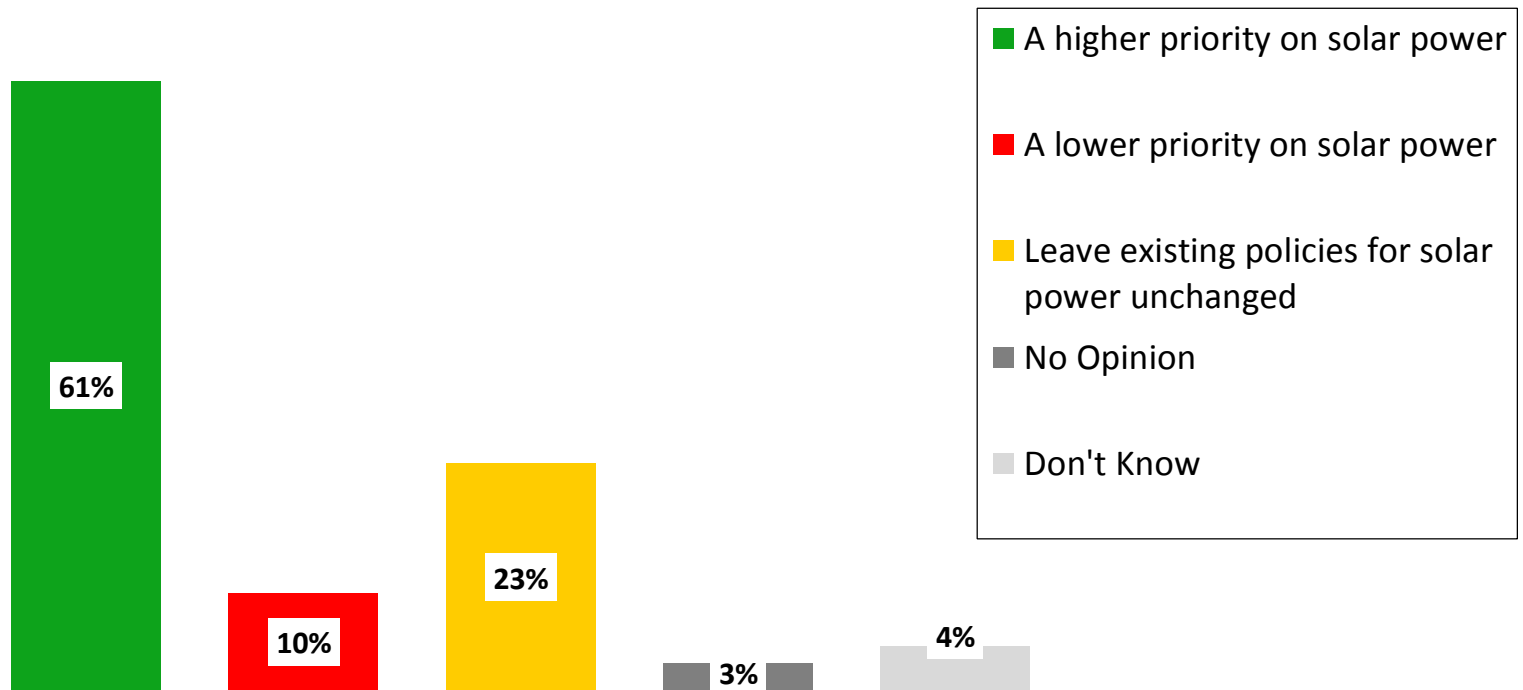
Please tell me whether you **support or oppose this proposal to weaken Maine’s existing net metering solar energy policy.**



Source: Critical Insights, October 2016

Desired Legislative Emphasis on Solar Energy

Maine people and businesses use electricity generated from fossil fuels, nuclear power, and renewable energy. One energy source that has received attention recently is solar power. **Do you believe Maine legislators should pass laws that place a higher priority on solar power, a lower priority on solar power, or leave existing policies for solar unchanged?**



About the Survey

Background

- “ In the Fall of 2016, the Natural Resources Council of Maine (“NRCM”) contracted with Critical Insights (Portland, Maine) to conduct an exploratory issues poll of Maine voters.
- “ The intent of the effort was to document the attitudes and beliefs of a cross-section of voters on a range of issues of relevance to NRCM.

Data Collection Overview

- “ Critical Insights completed a total of 405 random telephone interviews across the state between September 23rd and October 5th of 2016.
 - . All interviews were conducted with self-reported registered voters; final data was statistically weighted according to relevant demographic and voter registration figures to reflect the voter base in Maine.
 - . Interviews were conducted via both landline and mobile phone.
 - . With a sample of 405 interviews across Maine, results presented here have an associated margin of error of ± 4.9 percentage points at the 95% confidence level.
 - . On average, the entire survey instrument – including demographic items employed in sample balancing and weighting – was 10 minutes in administrative length.

Sample Profile

Gender	Percent
Female	52%
Male	48%

Age	Percent
18 to 34	19%
35 to 44	21%
45 to 54	23%
55 to 64	17%
65 or older	18%

Annual Income	Percent
Less than \$50,000	32%
\$50,000 to just under \$75,000	23%
\$75,000 or more	36%
Refused	10%

Party Registration	Percent
Democrat	36%
Republican	30%
Unenrolled/Independent	26%
Green/Other	4%

Political Leanings	Percent
Conservative	46%
Liberal	33%
Neither conservative or liberal	17%
Refused	3%