CRITICAL INSIGHTS Market Research, Public Opinion Polling



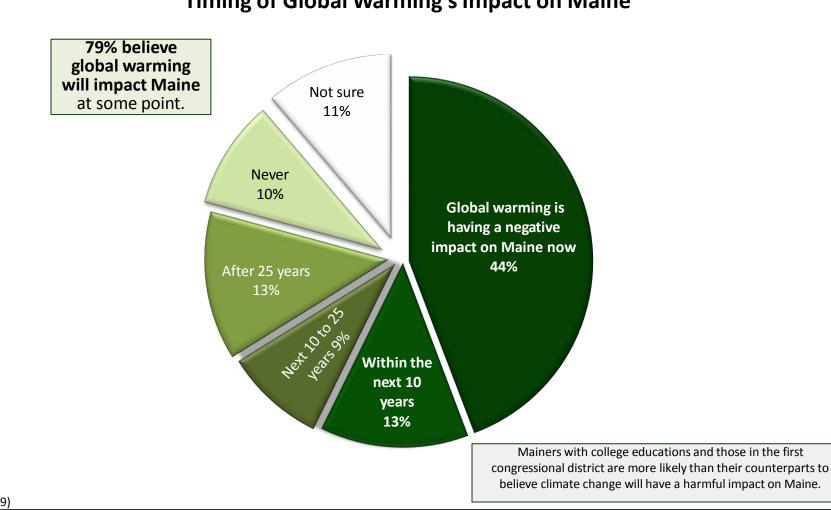
Critical Insights on Maine[™] Tracking Survey **Proprietary Summary Report of Findings** Spring 2018

172 Commercial Street • Portland, Maine 04101 • Telephone: 207-772-4011 • www.criticalinsights.com

Background & Methodology

- Each spring and fall, Critical Insights, a division of the Digital Research Group, conducts the *Critical Insights on MaineTM* tracking survey, a comprehensive, statewide public opinion survey of registered voters that covers a variety of topics of interest to businesses, government, and the general public.
- Critical Insights on Maine[™] has been documenting the attitudes, perceptions, and preferences of Maine's residents for more than 20 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 for sponsoring entities, with results of those items released only to those sponsors.
- This document presents the results of questions included in the spring 2018 wave of the survey on behalf of Natural Resources Council of Maine.
- This wave included a total of 619 respondents across the state who were surveyed online or by phone in March and April of 2018.
 - With a total sample of 619 respondents, results presented here have a margin of sampling error of +/- 3.9 percentage points at the 95% confidence level.
 - All surveys were conducted with registered voters who live in Maine; final data were statistically weighted to reflect the demographics of the state's population and to give equal weight to phone and online data.
 - On average, the entire survey instrument was 20 minutes in administrative length including both general-interest items and all proprietary subscriber items.

About six out of ten voters in Maine believe global warming will negatively impact the state within the next ten years; this includes almost half who say global warming is *already* having a negative impact.



Timing of Global Warming's Impact on Maine

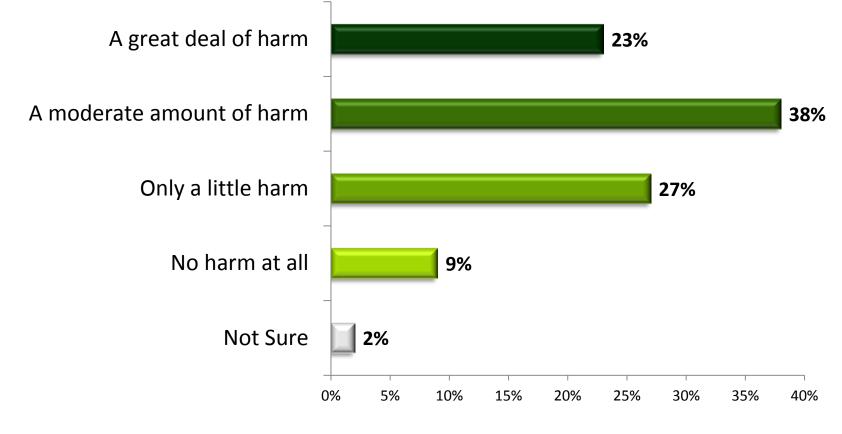
Among all (n=619)

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"When do you think alobal warming will start having harmful impacts in Maine?" [timeframes were read]

About six out of ten voters in Maine believe global warming will negatively impact the state within the next ten years; this includes almost half who say global warming is *already* having a negative impact. Many expect global warming to cause a *great deal* or *moderate amount* of harm.

Extent of Global Warming's Impact on Maine in Next 10 Years



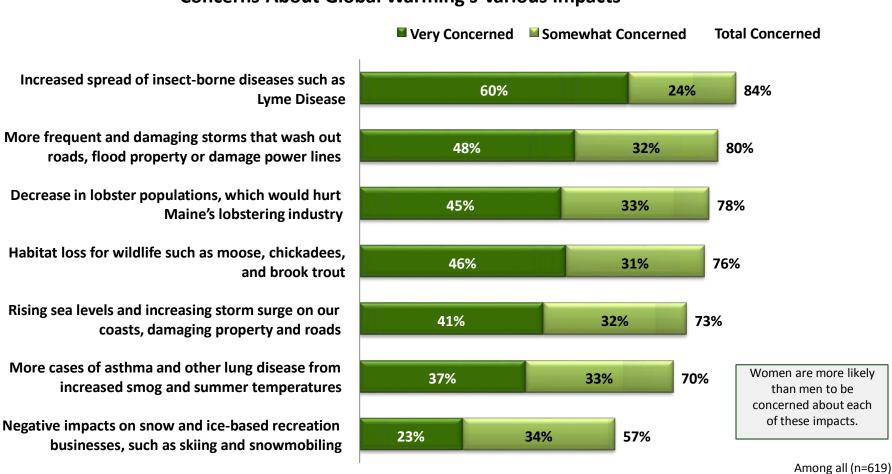
Among all (n=619)

Among those who believe global warming will negatively impact Maine (n=481)

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"Thinking about how serious the effects of global warming will be, how much do you think global warming will harm people in Maine during the next 10 years?"

Large majorities of voters in Maine are concerned about several of global warming's impacts; many are *very* concerned.



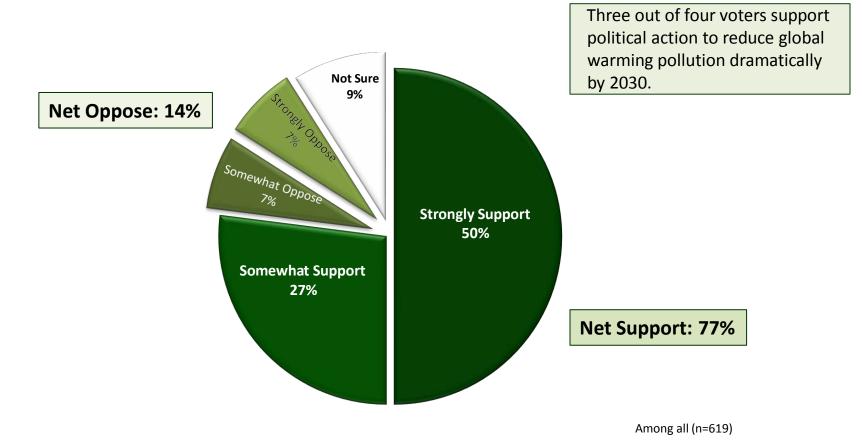
Concerns About Global Warming's Various Impacts

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"Please indicate whether you, personally, are very concerned, somewhat concerned, not too concerned, or not at all concerned about these potential impacts of global warming."

There is widespread support for political action to address climate change in Maine.



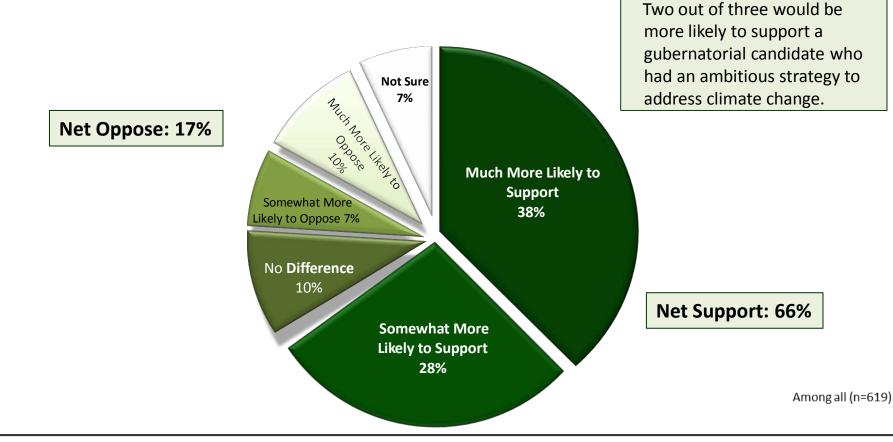


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"To help limit the risks of climate change, Maine lawmakers have set targets for reducing global warming pollution. Maine is on track to meet the target of reducing this pollution by 10% by 2020. With other New England states, Maine has also committed to the goal of reducing this pollution by 40% by the year 2030. Do you support or oppose the next Governor and legislature taking action to reduce global warming pollution by 40% by 2030? "

Voters support gubernatorial candidates with an agenda to address climate change.

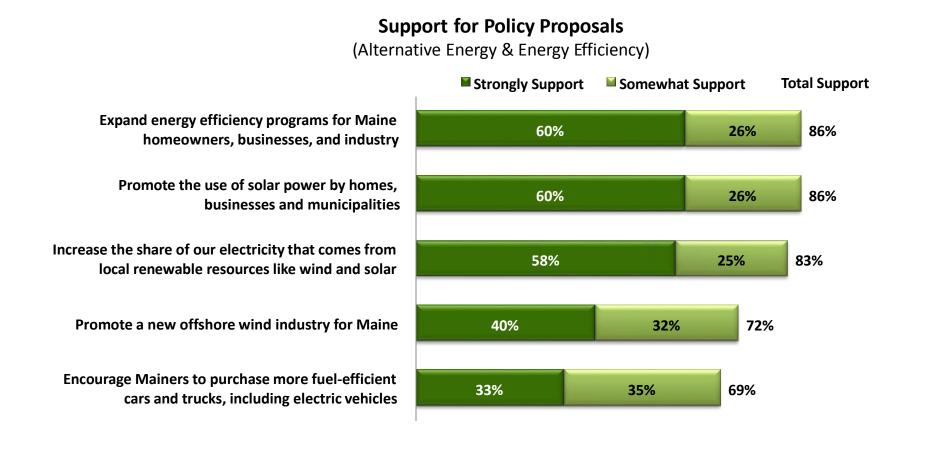
Likelihood of Supporting Gubernatorial Candidate with plan to reduce fossil fuel dependence, promote renewable energy, and address climate change



"Would you be more likely or less likely to support a candidate for Governor of Maine who put forward an ambitious plan to reduce our dependence on fossil fuels, increase energy efficiency, and create clean energy jobs as a strategy for addressing the impacts of climate change?"

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Majorities of voters would support a variety of policies to promote alternative sources of energy or improvements in energy efficiency in Maine.

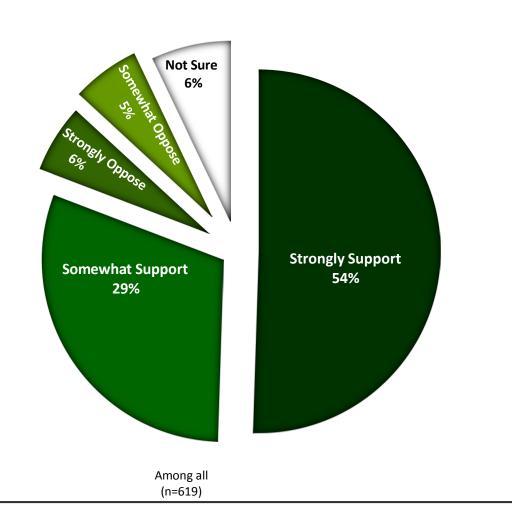


Among all (n=619)

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"Please indicate whether you support or oppose the following policy proposals that will be considered next year by Maine legislators."

More than eight out of ten voters support funding the Land for Maine's Future program.

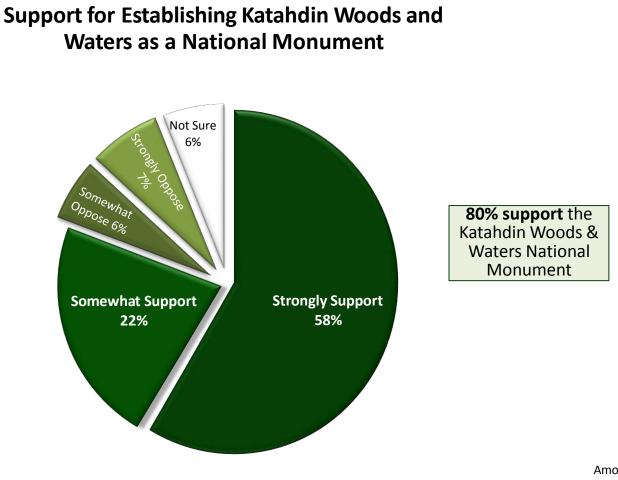


83% Support Funding Land for Maine's Future

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"Do you support or oppose the following policy proposal that will be considered next year by Maine legislators: Provide funding for the Land for Maine's Future program, which conserves land for public access and traditional uses, and preserves farmland and working waterfronts."

Eight out of ten voters support Katahdin Woods & Waters National Monument, with well over half *strongly* supporting it.



Among all (n=619)

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"In 2016, 87,500 acres of land near Baxter State Park was donated to the public and designated as Katahdin Woods & Waters National Monument. This land is being managed similar to a national park, for hiking, camping, paddling, fishing, and other recreational purposes, with some of the land open for hunting and snowmobiling. Do you support or oppose the establishment of the National Monument with guaranteed public forever?