



 **CRITICAL  
INSIGHTS**  
Market Research, Public Opinion Polling



Natural Resources  
Council of Maine

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



# Background & Methodology

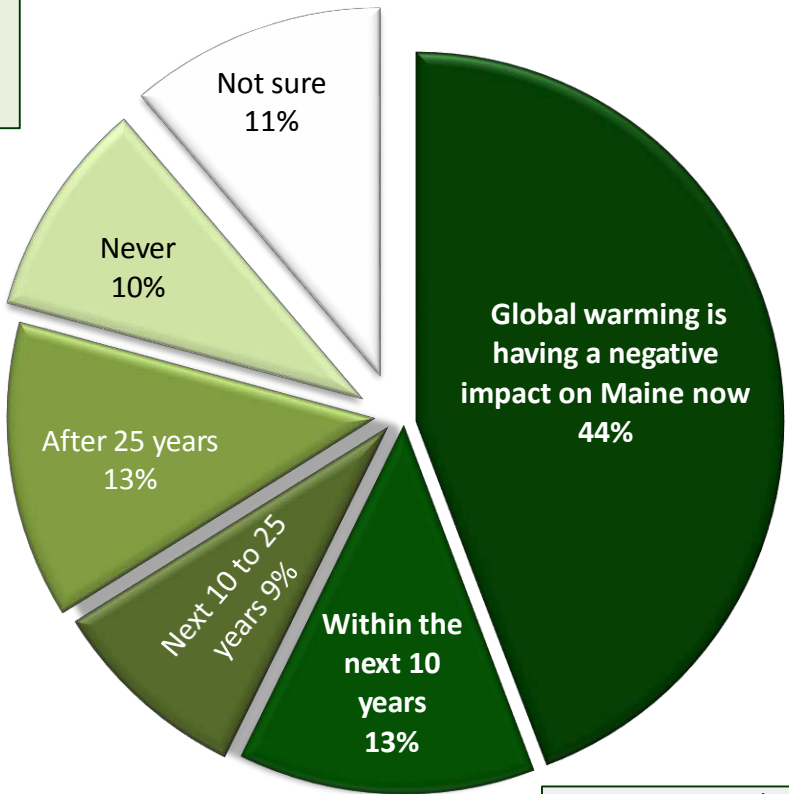
---

- Each spring and fall, Critical Insights, a division of the Digital Research Group, conducts the *Critical Insights on Maine™* 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

**79% believe global warming will impact Maine at some point.**



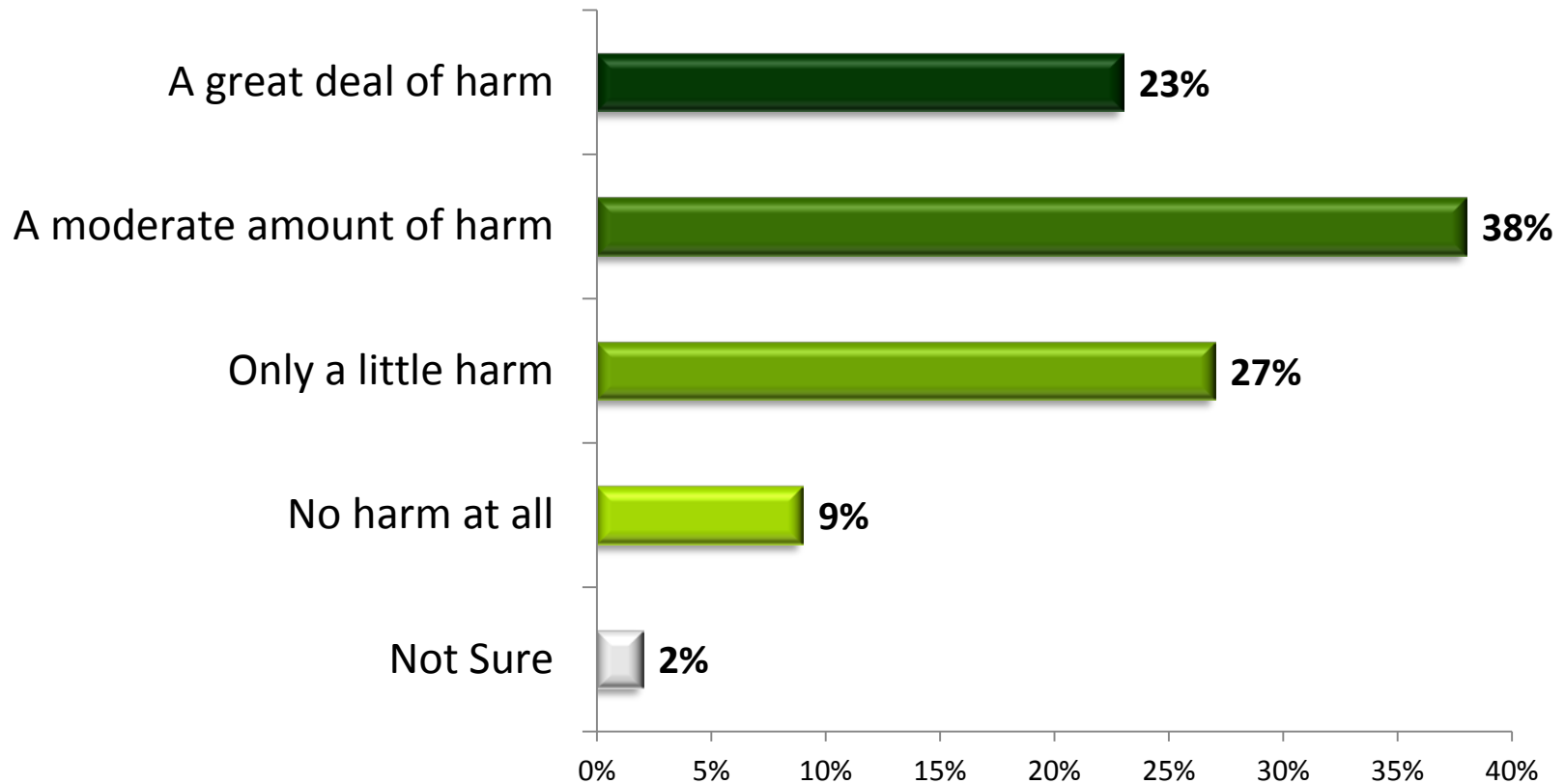
Mainers with college educations and those in the first congressional district are more likely than their counterparts to believe climate change will have a harmful impact on Maine.

Among all (n=619)

*"When do you think global 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

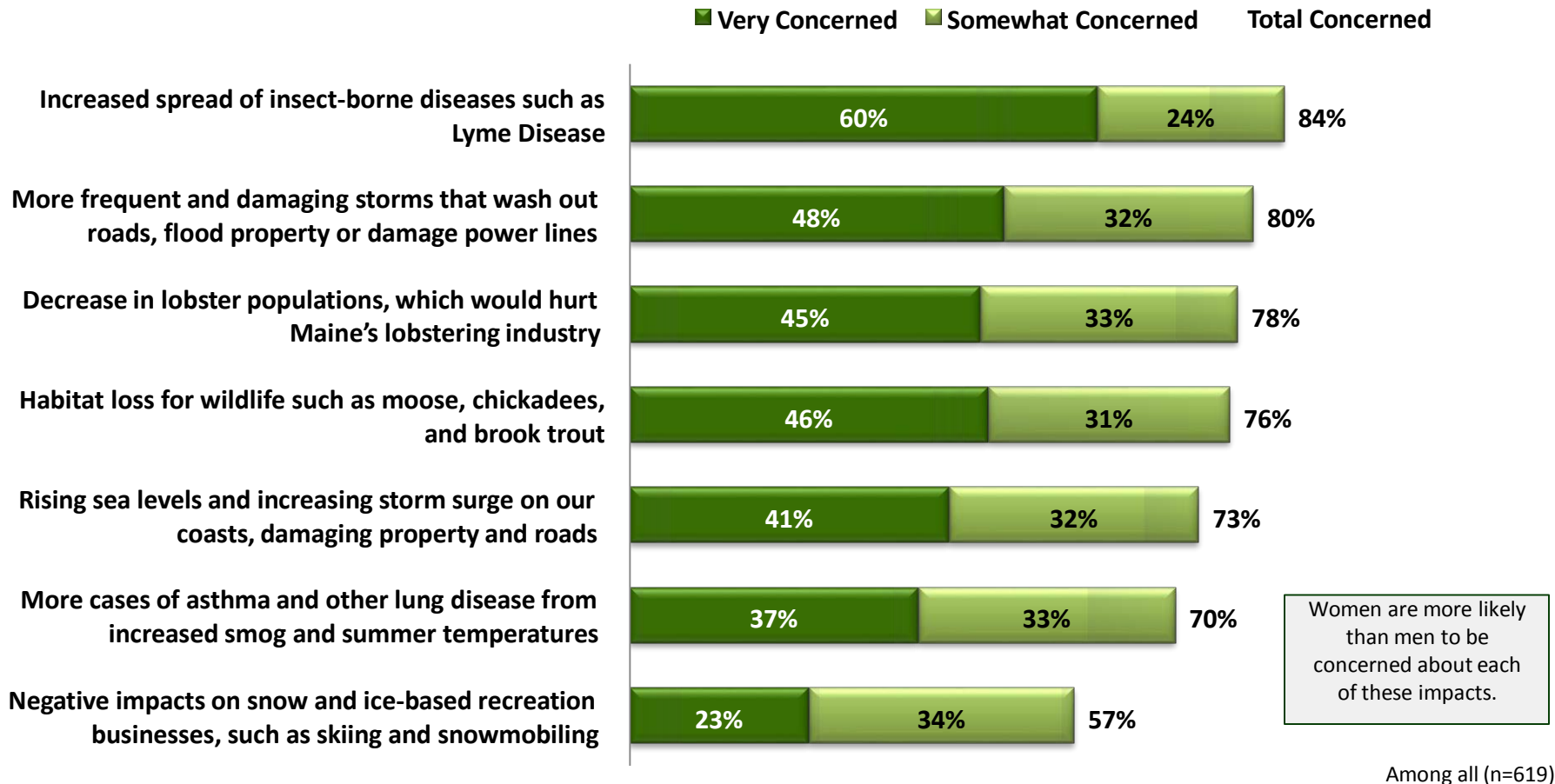


Among all (n=619)

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

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

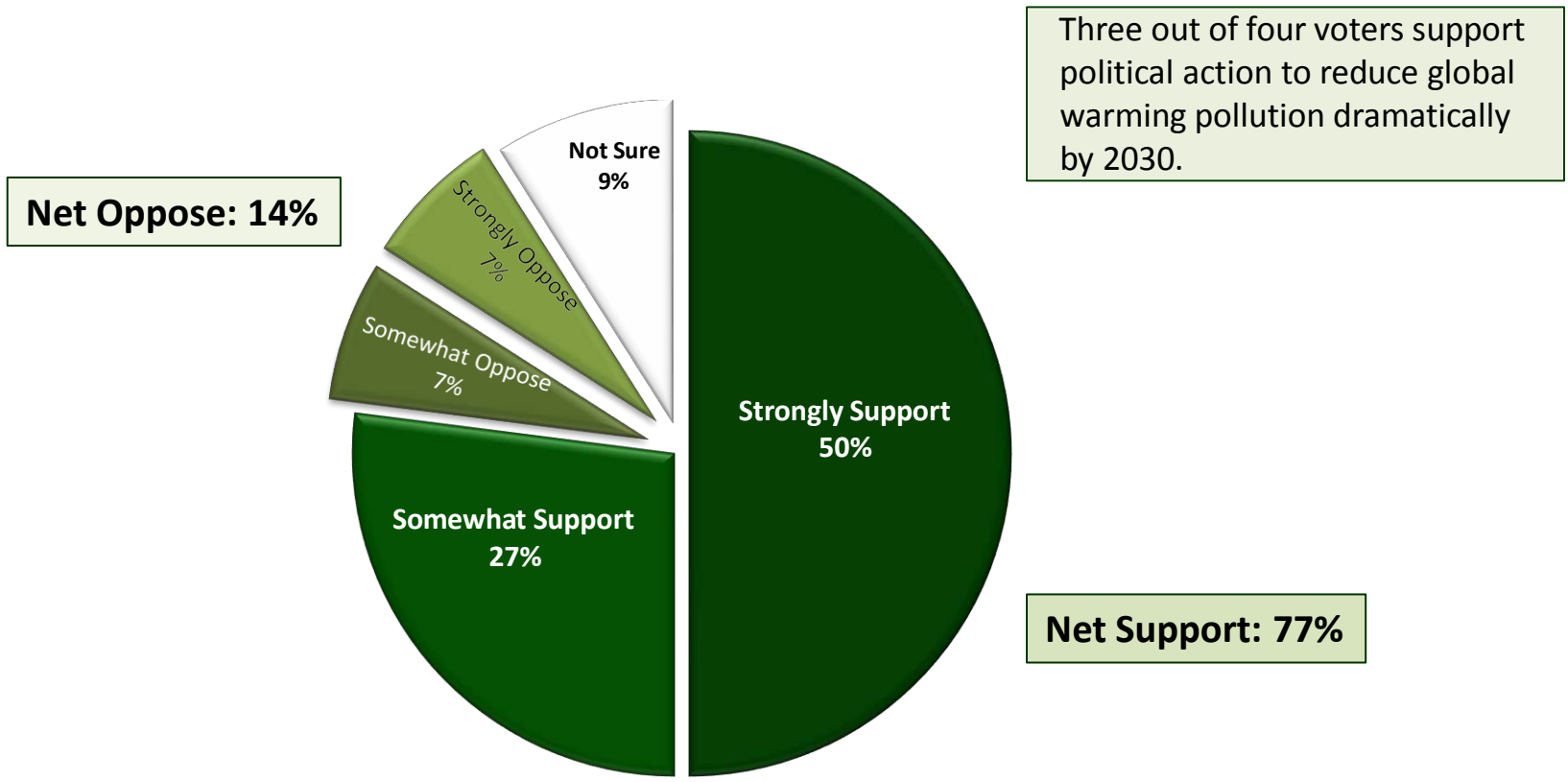
## Concerns About Global Warming's Various Impacts



*"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.

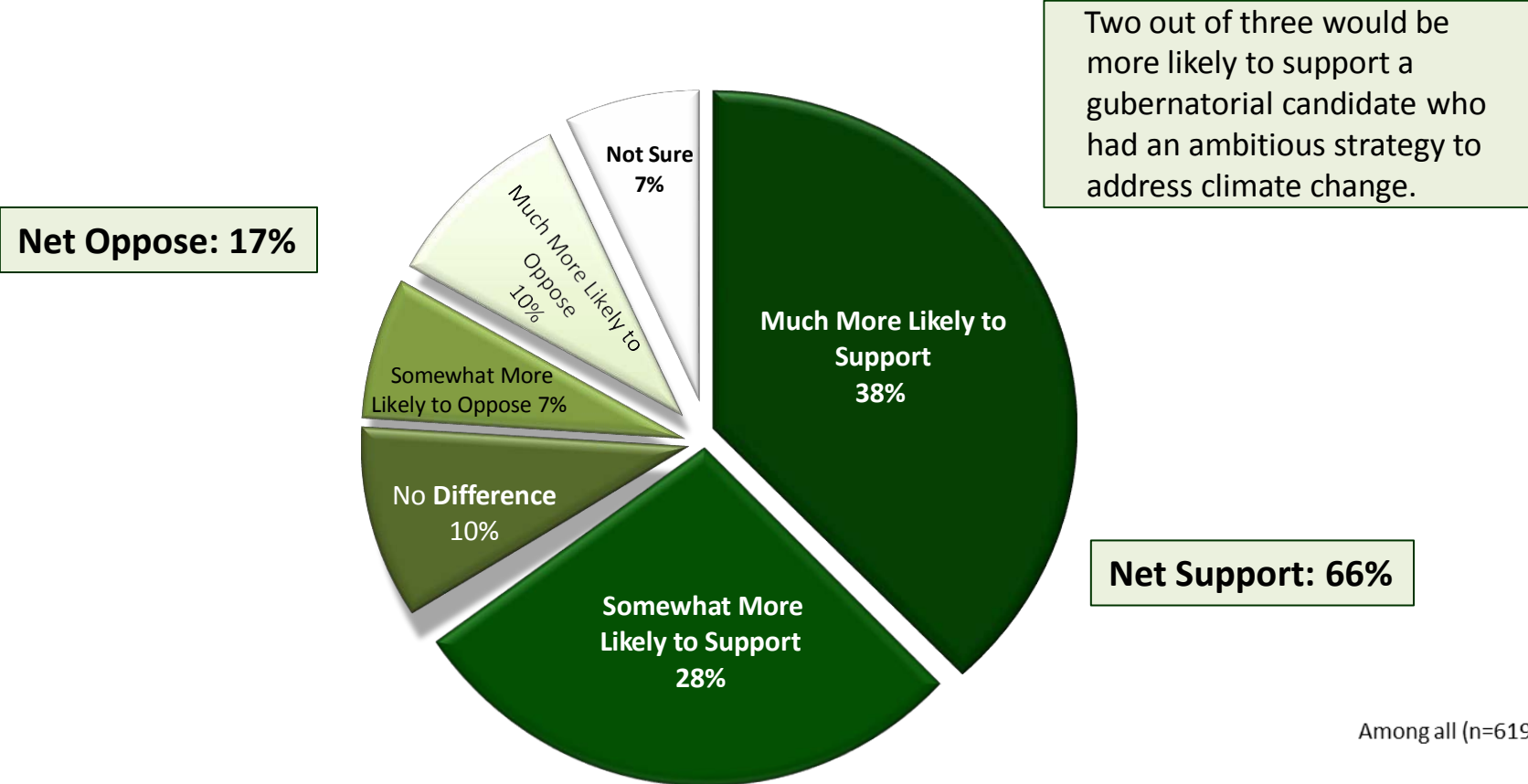
## Support for Political Action to Reduce Global Warming Pollution



Among all (n=619)

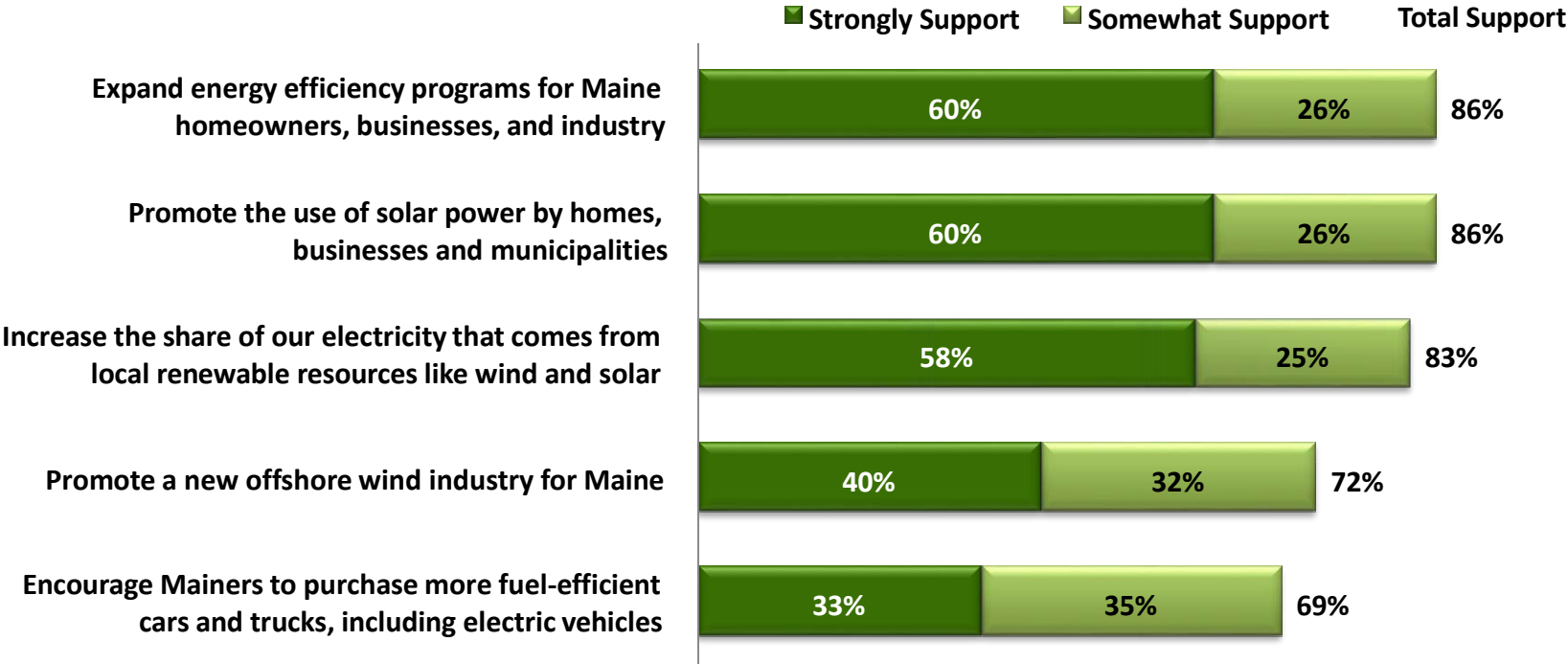
# Voters support gubernatorial candidates with an agenda to address climate change.

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



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

### Support for Policy Proposals (Alternative Energy & Energy Efficiency)

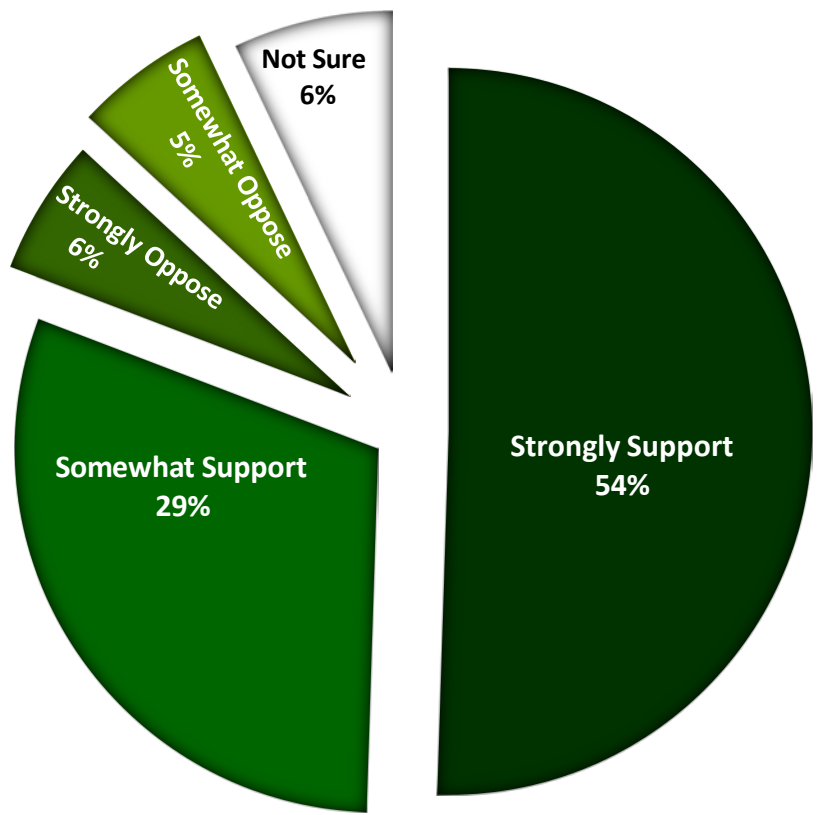


Among all (n=619)



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

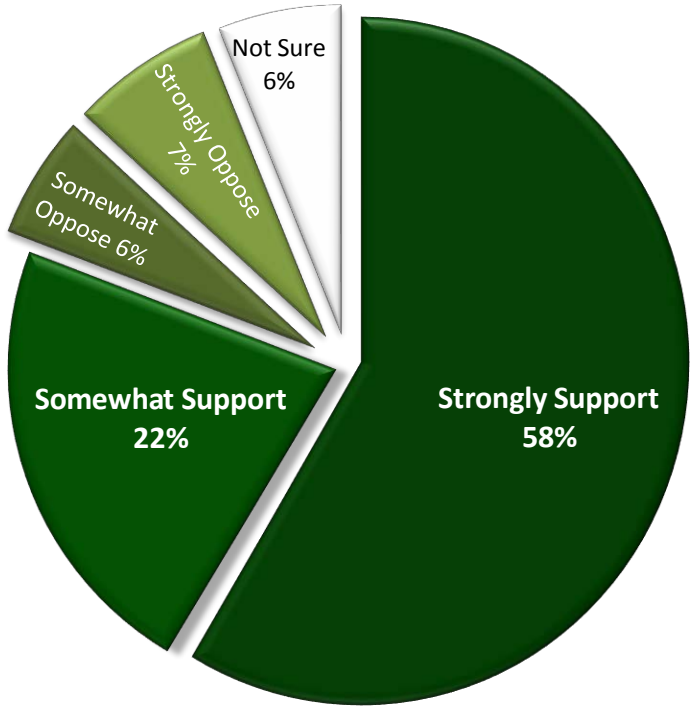
### 83% Support Funding Land for Maine's Future



Among all (n=619)

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

### Support for Establishing Katahdin Woods and Waters as a National Monument



**80% support** the Katahdin Woods & Waters National Monument

Among all (n=619)