Background & Methodology

• Each spring and fall, Critical Insights, a division of Digital Research, Inc., conducts the Critical Insights on Maine™ tracking survey, a statewide poll of registered voters that covers a variety of topics of interest to businesses, non-profits, 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 2020 wave of the survey on behalf of Natural Resources Council of Maine.

• This wave included a total of 600 respondents across the state who were surveyed online or by phone in March of 2020.
  – With a total sample of 600 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 ensure that those responding by phone or internet had equal impact on the overall results.
  – On average, the entire survey instrument was 20 minutes in administrative length – including both general-interest items and all proprietary subscriber items.
Half of voters in Maine believe global warming is *currently* harming the state. Mainers are now more likely to believe global warming is having a negative impact on Maine than they were just two years ago.

**Timing of Global Warming’s Impact on Maine**

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>2018</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having a Negative Impact Now</td>
<td>44%</td>
<td>53%</td>
</tr>
<tr>
<td>Within the Next 10 Years</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Next 10 to 25 years</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>After 25 years</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Never</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Not Sure</td>
<td>11%</td>
<td>10%</td>
</tr>
</tbody>
</table>

2018 (n=619)  
2020 (n=600)

"Please select the timeframe that best describes when you think global warming will start having harmful impacts on Maine."
Majority of Maine voters overall, and most subgroups, believe that global warming is currently having a negative impact on Maine.

Maine Voters Think Global Warming Is Having a Negative Impact on Maine now

Among all (n=600)

“Please select the timeframe that best describes when you think global warming will start having harmful impacts on Maine.”
Eight out of ten voters in Maine believe it is important for the state’s lawmakers to work across party lines to address global warming and clean energy. Six out of ten feel such bipartisanship is very important.

Importance of Bipartisanship in Addressing Global Warming

- 79% Consider Bipartisanship To Be at Least Moderately Important in Addressing Global Warming and Promoting Clean Energy.
- Support for bipartisanship is particularly strong among women and those age 65 or older.

Among all (n=600)

“Once the impact of the coronavirus has been fully addressed, how important do you believe it is for Maine lawmakers who are Republicans, Democrats, and Independents to work together to address global warming and promote clean energy development?”
Eight out of ten voters in Maine believe it is important for the state’s lawmakers to work across party lines to address global warming and clean energy.

"Once the impact of the coronavirus has been fully addressed, how important do you believe it is for Maine lawmakers who are Republicans, Democrats, and Independents to work together to address global warming and promote clean energy development?"
Three out of four voters in Maine believe the work of the Maine Climate Council should be a priority, with half believing it should be a *high* or *very high* priority.

“In 2019 the Maine Legislature passed a law with specific targets for reducing global warming pollution over time. The law also created the Maine Climate Council to create an action plan to reduce pollution and increase the use of clean energy. We understand that many parts of daily life are disrupted at the moment, and priorities may temporarily have to shift. But based on anything you know, under normal circumstances, how much of a priority would you consider the work of the Maine Climate Council to be for the state.”
Large majorities of Maine voters would support a variety of energy and transportation policies to promote sustainability in the state. Development of solar options is particularly popular.

**Support for Policy Proposals**

<table>
<thead>
<tr>
<th>Policy Proposal</th>
<th>Strongly Support</th>
<th>Somewhat Support</th>
<th>Total Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>City or town actions to support solar development in communities</td>
<td>56%</td>
<td>30%</td>
<td>86%</td>
</tr>
<tr>
<td>Laws to increase use of solar power in homes, businesses, and municipalities</td>
<td>55%</td>
<td>28%</td>
<td>84%</td>
</tr>
<tr>
<td>Municipal support for large solar farms for local government or schools</td>
<td>56%</td>
<td>26%</td>
<td>82%</td>
</tr>
<tr>
<td>A statewide public transportation system connecting Maine's cities and towns with bus service</td>
<td>48%</td>
<td>32%</td>
<td>81%</td>
</tr>
<tr>
<td>Changing streets so they are safer for pedestrians and cyclists</td>
<td>46%</td>
<td>32%</td>
<td>77%</td>
</tr>
<tr>
<td>Locating housing, workplaces, and services closer together to facilitate driving less</td>
<td>42%</td>
<td>30%</td>
<td>72%</td>
</tr>
<tr>
<td>Increasing the number of electric car charging stations</td>
<td>37%</td>
<td>33%</td>
<td>70%</td>
</tr>
<tr>
<td>Increasing the number of electric cars in Maine</td>
<td>33%</td>
<td>37%</td>
<td>69%</td>
</tr>
</tbody>
</table>

Among all (n=600)
More than eight out of ten voters in Maine support statewide legislation to encourage greater use of solar power. A clear majority strongly support such laws.

Support for Laws To Increase the Use of Solar Power

- Strongly Support: 55%
- Somewhat Support: 28%
- Somewhat Oppose: 4%
- Strongly Oppose: 5%
- Not Sure: 7%

Among all (n=600)

“In 2019 the Maine Legislature passed several laws aimed at greatly increasing the use of solar power by Maine people, businesses, municipalities and others. Do you support or oppose new laws to increase solar power in Maine?”
More than eight out of ten voters in Maine support statewide legislation to encourage greater use of solar power.

Support for New Laws Passed in 2019 to Greatly Increase Use of Solar Power in Maine

<table>
<thead>
<tr>
<th>Group</th>
<th>Support (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>84%</td>
</tr>
<tr>
<td>Male</td>
<td>82%</td>
</tr>
<tr>
<td>Female</td>
<td>85%</td>
</tr>
<tr>
<td>&lt;35</td>
<td>92%</td>
</tr>
<tr>
<td>35-44</td>
<td>82%</td>
</tr>
<tr>
<td>45-54</td>
<td>81%</td>
</tr>
<tr>
<td>55-64</td>
<td>76%</td>
</tr>
<tr>
<td>65+</td>
<td>89%</td>
</tr>
<tr>
<td>CD1</td>
<td>85%</td>
</tr>
<tr>
<td>CD2</td>
<td>82%</td>
</tr>
<tr>
<td>Dem</td>
<td>94%</td>
</tr>
<tr>
<td>Rep</td>
<td>68%</td>
</tr>
<tr>
<td>Ind</td>
<td>88%</td>
</tr>
</tbody>
</table>

Among all (n=600)

“In 2019 the Maine Legislature passed several laws aimed at greatly increasing the use of solar power by Maine people, businesses, municipalities and others. Do you support or oppose new laws to increase solar power in Maine?”
Almost nine out of ten Mainers would support actions to encourage solar development in their communities; nearly six out of ten would strongly support such community action.

**Support for Solar Development in Communities**

- **Strongly Support**: 56%
- **Somewhat Support**: 30%
- **Somewhat Oppose**: 6%
- **Strongly Oppose**: 4%
- **Not Sure**: 4%

Among all (n=600)

"Would you support or oppose your city or town taking actions to encourage solar development in your community?"
Eight out of ten voters in Maine would support solar farms for their community’s municipal buildings; almost six out of ten would strongly support solar farms in their community.

Support for Community Solar Farms

- **Strongly Support**: 56%
- **Somewhat Support**: 26%
- **Somewhat Oppose**: 5%
- **Strongly Oppose**: 7%
- **Not Sure**: 5%

Among all (n=600)

“Would you support or oppose your city or town pursuing a large solar farm located in your community to reduce electricity costs for local government or schools?”
Eight out of ten voters in Maine support funding a public transportation system that would connect the state’s small towns and cities through frequent bus service.

“Would you support or oppose using a greater portion of transportation funding to create a statewide public transportation system that connects Maine’s small towns and cities with frequent bus service?”
Three out of four Mainers are in favor of state-mandated changes that would make streets safer for pedestrians and bicyclists.

"Would you support or oppose state policies or incentives to change the streets in our towns and cities to create safer routes for children to get to school and for people to safely run errands on their bike or walking?"

Among all (n=600)

77% Support Changes That Increase Safety for Bicyclists and Pedestrians.

Support for State Mandates to Make Streets Safer for Pedestrians and Cyclists

- Strongly Support: 46%
- Somewhat Support: 32%
- Strongly Oppose: 7%
- Somewhat Oppose: 9%
- Not Sure: 7%
Seven out of ten Mainers support state mandates to ensure infrastructure is developed in a way that reduces the need to drive.

Support for Keeping Housing, Workplaces, and Services Close to Reduce Driving

- Strongly Support: 42%
- Somewhat Support: 30%
- Somewhat Oppose: 12%
- Strongly Oppose: 7%
- Not Sure: 9%

72% Support Making Housing, Workplaces, and Services Closer in Order to Minimize Driving.

Among all (n=600)

"Would you support or oppose state policies or incentives that encourage the development of housing, workplaces, and services such as schools, health care and shopping to be located closer together so people don’t have to drive as much?"
Seven out of ten voters in Maine support state targets to dramatically increase the number of electric vehicles in the state. Just as many support a statewide plan to increase the number of charging stations needed to support electric cars.

"Would you support or oppose Maine setting targets to dramatically increase the number of electric cars in Maine over the coming decade through a combination of incentives, education, and construction for more charging stations?"

"Would you support or oppose a statewide plan to greatly increase the number of electric car charging stations throughout the state?"

69% Support State Targets for More Electric Cars.

70% Support a State Plan to Increase the Number of Electric Car Charging Stations.

Among all (n=600)