



 **CRITICAL
INSIGHTS**
Market Research, Public Opinion Polling
A Division of **DRI**



Natural Resources
Council of Maine

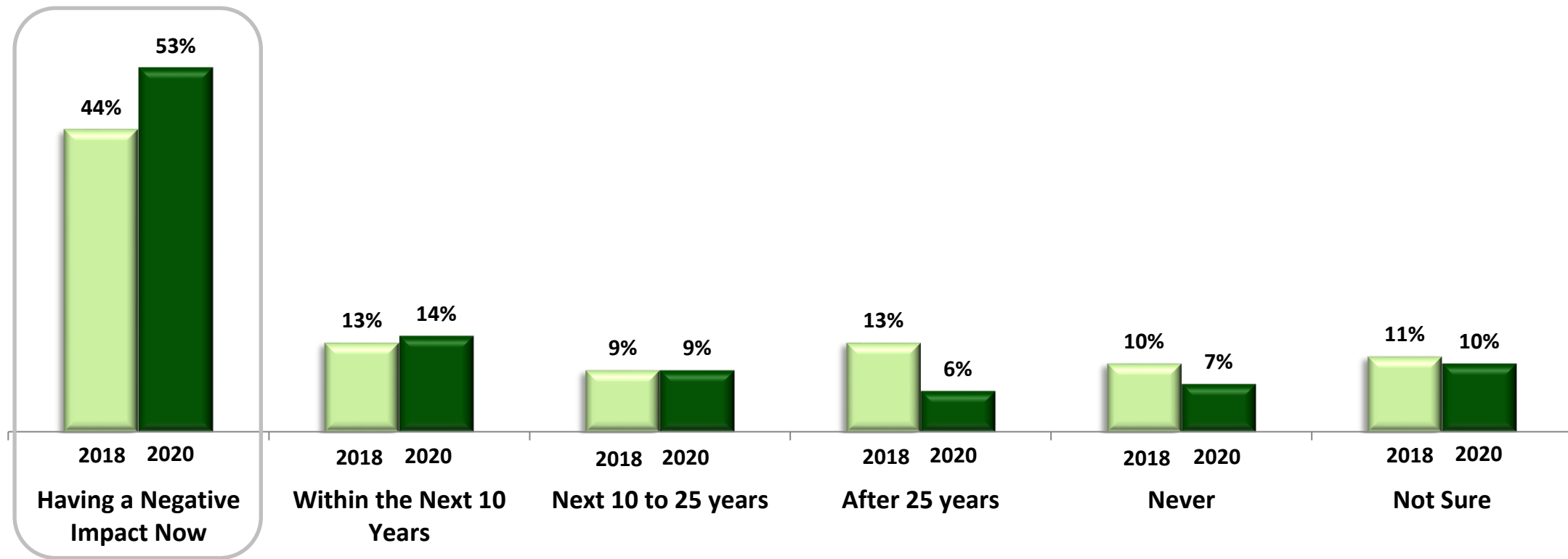
Critical Insights on Maine™ Tracking Survey
Spring 2020

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.**
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- 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.

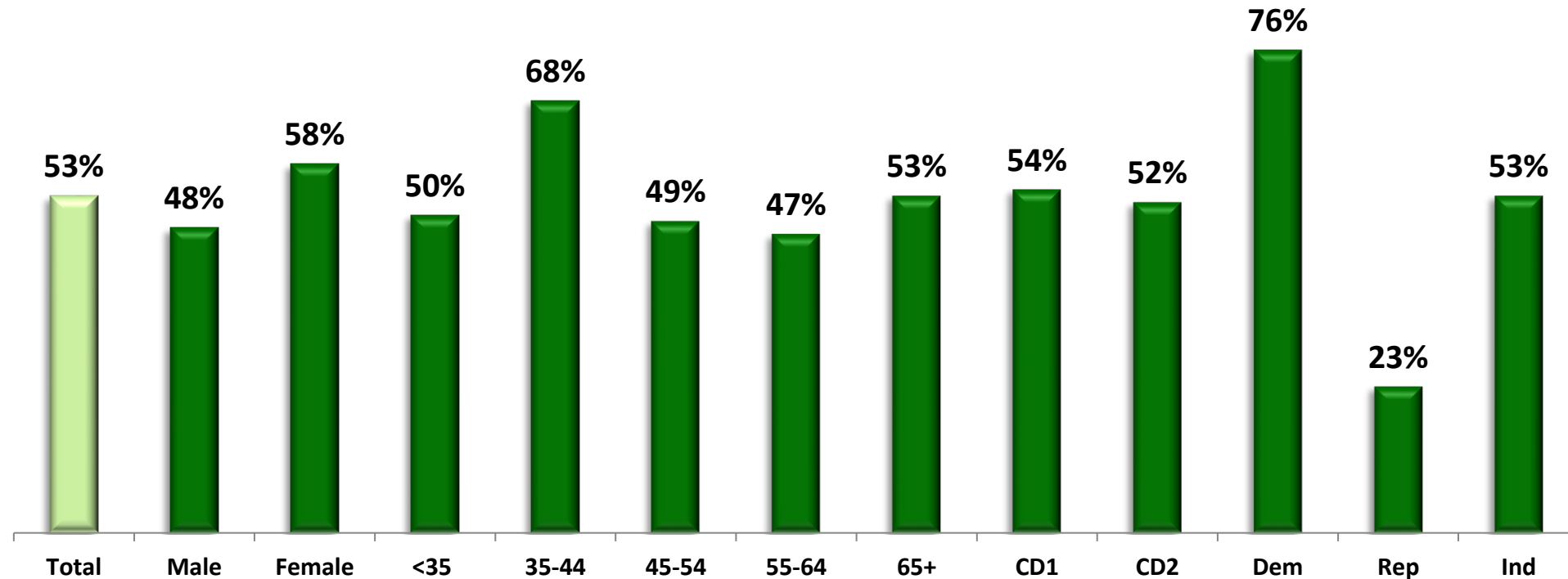
Timing of Global Warming's Impact on Maine



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

Majority of Maine voters overall, and most subgroups, believe that global warming is *currently* having a negative impact on Maine.

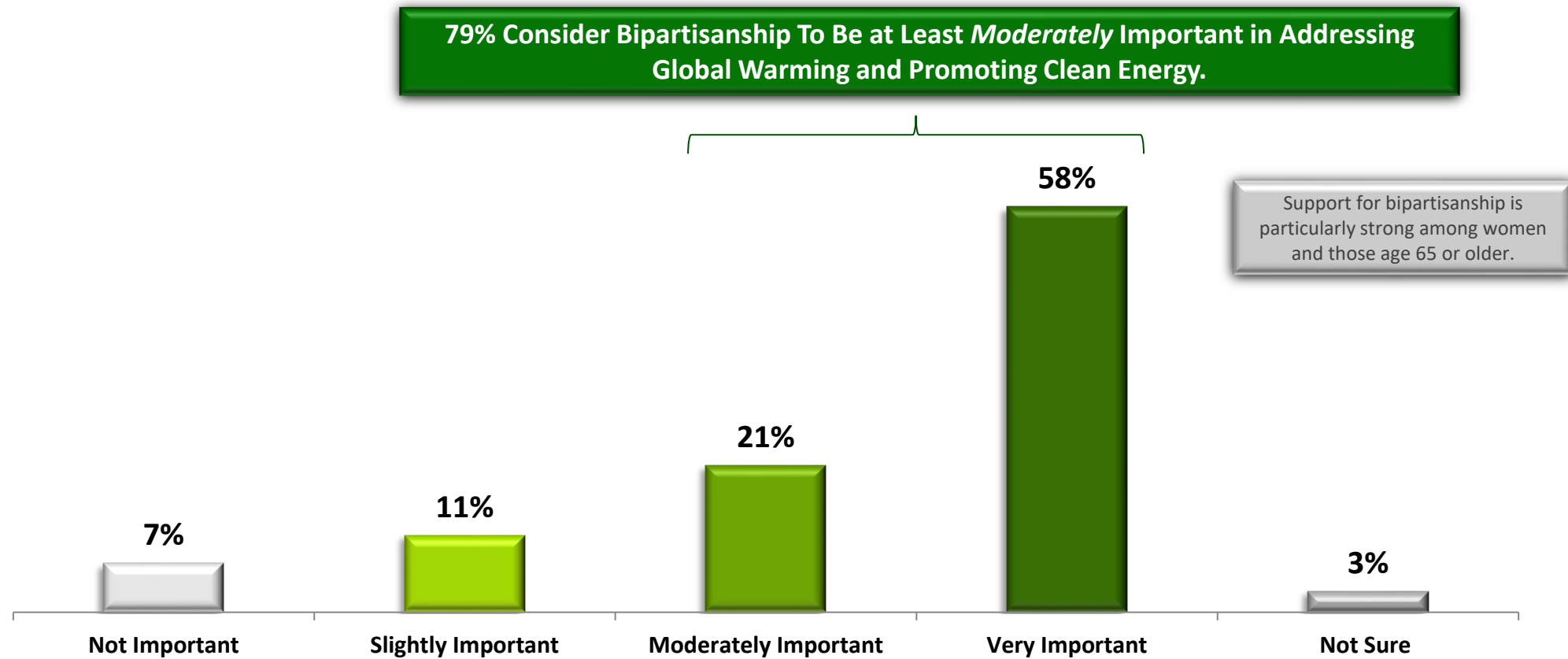
Maine Voters Think Global Warming Is Having a Negative Impact on Maine now



Among all (n=600)

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.

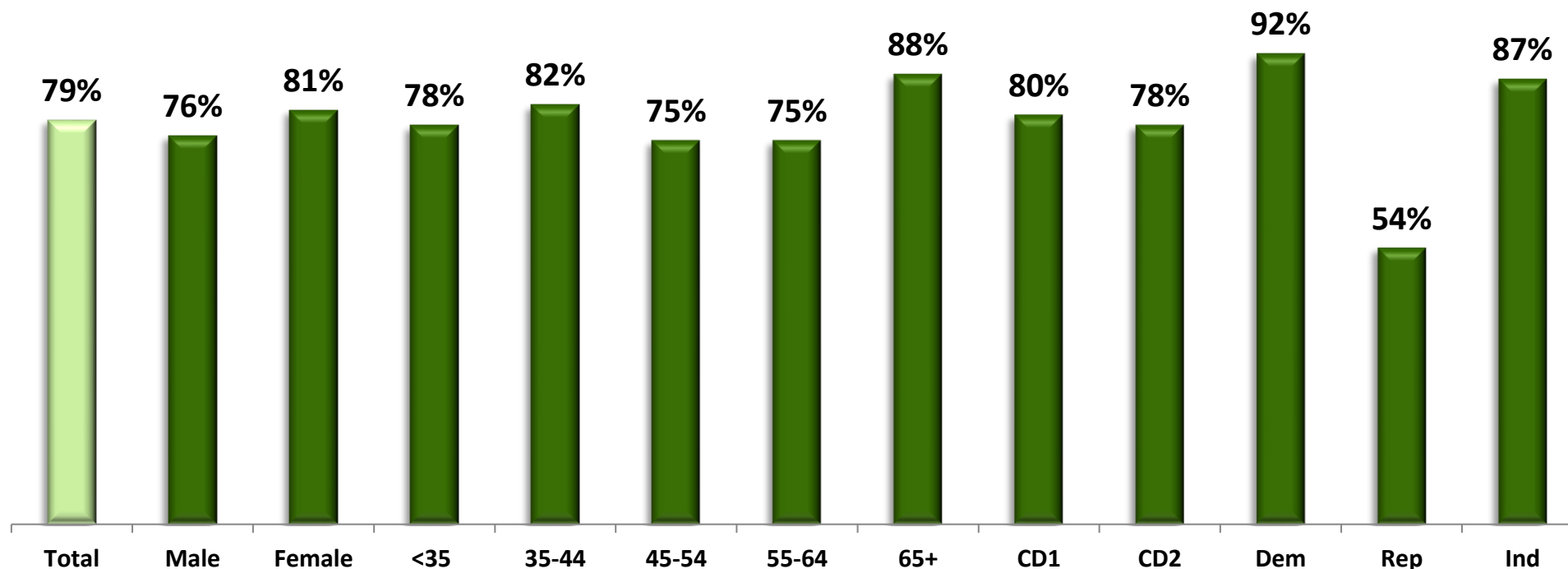
Importance of Bipartisanship in Addressing Global Warming



Among all (n=600)

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.

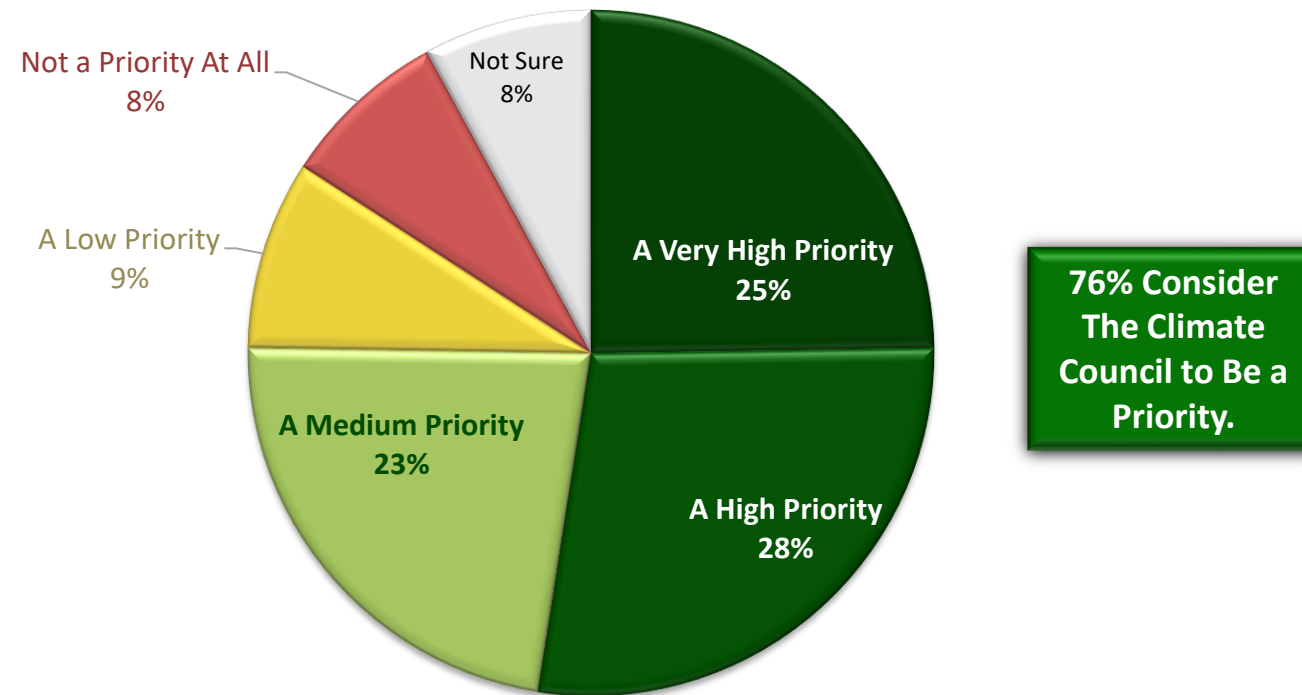
Support for Lawmakers Working Across Party Lines to Address Global Warming and Promote Clean Energy



Among all (n=600)

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.

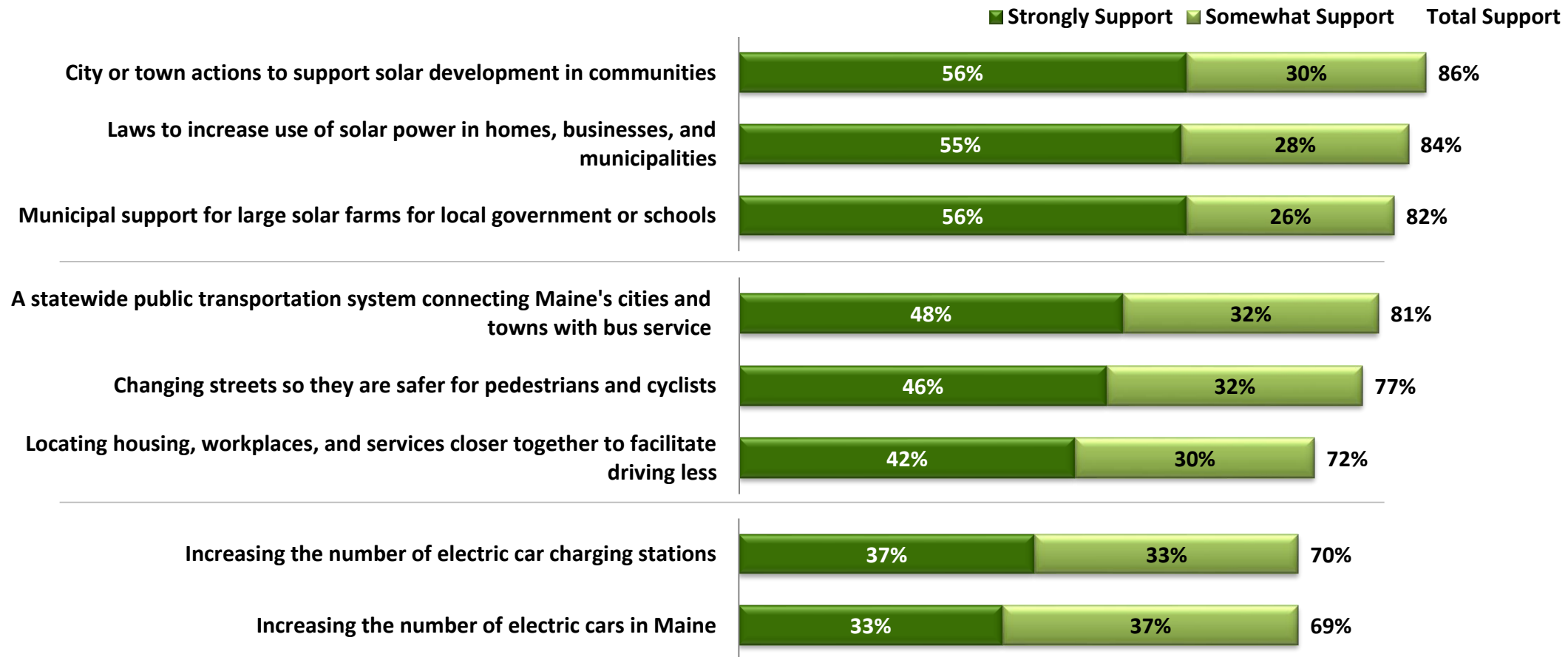
Views Toward the Maine Climate Council



Among all (n=600)

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.

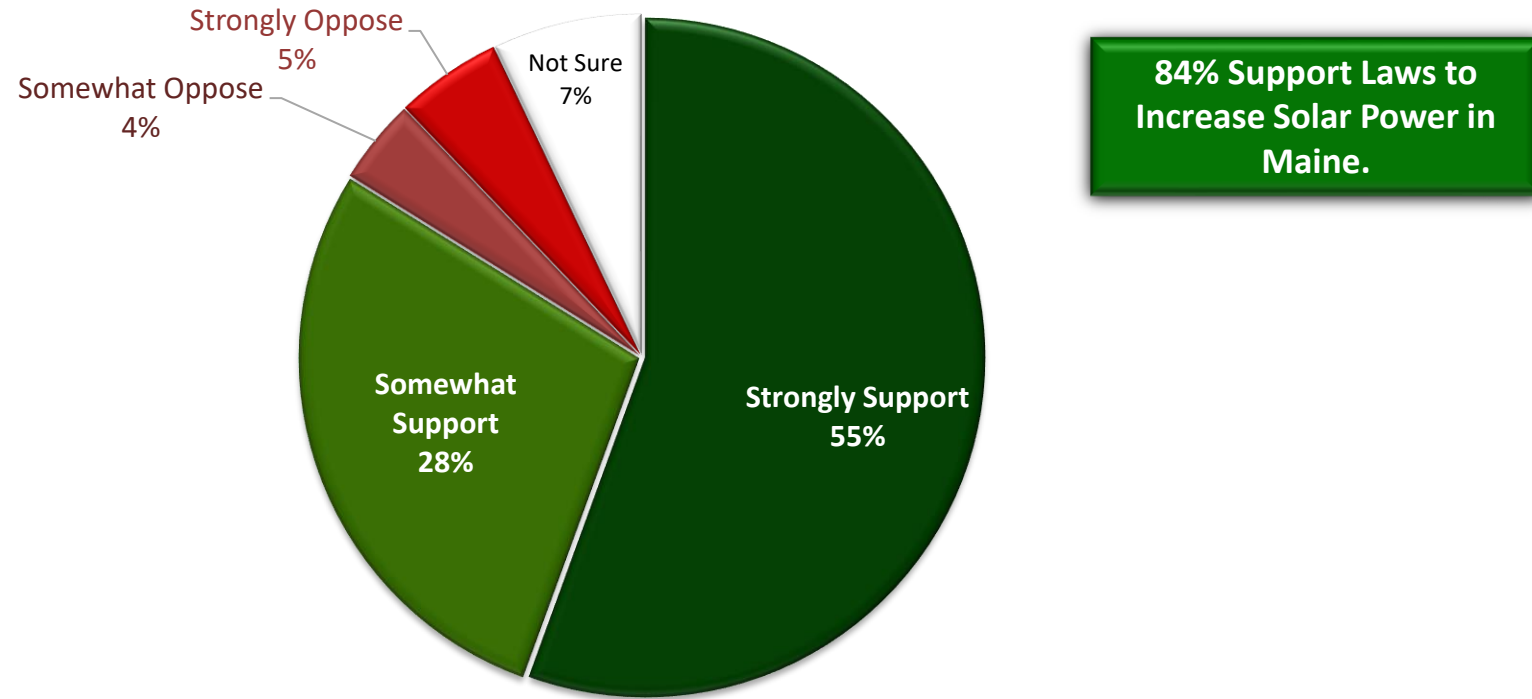
Support for Policy Proposals



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.

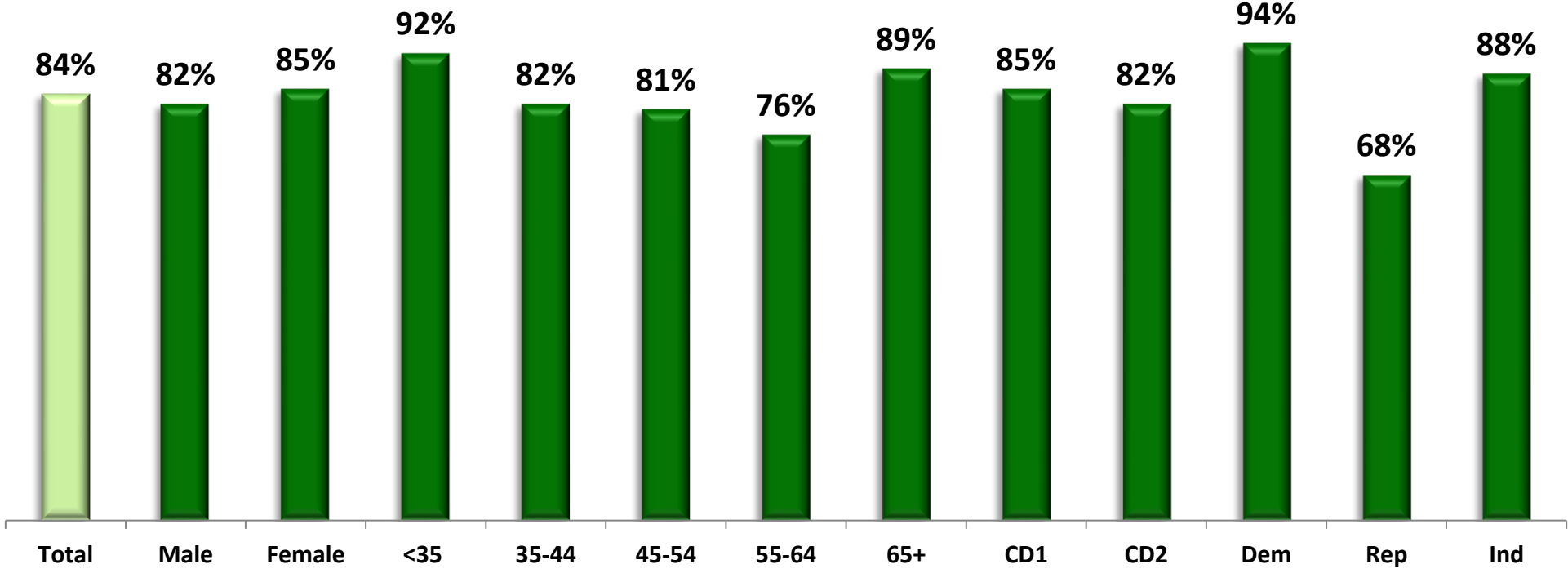
Support for Laws To Increase the Use of Solar Power



Among all (n=600)

More than eight out of ten voters in Maine support statewide legislation to encourage greater use of solar power.

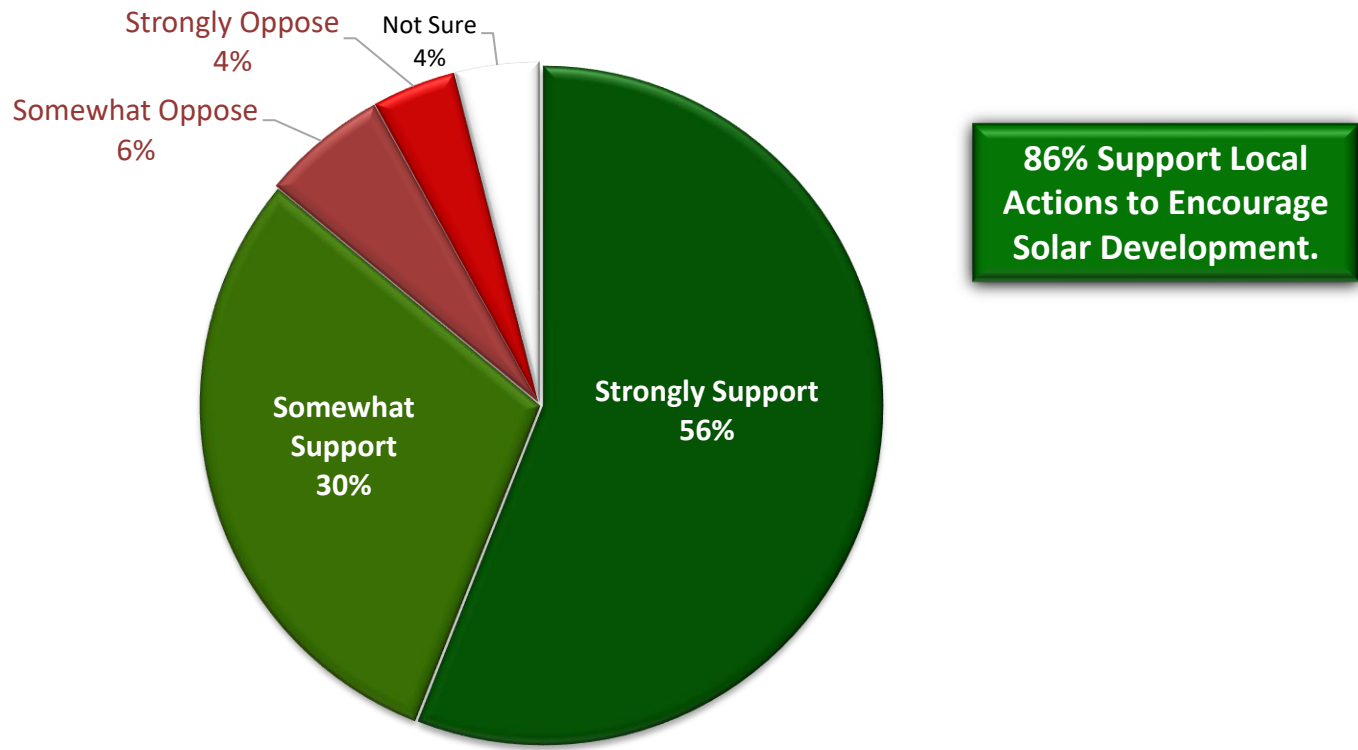
Support for New Laws Passed in 2019 to Greatly Increase Use of Solar Power in Maine



Among all (n=600)

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.

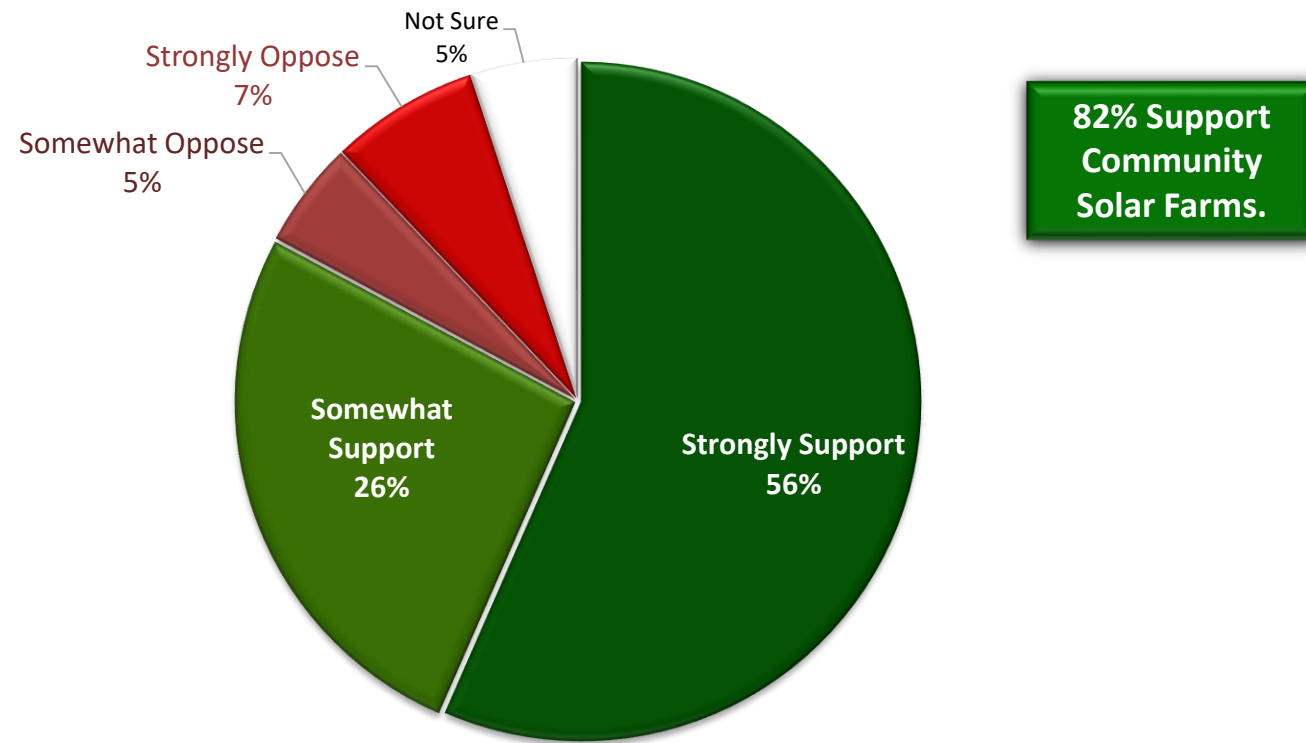
Support for Solar Development in Communities



Among all (n=600)

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.

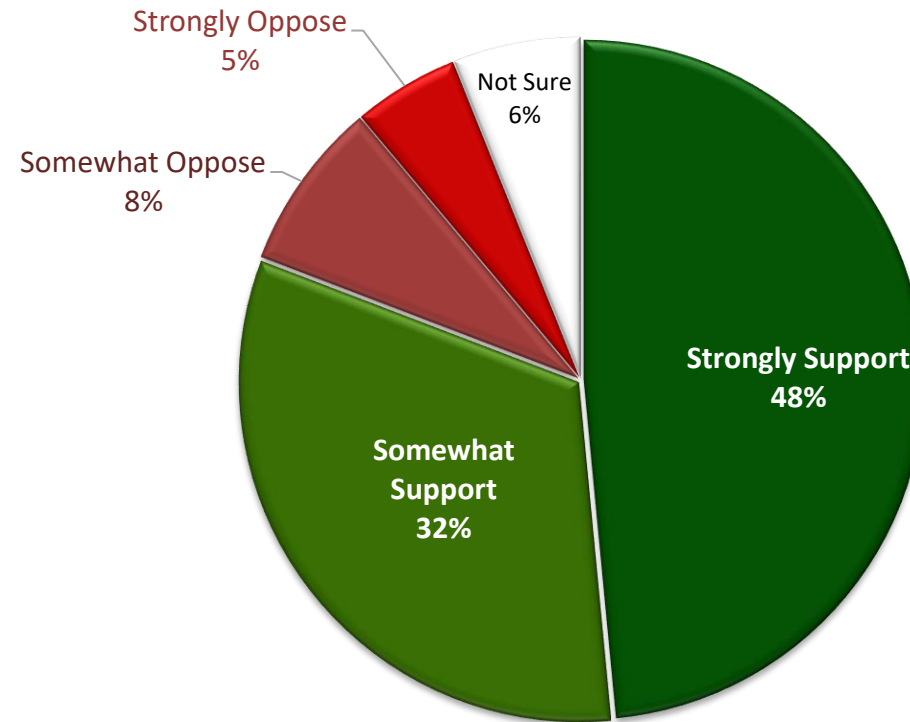
Support for Community Solar Farms



Among all (n=600)

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.

Support for Funding a Statewide Public Transportation System

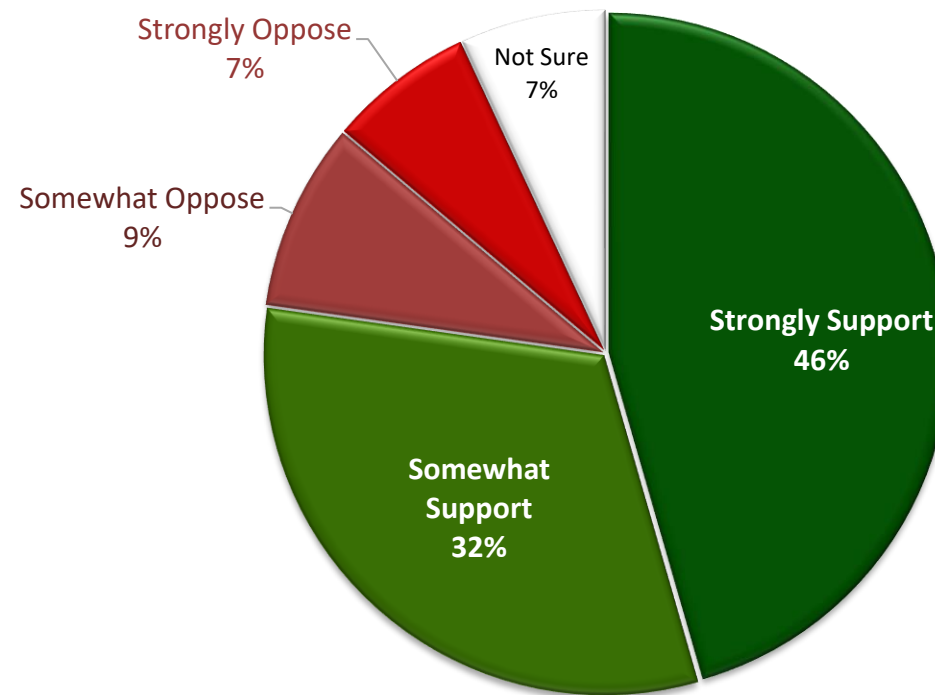


**81% Support Connecting
Maine's Cities and Towns
With Bus Service.**

Among all (n=600)

Three out of four Mainers are in favor of state-mandated changes that would make streets safer for pedestrians and bicyclists.

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

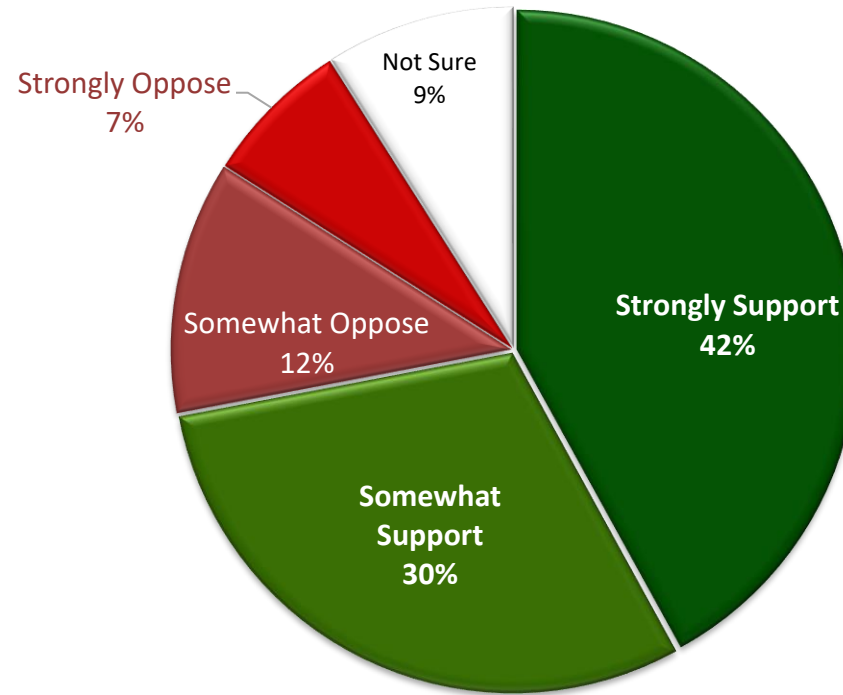


77% Support Changes That Increase Safety for Bicyclists and Pedestrians.

Among all (n=600)

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

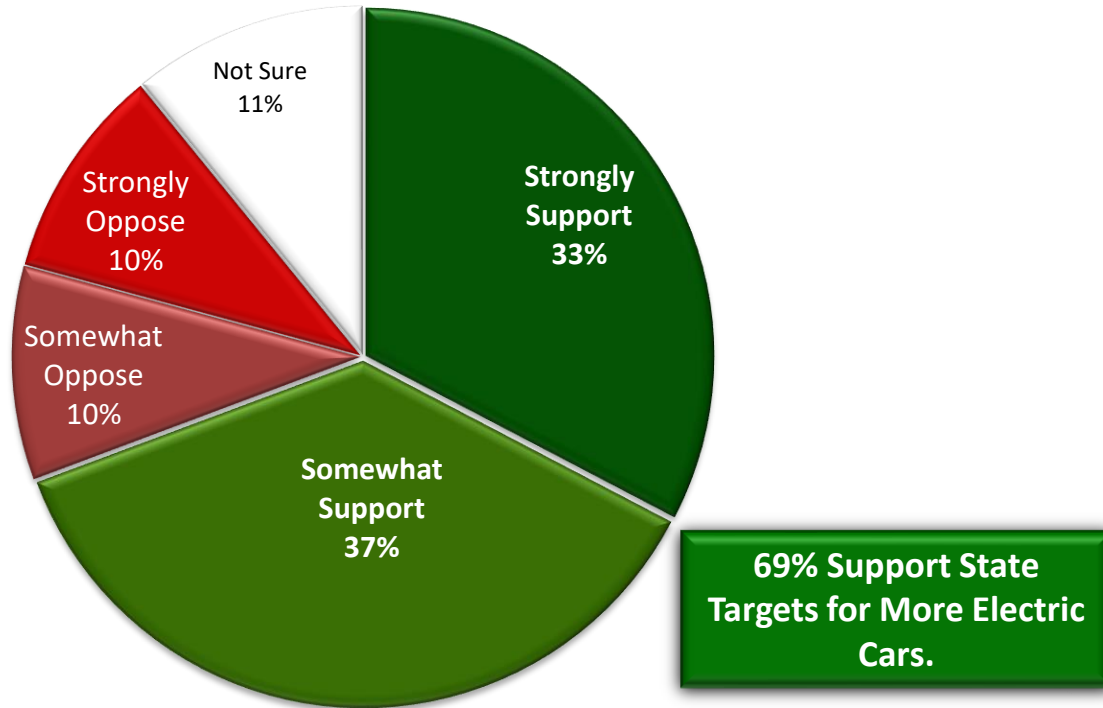


72% Support Making Housing, Workplaces, and Services Closer in Order to Minimize Driving.

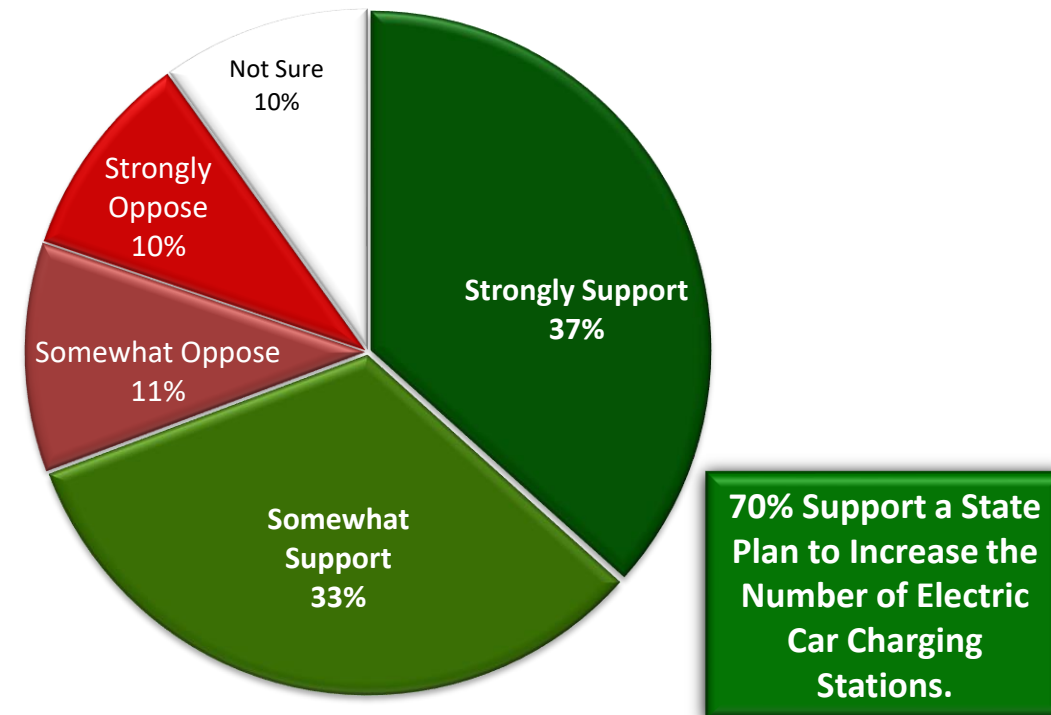
Among all (n=600)

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.

Support for Dramatically Increasing the Number of Electric Cars



Support for a Statewide Plan to Increase the Number of Electric Car Charging Stations



Among all (n=600)