Digital Research inc DRI

Unique Perspectives in Marketing Research

Critical Insights on Maine™

Data Tables for:

NRCM

(Spring 2022)

Critical Insights on Maine - Spring 2022

QS1. Do you live in Maine most of the year, that is six months or more?

		Gender		Age					Education				Children in HH?		HH Income				CD	
														No			$35K-	$50K-			
	Total	Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	children in HH	<$35K	$49.9K	$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Spring 2022

QS2. Are you a registered voter in the state of Maine?

	Total	Gender		Age					Education				Children in HH?		HH Income				CD	
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622 100%	301 100%	316 100%	119 100%	154 100%	97 100%	150 100%	102 100%	244 100%	190 100%	116 100%	66 100%	201 100%	418 100%	150 100%	86 100%	95 100%	200 100%	311 100%	311 100%
Yes	622 100%	301 100%	316 100%	119 100%	154 100%	97 100%	150 100%	102 100%	244 100%	190 100%	116 100%	66 100%	201 100%	418 100%	150 100%	86 100%	95 100%	200 100%	311 100%	311 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Critical Insights, Inc.

Critical Insights on Maine - Spring 2022

QS3. With what political party are you registered to vote?

| | | Gender | | | | Age | | | | | Education | | | | Children in HH? | | HH Income | | | | CD | |
	Total	Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Democrat	228	92	133	40	45	30	65	48	70	69	56	31	64	163	60	25	36	74	145	83
	37%	31%	42%	33%	29%	31%	43%	47%	29%	36%	48%	47%	32%	39%	40%	29%	38%	37%	47%	27%
			B					EF			I	I							T	
Republican	200	114	86	39	49	32	51	29	88	67	29	14	73	126	40	30	34	69	70	130
	32%	38%	27%	33%	32%	33%	34%	28%	36%	35%	25%	21%	36%	30%	27%	35%	35%	35%	23%	42%
		C							L	L										S
Green Independent (often just called the Green Party)	60	28	30	17	16	8	11	9	30	21	6	3	21	38	13	5	17	14	22	38
	10%	9%	10%	14%	10%	8%	7%	9%	12%	11%	5%	4%	11%	9%	9%	6%	18%	7%	7%	12%
									KL	L							PR			
Some other party	19	11	8	8	4	4	2	1	13	–	3	2	5	14	13	2	0	3	9	10
	3%	3%	3%	7%	2%	4%	1%	1%	5%		3%	3%	2%	3%	9%	2%	*%	2%	3%	3%
				H											PQR					
Unenrolled (no party choice)	89	44	43	13	29	16	19	13	31	23	20	14	28	60	18	16	8	33	51	38
	14%	15%	14%	11%	19%	16%	13%	12%	13%	12%	17%	21%	14%	14%	12%	19%	8%	17%	16%	12%
Not sure	11	1	10	–	8	2	1	0	4	5	2	–	5	6	4	4	1	2	9	2
	2%	*%	3%		5%	2%	1%	*%	2%	3%	2%		3%	1%	3%	4%	1%	1%	3%	1%
			B		H											R			T	
Prefer not to say	16	11	5	3	4	6	0	3	7	5	1	3	5	11	2	5	–	4	5	11
	3%	4%	1%	2%	3%	6%	*%	3%	3%	3%	1%	4%	2%	3%	1%	5%		2%	2%	3%
						G														

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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Critical Insights on Maine - Spring 2022

QS4. In what county do you reside?

	Total	Gender		Age					Education				Children in HH?		HH Income				CD	
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: North	115	62	53	21	26	19	32	17	49	40	17	10	33	82	25	21	18	37	-	115
	19%	21%	17%	18%	17%	19%	22%	16%	20%	21%	14%	15%	17%	20%	17%	24%	19%	18%		37%
Aroostook	39	16	23	3	7	8	15	6	18	10	6	5	15	24	6	6	5	12	-	39
	6%	5%	7%	3%	5%	8%	10%	6%	8%	5%	5%	8%	8%	6%	4%	7%	5%	6%		13%
Penobscot	56	33	23	18	14	5	11	8	16	25	10	4	16	40	15	8	11	20	-	56
	9%	11%	7%	15%	9%	5%	7%	8%	7%	13% L	9%	6%	8%	9%	10%	9%	11%	10%		18%
Piscataquis	2	2	-	-	-	2	-	-	2	-	-	-	-	2	-	2	-	-	-	2
	*%	1%				2%			1%					1%		2%				1%
Somerset	18	11	7	-	5	4	7	2	12	5	0	1	2	16	4	5	2	5	-	18
	3%	3%	2%		3%	4%	4%	2%	5% K	3%	*%	1%	1%	4% M	3%	6%	2%	3%		6%
Net: Central	144	88	54	31	34	14	32	33	64	52	18	9	45	98	44	32	20	23	21	123
	23%	29% C	17%	26%	22%	14%	22%	32% FG	26% KL	28% KL	16%	14%	22%	24%	29% R	37% R	21%	12%	7%	39% S
Androscoggin	62	45	15	22	11	4	14	11	33	17	8	4	24	38	16	18	8	8	-	62
	10%	15% C	5%	18% F	7%	4%	9%	11% F	14%	9%	7%	6%	12%	9%	11%	20% R	9%	4%		20%
Franklin	9	7	2	-	3	1	2	4	5	2	1	1	3	6	3	1	-	4	-	9
	1%	2%	1%		2%	1%	1%	3%	2%	1%	1%	1%	2%	1%	2%	1%		2%		3%
Kennebec	31	11	20	6	5	3	10	7	4	19	7	2	7	24	9	7	6	6	21	10
	5%	4%	6%	5%	3%	3%	7%	7%	2%	10% IL	6%	3%	4%	6%	6%	8%	7%	3%	7%	3%
Oxford	42	25	16	3	15	6	7	11	21	15	2	3	10	30	16	6	6	5	-	42
	7%	8%	5%	2%	10% D	6%	5%	11% DG	9%	8%	2% K	4%	5%	7%	11% R	7%	6%	3%		13%
Net: Coastal	363	151	208	68	94	64	85	52	131	98	81	47	123	238	81	34	57	140	290	73
	58%	50%	66% B	57%	61%	66% H	57%	51%	54%	52%	70% IJ	72% IJ	61%	57%	54%	39%	60% P	70% OP	93% T	23%
Cumberland	165	69	95	30	39	30	42	24	37	39	57	31	58	106	25	15	13	83	165	-
	26%	23%	30%	25%	25%	31%	28%	24%	15%	20%	49% IJ	47% IJ	29%	25%	17%	17%	14%	42% OPQ	53%	

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

North Region: Aroostook, Penobscot, Piscataquis, Somerset Counties
Central Region: Androscoggin, Franklin, Kennebec, Oxford Counties
Coastal Region: Cumberland, Hancock, Knox, Lincoln, Sagadahoc, Waldo, Washington, York Counties

Critical Insights, Inc.

Critical Insights on Maine - Spring 2022

QS4. In what county do you reside?

	Total	Gender Male	Female	Age <35	35-44	45-54	55-64	65+	Education HS or less	Some college	Graduated college	Graduate school	Children in HH? Children in HH	No children in HH	HH Income <$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Hancock	24	13	10	5	6	5	7	1	14	7	0	3	8	15	9	3	7	2	-	24
	4%	4%	3%	4%	4%	5%	5%	1%	6%	4%	*%	4%	4%	4%	6%	3%	8%	1%		8%
						H	H		K	K		K					R			
Knox	31	11	20	10	12	1	2	6	18	8	4	2	9	22	12	1	6	7	31	-
	5%	4%	6%	8%	8%	1%	2%	6%	7%	4%	3%	2%	5%	5%	8%	1%	7%	3%	10%	
					FG			FG							P					
Lincoln	18	6	10	2	4	3	4	5	9	1	3	3	8	8	1	5	3	5	18	-
	3%	2%	3%	2%	2%	3%	3%	5%	4%	1%	3%	5%	4%	2%	1%	5%	3%	2%	6%	
Sagadahoc	15	5	10	7	1	4	2	2	2	7	2	2	6	9	2	0	1	11	15	-
	2%	2%	3%	5%	1%	4%	2%	2%	1%	4%	2%	3%	3%	2%	1%	*%	1%	5%	5%	
																		P		
Waldo	27	10	17	4	7	6	5	6	18	5	2	1	9	18	6	4	9	4	-	27
	4%	3%	5%	3%	4%	6%	3%	6%	7%	3%	2%	1%	5%	4%	4%	5%	10%	2%		9%
									KL								R			
Washington	22	5	17	11	5	2	3	1	15	5	2	1	9	13	11	1	7	2	-	22
	4%	2%	5%	9%	3%	2%	2%	1%	6%	2%	2%	2%	5%	3%	7%	1%	7%	1%		7%
			B	FGH					K						R		PR			
York	61	31	30	1	20	13	19	8	19	26	11	5	15	45	15	5	10	25	61	-
	10%	10%	10%	1%	13%	14%	13%	8%	8%	14%	10%	8%	7%	11%	10%	6%	10%	13%	20%	
					D	D	D	D												

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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North Region: Aroostook, Penobscot, Piscataquis, Somerset Counties
Central Region: Androscoggin, Franklin, Kennebec, Oxford Counties
Coastal Region: Cumberland, Hancock, Knox, Lincoln, Sagadahoc, Waldo, Washington, York Counties

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Critical Insights on Maine - Spring 2022

QS5. What town do you live in or closest to?

Base: Mentioned "Kennebec" (QS4)

	Total	Gender		Age					Education				Children in HH?		HH Income				CD	
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	31 100%	11 100%	20 100%	6 100%	5 100%	3 100%	10 100%	7 100%	4 100%	19 100%	7 100%	2 100%	7 100%	24 100%	9 100%	7 100%	6 100%	6 100%	21 100%	10 100%
Augusta	11 35%	6 51%	6 27%	-	3 62%	1 35%	5 55%	2 22%	-	10 52%	1 18%	0 16%	-	11 46%	6 65%	2 30%	2 28%	-	11 53%	-
Albion	3 8%	2 16%	1 4%	-	2 38%	-	-	1 10%	-	3 14%	-	-	2 24%	1 3%	-	-	-	3 42%	-	3 25%
Chelsea	1 2%	1 7%	-	-	-	-	-	1 10%	1 18%	-	-	-	-	1 3%	1 9%	-	-	-	1 4%	-
China	3 10%	1 7%	2 11%	-	-	1 35%	1 5%	1 19%	1 19%	2 10%	1 8%	-	-	3 13%	-	-	-	1 18%	1 19%	3 15%
Clinton	2 5%	-	2 8%	2 26%	-	-	-	-	-	-	2 24%	-	2 22%	-	-	2 22%	-	-	-	2 15%
Fayette	0 1%	-	0 2%	-	-	-	-	0 5%	-	-	0 5%	-	-	0 1%	-	-	-	0 6%	-	0 3%
Gardiner	2 5%	-	2 8%	2 26%	-	-	-	-	-	-	2 24%	-	-	2 7%	-	2 22%	-	-	-	2 15%
Litchfield	2 5%	1 5%	1 5%	-	-	-	2 17%	-	-	1 6%	1 8%	-	1 15%	1 2%	1 13%	-	-	-	1 9%	2 16%
Manchester	2 6%	-	2 9%	-	-	-	2 18%	-	2 41%	-	-	-	-	2 7%	-	-	2 25%	-	2 8%	-
Monmouth	1 3%	-	1 5%	-	-	-	-	1 13%	1 23%	-	-	-	-	1 4%	-	-	-	-	-	1 10%
Oakland	0 1%	0 2%	-	-	-	-	-	0 3%	-	-	0 3%	-	-	0 1%	-	-	-	0 4%	-	0 2%
Randolph	0 2%	-	0 2%	-	-	0 14%	-	-	-	-	-	0 25%	-	0 2%	-	-	-	0 8%	-	0 5%
Readfield	3 10%	0 2%	3 14%	3 48%	-	-	-	0 3%	-	3 16%	-	0 11%	3 40%	0 1%	-	-	-	3 45%	0 4%	3 15%
Rome	0 1%	0 2%	-	-	-	-	-	0 3%	-	-	-	0 11%	-	0 1%	-	-	-	0 4%	-	0 2%

Critical Insights on Maine - Spring 2022

QS5. What town do you live in or closest to?

Base: Mentioned "Kennebec" (QS4)

	Total	Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Vassalboro	1 2%	-	1 3%	-	-	1 16%	-	-	-	-	1 8%	-	-	1 2%	-	-	1 8%	-	1 3%	-
Waterville	1 2%	1 7%	-	-	-	-	1 5%	0 3%	-	-	-	1 37%	-	1 3%	1 6%	-	-	0 4%	1 4%	-
West Gardiner	1 2%	-	1 3%	-	-	-	-	1 9%	-	1 4%	-	-	-	1 3%	1 8%	-	-	-	-	1 6%

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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North Region: Aroostook, Penobscot, Piscataquis, Somerset Counties
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Coastal Region: Cumberland, Hancock, Knox, Lincoln, Sagadahoc, Waldo, Washington, York Counties

Critical Insights on Maine - Spring 2022

QS6. Into which of the following categories does your age fall?

	Total	Gender		Age					Education				Children in HH?		HH Income				CD	
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622 100%	301 100%	316 100%	119 100%	154 100%	97 100%	150 100%	102 100%	244 100%	190 100%	116 100%	66 100%	201 100%	418 100%	150 100%	86 100%	95 100%	200 100%	311 100%	311 100%
Net: < 35 =========	119 19%	57 19%	58 18%	119 100%	-	-	-	-	58 24% L	32 17% L	21 18% L	6 10%	59 29% N	60 14%	29 20%	15 18%	29 31% PR	37 18%	52 17%	67 22%
18 to 24 (x21)	29 5%	20 7% C	8 3%	29 25%	-	-	-	-	14 6% KL	13 7% KL	2 2%	1 2%	13 7%	16 4%	5 3%	3 3%	8 9%	10 5%	4 1%	25 8% S
25 to 34 (x29.5)	90 14%	37 12%	50 16%	90 75%	-	-	-	-	44 18% JL	19 10%	19 16% L	5 8%	46 23% N	43 10%	24 16%	13 15%	21 22%	26 13%	48 15%	42 14%
35 to 44 (x39.5)	154 25%	74 25%	79 25%	-	154 100%	-	-	-	63 26%	42 22%	32 27%	16 24%	87 43% N	68 16%	45 30%	16 19%	21 22%	48 24%	79 25%	76 24%
45 to 54 (x49.5)	97 16%	52 17%	45 14%	-	-	97 100%	-	-	29 12%	36 19%	21 18%	10 16%	35 17%	62 15%	22 15%	8 10%	11 12%	44 22% P	54 17%	43 14%
55 to 64 (x59.5)	150 24%	69 23%	80 25%	-	-	-	150 100%	-	53 22%	53 28%	23 20%	19 29%	17 8%	132 32% M	25 17%	32 37% OQ	18 18%	49 25%	77 25%	72 23%
Net: 65 + =========	102 16%	49 16%	53 17%	-	-	-	-	102 100%	41 17%	27 14%	20 17%	14 22%	4 2%	97 23% M	28 18%	15 17%	16 16%	22 11%	49 16%	53 17%
65 to 74 (x69.5)	75 12%	36 12%	39 12%	-	-	-	-	75 74%	29 12%	18 9%	16 13%	12 19%	4 2%	70 17% M	20 13%	9 10%	11 11%	17 8%	36 12%	38 12%
75 and older (x79.5)	27 4%	13 4%	14 4%	-	-	-	-	27 26%	12 5%	9 5%	4 3%	2 3%	0 *%	26 6% M	7 5%	6 7%	5 5%	5 2%	12 4%	14 5%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	48.88	48.67	49.41	27.41	39.50 D	49.50 D	59.50 D	72.14 DEFG	47.70	49.44	48.78	52.57 IK	40.03	53.12 M	48.16	51.52	45.99	47.84	49.54	48.23
Standard Deviation	15.23	15.39	14.98	3.68	0.00	0.00	0.00	4.43	15.96	15.02	14.54	13.87	10.73	15.26	15.43	15.47	16.82	14.05	14.36	16.05
Standard Error	0.79	1.09	1.14	0.54	0.00	0.00	0.00	0.34	1.60	1.39	1.16	1.34	1.11	0.90	1.82	2.12	2.44	1.13	0.98	1.25
Grouped Median	48.47	48.36	49.07	28.03	39.50	49.50	59.50	71.11	45.31	50.22	47.39	55.23	39.32	56.35	45.15	55.89	42.64	48.06	49.14	47.61

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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Critical Insights on Maine - Spring 2022

QS7. Are you...

		Gender				Age					Education				Children in HH?		HH Income				CD	
	Total	Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	301	301	-	57	74	52	69	49	130	87	50	32	104	196	74	44	48	97	131	170
	48%	100%		48%	48%	53%	46%	48%	53%	46%	43%	49%	52%	47%	49%	51%	50%	49%	42%	55% S
Female	316	-	316	58	79	45	80	53	112	101	65	33	97	217	72	42	47	102	178	138
	51%		100%	49%	52%	46%	54%	52%	46%	54%	56%	51%	48%	52%	48%	49%	50%	51%	57% T	44%
Non-binary	5	-	-	4	1	1	-	-	2	1	1	-	-	5	5	-	-	-	1	4
	1%			3%	*%	1%			1%	1%	1%			1%	3%				*%	1%
Prefer not to say	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	*%			1%															*%	

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Critical Insights on Maine - Spring 2022

QS8. Which of the following best describes your current employment status?

		Gender		Age					Education				Children in HH?		HH Income				CD	
	Total	Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Respondents	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Employed	318	169	146	59	96	63	81	19	87	100	82	44	121	196	44	46	40	151	179	138
	51%	56%	46%	49% H	63% H	65% H	54% H	19%	36%	53% I	70% IJ	66% IJ	60% N	47%	29%	53% O	42%	75% OPQ	58% T	44%
Employed full-time	267	153	114	53	87	52	63	12	73	84	68	38	107	159	22	38	37	140	154	112
	43%	51% C	36%	44% H	56% GH	54% H	42% H	12%	30%	44% I	59% IJ	57% I	53% N	38%	15%	44% O	39% O	70% OPQ	50% T	36%
Employed part-time	51	17	32	6	9	11	18	7	14	16	14	6	14	37	22	8	4	11	25	26
	8%	6%	10%	5%	6%	11%	12%	7%	6%	8%	12%	10%	7%	9%	15% R	9%	4%	5%	8%	8%
Not employed, looking for work	48	23	25	16	19	2	11	–	33	12	0	1	21	27	20	10	9	0	21	27
	8%	8%	8%	13% F	12% F	2%	8% F		14% JKL	7% KL	*%	1%	11%	6%	13% R	11% R	9% R	*%	7%	9%
Retired	137	74	62	2	8	8	38	81	62	39	21	14	13	123	44	18	24	23	58	79
	22%	25%	20%	2%	5%	8% D	25% DEF	79% DEFG	26%	21%	18%	21%	6%	29% M	29% R	21%	25%	12%	19%	25%
Student	19	7	12	18	–	1	–	–	7	11	2	–	8	11	5	1	3	10	9	10
	3%	2%	4%	15% F		1%			3%	6% K	1%		4%	3%	3%	1%	3%	5% P	3%	3%
Homemaker	60	6	53	17	25	10	8	0	37	9	8	5	36	22	16	4	18	11	29	30
	10%	2%	17% B	14% GH	16% GH	10% H	5% H	*%	15% JKL	5%	7%	7%	18% N	5%	11% P	4%	19% PR	5%	9%	10%
Something else	41	22	18	8	5	14	12	2	17	19	3	3	1	39	21	8	1	4	15	27
	7%	7%	6%	7%	3%	14% EH	8% H	2%	7%	10% K	2%	5%	*%	9% M	14% QR	9% Q	1%	2%	5%	9%

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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Critical Insights on Maine - Spring 2022

Q1: Below are several timeframes. Please select the timeframe that you believe best describes when you think global warming will start having harmful impacts on Maine.

| | Total | Gender | | Age | | | | | Education | | | | Children in HH? | | HH Income | | | | CD | |
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Global warming is having a negative impact on Maine now	326	150	172	51	74	46	87	69	105	96	79	45	78	246	89	45	52	96	186	140
	52%	50%	54%	42%	48%	47%	58%	68% DEF	43%	51%	68% IJ	69% IJ	39%	59% M	60%	53%	54%	48%	60% T	45%
Global warming will negatively impact Maine within the next 10 years	74	32	42	24	11	13	17	8	25	27	13	6	28	46	12	9	9	36	32	41
	12%	11%	13%	20%	7%	14%	11%	8%	10%	14%	11%	9%	14%	11%	8%	10%	9%	18% O	10%	13%
Global warming will negatively impact Maine within the next 10-25 years	50	28	21	14	15	11	7	4	25	14	7	3	28	22	16	4	4	17	21	29
	8%	9%	7%	12%	10%	11% H	4%	4%	10%	8%	6%	4%	14% N	5%	10%	5%	4%	8%	7%	9%
Global warming will negatively impact Maine sometime after 25 years	56	34	22	14	15	12	9	7	23	24	4	5	18	38	11	9	9	16	26	30
	9%	11%	7%	11%	10%	12%	6%	6%	9% K	12% K	3%	8%	9%	9%	7%	11%	9%	8%	9%	10%
Global warming will never negatively impact Maine	62	36	25	8	17	12	14	11	28	17	11	4	26	34	12	12	8	20	25	37
	10%	12%	8%	7%	11%	12%	10%	10%	11%	9%	9%	6%	13%	8%	8%	14%	8%	10%	8%	12%
Not sure	55	21	34	9	23	4	16	3	38	12	3	2	24	31	9	6	14	16	20	35
	9%	7%	11%	8%	15% FH	4%	11% FH	3%	16% JKL	7%	2%	4%	12%	7%	6%	8%	15% O	8%	7%	11%

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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Critical Insights, Inc.

Critical Insights on Maine - Spring 2022

Q2: Would you support or oppose using a greater portion of transportation funding 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?

	Total	Gender		Age					Education				Children in HH?		HH Income				CD	
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Support	451	225	221	105	104	68	105	68	169	129	95	54	141	309	111	57	65	150	238	213
============	72%	75%	70%	88%	67%	70%	70%	67%	70%	68%	82%	81%	70%	74%	74%	66%	69%	75%	76%	69%
				EFGH							IJ	J								
Strongly support	270	115	152	68	70	40	56	36	100	75	59	33	102	168	69	30	42	88	146	124
	43%	38%	48%	57%	45%	41%	37%	35%	41%	40%	51%	50%	51%	40%	46%	35%	44%	44%	47%	40%
			B	GH																
Somewhat support	181	110	69	37	34	28	49	32	70	53	36	20	40	141	43	27	24	62	91	89
	29%	37%	22%	31%	22%	29%	33%	32%	29%	28%	31%	31%	20%	34%	28%	31%	25%	31%	29%	29%
		C												M						
Net: Oppose	129	63	65	13	40	23	35	19	54	49	14	10	48	79	31	24	15	40	59	71
============	21%	21%	21%	11%	26%	24%	23%	18%	22%	26%	12%	15%	24%	19%	21%	27%	16%	20%	19%	23%
					D	D	D		K	KL										
Somewhat oppose	61	30	30	5	15	15	19	8	25	23	7	5	22	37	16	11	9	19	26	34
	10%	10%	10%	4%	9%	15%	12%	8%	10%	12%	6%	7%	11%	9%	11%	13%	9%	10%	8%	11%
						D	D													
Strongly oppose	69	33	35	8	25	9	16	11	29	26	7	5	26	42	15	13	7	21	32	37
	11%	11%	11%	6%	16%	9%	11%	11%	12%	14%	6%	8%	13%	10%	10%	15%	7%	10%	10%	12%
										K										
Not sure	42	13	29	1	11	6	10	15	20	12	8	2	11	30	8	6	14	10	15	27
	7%	4%	9%	1%	7%	6%	6%	14%	8%	6%	6%	4%	6%	7%	5%	7%	15%	5%	5%	9%
								DEFG									R			

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Critical Insights, Inc.

Critical Insights on Maine - Spring 2022

Q3: Would you support or oppose your city or town taking actions to encourage facilities that generate solar electricity in your community?

| | | Gender | | Age | | | | | Education | | | | Children in HH? | | HH Income | | | | CD | |
	Total	Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Support	464	219	240	96	100	78	113	77	157	146	100	58	142	320	114	65	62	155	248	216
============	75%	73%	76%	81%	65%	80%	76%	76%	64%	77%	86%	88%	71%	77%	76%	76%	66%	78%	80%	70%
				E		E				I	I	IJ								T
Strongly support	280	120	156	57	64	37	74	49	83	88	72	36	76	202	66	40	43	97	154	126
	45%	40%	49%	48%	41%	38%	49%	48%	34%	46%	62%	55%	38%	48%	44%	47%	45%	48%	50%	40%
											IJ	I								
Somewhat support	184	100	84	39	36	41	39	28	73	59	29	22	66	118	48	25	19	58	93	91
	30%	33%	27%	33%	23%	42%	26%	28%	30%	31%	25%	33%	33%	28%	32%	29%	20%	29%	30%	29%
						EGH														
Net: Oppose	104	67	36	20	31	13	23	17	50	34	11	6	46	57	21	16	20	35	44	61
============	17%	22%	11%	17%	20%	13%	15%	17%	20%	18%	9%	9%	23%	14%	14%	18%	21%	17%	14%	20%
		C							KL	K			N							
Somewhat oppose	51	28	22	13	11	9	12	7	24	19	4	3	19	31	6	7	15	16	27	24
	8%	9%	7%	11%	7%	9%	8%	6%	10%	10%	4%	5%	9%	7%	4%	8%	16%	8%	9%	8%
									K	K							O			
Strongly oppose	53	39	14	7	21	4	11	11	26	15	6	3	27	26	15	9	5	19	16	37
	9%	13%	4%	6%	13%	4%	7%	11%	11%	8%	5%	4%	13%	6%	10%	10%	5%	9%	5%	12%
		C			F			F					N							S
Not sure	54	14	39	3	23	6	14	8	37	9	5	2	13	41	15	5	13	10	20	34
	9%	5%	12%	2%	15%	7%	9%	7%	15%	5%	5%	3%	6%	10%	10%	6%	13%	5%	6%	11%
			B		D		D		JKL								R			

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
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Critical Insights on Maine - Spring 2022

Q4: Many product packages have a small symbol with three arrows in the shape of a triangle. When you see this symbol on a product, do you generally assume that the item
was designed to be recyclable through standard municipal recycling programs?

	Total	Gender		Age					Education				Children in HH?		HH Income				CD	
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	521	254	261	101	122	90	127	80	192	166	100	59	168	350	123	74	75	176	270	252
	84%	85%	83%	85%	79%	93%	85%	79%	79%	87%	86%	90%	83%	84%	82%	86%	79%	88%	87%	81%
						EH						I								
No	57	28	29	6	17	5	19	11	33	11	7	5	16	41	17	3	6	16	24	34
	9%	9%	9%	5%	11%	5%	12%	11%	13%	6%	6%	7%	8%	10%	11%	3%	6%	8%	8%	11%
							F													
Not sure	43	18	25	12	15	2	4	10	19	13	10	2	17	26	10	9	14	8	18	26
	7%	6%	8%	10%	10%	2%	3%	10%	8%	7%	8%	3%	9%	6%	7%	10%	15%	4%	6%	8%
					G			FG									R			

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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Critical Insights on Maine - Spring 2022

Q5-T2B. TOP 2 BOX "AGREE" (1-2) SUMMARY: How much do you agree or disagree with the following statements about the packaging of the products you buy?

	Total	Gender		Age					Education				Children in HH?		HH Income				CD	
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
I think retailers and manufacturers should make a stronger effort to design packaging that is less wasteful.	558 90%	267 89%	286 91%	105 88%	130 84%	88 90%	143 95% E	94 92%	211 87%	170 90%	111 95% I	61 93%	173 86%	382 91%	141 94% Q	74 85%	77 81%	185 93% Q	294 95% T	264 85%
It's really difficult to purchase products without plastic packaging.	546 88%	257 85%	284 90%	108 91%	135 87%	80 82%	134 90%	89 88%	216 89%	163 86%	104 89%	60 91%	177 88%	368 88%	129 86%	80 93% Q	74 78%	181 91% Q	280 90%	266 86%
I wish the products I buy didn't have so much single-use plastic packaging.	539 87%	256 85%	279 88%	102 86%	127 82%	80 82%	141 94% EF	90 88%	204 84%	167 88%	104 89%	60 91%	168 83%	369 88%	132 88%	75 87%	76 80%	178 89%	278 90%	261 84%
I wish there were better reusable or refillable packaging systems in place so it would be easier to avoid single-use packaging.	528 85%	254 84%	270 85%	98 82%	121 78%	85 88%	138 92% E	86 85%	202 83%	158 84%	105 90%	58 88%	165 82%	360 86%	134 89%	70 81%	74 78%	171 86%	279 90% T	249 80%
I'm often confused about whether product packages are recyclable.	327 53%	151 50%	174 55%	68 57%	71 46%	51 52%	83 55%	54 54%	126 52%	97 51%	66 57%	36 54%	100 50%	224 54%	76 51%	46 53%	43 45%	113 57%	180 58% T	147 47%
I don't think much about product packaging at all, I just want the product inside.	277 45%	148 49%	127 40%	66 55% GH	75 49%	44 45%	56 37%	36 35%	132 54% KL	87 46% KL	35 30%	22 33%	99 49%	176 42%	78 52% R	36 42%	48 51%	74 37%	115 37%	162 52% S

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Critical Insights on Maine - Spring 2022

Q5r1: How much do you agree or disagree with the following statements about the packaging of the products you buy?

I wish the products I buy didn't have so much single-use plastic packaging.

		Gender		Age					Education				Children in HH?		HH Income				CD	
	Total	Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Agree	539	256	279	102	127	80	141	90	204	167	104	60	168	369	132	75	76	178	278	261
==========	87%	85%	88%	86%	82%	82%	94%	88%	84%	88%	89%	91%	83%	88%	88%	87%	80%	89%	90%	84%
							EF													
Strongly Agree	366	174	188	70	87	53	93	62	126	108	82	46	113	254	75	54	60	124	190	176
	59%	58%	59%	59%	57%	54%	62%	61%	52%	57%	70%	70%	56%	61%	50%	63%	63%	62%	61%	57%
											IJ	IJ								
Somewhat Agree	173	82	91	32	40	27	47	27	78	58	22	14	55	116	57	21	16	54	88	85
	28%	27%	29%	27%	26%	28%	32%	27%	32%	31%	19%	21%	27%	28%	38%	24%	17%	27%	28%	27%
									K	K					Q					
Net: Disagree	46	24	22	12	11	9	6	8	18	15	7	5	18	28	12	6	7	15	25	21
=============	7%	8%	7%	10%	7%	10%	4%	8%	7%	8%	6%	8%	9%	7%	8%	7%	8%	8%	8%	7%
Somewhat Disagree	20	8	12	6	2	6	4	3	1	8	6	5	6	13	2	4	2	10	9	11
	3%	3%	4%	5%	1%	6%	3%	2%	*%	4%	5%	7%	3%	3%	1%	5%	2%	5%	3%	3%
										I	I	I								
Strongly Disagree	27	16	11	6	9	4	2	5	17	7	1	1	11	15	10	1	5	6	16	10
	4%	5%	3%	5%	6%	4%	1%	5%	7%	4%	1%	1%	6%	4%	7%	2%	5%	3%	5%	3%
								G	KL											
Not Sure	37	21	14	5	16	8	3	4	21	7	5	0	16	20	6	6	11	7	7	29
	6%	7%	5%	4%	10%	8%	2%	4%	9%	4%	4%	1%	8%	5%	4%	7%	12%	3%	2%	9%
					G	G			L		L						OR			S

Critical Insights on Maine - Spring 2022

Q5r2: How much do you agree or disagree with the following statements about the packaging of the products you buy?

I'm often confused about whether product packages are recyclable.

		Gender				Age					Education				Children in HH?			HH Income				CD	
	Total	Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Agree	327	151	174	68	71	51	83	54	126	97	66	36	100	224	76	46	43	113	180	147
==========	53%	50%	55%	57%	46%	52%	55%	54%	52%	51%	57%	54%	50%	54%	51%	53%	45%	57%	58%	47%
																			T	
Strongly Agree	128	61	67	14	36	16	35	26	59	33	24	10	35	92	28	17	19	36	64	64
	21%	20%	21%	12%	24%	17%	23%	26%	24%	17%	20%	15%	17%	22%	19%	20%	20%	18%	21%	20%
								D												
Somewhat Agree	199	90	106	54	34	34	48	28	67	64	42	26	65	133	47	28	24	77	116	83
	32%	30%	34%	45%	22%	36%	32%	27%	27%	34%	36%	39%	32%	32%	32%	33%	25%	39%	37%	27%
				EH															T	
Net: Disagree	261	130	127	44	71	41	63	42	96	88	47	27	85	174	67	35	42	82	126	135
=============	42%	43%	40%	37%	46%	42%	42%	41%	40%	46%	40%	41%	42%	42%	45%	41%	45%	41%	41%	43%
Somewhat Disagree	120	64	53	22	33	14	33	17	45	40	24	10	42	77	39	19	13	37	54	66
	19%	21%	17%	18%	21%	15%	22%	17%	18%	21%	21%	15%	21%	19%	26%	22%	13%	19%	17%	21%
Strongly Disagree	141	66	74	22	38	27	29	25	52	48	22	18	43	96	28	16	30	45	72	69
	23%	22%	23%	19%	24%	28%	20%	24%	21%	25%	19%	27%	21%	23%	19%	19%	31%	22%	23%	22%
Not Sure	35	20	14	7	13	5	4	5	22	5	4	3	15	19	7	5	10	5	5	30
	6%	7%	5%	6%	8%	5%	3%	5%	9%	3%	3%	4%	8%	5%	5%	6%	10%	3%	2%	10%
									J								R			S

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Critical Insights on Maine - Spring 2022

Q5r3: How much do you agree or disagree with the following statements about the packaging of the products you buy?

It's really difficult to purchase products without plastic packaging.

	Total	Gender		Age					Education				Children in HH?		HH Income				CD	
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Agree	546	257	284	108	135	80	134	89	216	163	104	60	177	368	129	80	74	181	280	266
==========	88%	85%	90%	91%	87%	82%	90%	88%	89%	86%	89%	91%	88%	88%	86%	93% Q	78%	91% Q	90%	86%
Strongly Agree	354	161	189	70	87	50	86	61	130	111	71	40	123	230	70	49	48	131	186	169
	57%	53%	60%	59%	56%	51%	57%	60%	53%	59%	61%	61%	61%	55%	47%	57%	50%	66% O	60%	54%
Somewhat Agree	192	96	96	38	48	30	48	28	85	52	33	20	54	138	60	31	26	50	94	97
	31%	32%	30%	32%	31%	31%	32%	27%	35%	28%	29%	30%	27%	33%	40% R	36%	28%	25%	30%	31%
Net: Disagree	59	36	21	9	11	14	16	9	19	23	10	6	16	41	17	4	14	18	28	30
=============	9%	12%	7%	8%	7%	14%	10%	9%	8%	12%	8%	9%	8%	10%	12%	4%	14%	9%	9%	10%
Somewhat Disagree	36	20	14	9	4	8	11	4	11	13	7	4	11	24	10	1	7	14	19	17
	6%	7%	5%	7%	3%	8%	7%	4%	5%	7%	6%	7%	5%	6%	7%	2%	7%	7%	6%	5%
Strongly Disagree	23	16	7	1	7	5	5	5	8	10	3	2	5	17	7	2	7	4	10	13
	4%	5%	2%	1%	4%	6%	3%	5%	3%	6%	3%	2%	2%	4%	5%	3%	7%	2%	3%	4%
Not Sure	17	7	10	2	8	4	-	4	9	3	3	0	8	9	3	2	8	1	3	15
	3%	2%	3%	1%	5%	4%		4%	4%	2%	2%	*%	4%	2%	2%	2%	8% R	*%	1%	5% S

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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Q5r4: How much do you agree or disagree with the following statements about the packaging of the products you buy?

I wish there were better reusable or refillable packaging systems in place so it would be easier to avoid single-use packaging.

		Gender		Age					Education				Children in HH?		HH Income				CD	
	Total	Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Agree	528	254	270	98	121	85	138	86	202	158	105	58	165	360	134	70	74	171	279	249
==========	85%	84%	85%	82%	78%	88%	92%	85%	83%	84%	90%	88%	82%	86%	89%	81%	78%	86%	90%	80%
							E												T	
Strongly Agree	358	165	188	64	93	50	94	57	141	94	78	42	119	236	85	51	63	114	189	169
	58%	55%	60%	54%	60%	52%	63%	56%	58%	49%	67%	64%	59%	57%	57%	60%	66%	57%	61%	54%
											J	J								
Somewhat Agree	170	89	81	34	28	35	44	29	61	65	27	16	46	124	49	19	12	57	90	80
	27%	30%	26%	28%	18%	36%	30%	29%	25%	34%	23%	25%	23%	30%	33%	22%	12%	29%	29%	26%
						E				K					Q			Q		
Net: Disagree	51	26	24	16	11	9	6	9	19	19	6	7	19	32	12	8	9	14	20	30
=============	8%	9%	8%	14%	7%	9%	4%	9%	8%	10%	5%	11%	9%	8%	8%	9%	9%	7%	7%	10%
Somewhat Disagree	26	10	15	6	4	5	5	4	7	10	4	5	9	16	8	5	4	6	9	16
	4%	3%	5%	5%	3%	5%	3%	4%	3%	5%	3%	8%	5%	4%	5%	6%	4%	3%	3%	5%
Strongly Disagree	25	16	9	10	7	4	1	4	12	8	3	2	10	15	4	3	5	7	11	14
	4%	5%	3%	8%	4%	4%	*%	4%	5%	4%	2%	4%	5%	4%	3%	4%	5%	4%	4%	5%
				G				G												
Not Sure	43	21	22	5	22	3	6	6	23	13	5	0	16	26	4	8	12	15	12	31
	7%	7%	7%	4%	14%	3%	4%	6%	9%	7%	4%	1%	8%	6%	3%	9%	12%	7%	4%	10%
					DFG				L	L							O			S

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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Q5r5: How much do you agree or disagree with the following statements about the packaging of the products you buy?

I think retailers and manufacturers should make a stronger effort to design packaging that is less wasteful.

	Total	Gender		Age					Education				Children in HH?		HH Income				CD	
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622 100%	301 100%	316 100%	119 100%	154 100%	97 100%	150 100%	102 100%	244 100%	190 100%	116 100%	66 100%	201 100%	418 100%	150 100%	86 100%	95 100%	200 100%	311 100%	311 100%
Net: Agree	558 90%	267 89%	286 91%	105 88%	130 84%	88 90%	143 95% E	94 92%	211 87%	170 90%	111 95% I	61 93%	173 86%	382 91%	141 94% Q	74 85%	77 81%	185 93% Q	294 95% T	264 85%
Strongly Agree	413 66%	200 66%	209 66%	83 70%	84 54%	65 67%	106 71% E	76 75% E	150 62%	123 65%	91 79% IJL	45 68%	124 62%	289 69%	94 63%	59 68%	65 68%	137 69%	223 72% T	190 61%
Somewhat Agree	145 23%	67 22%	77 25%	22 18%	46 30% H	23 24%	37 25%	18 18%	61 25%	47 25%	19 17%	16 25%	50 25%	93 22%	47 31% Q	15 17%	12 13%	47 24%	71 23%	74 24%
Net: Disagree	34 6%	18 6%	16 5%	8 7%	10 7%	6 6%	5 3%	5 5%	12 5%	16 8% K	2 2%	4 6%	14 7%	19 5%	4 3%	8 9%	5 6%	11 6%	15 5%	20 6%
Somewhat Disagree	20 3%	12 4%	8 3%	3 3%	7 5%	4 4%	5 3%	1 1%	2 1%	12 6% IK	2 2%	4 6% I	11 6%	8 2%	4 2%	6 7% Q	1 1%	9 4%	7 2%	13 4%
Strongly Disagree	14 2%	6 2%	8 3%	4 4%	3 2%	3 3%	–	4 4%	10 4%	4 2%	–	0 *%	3 2%	11 3%	1 1%	1 1%	4 5% O	2 1%	7 2%	7 2%
Not Sure	29 5%	16 5%	14 4%	7 6%	14 9% GH	3 3%	2 1%	3 3%	20 8% JKL	4 2%	3 3%	1 1%	13 7%	16 4%	4 3%	5 6%	13 14% OR	4 2%	2 1%	27 9% S

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Q5r6: How much do you agree or disagree with the following statements about the packaging of the products you buy?

I don't think much about product packaging at all, I just want the product inside.

	Total	Gender		Age					Education				Children in HH?		HH Income				CD	
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Agree	277	148	127	66	75	44	56	36	132	87	35	22	99	176	78	36	48	74	115	162
=========	45%	49%	40%	55%	49%	45%	37%	35%	54%	46%	30%	33%	49%	42%	52%	42%	51%	37%	37%	52%
				GH					KL	KL					R					S
Strongly Agree	122	74	48	28	39	13	28	13	64	36	14	9	48	74	31	15	19	41	46	77
	20%	25%	15%	23%	25%	14%	19%	13%	26%	19%	12%	13%	24%	18%	21%	17%	20%	21%	15%	25%
		C			H				KL											S
Somewhat Agree	155	74	79	38	36	31	27	22	67	52	21	13	51	102	46	21	29	32	69	85
	25%	25%	25%	32%	23%	32%	18%	22%	28%	27%	18%	20%	25%	25%	31%	25%	31%	16%	22%	27%
							G								R		R			
Net: Disagree	330	147	179	53	70	50	94	63	103	101	79	43	94	234	69	47	40	126	195	136
============	53%	49%	57%	45%	45%	52%	63%	62%	42%	53%	68%	65%	47%	56%	46%	54%	42%	63%	63%	44%
							DE	DE			IJ	I						OQ	T	
Somewhat Disagree	137	68	69	17	34	15	46	25	36	55	31	14	44	91	27	23	20	49	80	58
	22%	23%	22%	14%	22%	16%	31%	25%	15%	29%	26%	22%	22%	22%	18%	26%	21%	25%	26%	19%
							DF			I	I									
Strongly Disagree	193	79	111	36	35	35	48	38	66	46	48	29	50	143	42	24	20	77	115	78
	31%	26%	35%	30%	23%	36%	32%	37%	27%	24%	41%	44%	25%	34%	28%	28%	21%	38%	37%	25%
								E			IJ	IJ						Q	T	
Not Sure	15	6	9	-	9	3	-	3	9	1	3	1	7	7	3	3	6	-	2	13
	2%	2%	3%	-	6%	3%	-	3%	4%	*%	2%	2%	4%	2%	2%	3%	7%	-	1%	4%
																				S

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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Q6-T2B. TOP 2 BOX "AGREE" (1-2) SUMMARY: To what extent do you agree or disagree with the following statements?

	Total	Gender		Age					Education				Children in HH?		HH Income				CD	
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
I would be upset to find out that a large corporation purposefully misled me to believe they were doing the right thing for the environment to gain my business.	567 91%	265 88%	297 94% B	105 88%	141 91%	92 95%	138 92%	91 90%	212 87%	178 94%	109 93%	63 96% I	175 87%	389 93%	135 90%	76 88%	76 80%	193 97% PQ	294 94% T	273 88%
I feel like taxpayers are often left paying to clean up environmental damage caused by large corporations.	544 87%	262 87%	276 87%	109 91% E	120 78%	87 89%	137 91% E	91 90% E	209 86%	172 91%	100 86%	58 88%	163 81%	378 90% M	124 83%	79 92%	81 85%	183 92%	274 88%	270 87%
I am more likely to support corporations that I believe are doing the right thing for the environment.	536 86%	265 88%	267 85%	97 82%	126 82%	89 91%	134 90%	90 89%	204 84%	160 84%	107 92% IJ	61 92%	172 85%	362 87%	123 82%	70 82%	79 84%	183 91% P	273 88%	263 85%
I believe that some large corporations deceive the public, in order to influence debates about new laws or regulations.	532 86%	259 86%	268 85%	104 87%	128 83%	87 89%	126 84%	87 86%	206 85%	160 84%	104 89%	57 87%	176 88%	354 85%	116 77%	78 91% O	75 78%	181 91% OQ	271 87%	262 84%
I trust that most large corporations try to do the right thing for the environment.	228 37%	122 40%	107 34%	34 28%	53 34%	41 42%	57 38%	44 43% D	111 45% K	64 34%	28 24%	25 39% K	75 38%	152 36%	58 39%	29 34%	39 41%	59 30%	112 36%	116 37%

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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Q6r1: To what extent do you agree or disagree with the following statements?

I feel like taxpayers are often left paying to clean up environmental damage caused by large corporations.

	Total	Gender		Age					Education				Children in HH?		HH Income				CD	
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Agree	544	262	276	109	120	87	137	91	209	172	100	58	163	378	124	79	81	183	274	270
==========	87%	87%	87%	91%	78%	89%	91%	90%	86%	91%	86%	88%	81%	90%	83%	92%	85%	92%	88%	87%
				E			E	E						M						
Strongly Agree	385	183	197	70	97	63	87	69	159	112	73	36	102	279	92	58	52	118	191	194
	62%	61%	62%	59%	63%	65%	58%	68%	65%	59%	63%	55%	51%	67%	62%	67%	55%	59%	61%	62%
														M						
Somewhat Agree	159	80	79	39	23	24	50	22	50	60	27	22	60	99	32	21	29	65	83	76
	26%	27%	25%	33%	15%	25%	33%	22%	21%	32%	23%	33%	30%	24%	21%	24%	30%	33%	27%	24%
				E			EH					I								
Net: Disagree	52	29	22	8	23	7	8	6	22	12	11	6	30	22	20	6	5	12	29	22
=============	8%	10%	7%	6%	15%	7%	5%	6%	9%	6%	9%	10%	15%	5%	13%	7%	6%	6%	9%	7%
					GH								N							
Somewhat Disagree	36	17	19	8	16	5	5	2	15	8	9	4	20	16	10	5	5	9	22	14
	6%	6%	6%	6%	11%	5%	3%	2%	6%	4%	8%	6%	10%	4%	7%	5%	5%	4%	7%	5%
					H								N							
Strongly Disagree	16	12	3	-	7	2	3	4	7	4	2	3	10	6	9	1	0	3	8	8
	3%	4%	1%		5%	2%	2%	4%	3%	2%	2%	4%	5%	1%	6%	1%	1%	2%	2%	3%
Not Sure	26	9	17	3	11	4	5	4	12	6	5	1	8	18	6	2	9	4	8	19
	4%	3%	5%	2%	7%	4%	3%	4%	5%	3%	5%	2%	4%	4%	4%	2%	10%	2%	2%	6%
																	R			

Critical Insights, Inc.

Critical Insights on Maine - Spring 2022

Q6r2: To what extent do you agree or disagree with the following statements?

I trust that most large corporations try to do the right thing for the environment.

	Total	Gender		Age					Education				Children in HH?		HH Income				CD	
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Agree	228	122	107	34	53	41	57	44	111	64	28	25	75	152	58	29	39	59	112	116
	37%	40%	34%	28%	34%	42%	38%	43% D	45% K	34%	24%	39% K	38%	36%	39%	34%	41%	30%	36%	37%
Strongly Agree	68	38	31	6	18	14	18	12	33	18	8	10	20	47	12	11	12	13	26	42
	11%	12%	10%	5%	12%	15% D	12%	12% D	14%	9%	7%	15%	10%	11%	8%	13%	12%	7%	8%	14%
Somewhat Agree	160	84	76	28	34	27	39	32	77	46	20	16	55	104	47	18	27	46	86	74
	26%	28%	24%	24%	22%	27%	26%	31%	32% K	24%	17%	24%	27%	25%	31%	21%	28%	23%	28%	24%
Net: Disagree	349	164	179	77	86	49	86	50	108	116	83	37	108	239	82	56	41	131	182	167
	56%	55%	57%	65% H	56%	50%	58%	49%	44%	61% I	71% IL	56%	54%	57%	55%	65% Q	43%	66% Q	59%	54%
Somewhat Disagree	165	74	91	38	30	33	37	28	50	62	36	16	53	112	43	18	16	74	89	76
	26%	25%	29%	31%	19%	34% E	25%	27%	20%	33% I	31%	25%	26%	27%	29%	21%	17%	37% PQ	29%	24%
Strongly Disagree	184	90	89	40	57	16	50	22	59	55	47	21	55	127	39	38	25	58	94	91
	30%	30%	28%	33% F	37% FH	16%	33% FH	22%	24%	29%	40% IJ	31%	27%	30%	26%	44% OR	27%	29%	30%	29%
Not Sure	45	15	30	8	15	8	6	8	25	9	6	4	18	27	10	1	15	9	17	28
	7%	5%	9%	7%	10%	8%	4%	8%	10%	5%	5%	6%	9%	7%	7%	2%	16% OPR	5%	5%	9%

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Critical Insights on Maine - Spring 2022

Q6r3: To what extent do you agree or disagree with the following statements?

I believe that some large corporations deceive the public, in order to influence debates about new laws or regulations.

		Gender		Age					Education				Children in HH?		HH Income				CD	
	Total	Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Agree	532	259	268	104	128	87	126	87	206	160	104	57	176	354	116	78	75	181	271	262
==========	86%	86%	85%	87%	83%	89%	84%	86%	85%	84%	89%	87%	88%	85%	77%	91%	78%	91%	87%	84%
																O		OQ		
Strongly Agree	332	172	156	59	76	54	81	63	121	95	74	39	101	230	66	52	44	118	164	169
	53%	57%	49%	49%	49%	56%	54%	62%	50%	50%	63%	59%	50%	55%	44%	61%	46%	59%	53%	54%
											IJ							O		
Somewhat Agree	200	86	112	45	52	32	46	24	85	64	30	19	76	123	50	26	31	63	107	93
	32%	29%	36%	38%	34%	33%	30%	24%	35%	34%	26%	28%	38%	29%	33%	30%	32%	32%	34%	30%
Net: Disagree	46	22	24	11	7	4	17	7	13	21	7	6	10	34	19	2	10	13	25	21
=============	7%	7%	7%	9%	5%	4%	11%	7%	5%	11%	6%	8%	5%	8%	12%	3%	10%	6%	8%	7%
															P					
Somewhat Disagree	37	17	20	11	7	4	11	4	7	18	7	5	8	28	15	0	8	12	22	15
	6%	6%	6%	9%	5%	4%	8%	4%	3%	9%	6%	8%	4%	7%	10%	1%	9%	6%	7%	5%
										I					P			P		
Strongly Disagree	9	5	4	-	-	-	6	3	6	3	0	1	2	7	4	2	1	1	3	6
	1%	2%	1%				4%	3%	2%	1%	*%	1%	1%	2%	3%	2%	2%	1%	1%	2%
Not Sure	44	20	24	4	19	7	6	7	24	9	6	3	14	30	15	6	11	5	16	28
	7%	7%	8%	4%	12%	7%	4%	7%	10%	5%	5%	4%	7%	7%	10%	6%	11%	3%	5%	9%
					DG										R		R			

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Critical Insights, Inc.

Critical Insights on Maine - Spring 2022

Q6r4: To what extent do you agree or disagree with the following statements?

I am more likely to support corporations that I believe are doing the right thing for the environment.

		Gender		Age					Education				Children in HH?		HH Income				CD	
	Total	Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Agree	536	265	267	97	126	89	134	90	204	160	107	61	172	362	123	70	79	183	273	263
==========	86%	88%	85%	82%	82%	91%	90%	89%	84%	84%	92%	92%	85%	87%	82%	82%	84%	91%	88%	85%
											IJ							P		
Strongly Agree	334	164	166	57	76	53	86	62	133	94	63	40	101	231	84	39	51	101	163	171
	54%	55%	52%	48%	49%	55%	58%	61%	55%	50%	55%	61%	50%	55%	56%	45%	53%	50%	52%	55%
Somewhat Agree	202	101	101	40	50	35	48	28	71	65	44	20	70	131	39	32	29	82	110	92
	32%	34%	32%	34%	32%	36%	32%	28%	29%	34%	38%	31%	35%	31%	26%	37%	30%	41%	35%	30%
																		O		
Net: Disagree	56	25	30	15	19	6	10	6	20	25	6	4	20	36	18	13	6	13	30	26
=============	9%	8%	10%	13%	12%	6%	7%	6%	8%	13%	5%	6%	10%	9%	12%	15%	6%	7%	10%	8%
											K									
Somewhat Disagree	39	14	25	11	15	5	5	3	14	19	4	2	13	27	14	9	3	9	22	17
	6%	5%	8%	9%	10%	5%	3%	3%	6%	10%	4%	3%	6%	6%	9%	10%	4%	4%	7%	6%
											KL									
Strongly Disagree	17	11	5	4	4	1	5	3	6	6	2	2	7	9	4	4	3	5	8	9
	3%	4%	2%	3%	3%	1%	3%	3%	2%	3%	1%	3%	3%	2%	3%	5%	3%	2%	2%	3%
Not Sure	29	11	19	7	9	2	6	5	19	5	3	1	10	20	9	3	10	4	8	22
	5%	4%	6%	6%	6%	2%	4%	5%	8%	2%	3%	2%	5%	5%	6%	3%	10%	2%	3%	7%
										L								R		S

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Spring 2022

Q6r5: To what extent do you agree or disagree with the following statements?

I would be upset to find out that a large corporation purposefully misled me to believe they were doing the right thing for the environment to gain my business.

	Total	Gender		Age					Education				Children in HH?		HH Income				CD	
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Agree	567	265	297	105	141	92	138	91	212	178	109	63	175	389	135	76	76	193	294	273
	91%	88%	94%	88%	91%	95%	92%	90%	87%	94%	93%	96%	87%	93%	90%	88%	80%	97%	94%	88%
			B									I						PQ	T	
Strongly Agree	463	217	242	81	111	78	116	78	178	143	90	48	142	319	112	62	61	158	236	227
	75%	72%	77%	68%	72%	80%	78%	76%	73%	75%	78%	73%	71%	76%	75%	71%	64%	79%	76%	73%
Somewhat Agree	103	48	55	23	30	14	22	14	34	35	18	15	33	70	23	15	14	35	57	46
	17%	16%	17%	20%	20%	15%	15%	13%	14%	19%	16%	23%	16%	17%	16%	17%	15%	18%	18%	15%
Net: Disagree	33	26	7	10	4	2	9	7	19	6	4	3	15	17	11	4	9	5	12	21
	5%	9%	2%	9%	3%	2%	6%	7%	8%	3%	4%	4%	8%	4%	7%	5%	10%	2%	4%	7%
		C																		
Somewhat Disagree	19	15	3	5	3	2	6	3	9	5	3	2	9	9	7	4	3	3	9	10
	3%	5%	1%	4%	2%	2%	4%	3%	4%	3%	2%	3%	4%	2%	5%	5%	3%	2%	3%	3%
		C																		
Strongly Disagree	14	11	3	6	1	1	3	5	10	1	2	1	6	8	4	-	6	2	3	11
	2%	4%	1%	5%	1%	1%	2%	5%	4%	1%	2%	1%	3%	2%	3%		7%	1%	1%	4%
								EF									R			
Not Sure	22	10	12	4	9	3	3	3	13	5	3	-	11	11	3	6	10	2	5	17
	4%	3%	4%	4%	6%	3%	2%	3%	5%	3%	3%		5%	3%	2%	7%	11%	1%	2%	5%
																R	OR			S

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Critical Insights on Maine - Spring 2022

Q7: In 2021, the Maine Legislature passed a law that shifts the costs of managing packaging waste from Mainers to large corporations like Amazon, Walmart, and Proctor and
Gamble. It's called Extended Producer Responsibility for Packaging, and is already used all over the world to reduce wasteful packaging, increase recycling, and save
taxpayers money. Maine and Oregon are the first states to pass this type of law in the U.S.
Which of the following statements comes CLOSEST to how you feel about this law?

| | | Gender | | | | Age | | | | Education | | | | Children in HH? | | HH Income | | | | CD | |
	Total	Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I think it's more fair for property taxpayers to pay for recycling and disposal costs of packaging waste.	59	37	22	16	21	13	6	3	32	11	10	6	29	30	16	8	8	19	22	37
	9%	12%	7%	13%	13%	13%	4%	3%	13%	6%	9%	9%	14%	7%	11%	9%	8%	10%	7%	12%
		C		H	H	GH			J											
I think it's more fair for the corporations who create the packaging to pay for recycling and disposal costs of packaging waste.	494	229	260	89	117	69	128	90	191	149	97	53	144	347	121	70	67	159	263	230
	79%	76%	82%	75%	76%	72%	86%	89%	78%	78%	84%	80%	72%	83%	80%	81%	70%	80%	85%	74%
							F	DEF						M					T	
Not sure	69	34	34	15	17	15	15	8	21	29	9	7	28	40	13	9	21	21	25	44
	11%	11%	11%	12%	11%	15%	10%	8%	9%	16%	8%	11%	14%	10%	9%	10%	22%	11%	8%	14%
										K							OR			

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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Critical Insights on Maine - Spring 2022

Q8: Over the past two years, Maine has passed several laws to reduce plastic pollution by eliminating single-use plastic bags, foam food containers, and intentional,
planned releases of balloons.
To what extent do you support or oppose laws that are aimed at reducing the amount of plastic waste that enters Maine's environment?

| | Total | Gender | | Age | | | | | Education | | | | Children in HH? | | HH Income | | | | CD | |
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Support	501	240	256	104	107	79	121	90	180	155	103	59	148	350	117	70	81	169	266	235
============	80%	80%	81%	87%	70%	81%	81%	88%	74%	82%	89%	89%	74%	84%	78%	81%	85%	85%	86%	75%
				E				E			I	I		M					T	
Strongly support	323	138	180	68	72	41	74	68	106	93	80	42	97	224	80	49	51	109	184	139
	52%	46%	57%	57%	47%	42%	49%	67%	43%	49%	69%	64%	48%	54%	53%	57%	54%	55%	59%	45%
			B					EFG			IJ	IJ							T	
Somewhat support	178	102	76	36	36	38	47	22	75	62	23	17	51	126	37	20	29	60	82	96
	29%	34%	24%	30%	23%	39%	32%	21%	31%	32%	20%	25%	25%	30%	25%	24%	31%	30%	26%	31%
		C				EH	H				K									
Net: Oppose	92	49	42	13	31	14	25	9	44	30	10	6	38	53	29	12	6	28	38	54
==========	15%	16%	13%	11%	20%	15%	17%	8%	18%	16%	9%	10%	19%	13%	20%	14%	6%	14%	12%	18%
					H		H		K						Q			Q		
Somewhat oppose	53	29	24	11	17	4	18	4	27	19	6	2	25	27	17	10	3	13	24	29
	9%	10%	7%	10%	11%	4%	12%	3%	11%	10%	5%	2%	13%	6%	11%	12%	3%	7%	8%	9%
					H		FH		L	L					Q	Q				
Strongly oppose	39	20	19	2	14	11	7	5	18	12	4	5	12	26	13	2	3	15	13	25
	6%	7%	6%	1%	9%	11%	5%	5%	7%	6%	4%	7%	6%	6%	8%	2%	3%	7%	4%	8%
						D														
Not sure	29	12	17	3	15	4	4	3	19	4	3	1	15	14	3	5	9	3	7	22
	5%	4%	5%	2%	10%	4%	3%	3%	8%	2%	3%	2%	7%	3%	2%	5%	9%	1%	2%	7%
					DGH				JKL								R			S

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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Critical Insights on Maine - Spring 2022

QD1. What is the highest level of education you have completed?

Column groups: Gender (B–C) · Age (D–H) · Education (I–L) · Children in HH? (M–N) · HH Income (O–R) · CD (S–T)

	Total (A)	Male (B)	Female (C)	<35 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	HS or less (I)	Some college (J)	Graduated college (K)	Graduate school (L)	Children in HH (M)	No children in HH (N)	<$35K (O)	$35K-$49.9K (P)	$50K-$74.9K (Q)	$75K+ (R)	CD1 (S)	CD2 (T)
Total Answering (n)	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
(%)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Less than College Grad (n)	433	216	213	90	105	65	106	67	244	190	–	–	137	295	135	68	72	97	183	250
(%)	70%	72%	68%	75%	68%	67%	71%	66%	100%	100%			68%	71%	90% R	79% R	75% R	49%	59%	80% S
No formal schooling (n)	6	6	–	5	–	–	–	1	6	–	–	–	5	1	3	–	3	–	2	4
(%)	1%	2%		4%				1%	2%				2%	*%	2%		3%		1%	1%
Grammar school (up to 8th grade) (n)	2	2	–	–	–	–	2	–	2	–	–	–	2	–	2	–	–	–	–	2
(%)	*%	1%					1%		1%				1%		1%					1%
Some high school (n)	21	11	10	–	9	6	2	4	21	–	–	–	5	15	13	4	1	2	9	12
(%)	3%	4%	3%		6% G	6% G	1%	4% G	9%				3%	4%	9% QR	4% R	1%	1%	3%	4%
Graduated high school (n)	215	111	102	53	54	23	50	35	215	–	–	–	69	146	78	29	32	33	76	139
(%)	35%	37%	32%	44% F	35%	24%	33%	35% F	88%				34%	35%	52% PQR	34% R	33% R	17%	25%	45% S
Technical/vocational/ community college (n)	59	36	23	5	17	8	22	7	–	59	–	–	20	39	10	18	11	17	29	29
(%)	9%	12%	7%	4%	11%	8%	15% DH	7%		31%			10%	9%	6%	21% OR	12%	8%	9%	9%
Some college (n)	131	51	79	27	25	28	31	20	–	131	–	–	35	94	29	16	25	45	66	65
(%)	21%	17%	25% B	22%	16%	29% E	21%	19%		69%			18%	23%	20%	19%	27%	23%	21%	21%
Net: College Grad+ (n)	182	82	99	27	48	31	43	34	–	–	116	66	60	122	14	18	24	101	123	59
(%)	29%	27%	31%	23%	31%	32%	28%	33%			100%	100%	30%	29%	9%	21%	25%	50% OPQ	40% T	19%
Graduated college (n)	116	50	65	21	32	21	23	20	–	–	116	–	39	78	11	12	17	62	80	37
(%)	19%	17%	21%	17%	21%	21%	16%	19%			100%		19%	19%	7%	14%	17%	31% OP	26% T	12%
Graduate school (n)	66	32	33	6	16	10	19	14	–	–	–	66	21	44	3	6	7	39	44	22
(%)	11%	11%	11%	5%	10%	11%	13%	14%				100%	11%	11%	2%	7%	7%	19% OP	14%	7%
Other (n)	3	1	2	2	–	–	1	–	–	–	–	–	2	1	–	–	–	–	2	3
(%)	*%	*%	1%	2%			1%						1%	*%					1%	1%
Not sure (n)	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Prefer not to say (n)	4	1	1	1	1	1	–	1	–	–	–	–	2	1	1	–	–	–	2	2
(%)	1%	*%	*%	1%	1%	1%		1%					1%	*%	1%				1%	1%

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QD2. How many adults, including yourself, live in your household?

	Total	Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Any	620	300	315	119	154	96	150	101	244	190	116	65	201	417	150	86	95	199	309	310
	100%	100%	100%	99%	100%	99%	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
One	122	60	60	24	28	14	29	28	47	34	30	11	28	93	57	23	11	16	59	63
	20%	20%	19%	20%	18%	15%	19%	27%	19%	18%	25%	17%	14%	22%	38%	26%	12%	8%	19%	20%
								F							QR	R				
Two	356	177	178	52	84	59	96	65	136	109	65	43	117	238	66	47	58	135	185	171
	57%	59%	56%	44%	54%	61%	64%	64%	56%	57%	56%	65%	58%	57%	44%	55%	61%	67%	59%	55%
							D	D										O		
Three	78	39	38	17	25	14	14	7	34	20	15	8	26	52	18	7	12	27	31	46
	13%	13%	12%	15%	16%	15%	9%	7%	14%	10%	13%	13%	13%	12%	12%	9%	13%	13%	10%	15%
					H															
Four	55	16	38	25	11	7	10	1	21	26	6	2	24	31	4	7	10	21	30	25
	9%	5%	12%	21%	7%	8%	7%	1%	9%	14%	5%	3%	12%	7%	3%	8%	11%	10%	10%	8%
			B	EFGH	H	H	H		L	KL						O	O	O		
Five	5	5	1	-	3	2	-	-	3	1	1	-	5	1	3	1	1	-	5	-
	1%	2%	*%		2%	2%			1%	1%	*%		2%	*%	2%	1%	1%		2%	
Six or more	4	4	0	-	4	-	0	-	3	-	-	0	2	3	1	-	3	0	-	4
	1%	1%	*%		3%		*%		1%			1%	1%	1%	1%		3%	*%		1%
Prefer not to say	2	1	1	1	-	1	-	1	-	-	-	1	-	1	-	-	-	-	2	1
	*%	*%	*%	1%		1%		1%				1%		*%					*%	*%

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Critical Insights, Inc.

Critical Insights on Maine - Spring 2022

QD3. How many children, under the age of 18, live in your household?

		Gender		Age					Education				Children in HH?		HH Income				CD	
	Total	Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622	301	316	119	154	97	150	102	244	190	116	66	201	418	150	86	95	200	311	311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None	418	196	217	60	68	62	132	97	162	133	78	44	–	418	116	63	62	109	210	208
	67%	65%	69%	50%	44%	64%	88%	95%	66%	70%	67%	67%		100%	77%	73%	65%	55%	67%	67%
							E	DEF	DEFG							R	R		OP	
Net: Any	201	104	97	59	87	35	17	4	81	56	39	21	201	–	32	23	33	90	99	102
========	32%	34%	31%	49%	56%	36%	11%	4%	33%	29%	33%	32%	100%		22%	27%	35%	45%	32%	33%
				GH	FGH	GH	H											OP		
One	94	49	45	19	39	21	14	2	37	32	17	7	94	–	19	8	19	40	46	48
	15%	16%	14%	16%	25%	22%	9%	2%	15%	17%	15%	10%	47%		13%	9%	20%	20%	15%	16%
				H	GH	GH	H											P		
Two	58	24	34	24	23	10	1	1	13	19	11	13	58	–	6	8	5	32	29	29
	9%	8%	11%	20%	15%	10%	*%	1%	5%	10%	10%	19%	29%		4%	10%	6%	16%	9%	9%
				GH	GH	GH						IJK						OQ		
Three	30	17	13	6	19	3	1	1	17	2	9	2	30	–	–	7	3	14	14	16
	5%	6%	4%	5%	12%	3%	*%	1%	7%	1%	7%	3%	15%			8%	3%	7%	5%	5%
					FGH				J		JL									
Four	11	5	6	8	2	1	–	1	6	2	2	–	11	–	1	–	6	4	4	7
	2%	2%	2%	6%	2%	1%		1%	2%	1%	1%		6%		1%		7%	2%	1%	2%
				FH													OR			
Five	5	5	–	2	3	–	–	–	5	–	–	–	5	–	5	–	–	–	5	–
	1%	2%		2%	2%				2%				3%		4%				2%	
Six or more	2	2	–	–	–	–	2	–	2	–	–	–	2	–	–	–	–	–	–	2
	*%	1%					1%		1%				1%							1%
Not sure	2	1	1	–	–	–	1	1	1	1	–	–	–	–	–	–	–	–	1	1
	*%	*%	*%				1%	1%	*%	1%					2%				*%	*%
															1%					
Prefer not to say	2	1	–	1	–	1	–	–	–	–	–	1	–	–	–	–	–	1	2	–
	*%	*%		1%		1%						1%						*%	*%	

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Critical Insights, Inc.

Critical Insights on Maine - Spring 2022

QD5. To ensure that our sample is representative of the state, which of the following categories best describes your total household income before taxes for last year?

	Total	Gender		Age					Education				Children in HH?		HH Income				CD	
		Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K- $49.9K	$50K- $74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622 100%	301 100%	316 100%	119 100%	154 100%	97 100%	150 100%	102 100%	244 100%	190 100%	116 100%	66 100%	201 100%	418 100%	150 100%	86 100%	95 100%	200 100%	311 100%	311 100%
Net: Less than $35,000	150 24%	74 25%	72 23%	29 25%	45 29% G	22 23%	25 17%	28 27% G	96 39% JKL	39 21% KL	11 9%	3 4%	32 16%	116 28% M	150 100%	-	-	-	62 20%	88 28% S
Less than $15,000	38 6%	24 8% C	13 4%	12 10% H	15 10% GH	6 6%	4 2%	2 2%	25 10% K	11 6% K	1 1%	-	14 7%	25 6%	38 26%	-	-	-	17 5%	22 7%
$15,000 to $24,999	58 9%	22 7%	34 11%	10 9%	17 11%	8 8%	13 9%	9 9%	34 14% KL	18 9% L	5 4%	1 2%	15 8%	41 10%	58 38%	-	-	-	20 6%	38 12% S
$25,000 to $34,999	54 9%	28 9%	25 8%	7 6%	13 9%	8 9%	9 6%	17 16% DEFG	38 15% JKL	10 5%	5 4%	2 2%	3 2%	50 12% M	54 36%	-	-	-	25 8%	29 9%
Net: $35,000 -< $75,000	181 29%	92 30%	90 28%	45 38% F	37 24%	20 20%	49 33% F	30 30%	68 28%	71 38% KL	29 25%	13 20%	57 28%	124 30%	-	86 100%	95 100%	-	69 22%	112 36% S
$35,000 to $49,999	86 14%	44 14%	42 13%	15 13%	16 10%	8 9%	32 21% EF	15 14%	33 13%	35 18% L	12 11%	6 9%	23 12%	63 15%	-	86 100%	-	-	29 9%	57 18% S
$50,000 to $74,999	95 15%	48 16%	47 15%	29 25%	21 14%	11 11%	18 12%	16 15%	35 14%	37 19%	17 14%	7 11%	33 17%	62 15%	-	-	95 100%	-	40 13%	55 18%
Net: $75,000 +	200 32%	97 32%	102 32%	37 31%	48 31%	44 45% H	49 33% H	22 21%	35 14%	62 33% I	62 53% IJ	39 58% IJ	90 45% N	109 26%	-	-	-	200 100%	133 43% T	67 21%
$75,000 to $99,999	81 13%	30 10%	50 16%	15 12%	17 11%	15 15%	22 15%	12 12%	19 8%	29 15%	21 18% I	9 14%	30 15%	50 12%	-	-	-	81 40%	52 17% T	29 9%
$100,000 to $149,999	78 13%	42 14%	36 11%	14 12%	24 15%	16 16%	18 12%	7 7%	15 6%	21 11%	24 21% IJ	18 27% IJ	39 20% N	39 9%	-	-	-	78 39%	46 15%	32 10%
$150,000 to $199,999	23 4%	17 6%	7 2%	8 7%	3 2%	5 5%	5 4%	2 2%	1 *%	6 3%	9 8% IJ	7 11% IJ	11 5%	13 3%	-	-	-	23 12%	21 7% T	3 1%
$200,000 or more	17 3%	8 3%	9 3%	-	5 3%	8 8% H	4 2%	1 1%	-	5 3%	8 7%	4 6%	10 5%	7 2%	-	-	-	17 9%	14 5% T	3 1%

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Critical Insights, Inc.

Critical Insights on Maine - Spring 2022

QD5. To ensure that our sample is representative of the state, which of the following categories best describes your total household income before taxes for last year?

		Gender				Age					Education			Children in HH?			HH Income				CD	
	Total	Male	Female	<35	35-44	45-54	55-64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<$35K	$35K-$49.9K	$50K-$74.9K	$75K+	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Not sure	7	4	3	-	3	2	1	1	2	3	1	0	1	6	-	-	-	-	3	4
	1%	1%	1%		2%	2%	1%	1%	1%	2%	1%	*%	1%	1%					1%	1%
Prefer not to say	84	34	49	8	20	9	25	21	43	14	14	11	21	63	-	-	-	-	44	40
	14%	11%	16%	7%	13%	10%	17%	21%	18%	8%	12%	17%	10%	15%					14%	13%
							D	DF	J			J								

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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Critical Insights on Maine - Spring 2022

QD6. Which of the following categories describe you?

	Total	Gender Male	Gender Female	Age <35	Age 35-44	Age 45-54	Age 55-64	Age 65+	Education HS or less	Education Some college	Education Graduated college	Education Graduate school	Children in HH	No children in HH	HH Income <$35K	HH Income $35K-$49.9K	HH Income $50K-$74.9K	HH Income $75K+	CD CD1	CD CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total Answering	622 100%	301 100%	316 100%	119 100%	154 100%	97 100%	150 100%	102 100%	244 100%	190 100%	116 100%	66 100%	201 100%	418 100%	150 100%	86 100%	95 100%	200 100%	311 100%	311 100%
Asian or Pacific Islander	3 *%	3 1%	-	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	1 *%	2 *%	1 *%	1 2%	-	1 *%	1 *%	2 1%
African American	6 1%	5 2%	1 *%	2 1%	-	3 3%	1 *%	-	2 1%	1 1%	2 2%	-	2 1%	4 1%	3 2%	-	-	2 1%	2 1%	4 1%
Hispanic or Latino	12 2%	-	12 4%	4 3%	4 3%	-	3 2%	-	9 4%	1 1%	-	2 2%	4 2%	8 2%	7 5% R	-	1 1%	2 1%	7 2%	4 1%
Middle Eastern	2 *%	2 1%	-	2 2%	-	-	-	-	2 1%	-	-	-	2 1%	-	2 1%	-	-	-	2 1%	-
Native American	8 1%	5 2%	2 1%	-	3 2%	-	3 2%	2 2%	5 1%	1 1%	1 1%	1 1%	-	8 2%	4 3%	0 *%	0 1%	1 1%	1 *%	7 2%
White or Caucasian	580 93%	280 93%	295 94%	108 91%	143 93%	92 95%	140 94%	97 95%	219 90%	183 96%	112 96% I	61 93%	187 93%	390 94%	132 88%	84 97% O	90 94%	192 96% O	289 93%	291 93%
Some other race, ethnicity, or origin	4 1%	2 1%	2 1%	-	1 1%	-	1 *%	2 2%	-	3 1%	0 *%	1 2%	2 1%	2 1%	-	1 1%	1 1%	2 1%	3 1%	1 *%
Not sure	3 *%	2 1%	1 *%	1 1%	-	-	2 1%	-	2 1%	-	1 1%	-	-	3 1%	-	-	-	1 1%	1 *%	2 1%
Prefer not to say	12 2%	7 2%	4 1%	4 3%	3 2%	1 1%	3 2%	2 2%	5 2%	2 1%	2 1%	2 4%	4 2%	7 2%	2 1%	2 2%	3 3%	2 1%	6 2%	6 2%

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Critical Insights, Inc.