Background & Methodology

• Each spring and fall, Critical Insights, a division of Digital Research, Inc. 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 fall 2019 wave of the survey on behalf of the Kennebec Estuary LandTrust.**

• This wave of the survey included a total of 600 respondents across the state who were surveyed by phone (300 respondents) or online (300 respondents) in October of 2019.
  – 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 survey respondents were registered voters who live in Maine; final data were statistically weighted to reflect the demographics of the state’s population.
  – On average, the entire survey instrument was 20 minutes in administrative length – including both general-interest items and all proprietary subscriber items.
Three out of four voters would support a state bond issue to build and expand outdoor recreation trails in Maine; most of those – four out of ten overall – would *strongly* support the bond issue.

**Support for State Bond Issue to Build/Expand Recreation Trails**

- **Strongly Support**: 41%
- **Somewhat Support**: 33%
- **Not Sure**: 9%
- **Strongly Oppose**: 9%
- **Somewhat Oppose**: 8%
- **Total Support**: 74%

*In general, would you support or oppose a state bond issue to build and expand outdoor recreation trails in Maine?*