



**CRITICAL INSIGHTS**  
RESEARCH FOR PRECISE PRAGMATIC DIRECTION

***Critical Insights on Maine™ Tracking Survey***

**~ Spring 2013 ~**

**Summary Report of Findings from Proprietary Items**

**Prepared for:**



May 2013

Focus Groups • Surveys • Public Opinion Polling

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# Introduction

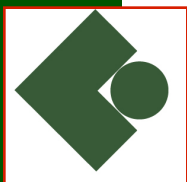


## Background & Methodology

- Each Spring and Fall, Critical Insights conducts the *Critical Insights on Maine™* Tracking Survey, a comprehensive, statewide public opinion survey of registered voters which covers a variety of topics of interest to business, government, and the general public.
  - In addition to general interest items (the results of which are traditionally released to the media as a public service), the survey also includes a number of proprietary items included on behalf of sponsoring entities, with results of those items released only to the sponsors.
- For the current wave of the study, Critical Insights completed a total of 600 telephone interviews with randomly selected voters across the state between May 1<sup>st</sup> – 7<sup>th</sup>, 2013.
  - With a sample of 600 interviews, results presented here have an associated sampling error of  $\pm 4$  percentage points at the 95% confidence level.
  - All interviews were conducted with self-reported registered voters; final data was statistically weighted according to relevant demographics to reflect the voter base in Maine.
  - On average, the entire survey instrument – including both general interest items and all subscriber questions – was 22 minutes in administrative length.
- This document presents results of questions proprietary to Maine Citizens for Clean Elections.

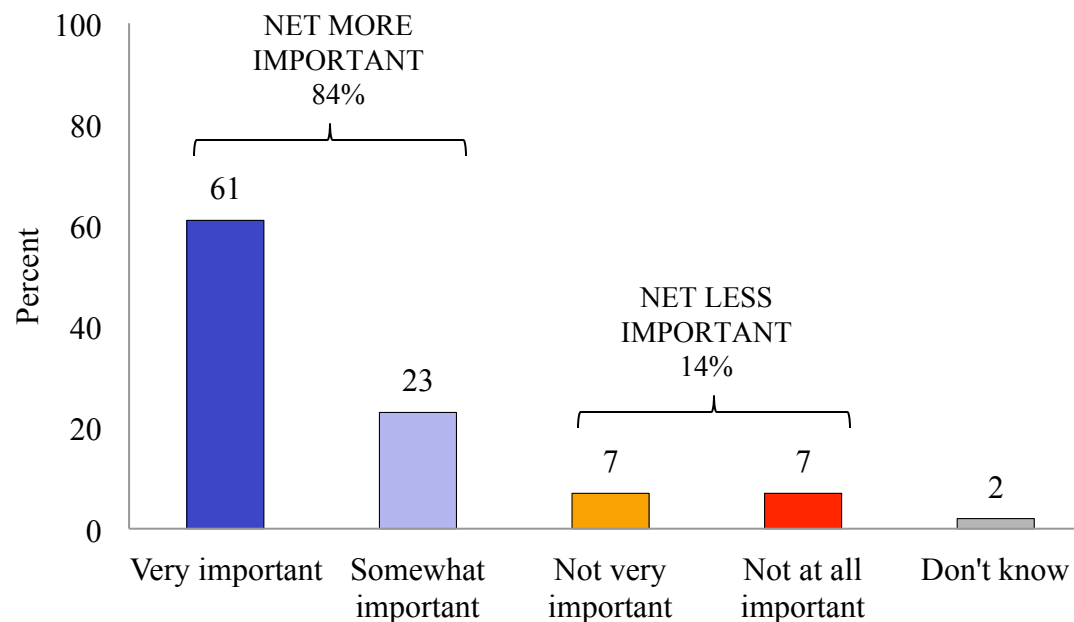


# Research Results



## The vast majority (84%) of residents polled feel that Clean Elections in Maine are important.

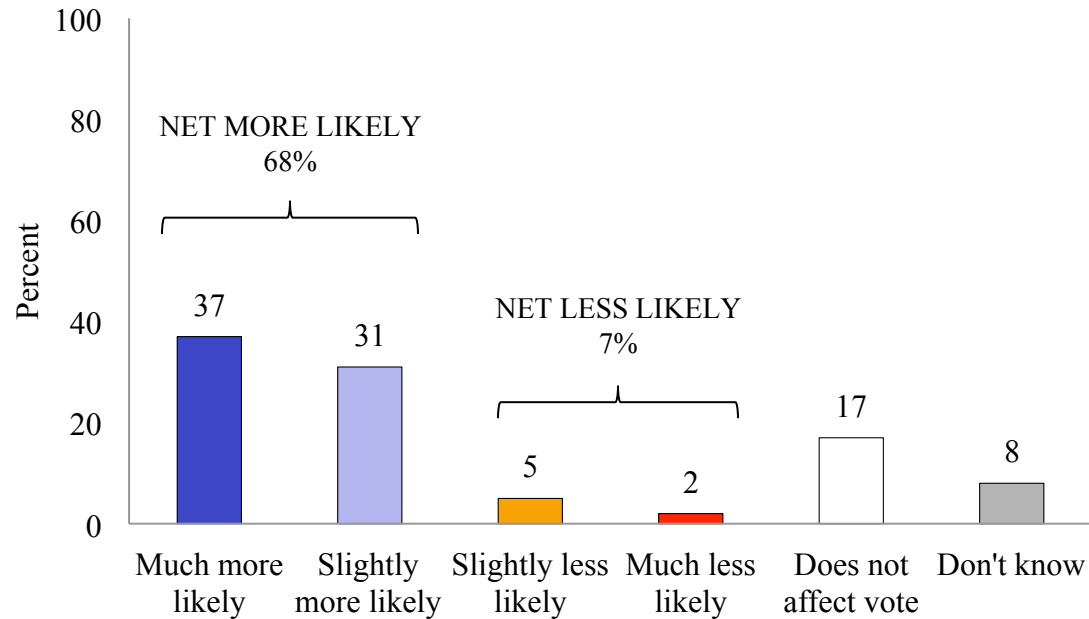
*In 1996 Maine voters passed the Maine Clean Election Act into law. Since 2000, qualified candidates for state office who limit their spending receive limited public funds to run for office rather than relying on campaign donations from private sources. In your opinion, how important is it that Maine continue to have Clean Elections? Would you say...*





## Two-thirds of Maine residents claim that they would be more likely to vote for a candidate who supports Clean Elections.

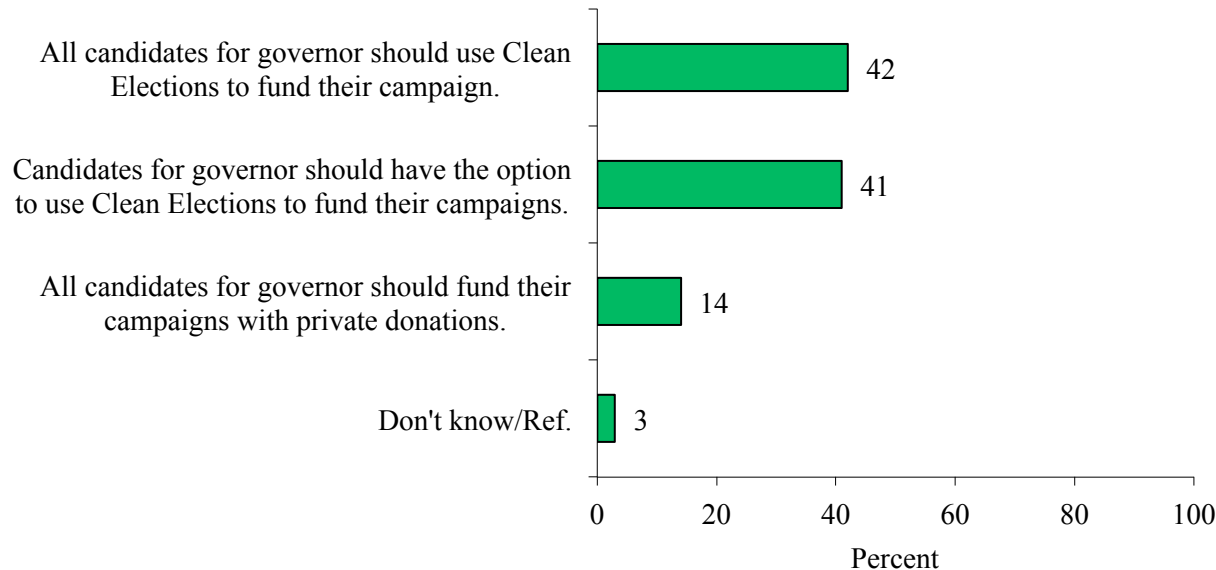
*Would you be more or less likely to vote for a candidate who supports the Clean Election public funding system? Is that much or slightly more/less likely?*

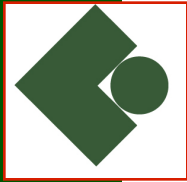




## Opinions are split as to whether gubernatorial candidates should use Clean Elections or be given the option to use Clean Elections to fund their campaigns.

*Governor LePage and some legislators want to eliminate Clean Election funding in future gubernatorial races so that all candidates will raise money in the traditional way – by soliciting contributions from individuals, businesses, and PACs, or spending their own money. They say the state can't afford Clean Elections for candidates for governor. Other legislators feel that reducing reliance on private contributions in the gubernatorial race is most important since the governor is our highest elected state official. They say that since Maine citizens initiated and passed Clean Elections for ALL state races, candidates for governor should continue to have this option. Which one of the following statements comes closest to your own point of view?*





## An overwhelming majority of Mainers (86%) feel that there is too much money in politics.

*Now I'm going to read you two statements. Please tell me which one of the following most closely approximates your feelings about money in politics:*

