



CRITICALINSIGHTS

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

**~ Spring 2016 ~**

Summary Report of Findings from Proprietary Items

**Prepared for:**

**Maine Citizens for Clean Elections**

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Full Service Market Research and Public Opinion Polling

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# Introduction

# Background & Methodology

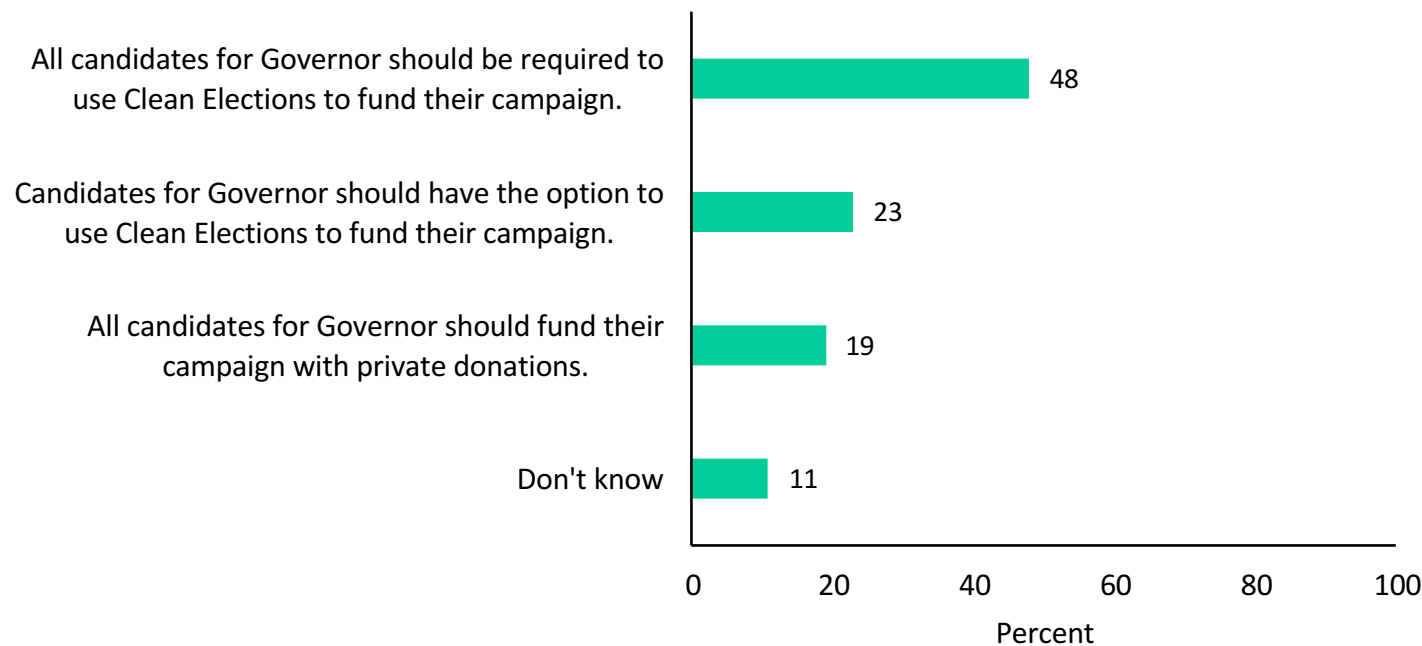
- Each Spring and Fall, Critical Insights conducts the *Critical Insights on Maine™* Tracking Survey, a comprehensive, statewide public opinion survey of registered voters which covers a variety of topics of interest to business, government, and the general public.
- *Critical Insights on Maine™* has been documenting the attitudes, perceptions, and preferences of Maine's residents for over 19 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 included in the poll on behalf of sponsoring entities, with results of those items released only to those sponsors.
- For the current wave of the study, Critical Insights completed a total of 610 surveys (315 via telephone and 295 online) with randomly selected voters across the state between March 4<sup>th</sup> – 10<sup>th</sup>.
  - With a total sample of 610, results presented here have an associated sampling error of +/- 4 percentage points at the 95% confidence level.
  - All online sample is balanced to ensure that it is representative of the overall population – a process that includes outbound telephone calls to respondents to ensure the accuracy and integrity of the information that is being provided.
  - All surveys were conducted with self-reported registered and likely voters; final data were 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 proprietary subscriber items – was 17 minutes in administrative length.
- This document presents results of questions proprietary to Maine Citizens for Clean Elections.

# Proprietary Results

# Half of Maine voters polled feel that candidates for Governor should be *required* to use Clean Elections for campaign funding, while remaining opinions are split between the *option* to use Clean Elections and private donations.

*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. Last November, voters passed a new Clean Elections initiative to strengthen this voluntary program while increasing transparency and accountability.*

*Thinking about races for Governor, which one of the following statements comes closest to your own point of view?*



# Reducing the influence of big money in politics is important to virtually all Maine voters; two-thirds note that it is “very” important.

*Our political system is a representative democracy, so voters choose fellow citizens to make laws on their behalf. The idea is to have a government that is of, by, and for Maine people. I’m going to ask you about two different policy areas and how important they are to keep Maine’s democracy strong.*

*How important is to reduce the influence of big money in politics? This might include regulating political action committees and outside spending in elections, increasing the importance of small donations, and so on. Would you say...*

