



CRITICAL INSIGHTS

RESEARCH FOR PRECISE PRAGMATIC DIRECTION

*Critical Insights on Maine™*

**Spring 2008 Tracking Survey**

**Summary Report of Findings from Proprietary Items**

**Prepared for:**

**Maine Citizens for Clean Elections**

Focus Groups • Surveys • Public Opinion Polling

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# Background & Purpose

- Each Spring and Fall, Critical Insights conducts the *Critical Insights on Maine™* Tracking Survey, a comprehensive, statewide public opinion survey of Maine residents 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 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 602 telephone interviews across the state, and conducted analysis, between June 1 and June 27, 2008.
  - With a sample of 602 interviews, results presented here have an associated margin of error of  $\pm 3.4$  percentage points at the 90% confidence level, or  $\pm 4.0$  percentage points at the 95% confidence level.
  - All interviews were conducted by trained and professionally supervised interviewers at Critical Insights' Portland-based telephone data collection center.
  - On average, the entire survey instrument – including general interest items and all subscriber questions – was 31 minutes in administrative length.
    - Refusal rates for the study were approximately 3.8% overall, indicating that the sample was not tainted by non-response error.
- The results presented here detail findings from proprietary items included on the survey on behalf of the Maine Citizens for Clean Elections.



# **Summary of Research Results**



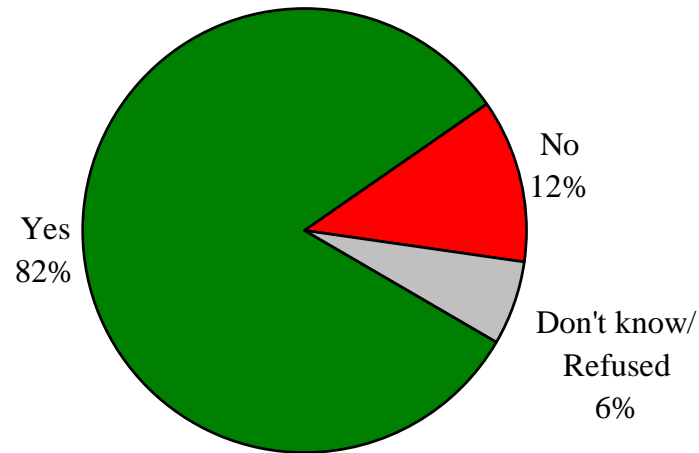
# Residents' Attitudes Towards Maine's Clean Election Law

- The strong majority of Maine residents (82%) believe that gubernatorial candidates should use Maine's Clean Election Law, which provides public campaign funds for candidates who agree to spending limits and accept only small contributions from individuals.
  - Self-described “likely voters” were significantly more likely than those who do not typically vote to support use of the law.
  - Fully nine-in-ten residents who make \$50,000 to \$74,000 per year said they thought candidates for governor should use the law, significantly more than any other income group.
- Three-fifths of Maine residents said they would be more likely to vote for a candidate for governor who participated in Maine's Clean Elections program.
  - Significantly more registered Democrats, Independents, and self-described “likely voters” said they would be more likely to vote for such a candidate.
  - Residents with a high school diploma or less, residents making less than \$25,000, and residents aged 65 and older were significantly more likely to say they would be “very likely” to vote for a candidate who participated in the program.



# Residents' Attitudes Towards Maine's Clean Election Law

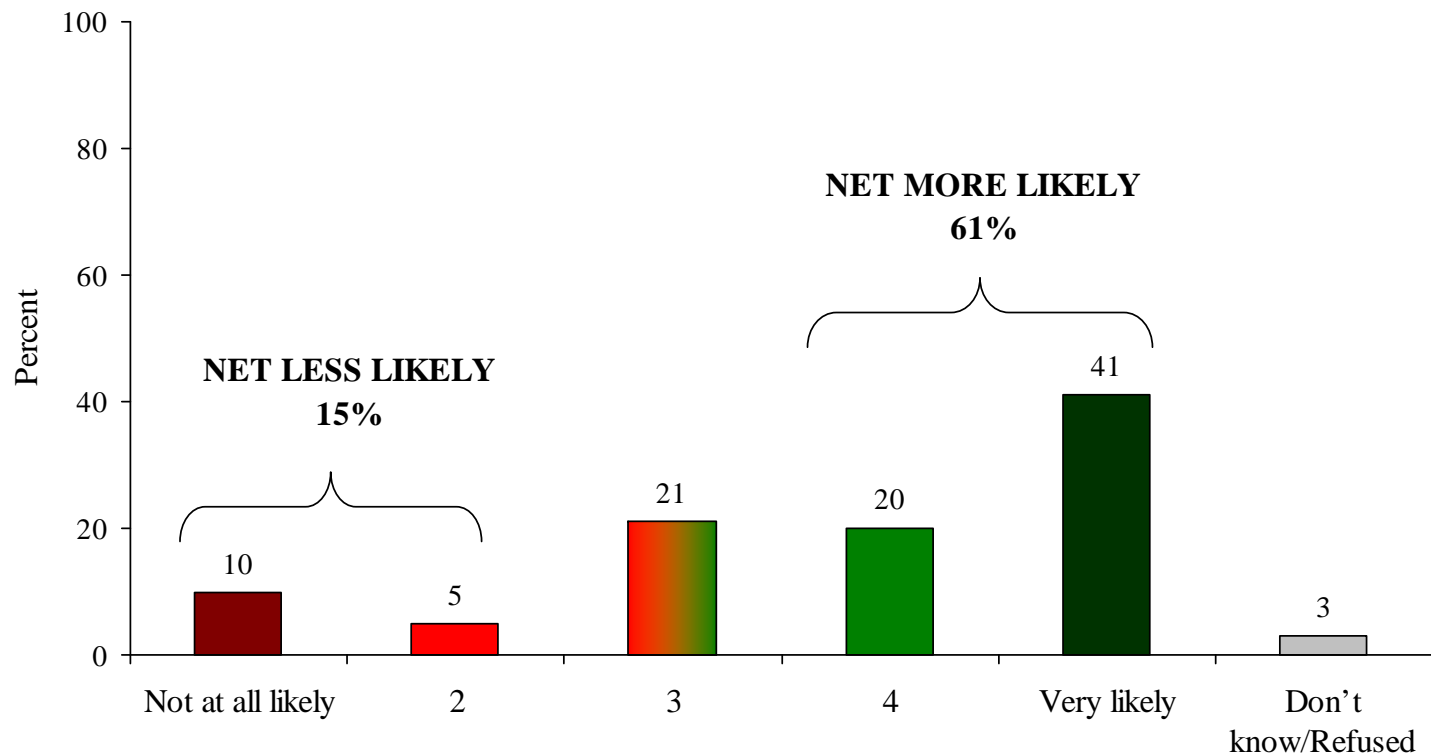
*Do you think candidates for governor should use Maine's Clean Election law, which provides public campaign funds for candidates who agree to spending limits and accept only small contributions from individuals?*





# Residents' Attitudes Towards Maine's Clean Election Law

*Would you be more or less likely to vote for a candidate for governor who participates in Maine's Clean Elections program, which provides public campaign funds for candidates who agree to spending limits and swear off special interest contributions?*



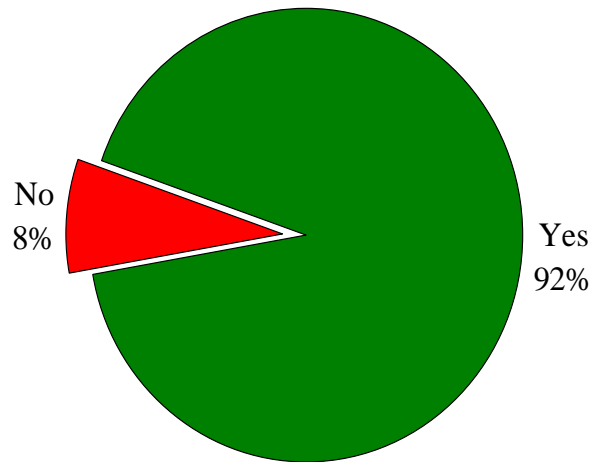


# Sample Profile

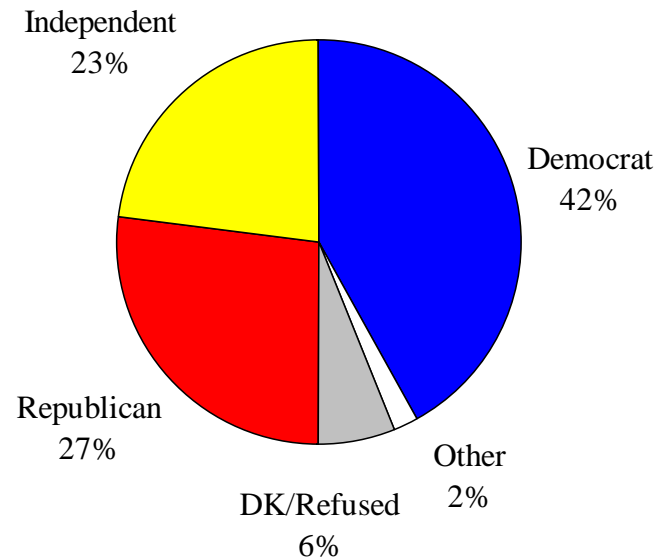


# Voter Registration & Political Affiliation

*Are you a registered voter in the State of Maine?*



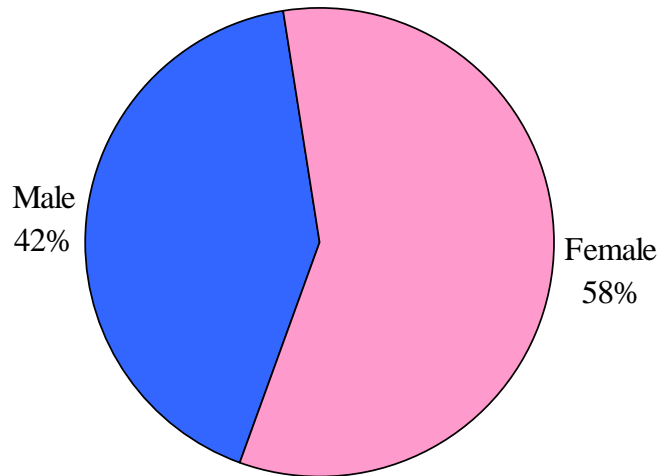
*In what political party are you registered to vote?*







# Respondent Gender and Age

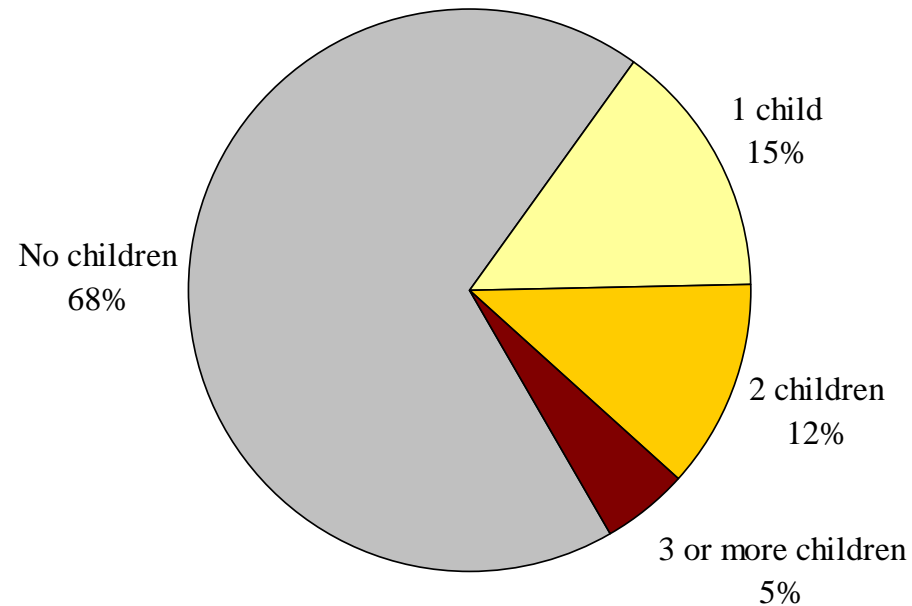


Which of the following categories does your age fall?	Percent
18 to 24	4%
25 to 34	9
35 to 44	15
45 to 54	26
55 to 64	22
65 to 74	15
75 and older	10



# Children in the Household

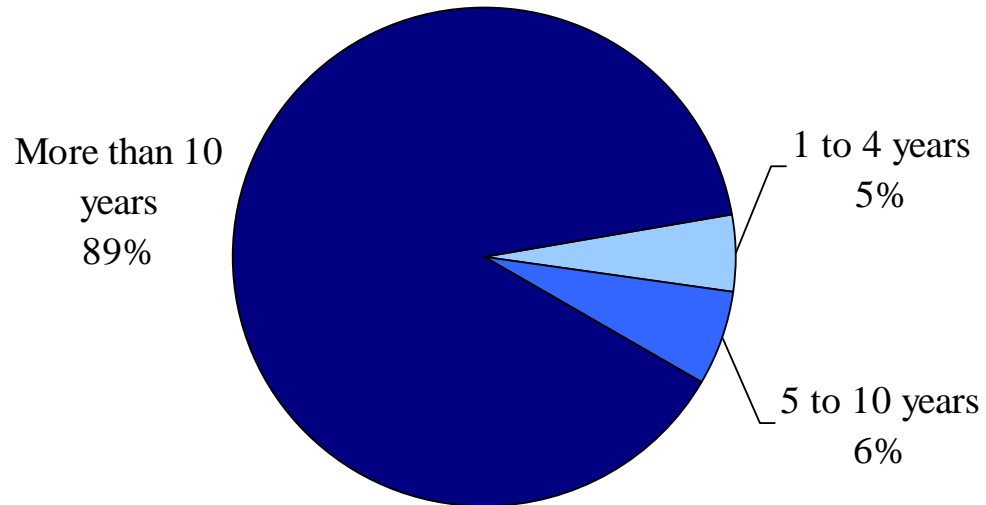
*How many children, under the age of 18, live in your household?*





# Tenure of Residency in Maine

*How long have you lived in the State of Maine?*





# Education

What is the highest level of education you have completed?	Percent
Some high school or less	4%
Graduated high school	22
Technical/Vocational/Community College	8
Some college	25
Graduated college	27
Graduate school	13



# Household Income

Which of the following categories best describes your total household income before taxes last year?	Percent
Less than \$15,000	9%
\$15,000 to \$24,999	11
\$25,000 to \$34,999	13
\$35,000 to \$49,999	17
\$50,000 to \$74,999	20
\$75,000 or more	24
Don't know/Refused	7