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 ±3.4 percentage points at the 90% confidence level, or ±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?

- Yes 82%
- No 12%
- Don't know/Refused 6%
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?

NET LESS LIKELY 15%

NET MORE LIKELY 61%

Not at all likely 2 Very likely 41
21 Very likely 41
3 Don’t know/Refused
Sample Profile
Voter Registration & Political Affiliation

Are you a registered voter in the State of Maine?

- Yes: 92%
- No: 8%

In what political party are you registered to vote?

- Democrat: 42%
- Republican: 27%
- Independent: 23%
- Other: 2%
- DK/Refused: 6%
Respondent Gender and Age

<table>
<thead>
<tr>
<th>Age Category</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 24</td>
<td>4%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>9%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>15%</td>
</tr>
<tr>
<td>45 to 54</td>
<td>26%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>22%</td>
</tr>
<tr>
<td>65 to 74</td>
<td>15%</td>
</tr>
<tr>
<td>75 and older</td>
<td>10%</td>
</tr>
</tbody>
</table>
Children in the Household

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

- No children: 68%
- 1 child: 15%
- 2 children: 12%
- 3 or more children: 5%
Tenure of Residency in Maine

How long have you lived in the State of Maine?

- More than 10 years: 89%
- 5 to 10 years: 6%
- 1 to 4 years: 5%
## Education

<table>
<thead>
<tr>
<th>What is the highest level of education you have completed?</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some high school or less</td>
<td>4%</td>
</tr>
<tr>
<td>Graduated high school</td>
<td>22%</td>
</tr>
<tr>
<td>Technical/Vocational/Community College</td>
<td>8%</td>
</tr>
<tr>
<td>Some college</td>
<td>25%</td>
</tr>
<tr>
<td>Graduated college</td>
<td>27%</td>
</tr>
<tr>
<td>Graduate school</td>
<td>13%</td>
</tr>
</tbody>
</table>
### Household Income

Which of the following categories best describes your total household income before taxes last year?

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $15,000</td>
<td>9%</td>
</tr>
<tr>
<td>$15,000 to $24,999</td>
<td>11%</td>
</tr>
<tr>
<td>$25,000 to $34,999</td>
<td>13%</td>
</tr>
<tr>
<td>$35,000 to $49,999</td>
<td>17%</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>20%</td>
</tr>
<tr>
<td>$75,000 or more</td>
<td>24%</td>
</tr>
<tr>
<td>Don’t know/Refused</td>
<td>7%</td>
</tr>
</tbody>
</table>