



CRITICAL INSIGHTS
RESEARCH FOR PRECISE PRAGMATIC DIRECTION

Critical Insights on Maine™

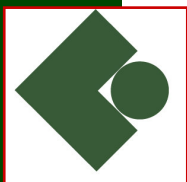
**Spring 2009 Tracking Survey
Summary Report of Findings from Proprietary Items**

**Prepared for:
Maine Citizens for Clean Elections**

Focus Groups • Surveys • Public Opinion Polling

120 Exchange Street, Portland, Maine 04101
Telephone: 207-772-4011 • Fax: 207-772-7027

www.criticalinsights.com



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 601 random telephone interviews across the state between May 14, 2009 and May 20, 2009.
 - With a sample of 601 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 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 general interest items and all subscriber questions – was 17 minutes in administrative length.
 - Initial refusal rates for the study were approximately 2% 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.

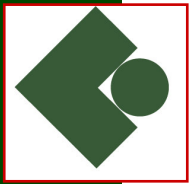


Summary of Research Results



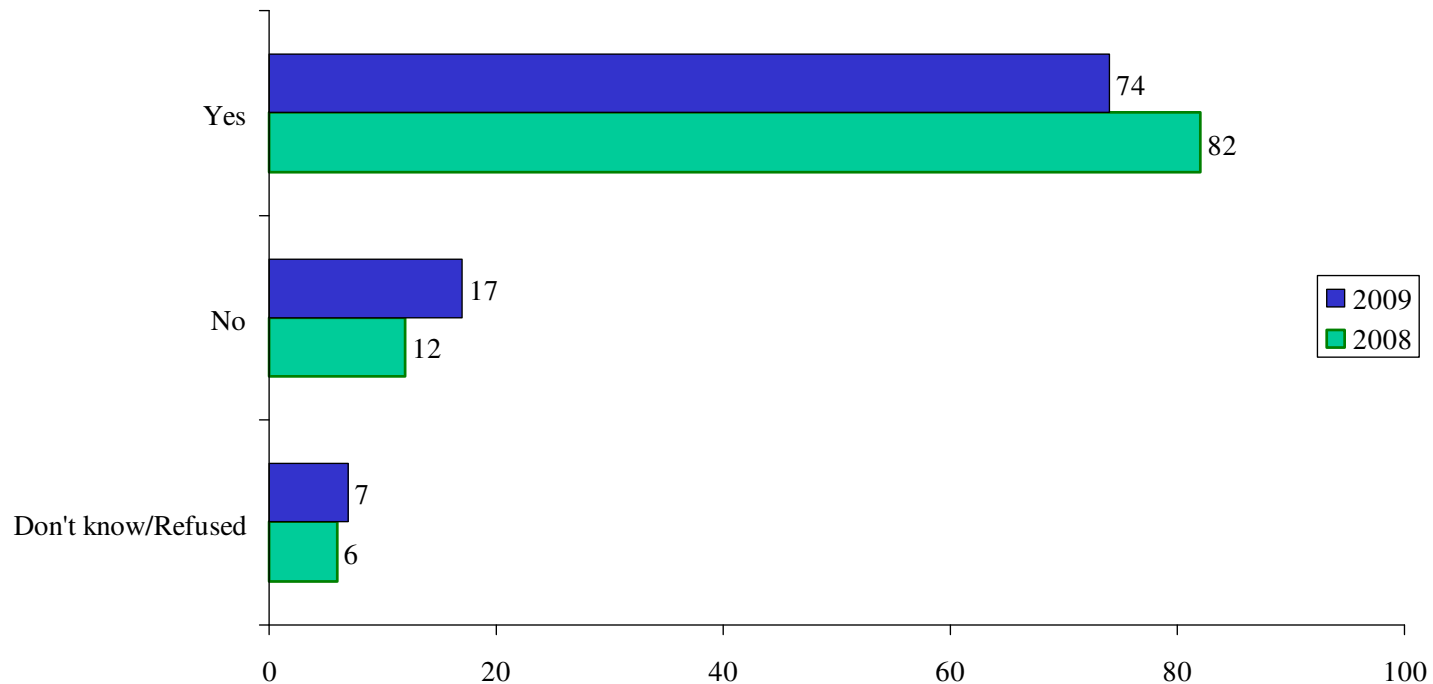
Residents' Attitudes Towards Maine's Clean Election Law

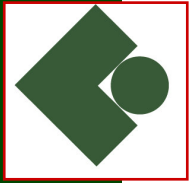
- While three-quarters of Maine residents still believe that gubernatorial candidates should use Maine's Clean Election law, support is down from one year ago when more than 8-in-10 voters said candidates should abide by the law.
 - Residents making at least \$25,000 per year were significantly more likely to support the law.
- The proportion of residents who said they would be *more likely* to vote for a candidate for governor who participated in Maine's Clean Elections program was also down slightly from 2008, as was the proportion of residents who said they were *less likely* to vote for such a candidate.
 - Notably, the proportion of registered voters who were neutral on the subject increased to 3-in-10 residents, perhaps indicating an increasing ambivalence about the program.



Residents' Attitudes Towards Maine's Clean Election Law

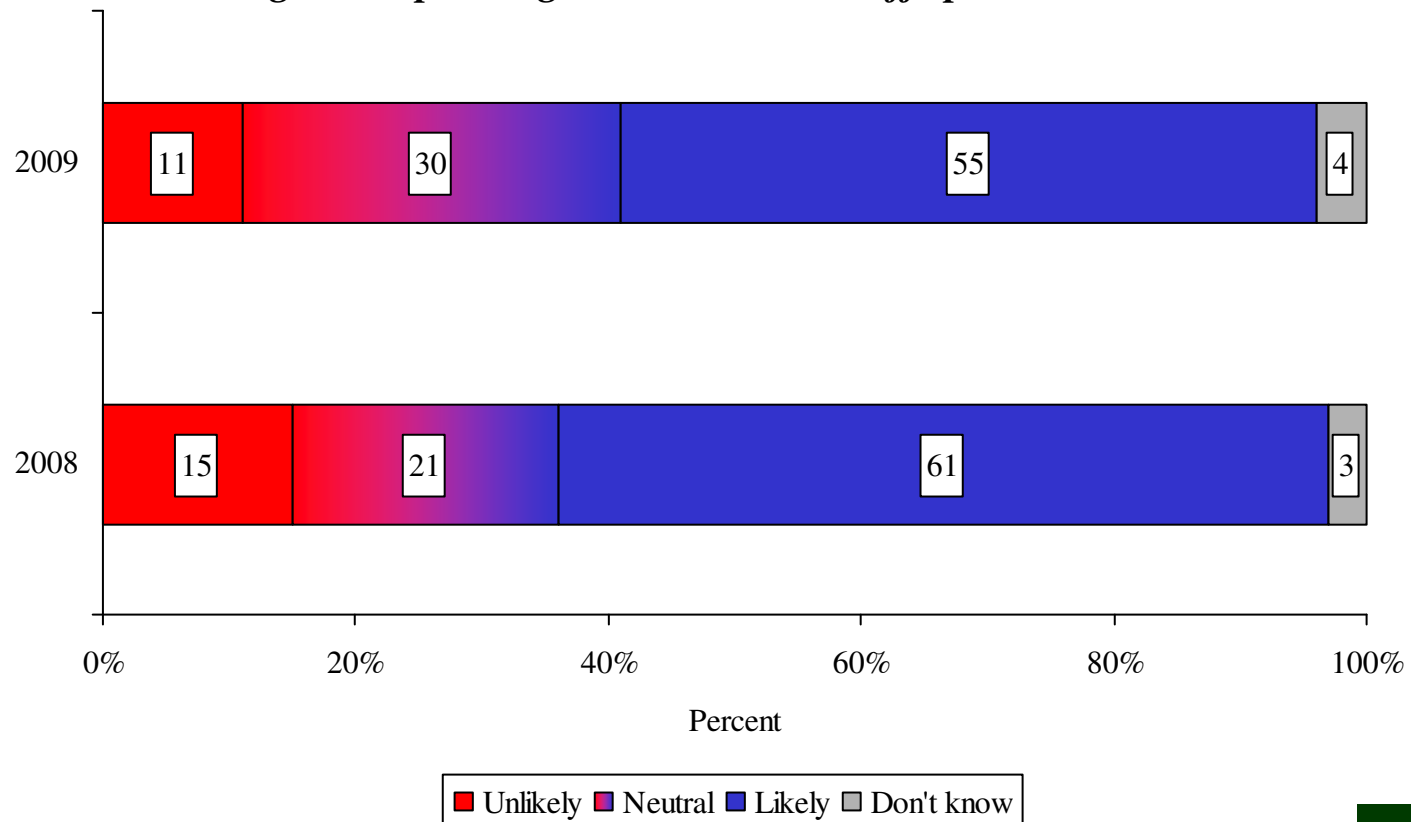
Do you think candidates for governor should use Maine's Clean Election law, which provides public campaign funds for candidates who agree to spending limits and accept only small contributions from individuals?





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?





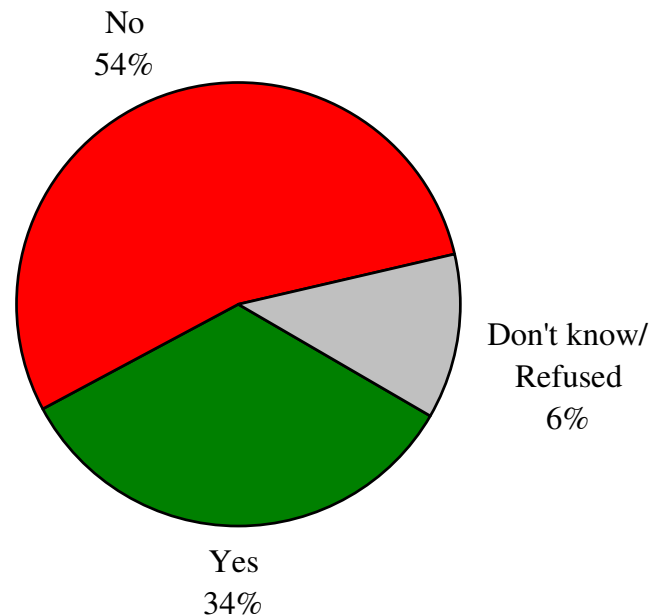
Residents' Attitudes Towards Funding for Maine's Clean Election System

- When asked if they would support cutting the funding for Maine's Clean Election system in order to fund other government programs, a majority of Mainers would support maintaining the program.
 - However, this majority support is not overwhelming, as just over half of Maine residents said they do not support cutting the funding for Maine's Clean Election system in order to fund other government programs.
 - Higher socio-economic status (SES) residents (i.e. residents with a higher level of education, making more than \$25,000 per year) were significantly more likely to say they would not support cuts to Maine's Clean Election system.
 - In addition, registered Republicans and residents who do not have children under 18 living in the household were more likely to say they would not support cuts in order to fund other government programs.
 - Approximately one third of residents said they would support cutting the funding to support other government programs.
 - Cutting funding for the Clean Election program is most popular among lower-income and less well-educated residents.



Residents' Attitudes Towards Funding for Maine's Clean Election System

Since 2000, Maine's Clean Election law has provided public campaign funds to candidates who agree to spending limits and who accept only small contributions from individuals. Do you support cutting the funding for Maine's Clean Election system in order to fund other government programs?



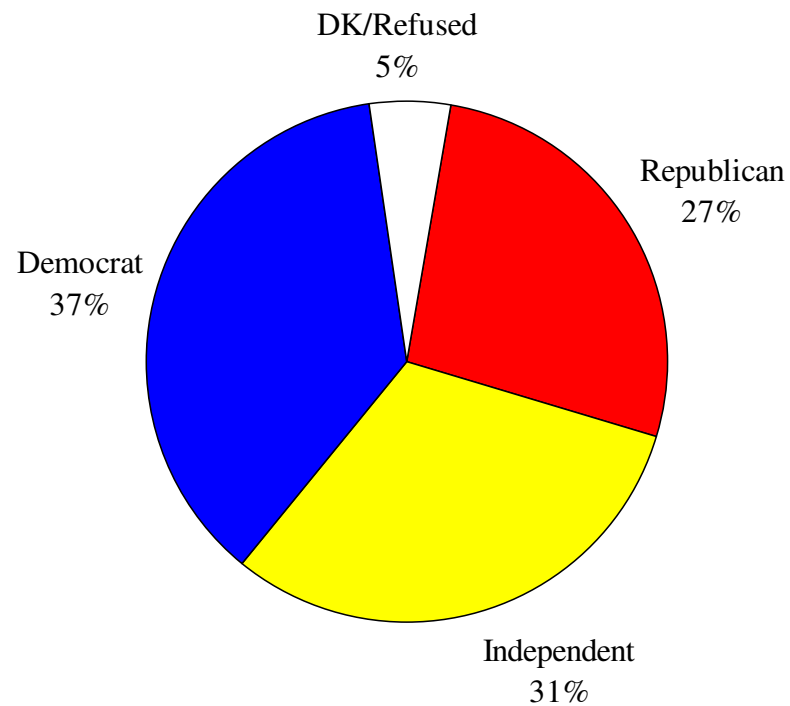


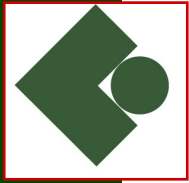
Sample Profile



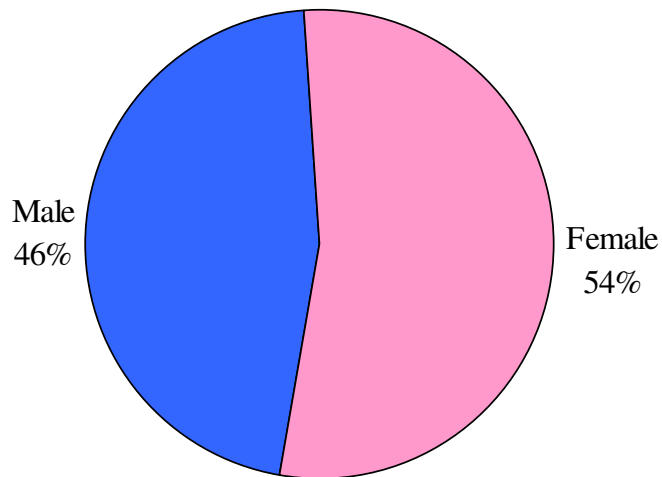
Voter Political Affiliation

In what political party are you registered to vote?

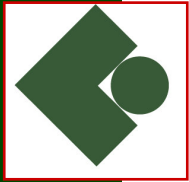




Respondent Gender and Age

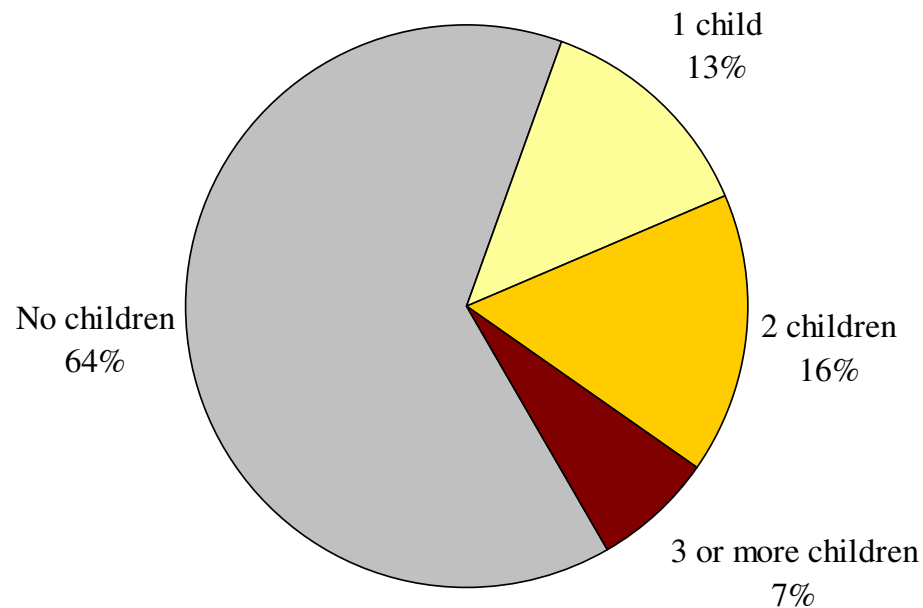


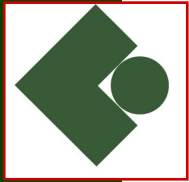
Which of the following categories does your age fall?	Percent
18 to 24	6%
25 to 34	12
35 to 44	25
45 to 54	20
55 to 64	21
65 to 74	9
75 and older	8



Children in the Household

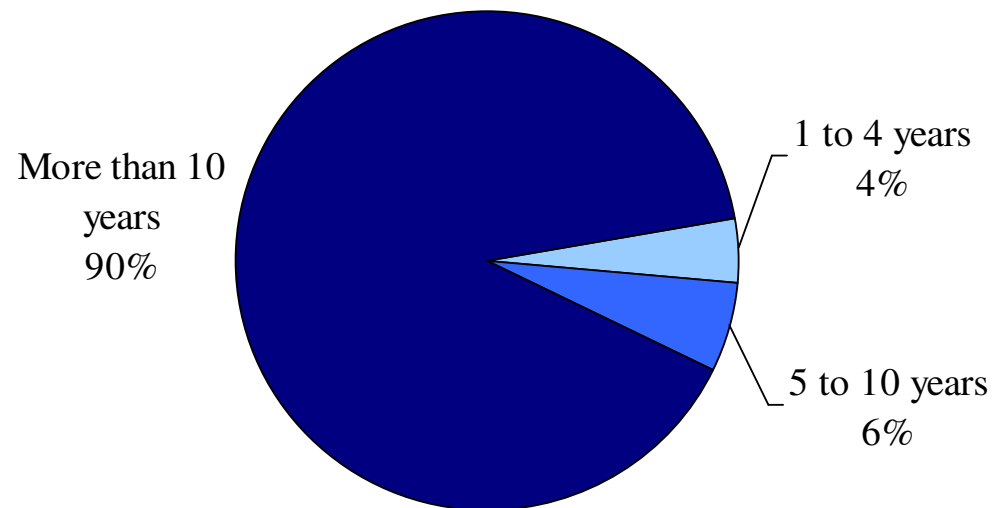
How many children, under the age of 18, live in your household?

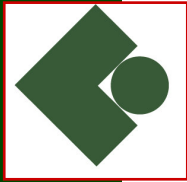




Tenure of Residency in Maine

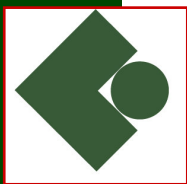
How long have you lived in the State of Maine?





Education

What is the highest level of education you have completed?	Percent
Some high school or less	6%
Graduated high school	25
Technical/Vocational/Community College	5
Some college	22
Graduated college	28
Graduate school	14



Household Income

Which of the following categories best describes your total household income before taxes last year?	Percent
Less than \$15,000	8%
\$15,000 to \$24,999	11
\$25,000 to \$34,999	12
\$35,000 to \$49,999	15
\$50,000 to \$74,999	23
\$75,000 or more	23
Don't know/Refused	7