

Critical Insights on Maine™
Tracking Survey

~ Spring 2019 ~

**Voters' Views on
Issues Facing
Maine and the Nation**



Introduction

Background & Methodology

- Each spring and fall, Critical Insights, a division of Digital Research, Inc., conducts the *Critical Insights on Maine™* tracking survey, a comprehensive, statewide public opinion survey of registered voters.
- Since 1996, this unique survey has been documenting the attitudes, perceptions, and preferences of Maine's residents, 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 for sponsoring entities, with results of those items released only to those sponsors.
- The spring 2019 wave of the survey included a total of 612 respondents across the state who were surveyed online or by phone in March and April.
 - With a total sample of 612 respondents, the results presented here have a margin of sampling error of +/- 3.9 percentage points at the 95% confidence level.
 - All survey respondents were registered voters who live in Maine; final data were statistically weighted to reflect the demographics of the state's population, and to give equal weight to the phone (300 respondents) and online (312 respondents) methodologies.
 - On average, the entire survey instrument was 20 minutes in administrative length – including both general-interest items and all proprietary subscriber items.
- For the first time, several of this survey's questions were included in a separate survey of American consumers through the DRI/Critical Insights National Omnibus Survey (NationWise™).
 - This online survey includes 1,500 respondents (reflective of consumers across the country on key demographic qualities) and is run every other week, throughout the year. More information about this national survey is included on page 23.

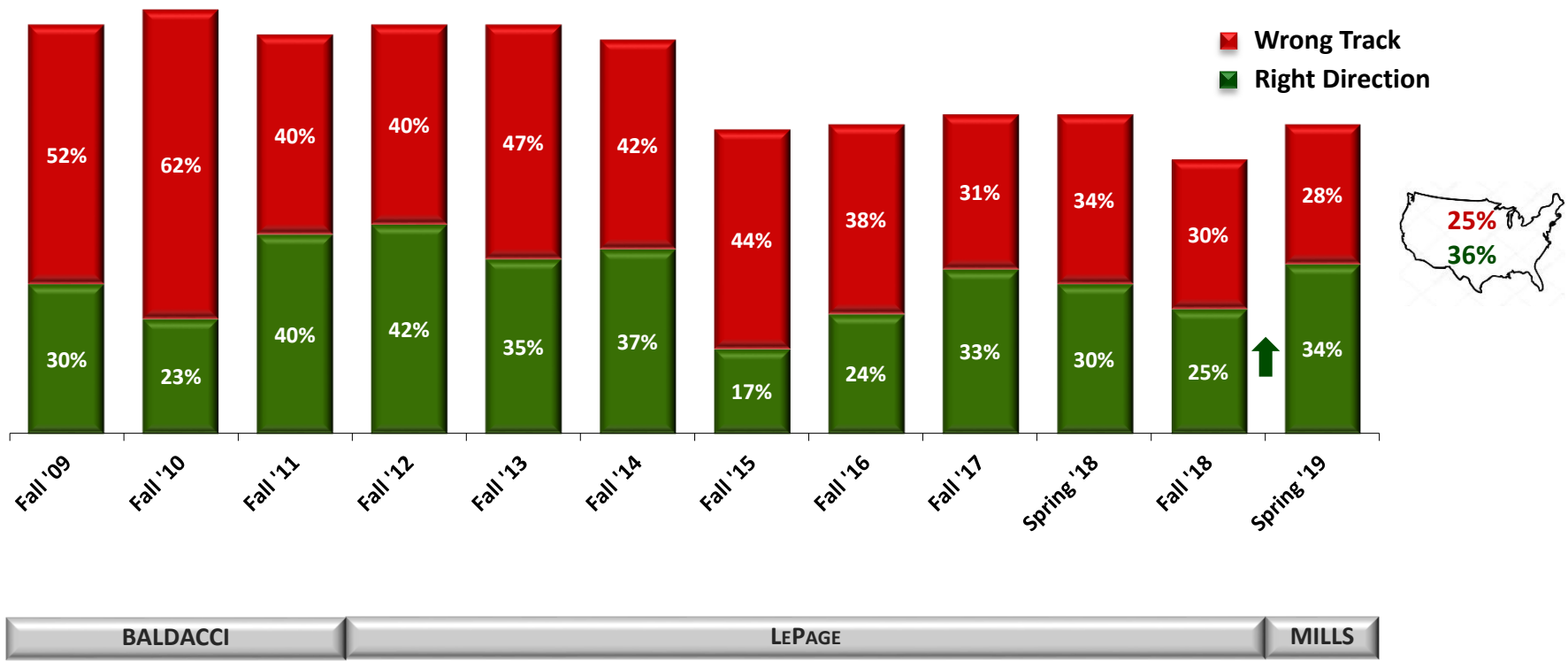
Views Toward
**the Economy and Direction of
Maine and the Nation**

Exhibiting notable improvement since last fall, one out of three voters now believe Maine is headed in the *right direction*.

- Mainers have a similar perception about the state of their state as other Americans: 36% of Americans overall believe their state is headed in the *right direction* (versus 34% of Mainers), and 25% believe their state is on the *wrong track* (vs. 28%).*

Direction of Maine

The new gubernatorial administration is, by far, the most common reason for believing the state is headed in the *right direction* (60%).

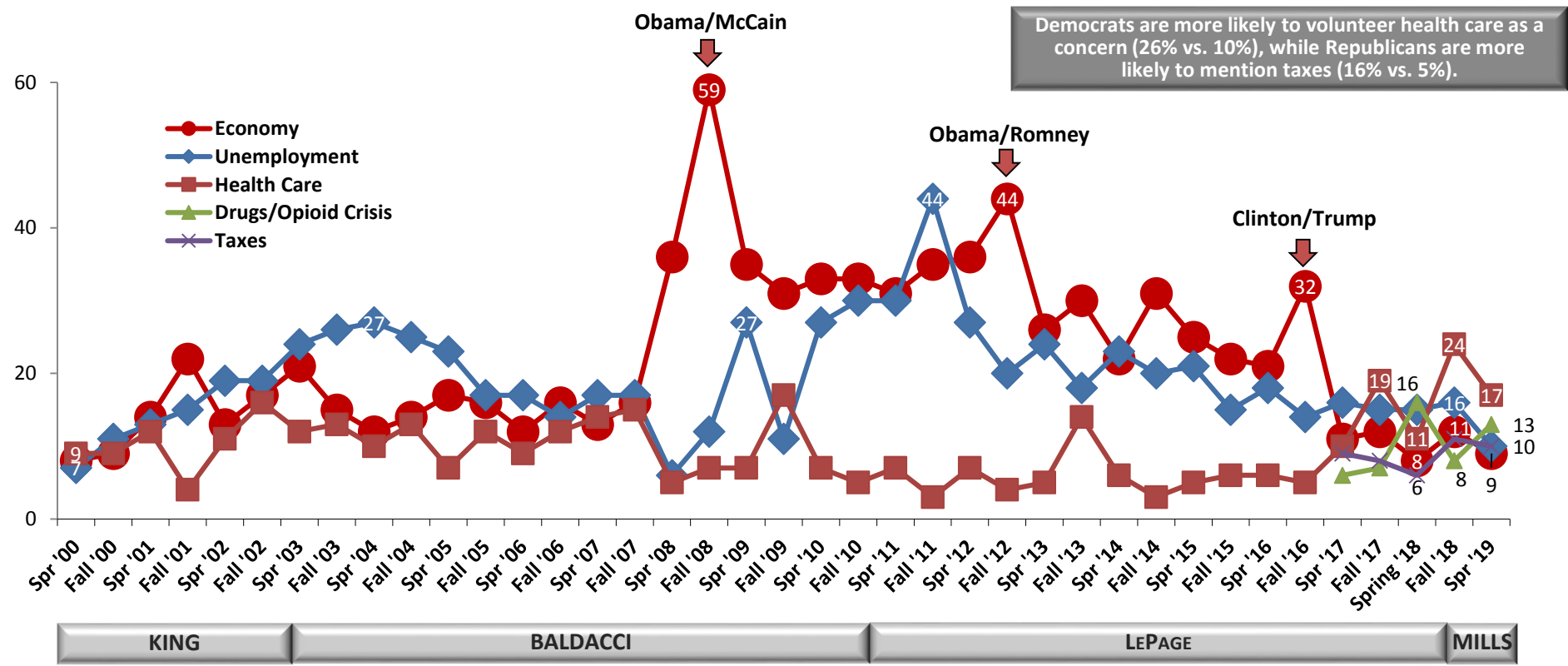


Voters in Maine are most likely to volunteer health care, the opioid crisis, unemployment, and the overall condition of the economy as the most pressing issues now facing the state.

- While the economy and unemployment are still relatively common concerns, they have become less prevalent in this full-employment economy.
- Since the fall of 2016, the share of Mainers concerned about health care has been growing, despite some fluctuations.

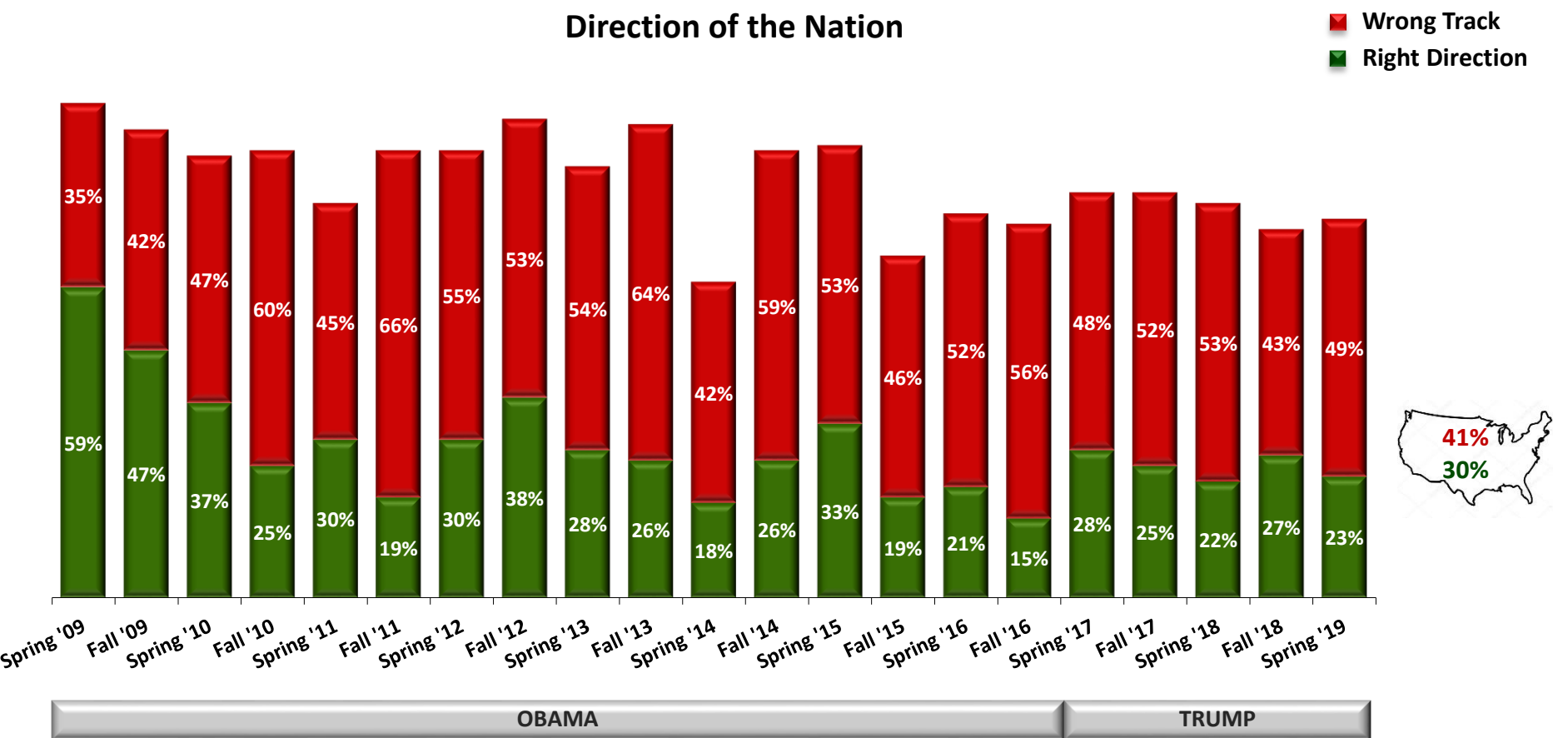
Most Important Issues Facing Maine

% naming each issue



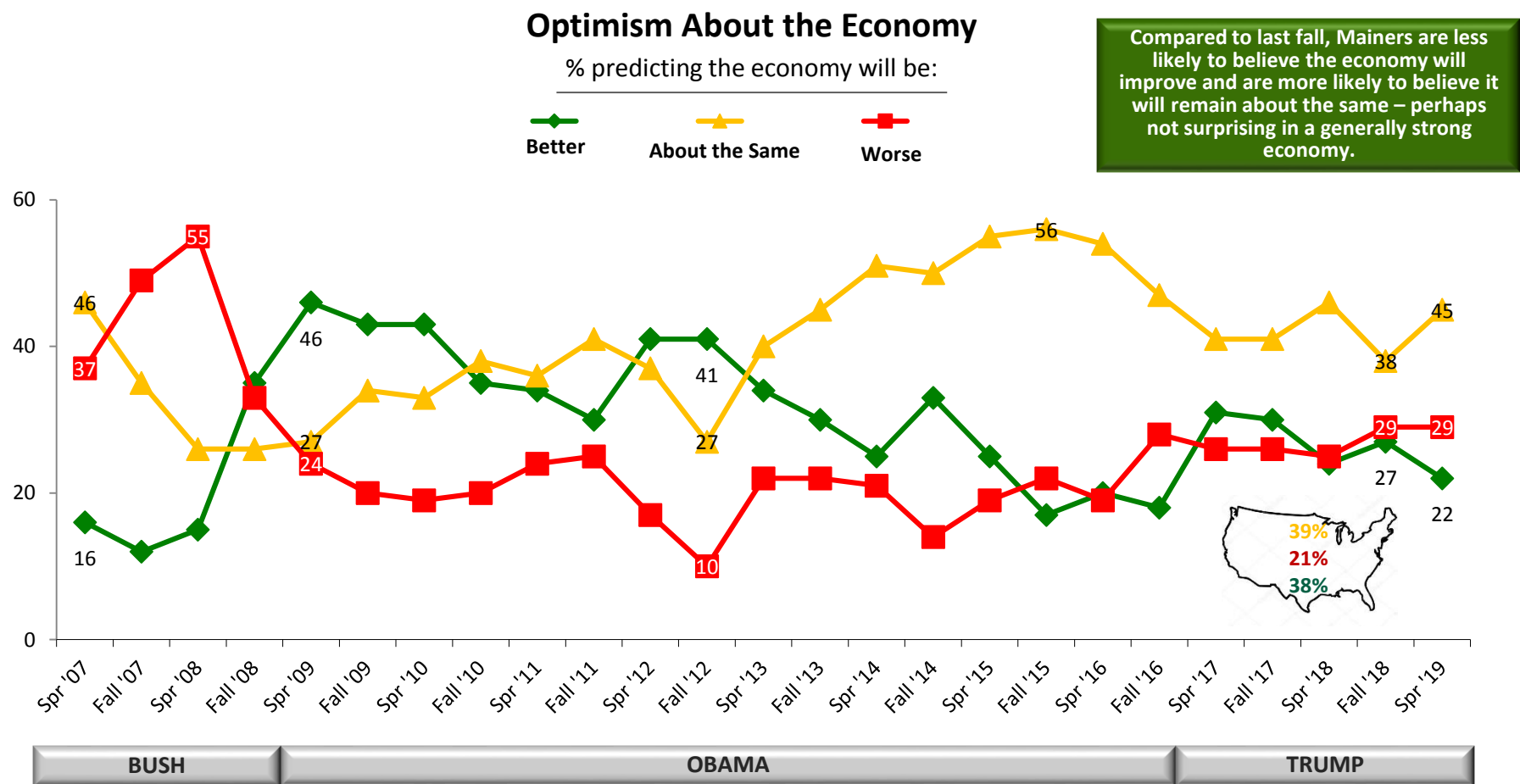
Only one out of four Mainers believe the nation as a whole is heading in the *right direction*.

- Mainers are less likely than Americans overall to believe the nation is headed in the *right direction*: 30% of surveyed Americans believe the country is headed in the *right direction* (versus 23% of Mainers), and 41% of Americans believe it is on the *wrong track* (vs. 49% of Mainers).*



Two out of three voters in Maine believe the economy will be about the same (45%) or better (22%) in the next twelve months.

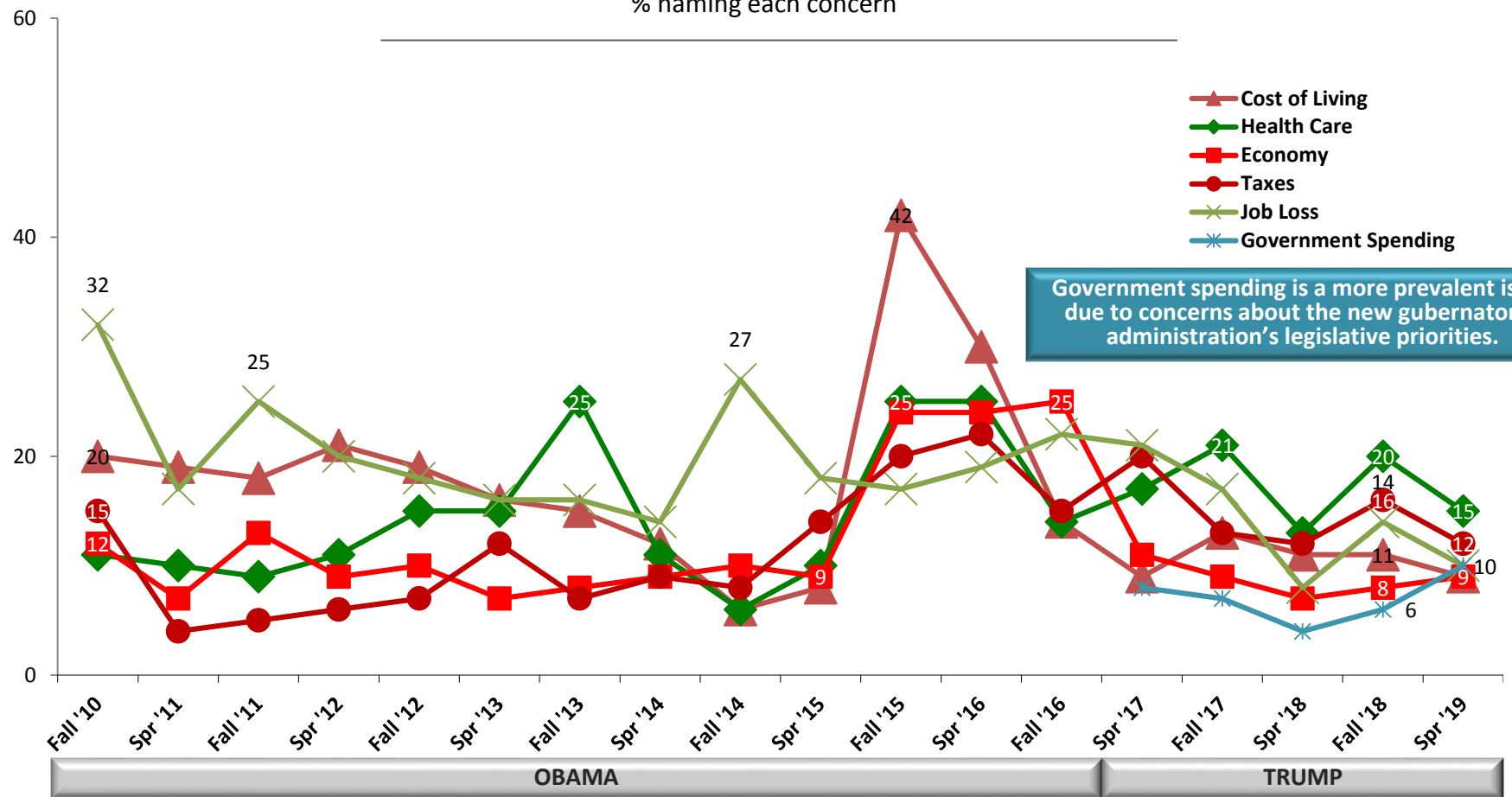
- Mainers are less optimistic about the future of the economy than the average American: 38% of Americans* overall predict the economy will improve (vs. 22% of Mainers).



Looking to the next six months, health care, taxes, job loss, the cost of living, and the economy overall continue to be the most common financial concerns for Mainers. Government spending is a growing concern this spring.

Top Economic/Financial Concerns

% naming each concern



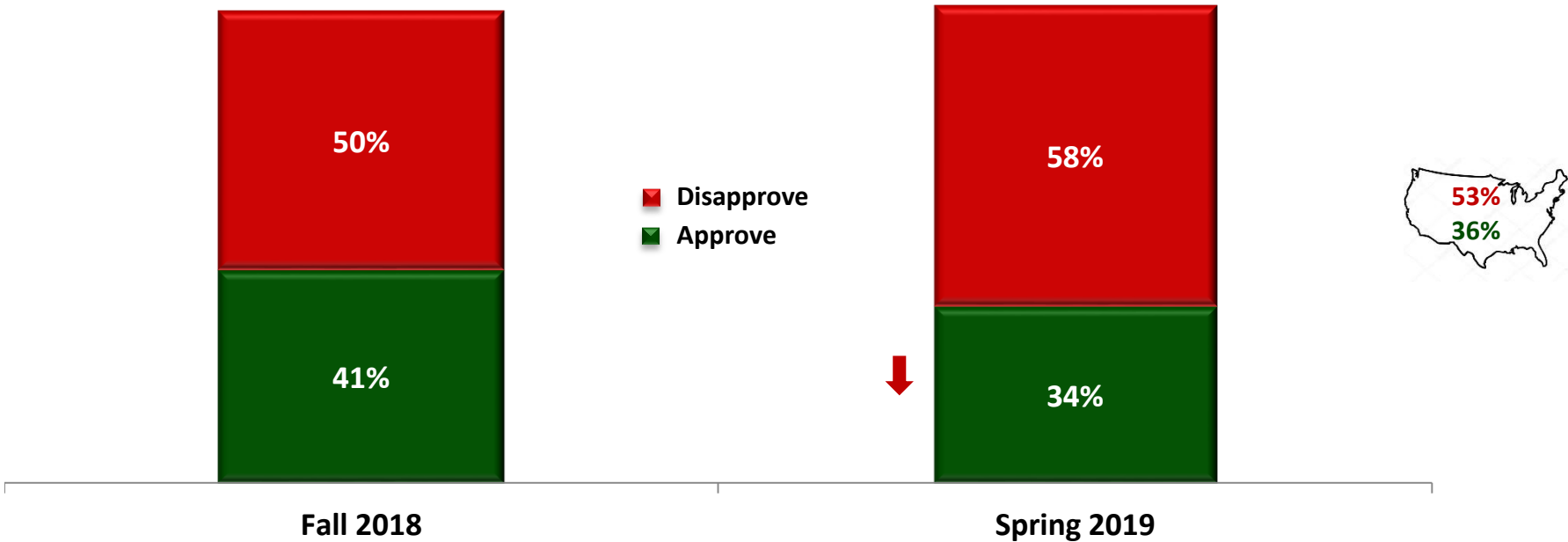
Government spending is a more prevalent issue due to concerns about the new gubernatorial administration's legislative priorities.

Opinions of **Politicians**

One-third of voters in Maine now approve of President Trump’s job performance. While very similar to his current approval rating nationwide, it does represent a noteworthy decrease among Mainers since the fall.

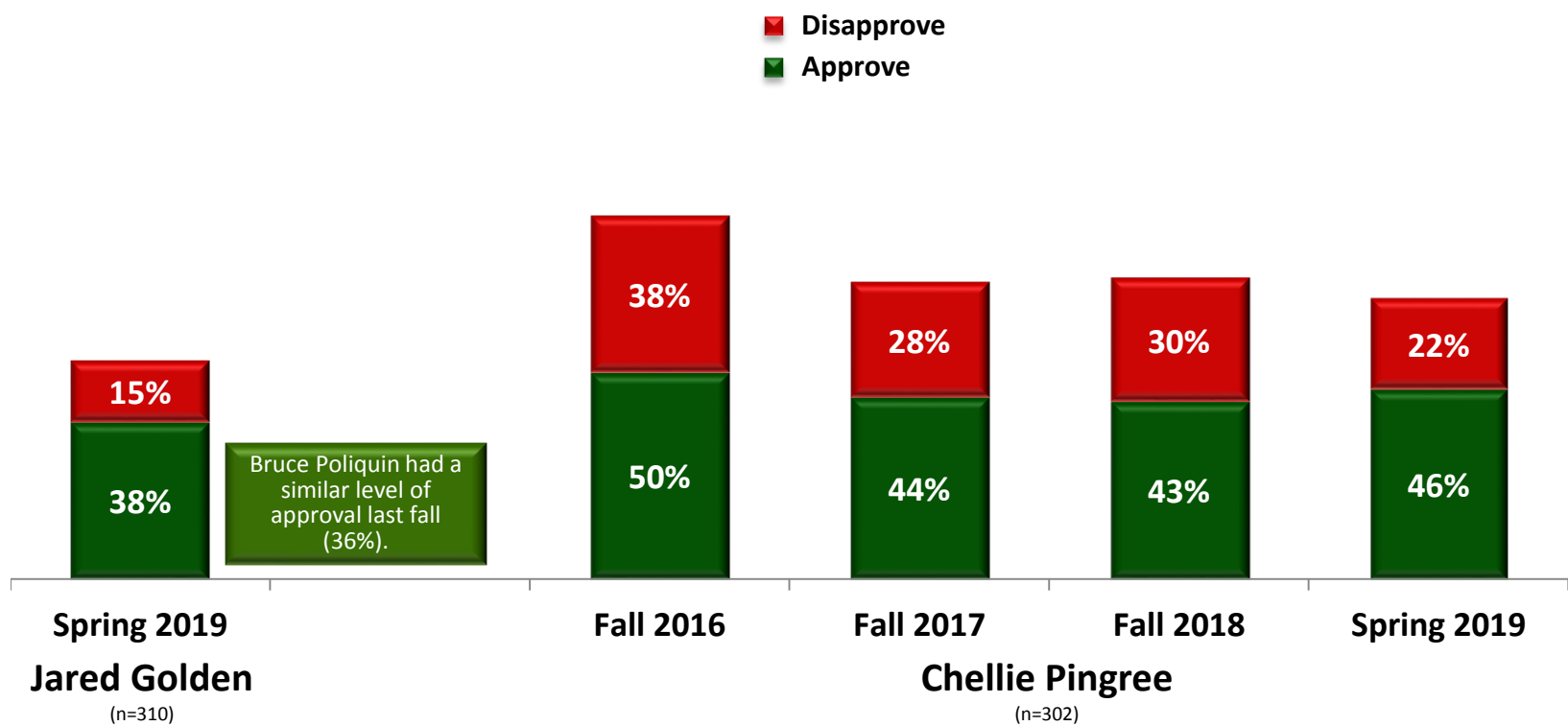
- A total of 36% of surveyed consumers across the country* approve of the way Donald Trump is doing his job as U.S. President; 53% disapprove.

Approval of Donald Trump



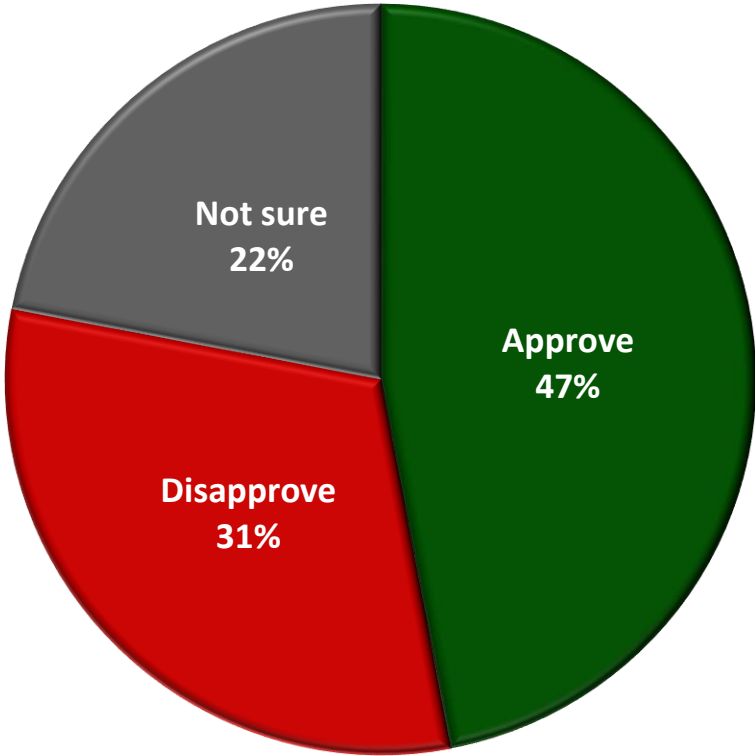
Nearly half of Chellie Pingree’s constituents approve of her performance, a level that has generally held steady over the past several years. Four out of ten constituents of Jared Golden approve of his performance so far, a level similar to that his predecessor.

Approval of Congressional Representatives
(Among those in the relevant districts)



About half of Mainers approve of Governor Mills’s performance so far.

Approval of Janet Mills



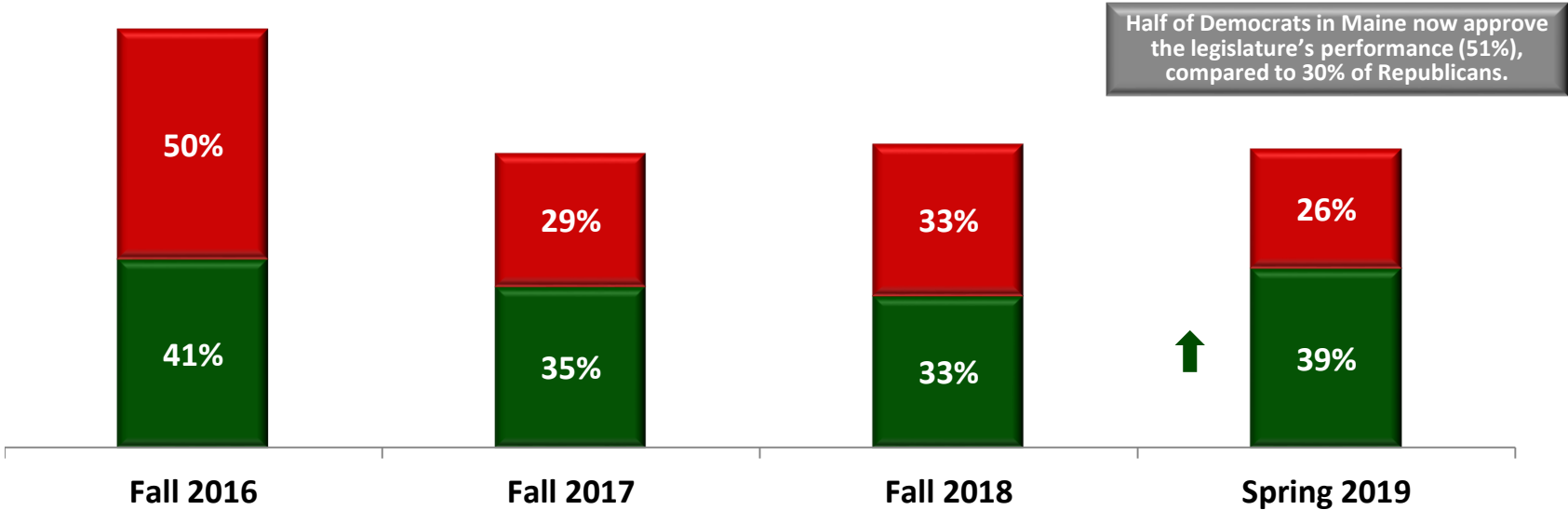
Seven out of ten Democrats in Maine approve of the governor’s performance so far (73%), compared to two out of ten Republicans (22%).

Across Paul LePage’s tenure, between 31% and 47% of Mainers approved of his performance.

Four out of ten voters in Maine now approve of the state legislature’s performance – matching the high-water mark from the fall of 2016.

Approval of the State Legislature

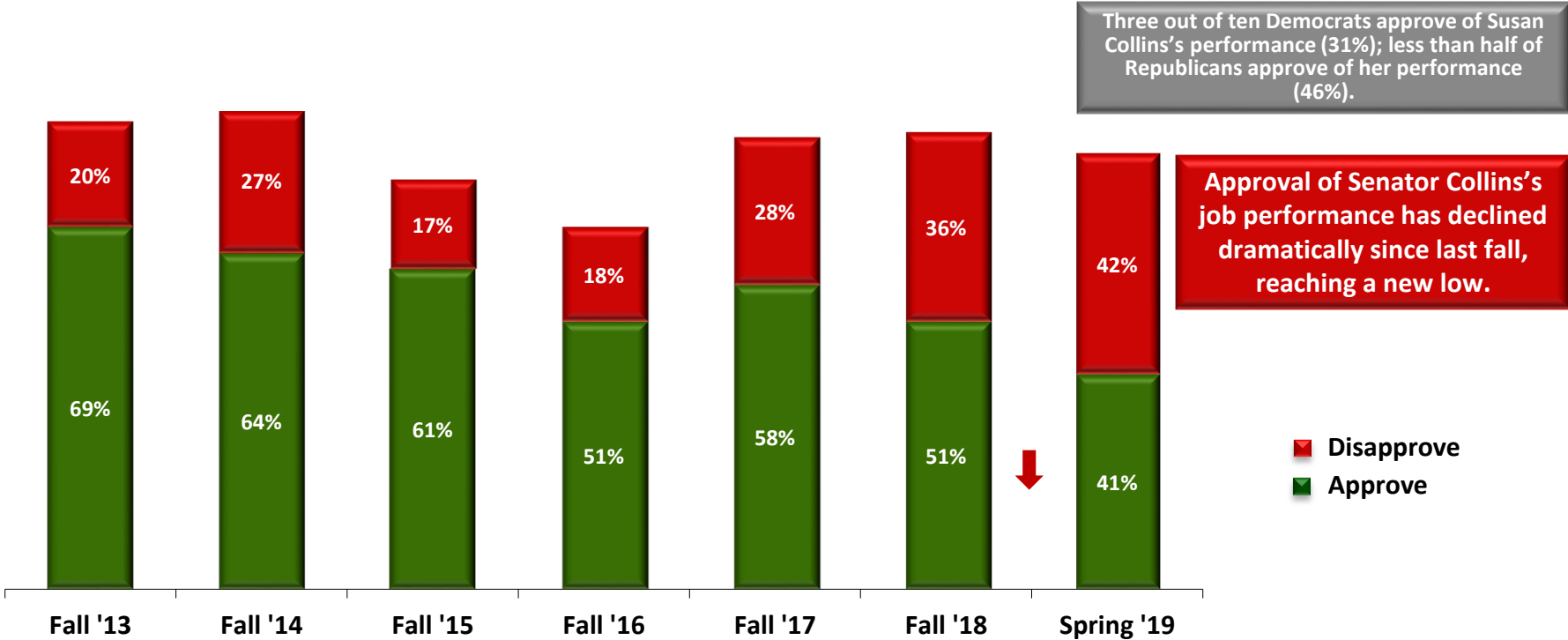
Disapprove
Approve



Just four out of ten Mainers now approve of the way Susan Collins is handling her job as U.S. Senator.

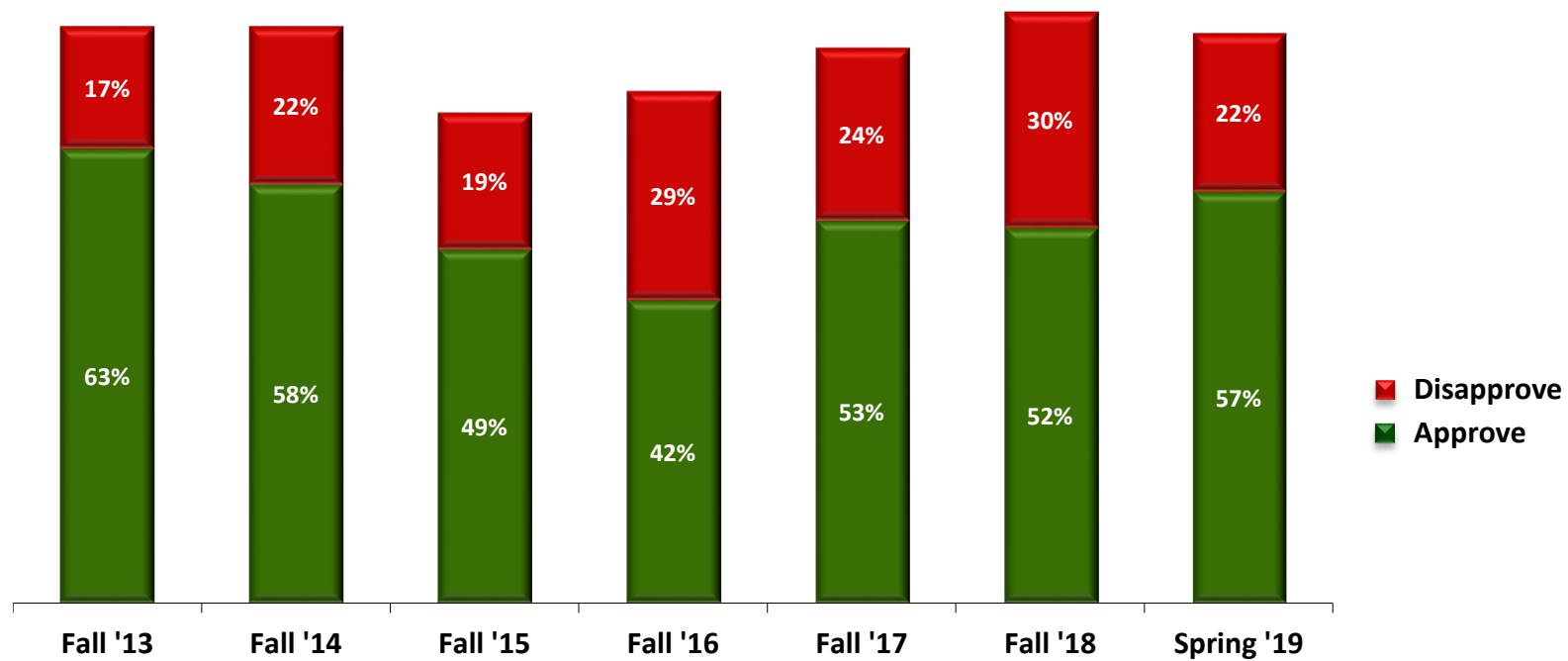
- For the first time in at least six years, voters in Maine are just as likely to disapprove of Senator Collins’s performance as approve.
- The fall 2018 poll, which represented the first notable decline in her approval rating, was conducted immediately after her deciding vote in favor of Judge Kavanaugh for the U.S. Supreme Court.

Approval of Senator Collins



Almost six out of ten voters approve of the job Angus King is doing as U.S. Senator, on par with the historical average.

Approval of Senator King

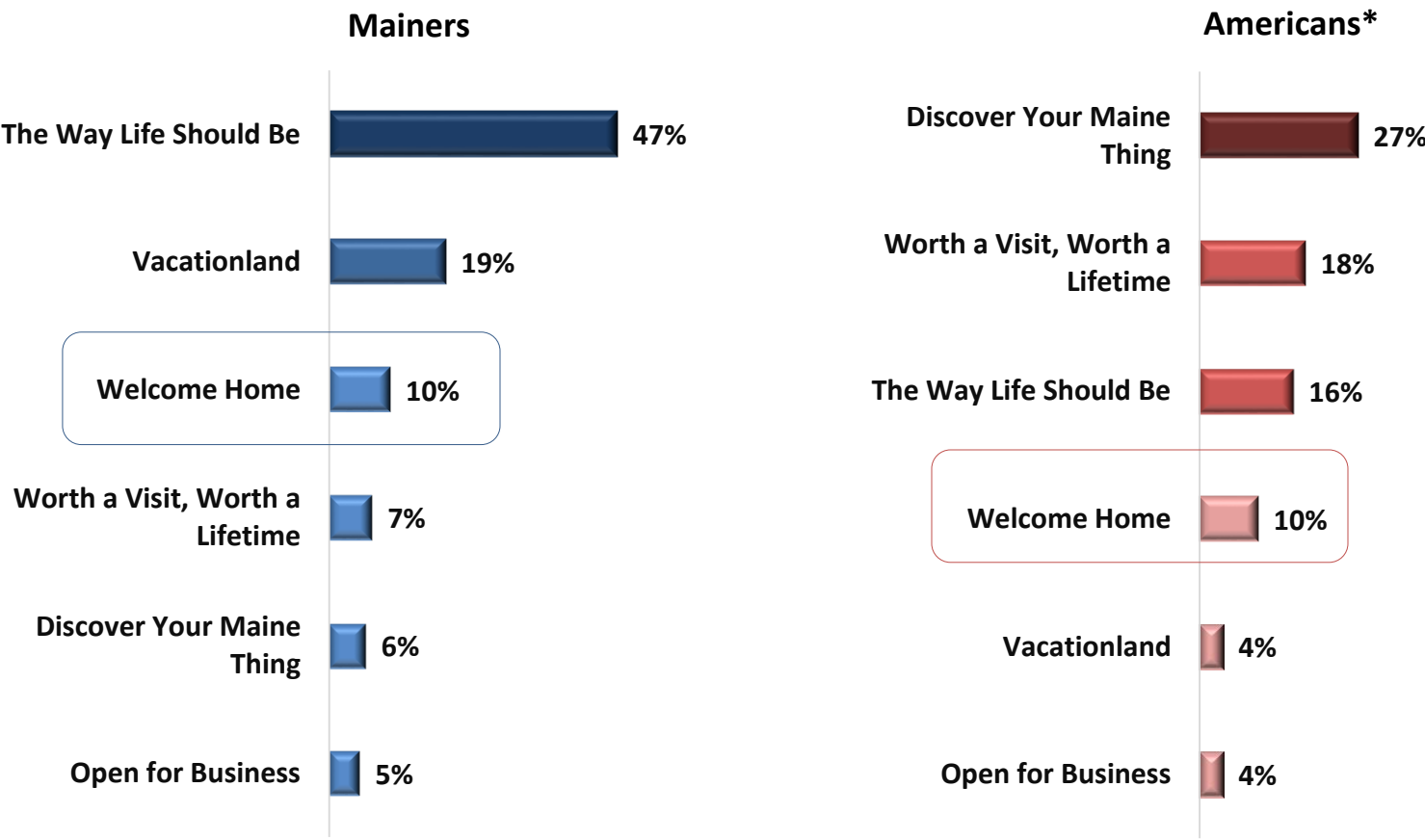


Opinions of **State Slogans**

By a wide margin, Mainers prefer “The Way Life Should Be” as a state slogan. Americans overall, however, have a slight preference for “Discover Your Maine Thing,” followed by “Worth a Visit, Worth a Lifetime” and “The Way Life Should Be.”

- One out of ten Mainers and Americans alike prefer “Welcome Home,” the slogan the state is now featuring on road signs at the southern border.

Preferred Slogans for Maine

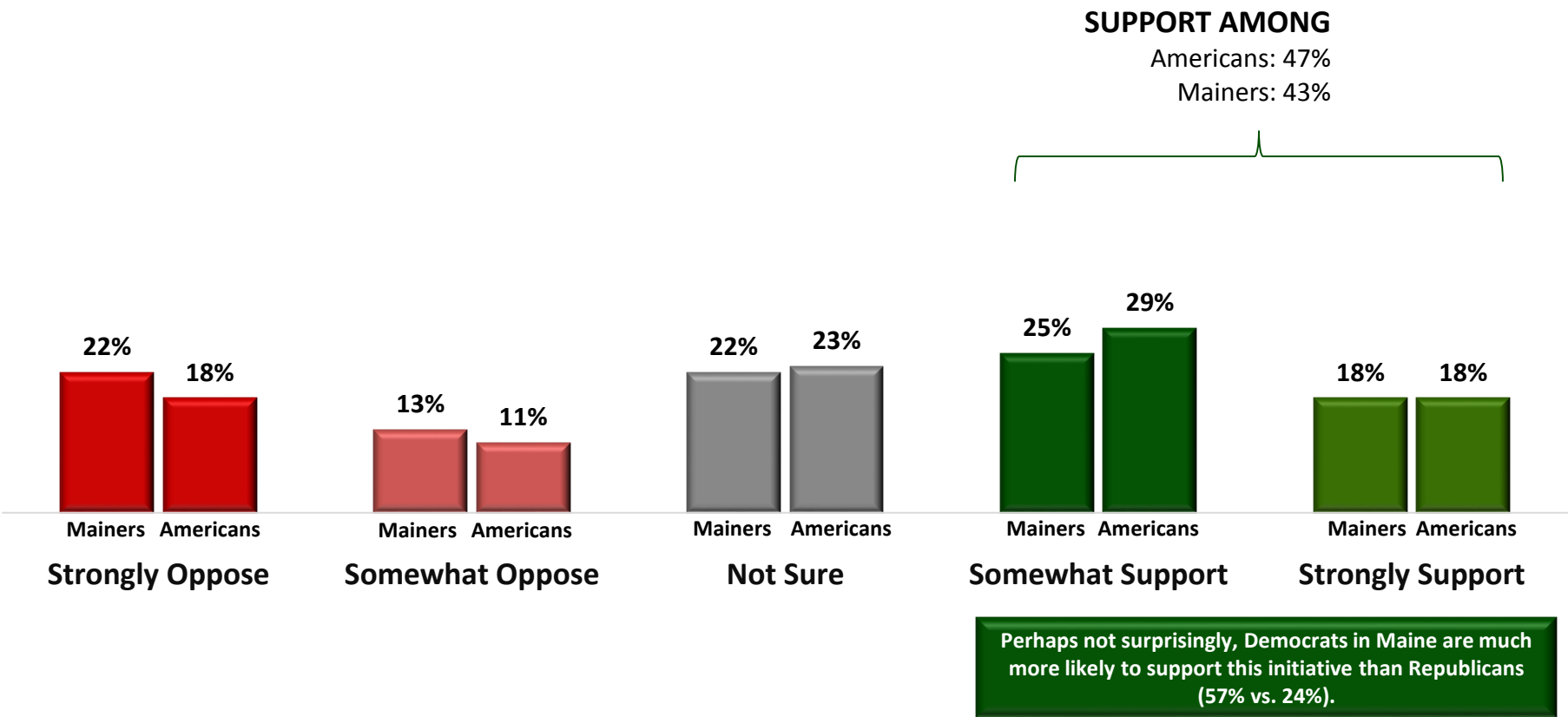


Views Toward the **“Green New Deal”**

Four out of ten Mainers support the “Green New Deal” – similar to Americans as a whole.

- A notable share of Mainers and Americans* overall are not willing to commit to any level of support for this initiative.

Support for the “Green New Deal”



For More Information

**To learn more about this survey or its findings,
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About the
National Omnibus Survey

About the DRI/Critical Insights National Omnibus Survey



What is the NationWise™ Omnibus Survey?

NationWise™ is a service that allows organizations of all types to obtain valuable insights swiftly and economically by adding their questions to a regularly-scheduled online survey. Every two weeks, NationWise™ provides survey responses from 1,500 demographically-representative U.S. adults.

What are the benefits?

Omnibus surveys have several benefits – broad audience reach, frequency in data collection, lower costs, and quick turnaround for data collection and processing.

Because your questions are asked in our regularly-scheduled survey, your costs are much lower than they would be for other custom research solutions...AND you get the answers much more quickly.

What questions can be included?

You can use NationWise™ to ask any type of question you want for any purpose. You can:

- Test new product ideas and communications.
- Test brand awareness and advertising recall.
- Obtain a snapshot of public opinion or consumer behavior and examine how it is changing over time.
- Learn more about your target market.

Not sure how to word your questions? Give us a call and we can help you hammer out the details.

How is NationWise™ different from other omnibus surveys?

Unlike other omnibus surveys, NationWise™:

- Is offered by a full-service market research consultancy – not just a panel or “field-and-tab” company.
- Is priced lower and provides more respondents per wave than most other similar surveys.
- Has precise pricing – you only pay for the exact number of questions you want to ask.

The
Digital Research
Group

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Visit us on the web:
www.digitalresearch.com
www.criticalinsights.com



What is the schedule?

NationWise™ runs every other week.

Send us your question(s) by Monday at noon, and we'll send you the tabulated responses no later than Wednesday of the following week.

2019 Schedule, week beginning:

January 7	April 1	July 8	September 30
January 21	April 15	July 22	October 14
February 4	April 29	August 5	October 28
February 18	May 13	August 19	November 11
March 4	May 27	September 2	November 25
March 18	June 10	September 16	December 9
	June 24		December 23

How much does it cost?

That depends on how many questions you have and how often you'd like to ask them. The more you ask, the less each question costs. A standard question* starts at just \$450.

Subscribing to more waves will generate more responses, and increase the power of your research.

*A standard question is defined as one of the following: single or multi-choice with up to 10 items, a rating scale with up to 4 items rated, or an open-end.

	Cost Per Question		
	1 to 2	3 to 6	7 to 10
1 wave	\$450	\$400	\$370
4 waves	\$440	\$390	\$360
12 waves	\$430	\$380	\$350
26 waves	\$420	\$370	\$340

Who is DRI?

- Digital Research, Inc. is a leader in custom marketing research. We serve a wide range of private-sector and public-sector organizations, providing exceptional research and consultation on a variety of issues.
- DRI combines large-company capability with the flexibility and service of a boutique firm, to add the value you demand from your research investment.
- DRI was founded in 1992 on the principles of partnership, adaptability, innovation, and responsive service – all of which remain hallmarks of our firm's culture today.

How do I get started?

If you have questions about NationWise™ or would like to discuss other market research opportunities, please contact:

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