



# Maine Voters

April 2019

# Methodology

## Sample

500 live interviews among a representative sample of voters statewide in Maine.

## Method

Landline and cell phone interviews conducted April 13-15, 2019.

## Sampling Error

Plus or minus 4% at the 95% confidence level.



# Voter Demography

## Political Philosophy

- Very Cons. 15%
- Somewhat Cons. 16%
- Moderates 31%
- Liberals 28%

## Gender

- Men 50%
- Women 50%

## Age

- 18-34 16%
- 35-44 14%
- 45-54 15%
- 55-64 22%
- 65+ 32%

## Party Registration

- Republicans 27%
- Democrats 33%
- Independents/  
others 37%

## TV Market

- Portland/Auburn 70%
- Bangor 26%
- Presque Isle 4%

## Source for News

- Local TV news 53%
- Cable TV news 48%
- Newspapers 39%
- Websites 39%
- Radio 36%
- Social media 25%

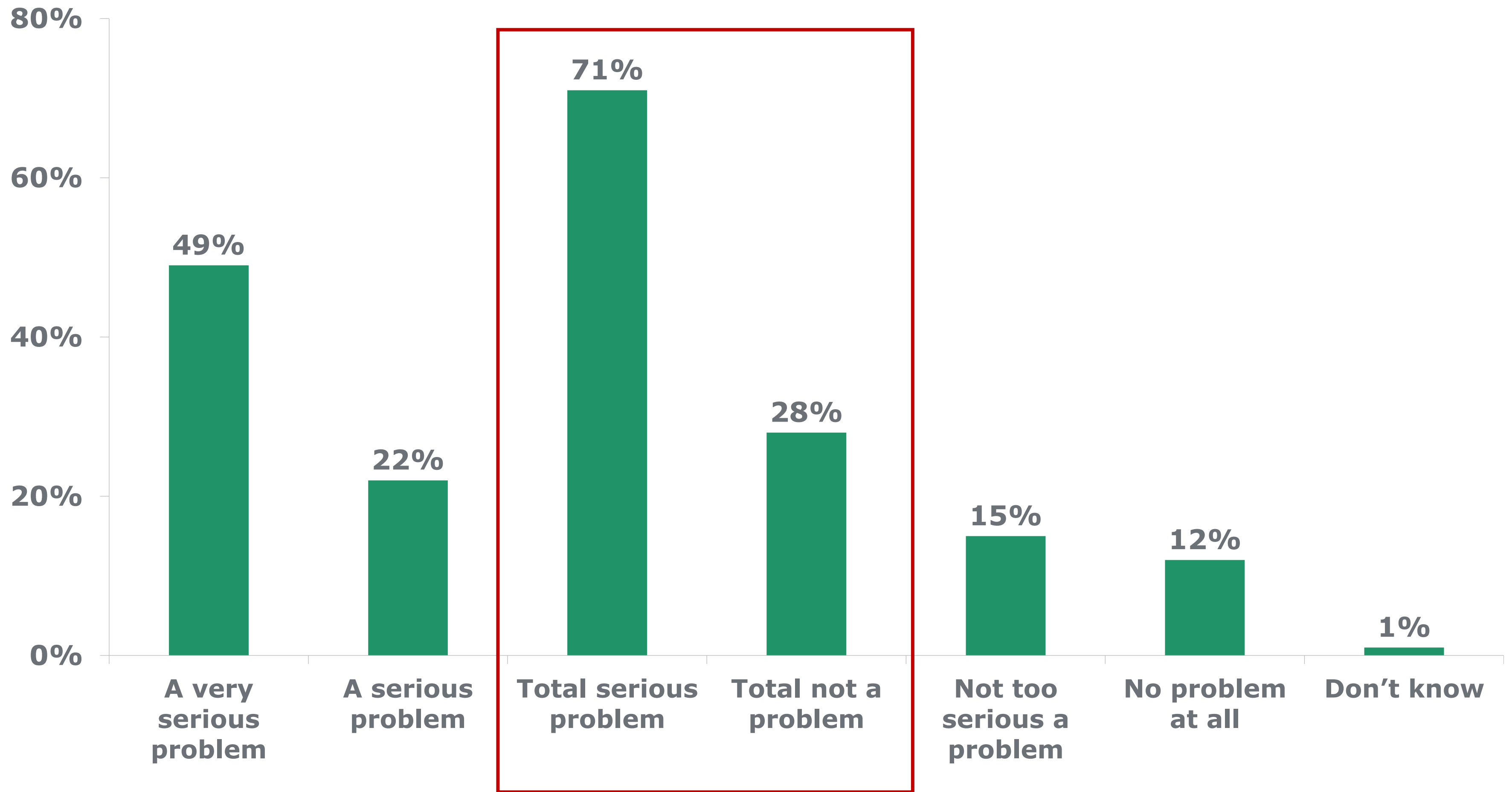




## Views on Climate Change

# Rating Climate Change

“Do you believe that climate change is a very serious problem, a serious problem, not too serious a problem, or no problem at all for Maine?” (Q1)



**Seven-in-ten agree climate change is a serious problem in Maine.**



# Rating Climate Change: *Key Subgroups (1)*

	Total serious problem	Total not a problem	Net serious problem
<b>All voters</b>	71%	28%	<b>+43%</b>
<b>TV Market</b>			
Portland/Auburn	73%	25%	<b>+48%</b>
Bangor	67%	31%	<b>+36%</b>
Presque Isle (N=18)	49%	51%	<b>-2%</b>
<b>Congressional District</b>			
CD 1	75%	24%	<b>+51%</b>
CD 2	66%	32%	<b>+34%</b>
<b>Gender/age</b>			
Men	66%	33%	<b>+33%</b>
Men 18-54	71%	29%	<b>+42%</b>
Men 55+	63%	37%	<b>+26%</b>
Women	75%	22%	<b>+53%</b>
Women 18-54	75%	22%	<b>+53%</b>
Women 55+	76%	23%	<b>+53%</b>
<b>Political philosophy</b>			
Very Conservatives	30%	69%	<b>-39%</b>
Somewhat Conservatives	51%	48%	<b>+3%</b>
Moderates	77%	22%	<b>+55%</b>
Liberals	98%	2%	<b>+96%</b>



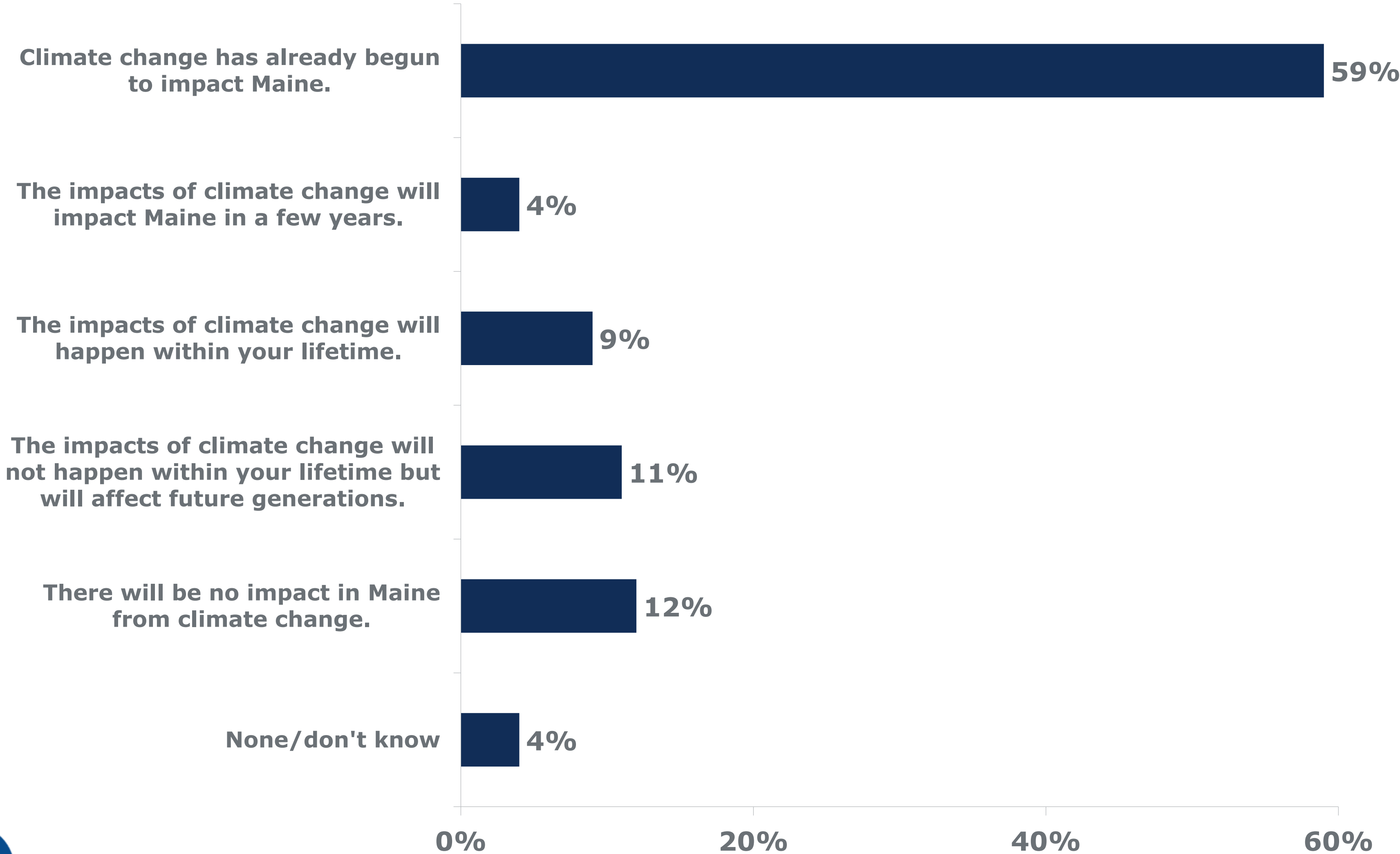
# Rating Climate Change: *Key Subgroups (2)*

	Total serious problem	Total not a problem	Net serious problem
<b>All voters</b>	71%	28%	<b>+43%</b>
<b>Party registration</b>			
Republicans	39%	59%	<b>-20%</b>
Democrats	92%	8%	<b>+84%</b>
Independents/others	74%	24%	<b>+50%</b>
<b>Source for news</b>			
Local TV news	71%	28%	<b>+43%</b>
Cable TV news	68%	30%	<b>+38%</b>
Newspaper	75%	25%	<b>+50%</b>
Websites	76%	23%	<b>+53%</b>
Radio	73%	27%	<b>+46%</b>
Social media	67%	31%	<b>+36%</b>



# Climate Change Has Already Begun to Impact Maine

“Here are some statements about climate change. Please tell me which comes closest to your opinion.” (Q2)





# Impact of Climate Change: *TV Market and Congressional District*

		TV Market			Congressional District	
	All voters	Portland/ Auburn	Bangor	Presque Isle (N=18)	CD 1	CD 2
Climate change has already begun to impact Maine.	59%	61%	55%	51%	63%	54%
The impacts of climate change will impact Maine in a few years.	4%	4%	4%	--	3%	5%
The impacts of climate change will happen within your lifetime.	9%	9%	9%	8%	10%	9%
The impacts of climate change will not happen within your lifetime but will affect future generations.	11%	10%	15%	--	10%	13%
There will be no impact in Maine from climate change.	12%	12%	12%	31%	11%	14%
None/don't know (N=21)	4%	4%	4%	10%	3%	5%



# Impact of Climate Change: *Gender/Age*

		Gender/Age			
	All voters	Men 18-54	Men 55+	Women 18-54	Women 55+
Climate change has already begun to impact Maine.	59%	50%	53%	68%	67%
The impacts of climate change will impact Maine in a few years.	4%	2%	5%	4%	4%
The impacts of climate change will happen within your lifetime.	9%	18%	7%	7%	6%
The impacts of climate change will not happen within your lifetime but will affect future generations.	11%	14%	11%	5%	14%
There will be no impact in Maine from climate change.	12%	11%	18%	13%	7%
None/don't know (N=21)	4%	5%	5%	2%	3%



# Impact of Climate Change: *Political Philosophy*

		Political Philosophy			
	All voters	Very Conservatives	Somewhat Conservatives	Moderates	Liberals
Climate change has already begun to impact Maine.	59%	20%	37%	64%	88%
The impacts of climate change will impact Maine in a few years.	4%	6%	2%	4%	4%
The impacts of climate change will happen within your lifetime.	9%	12%	19%	9%	3%
The impacts of climate change will not happen within your lifetime but will affect future generations.	11%	16%	19%	12%	4%
There will be no impact in Maine from climate change.	12%	39%	16%	7%	1%
None/don't know (N=21)	4%	7%	7%	5%	*

\* Less than one-half of one percent



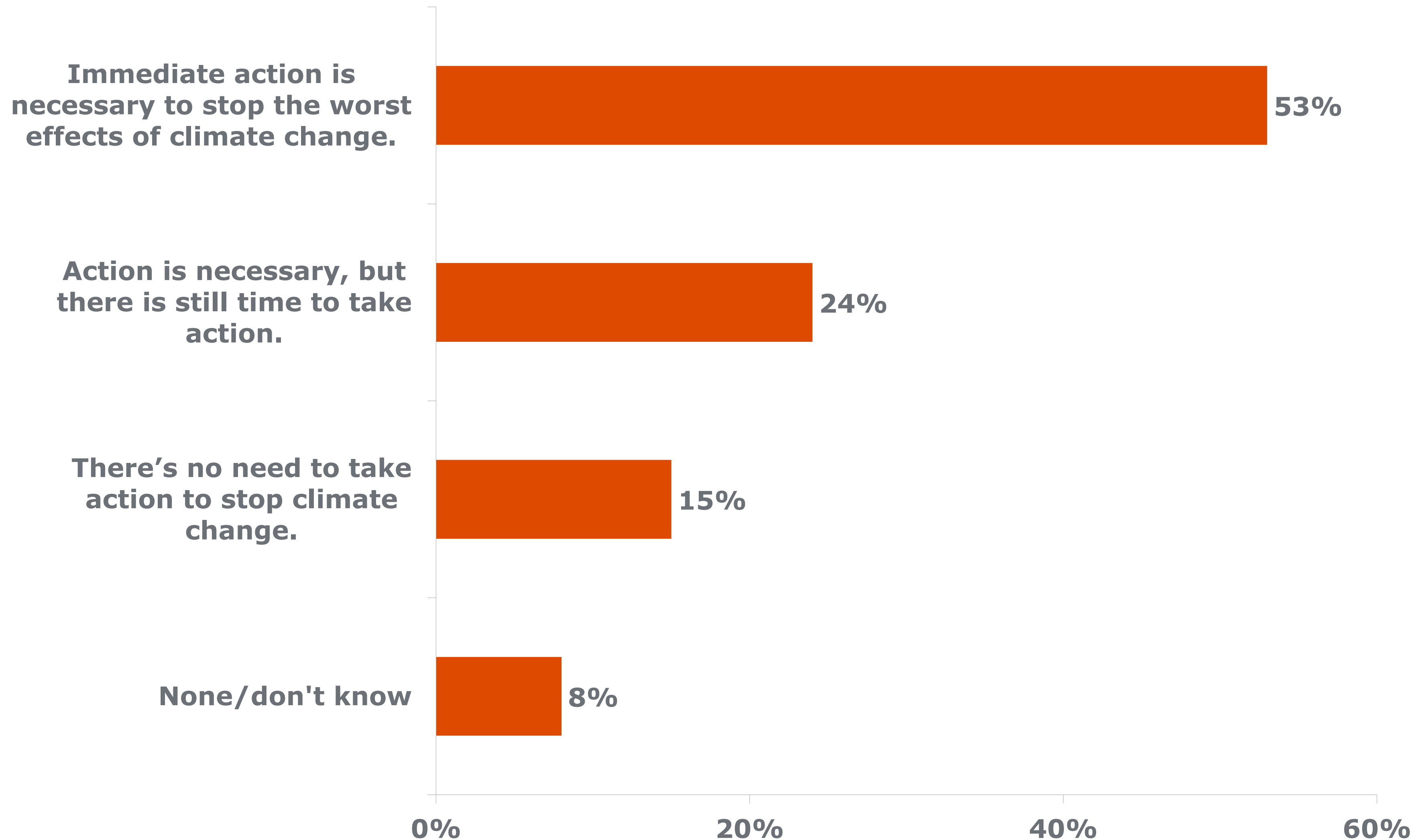
# Impact of Climate Change: *Party Registration*

		Party Registration		
	All voters	Republicans	Democrats	Independents/ others
Climate change has already begun to impact Maine.	59%	28%	81%	62%
The impacts of climate change will impact Maine in a few years.	4%	4%	4%	5%
The impacts of climate change will happen within your lifetime.	9%	14%	5%	9%
The impacts of climate change will not happen within your lifetime but will affect future generations.	11%	21%	6%	10%
There will be no impact in Maine from climate change.	12%	27%	4%	9%
None/don't know (N=21)	4%	6%	1%	5%



# Response to Climate Change

“When you think about climate change, which one of the following views comes closest to your opinion?” (Q6)



# Response to Climate Change: *TV Market and Congressional District*

	All voters	TV Market			Congressional District	
		Portland/ Auburn	Bangor	Presque Isle (N=18)	CD 1	CD 2
Immediate action is necessary to stop the worst effects of climate change.	53%	54%	50%	36%	56%	48%
Action is necessary, but there is still time to take action.	24%	24%	26%	24%	24%	26%
There's no need to take action to stop climate change.	15%	14%	18%	20%	13%	18%
None/don't know (N=38)	8%	7%	7%	21%	7%	9%



# Response to Climate Change: *Gender/Age*

		Gender/Age			
	All voters	Men 18-54	Men 55+	Women 18-54	Women 55+
Immediate action is necessary to stop the worst effects of climate change.	53%	45%	46%	62%	60%
Action is necessary, but there is still time to take action.	24%	30%	24%	23%	21%
There's no need to take action to stop climate change.	15%	15%	23%	9%	12%
None/don't know (N=38)	8%	10%	8%	6%	6%



# Response to Climate Change: *Political Philosophy*

		Political Philosophy			
	All voters	Very Conservatives	Somewhat Conservatives	Moderates	Liberals
Immediate action is necessary to stop the worst effects of climate change.	53%	19%	20%	53%	89%
Action is necessary, but there is still time to take action.	24%	20%	49%	32%	8%
There's no need to take action to stop climate change.	15%	48%	26%	9%	2%
None/don't know (N=38)	8%	13%	5%	6%	1%





# Response to Climate Change: *Party Registration*

		Party Registration		
	All voters	Republicans	Democrats	Independents/ others
Immediate action is necessary to stop the worst effects of climate change.	53%	18%	79%	55%
Action is necessary, but there is still time to take action.	24%	39%	13%	24%
There's no need to take action to stop climate change.	15%	34%	5%	11%
None/don't know (N=38)	8%	9%	3%	10%



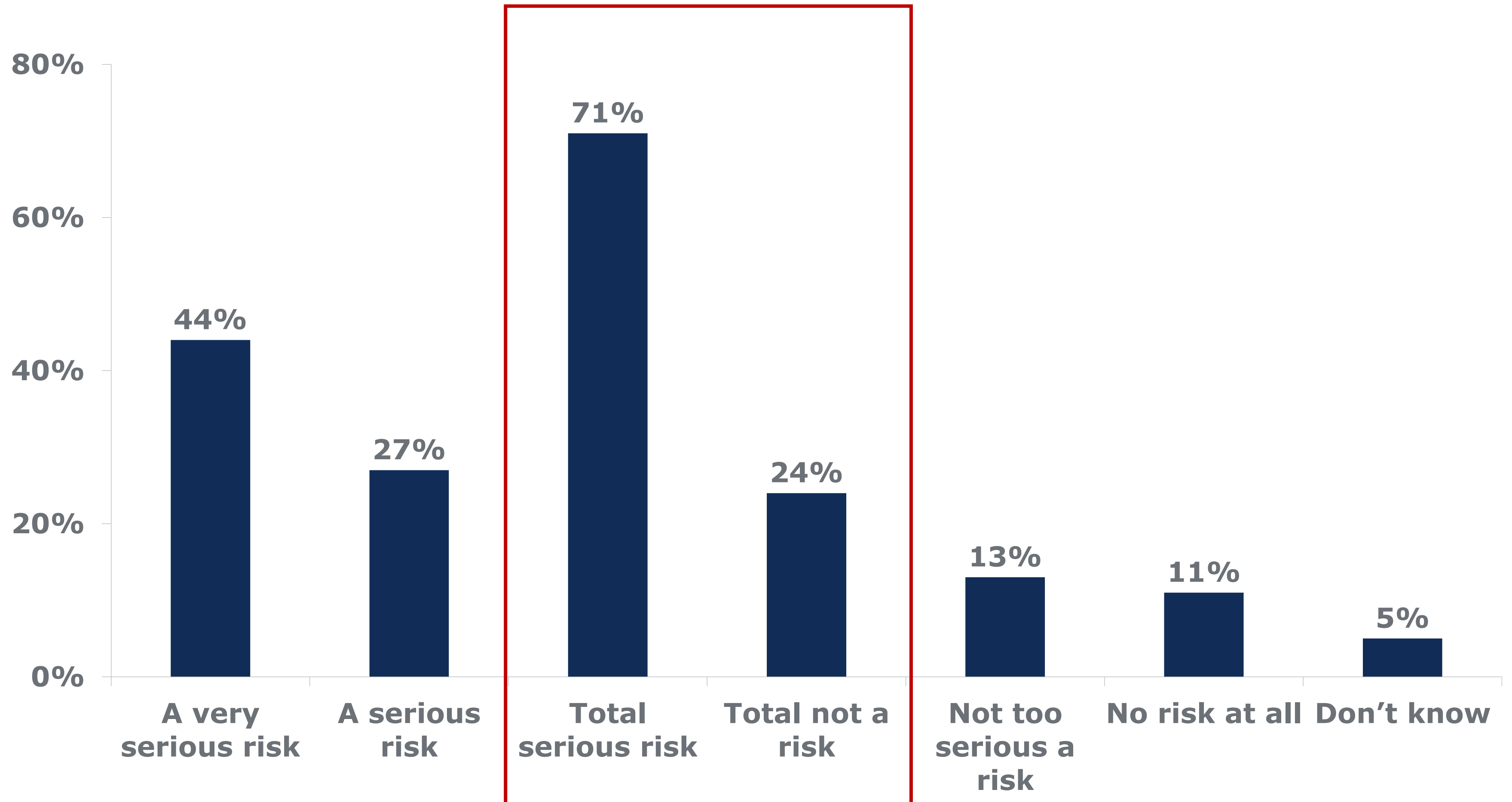


## **Climate Change, the Marine Economy and Health**



# Climate Change and the Marine Economy

“Thinking about Maine’s marine economy, do you believe climate change poses a very serious risk, a serious risk, not too serious a risk or no risk at all to Maine’s marine economy, including to lobster fishermen?” (Q3)



**Seven-in-ten believe climate change poses a serious risk to Maine’s marine economy.**

# Rating Risk to Marine Economy: Key Subgroups (1)

	Total serious risk	Total not a risk	Net serious risk
<b>All voters</b>	71%	24%	<b>+47%</b>
<b>TV Market</b>			
Portland/Auburn	72%	25%	<b>+47%</b>
Bangor	74%	22%	<b>+52%</b>
Presque Isle (N=18)	49%	30%	<b>+19%</b>
<b>Congressional District</b>			
CD 1	72%	25%	<b>+47%</b>
CD 2	70%	22%	<b>+48%</b>
<b>Gender/age</b>			
Men	64%	31%	<b>+33%</b>
Men 18-54	66%	28%	<b>+38%</b>
Men 55+	62%	35%	<b>+27%</b>
Women	79%	17%	<b>+62%</b>
Women 18-54	79%	16%	<b>+63%</b>
Women 55+	80%	18%	<b>+62%</b>
<b>Party registration</b>			
Republicans	42%	51%	<b>-9%</b>
Democrats	91%	7%	<b>+84%</b>
Independents/others	75%	19%	<b>+56%</b>



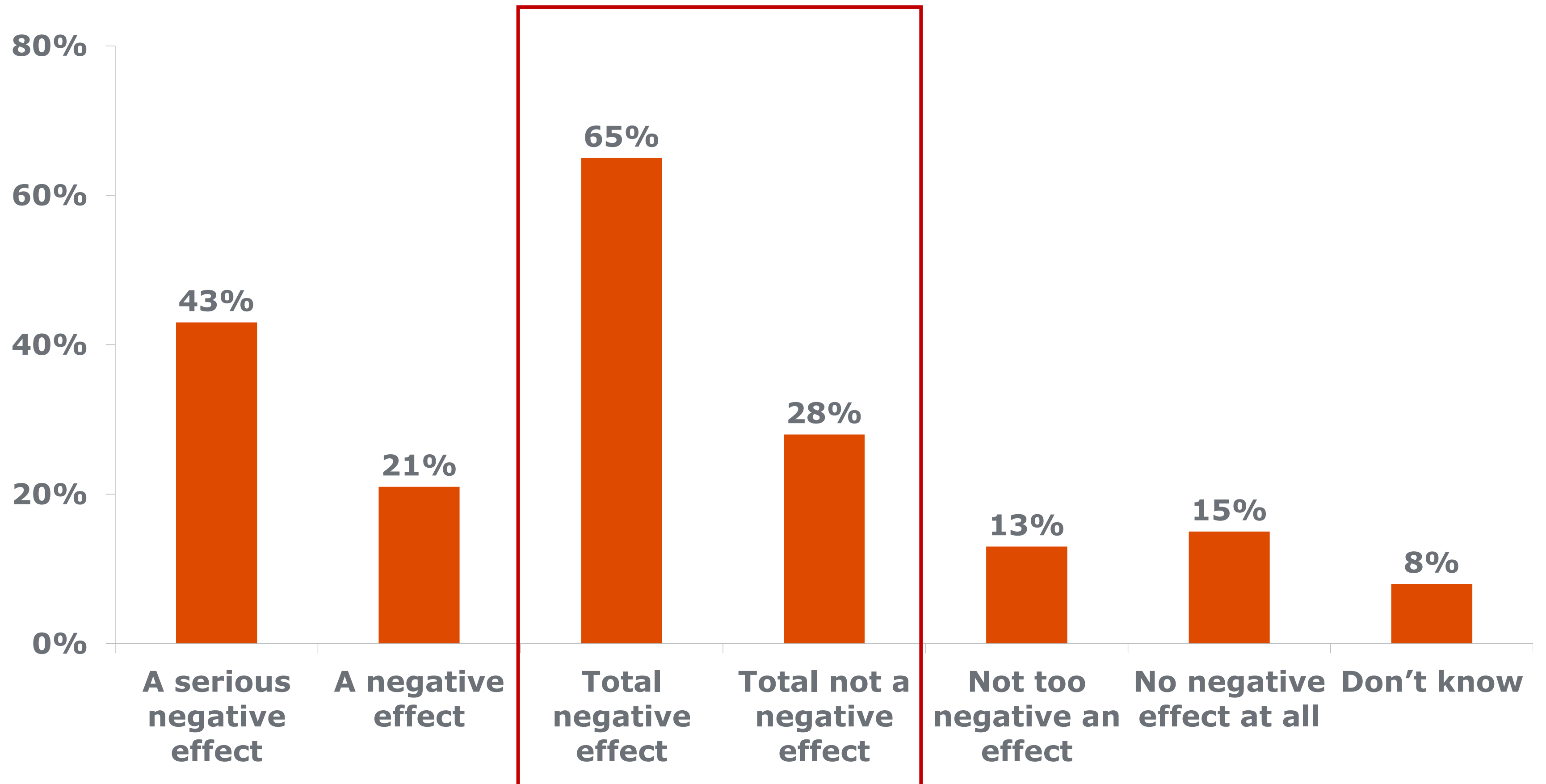
# Rating Risk to Marine Economy: *Key Subgroups (2)*

	<b>Total serious risk</b>	<b>Total not a risk</b>	<b><i>Net serious risk</i></b>
<b>All voters</b>	71%	24%	<b>+47%</b>
<b><i>Source for news</i></b>			
Local TV news	73%	21%	<b>+52%</b>
Cable TV news	70%	26%	<b>+44%</b>
Newspaper	79%	17%	<b>+62%</b>
Websites	73%	22%	<b>+51%</b>
Radio	71%	23%	<b>+48%</b>
Social media	67%	25%	<b>+42%</b>
<b><i>Vote for candidate supporting clean energy economy</i></b>			
More likely	90%	7%	<b>+83%</b>
No difference	52%	37%	<b>+15%</b>
Less likely	20%	77%	<b>-57%</b>



# Climate Change and Health Issues

“Do you believe climate change is having a serious negative effect, a negative effect, not too negative an effect or no effect at all on the health of people in Maine, including an increase in cases of asthma and dangerous insects, such as ticks?” (Q4)



Majority say climate change has a negative effect on the health of people in Maine.



# Impact on Health: Key Subgroups (1)

	Total negative effect	Total not a negative effect	Net negative effect
<b>All voters</b>	65%	28%	<b>+37%</b>
<b>TV Market</b>			
Portland/Auburn	65%	28%	<b>+37%</b>
Bangor	65%	26%	<b>+39%</b>
Presque Isle (N=18)	43%	30%	<b>+13%</b>
<b>Congressional District</b>			
CD 1	67%	27%	<b>+40%</b>
CD 2	62%	29%	<b>+33%</b>
<b>Gender/age</b>			
Men	54%	37%	<b>+17%</b>
Men 18-54	57%	33%	<b>+24%</b>
Men 55+	51%	40%	<b>+11%</b>
Women	75%	19%	<b>+56%</b>
Women 18-54	73%	18%	<b>+55%</b>
Women 55+	77%	20%	<b>+57%</b>
<b>Political philosophy</b>			
Very Conservatives	23%	63%	<b>-40%</b>
Somewhat Conservatives	42%	52%	<b>-10%</b>
Moderates	71%	22%	<b>+49%</b>
Liberals	91%	4%	<b>+87%</b>



# Impact on Health: Key Subgroups (2)

	Total negative effect	Total not a negative effect	Net negative effect
<b>All voters</b>	65%	28%	<b>+37%</b>
<b>Party registration</b>			
Republicans	30%	59%	<b>-29%</b>
Democrats	87%	10%	<b>+77%</b>
Independents/others	69%	22%	<b>+47%</b>
<b>Vote for candidate supporting clean energy economy</b>			
More likely	83%	11%	<b>+72%</b>
No difference	49%	41%	<b>+8%</b>
Less likely	12%	84%	<b>-72%</b>
<b>View on climate change</b>			
Very serious problem	92%	3%	<b>+89%</b>
Serious problem	68%	21%	<b>+47%</b>
Not too serious a problem	18%	74%	<b>-56%</b>
Not a problem at all	12%	80%	<b>-68%</b>





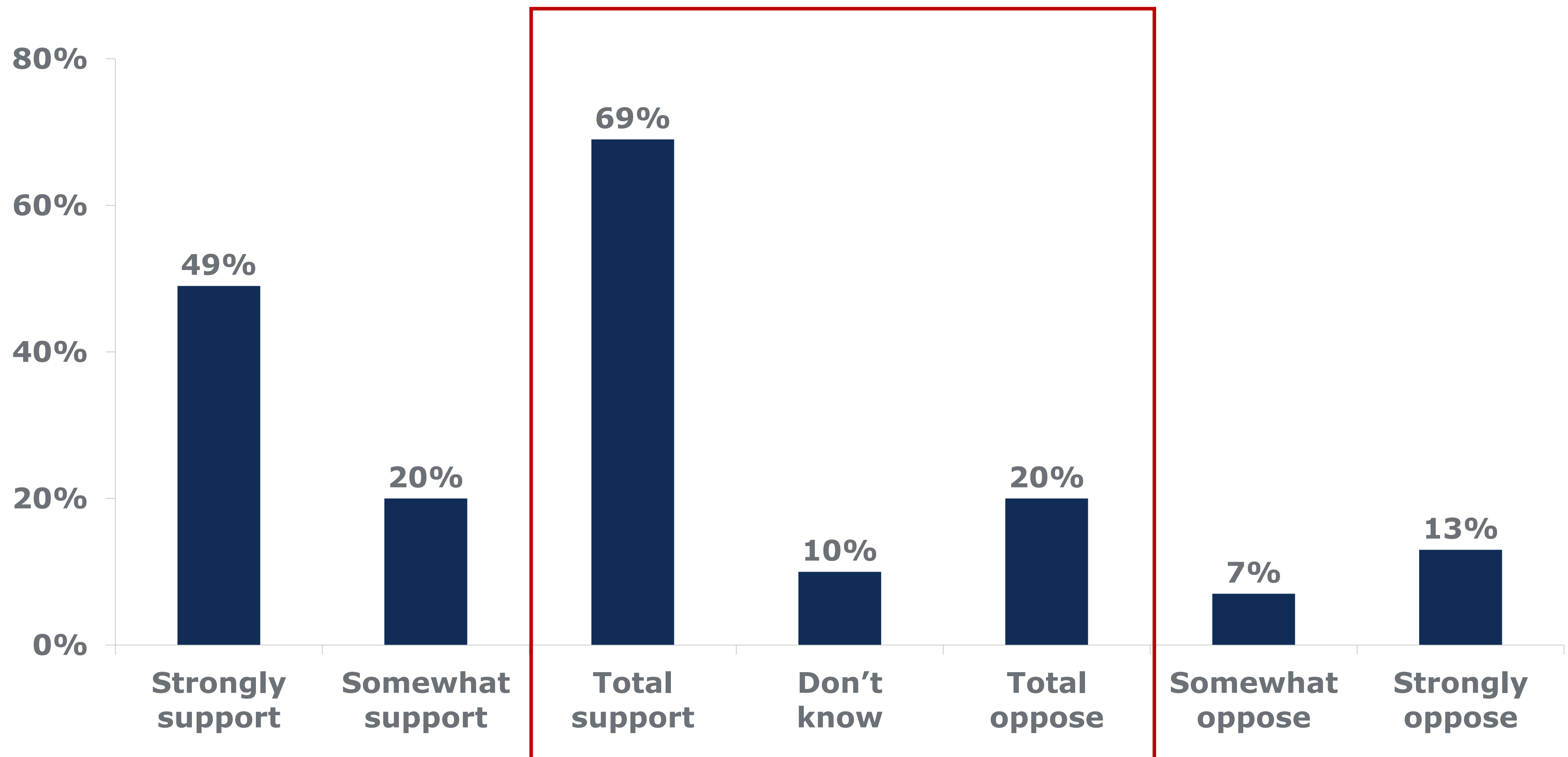


# Clean Energy



# Support for Transition to Clean Energy

“Maine currently gets 40% of the state’s energy from renewable sources without dependence on fossil fuels. Would you support or oppose transitioning to 100% clean energy in Maine by the year 2050, if not before?” (Q5)



**Solid majority support transitioning to 100% clean energy by 2050.**

# Transition to Clean Energy: *Key Subgroups*

	<b>Total support</b>	<b>Don't know</b>	<b>Total oppose</b>	<b>Net support</b>
<b>All voters</b>	69%	10%	20%	<b>+49%</b>
<b>TV Market</b>				
Portland/Auburn	71%	10%	20%	<b>+51%</b>
Bangor	67%	9%	24%	<b>+43%</b>
Presque Isle (N=18)	59%	41%	--	<b>+59%</b>
<b>Congressional District</b>				
CD 1	74%	10%	16%	<b>+58%</b>
CD 2	64%	10%	25%	<b>+39%</b>
<b>Gender/age</b>				
Men	62%	12%	26%	<b>+36%</b>
Men 18-54	69%	15%	16%	<b>+53%</b>
Men 55+	56%	9%	35%	<b>+21%</b>
Women	77%	9%	14%	<b>+63%</b>
Women 18-54	76%	11%	13%	<b>+63%</b>
Women 55+	78%	7%	15%	<b>+63%</b>
<b>Party registration</b>				
Republicans	43%	15%	43%	--
Democrats	87%	4%	9%	<b>+78%</b>
Independents/others	75%	12%	13%	<b>+62%</b>



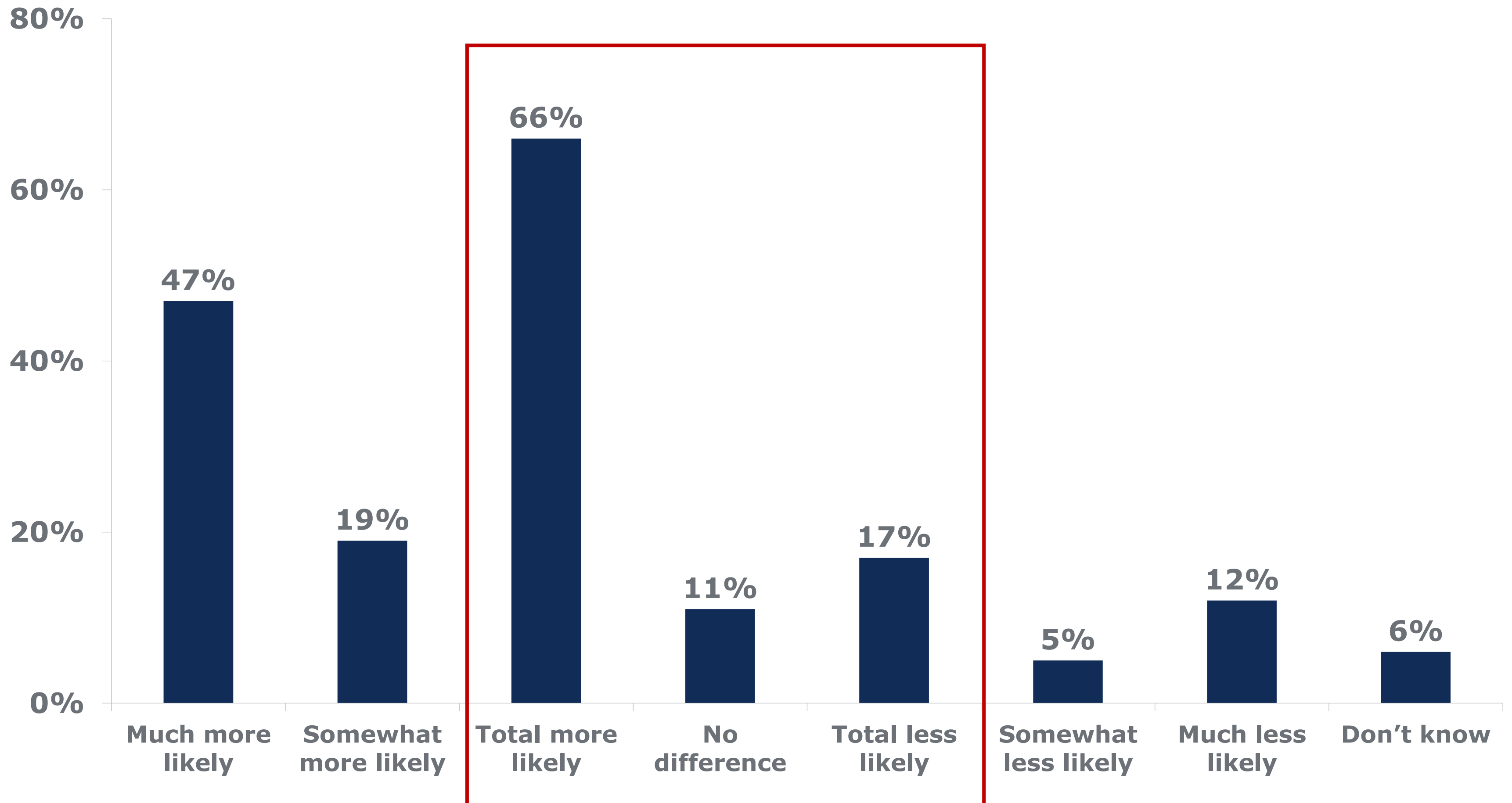


## **Political Climate - Clean Energy Economy**



# Attitudes on Candidate Who Supports Clean Energy and Addresses Climate Change

“Are you more likely or less likely to support a candidate for the Maine State Legislature who supports growing Maine’s clean energy economy and addressing climate change?” (Q7)



**Strong support for a candidate who supports growing Maine’s clean energy economy and addressing climate change.**

# Candidate Support: Key Subgroups (1)

	Total more likely	No difference	Total less likely	Net more likely
<b>All voters</b>	66%	11%	17%	<b>+49%</b>
<b>TV Market</b>				
Portland/Auburn	68%	9%	18%	<b>+50%</b>
Bangor	65%	12%	18%	<b>+47%</b>
Presque Isle (N=18)	47%	33%	--	<b>+47%</b>
<b>Congressional District</b>				
CD 1	67%	11%	17%	<b>+50%</b>
CD 2	66%	11%	17%	<b>+49%</b>
<b>Gender/age</b>				
Men	59%	11%	24%	<b>+35%</b>
Men 18-54	59%	16%	17%	<b>+42%</b>
Men 55+	59%	6%	30%	<b>+29%</b>
Women	74%	11%	10%	<b>+64%</b>
Women 18-54	77%	14%	6%	<b>+71%</b>
Women 55+	72%	8%	13%	<b>+59%</b>
<b>Political philosophy</b>				
Very Conservatives	28%	17%	49%	<b>-21%</b>
Somewhat Conservatives	48%	18%	32%	<b>+16%</b>
Moderates	74%	10%	10%	<b>+64%</b>
Liberals	96%	2%	1%	<b>+95%</b>



# Candidate Support: *Key Subgroups (2)*

	<b>Total more likely</b>	<b>No difference</b>	<b>Total less likely</b>	<b>Net more likely</b>
<b>All voters</b>	66%	11%	17%	<b>+49%</b>
<b><i>Party registration</i></b>				
Republicans	39%	15%	40%	<b>-1%</b>
Democrats	87%	7%	3%	<b>+84%</b>
Independents/others	70%	10%	13%	<b>+57%</b>
<b><i>Source for news</i></b>				
Local TV news	66%	13%	16%	<b>+50%</b>
Cable TV news	65%	11%	22%	<b>+43%</b>
Newspaper	67%	12%	16%	<b>+51%</b>
Websites	69%	11%	17%	<b>+52%</b>
Radio	63%	9%	24%	<b>+39%</b>
Social media	65%	14%	15%	<b>+50%</b>
<b><i>View on climate change</i></b>				
Very serious problem	94%	3%	1%	<b>+93%</b>
Serious problem	66%	15%	13%	<b>+53%</b>
Not too serious a problem	20%	26%	41%	<b>-21%</b>
Not a problem at all	20%	16%	60%	<b>-40%</b>





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