

MAINE STATEWIDE SURVEY

A SURVEY OF RESIDENTS

February 2021

METHODOLOGY

- 500 interviews among registered voters were conducted online and via phone calls
- Interviews were conducted from February 18-23, 2021
- The results were weighted to ensure proportional response.
- The margin of error at the 95% confidence level is ± 4.4 points.

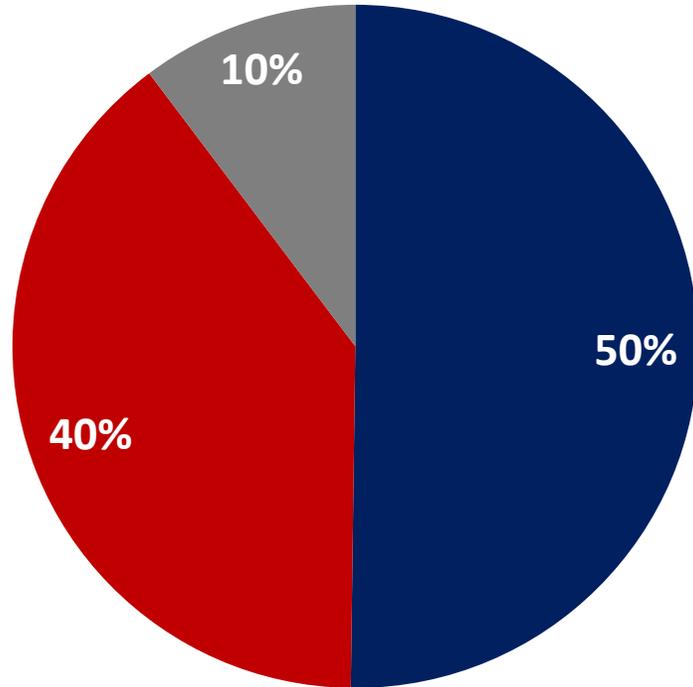
BREAKOUT DEFINITIONS

Category	Definition	n
TOTAL	All 500 respondents	501
Non-college men	Respondents who identify as men and do not have a four-year college degree	129
Non-college women	Respondents who identify as women and do not have a four-year college degree	158
College men	Respondents who identify as men and have a four-year college degree	107
College women	Respondents who identify as women and have a four-year college degree	101
CD 1	Respondents who live in CD 1	272
CD 2	Respondents who live in CD 2	229
Under 45	Respondents under the age of 45	176
45-64	Respondents age 45 to 64	172
65+	Respondents age 65 and older	152
Democrats	Respondents who are registered Democrats	179
Republican	Respondents who are registered Republicans	141
Non-Partisan	Respondents who are not registered Democratic or Republican	181
Less than \$40,000	Respondents whose approximate annual combined household income before taxes last year was less than \$40,000	160
\$40,000-\$79,999	Respondents whose approximate annual combined household income before taxes last year was between \$40,000 and \$80,000	155
\$80,000 or more	Respondents whose approximate annual combined household income before taxes last year was \$80,000 or more	119
Have needed assistance	Respondents who have needed assistance with rent/house payments, childcare, unemployment, health care, food, utilities, and/or something else	171
Have not needed assistance	Respondents who have not needed assistance	325

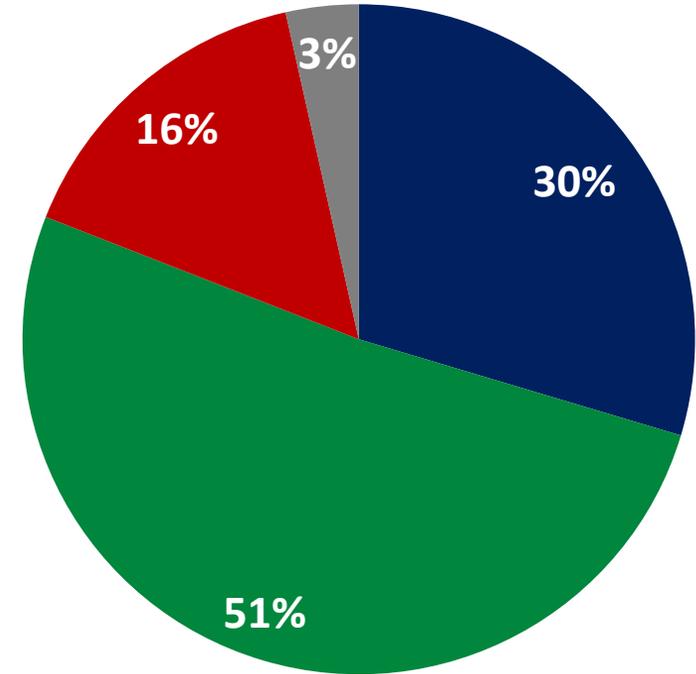
LANDSCAPE

DIRECTION OF MAINE

Maine



Area of state



■ Right direction

■ Wrong track

■ Not sure

■ Better

■ About the same

■ Worse

■ Not sure

Q1. Starting out, do you think that things in Maine are going in the right direction or do you feel things have gotten off on the wrong track?

Q2. And thinking about your area of the state, do you feel that your area is doing better than other areas in the state, about the same, or do you feel your area is doing worse than other areas?

Half of Mainers say the state is headed in the right direction while 40% say it is headed on the wrong track.

- College-educated Mainers, those 65 and older, and Democrats are most likely to say it is headed in the right direction.

- Non-college men, Mainers age 45-64, Republicans, and Non-Partisans are more likely it is headed in the wrong direction than in the right direction.

- A majority say there are of the state is doing about the same as other areas of the state while one in three say their area is doing better and 16% say their area is doing worse. College women and those making \$80,000 or more a year are most likely to say their area is better while college men, Mainers in CD 2, those age 45-64, and Republicans are most likely to say their area is doing worse.

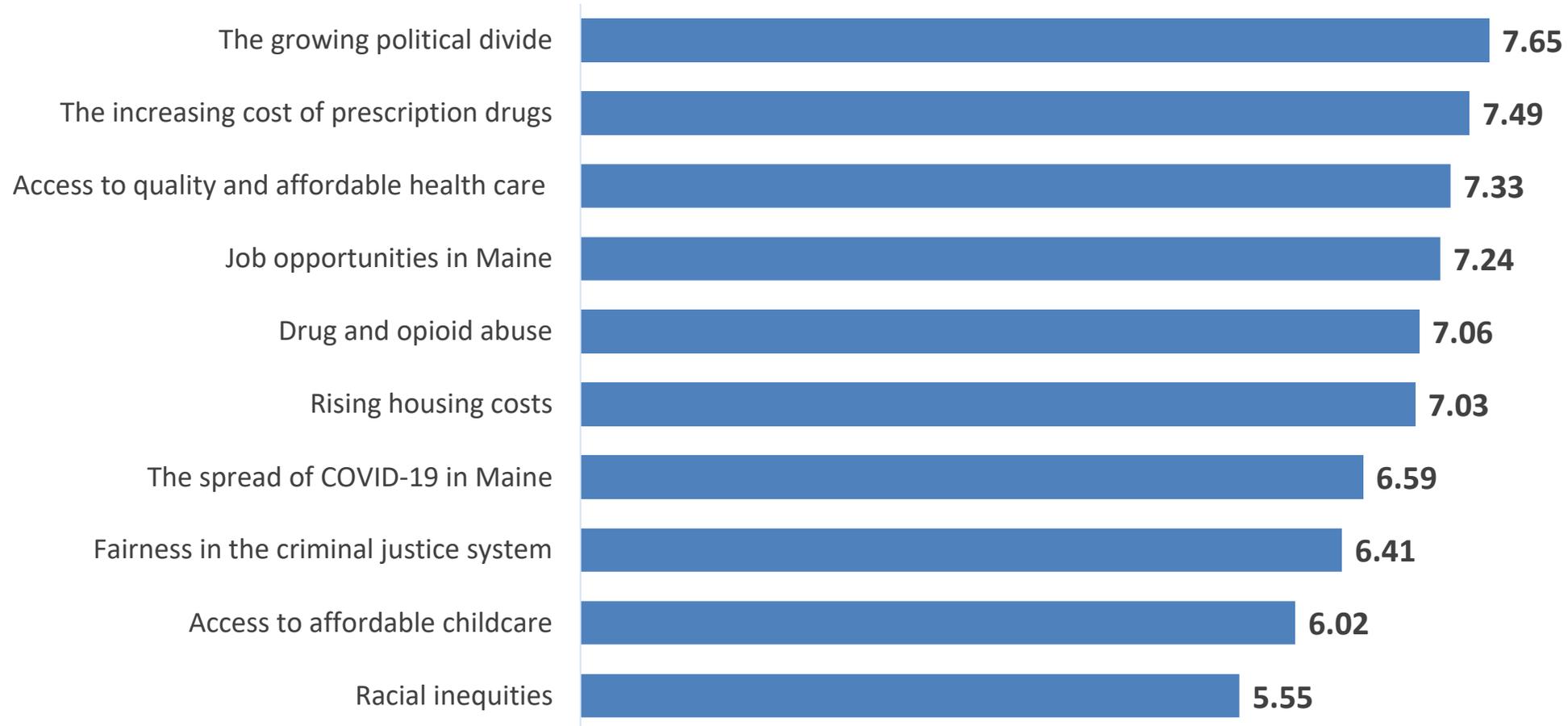
BREAKOUT: DIRECTION OF STATE AND AREA

	Maine		Area of the state		
	Right direction	Wrong track	Better	Same	Worse
TOTAL	50%	40%	30%	51%	16%
Non-college men	42%	47%	20%	62%	13%
Non-college women	48%	39%	27%	55%	16%
College men	55%	38%	35%	37%	23%
College women	62%	29%	41%	43%	10%
CD 1	54%	37%	39%	47%	12%
CD 2	46%	42%	18%	57%	20%
Under 45	46%	43%	27%	53%	17%
45-64	43%	47%	27%	52%	20%
65+	64%	26%	36%	49%	10%
Democrats	73%	19%	39%	49%	10%
Republican	31%	60%	28%	46%	24%
Non-Partisan	43%	44%	22%	58%	15%
Less than \$40,000	50%	36%	21%	60%	15%
\$40,000-\$79,999	53%	36%	27%	51%	17%
\$80,000 or more	55%	40%	37%	47%	15%
Have needed assistance	45%	39%	25%	54%	18%
Have not needed assistance	53%	39%	32%	50%	14%

Q1. Starting out, do you think that things in Maine are going in the right direction or do you feel things have gotten off on the wrong track?

Q2. And thinking about your area of the state, do you feel that your area is doing better than other areas in the state, about the same, or do you feel your area is doing worse than other areas?

CONCERNS



Ranked on a 0 to 10 scale.

BREAKOUT: CONCERNS

	Growing political divide	Increasing cost of Rx drugs	Affordable health care	Job opportunities	Drug and opioid abuse
TOTAL	60%	59%	58%	50%	53%
Non-college men	62%	61%	58%	48%	48%
Non-college women	58%	66%	59%	53%	54%
College men	61%	52%	53%	51%	54%
College women	63%	52%	65%	49%	60%
CD 1	61%	59%	58%	51%	55%
CD 2	60%	59%	58%	49%	51%
Under 45	52%	53%	53%	51%	50%
45-64	65%	64%	63%	52%	49%
65+	65%	59%	58%	47%	61%
Democrats	62%	60%	71%	55%	60%
Republican	65%	54%	50%	50%	52%
Non-Partisan	55%	61%	51%	45%	47%
Less than \$40,000	53%	62%	62%	44%	50%
\$40,000-\$79,999	62%	63%	62%	56%	62%
\$80,000 or more	67%	55%	59%	50%	46%
Have needed assistance	57%	65%	69%	64%	55%
Have not needed assistance	62%	55%	52%	43%	53%

Q4-13. Now I'm going to read you a list of issues that are in the news. Please rate each one on a scale of 0 to 10 how concerned you personally are about each issue. Use a 10 if it is something you are extremely concerned about or a 0 if it is something you are not concerned about at all. You can use any number between 0 and 10.

% Very concerned (8-10)

Three in five Mainers are very concerned about the growing political divide, followed closely by the increasing cost of prescription drugs and access to quality and affordable health care.

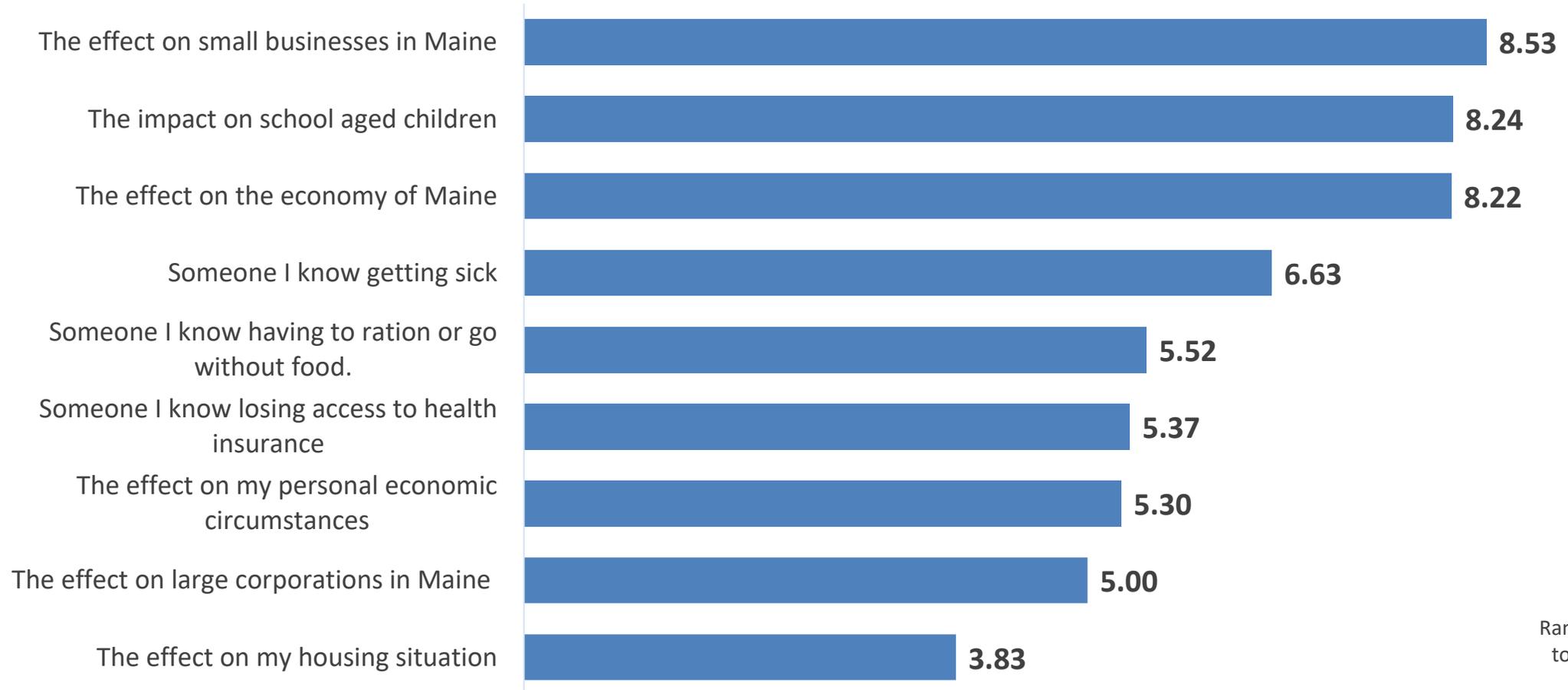
- Mainers over the age of 45, Democrats and Republicans, and Mainers making at least \$40,000 a year are most likely to be very concerned about the growing political divide.
- Non-college Mainers, those age 45-64, Democrats, and Mainers who have needed assistance are most likely to be very concerned about the increasing costs of prescription drugs while affordable health care is a top concern among college women, Democrats, and those needing assistance.
- A majority of Mainers are also very concerned about job opportunities in the state and drug and opioid abuse. Over three in five Mainers who have needed assistance are very concerned about job opportunities.

BREAKOUT: CONCERNS

- A majority of Mainers are very concerned about the spread of COVID-19 however it is mostly a top concern for older Mainers, Democrats, and those making less than \$40,000 a year.
- Nearly half of Mainers are very concerned about rising housing costs, particularly non-college women, those under 45, Democrats, Mainers making less than \$80,000 a year, and those needing assistance.
- Two in five are very concerned about fairness in the criminal justice system but it is not as big of a concern for those in CD 2, Non-Partisan voters, those making less than \$40,000 a year, and those who have not needed assistance.

	Rising housing costs	Spread of COVID-19	Fairness in criminal justice system	Access to affordable childcare	Racial inequities
TOTAL	49%	51%	43%	38%	38%
Non-college men	47%	49%	40%	40%	38%
Non-college women	57%	55%	41%	39%	37%
College men	39%	50%	42%	36%	34%
College women	49%	51%	50%	36%	47%
CD 1	51%	51%	48%	39%	41%
CD 2	46%	52%	38%	38%	35%
Under 45	55%	47%	47%	42%	44%
45-64	45%	47%	40%	34%	32%
65+	46%	62%	43%	40%	39%
Democrats	57%	68%	58%	46%	60%
Republican	41%	40%	40%	29%	21%
Non-Partisan	47%	43%	32%	39%	30%
Less than \$40,000	57%	60%	39%	42%	39%
\$40,000-\$79,999	53%	51%	48%	41%	39%
\$80,000 or more	42%	51%	45%	37%	39%
Have needed assistance	68%	57%	55%	50%	44%
Have not needed assistance	39%	49%	38%	33%	35%

COVID CONCERNS



Ranked on a 0 to 10 scale.

BREAKOUT: COVID CONCERNS

	Effect on small businesses	Impact on children	Effect on Maine economy	Someone I know getting sick
TOTAL	76%	72%	68%	51%
Non-college men	75%	68%	72%	48%
Non-college women	77%	75%	68%	57%
College men	75%	70%	66%	45%
College women	76%	73%	69%	53%
CD 1	76%	73%	70%	51%
CD 2	75%	71%	67%	51%
Under 45	71%	70%	68%	50%
45-64	78%	73%	70%	47%
65+	79%	74%	66%	56%
Democrats	75%	72%	69%	64%
Republican	79%	75%	69%	38%
Non-Partisan	74%	70%	67%	48%
Less than \$40,000	69%	69%	62%	56%
\$40,000-\$79,999	79%	78%	71%	51%
\$80,000 or more	80%	70%	72%	48%
Have needed assistance	73%	73%	72%	58%
Have not needed assistance	77%	71%	67%	48%

Q14-22. Thinking about your concerns about the coronavirus, how concerned are you about each of the following? Please use a scale of 0 to 10 where a 0 means you are not at all concerned and a 10 means you are very concerned. You may use any number between 0 and 10.
% Very concerned (8-10)

- When it comes to the spread of COVID-19, over two-thirds of Mainers are very concerned about the effect on small businesses, the impact it has on children, and the effect on the Maine economy. Across the state, these are voters top three concerns.
- A majority of voters are also very concerned about someone they know getting sick however, it is less of a concern among men, Mainers age 45-64, Republicans, those who have not needed assistance, and those who make more than \$80,000.

BREAKOUT: COVID CONCERNS

	Someone I know rationing food	Someone I know losing health insurance	Effect on personal economy	Effect on large corporations	Effect on my housing situation
TOTAL	37%	35%	33%	26%	21%
Non-college men	33%	30%	36%	32%	27%
Non-college women	45%	44%	39%	28%	28%
College men	31%	29%	30%	23%	12%
College women	34%	32%	25%	20%	13%
CD 1	38%	34%	36%	25%	21%
CD 2	36%	35%	31%	28%	22%
Under 45	48%	35%	40%	25%	29%
45-64	27%	32%	32%	21%	16%
65+	35%	37%	27%	33%	18%
Democrats	42%	39%	34%	24%	22%
Republican	31%	26%	37%	30%	22%
Non-Partisan	37%	36%	30%	26%	20%
Less than \$40,000	40%	40%	40%	23%	29%
\$40,000-\$79,999	43%	40%	35%	30%	20%
\$80,000 or more	29%	24%	23%	21%	10%
Have needed assistance	50%	46%	59%	29%	43%
Have not needed assistance	30%	28%	20%	25%	10%

Q14-22. Thinking about your concerns about the coronavirus, how concerned are you about each of the following? Please use a scale of 0 to 10 where a 0 means you are not at all concerned and a 10 means you are very concerned. You may use any number between 0 and 10.
% Very concerned (8-10)

BREAKOUT: COVID CONCERNS

- Overall, there is not much difference between Mainers with children under the age of 18 and those without when it comes to concerns around COVID-19.
- The two areas where there is a meaningful difference between the two groups is when it comes to the impact COVID will have on children and the effects on their own personal economy where Mainers with kids are much more likely to be very concerned.

	Effect on small businesses	Impact on children	Effect on Maine economy	Someone I know getting sick
TOTAL	76%	72%	68%	51%
Mainers with kids	75%	79%	68%	48%
Mainers without kids	76%	70%	69%	52%

	Someone I know rationing food	Someone I know losing health insurance	Effect on personal economy	Effect on large corporations	Effect on my housing situation
TOTAL	37%	35%	33%	26%	21%
Mainers with kids	37%	32%	48%	26%	22%
Mainers without kids	37%	36%	29%	26%	21%

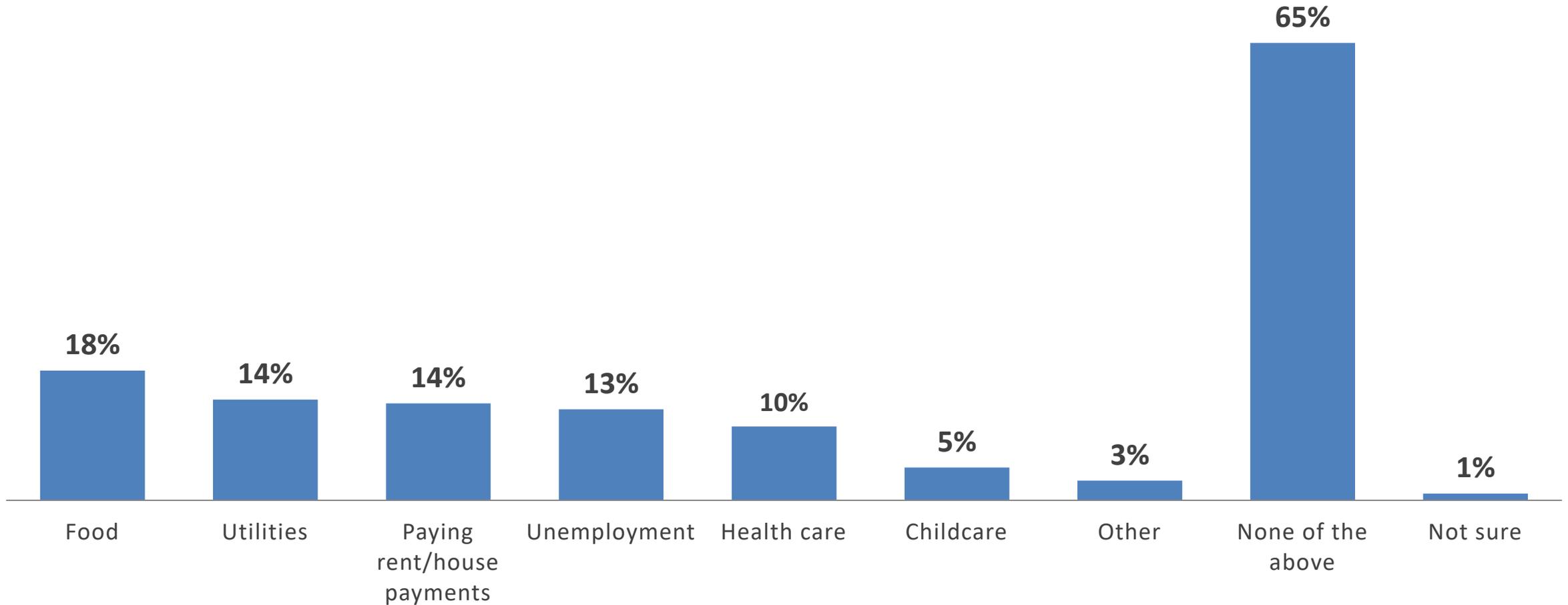
Q14-22. Thinking about your concerns about the coronavirus, how concerned are you about each of the following? Please use a scale of 0 to 10 where a 0 means you are not at all concerned and a 10 means you are very concerned. You may use any number between 0 and 10.
 % Very concerned (8-10)

- A third of Mainers say they have had to change their job schedules to accommodate their child’s virtual learning but non-college men, Mainers 65 and older, and those who have not needed assistance are least likely to say they have.
- A quarter of Mainers say they have tested positive while one in five have fell behind on their rent or mortgage.
- Mainers who have needed assistance are most likely to have found themselves in each of the situations asked about with over two in five saying they have fallen behind on their rent or mortgage or had to ration food.
- Non-college women and Mainers under 45 are also most likely to have fallen behind on rent, had to ration food, or been unable to find safe childcare.

BREAKOUT: COVID SITUATIONS

	Changed job schedules for child	Tested positive	Fell behind on rent or mortgage	Had to ration food	Unable to find safe childcare	Became homeless
TOTAL	32%	24%	22%	18%	16%	6%
Non-college men	25%	22%	20%	17%	17%	3%
Non-college women	32%	28%	33%	26%	20%	12%
College men	34%	20%	16%	15%	14%	5%
College women	39%	24%	15%	12%	11%	1%
CD 1	31%	21%	22%	21%	18%	6%
CD 2	33%	27%	22%	15%	14%	6%
Under 45	32%	22%	29%	29%	20%	6%
45-64	35%	24%	22%	15%	12%	6%
65+	29%	26%	14%	10%	15%	4%
Democrats	30%	24%	24%	19%	14%	5%
Republican	32%	24%	22%	18%	18%	6%
Non-Partisan	34%	23%	20%	18%	17%	7%
Less than \$40,000	30%	26%	27%	26%	14%	9%
\$40,000-\$79,999	33%	26%	28%	21%	22%	7%
\$80,000 or more	34%	17%	10%	7%	14%	2%
Have needed assistance	37%	30%	48%	42%	25%	14%
Have not needed assistance	29%	21%	9%	6%	11%	1%

ASSISTANCE DURING THE PANDEMIC



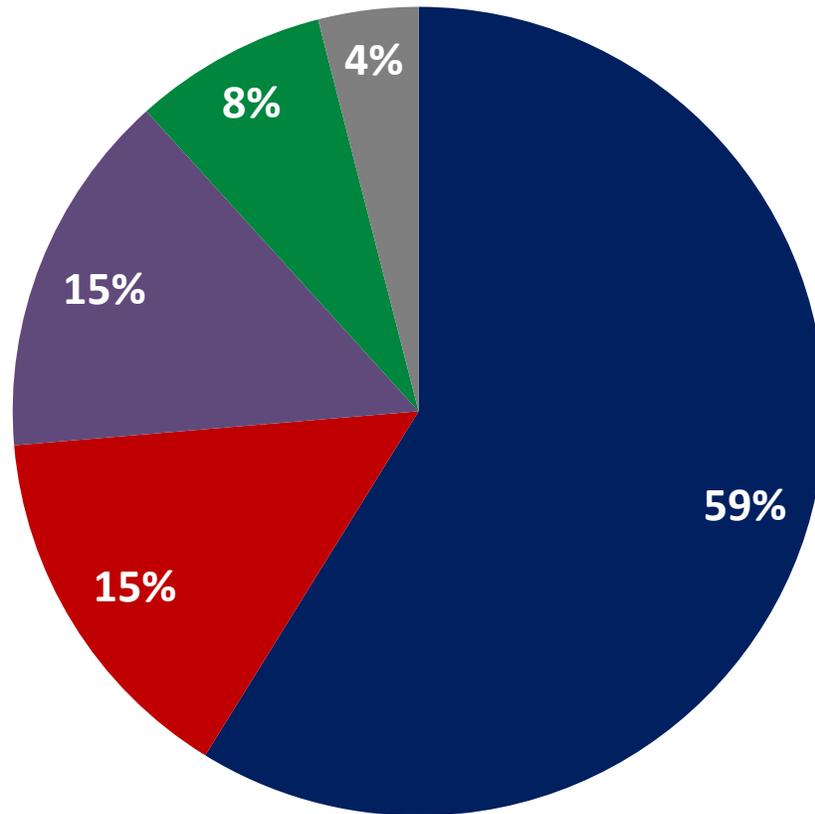
BREAKOUT: ASSISTANCE DURING PANDEMIC

- A third of Mainers have needed assistance in at least one way due to the pandemic with help with food the most prevalent.
- A majority of Mainers who make less than \$40,000 a year and half of non-college women and those under 45 have needed assistance in at least one way.
- College-educated Mainers, Mainers 65 and older, and those making at least \$80,000 a year are least likely to say they have needed help.

	Food	Utilities	Rent/house payments	Unemployment	Health care	Childcare	Other	None of the above
TOTAL	18%	14%	14%	13%	10%	5%	3%	65%
Non-college men	20%	15%	13%	10%	6%	6%	3%	65%
Non-college women	28%	23%	21%	19%	19%	4%	2%	50%
College men	10%	8%	11%	10%	9%	5%	4%	78%
College women	11%	5%	6%	10%	4%	2%	3%	75%
CD 1	17%	15%	15%	11%	10%	6%	2%	67%
CD 2	20%	14%	12%	15%	11%	3%	4%	63%
Under 45	29%	20%	22%	18%	13%	9%	3%	50%
45-64	18%	18%	14%	17%	11%	4%	4%	64%
65+	6%	4%	4%	3%	7%	0%	2%	84%
Democrats	16%	13%	12%	17%	9%	4%	2%	66%
Republican	20%	16%	13%	12%	13%	5%	4%	64%
Non-Partisan	20%	15%	16%	10%	10%	5%	3%	64%
Less than \$40,000	37%	23%	19%	14%	14%	4%	3%	48%
\$40,000-\$79,999	13%	14%	15%	14%	11%	5%	3%	66%
\$80,000 or more	6%	6%	7%	11%	6%	6%	1%	82%

POLICY LANDSCAPE

INVESTING VS CUTTING RESOURCES



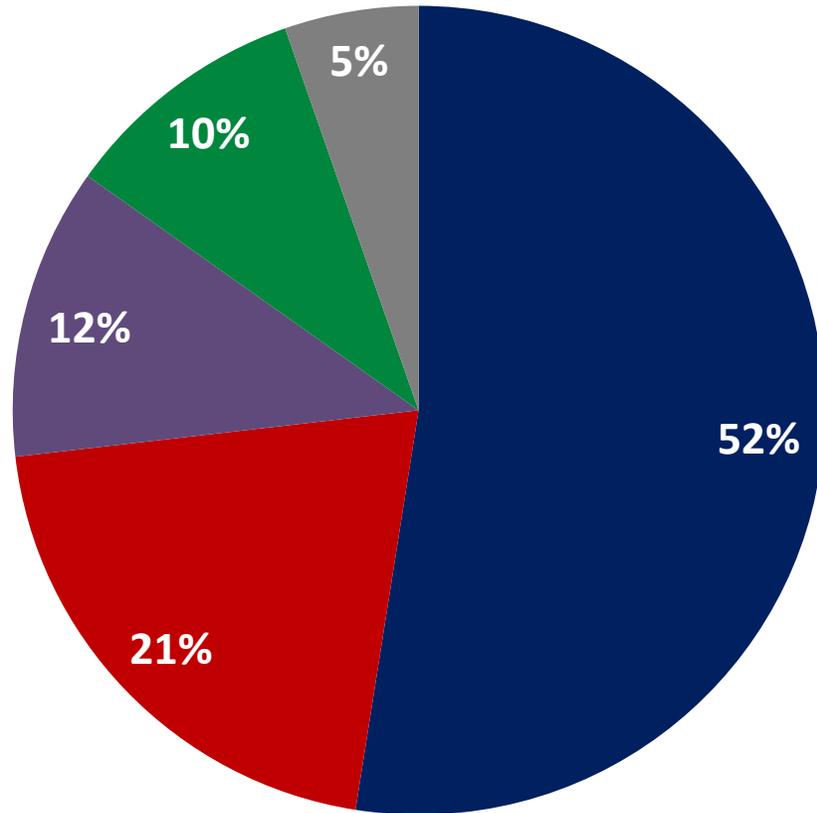
- Because of the impacts of COVID-19, Maine should invest more resources in struggling families, businesses, schools, and health care systems
- Because of the impacts of COVID-19, Maine must find ways to live within its means, even if that means cutting resources for families, businesses, schools, and our health care systems
- Both
- Neither
- Don't know/refused

BREAKOUT: INVESTING VS CUTTING RESOURCES

- A majority of Mainers say the state should invest more resources in struggling families, businesses, schools, and health care systems while just 15% say it is more important for Maine to find ways to live within its means and 15% say it should do both.
- Support for investing more resources is consistent across demographic groups with even a plurality of Republicans support it.
- College women, Mainers under 45 and 65 and older, Democrats, and those making less than \$80,000 a year are most likely to say the state should be investing more resources.

	Should invest more resources	Find ways to live within means	Both	Neither
TOTAL	59%	15%	15%	8%
Non-college men	57%	16%	10%	12%
Non-college women	57%	8%	25%	5%
College men	58%	23%	12%	6%
College women	66%	14%	9%	7%
CD 1	59%	14%	14%	10%
CD 2	58%	16%	16%	5%
Under 45	61%	12%	13%	9%
45-64	55%	17%	16%	10%
65+	60%	16%	15%	3%
Democrats	72%	5%	14%	5%
Republican	47%	24%	16%	11%
Non-Partisan	55%	17%	14%	8%
Less than \$40,000	63%	8%	21%	4%
\$40,000-\$79,999	64%	10%	14%	8%
\$80,000 or more	58%	22%	9%	9%
Have needed assistance	64%	9%	18%	4%
Have not needed assistance	56%	18%	13%	10%

INVESTING VS KEEPING TAXES LOW



- The state government in Maine should invest more in the state and its residents, ensuring they are safe, healthy, are economically secure, even if it means some people have to contribute more in taxes
- The state government in Maine should keep taxes low, even if it means cutting funding for education and infrastructure, and cutting unemployment insurance and healthcare coverage
- Both
- Neither
- Don't know/refused

BREAKOUT: INVESTING VS KEEPING TAXES LOW

	Should invest more resources	Keep taxes low	Both	Neither
TOTAL	52%	21%	12%	10%
Non-college men	40%	26%	13%	12%
Non-college women	58%	14%	11%	12%
College men	55%	25%	9%	7%
College women	61%	18%	10%	6%
CD 1	54%	21%	10%	10%
CD 2	51%	20%	13%	10%
Under 45	49%	21%	13%	13%
45-64	51%	23%	12%	10%
65+	59%	18%	10%	7%
Democrats	72%	11%	8%	5%
Republican	36%	32%	14%	13%
Non-Partisan	46%	22%	14%	12%
Less than \$40,000	56%	14%	15%	7%
\$40,000-\$79,999	59%	14%	13%	11%
\$80,000 or more	52%	28%	7%	8%
Have needed assistance	59%	12%	16%	9%
Have not needed assistance	50%	25%	9%	10%

- A majority of Mainers say the state government should invest more resources even if it means some have to pay more in taxes while one in five say the state should keep taxes low even if it means cutting funding. One in ten say both and neither.

- Women, older Mainers, and Democrats are most likely to support investing resources while Republicans are most likely to support keeping taxes low. However, more Republicans support investing resources than support keeping taxes low.

BROADBAND POLICIES

We need to make sure that things like access to affordable high-speed internet don't get priced out of reach for everyday Mainers just so the cable companies can make a bigger profit.



Reliable affordable internet is a lifeline to educational and economic success in rural communities. Before companies can increase prices they should have to justify the rate increase, just like the electric companies do.



Affordable, reliable internet is critical to small businesses' success. We need to ensure that large internet companies are not raising prices just because they can.



We cannot allow cable and internet providers to continue to increase cost for service on Mainers—without justification or a corresponding increase in quality and reliability of service.



Ranked on a 0 to 10 scale.

BREAKOUT: BROADBAND POLICIES

	Can't have internet price out of reach for everyday Mainers	Reliable internet is a lifeline in rural communities	Critical to small businesses' success	Cannot allow providers to continue to increase costs without justification
TOTAL	80%	80%	79%	79%
Non-college men	80%	78%	80%	81%
Non-college women	84%	86%	81%	80%
College men	77%	78%	78%	76%
College women	77%	79%	77%	81%
CD 1	81%	80%	79%	80%
CD 2	79%	80%	79%	79%
Under 45	74%	77%	74%	77%
45-64	85%	80%	81%	81%
65+	81%	84%	82%	80%
Democrats	89%	89%	87%	87%
Republican	75%	75%	75%	75%
Non-Partisan	75%	76%	74%	75%
Less than \$40,000	87%	84%	82%	82%
\$40,000-\$79,999	81%	82%	82%	82%
\$80,000 or more	77%	76%	76%	77%
Have needed assistance	85%	82%	79%	80%
Have not needed assistance	77%	79%	79%	79%

- Over three quarters of Mainers strongly agree with each of the broadband policy messaging statements
- Support for the messaging is consistent across demographic groups.

HEALTH CARE POLICIES

Pharmaceutical companies should not be able to charge more, based on where a patient lives. There is no reason for the same prescription drug to cost more in Fort Kent than across the border in New Brunswick.



Pharmaceutical companies should not be allowed to exponentially increase the cost of their medications without evidence that it costs more to produce.



Mainers need more transparency in pricing and up-front data on actual cost to better understand why healthcare cost continue to rise.



Ranked on a 0 to 10 scale.

BREAKOUT: HEALTH CARE POLICIES

- Over three quarters of Mainers strongly agree with each of the health care policy messaging statements
- Support for the messaging is consistent across demographic groups.

	No reason drugs cost more in Canada	Should not be allowed to increase prices without showing it costs more to make	Mainers need more transparency on health care costs
TOTAL	84%	84%	78%
Non-college men	83%	84%	75%
Non-college women	89%	89%	83%
College men	80%	79%	78%
College women	83%	82%	78%
CD 1	82%	82%	81%
CD 2	86%	86%	75%
Under 45	77%	79%	71%
45-64	87%	86%	80%
65+	88%	86%	85%
Democrats	90%	90%	87%
Republican	79%	79%	75%
Non-Partisan	82%	81%	73%
Less than \$40,000	86%	90%	81%
\$40,000-\$79,999	86%	88%	83%
\$80,000 or more	81%	72%	74%
Have needed assistance	83%	87%	76%
Have not needed assistance	85%	82%	80%

Q34-36. The Maine state legislature is going to take action to address the high cost of healthcare. Please rate each of the following statements on a scale of 0 to 10 where a 0 means you do not agree at all and a 10 means you strongly agree.
% Strongly agree (8-10)

CHILD CARE POLICIES

Access to affordable, high-quality childcare helps ensure that children are ready for school



Some parents have had to make impossible choices during the pandemic like leaving children in an unsafe environment and go to work in order to feed their family [SPLIT]



In order to get everyone back to work and get Maine’s economy fully running, parents need access to quality affordable childcare



Some parents have had to make impossible choices during the pandemic like leaving their job to care for their children and losing the ability to provide food and shelter for their family [SPLIT]

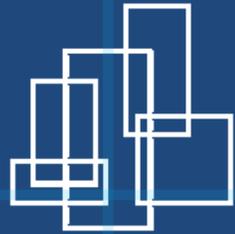


Ranked on a 0 to 10 scale.

BREAKOUT: CHILD CARE POLICIES

	Quality childcare ensures children are ready for school	Some parents have had to leave child in unsafe environments to feed family [SPLIT]	To get everyone back to work, parents need childcare	Some parents have had to leave job to provide childcare [SPLIT]
TOTAL	75%	71%	69%	62%
Non-college men	72%	67%	65%	58%
Non-college women	82%	78%	78%	75%
College men	72%	76%	62%	47%
College women	73%	66%	72%	66%
CD 1	75%	68%	67%	66%
CD 2	75%	74%	72%	58%
Under 45	70%	68%	69%	65%
45-64	77%	72%	65%	54%
65+	79%	74%	75%	68%
Democrats	83%	79%	76%	75%
Republican	69%	69%	57%	39%
Non-Partisan	72%	64%	72%	66%
Less than \$40,000	78%	81%	76%	68%
\$40,000-\$79,999	81%	78%	71%	62%
\$80,000 or more	68%	59%	63%	56%
Have needed assistance	79%	79%	76%	74%
Have not needed assistance	73%	66%	66%	57%

Q37-40. The Maine state legislature is going to take action to address access to quality child care. Please rate each of the following statements on a scale of 0 to 10 where a 0 means you do not agree at all and a 10 means you strongly agree.
% Strongly agree (8-10)



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