



**CRITICAL
INSIGHTS**
Market Research, Public Opinion Polling

A Division of DRI

Critical Insights on Maine™
Tracking Survey

~ Spring 2020 ~

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



Introduction

Background & Methodology

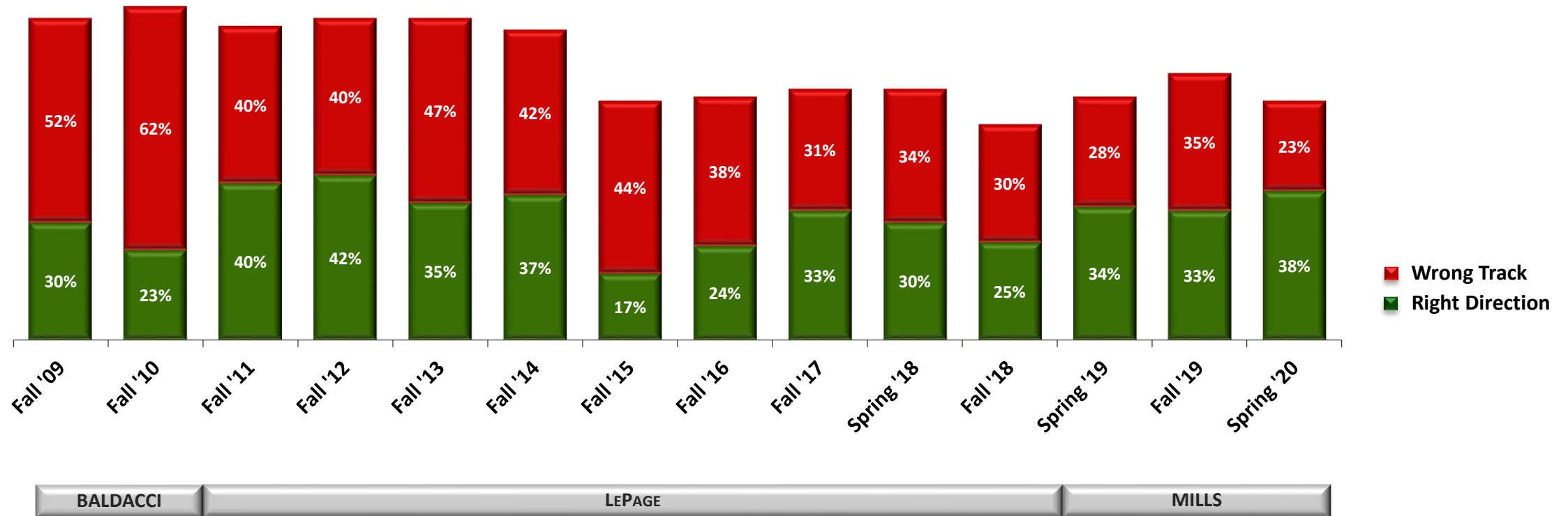
- Each spring and fall, Critical Insights, a division of Digital Research, Inc. conducts the Critical Insights on Maine™ tracking survey, a comprehensive, statewide public opinion survey of registered voters that covers a variety of topics of interest to businesses, government, and the general public.
 - Critical Insights on Maine™ has been documenting the attitudes, perceptions, and preferences of Maine’s residents for more than 20 years, making it the longest-running consistently-administered tracking survey in the Northeast.
 - In addition to the general-interest items presented in this report as a public service, the survey also includes a number of proprietary items for sponsoring entities; results of those items are released only to those sponsors.
-
- This wave of the survey included a total of 600 respondents across the state who were surveyed by phone or online in March of 2020.
 - With a total sample of 600 respondents, 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 ensure that those responding by phone or online had equal impact on the overall results.
 - On average, the entire survey instrument was 20 minutes in administrative length – including both general-interest items and all proprietary subscriber items.
-
- Several of this survey’s questions – those related to the coronavirus – were included in a separate survey of American consumers through [NationWise On-demand™](#), the DRI/Critical Insights national omnibus survey.
 - This online survey includes 1,200 respondents (reflective of consumers across the country on key demographic qualities), and is run on demand, throughout the year. More information about this national survey is included on page 35.

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

Four out of ten voters in Maine now believe the state is headed in the *right direction* – slightly higher than the recent historical average.

Direction of Maine

Democrats (42%) remain more likely than Republicans (30%) to feel the state is headed in the *right direction*, though the gap has lessened since last fall, with greater shares of Republicans now feeling the state is headed in the *right direction*.

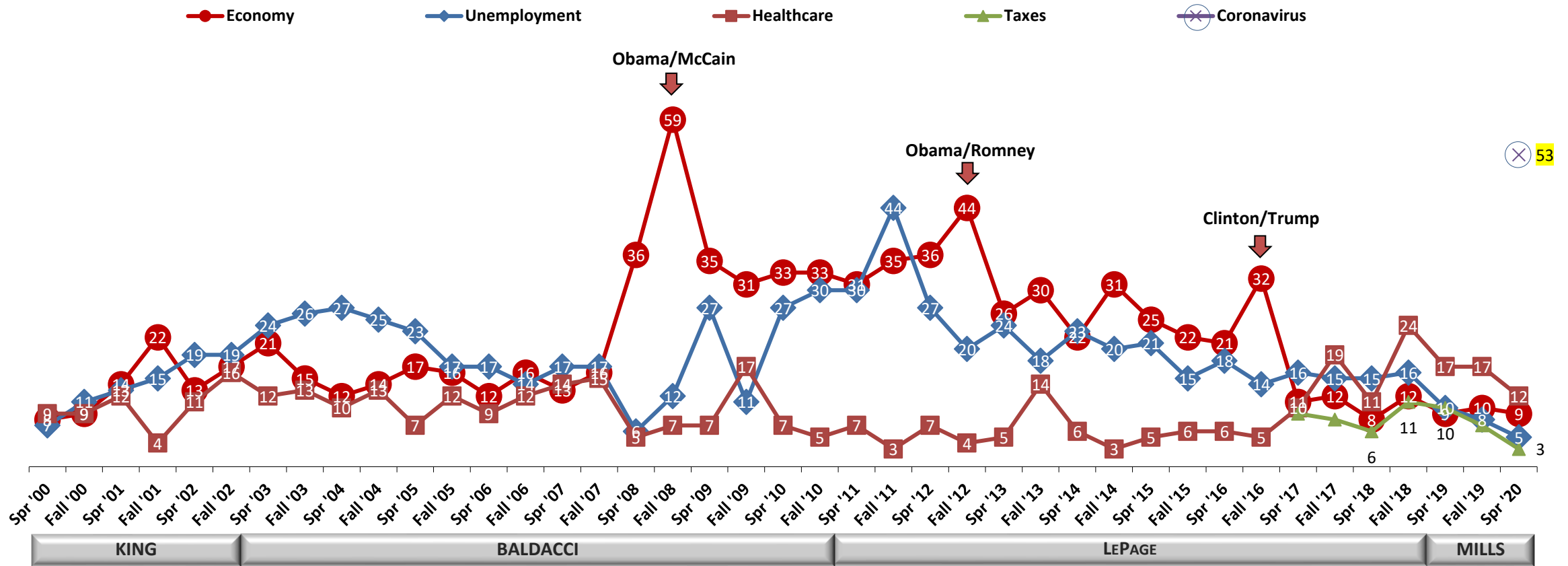


Half of voters in Maine volunteer some aspect of the coronavirus specifically as the most pressing issue facing the state (most often the economic impacts).
 No other issue comes close.

Most Important Issues Facing Maine

% naming each issue

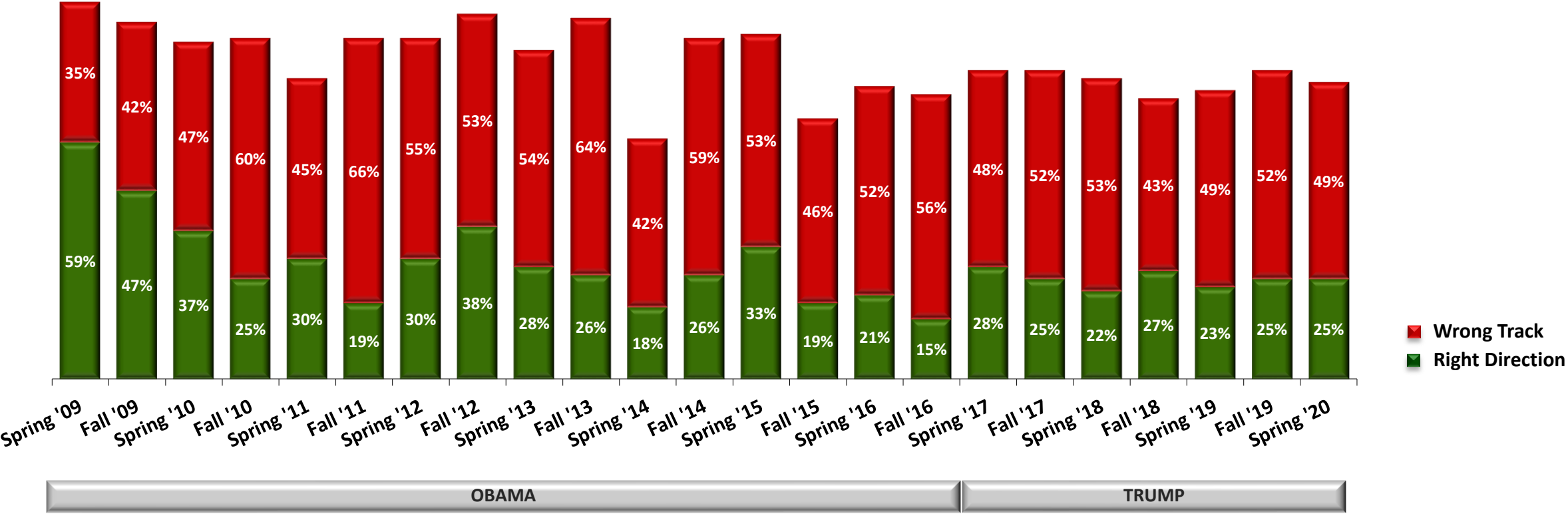
Democrats continue to be more likely than Republicans to volunteer healthcare as a concern (17% vs. 6%), while Republicans are more likely to be concerned about taxes (6% vs. 1%).



One out of four Mainers believe the nation as a whole is heading in the *right direction* – remaining closely aligned with the average since President Trump’s election.

Republicans (44%) much are more likely than Democrats (14%) to feel the nation is headed in the right direction.

Direction of the Nation



A clear majority of Mainers now believe the economy will be worse in the next twelve months – doubling since last fall, and reaching the peak of the 2008 financial crisis.

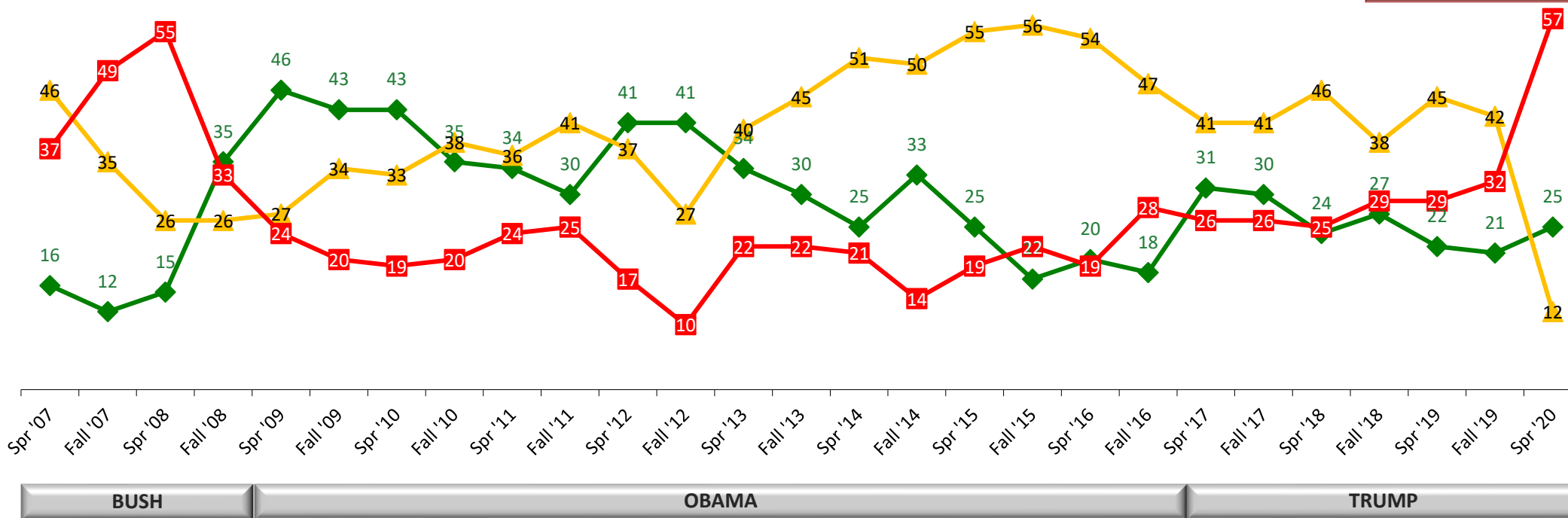
Republicans (36%) much are more likely than Democrats (20%) to feel the nation is headed in the right direction.

Optimism About the Economy

% predicting the economy will be:

◆ Better
 ▲ About the Same
 ■ Worse

One-third believe the economy will be much worse in the next 12 months (32%).

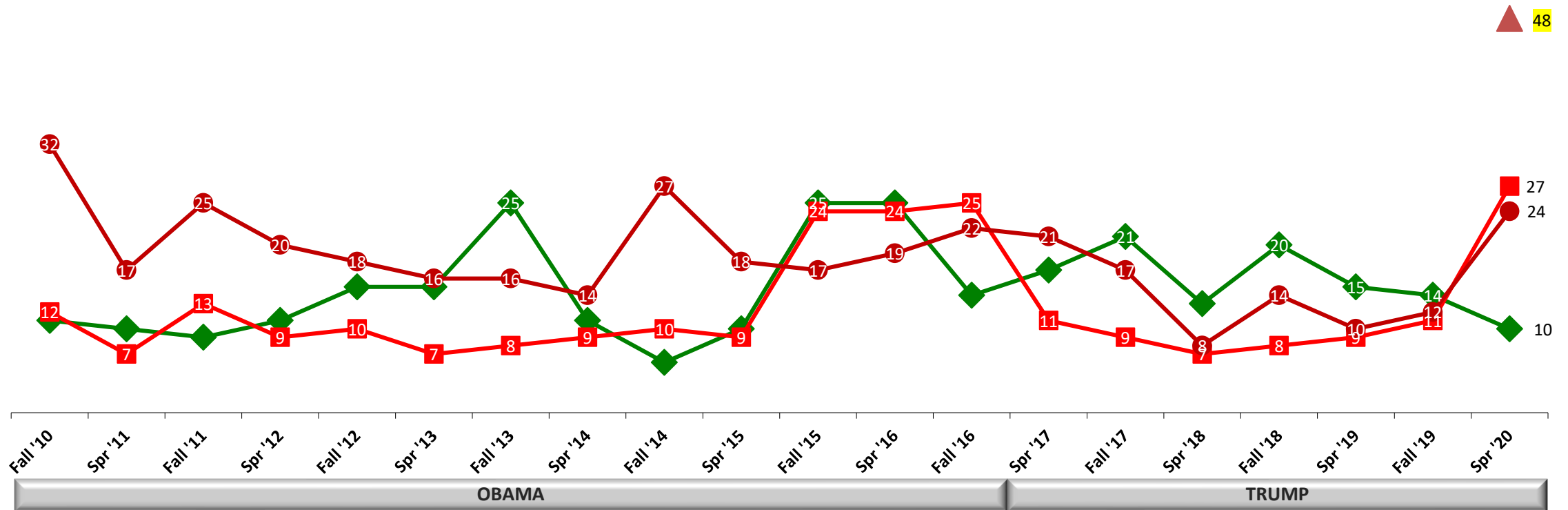


Half of Mainers mention some aspect of the coronavirus as a top economic concern for the next six months. Many also mention either general economic concerns or job loss specifically – a large increase from last fall that is no doubt related to the virus.

Top Economic/Financial Concerns

% naming each concern

▲ Coronavirus
 ◆ Healthcare
 ■ Economy (general)
 ● Job Loss

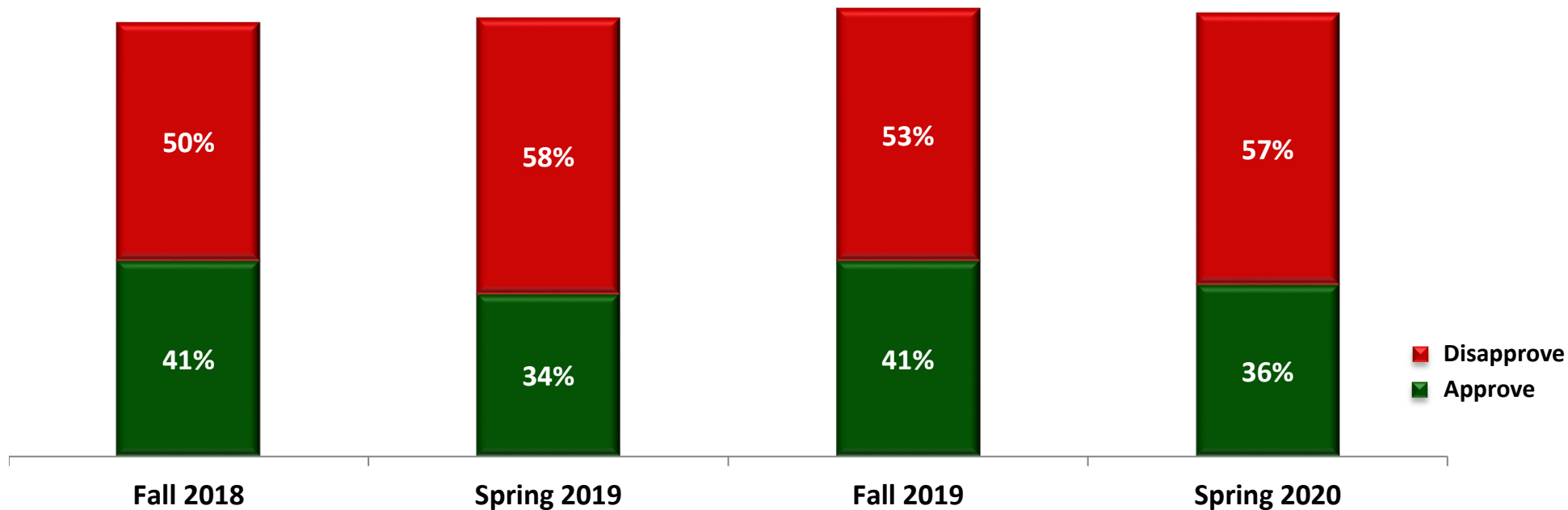


Opinions of **Politicians**

Roughly one out of three voters in Maine approve of President Trump's job performance, consistent with his historical average.

Approval of Donald Trump

Just 11% of Democrats in Maine approve of Donald Trump's performance, compared to 75% of Republicans – a ratio that has held steady over time.



Half of Chellie Pingree's constituents approve of her performance, rebounding after a drop last fall.

Four out of ten constituents of Jared Golden approve of his performance, holding steady since his election.

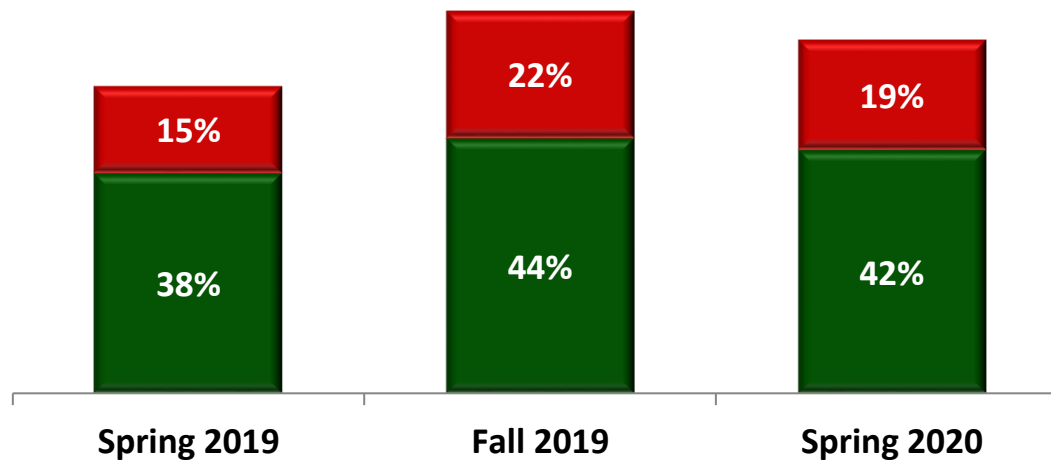
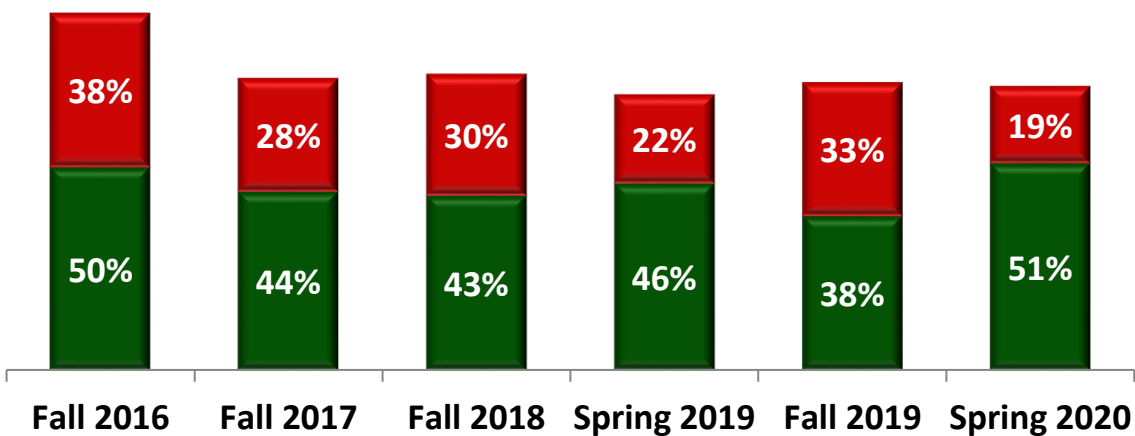
Approval of Congressional Representatives

(Among those in the relevant districts)

Chellie Pingree

Jared Golden

Disapprove
Approve



Three out of four Democrats in the first congressional district approve of Chellie Pingree's performance (74%) compared to 30% of Republicans. Her approval has grown among both Democrats and Republicans since last fall.

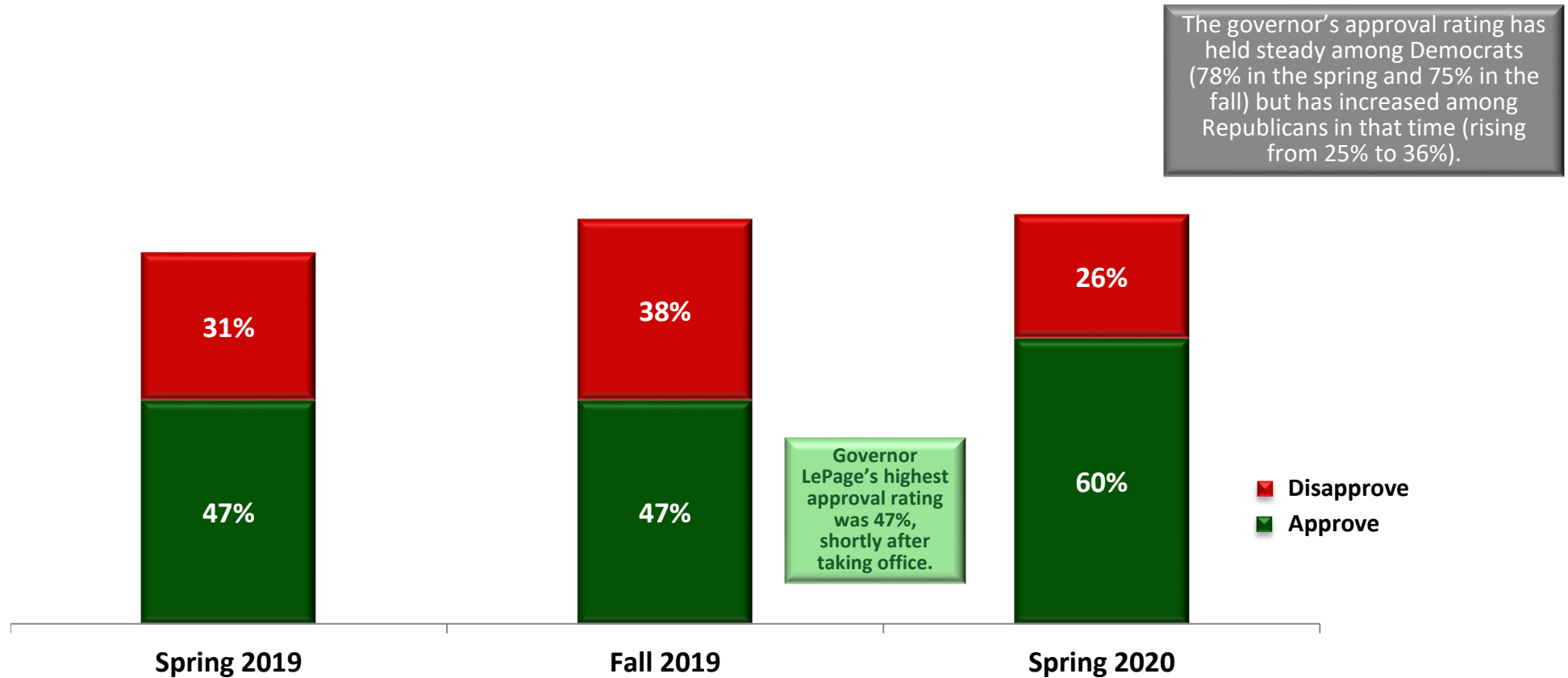
More than half of Democrats in his district approve of Jared Golden's performance (55%), compared to 21% of Republicans. Representative Golden's approval has held steady among Democrats and decreased among Republicans since last fall.

(n=284)

(n=316)

Six out of ten voters approve of Governor Mills's performance, a strong increase from last fall, thanks to broader support among Republicans.

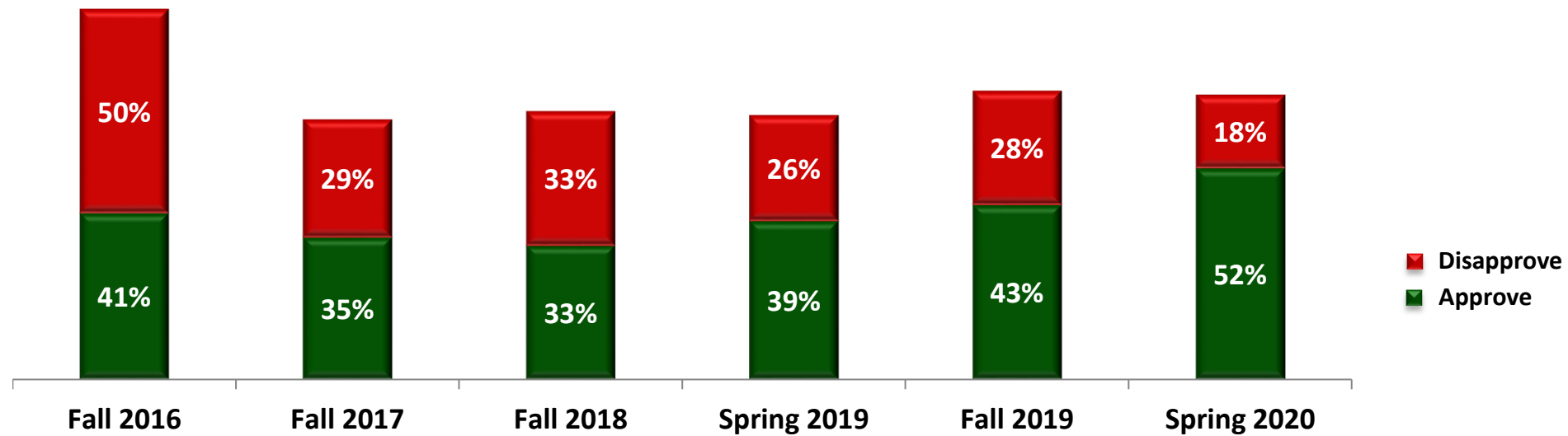
Approval of Janet Mills



Half of voters in Maine now approve of the state legislature's performance – notably higher than at any point over the past several years.

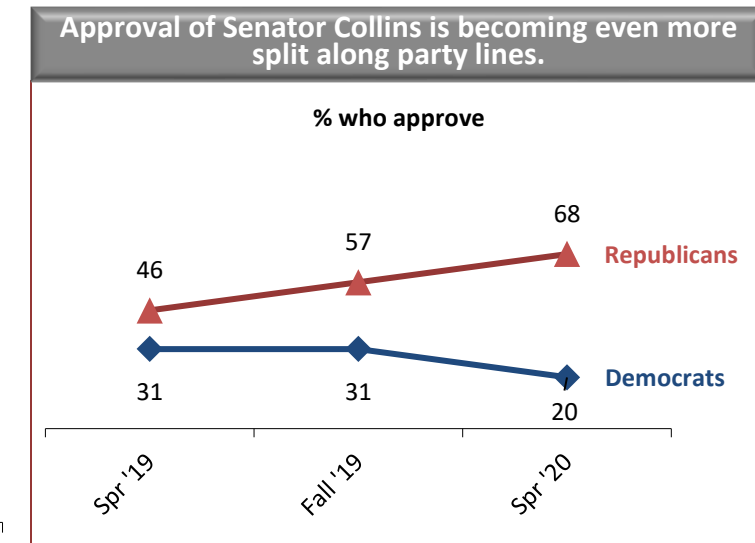
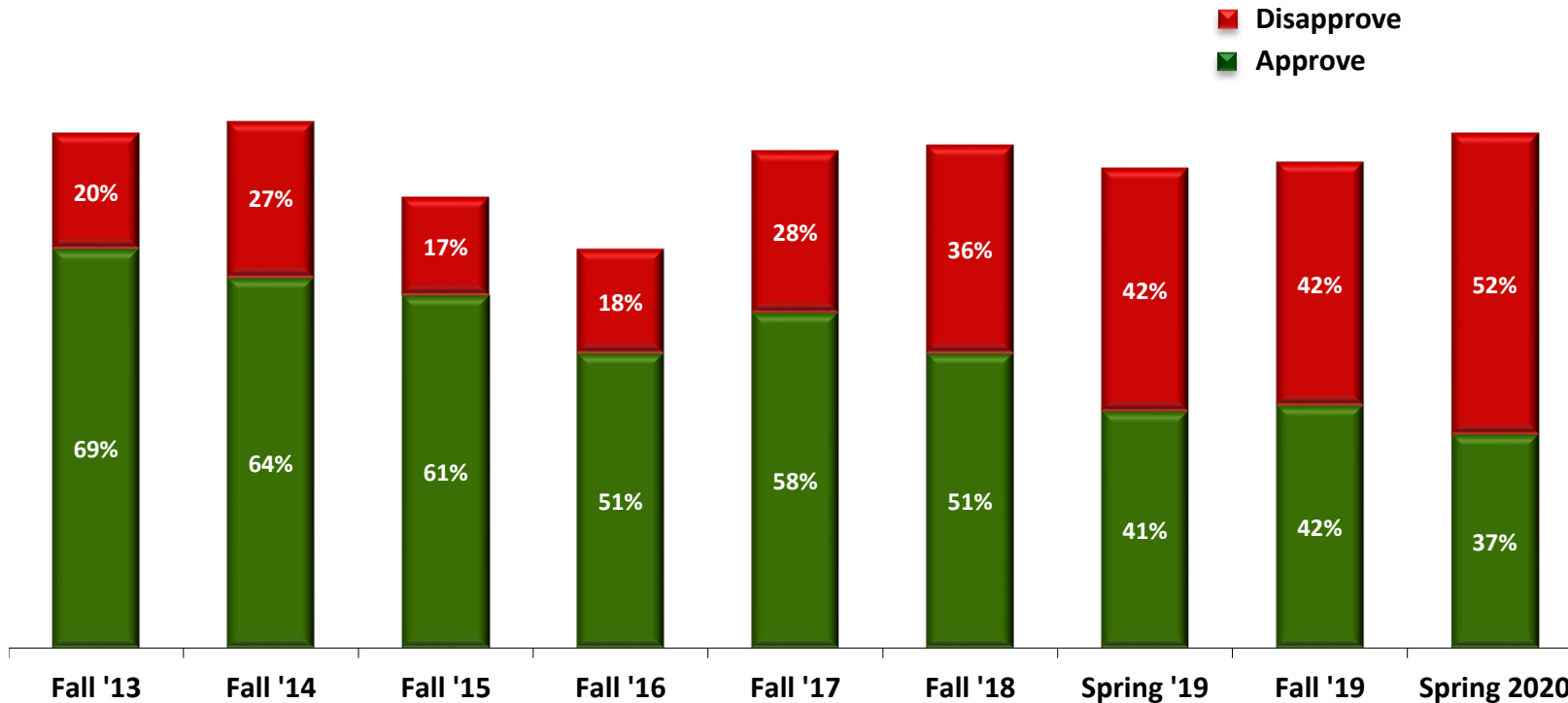
Approval of the State Legislature

Almost seven out of ten Democrats in Maine now approve the legislature's performance (67%), compared to four out of ten Republicans (41%). Approval of the legislature has increased among both Republicans and Democrats.



Only about four out of ten Mainers overall currently approve of the way Susan Collins is handling her job as U.S. Senator. This relatively low approval rating has been consistent for the past year, and is about half of what it was at its peak.

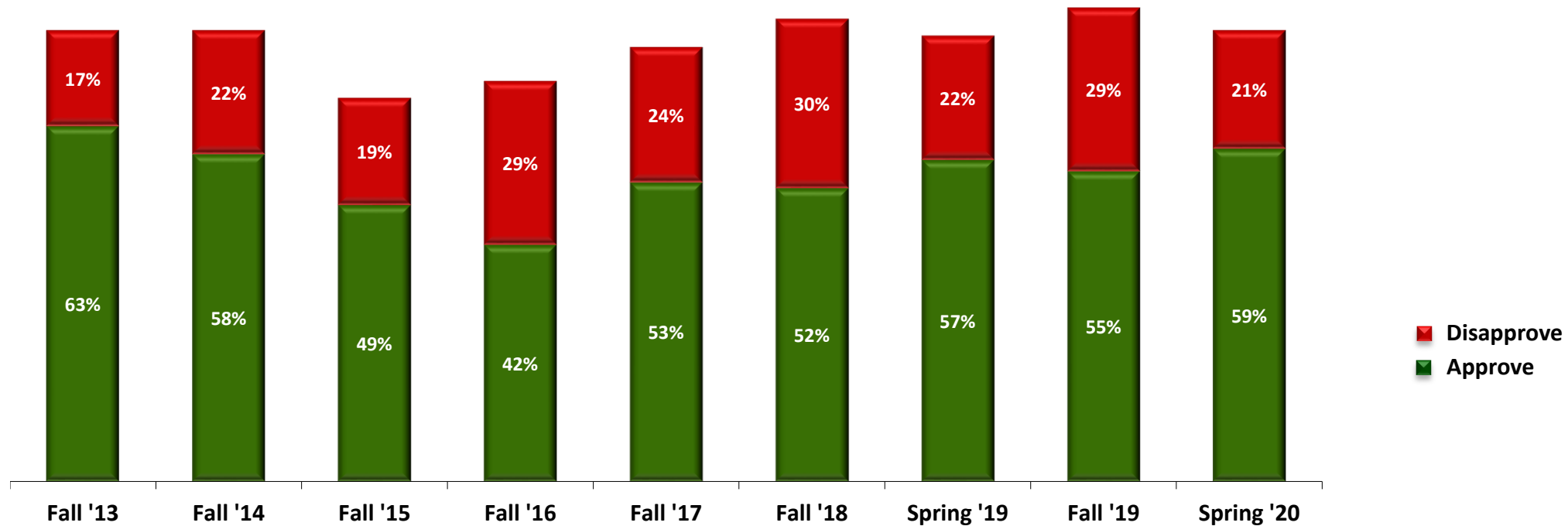
Approval of Senator Collins



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

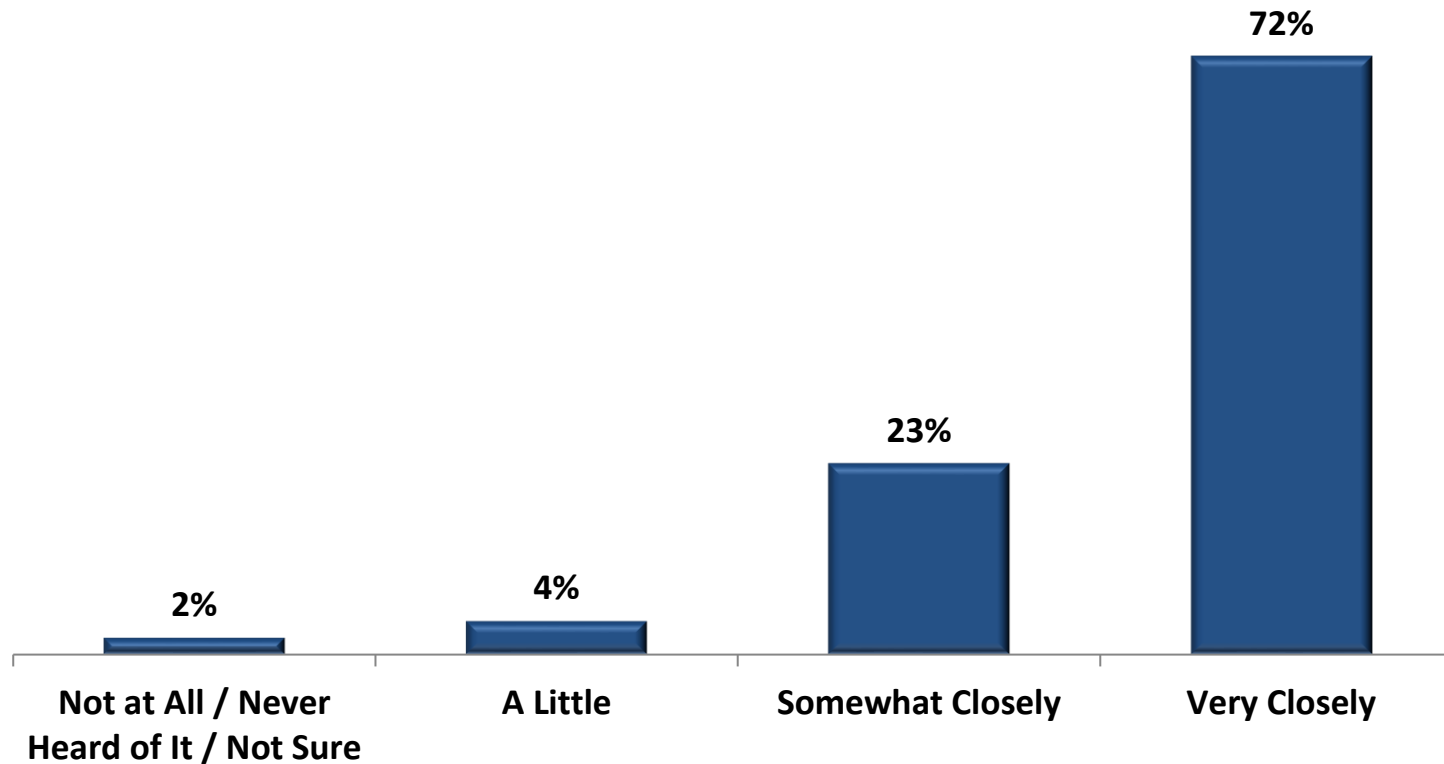
Senator King's approval rating is particularly high among Democrats (78%, vs. 33% of Republicans) – a ratio that has held steady for some time.



Reactions to the **Coronavirus** & its Impacts

Almost all polled Mainers are closely following developments related to the coronavirus in the news, including seven out of ten who are following such developments *very* closely.

Interest in Coronavirus Developments

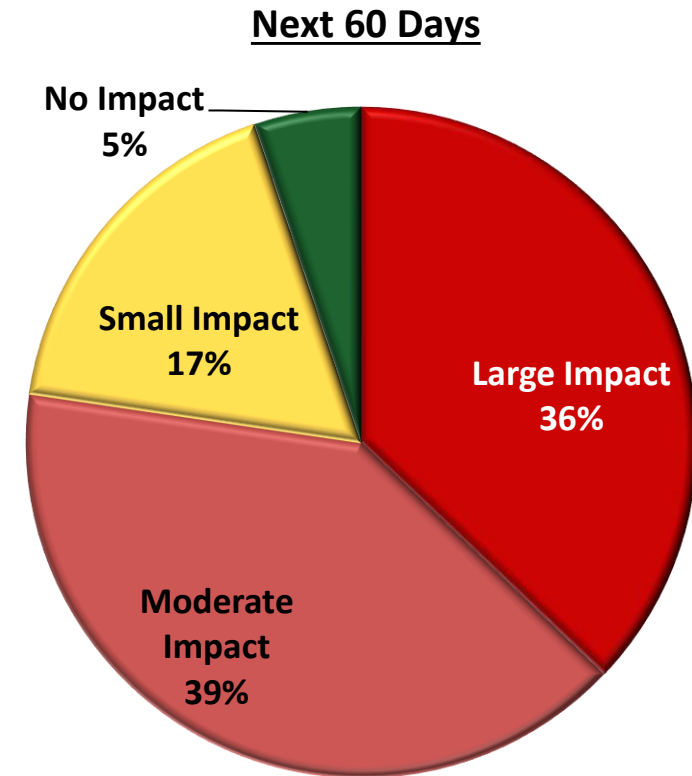
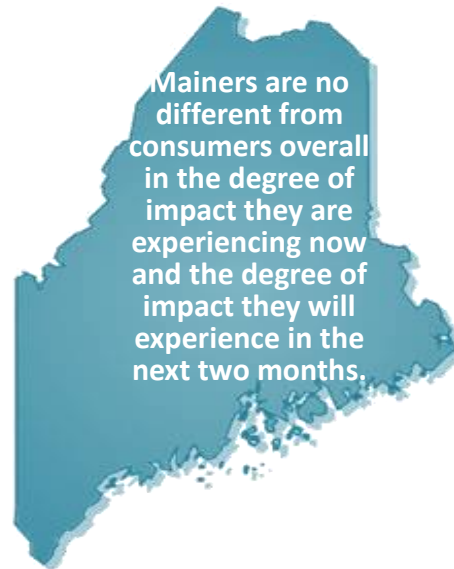
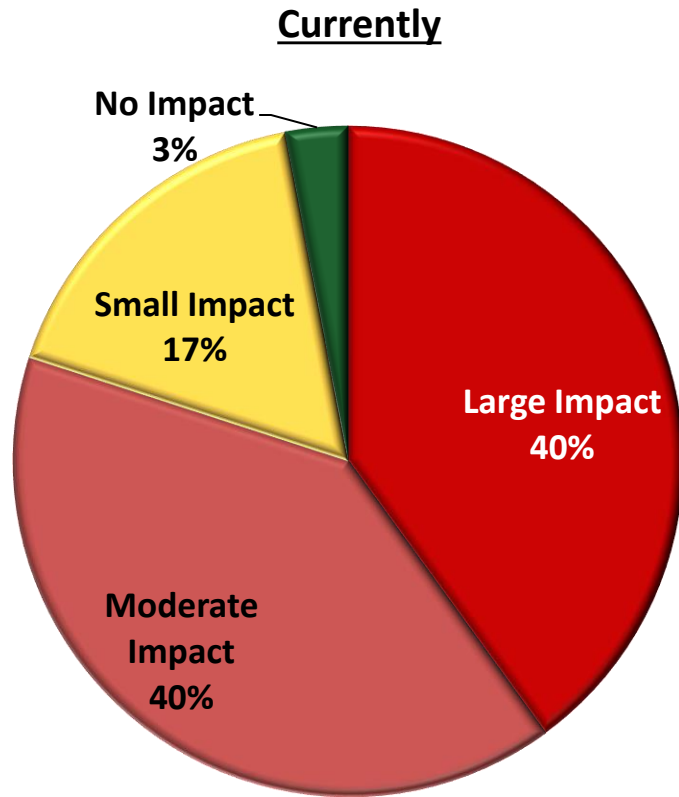


Mainers are more likely than consumers across the country to be following news about the virus very closely (72% vs. 63%).

Among those who are aware of the coronavirus: (n=596)

Eight out of ten Mainers say the coronavirus is having a *large* or *moderate* impact on their day-to-day life now.
Little change is expected overall in the next 60 days.

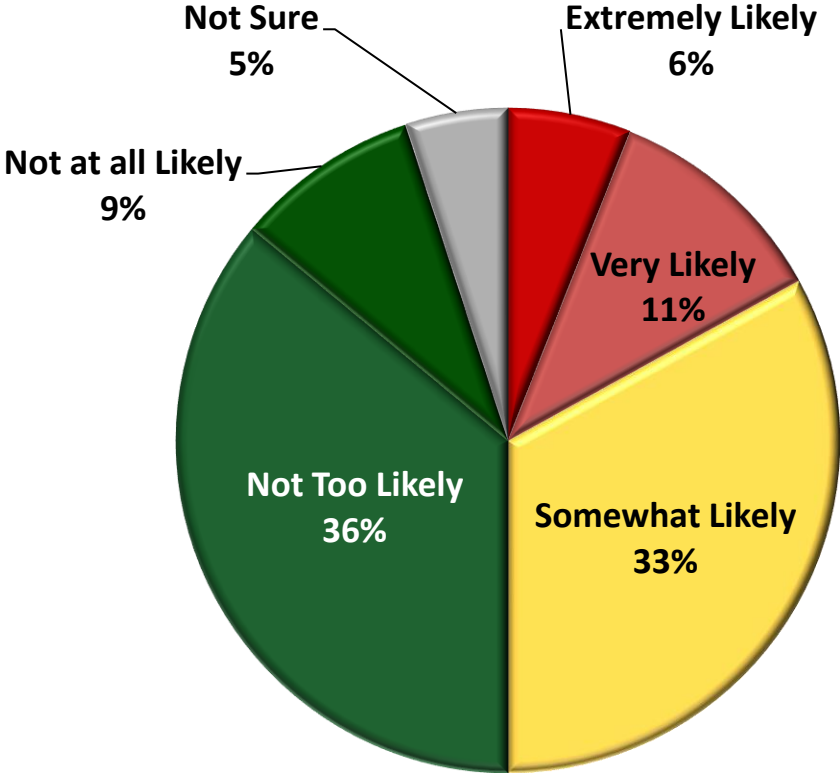
Impact of the Coronavirus on Day-to-Day Life



Among those who are aware of the coronavirus: (n=596)

Half of Mainers believe that they or someone in their household will contract the novel coronavirus within the next 60 days.

Likelihood of Contracting the Novel Coronavirus



The perceived likelihood of contracting the virus *decreases* with age: 22% of those under age 35 believe they are *very* or *somewhat* likely to contract the virus, falling to just 10% of those age 65 or older.

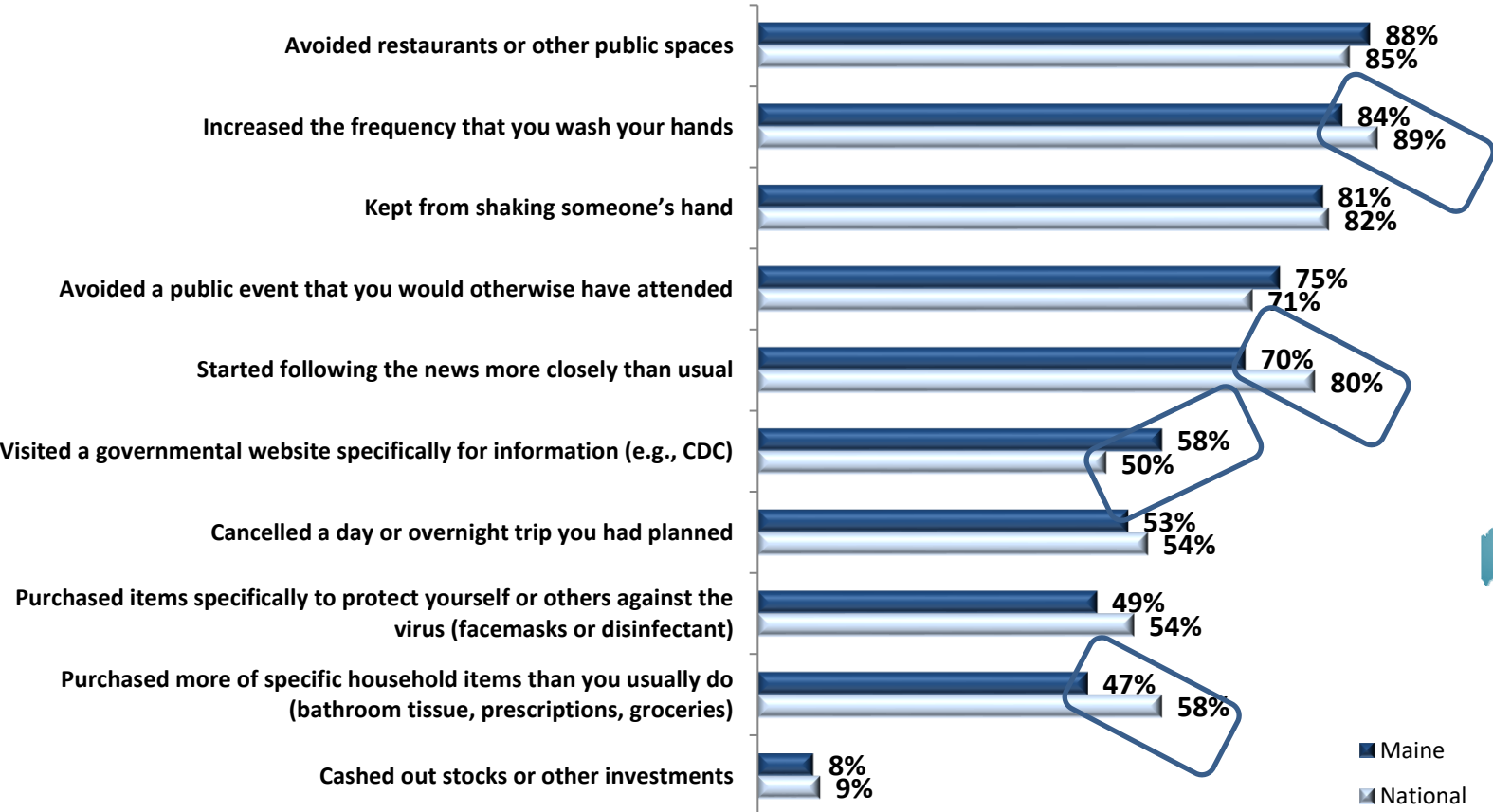
There is no difference in expected likelihood of contracting the virus across the state's congressional districts or across parties.

Total Likely:
51%

Among those who are aware of the coronavirus: (n=596)

Nearly all Mainers have changed some aspect of their behavior as a result of the coronavirus.

Behavior Changes



- Nine out of ten Mainers have avoided public places as a result of the coronavirus (88%), and eight out of ten say they are washing their hands more now (84%) or refraining from shaking hands (81%).
- At least seven out of ten have avoided a public event they otherwise would have attended (75%), or have started following the news more closely (70%).
- Six out of ten have visited a government website (58%), and about half have cancelled a trip they had planned (53%).
- Another 49% have purchased products to protect themselves from the virus, and 47% claim to have overbought personal or other household items.
- Finally, one out of ten have sold stocks (8%).
- Mainers are less likely to than consumers nationally to have started washing their hands more, to have started following the news more, or to have overbought household items. Mainers are more likely to have visited a governmental website.



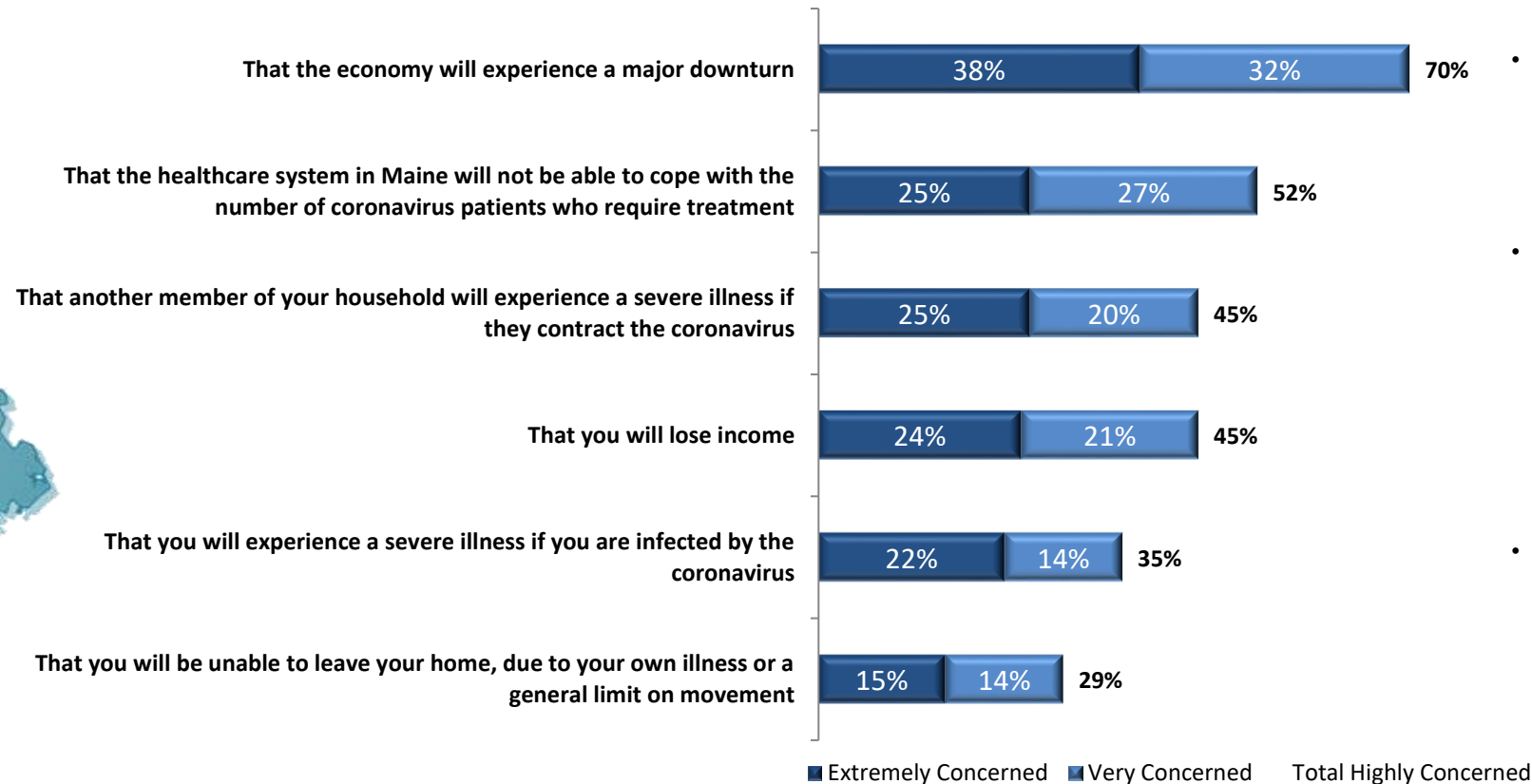
Among those who are aware of the coronavirus:
 Maine (n=596)
 National (n=1,196)

Which of the following, if any, have you personally done as a result of the coronavirus? Have you...

Mainers have a variety of concerns related to the coronavirus situation. By far the most prevalent concern is that the national economy will deteriorate.

Concern About Impacts of the Virus

At the time of surveying, Mainers were less likely than consumers across the country to be concerned about losing income or being restricted to their homes.



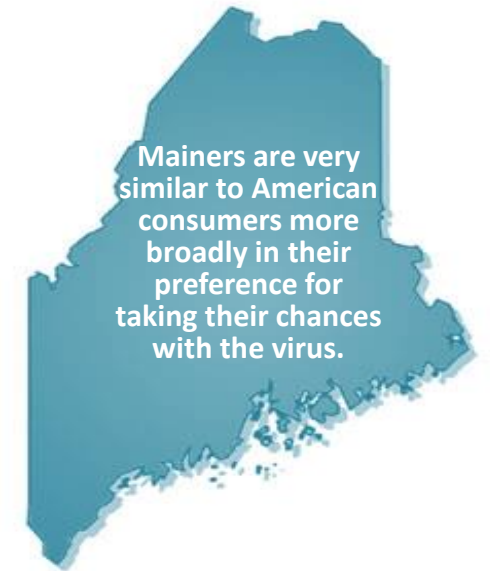
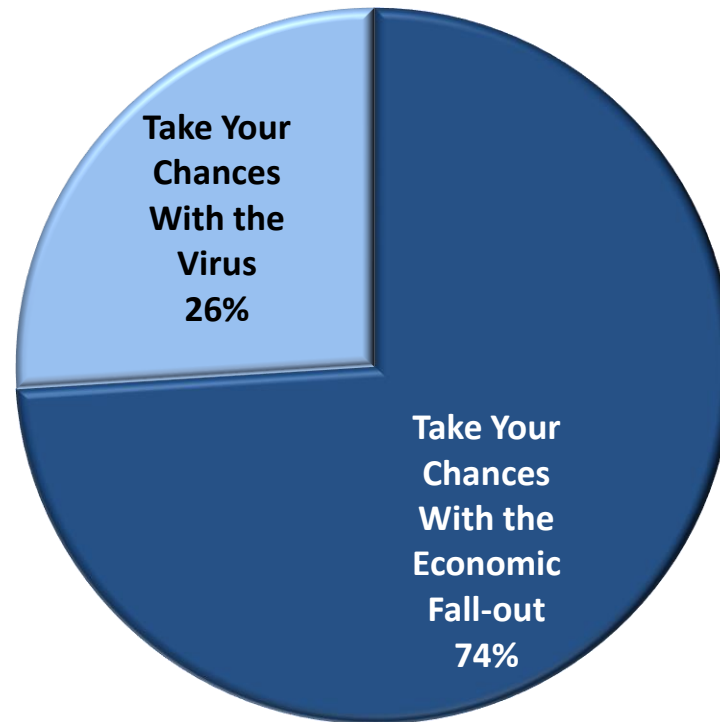
- Seven out of ten Mainers are concerned that the coronavirus situation will cause a major economic downturn (70%), including four out of ten who are *extremely* concerned about a severe downturn (38%).
- Fewer, but still about half of Mainers, are highly concerned that the healthcare system in the state will be unable to cope with the number coronavirus patients (52%), that someone else in their household will experience a severe illness as a result of the coronavirus (45%), or that they will lose income as a result of the virus (45%).
- Closer to three out of ten are highly concerned that they will personally experience a severe illness (35%) or that they will be unable to leave home as a result of the virus (29%).

Among those who are aware of the coronavirus: (n=596)

How concerned would you say you are, personally, about the following?

By a three-to-one margin, Mainers would rather deal with the economic impacts of the virus than with the virus itself.

Concern About the Economic vs. Health Impacts



Republicans in Maine (34%) are almost twice as likely as Democrats (18%) to be willing to take their chances with the virus.

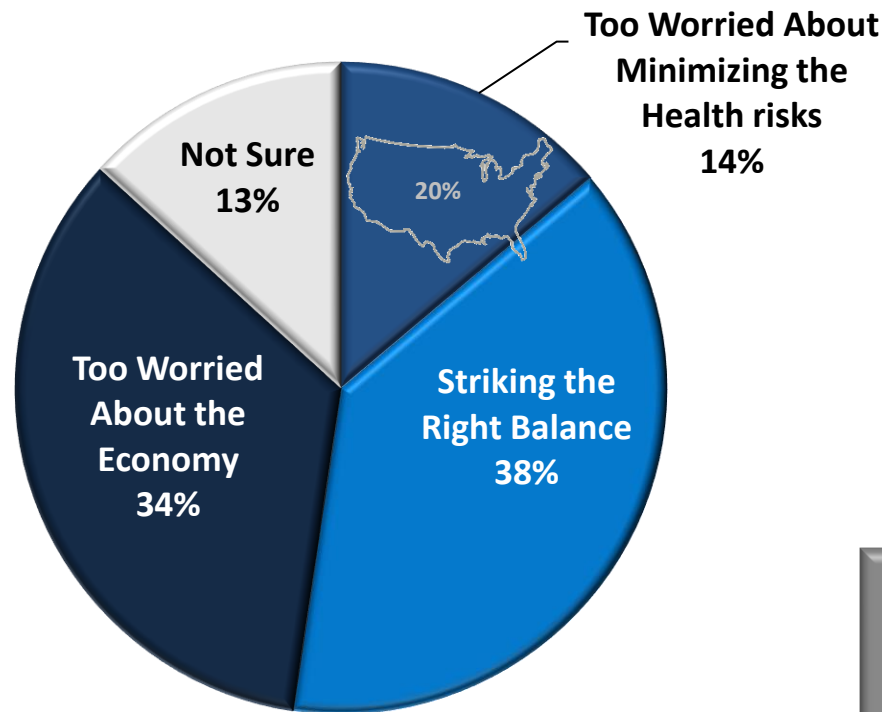
Among those who are aware of the coronavirus and provide one of the responses shown: (n=489)

If you believed that government policies designed to contain COVID-19 would result in significant disruptions in the economy, including perhaps the loss of your own job or a reduction in your income, would you rather...

Many Mainers believe the country as a whole is striking the right balance in addressing the health impacts of the coronavirus while minimizing its economic or social impacts. Only a relative few believe the country is *too worried* about the health impacts of the virus.

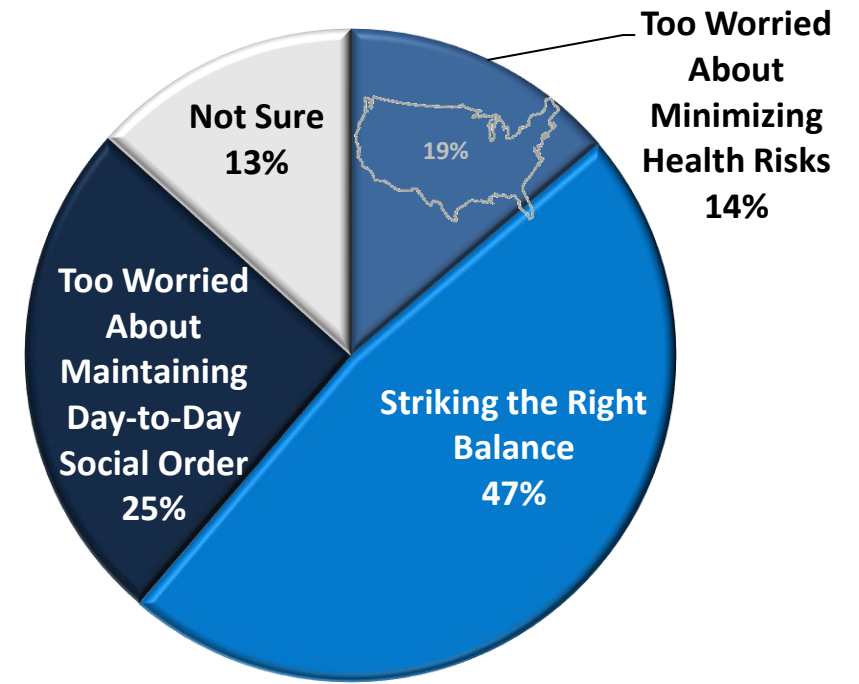
Balancing the Impacts of the Virus

Health vs. Economy



Republicans are more likely than Democrats in Maine to believe the country is striking the right balance between the health and other priorities.
 Democrats, in contrast, feel the country is too worried about the non-health impacts.

Health vs. Social Disruption

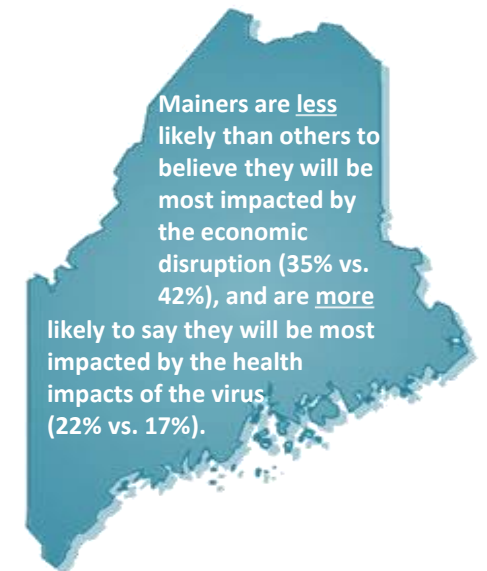
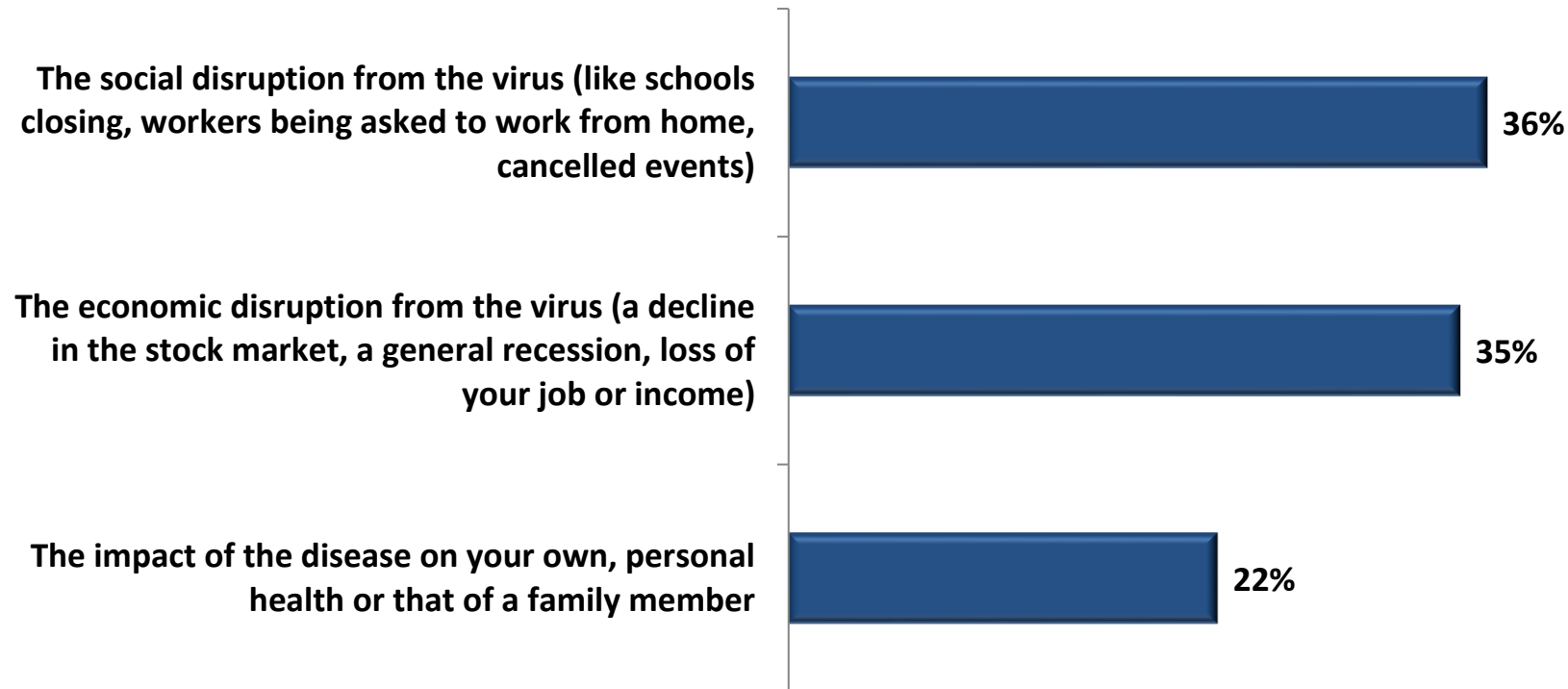


Among those who are aware of the coronavirus: (n=596)

One out of three Mainers believe they will be most impacted by the social effects of the coronavirus, and another one out of three believe they will be most impacted by its economic effects.

Fewer – about two in ten – say they will be most impacted by the health impacts of the virus.

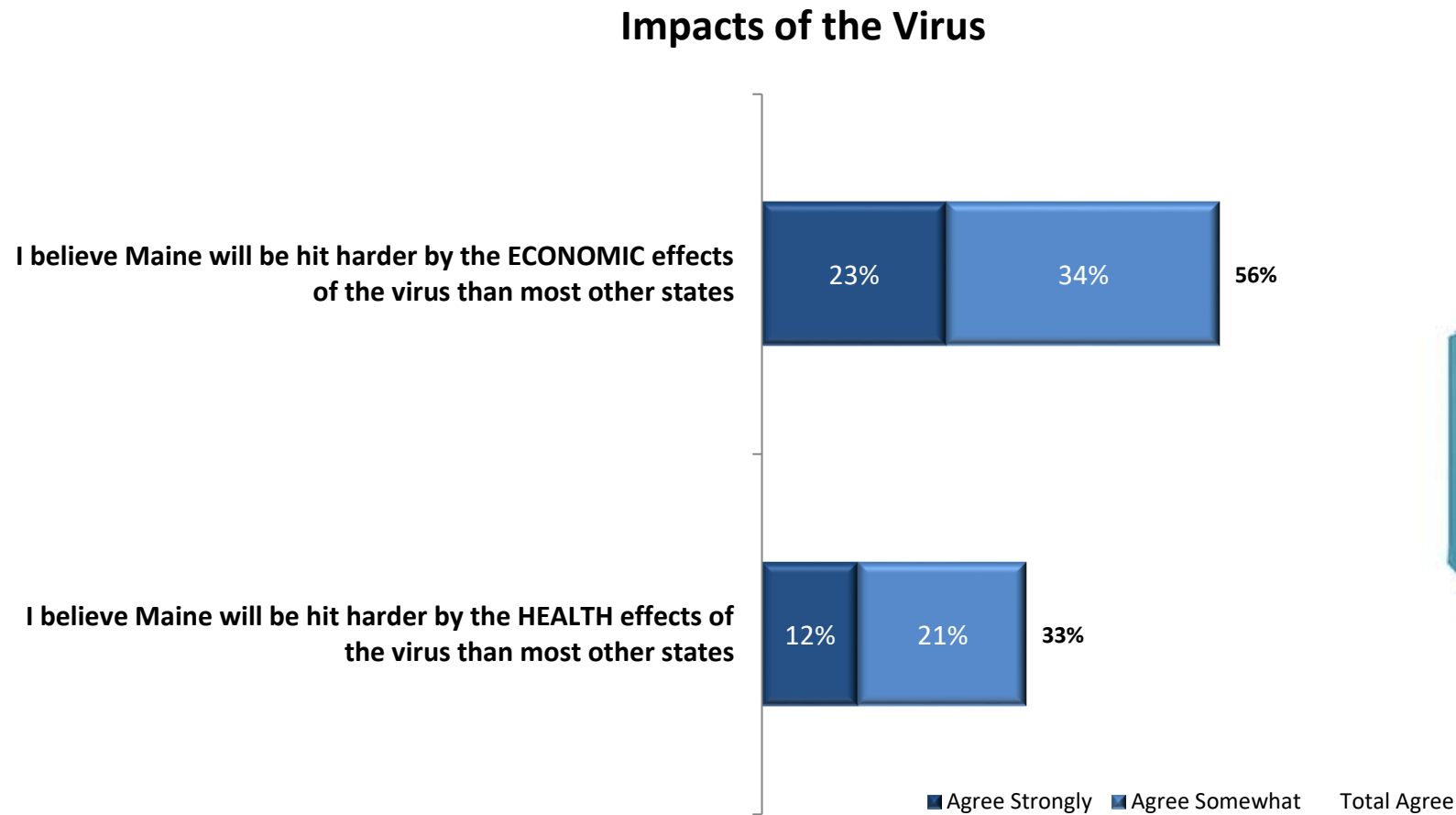
Most Likely Personal Impacts of the Virus



Among those who are aware of the coronavirus: (n=596)

Which of the following do you think will have the MOST impact on your own life over the course of the next 60 days?

Almost six out of ten Mainers believe the state will be hit harder than other states by the *economic* impact of the coronavirus, but only three out of ten believe the state will be hit harder than other states by the *health* impacts of the virus.



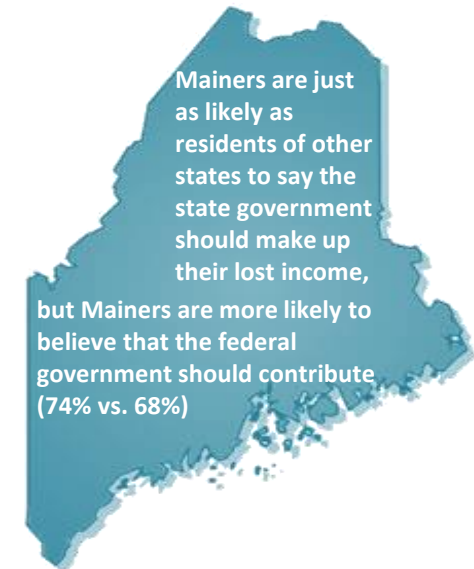
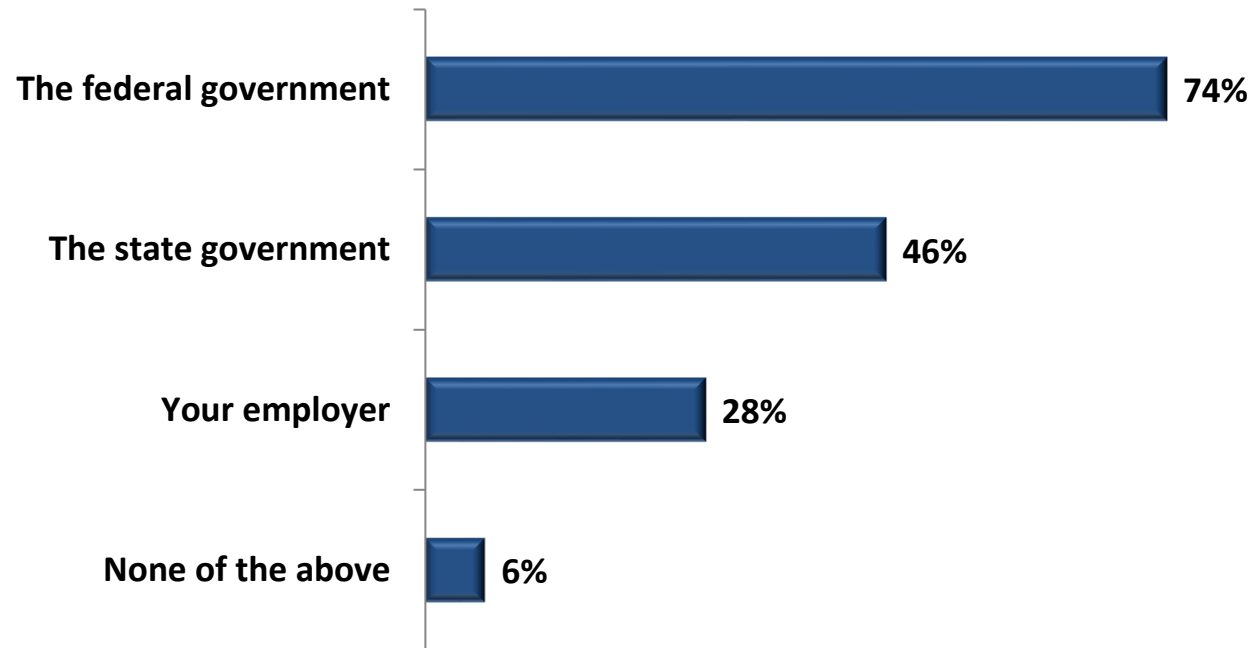
Mainers are less likely than American consumers overall to be concerned about the health impacts of the virus (33% vs. 48%).

Among those who are aware of the coronavirus: (n=596)

To what extent would you say you agree or disagree with the following statements?

Three out of four Mainers believe the federal government should cover any lost wages if they can't work, and half believe the state government should make up for their lost wages. One out of four believe their employer should cover their lost wages.

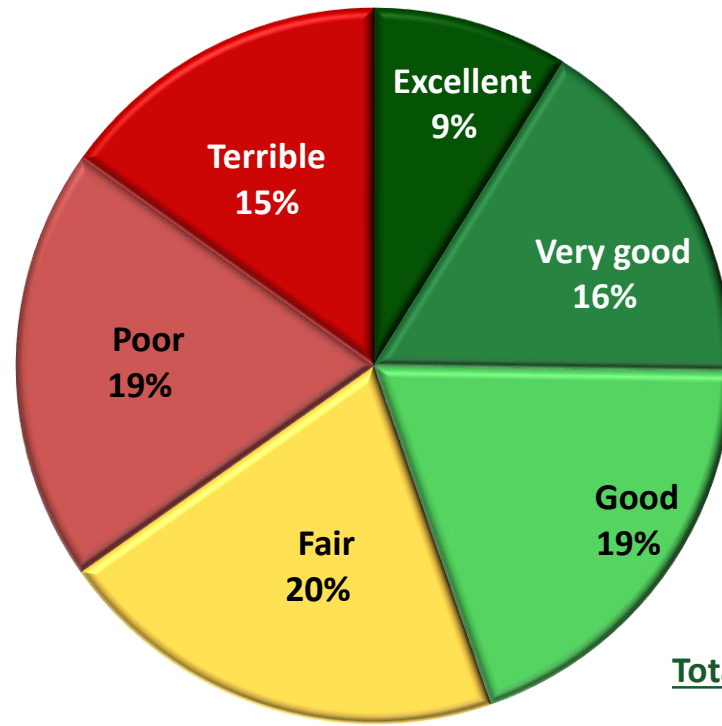
Financial Assistance for Lost Wages (% believing entities should cover their lost wages)



Among those who are aware of the coronavirus, are employed full- or part-time, and who provide a response shown: (n=278)

Roughly half of Mainers have a positive rating of the federal government's response to the coronavirus situation, including one out of four who rate the federal response as *excellent* or *very good*.

Views Toward the Federal Government's Response



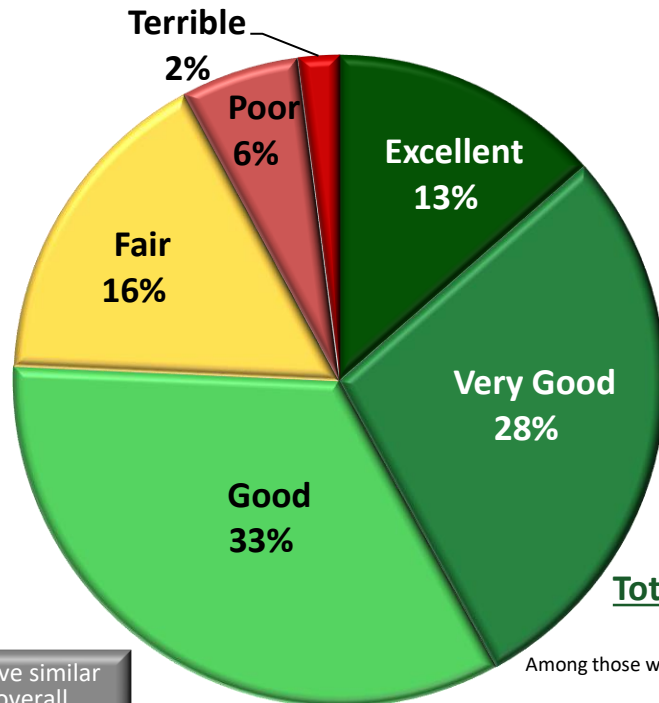
Maine Republicans are more than twice as likely as Democrats to rate the federal government's response to the crisis as *good* or better (69% vs. 32%).

Among those who are aware of the coronavirus: (n=596)

Four out of ten Mainers rate the state government's handling of the coronavirus situation as *excellent* or *very good*.
 Americans overall have generally similar reviews of their own states' handling of the situation.

Rating of State Government Responses to Coronavirus Situation

Ratings of Maine

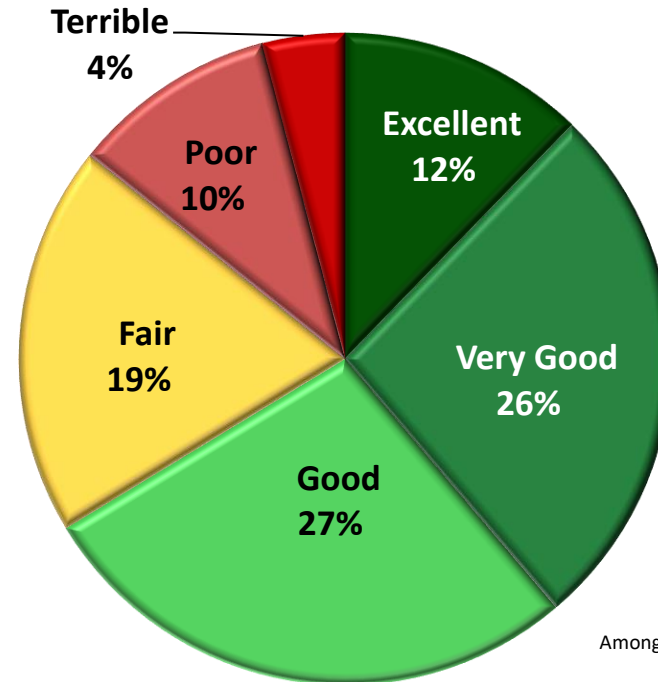


Total Highly Positive:
41%

Among those who are aware of the coronavirus:
 Maine (n=596)

Ratings of Other States

(by American consumers evaluating their own states)



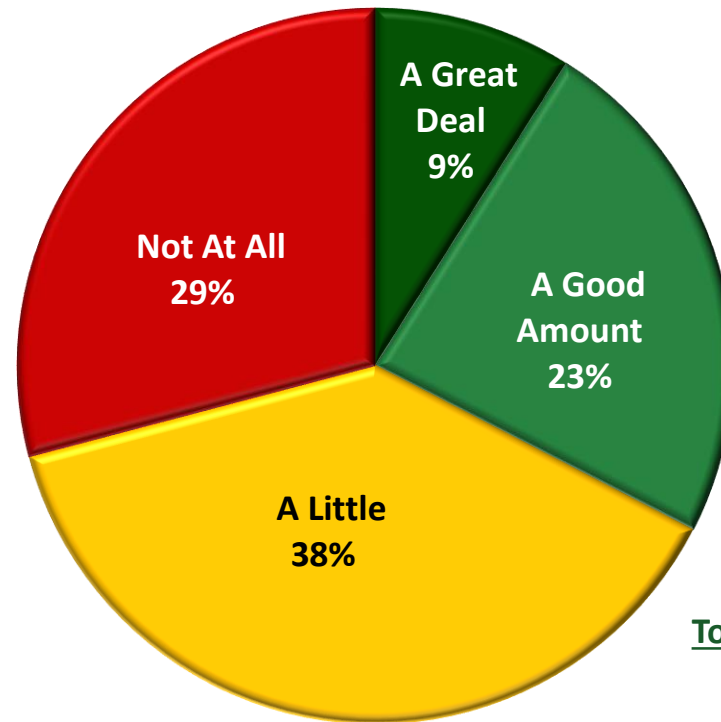
Total Highly Positive:
38%

Among those who are aware of the coronavirus:
 National (n=1,196)

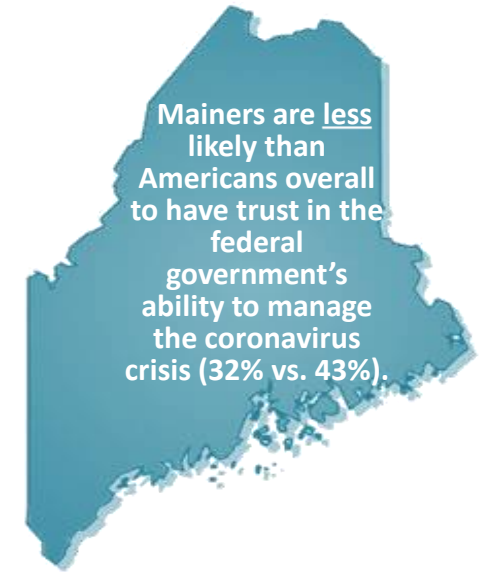
Republicans and Democrats have similar ratings of Maine's response overall.

Only one out of three Mainers have a *great deal* or *good amount* of trust in the federal government's ability to manage the coronavirus situation in a way that minimizes the impact it has on society. Four out of ten trust the federal government a *little*, and three out of ten do not trust the federal government *at all*.

Trust in the Federal Government's Management of the Coronavirus Situation



Total Trusting:
32%



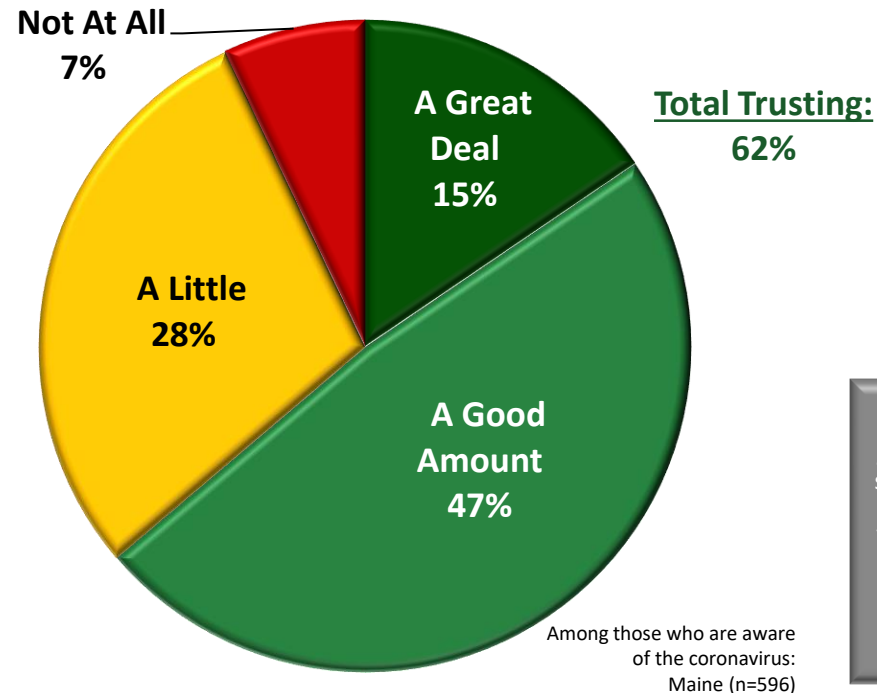
Maine Republicans are more than twice as likely as Democrats to have a *good amount* or *great deal* of trust in the federal government's ability to manage the crisis (57% vs. 23%).

Among those who are aware of the coronavirus: (n=596)

Two out of three Mainers have a *great deal* or a *good amount* of trust in the state government's ability to deal with the coronavirus – very similar to how consumers across the country rate their own states.

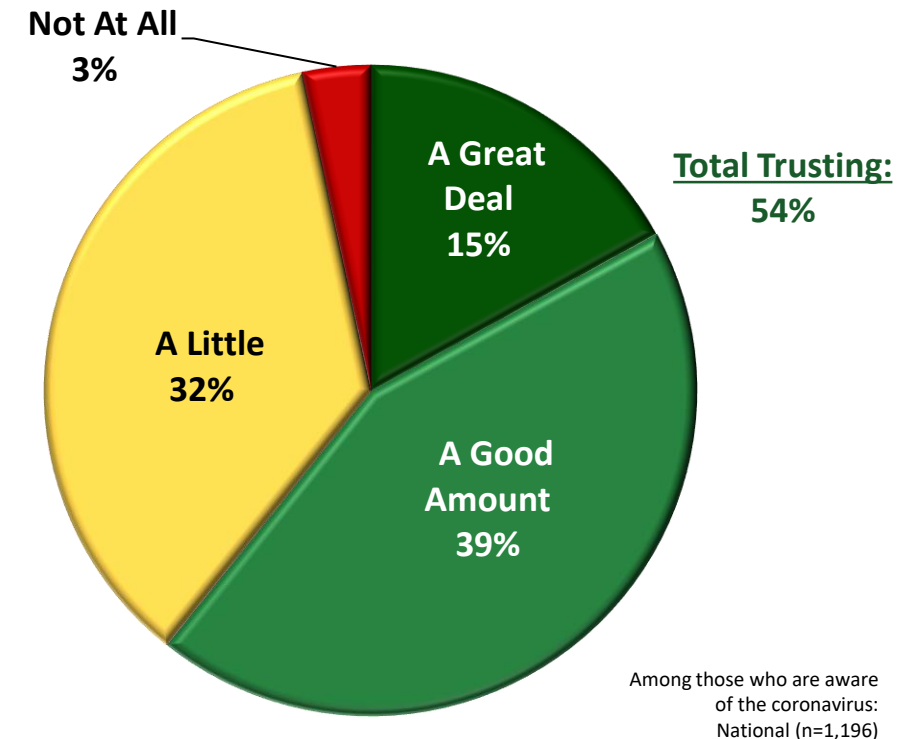
Amount of Trust in State Governments

Ratings of Maine



Ratings of Other States

(by American consumers evaluating their own states)



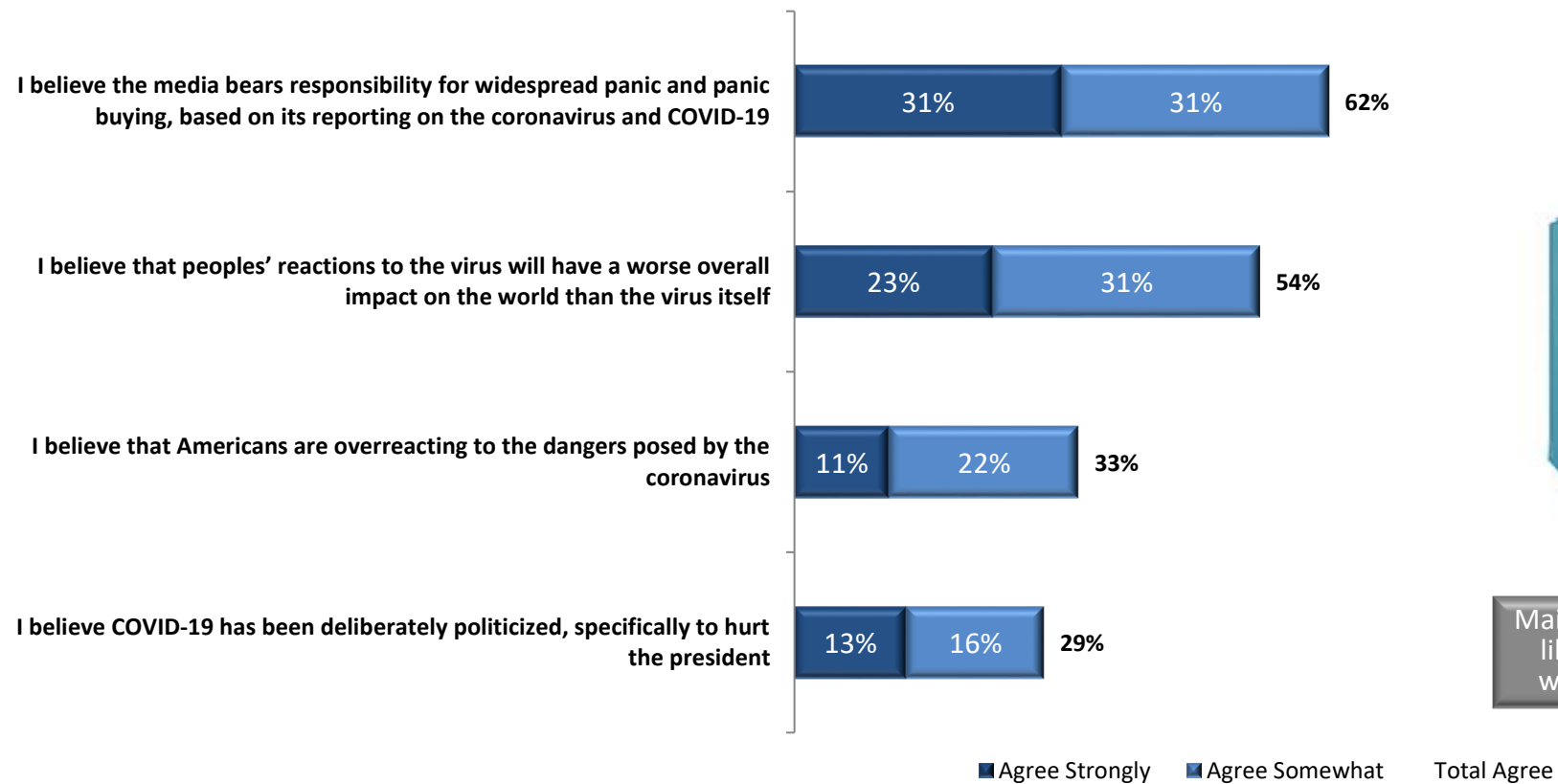
Although Democrats and Republicans in Maine have similar ratings of the state government's handling of the coronavirus situation, the parties differ in their level of trust in Augusta: 74% of Democrats trust the state government to handle the crisis, compared to 50% of Republicans.

Trust in state governments is not split across party lines among consumers nationally.

How much do you trust the state's government to manage the coronavirus in a way that minimizes the impact it has on Mainers? Overall, do you trust the state government...

Six out of ten Mainers believe the media has contributed to panic about the coronavirus situation, and about half believe that reactions to the virus are worse than the virus itself. At the same time, just three out of ten believe Americans are overreacting to the dangers of the virus generally or feel that the virus has been politicized to hurt the president.

Politicization of the Virus



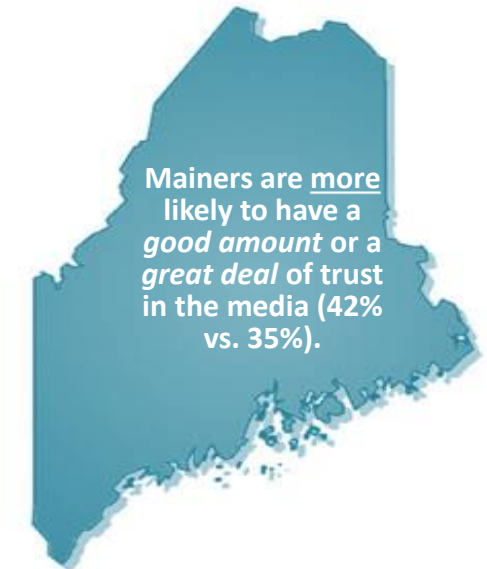
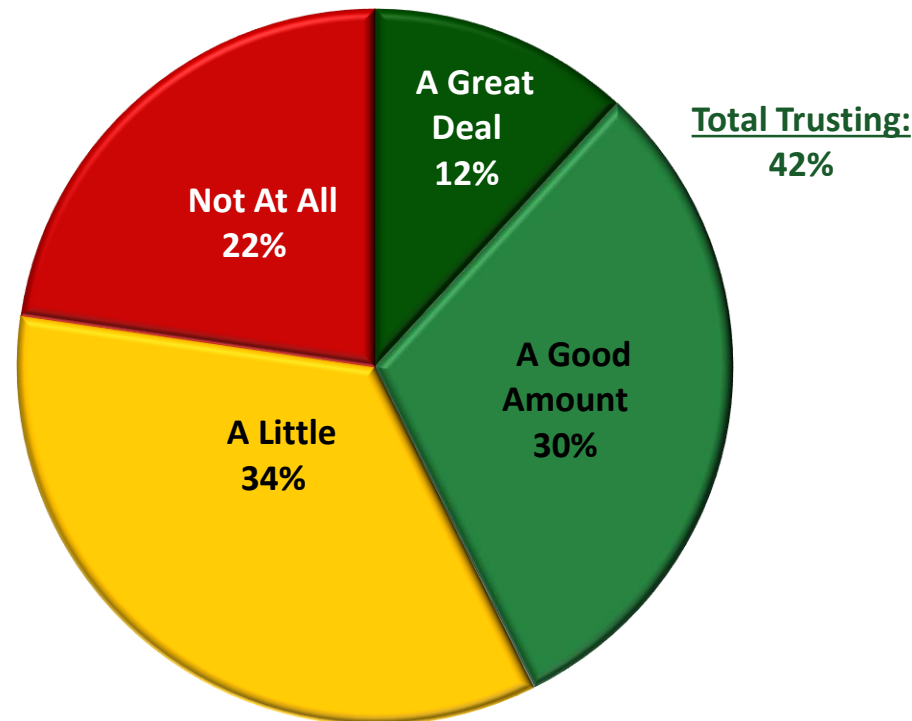
Maine Republicans are much more likely than Democrats to agree with each of these statements.

Among those who are aware of the coronavirus: (n=596)

To what extent would you say you agree or disagree with the following statements?

Four out of ten Mainers have *a great deal* or *good amount* of trust that the media will cover the coronavirus situation in an appropriate and responsible way.

Trust in the Media's Coverage of the Coronavirus Situation



Democrats in Maine are much more likely than Republicans to trust the mainstream media's reporting on the coronavirus (58% vs. 27%).

Among those who are aware of the coronavirus: (n=596)

For More Information

To learn more about this survey or its findings, contact:

Bob Domine

President, Digital Research Group

207.590.7401

Bob.Domine@DigitalResearch.com

About the DRI/Critical Insights National Omnibus Survey

NationWise™ On-demand



What is NationWise™ On-demand?

NationWise™ On-demand is a survey service that allows you to obtain valuable insights swiftly, economically, and on your own timeline.

NationWise™ provides survey responses from 1,200 demographically-representative American consumers.

What are the benefits?

Broad population reach, lower costs, and speed of data collection and processing.

With this 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 on any topic you want. For example:

- Messaging effectiveness;
- Brand awareness and advertising recall;
- Public opinion or consumer behavior;
- Demographics or other characteristics of your target market.

Not sure how to word your questions? We can help you hammer out the details.

What are the deliverables?

We provide the responses to your questions analyzed by standard demographic subgroups, as well as a full demographic profile of respondents. You receive output in Microsoft Excel and Word.

We can also provide customized subgroup breakouts, written data analysis and guidance in interpreting results. Additional fees may apply.

How is NationWise™ On-demand different from omnibus surveys?

Unlike omnibus surveys, NationWise™ is:

- On-demand – we field it when you need it;
- Offered by a full-service market research consultancy – not just a panel or “field-and-tab” company;
- Priced lower and provides a larger sample size than many omnibus services; and
- Clear and exact in its pricing – you only pay for the number of questions you want to ask.



www.digitalresearch.com

NationWise™ On-demand



How quickly can I get the results?

Generally, ten days.

For example, if you approve your questions by Monday at noon, we'll send you the tabulated responses no later than Thursday of the following week.

How much does it cost?

That depends on how many questions you ask. The more questions you ask, the better the value.

Pricing*			
4 questions (minimum)	5 to 7 questions	8 to 10 questions	11 to 15 questions
\$2,200 Total	\$500 Each	\$450 Each	\$425 Each

- Questions may be single or multi-choice with up to 10 response options, a rating scale with up to four (4) items rated, or an open-end. Open-ends can be coded and tabulated for an additional charge.
- 15 question maximum.
- Special features such as images or complicated programming may result in additional charges.

Who is DRI?

- Digital Research, Inc. (DRI) 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™ On-demand...or if you would like to discuss other market research solutions, please contact:

Traverse Burnett
(207) 985-7660

Traverse.Burnett@DigitalResearch.com



www.digitalresearch.com

www.digitalresearch.com