

Summary of Proprietary Findings From the *Critical Insights on Maine*™ Survey for **The Kennebec Estuary Land Trust**



November 2019



A Division of DR

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 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.
 - **This document presents the results of questions included in the fall 2019 wave of the survey on behalf of the Kennebec Estuary Land Trust.**
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- This wave of the survey included a total of 600 respondents across the state who were surveyed by phone (300 respondents) or online (300 respondents) in October of 2019.
 - 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.
 - On average, the entire survey instrument was 20 minutes in administrative length – including both general-interest items and all proprietary subscriber items.

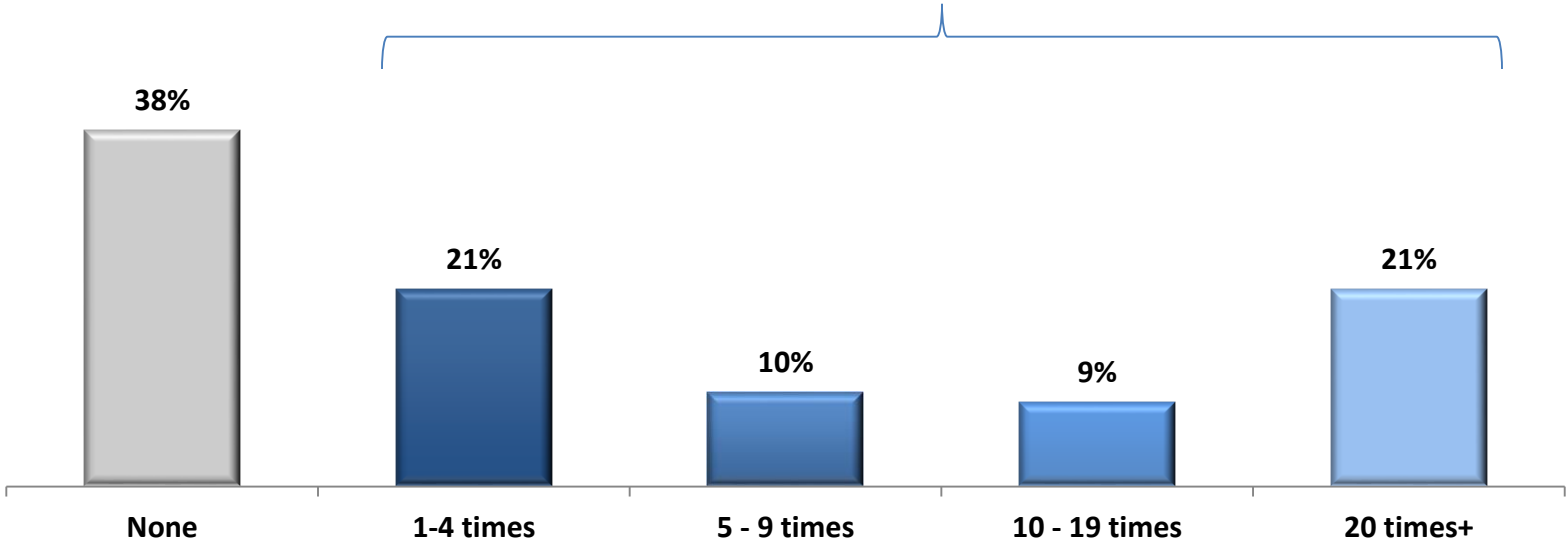
Proprietary Results



Most Mainers have engaged in some form of trail-based recreation in the state within the past year.

Frequency of Trail-based Recreation in Maine

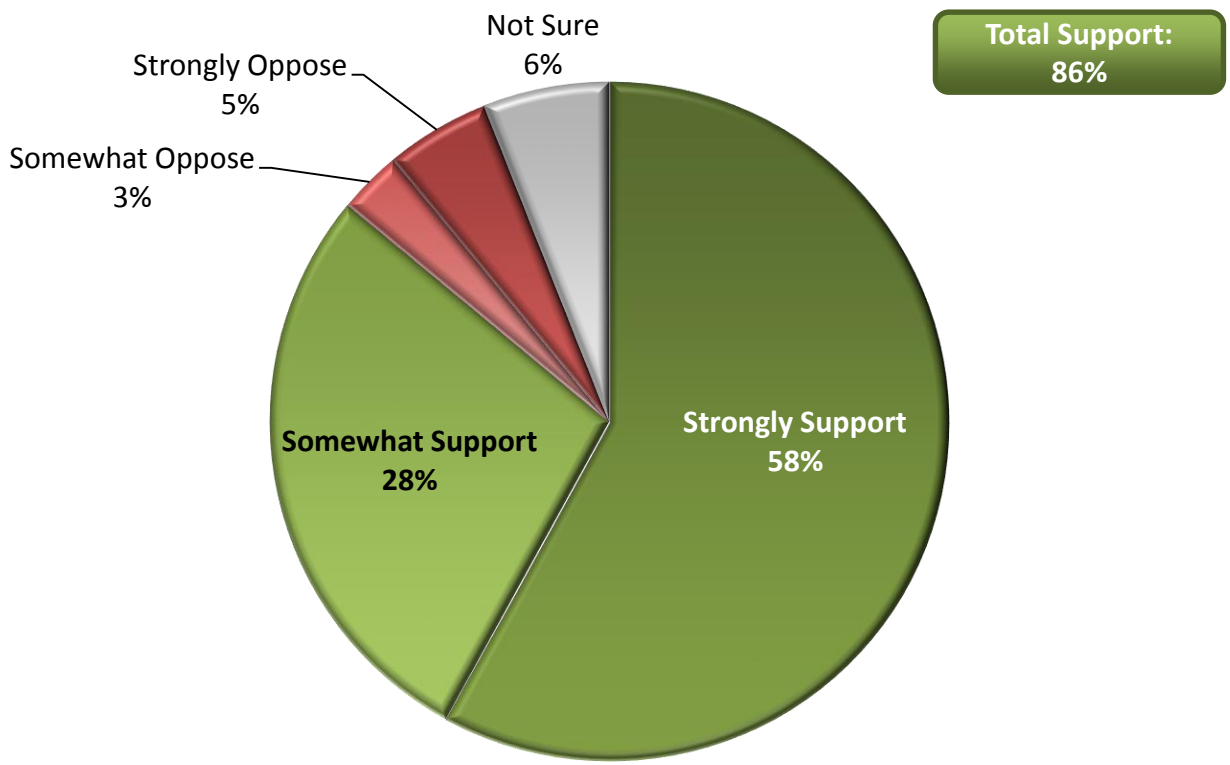
61% engage in outdoor trail recreation.



Among all (n=600)

Almost nine out of ten voters in Maine support converting unused railroad tracks to recreation trails. More than half of voters *strongly* support such conversions.

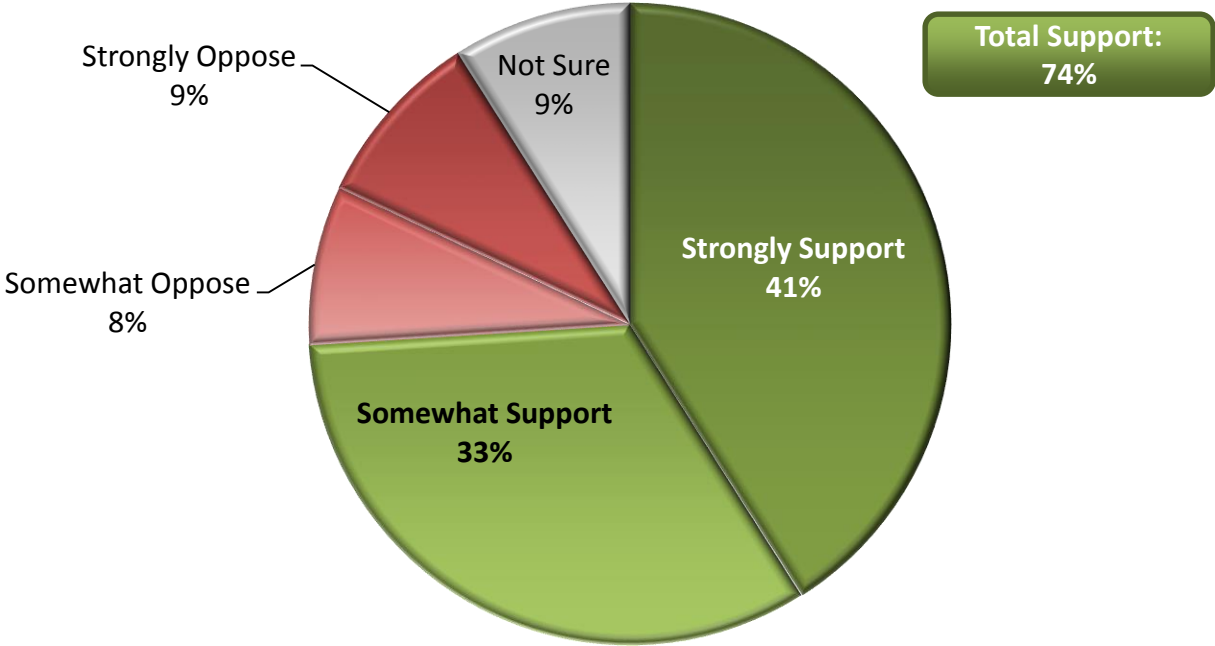
Support for Converting Unused Railroad Tracks to Recreation Trails



Among all (n=600)

Three out of four voters would support a state bond issue to build and expand outdoor recreation trails in Maine; most of those – four out of ten overall – would *strongly* support the bond issue.

Support for State Bond Issue to Build/Expand Recreation Trails



Among all (n=600)