

November 1, 2021

MAINE ELECTION UPDATE: MOST MAINERS HEARD A LOT ABOUT QUESTION 1, MUCH LESS LIKELY TO UNDERSTAND WHAT IT MEANS

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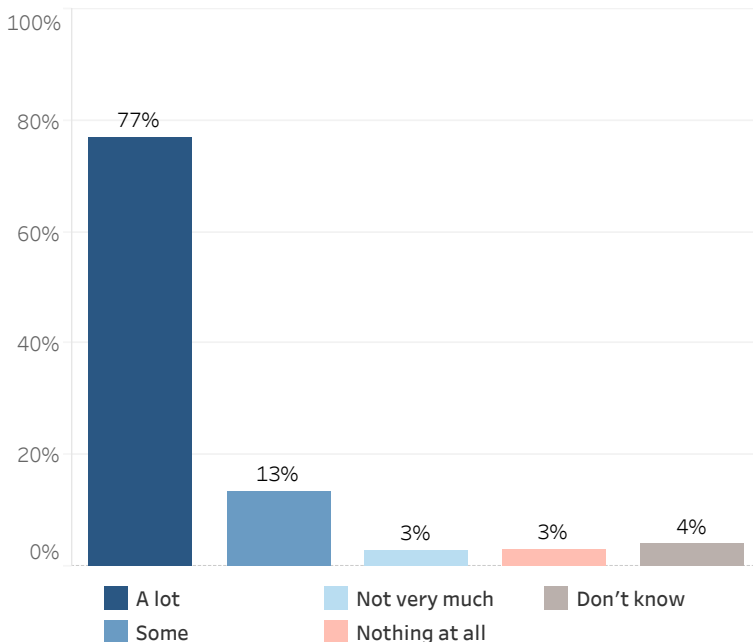
DURHAM, NH - On the eve of the Maine 2021 Referendum election, more than three-quarters of Mainers report having heard or seen a lot about Question 1, whether to continue or halt construction on the Central Maine Power transmission corridor and to require retroactive legislative approval for similar projects, while far fewer have heard that much about Questions 2 or 3. Despite their awareness of Question 1, only half of Mainers say they understand it very well.

These findings are based on the latest **Pine Tree State Poll***, conducted by the University of New Hampshire Survey Center. One thousand and forty-eight (1,048) Maine residents completed the survey online between October 21 and October 27, 2021. The margin of sampling error for the survey is +/- 3.0 percent. Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the Maine Secretary of State and to 2020 election results in Maine. Maine residents were randomly contacted through a text message to participate in the survey. Upon completing the survey, participants were invited to join the Pine Tree State Panel, through which members are asked to participate in online surveys sponsored by the UNH Survey Center.

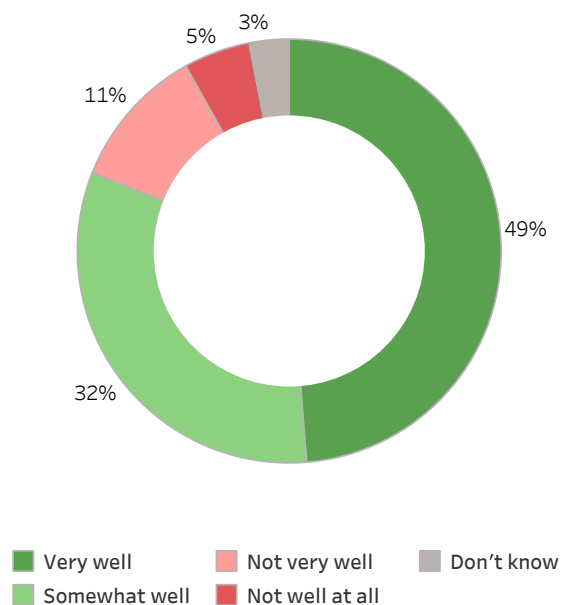
2021 Maine Question 1

Maine voters will shortly decide on three referenda in the November 2021 election. Question 1 asks whether voters wish to halt construction of the Central Maine Power transmission corridor and to require retroactive legislative approval to similar projects in the state. This issue has attracted considerable media attention and proponents and opponents have spent millions of dollars on ads trying to persuade voters. It is no surprise that more than three-quarters of Maine residents (77%) say they have heard a lot about Question 1, 13% have heard some about it, and only 3% each have heard not very much or nothing at all. Cumbersome ballot wording and conflicting advertising messages have left many Mainers confused about the issue – while 49% say they understand Question 1 very well, 32% say they understand it only somewhat well, 11% do not understand it very well, and 5% do not understand it well at all.

How Much Heard or Seen About 2021 Maine Referendum Question 1



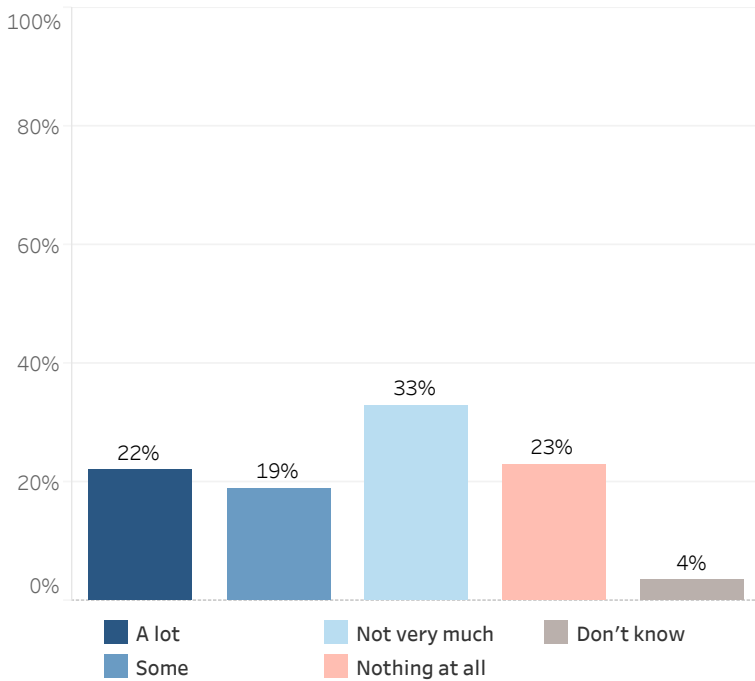
How Well Understand 2021 Maine Referendum Question 1



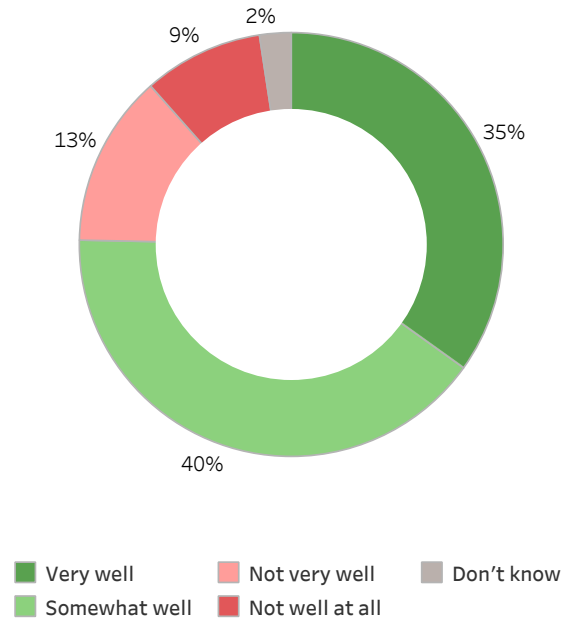
* We ask that this copyrighted information be referred to as *the Pine Tree State Poll*, conducted by the University of New Hampshire Survey Center.

Question 2 asks whether voters wish to approve a \$100,000,000 bond issue to build or improve transportation in the state. This ballot question has received far less media and advertising attention; only 22% of Maine residents say they have heard a lot about Question 2, 19% have heard some about it, 33% have heard not very much, and 23% have heard nothing at all. The lack of attention has left voters somewhat uninformed about what Question 2 means – only 35% say they understand Question 2 very well, 40% say they understand it somewhat well, 13% do not understand it very well, and 9% do not understand it well at all.

How Much Heard or Seen About 2021 Maine Referendum Question 2

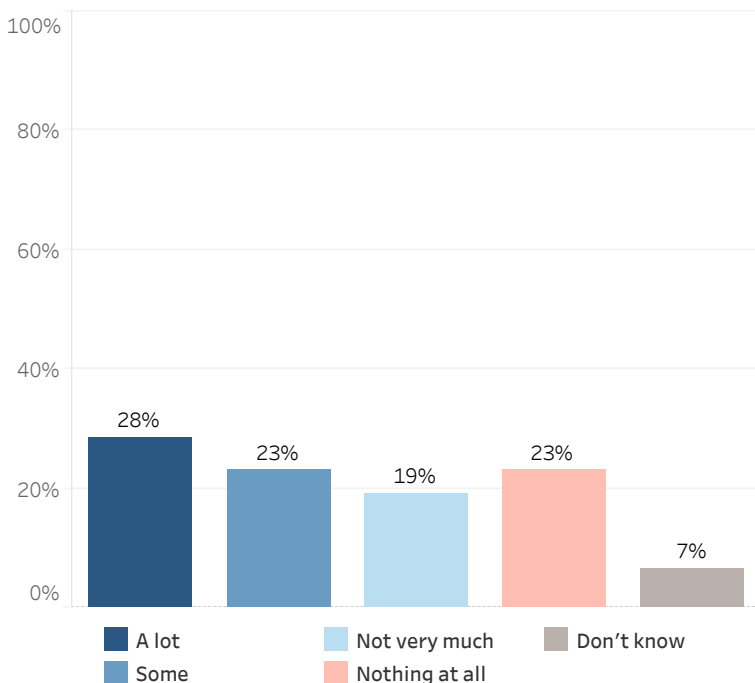


How Well Understand 2021 Maine Referendum Question 2

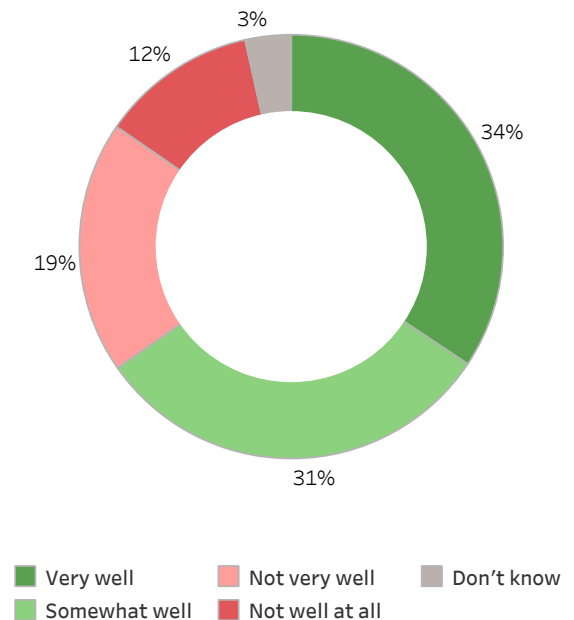


Finally, Question 3 asks whether voters favor amending the Maine Constitution to declare that all individuals have a right to grow, raise, harvest, produce, and consume the food of their choosing. This ballot question has also received much less attention and only 28% of Maine residents say they have heard a lot about it, 23% have heard some about it, 19% have heard not very much about it, and 23% have heard nothing at all about it. Voter understanding of Question 3 is also low – only 34% say they understand Question 3 very well, 31% say they understand it somewhat well, 19% do not understand it very well, and 12% do not understand it well at all.

How Much Heard or Seen About 2021 Maine Referendum Question 3



How Well Understand 2021 Maine Referendum Question 3



Pine Tree State Poll Methodology

These findings are based on the latest Pine Tree State Poll, conducted by the University of New Hampshire Survey Center. One thousand and forty-eight (1,048) Maine residents completed the survey online between October 21 and October 27, 2021. The margin of sampling error for the survey is +/- 3.0 percent. These MSE's have not been adjusted for design effect. The design effect for the survey is 1.7%.

Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the Maine Secretary of State and to 2020 election results in Maine.

Maine residents were randomly contacted through a text message to participate in the survey. Upon completing the survey, participants were invited to join the Pine Tree State Panel, which is part of an effort by the University of New Hampshire Survey Center to investigate new ways of gathering and understanding the opinion of Maine residents. Panelists were then asked to participate in online surveys sponsored by the UNH Survey Center.

The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions. Due to rounding, percentages may not sum to 100%.

For more information about the methodology used in the Pine Tree State Panel, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

October 2021 Pine Tree State Poll Demographics

		%	N
Gender of Respondent	Men	52%	521
	Women	48%	489
Age of Respondent	18 to 34	25%	254
	35 to 49	19%	199
	50 to 64	31%	320
	65 and older	25%	254
Level of Education	High school or less	39%	406
	Tech school/Some college	29%	306
	College graduate	20%	209
	Postgraduate work	12%	124
Region of State	Central Maine	23%	238
	Downeast/Coastal Maine	18%	181
	Northern Maine	22%	220
	Southern Maine	37%	379
Party ID	Democrat	46%	470
	Independent	14%	139
	Republican	40%	411
Voting Registration	Registered Democrat	36%	369
	Registered Unenrolled/Not Reg.	32%	329
	Registered Republican	28%	294
	Registered Green	4%	41
2018 ME Gov Vote	Voted for Mills	49%	488
	Voted for Moody	28%	285
	Voted for other 2018 candidate	4%	44
	Did not vote in 2018	18%	185
2020 Presidential Vote	Voted for Trump	44%	424
	Voted for Biden	53%	512
	Voted for other 2020 candidate	3%	28

How Much Heard or Seen About 2021 Maine Referendum Question 1

How much have you heard or seen about the following ballot questions in the 2021 Maine Referendum Election? Question 1

	<u>A lot</u>	<u>Some</u>	<u>Not very much</u>	<u>Nothing at all</u>	<u>Don't know/Not sure</u>	<u>N</u>
October 2021	77%	13%	3%	3%	4%	1,037

How Much Heard or Seen About 2021 Maine Referendum Question 2

How much have you heard or seen about the following ballot questions in the 2021 Maine Referendum Election? Question 2

	<u>A lot</u>	<u>Some</u>	<u>Not very much</u>	<u>Nothing at all</u>	<u>Don't know/Not sure</u>	<u>N</u>
October 2021	22%	19%	33%	23%	4%	1,039

How Much Heard or Seen About 2021 Maine Referendum Question 3

How much have you heard or seen about the following ballot questions in the 2021 Maine Referendum Election? Question 3

	<u>A lot</u>	<u>Some</u>	<u>Not very much</u>	<u>Nothing at all</u>	<u>Don't know/Not sure</u>	<u>N</u>
October 2021	28%	23%	19%	23%	7%	1,035

How Well Understand 2021 Maine Referendum Question 1

How well do you feel you understand the following ballot questions in the 2021 Maine Referendum Election? Question 1

	<u>Very well</u>	<u>Somewhat well</u>	<u>Not very well</u>	<u>Not well at all</u>	<u>Don't know/Not sure</u>	<u>N</u>
October 2021	49%	32%	11%	5%	3%	1,040

How Well Understand 2021 Maine Referendum Question 2

How well do you feel you understand the following ballot questions in the 2021 Maine Referendum Election? Question 2

	<u>Very well</u>	<u>Somewhat well</u>	<u>Not very well</u>	<u>Not well at all</u>	<u>Don't know/Not sure</u>	<u>N</u>
October 2021	35%	40%	13%	9%	2%	1,035

How Well Understand 2021 Maine Referendum Question 3

How well do you feel you understand the following ballot questions in the 2021 Maine Referendum Election? Question 3

	<u>Very well</u>	<u>Somewhat well</u>	<u>Not very well</u>	<u>Not well at all</u>	<u>Don't know/Not sure</u>	<u>N</u>
October 2021	34%	31%	19%	12%	3%	1,029

How Much Heard or Seen About 2021 Maine Referendum Question 1

		<u>A lot</u>	<u>Some</u>	<u>Not very much</u>	<u>Nothing at all</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	October 2021	77%	13%	3%	3%	4%	1,037
Voting Registration	Registered Democrat	85%	10%	2%	1%	1%	367
	Registered Unenrolled/Not Reg.	71%	15%	3%	4%	6%	323
	Registered Republican	76%	16%	3%	3%	3%	291
	Registered Green	70%	11%	2%	9%	9%	41
Party ID	Democrat	81%	12%	2%	1%	4%	467
	Independent	75%	13%	2%	4%	5%	133
	Republican	74%	14%	4%	5%	3%	409
Age of Respondent	18 to 34	72%	17%	4%	2%	4%	247
	35 to 49	79%	13%	2%	4%	3%	198
	50 to 64	75%	14%	2%	3%	6%	318
	65 and older	84%	10%	1%	3%	2%	252
Gender of Respondent	Men	81%	10%	4%	3%	3%	520
	Women	72%	18%	2%	3%	6%	480
Level of Education	High school or less	74%	13%	4%	5%	5%	406
	Tech school/Some college	75%	15%	2%	2%	6%	299
	College graduate	82%	13%	3%	2%	1%	205
	Postgraduate work	84%	12%	3%	1%	1%	123
Region of State	Central Maine	86%	11%	0%	1%	1%	230
	Downeast/Coastal Maine	78%	14%	3%	1%	3%	180
	Northern Maine	53%	24%	3%	9%	11%	219
	Southern Maine	83%	9%	4%	2%	2%	378
2020 Presidential Vote	Voted for Trump	75%	14%	4%	3%	5%	422
	Voted for Biden	83%	11%	2%	1%	3%	504
	Voted for other 2020 candidate	56%	7%	14%	18%	5%	28
2018 ME Gov Vote	Voted for Mills	84%	11%	2%	1%	2%	486
	Voted for Moody	80%	10%	1%	4%	5%	283
	Voted for other 2018 candidate	69%	27%	1%	0%	3%	44
	Did not vote in 2018	60%	19%	8%	8%	5%	179

How Much Heard or Seen About 2021 Maine Referendum Question 2

		A lot	Some	Not very much	Nothing at all	Don't know/Not sure	N
STATEWIDE	October 2021	22%	19%	33%	23%	4%	1,039
Voting Registration	Registered Democrat	24%	20%	34%	21%	1%	367
	Registered Unenrolled/Not Reg.	28%	15%	26%	27%	5%	323
	Registered Republican	14%	20%	40%	22%	5%	292
	Registered Green	12%	27%	31%	22%	8%	41
Party ID	Democrat	26%	18%	30%	23%	2%	469
	Independent	16%	20%	33%	26%	6%	132
	Republican	18%	19%	38%	22%	3%	410
Age of Respondent	18 to 34	9%	16%	37%	34%	4%	247
	35 to 49	20%	18%	32%	25%	5%	199
	50 to 64	26%	20%	30%	21%	4%	318
	65 and older	30%	23%	32%	14%	1%	253
Gender of Respondent	Men	22%	20%	35%	20%	3%	519
	Women	22%	18%	29%	26%	5%	483
Level of Education	High school or less	29%	12%	34%	21%	4%	406
	Tech school/Some college	15%	23%	31%	27%	4%	300
	College graduate	16%	25%	35%	21%	3%	206
	Postgraduate work	23%	23%	30%	23%	1%	123
Region of State	Central Maine	18%	16%	35%	27%	3%	231
	Downeast/Coastal Maine	27%	19%	28%	23%	3%	180
	Northern Maine	19%	20%	25%	27%	8%	219
	Southern Maine	23%	19%	37%	19%	2%	379
2020 Presidential Vote	Voted for Trump	19%	17%	41%	19%	3%	423
	Voted for Biden	26%	19%	28%	23%	4%	506
	Voted for other 2020 candidate	18%	26%	21%	29%	5%	28
2018 ME Gov Vote	Voted for Mills	29%	19%	29%	20%	3%	487
	Voted for Moody	18%	21%	39%	18%	4%	284
	Voted for other 2018 candidate	15%	23%	38%	24%		43
	Did not vote in 2018	12%	14%	36%	33%	4%	179

How Much Heard or Seen About 2021 Maine Referendum Question 3

		A lot	Some	Not very much	Nothing at all	Don't know/Not sure	N
STATEWIDE	October 2021	28%	23%	19%	23%	7%	1,035
Voting Registration	Registered Democrat	25%	30%	20%	21%	4%	368
	Registered Unenrolled/Not Reg.	31%	22%	17%	21%	9%	318
	Registered Republican	28%	16%	20%	29%	7%	293
	Registered Green	37%	15%	24%	17%	7%	41
Party ID	Democrat	22%	30%	20%	22%	5%	469
	Independent	22%	11%	21%	31%	14%	131
	Republican	36%	19%	18%	21%	5%	407
Age of Respondent	18 to 34	20%	12%	28%	35%	4%	248
	35 to 49	35%	15%	19%	20%	11%	199
	50 to 64	25%	30%	15%	22%	8%	318
	65 and older	35%	32%	16%	13%	4%	249
Gender of Respondent	Men	29%	24%	21%	21%	5%	518
	Women	28%	22%	17%	24%	9%	479
Level of Education	High school or less	36%	20%	13%	21%	10%	405
	Tech school/Some college	24%	18%	23%	29%	6%	297
	College graduate	25%	30%	24%	18%	4%	205
	Postgraduate work	18%	34%	22%	24%	2%	123
Region of State	Central Maine	30%	23%	20%	23%	4%	232
	Downeast/Coastal Maine	29%	25%	16%	20%	9%	180
	Northern Maine	28%	19%	14%	27%	12%	220
	Southern Maine	28%	25%	22%	22%	3%	374
2020 Presidential Vote	Voted for Trump	34%	17%	20%	21%	8%	418
	Voted for Biden	24%	31%	18%	22%	5%	506
	Voted for other 2020 candidate	45%	8%	22%	18%	8%	28
2018 ME Gov Vote	Voted for Mills	28%	28%	20%	20%	4%	487
	Voted for Moody	31%	23%	16%	18%	11%	279
	Voted for other 2018 candidate	20%	6%	30%	42%	2%	44
	Did not vote in 2018	24%	13%	21%	35%	6%	179

How Well Understand 2021 Maine Referendum Question 1

		Very well	Somewhat well	Not very well	Not well at all	Don't know/Not sure	N
STATEWIDE	October 2021	49%	32%	11%	5%	3%	1,040
Voting Registration	Registered Democrat	51%	34%	10%	4%	1%	369
	Registered Unenrolled/Not Reg.	47%	32%	9%	7%	4%	322
	Registered Republican	50%	32%	13%	4%	2%	294
	Registered Green	42%	22%	13%	9%	14%	41
Party ID	Democrat	51%	32%	11%	3%	3%	468
	Independent	47%	27%	9%	9%	8%	133
	Republican	49%	32%	11%	6%	1%	411
Age of Respondent	18 to 34	43%	33%	11%	9%	4%	248
	35 to 49	51%	34%	8%	3%	4%	199
	50 to 64	49%	30%	13%	4%	3%	319
	65 and older	53%	34%	7%	4%	2%	252
Gender of Respondent	Men	57%	29%	8%	4%	3%	519
	Women	41%	36%	14%	6%	4%	484
Level of Education	High school or less	46%	33%	14%	3%	4%	405
	Tech school/Some college	51%	29%	8%	8%	4%	299
	College graduate	48%	36%	11%	4%	2%	209
	Postgraduate work	51%	35%	9%	5%	0%	123
Region of State	Central Maine	56%	29%	7%	4%	4%	232
	Downeast/Coastal Maine	54%	27%	13%	4%	2%	181
	Northern Maine	37%	33%	11%	12%	7%	220
	Southern Maine	48%	36%	12%	3%	1%	377
2020 Presidential Vote	Voted for Trump	50%	31%	11%	5%	4%	424
	Voted for Biden	52%	29%	13%	4%	3%	505
	Voted for other 2020 candidate	30%	29%	3%	38%		28
2018 ME Gov Vote	Voted for Mills	51%	32%	11%	5%	1%	486
	Voted for Moody	54%	28%	8%	5%	5%	285
	Voted for other 2018 candidate	52%	38%	8%	2%	1%	44
	Did not vote in 2018	36%	42%	14%	5%	2%	179

How Well Understand 2021 Maine Referendum Question 2

		Very well	Somewhat well	Not very well	Not well at all	Don't know/Not sure	N
STATEWIDE	October 2021	35%	40%	13%	9%	2%	1,035
Voting Registration	Registered Democrat	39%	42%	12%	6%	1%	367
	Registered Unenrolled/Not Reg.	33%	45%	8%	12%	2%	322
	Registered Republican	33%	35%	20%	8%	3%	294
	Registered Green	35%	32%	10%	13%	10%	37
Party ID	Democrat	41%	40%	10%	8%	1%	468
	Independent	32%	39%	12%	7%	10%	129
	Republican	30%	40%	16%	12%	2%	409
Age of Respondent	18 to 34	34%	34%	16%	11%	5%	248
	35 to 49	33%	39%	17%	8%	3%	198
	50 to 64	35%	45%	10%	8%	2%	316
	65 and older	40%	40%	10%	10%	1%	253
Gender of Respondent	Men	37%	40%	12%	9%	3%	520
	Women	33%	41%	15%	9%	2%	477
Level of Education	High school or less	36%	39%	10%	13%	2%	402
	Tech school/Some college	33%	41%	16%	7%	3%	300
	College graduate	34%	41%	15%	6%	3%	206
	Postgraduate work	41%	42%	11%	5%	1%	123
Region of State	Central Maine	35%	43%	16%	4%	2%	232
	Downeast/Coastal Maine	39%	43%	8%	8%	2%	181
	Northern Maine	38%	24%	15%	17%	6%	219
	Southern Maine	30%	46%	13%	9%	1%	374
2020 Presidential Vote	Voted for Trump	34%	39%	15%	10%	2%	423
	Voted for Biden	38%	41%	10%	8%	3%	501
	Voted for other 2020 candidate	10%	44%	20%	27%	0%	28
2018 ME Gov Vote	Voted for Mills	40%	40%	10%	8%	2%	483
	Voted for Moody	33%	38%	17%	10%	2%	283
	Voted for other 2018 candidate	35%	37%	13%	15%	0%	44
	Did not vote in 2018	29%	41%	15%	12%	3%	179

How Well Understand 2021 Maine Referendum Question 3

		Very well	Somewhat well	Not very well	Not well at all	Don't know/Not sure	N
STATEWIDE	October 2021	34%	31%	19%	12%	3%	1,029
Voting Registration	Registered Democrat	30%	36%	21%	12%	1%	368
	Registered Unenrolled/Not Reg.	39%	28%	19%	11%	4%	317
	Registered Republican	34%	28%	21%	13%	3%	293
	Registered Green	36%	33%	1%	9%	20%	37
Party ID	Democrat	32%	30%	22%	12%	4%	468
	Independent	39%	38%	5%	10%	7%	129
	Republican	36%	30%	19%	14%	2%	404
Age of Respondent	18 to 34	43%	31%	15%	7%	3%	243
	35 to 49	38%	24%	23%	10%	6%	198
	50 to 64	29%	29%	23%	15%	3%	316
	65 and older	30%	36%	17%	15%	2%	252
Gender of Respondent	Men	37%	30%	22%	8%	4%	514
	Women	30%	33%	18%	16%	4%	477
Level of Education	High school or less	44%	24%	16%	12%	4%	397
	Tech school/Some college	31%	34%	19%	11%	4%	299
	College graduate	30%	37%	20%	11%	2%	206
	Postgraduate work	22%	33%	29%	14%	2%	123
Region of State	Central Maine	33%	33%	25%	9%	0%	232
	Downeast/Coastal Maine	39%	33%	12%	14%	2%	180
	Northern Maine	36%	23%	19%	12%	10%	214
	Southern Maine	32%	32%	20%	14%	2%	373
2020 Presidential Vote	Voted for Trump	36%	30%	17%	12%	5%	422
	Voted for Biden	32%	31%	22%	13%	3%	502
	Voted for other 2020 candidate	33%	39%	18%	7%	3%	23
2018 ME Gov Vote	Voted for Mills	34%	30%	20%	13%	2%	483
	Voted for Moody	30%	34%	18%	12%	6%	277
	Voted for other 2018 candidate	19%	37%	27%	17%		44
	Did not vote in 2018	44%	25%	18%	9%	3%	179