April 26, 2023

MAINERS OPEN TO PROPOSED TIKTOK BAN, WANT MORE REGULATION OF SPEECH ON SOCIAL MEDIA

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DURHAM, NH - Six in ten Maine residents believe the social media platform TikTok poses a high or moderate threat to national security and a slim majority support a ban on the platform. A plurality of Mainers believe social media companies should regulate more content on their platforms. A plurality also believe social media companies in general are biased against the political right. A majority disapprove of how Joe Biden has handled his job as president but six in ten approve of Janet Mills' performance as governor.

TikTok

TikTok is a popular social media platform, especially among young people in the U.S. But recently, increased tensions with China have raised concerns in the U.S. and in other countries about the data TikTok may be providing to the Chinese government. Fifteen percent of Maine residents say that they are current users of TikTok, while 16% say they used it in the past but no longer do and 69% say they have never used the platform. About one-fifth of those aged 18 to 34 (21%) and those aged 35 to 49 (20%) say that they currently use the platform, while 17% of those aged 50 to 64 and only 3% of those aged 65 and older say they currently use it.

The U.S. House of Representatives is considering several bills to regulate TikTok, including a possible ban on the platform in the United States, with some calling the platform a security risk given its ownership by a Chinese corporation. Just over half (51%) of Mainers strongly (31%) or somewhat (20%) support banning TikTok, 28% strongly (13%) or somewhat (15%) oppose banning TikTok, 15% are neutral, and 7% are unsure. A majority of Republicans (68%) and half of Independents (50%) support banning TikTok while Democrats are divided with 36% in support of banning the platform and 40% opposed. Only 9% of current users of TikTok support banning it while 52% oppose banning it.

Support or Oppose Ban on TikTok - By Party ID
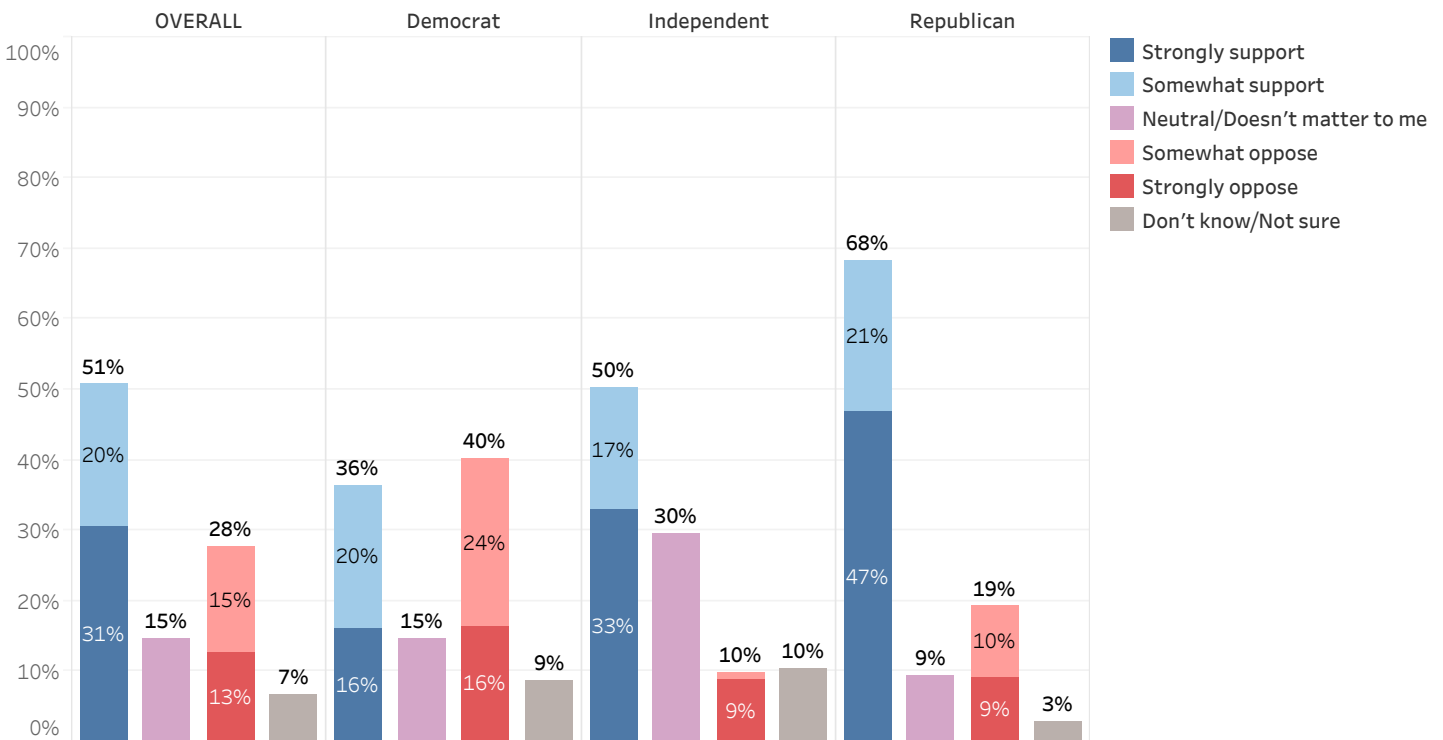
*   We ask that this copyrighted information be referred to as *the Pine Tree State Poll,* a States of Opinion Project, conducted by the University of New Hampshire Survey Center.

Overall, 31% of Mainers think TikTok poses a high risk to the country's national security, another 31% think it poses a moderate risk, 11% think it poses a low risk, 5% think it poses no risk, and 22% are unsure. Among those who are current users of TikTok, 42% think that TikTok poses a high or moderate risk to national security. Nearly two-thirds (63%) of past users and two-thirds (67%) of those who have never used the platform believe it poses a high or moderate risk to national security.

Threat of TikTok to National Security - By Use of TikTok
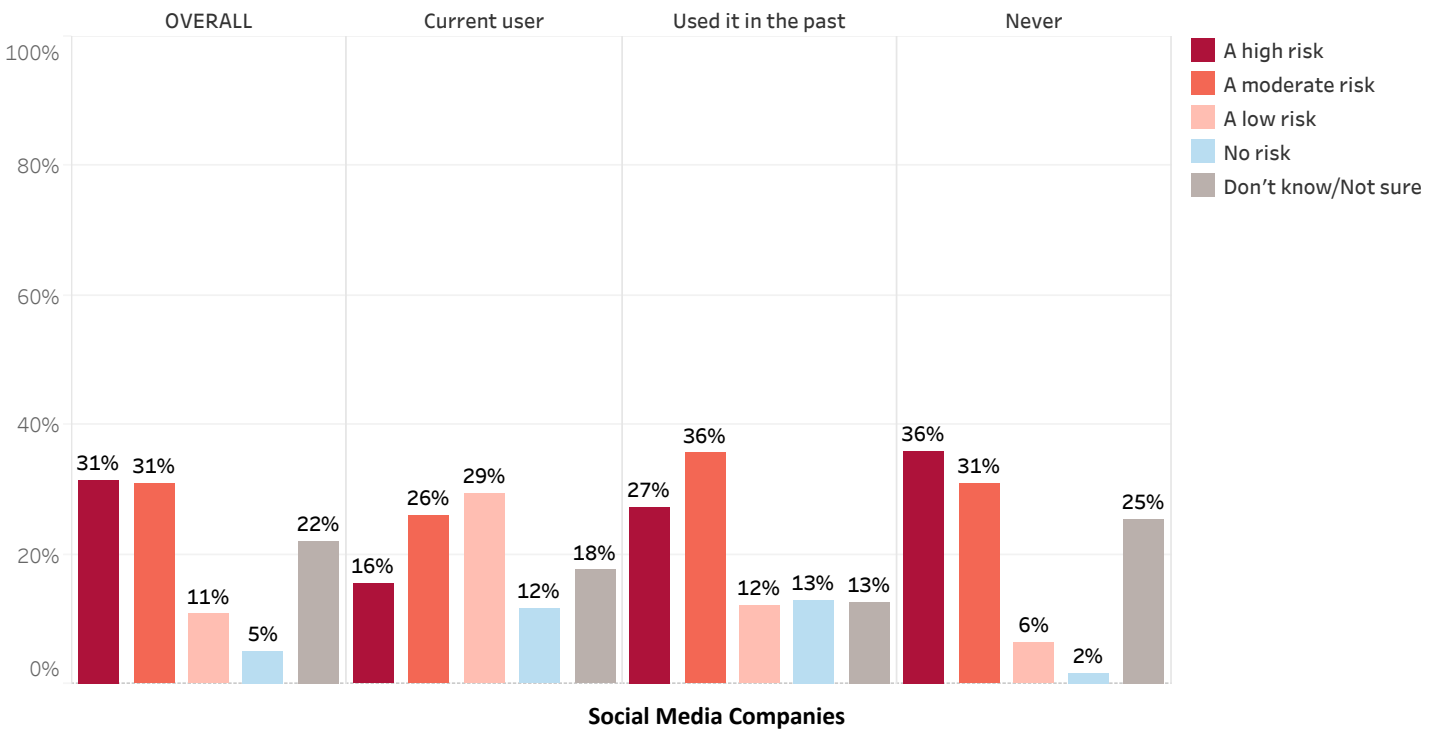
During recent elections, there have been concerns raised about whether social media platforms are biased in how they block the posting of controversial political information. One in five (21%) Maine residents believe that social media companies are biased against the political left, 39% think social media companies are biased against the political right, 29% think they are not biased toward either side, and 11% are unsure. Nearly two-thirds of Democrats (65%) think that social media companies are not biased towards either side or are unsure. By contrast, three-quarters (76%) of Republicans believe that social media companies are biased against the political right.

Social Media Biased Against Left or Right - By Party ID
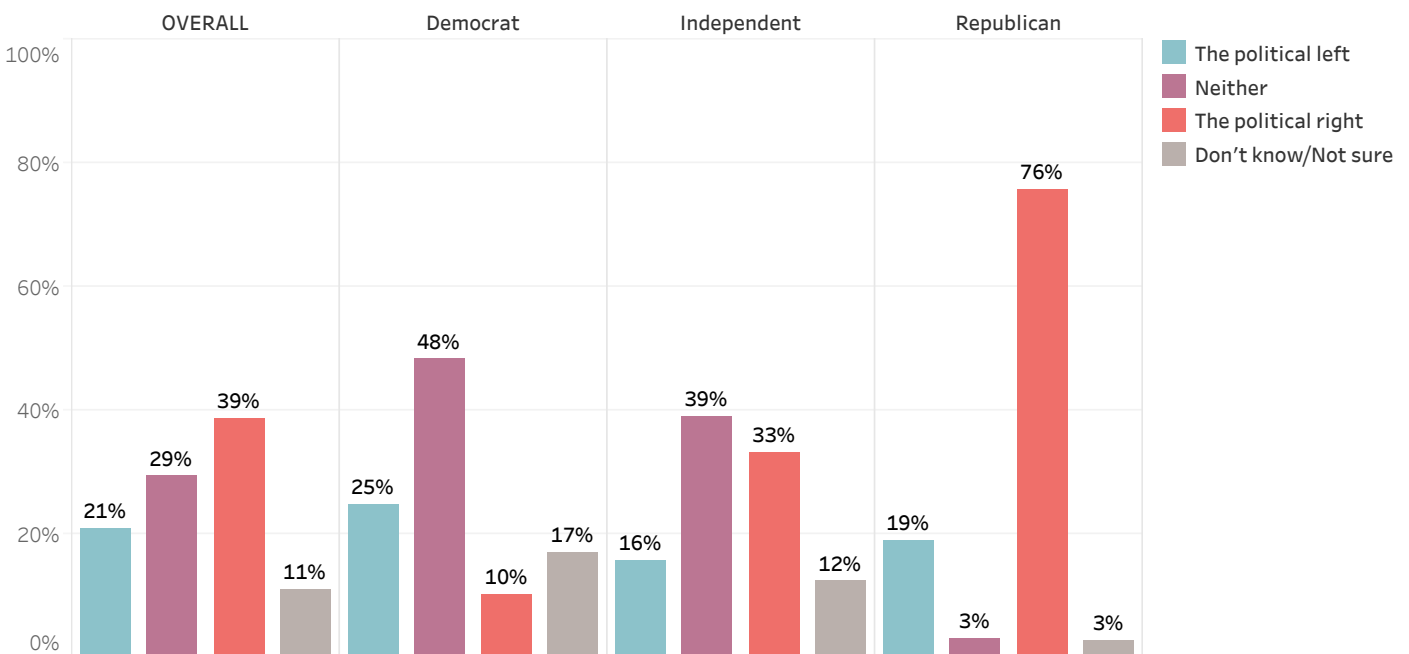
Elon Musk, who purchased Twitter in 2022, has called for posts on Twitter to be less heavily regulated for potential misinformation than before his purchase of the company. Others argue that Twitter and other social media companies need to more heavily regulate what is said on their platforms to slow the spread of hateful speech and misinformation.

A plurality (42%) of Maine residents believe social media companies should regulate content more, 15% think they should regulate it about the same as they do now, one-third (33%) believe they should regulate it less, and 10% are unsure. More than two-thirds (68%) of Democrats and a plurality of Independents (49%) believe social media companies should regulate speech on their platforms more while nearly three-quarters of Republicans (72%) think they should regulate content less.

Should Social Media Regulate Speech More or Less - By Party ID
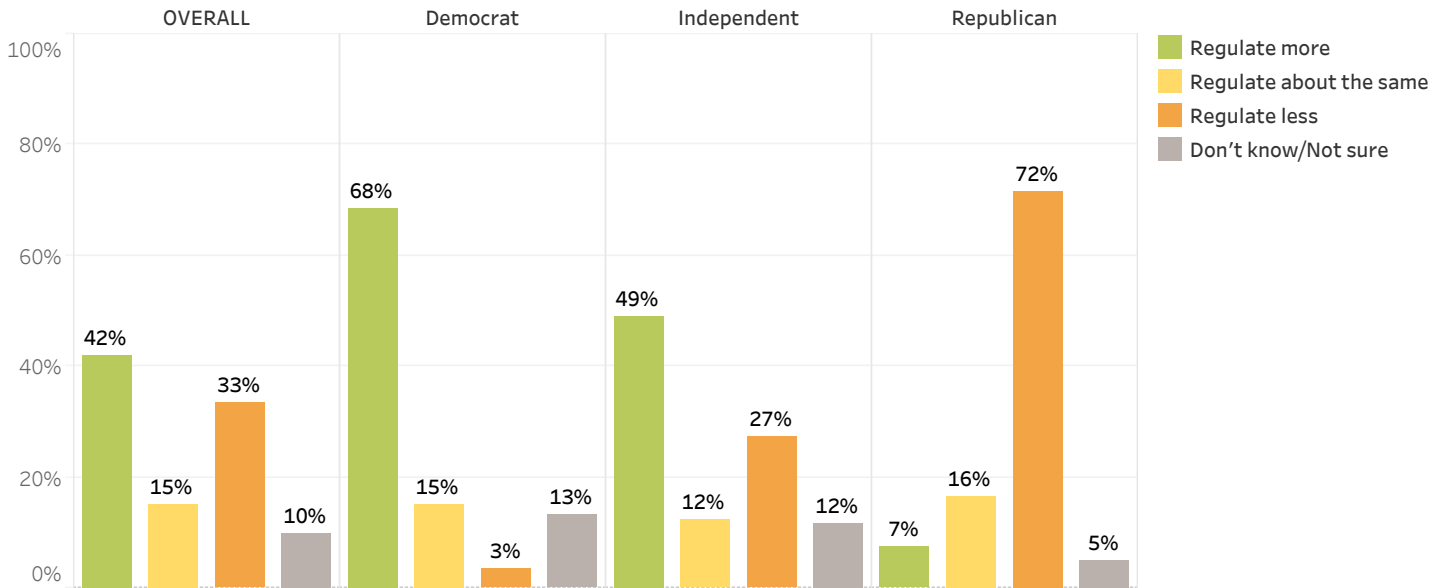
Few Maine residents hold positive views of several prominent public figures in the technology industry: 27% have a favorable opinion of Twitter, Tesla, and SpaceX CEO Elon Musk, 17% have a neutral opinion of him, and 54% have an unfavorable opinion of him, yielding a net favorability rating (the percentage who have a favorable opinion minus the percentage with an unfavorable opinion) of -27. State residents are also somewhat negative in their opinion of former Microsoft CEO Bill Gates (-22) and a plurality (46%) don't know enough to have an opinion about Apple CEO Tim Cook. Mainers have strongly negative views of Amazon CEO Jeff Bezos (-50) and Meta CEO Mark Zuckerberg (-72).

Musk is a particularly divisive figure in Maine, as he enjoys a +47 net favorability among Republicans in the state but it is -89 among Democrats and -27 among Independents. Gates is also divisive, with a +17 net favorability among Democrats but -13 among Independents and -72 among Republicans. By contrast, all three groups have a clearly negative view of Bezos and Zuckerberg.

Favorability - Technology Industry Figures - April 2023
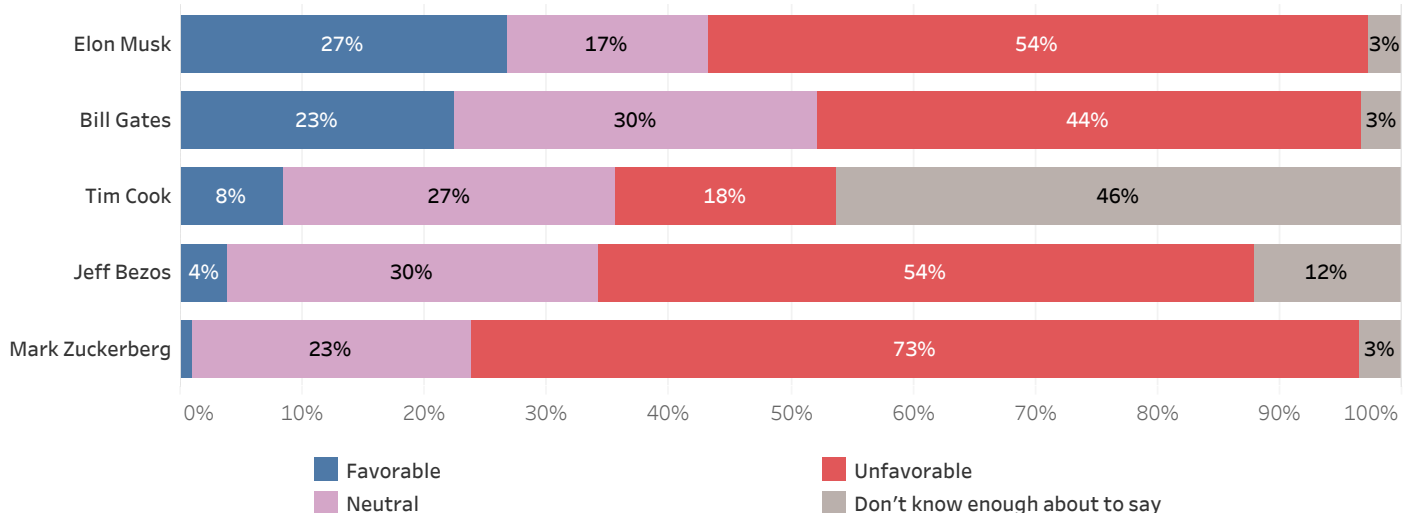
Presidential Approval

A majority (53%) of Maine residents disapprove of President Joe Biden's handling of his job as president, 47% approve, and 1% are unsure. Biden's net approval rating among Mainers is -6, down from +2 in March.

Eighty-four percent of Democrats approve of Biden's performance as president but only 40% of Independents and 2% of Republicans approve.

Approval of President Biden's Job Performance
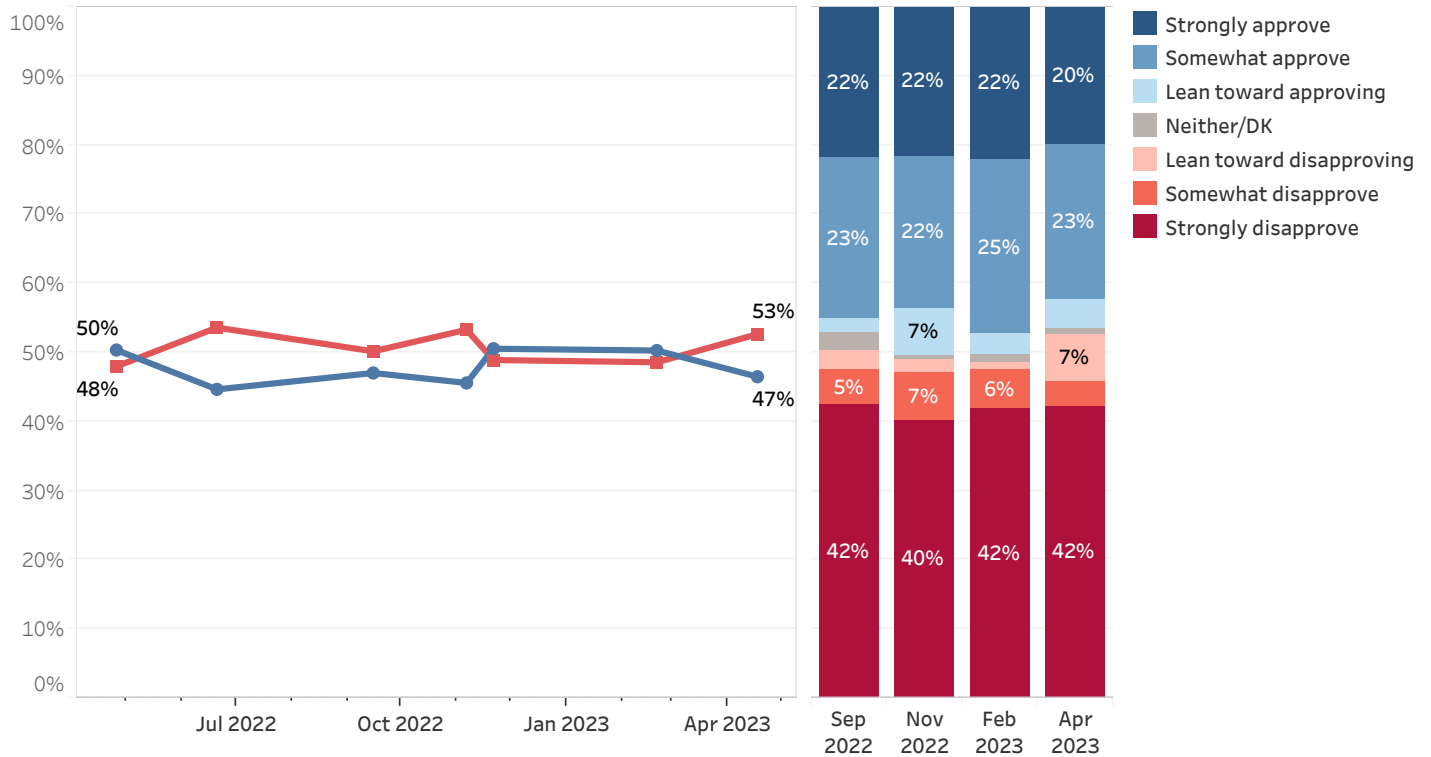
Respondents were asked what one word they would use to describe President Biden. Those who approve of Biden's performance as president most often mention the words "old," "empathetic," "average," experienced," and "honest," while those who disapprove of Biden's performance most often mention "incompetent," "idiot," "useless," "old," and "inept."

One Word to Describe Biden
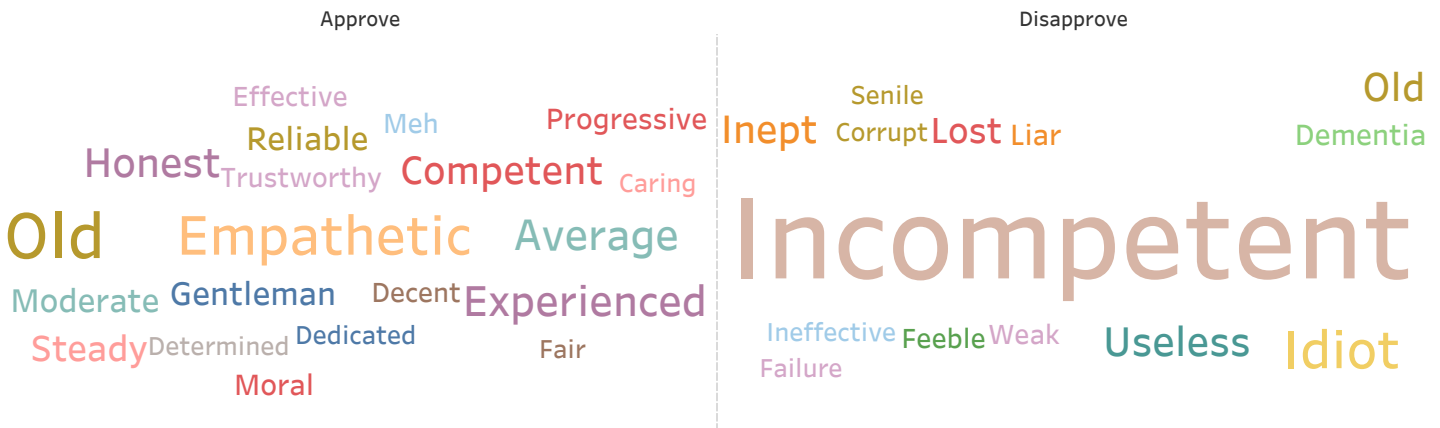
Gubernatorial Approval

Governor Janet Mills continues to be a popular governor among Maine residents. Currently, 60% of Maine residents approve of Governor Mills' job performance, 37% disapprove, and 4% neither approve nor disapprove or don't know. Mills' net approval rating (the percentage who approve minus the percentage who disapprove) is +23, up from +18 in February.

Ninety-seven percent of Democrats and 52% of Independents approve of Mills' performance as governor, but only 17% of Republicans approve.

Approval of Governor Mills' Job Performance
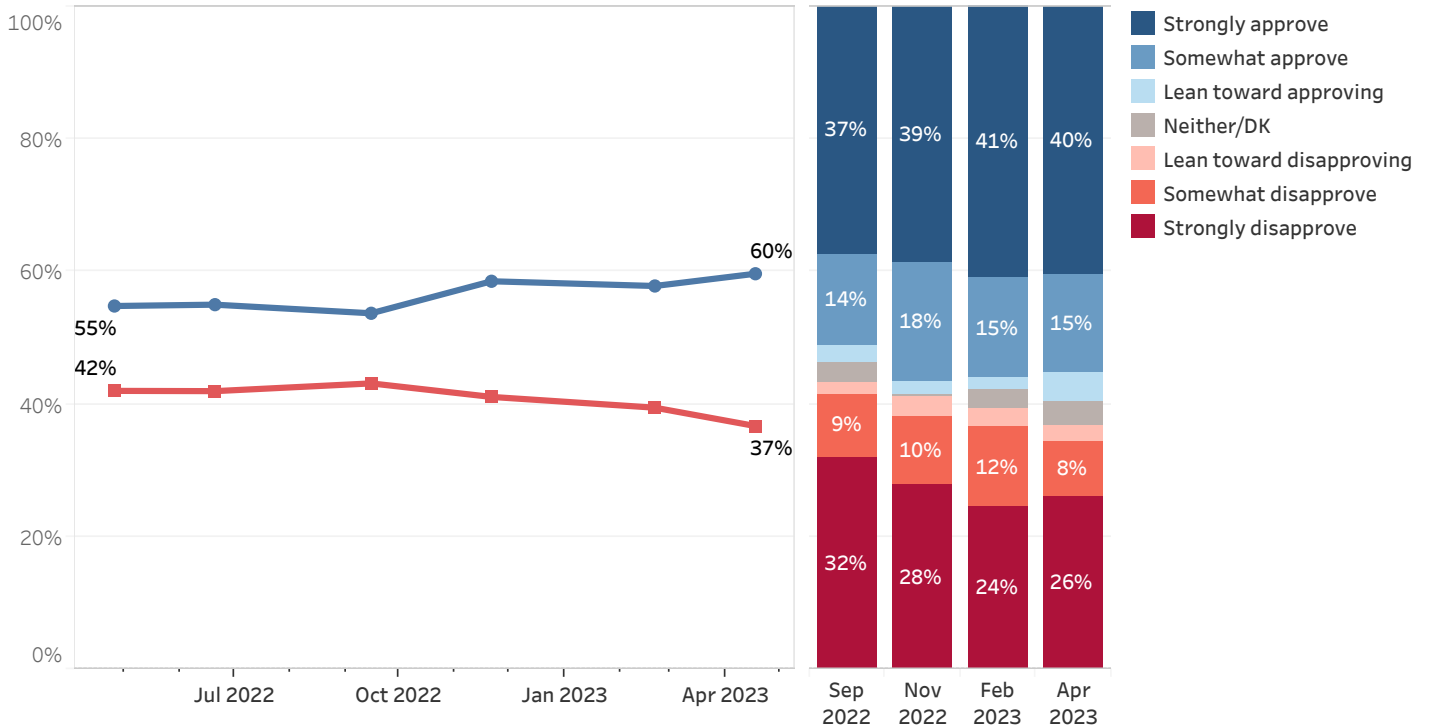
Respondents were asked what one word they would use to describe Governor Mills. Those who approve of Mills' performance as governor most often mention the words "strong," "competent," "fair," "honest," and "caring," while those who disapprove of Mills' performance most often mention "liberal," "fake," "puppet," "evil," and "useless."

One Word to Describe Mills

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. Seven hundred and fifty (750) Pine Tree State Panel members completed the survey online between April 13 and April 17, 2023. The margin of sampling error for the survey is +/- 3.6 percent. These MSE's have not been adjusted for design effect. The response rate for the April 2023 Pine Tree State Poll is 29%. The design effect for the survey is 2.4%.

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 ME Secretary of State and to 2020 election results in Maine.

The Pine Tree State Panel 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. Approximately 2,250 Maine adults have been recruited from randomly-selected landline and cell phone numbers to participate in the panel. Panelists are 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.

April 2023 Pine Tree State Poll Demographics

		%	N
Gender of Respondent	Men	49%	358
	Women	51%	376
Age of Respondent	18 to 34	24%	180
	35 to 49	22%	162
	50 to 64	28%	206
	65 and older	27%	201
Level of Education	High school or less	36%	272
	Tech school/Some college	30%	226
	College graduate	21%	155
	Postgraduate work	13%	95
Region of State	Central Maine	23%	173
	Downeast/Coastal Maine	17%	130
	Northern Maine	21%	156
	Southern Maine	38%	284
Party ID	Democrat	47%	350
	Independent	14%	106
	Republican	39%	290
Voting Registration	Registered Democrat	36%	255
	Registered Republican	28%	202
	Registered Green Party	4%	29
	Registered Unenrolled	32%	231
2020 Pres Vote	Voted for Trump	43%	323
	Voted for Biden	52%	390
	Voted for other 2020 candidate	3%	21
	Did not vote in 2020	2%	15

Social Media Use - TikTok

Which of the following best describes your usage of the following social media platforms? TikTok

		Current user	Used it in the past	Never	N
STATEWIDE	April 2023	15%	16%	69%	747
Voting Registration	Registered Democrat	15%	9%	76%	253
	Registered Republican	13%	28%	59%	201
	Registered Green Party	4%	60%	35%	29
	Registered Unenrolled	18%	4%	78%	230
Party ID	Democrat	15%	8%	77%	347
	Independent	19%	1%	79%	105
	Republican	13%	31%	56%	289
Political Ideology	Socialist	34%	6%	60%	65
	Progressive	14%	17%	69%	101
	Liberal	7%	4%	89%	111
	Moderate	19%	11%	70%	157
	Conservative	14%	24%	63%	175
	Libertarian	8%	33%	59%	93
Age of Respondent	18 to 34	21%	26%	53%	180
	35 to 49	20%	27%	53%	162
	50 to 64	17%	9%	74%	205
	65 and older	3%	6%	91%	199
Gender of Respondent	Men	12%	16%	73%	356
	Women	19%	17%	65%	375
Level of Education	High school or less	12%	16%	72%	272
	Tech school/Some college	15%	26%	59%	225
	College graduate	26%	7%	67%	155
	Postgraduate work	6%	5%	88%	93
Region of State	Central Maine	11%	16%	73%	173
	Downeast/Coastal Maine	10%	13%	76%	130
	Northern Maine	17%	26%	58%	155
	Southern Maine	19%	13%	69%	282
Media Usage	Conservative radio listener	29%	25%	46%	70
	CNN viewer	16%	8%	76%	117
	Fox News viewer	6%	33%	60%	124
	Joe Rogan listener	7%	52%	41%	34
	MSNBC viewer	25%	4%	71%	93
	Local ME news viewer	16%	15%	69%	293
Children in Household	Children in household	14%	24%	61%	205
	No children in household	15%	13%	72%	541
2020 Pres Vote	Voted for Trump	12%	28%	61%	322
	Voted for Biden	18%	7%	75%	388
	Voted for other 2020 candidate	3%	9%	88%	21
	Did not vote in 2020	29%	4%	67%	15

Support or Oppose Ban on TikTok

The U.S. House of Representatives is considering several bills to regulate TikTok, including a possible ban on the platform in the United States. Would you support or oppose a federal ban on TikTok or do you not have an opinion about this?

		Strongly support	Somewhat support	Neutral/ Doesn't matter to me	Somewhat oppose	Strongly oppose	Don't know/Not sure	N
STATEWIDE	April 2023	31%	20%	15%	15%	13%	7%	750
Voting Registration	Registered Democrat	17%	18%	11%	30%	15%	9%	255
	Registered Republican	57%	16%	7%	9%	9%	4%	202
	Registered Green Party	16%	65%		5%	12%	2%	29
	Registered Unenrolled	20%	23%	28%	7%	13%	9%	231
Party ID	Democrat	16%	20%	15%	24%	16%	9%	350
	Independent	33%	17%	30%	1%	9%	10%	106
	Republican	47%	21%	9%	10%	9%	3%	290
Political Ideology	Socialist	6%	5%	5%	44%	20%	20%	65
	Progressive	14%	20%	18%	26%	15%	8%	103
	Liberal	17%	24%	11%	33%	8%	7%	111
	Moderate	28%	18%	37%	6%	5%	6%	157
	Conservative	61%	15%	4%	6%	9%	4%	175
	Libertarian	30%	40%	10%	1%	19%	1%	93
Age of Respondent	18 to 34	17%	12%	9%	36%	18%	8%	180
	35 to 49	25%	26%	15%	13%	22%	1%	162
	50 to 64	38%	23%	19%	4%	8%	9%	206
	65 and older	40%	20%	16%	9%	5%	9%	201
Gender of Respondent	Men	38%	21%	16%	8%	12%	5%	357
	Women	23%	20%	14%	23%	11%	9%	376
Level of Education	High school or less	27%	17%	17%	26%	9%	3%	272
	Tech school/Some college	36%	25%	10%	4%	16%	9%	226
	College graduate	30%	15%	15%	15%	17%	7%	155
	Postgraduate work	29%	24%	20%	9%	6%	11%	94
Region of State	Central Maine	28%	9%	20%	24%	10%	8%	173
	Downeast/Coastal Maine	27%	21%	9%	20%	15%	9%	130
	Northern Maine	43%	12%	19%	13%	10%	3%	156
	Southern Maine	26%	31%	12%	8%	15%	8%	284
Media Usage	Conservative radio listener	49%	8%	24%	3%	16%		70
	CNN viewer	24%	16%	9%	31%	17%	4%	118
	Fox News viewer	70%	10%	1%	10%	9%	0%	124
	Joe Rogan listener	53%	8%	5%	11%	22%		34
	MSNBC viewer	20%	29%	24%	6%	16%	5%	95
	Local ME news viewer	27%	20%	16%	22%	13%	2%	295
Children in Household	Children in household	20%	29%	13%	19%	17%	2%	206
	No children in household	34%	17%	15%	14%	11%	9%	544
2020 Pres Vote	Voted for Trump	46%	23%	11%	9%	7%	4%	323
	Voted for Biden	18%	18%	19%	21%	13%	10%	390
	Voted for other 2020 candidate	26%	22%	8%	3%	40%	1%	21
	Did not vote in 2020	13%	3%	1%		82%	0%	15
TikTok Use	Current user	8%	1%	27%	11%	41%	13%	112
	Used it in the past	52%	21%	3%	17%	6%	1%	120
	Never	30%	24%	15%	16%	8%	7%	514

Threat of TikTok to National Security

How would you describe the risk TikTok poses to national security?

		A high risk	A moderate risk	A low risk	No risk	Don't know/Not sure	N
STATEWIDE	April 2023	31%	31%	11%	5%	22%	741
Voting Registration	Registered Democrat	17%	36%	12%	6%	29%	254
	Registered Republican	54%	16%	7%	7%	16%	202
	Registered Green Party	11%	75%		7%	8%	29
	Registered Unenrolled	33%	29%	12%	2%	24%	224
Party ID	Democrat	20%	34%	15%	4%	27%	349
	Independent	32%	29%	6%	5%	28%	99
	Republican	45%	29%	7%	6%	14%	289
Political Ideology	Socialist	16%	48%	14%	12%	9%	65
	Progressive	19%	36%	11%	19%	14%	103
	Liberal	16%	26%	12%	2%	43%	111
	Moderate	28%	29%	13%	1%	29%	150
	Conservative	49%	26%	9%	0%	16%	175
	Libertarian	49%	37%	4%	1%	10%	92
Age of Respondent	18 to 34	11%	44%	15%	4%	26%	180
	35 to 49	35%	27%	13%	15%	10%	161
	50 to 64	29%	34%	11%	2%	24%	206
	65 and older	51%	19%	4%	1%	26%	193
Gender of Respondent	Men	38%	29%	14%	3%	16%	356
	Women	25%	34%	8%	7%	27%	370
Level of Education	High school or less	38%	24%	6%	5%	27%	265
	Tech school/Some college	29%	36%	12%	4%	19%	226
	College graduate	26%	33%	17%	7%	17%	154
	Postgraduate work	28%	35%	12%	2%	24%	94
Region of State	Central Maine	19%	24%	10%	3%	44%	173
	Downeast/Coastal Maine	31%	36%	11%	3%	19%	129
	Northern Maine	32%	28%	14%	10%	16%	156
	Southern Maine	38%	34%	9%	4%	13%	277
Media Usage	Conservative radio listener	24%	41%	11%	4%	20%	70
	CNN viewer	25%	21%	14%	4%	36%	118
	Fox News viewer	58%	25%	4%		13%	124
	Joe Rogan listener	37%	24%	31%	1%	8%	34
	MSNBC viewer	23%	51%	4%	4%	18%	94
	Local ME news viewer	23%	41%	11%	2%	23%	288
Children in Household	Children in household	32%	37%	18%	2%	11%	206
	No children in household	31%	29%	8%	6%	26%	536
2020 Pres Vote	Voted for Trump	45%	27%	6%	5%	17%	322
	Voted for Biden	21%	34%	14%	5%	26%	383
	Voted for other 2020 candidate	24%	42%	14%	12%	8%	21
	Did not vote in 2020	5%	16%	27%		53%	15
TikTok Use	Current user	16%	26%	29%	12%	18%	111
	Used it in the past	27%	36%	12%	13%	13%	120
	Never	36%	31%	6%	2%	25%	507

Social Media Biased Against Left or Right

Generally speaking, do you believe social media companies are biased against the political left or the political right or do you not have an opinion about this?

		The political left	The political right	Neither	Don't know/Not sure	N
STATEWIDE	April 2023	21%	39%	29%	11%	743
Voting Registration	Registered Democrat	26%	11%	48%	14%	254
	Registered Republican	21%	69%	2%	8%	196
	Registered Green Party	6%	65%	20%	9%	29
	Registered Unenrolled	18%	36%	34%	11%	231
Party ID	Democrat	25%	10%	48%	17%	349
	Independent	16%	33%	39%	12%	106
	Republican	19%	76%	3%	3%	284
Political Ideology	Socialist	30%	4%	57%	10%	65
	Progressive	30%	18%	42%	11%	103
	Liberal	37%	3%	35%	25%	111
	Moderate	6%	30%	45%	19%	151
	Conservative	21%	77%	2%	1%	175
	Libertarian	13%	76%	10%	1%	93
Age of Respondent	18 to 34	28%	31%	39%	2%	180
	35 to 49	27%	42%	21%	10%	162
	50 to 64	16%	43%	31%	11%	200
	65 and older	14%	38%	26%	21%	200
Gender of Respondent	Men	14%	53%	26%	7%	352
	Women	28%	25%	32%	15%	376
Level of Education	High school or less	28%	36%	30%	6%	266
	Tech school/Some college	20%	46%	22%	12%	226
	College graduate	15%	38%	34%	14%	155
	Postgraduate work	14%	27%	39%	19%	94
Region of State	Central Maine	29%	43%	22%	6%	168
	Downeast/Coastal Maine	27%	24%	35%	13%	130
	Northern Maine	20%	38%	32%	10%	156
	Southern Maine	14%	43%	30%	13%	283
Media Usage	Conservative radio listener	9%	61%	28%	2%	70
	CNN viewer	39%	10%	41%	9%	118
	Fox News viewer	21%	72%	7%	1%	124
	Joe Rogan listener	24%	51%	25%		34
	MSNBC viewer	16%	17%	49%	17%	94
	Local ME news viewer	20%	33%	37%	10%	295
Children in Household	Children in household	20%	37%	35%	7%	206
	No children in household	21%	39%	27%	12%	538
2020 Pres Vote	Voted for Trump	19%	72%	6%	2%	318
	Voted for Biden	23%	12%	47%	19%	389
	Voted for other 2020 candidate	26%	52%	21%	1%	21
	Did not vote in 2020	2%	15%	70%	13%	15

Should Social Media Regulate Speech More or Less

Elon Musk has called for posts on Twitter to be less heavily regulated than before his purchase of the company. Others argue that Twitter and other social media companies need to more heavily regulate what is said on their platforms to slow the spread of hateful speech and misinformation. Generally speaking, do you believe that social media companies should regulate content on their platforms more, less, or about the same as they are now?

		Regulate more	Regulate about the same	Regulate less	Don't know/Not sure	N
STATEWIDE	April 2023	42%	15%	33%	10%	749
Voting Registration	Registered Democrat	67%	17%	2%	15%	254
	Registered Republican	12%	12%	71%	5%	202
	Registered Green Party	19%	67%	14%		29
	Registered Unenrolled	46%	10%	33%	10%	231
Party ID	Democrat	68%	15%	3%	13%	350
	Independent	49%	12%	27%	12%	106
	Republican	7%	16%	72%	5%	290
Political Ideology	Socialist	83%	13%	1%	4%	65
	Progressive	64%	18%	17%	1%	103
	Liberal	56%	15%		29%	111
	Moderate	63%	17%	14%	5%	157
	Conservative	11%	9%	72%	8%	175
	Libertarian	0%	20%	72%	8%	93
Age of Respondent	18 to 34	38%	26%	15%	21%	180
	35 to 49	26%	16%	53%	5%	162
	50 to 64	40%	15%	39%	6%	206
	65 and older	61%	5%	28%	7%	201
Gender of Respondent	Men	35%	14%	46%	5%	357
	Women	49%	16%	22%	12%	376
Level of Education	High school or less	35%	9%	42%	14%	272
	Tech school/Some college	34%	21%	36%	9%	226
	College graduate	49%	21%	24%	6%	155
	Postgraduate work	70%	10%	16%	4%	94
Region of State	Central Maine	26%	18%	35%	22%	173
	Downeast/Coastal Maine	51%	6%	36%	7%	130
	Northern Maine	43%	12%	40%	5%	156
	Southern Maine	47%	19%	28%	6%	284
Media Usage	Conservative radio listener	21%	22%	47%	10%	70
	CNN viewer	43%	19%	8%	30%	118
	Fox News viewer	15%	11%	69%	5%	124
	Joe Rogan listener	29%	20%	51%		34
	MSNBC viewer	78%	11%	7%	4%	95
	Local ME news viewer	49%	18%	21%	13%	295
Children in Household	Children in household	38%	26%	33%	3%	206
	No children in household	44%	11%	33%	12%	544
2020 Pres Vote	Voted for Trump	9%	16%	70%	5%	323
	Voted for Biden	72%	14%	2%	12%	389
	Voted for other 2020 candidate	9%	12%	73%	6%	21
	Did not vote in 2020	11%	28%	17%	44%	15

Favorability - Elon Musk

Below is a list of public figures in the tech industry. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Elon Musk

		Favorable	Neutral	Unfavorable	Don't know enough about to say	N
STATEWIDE	April 2023	27%	17%	54%	3%	750
Voting Registration	Registered Democrat	1%	8%	90%	0%	255
	Registered Republican	54%	24%	13%	8%	202
	Registered Green Party	19%	5%	71%	5%	29
	Registered Unenrolled	27%	23%	50%	0%	231
Party ID	Democrat	3%	5%	92%	0%	350
	Independent	25%	22%	52%	1%	106
	Republican	56%	29%	9%	6%	290
Political Ideology	Socialist		5%	95%		65
	Progressive	2%	6%	78%	14%	103
	Liberal	1%	2%	97%	0%	111
	Moderate	14%	27%	57%	2%	157
	Conservative	68%	28%	3%	1%	175
	Libertarian	43%	21%	36%		93
Age of Respondent	18 to 34	10%	12%	78%		180
	35 to 49	25%	22%	42%	10%	162
	50 to 64	38%	17%	44%	1%	206
	65 and older	32%	16%	51%	1%	201
Gender of Respondent	Men	42%	17%	41%	0%	358
	Women	13%	17%	65%	5%	376
Level of Education	High school or less	25%	20%	50%	5%	272
	Tech school/Some college	36%	17%	45%	2%	226
	College graduate	24%	15%	60%	1%	155
	Postgraduate work	16%	6%	77%	1%	95
Region of State	Central Maine	25%	25%	48%	1%	173
	Downeast/Coastal Maine	26%	26%	47%	1%	130
	Northern Maine	33%	8%	48%	10%	156
	Southern Maine	24%	12%	63%	0%	283
Media Usage	Conservative radio listener	49%	20%	29%	2%	70
	CNN viewer	14%	7%	78%	1%	118
	Fox News viewer	72%	25%	3%	1%	124
	Joe Rogan listener	40%	39%	21%		34
	MSNBC viewer	8%	10%	81%		95
	Local ME news viewer	23%	11%	65%	1%	295
Children in Household	Children in household	17%	23%	59%	1%	206
	No children in household	30%	14%	52%	4%	544
2020 Pres Vote	Voted for Trump	55%	29%	10%	5%	323
	Voted for Biden	2%	6%	91%	0%	390
	Voted for other 2020 candidate	53%	26%	18%	3%	21
	Did not vote in 2020	15%	1%	74%	11%	15

Favorability - Mark Zuckerberg

Below is a list of public figures in the tech industry. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Mark Zuckerberg

		Favorable	Neutral	Unfavorable	Don't know enough about to say	N
STATEWIDE	April 2023	1%	23%	73%	3%	750
Voting Registration	Registered Democrat	1%	31%	65%	3%	255
	Registered Republican	1%	16%	79%	5%	202
	Registered Green Party		2%	83%	15%	29
	Registered Unenrolled	1%	26%	73%	1%	231
Party ID	Democrat	1%	30%	66%	4%	350
	Independent	2%	27%	63%	8%	106
	Republican	1%	13%	85%	1%	290
Political Ideology	Socialist		3%	93%	4%	65
	Progressive	1%	17%	81%	1%	103
	Liberal	2%	52%	43%	4%	111
	Moderate	1%	36%	56%	7%	157
	Conservative	2%	12%	86%	0%	175
	Libertarian		5%	95%	1%	93
Age of Respondent	18 to 34		21%	77%	2%	180
	35 to 49	1%	19%	78%	3%	162
	50 to 64	1%	20%	76%	3%	206
	65 and older	2%	30%	62%	6%	201
Gender of Respondent	Men	1%	18%	79%	2%	358
	Women	1%	28%	66%	5%	376
Level of Education	High school or less		32%	64%	3%	272
	Tech school/Some college	0%	16%	80%	3%	226
	College graduate	2%	16%	80%	1%	155
	Postgraduate work	2%	24%	66%	7%	95
Region of State	Central Maine	1%	34%	63%	2%	173
	Downeast/Coastal Maine	1%	23%	73%	2%	130
	Northern Maine	1%	18%	75%	7%	156
	Southern Maine	1%	19%	77%	3%	284
Media Usage	Conservative radio listener	2%	5%	93%		70
	CNN viewer	1%	49%	48%	1%	118
	Fox News viewer	1%	11%	87%		124
	Joe Rogan listener		5%	95%		34
	MSNBC viewer	1%	24%	74%	0%	95
	Local ME news viewer	1%	29%	68%	2%	295
Children in Household	Children in household	1%	12%	84%	3%	206
	No children in household	1%	27%	68%	4%	544
2020 Pres Vote	Voted for Trump	0%	16%	83%	1%	323
	Voted for Biden	1%	29%	65%	5%	390
	Voted for other 2020 candidate	2%	12%	66%	20%	21
	Did not vote in 2020		15%	74%	11%	15

Favorability - Bill Gates

Below is a list of public figures in the tech industry. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Bill Gates

		Favorable	Neutral	Unfavorable	Don't know enough about to say	N
STATEWIDE	April 2023	23%	30%	44%	3%	750
Voting Registration	Registered Democrat	34%	49%	15%	2%	255
	Registered Republican	4%	14%	73%	8%	202
	Registered Green Party	13%	72%	14%		29
	Registered Unenrolled	30%	19%	50%	1%	231
Party ID	Democrat	37%	41%	20%	2%	350
	Independent	28%	24%	41%	7%	106
	Republican	3%	18%	75%	4%	290
Political Ideology	Socialist	9%	50%	41%		65
	Progressive	30%	33%	36%	1%	103
	Liberal	42%	48%	7%	3%	111
	Moderate	45%	34%	15%	6%	157
	Conservative	3%	9%	83%	5%	175
	Libertarian	2%	21%	76%	1%	93
Age of Respondent	18 to 34	9%	49%	36%	6%	180
	35 to 49	15%	17%	65%	2%	162
	50 to 64	26%	25%	48%	1%	206
	65 and older	37%	26%	33%	4%	201
Gender of Respondent	Men	23%	18%	58%	1%	358
	Women	23%	41%	30%	6%	376
Level of Education	High school or less	16%	32%	50%	2%	272
	Tech school/Some college	18%	26%	51%	5%	226
	College graduate	27%	31%	39%	3%	155
	Postgraduate work	45%	31%	21%	2%	94
Region of State	Central Maine	9%	43%	47%	1%	173
	Downeast/Coastal Maine	19%	35%	38%	8%	130
	Northern Maine	28%	16%	51%	5%	156
	Southern Maine	29%	26%	44%	2%	284
Media Usage	Conservative radio listener	24%	6%	69%	2%	70
	CNN viewer	35%	44%	20%	2%	118
	Fox News viewer	2%	9%	83%	6%	124
	Joe Rogan listener	1%	1%	76%	22%	34
	MSNBC viewer	47%	22%	28%	3%	95
	Local ME news viewer	23%	42%	34%	1%	295
Children in Household	Children in household	14%	35%	46%	5%	206
	No children in household	26%	28%	44%	3%	544
2020 Pres Vote	Voted for Trump	2%	20%	75%	3%	323
	Voted for Biden	41%	38%	18%	3%	390
	Voted for other 2020 candidate	14%	25%	59%	2%	21
	Did not vote in 2020	3%	15%	72%	10%	15

Favorability - Jeff Bezos

Below is a list of public figures in the tech industry. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Jeff Bezos

		Favorable	Neutral	Unfavorable	Don't know enough about to say	N
STATEWIDE	April 2023	4%	30%	54%	12%	750
Voting Registration	Registered Democrat	3%	25%	53%	19%	255
	Registered Republican	7%	32%	48%	13%	202
	Registered Green Party	6%	2%	88%	5%	29
	Registered Unenrolled	3%	40%	51%	5%	231
Party ID	Democrat	3%	28%	56%	13%	350
	Independent	3%	30%	44%	23%	106
	Republican	5%	33%	55%	7%	290
Political Ideology	Socialist		6%	94%		65
	Progressive	2%	24%	54%	21%	103
	Liberal	4%	27%	39%	31%	111
	Moderate	5%	46%	33%	17%	157
	Conservative	6%	36%	56%	2%	175
	Libertarian	3%	24%	72%	1%	93
Age of Respondent	18 to 34	4%	4%	75%	17%	180
	35 to 49	3%	31%	51%	15%	162
	50 to 64	3%	36%	56%	5%	206
	65 and older	5%	47%	35%	12%	201
Gender of Respondent	Men	4%	36%	57%	2%	358
	Women	3%	25%	50%	22%	376
Level of Education	High school or less		27%	48%	26%	272
	Tech school/Some college	6%	32%	58%	4%	226
	College graduate	4%	32%	60%	4%	155
	Postgraduate work	9%	35%	51%	5%	95
Region of State	Central Maine	2%	23%	48%	27%	173
	Downeast/Coastal Maine	10%	35%	52%	3%	130
	Northern Maine	1%	24%	59%	16%	156
	Southern Maine	4%	36%	56%	5%	284
Media Usage	Conservative radio listener	3%	28%	65%	4%	70
	CNN viewer	8%	35%	30%	27%	118
	Fox News viewer	9%	41%	48%	2%	124
	Joe Rogan listener	24%	28%	48%		34
	MSNBC viewer	4%	34%	52%	10%	95
	Local ME news viewer	4%	28%	52%	17%	295
Children in Household	Children in household	5%	23%	69%	3%	206
	No children in household	4%	33%	48%	16%	544
2020 Pres Vote	Voted for Trump	5%	33%	51%	11%	323
	Voted for Biden	3%	29%	55%	13%	390
	Voted for other 2020 candidate	9%	18%	67%	6%	21
	Did not vote in 2020	1%	14%	75%	10%	15

Favorability - Tim Cook

Below is a list of public figures in the tech industry. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Tim Cook

		Favorable	Neutral	Unfavorable	Don't know enough about to say	N
STATEWIDE	April 2023	8%	27%	18%	46%	748
Voting Registration	Registered Democrat	9%	30%	7%	54%	254
	Registered Republican	7%	29%	25%	40%	202
	Registered Green Party	2%	16%	10%	72%	29
	Registered Unenrolled	11%	27%	23%	39%	231
Party ID	Democrat	10%	30%	12%	48%	348
	Independent	14%	23%	26%	38%	106
	Republican	5%	24%	23%	47%	290
Political Ideology	Socialist	4%	11%	26%	59%	65
	Progressive	7%	35%	14%	45%	102
	Liberal	12%	28%	1%	59%	111
	Moderate	17%	34%	5%	44%	157
	Conservative	4%	23%	26%	47%	175
	Libertarian	2%	24%	46%	28%	93
Age of Respondent	18 to 34	2%	9%	18%	71%	180
	35 to 49	4%	34%	20%	43%	162
	50 to 64	12%	30%	20%	38%	206
	65 and older	14%	36%	15%	36%	200
Gender of Respondent	Men	9%	37%	22%	32%	357
	Women	8%	18%	13%	61%	376
Level of Education	High school or less	4%	21%	26%	49%	272
	Tech school/Some college	10%	25%	8%	57%	226
	College graduate	9%	36%	20%	34%	154
	Postgraduate work	17%	35%	14%	33%	94
Region of State	Central Maine	3%	19%	15%	63%	173
	Downeast/Coastal Maine	5%	16%	27%	51%	130
	Northern Maine	15%	35%	7%	43%	156
	Southern Maine	10%	33%	21%	36%	283
Media Usage	Conservative radio listener	29%	16%	7%	48%	70
	CNN viewer	11%	27%	3%	59%	118
	Fox News viewer	5%	37%	29%	28%	124
	Joe Rogan listener	12%	25%	11%	52%	34
	MSNBC viewer	24%	30%	6%	40%	94
	Local ME news viewer	12%	27%	12%	49%	295
Children in Household	Children in household	3%	16%	25%	56%	206
	No children in household	11%	31%	15%	43%	543
2020 Pres Vote	Voted for Trump	3%	24%	27%	46%	323
	Voted for Biden	12%	32%	8%	48%	389
	Voted for other 2020 candidate	26%	18%	27%	29%	21
	Did not vote in 2020		2%	72%	26%	15

Approval of President Biden's Job Performance

Generally speaking, do you approve or disapprove of the way Joe Biden is handling his job as President?

		Approve	Disapprove	Neither/DK	N
STATEWIDE	April 2023	47%	53%	1%	746
Voting Registration	Registered Democrat	78%	21%	1%	255
	Registered Republican	9%	91%	0%	198
	Registered Green Party	21%	79%		29
	Registered Unenrolled	51%	48%	2%	231
Party ID	Democrat	84%	15%	0%	350
	Independent	40%	56%	4%	106
	Republican	2%	97%	0%	286
Political Ideology	Socialist	78%	19%	3%	65
	Progressive	76%	24%		103
	Liberal	69%	31%		111
	Moderate	63%	37%	0%	157
	Conservative	4%	96%	0%	171
	Libertarian	8%	92%		93
Age of Respondent	18 to 34	48%	50%	2%	180
	35 to 49	33%	67%	0%	162
	50 to 64	46%	53%	1%	202
	65 and older	57%	43%	0%	201
Gender of Respondent	Men	43%	57%	0%	354
	Women	49%	50%	1%	376
Level of Education	High school or less	41%	59%		268
	Tech school/Some college	37%	62%	1%	226
	College graduate	54%	43%	3%	155
	Postgraduate work	74%	25%	0%	95
Region of State	Central Maine	30%	70%	1%	173
	Downeast/Coastal Maine	53%	44%	3%	126
	Northern Maine	44%	55%	0%	156
	Southern Maine	55%	45%	0%	283
Media Usage	Conservative radio listener	29%	71%		70
	CNN viewer	59%	41%		118
	Fox News viewer	3%	97%		120
	Joe Rogan listener	24%	76%		34
	MSNBC viewer	88%	12%	0%	94
	Local ME news viewer	49%	51%	0%	295
Children in Household	Children in household	50%	50%	1%	206
	No children in household	45%	54%	1%	540
2020 Pres Vote	Voted for Trump	1%	99%		319
	Voted for Biden	85%	14%	1%	390
	Voted for other 2020 candidate	22%	73%	5%	21
	Did not vote in 2020	43%	53%	4%	15

Approval of Governor Mills' Job Performance

Generally speaking, do you approve or disapprove of the way Janet Mills is handling her job as governor?

		Approve	Disapprove	Neither/DK	N
STATEWIDE	April 2023	60%	37%	4%	747
Voting Registration	Registered Democrat	98%	1%	1%	254
	Registered Republican	26%	72%	3%	201
	Registered Green Party	32%	68%		28
	Registered Unenrolled	53%	39%	8%	231
Party ID	Democrat	97%	2%	0%	349
	Independent	52%	41%	8%	106
	Republican	17%	77%	6%	288
Political Ideology	Socialist	97%	1%	2%	65
	Progressive	83%	16%	0%	103
	Liberal	98%	2%		111
	Moderate	75%	22%	2%	157
	Conservative	12%	81%	8%	173
	Libertarian	25%	75%	1%	93
Age of Respondent	18 to 34	73%	22%	4%	180
	35 to 49	52%	48%	1%	162
	50 to 64	54%	44%	2%	206
	65 and older	59%	34%	7%	198
Gender of Respondent	Men	51%	43%	6%	355
	Women	67%	31%	1%	376
Level of Education	High school or less	60%	37%	3%	272
	Tech school/Some college	48%	48%	5%	226
	College graduate	64%	32%	5%	154
	Postgraduate work	83%	16%	2%	93
Region of State	Central Maine	56%	42%	2%	173
	Downeast/Coastal Maine	59%	38%	4%	130
	Northern Maine	61%	36%	3%	155
	Southern Maine	61%	34%	5%	282
Media Usage	Conservative radio listener	33%	60%	6%	69
	CNN viewer	88%	12%	1%	118
	Fox News viewer	29%	62%	9%	122
	Joe Rogan listener	48%	41%	12%	34
	MSNBC viewer	91%	9%		94
	Local ME news viewer	70%	28%	1%	293
Children in Household	Children in household	57%	38%	5%	206
	No children in household	61%	36%	3%	541
2020 Pres Vote	Voted for Trump	16%	79%	5%	322
	Voted for Biden	96%	3%	1%	389
	Voted for other 2020 candidate	40%	37%	23%	21
	Did not vote in 2020	79%	14%	7%	15