



What is Critical Insights on Maine™?

The *Critical Insights on Maine™* survey is a semiannual, statewide public opinion poll of registered voters in Maine.

Critical Insights on Maine™ is an omnibus survey, meaning anyone can include their own proprietary questions. The survey runs every spring & fall – close to elections and primaries. **2023 is its 26th year!**

How can the survey help me?

Critical Insights on Maine™ gives you a cost-effective way to find out what Mainers think about any issue. You can ask questions of a **representative sample of 600 Mainers**. At least 200 are surveyed by phone, and the rest are surveyed online.

What can I ask?

You can use *Critical Insights on Maine™* to ask any question for any purpose. For example, you can:

- Measure awareness of – and favorability towards – your organization
- Obtain a snapshot of opinion towards public policies or upcoming referenda
- Track consumer behavior over time
- Get a profile of your target market
- Test product concepts and communications ideas

What do I get?

All survey subscribers receive:

- Consultation on question wording (if desired)
- A custom, proprietary analysis and report of findings
- Early access to a publicly-released report that shows how Mainers responded to general-interest (non-subscriber) questions
- Data tables with subgroup comparisons

How much does it cost?

Individual questions cost \$1,300.

Every set of 3 questions is a discounted \$3,250.

How do I get started?

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