



### 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. **2025 is its 28<sup>th</sup> 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**. 300 are surveyed by phone, and 300 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
- Data tables with subgroup comparisons

### How much does it cost?

Individual questions cost \$1,400.

Every set of 3 questions is a discounted \$3,600.

### How do I get started?

Reach out to Kevin Fay at Digital Research:  
Kevin.Fay@DigitalResearch.com | 207-618-8144