



### 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. **2026 marks the study's 29<sup>th</sup> year.**

### How can the survey help me?

*Critical Insights on Maine™* gives clients a cost-effective way to find out what Mainers think about any issue. You can pose questions to a **representative sample of 600 Maine voters**. 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 toward – your organization or brand.
- Obtain a snapshot of Mainers' opinion towards public policy initiatives or upcoming ballot referenda
- Track consumer behavior, over time
- Obtain a snapshot profile of your target market
- Test product concepts and communication or messaging ideas

### What do I get?

All question sponsors for *Critical Insights on Maine™* receive:

- Consultation on question development or wording (if desired)
- Custom, proprietary analysis and a report of findings
- Data tables with subgroup comparisons

### How much does it cost?

The fee for individual questions is \$1,400.

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

### How do I get started?

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