

Digital **Research** Group  
**DRI** | CRITICAL **INSIGHTS** | dpa

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***Critical Insights on Maine™***

Data Tables for:  
Brakey for Senate

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(Fall 2018)

Critical Insights on Maine - Fall 2018

Q51. Do you live in Maine most of the year, that is six months or more?

	Gender		Age					Education				Children in HH?		HH Income				Survey Modality		CD		
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Respondents	600	282	318	86	166	104	142	102	109	177	207	92	159	436	114	75	118	202	300	300	274	326
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	600	282	318	86	166	104	142	102	109	177	207	92	159	436	114	75	118	202	300	300	274	326
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Fall 2018

Q51. Do you live in Maine most of the year, that is six months or more?

	Party Affiliation			Likelihood to Vote	Past Voting		Governor Voting Certainty		Senate Candidate Choice				
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Respondents	600	185	212	171	487	113	485	115	407	193	161	243	196
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	600	185	212	171	487	113	485	115	407	193	161	243	196
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ/KLM  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
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Critical Insights on Maine - Fall 2018

QS2. Are you a registered voter in the state of Maine?

	Gender		Age					Education				Children in HH?		HH Income				Survey Modality		CD		
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Respondents	600	282	318	86	166	104	142	102	109	177	207	92	159	436	114	75	118	202	300	300	274	326
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	600	282	318	86	166	104	142	102	109	177	207	92	159	436	114	75	118	202	300	300	274	326
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
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Critical Insights on Maine - Fall 2018

QS2. Are you a registered voter in the state of Maine?

	Party Affiliation				Likelihood to Vote		Past Voting		Governor Voting Certainty		Senate Candidate Choice		
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
<b>Total Respondents</b>	600	185	212	171	487	113	485	115	407	193	161	243	196
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Yes</b>	600	185	212	171	487	113	485	115	407	193	161	243	196
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>No</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Not sure</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Prefer not to say</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>No Answer</b>	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ/KLM  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
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Critical Insights on Maine - Fall 2018

QS3. With what political party are you registered to vote?

	Gender		Age					Education				Children in HH?		HH Income				Survey Modality		CD		
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Respondents	600 100%	282 100%	318 100%	86 100%	166 100%	104 100%	142 100%	102 100%	109 100%	177 100%	207 100%	92 100%	159 100%	436 100%	114 100%	75 100%	118 100%	202 100%	300 100%	300 100%	274 100%	326 100%
Democrat	185 31%	66 23%	119 38%	25 29%	46 28%	27 26%	48 34%	40 40%	24 22%	52 29%	72 35%	36 39%	37 23%	147 34%	34 30%	29 38%	42 35%	55 27%	87 29%	98 33%	101 37%	85 26%
Republican	212 35%	108 38%	104 33%	30 34%	60 36%	41 39%	46 33%	34 33%	36 33%	69 39%	76 37%	26 28%	69 43%	141 32%	39 34%	21 28%	38 32%	79 39%	112 37%	100 33%	89 32%	123 38%
Green Independent (often just called the Green Party)	85 14%	44 16%	41 13%	17 19%	26 16%	14 14%	19 14%	8 8%	20 18%	25 14%	28 13%	8 9%	27 17%	58 13%	19 16%	11 14%	18 15%	29 14%	63 21%	22 7%	37 13%	48 15%
Some other party	23 4%	12 4%	11 3%	- -	5 3%	6 6%	5 3%	7 7%	3 3%	6 4%	5 3%	6 7%	5 3%	18 4%	5 4%	3 4%	2 2%	6 3%	13 4%	10 3%	6 2%	16 5%
Unenrolled (no party choice)	63 11%	39 14%	25 8%	7 8%	16 10%	15 14%	16 11%	10 9%	12 11%	18 10%	22 10%	11 12%	17 11%	46 11%	7 6%	10 14%	14 12%	29 14%	11 4%	52 17%	30 11%	34 10%
Not sure	14 2%	5 2%	9 3%	6 7%	5 3%	- -	2 2%	1 1%	9 9%	3 2%	2 1%	- -	2 2%	11 3%	6 5%	2 2%	2 1%	- -	6 2%	8 3%	7 3%	7 2%
Prefer not to say	18 3%	9 3%	9 3%	3 3%	7 4%	1 1%	5 4%	2 2%	5 5%	3 2%	3 1%	4 4%	2 1%	15 3%	5 4%	- -	3 2%	4 2%	8 3%	10 3%	5 2%	13 4%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
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Critical Insights on Maine - Fall 2018

QS3. With what political party are you registered to vote?

	Party Affiliation			Likelihood to Vote		Past Voting		Governor Voting Certainty		Senate Candidate Choice			
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Respondents	600 100%	185 100%	212 100%	171 100%	487 100%	113 100%	485 100%	115 100%	407 100%	193 100%	161 100%	243 100%	196 100%
Democrat	185 31%	185 100%	-	-	161 33% F	24 21%	159 33% H	26 23%	136 34%	49 25%	12 8%	113 46% KM	60 31% K
Republican	212 35%	-	212 100%	-	175 36%	36 32%	181 37% H	31 27%	162 40% J	49 26%	121 75% LM	38 15%	53 27% L
Green Independent (often just called the Green Party)	85 14%	-	-	85 50%	71 15%	14 13%	69 14%	16 14%	46 11%	38 20% I	11 7%	43 18% K	31 16% K
Some other party	23 4%	-	-	23 13%	11 2%	12 10% E	16 3%	6 6%	10 2%	13 7%	1 1%	14 6% K	8 4%
Unenrolled (no party choice)	63 11%	-	-	63 37%	52 11%	11 10%	44 9%	19 17% G	39 10%	24 12%	12 7%	28 12%	23 12%
Not sure	14 2%	-	-	-	7 1%	8 7% E	7 1%	8 7% G	3 1%	12 6% I	-	6 3%	8 4%
Prefer not to say	18 3%	-	-	-	10 2%	8 7% E	10 2%	8 7%	9 2%	8 4%	4 2%	1 1%	13 6% L
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ/KLM  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Fall 2018

QS4. In what county do you reside?

	Gender		Age					Education			Children in HH?		HH Income				Survey Modality		CD			
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
<b>Total Respondents</b>	600 100%	282 100%	318 100%	86 100%	166 100%	104 100%	142 100%	102 100%	109 100%	177 100%	207 100%	92 100%	159 100%	436 100%	114 100%	75 100%	118 100%	202 100%	300 100%	300 100%	274 100%	326 100%
<b>Net: North =====</b>	118 20%	57 20%	61 19%	23 27%	32 19%	17 17%	28 20%	18 18%	27 24%	33 19%	36 18%	17 19%	35 22%	82 19%	29 25%	16 22%	21 17%	30 15%	54 18%	64 21%	-	118 36%
<b>Aroostook</b>	30 5%	11 4%	19 6%	7 8%	6 4%	4 4%	9 6%	4 4%	8 7%	9 5%	8 4%	4 4%	7 5%	23 5%	8 7%	3 5%	5 4%	9 4%	18 6%	12 4%	-	30 9%
<b>Penobscot</b>	49 8%	26 9%	23 7%	10 11%	15 9%	6 6%	10 7%	8 7%	8 8%	12 7%	17 8%	8 9%	14 9%	35 8%	13 11%	6 8%	6 5%	16 8%	13 4%	36 12%	-	49 15%
<b>Piscataquis</b>	10 2%	6 2%	4 1%	1 2%	2 1%	4 3%	3 2%	1 1%	3 3%	-	5 2%	3 3%	1 1%	8 2%	3 2%	1 2%	-	2 1%	8 3%	3 1%	-	10 3%
<b>Somerset</b>	29 5%	14 5%	15 5%	5 6%	8 5%	3 3%	6 4%	6 6%	7 7%	11 6%	8 4%	3 3%	12 7%	17 4%	5 4%	6 7%	9 8%	4 2%	15 5%	13 4%	-	29 9%
<b>Net: Central =====</b>	157 26%	78 28%	79 25%	20 23%	39 24%	34 32%	37 26%	27 27%	31 28%	48 27%	57 27%	20 21%	47 29%	109 25%	44 39%	22 29%	33 28%	49 24%	81 27%	77 26%	34 13%	123 38%
<b>Androscoggin</b>	53 9%	27 9%	26 8%	9 10%	9 5%	11 11%	13 10%	10 10%	14 13%	12 7%	17 8%	10 11%	14 9%	39 9%	8 7%	9 12%	10 9%	19 10%	25 8%	28 9%	-	53 16%
<b>Franklin</b>	12 2%	7 2%	5 2%	- 2%	3 2%	7 7%	- 2%	2 2%	1 1%	3 2%	7 3%	1 1%	2 2%	9 2%	6 5%	1 1%	3 3%	3 1%	11 4%	1 4%	-	12 4%
<b>Kennebec</b>	54 9%	27 10%	27 9%	10 11%	15 9%	6 6%	15 11%	8 8%	7 7%	20 11%	19 9%	6 7%	18 11%	36 8%	14 12%	8 10%	15 13%	16 8%	24 8%	30 10%	34 13%	19 6%
<b>Oxford</b>	38 6%	17 6%	21 7%	1 2%	12 7%	10 9%	8 6%	7 7%	9 8%	12 7%	14 7%	3 3%	12 8%	26 6%	16 14%	5 7%	4 4%	11 6%	21 7%	17 6%	-	38 12%
<b>Net: Coastal =====</b>	325 54%	147 52%	177 56%	43 50%	95 57%	53 51%	76 54%	57 56%	52 48%	96 54%	114 55%	55 60%	78 49%	244 56%	41 36%	37 49%	65 55%	123 61%	165 55%	159 53%	240 87%	85 26%

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

North Region: Aroostook, Penobscot, Piscataquis, Somerset Counties  
Central Region: Androscoggin, Franklin, Kennebec, Oxford Counties  
Coastal Region: Cumberland, Hancock, Knox, Lincoln, Sagadahoc, Waldo, Washington, York Counties



Critical Insights on Maine - Fall 2018

QS4. In what county do you reside?

	Gender			Age					Education			Children in HH?		HH Income				Survey Modality		CD		
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Cumberland	110 18%	47 17%	63 20%	18 21%	36 22%	17 17%	26 18%	13 13%	11 10%	27 15%	43 21%	24 27%	22 14%	87 20%	13 11%	12 16%	21 18%	52 26%	49 16%	61 20%	110 40%	-
Hancock	33 6%	15 5%	18 6%	6 7%	8 5%	7 7%	7 5%	6 6%	9 8%	9 5%	11 5%	5 5%	11 7%	22 5%	6 5%	6 8%	10 8%	9 4%	21 7%	12 4%	-	33 10%
Knox	16 3%	5 2%	11 4%	- 4%	7 4%	2 2%	6 4%	1 1%	2 2%	2 1%	3 2%	6 7%	2 1%	14 3%	- 1%	1 1%	3 2%	3 1%	13 4%	3 1%	16 6%	-
Lincoln	18 3%	7 2%	11 3%	2 3%	3 2%	1 1%	5 4%	6 6%	2 2%	3 2%	11 5%	2 2%	5 3%	12 3%	1 1%	- 4%	4 3%	6 3%	12 4%	6 2%	18 7%	-
Sagadahoc	26 4%	9 3%	17 5%	6 7%	4 2%	4 4%	6 4%	6 6%	4 4%	7 4%	11 6%	4 4%	10 6%	16 4%	2 2%	3 4%	4 4%	8 4%	12 4%	14 5%	26 10%	-
Waldo	35 6%	20 7%	14 5%	1 1%	17 10%	3 3%	7 5%	6 6%	5 4%	15 9%	11 5%	3 3%	5 3%	30 7%	5 5%	5 6%	10 9%	11 5%	24 8%	11 4%	-	35 11%
Washington	16 3%	9 3%	8 2%	- 3%	5 3%	3 3%	5 3%	4 4%	5 5%	6 4%	1 *	3 4%	3 2%	13 3%	4 3%	3 4%	1 *	3 1%	14 5%	2 1%	-	16 5%
York	70 12%	34 12%	35 11%	10 11%	15 9%	14 14%	16 11%	15 14%	13 12%	26 15%	22 11%	8 9%	19 12%	50 12%	10 9%	7 9%	12 10%	32 16%	20 7%	50 17%	70 25%	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
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North Region: Aroostook, Penobscot, Piscataquis, Somerset Counties  
 Central Region: Androscoggin, Franklin, Kennebec, Oxford Counties  
 Coastal Region: Cumberland, Hancock, Knox, Lincoln, Sagadahoc, Waldo, Washington, York Counties

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QS4. In what county do you reside?

	Party Affiliation			Likelihood to Vote		Past Voting		Governor Voting Certainty		Senate Candidate Choice			
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
<b>Total Respondents</b>	600	185	212	171	487	113	485	115	407	193	161	243	196
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Net: North</b> =====	118	21	54	34	91	28	87	31	81	37	34	39	46
	20%	11%	25%	20%	19%	24%	18%	27%	20%	19%	21%	16%	23%
			B	B									
<b>Aroostook</b>	30	5	13	12	22	8	21	9	20	10	6	13	11
	5%	3%	6%	7%	5%	7%	4%	8%	5%	5%	4%	5%	5%
<b>Penobscot</b>	49	7	20	15	36	12	34	15	33	16	13	16	19
	8%	4%	9%	9%	7%	11%	7%	13%	8%	8%	8%	7%	10%
			B										
<b>Piscataquis</b>	10	4	2	4	9	1	10	-	9	2	2	6	3
	2%	2%	1%	3%	2%	1%	2%		2%	1%	1%	2%	1%
<b>Somerset</b>	29	5	19	3	23	6	22	7	19	10	12	4	13
	5%	2%	9%	2%	5%	5%	5%	6%	5%	5%	7%	2%	7%
			BD								L		L
<b>Net: Central</b> =====	157	49	45	55	128	29	124	33	102	55	39	67	52
	26%	26%	21%	32%	26%	26%	26%	29%	25%	29%	24%	27%	27%
			C										
<b>Androscoggin</b>	53	16	18	15	40	13	41	12	37	16	18	23	11
	9%	8%	9%	8%	8%	12%	8%	10%	9%	8%	11%	10%	6%
<b>Franklin</b>	12	6	1	5	11	1	9	3	7	5	1	7	5
	2%	3%	1%	3%	2%	1%	2%	3%	2%	3%	*	3%	2%
<b>Kennebec</b>	54	17	11	23	45	9	42	12	32	22	9	23	22
	9%	9%	5%	13%	9%	8%	9%	10%	8%	11%	6%	9%	11%
			C										
<b>Oxford</b>	38	10	14	13	33	5	31	7	26	12	10	14	14
	6%	5%	7%	8%	7%	5%	6%	6%	6%	6%	7%	6%	7%
<b>Net: Coastal</b> =====	325	115	113	82	268	56	274	50	224	101	89	138	98
	54%	62%	53%	48%	55%	50%	56%	44%	55%	52%	55%	57%	50%
		D					H						

Comparison Groups: BCD/EF/GH/IJ/KLM  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

North Region: Aroostook, Penobscot, Piscataquis, Somerset Counties  
Central Region: Androscoggin, Franklin, Kennebec, Oxford Counties  
Coastal Region: Cumberland, Hancock, Knox, Lincoln, Sagadahoc, Waldo, Washington, York Counties

Critical Insights on Maine - Fall 2018

QS4. In what county do you reside?

	Party Affiliation			Likelihood to Vote		Past Voting		Governor Voting Certainty		Senate Candidate Choice			
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Cumberland	110 18%	47 25%	33 16%	26 15%	99 20%	11 9%	98 20%	12 11%	83 20%	27 14%	24 15%	53 22%	33 17%
		CD			F		H						
Hancock	33 6%	12 6%	15 7%	6 4%	25 5%	8 7%	28 6%	6 5%	21 5%	12 6%	5 3%	13 5%	16 8%
													K
Knox	16 3%	4 2%	7 3%	5 3%	9 2%	7 6%	12 2%	4 4%	9 2%	7 4%	2 1%	10 4%	4 2%
													K
Lincoln	18 3%	4 2%	8 4%	5 3%	16 3%	2 2%	17 3%	1 1%	16 4%	2 1%	11 7%	3 1%	4 2%
							H				LM		
Sagadahoc	26 4%	10 5%	8 4%	6 3%	22 4%	5 4%	21 4%	5 5%	15 4%	11 6%	6 3%	11 5%	9 5%
Waldo	35 6%	13 7%	10 5%	10 6%	31 6%	4 4%	29 6%	6 5%	23 6%	12 6%	16 10%	16 7%	3 1%
											M	M	
Washington	16 3%	3 2%	4 2%	6 4%	14 3%	2 2%	13 3%	4 3%	8 2%	8 4%	2 1%	7 3%	7 3%
York	70 12%	23 12%	27 13%	17 10%	52 11%	18 16%	58 12%	12 10%	48 12%	21 11%	23 15%	24 10%	22 11%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ/KLM  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.

North Region: Aroostook, Penobscot, Piscataquis, Somerset Counties  
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Critical Insights on Maine - Fall 2018

QS5. What town do you live in or closest to?

Base: Mentioned "Kennebec" (QS4)

	Gender		Age					Education			Children in HH?		HH Income				Survey Modality		CD			
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Respondents	54 100%	27 100%	27 100%	10 100%	15 100%	6 100%	15 100%	8 100%	7 100%	20 100%	19 100%	6 100%	18 100%	36 100%	14 100%	8 100%	15 100%	16 100%	24 100%	30 100%	34 100%	19 100%
Augusta	12 23%	8 29%	5 17%	1 11%	4 25%	-	4 27%	3 41%	2 27%	5 23%	4 21%	2 24%	2 13%	10 28%	5 39%	-	5 36%	1 4%	2 9%	10 33%	12 36%	-
Benton	2 5%	-	2 9%	-	-	-	2 16%	-	-	1 7%	1 5%	-	-	2 7%	1 10%	1 13%	-	-	1 4%	1 5%	-	2 13%
China	1 3%	1 3%	1 3%	-	-	1 25%	-	-	-	1 3%	1 4%	-	-	1 4%	-	-	1 10%	-	1 3%	1 2%	1 4%	-
Farmingdale	1 1%	1 2%	-	-	-	-	-	1 8%	-	1 3%	-	-	1 4%	-	-	-	-	1 4%	1 3%	-	1 2%	-
Fayette	2 4%	2 9%	-	-	2 11%	-	-	1 10%	2 22%	-	-	1 13%	-	2 7%	2 17%	-	-	-	2 7%	1 3%	-	2 12%
Gardiner	4 7%	3 11%	1 3%	1 13%	-	-	2 14%	-	-	1 4%	2 11%	1 11%	3 15%	1 2%	-	-	1 9%	2 14%	2 6%	2 7%	-	4 18%
Hallowell	6 11%	3 10%	3 13%	3 35%	-	2 26%	1 8%	-	1 10%	2 8%	3 15%	1 12%	2 9%	4 12%	-	1 10%	3 19%	2 16%	5 21%	1 4%	6 18%	-
Litchfield	5 9%	3 11%	2 6%	2 16%	3 21%	-	-	-	-	5 23%	-	-	5 25%	-	-	-	-	5 29%	3 14%	1 4%	-	5 24%
Manchester	1 3%	-	1 5%	-	-	1 12%	1 5%	-	1 10%	-	1 4%	-	1 4%	1 2%	1 5%	-	-	1 4%	-	1 5%	1 4%	-
Monmouth	3 6%	1 5%	2 6%	-	-	-	2 12%	1 15%	-	-	2 9%	1 9%	-	3 8%	-	2 23%	1 4%	-	3 13%	-	-	3 16%
Oakland	1 2%	-	1 5%	-	-	1 12%	-	1 7%	-	1 3%	1 4%	-	1 3%	1 2%	-	1 17%	-	-	1 2%	1 2%	-	1 7%
Vassalboro	1 2%	-	1 4%	1 11%	-	-	-	-	-	1 5%	-	-	-	1 3%	-	1 14%	-	-	-	1 4%	1 3%	-
Waterville	3 6%	1 4%	2 7%	-	1 8%	1 12%	1 8%	-	-	-	2 12%	1 11%	1 6%	2 5%	-	1 9%	1 7%	1 8%	-	3 10%	3 9%	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

North Region: Aroostook, Penobscot, Piscataquis, Somerset Counties  
Central Region: Androscoggin, Franklin, Kennebec, Oxford Counties  
Coastal Region: Cumberland, Hancock, Knox, Lincoln, Sagadahoc, Waldo, Washington, York Counties

Critical Insights on Maine - Fall 2018

QS5. What town do you live in or closest to?

Base: Mentioned "Kennebec" (QS4)

	Gender			Age					Education				Children in HH?		HH Income				Survey Modality		CD	
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Wayne	2 4%	-	2 8%	-	1 8%	-	1 7%	-	-	1 5%	1 5%	-	1 6%	1 3%	1 8%	1 13%	-	-	1 4%	1 4%	-	2 11%
Windsor	1 2%	1 3%	-	-	-	-	-	1 10%	-	1 4%	-	-	-	1 2%	-	-	1 6%	-	-	1 3%	1 2%	-
Winslow	4 8%	1 5%	3 11%	-	3 21%	-	1 5%	1 7%	2 31%	2 10%	-	-	1 7%	3 8%	3 21%	-	1 9%	-	2 10%	2 7%	4 13%	-
Winthrop	3 6%	2 8%	1 4%	1 13%	1 8%	1 13%	-	-	-	-	2 10%	1 21%	1 6%	2 6%	-	-	-	3 20%	1 3%	2 8%	3 9%	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
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Critical Insights on Maine - Fall 2018

QS5. What town do you live in or closest to?

Base: Mentioned "Kennebec" (QS4)

	Party Affiliation			Likelihood to Vote		Past Voting		Governor Voting Certainty		Senate Candidate Choice			
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Respondents	54 100%	17 100%	11 100%	23 100%	45 100%	9 100%	42 100%	12 100%	32 100%	22 100%	9 100%	23 100%	22 100%
Augusta	12 23%	10 57% C	1 6%	-	9 21%	3 31%	10 24%	2 19%	9 29%	3 13%	-	7 32%	5 23%
Benton	2 5%	-	2 15%	-	2 5%	-	2 4%	1 6%	1 3%	1 7%	1 11%	1 3%	1 3%
China	1 3%	1 4%	-	1 3%	1 2%	1 8%	1 2%	1 6%	1 5%	-	-	1 3%	1 3%
Farmingdale	1 1%	-	-	1 3%	1 1%	-	1 2%	-	-	1 3%	1 7%	-	-
Fayette	2 4%	1 5%	-	2 7%	2 5%	-	2 6%	-	1 3%	2 7%	-	1 4%	2 7%
Gardiner	4 7%	-	-	4 16%	3 6%	1 8%	4 8%	-	1 5%	2 10%	-	1 6%	2 10%
Hallowell	6 11%	-	-	6 27%	5 12%	1 8%	4 9%	2 21%	2 6%	4 19%	2 21%	2 8%	2 11%
Litchfield	5 9%	-	3 26%	2 7%	5 10%	-	3 7%	2 15%	1 4%	3 15%	-	1 6%	3 15%
Manchester	1 3%	-	1 12%	-	1 2%	1 8%	1 2%	1 6%	1 2%	1 3%	-	1 3%	1 3%
Monmouth	3 6%	2 9%	1 6%	1 3%	2 5%	1 8%	3 7%	-	3 9%	-	1 15%	2 7%	-
Oakland	1 2%	-	1 6%	1 3%	1 3%	-	1 2%	1 5%	1 2%	1 3%	1 14%	-	-
Vassalboro	1 2%	-	-	1 5%	1 2%	-	1 3%	-	-	1 5%	1 12%	-	-

Comparison Groups: BCD/EF/GH/IJ/KLM  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

North Region: Aroostook, Penobscot, Piscataquis, Somerset Counties  
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Critical Insights on Maine - Fall 2018

QS5. What town do you live in or closest to?

Base: Mentioned "Kennebec" (QS4)

	Party Affiliation				Likelihood to Vote		Past Voting		Governor Voting Certainty		Senate Candidate Choice		
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Waterville	3 6%	1 4%	1 11%	1 5%	3 7%	-	3 7%	-	2 6%	1 5%	-	2 8%	1 6%
Wayne	2 4%	1 6%	-	1 5%	2 5%	-	1 2%	1 10%	2 7%	-	-	2 9%	-
Windsor	1 2%	1 5%	-	-	1 2%	-	1 2%	-	1 3%	-	-	-	1 4%
Winslow	4 8%	1 3%	2 18%	2 7%	4 8%	1 6%	3 7%	1 11%	4 12%	1 3%	2 21%	1 3%	2 8%
Winthrop	3 6%	1 6%	-	2 9%	1 2%	2 22%	3 8%	-	2 6%	1 6%	-	2 8%	1 6%

Comparison Groups: BCD/EF/GH/IJ/KLM  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.

North Region: Aroostook, Penobscot, Piscataquis, Somerset Counties  
 Central Region: Androscoggin, Franklin, Kennebec, Oxford Counties  
 Coastal Region: Cumberland, Hancock, Knox, Lincoln, Sagadahoc, Waldo, Washington, York Counties

Critical Insights on Maine - Fall 2018

QS6. Into which of the following categories does your age fall?

	Gender			Age					Education			Children in HH?		HH Income				Survey Modality		CD		
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Respondents	600 100%	282 100%	318 100%	86 100%	166 100%	104 100%	142 100%	102 100%	109 100%	177 100%	207 100%	92 100%	159 100%	436 100%	114 100%	75 100%	118 100%	202 100%	300 100%	300 100%	274 100%	326 100%
18 to 24 (x21)	22 4%	10 3%	12 4%	22 25%	-	-	-	-	6 6%	9 5%	5 3%	-	9 6%	12 3%	10 PR	1 1%	5 4%	2 1%	5 2%	17 6%	12 5%	9 3%
25 to 34 (x29.5)	65 11%	30 11%	35 11%	65 75%	-	-	-	-	14 12%	23 13%	23 11%	2 3%	31 19%	34 8%	10 8%	13 17%	16 13%	25 13%	20 7%	45 15%	31 11%	34 10%
35 to 44 (x39.5)	166 28%	79 28%	87 27%	-	166 100%	-	-	-	29 26%	54 30%	54 26%	25 27%	73 46%	93 21%	25 22%	14 18%	33 28%	66 33%	101 34%	64 21%	74 27%	92 28%
45 to 54 (x49.5)	104 17%	51 18%	53 17%	-	-	104 100%	-	-	15 14%	29 16%	43 21%	16 17%	25 15%	78 18%	18 16%	13 18%	17 14%	42 21%	55 18%	50 17%	44 16%	60 18%
55 to 64 (x59.5)	142 24%	65 23%	77 24%	-	-	-	142 100%	-	25 23%	35 20%	56 27%	23 25%	14 9%	127 29%	28 24%	25 33%	26 22%	38 19%	68 23%	73 24%	66 24%	75 23%
65 to 74 (x69.5)	70 12%	32 11%	37 12%	-	-	-	-	70 68%	9 8%	22 12%	17 8%	21 23%	6 4%	63 15%	13 11%	8 11%	17 15%	21 11%	34 11%	36 12%	29 11%	41 12%
75 and older (x79.5)	32 5%	16 6%	17 5%	-	-	-	-	32 32%	12 11%	6 3%	8 4%	4 5%	2 1%	28 6%	11 10%	2 2%	4 4%	8 4%	17 6%	15 5%	17 6%	15 5%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Younger than 18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	49.85	49.85	49.86	27.38	39.50	49.50	59.50	72.67	49.92	47.89	49.56	54.86	41.49	52.77	50.75	49.97	49.09	48.60	50.59	49.12	49.62	50.05
Standard Deviation	14.79	14.75	14.86	3.70	0.00	0.00	0.00	4.68	16.66	14.84	13.74	13.11	11.98	14.53	16.80	14.08	15.11	13.60	13.86	15.65	15.23	14.43
Standard Error	0.64	0.94	0.87	0.46	0.00	0.00	0.00	0.41	1.66	1.19	1.01	1.39	1.05	0.72	1.60	1.67	1.48	1.03	0.87	0.93	0.96	0.85
Grouped Median	49.14	48.98	49.29	28.01	39.50	49.50	59.50	71.59	48.68	45.97	49.53	56.17	39.92	55.06	51.27	51.81	47.91	46.67	48.95	49.34	48.97	49.26

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.



Critical Insights on Maine - Fall 2018

QS6. Into which of the following categories does your age fall?

	Party Affiliation				Likelihood to Vote	Past Voting			Governor Voting Certainty		Senate Candidate Choice		
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Respondents	600 100%	185 100%	212 100%	171 100%	487 100%	113 100%	485 100%	115 100%	407 100%	193 100%	161 100%	243 100%	196 100%
18 to 24 (x21)	22 4%	7 4%	3 1%	9 5% C	15 3%	7 6%	9 2%	12 11% G	13 3%	8 4%	5 3%	4 2%	12 6% L
25 to 34 (x29.5)	65 11%	17 9%	27 13%	15 8%	42 9%	23 20% E	43 9%	22 19% G	36 9%	29 15% I	13 8%	23 10%	29 15% K
35 to 44 (x39.5)	166 28%	46 25%	60 29%	47 27%	138 28%	28 24%	140 29%	26 22%	100 25%	65 34% I	46 29%	60 25%	59 30%
45 to 54 (x49.5)	104 17%	27 15%	41 19%	35 21%	83 17%	21 19%	89 18%	16 14%	74 18%	30 15%	30 19%	45 19%	29 15%
55 to 64 (x59.5)	142 24%	48 26%	46 22%	40 23%	124 25% F	18 16%	117 24%	24 21%	107 26% J	34 18%	35 22%	63 26%	43 22%
65 to 74 (x69.5)	70 12%	28 15%	20 9%	21 12%	62 13%	8 7%	60 12%	9 8%	54 13%	16 8%	21 13%	36 15% M	13 7%
75 and older (x79.5)	32 5%	12 7%	14 7%	4 2%	24 5%	9 8%	27 6%	5 5%	21 5%	11 6%	10 6%	12 5%	10 5%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-
Younger than 18	-	-	-	-	-	-	-	-	-	-	-	-	-
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	49.85	51.65	49.83	49.00	50.61 F	46.61	50.85 H	45.62	51.18 J	47.07	50.76 M	51.64 M	46.89
Standard Deviation	14.79	15.38	14.52	14.13	14.38	16.11	14.23	16.37	14.50	15.04	14.81	14.15	15.17
Standard Error	0.64	1.16	1.06	1.14	0.68	1.61	0.68	1.60	0.75	1.16	1.24	0.94	1.16
Grouped Median	49.14	52.44	48.45	48.76	50.27	43.82	50.11	43.19	51.49	43.22	49.73	51.85	43.68

Comparison Groups: BCD/EF/GH/IJ/KLM  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Fall 2018

QS7. Are you...

	Gender		Age					Education				Children in HH?		HH Income				Survey Modality		CD		
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Respondents	600	282	318	86	166	104	142	102	109	177	207	92	159	436	114	75	118	202	300	300	274	326
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	282	282	-	39	79	51	65	48	54	84	91	46	75	204	47	27	59	121	141	141	120	162
	47%	100%		46%	48%	49%	46%	47%	49%	47%	44%	51%	47%	47%	42%	37%	50%	60%	47%	47%	44%	50%
																		OP				
Female	318	-	318	47	87	53	77	54	55	93	116	45	84	232	67	48	60	81	159	159	154	164
	53%		100%	54%	52%	51%	54%	53%	51%	53%	56%	49%	53%	53%	58%	63%	50%	40%	53%	53%	56%	50%
															R	R						
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
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Critical Insights on Maine - Fall 2018

QS7. Are you...

	Party Affiliation			Likelihood to Vote		Past Voting		Governor Voting Certainty		Senate Candidate Choice			
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Respondents	600	185	212	171	487	113	485	115	407	193	161	243	196
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	282	66	108	94	225	57	234	48	199	83	91	99	92
	47%	36%	51%	55%	46%	50%	48%	42%	49%	43%	56%	41%	47%
			B	B							L		
Female	318	119	104	77	262	56	251	67	208	110	70	144	103
	53%	64%	49%	45%	54%	50%	52%	58%	51%	57%	44%	59%	53%
		CD										K	
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ/KLM  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Fall 2018

QBK1. If the 2018 General Election for U.S. Senate was being held today and the candidates were Republican Eric Brakey, Independent Angus King, and Democrat Zak Ringelstein - for which candidate would you vote?

	Gender			Age					Education				Children in HH?		HH Income				Survey Modality		CD	
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
<b>Total Respondents</b>	600 100%	282 100%	318 100%	86 100%	166 100%	104 100%	142 100%	102 100%	109 100%	177 100%	207 100%	92 100%	159 100%	436 100%	114 100%	75 100%	118 100%	202 100%	300 100%	300 100%	274 100%	326 100%
<b>Republican Eric Brakey</b>	161 27%	91 32%	70 22%	18 21%	46 28%	30 29%	35 25%	31 31%	22 20%	50 28%	66 32%	22 25%	45 28%	115 26%	21 18%	19 25%	35 30%	62 31%	84 28%	77 26%	71 26%	90 28%
			C								I						O					
<b>Independent Angus King</b>	243 41%	99 35%	144 45%	27 31%	60 36%	45 43%	63 45%	47 46%	41 38%	63 36%	88 43%	48 52%	57 36%	186 43%	44 39%	37 49%	45 38%	86 42%	109 36%	134 45%	117 42%	127 39%
			B					D				IJ									S	
<b>Democrat Zak Ringelstein</b>	40 7%	18 6%	23 7%	11 13%	9 5%	6 6%	10 7%	5 5%	7 6%	13 8%	16 8%	4 5%	13 8%	26 6%	9 8%	6 8%	10 9%	7 3%	20 7%	21 7%	19 7%	21 6%
<b>Undecided</b>	139 23%	67 24%	71 22%	29 33%	45 27%	21 20%	29 20%	15 15%	34 31%	50 28%	34 17%	15 16%	44 28%	94 22%	37 32%	13 18%	25 21%	44 22%	77 26%	61 20%	58 21%	80 25%
			GH	H					KL	KL					PQ							
<b>Prefer not to say</b>	17 3%	7 3%	10 3%	1 1%	6 3%	2 2%	4 3%	4 3%	6 5%	1 *	2 1%	2 3%	1 *	15 3%	3 3%	-	4 3%	3 2%	11 4%	6 2%	9 3%	8 3%
													M									
<b>No Answer</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Fall 2018

QBK1. If the 2018 General Election for U.S. Senate was being held today and the candidates were Republican Eric Brakey, Independent Angus King, and Democrat Zak Ringelstein - for which candidate would you vote?

	Party Affiliation				Likelihood to Vote		Past Voting		Governor Voting Certainty		Senate Candidate Choice		
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Respondents	600 100%	185 100%	212 100%	171 100%	487 100%	113 100%	485 100%	115 100%	407 100%	193 100%	161 100%	243 100%	196 100%
Republican Eric Brakey	161 27%	12 7%	121 57%	24 14%	141 29%	20 17%	145 30%	15 13%	142 35%	19 10%	161 100%	-	-
Independent Angus King	243 41%	113 61%	38 18%	85 50%	212 44%	31 27%	204 42%	39 34%	179 44%	65 33%	-	243 100%	-
Democrat Zak Ringelstein	40 7%	32 17%	3 1%	4 2%	34 7%	6 6%	28 6%	12 11%	29 7%	11 6%	-	-	40 21%
Undecided	139 23%	26 14%	48 23%	53 31%	95 19%	44 39%	100 21%	39 34%	52 13%	87 45%	-	-	139 71%
Prefer not to say	17 3%	2 1%	3 1%	6 3%	5 1%	12 11%	8 2%	9 8%	5 1%	12 6%	-	-	17 9%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ/KLM  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Fall 2018

QD4. What is the highest level of education you have completed?

	Gender			Age					Education			Children in HH?		HH Income				Survey Modality		CD		
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Respondents	600 100%	282 100%	318 100%	86 100%	166 100%	104 100%	142 100%	102 100%	109 100%	177 100%	207 100%	92 100%	159 100%	436 100%	114 100%	75 100%	118 100%	202 100%	300 100%	300 100%	274 100%	326 100%
No formal schooling	1 *%	1 *%	-	1 2%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	1 2%	-	-	-	1 *%	-	1 *%
Grammar school (up to 8th grade)	2 *%	1 *%	1 *%	-	1 1%	-	-	1 1%	2 2%	-	-	-	-	2 *%	2 2%	-	-	-	1 *%	1 *%	1 *%	1 *%
Some high school	11 2%	4 1%	7 2%	1 2%	3 2%	2 2%	4 3%	1 1%	11 10%	-	-	-	1 1%	9 2%	8 7%	-	1 1%	-	6 2%	4 1%	5 2%	6 2%
Graduated high school	95 16%	48 17%	48 15%	17 20%	25 15%	13 13%	21 15%	19 19%	95 87%	-	-	-	28 18%	67 15%	31 28%	10 14%	24 21%	13 7%	52 17%	44 15%	34 12%	62 19%
Technical/vocational/ community college	31 5%	13 4%	19 6%	4 4%	6 3%	5 4%	10 7%	7 7%	-	31 18%	-	-	7 5%	24 5%	9 8%	10 13%	8 7%	3 2%	8 3%	23 8%	15 6%	16 5%
Some college	146 24%	72 25%	74 23%	28 33%	48 29%	24 23%	25 18%	20 20%	-	146 82%	-	-	35 22%	111 25%	35 30%	21 28%	27 23%	45 22%	77 26%	69 23%	63 23%	83 26%
Graduated college	207 34%	91 32%	116 36%	28 32%	54 32%	43 41%	56 40%	25 25%	-	-	207 100%	-	71 45%	134 31%	21 19%	24 32%	43 37%	92 46%	96 32%	111 37%	104 38%	103 32%
Graduate school	92 15%	46 16%	45 14%	2 3%	25 15%	16 15%	23 16%	26 25%	-	-	-	92 100%	15 9%	76 18%	6 5%	9 12%	13 11%	45 22%	48 16%	44 15%	49 18%	43 13%
Other	2 *%	2 1%	-	2 2%	-	-	-	-	-	-	-	-	-	2 *%	-	-	-	2 1%	2 1%	-	-	2 *%
Not sure	4 1%	1 *%	3 1%	1 2%	-	2 2%	1 1%	-	-	-	-	-	-	3 1%	1 1%	-	1 1%	1 1%	2 1%	2 1%	1 *%	3 1%
Prefer not to say	9 2%	4 1%	6 2%	1 1%	5 3%	-	1 1%	2 2%	-	-	-	-	-	9 2%	1 1%	-	2 1%	-	8 3%	1 *%	4 2%	5 2%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Fall 2018

QD4. What is the highest level of education you have completed?

	Party Affiliation				Likelihood to Vote		Past Voting		Governor Voting Certainty		Senate Candidate Choice		
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Respondents	600 100%	185 100%	212 100%	171 100%	487 100%	113 100%	485 100%	115 100%	407 100%	193 100%	161 100%	243 100%	196 100%
No formal schooling	1 *%	-	1 1%	-	-	1 1%	-	1 1%	1 *%	-	1 1%	-	-
Grammar school (up to 8th grade)	2 *%	-	1 *%	-	2 *%	-	1 *%	1 1%	-	2 1%	-	1 *%	1 *%
Some high school	11 2%	3 2%	2 1%	4 2%	7 1%	4 4%	5 1%	6 5%	5 1%	6 3%	-	2 1%	9 4% L
Graduated high school	95 16%	21 11%	31 15%	31 18%	62 13%	33 29% E	59 12%	36 32% G	54 13%	41 21% I	20 13%	38 16%	37 19%
Technical/vocational/ community college	31 5%	10 5%	15 7%	5 3%	29 6% F	2 2%	25 5%	6 5%	26 6%	6 3%	14 9%	9 4%	9 5%
Some college	146 24%	42 23%	55 26%	45 26%	118 24%	28 25%	112 23%	33 29%	88 22%	58 30% I	36 22%	55 22%	55 28%
Graduated college	207 34%	72 39%	76 36%	55 32%	177 36% F	29 26%	187 39% H	20 17%	161 40% J	45 23%	66 41% M	88 36% M	52 27%
Graduate school	92 15%	36 19%	26 12%	26 15%	85 17% F	7 6%	88 18% H	4 3%	66 16%	25 13%	22 14%	48 20% M	21 11%
Other	2 *%	-	-	2 1%	2 *%	-	2 *%	-	2 *%	-	-	2 1%	-
Not sure	4 1%	1 *%	1 1%	2 1%	1 *%	3 3%	2 *%	2 2%	-	4 2%	-	1 *%	3 2%
Prefer not to say	9 2%	1 *%	4 2%	2 1%	4 1%	5 5%	5 1%	5 4%	3 1%	6 3%	1 *%	-	9 4% K
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ/KLM  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Fall 2018

QD5. How many adults, including yourself, live in your household?

	Gender		Age					Education			Children in HH?		HH Income				Survey Modality		CD			
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Respondents	600 100%	282 100%	318 100%	86 100%	166 100%	104 100%	142 100%	102 100%	109 100%	177 100%	207 100%	92 100%	159 100%	436 100%	114 100%	75 100%	118 100%	202 100%	300 100%	300 100%	274 100%	326 100%
One	145 24%	68 24%	77 24%	12 14%	38 23%	26 25%	40 28%	29 29%	35 32%	46 26%	37 18%	23 25%	11 7%	133 30%	57 50%	18 24%	21 18%	26 13%	87 29%	58 19%	64 23%	82 25%
Two	362 60%	167 59%	195 61%	54 63%	108 65%	55 53%	84 59%	62 60%	56 51%	104 59%	137 66%	59 64%	110 69%	251 58%	44 39%	47 62%	77 65%	143 71%	176 59%	186 62%	167 61%	195 60%
Three	55 9%	28 10%	27 8%	10 12%	14 8%	15 14%	10 7%	6 6%	10 9%	19 11%	21 10%	5 6%	22 14%	33 8%	8 7%	7 10%	11 9%	21 10%	23 8%	32 11%	21 8%	33 10%
Four	25 4%	13 5%	12 4%	8 9%	6 4%	3 5%	2 2%	2 2%	6 6%	6 4%	7 3%	4 4%	9 5%	16 4%	3 3%	2 2%	7 6%	10 5%	7 2%	17 6%	15 5%	10 3%
Five	6 1%	2 1%	4 1%	- -	- -	1 1%	3 2%	2 2%	1 1%	2 1%	2 1%	1 1%	4 2%	2 1%	- -	1 2%	- -	2 1%	4 1%	2 1%	4 1%	2 1%
Six or more	3 1%	2 1%	2 1%	2 2%	- -	1 1%	- -	1 1%	2 1%	- -	2 1%	- -	3 2%	- -	2 1%	- -	2 1%	- -	2 1%	2 1%	1 *	2 1%
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 *%	-	1 *%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	1 *%	-	1 *%
Prefer not to say	3 1%	1 1%	2 1%	1 1%	-	1 1%	1 1%	1 1%	-	-	1 1%	-	-	1 *%	-	-	-	-	1 *%	2 1%	3 1%	1 *%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.



Critical Insights on Maine - Fall 2018

QD5. How many adults, including yourself, live in your household?

	Party Affiliation				Likelihood to Vote	Past Voting		Governor Voting Certainty		Senate Candidate Choice			
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Respondents	600 100%	185 100%	212 100%	171 100%	487 100%	113 100%	485 100%	115 100%	407 100%	193 100%	161 100%	243 100%	196 100%
One	145 24%	55 30%	45 21%	39 23%	113 23%	32 29%	113 23%	32 28%	100 25%	45 23%	35 21%	66 27%	45 23%
Two	362 60%	106 57%	138 65%	97 57%	303 62%	59 53%	302 62%	60 52%	250 61%	112 58%	106 66%	143 59%	113 58%
Three	55 9%	16 9%	19 9%	17 10%	43 9%	12 11%	43 9%	12 10%	33 8%	22 11%	14 9%	23 9%	18 9%
Four	25 4%	6 3%	5 3%	12 7%	21 4%	3 3%	18 4%	6 6%	19 5%	6 3%	3 2%	8 3%	13 6%
Five	6 1%	1 1%	1 1%	3 2%	5 1%	1 1%	4 1%	2 2%	3 1%	3 1%	2 1%	2 1%	2 1%
Six or more	3 1%	-	2 1%	2 1%	2 *	2 1%	3 1%	-	2 *	2 1%	2 1%	-	2 1%
None	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 **	1 **	-	-	-	1 1%	-	1 1%	-	1 **	-	1 **	-
Prefer not to say	3 1%	-	1 **	1 1%	1 **	3 2%	1 **	2 2%	-	3 2%	-	-	3 2%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ/KLM  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Fall 2018

QD6. How many children, under the age of 18, live in your household?

	Gender			Age					Education			Children in HH?		HH Income				Survey Modality		CD		
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Respondents	600 100%	282 100%	318 100%	86 100%	166 100%	104 100%	142 100%	102 100%	109 100%	177 100%	207 100%	92 100%	159 100%	436 100%	114 100%	75 100%	118 100%	202 100%	300 100%	300 100%	274 100%	326 100%
One	62 10%	28 10%	33 10%	14 16% GH	18 11%	16 15% GH	8 6%	5 5%	9 8%	18 10%	26 13%	8 9%	62 39%	-	9 7%	10 14%	12 10%	25 12%	20 7%	41 14% S	37 13% V	25 8%
Two	68 11%	36 13%	33 10%	17 20% FGH	42 25% FGH	5 5%	2 2%	2 2%	14 13%	18 10%	30 14% L	6 7%	68 43%	-	6 5%	5 7%	14 12%	36 18% OP	39 13%	29 10%	18 6%	50 15% U
Three	17 3%	5 2%	12 4%	2 3%	8 5%	3 3%	2 1%	2 2%	2 2%	4 2%	11 5%	-	17 11%	-	3 2%	1 1%	6 5%	5 3%	7 2%	10 3%	9 3%	8 2%
Four	8 1%	5 2%	4 1%	2 3%	4 3%	1 1%	1 1%	-	3 2%	1 1%	4 2%	-	8 5%	-	1 1%	1 1%	4 4% R	1 *%	2 1%	6 2%	1 *%	7 2%
Five	1 *%	-	1 *%	1 1%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	1 1%	-	1 *%	1 *%	-
Six or more	3 1%	2 1%	1 *%	3 3%	-	-	1 1%	-	2 1%	2 1%	-	-	3 2%	-	2 1%	1 1%	-	1 1%	2 1%	1 *%	2 1%	2 *%
None	436 73%	204 72%	232 73%	46 54%	93 56%	78 74% DE	127 90% DEF	92 90% DEF	77 71%	135 76% K	134 65%	76 83% IK	-	436 100%	93 82% QR	57 76%	82 69%	133 66%	225 75%	210 70%	205 75%	231 71%
Not sure	3 *%	1 1%	1 *%	-	-	1 1%	-	1 1%	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%	-	2 1%	1 *%	-	3 1%
Prefer not to say	2 *%	1 1%	1 *%	-	-	1 1%	1 1%	1 1%	-	-	1 1%	-	-	-	-	-	-	-	1 *%	1 *%	1 1%	1 *%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Fall 2018

QD6. How many children, under the age of 18, live in your household?

	Party Affiliation				Likelihood to Vote	Past Voting			Governor Voting Certainty		Senate Candidate Choice		
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Respondents	600 100%	185 100%	212 100%	171 100%	487 100%	113 100%	485 100%	115 100%	407 100%	193 100%	161 100%	243 100%	196 100%
One	62 10%	22 12%	21 10%	17 10%	52 11%	9 8%	49 10%	13 11%	39 10%	23 12%	14 9%	28 12%	19 10%
Two	68 11%	10 6%	32 15%	23 14%	53 11%	15 13%	52 11%	16 14%	40 10%	28 15%	23 15%	22 9%	23 12%
Three	17 3%	3 2%	7 3%	7 4%	12 3%	4 4%	12 2%	5 4%	7 2%	10 5%	4 2%	5 2%	8 4%
Four	8 1%	2 1%	7 3%	-	8 2%	1 1%	6 1%	2 2%	7 2%	1 1%	3 2%	1 **	5 2%
Five	1 **	-	1 1%	-	1 **	-	1 **	-	1 **	-	1 1%	-	-
Six or more	3 1%	-	2 1%	2 1%	1 **	2 2%	3 1%	-	1 **	3 1%	-	1 **	3 1%
None	436 73%	147 79%	141 67%	122 72%	357 73%	79 70%	359 74%	77 67%	311 76%	125 65%	115 72%	186 76%	135 69%
Not sure	3 **	2 1%	1 **	-	1 **	1 1%	1 **	1 1%	1 **	1 1%	1 **	1 **	1 1%
Prefer not to say	2 **	-	1 **	-	1 **	1 1%	1 **	1 1%	-	2 1%	-	-	2 1%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ/KLM  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Fall 2018

QD7. Which one of the following best describes your use of telephones? Would you say...

	Gender			Age					Education			Children in HH?		HH Income				Survey Modality		CD		
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Respondents	600 100%	282 100%	318 100%	86 100%	166 100%	104 100%	142 100%	102 100%	109 100%	177 100%	207 100%	92 100%	159 100%	436 100%	114 100%	75 100%	118 100%	202 100%	300 100%	300 100%	274 100%	326 100%
You ONLY have a landline	32 5%	17 6%	15 5%	3 3%	5 3%	6 6%	9 6%	10 10%	11 10%	9 5%	4 2%	4 4%	4 3%	27 6%	9 8%	3 4%	2 2%	5 2%	26 9%	5 2%	15 5%	17 5%
You ONLY have a cell phone	185 31%	96 34%	89 28%	57 66%	53 32%	29 28%	33 23%	13 12%	30 27%	75 43%	54 26%	24 26%	64 40%	121 28%	41 36%	31 42%	35 30%	69 34%	22 7%	162 54%	99 36%	85 26%
You have both a landline and a cell phone and use each EQUALLY	159 26%	77 27%	81 26%	16 18%	34 21%	32 31%	45 32%	32 32%	34 31%	38 22%	58 28%	21 23%	36 22%	120 27%	24 21%	16 22%	34 29%	57 28%	109 36%	49 16%	57 21%	102 31%
You have both a landline and a cell phone, but mostly use the LANDLINE phone	98 16%	37 13%	61 19%	1 1%	21 12%	12 11%	31 22%	33 33%	23 21%	25 14%	31 15%	17 19%	10 7%	88 20%	32 28%	15 20%	18 15%	16 8%	64 21%	34 11%	39 14%	59 18%
You have both a landline and a cell phone, but mostly use the CELL phone	123 21%	54 19%	69 22%	10 11%	54 33%	23 22%	24 17%	13 12%	10 9%	29 17%	59 29%	25 27%	45 28%	78 18%	7 6%	10 13%	28 24%	55 27%	76 25%	48 16%	63 23%	61 19%
Don't know	2 *%	-	2 1%	-	-	2 2%	-	-	1 1%	-	-	-	-	1 *%	1 1%	-	1 1%	-	1 *%	1 *%	-	2 1%
Refused	2 *%	1 *%	1 *%	-	-	1 1%	-	1 1%	1 1%	-	-	-	-	1 *%	1 1%	-	-	-	1 *%	1 *%	1 *%	1 *%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Fall 2018

QD7. Which one of the following best describes your use of telephones? Would you say...

	Party Affiliation			Likelihood to Vote		Past Voting		Governor Voting Certainty		Senate Candidate Choice			
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Respondents	600 100%	185 100%	212 100%	171 100%	487 100%	113 100%	485 100%	115 100%	407 100%	193 100%	161 100%	243 100%	196 100%
You ONLY have a landline	32 5%	5 3%	12 6%	14 8%	19 4%	12 11% E	23 5%	9 8%	13 3%	18 10% I	6 3%	10 4%	16 8%
You ONLY have a cell phone	185 31%	61 33%	59 28%	53 31%	145 30%	40 35%	127 26%	58 50% G	124 31%	61 31%	45 28%	74 30%	65 33%
You have both a landline and a cell phone and use each EQUALLY	159 26%	51 27%	58 27%	37 22%	125 26%	33 30%	136 28%	23 20%	108 27%	51 26%	48 30%	59 24%	52 27%
You have both a landline and a cell phone, but mostly use the LANDLINE phone	98 16%	37 20%	30 14%	27 16%	88 18% F	10 9%	86 18% H	12 10%	73 18%	25 13%	17 10%	48 20% K	33 17%
You have both a landline and a cell phone, but mostly use the CELL phone	123 21%	30 16%	52 25% B	38 22%	109 22% F	15 13%	112 23% H	11 10%	86 21%	38 20%	46 28% M	52 21% M	26 13%
Don't know	2 *%	1 *%	-	1 1%	1 *%	1 1%	1 *%	1 1%	1 *%	1 *%	-	1 *%	1 1%
Refused	2 *%	1 *%	1 *%	1 *%	-	2 2%	1 *%	1 1%	1 *%	1 *%	-	-	2 1%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ/KLM  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Fall 2018

Q08. To ensure that our sample is representative of the State, which of the following categories best describes your total household income before taxes for last year?

	Gender			Age					Education			Children in HH?		HH Income				Survey Modality		CD		
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Respondents	600 100%	282 100%	318 100%	86 100%	166 100%	104 100%	142 100%	102 100%	109 100%	177 100%	207 100%	92 100%	159 100%	436 100%	114 100%	75 100%	118 100%	202 100%	300 100%	300 100%	274 100%	326 100%
Less than \$15,000	28 5%	13 4%	15 5%	5 5%	3 2%	4 4%	10 7%	6 6%	14 13%	11 6%	3 2%	-	1 *	27 6%	28 24%	-	-	-	9 3%	19 6%	9 3%	19 6%
\$15,000 to \$24,999	42 7%	17 6%	25 8%	10 11%	13 8%	6 6%	6 4%	7 7%	15 14%	16 9%	9 4%	2 2%	11 7%	31 7%	42 37%	-	-	-	16 5%	26 9%	12 4%	30 9%
\$25,000 to \$34,999	44 7%	18 6%	26 8%	5 6%	9 6%	8 7%	12 8%	10 10%	13 12%	17 10%	9 4%	4 4%	9 6%	35 8%	44 39%	-	-	-	20 7%	24 8%	14 5%	30 9%
\$35,000 to \$49,999	75 13%	27 10%	48 15%	14 16%	14 8%	13 13%	25 17%	10 10%	12 11%	31 17%	24 11%	9 10%	18 11%	57 13%	-	75 100%	-	-	33 11%	42 14%	26 9%	49 15%
\$50,000 to \$74,999	118 20%	59 21%	60 19%	20 24%	33 20%	17 16%	26 19%	21 21%	25 23%	35 20%	43 21%	13 14%	36 23%	82 19%	-	-	118 100%	-	56 19%	62 21%	57 21%	61 19%
\$75,000 to \$99,999	93 15%	55 20%	38 12%	17 19%	33 20%	14 14%	17 12%	11 11%	8 8%	28 16%	39 19%	15 16%	34 22%	58 13%	-	-	-	93 46%	50 17%	42 14%	40 15%	52 16%
\$100,000 to \$149,999	75 13%	43 15%	32 10%	8 9%	21 13%	21 20%	14 10%	12 12%	4 4%	14 8%	38 18%	20 22%	24 15%	51 12%	-	-	-	75 37%	28 9%	47 16%	42 15%	34 10%
\$150,000 to \$199,999	19 3%	13 4%	7 2%	1 2%	11 6%	2 2%	3 2%	3 3%	-	6 3%	11 5%	3 3%	8 5%	11 3%	-	-	-	19 10%	7 2%	12 4%	15 5%	4 1%
\$200,000 or more	15 2%	10 4%	4 1%	1 2%	1 1%	5 5%	5 3%	2 2%	1 1%	1 1%	5 2%	7 8%	2 1%	12 3%	-	-	-	15 7%	4 1%	11 4%	12 4%	2 1%
Not sure	24 4%	5 2%	19 6%	-	10 6%	5 5%	4 3%	5 5%	4 4%	4 2%	9 4%	7 8%	4 3%	19 4%	-	-	-	-	24 8%	-	17 6%	7 2%
Prefer not to say	66 11%	22 8%	44 14%	6 7%	17 10%	10 9%	20 14%	13 13%	13 12%	16 9%	17 8%	12 13%	12 7%	52 12%	-	-	-	-	51 17%	15 5%	30 11%	37 11%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Fall 2018

QD8. To ensure that our sample is representative of the State, which of the following categories best describes your total household income before taxes for last year?

	Party Affiliation			Likelihood to Vote		Past Voting		Governor Voting Certainty		Senate Candidate Choice			
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Respondents	600 100%	185 100%	212 100%	171 100%	487 100%	113 100%	485 100%	115 100%	407 100%	193 100%	161 100%	243 100%	196 100%
Less than \$15,000	28 5%	10 5%	8 4%	8 4%	24 5%	4 4%	13 3%	15 13% G	18 4%	10 5%	5 3%	12 5%	11 5%
\$15,000 to \$24,999	42 7%	10 5%	15 7%	12 7%	28 6%	14 12%	25 5%	18 15% G	23 6%	19 10%	6 4%	12 5%	24 12% KL
\$25,000 to \$34,999	44 7%	14 8%	16 8%	11 6%	35 7%	9 8%	30 6%	14 12%	28 7%	16 8%	10 6%	19 8%	14 7%
\$35,000 to \$49,999	75 13%	29 16%	21 10%	24 14%	61 13%	14 12%	58 12%	18 15%	58 14%	17 9%	19 12%	37 15%	20 10%
\$50,000 to \$74,999	118 20%	42 23%	38 18%	34 20%	103 21%	16 14%	97 20%	21 19%	80 20%	38 20%	35 22%	45 18%	38 20%
\$75,000 to \$99,999	93 15%	26 14%	40 19%	25 15%	77 16%	16 14%	85 18% H	7 6%	68 17%	25 13%	36 22% LM	32 13%	25 13%
\$100,000 to \$149,999	75 13%	18 10%	25 12%	29 17%	64 13%	11 10%	68 14% H	8 7%	51 13%	24 12%	19 12%	35 14%	22 11%
\$150,000 to \$199,999	19 3%	6 3%	8 4%	5 3%	17 4%	2 2%	19 4%	-	16 4%	3 2%	4 2%	13 5% M	3 1%
\$200,000 or more	15 2%	5 3%	6 3%	4 2%	12 2%	3 3%	14 3%	1 1%	10 2%	5 2%	4 2%	6 3%	5 2%
Not sure	24 4%	9 5%	10 5%	5 3%	18 4%	7 6%	21 4%	4 3%	14 4%	10 5%	5 3%	15 6% M	3 2%
Prefer not to say	66 11%	17 9%	25 12%	15 9%	48 10%	18 16%	56 12%	10 9%	40 10%	26 14%	18 11%	17 7%	31 16% L
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ/KLM  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Fall 2018

QD9. Which of the following categories describe you?

	Gender			Age					Education			Children in HH?		HH Income				Survey Modality		CD		
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Respondents	600 100%	282 100%	318 100%	86 100%	166 100%	104 100%	142 100%	102 100%	109 100%	177 100%	207 100%	92 100%	159 100%	436 100%	114 100%	75 100%	118 100%	202 100%	300 100%	300 100%	274 100%	326 100%
Asian or Pacific Islander	5 1%	3 1%	2 1%	2 3%	1 1%	1 1%	1 1%	-	-	2 1%	3 1%	-	2 1%	3 1%	-	1 1%	2 2%	3 1%	1 *%	4 1%	2 1%	3 1%
African American	14 2%	8 3%	6 2%	1 1%	7 4%	3 3%	3 2%	1 1%	3 3%	11 6%	-	-	6 4%	8 2%	-	5 7%	4 4%	5 2%	13 4%	1 *%	6 2%	8 3%
Hispanic or Latino	3 *%	3 1%	-	-	1 1%	1 1%	-	1 1%	-	2 1%	-	1 1%	-	3 1%	1 1%	-	-	1 1%	1 *%	2 1%	-	3 1%
Middle Eastern	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Native American	10 2%	2 1%	8 2%	1 1%	2 1%	3 3%	1 1%	2 2%	2 2%	5 3%	3 1%	-	2 2%	7 2%	3 2%	3 4%	1 1%	1 1%	3 1%	6 2%	4 1%	6 2%
White or Caucasian	563 94%	263 93%	299 94%	81 93%	153 92%	97 93%	133 94%	99 97%	103 94%	163 92%	194 94%	90 98% JK	146 92%	412 95%	111 97%	70 93%	111 93%	193 96%	269 90%	293 98% S	259 94%	303 93%
Some other race, ethnicity, or origin	6 1%	4 1%	2 1%	3 4%	-	-	2 2%	1 1%	2 1%	2 1%	2 1%	1 1%	2 1%	4 1%	3 3%	-	1 1%	1 *%	3 1%	3 1%	1 1%	5 1%
Not sure	3 1%	1 *%	3 1%	1 1%	2 1%	-	-	1 1%	-	-	2 1%	-	2 1%	2 *%	1 1%	-	-	-	2 1%	1 *%	1 *%	2 1%
Prefer not to say	8 1%	3 1%	5 1%	-	3 2%	1 1%	3 2%	1 1%	-	2 1%	6 3%	-	3 2%	5 1%	-	-	2 2%	1 1%	8 3%	-	6 2%	2 1%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.



Critical Insights on Maine - Fall 2018

QD9. Which of the following categories describe you?

	Party Affiliation				Likelihood to Vote		Past Voting		Governor Voting Certainty		Senate Candidate Choice		
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Respondents	600 100%	185 100%	212 100%	171 100%	487 100%	113 100%	485 100%	115 100%	407 100%	193 100%	161 100%	243 100%	196 100%
Asian or Pacific Islander	5 1%	1 1%	4 2%	-	4 1%	1 1%	5 1%	-	4 1%	1 1%	1 1%	1 *%	3 1%
African American	14 2%	5 3%	6 3%	2 1%	13 3%	1 1%	9 2%	5 4%	5 1%	9 4%	4 3%	2 1%	7 4%
Hispanic or Latino	3 *%	-	2 1%	1 *%	2 *%	1 1%	3 1%	-	2 *%	1 1%	1 1%	1 *%	1 1%
Middle Eastern	-	-	-	-	-	-	-	-	-	-	-	-	-
Native American	10 2%	2 1%	4 2%	2 1%	7 1%	3 2%	9 2%	1 1%	6 2%	3 2%	3 2%	3 1%	4 2%
White or Caucasian	563 94%	176 95%	196 93%	160 93%	457 94%	105 93%	454 94%	109 95%	385 95%	177 92%	146 91%	237 97% KM	179 91%
Some other race, ethnicity, or origin	6 1%	1 1%	2 1%	2 1%	4 1%	2 2%	5 1%	1 1%	4 1%	2 1%	2 2%	2 1%	2 1%
Not sure	3 1%	2 1%	-	2 1%	2 *%	1 1%	2 *%	1 1%	2 1%	1 1%	1 *%	2 1%	1 1%
Prefer not to say	8 1%	1 1%	3 2%	3 2%	5 1%	3 2%	8 2%	-	5 1%	3 1%	4 3%	1 *%	2 1%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ/KLM  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

Critical Insights on Maine - Fall 2018

SURVEYTYPE. Survey Modality

	Gender			Age					Education			Children in HH?		HH Income				Survey Modality		CD		
	Total	Male	Female	<35	35 to 44	45 to 54	55 to 64	65+	HS or less	Some college	Graduated college	Graduate school	Children in HH	No children in HH	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	Phone	Online	CD1	CD2
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Respondents	600	282	318	86	166	104	142	102	109	177	207	92	159	436	114	75	118	202	300	300	274	326
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Phone	300	141	159	25	101	55	68	51	59	85	96	48	71	225	46	33	56	89	300	-	117	183
	50%	50%	50%	29%	61%	52%	48%	50%	54%	48%	46%	52%	45%	52%	40%	44%	47%	44%	100%		43%	56%
					DG	D	D	D														U
Online	300	141	159	62	64	50	73	51	50	92	111	44	88	210	68	42	62	113	-	300	158	142
	50%	50%	50%	71%	39%	48%	52%	50%	46%	52%	54%	48%	55%	48%	60%	56%	53%	56%		100%	57%	44%
				EFGH			E															V
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEFGH/IJKL/MN/OPQR/ST/UV  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.

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SURVEYTYPE. Survey Modality

	Party Affiliation			Likelihood to Vote		Past Voting		Governor Voting Certainty		Senate Candidate Choice			
	Total	Democrat	Republican	Green Party /Unenrolled /Other	Def Will Vote	All Other	Regular Voters	Irregular Voters	Certain	Uncertain /Unsure	Rep Eric Brakey	Ind Angus King	All Others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Respondents	600 100%	185 100%	212 100%	171 100%	487 100%	113 100%	485 100%	115 100%	407 100%	193 100%	161 100%	243 100%	196 100%
Phone	300 50%	87 47%	112 53%	87 51%	244 50%	56 50%	255 53%	45 39%	192 47%	108 56%	84 52%	109 45%	108 55%
Online	300 50%	98 53%	100 47%	84 49%	243 50%	57 50%	230 47%	70 61%	215 53%	85 44%	77 48%	134 55%	88 45%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJ/KLM  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.