



REPORT TO



# Highlights of Survey Findings

MAY, 2010



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# Methodology

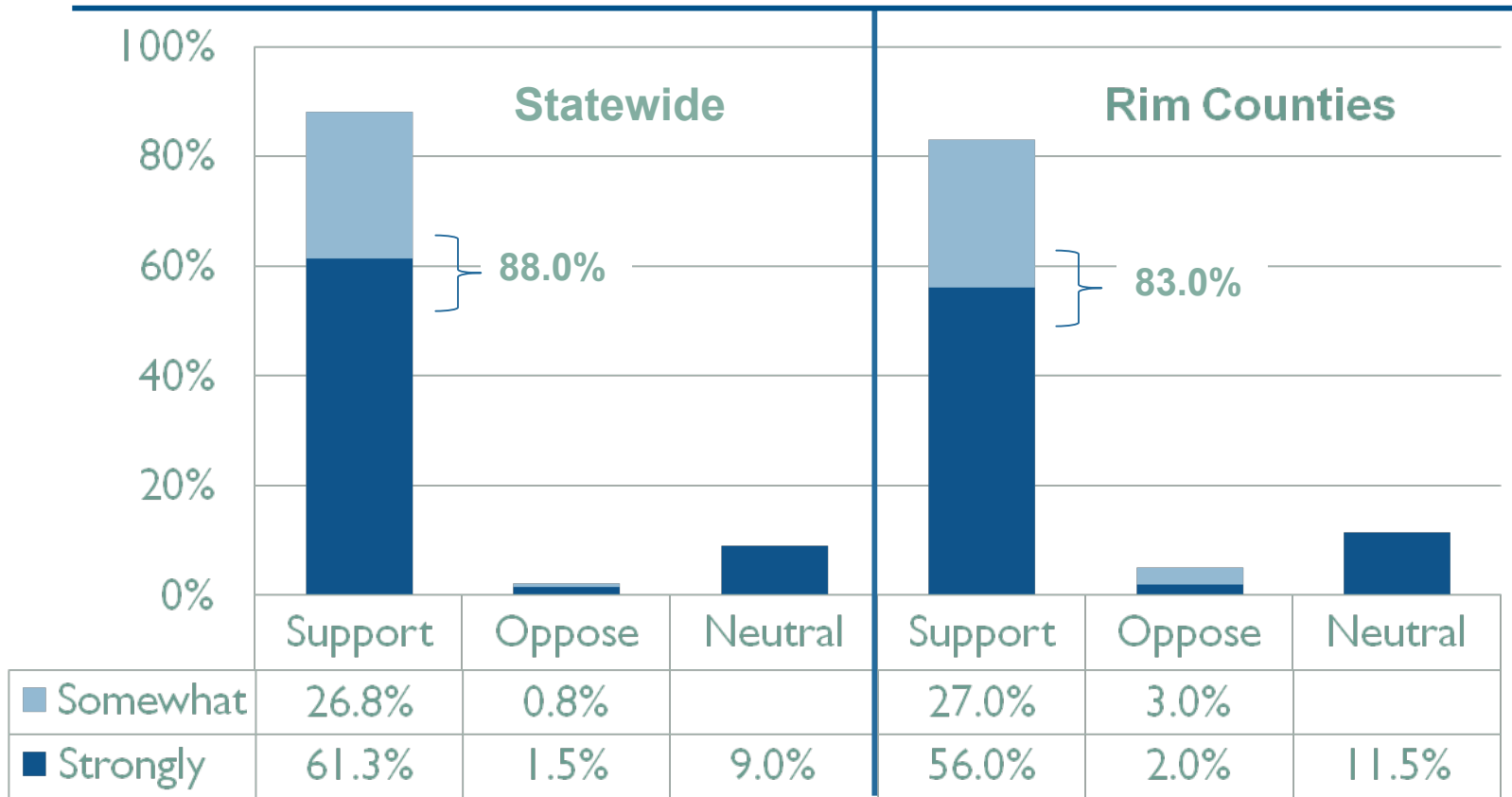
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- A total of 500 telephone surveys, averaging 15-17 minutes in length, was conducted with registered Maine voters who indicated that they are likely to vote in the upcoming primary elections.
  - Part 1 of the methodology consisted of a random sample of 400 Maine citizens, stratified statewide
  - Part 2 consisted of a random, stratified sample of an extra 100 residents living in seven “rim counties” (Aroostook, Franklin, Oxford, Penobscot<sup>1</sup>, Piscataquis, Somerset, and Washington).
  - The final analysis looks at two data segments:
    - 1) the **statewide sample** of 400, and
    - 2) 200 **rim county** surveys<sup>2</sup>
- All surveys were conducted between April 27<sup>th</sup> and May 13<sup>th</sup>, 2010 by the in-house interviewing team at Pan Atlantic SMS Group. (Please note that this period coincides with news coverage of the BP oil spill in the Gulf of Mexico.)

<sup>1</sup> Excluding more urban areas, such as Greater Bangor

<sup>2</sup> These are inclusive of the surveys meeting the rim county criteria in the original statewide sample of 400 plus the additional 100 surveys done in these counties

# Support for Wind Power in ME



Wind power is extremely popular in Maine. There is an 88% support level for wind power statewide and 83% in the “rim counties,” which are the rural counties where development of wind facilities is more likely.

# REASONS FOR SUPPORT

## Principal Reasons Why People Support Wind Energy Development:

- ✓ To reduce our dependence on fossil fuels
- ✓ To create jobs and other economic benefits, especially to rural areas of Maine

### Findings: Aided

(Statewide Sample, n=400)

- “Wind energy will reduce dependence on fossil fuels.” This was the #1 reason cited (of 12 statements read) for supporting wind development in Maine.
- “Wind development could bring over 2,000 jobs to Maine, many in rural areas.” This was the #2 reason cited for supporting wind development in Maine.

### Findings: Unaided

(Statewide Sample, n=400)

- “Alternative energy / Reducing fossil fuel dependence” and “Creates jobs / Other positive economic impacts” were the most often cited, unaided reasons for supporting wind development, statewide and in the “Rim” counties.

# REASONS FOR SUPPORT

## Other Important Reasons Why People Support Wind Energy Development:

- ✓ Reducing greenhouse gases and pollution
- ✓ Bringing new investments and new tax revenues to the State and to local communities

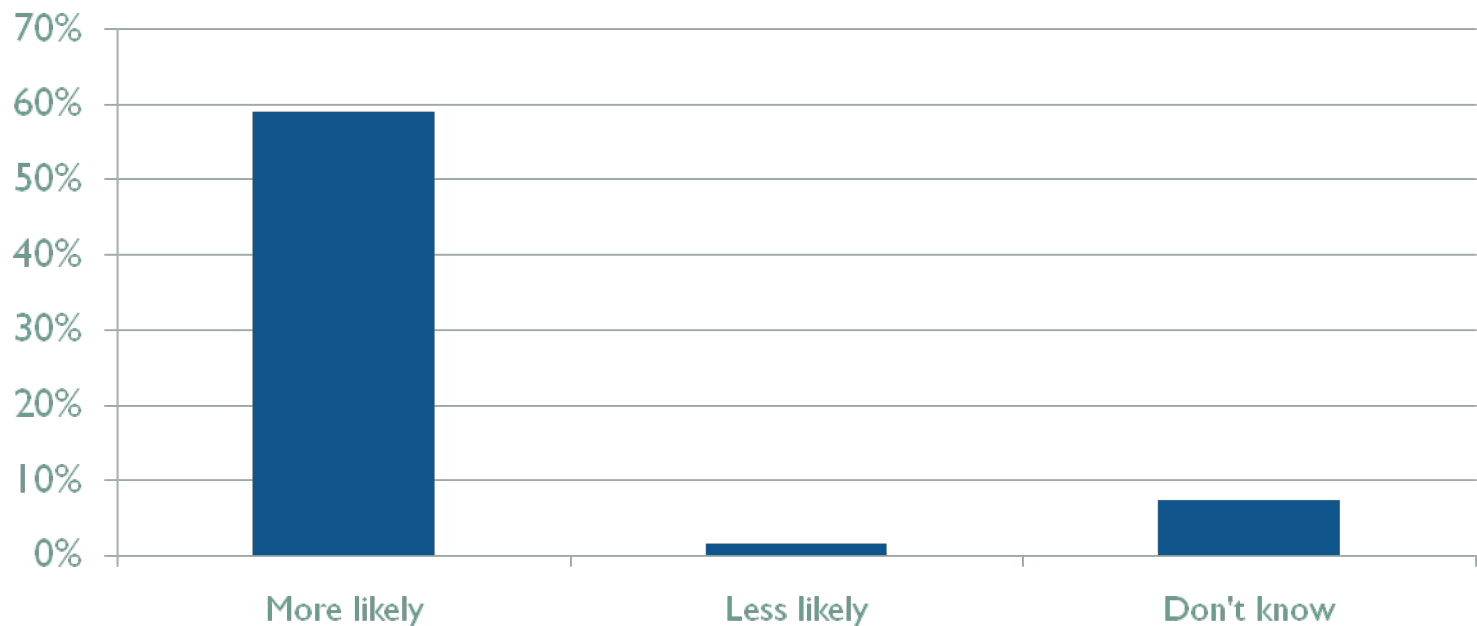
### Findings: Aided

(Statewide Sample,  
n=400)

- Beyond reducing dependence on fossil fuels, “Wind energy will keep millions of tons of greenhouse gases out of the air which contribute to global warming,” and
- “Wind energy will reduce the pollution from power plants in Maine and throughout New England” were cited as the strongest environmental reasons to support wind development.
- Beyond job creation, the prospects of wind facilities “Bringing \$750 million of new investments to Maine” and “Bringing new tax revenues to the State and to the local communities that host them” were cited as the strongest economic reasons to support wind development.

# LEGISLATIVE SUPPORT OF WIND POWER

Likelihood of Voting for a Legislative Candidate  
Who Supports Wind Power  
(Q22, Aided, Single Response, Statewide Sample, n=400)



59% of respondents statewide said that they would be more likely to vote for a candidate for the Maine Legislature who supports wind power. Fewer than 2% said that they would be less likely to vote for such a candidate.

# OPPOSING ARGUMENTS

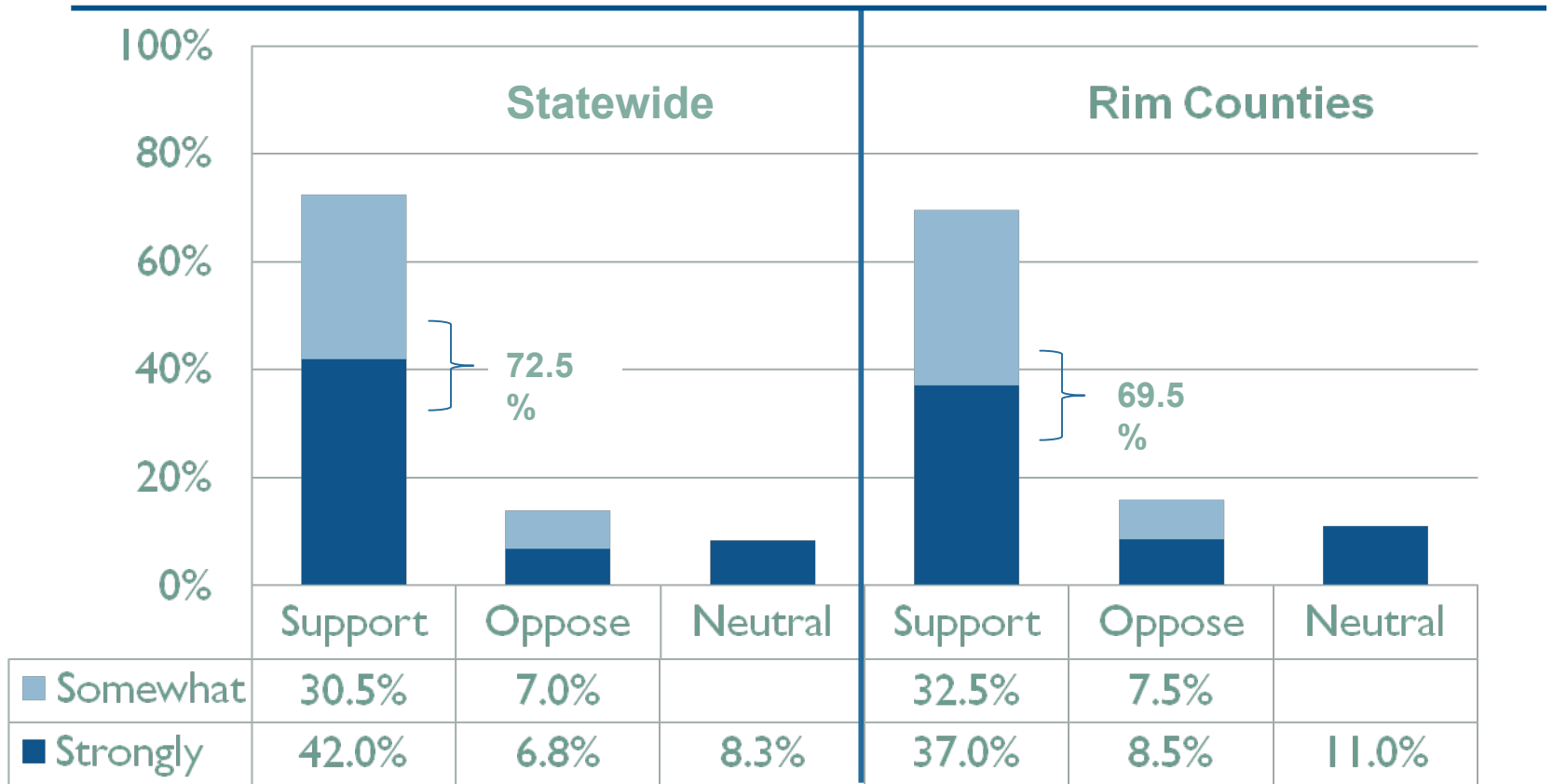
Although a very small percentage (2.3%) of Maine residents oppose wind energy, the principal negative issue raised is concern about noise.

## Findings: Unaided

(Statewide Sample, n=400)

- Among those who oppose wind energy development in Maine, approximately one-third cited “noise concerns” as their reason for opposition.

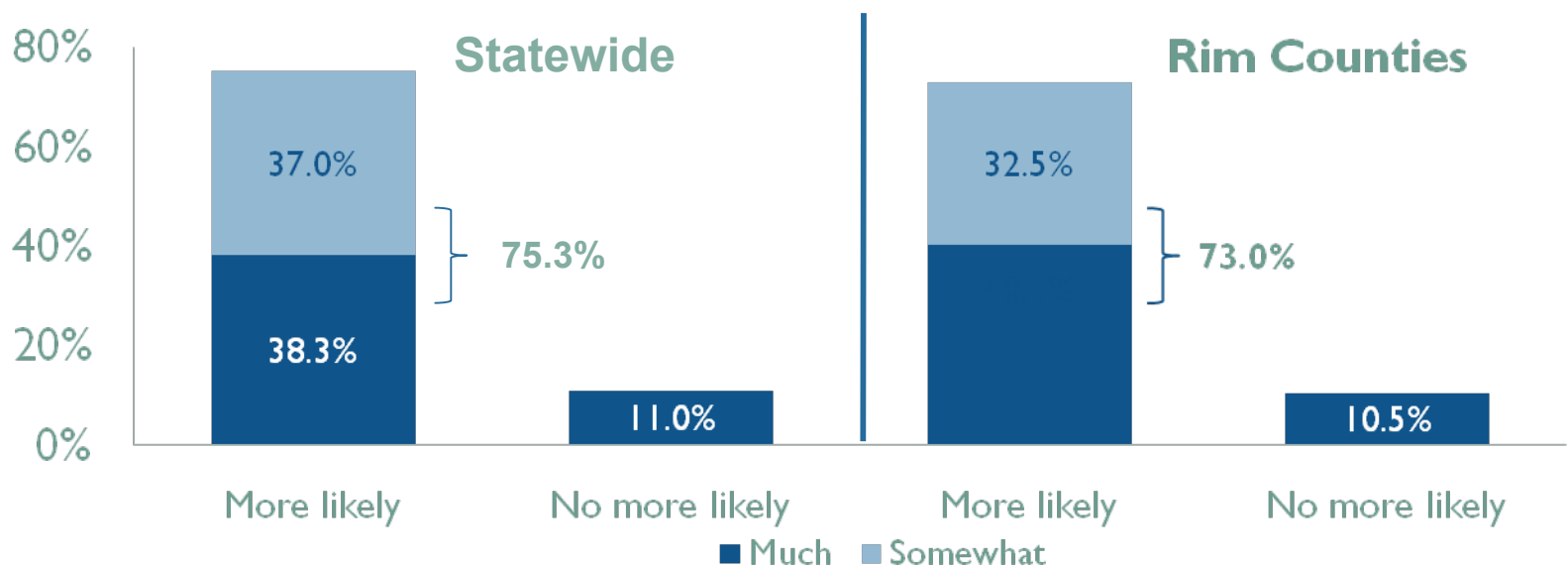
# Support for Wind Power Nearby



Even when asked about a potential development of a commercial-scale wind farm nearby their home town or a region they visit frequently in Maine, more than two-thirds of respondents still support wind energy development (72.5% statewide and 69.5% in rim counties).

# Potential Benefits to Host Communities

**“Developing wind energy facilities in Maine will bring additional tax revenues to the State and to the local communities that host them.” (Q18)**



Statewide and rural county residents alike view additional tax revenues for the State and local communities as a key reason to support commercial wind facilities.

# SUMMARY

In sum, most Mainers have a high level of support (88% statewide) for wind energy development in Maine for the following (unaided) reasons:

## In General

(Statewide Sample, n=400; Q4)

- Alternative energy / Reducing fossil fuel dependence
- Clean, renewable energy
- Job creation and other positive economic impacts

## Nearby Development

(Statewide Sample, n=400; Q14)

- Job creation and other positive economic impacts
- Alternative energy / Reducing fossil fuel dependence
- Clean, renewable energy

The above reasons ring true both statewide and in rural “Rim County” areas of Maine.