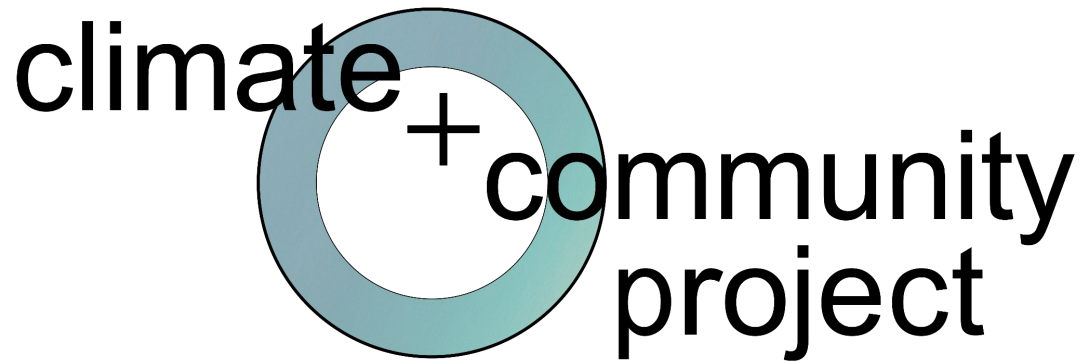


Attitudes Toward a Consumer Owned Utility in Maine

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**Sampling:**

328 responses collected by YouGov 10/12 – 10/20 2023

Sampling frame: politically representative "modeled frame" of Maine adults, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote.

## ballot\_knowledge

How much have you heard about the Pine Tree Power Company Initiative (Maine Question 3)?

---

<b>ballot_knowledge</b>	All
Nothing at all	14%
A little	32%
A moderate amount	33%
A lot	22%
Unweighted N	328

---

## ballot\_source

How did you hear about this initiative? (Check all that apply)

---

<b>ballot_source</b>	All
Your town government	5%
Well-known people in the community (e.g. former politicians)	10%
Your utility company	14%
Our Power Maine (the campaign behind Pine Tree Power)	22%
Governor Janet Mills	29%
Conversations with family, friends, neighbors or other acquaintances	30%
In the news (print/online)	46%
Advertisements or signs	49%
On television	71%
Unweighted N	288

## vote\_likely

How likely is it that you will vote in the upcoming Referendum election on November 7th?

---

<b>vote_likely</b>	All
Very likely to vote	63%
Somewhat likely to vote	19%
Not very likely to vote	9%
Not at all likely to vote	9%
Unweighted N	328

---

## vote\_pref

If the election were held today, would you vote "Yes" to establish the Pine Tree Power Company or "No" to keep things as they are?

---

<b>vote_pref</b>	All
Yes	37%
No	37%
Don't know	25%
Unweighted N	328

## vote\_pref crosstabs (with pol ideology & misbilled)

<b>vote_pref</b>				
If the election were held today, would you vote "Yes" to establish the Pine Tree Power Company or "No" to keep things as they are?				
<b>Ideology</b> In general, how would you describe your own political viewpoint?	Yes	No	Don't know	All
Very liberal	25	7	8	14
Liberal	22	15	13	17
Moderate	36	37	32	35
Conservative	6	26	16	16
Very conservative	8	11	6	9
Not sure	3	4	27	9
Unweighted N	128	128	72	328

<b>vote_pref</b>				
If the election were held today, would you vote "Yes" to establish the Pine Tree Power Company or "No" to keep things as they are?				
<b>misbilled</b> In the past 12 months, do you believe you have been incorrectly billed by your utility,...	Yes	No	Don't know	All
Yes	43	16	20	27
No	29	58	39	42
Not sure	27	27	42	31
Unweighted N	128	128	72	328

## if\_established

If established, how likely do you think the Pine Tree Power Company would be to...

if_established						
if_established	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Unweighted N
Lower electricity costs for customers	20%	24%	22%	11%	23%	328
Face legal and regulatory challenges	33%	34%	26%	5%	2%	328
Pay for the purchase and acquisition of existing investor-owned utility assets in Maine	19%	27%	39%	8%	6%	328
Ensure better service reliability than existing investor-owned utilities	11%	24%	34%	15%	16%	328
Negatively impact economic stability and jobs in Maine	17%	20%	31%	16%	16%	328
Increase investment in renewable energy and reduce greenhouse gas emissions	13%	28%	38%	13%	8%	328
Initiate a larger cross-state movement towards public ownership of energy resources	15%	33%	36%	12%	4%	327

## utility

Which company provides your home with electricity?

---

<b>utility</b>	All
Eastern Maine Electric Cooperative (EMEC)	3%
Central Maine Power (CMP)	68%
Versant Power	23%
Other	2%
Don't know	4%
Unweighted N	328



## util\_own2

Is the utility company that provides your home with electricity...

---

<b>util_own2</b>	All
Publicly-owned by a government entity	4%
Privately-owned by an American company based locally in Maine	9%
Privately-owned by an American company based outside of Maine	11%
Privately-owned by an International company	32%
Cooperatively-owned by the consumers	3%
I don't know	41%
Unweighted N	328

---

## misbilled

In the past 12 months, do you believe you have been incorrectly billed by your utility, meaning that you were charged an amount that you should not have been charged or that the bill contained errors?

---

<b>misbilled</b>	All
Yes	27%
No	42%
Not sure	31%
Unweighted N	328

## elec\_cost

Over the past 5 years, has the cost of electricity at your home generally...

---

<b>elec_cost</b>	All
Become a lot more expensive	56%
Become a bit more expensive	29%
Stayed about the same	9%
Become a bit less expensive	1%
Not sure	5%
Unweighted N	328

## elec\_concern

How concerned are you about current and future energy costs?

---

<b>elec_concern</b>	All
Very worried	46%
Somewhat worried	42%
Not very worried	9%
Not at all worried	3%
Unweighted N	328

---

## power\_out

Have you experienced a power outage at your home in the past 5 years?

---

<b>power_out</b>	All
Yes	93%
No	4%
Not sure	3%
Unweighted N	328

## power\_out\_time

When was the most recent power outage at your home?

---

<b>power_out_time</b>	All
Within the last month	23%
Within the last 3 months	37%
Within the last 6 months	14%
Within the last year	20%
More than a year ago	6%
Unweighted N	309

## utilities\_own\_statements

Chose the statement that is closest to your views:

---

<b>Utility Ownership</b>	All
Utilities, such as electricity providers, should be locally owned and operated	55%
The ownership of utilities doesn't matter as long as they provide reliable service	45%
Unweighted N	325

## utilities\_operations\_statements

Chose the statement that is closest to your views:

---

<b>utilities_operations_statements</b>	All
Utilities, such as electricity providers, should be able to operate as for-profit entities, striving for competitive rates and reliability	34%
Utilities, such as electricity providers, should be not-for-profit, prioritizing affordable rates and customer service	66%
Unweighted N	328