



**Maine Statewide Survey
Likely Voters, 2020 General Election
7.2020**

SCREENERS

1. In what state do you live? **[ACCEPT ONLY MAINE]**
2. What is your zip code?
3. How likely would you say you are to vote in the 2020 election for President, Congress, and other federal and statewide offices?
 - 1) Almost certain
 - 2) Very likely
 - 3) Somewhat likely
 - 4) About 50-50 **[TERMINATE]**
 - 5) Not too likely **[TERMINATE]**
 - 6) Not at all likely **[TERMINATE]**
 - 7) Don't know **[TERMINATE]**

FAVORABILITY

4. Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of each of the following?
 - 1) Very favorable
 - 2) Somewhat favorable
 - 3) Somewhat unfavorable
 - 4) Very unfavorable
 - 5) Never heard of them
- [RANDOMIZE]**
- 1) Hydro-electric power
 - 2) The oil and gas industry
 - 3) Central Maine Power
 - 4) The Sierra Club
 - 5) The Clean Energy Corridor
 - 6) Governor Janet Mills
 - 7) Hydro-Québec

VOTES

1. If the November 2020 election for President were held today, for whom would you vote?
[ROTATE]

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- 1) Democrat Joe Biden
- 2) Republican Donald Trump
- 3) Someone else
- 4) Don't know/not sure

2. **[IF UNDECIDED]** Well if you had to choose, who would you vote for?
[ROTATE]

- 1) Democrat Joe Biden
- 2) Republican Donald Trump
- 3) Someone else
- 4) Don't know/not sure

The following initiative question will be on the ballot in November 2020:

Do you want to require the Maine Public Utilities Commission to reject a previously-approved proposal to construct the New England Clean Energy Connect electrical power transmission line through western Maine?

3. How would you vote on this initiative if the election were held today:

- 1) Yes
- 2) No
- 3) Don't know

5. **[IF DON'T KNOW]:** Well if you had to choose, which way would you lean?

- 1) Yes
- 2) No
- 3) Don't know

6. **[RESUME ASKING EVERYONE]:** Before today, how much would you say you have heard about this initiative:

- 1) A great deal
- 2) Some
- 3) Not too much
- 4) Nothing at all
- 5) Don't know

CLEAN ENERGY CONNECT OPINIONS

SPLIT SAMPLE A

7. Do you support the construction of the New England Clean Energy Connect (NECEC), a transmission line in Maine that would bring hydropower from Québec to Maine and New England?

- 1) Yes
- 2) No
- 3) Don't Know

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SPLIT SAMPLE B

8. Do you support the construction of the Clean Energy Corridor, a transmission line in Maine that would bring hydropower from Québec to Maine and New England?

- 1) Yes
- 2) No
- 3) Don't Know

9. **[IF YES]:** What are the reasons you support it? **[OPEN END]**

10. **[IF NO]:** What are the reasons you oppose it? **[OPEN END]**

11. **[IF UNDECIDED]:** What do you need to know to make your decision? **[OPEN END]**

12. Generally speaking, would you say you are hearing and seeing more from:

[ROTATE]

- 1) Supporters of the corridor
- 2) Opponents of the corridor
- 3) Neither

13. Here is a list of places where people get information. After each, please indicate who you are hearing and seeing more from

[ROTATE]

- 1) Supporters of the corridor
- 2) Opponents of the corridor
- 3) Neither
- 4) Don't get information from there

[RANDOMIZE]

- 1) Facebook
- 2) Newspapers and newspaper websites
- 3) Television news
- 4) News websites
- 5) Twitter
- 6) Advertising before videos on YouTube
- 7) Advertising on television
- 8) Signs posted on roads and in your community
- 9) Radio advertising

14. Below are some things that could happen if the Clean Energy Corridor were to be built in Maine. Please use a scale of 1-7 to rate how likely it is to happen, with 1 meaning that it is NOT AT ALL likely to happen and 7 meaning it is VERY likely to happen. Please use any number in between.

- 1) 1 NOT AT ALL likely
- 2) 2
- 3) 3
- 4) 4
- 5) 5

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- 6) 6
- 7) 7 VERY likely
- 8) I don't know

[RANDOMIZE]

- 1) The price you pay for electricity would go down
- 2) There would be more clean, renewable energy used in Maine and New England
- 3) There would be less pollution in Maine as fewer fossil fuels are burned to generate electricity
- 4) Maine will lower its carbon emissions significantly
- 5) Maine would receive electricity from the line
- 6) Maine would reduce its carbon footprint and help address climate change
- 7) Hydro-Quebec and Massachusetts will pay the costs associated with the project
- 8) Polluting, fossil-fuel powered electric plants in would be shut down
- 9) Long-term, good paying jobs would be created for Mainers
- 10) Maine's North Woods would be permanently damaged
- 11) Wildlife would be harmed
- 12) Foreign companies would get more benefits than Mainers
- 13) Tourists would stay away from Maine

15. Now you will see the same list again. After each, please use a scale of 1-7 to rate how good or bad that item would be if it occurred, with 1 meaning that it would be very bad and 7 meaning it would be very good, and please use any number in between.

- 1) 1 VERY bad
- 2) 2
- 3) 3
- 4) 4
- 5) 5
- 6) 6
- 7) 7 VERY good
- 8) I don't know

[REPEAT LIST ABOVE, RANDOMIZED]

MESSAGING

16. Below are statements from supporters and opponents of the Clean Energy Corridor. Which of the following is more believable to you?

[RANDOMIZE]

- 1) Supporters say that building the clean energy corridor will bring renewable hydroelectric power directly to Maine and all of New England. It will mean \$200 million in upgrades to support future renewables. It will create over 1,600 good-paying jobs for Mainers and reduce electricity prices by up to \$44 million per year – including 10%-30% discounts for power running directly into Maine. All while taking 50,000 cars worth of carbon emissions out of our air right here at home

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in Maine and 700,000 more across New England, and helping reduce our reliance on fossil fuels. And Mainers won't pay a penny.

2) Opponents say: The project is Central Maine Power's foreign owner's proposed 145-mile long corridor of thousands of high-voltage megatowers cut through Maine's North Woods. CMP's corridor would be as wide as the New Jersey Turnpike, and the towers each as large as the Eastland Hotel in Portland. This corridor would be cut through pristine Maine wilderness in order to bring electricity from Canada to Massachusetts. The benefits go to foreign companies and Massachusetts – but what about us?

3) Don't know

17. Below are some reasons that have been mentioned to support the Clean Energy Corridor. After each, please indicate how convincing it is a reason to support the program.

- 1) Very convincing
- 2) Somewhat convincing
- 3) Not too convincing
- 4) Not at all convincing
- 5) Don't know

- 1) The project has been upgraded to bring new, less expensive electricity directly to Maine. As a result, Mainers will save up to \$44 million each year on their electricity bills.
- 2) By delivering clean, renewable hydro-electric power and reducing our reliance on dirty fossil fuels, the Clean Energy Corridor will reduce our carbon footprint by the equivalent of removing 50,000 cars from Maine, and 700,000 cars across New England.
- 3) The project will create 1,600 good-paying jobs for Mainers and will invest \$10 million in economic development and regional tourism – something we need right now.
- 4) The project will pay for \$200 million in improving our electrical system and the grid – helping to increase efficiency and reduce service interruptions.
- 5) To help our communities, the project includes \$15 million for fiber optic cable and broadband expansion and \$6 million for education funding.
- 6) The project will help Mainers save energy by providing \$15 million to support the conversion to heat pumps, and also invest \$15 million in electric vehicle infrastructure.
- 7) The project includes energy that goes straight to Maine, and it will be sold to Mainers at a lower price than other states.
- 8) The entire cost will be paid for by Massachusetts.
- 9) Two-thirds of the project will be using existing transmission lines. And the new lines will affect only 0.05% of the North Woods, and run exclusively through commercial forests, where logging has occurred for generations.
- 10) This project will help Maine achieve its renewable energy goals faster – and cheaper – than any other plan.

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18. Next is some information about the Clean Energy Corridor's opponents. These are from news sources and other publicly available information. After each, please indicate how much concern it raises for you about the Corridor opponents.

- 1) A great deal of concern
 - 2) Some concern
 - 3) Not too much concern
 - 4) Not a concern at all
 - 5) Don't know
-
- 1) The opposition is funded by contributions from CalPine and Vistra, two oil and gas companies in Texas. They are giving money because they want to keep selling their dirty, carbon emitting fuel to generate power in Maine.
 - 2) The Texas oil companies have told newspapers that the project would lower the price of electricity in Maine – and that's why they are spending millions to STOP the Clean Energy Corridor. They admitted that if the Corridor brings in less expensive, clean energy then they won't be able to sell their fossil fuels in Maine. They're fighting clean energy for one reason: high electricity prices for you and higher profits for them.
 - 3) Environmental groups that are running the campaign against the Clean Energy Corridor say they care about clean air and water, but they are taking campaign money from Texas-based oil and gas companies that are going to spend millions on their behalf.
 - 4) Out-of-staters are trying to buy our votes and stop clean, renewable energy from coming to Maine. Texas-based oil companies paid a Washington, DC and Massachusetts-based company over \$400,000 to gather enough signatures to get this initiative on the ballot, and now they're spending over \$6 million on a TV ad campaign.
 - 5) A dark money group has formed to stop the clean energy corridor - and has sued in court to stop Maine voters from knowing who is providing the money. We have no idea who is funding that campaign to stop clean energy - and they refuse to let you know.

ADDITIONAL DEMOGRAPHICS

19. What is your age?

20. What is your gender?

- 1) Male
- 2) Female

21. What is the last year of schooling that you have completed?

- 1) 1 - 11th grade
- 2) High school graduate

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- 3) Non-college post H.S. (e.g. technical/vocational school)
- 4) Some college
- 5) College graduate
- 6) Post-graduate school
- 7) Don't know

22. Last year, that is in 2019, what was your total household income from all sources, before taxes?

- 1) Under \$20,000
- 2) \$20,000 to under \$30,000
- 3) \$30,000 to under \$40,000
- 4) \$40,000 to under \$50,000
- 5) \$50,000 to under \$60,000
- 6) \$60,000 to under \$70,000
- 7) \$70,000 to under \$80,000
- 8) \$80,000 to under \$90,000
- 9) \$90,000 to under \$100,000
- 10) \$100,000 to under \$125,000
- 11) \$125,000 to under \$150,000
- 12) More than \$150,000
- 13) I don't know

23. Regardless of how you are registered to vote, do you consider yourself a Republican, a Democrat, an Independent, an Independent who leans Republican, an Independent who leans Democratic, or some other party?

- 1) Republican
- 2) Independent leans Republican
- 3) Independent
- 4) Independent leans Democratic
- 5) Democrat
- 6) Other/Third Party
- 7) Prefer not to say

24. Are you Latino, Hispanic, or of Spanish descent?

- 1) Yes
- 2) No
- 3) I don't know

25. Are you Black, White, Asian, Native American, or some other race?

- 1) Black
- 2) White
- 3) Native American
- 4) Asian
- 5) Other
- 6) I don't know

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Thank you. Those are all the questions we have for you today.

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