



What is the *Critical Insights on Maine™* Survey?

The *Critical Insights on Maine™* tracking survey is a semiannual, statewide public opinion poll of registered voters in Maine that covers a variety of topics of interest to businesses, governments, and the general public.

This unique research program – now in its 24th year – is the longest-running tracking survey in the Northeast.

How can this survey help me?

Critical Insights on Maine™ is your chance to find out what Mainers think about any issue that is important to your organization.

You can ask questions of a **representative sample of 600 Mainers** (half complete the survey by phone and half complete it online).

The survey runs in the spring and fall, close to elections, primaries, and holidays.

What can I ask?

You can use *Critical Insights on Maine™* to ask any type of question you want for any purpose. You can:

- Test new product ideas and communications;
- Test brand awareness;
- Obtain a snapshot of public opinion or consumer behavior and track changes over time; or
- Learn more about your target market.

What do I get?

All survey subscribers receive:

- Questionnaire design consultation;
- A proprietary report of findings from your questions (only the research team and respondents will see your questions);
- Early access to the public report showing the non-sponsored, general-interest questions; and
- Data tables with subgroup comparisons.

How much does it cost?

That depends on how many questions you'd like to ask:

- One question is \$1,100.
- Three questions are \$2,750.

Not sure how to word your questions?

Give us a call and we can help you hammer out the details.

How do I get started?

*To have your questions included in the next wave of *Critical Insights on Maine™*, please contact:*

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