



## 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 23<sup>rd</sup> 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:*

**Traverse Burnett**  
(207) 985-7660

[Traverse.Burnett@criticalinsights.com](mailto:Traverse.Burnett@criticalinsights.com)