



A Survey of Maine Voters

March 2022

About the Survey



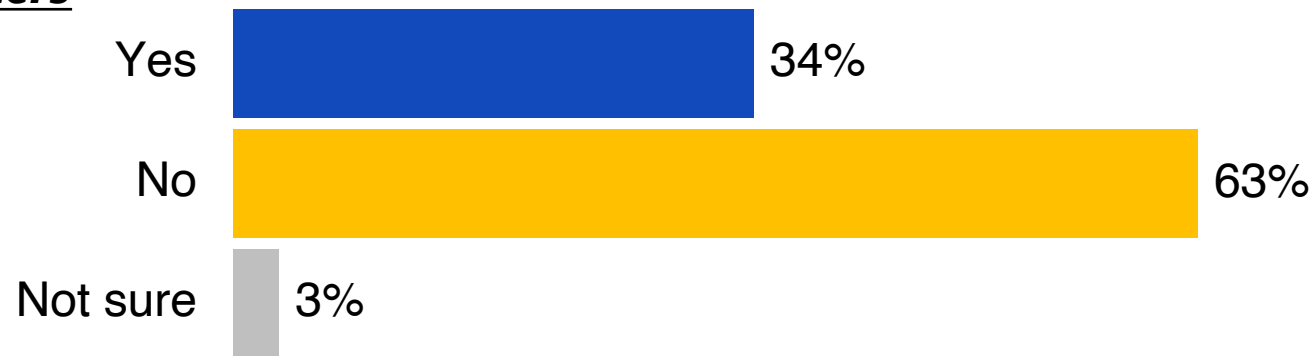
Mode	Mixed-mode (cellphone, landline, text-to-web)
Sample	673 registered voters (<i>546 statewide, 127 in Hancock County</i>)
Dates	March 19-23, 2022
Weights	Slight weights were applied to gender, age, and party ID; Hancock County was weighted to its correct proportion (5%) in the statewide sample.
Note	Some data may not add up to 100% due to rounding

1/3 of All Voters, 85% in Hancock Aware of Fish Farm Project



Have you heard or read anything about the proposal to build a large-scale commercial fish farm in Frenchman Bay, next to Acadia National Park?

All ME voters



Hancock County voters



Voters Aware of the Project are Inclined to Oppose It

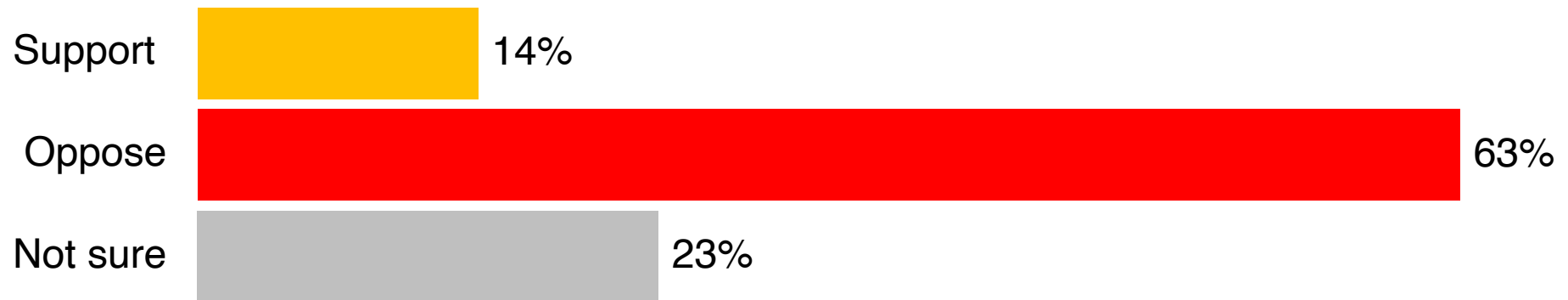


(Asked of voters who were aware of project) Based on what you've heard so far, do you support or oppose the building of a large-scale fish farm on Frenchman Bay?

All ME voters



Hancock County voters

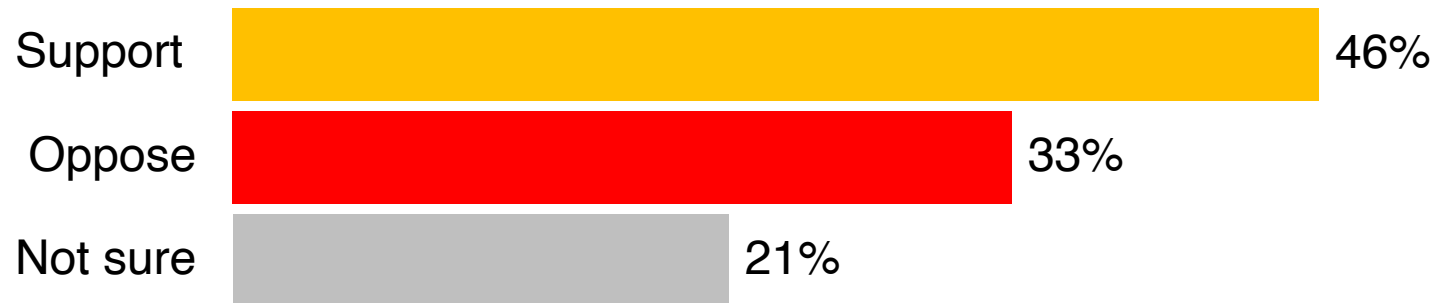


Fewer Than 1/2 of All Voters Support Project When They Learn of It

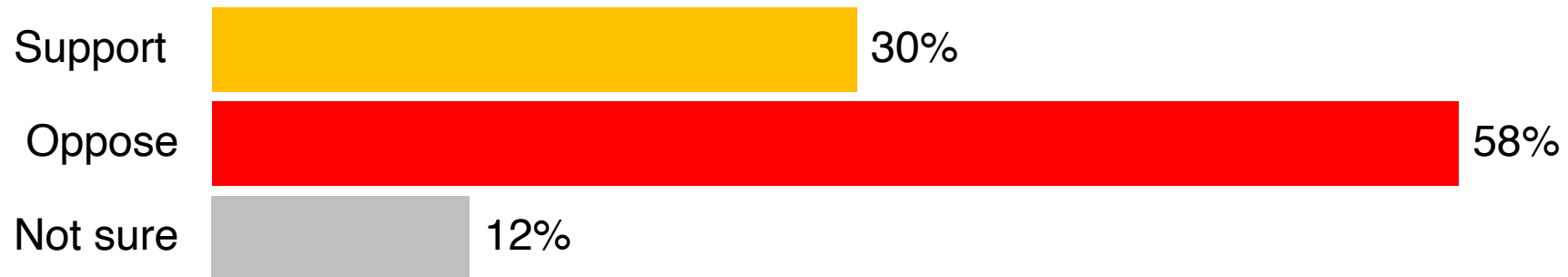


A Norwegian-based company called American Aquafarms wants to build an industrial salmon farm in Frenchman Bay. The farm would harvest 66 million pounds of salmon a year and use facilities in the nearby town of Gouldsboro for processing. I know you might need to hear more details, but generally speaking are you inclined to support or oppose this project?

All ME voters



Hancock County voters



Initial Reaction to Project Among Key Groups



	Support	Oppose	Not sure
All ME voters	46%	33%	21%
South	50	30	21
Coastal	38	32	30
West Central	39	37	24
North	52	34	14
Men	56	30	15
Women	39	35	26
Under age 30	35	50	15
30-44	49	28	22
45-64	48	24	28
Age 65+	47	40	13
Dem	40	35	25
Ind	49	34	17
Rep	55	28	17

Reaction to Messages Against Project



<i>Do you feel each statement is a very convincing, fairly convincing, only somewhat convincing or not very convincing reason to oppose building a commercial salmon farm on Frenchman Bay.</i>	<i>% saying 'very/fairly convincing'</i>
This project will result in massive water pollution in the bay, discharging more than 4 billion gallons of untreated sewage a day, degrading water quality and harming the environment.	61%
This project will be devastating to existing fishermen who depend on Frenchman Bay for their livelihood. It would take away prime fishing ground, and harm lobsters and other species.	61
The project is way too big for the area. It would place 30 industrial-sized pens in the bay, with massive lights/generators; would turn Frenchman Bay from popular tourist spot into industrial factory site.	57
The project would easily be seen/heard from Acadia Park, a national treasure that provides significant economic benefits to the region. It would also be visible from six nearby islands, spoiling iconic park.	53
Dozens of environmental groups in the state oppose this project because they believe it will cause tremendous harm to an important part of Maine.	52
American Aquafarms wouldn't be allowed to build a project of this size in their home country of Norway. If it's too big for Norway, it's too big for Maine.	48

Reaction to Messages In Support of Project



Do you feel each statement is a very convincing, fairly convincing, only somewhat convincing or not very convincing reason to support building a commercial salmon farm on Frenchman Bay. **% saying 'very/fairly convincing'**

The U.S. imports up to 85% of its seafood right now, from places like Vietnam, China, and Canada. This project would start to bring some of that market to Maine. **52%**

The project will create 75 jobs at the fish farm itself, and more than that at the processing and packing plants, which will provide an important boost to the local economy. **49**

The project will inject millions of dollars into Hancock County, providing a major boost to this part of the state and helping diversify the regional economy. **47**

This project will have a very small footprint, largely consisting of two sets of 15 pens beneath Frenchman Bay. There will be very limited disruption of fishing, tourism, or boating in the area. **41**

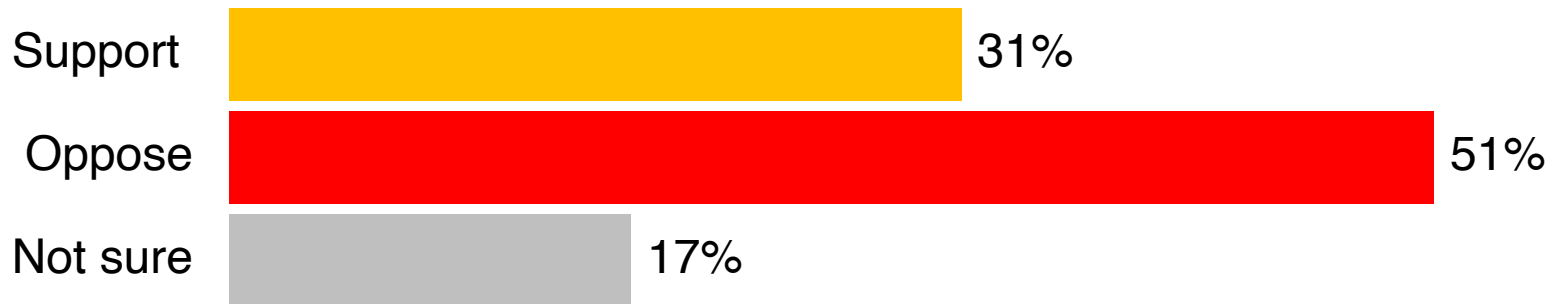
This project will improve sustainability by growing seafood closer to the people who will eat it, reducing greenhouse gas emissions and creating a healthier, sustainable environment for us all. **40**

Majority Opposes Project After Pos/Neg Arguments

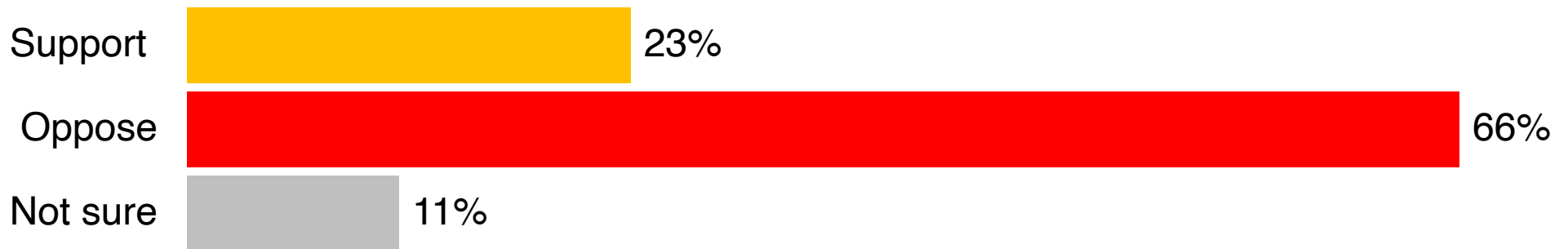


Having heard from both sides, let me get your final opinion: do you support or oppose the building of a large-scale commercial salmon farm on Frenchman Bay?

All ME voters



Hancock County voters



Final Support for Project Among Key Groups



	Support	Oppose	Not sure
All ME voters	31%	51%	17%
South	30	50	20
Coastal	33	51	16
West Central	28	55	17
North	38	51	11
Men	43	41	16
Women	21	61	19
Under age 30	25	65	10
30-44	29	46	25
45-64	37	46	16
Age 65+	28	57	15
Dem	22	55	23
Ind	33	51	16
Rep	43	48	10

Issue Matters Much More to Opponents Than Supporters



How much does this issue matter to you personally – does it matter a great deal, a fair amount, only somewhat, or hardly at all?

Voters who oppose project in final test say this issue matters:



Voters who support project in final test say this issue matters:

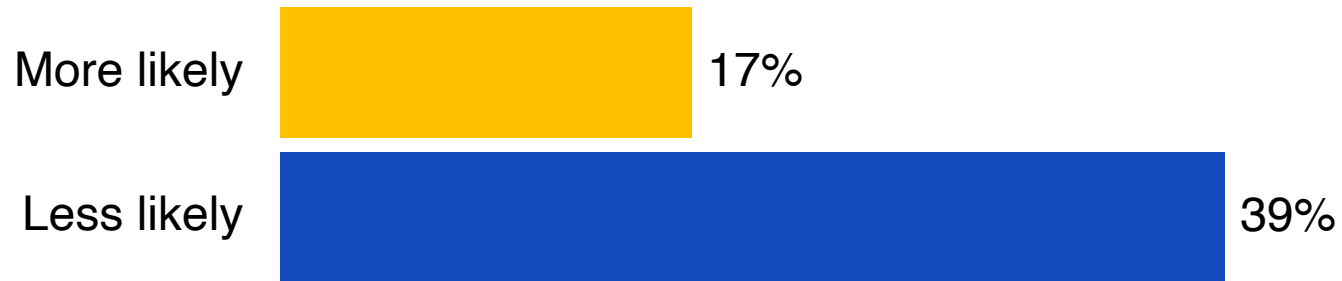


Impact of Issue on Support in Governor's Race

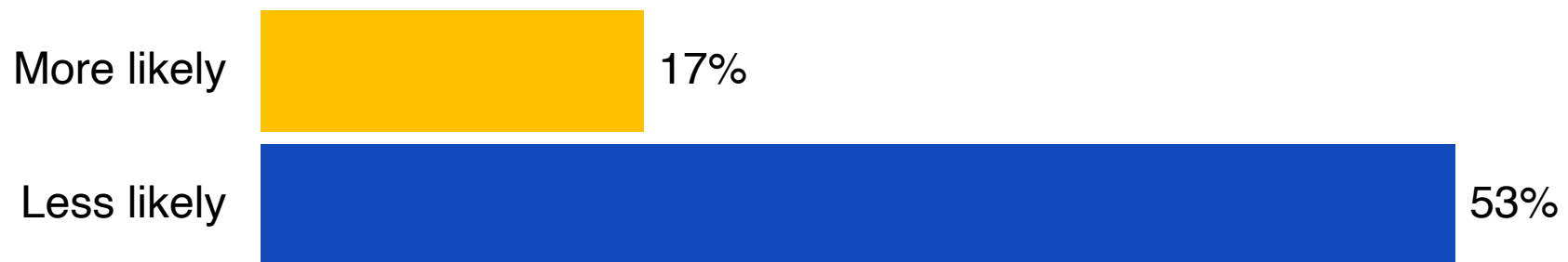


Would you be more or less likely to vote for a candidate for governor if they supported this project?

All ME voters



Hancock County voters



**Remainder no effect/not sure*

Summary of Key Conclusions



- Only about 1/3 of Maine voters are familiar with the proposed Frenchman Bay project.
- Those voters who know about the project are more inclined to oppose it, while voters who have not previously heard about it are more likely to express initial support.
- Awareness of the project is much higher in Hancock County, and voters there are much more opposed to it.
- Arguments against the project are considerably more persuasive with Maine voters than arguments in favor; a majority of all voters and 2/3 of Hancock voters oppose the project after hearing from both sides.
- The issue matters much more to opponents than supporters.

Profile of the Sample



Region Definitions

South: *Cumberland, York*

Midcoast: *Waldo, Lincoln, Knox, Sagadahoc*

West Central: *Oxford, Franklin, Kennebec, Androscoggin*

North: *Aroostook, Somerset, Piscataquis, Penobscot, Washington, Hancock*

Category	Subgroup	% of Sample
Region	South	46%
	Coastal	13
	West Central	22
	North	19
Gender	Men	48
	Women	50
Age	Under age 35	13
	35-49	24
	50-64	37
	65+	26
Party ID	Democrat	37
	Independent	28
	Republican	29