



The Maine Survey

Quarterly Consumer/Citizen Shared Subscriber Research

Summary

The Maine Survey is a 400-sample quarterly telephone survey conducted among adult Maine residents. Since 1992, it has provided public and business leaders with reliable and cost effective ongoing tracking information on economic, social, public policy and consumer issues in Maine in an easy to read and use format. By sharing the cost of the survey, clients receive the benefits of customized research at a much lower cost than individually sponsored research.

The Maine Survey is the only survey in Maine that provides quarterly tracking information, is conducted with rigorous methods, and is presented in such a sophisticated yet accessible form.

Uses and Benefits

Field Your Own Proprietary or Confidential Questions: Many clients add proprietary and confidential questions to the survey to investigate issues that are important to them – at a fee that is much less than conducting a custom survey.

Understand Consumer Attitudes and Behaviors: *The Maine Survey* can be used to obtain information on how consumers think or how they behave - quickly and economically. It is an ideal tool for situations where a larger custom survey is not necessary.

Understand Attitudes Towards Public Issues: *The Maine Survey* has tracked attitudes towards government and public policy since 1992. Each quarter *The Maine Survey* includes questions on current issues of state importance as well as questions on national issues.

- Keep abreast of the key issues identified by the public.
- Compare opinions of Maine residents to national polls.

Track Industry/Organizational Performance: The Maine Survey can be used to understand satisfaction or favorability of a group of organizations or of a specific organization.

Track Advertising Awareness and Performance: By measuring awareness before a campaign begins and after it has been running, effectiveness can be determined and adjustments made.

Data Collection Specifications

Each quarter, 400 Maine residents, age 18 and over are surveyed by telephone. The sample for the calls is scientifically generated and consists of listed and unlisted phone numbers and is designed to provide a reliable representation of the entire state with a maximum sampling error of +/- 5% at a 95% confidence level. A statewide random sample of 400 provides approximately 135 interviews in Southern Maine, 66 in Coastal Maine, and 100 each in Northern and Central Maine.

Rigorous survey protocols are followed. All interviewers are trained to Market Research Association (MRA) standards and use computer-assisted interviewing technology (CATI) to assure consistency and to eliminate data tabulation errors. All interviews are supervised and at least 10% of interviews are verified by callbacks or through direct monitoring.

Fee Schedule

Sponsorship Subscription: Includes a series of questions that are specifically developed and fielded for the subscriber and intended to be publicly shared. The subscription includes:

- Assistance with development of press releases on sponsored data.
- Two additional proprietary and confidential questions (data released only to the subscriber) per year with analysis and report.
- An opportunity to purchase additional proprietary and confidential questions at a special subscriber rate (approximately 30% off the non-subscriber rate).
- An on-site presentation of survey results.
- Two copies of paper reports.
- Cross tabulations detailing question responses by demographics and data diskettes (available upon request)
- Access to previously asked questions and reports at no charge.

Fee: \$4,000-\$6,000 depending on questions sponsored per year.

Partnership Subscription: Includes six proprietary and confidential questions (data released only to the subscriber) designed to meet a specific

client's needs. In addition, partnership subscribers receive all the other benefits listed above.

Fee: \$2,495/per year.

Purchase of Individual Proprietary Questions: Includes question design assistance, fielding of questions as part of *The Maine Survey*, and cross tab report including responses to the questions compared with demographics of respondents. Open-ended questions include coding of responses into groups for analysis.

Proprietary/Confidential Questions Fees (Discounted for subscribers):

Closed End Questions	Open Ended Questions
Contact MD for \$\$\$	Contact MD for \$\$\$

Schedule

Fielding	Top Line Data	Report
January 15	February 1	February 10
April 15	May 1	May 10
July 15	August 1	August 22
October 15	November 1	November 10

Dates may be moved, generally a week forward or back, to accommodate holidays, major events and schedules.

To Subscribe or for Further Information Contact:

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