

MAINE STATE LEGISLATURE

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The People of Maine

A Study in Values

Volume II
April, 1989

Prepared for
**The Commission
on Maine's Future**



Prepared by
MARKET DECISIONS, INC.

The People of Maine

A Psychographic Survey

Volume Two

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PURPOSE

Each citizen of Maine approaches the issues that face the state -- growth, education, regulation, labor relations, environment, jobs -- through the prism of his or her own values. Market researchers have understood for a long time that consumers bring their values to the marketplace as well. In recent years (with the help of the personal computer), they have used "psychographics" as a way to help define different segments of the population in terms of the values they hold, and how those values affect consumer behavior. Political analysts have also used the tool. Last year the Times Mirror organization published *The People, Press & Politics*, a psychographic analysis that characterized the American people into eleven different groups to better understand their voting patterns.

As the Commission on Maine's Future sought to gather the opinions of Maine's citizens on the issues that will confront the state in the coming years, Market Decisions proposed that one component be a psychographic study to identify the values that are carrying the state into the next century.

Psychographics originated as a spinoff of the more conventional term "demographics." The term was coined by market researcher Emanuel Demby. Demby provides the following definition of psychographics:

(1) Psychographics is a quantitative research procedure that is indicated when demographic and socioeconomic analyses are not sufficient to explain the attitudes, beliefs and behaviors of a population; and

(2) Psychographics seeks to describe the human characteristics of the population ranging from self-concept and lifestyle to attitudes, interests, opinions, beliefs, values and perceptions.

The psychographic component of the study for the Commission was not intended as a substitute for a more conventional analysis of the people of the state. It was, rather, seen as an augmentation to socioeconomic and demographic analyses. Unlike the Times-Mirror study, which presents itself as a new way of looking at a population (the American voter), the purpose of this study is to provide an improved way of looking at a population

(the people of Maine) by combining the power of traditional analyses with the greater definition allowed by psychographics.

The study has indeed found that people react to different issues not merely on the basis of their age, income or location in different parts of the state. Different values -- how people view "morality," how they view the fundamental role of government, their personal sense of optimism or pessimism -- cross all demographic lines. In turn, these values and the way in which different segments of the population cluster around them influence the way those segments react to important public policy issues.

This study is intended to bring those population segments, organized by their value systems as well as their demographic characteristics, into focus and to give the Commission a clearer picture of the human element that is behind public opinions and inevitably built into any public action.

METHODOLOGY

Introduction

Market Decisions conducted 784 interviews statewide for the Commission on Maine's Future. The interviews were administered by telephone in randomly selected households with randomly selected adults in those households. The telephone numbers selected were distributed proportionately by exchange for all exchanges serving communities in Maine. The telephone numbers attempted were randomly generated from blocks of numbers known to be in use. The number randomization assures that all telephone-serviced households in Maine have a chance of being selected even if the telephone number for that household is not listed in any telephone book.

The sample size of 784 is large enough to allow 95% confidence that the answers collected during the survey are the same as those that would have been obtained had a census of the population been conducted, within a margin of error of plus or minus 3.5% on the most contentious survey questions. The margin of error decreases with the level of contention. The sample size of 784 was also chosen because it provides enough cases to generalize to subgroups of the population. Of course, the statistical efficiency of subgroup analysis decreases as the size of the groups in question gets smaller.

Attempts were made to contact households at the selected numbers over a 21-day field period. During this period, each number was tried at different times of the day and during different days of the week unless and until voice contact was accomplished leading to a callback appointment, a completed interview, refusal to cooperate, or a determination that the number did not service an eligible household. A minimum of eight callback appointments were attempted when necessary to complete an interview with a selected respondent. This procedure, though time consuming and costly, assures that the sample will be as representative as possible, because it reduces the number of potential respondents who might be excluded for lifestyle reasons (working late, rarely at home, etc.). In all probability, those who are hard to contact at home are different from those who are not, and methodologies that exclude these respondents from the sample risk collecting skewed data.

Survey Content

The content of the survey was designed to produce a psychographic profile of the people of Maine. The principal purpose of the survey was to determine the values held by Maine people in order to add relief to the beliefs and attitudes expressed by them. To meet that purpose, the survey instrument was constructed with three distinct parts:

(1) 60 belief statements, many specific to issues in Maine, comprised the first section of the questionnaire. The respondent was asked to rate the level of agreement with these statements on a scale of 1 to 5, where 1 meant that s/he strongly agreed with the statement and 5 meant strong disagreement with it. These statements were then reduced to six value scales through a statistical technique called factor analysis. Those scales are used throughout this report to explain the psychographic profile of the people of the state. Those 60 statements were also the source of the issue indices that are discussed in Part 3.

(2) Four questions were asked in the second section of the questionnaire. These questions were intended to get at some basic value orientations, such as work ethic, world view value center, and the purpose of public education.

(3) A number of demographic questions which allow for greater definition of the psychographic constructs, as well as providing information necessary to determining the representativeness of the survey.

Data Weighting

The weighting of data is popular in the survey research field; in fact, some survey organizations impute more data than they observe. Market Decisions believes that data should be weighted only when such practice maintains the integrity of the data while enhancing its representativeness. For example, a reasonable use of weighting is the weighting down of oversamples of subgroups of the population when referring to the entire population.

Because no oversampling was done and the sample distribution across demographic characteristics appears to be a fairly close fit with the best estimates available, none of the data discussed in this report has been weighted. This means that we have chosen not to weight the data by either of the two most commonly used weights:

(1) Weights based on the number of adults residing in the household. This procedure weights "up" data collected from large households and weights "down" data collected from smaller ones. This weight is used to "weight the data to all residents of the population." To arrive at the conclusion that this weight better represents all residents, it appears that the researcher must assume that all adults in the household hold the same values and attitudes and manifest the same behavior patterns. While there is certainly a correlation between the attitudes of one family member and other members of a given household, we contend that assuming a perfect correlation (which this weighting procedures does) is subject to greater error than the use of the raw data distributions.

(2) Weighting-up of demographic groups most likely to live in nontelephone-serviced households. This would be a desirable and useful weight if it could be done accurately. There are two groups thought to be chronically underrepresented by telephone surveys (excluding Blacks and Hispanics, which make up an extremely small proportion of the Maine population): the young poor and the elderly poor. A very small proportion of the elderly poor live without telephones in Maine as is indicated by the closeness of fit between the representation of the elderly in our sample's age distribution and the proportion of elderly in the Maine population as estimated by the National Planning Data Corporation. In this light, weighting-up the elderly poor would be trivial.

The young present a different problem. Most of the 18-24 year olds captured by our sampling are not like the two types of young people usually underrepresented -- those who are poor and married or single parents and those who live in institutional settings. As a result, weighting-up young people who are not representative of the young people missed by our sampling procedures would make the sample less representative of the population.

About Factor Analysis

Factor analysis is simply a group of statistical procedures employed with the intent of representing a large number of observed variables in terms of a much smaller number of hypothetical variables. (In the case of this survey, 60 observed variables [the belief statements] have been represented by six hypothetical, or typological, variables.) Factor analysis, as employed for the data collected by this survey, involved two, two-step phases.

PHASE I -- EXPLORATORY FACTOR ANALYSIS:

Step #1. Correlating all of the observed variables by each other. This enables the identification of subgroups of correlated variables.

Step #2. Principal component analysis of the combination of all subgroups of correlated variables. This step allows for the elimination of observed variables (i.e., belief statements) that do not have significant component loadings in any of the exploratory scales.

PHASE II -- CONFIRMATORY FACTOR ANALYSIS:

Step #1. The results of the exploratory phase reduce the number of observed variables (belief statements) under consideration for inclusion in the factor scales. The exploratory phase also allows for the development of a hypothesis as to the number of scales that are necessary to describe all of the observed values. Employing the reduced list of observed variables, and the hypothesis as to number of scales, another principal component analysis is then run.

Step #2. The scales derived from Step #1 of the Confirmatory Phase can be thought of as groupings of variables along regression lines through the origin in a two dimensional Cartesian plane. Expressing N dimensions of respondent thought in a two dimensional space does not allow for sufficient definition of those dimensions of thought. As such, the final step of the statistical procedure is to plot each of the scales in a multi-dimensional space. The points closest to each of the dimension's regression lines constitutes the scale components for that dimension.

DERIVING THE SURVEY'S VALUE TYPOLOGIES

The steps described above were applied to the 60 belief statements (observed variables) that comprised the first part of the survey instrument. The following step-by-step results were obtained:

Exploratory Phase Step #1. A 60 by 60 Pearson correlation was run pairwise creating a matrix that provided an r coefficient for each variable by each other variable.

Then each variable was scored for its intercorrelation with the other variables. The result of this procedure was the reduction of the 60 variables to 48 variables.

Exploratory Phase Step #2. A principal component analysis was run on the 48 variable set. Only those scales with eigenvalues of 1.0 or more were considered. All variables with component loading scores of less than .400 on all of the considered scales were eliminated from the variable set. This resulted in another new variable set containing only 22 belief statements.

Confirmatory Phase Step #1. A principal component analysis was run on the 22 variable set. Based on the hypothesis made possible by the Exploratory phase, which limited the analysis to the creation of 8 scales, only 6 scales proved to have eigenvalues of 1.0 or greater.

Confirmatory Phase Step #2. The six scales were rotated (plotted in a 6-dimensional space). The actual composition of each of the final scales was determined by taking the variables with the three largest component scores, plus any other variables with component loadings of .500 or greater within that scale. (It was determined, somewhat arbitrarily, that no scale should be composed of less than 3 belief statements.) The result was 6 definable scales composed from the 22 variables, and none of those variables was in more than one scale.

The fact that each of the variables used to construct the scales has distinct membership in one of the scales suggests that we have obtained a factorially pure (uncorrelated) reduction of the 60 observed variables to the 6 hypothetical variables drawn from the scales. This is not so. While factorially pure solutions are to be expected in the "hard" science factor analysis (factor analysis was originally employed by geologists), reducing subjective human values to a set of 6 explanatory variables will never produce indicators free from intervenors. In fact, the scales themselves are correlated though quite distinct. (See Table M-1.)

TABLE M-1

Respondent Value Scale Scores
Matrix: r Coefficient and Probability

	Tolerance	Optimism	Alienation	Moralism	Small Town Mindset	Openness to Change
<hr/>						
r Coefficient						
Tolerance	-	.131	-.066	-.244	-.232	.149
Optimism	.131	-	.204	.045	.018	.313
Alienation	-.066	-.204	-	.209	.248	-.215
Moralism	-.244	.045	.209	-	.355	.051
Small Town Mindset	-.232	.018	.248	.355	-	.008
Openness to Change	.149	.313	-.215	.051	.008	-
<hr/>						
Probability						
Tolerance	-	.000	.064	.000	.000	.000
Optimism	.000	-	.000	.213	.624	.000
Alienation	.064	.000	-	.000	.000	.000
Moralism	.000	.213	.000	-	.000	.156
Small Town Mindset	.000	.624	.000	.000	-	.818
Openness to Change	.000	.000	.000	.156	.818	-

Source: Market Decisions, Inc., 1988

THE SAMPLE

Samples are never demographically perfect representations of the population being surveyed. Factors such as households without telephones and lifestyle differences, as well as model errors in the estimates made by the Census and private population data companies, make the likelihood of perfect fits remote. However, the sample for the 1988 Commission on Maine's Future Psychographic Survey appears to fit the current year demographic estimates, as made by the National Planning Data Corp. (NPDC), quite well.

- o Males are slightly underrepresented (43.6% Sample, 47.5% NPDC) as is usually the case. Males are generally more difficult to contact than are females; as a result the originally selected male respondent is more likely than is his female counterpart to be replaced in the sample.
- o Young people (18-24) are underrepresented (9.1% Sample, 17.6% NPDC) because large numbers of young people live in institutional settings (college dorms) or nontelephone-serviced households. Also, those who leave the state for much of the year (for college or the military) are often counted by estimators of population, while they are eliminated by our definition of household composition.
- o The poor are slightly underrepresented because they are the most likely to live in nontelephone-serviced households.
- o In all probability we have overrepresented the college educated (no reliable estimate is available thus far since the 1980 Census). This may be a factor of a greater level of cooperation with surveys among the college educated. On other other hand, the percent of adults who are college-educated has been on the rise since 1980.

RESPONDENT CHARACTERISTICS

Table S-1 provides a breakdown of characteristics specific to the 784 respondents themselves. These data are presented on Maine-wide, regional and county bases. (The

summary below refers only to the Maine-wide and regional data, because many of the counties have samples too small to be meaningful.)

- o **Sex.** The sample was composed of 56.4% females and 43.6% males.
- o **Age.** Nearly half of the respondents (47.7%) were between the ages of 25 and 44; those 45-64 were the next largest group (27.4%); the elderly comprised 15.4%; and young people accounted for 9.1% of the total. The greatest concentrations of elderly respondents came from the Mid Coast (22.6%) and Down East (22.6%) regions. The Central Corridor (10.3%) and the Down East (11.3%) regions provided the largest proportions of the respondents 18 to 24 years of age.
- o **Education.** About one-fourth (26.2%) of the respondents reported having a college education, while 12.4% had less than a high school education. Only 51.9% had terminated their formal educations with graduation from high school or less. More than half of the respondents from the Southern Maine (55.5%) and Mid Coast (51.3%) regions reported having some education beyond high school. Western Maine had the highest proportion of non-high school graduates (18.2%) and the lowest percentage of residents with education beyond high school (30.7%).
- o **Religious Identification.** The vast majority of Maine's adult residents (82.8%) appear to be practicing Christians:

Traditional Protestant denominations	46.8%
Catholics	30.2%
Evangelical or Charismatic Christian denominations	5.7%;
No denominational identity	15.4%

Nonpracticers appear to be most prevalent in the Mid Coast (24.4%) and Down East (25.0%) regions. There are more traditional Protestants than Catholics in all regions of the state except for Aroostook County.

- o **Health.** Most adult residents consider their health to be excellent (38.6%) or good (46.2%). Only about one in twenty (4.6%) reported being in poor health. There were no striking differences between regions with regard to

less than good health. Down East and Aroostook respondents appear to have been somewhat less likely than others to characterize their health as being excellent.

- o **Savings.** Most adult residents of Maine have at least one savings account (82.3%). Regionally, the smallest proportion of respondents with savings accounts is found in Western Maine (72.4%), while 85.7% have such accounts in Southern Maine.
- o **Hours Worked Each Week.** 65.4% of Maine's adult residents are employed on a full-time basis and more than one-third (35.1%) work more than 40 hours a week. About one-fourth of the respondents do not work any hours during the week. The regions with the greatest proportions of adult residents working 30 or more hours a week.-- Southern Maine (68.6%),the Central Corridor (65.9%), and Aroostook County (65.7%), -- also have the smallest proportions of nonworking adult residents.

HOUSEHOLD CHARACTERISTICS

This summary concerns those characteristics of the respondents' households as reported during the survey. See Table S-2.

- o **Household Size.** The average household size for the respondents was 2.71 persons. More than one-third (34.5%) of Maine's households are two-person. Single person households account for 17.8%, three-person for 20.5% and four-person, 18.4%. The remaining 8.8% of households in which the survey respondents resided had five or more people living in them.
- o **Child Present in Household.** Children resided in 42.6%of the respondents' households. More than half of the respondents, 52.0%, residing in Aroostook County had children living in their households, while only 34.0%of those in the Down East region did.
- o **Home Ownership.** About three-fourths of the respondents lived in homes

owned by their household. The highest proportions of home ownership were found in the Mid Coast (83.5%) and Western Maine (79.6%) regions; the lowest percentage in Aroostook County (62.0%).

- o **Household Income.** The existence of the "two Maines" is most clearly represented by the regional distribution of reported household income. One in eight respondents from Southern Maine and 9.2% from the Central Corridor reported incomes in excess of \$50,000. No other regions approached those proportions. Almost one-third (31.8%) of respondents from Southern Maine reported incomes in excess of \$35,000, while only 12.0% from Western Maine and 17.4% from the Mid Coast had incomes that high. The regions with the largest proportions of household incomes below \$15,000 were Western Maine (44.0%), Down East (34.0%) and Aroostook County (27.1%).

MIGRATION CHARACTERISTICS

- o **Length of Residence in Maine.** About three-fourths (74.0%) of the respondents reported having lived in Maine for more than twenty years of their lives. Only 7.5% were new to Maine in the last five years. While all regions displayed a great deal of longevity, the Central Corridor (79.8%) and Western Maine (78.4%) had the largest percentages of long-term Mainers among their respondents.
- o **Expectation of a Move from Maine.** Most of the respondents expected not to move from Maine, while 9.3% felt that an out of state move was imminent and 6.5% saw such a move as a possibility. The regions with the smallest proportions of respondents who were certain they would stay in Maine were Aroostook County (78.0%) and Southern Maine (79.6%). Over 90% of the respondents from the Mid Coast and Western Maine said that they expected to stay in Maine.
- o **Expectation of a Move from Current Address.** While a few of the respondents expect to leave Maine, more than half (52.8%) think that there is at least a possibility that they will move from their current address. In Southern Maine 50.2%, and 48.0% in Aroostook County, fully expect

to move from their current address. Over half of the respondents from the Down East (56.6%), Mid Coast (53.9%), and Western Maine (53.4%) regions do not expect to leave their current address. See Table S-3.

TABLE S-1
Respondent Characteristics
Psychographic Survey
(N=784)

		SEX (N=784)		AGE (N=781)				EDUCATION (N=784)			
% N		M	F	18-24	25-44	45-64	65+	LTHS	HS	Post Sec.	College
100.0	MAINE	43.6	56.4	9.1	47.7	27.4	15.4	12.4	39.5	21.9	26.2
<hr/>											
	REGION										
31.2	Southern Maine (245)	50.2	49.8	9.0	51.6	23.8	15.6	9.8	34.7	24.1	31.4
29.7	Central Corridor (233)	39.9	60.1	10.3	47.0	31.5	11.2	12.0	42.5	24.0	21.5
14.7	Mid Coast (115)	43.5	56.5	7.8	46.1	23.5	22.6	12.2	36.5	20.0	31.3
11.2	Western Maine (88)	31.8	68.2	8.0	42.5	33.3	16.1	18.2	51.1	15.9	14.8
6.8	Down East (53)	43.4	56.6	11.3	39.6	26.4	22.6	15.1	34.0	18.9	32.1
6.4	The County (50)	50.0	50.0	6.0	56.0	28.0	10.0	14.0	42.0	20.0	24.0
<hr/>											
	COUNTY										
9.1	Androscoggin (71)	49.3	56.4	8.4	39.4	40.8	11.3	23.9	42.2	15.5	18.3
6.4	Aroostook (50)	50.0	50.0	6.0	56.0	28.0	10.0	14.0	42.0	20.0	24.0
23.0	Cumberland (180)	50.0	50.0	8.4	57.0	20.1	14.5	10.0	30.0	23.9	36.1
1.7	Franklin (13)	23.1	76.9	7.7	53.8	23.1	15.4	38.5	7.7	38.5	15.4
4.2	Hancock (33)	36.4	63.6	15.2	42.4	21.2	21.2	9.1	30.3	21.2	39.4
9.3	Kennebec (73)	30.1	69.9	12.3	48.0	27.4	12.3	5.5	42.5	27.4	24.7
3.2	Knox (25)	32.0	68.0	4.0	32.0	28.0	36.0	20.0	36.0	8.0	36.0
3.7	Lincoln (29)	41.4	58.6	3.4	44.8	20.7	31.3	6.9	37.9	27.6	27.6
4.7	Oxford (37)	35.1	64.9	10.8	35.1	40.5	13.5	13.5	56.8	8.1	21.6
11.4	Penobscot (89)	40.4	59.6	10.2	52.3	27.3	10.2	7.9	42.7	28.1	21.4
1.2	Piscataquis (9)	22.2	77.8	11.1	44.4	11.1	33.3	11.1	77.8	11.1	0.0
3.7	Sagadahoc (29)	41.4	58.6	13.8	48.3	24.1	13.8	10.3	34.5	17.2	37.9
3.7	Somerset (29)	34.5	65.5	3.6	46.4	35.7	14.3	17.2	55.2	17.2	10.3
2.3	Waldo (18)	61.1	38.9	16.7	50.0	27.8	5.6	11.1	44.4	16.7	27.8
2.6	Washington (20)	55.0	45.0	5.0	35.0	35.0	25.0	25.0	40.0	15.0	20.0
10.1	York (79)	50.6	49.6	8.9	41.8	30.4	19.0	10.1	44.3	26.6	19.0

Source: Market Decisions, Inc., 1988

TABLE S-1 (cont'd)

Respondent Characteristics
Psychographic Survey
(N=784)

		RELIGION (N=777)					HEALTH (N=783)				SAVINGS ACCOUNT (N=783)		WEEKLY N HOURS WORKED (N=783)			
%N		Cath	Prot	Evan	Other	None	Exc	Good	Fair	Poor	Yes	No	0	1-30	30-40	>40
100.0	MAINE	30.2	46.8	5.7	1.8	15.4	38.6	46.2	10.6	4.6	82.3	17.7	24.1	11.4	29.4	35.1
<hr/>																
	REGION															
31.2	Southern Maine	36.1	42.2	4.1	2.0	15.6	42.0	44.1	10.6	3.3	85.7	14.3	20.8	10.6	29.0	39.6
29.7	Central Corridor	36.1	46.5	5.2	1.7	10.4	39.9	44.2	9.4	6.4	81.5	18.5	22.8	11.2	30.6	35.3
14.7	Mid Coast	12.2	56.5	5.2	1.7	24.4	35.1	48.2	13.2	3.5	85.0	15.0	30.4	6.1	27.8	35.6
11.2	Western Maine	22.7	53.4	8.0	1.1	14.8	39.8	44.3	10.2	5.7	72.4	27.6	29.6	18.2	29.6	22.7
6.8	Down East	15.4	48.1	7.7	3.8	25.0	28.3	54.7	13.2	3.8	84.9	15.1	28.3	15.1	30.2	26.4
6.4	The County	45.8	35.4	10.4	0.0	8.3	32.0	56.0	8.0	4.0	78.0	22.0	22.8	11.2	30.5	35.2
<hr/>																
	COUNTY															
9.1	Androscoggin	49.3	34.8	8.7	2.9	4.4	33.8	45.1	12.7	8.4	77.5	22.5	20.0	5.7	38.6	35.7
6.4	Aroostook	45.8	35.4	10.4	0.0	8.3	32.0	56.0	8.0	4.0	77.6	22.4	18.0	12.0	28.0	42.0
23.0	Cumberland	32.8	43.3	5.0	1.7	17.2	44.4	40.0	11.7	3.9	83.3	16.7	19.4	8.9	28.9	42.8
1.7	Franklin	30.8	61.5	7.7	0.0	0.0	46.2	46.2	7.7	0.0	76.9	23.1	23.1	46.2	23.1	7.7
4.2	Hancock	15.6	43.8	9.4	0.0	31.2	36.4	51.5	9.1	3.0	81.8	18.2	24.2	15.2	33.3	27.3
9.3	Kennebec	30.1	54.8	2.7	2.7	9.6	37.0	49.3	6.8	6.8	81.9	18.1	21.9	16.4	30.1	31.5
3.2	Knox	4.0	64.0	0.0	0.0	32.0	24.0	48.0	20.0	8.0	88.0	12.0	40.0	8.0	32.0	20.0
3.7	Lincoln	3.4	58.6	3.4	3.4	31.0	42.9	50.0	7.1	0.0	86.2	13.8	37.9	6.9	13.8	41.4
4.7	Oxford	21.6	51.4	2.7	2.7	21.6	48.6	37.8	10.8	2.7	75.7	24.3	21.6	13.5	37.8	27.0
11.4	Penobscot	30.7	48.9	4.6	0.0	15.9	47.2	39.3	9.0	4.5	84.3	15.7	25.8	11.2	24.7	38.2
1.2	Piscataquis	22.2	55.6	22.2	0.0	0.0	55.6	33.3	0.0	11.1	77.8	22.2	33.3	11.1	44.4	11.1
3.7	Sagadahoc	17.2	58.6	3.4	0.0	20.7	31.0	51.7	17.2	0.0	92.9	7.1	31.0	3.4	24.1	41.4
3.7	Somerset	20.7	51.7	10.3	0.0	17.2	20.7	55.2	13.8	10.3	64.3	35.7	41.4	13.8	17.2	27.6
2.3	Waldo	27.8	44.4	16.7	0.0	11.1	50.0	38.9	11.1	0.0	70.6	29.4	11.1	5.6	44.4	38.9
2.6	Washington	15.0	55.0	5.0	10.0	15.0	15.0	60.0	20.0	5.0	90.0	10.0	35.0	15.0	25.0	25.0
10.1	York	39.7	41.0	2.6	3.8	12.8	34.2	54.4	7.6	3.8	89.9	10.1	24.1	13.9	30.4	31.6

Source: Market Decisions, Inc., 1988

TABLE S-2

Household Characteristics
Psychographic Survey
(N = 784)

		HOUSEHOLD SIZE (N = 782)							CHILDREN LIVING IN HH (N = 782)		HOME OWNED (N = 783)		HOUSEHOLD INCOME (N = 755)				
% N		One	Two	Three	Four	Five	Six+		Yes	No	Yes	No	<15K	15-25K	25-35K	35-50K	>50K
100.0	MAINE	17.8	34.5	20.5	18.4	6.5	2.3		42.6	57.4	74.2	25.8	23.6	24.5	27.3	16.3	8.3
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	REGION																
31.2	Southern Maine (245)	18.4	32.4	20.9	19.7	5.7	2.9		42.2	57.8	70.1	29.9	15.3	19.9	33.1	19.5	12.3
29.7	Central Corridor (233)	15.5	34.9	19.0	22.8	6.5	1.3		44.8	55.2	75.1	24.9	23.2	24.1	27.2	16.2	9.2
14.7	Mid Coast (115)	18.3	40.9	19.1	13.9	7.0	0.9		38.3	61.7	83.5	16.5	20.2	42.2	20.2	12.8	4.6
11.2	Western Maine (88)	18.2	38.6	20.4	14.8	5.7	2.3		43.2	56.8	79.6	20.4	44.0	19.0	16.7	16.7	3.6
6.8	Down East (53)	22.6	32.1	24.5	13.2	7.6	0.0		34.0	66.0	69.8	30.2	34.0	26.0	28.0	8.0	4.0
6.4	The County (50)	18.0	24.0	24.0	14.0	10.0	10.0		52.0	48.0	62.0	38.0	27.1	16.7	33.3	16.7	6.2
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	COUNTY																
9.1	Androscoggin (71)	12.9	41.4	22.9	20.0	2.9	0.0		38.6	61.4	71.8	28.2	26.1	17.4	23.2	23.2	10.1
6.4	Aroostook (50)	18.0	24.0	24.0	14.0	10.0	10.0		52.0	48.0	62.0	38.0	27.1	16.7	33.3	16.7	6.2
23.0	Cumberland (180)	20.6	33.9	21.7	16.1	4.4	3.3		38.9	61.1	66.5	33.5	19.1	21.4	28.9	19.6	11.0
1.7	Franklin (13)	38.5	23.1	15.4	0.0	15.4	7.7		38.5	61.5	69.2	30.8	46.2	7.7	23.1	15.4	7.7
4.2	Hancock (33)	15.2	30.3	27.3	18.2	9.1	0.0		42.4	57.6	63.6	36.4	31.2	21.9	37.5	9.4	0.0
9.3	Kennebec (73)	15.1	34.2	12.3	27.4	6.8	4.1		47.9	52.1	79.4	20.6	18.3	29.6	29.6	15.5	7.0
3.2	Knox (25)	28.0	32.0	24.0	8.0	4.0	4.0		32.0	68.0	88.0	12.0	39.1	39.1	8.7	4.4	8.7
3.7	Lincoln (29)	20.7	48.3	0.0	10.3	20.7	0.0		41.4	58.6	86.2	13.8	14.8	48.2	11.1	18.5	7.4
4.7	Oxford (37)	16.2	46.0	21.6	13.5	2.7	0.0		37.8	62.2	83.8	16.2	38.9	16.7	16.7	25.0	2.8
11.4	Penobscot (89)	18.0	30.3	21.4	21.4	9.0	0.0		47.2	52.8	74.2	25.8	25.0	25.0	28.4	11.4	10.2
1.2	Piscataquis (9)	0.0	44.4	22.2	22.2	11.1	0.0		66.7	33.3	66.7	33.3	33.3	33.3	33.3	0.0	0.0
3.7	Sagadahoc (29)	13.8	34.5	27.6	20.7	3.4	0.0		37.9	62.1	75.9	24.1	17.9	32.1	28.6	17.9	3.6
3.7	Somerset (29)	17.2	34.5	20.7	20.7	3.4	3.4		44.8	55.2	82.8	17.2	53.8	23.1	7.7	11.5	3.8
2.3	Waldo (18)	5.6	44.4	22.2	27.8	0.0	0.0		38.9	61.1	83.3	16.7	5.9	70.6	17.6	5.9	0.0
2.6	Washington (20)	35.0	35.0	20.0	5.0	5.0	0.0		20.0	80.0	80.0	20.0	38.9	33.3	11.1	5.6	11.1
10.1	York (79)	14.1	32.1	20.5	24.4	7.7	1.3		50.0	50.0	82.3	17.7	7.8	16.9	44.2	18.2	13.0

Source: Market Decisions, Inc., 1988

TABLE S-3

Migration Characteristics
Psychographic Survey
(N=784)

% N			Years of Residence in Maine (N=784)			Expect to Move From Maine (N=784)			Expect to Move from Current Address (N=784)		
			0-5	6-20	>20	Yes	Maybe	No	Yes	Maybe	No
100.0	MAINE		7.5	18.5	74.0	9.3	6.5	84.2	40.8	12.0	47.2
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	REGION										
31.2	Southern Maine	(245)	10.6	20.4	69.0	11.0	9.4	79.6	50.2	9.4	40.4
29.7	Central Corridor	(233)	4.5	15.9	79.8	9.9	5.6	84.6	42.1	10.7	47.2
14.7	Mid Coast	(115)	7.8	23.5	68.7	6.1	3.5	90.4	28.7	17.4	53.9
11.2	Western Maine	(88)	5.7	15.9	78.4	4.6	3.4	92.1	29.6	17.1	53.4
6.8	Down East	(53)	3.8	22.6	73.6	5.7	11.3	83.0	30.2	13.2	56.6
6.4	The County	(50)	14.0	10.0	76.0	18.0	4.0	78.0	48.0	8.0	44.0
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	COUNTY										
9.1	Androscoggin	(71)	2.8	8.4	88.7	8.4	4.2	87.3	43.7	11.3	45.1
6.4	Aroostook	(50)	14.0	10.0	76.0	18.0	4.0	78.0	48.0	8.0	44.0
23.0	Cumberland	(180)	10.0	21.1	68.9	11.1	10.6	78.3	56.7	6.6	36.7
1.7	Franklin	(13)	7.7	15.4	76.9	0.0	7.7	92.3	23.1	30.8	46.2
4.2	Hancock	(33)	6.1	21.2	72.7	9.1	12.1	78.8	30.3	12.1	57.6
9.3	Kennebec	(73)	5.5	21.9	72.6	15.1	8.2	76.7	39.7	15.1	45.2
3.2	Knox	(25)	8.0	16.0	76.0	4.0	4.0	92.0	24.0	20.0	56.0
3.7	Lincoln	(29)	10.3	37.9	51.7	0.0	0.0	100.0	20.7	17.2	62.1
4.7	Oxford	(37)	8.1	13.5	78.4	5.4	0.0	94.6	29.7	8.1	62.2
11.4	Penobscot	(89)	4.5	16.8	78.6	6.7	4.5	88.8	42.7	6.7	50.6
1.2	Piscataquis	(9)	0.0	11.1	88.9	0.0	11.1	88.9	44.4	22.2	33.3
3.7	Sagadahoc	(29)	6.9	17.2	75.9	3.4	6.9	89.7	31.0	24.1	44.8
3.7	Somerset	(29)	3.4	20.7	75.9	6.9	3.4	89.7	27.6	20.7	51.7
2.3	Waldo	(18)	5.6	27.8	66.7	27.8	0.0	72.2	33.3	11.1	55.6
2.6	Washington	(20)	0.0	25.0	75.0	0.0	10.0	90.0	30.0	15.0	15.0
10.1	York	(79)	11.4	17.7	70.9	8.9	6.3	84.8	34.2	15.2	50.6

Source: MarketDecisions, Inc., 1988

SUMMARY OF FINDINGS AND IMPLICATIONS

GENERAL VALUES

(Part 1)

About Change

- o Concern about change in Maine, and its threat to a way of life, is genuine, and 4 in 10 agree that they want it to stop.
- o At the same time, a majority -- in all parts of the state -- think Maine and its communities are better off now than they were 10 years ago. Many believe their communities will be better places in the year 2000 than they are today; fewer than 1 in 4 do not. And more than half think it is healthy to have new people moving into Maine.
- o Mainers also look forward to their personal futures with a great deal of optimism. Nearly 6 in 10 "are excited by the future and all the changes it will bring" and 3 in 4 believe they have control over their future quality of life.
- o A significant minority of Mainers consider Maine a tough place to make a living and tend to have a backwater image of the state.
- o But most think Maine remains unique among states despite recent growth, think good educational and cultural opportunities are available and believe life here continues to be simpler than elsewhere. They overwhelmingly would still choose to live in Maine even if they could get better jobs and homes elsewhere and they think the state's children will be more fulfilled if they choose to stay in Maine as adults.

About Personal Finances

- o A majority "never seem to get ahead" financially but most believe they have the incomes they need, and there is general optimism that they will have more money to spend next year than now.

About the Land

- o Mainers are uncertain whether growth management will disrupt business and undercut prosperity.
- o But preservation of the beauty of the land and of the average person's access to the wilderness and beaches hold sway, and, at least from the perspective of a relatively prosperous 1988, are given priority over jobs and exclusive property rights.

About Moral Values

- o Half of Mainers regularly attend a place of worship and nearly 6 in 10 consider prayer important in their day-to-day decision-making.
- o More than 6 in 10 think society is not as morally strong as when they were growing up, and half think that "if people were more religious, the country would be better off."
- o Concern about a less moral society does not translate into desire for conformity at the community level. A majority oppose censorship in community-supported libraries and there is general preference for, or at least acceptance of, living in places where there are people of different backgrounds and beliefs.
- o Traditional values stiffen at the family level: for example, two-thirds believe that children need both a mother and a father at home to be "properly raised" and a plurality thinks "we would be better off if more women stayed at home to raise their children."
- o The gay and lesbian lifestyle is a potentially divisive issue among Mainers. There is virtually an even split over whether the gay and lesbian lifestyle should be accepted "as just another way of life." A slight plurality would be troubled by a gay person teaching their children.
- o There are significant differences on moral values by several demographic

variables, most prominently age and length of residency in Maine. The "baby boom" generation (roughly 25-44 years old), which makes up nearly 48% of the adult population, and those who have lived in Maine 5 years or less, who make up about 8% of the adult population, are considerably less traditional and conservative in their values than older residents and longtime (21+ years) residents.

About Government

- o Mainers, especially older residents, lower income residents and longtime residents, are skeptical about a powerful state bureaucracy and about the influence of big corporations on government.
- o But a majority of Mainers still believe they can affect government.
- o Mainers profess self-reliance in theory but in practice a majority believe government should assure such basics as housing and health care and there is a split on whether or not it ought to be the family's responsibility to financially care for aging parents.

About Workplace Relationships

- o If there was ever consensus about employer-employee loyalties and quality of workmanship, there no longer is. Mainers are split on whether there is a sense of loyalty anymore and 4 in 10 don't think workers care about the quality of their work as much as workers ever have.
- o 45% consider labor unions necessary to protect the jobs and rights of workers.

About Education

- o Mainers place high value on education, both for their children and themselves.

- o Mainers tend to see the main purpose of education not in the classical sense but to prepare a person for a job.
- o A plurality thinks Maine's public schools "are failing to prepare children for the future."

VALUE TYPOLOGIES

(Part 2)

Using factor scale analysis, Market Decisions, Inc. has identified six scales that break out of the 60 belief statements in the survey and that represent different sets of values. These scales are:

- o Optimism about personal future
- o Moralism
- o Alienation from government
- o Small town mindset
- o Tolerance of alternative lifestyles
- o Openness to change

In turn, for each scale respondents can be divided into three "psychographic" groups based on their responses to the belief statements. These groups, (using made-up labels meant to convey an idea of the values being represented) and their shares of the adult population in Maine, are:

- o On the optimism about personal future scale:

Optimists	77.6%
Wary	17.7%
Pessimists	4.7%

- o On the moralism scale:

Moralists	47.1%
Moderates	40.8%
Freethinkers	12.1%

- o On the alienation from government scale:

Alienated	35.3%
Sideliners	43.6%
Belongers	21.1%

- o On the small town mindset scale:

Provincials	24.0%
Temperates	51.0%
Cosmopolitans	25.0%

- o On the tolerance of alternative lifestyles scale:

Progressives	26.9%
Middle-Roaders	37.9%
Conservatives	35.2%

- o On the openness to change scale:

Risk-Takers	60.7%
Cautious	32.8%
Worried	6.5%

ATTITUDES BY PSYCHOGRAPHIC GROUPS (Part 3)

The identified psychographic groups are significantly associated with how Mainers view such long-term issues as growth management, the role of government, preservation of natural resources, labor-employer relations and public schools.

For example, on the moralism scale, only about a third of "moralists" typically endorse an active governmental role in addressing social problems, while half of "moderates" do and nearly two-thirds of "freethinkers" do.

Another example: On the alienation from government scale, only 42% of the "alienated" think Maine's public schools are doing a good job, but 50% of "sideliners" do and about 56% of "belongers" do.

PSYCHOGRAPHIC GROUPINGS BY DEMOGRAPHIC CHARACTERISTICS

(Part 4)

The psychographic characteristics of different demographic segments of the populations give depth of understanding to these segments. They permit a quantification of what may be intuitive. For example, the intuition is that newcomers to Maine are more liberal than longtime residents. Indeed, 27% of newcomers are "freethinkers" (on the moralism scale) vs. only 8% of residents who have lived in Maine more than 20 years; 44% are "progressives" on the tolerance of alternative lifestyles scale, vs. 22% of longtime residents.

But the psychographic measurements also help dispel stereotypes, such as "all newcomers are liberals." In fact, on the moralism scale, 22% of newcomers are "moralists" and 51% are "moderates." On the tolerance of alternative lifestyles scale, 17% are "conservatives" and 39% are "middle-roaders."

And they shed light on why the outlooks of Mainers maybe changing as the demographics of the state change. For example, the baby boom generation (25-44 years old) now makes up close to half of the state's adult population, and it is less moralistic, less alienated from government, less provincial and more tolerant of alternative lifestyles than its parents and grandparents.

NINE DISCRETE PSYCHOGRAPHIC GROUPINGS

(Part 5)

The psychographic groups along the six factor scales were further distilled to produce nine discrete psychographic groupings of Maine's adult populations. These groups are:

- o **"Suburbanites"** - 19% of the population - upbeat, see the bright side of change in Maine, confident about the future.
- o **"Traditionalists"** - 18% of the population - conservative in moral beliefs,

free-market in economic matters.

- o **"Yankees"** - 16% of the population - traditional moral values, skeptical.
- o **"Bystanders"** - 14% of the population - moderate in values, satisfied with Maine's direction.
- o **"Milltowners"** - 11% of the population - traditional values, open to change and growth.
- o **"Post-Hippies"** - 7% of the population - tend to be freethinking, distrustful of government.
- o **"Young Urbanites"** - 6% of the population - liberal in beliefs, open to new ideas, not involved in government.
- o **"Activists"** - 5% of the population - dissatisfied with Maine's direction but feel they can make a difference.
- o **"Expatriates"** - 3% of the population - tend to be freethinking and nonconformists, dissatisfied with Maine's direction, somewhat skeptical about government's performance.

Implications

Interpreting this survey of values, both alone and in conjunction with the companion opinion survey by Northeast Research, is necessarily subjective and the domain of the Commission and its staff. We offer the following conclusions to aid their effort:

1. *Quality of life and way of life -- often spoken of as the same or very closely related things -- may in fact be different in the minds of the population.*

Quality of life apparently has primarily to do with level of prosperity: the availability of jobs and ability to earn livelihood, good pay, decent shelter, good medical care, the availability of goods and services and the ability to pay for them. Mainers are strongly approving of their quality of life -- as reflected in how they view Maine and its communities now compared to 10 years ago -- and they are optimistic it will get better still.

Way of life apparently has to do with how people relate to each other, to their government, and to the social and natural environment in which they carry out their day-to-day lives. Mainers show concern that a way of life is changing and many want to protect it. The loss of what seems like a simpler way of life, of the state's natural beauty and of access to the outdoors is unacceptable.

Are "quality" of life and "way" of life mutually exclusive? Mainers do not think so. But surely one of the most complex challenges facing decision-makers is to find where they overlap, to learn what the acceptable price is for quality of life and vice versa. The search for the overlap -- where quality and way of life intersect -- may take them to local institutions: the church, the school, the local store, the workplace, the union, the local government, nearby open spaces, the neighborhood. If the challenge is to continue to improve quality of life while protecting way of life, it probably requires addressing institutions that are close to home and within reach of all citizens.

2. Maine remains a conservative state in its religious, social, and family values. To the extent that that has changed or may change in the future (and there are signs in the survey of both), there are at least two demographic forces at work. The forces are especially important because of the psychographic characteristics associated with them.

The larger of the forces is the aging of the baby boom into the family formation and career years. These 25-44 year olds are significantly less conservative than older generations. Whether, as this generation continues to age through different life stages, it will adopt the more conservative values of its parents cannot be answered. An educated guess is that it will become somewhat more conservative but will not fully shed its moderate-to-liberal values.

The other force is the newcomer to Maine. Newcomers comprise about 8% of the adult population and hold less conservative values than long-time residents.

Among other things, these two groups tend to accept and perhaps expect a more active government in addressing social issues. They also have lived a greater part of their adult lives with the idea of government involvement with land use decisions. Whereas older, long-time residents consider relative freedom from regulation as part of Maine's simpler way of life, the two newer groups may be more accepting of it.

3. *While conservative in their values, Mainers appear tolerant of different beliefs, backgrounds, and, to a growing extent, alternative lifestyles.*

While Maine people may accept change only slowly and in small doses, they are unlikely to support legislative attempts to impose conformity.

4. *Mainers give priority to preservation of the state's natural beauty and of access to it over the creation of jobs and of the exclusive rights of property owners. The survey was conducted at a time of almost unprecedented prosperity in the state and it is difficult to know how much, if any, the responses would have differed had the unemployment rate been high. However, the consistency of responses appears definite.*

This does not necessarily mean acceptance of stronger land use regulations than have been recently enacted in Maine. A majority appear to favor about the same level of regulation as exists today.

6. *The majority of Mainers believe they can affect the policies of government, and indications are that the spirit of participatory government is alive. But there are warning signs.*

More than half of Mainers think that government is largely controlled by big corporations. It is difficult to know whether that is a casually malicious or a genuine view of government; but on the alienation from government scale, 35% can be considered "alienated" versus only 21% who are considered "belongers."

Closer to home, nearly 4 in 10 Mainers think the state bureaucracy is so strong that it does not matter who is elected to office. We are not familiar with longitudinal studies that may indicate whether these findings reflect a deteriorating, improving, or static situation. However, a large state bureaucracy is relatively new to Maine. It may be growing at a faster rate than can be easily accepted by, at least, longtime Mainers. One of the serious challenges facing the state is how to devise ways of responding to demands in state government without building a bureaucracy that unduly stands between citizens and their elected officials.

7. One is struck by the bright attitude brought to many of the responses to belief statements dealing with personal futures and indeed the future of the state and its communities.

Demographically and psychographically, this optimism appears often to be associated with income and health. To the extent that government's role is to address the well-being of its citizens and that well-being is reflected in the optimism of the population, much revolves around policies that promote acceptable levels of income and good health.

The psychographic tool developed by this survey lends depth of understanding to how people stand on important issues and why. Combined with demographics, it offers a way to segment the population in ways that demographics (age, income, etc.) cannot do alone. As a result of the survey, this tool is available to the analysis of future opinion and attitude studies and potentially as a way to help predict outcomes on public policy matters.

PART 1:

**GENERAL REVIEW OF VALUES
HELD BY MAINE ADULTS**

This Part reviews the responses to each of the belief statements presented in the survey. In most cases, respondents were asked to rate their agreement with the statement on a scale of 1 to 5, where 1 meant strong agreement and 5 meant strong disagreement.

In the following analysis, mean scores were calculated for each statement. The closer the mean score is to 1, the stronger the sample's agreement with the statement; the closer it is to 5, the stronger the sample's disagreement. A score that is close to 3 indicates either of two conclusions: that the sample as a whole is somewhat undecided or neutral about the statement, or that roughly equivalent parts of the sample agree and disagree with the statement, indicating division in the sample. An examination of the scores showed that in most cases where the mean score was near 3 (between 2.5 and 3.5), it was due to division in the sample. For these statements, cross-tabulations were run by four variables to see if the division was associated with any of those variables. The four variables were: region of the state in which respondents lived, household income, age of respondent, and length of residency in Maine. Where these associations were statistically significant, they are discussed in the analysis.

For this analysis, the belief statements have been grouped into eight themes, or sets of values, each of which is presented separately. The themes are:

- o **Change:** for the better?
- o **Maine:** a special or a difficult place? Or both?
- o **Personal finances:** prosperous or just getting by?
- o **Maine Land:** commodity or resource?
- o **Moral Values:** traditional but tolerant?
- o **Government:** a love-hate relationship?
- o **Work Relationships:** we versus they?
- o **Education:** valued, but for what purpose?

We present the themes as questions, because respondents were rarely unanimous in their beliefs. There is a good deal of room for interpretation. Yet, in most cases, the threads running through the survey are clear enough to identify the prevailing, underlying attitudes.

In the following summary of results, "agreed" means the statements were rated 1 or 2; "disagreed" means the statements were rated 4 or 5. A rating of "3" is considered neutral or uncertain, although it must be understood that a respondent may give a rating of 3 and still feel strongly about a belief; competing considerations may simply bring him or her down in the middle of the scale.

CHANGE: FOR THE BETTER?

There is concern about change in Maine. Nearly 43% of respondents think that the change in Maine over the last several years threatens the state's way of life and believe it has to stop. Thirty-five percent do not think this is so, while 22% are neutral or uncertain. This level of concern varies little by region. Those who have lived in Maine for more than 20 years are twice as likely to agree that recent changes threaten the way of life than are those who have lived here for 5 or fewer years (45% vs. 22%). Those who are 45 years old or older and those who are of moderate income (\$25,000 or less) are more likely to express this concern than those who are younger and those who are financially better off.

There is also uncertainty among respondents as to whether their communities will be better places to live in the year 2000 than they are today: 35% are unsure. Still, 41% agree that their communities will be better places, while only 24% disagree. The concern is greatest in Southern, Mid Coast and Down East sections, while those elsewhere are more likely to agree that their communities will be better places to live.

Despite this uncertainty about the future, Mainers think that the state and its communities today are as good or better places to live than they were 10 years ago. A strong majority (61%) agree that Maine is generally a better place than it was 10 years ago. Only 13% disagree that this is so. The judgment at the community level also is generous: only about 29% believe that their communities are not as good places to live as they were 10 years ago. Nearly half (49%) believe they are as good or better places to live. This

judgment extends across all parts of the state, but is especially strong in Western and Down East sections and among persons under 45 years old.

Further, there appears to be a basic acceptance of new people into the State. The majority of respondents (57%) agree that "it is healthy to have new people move to Maine, because they bring new ideas and new ways of looking at things." Only 22% disagree. Not surprisingly, those who have lived in Maine 5 years or less overwhelmingly agree with the statement (86%); but, significantly, a majority of those who have lived here for more than 20 years (52%) also agree.

This generally upbeat view of change extends to respondents' view of their personal futures.

Fifty-eight percent are "excited by the future and all of the changes it will bring." Only 19% say they are not, while 23% are neutral or unsure. Further, 77% disagree that "the way things are going for me, I really don't look forward to the future." Only 16% agree that they don't look forward to the future.

Not everyone is so confident of their futures that they think that, if their jobs were eliminated tomorrow, it would be easy to change careers: 36% believe it would be difficult. They are most likely to have incomes of \$25,000 or less, be 45 years old or older and have lived in Maine for 20 or more years. Yet, a larger share of the sample, 48%, disagree that changing careers would be difficult. Moreover, a large majority -- 76% -- believe they have control over their future quality of life, versus only 12% who believe they do not. And most -- 71% -- fully expect a comfortable retirement.

The picture painted by these responses is one of concern about protecting a way of life, but also a belief that the State and its communities are better off now than in the past, and that the future is neither to be feared (to the contrary, it is to be anticipated) nor outside of the control of Maine people, collectively or individually. See Table 1.1.

Table 1.1

CHANGE: FOR THE BETTER?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine is generally a better place to live than it was 10 years ago.	60.6%	26.3%	13.1%
My community is generally not as good a place to live as it was 10 years ago.	28.7%	22.2%	49.1%
My community will be a better place to live in the year 2000 than it is today.	40.9%	35.1%	24.0%
The change in Maine over the last several years threatens our way of life, and it has to stop.	42.5%	22.2%	35.2%
It is healthy to have new people moving into Maine because they bring new ideas and new ways of looking at things.	57.3%	20.7%	22.1%
When I think of the future and all of the changes it will bring, I am excited by the prospect.	57.8%	23.0%	19.3%
The way things are going for me, I really don't look forward to the future.	15.6%	7.8%	76.7%
If my job were eliminated tomorrow, it would be difficult for me to change careers.	35.6%	16.7%	47.6%
I feel I have control over my future quality of life.	76.4%	11.9%	11.7%
I fully expect to enjoy a comfortable retirement.	71.4%	12.5%	16.1%

Source: Market Decisions, Inc., 1988

MAINE: A SPECIAL OR DIFFICULT PLACE? OR BOTH?

Respondents are split as to whether Maine is a difficult place to make a living, but definitive in their opinion that it is a special place to be.

A third of all respondents -- including 40% of those who live in Aroostook County and 47% of those who live in Western Maine -- believe "Maine will always be a tough place to make a decent living." About 48% of all respondents disagree and 19% are neutral or unsure. And there is still a backwater image among some: about 4 of every 10 respondents think that "if one needs sophisticated services or highly technical equipment, it probably is necessary to go outside of Maine to find them."

But many of those who do think that living in Maine involves some sacrifice believe it is a special place that they would not leave:

- o A majority of all respondents (52%) think Maine remains different from other places, even with the new people and growing problems of recent years, while only 29% agree that Maine has become "just like any other state." Those who have lived in Maine for 20 years or more are most likely to agree that Maine has become "just like any other state," but even so only a third of this group take this posture, while nearly half of this group disagree.
- o Seven in 10 believe life in Maine is simpler than it is in most places.
- o Three-quarters of respondents disagree that Maine is too far away from places that offer good educational and cultural opportunities.
- o And an overwhelming 86% would still choose to live in Maine even if they could get better jobs or better homes elsewhere.
- o Looking to the children of the State, a majority (52%) believe that those who choose to stay in Maine in adulthood will find life more satisfying than those who do not. Only 14% think otherwise, while 34% are neutral or uncertain.

What emerges from the responses to these belief statements is a loyalty to and an identification with Maine -- a place that continues to be seen by the state's citizens as unique despite what has seemed over the last several years to be a constant hammering in the press and public forums that Maine has lost its specialness. See Table 1.2.

Table 1.2

MAINE: SPECIAL OR DIFFICULT? OR BOTH?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine will always be a tough place to make a decent living.	33.4%	19.3%	47.3%
With all the new people and the growing problems, Maine has become just like any other state.	29.1%	18.9%	52.1%
Maine is too far away from places that offer good educational and cultural activities.	14.0%	10.5%	75.5%
Life is simpler in Maine than it is in most places.	69.9%	14.3%	16.1%
If one needs sophisticated services or highly technical equipment, it probably is necessary to go outside of Maine to find them.	38.8%	20.0%	41.2%
Even if I could get a better job or a better house in another state, I would still choose to live in Maine.	86.3%	6.0%	7.7%
For those who are children today, and who choose to stay in Maine during their adulthood, life will be more satisfying than for those who decide to leave the state in their adult years.	51.7%	34.1%	14.3%

Source: Market Decisions, Inc., 1988

PERSONAL INCOME: PROSPEROUS OR JUST GETTING BY?

A solid majority of respondents (62%) agree that "our household income is enough to satisfy nearly all of our needs and important desires." Only 25% disagree.

Further, nearly half (49%) believe that "our household probably will have more money to spend next year than we do now." About a third disagree. The optimism is strongest in Southern Maine, where 56% agree they will have more money to spend, and in Aroostook County, where 51% agree. The most pessimistic area is Western Maine, where only 38% agree and 47% disagree. Demographically, fully two-thirds of 18-24 year olds agree they will have more money to spend next year, as do 60% of 25-44 year olds; but a mere 17% of people 65 or older agree.

Despite the apparent ability to meet most of their needs and important desires, and a general sense that there will be more money to spend next year than this, over half of respondents (55%) agree that they would save more if they could, "but we never seem to be able to get ahead." This belief crosses all age groups. It is most prevalent in Aroostook County and in Western and Down East sections of the state. By income, the turning point -- the point at which respondents believe they can get ahead financially -- appears to be at about \$35,000.

There is widespread skepticism about debt. Two-thirds of respondents disagree that "going into debt is a perfectly acceptable way of buying things you want." Only about 20% agree that it is an acceptable way of buying such things.

Do these somewhat conflicting responses mean that Mainers are prospering, or merely satisfied to accept their levels of income without undue complaint? There are regional differences but overall, given the state's gains in personal income the last several years, they probably reflect the recent prosperity and a cautious optimism that it will continue. In turn, this recent prosperity helps explain the general sense expressed earlier that Maine is better off than in the past and the vigorous optimism on the part of respondents about their personal futures. See Table 1.3.

Table 1.3

PERSONAL FINANCES: PROSPEROUS OR JUST GETTING BY?

*Selected statements rated on a 1-to-5 scale .
Where 1 = strongly agree and 5 = strongly disagree*

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Our household income is enough to satisfy nearly all of our needs and important desires.	62.1%	12.6%	25.1%
We'd save more if we could, but we never seem to be able to get ahead financially.	54.5%	15.7%	29.7%
Our household will probably have more money to spend next year than we do now.	48.5%	17.4%	34.1%
Going into debt is a perfectly acceptable way of buying things you want.	19.5%	13.1%	67.2%

Source: Market Decisions, Inc., 1988

MAINE LAND: COMMODITY OR RESOURCE?

Respondents are uncertain as to whether attempts to manage growth in Maine "will disrupt private business and undercut prosperity." About 30% think it will and about 35% disagree, while 36% are ambivalent.

But the day apparently is past when Mainers saw land as purely a private domain, to be used entirely as the owner wished. More than 8 in 10 respondents believe the natural beauty of Maine should be preserved "even if it means spending more public money or interfering with private investment decisions." And nearly 6 in 10 do not think their neighbors have a right to keep junk in their yards.

Indeed, there is a strong undercurrent that certain lands ought to be part of the public domain even though they are privately owned. Three-quarters of respondents believe "the people of Maine should have the continued right to use private wilderness and forest land at no cost." Only 15% disagree. And half of the respondents believe that "no one should be able to own a beach and keep everyone else off." About 32% disagree. This sentiment is strongest in Southern Maine, where nearly 65% agree that no one should be able to own a beach and keep everyone else off; it is weakest in Aroostook County and in Western and Down East parts of the state, where about 40% agree with that statement.

To the degree that there is tension between "bread" and "fish" -- assuring quality jobs versus preserving natural conditions -- preserving natural conditions holds sway. About 49% of respondents disagree with the statement that "our first priority should be to get quality jobs, not to preserve natural conditions"; only 22% agree that quality jobs should have first priority. This belief does not vary significantly by region of the state, but it does by key demographic variables. Those who have moderate or low incomes, who are 45 years old or older, and who have lived in Maine more than 20 years are somewhat more likely to consider quality jobs the top priority.

The responses to this series of belief statements define one of the strongest common bonds among Mainers to emerge from the survey: preservation of the beauty of the land and of the average person's access to it. Private property rights and jobs are important to Mainers, but, at least from the perspective of a relatively prosperous 1988, when they come into conflict with the land, they must give way. See Table 1.4.

Table 1.4

MAINE LAND: COMMODITY OR RESOURCE?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
The people of Maine should have the continued right to use private wilderness and forest land at no cost.	74.9%	10.3%	14.8%
The natural beauty of Maine should be preserved even if it means spending more public money or interfering with private investment decisions.	81.1%	11.4%	7.5%
Our first priority should be to get quality jobs, not to preserve natural conditions.	22.3%	28.4%	49.2%
Managing growth in Maine may very well disrupt private business and undercut prosperity.	29.9%	35.5%	34.6%
If my neighbor wants to keep junk in his yard, that ought to be his right.	26.7%	14.9%	58.4%
No one should be able to own a beach and keep everyone else off.	49.7%	18.2%	32.0%

Source: Market Decisions, Inc., 1988

MORAL VALUES: TRADITIONAL BUT TOLERANT?

Conservative, traditional values run through the population, particularly with respect to the family, and there are fears that society is not as morally strong as in the past. At the same time, there appears to be no strong desire for the community to impose a given set of values on others or to keep out those who may hold different beliefs.

About half of the respondents (49%) say they usually attend a place of worship at least once a month. This ranges from nearly 63% of persons who are 65 years old or older, to about 41% of persons under 45 years old; and from 52% of those who have lived in Maine more than 20 years to only about a third of those who have lived in Maine fewer than 5 years.

A higher overall percentage (58%) agree that prayer, and their relationship with God, are important in their day-to-day decision-making. Only about a fifth disagree. Similarly, about 3 in 5 respondents (61%) claim that material things are not often more important in their lives than spiritual values. Only about a fifth say they are often more important.

The majority (61%) also believe that society is not as morally strong today as when they were growing up. And half of the respondents agree that "if people were more religious, the country would be better off." This belief is held most strongly by those who live in Aroostook County (62%) and least strongly by those who live in Southern Maine (45%). It is held most strongly by those who have incomes of less than \$15,000 (62%), who are 45 to 64 years old (63%), and who have lived in Maine more than 20 years -- 55%, versus those who have lived in Maine 5 or fewer years, 32%.

At the community level, concern about a less moral society in need of more religion does not translate into a desire for strict conformity or sameness.

Most (59%) disagree that "libraries that are supported by tax revenues should keep some books from their shelves that the community would generally find offensive." Only about 28% agree that publicly funded libraries should do so.

Moreover, 49% disagree that they "prefer living in a place where people generally have the same kinds of backgrounds and beliefs as I have," versus about 32% who say

they do prefer a homogeneous neighborhood or community. Interestingly, those who have resided in Maine for 5 or fewer years and those who have lived here for more than 20 years are about equally likely to want to be in a place where people generally have the same kinds of beliefs and backgrounds (31% and 34%, respectively); while those who have lived in Maine between 6 and 20 years are significantly less likely (23%) to express that sentiment.

It is unclear whether tolerance for different ideas and backgrounds means acceptance of the perceived gay and lesbian lifestyle. There is a virtual split between those who agree and those who disagree that "the gay and lesbian lifestyle should be accepted as just another way of life." About 40% agree, 38% disagree and 22% are neutral or uncertain. A clear majority of those who have lived in Maine for 5 or fewer years (58%) think it should be accepted as just another way of life, while only 36% of those who have lived in Maine for more than 20 years think so.

Closer to home, at the family level, traditional values stiffen. Despite the rapid growth of single-parent households, nearly two-thirds believe that "children need both a mother and a father at home in order to be properly raised."

And by a 47% to 33% margin (20% neutral or undecided), respondents lean toward the belief that "we would be better off if more women stayed at home to raise their children." Demographic groups differ significantly in this belief. By region, only 37% of those in Southern Maine agree with this statement, while 60% of those in Aroostook County agree with it. By income, only 30% of those with incomes of \$50,000 or more agree with it, while 57% of those with incomes of less than \$15,000 do so. By age, only 28% of those between 18 and 24 agree with it, while 66% of those 65 years old or older do so. And by length of residency in Maine, only 37% of those who have lived in Maine for 5 or fewer years agree that "we would be better off if more women stayed at home to raise their children," while 50% of those who have lived in Maine for 20 or more years do so.

There is more widespread agreement with the statement that "young people have too much freedom today." About 63% of all respondents agree, and only 21% disagree.

Opinions with respect to cohabitation apparently have given way to nearly a generation of practice, but about 36% still disagree that "it can be healthy for people to live

together before marriage." About 46% agree that it can be healthy, and about 19% are neutral or unsure. Significantly, 73% of those 18 to 24 years old think it can be healthy, while only 17% of those 65 or older think it can be healthy. More than 6 in 10 recent arrivals in Maine think it can be healthy, while only about 4 in 10 who have lived in Maine more than 20 years think it can be healthy.

Respondents are a bit less tolerant of homosexuality when the question moves from the general closer to the family level. Whereas they were split on the earlier general question of the gay and lesbian lifestyle, 43% disagree with the statement that "I wouldn't mind a gay person teaching my child"; 37% agree that they wouldn't mind. Younger people (under 45 years old) and newer residents are more likely to agree that they wouldn't mind than are older people and longer-term residents.

The responses to this set of statements reflecting moral values may be an important part of the image conjured up by the Yankee personality: conservative and traditional but respectful enough of the individual to tolerate different beliefs. Yet there also seems to be a wish to return to the old ways -- a wish unlikely to be fulfilled, given the less traditional values held by many of the large "baby boom" segment of the population (25-44 years old) and by newcomers to the State. See Table 1.5.

The impression of a conservative and traditional value system is enhanced by responses to a different type of question posed to respondents. They were asked: If you had to choose, which set of values would you say is more important to instill in children -- discipline and respect for authority and love of country, OR creativity, curiosity and love of freedom? Nearly 6 in 10 (58%) chose discipline and respect for authority and love of country, while 40% chose creativity, curiosity and love of freedom. See Table 1.5a.

Table 1.5

MORAL VALUES: TRADITIONAL BUT TOLERANT?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
<u>Religion</u>			
I usually attend a place of worship at least once a month.	49.2%	11.1%	39.7%
Often, material things are more important in my life than spiritual values.	18.9%	20.0%	61.1%
Prayer, and my relationship with God, are important in my day-to-day decision-making.	58.0%	20.3%	21.7%
If people were more religious, the country would be better off.	49.8%	26.5%	23.7%
Our society is as morally strong today as it was when I was growing up.	23.2%	16.3%	60.5%
<u>Community</u>			
Libraries that are supported by tax revenues should keep some books from its shelves that the community would generally find offensive.	27.9%	12.9%	59.2%
I prefer living in a place where people generally have the same kinds of backgrounds and beliefs that I have.	31.5%	19.3%	49.2%
The gay and lesbian lifestyle should be accepted as just another way of life.	39.8%	22.2%	38.0%
<u>Family</u>			
Children need both a mother and a father at home in order to be properly raised.	65.4%	11.2%	23.3%

Table 1.5 (continued)

MORAL VALUES: TRADITIONAL BUT TOLERANT?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
I wouldn't mind a gay person teaching my child.	36.9%	19.9%	43.2%
It can be healthy for people to live together before marriage.	45.8%	18.5%	35.7%
We would be better off if more women stayed home to raise their children.	46.6%	20.2%	33.3%
Young people have too much freedom today.	62.6%	16.8%	20.5%

Source: Market Decisions, Inc., 1988

Table 1.5a

SET OF VALUES MORE IMPORTANT TO INSTILL IN CHILDREN

N = 784

Value Set	Percent choosing as more important
Discipline and respect for authority and love of country	58.2%
Creativity, curiosity and love of freedom	40.1%
No opinion	1.8%

Source: Market Decisions, Inc., 1988

GOVERNMENT: A LOVE-HATE RELATIONSHIP?

A majority of respondents (55%) believe that "government does mostly what the big corporations want it to do." Only 21% disagree. Further, respondents are split in their opinions as to whether "the state bureaucracy is so strong that things will stay pretty much the same no matter who we elect to office": 37% think that is true, 45% disagree and 18% are uncertain. Those with less than \$15,000 income (52%), those who are 65 or older (50%) and those who have lived in Maine for more than 20 years (41%) are most likely to agree with the statement.

But this skepticism has not slipped into cynicism. Most believe that they still can influence government. When presented with the statement, "People like me are unable to affect or change the policies of government," a majority (52%) disagree, versus a third who agree. Those under 45 years old (59%), those who have lived in Maine 20 years or less (61%) and those with incomes of \$35,000 or more (64%) are most likely to think that they can affect government.

And, overwhelmingly, 87% of respondents disagree that "I think it's OK if one of my friends avoided paying some taxes and got away with it."

This somewhat dichotomous opinion of government -- skeptical, even unflattering, but not alienated -- extends to what respondents think government's role should be. There is ambivalence: an independence from government in principle but expectations of it in practice.

On the one hand, nearly three-quarters of respondents think that "people should rely more on themselves rather than ask government to do so much." Only 12% disagree. On the other hand, a majority (51%) think it is government's responsibility to assure such basics as housing and health care (only 26% disagree). People's positions on this statement fall out predictably by income and age. A large majority of those with incomes of under \$15,000 (69%) agree that providing housing and health care is government's responsibility, while only a third of those with incomes of \$50,000 or more think so. People with the lowest incomes tend to be the youngest and oldest segments of the population. Not surprisingly, therefore, the youngest (18-24 years old) and oldest (65 and older) age groups think that is the government's responsibility (62% and 61%, respectively), while just under half of those between 25 and 64 think so. Nearly two-

thirds (64%) of newcomers to Maine think that is the government's responsibility, but only 48% of those who have lived in Maine more than 20 years think so.

Respondents are split as to whether it ought to be the family's or the government's responsibility to financially care for aging parents. About 41% agree it ought to be the family's responsibility. This includes 54% of those who are 65 or older, but only 38% of those who are 25 to 44 years old. About 31% of all respondents disagree that it ought to be the family's responsibility and 28% are neutral or uncertain.

There are strong hints of self-reliance in the responses to these statements and of a sense that government in Maine is participatory. But the overall belief system is tempered by those who are most likely to need assistance -- the old and the low income -- and who feel less able to effect that assistance. It also should be disturbing that those with the most exposure to government in Maine -- those who are older and those who have lived in Maine longest -- are the most skeptical about their government. See Table 1.6.

Table 1.6

GOVERNMENT: A LOVE-HATE RELATIONSHIP?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
It's government's responsibility to assure such basics as housing and health care.	51.0%	22.5%	26.5%
I would think it's o.k. if one of my friends avoided paying some taxes and got away with it.	6.6%	6.8%	86.6%
People should rely more on themselves rather than ask the government to do so much.	73.6%	14.5%	11.9%
People like me are unable to affect or change the policies of government.	33.7%	14.0%	52.2%
Government does mostly want the high corporations want it to do.	55.2%	23.6%	21.2%
The state bureaucracy is so strong that things will stay pretty much the same no matter whom we elect to office.	37.1%	18.0%	44.9%
It ought to be the family's rather than governments' responsibility to financially care for aging parents.	40.7%	28.1%	31.3%

Source: Market Decisions, Inc., 1988

MAINE'S WORK RELATIONSHIPS: WE VERSUS THEY?

Both employer-employee loyalties and the quality of today's workmanship are called into question in the survey.

When presented with the statement, "There is no sense of loyalty between employers and their workers anymore," 35% agree, while 41% disagree. The sentiment that there is no sense of loyalty anymore is strongest in Western Maine (the site of paper industry strikes in recent years), where 44% agree and only 27% disagree.

Despite what have been generally considered setbacks to union actions in recent years, a plurality of respondents agree that "labor unions are necessary to protect the jobs and the rights of workers." Nearly 45% agree, while about a third disagree. This belief is most likely to be held among those with incomes of under \$15,000 and those who are 18-24 years old.

The belief is widely held that "people should only work more than 40 hours a week if they get paid at least time-and-a-half for it." Seventy-seven percent agreed with the statement, while only 13% disagreed.

About 41% of respondents disagree that today's workers care as much about the quality of their work as workers ever have. About 36% think they do and 23% are neutral or uncertain. Over half of those 65 or older (51%) don't think that workers care as much. See Table 1.7.

Table 1.7

MAINE'S WORK RELATIONSHIPS: WE VERSUS THEY?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
There is no sense of loyalty between employers and their workers anymore.	34.8%	23.9%	41.3%
Today's workers care as much about the quality of their work as much as workers ever have.	36.4%	23.0%	40.7%
Labor unions are necessary to protect the jobs and the rights of workers.	44.8%	21.4%	33.8%
People should only work more than 40 hours a week if they get paid at least time and a half for it.	76.5%	10.3%	13.1%

Source: Market Decisions, Inc., 1988

EDUCATION: VALUED, BUT FOR WHAT PURPOSE?

Respondents place a high value on education -- but not necessarily with the same goals in mind. Many also do not think Maine's public schools are meeting the basic goal of preparing our children for the future.

It is clear that education is valued. Nearly 7 in 10 respondents (69%) agree that "it is essential these days that children not only graduate from high school but also go on to college." Only 15% disagree. Most (83%) also believe that it is important for respondents themselves "to continue my education throughout my life."

Half of the respondents believe that the most important purpose of an education is to prepare a person to get a job. A third disagree that this is the most important purpose. There are significant differences in belief by region and by demographic characteristic. Only 42% in the Mid Coast and 46% in Southern Maine agree that the most important purpose is to prepare a person to get a job, while 56% of those in the Central Corridor, 57% of those Down East and 58% of those in Aroostook County think this is the most important purpose. Sixty-one percent of those with incomes under \$15,000, 69% of those 65 and older and 54% of those who have lived in Maine for more than 20 years agree that this is the most important purpose. Younger, financially better off and more recently arrived respondents are more apt to disagree.

Nearly half (48%) of respondents think that Maine's public schools are doing a good job of teaching children to be creative and curious. But given the competing and, apparently to many respondents, more important goal of preparing a person to get a job, a substantial share of respondents -- 43%--think Maine's public schools "are failing to prepare our children for the future." Only 32% disagree that the schools are failing in this regard. Respondents who are 45-64 years old, an age at which they are most likely to have seen children recently finish their schooling and enter the workplace, have the greatest tendency (50%) to think that the public schools are failing to prepare children for the future.

A plurality of respondents -- 49% -- would not send their children to private school even if they could afford it, but 37% agree that they would.

Taken in the context of the rest of the survey, it appears that the majority of Mainers value education largely for utilitarian rather than classical purposes. Many think the public schools are doing a good job of teaching children to be creative and curious but - again, taken in the context of the whole survey -- they do not necessarily value this aspect of education. We reach this conclusion in part because the factor analysis used elsewhere in the survey found an association between those who think that the schools are doing a good job of teaching children to be creative and curious and those who think that publicly supported libraries should keep some books off their shelves, that the most important purpose of an education is to prepare for a job, and that they prefer living in a place with people of similar backgrounds and beliefs. Many of those who rate the schools high in teaching children to be creative and curious probably were not offering a critical judgment. Rather, it is by the ability to prepare children to get jobs that the public schools are primarily being judged. See Table 1.8.

Table 1.8

EDUCATION: VALUED, BUT FOR WHAT PURPOSE?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine's public schools are failing to prepare our children for the future.	43.4%	24.4%	32.3%
Maine's public schools are doing a good job of teaching children to be creative and curious.	48.0%	30.0%	22.1%
If I could afford it, I would send my children to a private school.	37.0%	14.4%	48.6%
The most important purpose of an education is to prepare a person to get a job.	50.4%	15.7%	33.9%
It is essential these days that children not only graduate from high school but also go on to college.	69.0%	15.7%	15.2%
I feel it's important for me to continue my education throughout my life.	83.2%	9.4%	7.4%

Source: Market Decisions, Inc., 1988

PART 2:

**PSYCHOGRAPHIC GROUPINGS
OF MAINE'S POPULATION**

This part offers a profile of each of the 18 psychographic groupings identified as a result of the survey of values held by Maine's population.

As described in the section on methodology, factor analysis was used to reduce a large body of data to six scales. Each scale measures an essentially (though not entirely) unique underlying attribute. We have called the six scales:

- (1) Optimism about personal future
- (2) Moralism
- (3) Alienation from government
- (4) Small town mindset
- (5) Tolerance of alternative lifestyles
- (6) Openness to change.

In turn, we are able to sort the respondents in terms of where they fall on each scale. For each scale, we have sorted the respondents into three groups, according to whether they scored high on the scale, scored low on the scale, or scored in between. For example, those who scored high on the moralism scale tended to agree with the traditional values presented in the survey's belief statements; those who scored low on the scale tended to disagree or reject those values; those in the middle tended to agree with some, disagree with others, or be relatively neutral.

The result is 18 psychographic groups: three for each of the six scales. Each group has been given a label. As has been observed by one commentator, in naming these groups "we are being about as scientific as little children naming their dolls." The purpose is to provide a shorthand way of referring to the groups and of conveying a sense of the picture we have of each.

One is tempted in this process to simplify and stereotype. Simplification is necessary, to a point, to grasp what would otherwise be a complicated set of statistics. In

the process, however, it becomes apparent how difficult it is to stereotype people even if one wanted to. The fact that the factor analysis produced six relatively independent scales, instead of just one, is an indication of how varied Maine's population is in its values and outlooks. Indeed, since each respondent is placed in six different psychographic groups -- one group for each scale -- here are several hundred possible combinations of groups into which respondents might fall.

The challenge has been to cluster people in a way simple enough to avoid drowning in numbers (and therefore to be useful to the researcher) while still appreciating the complexity of the population.

The last part of this study (Part 5) does further simplify the analysis and divides the population into nine distinct groups. It serves as a shorthand for this chapter. While it is more digestible than this chapter, this chapter gives depth of understanding to the psychographic groupings.

OPTIMISM ABOUT PERSONAL FUTURE

This scale is comprised of responses to three belief statements:

- o The way things are going for me, I really don't look forward to the future.
- o I fully expect to enjoy a comfortable retirement.
- o I feel I have control over my future quality of life.

Those who disagreed with the first statement and agreed with the other two, and/or who (after reversing values in the first statement) gave an average rating of between 1.00 and 2.49, are said to have scored high on this scale and are called "optimistic." Those who gave an average rating of between 3.50 and 5.00 are said to have scored low and are called "pessimistic." Those whose average rating was in between (2.50 to 3.49) are called "wary."

Maine's adult population is made up mostly of optimists: 77.6% scored high on the scale of optimism about personal future. Only a small proportion, 4.7%, are pessimists and 17.7% are wary. This scale is tied significantly to respondents' income and

perceptions of health. The fact that most scored high on the scale is an indication that those two key variables are in good shape, or at least moving in the right direction, in Maine.

Profiles of each group are summarized as follows (and see Table 2.1):

SUMMARY OF PSYCHOGRAPHIC GROUPINGS SCALE: OPTIMISM ABOUT PERSONAL FUTURE

Groupings and Percent of Total Sample in Each:

- o Optimists 77.6%
- o Wary 17.7%
- o Pessimists 4.7%

OPTIMISTS

Live in different parts of Maine in rough proportion to the state's population.

Are male or female in general proportion to the state's population.

Are slightly more likely to include newcomers to the state.

Have an age profile in general proportion to the state's overall age profile.

Are home owners or renters in proportion to the state's population.

WARY

Are somewhat more likely to live in the Mid-Coast area and somewhat less likely to live in Southern Maine than the population as a whole.

Are male or female in general proportion to the state's population.

Are slightly less likely to include newcomers to the state and slightly more likely to include people who have lived in Maine 21+ years.

Have an age profile in general proportion to the state's overall age profile.

Are home owners or renters in proportion to the state's population.

PESSIMISTS

Are slightly more likely to live in Southern Maine and the Central Corridor and slightly less likely to live in the Mid-Coast and Down East than the population as a whole.

Are slightly more likely to be males and slightly less likely to be females than the population as a whole.

Are significantly less likely to include newcomers to the state and much more likely to include people who have lived in Maine 21+ years. Nearly 9 of 10 pessimists have lived in Maine 21+ years.

Are less likely to be under 45 years old and more likely to be 45-64 years old. Half of the pessimists are 45-64 years old.

Are home owners or renters in proportion to the state's population.

OPTIMISTS

Are slightly less likely than the state's population to include people with less than \$15,000 income and somewhat more likely to include people with more than \$50,000 income.

Are slightly more likely than the state's population to include people with savings accounts.

Are more likely than the population as a whole to include people who rate their health as excellent. 43% of optimists call their health excellent; 9 of 10 call their health at least good.

Have religious affiliations in general proportion to the state's population.

Are slightly more likely than the state's population as a whole to include:

- o "progressives" on the tolerance of alternative lifestyles scale.
- o "belongers on the alienated from government scale.
- o "risk-takers" on the openness to change scale

WARY

Are significantly more likely to include people with less than \$15,000 income. 35% of the wary have low incomes.

Are somewhat less likely than the population as a whole to include people with savings accounts.

Are less likely to include people who rate their health as excellent. About a quarter of the wary rate their health as excellent; 7 of 10 call their health at least good.

Are somewhat less likely than the state's population as a whole to be Catholic and more likely to be Evangelical or have no religious affiliation.

Are less likely than the state's population to include "progressives" and more likely to include "middle-roaders" on the people who are tolerant of alternative lifestyles scale.

Are significantly more likely to include the "alienated" on the alienated from government scale: 73% of the wary are "alienated."

PESSIMISTS

Are much more likely to include people with less than \$15,000 income. More than half of pessimists (51%) have incomes under \$15,000, while only 5% have incomes of \$35,000 or more.

Are much less likely to include people with savings accounts. 43% of pessimists do not have savings accounts.

Are much less likely to include people who rate their health as excellent. only 14% of pessimists rate their health as excellent; nearly half rate their health as poor or fair.

Are significantly less likely than the state's population as a whole to be Catholic and more likely to be Protestant or have no religious affiliation.

Are more likely than the state's population to include "conservatives" on the tolerance of alternative lifestyles scale.

Are somewhat more likely to include the "alienated" on the alienated from government scale.

OPTIMISTS

Include people in other psychographic groups in general proportion to the state's population as a whole.

WARY

Are somewhat less likely than the state's population to include "moralists" and somewhat more likely to include "moderates" on the moralism scale.

PESSIMISTS

Are significantly more likely to include "moralists" and very unlikely to include "freethinkers" on the moralism scale.

Are significantly less likely than the state's population to include "risk-takers" and more likely to include the "cautious" and the "worried" on the openness to change scale.

Are significantly more likely to include the "worried" and the "cautious" on the openness to change scale.

TABLE 2.1
Profiles of Groups on Optimism about Personal Future Scale

	Optimists	Wary	Pessimists
Tenure N=783			
Own	74.5	72.7	75.7
Not own	25.5	27.3	24.3
Savings Acct N=779			
Yes	86.2	71.9	56.8
No	13.8	28.1	43.2
Sex N=784			
Female	56.1	59.0	51.4
Male	43.9	41.0	48.6
Yrs. Reside in Maine N=784			
0-5years	8.6	4.3	2.7
6-20years	18.8	19.4	10.8
21+years	72.7	76.3	86.5
Health N=784			
Excellent	43.3	24.5	13.5
Good	46.5	46.8	40.5
Fair	8.6	16.6	21.6
Poor	1.6	12.2	24.3
Income N=755			
<15K	19.2	35.4	51.4
15-25K	25.0	21.5	27.0
25-35K	28.2	26.2	16.2
35-50K	17.5	13.8	5.4
>50K	10.0	3.1	0.0
Region N=784			
Southern Maine	32.4	24.5	37.8
Central Corridor	29.3	30.9	32.4
Mid Coast	13.8	19.4	10.8
Western Maine	11.7	9.4	10.8
Down East	6.9	7.2	2.7
The County	5.9	8.6	5.4
Age N=781			
18-24 years old	9.2	10.1	2.8
25-44	48.8	47.5	33.3
45-64	26.1	28.1	50.0
65+	15.8	14.4	13.9
Religion N=777			
Catholic	32.8	21.9	18.9
Protestant	46.4	46.0	56.8
Evangelical	4.5	11.0	5.4
Other	1.8	2.2	0.0
None	14.4	19.0	18.9
By Other Scales			
Moralism			
- Moralists	47.2	42.4	62.2
- Moderate	39.6	46.8	37.8
- Freethinker	13.2	10.8	0.0
Alienated			
- Alienated	30.9	73.0	44.6
- Sideliners	44.1	27.0	46.0
- Belongers	25.0	0.0	9.4
Small Town			
- Provincials	23.4	25.9	27.0
- Temperates	50.5	54.0	48.6
- Cosmopolitan	26.2	20.1	24.3
Tolerance			
- Progressives	29.8	15.8	21.6
- Middle-Roaders	36.2	46.0	35.1
- Conservatives	34.1	38.1	43.2
Open to Change			
- Risk-takers	66.8	43.9	24.3
- Cautious	29.0	43.9	54.1
- Worried	4.3	12.2	21.6

MORALISM

This scale is comprised of responses to five belief statements:

- o Prayer, and my relationship with God, are important in my day-to-day decision-making.
- o It can be healthy for people to live together before marriage.
- o We would be better off if more women stayed at home to raise their children.
- o Young people have too much freedom today.
- o If people were more religious, the country would be better off.

Those who disagreed with the second statement and agreed with all the others, and who (after reversing values for the second statement) gave an average rating of between 1.00 and 2.49, are said to have scored high on this scale and are called "moralists." Those who gave an average rating of between 3.50 and 5.00 are said to have scored low on the scale and are called "freethinkers." Those whose average rating was in between (2.50 to 3.49) are called "moderates."

Maine's adult population is primarily split between the "moralists" and the "moderates": 47.1% scored high on the moralism scale and 40.8% scored in the middle or "moderates" range. A minority, 12.1%, qualify as "freethinkers." The results reveal an underlying traditionalism statewide but there are significant demographic differences in the profiles of these three groups. Perhaps the most dramatic are the differences by age: only a third of 25-44 year olds are "moralists," while 63% of 45-64 year olds and 79% of 65+ year olds are "moralists." The generation gap of the 1960's between baby boomers and their parents may have continued into adulthood.

Profiles of the three groups are summarized as follows (and see Table 2.2):

SUMMARY OF PSYCHOGRAPHIC GROUPINGS SCALE: MORALISM

Groupings and Percent of Total Sample in Each:

- o Moralists 47.1%
- o Moderates 40.8%
- o Freethinkers 12.1%

MORALISTS

Are somewhat less likely than the state's population as a whole to live in Southern Maine and slightly more likely to live in the Central Corridor, Western Maine and Aroostook County.

-

Are male or female in general proportion to the state's population.

-

Are significantly more likely than the population as a whole to have lived in Maine for 21+ years. 85% of moralists are longtime residents.

-

Are much more likely than the state's population to be 45 or older. 37% of moralists are 45-64, and 26% are 65 or older.

-

Are more likely than the state's population to be home owners.

-

MODERATES

Are slightly more likely than the population as a whole to live in Southern Maine and slightly less likely to live in the Central Corridor Western Maine.

-

Are male or female in general proportion to the state's population.

-

Reflect the distribution of the state's population in terms of length of residency.

-

Are more likely than the state's population to be under 45. 56% of moderates are 25-44 years old.

-

Are primarily home owners but are somewhat more likely than the population as a whole to be renters.

-

FREETHINKERS

Are more likely than the population as a whole to live in Southern Maine and less likely to live in Aroostook County, Western Maine, or the Central Corridor. 39% of freethinkers live in Southern Maine, while only 1% live in Aroostook County

-

Are male or female in general proportions to the state's population.

-

Are significantly more likely than the population as a whole to be newcomers or to have lived in Maine 6-20 years. Fewer than half of the freethinkers have lived in Maine 21+ years.

-

Are much more likely than the state's population to be under 45. 76% of freethinkers are 25-44 years old, while only 7% are 45-64 and just 1% are 65 or older.

-

Are primarily home owners but are much more likely than the population to be renters.

-

MORALISTS

Tend to have low or have moderate incomes: 31% have incomes under \$15,000 and 28% have \$15,000 - \$25,000.

Have savings accounts in general proportion to the state's population.

Are slightly less likely than the population as a whole to describe their health as excellent.

Are somewhat more likely than the population as a whole to be associated with one of the traditional religions.

Tend to be "conservatives" on the alternative lifestyles scale.

Most are "optimists," but slightly higher tendency than population as a whole to be "pessimists."

Are more likely than state as a whole to be alienated from government.

MODERATES

Are somewhat less likely than the state's population to be of low or moderate income and somewhat more likely to have incomes of \$25,000 - \$50,000.

Have savings accounts in general proportion to the state's population.

Describe their health in generally the same proportions as the state as a whole.

Are associated with religions in generally the same proportions as the state as a whole.

Tend to be "middle-roaders" with respect to tolerance of alternative lifestyles.

Are distributed on the optimism about personal future scale in same general proportion as state as a whole.

Are distributed on the alienation from government scale in the same general proportion as state as a whole.

FREETHINKERS

Are disproportionately moderate-to-middle income (\$15,000 - \$50,000).

Have savings accounts in general proportion to the state's population.

Are significantly more likely than the state's population to describe their health as excellent. 55% describe their health as excellent, while 0% rate their health as poor.

Are less likely than the state's population to be associated with one of the traditional religions and much more likely to be associated with no religion. 39% of freethinkers have no formal religious affiliation.

Strong tendency to be "progressives" on the tolerance of alternative lifestyles.

Strong tendency to be "optimists." 84% of freethinkers are "optimists," while 0% are "pessimists."

Are much more likely than state as a whole to include "belongers" on the alienated from government scale.

MORALISTS

Are more likely than the population as a whole to include "provincials" on the small town mindset scale: 35% are "provincials."

Are distributed on the openness to change scale in the same general proportion as state as a whole.

MODERATES

Tend to be "moderates" or "cosmopolitans" on the small town mindset scale.

Are distributed on the openness to change scale in the same general proportion as state as a whole.

FREETHINKERS

Significantly strong tendency to be "cosmopolitans" on the small town mindset scale. only 4% are "provincials."

Are distributed on the openness to change scale in the same general proportion as state as a whole.

TABLE 2.2
Profiles of Groups on Moralism Scale

	Moralists	Moderates	Freethinkers
Tenure N=783			
Own	79.7	70.3	66.0
Not own	20.3	29.7	34.0
Savings Acct N=779			
Yes	79.7	84.0	86.3
No	20.3	16.0	13.7
Sex N=784			
Female	59.4	52.2	59.0
Male	40.6	47.8	41.1
Yrs. Reside in Maine N=784			
0-5 years	3.5	9.4	16.8
6-20 years	11.6	21.2	35.8
21+ years	84.8	69.4	47.4
Health N=784			
Excellent	32.0	41.4	54.7
Good	48.0	46.4	39.0
Fair	13.3	8.8	6.3
Poor	6.8	3.4	0.0
Income N=755			
<15K	31.0	18.3	13.4
15-25K	28.1	19.6	27.2
25-35K	21.0	33.8	29.4
35-50K	12.5	19.0	21.7
>50K	7.4	9.3	8.7
Region N=784			
Southern Maine	24.9	36.2	39.0
Central Corridor	33.9	25.6	27.4
Mid Coast	13.0	15.9	16.8
Western Maine	14.1	9.1	7.4
Down East	6.2	6.9	8.4
The County	7.9	6.2	1.1
Age N=781			
18-24 years old	3.8	13.2	15.8
25-44	33.4	56.3	75.8
45-64	36.7	23.0	7.4
65+	26.1	7.6	1.1
Religion N=777			
Catholic	36.1	26.0	22.1
Protestant	49.4	48.1	32.6
Evangelical	6.8	5.1	3.2
Other	0.8	2.5	3.2
None	6.8	18.4	39.0
By Other Scales			
Optimism			
- Optimists	77.8	75.3	84.2
- Wary	16.0	20.3	15.8
- Pessimists	6.2	4.4	0.0
Alienated			
- Alienated	42.6	31.2	21.1
- Sideliners	39.3	47.8	46.3
- Belongers	18.2	20.9	32.6
Small Town			
- Provincials	34.7	17.5	4.2
- Temperates	48.2	54.7	49.5
- Cosmopolitans	17.1	27.8	46.3
Tolerance			
- Progressives	14.9	30.3	62.1
- Middle-Roaders	35.0	45.3	24.2
- Conservatives	50.1	24.4	13.7
Open to Change			
- Risk-takers	61.0	60.0	62.1
- Cautious	31.4	34.1	33.7
- Worried	7.6	5.9	4.2

ALIENATION FROM GOVERNMENT

This scale is comprised of responses to three belief statements:

- o People like me are unable to affect or change the policies of government.
- o Government does mostly what the big corporations want it to do.
- o The state bureaucracy is so strong that things will stay pretty much the same no matter who we elect to office.

Those who agreed with these statements and/or who gave an average rating of between 1.00 and 2.49 are said to have scored high on the scale and are called "alienated." Those who disagreed and/or who gave an average rating of between 3.50 and 5.00 are said to have scored low on the scale and are called "belongers." Those whose average rating was in between (2.50 to 3.49) are called "sideliners."

More than a third of Maine's adults -- 35.3% -- scored high on this scale and are "alienated." About a fifth -- 21.1% -- scored low and are "belongers." The largest group -- 43.6% -- scored in between and are "sideliners." Taking the latter two groups together, it is evident that the majority of Mainers feel empowered by, or at least are not alienated from, their government. However, the fact that a third responded to this scale in a way that suggests powerlessness and even cynicism should give decision-makers pause.

Note: it should not be assumed that the "alienated" are not participants in government. They may well vote and otherwise take part. However, in doing so they may often be venting anger or reacting. It would not be surprising, for example, to find that a large share of activists in the growing property tax revolt are alienated from government.

Profiles of these three groups are summarized as follows (and see Table 2.3):

SUMMARY OF PSYCHOGRAPHIC GROUPINGS SCALE: ALIENATION FROM GOVERNMENT

Groupings and Percent of Total Sample in Each:

- o Alienated 35.3%
- o Sideliners 43.6%
- o Belongers 21.1%

ALIENATED

Are somewhat less likely than the state's populations to live in Southern Maine and slightly more likely to live in the Central Corridor.

Are male or female in proportion to the state's population.

Are significantly more likely than the state's population to have lived in Maine 21+ years.

Are predominantly 45 or older: 33% of the alienated are 45-64, and 24% are 65 or older.

Are home owners and renters in generally the same proportion as the state's population.

Are significantly more likely than the state's population to be low income: 33% of the alienated have incomes of less than \$15,000.

SIDELINERS

Are somewhat more likely than the state's population to live in Southern Maine and slightly less likely to live in the Central Corridor.

Are male or female in proportion to the state's population.

Are distributed by length of residency in Maine in general proportion to the state's population.

Are somewhat more likely than the state's population to be 25-44.

Are slightly more likely than the state's population to be renters.

Are distributed by income in general proportion to the state's population.

BELONGERS

Are slightly more likely than the state's population to live in the Central Corridor and slightly less likely to live in Western Maine and Aroostook County.

Are male or female in proportion to the state's population.

Are significantly less likely than the state's population to have lived in Maine 21+ years, and more likely to have lived in Maine 6-20 years.

Are significantly more likely than the state's population to be 25-44, (58%) and significantly less likely to be 65+.

Are slightly more likely than the state's population to be home owners.

Are much more likely than the state's population to have incomes of \$35,000 or more (37%) while only 12% have incomes below \$15,000

ALIENATED

Are less likely than the state's population to have a savings account: 25% of the alienated have no savings account.

Are less likely than the state's population to consider themselves in excellent health and more likely to consider themselves in poor or fair health. 29% consider themselves in excellent health.

Are distributed by religious affiliation in general proportion to the state's population.

Are somewhat more likely to be "conservatives" on the tolerance of alternative lifestyles scale than the state as a whole.

Two-thirds are "optimists," but are more likely than the state's population to be "wary" or "pessimists."

A majority (57%) are "moralists." Only 7% are "freethinkers" on the moralism scale.

SIDELINERS

Have a savings account in general proportion to the state's population.

Are distributed by level of health in general proportion to the state's population.

Are distributed by religious affiliation in general proportion to the state's population.

Are slightly more likely to be "progressives" on the tolerance of alternative lifestyles scale than the state as a whole.

Mirror the distribution of the state's population on the optimism about personal future scale.

Mirror the distribution of the state's population on the moralism scale.

BELONGERS

Are significantly more likely than the state's population to have a savings account: 89% of belongers have a savings account.

Are much more likely than the state's population to consider themselves in excellent health: 53% of belongers say they are in excellent health.

Are distributed by religious affiliation in general proportion to the state's population.

Mirror the distribution of the state's population on the tolerance of alternative lifestyles scale.

Are significantly more likely than the state's population to be "optimists." 92% are "optimists" and 0% are "pessimists."

Are somewhat less likely to be "moralists" and more likely to be "freethinkers" than the state's population as a whole. 41% are "moralists" and 19% are "freethinkers" on the moralism scale.

ALIENATED

Are more likely than the state's population to be "provincials" and less likely to be "cosmopolitans" on the small town mindset scale.

-

Are somewhat less likely than the state's population to be "risk-takers" and more likely to be "worried" on the openness to change scale: 51% are "risk-takers."

-

SIDELINERS

Mirror the distribution of the state's population on the small town mindset scale.

-

Mirror the distribution of the state's population on the openness to change scale.

-

BELONGERS

Are significantly less likely than the state's population to be "provincials" and more likely to be "cosmopolitans."

-

Are significantly more likely than the state's population to be "risk-takers" on the openness to change scale: 75% of belongers are "risk-takers."

-

TABLE 2.3
Profiles of Groups on Alienation from Government Scale

	Alienated	Sideliners	Belongers
Tenure N=783			
Own	76.9	70.2	78.1
Not own	23.1	29.8	22.0
Savings Acct N=779			
Yes	74.6	85.1	89.1
No	25.4	14.9	10.9
Sex N=784			
Female	54.2	59.4	53.9
Male	45.8	40.6	46.1
Yrs. Reside in Maine N=784			
0-5years	3.6	10.5	7.9
6-20years	14.4	18.1	26.1
21+years	82.0	71.4	66.1
Health N=784			
Excellent	28.9	39.5	53.1
Good	47.6	47.7	40.8
Fair	14.4	10.5	4.3
Poor	9.0	2.3	1.8
Income N=755			
<15K	33.2	21.5	11.5
15-25K	24.6	24.8	23.6
25-35K	25.4	28.5	28.0
35-50K	10.4	17.6	23.6
>50K	6.3	7.6	13.4
Region N=784			
Southern Maine	27.1	35.1	30.3
Central Corridor	31.4	26.3	33.9
Mid Coast	14.8	14.3	15.2
Western Maine	11.2	12.3	9.1
Down East	8.3	5.6	6.7
The County	7.2	6.4	4.8
Age N=781			
18-24 years old	6.6	11.1	9.1
25-44	36.4	52.5	57.6
45-64	33.4	23.8	25.4
65+	23.6	12.6	7.9
Religion N=777			
Catholic	31.1	30.5	28.2
Protestant	47.2	44.9	50.3
Evangelical	5.9	6.7	3.1
Other	0.7	2.6	1.8
None	15.0	15.2	16.6
By Other Scales			
Optimism			
- Optimists	67.9	78.4	92.1
- Wary	22.4	18.7	7.9
- Pessimists	9.8	2.9	0.0
Moralism			
- Moralists	56.7	42.4	40.6
- Moderates	36.1	44.7	40.6
- Freethinkers	7.2	12.9	18.8
Small Town			
- Provincials	34.7	20.8	12.7
- Temperates	48.7	53.8	49.1
- Cosmopolitans	16.6	25.4	38.2
Tolerance			
- Progressives	20.9	30.7	29.1
- Middle-Roaders	39.0	36.6	38.8
- Conservatives	40.1	32.8	32.1
Open to Change			
- Risk-takers	50.5	62.3	74.6
- Cautious	36.8	34.5	22.4
- Worried	12.6	3.2	3.0

SMALL TOWN MINDSET

This scale is comprised of responses to five belief statements:

- o With all the new people and the growing problems, Maine has become just like any other state.
- o Libraries that are supported by tax revenues should keep some books from their shelves that the community would generally find offensive.
- o I prefer living in a place where people generally have the same kinds of background and beliefs as I have.
- o Maine's public schools are doing a good job of teaching children to be creative and curious.
- o The most important purpose of an education is to prepare a person to get a job.

Those who agreed with these statements and/or who gave an average rating of between 1.00 and 2.49 are said to have scored high on the scale and are called "provincials." Those who disagreed and/or who gave an average rating of between 3.50 and 5.00 are said to have scored low on the scale and are called "cosmopolitans." Those whose average rating was in between (2.50 to 3.49) are called "temperates."

A bare majority (51%) of Maine's adults are "temperates," while virtually equal segments of the population are "provincials" (24%) and "cosmopolitans" (25%). There are statistically significant differences between these latter two groups in virtually every demographic and psychographic category. While this survey did not seek out political preferences, it is likely that these two groups bring the right and left ends of the state's political spectrum into demographic and psychographic relief.

Profiles of the three groups are summarized as follows (and see Table 2.4):

SUMMARY OF PSYCHOGRAPHIC GROUPINGS SCALE: SMALL TOWN MINDSET

Groupings and Percent of Total Sample in Each:

- o Provincials 24%
- o Temperates 51%
- o Cosmopolitans 25%

PROVINCIALS

Are less likely than the state's population to live in Southern Maine and more likely to live in Aroostook County, the Central Corridor, and the Mid-Coast.

Are male or female in proportion to the state's population.

Are significantly more likely than the state's population to have lived in Maine for 21+ years: 82% of provincials have done so.

Most are 45 or older, and much less likely than the state's population to be 25-44 years old. 59% of provincials are 45 or older.

Are home owners or renters in general proportion to the state's population.

Are disproportionately low or moderate income: 60% of provincials have incomes under \$25,000.

TEMPERATES

Are slightly more likely than the state's population to live in Southern Maine and the Central Corridor and slightly less likely to live in the Mid-Coast and Aroostook.

Are male or female roughly in proportion to the state's population.

Are distributed by length of residency in Maine in proportion to the state's population.

Are distributed by age in general proportion to the state's population.

Are home owners or renters in general proportion to the state's population.

Have incomes in general proportion to the state's population.

COSMOPOLITANS

Are less likely than the state's population to live in the Central Corridor and somewhat more likely to live in the Mid-Coast.

Are more likely to be female and less likely to be male than the state's population as a whole.

Are significantly less likely than the state's population to have lived in Maine for 21+ years: only about 60% of cosmopolitans have done so.

Are more likely than the state's population to be 25-44 years old (56%) and less likely to be 65 or older.

Are home owners or renters in general proportion to the state's population.

Are disproportionately middle and upper income: 61% of cosmopolitans have incomes over \$25,000.

PROVINCIALS

Are slightly less likely than the state's population to have a savings account.

Are less likely than the state's population to consider their health excellent, though 52% of provincials call their health good.

Are more likely than the state's population to be affiliated with a traditional religion and less likely to have no affiliation.

Are more likely than the state's population to be "conservatives" on the tolerance of alternative lifestyles scale.

Mirror the distribution of the state's population on the optimism scale: 76% of the provincials are "optimistic."

Are much more likely than the state's population to be "alienated" on the alienation from government scale: 51% of provincials are "alienated."

TEMPERATES

Have savings accounts in proportion to the state's population.

Are distributed by level of health in general proportion to the state's population.

Are distributed by religious affiliation in general proportion to the state's population.

Are more likely than the state's population to be "middle-roaders" on the tolerance of alternative lifestyles scale.

Mirror the distribution of the state's population on the optimism scale: 77% of temperates are "optimistic."

Mirror the distribution of the state's population on the alienation scale.

COSMOPOLITANS

Are somewhat more likely than the state's population to have a savings account.

Are much more likely than the state's population, and more than twice as likely as "provincials, to call their health excellent: 58% of cosmopolitans consider their health excellent.

Are more likely than the state's population to have no formal religious affiliation or to be affiliated with a religion other than Protestant or Catholic. 27% of cosmopolitans cite their religious affiliations in this way.

Are much more likely than the state's population to be "progressives" on the tolerance of alternative lifestyles scale.

Are slightly more likely than the state's population to be "optimistic" on the optimism scale: 81% of cosmopolitans are

Are less likely than the state's population to be "alienated" and more likely to be "belongers" on the alienation from government scale: only 24% are "alienated" while 32% are "belongers."

PROVINCIALS

Are predominantly "moralists" on the moralism scale: 68% are "moralists," while only 2% are "freethinkers."

Are slightly more likely than the state as a whole to be either "risk-takers" or "worried" on the openness to change scale, and less likely to be "cautious."

TEMPERATES

Mirror the distribution of the state's population on the moralism scale.

Are distributed on the openness to change scale in general proportion to the state's population.

COSMOPOLITANS

Are less likely than the state's population to be "moralists" and twice as likely as the population to be "freethinkers" on the moralism scale: 32% are "moralists," while 22% are "freethinkers."

Are distributed on the openness to change scale in general proportion to the state's population.

TABLE 2.4
Profiles of Groups on Small Town Mindset Scale

	Provincials	Temperates	Cosmopolitans
Tenure N=783			
Own	73.9	76.0	70.8
Not own	26.1	24.0	29.2
Savings Acct N=779			
Yes	75.7	82.7	87.8
No	24.3	17.3	12.2
Sex N=784			
Female	56.4	54.0	61.2
Male	43.6	46.0	38.8
Yrs. Reside in Maine N=784			
0-5 years	4.8	7.0	11.2
6-20 years	12.8	16.2	28.6
21+ years	82.4	76.8	60.2
Health N=784			
Excellent	25.5	35.2	58.0
Good	51.6	50.0	33.3
Fair	13.3	11.8	5.6
Poor	9.6	3.0	3.1
Income N=755			
<15K	33.2	22.5	16.4
15-25K	27.2	24.1	22.8
25-35K	21.2	29.1	29.6
35-50K	12.5	16.0	20.6
>50K	6.0	8.4	10.6
Region N=784			
Southern Maine	22.9	34.5	32.6
Central Corridor	31.4	31.5	24.5
Mid Coast	16.5	11.8	18.9
Western Maine	11.2	11.2	11.2
Down East	7.4	6.2	7.1
The County	10.6	4.8	5.6
Age N=781			
18-24 years old	6.4	10.6	8.7
25-44	34.8	50.2	55.6
45-64	31.6	25.9	27.0
65+	27.3	13.3	8.7
Religion N=777			
Catholic	33.7	31.1	25.1
Protestant	49.2	48.1	42.1
Evangelical	7.0	5.1	5.6
Other	0.5	0.8	5.1
None	9.6	14.9	22.1
By Other Scales			
Optimism			
- Optimists	75.5	76.8	81.1
- Wary	19.2	18.8	14.3
- Pessimists	5.3	4.5	4.6
Moralism			
- Moralists	68.1	44.5	32.1
- Moderates	29.8	43.8	45.4
- Freethinkers	2.1	11.8	22.4
Alienated			
- Alienated	51.1	33.8	23.5
- Sideliners	37.8	46.0	44.4
- Belongers	11.2	20.2	32.1
Tolerance			
- Progressives	18.6	21.0	46.9
- Middle-Roaders	34.0	43.0	31.1
- Conservatives	47.0	36.0	21.9
Open to Change			
- Risk-takers	64.4	58.0	62.8
- Cautious	26.1	35.8	33.2
- Worried	9.6	6.3	4.1

TOLERANCE OF ALTERNATIVE LIFESTYLES

This scale is comprised of responses to three belief statements:

- o Children need both a mother and a father at home in order to be properly raised.
- o I wouldn't mind a gay person teaching my child.
- o The gay and lesbian lifestyle should be accepted as just another way of life.

Those who disagreed with the first statement and agreed with the other two, and/or who (after reversing values in the first statement) gave an average rating of between 1.00 and 2.49 are said to have scored high on the scale and are called "progressives." Those who disagreed and/or who gave an average rating of between 3.50 and 5.00 are said to have scored low on the scale and are called "conservatives." Those whose average rating was in between (2.50 to 3.49) are called "middle-roaders."

Among the six factor scales developed in this survey, this scale produced the most even distribution among the three groups: 26.9% scored high on the scale and are "progressives"; 35.2% scored low on the scale and are "conservatives"; and 38% scored in between and are "middle-roaders." These results suggest not an embracing but a gradual acceptance of alternative lifestyles that have become more prevalent in Maine's and the nation's society. This scale is a close cousin to the "moralism" scale. But not all "moralists" on the moralism scale are "conservatives," and not all "freethinkers" on the moralism scale are "progressives." Further, "progressives" and "conservatives" cross all income categories.

Profiles of this scale's groupings are summarized as follows (and see Table 2.5):

SUMMARY OF PSYCHOGRAPHIC GROUPINGS

SCALE: TOLERANCE OF ALTERNATIVE LIFESTYLES

Groupings and Percent of Total Sample in Each:

o	Progressives	26.9%
o	Middle-Roaders	37.9%
o	Conservatives	35.2%

PROGRESSIVES	MIDDLE-ROADERS	CONSERVATIVES
Are somewhat more likely than the state's population to live in Southern and Western Maine, and somewhat less likely to live in the Central Corridor, Mid-Coast and Aroostook County.	Live in different parts of Maine in general proportion to the state's population.	Are somewhat less likely than the state's population to live in Southern Maine and somewhat more likely to live in Aroostook County.
Are predominantly female: 73% of "progressives" are female.	Are male or female in proportion to the state's population.	Are more likely than the state's population to be male: 58% of "conservatives" are male.
Are considerably less likely than the state's population as a whole to have lived in Maine 21+ years: 60% of "progressives" have lived in Maine that long, and 12% are newcomers.	Are distributed by length of residency in general proportion to the state's population.	Are considerably more likely than the state's population to have lived in Maine 21+ years: 82% of "conservatives" have lived in Maine that long; fewer than 4% are newcomers.
A majority (59%) are 25-44 years old.	Are slightly more likely than the state's population to be either young (18-24) or middle-aged (45-64).	Are somewhat more likely than the state's population to be 65 or older and somewhat less likely to be 18-24.
70% are home owners, but "progressives" are more likely than the state's population to be renters.	Are home owners or renters in proportion to the state's population.	Are somewhat more likely than the state's population to be home owners: 80% of "conservatives" own homes.

PROGRESSIVES

Are distributed by income and presence of a savings account in general proportion to the state's population.

Are somewhat more likely than the state's population to describe their health as excellent. 49% call their health excellent.

Are considerably more likely than the state's population to cite no religious affiliation: 26% of progressives have no formal religious affiliation.

Are somewhat more likely than the state's population to be "optimists" on the optimism about personal future scale: 86% of "progressives" are "optimists."

50% of "progressives" are "sideliners" on the alienated from government scale.

Are significantly less likely than the state's population to be "moralists" on the moralism scale: 46% are "moderates" and 28% are "freethinkers."

MIDDLE-ROADERS

Are distributed by income and presence of a savings account in general proportion to the state's population.

Are distributed by level of health in general proportion to the state's population.

Are distributed by religious affiliation in general proportion to the state's population.

Are slightly less likely than the state's population to be "optimists" and slightly more likely to be "wary" on the optimism about personal future scale: 74% of "middle-roaders" are "optimists," and 22% are "wary."

Are distributed on the alienation from government scale in general proportion to the state's population.

Nearly half (49%) are "moderates" on the moralism scale.

CONSERVATIVES

Are distributed by income and presence of a savings account in general proportion to the state's population.

Are somewhat less likely than the state's population to describe their health as excellent: 33% call their health excellent.

Are more likely than the state's population to be affiliated with a traditional Protestant or Evangelical religion: 53% of "conservatives" are traditional Protestants and 9% are Evangelicals.

Are distributed on the optimism scale in general proportion to the state's population.

Are somewhat more likely than the state's population to be alienated from government: 40% of "conservatives" are "alienated."

Are predominantly "moralists" on the moralism scale: 67% are moralists, while 28% are "moderates."

PROGRESSIVES

Tend to be "cosmopolitans" on the small town mindset scale: 44% of "progressives" are "cosmopolitans."

Nearly two-thirds (66%) are "risk-takers" on the openness to change scale.

MIDDLE-ROADERS

A majority (58%) are "temperates" on the small town mindset scale.

Are distributed on the alienation scale in general proportion to the

CONSERVATIVES

A majority (52%) are "temperates" on the small town mindset scale, but a disproportionate share of conservatives (32%) are "provincials" on this scale.

47% are "cautious" or "worried" on the openness to change scale. state's population.

TABLE 2.5
Profiles of Groups on Tolerance of Alternative Lifestyles Scale

	Progressives	Middle Roaders	Conservatives
Tenure N=783			
Own	69.5	72.4	79.7
Not own	30.5	27.6	20.3
Savings Acct N=779			
Yes	81.9	80.9	84.1
No	18.1	19.1	15.9
Sex N=784			
Female	72.5	57.9	42.4
Male	27.5	42.1	57.6
Yrs. Reside in Maine N=784			
0-5 years	12.3	7.7	3.6
6-20 years	28.0	15.2	14.9
21+ years	59.7	77.1	81.5
Health N=784			
Excellent	49.3	36.4	32.7
Good	38.9	48.2	49.8
Fair	9.0	11.4	10.9
Poor	2.8	4.0	6.6
Income N=755			
<15K	22.6	25.5	22.3
15-25K	22.1	23.1	27.9
25-35K	27.0	28.4	26.4
35-50K	20.6	14.2	15.2
>50K	7.8	8.9	8.2
Region N=784			
Southern Maine	37.0	30.3	27.9
Central Corridor	27.5	30.6	30.4
Mid Coast	12.3	16.2	14.9
Western Maine	15.2	8.1	11.6
Down East	6.2	7.7	6.2
The County	1.9	7.1	9.1
Age N=781			
18-24 years old	8.1	12.2	6.6
25-44	59.2	42.2	45.3
45-64	22.8	31.1	27.4
65+	10.0	14.5	20.8
Religion N=777			
Catholic	28.6	33.6	27.9
Protestant	37.1	47.8	53.3
Evangelical	3.8	3.7	9.2
Other	4.8	0.7	0.7
None	25.7	14.2	8.8
By Other Scales			
Optimism			
- Optimists	85.8	74.1	75.0
- Wary	10.4	21.6	19.2
- Pessimists	3.8	4.4	5.8
Moralism			
- Moralists	26.1	43.4	67.0
- Moderates	46.0	48.8	28.3
- Freethinkers	28.0	7.7	4.7
Alienated			
- Alienated	27.5	36.4	40.2
- Sideliners	49.8	42.1	40.6
- Belongers	22.8	21.6	19.2
Small Town			
- Provincials	16.6	21.6	32.2
- Temperates	39.8	57.9	52.2
- Cosmopolitans	43.6	20.5	15.6
Open to Change			
- Risk-takers	65.9	63.6	53.6
- Cautious	29.4	31.6	36.6
- Worried	4.7	4.7	9.8

OPENNESS TO CHANGE

This scale is comprised of responses to four belief statements:

- o Maine is generally a better place to live than it was ten years ago.
- o When I think of the future and all of the changes it will bring, I am excited by the prospect.
- o It is healthy to have new people moving into Maine, because they bring new ideas and new ways of looking at things.
- o With all the new people and the growing problems, Maine has become just like any other state.

Those who agreed with the first three statements and disagreed with the fourth, and/or who (after reversing values in the fourth statement) gave an average rating of between 1.00 and 2.49, are said to have scored high on this scale and are called "risk-takers." Those who gave an average rating of between 3.50 and 5.00 are said to have scored low on this scale and are called "worried." Those whose average rating was in between (2.50 to 3.49) are called "cautious."

A strong majority of Maine's adult population are "risk-takers": 60.7% scored high on this scale. A small percentage, 6.5% scored low on the scale and are "worried." Nearly a third were in between and are the "cautious." Of the six factor scales identified in the survey, the openness to change scale most cuts across demographic variables. There are slight but relatively few differences among the three psychographic groups ("risk-takers," "cautious," and "worried") by such key variables as age, health, income and region of residence. The majority of each demographic segment within the variables are "risk-takers," *i.e.* scored high on the openness to change scale. The important differentiating variables appear to be length of residency in Maine, gender and personal outlooks as measured by several of the psychographic scales. Profiles of the three groups are summarized as follows (and see Table 2.6):

SUMMARY OF PSYCHOGRAPHIC GROUPINGS SCALE: OPENNESS TO CHANGE

Groupings and Percent of Total Sample in Each:

- o Risk-takers 60.7%
- o Cautious 32.8%
- o Worried 6.5%

RISK-TAKERS

Live in different parts of Maine in general proportion to the state's population.

Are slightly more likely than the state's population to be female: 60% of "risk-takers" are female.

Are slightly less likely than the state's population to have lived in Maine 21+ years. 71% have lived in Maine that long, while 9% of "risk-takers" have lived in Maine 5 years or less.

Are distributed by age in general proportion to the state's population.

Are home owners or renters in general proportion to the state's population.

CAUTIOUS

Are slightly more likely than the state's population to live in Southern and Down East Maine, and slightly less likely to live in the Central Corridor.

Are male or female in general proportion to the state's population. are male.

Are distributed by length of residency in Maine in general proportion to the state's population.

Are somewhat more likely than the state's population to be 45-64 years old.

Are home owners or renters in general proportion to the state's population.

WORRIED

Are somewhat more likely than the state's population to live in Mid-Coast and somewhat less likely to live Down East and in Aroostook County.

Are much more likely than the state's population to be male: 65% of "worried"

Are significantly more likely than the state's population to have lived in Maine 21+ years: 82% of the "worried" have lived in Maine 21+ years, while only 2% have lived in Maine 5 years or less.

Are somewhat more likely than the state's population to be 65 or older.

Are significantly more likely than the state's population to be home owners.

RISK-TAKERS

Are distributed by income in general proportion to the state's population.

Have savings accounts in general proportion to the state's population.

Describe their level of health in general proportion to the state's population.

Have religious affiliations in general proportion to the state's population.

Are somewhat more likely than the state's population to be "progressives" on the tolerance of alternative lifestyles scale; "optimists" on the optimism about personal future scale; and "belongsers" on the alienated from government scale.

Are distributed on the moralism and small town mindset scales in general proportion to the state's population.

CAUTIOUS

Are distributed by income in general proportion to the state's population.

Have savings accounts in general proportion to the state's population.

Describe their level of health in general proportion to the state's population.

Have religious affiliations in general proportion to the state's population.

Are somewhat more likely than the state's population to be "conservatives" on the tolerance of alternative lifestyles scale; "wary" on the optimism about personal future scale; "alienated" on the alienated from government scale; and "temperates" on the small town mindset scale.

Are distributed on the moralism scale in general proportion to the state's population.

WORRIED

Are somewhat more likely than the state's population to be either low-moderate income (under \$25,000) or upper income (over \$50,000).

Are less likely than the state's population to have savings accounts.

Describe their level of health in general proportion to the state's population.

Are less likely than the state's population to be Catholic and more likely to be affiliated with traditional Protestant or Evangelical religions.

Are much more likely than the state's population to be "conservatives" on the tolerance of alternative lifestyles scale; "wary" or "pessimists" on the optimism about personal future scale; "alienated" on the alienation from government scale; "moralists" on the moralism scale; and "provincials" on the small town mindset scale.

TABLE 2.6
Profiles of Groups on Openness to Change Scale

		Risk-takers	Cautious	Worried
Tenure	N=783			
	Own	71.2	77.7	84.3
	Not own	28.8	23.3	15.7
Savings Acct	N=779			
	Yes	84.3	80.9	70.6
	No	15.7	19.1	29.4
Sex	N=784			
	Female	59.9	54.1	35.3
	Male	40.1	45.9	64.7
Yrs. Reside in Maine	N=784			
	0-5 years	9.2	5.4	2.0
	6-20 years	20.2	16.0	15.7
	21+ years	70.6	78.6	82.4
Health	N=784			
	Excellent	40.1	36.3	35.3
	Good	46.6	44.9	49.0
	Fair	9.7	12.5	9.8
	Poor	3.6	6.2	5.9
Income	N=755			
	<15K	23.5	23.3	26.0
	15-25K	22.8	26.9	28.0
	25-35K	26.8	29.7	20.0
	35-50K	18.9	12.4	12.0
	>50K	8.1	7.6	14.0
Region	N=784			
	Southern Maine	29.4	34.6	31.4
	Central Corridor	32.6	24.9	27.4
	Mid Coast	13.2	15.6	23.5
	Western Maine	12.0	10.1	9.8
	Down East	5.7	9.3	3.9
	The County	7.1	5.4	3.9
Age	N=781			
	18-24 years old	9.9	8.2	5.9
	25-44	50.5	43.5	45.1
	45-64	24.2	33.7	27.4
	65+	15.4	14.5	21.6
Religion	N=777			
	Catholic	33.8	25.3	21.6
	Protestant	45.4	48.2	52.9
	Evangelical	4.9	5.9	11.8
	Other	2.1	1.2	1.2
	None	13.7	19.4	11.8
By Other Scales				
	Optimism			
	- Optimists	85.3	68.5	51.0
	- Wary	12.8	23.7	33.3
	- Pessimists	1.9	7.8	15.7
	Moralism			
	- Moralists	47.3	45.1	54.9
	- Moderates	40.3	42.4	37.2
	- Freethinkers	12.4	12.4	7.8
	Alienated			
	- Alienated	29.4	39.7	68.6
	- Sideliners	44.8	45.9	21.6
	- Belongers	25.8	14.4	9.8
	Small Town			
	- Provincials	25.4	19.1	35.3
	- Temperates	48.7	55.6	49.0
	- Cosmopolitans	25.8	25.3	15.7
	Tolerance			
	- Progressives	29.2	24.1	19.6
	- Middle-Roaders	39.7	36.6	27.4
	- Conservatives	31.1	39.3	52.9

PART 3:

ATTITUDES TOWARD ISSUES BY PSYCHOGRAPHIC GROUPINGS

This survey concentrated on values rather than on issues. However, the 60 belief statements in the survey include a number that, directly or indirectly, get at long-term issues facing Maine, such as growth, the natural environment and the role of government. In turn, it is useful to see how the different psychographic groups, which embody different values, think about these issues.

A number of the belief statements were grouped into 9 "issues" and indices were derived for each. The issues are:

- (1) The direction Maine is going in terms of general quality of life: overall, 14% are very satisfied with the direction Maine is going, 60% are satisfied and 26% are dissatisfied.
- (2) Personal economic situation: overall, 64% think their personal economic situation will get better and 36% do not.
- (3) Perception of Maine as a backward state: overall, 18% tend to think of Maine as a backward state (distant from good cultural and educational activities, lacking in sophisticated services and technical equipment), 36% are unsure and 46% do not think of Maine in this way.
- (4) Land use regulations: overall, 23% think there should be more land use regulations, 51% think the present level of regulation is about right and 25% think there should be less.
- (5) Preservation of Maine's natural resources: overall, 45% tend to show strong commitment to preservation of the state's natural resources, 39% show moderate commitment, and 16% show weak commitment.

- (6) Government's posture in addressing social problems: overall, 43% appear to favor an active governmental posture, 40% are ambivalent, and 17% appear to favor an inactive governmental posture.
- (7) Relationships in the workplace: overall, 40% think relationships in the workplace are as strong as ever, while 60% do not.
- (8) Labor unions: overall, 45% appear to hold a favorable attitude toward labor unions, 21% appear to be neutral, and 34% appear to hold an unfavorable attitude.
- (9) Maine's public schools: overall, 49% think Maine's public schools are doing a good job, 12% appear unsure, and 39% do not think they are doing a good job.

Following are summaries of the attitudes of the different psychographic groupings, derived from the six factor scales, toward these issues. See also Tables 3.1 - 3.6.

SUMMARY OF ATTITUDES BY "OPTIMISM ABOUT PERSONAL FUTURE" SCALE

OPTIMISTS	WARY	PESSIMISTS
Among optimists, who comprise 77.5% of the population:	Among the wary, who comprise 17.7% of the population:	Among pessimists, who comprise 4.7% of the population:
most (77%) are generally satisfied with the direction Maine is going with respect to general quality of life.	there is general satisfaction with the direction Maine is going with respect to growth, but just over a third are dissatisfied.	41% are dissatisfied with the direction Maine is going with respect to general quality of life.
7 in 10 expect their personal economic situation to get better.	there is an even split between those who expect their personal economic situation to get better and those who don't.	3 in 4 do not expect their personal economic situation to get better.
half do not think of Maine as a backward state while only 17% do.	a third do not think of Maine as a backward state, but a half are unsure.	a third tend to think of Maine as a backward state, a third don't, and a third are unsure.
a bare majority (51%) think there should be about the same amount of land use regulation as at present.	a majority (56%) think there should be about the same amount of land use regulation as at present; fewer than 1 in 5 think there should be less.	41% want about the same amount of land use regulation as at present, but 30% want more and 30% want less.
most are moderate to strong in their commitment to the preservation of Maine's natural resources.	the greatest proportion expresses a strong commitment to preservation of Maine's natural resources.	a plurality show a strong commitment to preservation of natural resources, but more than 1 in 4 express a weak commitment.
there is ambivalence as to whether government should be active in addressing social problems.	a slight majority think government should actively address social problems.	a strong majority think government should actively address social problems.

OPTIMISTS

there is a split as to whether relationships in the work place are as strong as ever, and a split between those who hold a favorable vs. unfavorable attitude toward labor unions.

-

a bare majority think Maine's public schools are doing a good job.

-

WARY

most don't think relationships in the work place are as strong as in the past, and a majority hold a favorable attitude toward labor unions.

-

there is a split as to whether Maine's public schools are doing a good job.

-

PESSIMISTS

most strongly disagree that relationships in the work place are as strong as ever, but they hold a generally unfavorable attitude toward labor unions.

-

nearly two-thirds do not think Maine's public schools are doing a good job.

-

TABLE 3.1
ATTITUDES TOWARD GENERAL ISSUES IN MAINE
BY GROUPS ON THE OPTIMISM ABOUT PERSONAL FUTURE SCALE

Issue	Total Sample	Optimists	Wary	Pessimists
Satisfaction with direction Maine is going				
Very satisfied	14.0	14.5	11.5	16.2
Satisfied	60.1	62.5	54.0	43.2
Dissatisfied	25.9	23.0	34.5	40.5
Expect personal financial situation to get better				
Yes	63.8	69.1	51.1	24.3
No	36.2	30.9	48.9	75.7
Maine as a backward state				
Yes	17.7	16.8	18.0	32.4
Not sure	36.1	33.9	46.8	32.4
No	46.2	49.3	35.2	35.1
Level of land use regulation				
More	23.2	22.2	25.9	29.7
Same	51.4	51.0	56.1	40.5
Less	25.4	26.8	18.0	29.7
Commitment to preservation of natural resources				
Strong	45.0	44.6	48.2	40.5
Moderate	38.6	40.6	31.6	32.4
Least strong	16.3	14.8	20.1	27.0
Government role on social issues				
Active	43.1	40.0	52.2	59.5
Uncertain	40.3	41.3	38.8	29.7
Inactive	16.6	18.8	8.6	10.8
Work place relationships as strong as ever?				
Strongly agree	13.4	14.6	8.6	5.4
Agree	26.3	30.3	12.2	13.5
Disagree	36.9	35.0	47.5	27.0
Strongly disagree	23.7	20.1	31.6	54.1
Attitude toward labor unions				
Favorable	44.8	44.1	54.0	21.6
Neutral	21.4	21.7	18.0	29.7
Unfavorable	33.8	34.2	28.1	48.6
Maine's system of public education doing a good job?				
Yes	48.6	51.2	43.9	24.3
Not sure	12.2	12.8	10.1	10.8
No	39.2	36.0	46.0	64.9

Source: Market Decisions, Inc., 1988

SUMMARY OF ATTITUDES BY "MORALISM" SCALE

MORALISTS	MODERATES	FREETHINKERS
Among moralists, who comprise 47.1% of the population:	Among moderates, who comprise 40.8% of the population:	Among freethinkers, who comprise 12.1% of the population:
most (80%) are satisfied with the direction Maine is going with respect to quality of life.	most (74%) are satisfied with the direction Maine is going with respect to quality of life.	nearly half are dissatisfied with the direction Maine is going with respect to quality of life.
a majority expect their personal economic situations to get better, but 44% don't.	7 in 10 expect their personal economic situations to get better.	7 in 10 expect their personal economic situations to get better.
a quarter tend to think of Maine as a backward state; 42% don't.	about half do not think of Maine as a backward state.	a majority (53%) do not think of Maine as a backward state.
a majority favor the same amount of land use regulation as at present.	a majority favor the same amount of land use regulation as at present.	a plurality favor the same amount of land use regulation as at present, but a third favor less.
the largest share is moderate in their commitment to preservation of natural resources.	a majority is strong in its commitment to preservation of natural resources.	half are strong and a third are moderate in their commitment to preservation of natural resources.
there is ambivalence on whether government should be active or inactive in addressing social problems.	there is general support for an active governmental role in addressing social problems.	most favor an active governmental role in addressing social problems.

MORALISTS

nearly two-thirds do not think relationships in the work place are as strong as in the past. Moralists generally hold a favorable attitude toward labor unions, but a third are unfavorable.

there is an even split as to whether Maine's public schools are doing a good job.

MODERATES

a majority do not think relationships in the work place are as strong as in the past. Moderates are evenly split on their attitudes toward labor unions.

a bare majority think Maine's public schools are doing a good job, while 35% disagree.

FREETHINKERS

about half think relationships in the work place are as strong as in the past, and about half do not. Most freethinkers are favorable toward labor unions.

a small majority think Maine's public schools are doing a good job, while 35% disagree.

TABLE 3.2

**ATTITUDES TOWARD GENERAL ISSUES IN MAINE
BY GROUPS ON THE MORALISM SCALE**

Issue	Total Sample	Moralists	Moderates	Freethinkers
Satisfaction with direction Maine is going				
Very satisfied	14.0	17.1	12.2	8.4
Satisfied	60.1	62.9	61.9	43.2
Dissatisfied	25.9	20.1	25.9	48.4
Expect personal financial situation to get better				
Yes	63.8	56.4	70.0	71.6
No	36.2	43.6	30.0	28.4
Maine as a backward state				
Yes	17.7	24.1	11.9	12.6
Not sure	36.1	34.2	38.8	34.7
No	46.2	41.7	49.4	52.6
Level of land use regulation				
More	23.2	22.2	24.7	22.1
Same	51.4	53.1	51.6	44.2
Less	25.4	24.7	23.8	33.7
Commitment to preservation of natural resources				
Strong	45.0	38.2	51.6	49.5
Moderate	38.6	44.7	33.1	33.7
Least strong	16.3	17.1	15.3	16.8
Government role on social issues				
Active	43.1	35.2	46.2	63.2
Uncertain	40.3	43.1	40.0	30.5
Inactive	16.6	21.7	13.8	6.3
Work place relationships as strong as ever?				
Strongly agree	13.4	12.2	14.4	12.6
Agree	26.3	23.0	27.5	34.7
Disagree	36.9	35.8	37.5	39.0
Strongly disagree	23.7	29.0	20.6	13.7
Attitude toward labor unions				
Favorable	44.8	45.8	39.4	59.0
Neutral	21.4	21.4	23.1	15.8
Unfavorable	33.8	32.8	37.5	25.3
Maine's system of public education doing a good job?				
Yes	48.6	45.3	51.2	52.6
Not sure	12.2	10.8	13.8	12.6
No	39.2	43.9	35.0	34.7

Source: Market Decisions, Inc., 1988

SUMMARY OF ATTITUDES BY "ALIENATION FROM GOVERNMENT" SCALE

ALIENATED	SIDELINERS	BELONGERS
Among the "alienated," who comprise 35.3% of the population,	Among the "sidelines," who comprise 43.6% of the population,	Among the "belongers," who comprise 21.1% of the population,
most (77%) are satisfied with the direction Maine is going with respect to quality of life.	most (74%) are satisfied with the direction Maine is going with respect to quality of life.	most (70%) are satisfied with the direction Maine is going with respect to quality of life, but 30% are dissatisfied.
a majority do not expect their personal economic situation to improve.	two-thirds expect their personal economic situation to improve.	four-fifths expect their personal economic situation to improve.
there is ambivalence as to whether Maine is a backward state.	a plurality does not think Maine is a backward state, though 41% are uncertain.	nearly two-thirds do not think Maine is a backward state.
half think the present level of land use regulation is about right.	half think the present level of land use regulation is about right.	a majority (55%) think the present level of land use regulation is about right.
most are moderate-to- strong in their commitment to preserving Maine's natural resources.	most are moderate-to- strong in their commitment to preserving Maine's natural resources.	most are moderate-to- strong in their commitment to preserving Maine's natural resources.
a plurality thinks government should actively address social problems, but 40% are ambivalent.	a plurality thinks government should actively address social problems, but 42% are ambivalent.	a plurality thinks government should actively address social problems, but 38% are ambivalent.

ALIENATED

two-thirds do not think relationships in the work place are as strong as in the past. A small majority holds a favorable attitude toward labor unions.

45% do not think Maine's public schools are doing a good job.

SIDELINERS

59% do not think relationships in the work place are as strong as in the past. Sideliners are split in their attitudes toward labor unions, with 27% uncertain.

half think Maine's public schools are doing a good job.

BELONGERS

a bare majority do not think relationships in the work place are as strong as in the past, but 48% do. Belongers are deeply split in their attitudes toward labor unions, with only 16% uncertain.

a majority (56%) think Maine's public schools are doing a good job.

TABLE 3.3
ATTITUDES TOWARD GENERAL ISSUES IN MAINE
BY GROUPS ON THE ALIENATED FROM GOVERNMENT SCALE

Issue	Total Sample	Alienated	Sideliners	Participators
Satisfaction with direction				
Maine is going				
Very satisfied	14.0	20.9	10.5	9.7
Satisfied	60.1	56.0	63.4	60.0
Dissatisfied	25.9	23.1	26.0	30.3
Expect personal financial situation to get better				
Yes	63.8	48.0	67.8	81.8
No	36.2	52.0	32.2	18.2
Maine as a backward state				
Yes	17.7	28.9	12.9	9.1
Not sure	36.1	35.0	41.2	27.3
No	46.2	36.1	45.9	63.6
Level of land use regulation				
More	23.2	29.2	21.6	16.4
Same	51.4	50.2	50.9	54.6
Less	25.4	20.6	27.5	29.1
Commitment to preservation of natural resources				
Strong	45.0	42.2	46.5	46.7
Moderate	38.6	38.3	39.8	37.0
Least strong	16.3	19.5	13.7	16.4
Government role on social issues				
Active	43.1	44.0	43.3	41.2
Uncertain	40.3	40.1	41.5	38.2
Inactive	16.6	15.9	15.2	20.6
Work place relationships as strong as ever?				
Strongly agree	13.4	11.2	11.1	20.6
Agree	26.3	20.2	30.4	27.9
Disagree	36.9	35.0	39.5	34.6
Strongly disagree	23.7	33.6	19.0	17.0
Attitude toward labor unions				
Favorable	44.8	51.6	39.5	44.2
Neutral	21.4	17.7	26.9	16.4
Unfavorable	33.8	30.7	33.6	39.4
Maine's system of public education doing a good job?				
Yes	48.6	42.2	50.3	55.8
Not sure	12.2	12.6	13.2	9.7
No	39.2	45.1	36.6	34.6

Source: Market Decisions, Inc., 1988

SUMMARY OF ATTITUDES
BY "SMALL TOWN MINDSET" SCALE.

PROVINCIALS	TEMPERATES	COSMOPOLITANS
Among "provincials," who comprise 24% of the population:	Among "temperates," who comprise 51% of the population:	Among "cosmopolitans," who comprise 25% of the population:
most (72%) are satisfied with the direction Maine is going with respect to quality of life.	most (74%) are satisfied with the direction Maine is going with respect to quality of life.	most (79%) are satisfied with the direction Maine is going with respect to quality of life.
a majority (55%) think their personal economic situation will improve.	nearly two-thirds think their personal economic situation will improve.	nearly three-quarters think their personal economic situation will improve.
there is ambivalence in their perception of Maine as a backward state.	a plurality (45%) do not think of Maine as a backward state; only 16% do.	a majority (57%) do not think of Maine as a backward state; only 10% do.
nearly a third favor more land use regulation, while about half think there should be about the same amount as present.	a majority (54%) favor about the same amount of land use regulation as at present.	about half favor about the same amount of land use regulation as at present, while 31% favor less.
a third are strongly committed to preservation of Maine's natural resources, while 44% are moderately so.	45% are strongly committed to preservation of Maine's natural resources, while 41% are moderately so.	a majority (56%) are strongly committed to preservation of Maine's natural resources, while 30% are moderately so.
half are ambivalent as to whether government should actively address social problems.	43% think government should actively address social problems, while 41% are ambivalent.	a bare majority (51%) think government should actively address social problems.

PROVINCIALS

two-thirds don't think relationships in the work place are as strong as in the past. A majority (51%) hold a favorable attitude toward labor unions.

a majority (55%) think Maine's public schools are doing a good job; a third do not.

TEMPERATES

60% don't think relationships in the work place are as strong as in the past. There is a split in attitude toward labor unions, with 41% favorable and 38% unfavorable.

half think Maine's public schools are doing a good job; 38% do not.

COSMOPOLITANS

56% don't think relationships in the work place are as strong as in the past. 46% are favorable toward labor unions, while a third are unfavorable.

47% do not think Maine's public schools are doing a good job; only 40% do.

TABLE 3.4

**ATTITUDES TOWARD GENERAL ISSUES IN MAINE
BY GROUPS ON THE SMALL TOWN MINDSET SCALE**

Issue	Total Sample	Provincials	Temperates	Cosmopolitans
Satisfaction with direction Maine is going				
Very satisfied	14.0	13.8	14.0	14.3
Satisfied	60.1	58.5	59.5	62.8
Dissatisfied	25.9	27.7	26.5	23.0
Expect personal financial situation to get better				
Yes	63.8	55.3	63.2	73.0
No	36.2	44.7	36.8	27.0
Maine as a backward state				
Yes	17.7	29.8	16.0	9.7
Not sure	36.1	33.0	39.0	33.2
No	46.2	37.2	45.0	57.1
Level of land use regulation				
More	23.2	31.9	20.8	19.9
Same	51.4	48.4	53.8	49.5
Less	25.4	19.7	25.5	30.6
Commitment to preservation of natural resources				
Strong	45.0	33.5	45.0	56.1
Moderate	38.6	44.2	40.5	29.6
Least strong	16.3	22.3	14.5	14.3
Government role on social issues				
Active	43.1	36.2	42.5	51.0
Uncertain	40.3	50.0	41.0	29.6
Inactive	16.6	13.8	16.5	19.4
Work place relationships as strong as ever?				
Strongly agree	13.4	13.8	12.8	13.3
Agree	26.3	19.7	27.5	30.1
Disagree	36.9	36.2	37.8	35.7
Strongly disagree	23.7	30.3	22.0	20.9
Attitude toward labor unions				
Favorable	44.8	51.1	41.2	45.9
Neutral	21.4	22.3	21.2	20.9
Unfavorable	33.8	26.6	37.5	33.2
Maine's system of public education doing a good job?				
Yes	48.6	54.8	50.0	39.8
Not sure	12.2	12.2	11.8	13.3
No	39.2	33.0	38.2	46.9

Source: Market Decisions, Inc., 1988

SUMMARY OF ATTITUDES BY "TOLERANCE OF ALTERNATIVE LIFESTYLES" SCALE.

PROGRESSIVES	MIDDLE-ROADERS	CONSERVATIVES
Among "progressives," who comprise 26.9% of the population:	Among "middle-roaders," who comprise 37.9% of the population:	Among "conservatives," who comprise 35.2% of the population:
69% are satisfied with Maine's direction with respect to quality of life.	most (77%) are satisfied with Maine's direction with respect to quality of life.	most (75%) are satisfied with Maine's direction with respect to quality of life.
nearly three-quarters expect their personal economic situation to improve.	about 61% expect their personal economic situation to improve.	about 61% expect their personal economic situation to improve.
a majority (54%) does not think of Maine as a backward state.	a plurality (44%) do not think of Maine as a backward state, but 37% are unsure.	a plurality (41%) does not think of Maine as a backward state, but 38% are unsure.
a plurality (46%) favors about the same amount of land use regulation as at present, but 30% favor less.	a majority (54%) favors about the same amount of land use regulation as at present.	a majority (53%) favors about the same amount of land use regulation as at present.
a majority (54%) is strongly committed to preservation of Maine's natural resources, and 34% are moderately so.	a plurality (44%) is strongly committed to preservation of Maine's natural resources, and 39% are moderately so.	the largest share (42%) is moderately committed to preservation of Maine's natural resources; only 40% are strongly so.
a majority (53%) favors an active governmental posture on social problems.	a plurality (47%) favors an active governmental posture on social problems, while 40% are ambivalent.	only 32% favor an active governmental posture on social patterns; 45% are ambivalent and 23% favor an inactive posture.

PROGRESSIVES

a majority (56%) does not think work place relationships are as strong as in the past. A plurality (46%) holds a favorable attitude toward labor unions.

a majority (52%) thinks Maine's public schools are doing a good job.

MIDDLE-ROADERS

a majority (59%) does not think work place relationships are as strong as in the past. A plurality (49%) holds a favorable attitude toward labor unions.

there is a split on whether Maine's public schools are doing a good job; 46% think so, 37% do not.

CONSERVATIVES

nearly two-thirds do not think work place relationships are as strong as in the past. Conservatives are split in their attitude toward labor unions, with 39% favorable and 40% unfavorable.

there is a split on whether Maine's public schools are doing a good job: 49% think so, 44% do not.

TABLE 3.5

**ATTITUDES TOWARD GENERAL ISSUES IN MAINE BY
GROUPS ON THE TOLERANCE OF ALTERNATIVE LIFESTYLE SCALE**

Issue	Total Sample	Progressives	Middle- Roaders	Conservatives
Satisfaction with direction Maine is going				
Very satisfied	14.0	15.2	15.5	11.6
Satisfied	60.1	53.6	61.3	63.8
Dissatisfied	25.9	31.3	23.2	24.6
Expect personal financial situation to get better				
Yes	63.8	72.5	60.6	60.5
No	36.2	27.5	39.4	39.5
Maine as a backward state				
Yes	17.7	13.3	18.2	20.6
Not sure	36.1	32.2	37.4	37.7
No	46.2	54.5	44.4	41.7
Level of land use regulation				
More	23.2	23.7	20.9	25.4
Same	51.4	46.0	53.9	52.9
Less	25.4	30.3	25.2	21.7
Commitment to preservation of natural resources				
Strong	45.0	53.6	43.8	39.9
Moderate	38.6	33.6	38.7	42.4
Least strong	16.3	12.8	17.5	17.8
Government role on social issues				
Active	43.1	53.1	46.5	31.9
Uncertain	40.3	34.6	39.7	45.3
Inactive	16.6	12.3	13.8	22.8
Work place relationships as strong as ever?				
Strongly agree	13.4	12.8	15.5	10.9
Agree	26.3	30.3	25.6	23.9
Disagree	36.9	37.4	38.7	34.4
Strongly disagree	23.7	19.4	20.2	30.8
Attitude toward labor unions				
Favorable	44.8	46.4	48.8	39.1
Neutral	21.4	23.2	20.9	20.6
Unfavorable	33.8	30.3	30.3	40.2
Maine's system of public education doing a good job?				
Yes	48.6	51.7	46.1	48.9
Not sure	12.2	12.8	16.5	7.2
No	39.2	35.6	37.4	43.8

Source: Market Decisions, Inc., 1988

SUMMARY OF ATTITUDES BY "OPENNESS TO CHANGE" SCALE

RISK-TAKERS	CAUTIOUS	WORRIED
Among "risk-takers," who comprise 60.7% of the population:	Among the "cautious," who comprise 32.8% of the population:	Among the "worried," who comprise 6.5% of the population:
most (84%) are satisfied with the direction Maine is going with respect to quality of life, including 19% who are "very satisfied."	a majority (63%) is satisfied with the direction Maine is going with respect to quality of life.	two-thirds are dissatisfied with the direction Maine is going with respect to quality of life.
two-thirds think their personal economic situation will improve.	a majority (62%) think their personal economic situation will improve.	a small majority (53%) think their personal economic situation will improve.
half tend not to think of Maine as a backward state; only 17% do.	a plurality (43%) is unsure as to whether Maine is a backward state; 40% do not think so.	a plurality (47%) does not think of Maine as a backward state, but a quarter do.
half think the present level of land use regulation is about right, but 28% favor less.	a majority (52%) think the present level of land use regulation is about right.	most (63%) think the present level of land use regulation is about right, but 29% favor more.
are moderate to strong in their commitment to preservation of Maine's natural resources.	about half are strong in their commitment to preservation of Maine's natural resources, and 35% are moderately so.	a majority (55%) is strong in its commitment to preservation of Maine's natural resources.
a plurality (43%) favors an active governmental posture on social problems.	a plurality (43%) favors an active governmental posture on social problems.	a plurality (41%) favors an active governmental posture on social problems, but 26% favor an inactive posture.

RISK-TAKERS

a majority (55%) do not think work place relationships are as strong as in the past. A plurality (48%) hold a favorable attitude toward labor unions.

a majority (53%) think Maine's public schools are doing a good job.

CAUTIOUS

two-thirds do not think work place relationships are as strong as in the past. The cautious are split in their attitude toward labor unions.

a plurality (45%) do not think Maine's public schools are doing a good job, while 41% do.

WORRIED

overwhelmingly (84%) do not think work place relationships are as strong as in the past. The worried are split in their attitude toward

are split on whether Maine's public schools are doing a good job: 45% think so, 45% don't.

TABLE 3.6

**ATTITUDES TOWARD GENERAL ISSUES IN MAINE
BY GROUPS ON THE OPENNESS TO CHANGE SCALE**

Issue	Total Sample	Risk-takers	Cautious	Worried
Satisfaction with direction				
Maine is going				
Very satisfied	14.0	19.3	7.0	0.0
Satisfied	60.1	65.1	56.4	31.4
Dissatisfied	25.9	15.6	36.6	68.6
Expect personal financial situation to get better				
Yes	63.8	66.0	61.9	52.9
No	36.2	34.0	38.1	47.1
Maine as a backward state				
Yes	17.7	17.0	17.5	25.5
Not sure	36.1	33.4	42.8	27.4
No	46.2	49.6	39.7	47.1
Level of land use regulation				
More	23.2	21.8	24.5	29.4
Same	51.4	49.8	52.1	62.8
Less	25.4	28.4	23.4	7.8
Commitment to preservation of natural resources				
Strong	45.0	41.8	49.0	54.9
Moderate	38.6	42.6	35.0	19.6
Least strong	16.3	15.6	16.0	25.5
Government role on social issues				
Active	43.1	43.1	43.6	41.2
Uncertain	40.3	41.2	40.1	33.3
Inactive	16.6	15.8	16.3	25.5
Work place relationships as strong as ever?				
Strongly agree	13.4	16.4	8.6	5.9
Agree	26.3	28.8	24.9	9.8
Disagree	36.9	35.3	40.9	31.4
Strongly disagree	23.7	19.5	25.7	52.9
Attitude toward labor unions				
Favorable	44.8	47.7	39.7	43.1
Neutral	21.4	21.4	21.8	19.6
Unfavorable	33.8	30.9	38.5	37.2
Maine's system of public education doing a good job?				
Yes	48.6	53.2	40.9	45.1
Not sure	12.2	11.3	14.4	9.8
No	39.2	35.5	44.8	45.1

Source: Market Decisions, Inc., 1988

PART 4:

PSYCHOGRAPHIC GROUPINGS BY REGION AND OTHER SELECTED DEMOGRAPHIC VARIABLES

To help understand the underlying values held by different segments of Maine's population, this part cross-references the psychographic groupings derived from the six factor scales by selected demographic characteristics. The characteristics that are compared are:

(1) **Region:** As was seen in Part 1 of this report, there were not statistically significant regional differences in responses to many of 60 individual belief statements. The differences that did occur tended to be in the areas of personal financial outlook and beliefs about family arrangements. In the realm of personal financial outlook, those in Southern Maine were most likely to believe that they will have more money to spend next year and least likely to agree that they are unable to get ahead financially. Those in Western Maine and Down East were most consistently pessimistic in these regards. Those in Aroostook County were most pessimistic of all regions in terms of never being able to get ahead financially, but the majority agreed they are more likely to have more money to spend next year than this.

In the realm of family arrangements, those in Aroostook County clearly are the most traditional: they are least likely to agree that living together before marriage can be healthy and that the gay/lesbian lifestyle should be accepted as just another way of life; and most likely to agree that "we would be better off if more women stayed at home to raise their children." Those in Southern Maine are the most accepting of these alternative arrangements.

There are sporadic other differences, as well. For example, those in Southern Maine generally agree that "no one should be able to own a beach and keep everyone else off." Those Down East and in Aroostook County are most likely to think that should be a right of property ownership.

To the extent that there are regional differences, they come into sharper focus by psychographic groupings (see Table 4.1). For example,

- o Those in Southern and Western Maine are the most optimistic about their personal futures, while those in the Mid-Coast and Aroostook County tend to be the most wary.
- o Those in Aroostook County, Western Maine and Coastal Maine are the most moralistic, while those in Southern Maine are least moralistic.
- o Down East Maine has the highest percent of its residents who are alienated from government, while Southern Maine has the lowest percent.
- o Those in Aroostook County are the most conservative with respect to tolerance of alternative lifestyles, while those in Western and Southern Maine have the highest shares of progressives.
- o Aroostook County has the highest share of its residents who are provincials, while the Mid-Coast has the higher share who are cosmopolitans.
- o Aroostook County, Central Maine and Western Maine have the highest percentages who are open to change ("risk-takers"), while the Mid-Coast has the highest percentage of its residents who are "worried" about change.

(2) **Location:** (Rural vs. nonrural vs. Portland metropolitan) There are not great psychographic differences between the rural and nonrural populations of the state. Differences become somewhat sharper when rural Maine is compared to a more concentrated area like the Portland metropolitan area. See Table 4.2.

(3) **Residency:** (Newcomers to Maine [0-5 years]) vs. longtime residents [21+ years]) The psychographic differences between these two groups are considerable. Newcomers, compared to longtime residents, are more optimistic, less moralistic, less alienated from government, more cosmopolitan, more tolerant of alternative lifestyles and more open to change. See Table 4.3.

(4) **Health:** (Those describing themselves in excellent vs. in poor health) Those in excellent health, compared with those in poor health, also are more optimistic, less moralistic, less alienated from government, more cosmopolitan, more tolerant of alternative lifestyles and more open to change. See Table 4.4.

(5) **Income:** (Low income [\$15,000] vs. middle income [\$25,000-\$35,000] vs. upper income [\$50,000+]) The most consistent difference is in alienation from government, with low income adults most alienated and upper income adults least alienated. Otherwise middle and upper income adults are not greatly different from each other, while low income adults are significantly different on several of the factor scales. See Table 4.5.

(6) **Age:** (Baby boom [25-44 years old] vs. seniors [65+ years old]) Both groups are optimistic about their personal futures and both tend to be open to change ("risk-takers"). On the other four factor scales, differences are sharp. See Table 4.6.

The following six tables summarize the psychographic comparisons by region and other selected demographic characteristics.

TABLE 4.1

**PSYCHOGRAPHIC GROUPINGS
BY SELECTED REGION**

Scale	Southern Maine	Mid Coast	The County	Central Maine	Down East	Western Maine
OPTIMISM	80% optimists 14% wary 6% pessimists	73% optimists 24% wary 4% pessimists	72% optimists 24% wary 4% pessimists	76% optimists 18% wary 5% pessimists	79% optimists 19% wary 2% pessimists	81% optimists 15% wary 5% pessimists
MORALISM	38% moralists 47% moderates 15% freethinkers	42% moralists 44% moderates 14% freethinkers	58% moralists 40% moderates 2% freethinkers	54% moralists 35% moderates 11% freethinkers	43% moralists 42% moderates 15% freethinkers	59% moralists 33% moderates 8% freethinkers
ALIENATION FROM GOVERNMENT	31% alienated 49% sideliners 20% belongs	37% alienated 43% sideliners 2% belongs	40% alienated 44% sideliners 16% belongs	37% alienated 39% sideliners 24% belongs	43% alienated 36% sideliners 21% belongs	35% alienated 48% sideliners 17% belongs
SMALL TOWN MINDSET	18% provincials 56% temperates 26% cosmopolitans	27% provincials 41% temperates 32% cosmopolitans	40% provincials 38% temperates 22% cosmopolitans	25% provincials 54% temperates 21% cosmoploitans	26% provincials 47% temperates 26% cosmoplitans	24% provincials 51% temperates 25% cosmopolitans
TOLERANCE OF ALTERNATIVE LIFESTYLES	32% progressives 37% middle-rovers 31% conservatives	23% progressives 42% middle-rovers 37% conservatives	8% progressives 42% middle-roader 50% conservatives	25% progressives 39% middle-roader 36% conservatives	25% progressives 43% middle-roader 32% conservaties	36% progressives 27% middle-roader 36% conservatives
OPENNESS TO CHANGE	57% risk-takers 36% cautious 7% worried	55% risk-takers 35% cautious 10% worried	68% risk-takers 28% cautious 4% worried	67% risk-takers 28% cautious 6% worried	51% risk-takers 45% cautious 4% worried	65% risk-takers 30% cautious 6% worried

Source: *Market Decisions, Inc., 1988*

TABLE 4.2
PSYCHOGRAPHIC GROUPINGS
BY TYPE OF AREA

Scale	Rural	Nonrural	Portland Metro*
OPTIMISM	76% optimists 20% wary 4% pessimists	79% optimists 15% wary 6% pessimists	81% optimists 12% wary 7% pessimists
MORALISM	48% moralists 41% moderates 11% freethinkers	46% moralists 41% moderates 13% freethinkers	37% moralists 47% moderates 16% freethinkers
ALIENATION FROM GOVERNMENT	39% alienated 42% sideliners 19% belongers	32% alienated 45% sideliners 23% belongers	27% alienated 53% sideliners 20% belongers
SMALL TOWN MINDSET	26% provincials 49% temperates 25% cosmopolitans	21% provincials 53% temperates 26% cosmopolitans	17% provincials 54% temperates 30% cosmopolitans
TOLERANCE OF ALTERNATIVE LIFESTYLES	23% progressives 38% middle-roaders 39% conservatives	31% progressives 37% middle-roaders 31% conservatives	37% progressives 34% middle-roader 29% conservatives
OPENNESS TO CHANGE	57% risk-takers 36% cautious 7% worried	65% risk-takers 29% cautious 6% worried	61% risk-takers 32% cautious 7% worried

* also included in "nonrural"

Source: Market Decisions, Inc., 1988

TABLE 4.3
PSYCHOGRAPHIC GROUPINGS
BY SELECTED NUMBER OF YEARS OF RESIDENCY IN MAINE

Scale	0-5 years	20+ years
OPTIMISM	88% optimists	76% optimists
	10% wary	18% wary
	2% pessimists	6% pessimists
MORALISM	22% moralists	54% moralists
	51% moderates	38% moderates
	27% freethinkers	8% freethinkers
ALIENATION FROM GOVERNMENT	17% alienated	39% alienated
	61% sideliners	42% sideliners
	22% belongers	19% belongers
SMALL TOWN MINDSET	15% provincials	27% provincials
	48% temperates	53% temperates
	37% cosmopolitans	20% cosmopolitans
TOLERANCE OF ALTERNATIVE LIFESTYLES	44% progressives	22% progressives
	39% middle-roaders	40% middle-roaders
	17% conservatives	39% conservatives
OPENNESS TO CHANGE	75% risk-takers	58% risk-takers
	24% cautious	35% cautious
	2% worried	7% worried

Source: Market Decisions, Inc., 1988

TABLE 4.4
**PSYCHOGRAPHIC GROUPINGS
 BY SELECTED LEVELS OF HEALTH**

Scale	Excellent	Poor
OPTIMISM	87% optimists 11% wary 2% pessimists	28% optimists 47% wary 25% pessimists
MORALISM	39% moralists 44% moderates 17% freethinkers	69% moralists 31% moderates 0% freethinkers
ALIENATION FROM GOVERNMENT	27% alienated 45% sideliners 29% belongers	69% alienated 22% sideliners 8% belongers
SMALL TOWN MINDSET	16% provincials 47% temperates 37% cosmopolitans	50% provincials 33% temperates 17% cosmopolitans
TOLERANCE OF ALTERNATIVE LIFESTYLES	34% progressives 36% middle-roaders 30% conservatives	17% progressives 33% middle-roaders 50% conservatives
OPENNESS TO CHANGE	63% risk-takers 31% cautious 6% worried	47% risk-takers 44% cautious 8% worried

Source: Market Decisions, Inc., 1988

TABLE 4.5
PSYCHOGRAPHIC GROUPINGS
BY SELECTED INCOMES

Scale	<\$15,000	\$25-\$35,000	\$50,000+
OPTIMISM	64% optimists	81% optimists	94% optimists
	26% wary	17% wary	6% wary
	11% pessimists	3% pessimists	0% pessimists
MORALISM	61% moralists	36% moralists	41% moralists
	32% moderates	51% moderates	46% moralists
	7% freethinkers	13% freethinkers	13% freethinkers
ALIENATION FROM GOVERNMENT	50% alienated	33% alienated	27% alienated
	40% sideliners	46% sideliners	40% sideliners
	10% belongers	21% belongers	33% belongers
SMALL TOWN MINDSET	34% provincials	19% provincials	18% provincials
	48% temperates	54% temperates	51% temperates
	17% cosmopolitans	27% cosmopolitans	32% cosmopolitans
TOLERANCE OF ALTERNATIVE LIFESTYLES	26% progressives	27% progressives	25% progressives
	40% middle-roaders	39% middle-roaders	40% middle-roader
	34% conservatives	35% conservatives	35% conservatives
OPENNESS TO CHANGE	60% risk-takers	59% risk-takers	59% risk-takers
	33% cautious	36% cautious	30% cautious
	7% worried	5% worried	11% worried

Source: Market Decisions, Inc., 1988

TABLE 4.6
PSYCHOGRAPHIC GROUPINGS
BY SELECTED AGE GROUPS

Scale	Baby boom (25-44)	Seniors (65+)
OPTIMISM	79% optimists 18% wary 3% pessimists	79% optimists 17% wary 4% pessimists
MORALISM	33% moralists 48% moderates 19% freethinkers	79% moralists 20% moderates 1% freethinkers
ALIENATION FROM GOVERNMENT	27% alienated 48% sideliners 25% belongers	54% alienated 36% sideliners 11% belongers
SMALL TOWN MINDSET	17% provincials 54% temperates 29% cosmopolitans	42% provincials 44% temperates 14% cosmopolitans
TOLERANCE OF ALTERNATIVE LIFESTYLES	33% progressives 33% middle-roaders 33% conservatives	17% progressives 36% middle-roaders 47% conservatives
OPENNESS TO CHANGE	64% risk-takers 30% cautious 6% worried	60% risk-takers 31% cautious 9% worried

Source: Market Decisions, Inc., 1988

PART 5:

A SIMPLIFICATION: DIVIDING MAINE'S ADULT POPULATION INTO NINE DISCRETE PSYCHOGRAPHIC GROUPS

This chapter simplifies the psychographic groupings presented in Part 2. Part 2 identified six scales. On each of the six scales, the population was divided and placed into one of three groups.

This method of grouping does not give a single picture for any segment of the population, because each person in the population is not simply on one scale but rather is on six different scales. The simplification offered in this chapter further distills the data so that each member of the population is put into one -- and only one -- psychographic grouping.

This was achieved by selecting three of the six factor scales that appear to have relatively low correlations with each other (and, therefore, seem to have essentially different underlying factors) and cross-tabulating them. The three factor scales were the Moralism scale, the Alienation from Government scale and the Openness to Change scale. The result was 27 cells of data. However, a number of the cells had very few people in them and could be combined with other cells. Following the initial tabulations, other cells seemed to be demographically and/or attitudinally similar and also could be combined.

The result was nine distinct psychographic groups. The groups and a description of each follow.

YANKEES -- 16% of population

WHO: Long-time residents, 45 years or older, low to moderate income, Protestant or Evangelical, high school education. Yankees actually can be divided into two subgroups: older Yankees (9%), many of whom are 65+ (with less formal education) and younger Yankees (7%) who disproportionately are 45-64 (with more formal education).

WHERE: Central, Western and Mid-Coastal Maine, rural.

- VALUES: Strong traditional religious and moral beliefs; low tolerance of alternative lifestyles; cautious about change, both personally and in Maine; alienated from government, though the younger Yankees are less so; less optimistic than other groups about personal future.
- OPINIONS: Old Yankees are skeptical about personal economic situation, younger Yankees expect improvement. Believe employment relationships have broken down. Are ambivalent about the role of government in social issues but tend to favor an inactive role. Are moderately committed to preservation of natural resources and generally favor the existing level of land use regulation. Older Yankees tend to think of Maine as a backward state but are satisfied that the State is headed in the right direction. Younger Yankees are somewhat dissatisfied with the State's direction but do not consider the State backward.
- COMMENT: Yankees have traditional rural Maine values -- self-reliance, skepticism, "show me" pragmatism.

MILLTOWNERS -- 11% of population

- WHO: Long-time residents, 45 years or older, low to moderate income, Catholic, high school education or less.
- WHERE: Rural towns in Central, Western, and Northern Maine.
- BELIEFS: Strong traditional religious and moral beliefs, provincial, alienated from government, optimistic about personal future, welcome change, middle-of-the-road to conservative in their view of alternative lifestyles.
- OPINIONS: Concerned about workplace relationships, and strongly favor labor unions. Personally pessimistic about financial prospects, but satisfied with direction Maine is going. Mixed attitudes on government's role in social issues. Moderately committed to preservation of natural resources and generally favor present level of land use regulation.
- COMMENT: Milltowners share many Yankee values but are more open and inviting to change and growth.

BYSTANDERS - 14% of population

- WHO:** Long-time residents, moderate to middle income, Protestants or non-believers, all educational levels. Can be divided into two subgroups: an older group (7%) that is disproportionately 45-64 and a younger group (7%) that is disproportionately 18-44.
- WHERE:** Coastal and Southern Maine, rural.
- BELIEFS:** Moderate in religious, moral beliefs and tolerant of alternative lifestyles. Cautious about change, tend to be ambivalent in their view of the role of government, with the older group alienated.
- OPINIONS:** Generally satisfied with the direction Maine is going, strong in commitment to natural resources, think employment relations are not as strong as in the past, slightly favor active government role on social issues. Favor the same or (among the older group) possibly more land use regulation. The younger group expects personal economic improvement while the older group does not.
- COMMENT:** Bystanders tend to be satisfied with the way Maine is going, don't express values in any extreme way, and give the impression of being primarily observers of, rather than participators in, government.

TRADITIONALISTS -- 18% of population

- WHO:** Long-time residents, 45 or older, disproportionately women, moderate to middle income, Protestant or Catholic, high school to college education.
- WHERE:** Central and Western Maine, nonrural.
- BELIEFS:** Strong traditional moral beliefs, low tolerance for alternative lifestyles, sideliners about government, optimistic about personal futures and welcoming of change.
- OPINIONS:** Satisfied with the direction Maine is headed, expect improvement in personal economic situation. Tend to favor less active government role in social concerns and the same or less land use regulation; moderate commitment to preserving natural resources. Tend to disagree that workplace relations are as strong as ever, ambivalent about unions.
- COMMENT:** Traditionalists are conservative in moral beliefs, free-market in economic and regulatory matters.

SUBURBANITES -- 19% of population

- WHO: Medium term residents (0-20 years), younger (25-44), middle income, cut across all religions (including none), college educated.
- WHERE: Somewhat disproportionately Southern Maine, nonrural.
- BELIEFS: Moderates in moral and family values, optimistic about personal futures, welcoming of change, sideliners about government, middle-of-the-road to progressive in tolerance of alternative lifestyles.
- OPINIONS: Satisfied with the direction Maine is headed, expect personal economic improvement, tend to favor active governmental role on social concerns. Ambivalent about the state of workplace relationships. Generally favor preservation of natural resources.
- COMMENT: Suburbanites are upbeat, see the bright side of Maine's development, and are confident of their ability to control the future.

ACTIVISTS -- 5% of population

- WHO: Disproportionately new and medium term residents (0-20 years), young (25-44), middle to upper income, consider selves to be in excellent health, tend toward no religious commitment, college educated.
- WHERE: Central, Coastal, and Southern Maine, nonrural.
- BELIEFS: Cautious about change in Maine, yet personally optimistic about their futures. Belongers -- not alienated from government, but rather believe they can influence government. Middle of the road to freethinking on moralism scale, split on tolerance of alternative lifestyles.
- OPINIONS: Strong commitment to environment, dissatisfaction with trends in Maine, tend to active government role in social issues. Do not think workplace relationships are as strong as in the past, and split on labor unions. Expect personal economic improvement.
- COMMENT: Activists are dissatisfied with Maine's direction, but feel they can get involved and make a difference for the future.

POST-HIPPIES -- 7% of population

- WHO:** Disproportionately medium term residents (6-20 years), young (25-44), all incomes, Protestant or no religious affiliation, high school or some college education.
- WHERE:** Central and Coastal Maine, mixed rural and nonrural.
- BELIEFS:** Tend to freethinking on moral, religious, and tolerance scales. Optimistic about personal future, welcomers of change. Alienated from government.
- OPINIONS:** Satisfied with direction of Maine, moderate to strong in concern for environment, and may support more land use regulation, uncertain about role of government on social issues. Unsure whether personal economic futures will improve.
- COMMENT:** Post-hippies tend toward libertarian views -- personal freedom, experimentation -- and appear distrustful of government.

YOUNG URBANITES -- 6% of population

- WHO:** New and medium term residents (0-20 years), young (18-44), middle income, consider selves to be in excellent health, tend to no religious or a traditional Protestant affiliation, post-college education.
- WHERE:** Southern Maine, especially in Portland metropolitan area, nonrural.
- BELIEFS:** Freethinkers in religious, moral, lifestyle questions. Optimistic about personal futures, welcomers of change. Sideliners in terms of their view of government.
- OPINIONS:** Somewhat dissatisfied with direction Maine is going, but think personal economic situation will improve. Moderate to strong in support of environment, favor active governmental role on social concerns. Believe workplace relationships are as strong as ever, and favor labor unions.
- COMMENT:** Young urbanites are young, open to new ideas and trends, liberal in beliefs, but not involved in government.

EXPATRIATES -- 3% of population

- WHO: Medium term residents (6-20 years), young (25-44), moderate income, no religious affiliation, post-college education.
- WHERE: Coastal and Southern Maine, rural.
- BELIEFS: Freethinking on questions of morals, religion, lifestyle. Cautious about change. Tend to be alienated from government.
- OPINIONS: Dissatisfied with Maine's direction, ambivalent about personal economic future. Strongly committed to environment, favor the same; or a greater degree of land use regulation, favor more active governmental role on social issues. Do not think workplace relationships are as strong as in the past, and favor labor unions.
- COMMENT: Expatriates are nonconformists. They disagree with prevailing religious beliefs, and with the widespread feeling that the direction Maine is going is good. They ideally favor a strong government role, but in reality are pessimistic about government's actual performance. The data suggest that many expatriates have moved to Maine from elsewhere, and have come with a high level of formal education.

APPENDIX

Cross-tabulation of Belief Statements By Region of Maine

TABLE A-1.
CHANGE: FOR THE BETTER?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Southern Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine is generally a better place to live than it was 10 years ago.	53.5%	31.8%	14.7%
My community is generally not as good a place to live as it was 10 years ago.	31.4	24.5	44.1
My community will be a better place to live in the year 2000 than it is today.	35.9	34.7	29.4
The change in Maine over the last several year threatens our way of life, and it has to stop.	42.5	21.6	35.9
It is healthy to have new people moving into Maine because they bring new ideas and new ways of looking at things.	56.3	19.6	24.1
When I think of the future and of all of the changes it will bring, I am excited by the prospect.	55.5	25.7	18.8
The way things are going for me, I really don't forward to the future.	15.5	8.2	76.3
If my job were eliminated tomorrow, it would be difficult for me to change careers.	34.3	17.6	48.2
I feel I have control over my future quality of life.	77.1	11.4	11.4
I fully expect to enjoy a comfortable retirement.	75.9	10.6	13.5

TABLE A-2.
CHANGE: FOR THE BETTER?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Midcoast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine is generally a better place to live than it was 10 years ago.	58.3%	24.4%	17.4%
My community is generally not as good a place to live as it was 10 years ago.	27.0	19.1	53.9
My community will be a better place to live in the year 2000 than it is today.	38.3	33.0	28.7
The change in Maine over the last several years threatens our way of life, and it has to stop.	49.6	15.7	34.8
It is healthy to have new people moving into Maine because they bring new ideas and new ways of looking at things.	52.2	20.9	27.0
When I think of the future and all of the changes it will bring, I am excited by the prospect.	54.8	21.7	23.5
The way things are going for me, I really don't look forward to the future.	13.9	7.8	78.3
If my job were eliminated tomorrow, it would be difficult for me to change careers.	32.2	19.1	48.7
I feel I have control over my future quality of life.	69.6	17.4	13.0
I fully expect to enjoy a comfortable retirement.	64.4	12.2	23.5

TABLE A-3.
CHANGE: FOR THE BETTER?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Central Corridor)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine is generally a better place to live than it was 10 years ago.	65.7%	23.2%	11.2%
My community is generally not as good a place to live as it was 10 years ago.	31.8	17.6	50.6
My community will be a better place to live in the year 2000 than it is today.	43.8	36.1	20.2
The change in Maine over the last several years threatens our way of life, and it has to stop.	38.6	24.9	36.5
It's healthy to have new people moving into Maine because they bring new ideas and new ways of looking at things.	58.4	22.8	18.9
When I think of the future and all of the changes it will bring, I am excited by the prospect.	62.2	20.2	17.6
The way things are going for me, I really don't look forward to the future.	17.2	8.2	74.7
If my job were eliminated tomorrow, it would be difficult for me to change careers.	37.5	16.0	46.6
I feel I have control over my future quality of life.	76.8	10.3	12.9
I fully expect to enjoy a comfortable retirement.	71.2	12.5	16.3

TABLE A-4.
CHANGE: FOR THE BETTER?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Western Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine is generally a better place to live than it was 10 years ago.	68.2%	22.7%	9.1%
My community is generally not as good a place to live as it was 10 years ago.	18.2	30.7	51.1
My community will be a better place to live in the year 2000 than it is today.	51.1	29.6	19.3
The change in Maine over the last several years threatens our way of life, and it has to stop.	44.3	17.1	38.6
It is healthy to have new people moving into Maine because they bring new ideas and new ways of looking at things.	60.2	17.1	22.7
When I think of the future and all of the changes it will bring, I am excited by the prospect.	60.2	19.3	20.5
The way things are going for me, I really don't look forward to the future.	13.6	8.0	78.4
If my job were eliminated tomorrow, it would be difficult for me to change careers.	36.4	14.8	48.9
I feel I have control over my future quality of life.	81.8	9.1	9.1
I fully expect to enjoy a comfortable retirement.	70.5	14.8	14.8

TABLE A-5.
CHANGE: FOR THE BETTER?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Downeast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine is generally a better place to live than it was 10 years ago.	62.3%	20.8%	17.0%
My community is generally not as good a place to live as it was 10 years ago.	20.8	26.4	52.8
My community will be a better place to live in the year 2000 than it is today.	32.1	43.4	24.5
The change in Maine over the last several years threatens our way of life, and it has to stop.	45.3	28.3	26.4
It is healthy to have new people moving into Maine because they bring new ideas and new ways of looking at things.	60.4	20.8	18.9
When I think of the future and all of the changes it will bring, I am excited by the prospect.	47.2	32.1	20.8
The way things are going for me, I really don't look forward to the future.	13.2	7.6	79.3
If my job were eliminated tomorrow, it would be difficult for me to change careers.	34.0	11.3	54.7
I feel I have control over my future quality of life.	75.5	15.1	9.4
I fully expect to enjoy a comfortable retirement.	71.7	20.8	7.6

TABLE A-6.
CHANGE: FOR THE BETTER?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Aroostook County)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine is generally a better place to live than it was 10 years ago.	62.0%	30.0%	8.0%
My community is generally not as good a place to live as it was 10 years ago.	32.0	20.0	48.0
My community will be a better place to live in the year 2000 than it is today.	50.0	38.0	12.0
The change in Maine over the last several years threatens our way of life, and it has to stop.	38.8	30.6	30.6
It is healthy to have new people moving into Maine because they bring new ideas and new ways of looking at things.	60.0	22.0	18.0
When I think of the future and all of the changes it will bring, I am excited by the prospect.	62.0	22.0	16.0
The way things are going for me, I really don't look forward to the future.	18.0	4.0	78.0
If my job were eliminated tomorrow, it would be difficult for me to change careers.	42.0	20.0	38.0
I feel I have control over my future quality of life.	78.0	10.0	12.0
I fully expect to enjoy a comfortable retirement.	68.0	10.0	22.0

TABLE A-7.
MAINE: SPECIAL OR DIFFICULT? OR BOTH?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Southern Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine will always be a tough place to make a decent living.	31.0%	22.9%	46.1%
With all the new people and the growing problems, Maine has become just like any other state.	31.0	20.0	49.0
Maine is too far away from places that offer good educational and cultural activities.	11.0	7.8	81.2
Life is simpler in Maine than it is in most places.	63.3	18.8	18.0
If one needs sophisticated services or highly technical equipment, it probably is necessary to go outside of Maine to find them.	33.9	22.5	43.7
Even if I could get a better job or a better house in another state, I would still choose to live in Maine.	82.5	6.9	10.6
For those who are children today, and who choose to stay in Maine during their adulthood, life will be more satisfying than for those who decide to leave the state in their adult years.	46.9	35.9	17.1

TABLE A-8.
MAINE: SPECIAL OR DIFFICULT? OR BOTH?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Midcoast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine will always be a tough place to make a decent living.	33.9%	24.4%	41.7%
With all the new people and the growing problems, Maine has become just like any other state.	25.2	19.1	55.7
Maine is too far away from places that offer good educational and cultural activities.	15.7	12.2	72.2
Life is simpler in Maine than it is in most places.	79.1	12.2	8.7
If one needs sophisticated services or highly technical equipment, it probably is necessary to go outside of Maine to find them.	38.3	22.6	39.1
Even if I could get a better job or a better house in another state, I would still choose to live in Maine.	88.7	7.0	4.4
For those who are children today, and who choose to stay in Maine during their adulthood, life will be more satisfying than for those who decide to leave the state in their adult years.	51.3	35.7	13.0

TABLE A-9.
MAINE: SPECIAL OR DIFFICULT? OR BOTH?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Central Corridor)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine will always be a tough place to make a decent living.	30.9%	15.5%	53.7%
With all the new people and the growing problems, Maine has become just like any other state.	30.0	16.3	53.7
Maine is too far away from places that offer good educational and cultural activities.	14.6	11.6	73.8
Life is simpler in Maine than it is in most places.	71.7	11.2	17.2
If one needs sophisticated services or highly technical equipment, it probably is necessary to go outside of Maine to find them.	40.8	18.5	40.8
Even if I could get a better job or a better house in another state, I would still choose to live in Maine.	88.0	3.9	8.2
For those who are children today, and who choose to stay in Maine during their adulthood, life will be more satisfying than for those who decide to leave the state in their adult years.	51.9	31.8	16.3

TABLE A-10.
MAINE: SPECIAL OR DIFFICULT? OR BOTH?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Western Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine will always be a tough place to make a decent living.	46.6%	11.4%	42.1%
With all the new people and the growing problems, Maine has become just like any other state.	26.1	21.6	52.3
Maine is too far away from places that offer good educational and cultural activities.	11.4	12.5	76.1
Life is simpler in Maine than it is in most places.	70.5	11.4	18.2
If one needs sophisticated services or highly technical equipment, it probably is necessary to go outside of Maine to find them.	42.1	13.6	44.3
Even if I could get a better job or a better house in another state, I would still choose to live in Maine.	93.2	5.7	1.1
For those who are children today, and who choose to stay in Maine during their adulthood, life will be more satisfying than for those who decide to leave the state in their adult years.	63.6	33.0	3.4

TABLE A-11.
MAINE: SPECIAL OR DIFFICULT? OR BOTH?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Downeast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine will always be a tough place to make a decent living.	26.4%	20.8%	52.8%
With all the new people and the growing problems, Maine has become just like any other state.	26.1	21.6	45.3
Maine is too far away from places that offer good educational and cultural activities.	13.2	11.3	75.5
Life is simpler in Maine than it is in most places.	62.3	20.8	17.0
If one needs sophisticated services or highly technical equipment, it probably is necessary to go outside of Maine to find them.	45.3	20.8	34.0
Even if I could get a better job or a better house in another state, I would still choose to live in Maine.	88.7	7.6	3.8
For those who are children today, and who choose to stay in Maine during their adulthood, life will be more satisfying than for those who decide to leave the state in their adult years.	41.5	37.7	20.8

TABLE A-12.
MAINE: SPECIAL OR DIFFICULT? OR BOTH?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Aroostook County)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine will always be a tough place to make a decent living.	40.0%	20.0%	40.0%
With all the new people and the growing problems, Maine has become just like any other state.	26.0	16.0	58.0
Maine is too far away from places that offer good educational and cultural activities.	28.0	10.0	62.0
Life is simpler in Maine than it is in most places.	76.0	10.0	14.0
If one needs sophisticated services or highly technical equipment, it probably is necessary to go outside of Maine to find them.	42.0	20.0	38.0
Even if I could get a better job or a better house in another state, I would still choose to live in Maine.	78.0	8.0	14.0
For those who are children today, and who choose to stay in Maine during their adulthood, life will be more satisfying than for those who decide to leave the state in their adult years.	64.0	30.0	6.0

TABLE A-13.
PERSONAL FINANCES: PROSPEROUS OR JUST GETTING BY?

*Selected statements rated on a 1-to-5 scale
 Where 1 = strongly agree and 5 = strongly disagree*

(For Southern Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Our household income is enough to satisfy nearly all of our needs and desires.	69.0	11.8	19.2
We'd save more if we could, but we never seem to be able to get ahead financially.	49.4	18.4	32.2
Our household will probably have more money to spend next year than we do now.	56.3	15.9	27.8
Going into debt is a perfectly acceptable way of buying things you want.	16.3	15.5	68.2

TABLE A-14.
PERSONAL FINANCES: PROSPEROUS OR JUST GETTING BY?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Midcoast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Our household income is enough to satisfy nearly all of our needs and desires.	51.3%	15.7%	33.0%
We'd save more if we could, but we never seem to be able to get ahead financially.	51.3	20.9	27.8
Our household will probably have more money to spend next year than we do now.	41.7	24.4	33.9
Going into debt is a perfectly acceptable way of buying things you want.	20.0	14.8	65.2

TABLE A-15.
PERSONAL FINANCES: PROSPEROUS OR JUST GETTING BY?

*Selected statements rated on a 1-to-5 scale
 Where 1 = strongly agree and 5 = strongly disagree*

(For Central Corridor)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Our household income is enough to satisfy nearly all of our needs and desires.	64.0%	12.9%	23.2%
We'd save more if we could, but we never seem to be able to get ahead financially.	55.8	11.2	33.1
Our household will probably have more money to spend next year than we do now.	48.9	15.9	35.2
Going into debt is a perfectly acceptable way of buying things you want.	19.3	12.0	68.7

TABLE A-16.
PERSONAL FINANCES: PROSPEROUS OR JUST GETTING BY?

*Selected statements rated on a 1-to-5 scale
 Where 1 = strongly agree and 5 = strongly disagree*

(For Western Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Our household income is enough to satisfy nearly all of our needs and desires.	53.4%	12.5%	34.1%
We'd save more if we could, but we never seem to be able to get ahead financially.	60.2	15.9	23.9
Our household will probably have more money to spend next year than we do now.	37.5	15.9	46.6
Going into debt is a perfectly acceptable way of buying things you want.	21.6	11.4	67.1

TABLE A-17.
PERSONAL FINANCES: PROSPEROUS OR JUST GETTING BY?

*Selected statments rated on a 1-to-5 scale
 Where 1 = strongly agree and 5 = strongly disagree*

(For Downeast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Our household income is enough to satisfy nearly all of our needs and desires.	54.7%	13.2%	32.1%
We'd save more if we could, but we never seem to be able to get ahead financially:	60.4	17.0	22.6
Our household will probably have more money to spend ne t year than we do now.	41.5	18.9	39.6
Going into debt is a perfectly acceptable way of buying things you want.	28.3	11.3	60.4

TABLE A-18.
PERSONAL FINANCES: PROSPEROUS OR JUST GETTING BY?

*Selected statements rated on a 1-to-5 scale
 Where 1 = strongly agree and 5 = strongly disagree*

(For Aroostook County)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Our household income is enough to satisfy nearly all of our needs and desires.	69.4%	8.2%	22.5%
We'd save more if we could, but we never seem to be able to get ahead financially.	65.3	10.2	24.5
Our household will probably have more money to spend next year than we do now.	51.0	16.3	32.7
Going into debt is a perfectly acceptable way of buying things you want.	22.5	8.2	69.4

TABLE A-19
MAINE LAND: COMMODITY OR RESOURCE?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Southern Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
The people of Maine should have the continued right to use private wilderness and forest land at no cost.	73.9%	11.4%	14.7%
The natural beauty of Maine should be preserved even if it means spending more public money or interfering with private investment decisions.	82.0	9.4	8.6
Our first priority should be to get quality jobs, not to preserve natural conditions.	18.4	28.6	53.1
Managing growth in Maine may very well disrupt private business and undercut prosperity.	28.2	38.8	33.1
If my neighbor wants to keep junk in his yard, that ought to be his right.	29.0	15.5	55.5
No one should be able to own a beach and keep everyone else off.	64.9	13.2	22.0

TABLE A-20.
MAINE LAND: COMMODITY OR RESOURCE?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Midcoast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
The people of Maine should have the continued right to use private wilderness and forest land at no cost.	74.8%	13.0%	12.2%
The natural beauty of Maine should be preserved even if it means spending more public money or interfering with private investment decisions.	80.0	13.0	7.0
Our first priority should be to get quality jobs, not to preserve natural conditions.	20.0	34.8	45.2
Managing growth in Maine may very well disrupt private business and undercut prosperity.	28.7	32.2	39.1
If my neighbor wants to keep junk in his yard, that ought to be his right.	24.4	22.6	53.0
No one should be able to own a beach and keep everyone else off.	50.4	17.4	32.2

TABLE A-21.
MAINE LAND: COMMODITY OR RESOURCE?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Central Corridor)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
The people of Maine should have the continued right to use private wilderness and forest land at no cost.	74.7%	7.3%	18.0%
The natural beauty of Maine should be preserved even if it means spending more public money or interfering with private investment decisions.	82.8	8.6	8.6
Our first priority should be to get quality jobs, not to preserve natural conditions.	25.3	27.0	47.6
Managing growth in Maine may very well disrupt private business and undercut prosperity.	25.9	37.1	37.1
If my neighbor wants to keep junk in his yard, that ought to be his right.	24.5	12.0	63.5
No one should be able to own a beach and keep everyone else off.	42.5	20.2	37.3

TABLE A-22.
MAINE LAND: COMMODITY OR RESOURCE?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Western Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
The people of Maine should have the continued right to use private wilderness and forest land at no cost.	76.1	14.8	9.1
The natural beauty of Maine should be preserved even if it means spending more public money or interfering with private investment decisions.	83.0	13.6	3.4
Our first priority should be to get quality jobs, not to preserve natural conditions.	21.6	25.0	53.4
Managing growth in Maine may very well disrupt private business and undercut prosperity.	38.6	36.4	25.0
If my neighbor wants to keep junk in his yard, that ought to be his right.	29.6	15.9	54.6
No one should be able to own a beach and keep everyone else off.	39.8	28.4	31.8

TABLE A-23.
MAINE LAND: COMMODITY OR RESOURCE?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Downeast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
The people of Maine should have the continued right to use private wilderness and forest land at no cost.	71.7%	11.3%	17.0%
The natural beauty of Maine should be preserved even if it means spending more public money or interfering with private investment decisions.	75.5	17.0	7.6
Our first priority should be to get quality jobs, not to preserve natural conditions.	28.3	28.3	43.4
Managing growth in Maine may very well disrupt private business and undercut prosperity.	39.6	22.6	37.7
If my neighbor wants to keep junk in his yard, that ought to be his right.	22.6	11.3	66.0
No one should be able to own a beach and keep everyone else off.	37.7	20.8	41.5

TABLE A-24.
MAINE LAND: COMMODITY OR RESOURCE?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Aroostook County)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
The people of Maine should have the continued right to use private wilderness and forest land at no cost.	82.0%	4.0%	14.0%
The natural beauty of Maine should be preserved even if it means spending more public money or interfering with private investment decisions.	74.0	20.0	6.0
Our first priority should be to get quality jobs, not to preserve natural conditions.	28.0	26.0	46.0
Managing growth in Maine may very well disrupt private business and undercut prosperity.	34.0	32.0	34.0
If my neighbor wants to keep junk in his yard, that ought to be his right.	30.0	10.0	60.0
No one should be able to own a beach and keep everyone else off.	38.0	16.0	46.0

TABLE A-25.
MORAL VALUES: TRADITIONAL BUT TOLERANT?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Southern Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
I usually attend a place of worship at least once a month.	46.9%	8.6%	44.5%
Often, material things are more important in my life than spiritual values.	17.6	22.5	60.0
Prayer, and my relationship with God, are important in my day-to-day decision-making.	53.1	20.4	26.5
If people were more religious the country would be better off.	44.9	27.8	27.4
Our society is as morally strong today as it was when I was growing up.	21.2	18.4	60.4
Libraries that are supported by tax revenues should keep some books from its shelves that the community would generally find offensive.	25.7	9.8	64.5
I prefer living in a place where people generally have the same kinds of backgrounds and beliefs as I have.	24.5	23.3	52.2
The gay and lesbian lifestyle should be accepted as just another way of life.	43.3	21.2	35.5
Children need both a mother and a father at home in order to be properly raised.	61.6	13.1	25.3
I wouldn't mind a gay person teaching my child.	40.0	22.0	38.0

TABLE A-25. (cont.)
MORAL VALUES: TRADITIONAL BUT TOLERANT?

*Selected Statements rated on a 1-to-5 scale
 Where 1 = strongly agree and 5 = strongly disagree*

(For Southern Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
It can be healthy for people to live together before marriage.	46.1	20.0	33.9
We would be better off if more women stayed at home to raise their children.	37.1%	22.5	40.4
Young people have too much freedom today.	58.8	19.2	22.0

TABLE A-26.
MORAL VALUES: TRADITIONAL BUT TOLERANT?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Midcoast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
I usually attend a place of worship at least once a month.	41.7%	12.2%	46.1%
Often, material things are more important in my life than spiritual values.	13.9	20.0	66.1
Prayer, and my relationship with God, are important in my day-to-day decision-making.	53.0	20.0	27.0
If people were more religious the country would be better off.	42.6	28.7	28.7
Our society is as morally strong today as it was when I was growing up.	22.6	17.4	60.0
Libraries that are supported by tax revenues should keep some books from its shelves that the community would generally find offensive.	31.3	12.8	56.5
I prefer living in a place where people generally have the same kinds of backgrounds and beliefs as I have.	29.6	18.3	52.2
The gay and lesbian lifestyle should be accepted as just another way of life.	34.8	27.8	37.4
Children need both a mother and a father at home in order to be properly raised.	60.9	13.9	25.2
I wouldn't mind a gay person teaching my child.	38.3	14.8	47.0

TABLE A-26. (cont.)
MORAL VALUES: TRADITIONAL BUT TOLERANT?

*Selected statements rated on a 1-to-5 scale
 Where 1 = strongly agree and 5 = strongly disagree*

(For Midcoast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
It can be healthy for people to live together before marriage.	46.1	19.1	34.8
We would be better off if more women stayed at home to raise their children.	47.0%	22.6	30.4
Young people have too much freedom today.	56.5	22.6	20.9

TABLE A-27.
MORAL VALUES: TRADITIONAL BUT TOLERANT?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Central Corridor)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
I usually attend a place of worship at least once a month.	53.7%	11.2%	35.2%
Often, material things are more important in my life than spiritual values.	19.3	15.9	64.8
Prayer, and my relationship with God, are important in my day-to-day decision-making.	60.5	21.0	18.5
If people were more religious the country would be better off.	54.9	23.2	21.9
Our society is as morally strong today as it was when I was growing up.	24.9	16.3	58.8
Libraries that are supported by tax revenues should keep some books from its shelves that the community would generally find offensive.	27.0	13.7	59.2
I prefer living in a place where people generally have the same kinds of backgrounds and beliefs as I have.	38.2	15.5	46.4
The gay and lesbian lifestyle should be accepted as just another way of life.	42.1	18.9	39.1
Children need both a mother and a father at home in order to be properly raised.	71.7	9.0	19.3
I wouldn't mind a gay person teaching my child.	34.8	20.6	44.6

TABLE A-27. (cont.)
MORAL VALUES: TRADITIONAL BUT TOLERANT?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Central Corridor)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
It can be healthy for people to live together before marriage.	44.2	14.6	41.2
We would be better off if more women stayed at home to raise their children.	51.1%	17.2	31.8
Young people have too much freedom today.	66.1	12.9	21.0

TABLE A-28.
MORAL VALUES: TRADITIONAL BUT TOLERANT?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Western Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
I usually attend a place of worship at least once a month.	51.1%	11.4%	37.5%
Often, material things are more important in my life than spiritual values.	20.5	19.3	60.2
Prayer, and my relationship with God, are important in my day-to-day decision-making.	67.1	13.6	19.3
If people were more religious the country would be better off.	53.4	29.6	17.1
Our society is as morally strong today as it was when I was growing up.	22.7	12.5	64.8
Libraries that are supported by tax revenues should keep some books from its shelves that the community would generally find offensive.	22.7	17.1	60.2
I prefer living in a place where people generally have the same kinds of backgrounds and beliefs as I have.	35.2	19.3	45.5
The gay and lesbian lifestyle should be accepted as just another way of life.	43.2	20.5	36.4
Children need both a mother and a father at home in order to be properly raised.	58.0	12.5	29.6
I wouldn't mind a gay person teaching my child.	39.8	18.2	42.1

TABLE A-28.(cont.)
MORAL VALUES: TRADITIONAL BUT TOLERANT?

*Selected statements rated on a 1-to-5 scale
 Where 1 = strongly agree and 5 = strongly disagree*

(For Western Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
It can be healthy for people to live together before marriage.	45.5	23.9	30.7
We would be better off if more women stayed at home to raise their children.	53.4%	15.9	30.7
Young people have too much freedom today.	72.7	12.5	14.8

TABLE A-29.
MORAL VALUES: TRADITIONAL BUT TOLERANT?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Downeast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
I usually attend a place of worship at least once a month.	45.3%	17.0%	37.7%
Often, material things are more important in my life than spiritual values.	22.6	26.4	50.9
Prayer, and my relationship with God, are important in my day-to-day decision-making.	52.8	30.2	17.0
If people were more religious the country would be better off.	47.2	26.4	26.4
Our society is as morally strong today as it was when I was growing up.	24.5	13.2	62.3
Libraries that are supported by tax revenues should keep some books from its shelves that the community would generally find offensive.	37.7	15.1	47.2
I prefer living in a place where people generally have the same kinds of backgrounds and beliefs as I have.	24.5	20.8	54.7
The gay and lesbian lifestyle should be accepted as just another way of life.	41.5	30.2	28.3
Children need both a mother and a father at home in order to be properly raised.	64.2	9.4	26.4
I wouldn't mind a gay person teaching my child.	35.9	22.6	41.5

TABLE A-29. (cont.)
MORAL VALUES: TRADITIONAL BUT TOLERANT?

*Selected statements rated on a 1-to-5 scale
 Where 1 = strongly agree and 5 = strongly disagree*

(For Downeast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
It can be healthy for people to live together before marriage.	54.7	18.9	26.4
We would be better off if more women stayed at home to raise their children.	45.3	22.6	32.1
Young people have too much freedom today.	56.6	18.9	24.5

TABLE A-30.
MORAL VALUES: TRADITIONAL BUT TOLERANT?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Aroostook County)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
I usually attend a place of worship at least once a month.	58.0%	14.0%	28.0%
Often, material things are more important in my life than spiritual values.	28.0	22.0	50.0
Prayer, and my relationship with God, are important in my day-to-day decision-making.	72.0	18.0	10.0
If people were more religious the country would be better off.	62.0	26.0	12.0
Our society is as morally strong today as it was when I was growing up.	26.0	14.0	60.0
Libraries that are supported by tax revenues should keep some books from its shelves that the community would generally find offensive.	34.0	16.0	50.0
I prefer living in a place where people generally have the same kinds of backgrounds and beliefs as I have.	40.0	18.0	42.0
The gay and lesbian lifestyle should be accepted as just another way of life.	16.0	24.0	60.0
Children need both a mother and a father at home in order to be properly raised.	80.0	6.0	14.0
I wouldn't mind a gay person teaching my child.	24.0	18.0	58.0

TABLE A-30. (cont.)
MORAL VALUES: TRADITIONAL BUT TOLERANT?

*Selected statements rated on a 1-to-5 scale
 Where 1 = strongly agree and 5 = strongly disagree*

(For Aroostook County)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
It can be healthy for people to live together before marriage.	42.0	18.0	40.0
We would be better off if more women stayed at home to raise their children.	60.0	22.0	18.0
Young people have too much freedom today.	68.0	16.0	16.0

TABLE A-31.
GOVERNMENT: A LOVE-HATE RELATIONSHIP?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Southern Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
It's government's responsibility to assure such basics as housing and health care.	51.8%	24.5%	23.7%
I would think it's O.K. if one of my friends avoided paying some taxes and got away with it.	7.8	7.8	84.5
People should rely more on themselves rather than ask the government to do so much.	71.8	13.5	14.7
People like me are unable to affect or change the policies of government.	32.7	14.7	52.7
Government does mostly what the big corporations want it to do.	51.8	26.5	21.6
The state bureaucracy is so strong that things will stay pretty much the same no matter whom we elect to office.	33.9	18.8	47.4
It ought to be the family's, rather than governments', responsibility to financially care for aging parents.	43.8	25.3	31.4

TABLE A-32.
GOVERNMENT: A LOVE-HATE RELATIONSHIP?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Midcoast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
It's government's responsibility to assure such basics as housing and health care.	54.8%	19.1%	26.1%
I would think it's O.K. if one of my friends avoided paying some taxes and got away with it.	7.8	8.7	83.5
People should rely more on themselves rather than ask the government to do so much.	60.9	24.4	14.8
People like me are unable to affect or change the policies of government.	31.6	15.8	52.6
Government does mostly what the big corporations want it to do.	55.7	22.6	21.7
The state bureaucracy is so strong that things will stay pretty much the same no matter whom we elect to office.	33.0	23.5	43.5
It ought to be the family's, rather than governments', responsibility to financially care for aging parents.	34.8	36.5	28.7

TABLE A-33.
GOVERNMENT: A LOVE-HATE RELATIONSHIP?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Central Corridor)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
It's government's responsibility to assure such basics as housing and health care.	48.1%	24.0%	27.9%
I would think it's O.K. if one of my friends avoided paying some taxes and got away with it.	4.3	5.2	90.6
People should rely more on themselves rather than ask the government to do so much.	73.4	15.0	11.6
People like me are unable to affect or change the policies of government.	36.5	10.3	53.2
Government does mostly what the big corporations want it to do.	56.2	21.0	22.8
The state bureaucracy is so strong that things will stay pretty much the same no matter whom we elect to office.	39.5	14.6	45.9
It ought to be the family's, rather than governments', responsibility to financially care for aging parents.	41.6	27.0	31.3

TABLE A-34.
GOVERNMENT: A LOVE-HATE RELATIONSHIP?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Western Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
It's government's responsibility to assure such basics as housing and health care.	51.1%	23.9%	25.0%
I would think it's O.K. if one of my friends avoided paying some taxes and got away with it.	3.4	4.6	92.1
People should rely more on themselves rather than ask the government to do so much.	86.4	10.2	3.4
People like me are unable to affect or change the policies of government.	28.4	15.9	55.7
Government does mostly what the big corporations want it to do.	56.8	26.1	17.1
The state bureaucracy is so strong that things will stay pretty much the same no matter whom we elect to office.	40.9	14.8	44.3
It ought to be the family's, rather than governments', responsibility to financially care for aging parents.	39.8	29.6	30.7

TABLE A-35.
GOVERNMENT: A LOVE-HATE RELATIONSHIP?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Downeast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
It's government's responsibility to assure such basics as housing and health care.	52.8%	18.9%	28.3%
I would think it's O.K. if one of my friends avoided paying some taxes and got away with it.	15.1	9.4	75.5
People should rely more on themselves rather than ask the government to do so much.	84.9	5.7	9.4
People like me are unable to affect or change the policies of government.	39.6	17.0	43.4
Government does mostly what the big corporations want it to do.	66.0	13.2	20.8
The state bureaucracy is so strong that things will stay pretty much the same no matter whom we elect to office.	41.5	20.8	37.7
It ought to be the family's, rather than governments' responsibility to financially care for aging parents.	32.1	34.0	34.0

TABLE A-36.
GOVERNMENT: A LOVE-HATE RELATIONSHIP?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Aroostook County)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
It's government's responsibility to assure such basics as housing and health care.	50.0%	14.0%	36.0%
I would think it's O.K. if one of my friends avoided paying some taxes and got away with it.	6.0	6.0	88.0
People should rely more on themselves rather than ask the government to do so much.	78.0	12.0	10.0
People like me are unable to affect or change the policies of government.	34.0	18.0	48.0
Government does mostly what the big corporations want it to do.	52.0	30.0	18.0
The state bureaucracy is so strong that things will stay pretty much the same no matter whom we elect to office.	40.0	20.0	40.0
It ought to be the family's, rather than governments', responsibility to financially care for aging parents.	48.0	18.0	34.0

TABLE A-37.
MAINE'S WORK RELATIONSHIPS: WE VERSUS THEY?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Southern Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
There is no sense of loyalty between employers and their workers anymore.	32.2%	24.5%	43.3%
Today's workers care as much about the quality of their work as much as workers ever have.	31.4	27.4	41.2
Labor unions are necessary to protect the jobs and the rights of workers.	44.1	22.5	33.5
People should only work more than 40 hours a week if they get paid at least time and a half for it.	74.7	9.8	15.5

TABLE A-38.
MAINE'S WORK RELATIONSHIPS: WE VERSUS THEY?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Midcoast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
There is no sense of loyalty between employers and their workers anymore.	30.4%	27.0%	42.6%
Today's workers care as much about the quality of their work as much as workers ever have.	36.5	18.3	45.2
Labor unions are necessary to protect the jobs and the rights of workers.	39.1	16.5	44.4
People should only work more than 40 hours a week if they get paid at least time and a half for it.	73.9	13.0	13.0

TABLE A-39.
MAINE'S WORK RELATIONSHIPS: WE VERSUS THEY?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Central Corridor)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
There is no sense of loyalty between employers and their workers anymore.	37.8%	20.2%	42.1%
Today's workers care as much about the quality of their work as much as workers ever have.	40.3	18.9	40.8
Labor unions are necessary to protect the jobs and the rights of workers.	46.8	21.5	31.8
People should only work more than 40 hours a week if they get paid at least time and a half for it.	82.0	9.5	8.6

TABLE A-40.
MAINE'S WORK RELATIONSHIPS: WE VERSUS THEY?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Western Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
There is no sense of loyalty between employers and their workers anymore.	44.3%	28.4%	27.3%
Today's workers care as much about the quality of their work as much as workers ever have.	36.4	25.0	38.6
Labor unions are necessary to protect the jobs and the rights of workers.	40.9	23.9	35.2
People should only work more than 40 hours a week if they get paid at least time and a half for it.	77.3	11.4	11.4

TABLE A-41.
MAINE'S WORK RELATIONSHIPS: WE VERSUS THEY?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Downeast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
There is no sense of loyalty between employers and their workers anymore.	32.1%	17.0%	50.9%
Today's workers care as much about the quality of their work as much as workers ever have.	41.5	20.8	37.7
Labor unions are necessary to protect the jobs and the rights of workers.	56.6	20.8	22.6
People should only work more than 40 hours a week if they get paid at least time and a half for it.	73.6	9.4	17.0

TABLE A-42.
MAINE'S WORK RELATIONSHIPS: WE VERSUS THEY?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Aroostook County)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
There is no sense of loyalty between employers and their workers anymore.	30.0%	30.0%	40.0%
Today's workers care as much about the quality of their work as much as workers ever have.	36.0	30.0	34.0
Labor unions are necessary to protect the jobs and the rights of workers.	46.0	24.0	30.0
People should only work more than 40 hours a week if they get paid at least time and a half for it.	68.0	10.0	22.0

TABLE A-43.
EDUCATION: VALUED, BUT FOR WHAT PURPOSE?

*Selected statements rated on a 1-to-5 scale
 Where 1 = strongly agree and 5 = strongly disagree*

(For Southern Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine's public schools are failing to prepare our children for the future.	44.1%	26.9%	29.0%
Maine's public schools are doing a good job of teaching children to be creative and curious.	48.6	28.2	23.3
If I could afford it, I would send my children to private school.	41.6	16.3	42.0
The most important purpose of an education is to prepare a person to get a job.	45.7	15.9	38.4
It is essential these days that children not only graduate from high school but also go on to college.	68.6	17.1	14.3
I feel it's important for me to continue my education throughout my life.	81.6	10.6	7.8

TABLE A-44.
EDUCATION: VALUED, BUT FOR WHAT PURPOSE?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Midcoast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine's public schools are failing to prepare our children for the future.	42.6%	28.7%	28.7%
Maine's public schools are doing a good job of teaching children to be creative and curious.	41.7	33.9	24.4
If I could afford it, I would send my children to private school.	33.0	14.8	52.2
The most important purpose of an education is to prepare a person to get a job.	41.7	19.1	39.1
It is essential these days that children not only graduate from high school but also go on to college.	63.5	17.4	19.1
I feel it's important for me to continue my education throughout my life.	82.6	10.4	7.0

TABLE A-45.
EDUCATION: VALUED, BUT FOR WHAT PURPOSE?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Central Corridor)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine's public schools are failing to prepare our children for the future.	45.1%	18.5%	36.5%
Maine's public schools are doing a good job of teaching children to be creative and curious.	48.9	30.0	21.0
If I could afford it, I would send my children to private school.	37.3	14.2	48.5
The most important purpose of an education is to prepare a person to get a job.	55.8	15.9	28.3
It is essential these days that children not only graduate from high school but also go on to college.	73.8	14.6	11.6
I feel it's important for me to continue my education throughout my life.	85.4	7.7	6.9

TABLE A-46.
EDUCATION: VALUED, BUT FOR WHAT PURPOSE?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Western Maine Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine's public schools are failing to prepare our children for the future.	40.9%	22.7%	36.4%
Maine's public schools are doing a good job of teaching children to be creative and curious.	53.4	26.1	20.5
If I could afford it, I would send my children to private school.	31.8	8.0	60.2
The most important purpose of an education is to prepare a person to get a job.	52.3	11.4	36.4
It is essential these days that children not only graduate from high school but also go on to college.	65.9	14.8	19.3
I feel it's important for me to continue my education throughout my life.	80.7	11.4	8.0

TABLE A-47.
EDUCATION: VALUED, BUT FOR WHAT PURPOSE?

*Selected statements rated on a 1-to-5 scale
Where 1 = strongly agree and 5 = strongly disagree*

(For Downeast Region)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine's public schools are failing to prepare our children for the future.	41.5%	22.6%	35.9%
Maine's public schools are doing a good job of teaching children to be creative and curious.	50.9	22.6	26.4
If I could afford it, I would send my children to private school.	30.2	15.1	54.7
The most important purpose of an education is to prepare a person to get a job.	56.6	11.3	32.1
It is essential these days that children not only graduate from high school but also go on to college.	54.7	17.0	28.3
I feel it's important for me to continue my education throughout my life.	81.1	7.6	11.3

TABLE A-48.
EDUCATION: VALUED, BUT FOR WHAT PURPOSE?

*Selected statements rated on a 1-to-5 scale
 Where 1 = strongly agree and 5 = strongly disagree*

(For Aroostook County)

	1 - 2 Agree	Neutral or Uncertain	4 - 5 Disagree
Maine's public schools are failing to prepare our children for the future.	40.0%	34.0%	26.0%
Maine's public schools are doing a good job of teaching children to be creative and curious.	42.0	44.0	14.0
If I could afford it, I would send my children to private school.	38.0	16.0	46.0
The most important purpose of an education is to prepare a person to get a job.	58.0	18.0	24.0
It is essential these days that children not only graduate from high school but also go on to college.	82.0	10.0	8.0
I feel it's important for me to continue my education throughout my life.	88.0	8.0	4.0