THE PAN ATLANTIC SMS GROUP
53rd OMNIBUS POLL™

“The Benchmark of Maine Public Opinion”

Spring 2014
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I. Background

• Pan Atlantic SMS Group is a Maine-based, independent marketing research and consulting firm which is currently in its 29th year of successful operation.

• This Omnibus Poll is the 53rd poll in a series conducted by Pan Atlantic SMS Group on public policy, business, economic, technology, and lifestyle issues. Because we have conducted this poll on a frequent basis over a long time period (since 1996), we are in a unique position to provide reliable benchmarking on a range of important issues.

• Media use of the information contained in the Pan Atlantic SMS Group Omnibus Poll™ must identify the source of information.

• All questions reported on herein are non-proprietary and were not commissioned by any party other than Pan Atlantic SMS Group.

• For further information, please contact Patrick O. Murphy, President of Pan Atlantic SMS Group, at (207) 871-8622 or by email at pmurphy@panatlanticsmsgroup.com.
II. Methodology

• The 53rd Pan Atlantic SMS Group Omnibus Poll™ was conducted between March 31st and April 5th, 2014. This independent survey data is being released to the Maine media in the public interest.

• A randomly selected, stratified statewide sample of 400 Maine residents was interviewed by telephone. Each of Maine’s two Congressional Districts are represented by approximately half of the sample.

• The survey was administered only to those who fulfilled the following criteria:
  
  ➢ Are ages 18 and older
  ➢ Do not, nor does anyone in their household, work for a market research, advertising or media firm
  ➢ Describe themselves as “very” or “somewhat” likely to vote in the 2014 elections

• This independent poll was conducted by telephone, at our in-house interviewing center, by Pan Atlantic’s team of experienced interviewers. No outside interviewer resources were used. The sample used comprised a mix of land and cell phones so as to ensure as representative a sample as possible. Data were weighted according to the eligible voting population to ensure representative age segment distribution.
II. Methodology

- It should be noted that figures may not always equal 100.0 percent due to the rounding of decimals.

- The sample was stratified statewide based on the U.S. Census of Population and Housing data. The sample size has statistical significance of ± 4.9 percent at the 95 percent confidence level. This means that if the survey were to be repeated, 95 times out of 100 the results would reflect the results of this survey within the ± 4.9 percent margin of error.

- The results are broken out by various demographic subsamples, including Congressional District, political party affiliation, age, income level and gender. The margins of error for each of the two individual CDs is ± 6.9 percent at the 95 percent confidence level.

- Finally, we note that as with all surveys, these results are indicative of public opinion at a singular point in time.
POLL RESULTS
ECONOMY
While a small majority of Mainers still feel that the state is headed in the wrong direction (45.2%), they are showing a somewhat higher level of confidence in the direction of the State (41.1% “Right direction”).

In general, do you think that the State of Maine is headed in the right direction or the wrong direction?

Residents of Northern / Down East counties are less confident in the State’s direction (34.8% “Right direction”) than those in Southern (41.2%) or Central / Western counties (46.6%).
“Jobs / Unemployment” and the “Economy in general” continue to be viewed as the most important issues facing the State.

What do you think is the most important issue facing the State of Maine today?

- Jobs/Unemployment: 28.9%
- Economy in general: 16.8%
- Accessibility/Cost of health care: 11.0%
- Education: 7.5%
- Balancing the state budget: 5.8%
- Need for tax reform: 3.6%
- High level of taxes: 3.4%
- Cost of living: 1.8%
- Crime/Drugs/Violence: 0.6%
- Other: 18.8%
- Unsure: 1.6%

The issue of “Jobs / Unemployment” is most important to Independents (34.5%) relative to Republicans (28.7%) and Democrats (23.1%).

The importance of “Economy in general” has increased since November 2013 by 4.1 percentage points.
More than half of Mainers expect that their household economic situation will remain stagnant this year.

Compared to 2013, for the year 2014, do you believe that your household economic situation will:

- Stay the same: 54.0%
- Improve: 25.0%
- Worsen: 20.0%
- Unsure/Other: 1.0%

Mainers are a little more optimistic regarding their own household economic situation than that recorded in the last Pan Atlantic SMS Group Omnibus Poll™. The proportion anticipating improvements in their household economic situation has increased from 20.6% in November 2013 to 25.0% in the current poll.
NATIONAL PUBLIC POLICY
54.5% of Mainers disapprove of the way President Obama is handling his job. However, his approval levels have increased by 4.8 percentage points since our November, 2013 poll to the current level of 41.0%.

Do you approve or disapprove of the way President Obama is handling his job?

**Approval by Political Affiliation**

- **63.8%, Democrats**
  (A 4.9 percentage point increase since November, 2013)

- **38.3%, Independents**
  (A 1.1 percentage point increase since November, 2013)

- **17.8%, Republicans**
  (An 8.2 percentage point increase since November, 2013)
MAINE PUBLIC POLICY
I’m going to read you the names of some people involved in public life in Maine. For each person, I would like you to tell me if you have a “very favorable,” “somewhat favorable,” “somewhat unfavorable,” or “very unfavorable” opinion of them. If you aren’t familiar with that person, just say so.

**Susan Collins** continues to have the highest favorability level of several Maine politicians / political figures (tested).

<table>
<thead>
<tr>
<th></th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat Unfavorable</th>
<th>Very Unfavorable</th>
<th>Don’t know / Not familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul LePage</td>
<td>21.9%</td>
<td>23.4%</td>
<td>15.7%</td>
<td>36.9%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Mike Michaud</td>
<td>21.8%</td>
<td>34.3%</td>
<td>18.7%</td>
<td>11.2%</td>
<td>14.0%</td>
</tr>
<tr>
<td>Eliot Cutler</td>
<td>9.0%</td>
<td>34.8%</td>
<td>16.7%</td>
<td>8.3%</td>
<td>31.2%</td>
</tr>
<tr>
<td>Susan Collins</td>
<td>43.9%</td>
<td></td>
<td>35.5%</td>
<td>11.3%</td>
<td>4.6% 4.7%</td>
</tr>
<tr>
<td>Shenna Bellows</td>
<td>2.9%</td>
<td>4.2%</td>
<td>5.1%</td>
<td>2.5%</td>
<td>85.3%</td>
</tr>
</tbody>
</table>
Susan Collins continues to have the highest favorability level of several Maine politicians / political figures (tested).

**Highlights**

- Senator Collins has an overall favorability level of 79.4%.

- Representative Mike Michaud (56.1%) continues to hold a strong lead in favorability over Governor Paul LePage (45.3%), and also Independent candidate for Governor Eliot Cutler (43.8%).

- Seven in ten Republicans (70.2%) have a favorable opinion of Gov. Paul LePage, compared to 19.7% of Democrats and 50.6% of Independents. Gov. LePage’s support among Independents has increased by 10.5 points since Pan Atlantic’s November 2013 poll.

- Gov. LePage has a much higher favorability level in District 2 than in District 1 (51.9% vs. 38.6%). Males (53.0%) also view him more favorably than females (37.6%).

- Eliot Cutler (I) has an overall favorability level of 43.8%, an increase of 5.3 points since the November 2013 poll. 31.2% are not familiar with or are unsure of their opinion of gubernatorial candidate Cutler, a decline of only 3.0 points since November.
Mainers will vote for Governor in the November, 2014 elections. If the election were held today, assuming the candidates are Independent Eliot Cutler, Republican Paul LePage, and Democrat Mike Michaud, who would you vote for?

[For those who answered ‘Don’t know’:] Among those candidates, which one are you leaning towards voting for if the elections were today?

At this point, the gubernatorial race is essentially a dead heat with only 1.3% separating Paul LePage and Mike Michaud. Eliot Cutler is in third place with 20.3% of the anticipated vote.

**Totals:**

<table>
<thead>
<tr>
<th></th>
<th>April, 2014</th>
<th>Nov., 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul LePage</td>
<td>38.6%</td>
<td>36.0%</td>
</tr>
<tr>
<td>Mike Michaud</td>
<td>37.3%</td>
<td>37.3%</td>
</tr>
<tr>
<td>Eliot Cutler</td>
<td>20.3%</td>
<td>18.3%</td>
</tr>
<tr>
<td>None of the above/Refused</td>
<td>3.7%</td>
<td>8.5%</td>
</tr>
</tbody>
</table>

Note: Lighter colors represent “leaning” voters.
Mainers will vote for Governor in the November, 2014 elections. If the election were held today, assuming the candidates are Independent Eliot Cutler, Republican Paul LePage, and Democrat Mike Michaud, who would you vote for? [For those who answered ‘Don’t know’:] Among those candidates, which one are you leaning towards voting for if the elections were today?

**Note:** Percentages include “Voting” and “Leaning” totals combined.
Mainers will vote for Governor in the November, 2014 elections. If the election were held today, assuming the candidates are Independent Eliot Cutler, Republican Paul LePage, and Democrat Mike Michaud, who would you vote for?

[For those who answered ‘Don’t know’:] Among those candidates, which one are you leaning towards voting for if the elections were today?

Note: Percentages include “Voting” and “Leaning” totals combined.
I'm going to read you some phrases, and regardless of which candidate you support, I’d like you to tell me whether you think each one best describes Democrat Mike Michaud, Republican Paul LePage, or Independent Eliot Cutler.

A strong majority of respondents tend to ascribe the attributes listed below to their candidate of choice.

### Has the right experience to be Governor
- Paul LePage: 36.9%
- Mike Michaud: 38.9%
- Eliot Cutler: 14.9%
- Don't know: 9.3%

### Understands the problems facing the middle class.
- Paul LePage: 38.1%
- Mike Michaud: 36.4%
- Eliot Cutler: 15.1%
- Don't know: 10.3%

### Understands how state government works
- Paul LePage: 34.0%
- Mike Michaud: 40.8%
- Eliot Cutler: 12.5%
- Don't know: 12.8%

### Is a leader
- Paul LePage: 34.4%
- Mike Michaud: 36.6%
- Eliot Cutler: 16.4%
- Don't know: 12.7%

### Understands how to get jobs created in the state
- Paul LePage: 34.0%
- Mike Michaud: 27.2%
- Eliot Cutler: 17.5%
- Don't know: 21.3%

**Biggest Differentiators**
- 40.8% of respondents believe that Mike Michaud “best understands how state government works.”
- 34.0% of respondents believe that Paul LePage “best understands how to get jobs created in the state.”
Among Cutler supporters, Michaud supporters, and undecided voters, almost two thirds (64.7%) believe that Mike Michaud has the best chance of defeating Paul LePage in the gubernatorial election.

Regardless of which candidate you support, I’d like you to tell me whether you think this phrase best describes Democrat Mike Michaud or Independent Eliot Cutler: “Has the best chance of beating Paul LePage”

Among those who plan on voting for Eliot Cutler, about half (50.3%) believe that he has the best chance of beating Paul LePage.

The comparable figure for Mike Michaud supporters is 84.9% (believe he has the best chance of beating Paul LePage).
A majority of respondents disapprove of Governor LePage’s job performance – 46.6% approve and 52.2% disapprove.

Governor Paul LePage has been in office for almost three years. Do you approve or disapprove of his job performance? Is that strongly or somewhat?

- 68.7% of Republicans, 52.2% of Independents, and 26.1% of Democrats approve of Governor LePage’s job performance.
From a policy perspective, who do you think is doing the most to help the state get ahead?

- **Our congressional delegation**: 29.4%
- **Governor Paul LePage**: 28.3%
- **Legislative leaders in the state capital**: 21.1%
- **Don't know**: 14.4%
- **None of the above**: 6.7%

In District 1, a third of respondents (33.2%) selected “our congressional delegation.”

In District 2, a third of respondents (33.4%) selected “Governor Paul LePage.”

It should be noted that 21.1% of the sample did not provide an answer on this question.
A slight plurality of respondents say they plan to vote “no” on the bear-baiting ballot initiative, thus continuing to allow the use of baiting, trapping, and dogs in the hunting of bears in Maine.

Now I want to ask you about a ballot initiative that will be on the November ballot in Maine. This initiative has to do with bear hunting practices in Maine. “Do you want to make it a crime to hunt bears with bait, traps or dogs, except to protect property, public safety, or for research?”

Based on this question, if the election was held today, would you vote “yes” to make it a crime to use baiting, trapping and dogs in the hunting of bears, or would you vote “no” to continue to allow the use of baiting, trapping and dogs in the hunting of bears in Maine?

- Vote Yes: 46.7%
- Vote No: 48.1%
- Don’t Know/Refused: 5.3%

Citizens residing in CD1 are more likely to vote yes (50.3%) than those in CD2 (43.1%).

Democrats (64.9%) and females (56.3%) are more likely to vote yes, thus banning the use of baiting, trapping, and dogs in the hunting of bears in Maine.
A vast majority of Mainers (85.2%) prefer the use of waste-to-energy plants versus landfills (6.2%) to dispose of solid waste.

A sanitary landfill is a facility where solid waste is compacted and stored indefinitely, while a waste-to-energy plant involves the processing of solid waste to produce electricity, which is then used by households and businesses. **Which of those two methods of solid waste disposal do you prefer?**

- **Waste processing facilities** 85.2%
- **Landfills** 6.2%
- **Don’t know/ Refused** 8.6%

Younger Mainers have the highest support level for waste processing facilities over landfills.

- 18 to 34: 90.6%
- 35 to 54: 89.4%
- 55+: 77.6%

Support for waste-to-energy plants has increased by 6.0 percentage points since Pan Atlantic SMS Group’s March 2013 Omnibus Poll™.
The most recent legislature passed a bill to expand MaineCare to 70,000 Maine families that do not have health care coverage. The Governor, in turn, vetoed the bill, saying that we couldn’t afford the expense. **Whose position aligns more closely with your own?**

**Statement A:** The Governor was correct to veto the bill because we cannot afford the expense.

**Statement B:** The legislature was correct that MaineCare coverage should be provided to these 70,000 families.

- **45.7%** support Statement A: The Governor was correct to veto the bill because we cannot afford the expense.
- **48.5%** support Statement B: The legislature was correct that MaineCare coverage should be provided to these 70,000 families.
- **5.1%** don’t know.
- **0.7%** refused to answer.

Female respondents were more likely to prefer position B by a margin of 56.4% to 40.6% (males).
Three quarters of respondents (75.7%) feel that their elected official’s vote on the issue of MaineCare expansion will be “somewhat” or “very” important in their decision making for the November elections.

Regardless of whether you support or oppose MaineCare expansion, how important will your elected official’s vote on this issue be to your decision on whether to vote for that person in November?

![Bar chart showing responses to the question.]

- Very important: 45.2%
- Somewhat important: 30.5%
- Not very important: 4.5%
- Not at all important: 15.4%
- Don't know: 4.4%

This issue is considered of similar importance across all parties/voting groups: 77.6% of Democrats, 75.8% of Republicans, and 73.7% of Independents consider the issue a “somewhat” or “very” important determinant in their voting decision.

Intensity of support is positively correlated with age—51.0% of respondents of age 55 or older consider the issue “very important,” compared with 44.4% of those age 35-54 and 37.5% of those age 18-34.
A majority of Mainers feel that Statement A below comes closest to reflecting their values.

Which of the following statements comes closest to reflecting your values?

Statement A: Welfare fraud is rampant in Maine, and we need to crack down on its abuse

Statement B: People are struggling economically and we need to help those in need

Don’t know

Refused

80.8% of Paul LePage’s supporters feel that Statement A comes closest to reflecting their values, while only 33.8% of Mike Michaud’s supporters chose Statement A over B.
By almost a 2:1 margin (62.4% vs. 33.8%), Mainers want their elected officials to work with the other side, even if that means allowing compromise on core values.

I am going to read you two statements about the role of government, and I’d like to know which one comes closer to your point of view…

Statement A: I want my elected official to stand firm and not allow compromise on core values

Statement B: I want my elected official to work with the other side, even if that means allowing compromise on core values.

77.9% of Democrats agree with Statement B, promoting compromise, versus 18.0% who support Statement A.

In contrast, only 44.0% of Republicans agree with Statement B versus 51.8% who support Statement A.

61.9% of Independents support Statement B versus 35.5% who support Statement A.
POLL DEMOGRAPHIC DATA
## Poll Demographic Data

### Congressional District

<table>
<thead>
<tr>
<th>District</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CD1</td>
<td>48.5%</td>
</tr>
<tr>
<td>CD2</td>
<td>51.5%</td>
</tr>
</tbody>
</table>

### Political Affiliation

<table>
<thead>
<tr>
<th>Affiliation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrats</td>
<td>33.5%</td>
</tr>
<tr>
<td>Republicans</td>
<td>29.8%</td>
</tr>
<tr>
<td>Independents / Unenrolled</td>
<td>35.8%</td>
</tr>
<tr>
<td>Other / Refused</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

### Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 34</td>
<td>16.0%</td>
</tr>
<tr>
<td>35 to 54</td>
<td>47.3%</td>
</tr>
<tr>
<td>55+</td>
<td>36.8%</td>
</tr>
</tbody>
</table>

### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>51.2%</td>
</tr>
<tr>
<td>Male</td>
<td>48.8%</td>
</tr>
</tbody>
</table>

### 2013 Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000 or less</td>
<td>34.5%</td>
</tr>
<tr>
<td>$50,000 to &lt;$75,000</td>
<td>17.5%</td>
</tr>
<tr>
<td>$75,000 or more</td>
<td>38.8%</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>9.3%</td>
</tr>
</tbody>
</table>

Note: The above figures show the sample demographics *prior to weighting*. Survey responses were weighted to better represent Maine’s age distribution.