



**The 45th
Pan Atlantic SMS Group
Omnibus Poll™**

Independent Poll

“The Benchmark of Maine Public Opinion”

Fall 2010 – November 2nd Elections



Pan Atlantic SMS Group
RESEARCH • STRATEGY • TRAINING

5 Milk Street, Portland, Maine 04101
Tel: (207) 871-8622
www.panatlanticsmsgroup.com

Named Maine's Best Pollster 2008 by:



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BACKGROUND & METHODOLOGY

Background

- Pan Atlantic SMS Group is Maine's largest independent marketing research and marketing consulting firm and is currently in its 26th year of successful operation.
- This Omnibus survey is the 45th in a series of Omnibus surveys conducted by Pan Atlantic SMS Group on Maine public policy, economic and business 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.
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Methodology

- The most recent Pan Atlantic SMS Group Omnibus Poll™ was conducted between October 11th and 15th, 2010. This independent survey data on the November 2010 elections is being released to the Maine media in the public interest.
- A randomly selected, stratified statewide sample of 501 “likely” Maine voters was interviewed by telephone. Each Congressional District had approximately half of the sample. The survey was administered only to those who fulfilled the following criteria:
 - Registered Maine voter
 - Voted in the 2008 Presidential Elections
 - “Certain”, “Very likely”, or “Likely” to vote in the November 2010 Elections.
 - Do not, nor anyone in their household, work for a market research, advertising or media firm.
- The poll was conducted by phone, in our in-house interviewing center, by Pan Atlantic’s team of experienced interviewers. No outside interviewer sources were used.
- Survey results were weighted to ensure that the poll results are representative of the various demographic segments of Maine’s population.

Methodology

- It should be noted that figures may not always equal 100.0 percent due to the rounding of decimals.
- Although the survey instrument was administered only to registered voters who said that they are likely to vote on November 2nd, the results contained herein represent a snapshot of voters' opinions at a point in time. They do not purport to predict final poll results.
- **As Election Day was approximately two weeks away at the time the poll was concluded, changes in final voter behavior may well occur between then and Election Day. This could result from increased voter scrutiny of the candidates and their positions on issues, media coverage, editorials, advertising, etc.**

Methodology

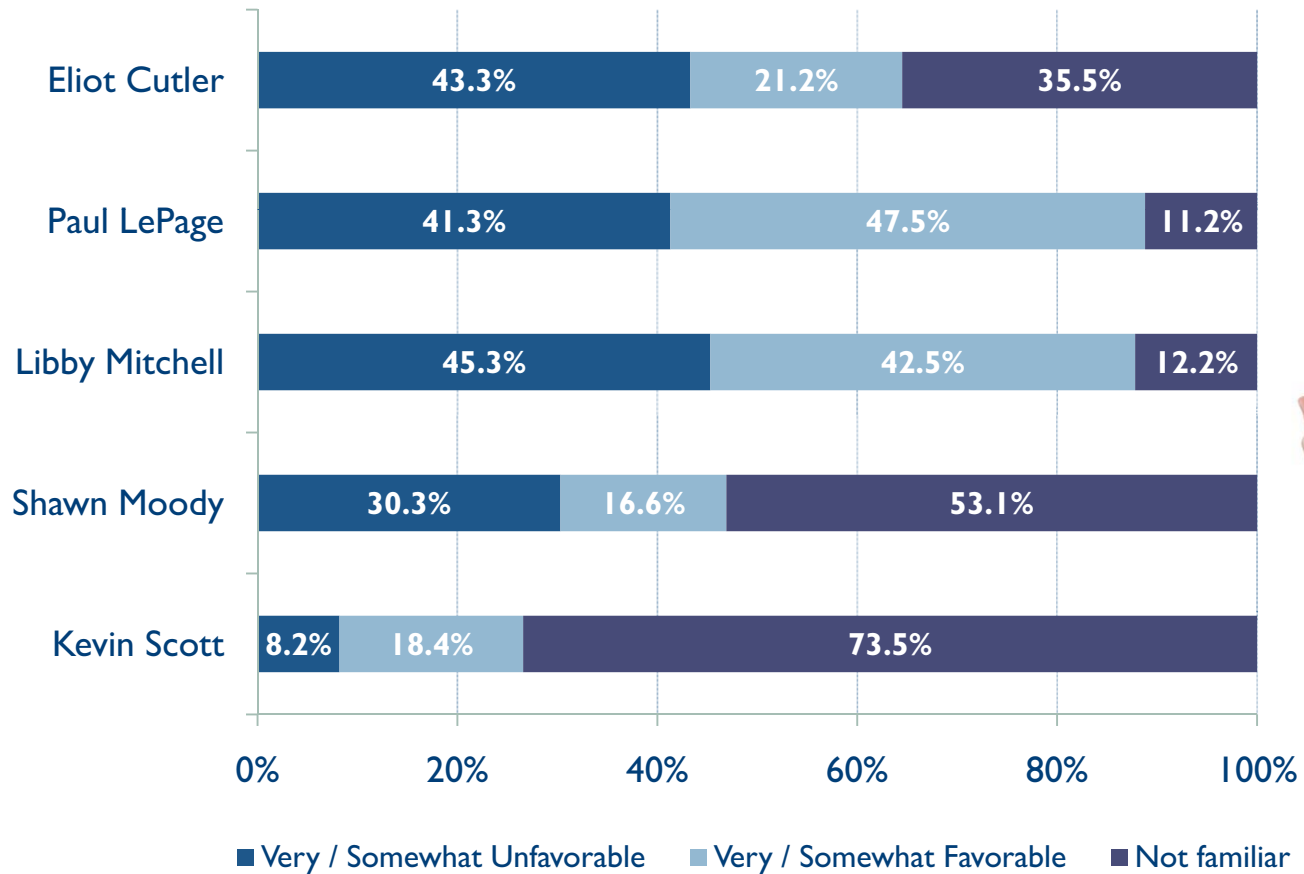
- The sample was stratified based on the most recently available U.S. Census of Population and Housing data. The sample size has statistical significance of ± 4.4 percent at the 95 percent confidence level. This means that if the survey were to be repeated, 95 times out of 100 the results would reflect the results of this survey within the ± 4.4 percent margin of error. The results are broken out by various demographic subsamples, including Congressional District, political party affiliation, and gender. The margins of error for specific sub-samples are higher than the ± 4.4 percent margin of error for the entire sample.

The Pan Atlantic SMS Group Omnibus poll is an independent poll. Pan Atlantic SMS Group has not been paid by or acted as volunteer to any of the campaigns on which data is reported in this poll.

KEY FINDINGS

I am going to read you the names of some people running for public office 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. [Scale was rotated]

Favorability Level of Gubernatorial Candidates (N=501)



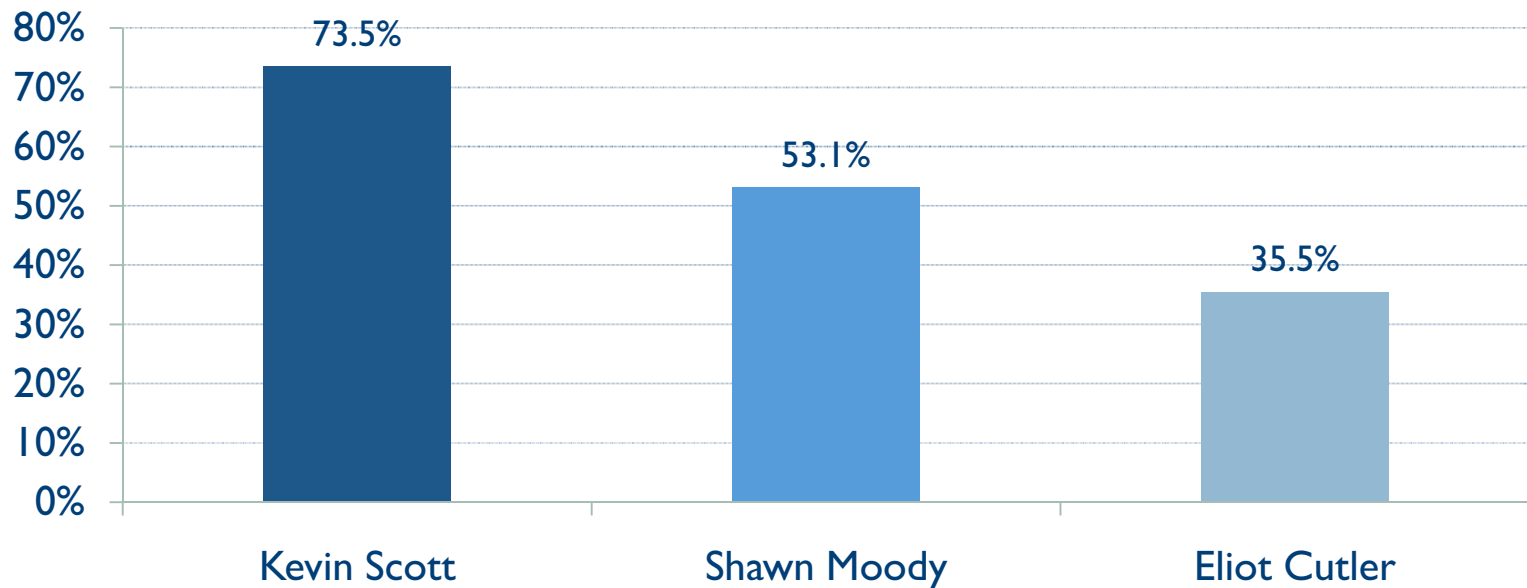
Favorability Ratings

	Very / Somewhat favorable	Very/ Somewhat unfavorable	Neither / Don't know
Eliot Cutler	43.3%	21.2%	35.5%
Paul LePage	41.3%	47.5%	11.2%
Libby Mitchell	45.3%	42.5%	12.2%
Shawn Moody	30.3%	16.6%	53.1%
Kevin Scott	8.2%	18.4%	73.5%

- The top five candidates have approximately equal favorability levels.

I am going to read you the names of some people running for public office 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. [Scale options were rotated]

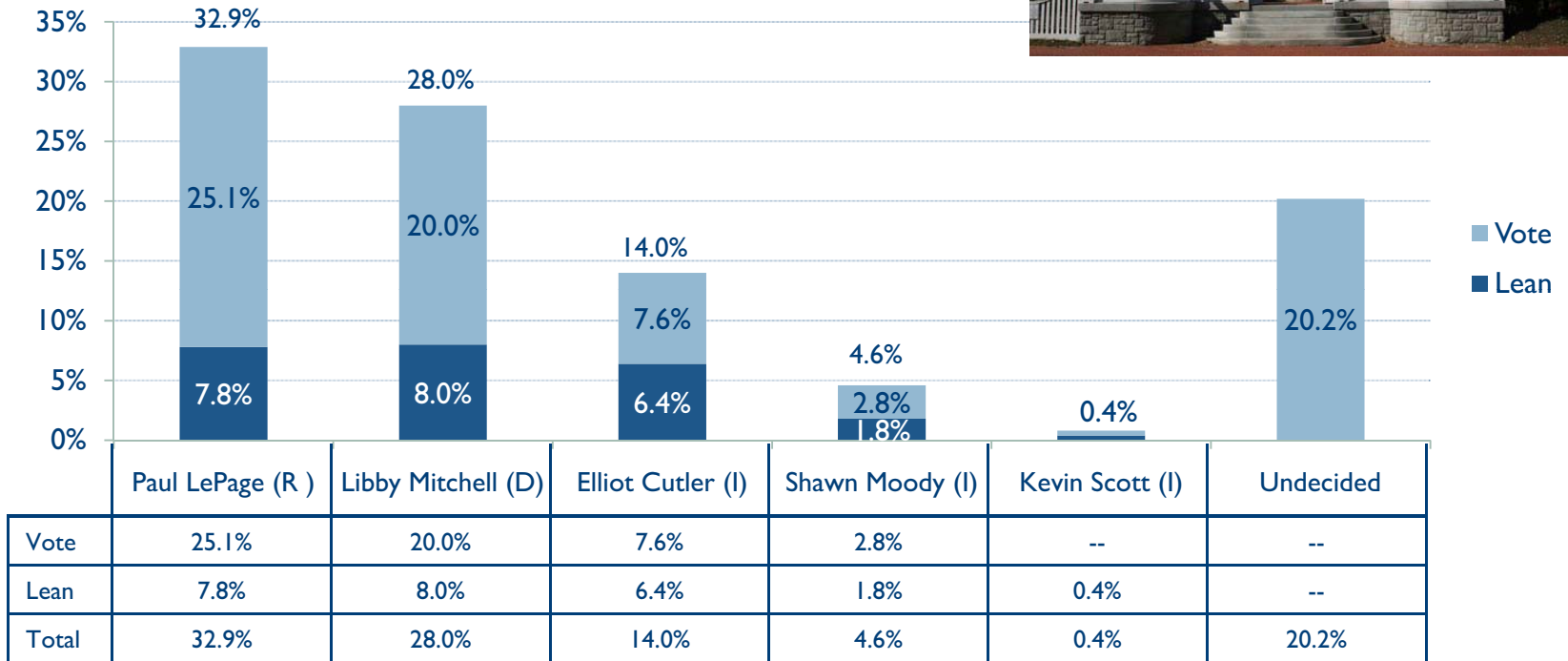
Percent of “likely voters” unfamiliar with Independent candidates



- Approximately one third (35.5%) of all “likely voters” are unfamiliar with or have no opinion of Independent Eliot Cutler with 53.1% and 73.5% having no opinion on Shawn Moody and Kevin Scott for respectively.

On November 2nd, Mainers will vote to elect a new **governor**. If today were Election Day, who would you vote for?

[Candidate options were read and rotated]



- Paul LePage leads the field by a margin of 4.9%. This is within the margin of error for this sample size.
- With two weeks to go until Election Day, there is still a high “undecided” level of 20.2% (CD 1 = 17.1% and CD 2 = 23.0%).
- The three independent candidates garner close to one-fifth of the vote combined.

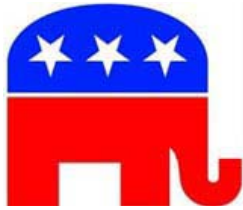
Polling Average – Four Recent Polls - MAINE GUBERNATORIAL ELECTION

Three recent polls on the Maine Gubernatorial race, when averaged produced the following results. These are polls by Rasmussen, Pine Tree Politics / MECPO and the Portland Press Herald / CI. The Pan Atlantic SMS Group poll results are also listed for comparative purposes.



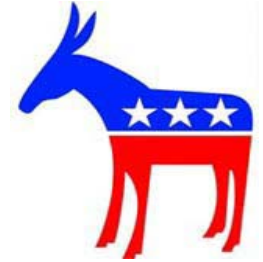
	LePage	Mitchell	Cutler	Moody	Scott	Undecided
Average 3 polls (%) (numbers are rounded)	33%	30%	15%	5%	0.6%	16%*
Pan Atlantic SMS Group poll results	33%	28%	14%	5%	0.5%	20%

*The Rasmussen bullet (automated) poll was a forced choice poll with only 6% saying “undecided and only three candidate choices provided. This may well have impacted the undecided levels reported in that poll (6%).

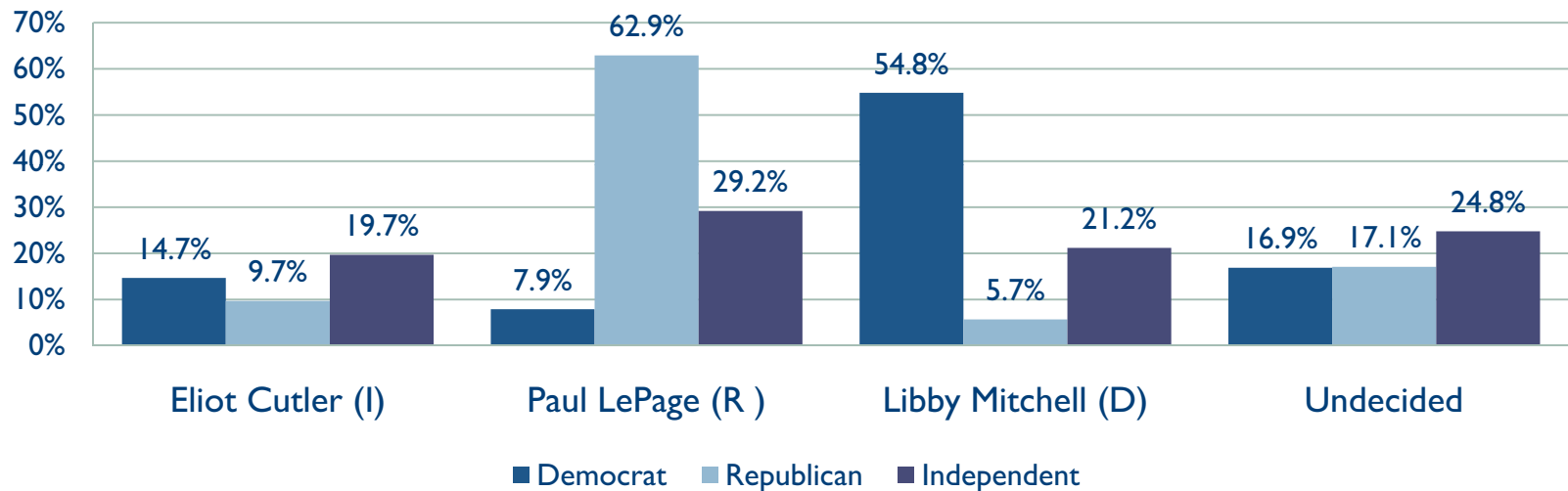


On November 2nd, Mainers will vote to elect a new **governor**. If today were Election Day, who would you vote for?

[Candidate options were read and rotated]



Gubernatorial Race Choice by Political Affiliation – Top Three

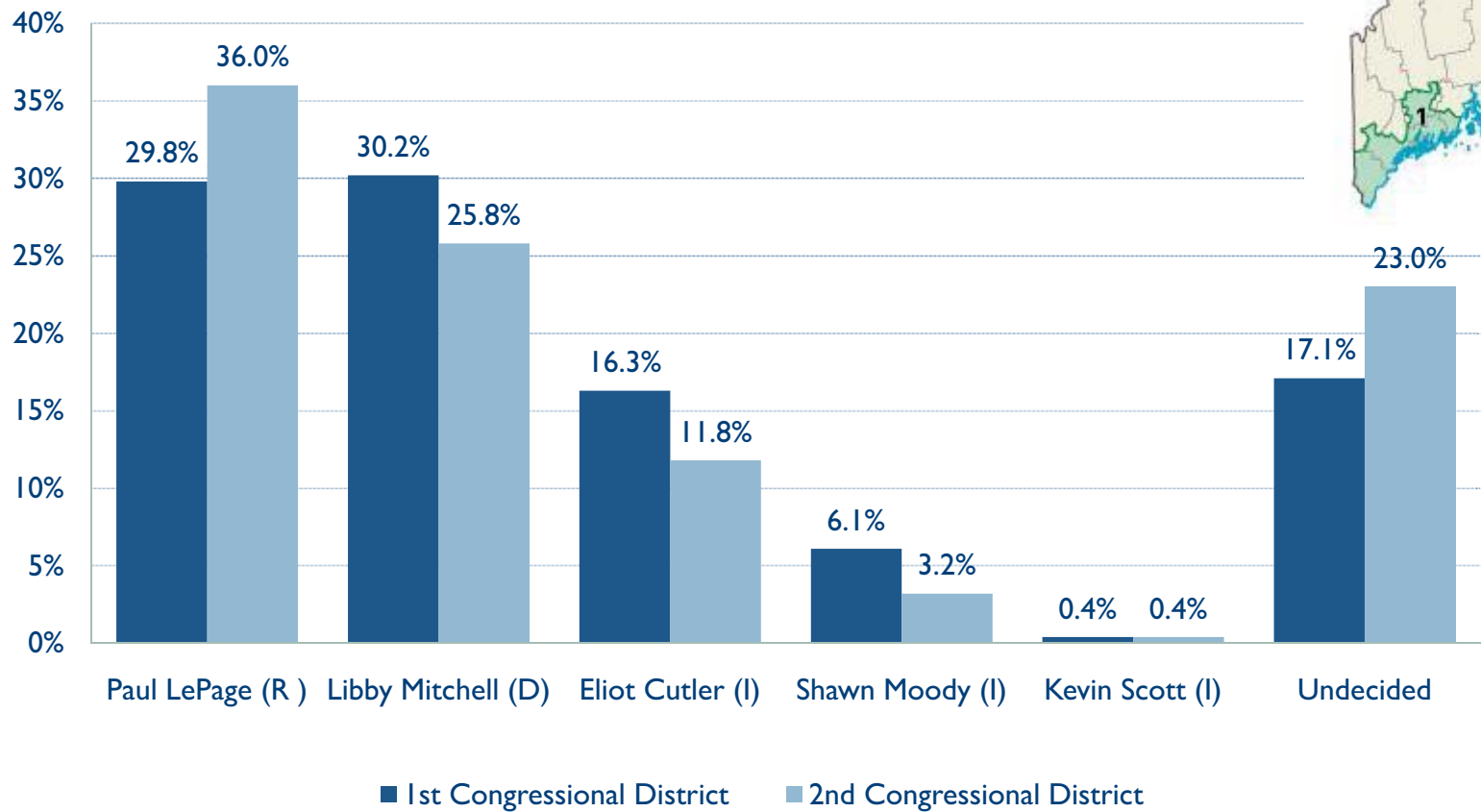


- The two main party candidates are pulling the highest share of independent voters.
- Paul LePage has the support of 62.9% of Republicans and 29.2% of Independents.
- Libby Mitchell has the support of 54.8% of Democrats and 21.2% of Independents.
- Eliot Cutler is supported by 19.7% of Independents, 14.7% of Democrats and 9.7% of Republicans.
- A quarter of Independents (24.8%) are as yet undecided.

On November 2nd, Mainers will vote to elect a new **governor**. If today were Election Day, who would you vote for?

[Candidate options were read and rotated]

Gubernatorial Race by Congressional District



Voting Pattern by Congressional District

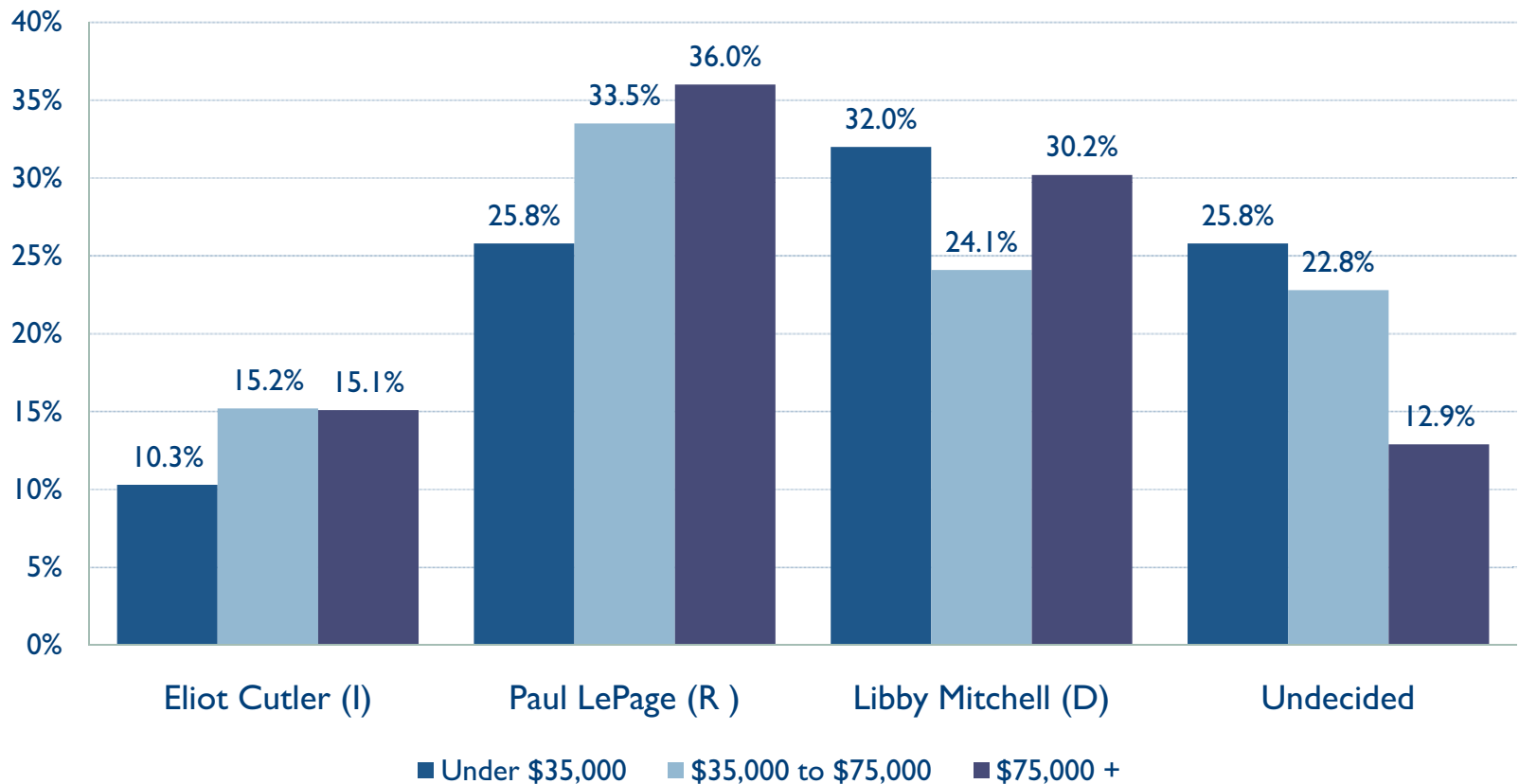
	Congressional District 1	Congressional District 2
Paul LePage	29.8%	36.0%
Libby Mitchell	30.3%	25.8%
Eliot Cutler	16.3%	11.8%
Shawn Moody	6.1%	3.2%
Kevin Scott	0.4%	0.4%
Undecided	17.1%	23.0%

- Paul LePage has the highest support level in the second Congressional District (36.0% 2nd CD vs. 29.8% 1st CD) while Libby Mitchell does best in the first Congressional District (30.3% 1st CD vs. 25.8% 2nd CD).
- The undecided vote is higher in the second Congressional District (23.0%).

On November 2nd, Mainers will vote to elect a new **governor**. If today were Election Day, who would you vote for?

[Candidate options were read and rotated]

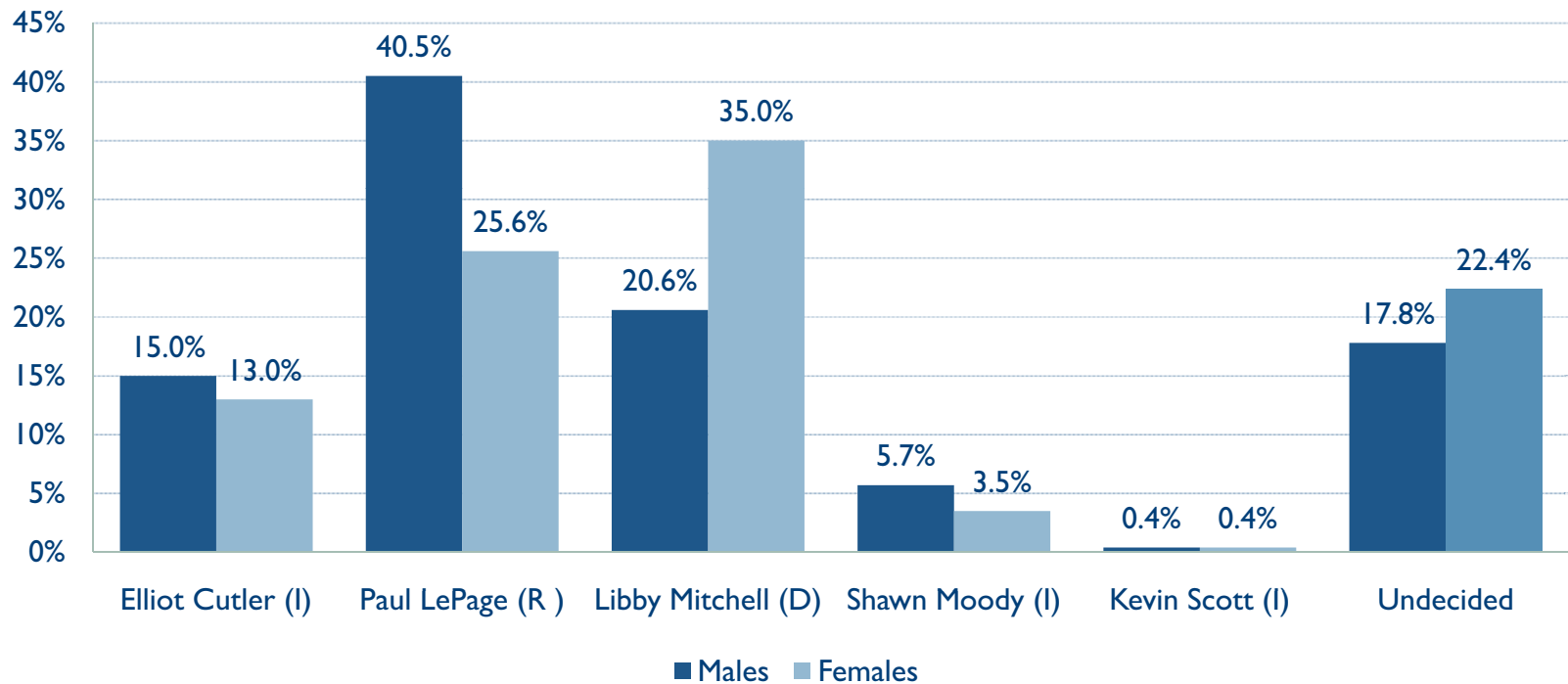
Gubernatorial Race by Income Level – Top Three



On November 2nd, Mainers will vote to elect a new **governor**. If today were Election Day, who would you vote for?

[Candidate options were read and rotated]

Gubernatorial Race by Gender

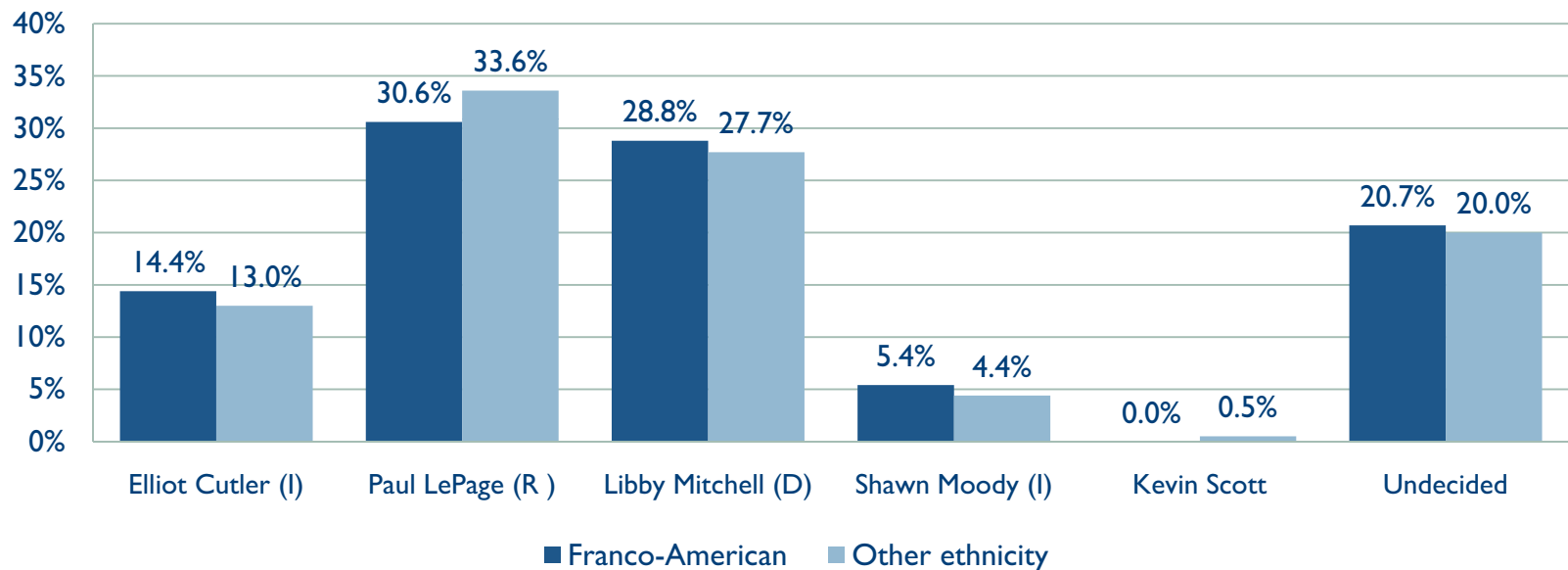


- Both Paul LePage and Libby Mitchell have significant gender support level gaps - LePage (40.5% men and 25.6% women) and Mitchell (35.0% women and 20.6% men).

On November 2nd, Mainers will vote to elect a new **governor**. If today were Election Day, who would you vote for?

[Candidate options were read and rotated]

Gubernatorial Race by Franco American vs. Other Ethnic Groups (combined)



- There is no appreciable difference in support levels for any of the top three candidates among Franco American (22% of the sample) vs. all other ethnic voting groups.

Levels of Voter Certainty

	Absolutely / Very certain	Somewhat / Not very certain
Paul LePage	80.6%	19.4%
Libby Mitchell	77.5%	22.5%
Eliot Cutler	55.7%	44.3%
Shawn Moody	56.5%	43.5%
Kevin Scott	50.0%	50.0%

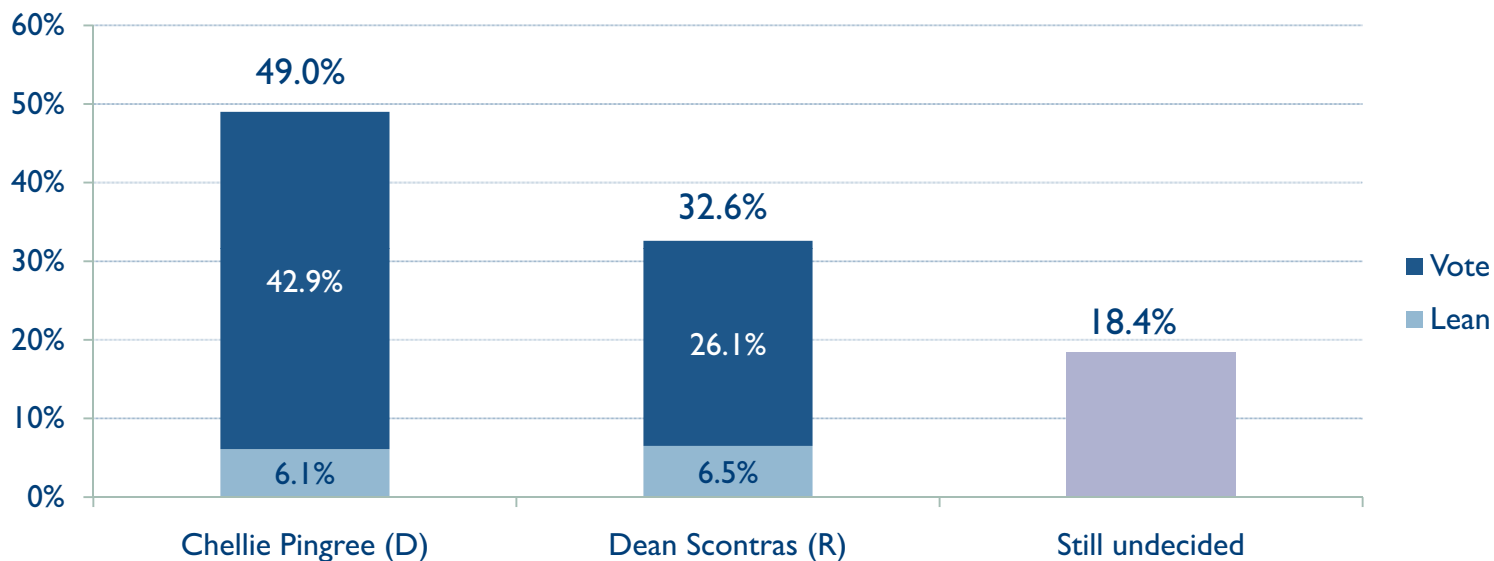
- Supporters of Paul LePage (80.6%) and Libby Mitchell (77.5%) cite high levels of certainty to vote for their candidates.
- Cutler supporters (55.7%) are somewhat less likely to be certain they will vote for him.

On November 2nd, Mainers will also vote for **Maine Congressional Representatives**. If today were Election Day, who would you vote for?

[Candidate options were read and rotated]



1st Congressional District Race

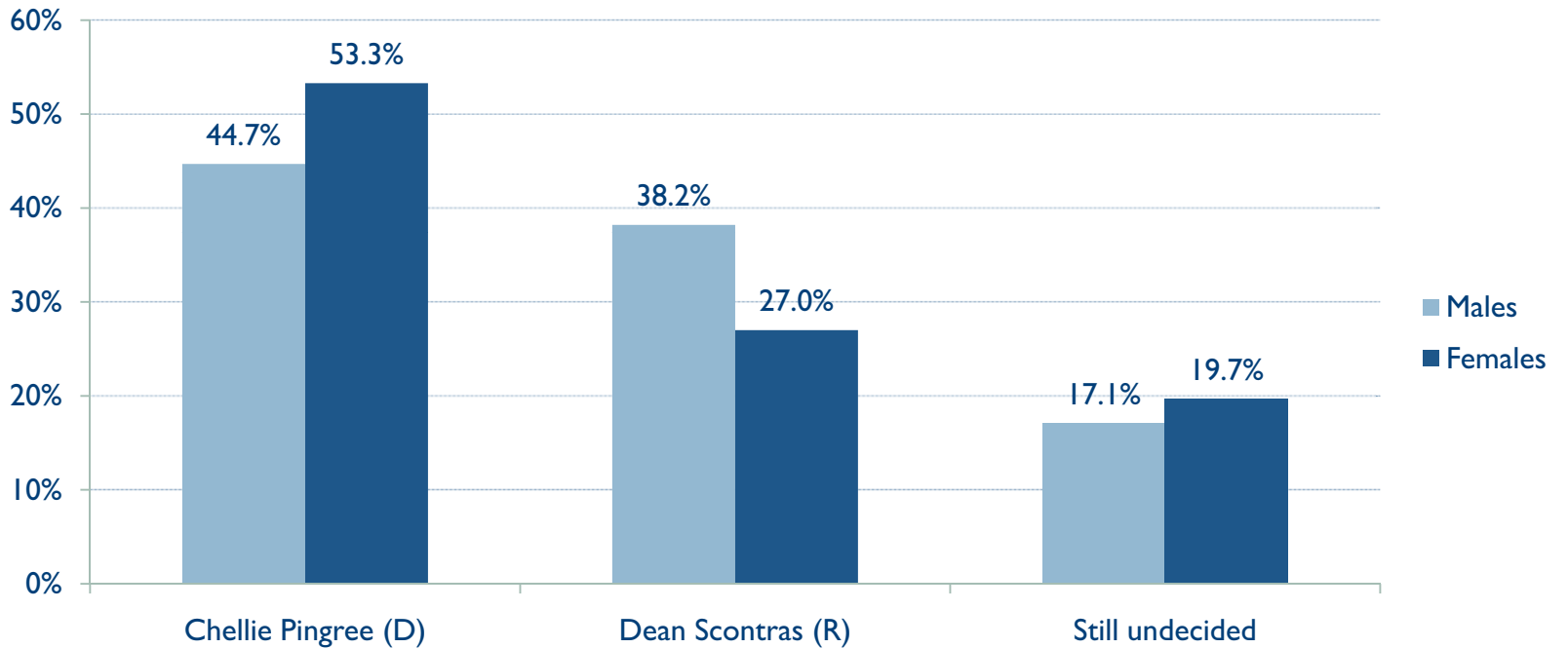


- **Note - The sample size is smaller than that for the overall poll. The margin of error is $\pm 6.2\%$ at the 95% confidence level.**
- In the first Congressional District race, Chellie Pingree leads Dean Scontras by 16.4 percentage points with a sizable segment (18.4%) still undecided.
- Pingree is supported by 76.1% of Democrats, 53.1% of Independents and 16.9% of Republicans, while Scontras has the support of 56.6% of Republicans, 28.1% of Independents and 15.2% of Democrats.

On November 2nd, Mainers will also vote for **Maine Congressional Representatives**. If today were Election Day, who would you vote for?

[Candidate options were read and rotated]

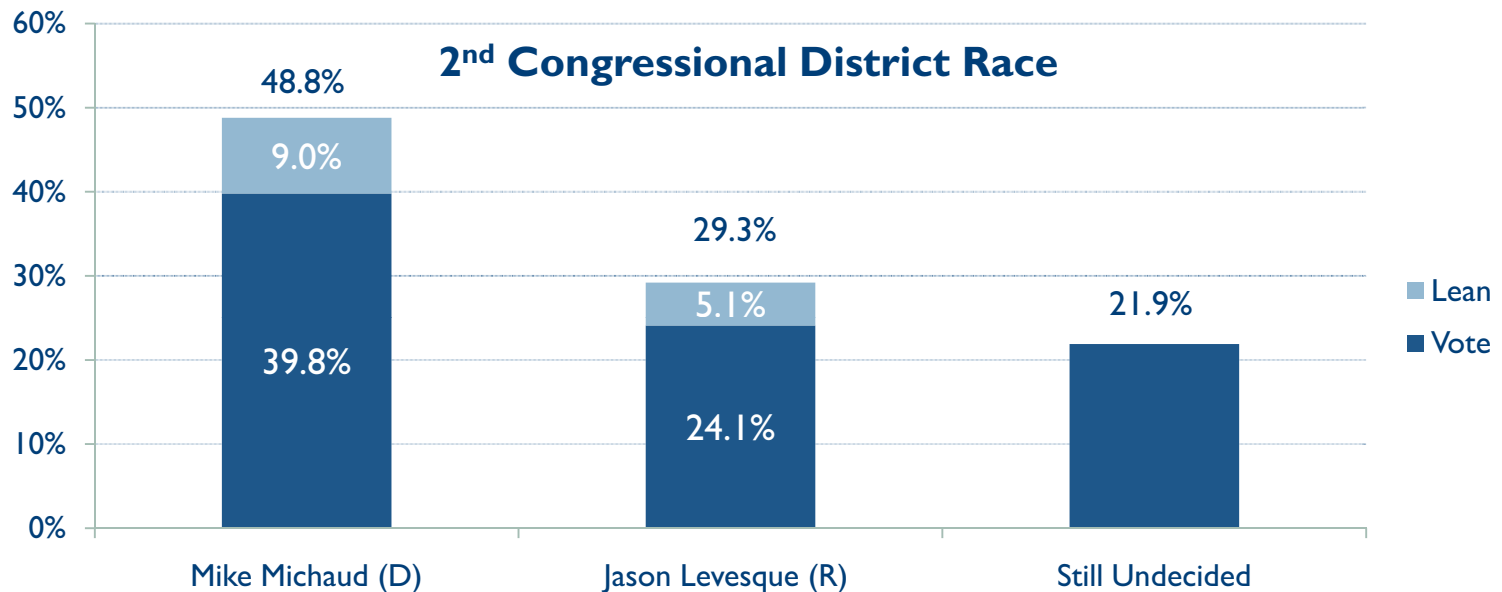
1st Congressional District Race by Gender



- **Note - The sample size is smaller than the overall poll. The margin of error is ±6.2% at the 95% confidence level.**
- Pingree has a strong lead (26.3 percentage points) among women voters (53.3% vs. 27.0% Scontras). Scontras has a small lead among male vs. female voters.

On November 2nd, Mainers will also vote for **Maine Congressional Representatives**. If today were Election Day, who would you vote for?

[Candidate options were read and rotated]

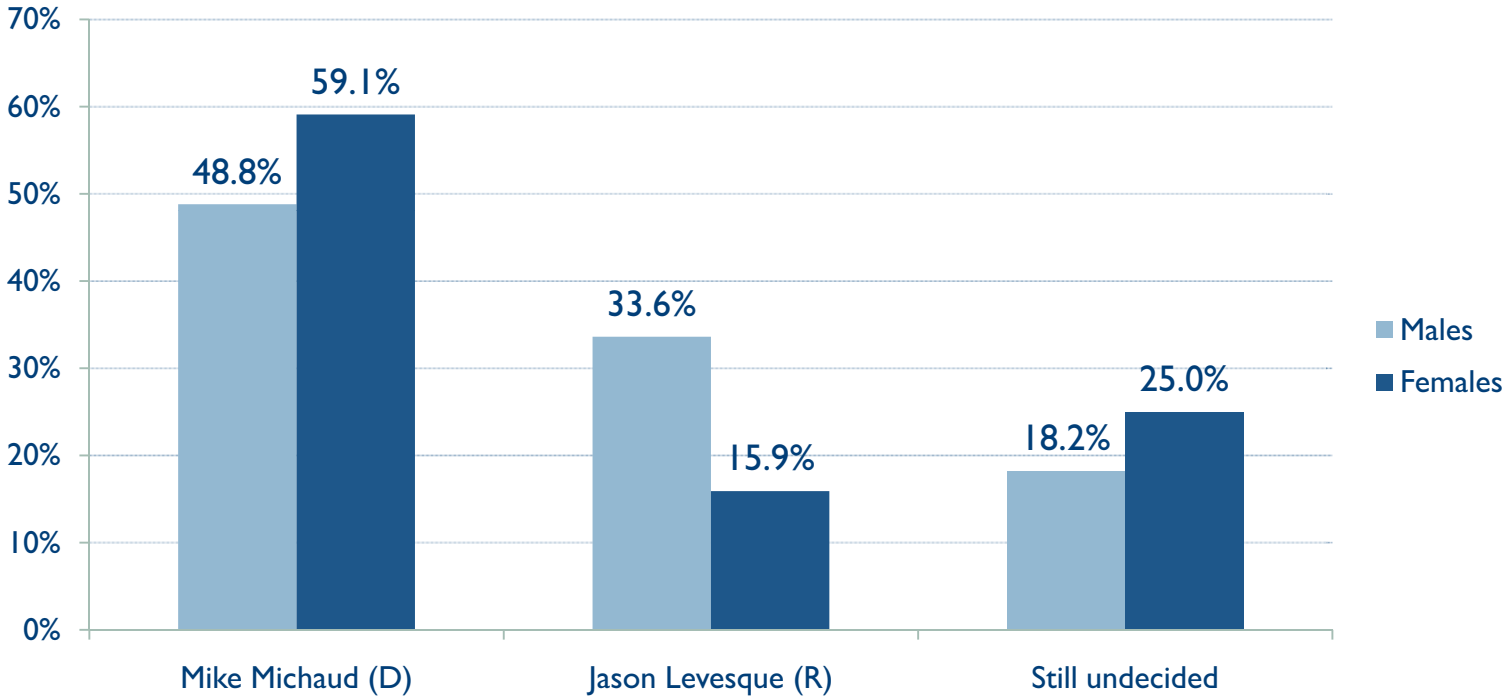


- **Note - The sample size is smaller than the overall poll. The margin of error is $\pm 6.2\%$ at the 95% confidence level.**
- In the second Congressional District, Mike Michaud has a sizable lead of 19.5 percentage points over Jason Levesque. However, 21.9% of “likely voters” are still undecided.
- Michaud is supported by 78.8% of Democrats, 52.1% of Independents and 31.5% of Republicans, while Levesque is supported by 50.0% of Republicans, 17.8% of Independents and 3.5% of Democrats.
- A total of 30.1% of Independents are still undecided.

On November 2nd, Mainers will also vote for **Maine Congressional Representatives**. If today were Election Day, who would you vote for?

[Candidate options were read and rotated]

2nd Congressional District Race by Gender



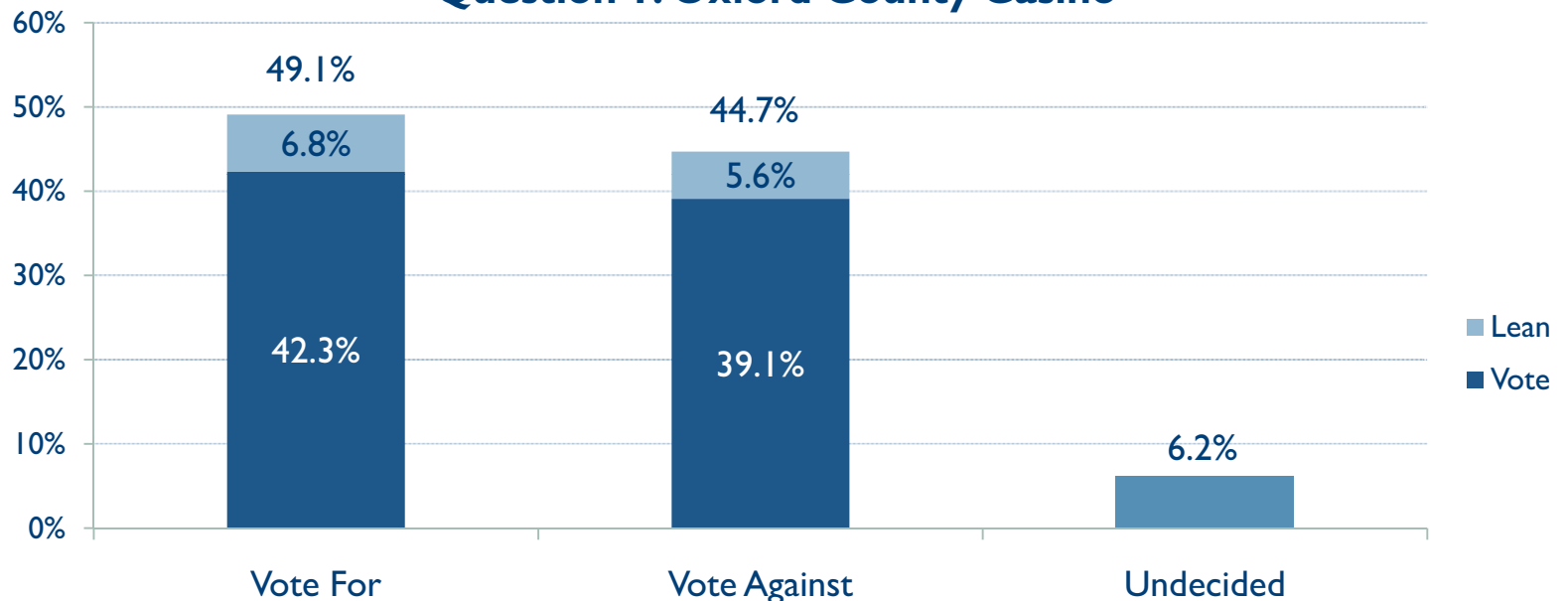
- Michaud has the support of 59.1% of women and 48.8% of men while Levesque is supported by 33.6% of men and 15.9% of women.



Question I:

Q. Do you want to allow a casino with table games and slot machines at a single site in Oxford County, subject to local approval, with part of the profits going to specific state, local and tribal programs?

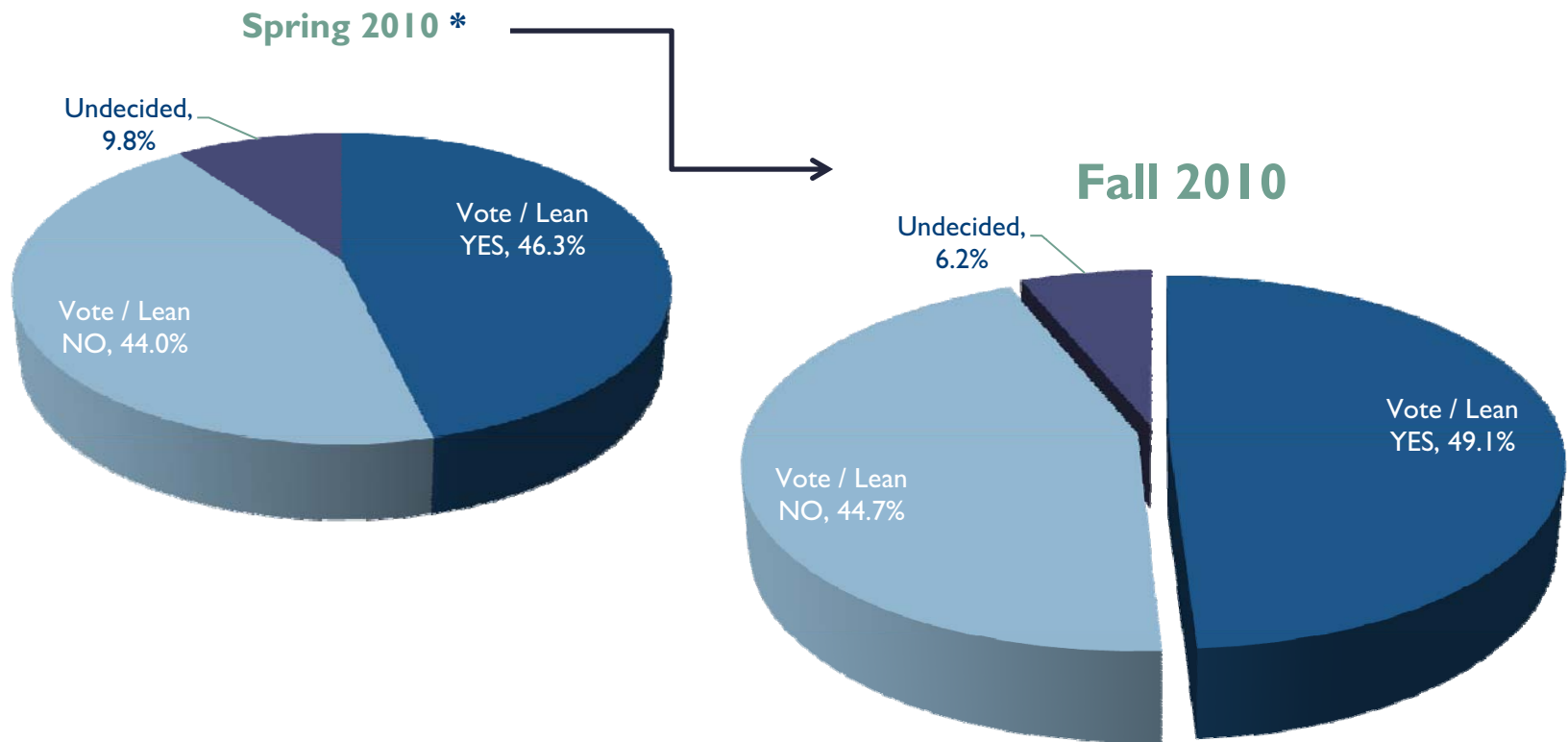
Question I: Oxford County Casino



- The margin in favor of the casino referendum is low at 4.4 percentage points. (49.1% vote / lean “yes” vs. 44.7% vote / lean “no”).
- Up to this point, there has been a very extensive pro casino media campaign, and very little opposition media. As with the past couple of previous statewide referendum questions on this issue, should strong opposition paid media emerge in the two weeks prior to Election Day, these numbers could well change.

Question I – Comparative Data – Casino Issue

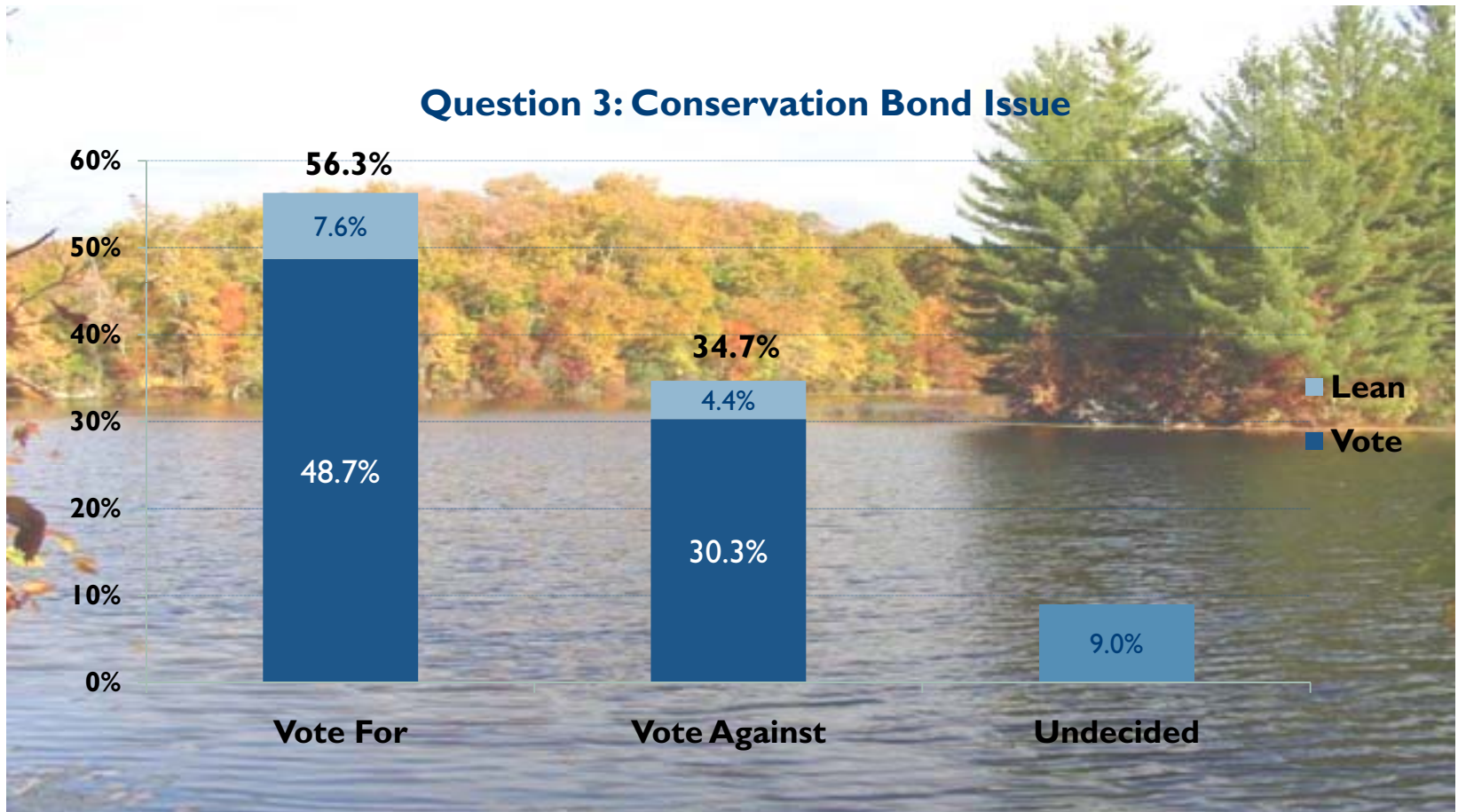
Q. Do you want to allow a casino with table games and slot machines at a single site in Oxford County, subject to local approval, with part of the profits going to specific state, local and tribal programs?



*Note: The question wording in Spring 2010 read as follows: “Maine voters will vote on a proposed casino to be located in Oxford County. If today were Election Day, how would you vote on this issue?” (The referendum question wording was not available at the time of polling). Due to this variation, comparisons of results should be made with extreme caution.

Question 3:

Q. Do you favor a \$9,750,000 bond issue to invest in land conservation and working waterfront preservation and to preserve state parks to be matched by \$9,250,000 in federal and other funds?

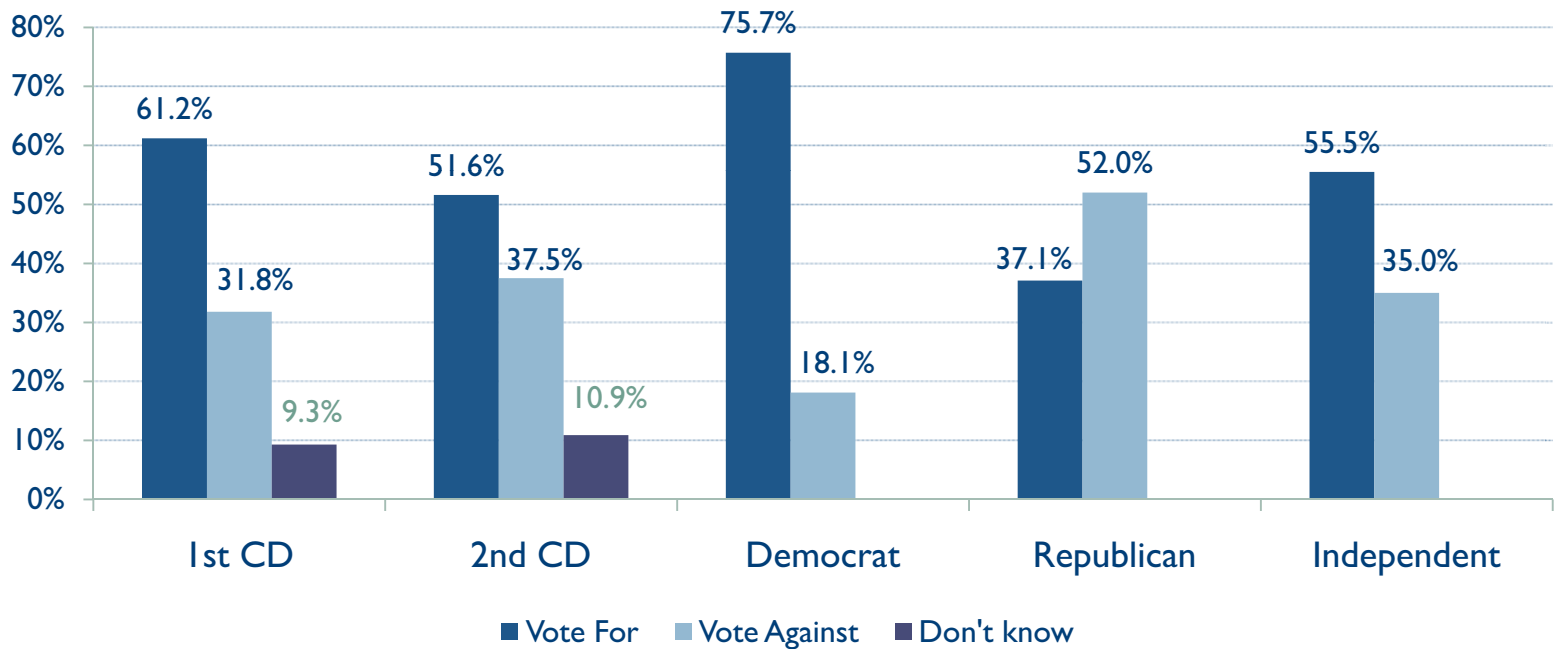


At this point, there is an 18.6 percentage point margin in favor of this bond issue.

Question 3:

Q. Do you favor a \$9,750,000 bond issue to invest in land conservation and working waterfront preservation and to preserve state parks to be matched by \$9,250,000 in federal and other funds?

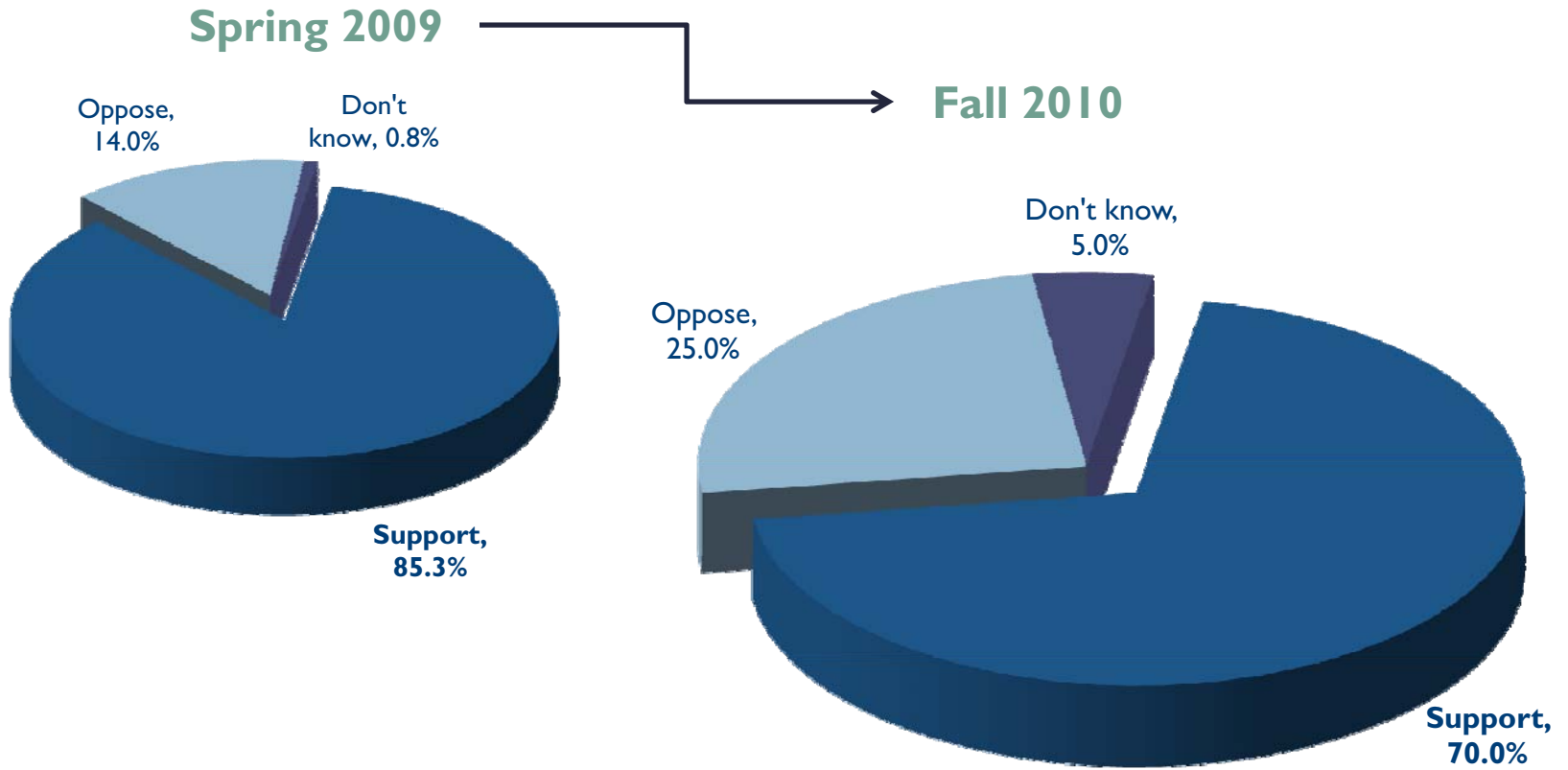
Question 3: Conservation Bond Issue



- Democrats (75.7%) and Independents (55.5%) are more supportive of this bond issue than are Republicans (37.1%).
- Support is higher in the first Congressional District - 61.2% in favor vs. 51.6% in the second Congressional District.

OTHER ISSUES

Would you support or oppose banning text messaging by citizens when they are driving on Maine's highways and roads? [Options were rotated]



- Support levels for banning texting while driving, though still high at 70.0%, has declined by 15.3 percentage points since the Spring 2009 Pan Atlantic SMS Group Omnibus Poll Survey.

KEY POLL DEMOGRAPHIC DATA

Key Poll Demographic Data

GENDER	%
Females	51%
Males	49%

INCOME LEVELS	%
Under \$35,000	23%
\$35,000 to \$50,000	14%
\$50,000 to \$75,000	18%
\$75,000 to \$100,000	15%
\$100,000 +	9%
Refused	21%

Key Poll Demographic Data (continued)

POLITICAL AFFILIATION	%
Democrats	35%
Republicans	35%
Independents / Unenrolled	27%
Other	3%

BY AGE SEGMENT	%
18-34	19%
35-44	22%
45-54	25%
55-64	20%
65+	15%



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5 MILK STREET

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207.871.8622

WWW.PANATLANTICSMSGROUP.COM