

Pan Atlantic SMS Group  
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# PAN ATLANTIC SMS GROUP 52<sup>nd</sup> OMNIBUS POLL™

*“The Benchmark of Maine Public Opinion”*

**Issued December 10<sup>th</sup>, 2013**

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[www.panatlanticsmsgroup.com](http://www.panatlanticsmsgroup.com)



*“Maine’s Best Pollster 2008”*

**Bangor Daily News**

*“Most Accurate Pollster on Maine’s 2010  
Gubernatorial Race”*

*“Closest in predicting the actual results  
of the Governor’s race and the 1<sup>st</sup>  
Congressional District race in 2010”*



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**2012 Elections:**  
*“Most accurate polls on Presidential  
and CD1 and CD2 elections.”*

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# I. Background

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PAN ATLANTIC SMS GROUP

- Pan Atlantic SMS Group is a Maine based, independent marketing research and consulting firm which is currently in its 29<sup>th</sup> year of successful operation.
- This Omnibus Poll is the 52nd 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](mailto:pmurphy@panatlanticsmsgroup.com).

## II. Methodology

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- The 52nd Pan Atlantic SMS Group Omnibus Poll™ was conducted between November 25<sup>th</sup> and November 30<sup>th</sup>, 2013. 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.
- To ensure a highly representative sample, a 20% cell phone sample was used.
- 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
  - Are registered to vote in Maine and who said they are likely to vote in the November, 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 sources were used. The sample used comprised a mix of land and cell phones, and responses were weighted according to respondent age to better represent Maine's age segment distribution.

## II. Methodology

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- 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 2012 U.S. Census of Population and Housing data. The sample size has statistical significance of  $\pm 4.9$  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  $\pm 4.9$  percent margin of error.
- The results are broken out by various demographic subsamples, including Congressional District, political party affiliation, age, and gender. The margins of error for each of the two CDs is  $\pm 6.98$  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.

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# POLL RESULTS

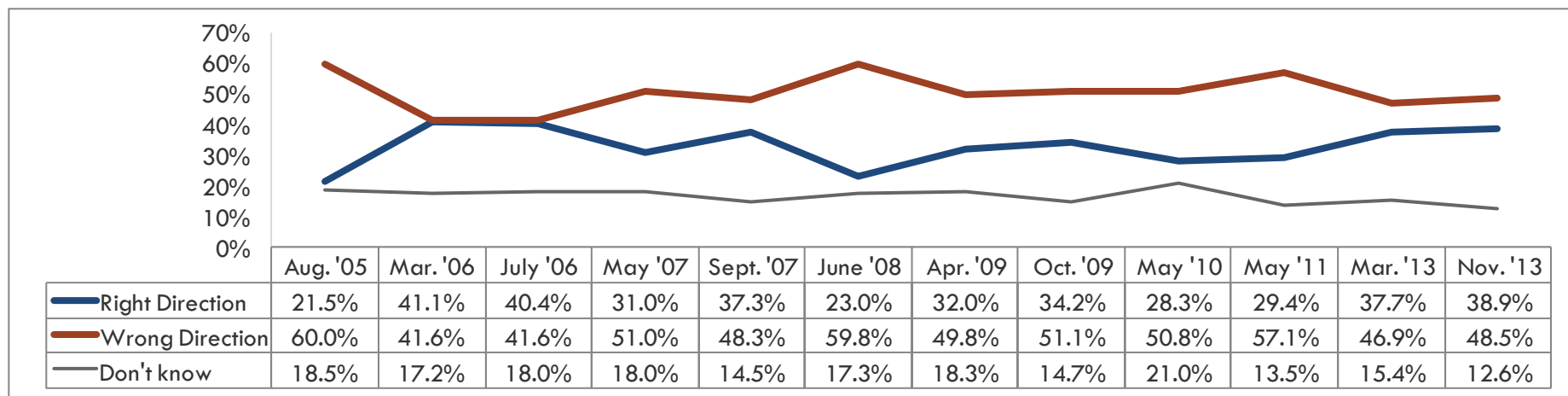
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# ECONOMY



# Mainers are showing the highest level of confidence in the direction of the State since 2006 (38.9% “Right direction”)

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



Male respondents are much more likely to feel that the state is headed in the right direction (45.0% of male respondents versus 33.2% of female respondents)

Mainers with lower levels of household income have a less favorable view of the State's direction (<\$50k, 30.8% right direction vs. 45.0% of those earning \$50k+)

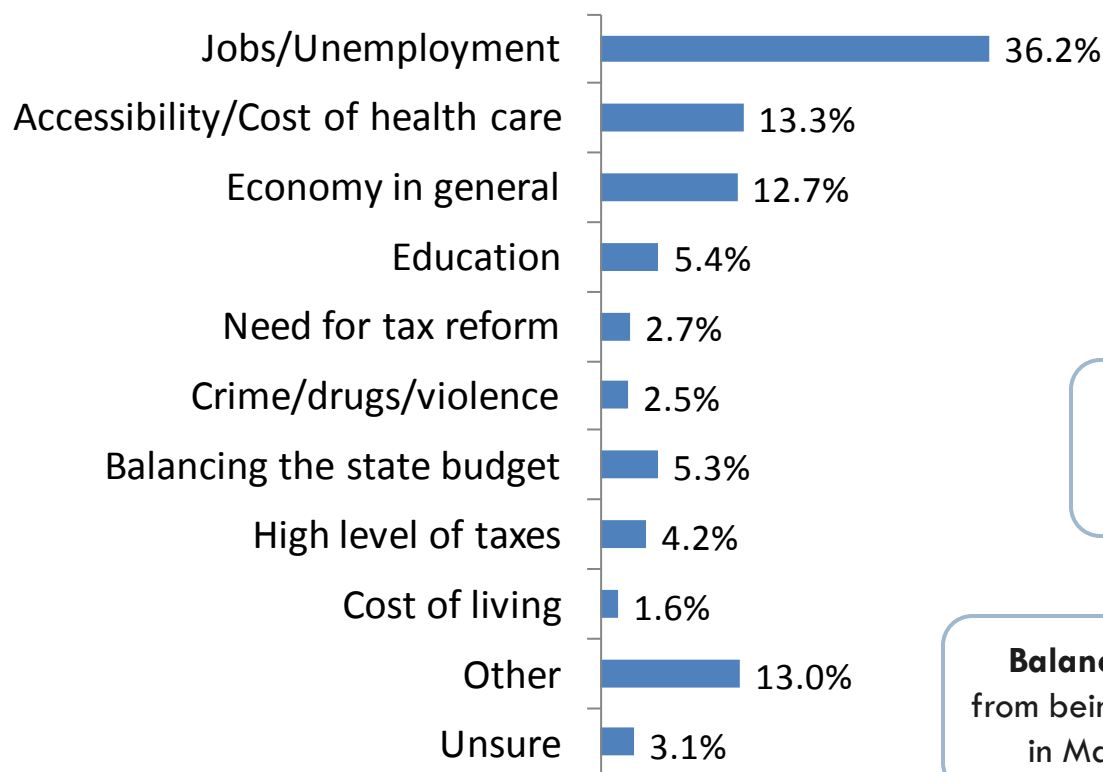
Republicans (59.3%) are more favorable regarding the direction of the State than Democrats (27.6%) and Independents (31.5%).





# Jobs/Unemployment is far and away the most pressing issue for Mainers.

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



The importance of **Jobs/Unemployment** as an issue has increased since Spring 2013 from 27.0% to 36.2%.

**Accessibility/Cost of health care** has become the top issue for 13.3% of Mainers, up from 7.0% in March, 2013.

**Balancing the state budget** has declined from being the top issue of 11.0% of Mainers in March to 5.3% in November, 2013.

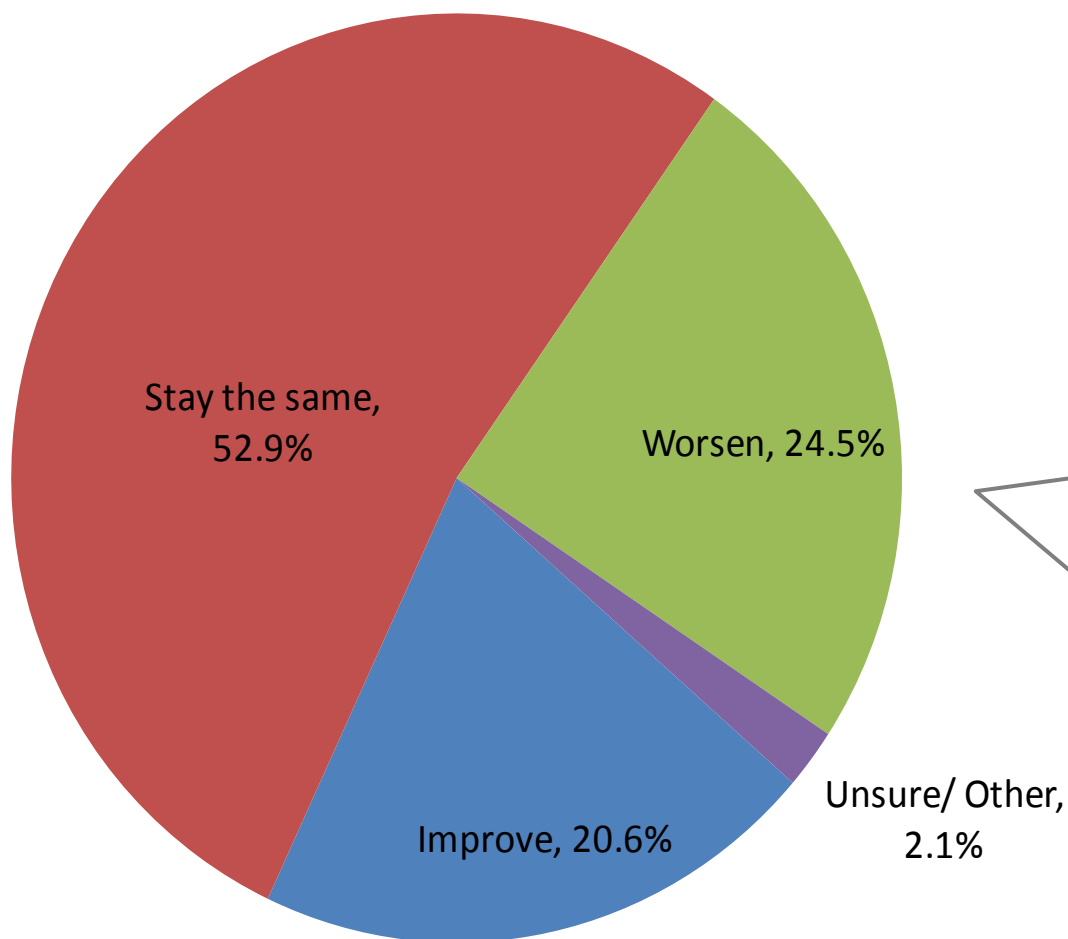


# More than half of Mainers expect that their household economic situation will stay stagnant in 2014.

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[n=400]

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

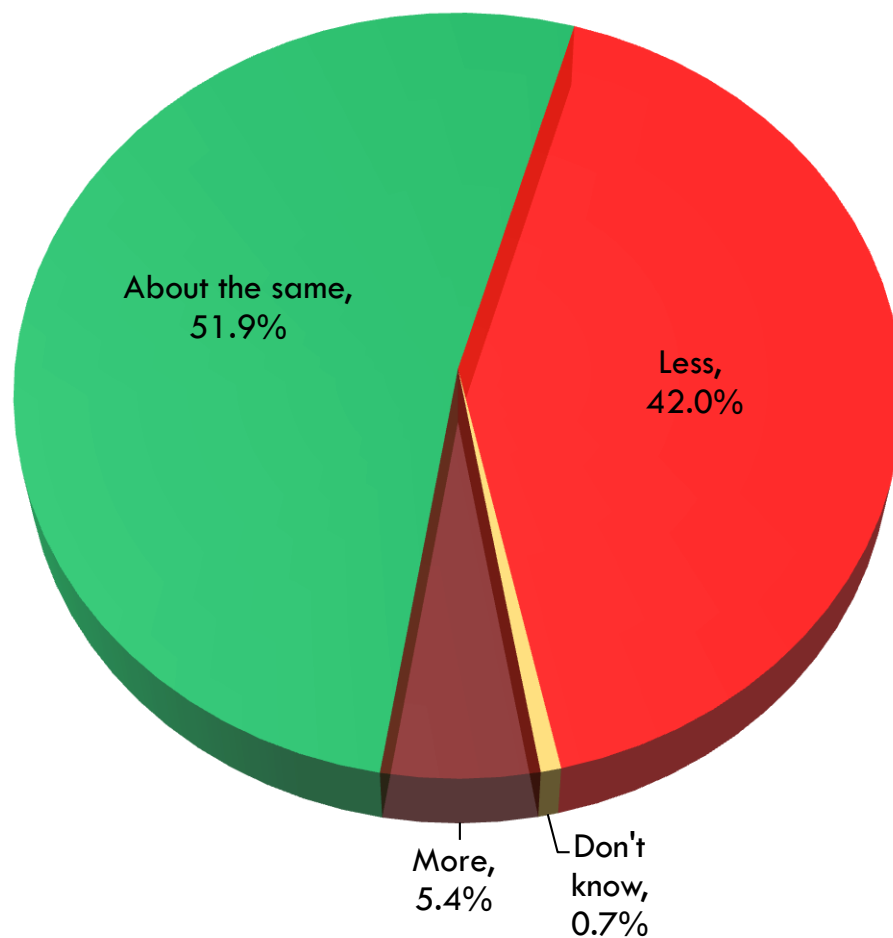


Republicans and Independents are more pessimistic than Democrats about their household economic situation in 2014. A third (33.4%) of Republicans and 27.3% of Independents expect their household economic situation to worsen, compared to 13.6% of Democrats.



In 2013, 42.0% of Mainers plan to spend “less” on holiday gifts than in 2012, while 5.4% intend to spend “more” and 51.9% will spend “about the same.”

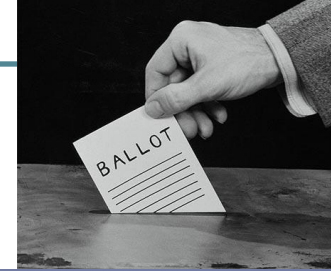
*Thinking about the upcoming holiday season, do you plan to spend more, less or about the same as you did last year on holiday gifts?*



■ Younger respondents are less likely to report plans to cut back on Christmas spending. Only 32.8% of respondents ages 18-34 plan on spending less on holiday gifts this year, compared to 45.1% of those ages 35 and up.

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# NATIONAL PUBLIC POLICY

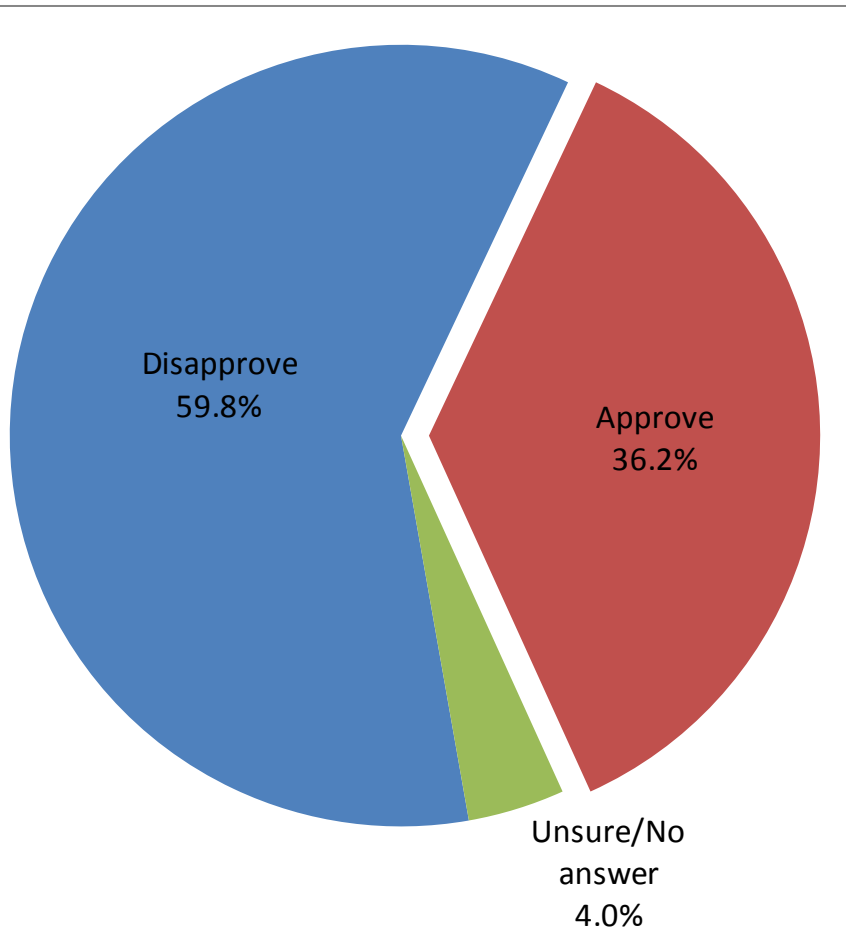


59.8% of Mainers disapprove of President Obama's job performance, a 7.3 point increase in disapproval levels since March, 2013, while 36.2% approve.

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[Options rotated; n=400]

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



### Approval by Political Affiliation

**58.9%, Democrats**

*(Decline from 73.5% in March)*

**37.2%, Independents**

*(Decline from 40.3% in March)*

**9.6%, Republicans**

*(Decline from 16.8% in March)*

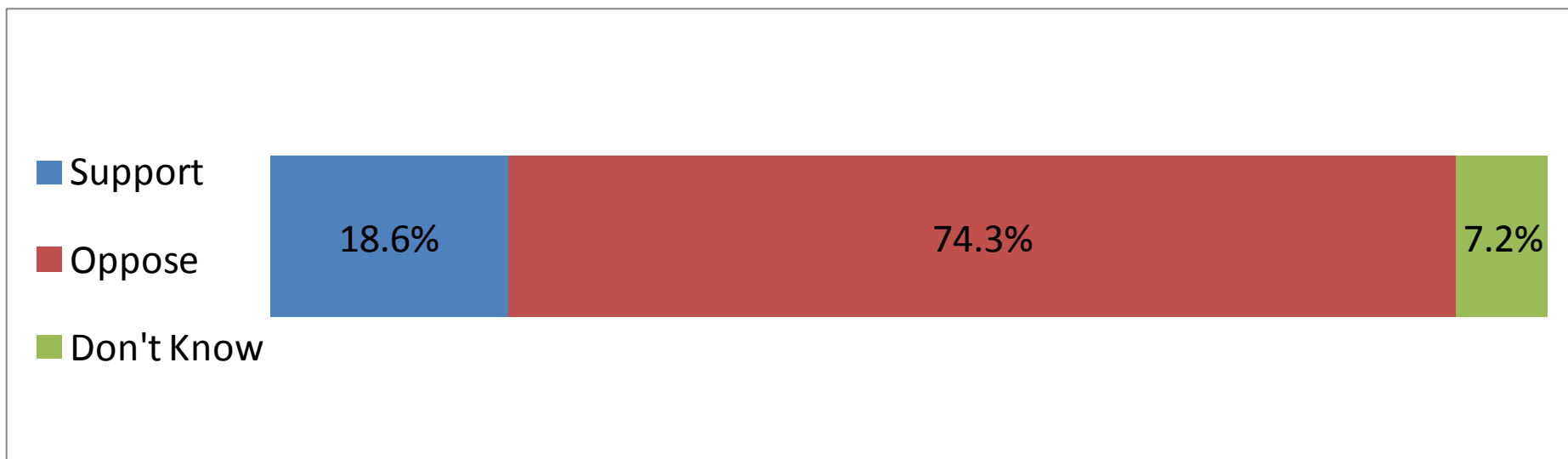


# Mainers overwhelmingly oppose October's Federal Government shutdown.

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[n=400]

*Did you support or oppose Congress recently shutting down major activities of the Federal Government as a way to stop the health care law from being put into place?*



Although the shutdown was unpopular among all demographics tested, only 54.5% of Republicans opposed the shutdown, compared to 86.0% of Democrats and 80.4% of Independents.

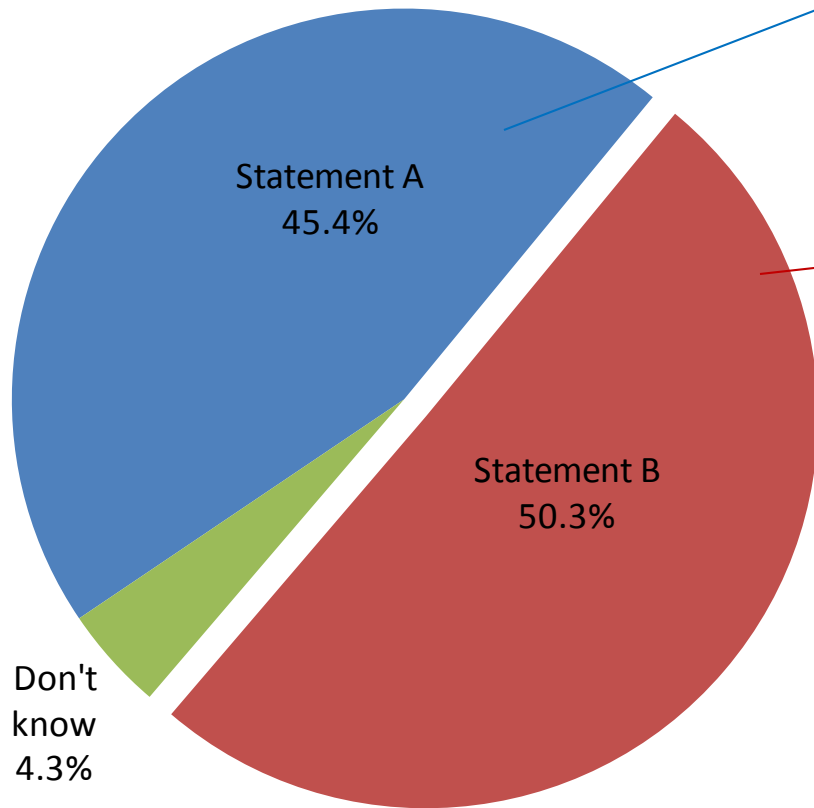


A slight majority (50.3%) of Mainers feel that government is doing too many things that are better left to business and individuals.

*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: Federal, State, and Local Government should do more to solve problems and help meet the needs of regular people.***

***Statement B: Government is doing too many things that are better left to businesses and individuals.***

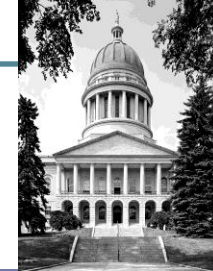


There is a sizeable gap on this question between the responses of those with and those without children under 18 living in the household. Those with children support Statement B by a margin of 55.1%-39.8%, while those without children support Statement A by 49.1%-47.1%.

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# MAINE PUBLIC POLICY ISSUES



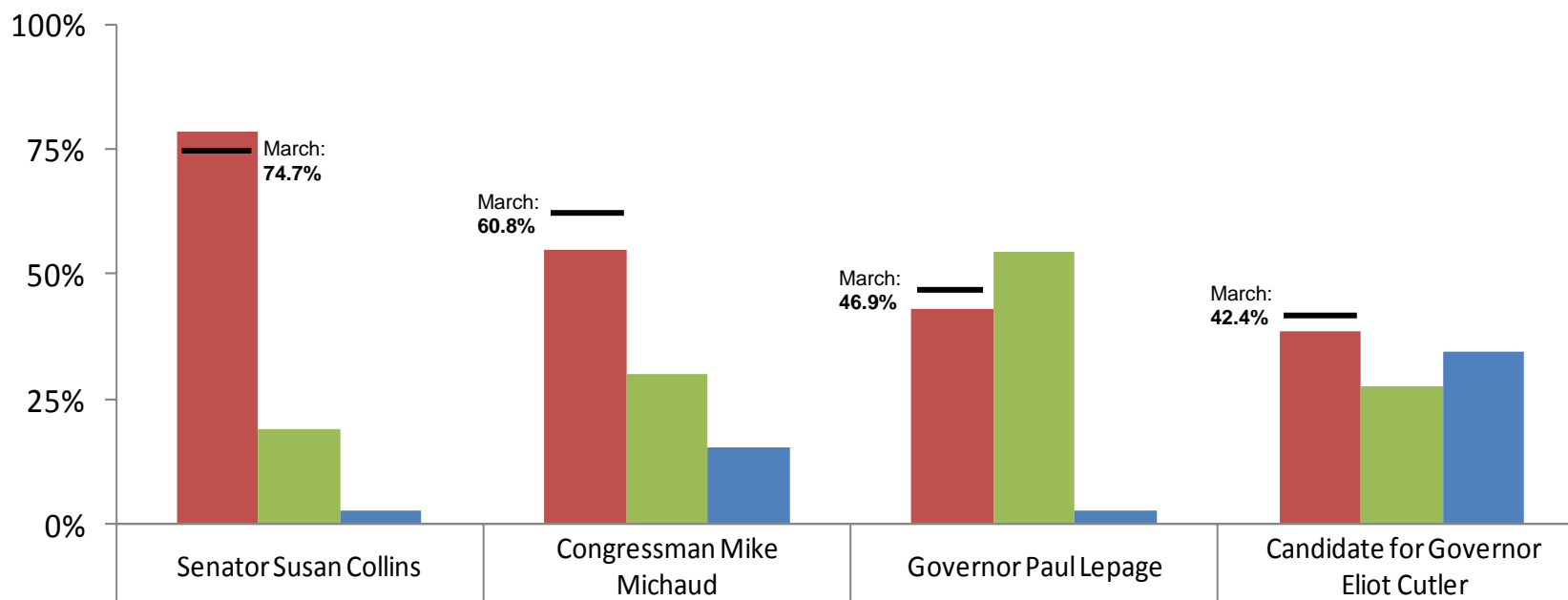


# Senator Susan Collins continues to have the highest favorability level among several major Maine politicians / political figures (tested).

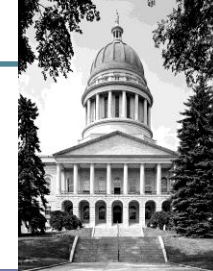
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[n=400]

*“I’m going to read you the names of some people involved in the public life of Maine... For each person, please 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...”*

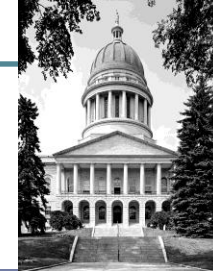


Favorable	78.5%	55.0%	43.1%	38.5%
Unfavorable	19.0%	30.0%	54.5%	27.3%
Unsure/Not familiar	2.5%	15.0%	2.4%	34.2%



## Highlights

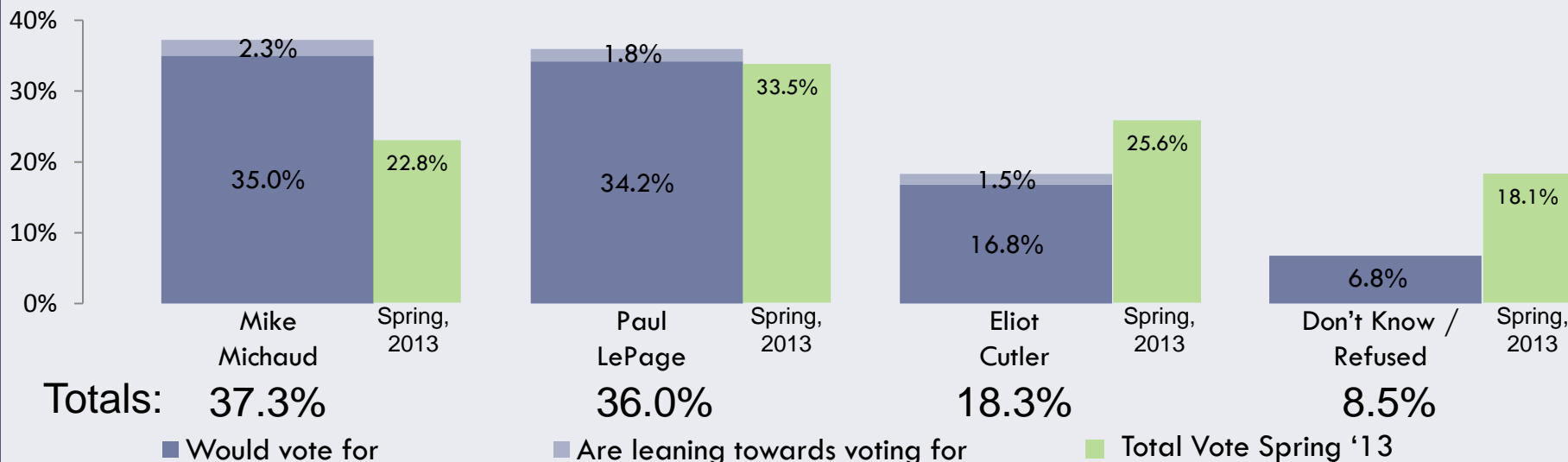
- Senator Collins has an overall favorability level of 78.5%.
- Although both have declined in favorability levels, Representative Mike Michaud (55.0%) continues to hold a strong lead in favorability over Governor Paul LePage (43.1%), and also Eliot Cutler (38.5%).
- Rep. Michaud's favorability is higher in his own district – 57.9% in CD2 vs. 52.2% in CD1, though this 5.7 percentage point gap is much smaller than the gap of 18.1 percentage points recorded in the Pan Atlantic March 2013 Omnibus Poll™.
- Seven in ten Republicans (71.2%) have a favorable opinion of Gov. Paul LePage, compared to 20.3% of Democrats and 40.1% of Independents. Gov. LePage's support among Republicans has increased since March, while his support among Democrats and Independents has decreased.
- Gov. LePage has a higher favorability level in District 2 than in District 1 (48.4% vs. 37.9%). Males (50.9%) also view him more favorably than females (35.7%).
- Eliot Cutler (I) has an overall favorability level of 38.5%. However, 34.2% are not familiar with or are unsure of their opinion of gubernatorial candidate Cutler.



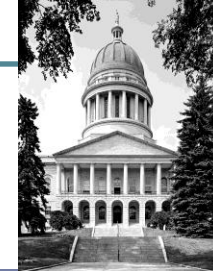
# Among likely candidates for the 2014 gubernatorial election, Mike Michaud holds a small advantage of 1.3 percentage points over Paul LePage

*Mainers will vote for Governor in the November, 2014 elections. Assuming the candidates were Independent Eliot Cutler, Republican Paul LePage, and Democrat Mike Michaud, who would you vote for? Among those candidates, which one are you leaning towards voting for if the elections were today? (Choices were rotated.) A follow up question was asked of those who said “don’t know”—“Which candidate are you leaning towards voting for if the elections were held today?”*

**Maine Voter Preferences Among Mike Michaud, Paul LePage and Eliot Cutler**

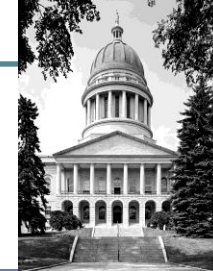


\*Mike Michaud had not announced his candidacy at the time of our Spring poll.



## Highlights

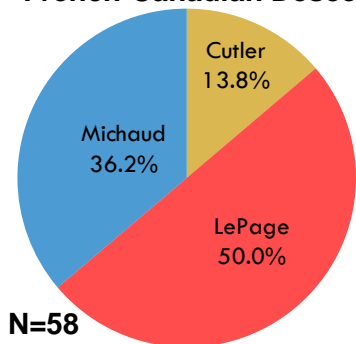
- At the time of the Pan Atlantic Spring 2013 Omnibus Poll™, Mike Michaud (22.8%) had not yet announced his candidacy.
- Since Mike Michaud's announcement that he is a candidate, his polling numbers have increased by 14.5 percentage points, while Eliot Cutler's have declined by 7.3 percentage points. Michaud has also picked up significant support from the "undecided" segment (was 18.1% in March 2013, and is now 8.4%)



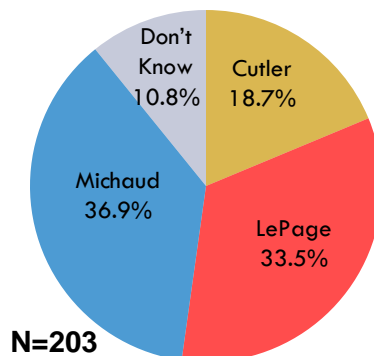
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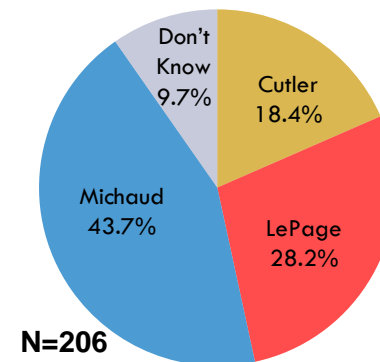
**Respondents of French or French-Canadian Descent**



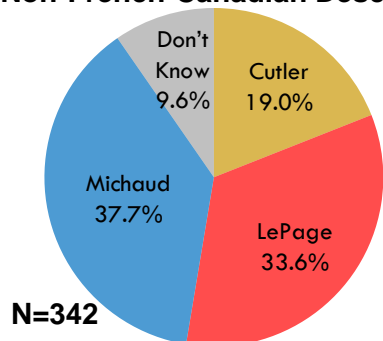
**Congressional District 1**



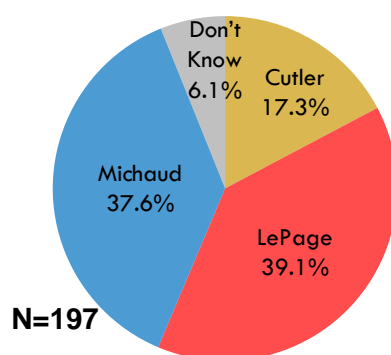
**Female Respondents**



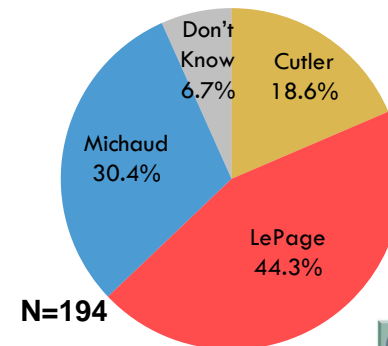
**Respondents of Non-French or Non-French-Canadian Descent**

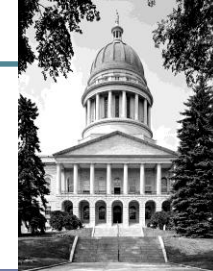


**Congressional District 2**



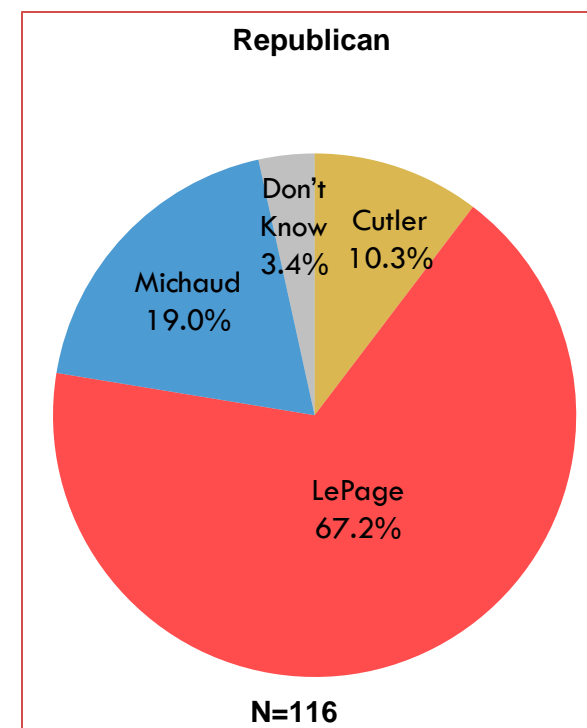
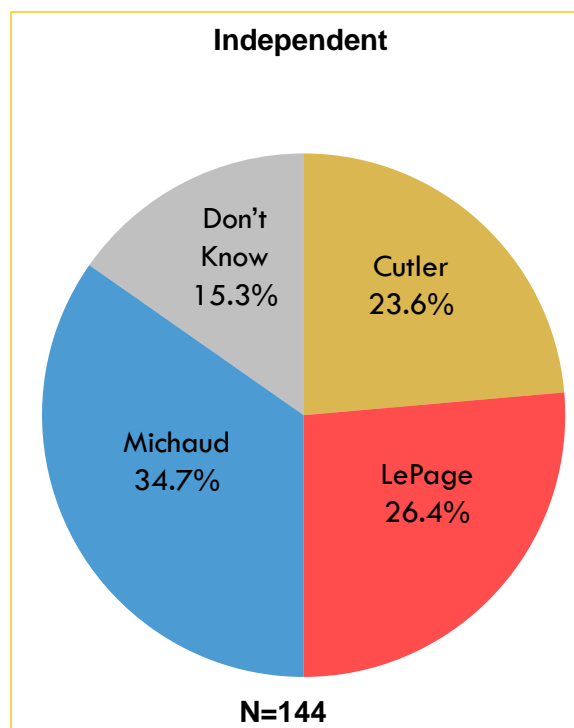
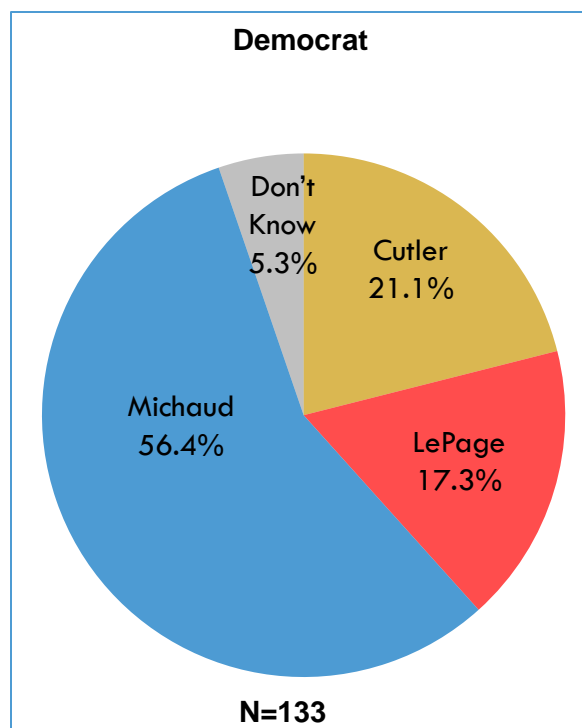
**Male Respondents**

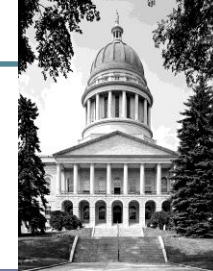




# Mike Michaud is polling strongest among Independent voters (34.7% vs. 26.4% - LePage and 23.6% - Cutler).

*Mainers will vote for Governor in the November, 2014 elections. Assuming the candidates were Independent Eliot Cutler, Republican Paul LePage, and Democrat Mike Michaud, who would you vote for? Among those candidates, which one are you leaning towards voting for if the elections were today? (Choices were rotated.) A follow up question was asked of those who said “don’t know”—“Which candidate are you leaning towards voting for if the elections were held today?”*

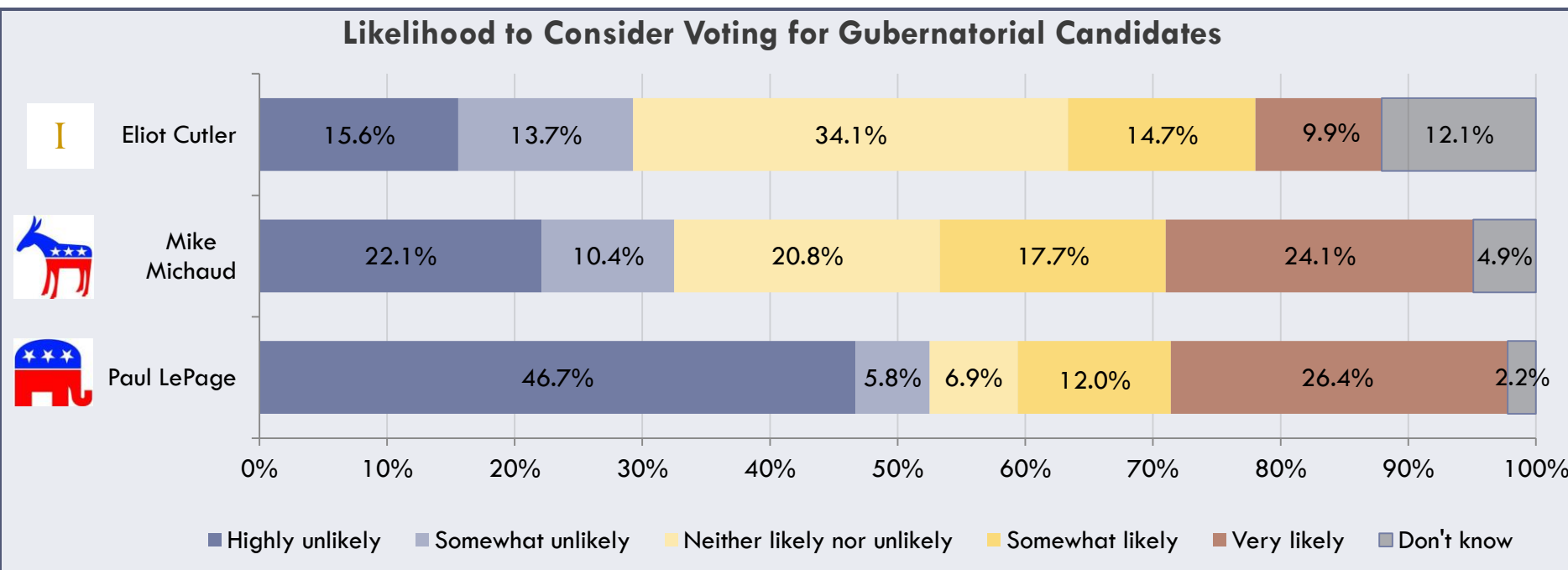




Gov. Paul LePage appears to be the most polarizing figure of the three candidates in the gubernatorial election – 52.5% would not consider voting for him vs. 32.5% (Mike Michaud) and 29.2% (Eliot Cutler).

*Now, I'd like to ask you a slightly different question. Regardless of who you are now supporting in the general election for Governor, I'd like you to tell me whether you would or would not consider voting for each of the following candidates on a scale of 1-5, where 1=Highly Unlikely and 5=Very Likely.*

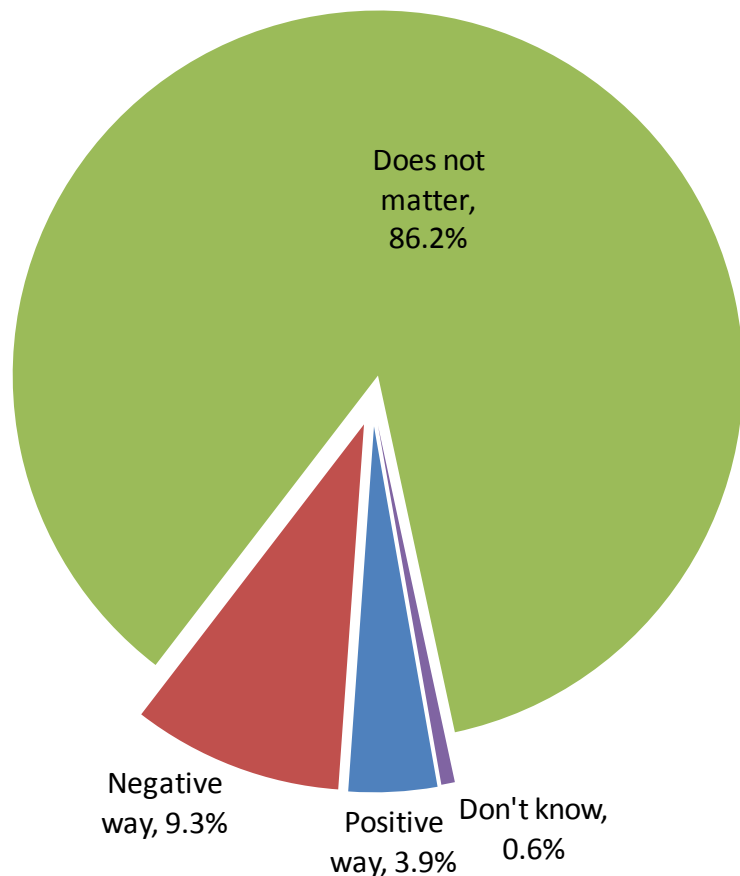
- Of the 52.5% unlikely to consider voting for Governor LePage, 46.7% said “highly unlikely.”





The vast majority of respondents indicate that Mike Michaud's recent announcement regarding his sexual orientation will not influence their vote in the 2014 gubernatorial elections – only 9.3% said it would influence them in a negative way.

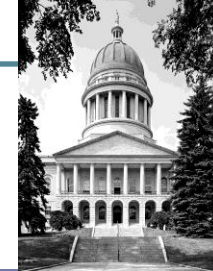
*Recently, Congressman Mike Michaud, who is running for Governor, came out as a gay man. In selecting your choice of candidate for Governor in the 2014 elections, will his sexual orientation factor into your decision in a positive way, negative way, or does it not matter?*



20.6% of Republicans and 13.6% of respondents of French or French-Canadian descent indicate that Rep. Michaud's sexuality would factor into their decision in a negative way.

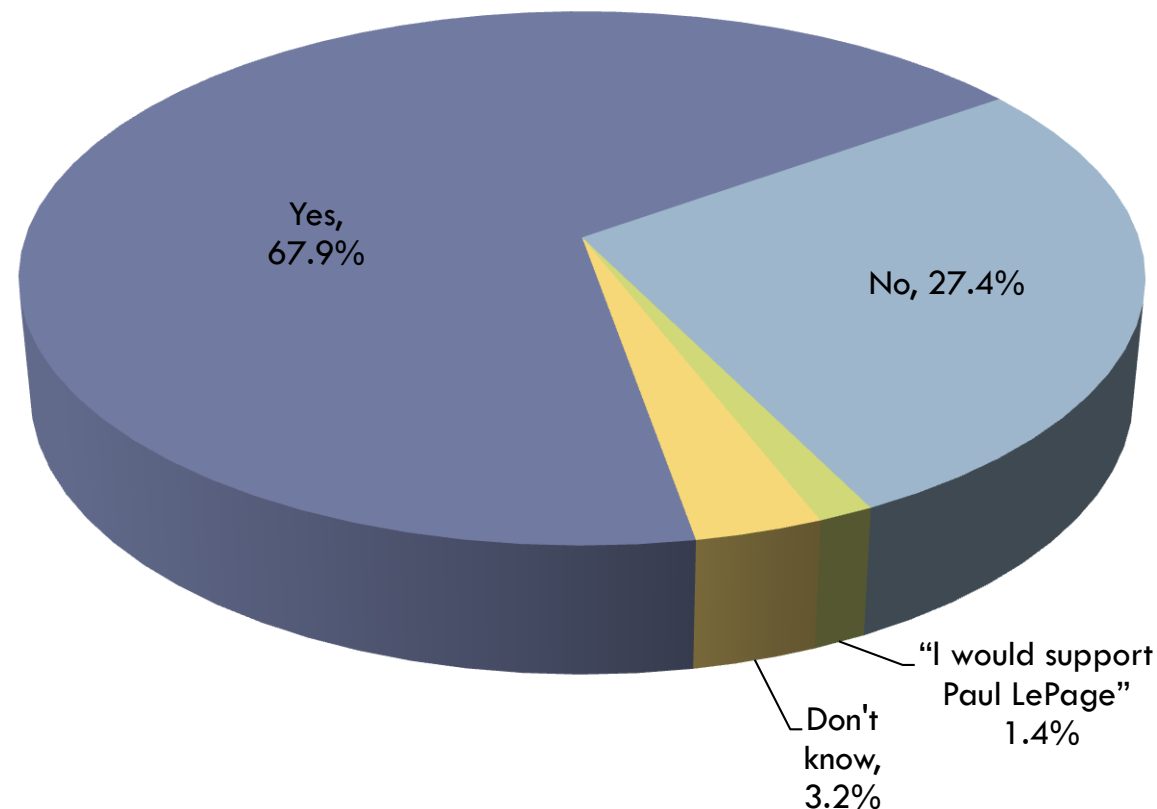
Respondents from Congressional District 2 are more likely to view Rep. Michaud's announcement as a negative factor – 13.5% vs. 5.3% of respondents in District 1.





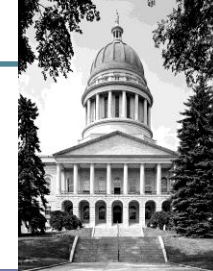
Two-thirds (67.9%) of Michaud and Cutler supporters (combined) would consider voting for a second-choice candidate in order to defeat Gov. Paul LePage.

*Let's assume that as Election Day, 2014 approaches, your preferred candidate for governor is polling significantly behind the other two major candidates. In those circumstances, would you consider voting for your second choice candidate in order to increase the likelihood of defeating Governor Paul LePage? (Question asked only of Cutler and Michaud voters/leaners.)*



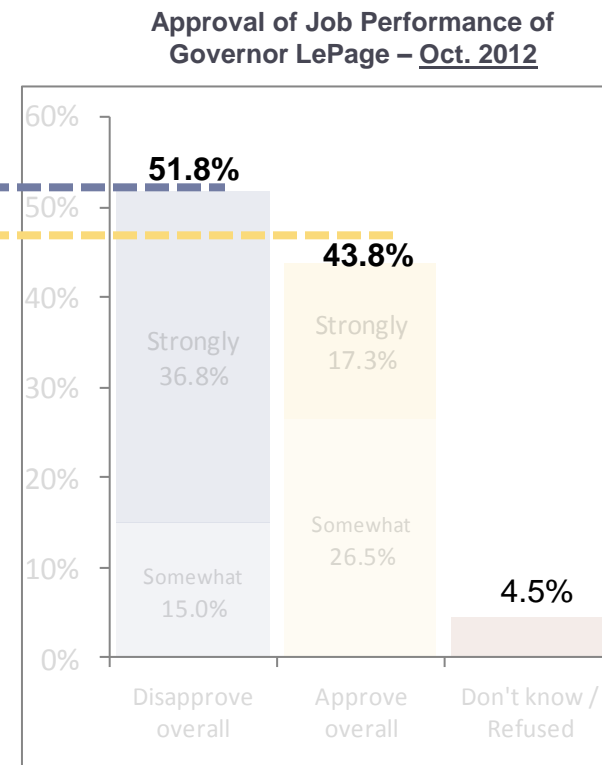
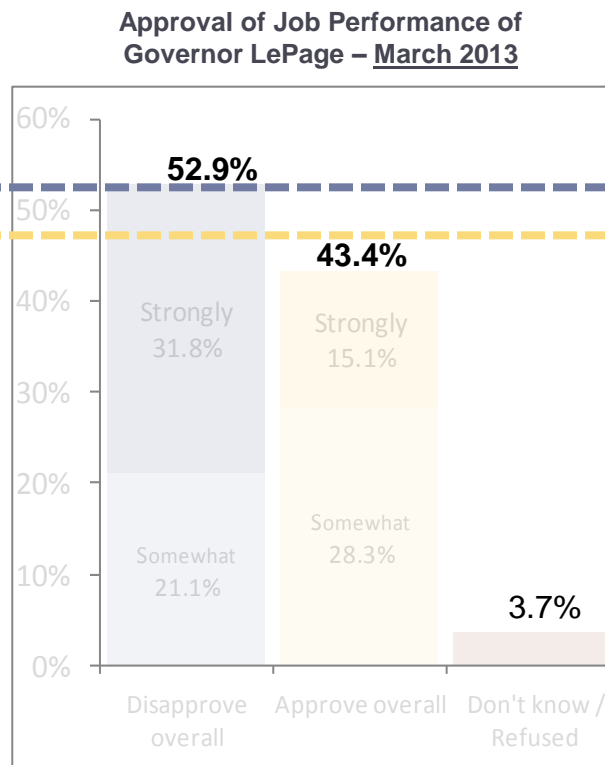
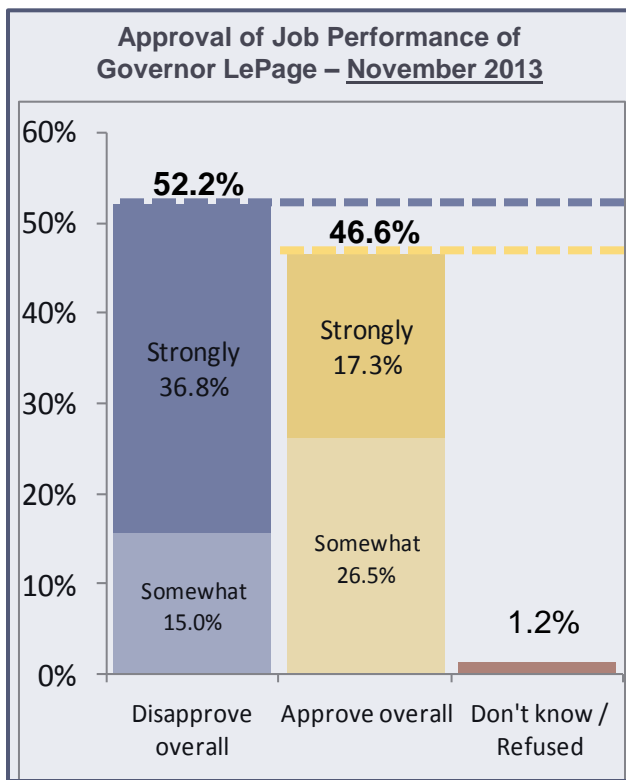
A strong majority of supporters of both Eliot Cutler and Mike Michaud say they would consider voting for another candidate in order to increase the likelihood of defeating Governor LePage.

However, Rep. Michaud's supporters (70.7%) appear to be somewhat more willing than Eliot Cutler's (62.2%) to strategically switch their votes.

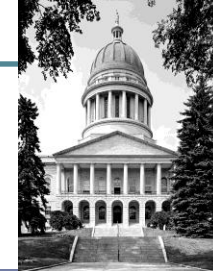


# Governor LePage's job approval ratings – 46.6% approve and 52.2% disapprove – have remained very consistent since 2012.

*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?*



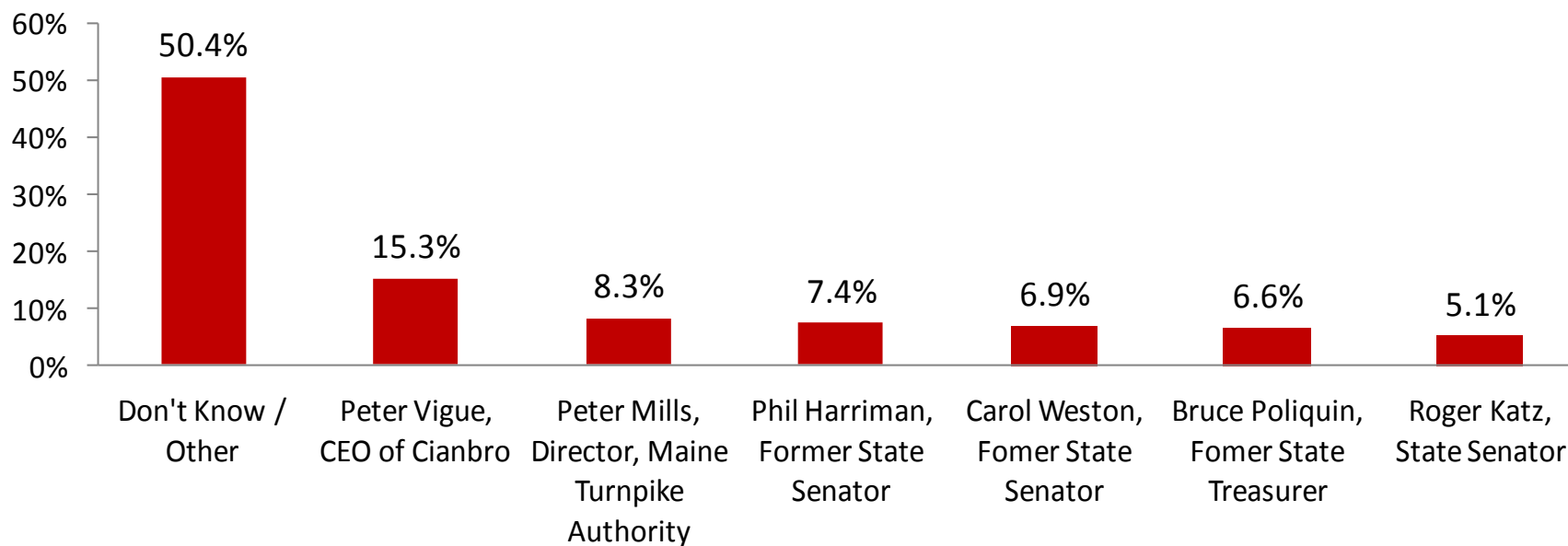
- 70.9% of Republicans approve, 45.0% of Independents, and 24.8% of Democrats.



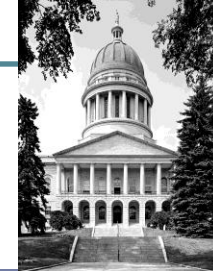
Peter Vigue would be the top choice among potential challengers to Governor Paul LePage in the event of a Republican primary. However, Republicans have not unified behind any single alternate candidate. (Candidate choices were provided.)

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*If a Republican were going to challenge Governor LePage in a primary, which of the following would you most like to see? (Question asked of Republican and Independent voters only – n=261)*

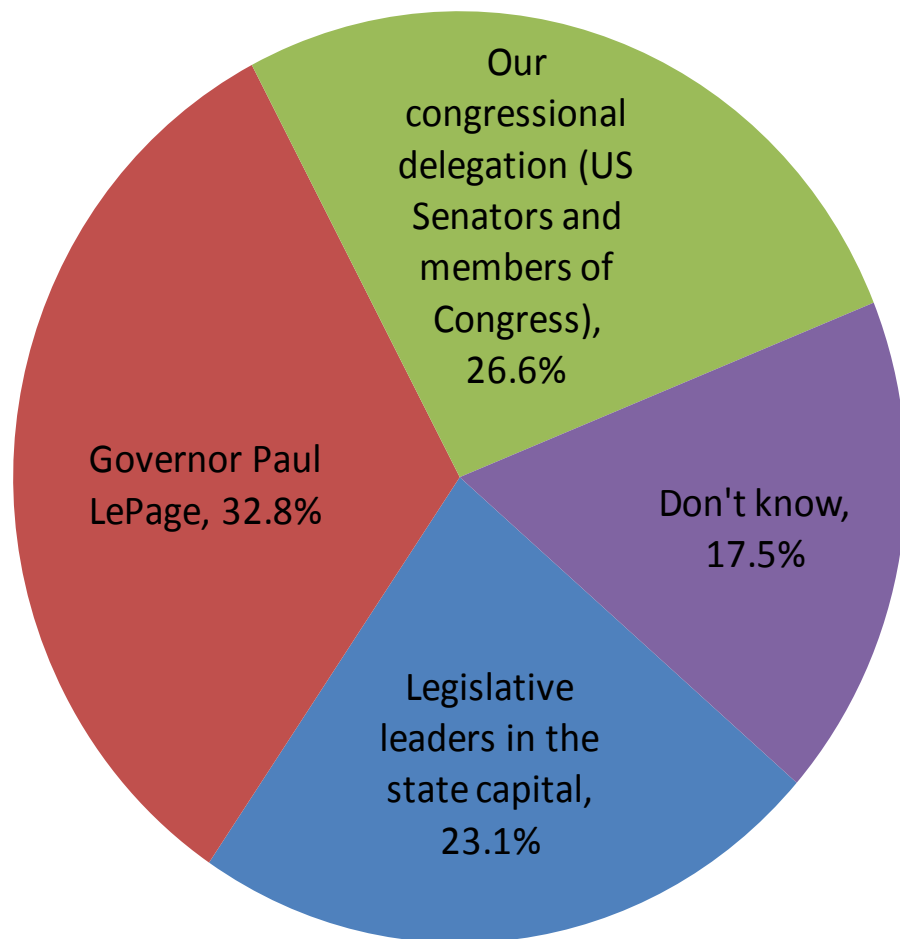


Peter Vigue's support is strongest among male respondents (22.0% vs. 8.6% of females) and among those whose household income is over \$50,000 (20.5% vs. 12.2% of those earning less than \$50,000).



Mainers are divided on the question of which of their elected set of representatives is doing the most to help the state get ahead.

*From a policy perspective, who do you think is doing the most to help the state get ahead?*



Republicans are more likely to feel that Gov. Paul LePage is doing the most to help the state (54.9%, compared to 17.3% of Democrats and 28.0% of Independents).

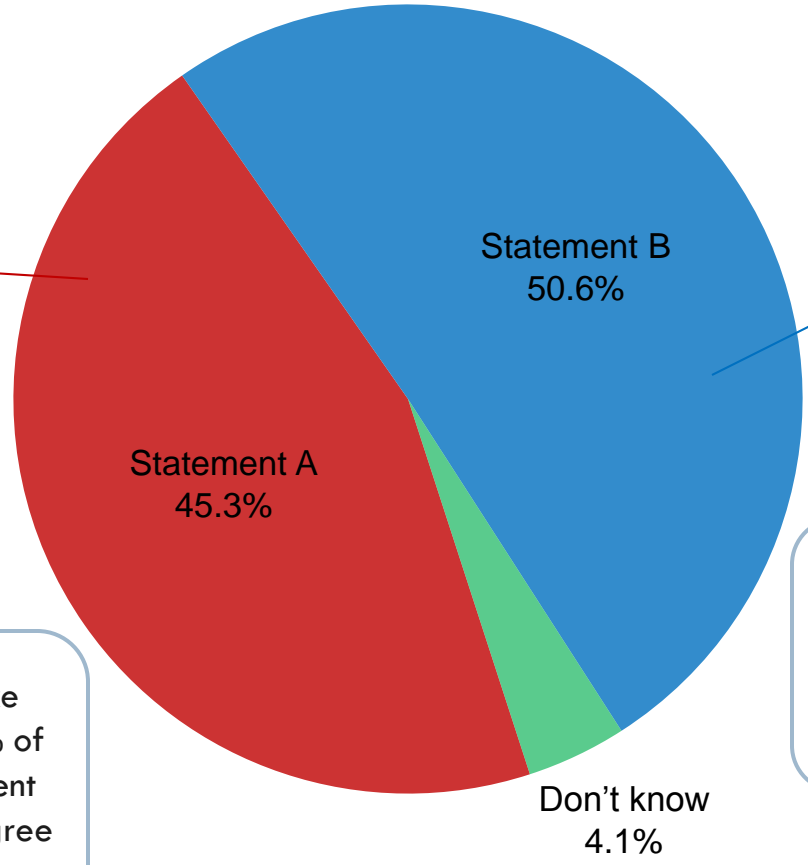
Democrats feel that legislative leaders in the state capital (30.3%) and the state's congressional delegation (33.3%) are doing the most, compared to Republicans (16.3%, 16.9%) and Independents (22.3%, 28.9%).



A small majority of Mainers (5.3% margin) feel that the legislature was correct to attempt to expand MaineCare coverage.

*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 to your own?*

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



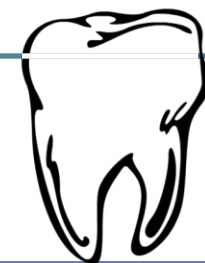
**Statement B: The legislature was correct that MaineCare coverage should be provided to 70,000 additional families.**

Responses to this question broke down along party lines—73.2% of Republicans agree with Statement A, while 76.1% of Democrats agree with Statement B.

By a margin of 57.2% to 37.2%, female respondents were much more likely to agree with Statement B than male respondents.

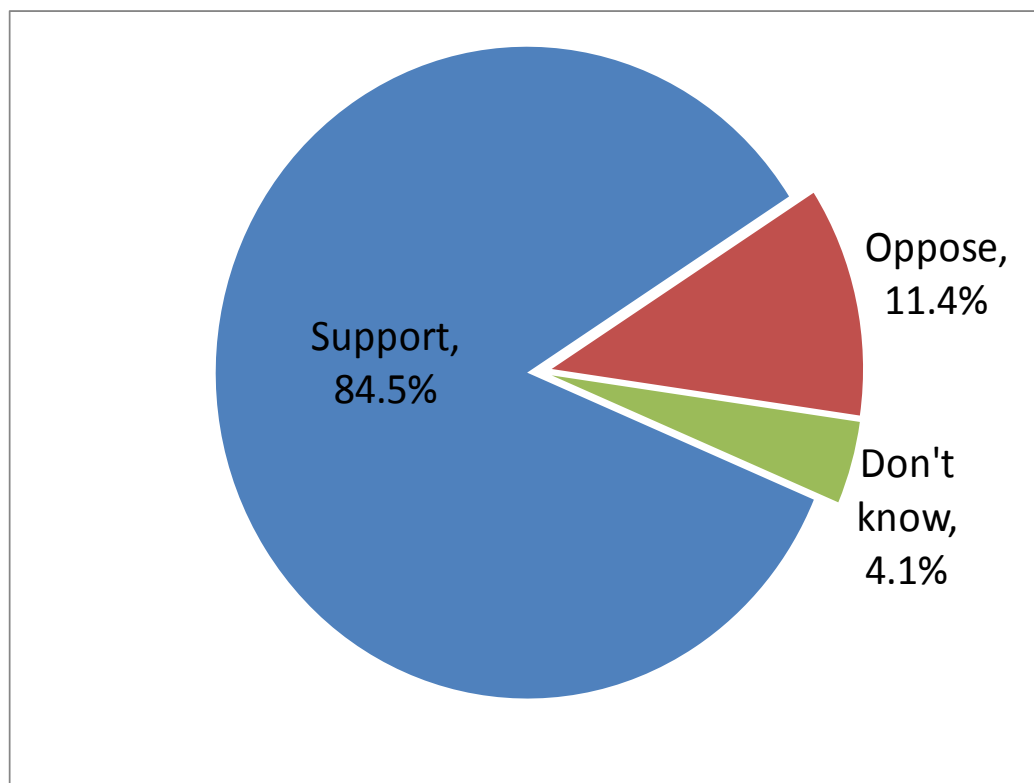
# HEALTHCARE

## Access to Dental Care in Maine



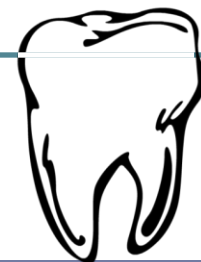
A very strong majority of Mainers (84.5%) support the authorization of mid-level dental providers. Only 11.4% oppose this measure.

*The state legislature is currently considering a law that would authorize a dental provider, similar to a physician's assistant. Under the supervision of a dentist, the provider could provide quality care in places like schools and nursing homes, as well as allow dentists to care for more people in rural areas. Would you support or oppose authorizing this kind of provider?*



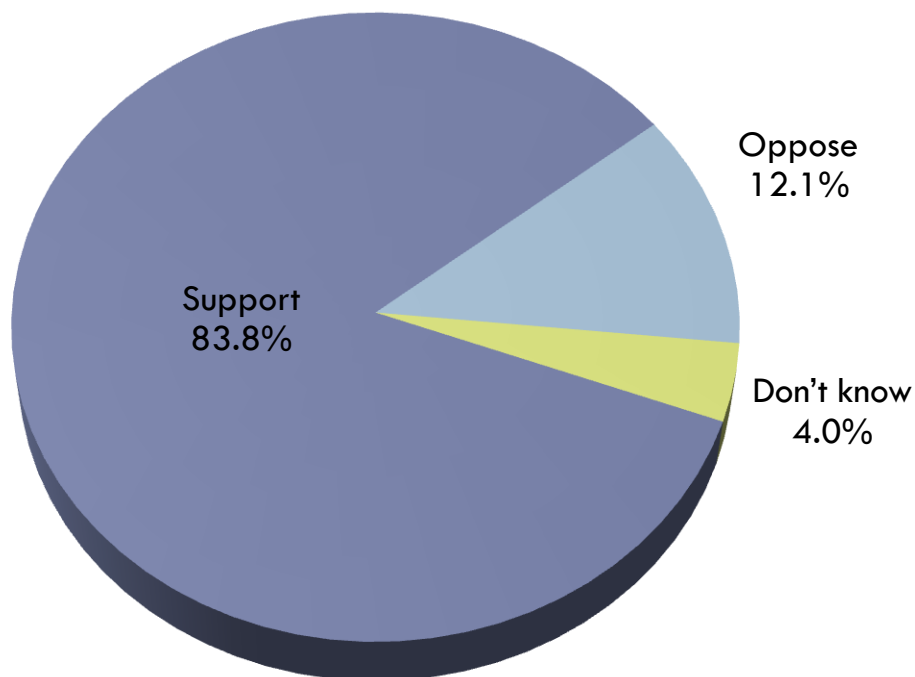
Support is particularly strong among younger respondents (93.8% of those ages 18-34 vs. 81.4% of those ages 35 and older).

\*Please note – Pan Atlantic SMS Group has conducted research work in the past for the Pew Trusts on this issue. These two questions were not commissioned by Pew Trusts or any other source.



When the issue is framed as a reduction in government regulation, eliminating the prohibition on mid-level dental providers is supported by 83.8% of Mainers.

*Currently, state regulations prohibit dentists from hiring providers similar to a physician's assistant or a nurse practitioner. Some dentists don't want to lift these regulations because they feel that it would hurt their business. Other dentists think doing so will allow them to treat more low-income patients. Do you oppose or support eliminating these government regulations, leaving it to individual dentists whether to hire this kind of provider?*



Support for eliminating the government prohibition on mid-level dental providers is strong across all three political groups—Democrats 79.8%, Republicans 83.5%, and Independents 88.2%.

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# POLL DEMOGRAPHIC DATA

# Poll Demographic Data

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## CONGRESSIONAL DISTRICT

CD1	50.0%
CD2	50.0%

## POLITICAL AFFILIATION

Democrats	32.5%
Republicans	29.5%
Independents / Unenrolled	36.3%
Other	1.3%
Refused	0.5%

## AGE

18 to 34	16.0%
35 to 54	47.5%
55+	36.5%

## GENDER

Female	51.0%
Male	49.0%

## 2012 HOUSEHOLD INCOME

\$50,000 or less	41.5%
\$50,000 to <\$75,000	20.8%
\$75,000 or more	29.5%
Prefer not to answer	8.3%

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



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*"Most Accurate Pollster on Maine's 2010  
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*"Closest in predicting the actual results  
of the Governor's race and the 1<sup>st</sup>  
Congressional District race in 2010"*



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