Pan Atlantic SMS Group
RESEARCH • STRATEGY • TRAINING

PAN ATLANTIC SMS GROUP 51st OMNIBUS POLL™

"The Benchmark of Maine Public Opinion"

Spring 2013

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2012 Elections:
"Most accurate polls on Presidential and CD1 and CD2 elections."

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 1st Congressional District race in 2010"

Down East
MAINE AT ITS BEST

"Maine's Best Pollster 2008"

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I. Background

- Pan Atlantic SMS Group is a Maine based, independent market research and consulting firm which is currently in its 28th year of successful operation.

- This Omnibus Poll is the 51st 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 or other 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 51st Pan Atlantic SMS Group Omnibus Poll™ was conducted between March 11th and March 16th, 2013. This independent survey data is being released to the Maine media in the public interest.

- A randomly selected, stratified statewide sample of **403** 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
  - Are registered to vote in Maine

- 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 landlines and cell phones to ensure representative age and cell phone only vs. landline user 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 2010 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, and gender. The margins of error for each of the two CDs is ± 6.93 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.

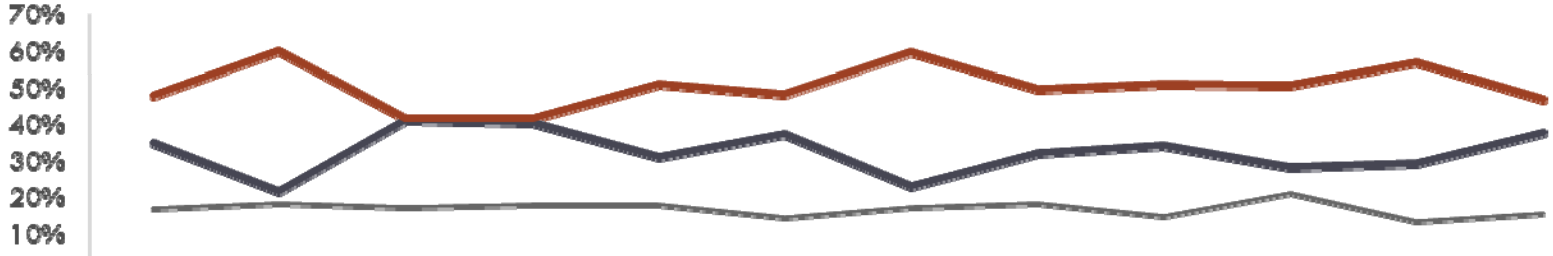
POLL RESULTS

ECONOMY

Mainers are showing more confidence on the direction of the State for the first time since 2007.

[Options were rotated; n=403]

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



	Feb. '05	Aug. '05	Mar. '06	July '06	May '07	Sept. '07	June '08	Apr. '09	Oct. '09	May '10	May '11	Mar. '13
Right Direction	35.0%	21.5%	41.1%	40.4%	31.0%	37.3%	23.0%	32.0%	34.2%	28.3%	29.4%	37.7%
Wrong Direction	48.0%	60.0%	41.6%	41.6%	51.0%	48.3%	59.8%	49.8%	51.1%	50.8%	57.1%	46.9%
Don't know	17.0%	18.5%	17.2%	18.0%	18.0%	14.5%	17.3%	18.3%	14.7%	21.0%	13.5%	15.4%

Young people in particular are more likely to believe the state is headed in the right direction (Ages 18-34, 46.2%; Ages 35-54, 37.2%; Ages 55+, 34.7%)

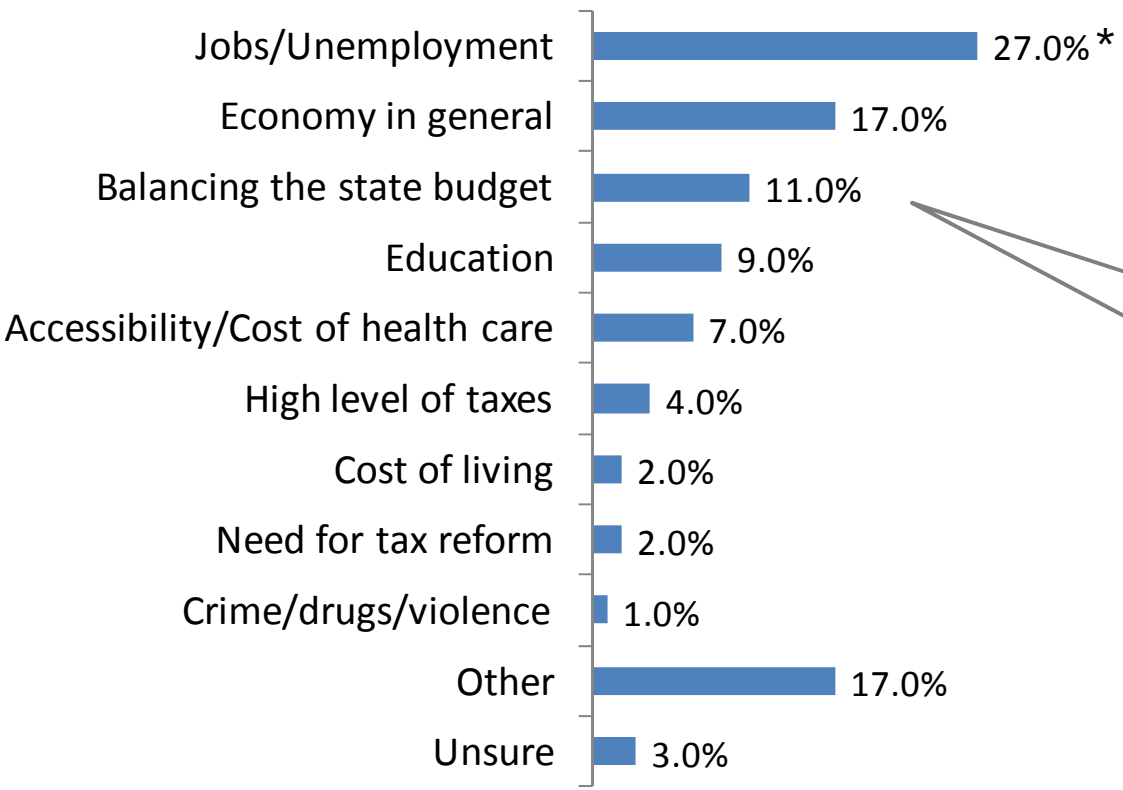
Mainers with lower levels of household income have a less favorable view of the State's direction (<$50k, 29.1% right direction vs. 41.6% $50-$75k and 40.6% $75k+)

Republicans (50.8%) are more favorable regarding the direction of the State than Democrats (30.3%) or Independents (32.6%).

Economic issues are top of mind for Mainers.

[Unaided; n=403]

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



Jobs / unemployment (27.0%) and the economy in general (17.0%) are the top concerns of Mainers.

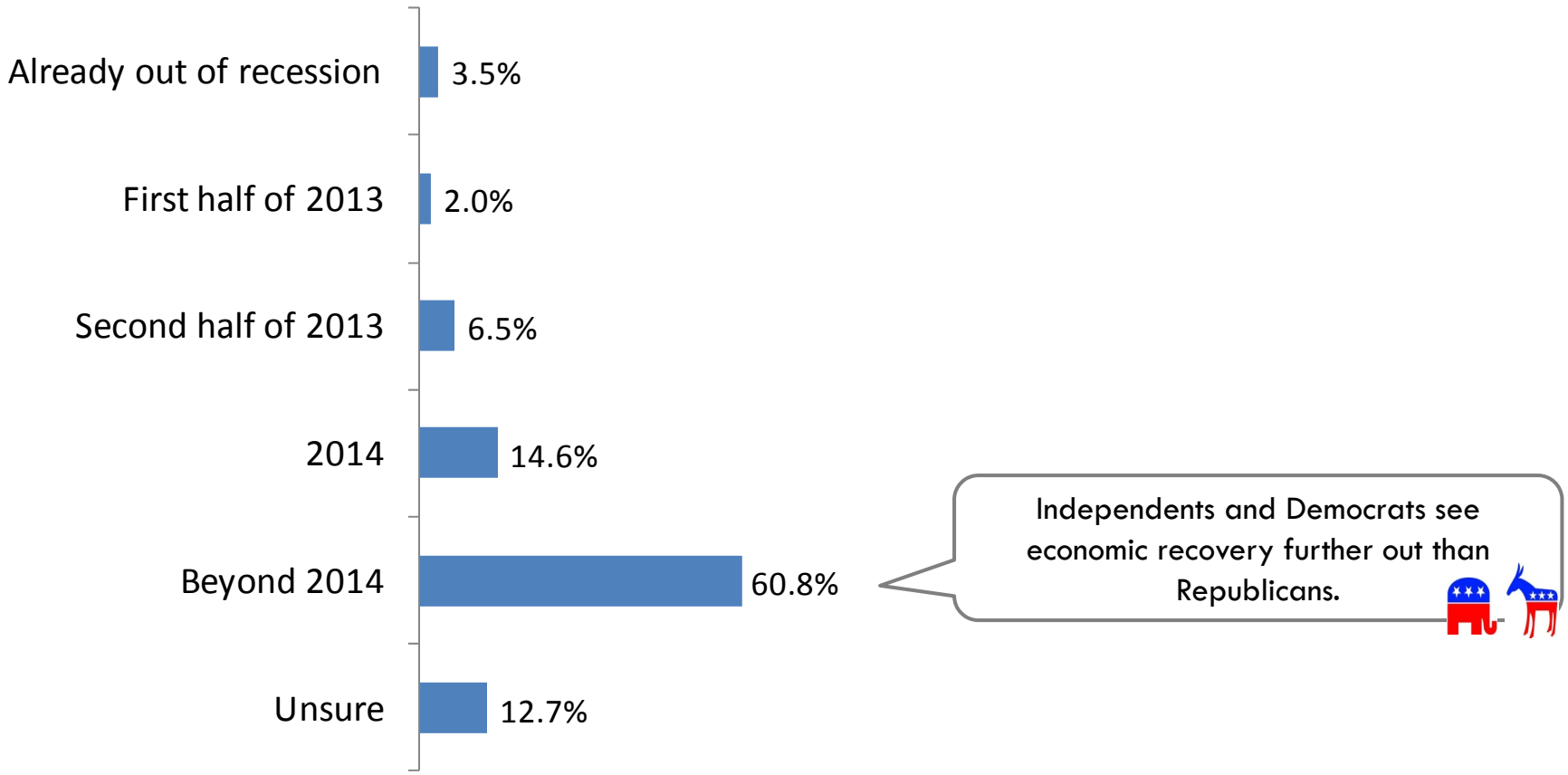
Balancing the state budget is of greater concern to Republicans (15.9%) than Democrats (7.6%) or Independents (10.9%).

* Percentages are rounded

More than three-quarters of Mainers feel that Maine's economic recovery will happen in 2014 or later.

[n=403]

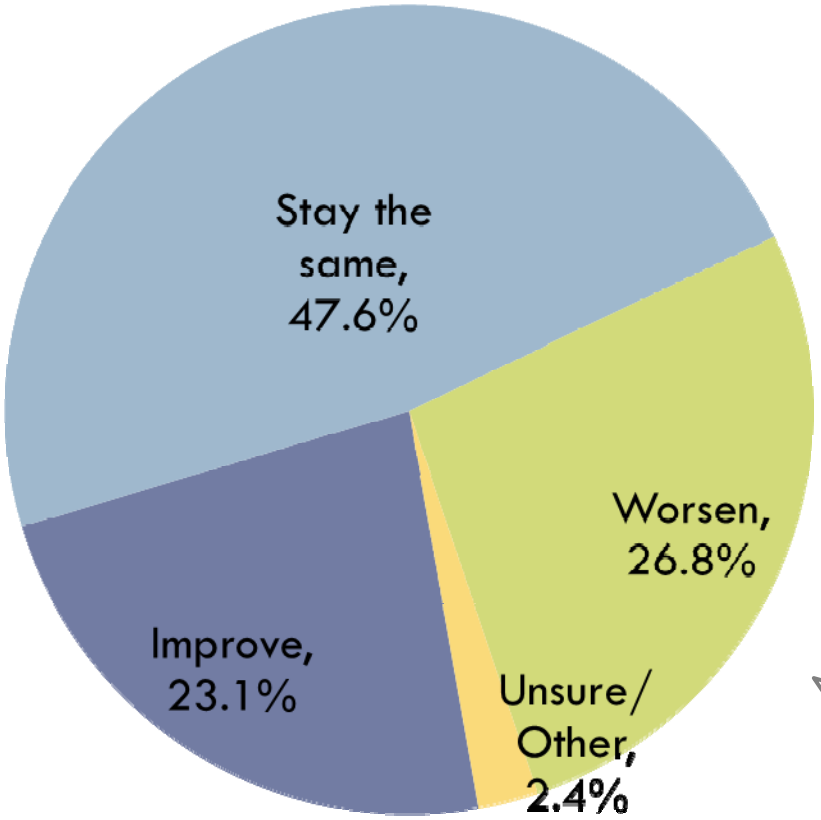
Do you think that the Maine economy has come out of, or when do you think it will come out of, the economic recession?



About half of Mainers foresee stagnation in their own economic situation for 2013.

[n=403]

*Compared to 2012, for the year 2013, do you believe that your **household economic situation** will:*



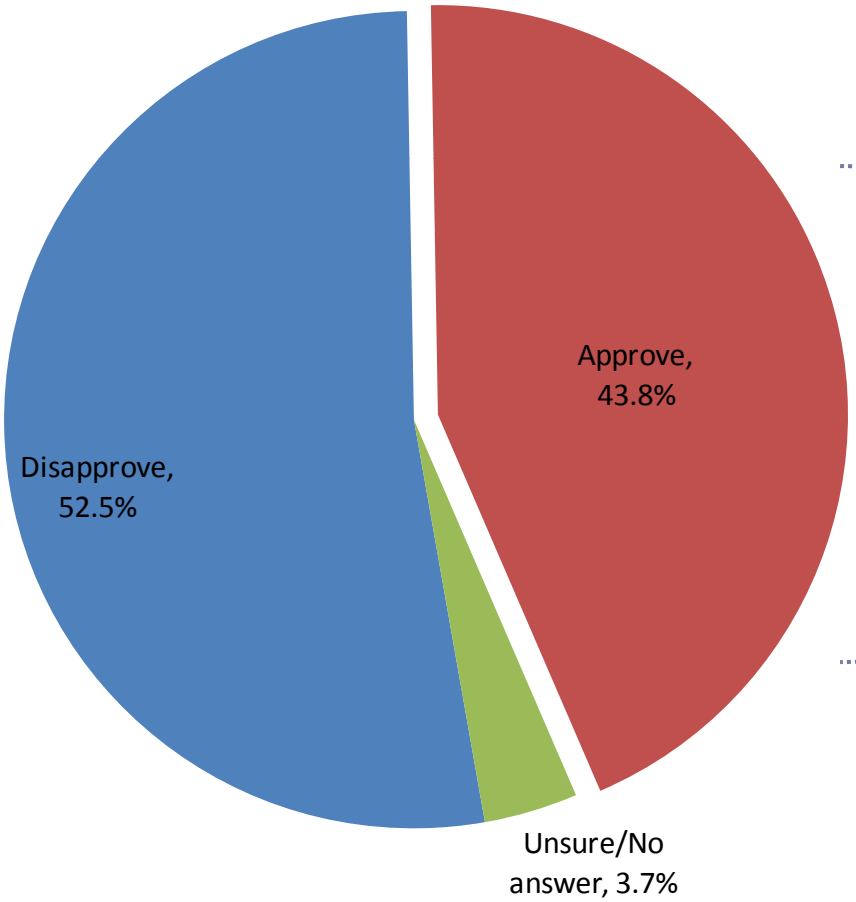
One third (32.7%) of older Mainers (55+) see their household economic situation worsening. This is compared to 16.9% of 18-34 year olds and 25.5% of 35-54 year olds.

NATIONAL PUBLIC POLICY

Mainers are somewhat more negative on President Obama's approval rating, with a net negative margin of close to nine percentage points.

[Options rotated; n=403]

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



Approval by Political Affiliation

73.5%, Democrats

40.3%, Independents

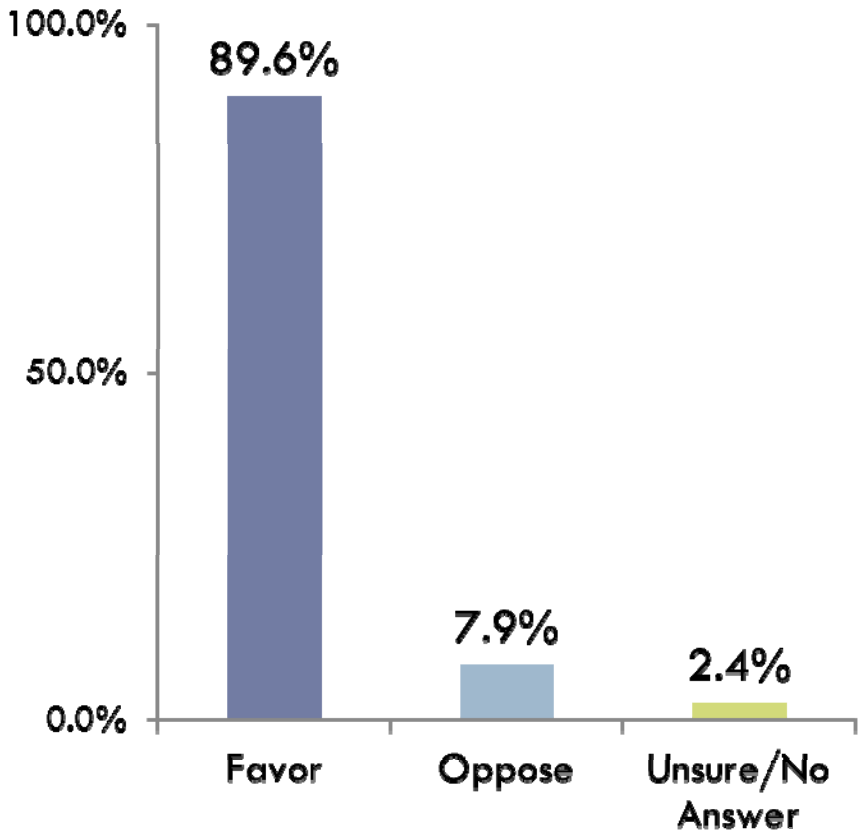
16.8%, Republicans

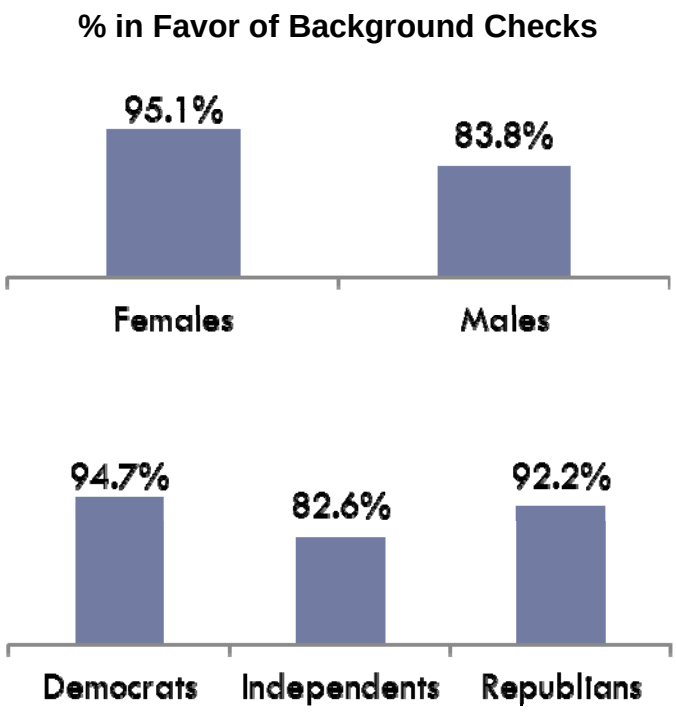
GUN ISSUES

Mainers overwhelmingly favor background checks on gun purchases, with close to 90% approving of background checks, similar to national poll numbers.

[n=403]

*Do you favor or oppose a law requiring **background checks** on all potential gun buyers?*

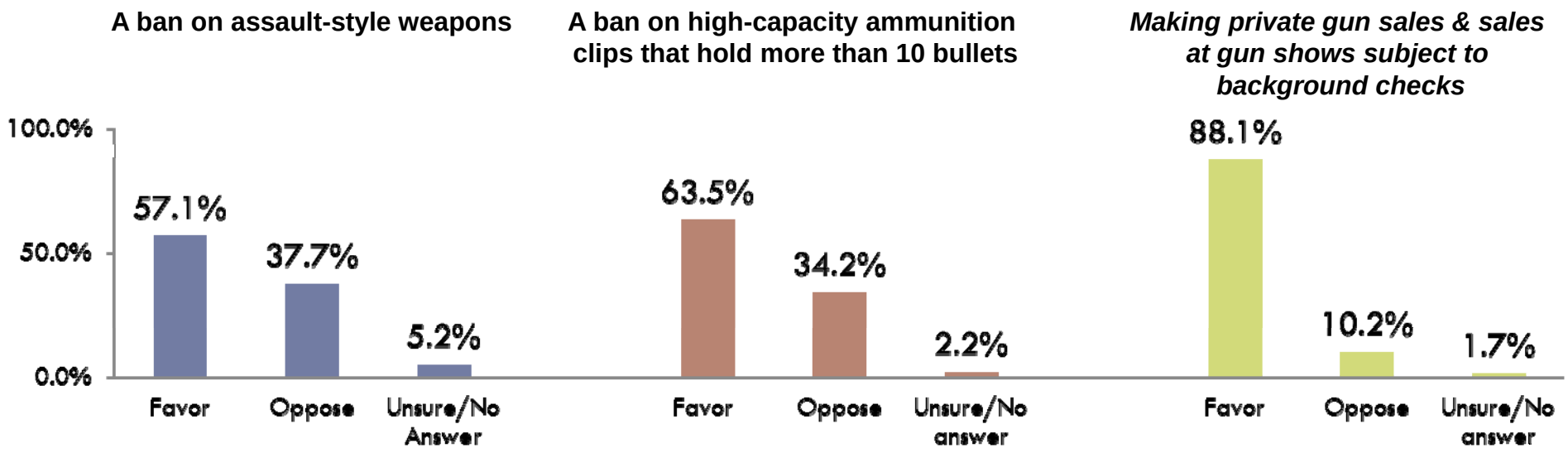




Support is high in the State for various specific gun control measures and most especially checks on private gun sales and gun show sales.

[n=403]

Please tell me if you would favor or oppose the following proposals regarding gun policy:



Females are more likely than males to support a ban on assault-style weapons (70.2% vs. 43.4%) and a ban on high-capacity ammunition clips (71.2% vs. 55.6%)

Democrats are more favorable to these bans than both Independents and Republicans. (Assault weapons: 74.2%, Dem; 58.1%, Ind; 40.2%, Rep; High Capacity Ammunition Clips: 76.5%, Dem; 66.7%, Ind; 48.5%, Rep)

Making private and gun show sales subject to background checks has a high level of favorability across all demographic groups.

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Mainers are split on whether concealed weapons permits should be publicly or privately available, with a slight overall margin (2.2 percentage points) in favor.

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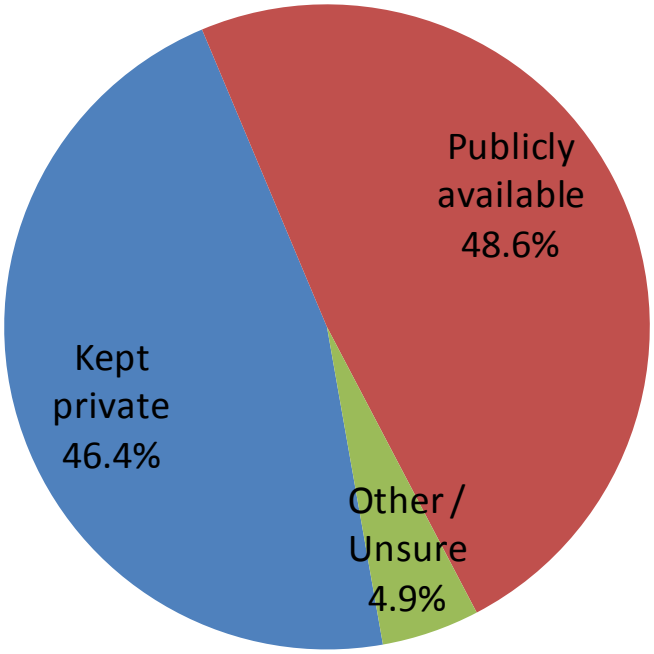
[n=403]

In 1985, the Maine legislature passed a law allowing Maine people to carry a concealed weapon as long as they got a permit. The law also ensured that all permits were kept public—just like hunting permits, marriage licenses, building permits, etc.—so that anyone in the community could know who might be carrying a concealed weapon. This past session, the legislature repealed the community's right to know and made the permits private.

*Do you agree with the decision to make **concealed weapons permits** private or do you believe concealed weapons permits should be publicly available?*



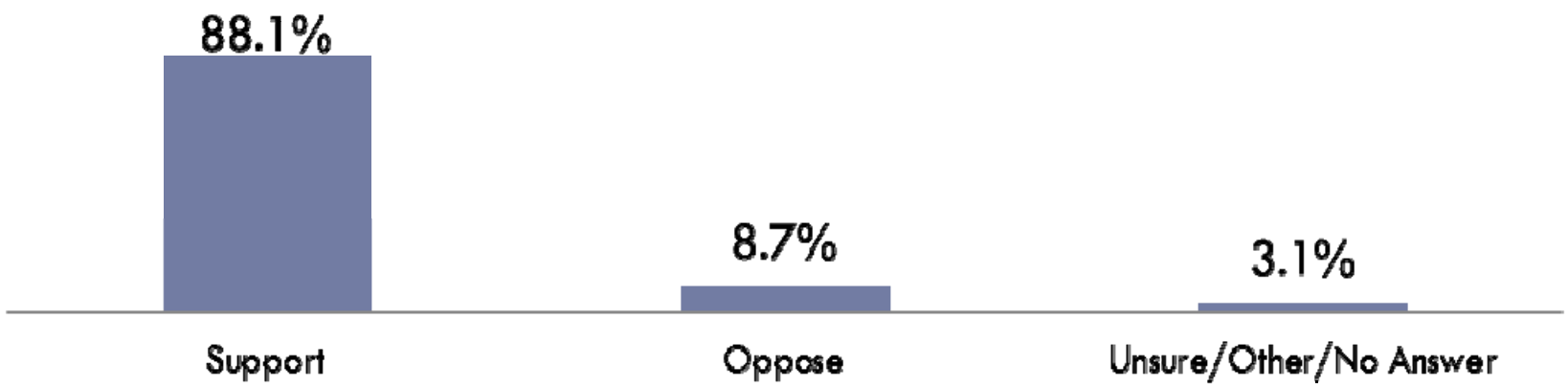
Citizens residing in CD1 are more in favor (53.7%) than those in CD2 (43.6%).

Democrats (65.2%), females (56.6%) and younger Mainers (18-34) (63.1%) are **the most likely to support** publicly available records of concealed weapons permits compared to their demographic counterparts.

The majority of Mainers support the prohibition of gun ownership to those deemed mentally ill and to be dangerous to themselves or others.

[n=403]

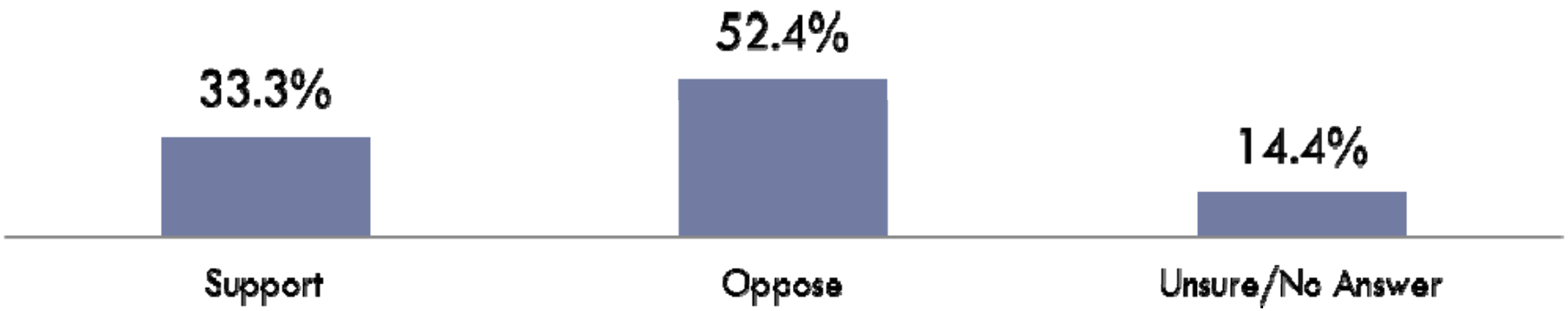
*Do you support or oppose prohibiting people who have been determined to be **mentally ill and a danger** to themselves or others from possessing a gun?*



More than half of Mainers (52.4%) oppose restoring the right to gun ownership to those no longer deemed mentally ill or dangerous to themselves or others.

[n=403]

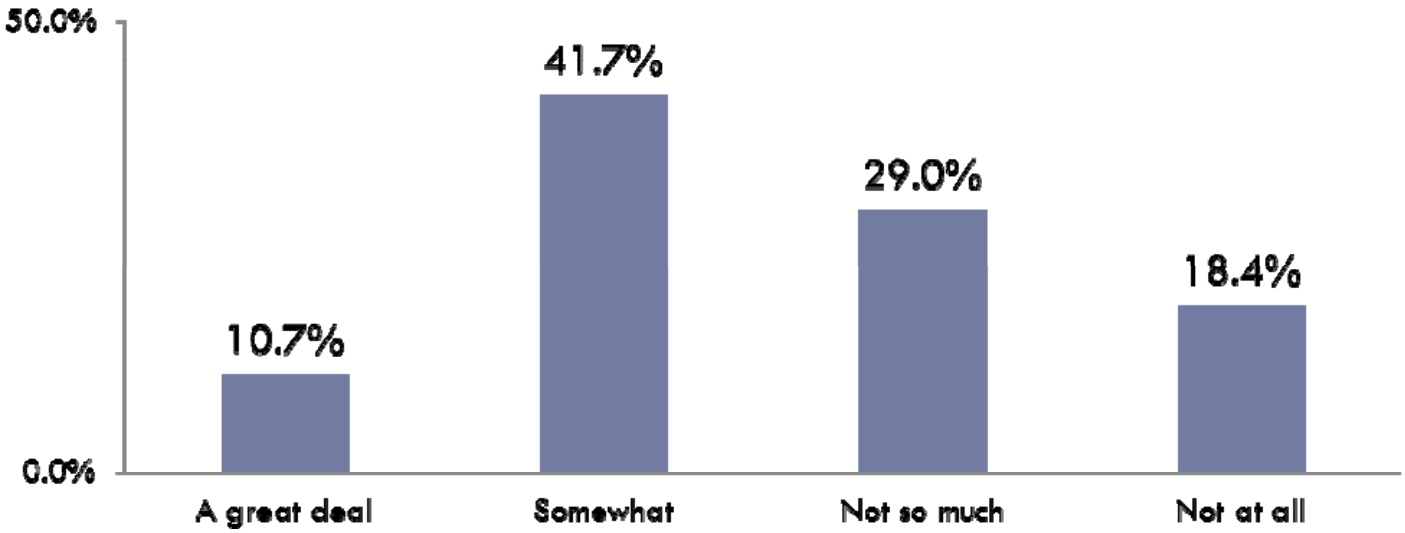
*Do you support or oppose **restoring the right to possess a gun** to someone who was formerly deemed to be mentally ill and a danger to themselves or others, but who is no longer deemed to be so?*



Mainers have a mid-level of concern about the possibility that a mass shooting could happen in their community.

[n=403]

*How worried are you, if at all, that a **mass shooting** could happen in a school in your community? Is it something that worries you a great deal, somewhat, not so much, or not at all?*

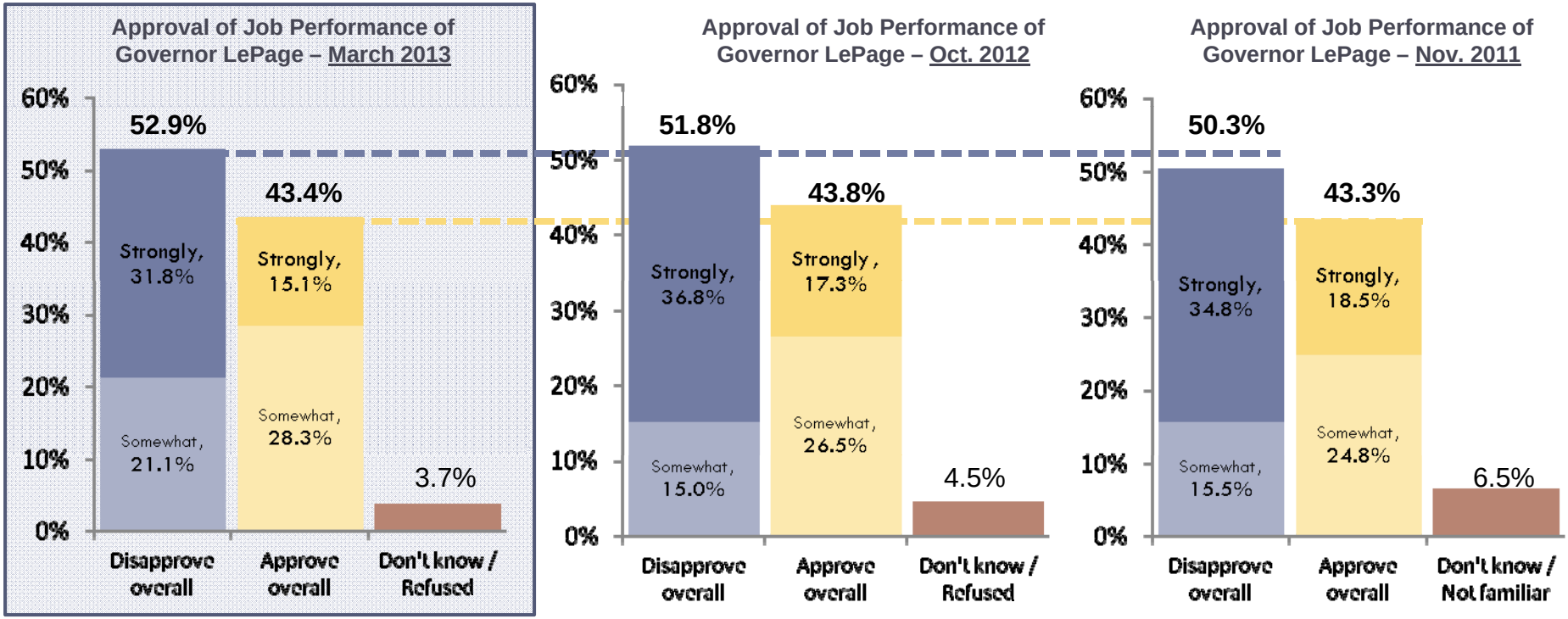


MAINE PUBLIC POLICY ISSUES

Governor LePage's job approval ratings – 43.4% approve and 52.9% disapprove – have remained very consistent since 2011.

[Options rotated; n=403]

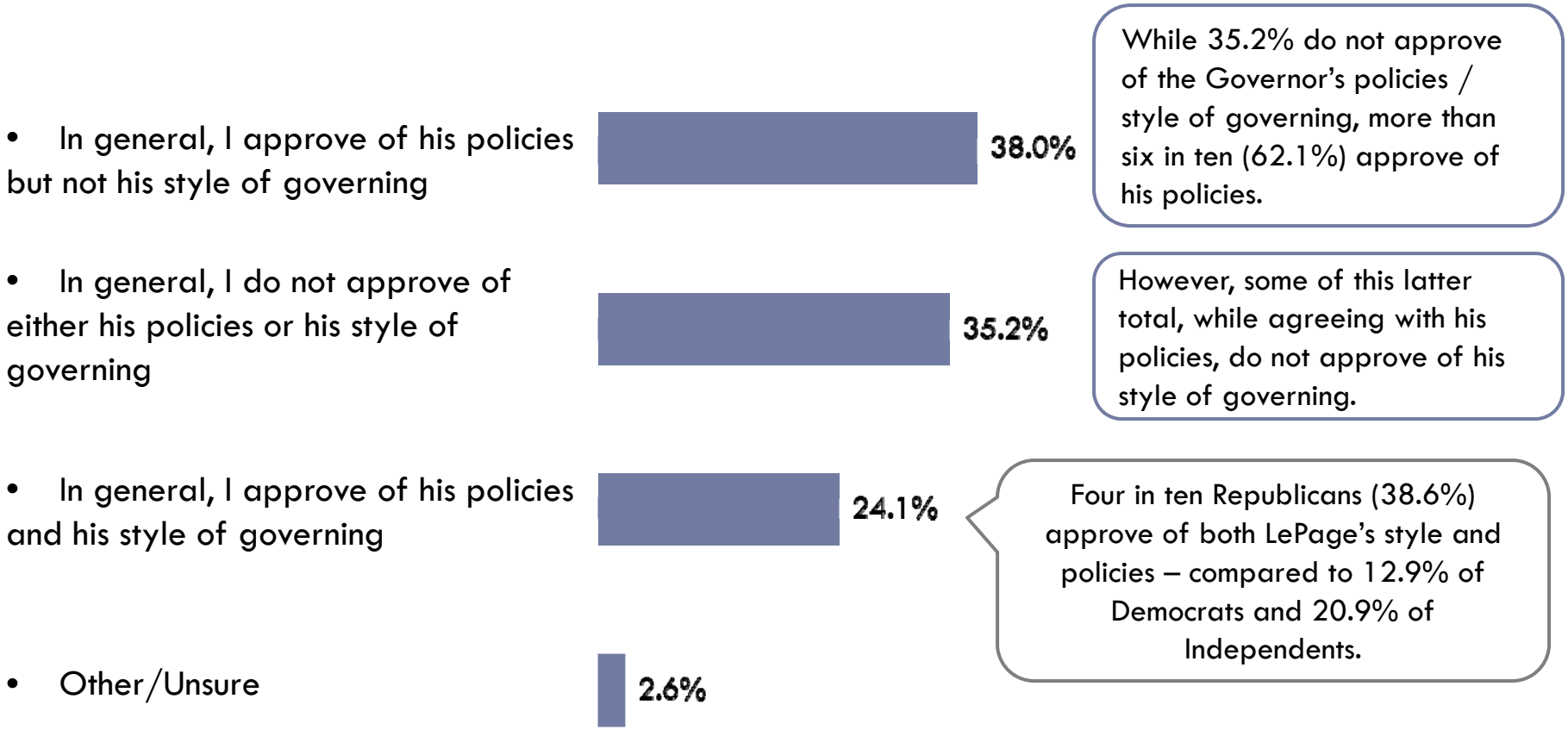
Governor Paul LePage has been in office for over two years. Do you approve or disapprove of his job performance? Is that strongly or somewhat?



More than six in ten approve of Governor LePage's policies. While some of these also approve of his governing style, a strong majority overall do not.

[Options rotated; n=403]

Which of the following statements best describes your opinion of Governor Paul LePage?



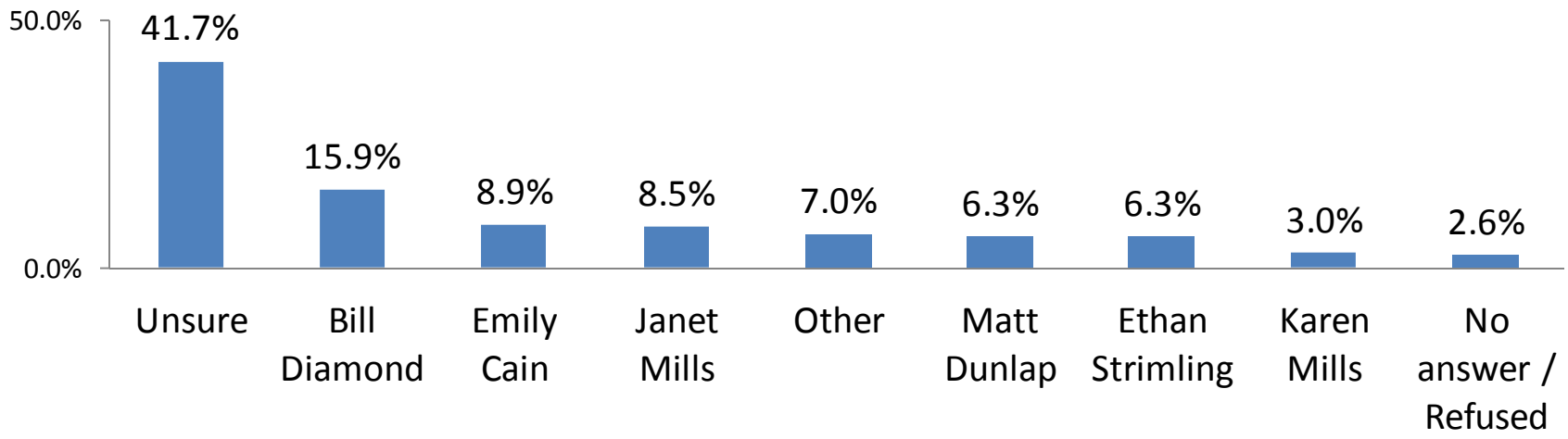
Among Democrats, the race for governor is wide open.

(See question below)

24

[Asked of non-Republicans; Options rotated; n=271]

If Democrats John Baldacci, Chellie Pingree, and Mike Michaud decide not to run for Governor in 2014, which of these Democrats would you be most likely to support? (Question asked of Democrats and Independents only)



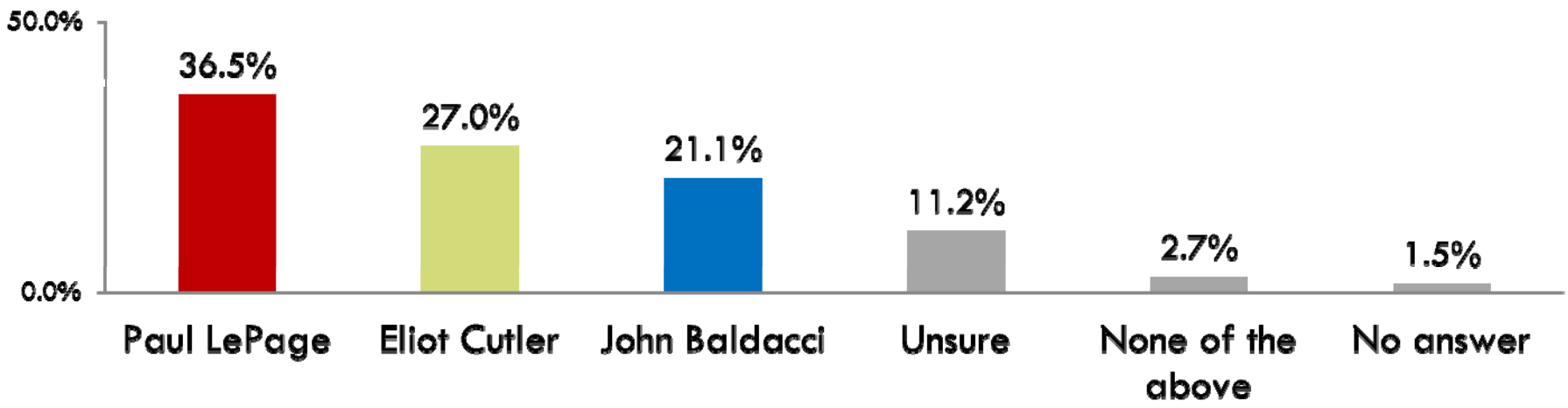
Among Democratic respondents only, Bill Diamond leads with 15.9%, followed by Emily Cain (12.1%), Janet Mills (9.8%), Ethan Strimling (9.1%), and Matt Dunlap (8.3%).

If he seeks reelection in 2014, Gov. LePage (R) has close to a ten point lead in the 2014 race for governor against his nearest rival.

25

[Options rotated; n=403]

If the candidates for Governor in 2014 were Democrat John Baldacci, Independent Eliot Cutler, and Republican Paul LePage, who would you vote for? (Choices rotated)



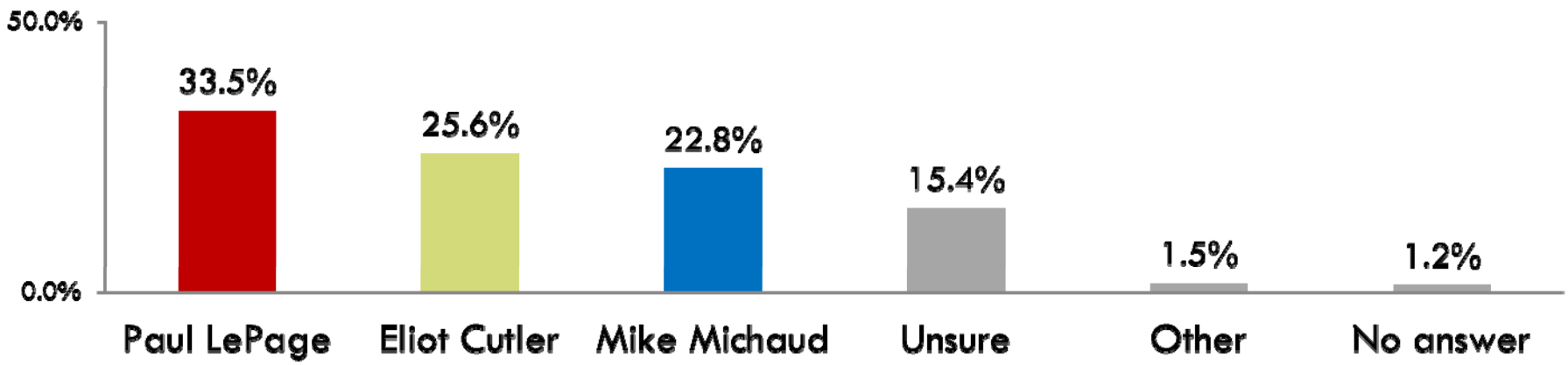
Governor LePage garners 42.6% support in CD2 and 30.3% in CD1.

Males (43.4%) support him much more strongly than females (29.8%).

With Rep. Mike Michaud in the mix as the Democratic candidate, the race narrows slightly.

[Options rotated; n=403]

If the candidates for Governor in 2014 were Independent Eliot Cutler, Republican Paul LePage and Democrat Mike Michaud who would you vote for? (Choices rotated)

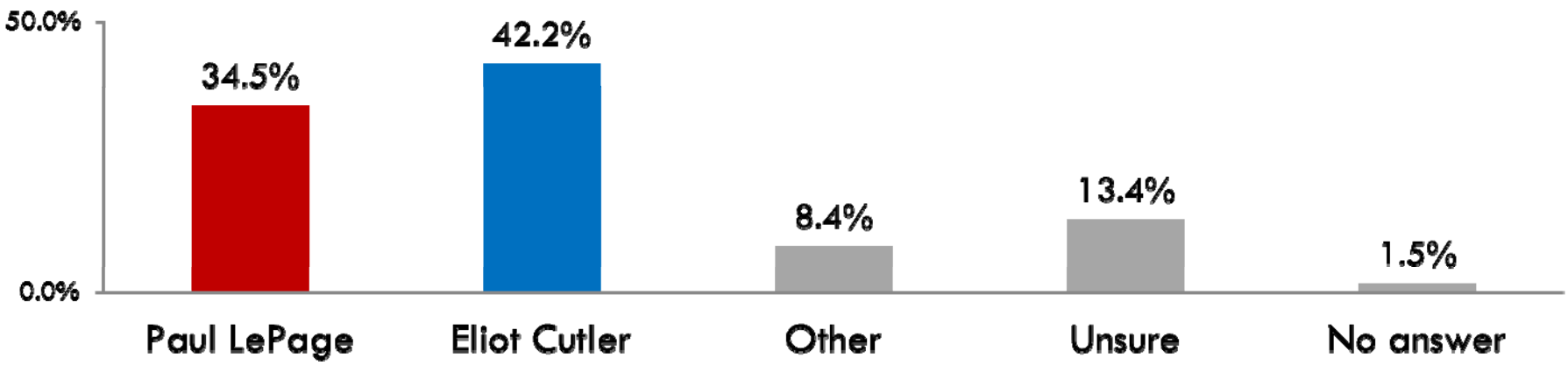


If he were to run as a Democrat, Eliot Cutler has an eight point lead over LePage in a head-to-head race.

27

[Options rotated; n=403]

If the candidates for Governor in 2014 were Independent Eliot Cutler running as a Democrat and not as an Independent, and Republican Paul LePage, who would you vote for? (Choices rotated)

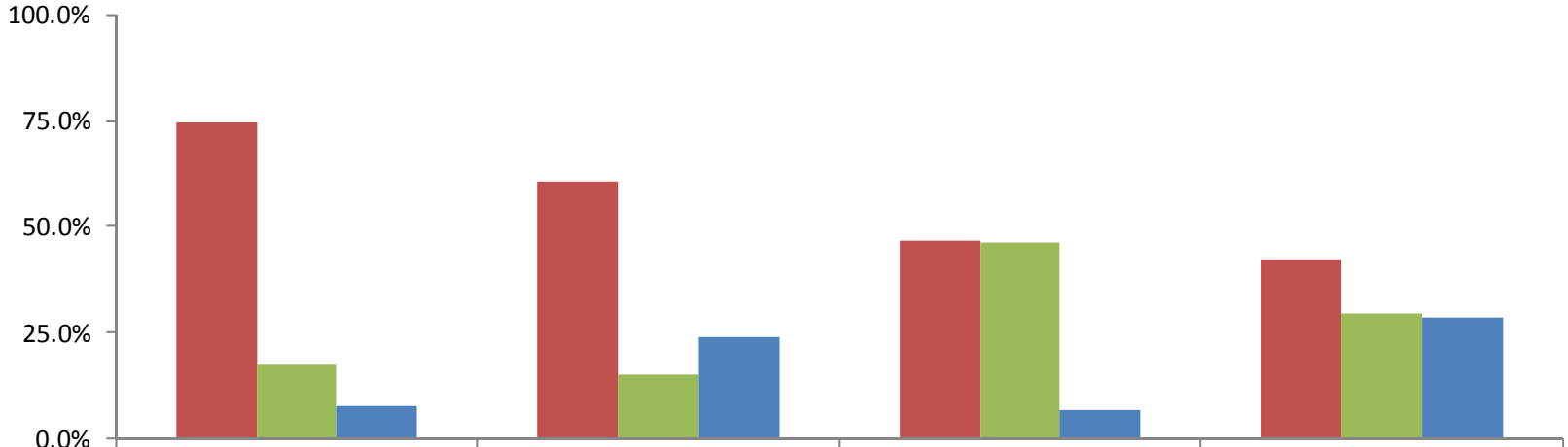


It should be noted that 23.3% of the sample did not provide a choice on this question or said "someone else."

Senator Susan Collins has the highest favorability level of several Maine politicians / political figures, followed by Rep. Mike Michaud.

[n=403]

"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…"



	Sen. Susan Collins	Rep. Mike Michaud	Gov. Paul LePage	Rep. Chellie Pingree
Favorable	74.7%	60.8%	46.9%	41.9%
Unfavorable	17.6%	15.1%	46.2%	29.3%
Unsure/Not familiar	7.7%	24.1%	6.9%	28.8%

[n=403]

Highlights

- Senator Collins has an overall favorability level of 74.7%.
- Rep. Mike Michaud has strong favorability overall (60.8%), 14 points higher than Governor LePage.
- Rep. Michaud's favorability is higher in his own district – 69.8% in CD2 vs. 51.7% in CD1.
- Rep. Pingree's favorability is higher in her own district – 50.2% in CD1 vs. 33.7% in CD2.
- Seven in ten Republicans (69.7%) have a favorable opinion of Gov. Paul LePage, compared to 25.0% of Democrats and 46.5% of Independents.
- Governor LePage has higher favorability levels in District 2 than in District 1 (53.5% vs. 40.3%). Males (51.5%) also view him more favorably than females (42.4%).

POLL DEMOGRAPHIC DATA

Poll Demographic Data

CONGRESSIONAL DISTRICT	
CD1	49.9%
CD2	50.1%

POLITICAL AFFILIATION	
Democrats	32.8%
Republicans	32.8%
Independents / Unenrolled	32.0%
Other	1.7%
Refused	0.7%

AGE	
18 to 34	16.1%
35 to 54	46.7%
55+	37.2%

GENDER	
Female	50.9%
Male	49.1%

2012 HOUSEHOLD INCOME	
$50,000 or less	29.0%
$50,000 to <$75,000	22.1%
$75,000 or more	34.3%
Unsure/Prefer not to answer	14.7%

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