



Pan Atlantic SMS Group  
RESEARCH • STRATEGY • TRAINING

# THE PAN ATLANTIC SMS GROUP ELECTIONS 2014 POLL

*4<sup>TH</sup> and Final Poll in this Series*

**October 2014**



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

 **FiveThirtyEight**

*Nate Silver's Polling Website*

*2008, 2010, and 2012 Elections:  
"Top Ranked Pollster on Maine's  
Elections"*



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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 1<sup>st</sup>  
Congressional District race in 2010"*

**Down East**  
MAINE AT ITS BEST

*"Maine's Best Pollster 2008"*

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*Nate Silver's Polling Website*

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# I. Background and Methodology

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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 30th year of successful operation.
- This Election Snapshot Poll was conducted between October 15<sup>th</sup> and 21<sup>st</sup>, 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.
- 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 (30% of sample) 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.
- Media use of the information contained in the Pan Atlantic SMS Group November Elections 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).

# I. Background and Methodology

- 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 election.
- 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 and weighted to match the projected characteristics of the Maine electorate. 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, income level and gender. The margins of error for CD1 is  $\pm 6.8$  percent at the 95 percent confidence level, and the margin of error for CD2 is  $\pm 7.0$  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 and do not purport to project final election results.

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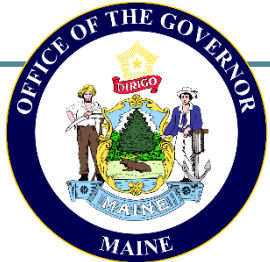
## II. POLL RESULTS

### Maine Public Policy

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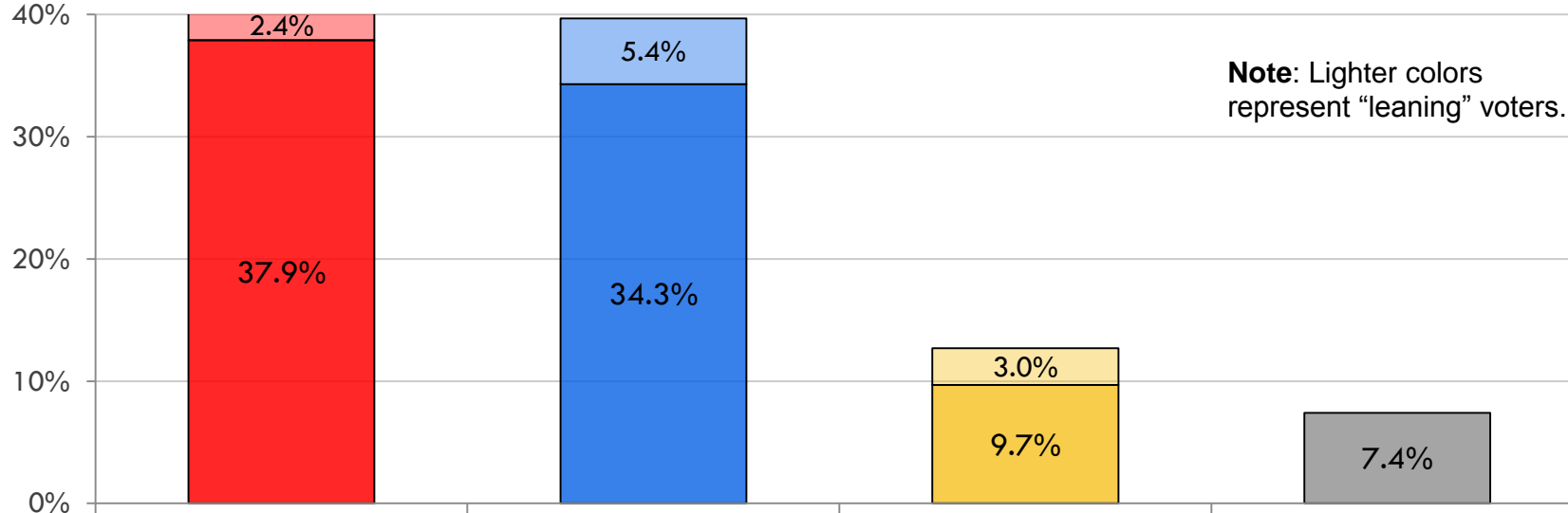
# MAINE PUBLIC POLICY

## Gubernatorial Election



Essentially, the Gubernatorial race is a dead heat with Paul LePage and Mike Michaud having approximately 40% of the vote each. Eliot Cutler is in third place with 12.7% of the anticipated vote.\* There is a 7.4% undecided factor.

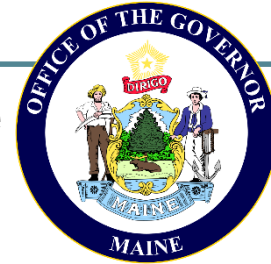
*If the Gubernatorial election were today, who would you vote for? Those who initially answered "Don't know" were asked which candidate they would lean towards voting if the election were held today.*



**Note:** Lighter colors represent "leaning" voters.

		Paul LePage	Mike Michaud	Eliot Cutler	Undecided / None of the above / Refused
<b>Totals</b> ("Voting" and "leaning" combined):	<b>Oct. 2014</b>	<b>40.3%</b>	<b>39.7%</b>	<b>12.7%</b>	<b>7.4%</b>
	Sep. 2014	39.3%	33.6%	19.5%	7.8%
	April. 2014	38.6%	37.3%	20.3%	3.7%

\*Note: Percentages include "Voting" and "Leaning" totals combined.



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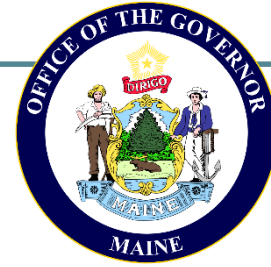
8

[n=400]

## Highlights

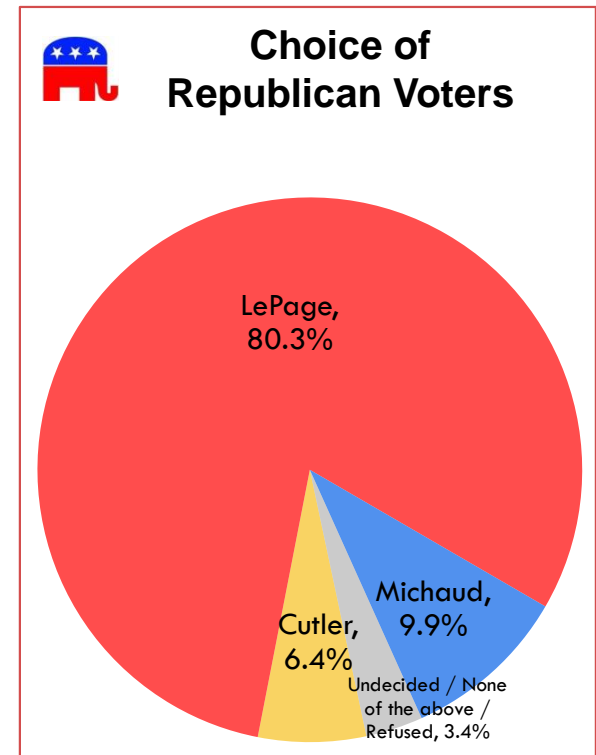
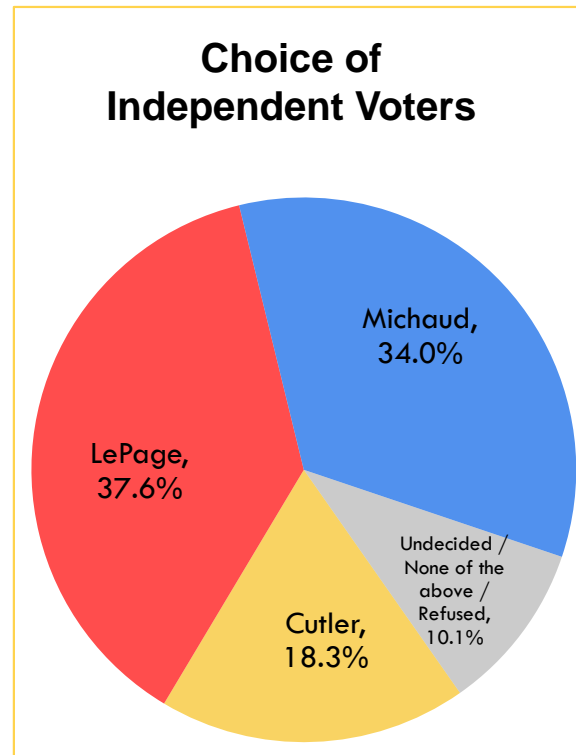
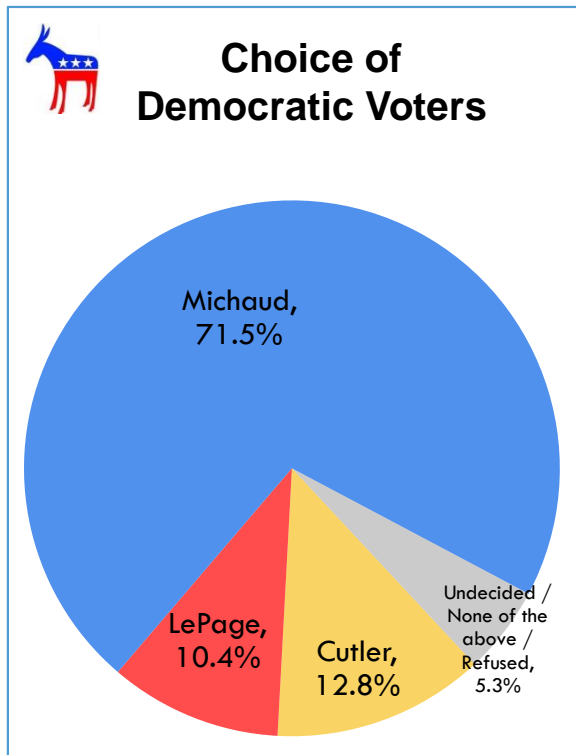
- Paul LePage's numbers have remained steady in our past three polls, while this latest poll shows a rebound in Mike Michaud's numbers since our last poll (conducted September 23-29).
- The race continues to be very tight, with Paul LePage potentially benefiting from the presence of two candidates in the opposition group.
- Eliot Cutler's support level appears to have dropped by approximately 7 percentage points since our last round of polling. It would appear that Michaud has been the beneficiary with a 6 percentage point increase in his numbers.



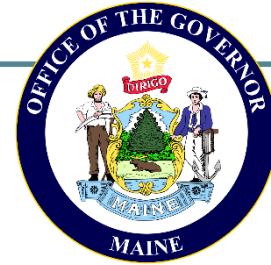


# Gubernatorial Race – Breakdown by Political Party

*If the Gubernatorial election were today, who would you vote for?*



**Note:** Percentages include “Voting” and “Leaning” totals combined.



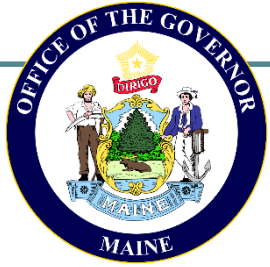
# Gubernatorial Race – Breakdown by Political Party

10

[n=400]

## Highlights

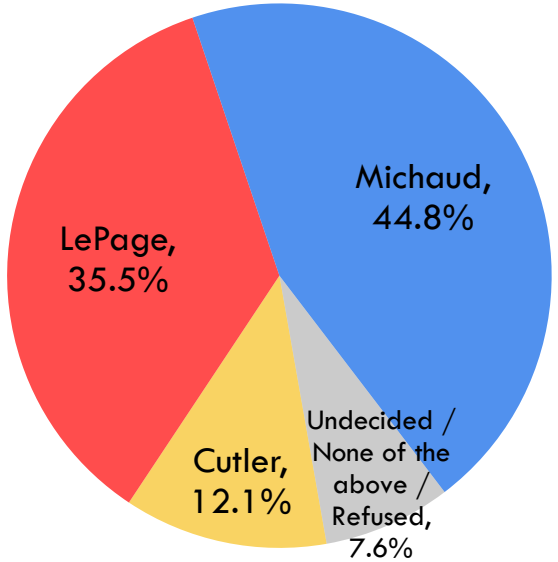
- Mike Michaud is holding seven in ten (71.5%) Democratic voters, while Paul LePage has the support of close to eight in ten Republican voters (80.3%).
- Eliot Cutler has the support of 12.8% of Democratic voters, 6.3% of Republican voters, and 18.3% of Independents (a falloff from 17.0% among Democrats, 19.2% among Republicans, and 21.6% among Independents in our previous poll).
- Interestingly, we have seen that Mike Michaud has picked up 5.6 percentage points among Independent voters, while Paul LePage's Independent voter numbers have declined by 3.8 percentage points.



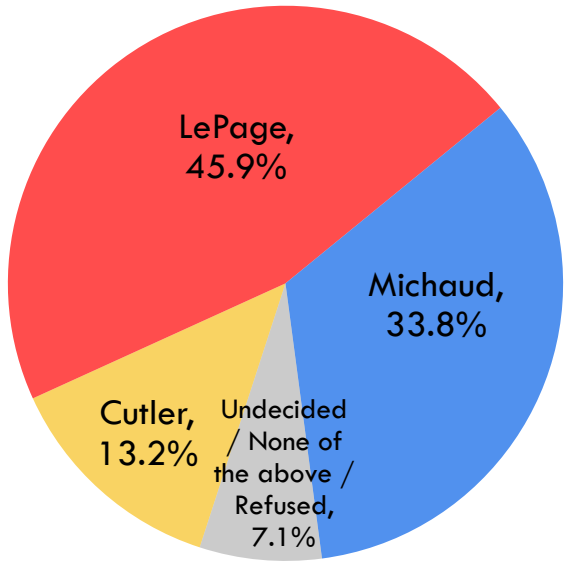
# Gubernatorial Race – Breakdown by Gender

*If the Gubernatorial election were today, who would you vote for?*

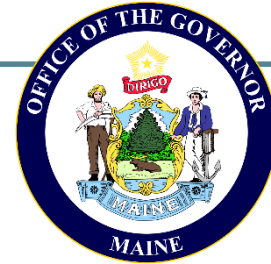
**Females**



**Males**



**Note:** Percentages include “Voting” and “Leaning” totals combined.



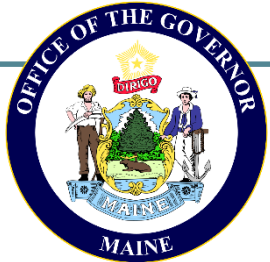
# Gubernatorial Race – Breakdown by Gender

12

[n=400]

## Highlights

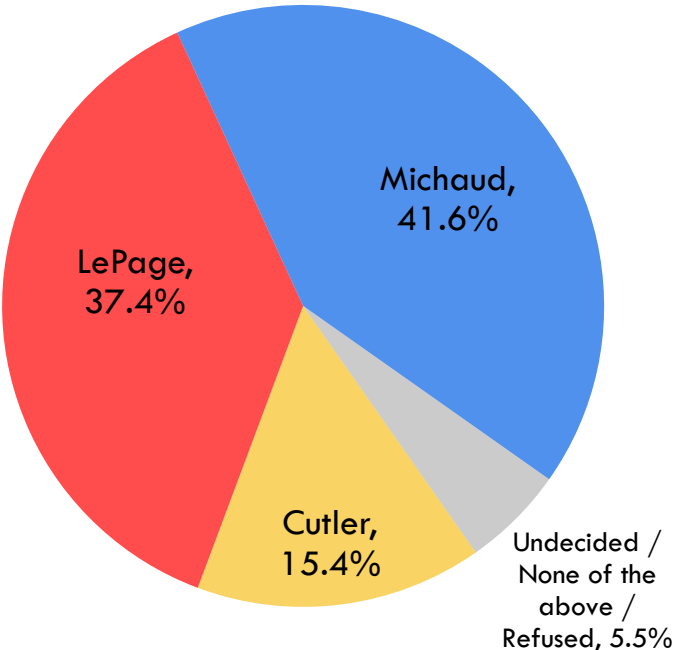
- There is a stark difference in the male / female voter segments. Paul LePage does well with male voters (45.9%), but has the support of only 35.5% of female voters.
- The opposite effect applies to Mike Michaud – (44.8% of female voters vs. 33.8% of male voters).
- Eliot Cutler has similar support among males (12.1%) and females (13.2%).
- This trend has remained consistent throughout all four Pan Atlantic election polls this year.



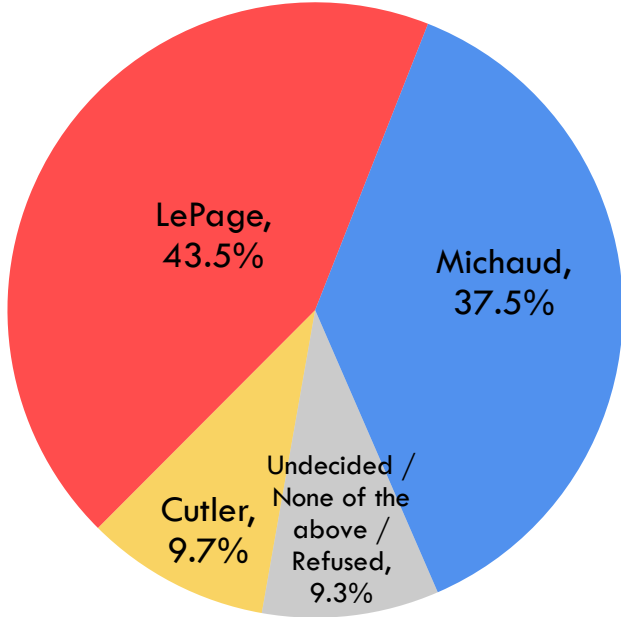
# Gubernatorial Race – Breakdown by Congressional District

*If the Gubernatorial election were today, who would you vote for?*

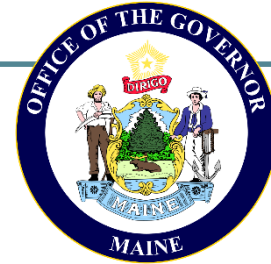
**CD 1**



**CD 2**



**Note:** Percentages include “Voting” and “Leaning” totals combined.



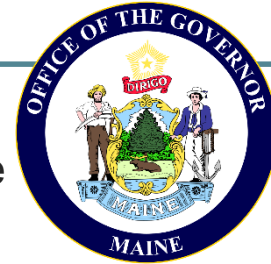
## Gubernatorial Race – Breakdown by Congressional District

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[n=400]

### Highlights

- Governor LePage has a lead of 7.0 percentage points over Mike Michaud in the 2<sup>nd</sup> Congressional District, while Mike Michaud has a 4.2 percentage point lead in the 1<sup>st</sup> Congressional District. Eliot Cutler is doing better in the 1<sup>st</sup> (15.4%) vs. the 2<sup>nd</sup> Congressional District (9.7%).
- As Cutler's level of support has declined in CD1 (by 9.2 percentage points since our last poll), Michaud's support in this district has risen by 9.4 percentage points.
- Somewhat more voters are undecided in CD2 (9.3%) than in CD1 (5.5%).



If LePage and Michaud were the only Gubernatorial candidates, Cutler supporters and undecided voters would break more heavily for Michaud than LePage by more than a 2:1 margin (45.8% would vote for Michaud, vs. 18.6% for LePage).

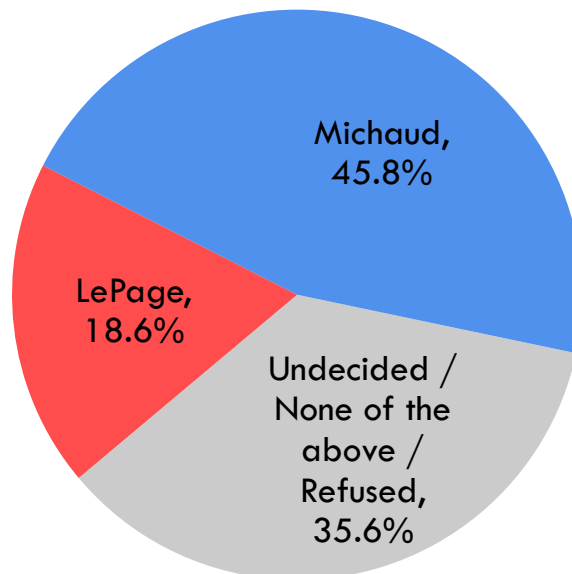
15

[Asked only of those who indicated that they would vote for Eliot Cutler or were undecided; n=78]

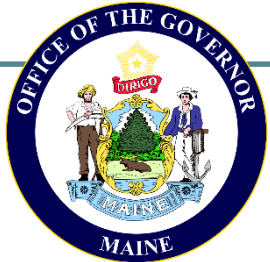
*If the Gubernatorial election were today and Paul LePage (Republican) and Mike Michaud (Democrat) were the only candidates, who would you vote for? Those who initially answered “Don’t know” were asked which candidate they would lean towards voting for if the election were held today. [Asked only of those who initially indicated that they would vote / lean towards voting for Eliot Cutler or were undecided]*

### If LePage and Michaud were the Only Candidates

(Of those who initially indicated that they would vote for Eliot Cutler or were undecided – n=78)



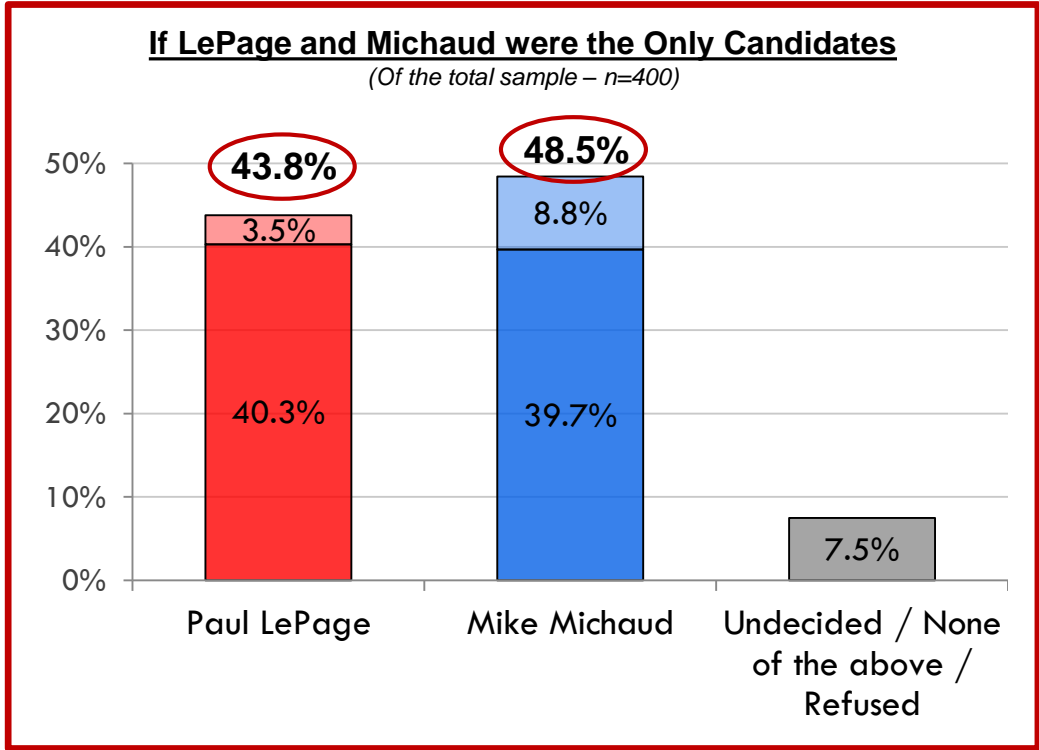
**Note:** Percentages include “Voting” and “Leaning” totals combined.



Based on the results of two poll questions, Mike Michaud (48.5%) would have an edge of almost 5 percentage points over Governor LePage (43.8%) if Eliot Cutler were not in the Gubernatorial race.

*If the Gubernatorial election were today and Paul LePage (Republican) and Mike Michaud (Democrat) were the only candidates, who would you vote for? Those who initially answered "Don't know" were asked which candidate they would lean towards voting or if the election were held today.*

- Respondents were first asked who they would vote for in the Gubernatorial election (with LePage, Michaud, and Cutler as candidates). Then, respondents who indicated that they would vote for Cutler or were undecided were asked a follow up question about who they would vote for if LePage and Michaud were the only candidates.
- **The chart on the right shows how the Gubernatorial race would look for the entire sample (n=400) if LePage and Michaud were the only candidates.** The darker color shows those who would vote for LePage and Michaud if Cutler was also running (first poll question), while the lighter colors represent the portion of respondents that LePage and Michaud would pick up if Cutler was not running.



**Note:** Percentages include "Voting" and "Leaning" totals combined.



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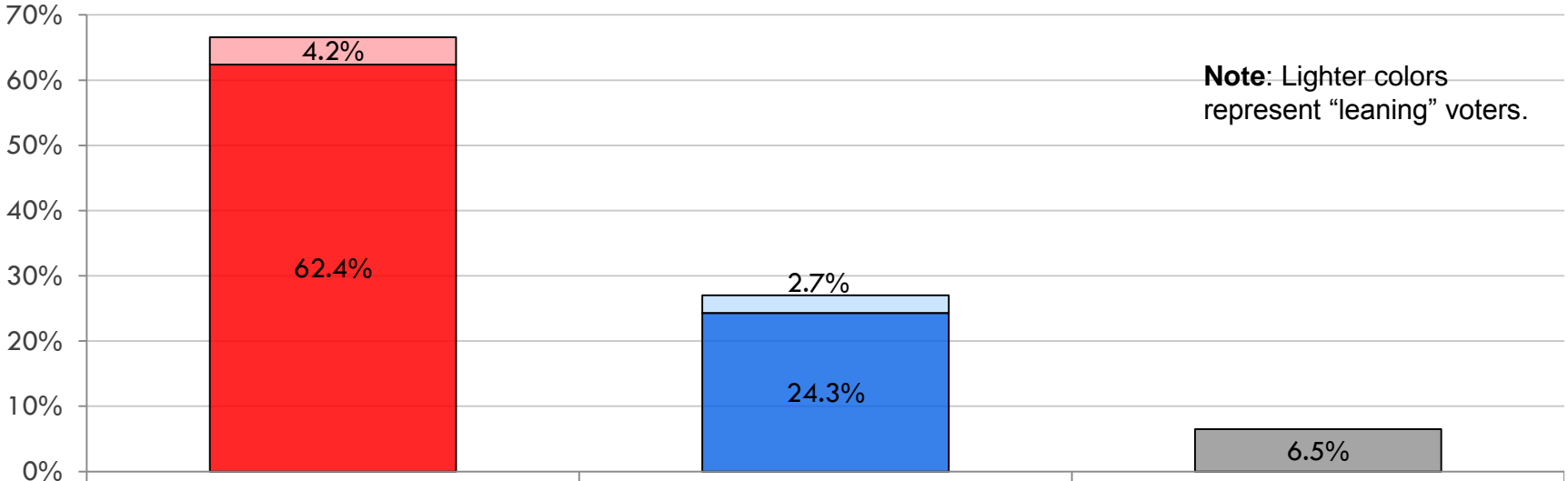
# MAINE PUBLIC POLICY

## U.S. Congressional Elections - Maine



Susan Collins holds a very strong lead of 39.6 percentage points over Shenna Bellows in Maine’s U.S. Senate race.

*If the election for Maine's U.S. Senator were held today, who would you vote for? Those who initially answered "Don't know" were asked which candidate they would lean towards voting for if the election were held today.*



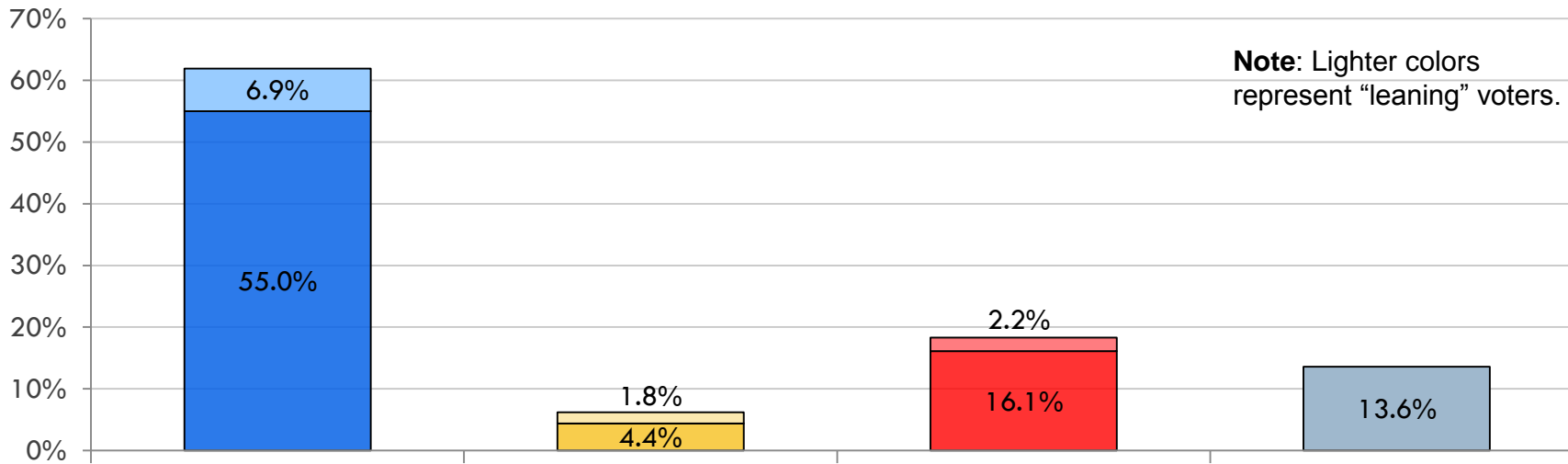
**Note:** Lighter colors represent "leaning" voters.

	Susan Collins	Shenna Bellows	Undecided / None of the above / Refused
<b>Totals</b> <small>("Voting" and "leaning" combined):</small>	<b>66.6%</b>	<b>27.0%</b>	<b>6.5%</b>



Chellie Pingree is currently leading Maine's 1<sup>st</sup> Congressional District Representative race by a very wide margin.

*If the election for Maine's 1<sup>st</sup> Congressional District's Representative were held today, who would you vote for? Those who initially answered "Don't know" were asked which candidate they would lean towards voting if the election were held today. [Asked only of respondents in CD 1; Excludes "Refused" and "No Response"]*

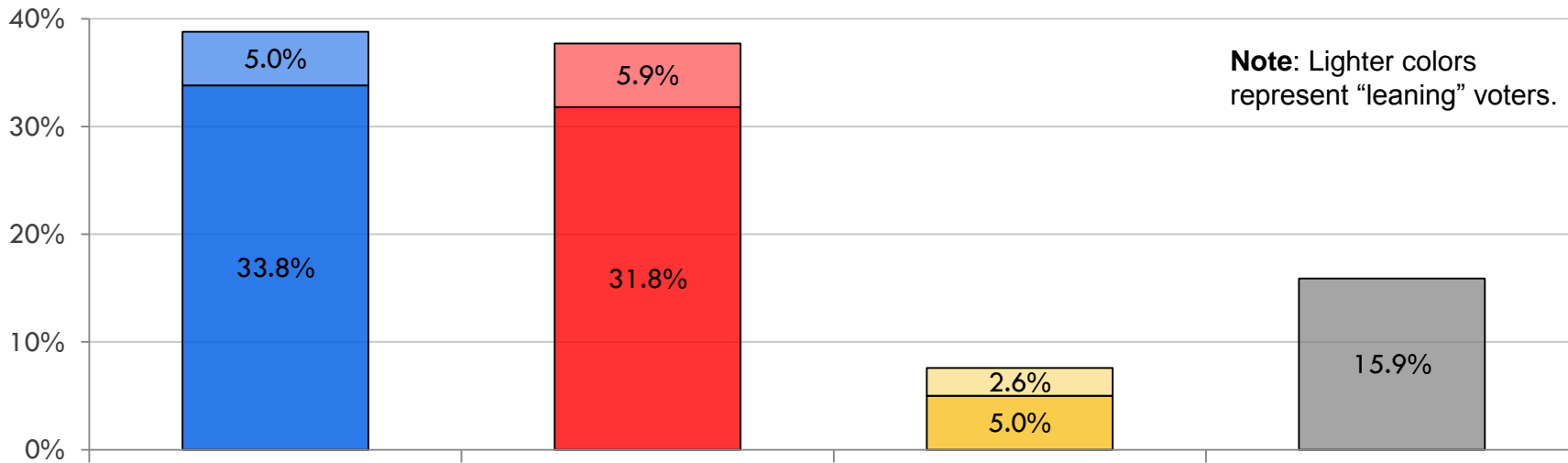


	Chellie Pingree	Richard Murphy	Isaac Misiuk	Undecided / None of the above
<b>Totals</b> ( <i>"Voting" and "leaning" combined</i> ):	<b>62.0%</b>	<b>6.2%</b>	<b>18.3%</b>	<b>13.6%</b>



Emily Cain (38.9%) holds a very slight lead of 1.2 percentage points over Bruce Poliquin (37.7%) in Maine’s 2<sup>nd</sup> Congressional District Representative race.

*If the election for Maine’s 2<sup>nd</sup> Congressional District’s Representative were held today, who would you vote for? Those who initially answered “Don’t know” were asked which candidate they would lean towards voting if the election were held today. [Asked only of respondents in CD 2; Excludes “Refused” and “No Response”]*



**Note:** Lighter colors represent “leaning” voters.

	Emily Cain	Bruce Poliquin	Blaine Richardson	Undecided / None of the above
<b>Totals</b> (“Voting” and “leaning” combined):	<b>38.9%</b>	<b>37.7%</b>	<b>7.6%</b>	<b>15.9%</b>

Emily Cain (38.9%) holds a very slight lead of 1.2 percentage points over Bruce Poliquin (37.7%) in Maine's 2<sup>nd</sup> Congressional District Representative race.



## Highlights

- Although the undecided level has declined by 9.1 percentage points since our previous poll, 15.9% of respondents still have not made up their minds, and the race is still wide open at this point.
- The independent candidate Blaine Richardson has a support level of 7.6%. His supporters in this poll are for the most part Republicans and Independents.

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## MAINE PUBLIC POLICY

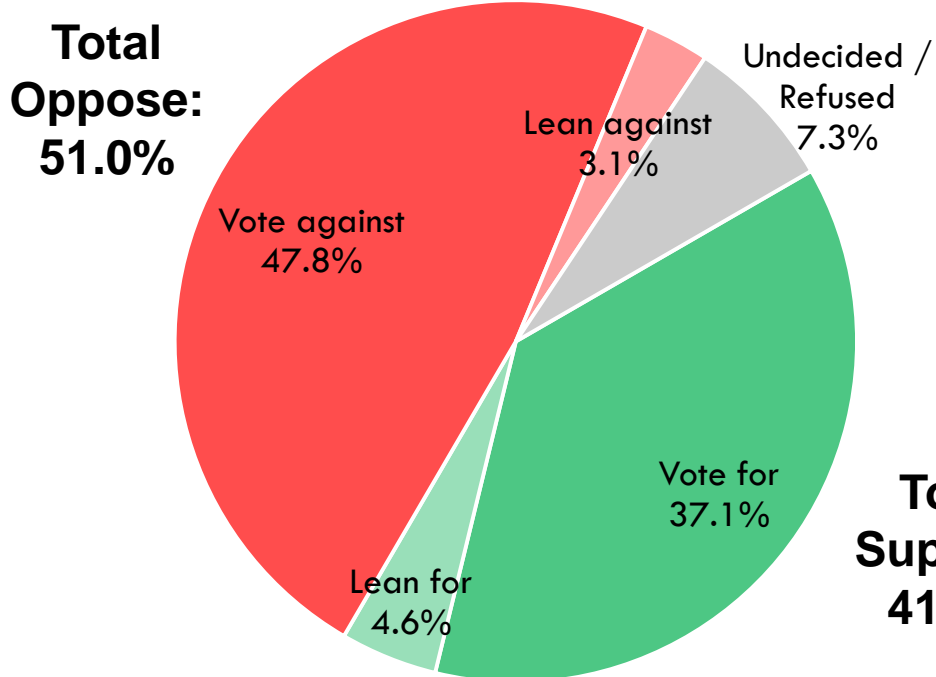
### Bear Baiting Ballot Initiative



There is a 9 percentage point margin between those voting “no” and “yes” on the bear-baiting ballot initiative.

*Now, let me read you a ballot initiative that will be on the November ballot: “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?”*

*If the elections were today, how would you vote on this ballot initiative? Those who initially answered “Don’t know” were asked which way they were leaning towards voting.*



Opposition for this ballot initiative has **decreased** from its high of 57.3% in the previous SMS Omnibus Poll™ to the current figure of 51.0%. Meanwhile, support for this issue has **increased** from 37.5% to 41.7%

Those opposing the bear baiting ballot initiative are more likely to: be registered Republicans (68.8%), be male (59.2%), and live in the Northern / Down East part of the state (61.9%).

<b>CD1</b>	47.7% Yes	45.3% No
<b>CD2</b>	35.3% Yes	57.1% No

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## III. POLL DEMOGRAPHIC PROFILE



# Poll Demographic Profile

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## CONGRESSIONAL DISTRICT

CD1	51.8%
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CD2	48.2%
-----	-------

## AGE

18 to 34	24.0%
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35 to 54	44.0%
----------	-------

55+	32.0%
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## GENDER

Female	53.3%
--------	-------

Male	46.7%
------	-------

## 2013 HOUSEHOLD INCOME

\$25,000 or less	10.7%
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\$25,000 to < \$50,000	19.7%
------------------------	-------

\$50,000 to < \$75,000	19.7%
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\$75,000 to < \$100,000	17.5%
-------------------------	-------

\$100,000+	22.4%
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Don't know / Prefer not to answer	10.0%
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## POLITICAL AFFILIATION

Democrats	35.5%
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Republicans	30.8%
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Independents / Unenrolled	29.8%
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Other / Prefer not to answer	3.8%
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