

Pan Atlantic SMS Group
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THE PAN ATLANTIC SMS GROUP 54th OMNIBUS POLL™

“The Benchmark of Maine Public Opinion”

3rd Maine Gubernatorial Election Poll



Fall 2014

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www.panatlanticsmsgroup.com

 **FiveThirtyEight**

Nate Silver's Polling Website

2008 to 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 1st
Congressional District race in 2010”*

Down East
MAINE AT ITS BEST

“Maine's Best Pollster 2008”

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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 30th year of successful operation.
- This Omnibus Poll™ is the 54th 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

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- The 54th Pan Atlantic SMS Group Omnibus Poll™ was conducted between September 23rd and 29th 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 (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.

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 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 and do not purport to project final election results.

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POLL RESULTS

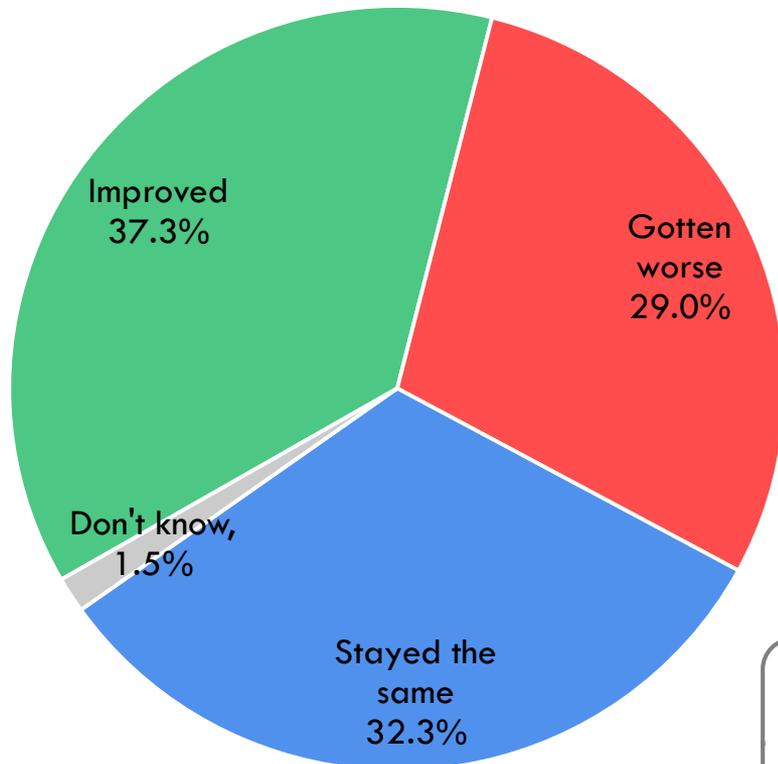
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ECONOMY



Thirty-seven percent (37.3%) of Mainers think that Maine’s economy has improved over the past 4 years.

Do you think that Maine’s economy has improved, gotten worse, or stayed the same over the past 4 years under the LePage administration?



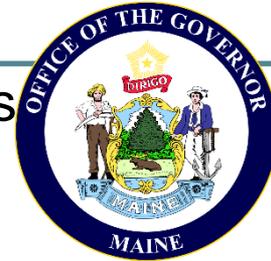
- While 37.3% of those surveyed indicated that Maine’s economy has **improved** over the past 4 years under the LePage administration, 32.3% said that it has **stayed the same**.
- 29.0% of Mainers think that the state economy has **gotten worse** in that time.

- Republicans (57.6%) are more likely than Democrats (17.7%) to believe that the economy has **improved** over the past 4 years.

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MAINE PUBLIC POLICY

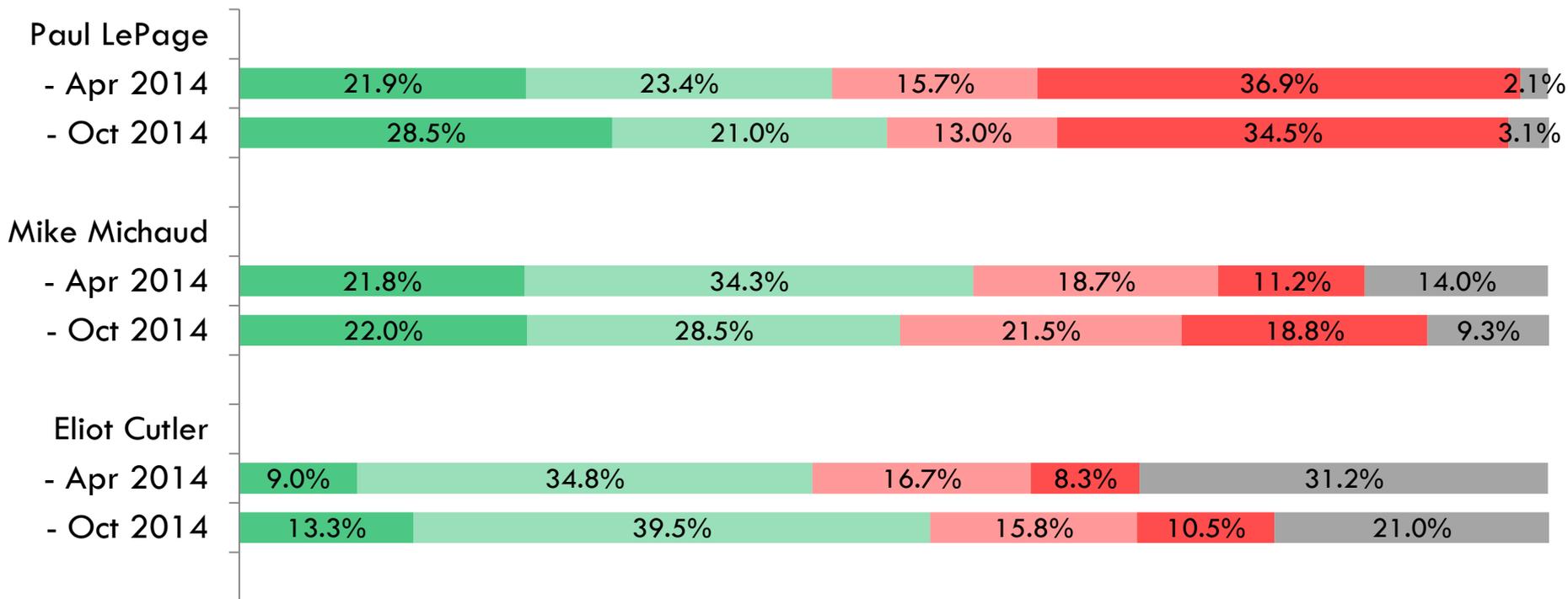
Gubernatorial Election

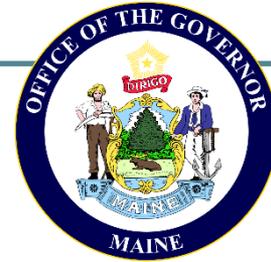


While favorability rating levels for the three Gubernatorial candidates are quite close, there are some differences in relation to their levels of un-favorability.

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 un-favorable," or "very un-favorable" opinion of them. If you aren't familiar with that person, just say so.

Very favorable Somewhat favorable Somewhat Unfavorable Very Unfavorable Don't know / Not familiar



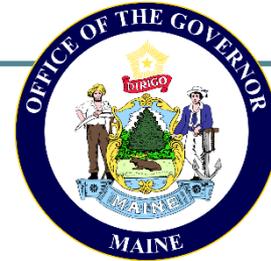


While the favorability rating levels for the three Gubernatorial candidates are quite close, there are some differences in relation to their levels of un-favorability.

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Highlights

- The favorability ratings (“very” and “somewhat” favorable combined) for the three Gubernatorial candidates are quite close – 52.8% for Eliot Cutler (I), 50.5% for Mike Michaud (D), and 49.5% for Gov. LePage (R). However, there are some differences in the levels of un-favorability (“very” and “somewhat” un-favorable combined) – 47.5% for Gov. LePage, 40.3% for Mike Michaud, and 26.3% for Eliot Cutler.
- Eliot Cutler has an overall favorability level of 52.8%, an increase of nine percentage points since the April 2014 Pan Atlantic SMS Group Omnibus Poll™. Favorability rates for this Gubernatorial candidate are highest among: those with annual household incomes of \$100K+ (68.3%), Democrats (61.0%), and those residing in the Southern part of the state (57.4%).
- Congressman Mike Michaud’s favorability rates are highest among: Democrats (76.6%), those with at least a 4-year college degree (59.9%), those with annual household incomes of less than \$50K (55.7%), and females (54.5%).
- Gov. LePage has the strongest favorability rates among: Republicans (77.6%), those with annual household incomes of \$50K<\$100K (57.9%), residents of Northern / Down East Maine (56.4%), those with less than a 4-year college degree (56.3%), and males (56.1%).



Net Favorability Levels (*Favorable – un-favorable*)

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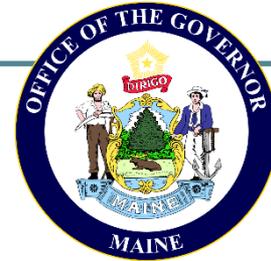
NET FAVORABILITY LEVELS

(*Favorable – un-favorable*)

- **Eliot Cutler** + 26.5%
- **Mike Michaud** + 9.3%
- **Paul LePage** + 2.0%

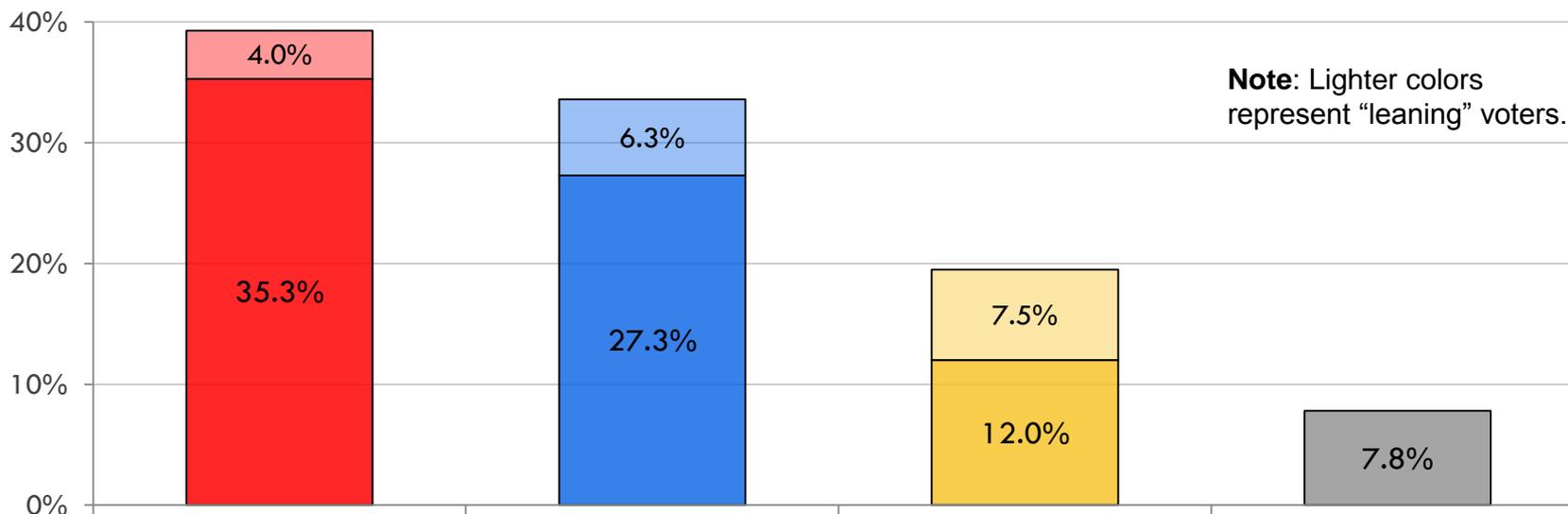
- Governor LePage has a low net favorability score among likely voters.

- However, it should be noted in reviewing Eliot Cutler's net favorability level that there is a high "don't know" factor of 31.2%, whereas the "don't know" levels for the other two candidates are much lower.



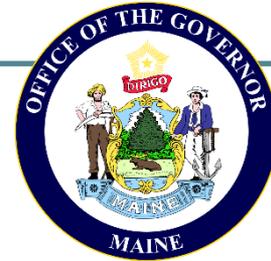
At this point, Paul LePage has a small lead (5.7 percentage points) over Mike Michaud in the Gubernatorial race. Eliot Cutler is in third place with 19.5% of the anticipated vote.* There is a 7.8% undecided factor.

If the Gubernatorial election 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.



		Paul LePage	Mike Michaud	Eliot Cutler	Undecided / None of the above / Refused
Totals ("Voting" and "leaning" combined):	Oct. 2014	39.3%	33.6%	19.5%	7.8%
	Apr. 2014	38.6%	37.3%	20.3%	3.7%
	Nov. 2013	36.0%	37.3%	18.3%	8.5%

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



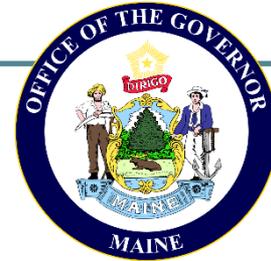
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[n=400]

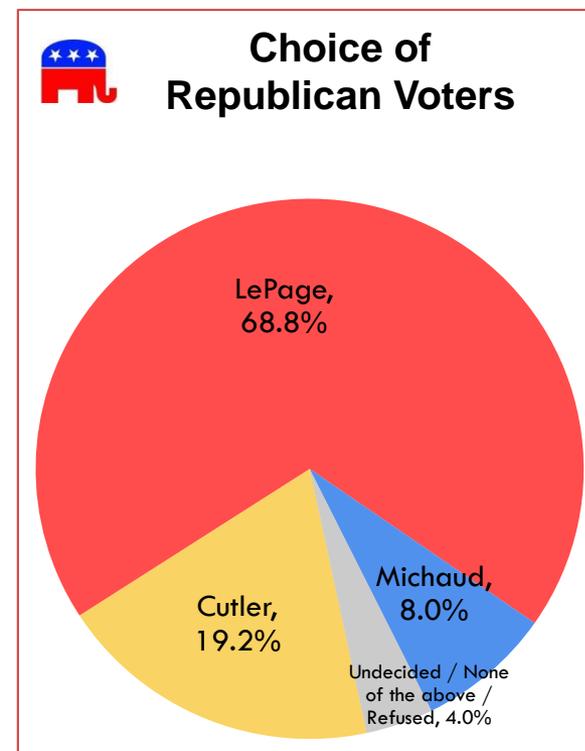
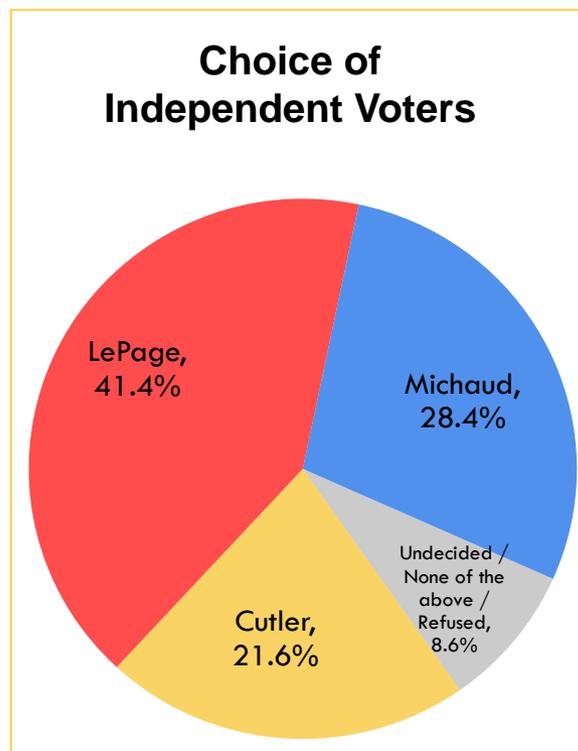
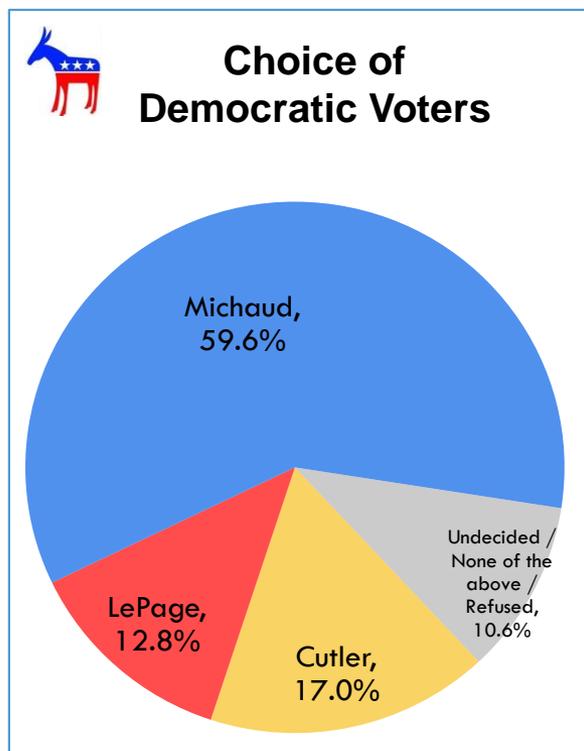
Highlights

- Paul LePage's numbers have remained steady in our past three polls, while this latest poll shows a small slippage in Mike Michaud's numbers.
- However, the race continues to be very tight, with Paul LePage potentially benefiting from the presence of two candidates in the opposition group.
- Though some other recent polls (e.g. Public Policy Polling and Portland Press Herald) have shown Eliot Cutler support level in the low teens, the Pan Atlantic SMS Group Omnibus Poll™ just conducted has his support level (19.5%) at approximately the same consistent level of our April 2014 (20.3%) and November 2013 (18.3%) polls.

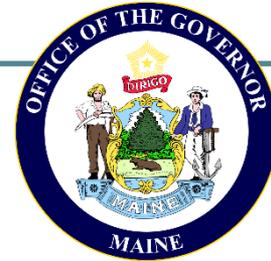


Gubernatorial Race – Breakdown by Political Party

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



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



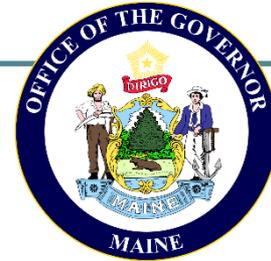
Gubernatorial Race – Breakdown by Political Party

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[n=400]

Highlights

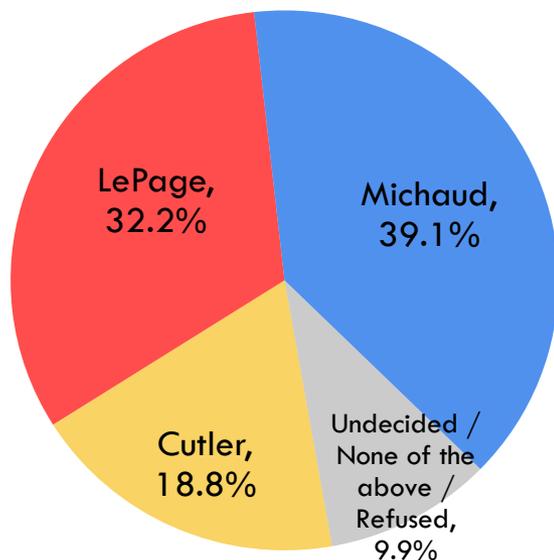
- Mike Michaud is holding six in ten (59.6%) Democratic voters, while Paul LePage has the support of close to seven in ten Republican voters (68.8%).
- Eliot Cutler has the support of 17.0% of Democratic voters, 19.2% of Republican voters, and 21.6% of Independents (an almost equal spread across parties).
- Paul LePage is doing best among independents (41.4%), with Mike Michaud at 28.4% and Eliot Cutler at 21.6%.



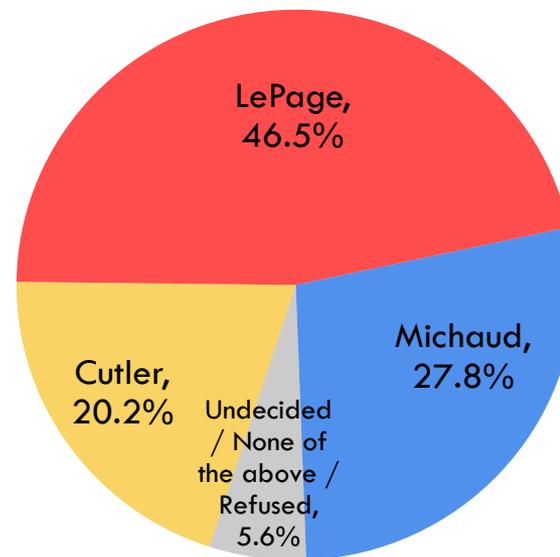
Gubernatorial Race – Breakdown by Gender

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

Females



Males



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



Gubernatorial Race – Breakdown by Gender

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[n=400]

Highlights

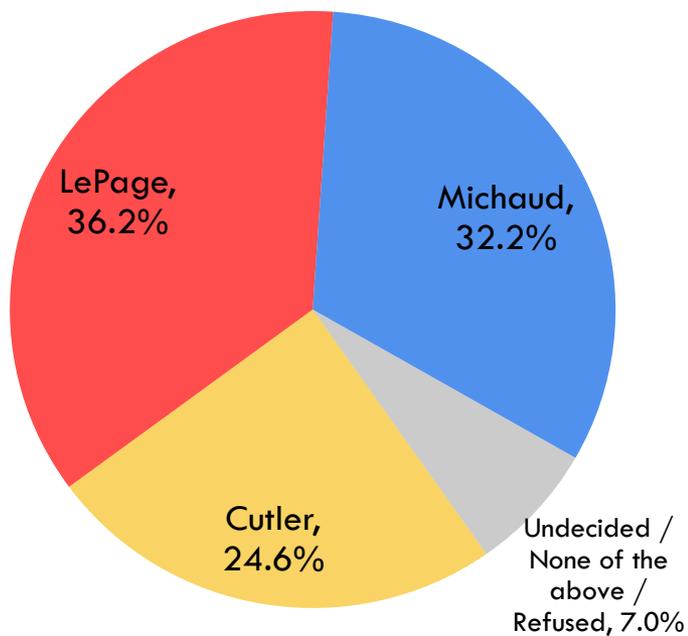
- There is a stark difference in the male / female voter segments. Paul LePage does well with male voters (46.5%), but has only 32.2% of female voters.
- The opposite effect applies to Mike Michaud – (39.1% of female voters vs. 27.8% of male voters).
- Eliot Cutler has almost even support among males (20.2%) and females (18.8%).



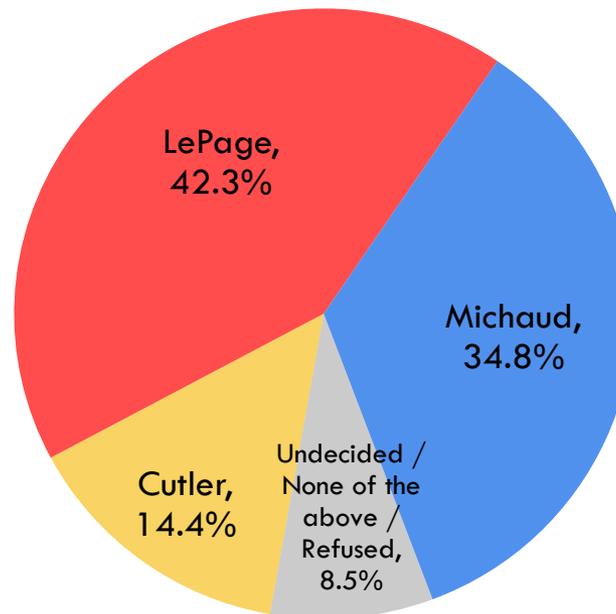
Gubernatorial Race – Breakdown by Congressional District

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

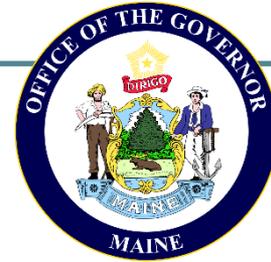
CD 1



CD 2



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



Gubernatorial Race – Breakdown by Congressional District

20

[n=400]

Highlights

- Governor LePage has a lead of 7.5 percentage points over Mike Michaud in the 2nd Congressional District, while Eliot Cutler is doing much better in the 1st (24.6%) vs. the 2nd Congressional District (14.4%).



If LePage and Michaud were the only Gubernatorial candidates, Cutler supporters and undecided voters would break more heavily for Michaud than LePage by a 2:1 margin (48.6% would vote for Michaud, vs. 26.2% for LePage).

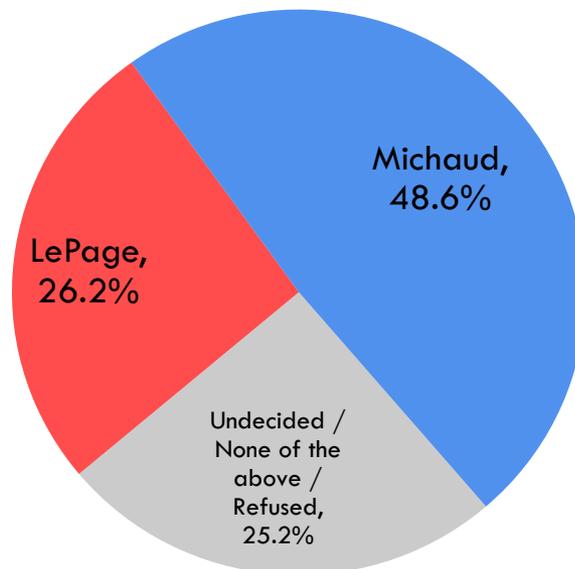
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[Asked only of those who indicated that they would vote for Eliot Cutler or were undecided; n=107]

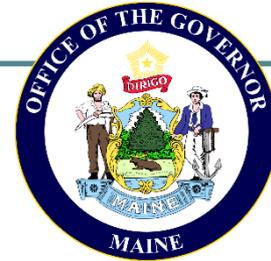
If the Gubernatorial election were today and Paul LePage (Republican) and Mike Michaud (Democrat) were the only candidates, who would you vote for? Those who initially answered “Don’t know” were asked which candidate they would lean towards voting if the election were held today. [Asked only of those 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=107)



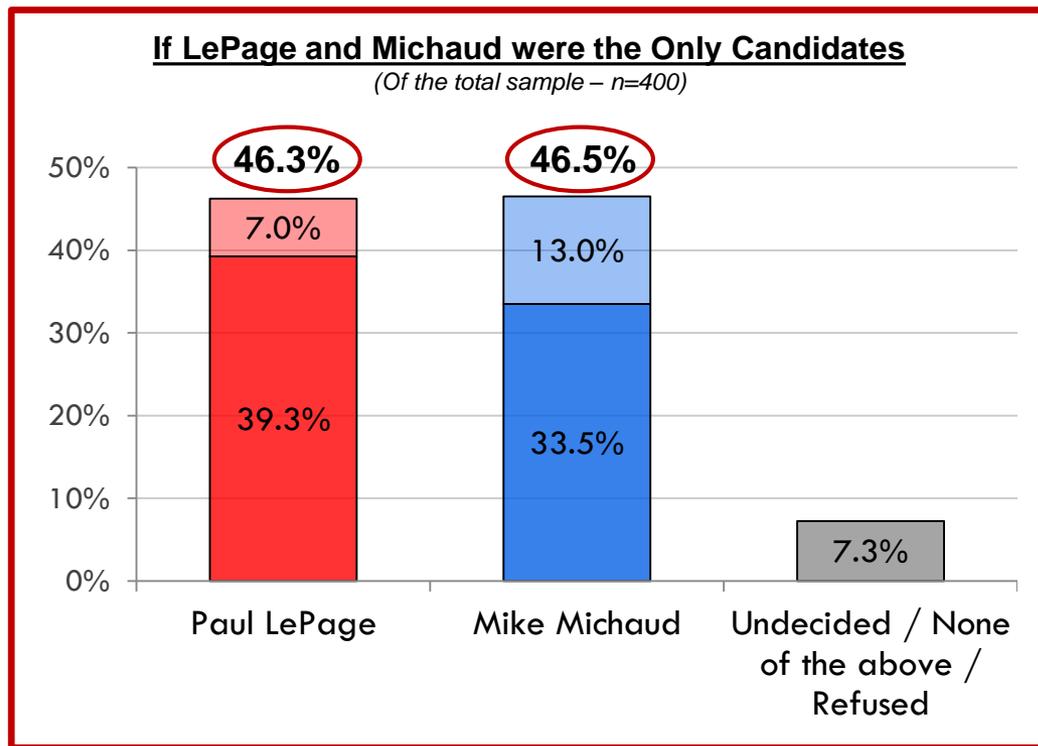
Note: Percentages include “Voting” and “Leaning” totals combined.



Based on the results of two poll questions, there would be a statistical dead heat between Gov. LePage (46.3%) and Mike Michaud (46.5%) 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 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.

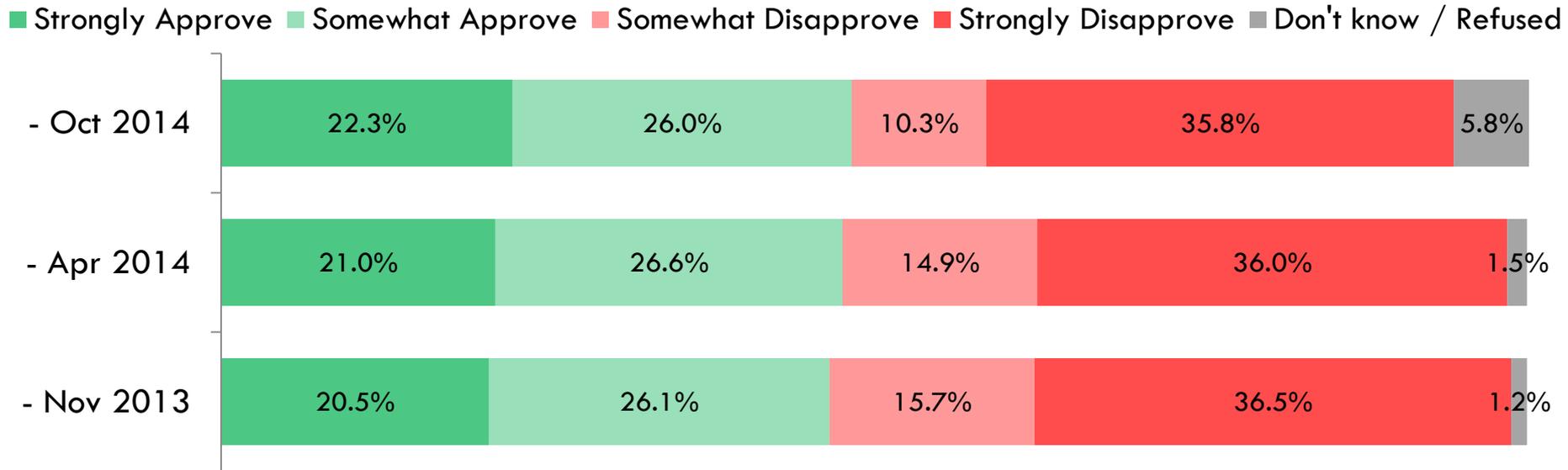


Note: Percentages include “Voting” and “Leaning” totals combined.

Gov. LePage's job approval rating is almost equal positive vs. negative – 48.3% approve and 46.0% disapprove.



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

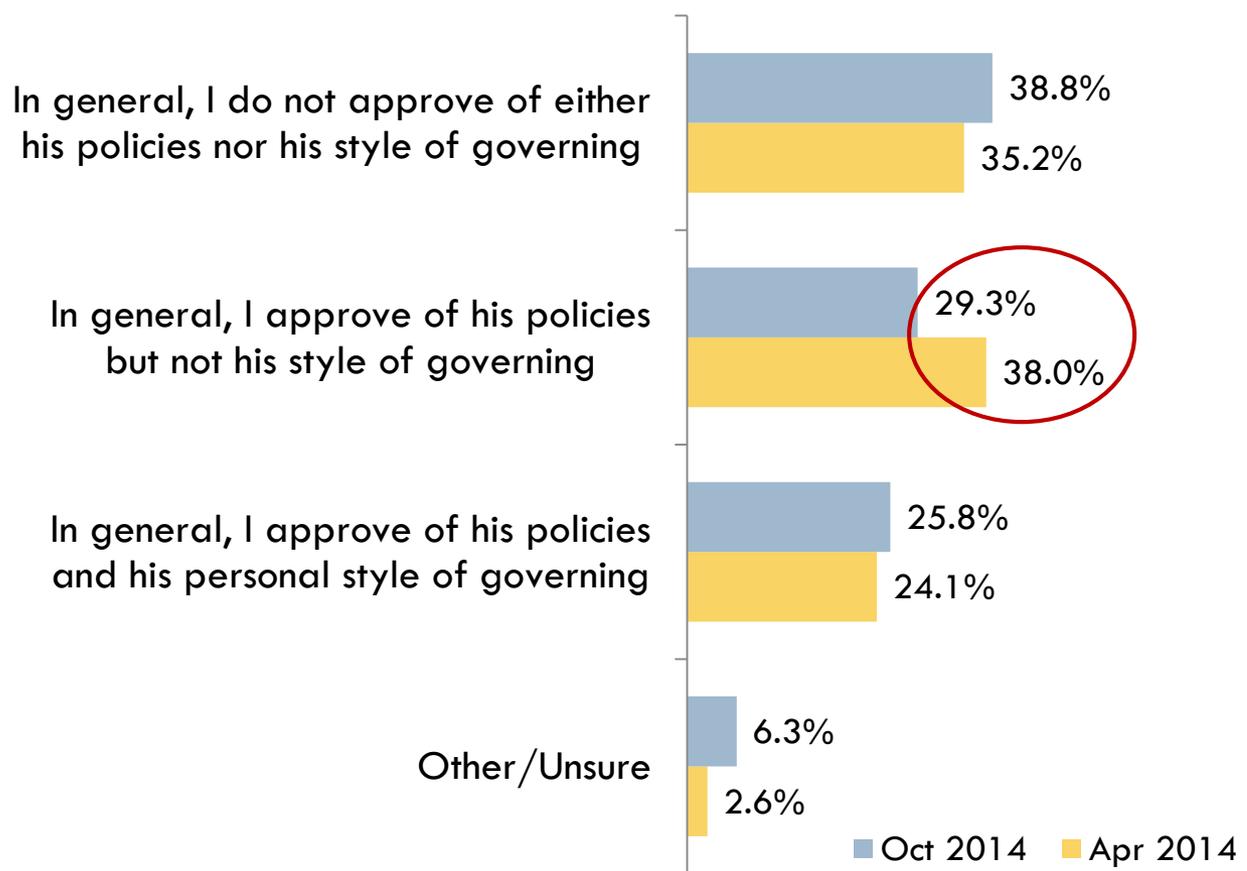


- Gov. LePage's approval rating is highest among: Republicans (74.4%), residents of the Northern / Down East part of the state (55.6%), those in Congressional District 2 (54.7%), and males (54.5%).
- Among those who disapprove, the intensity level is high (35.8% strongly disapprove).

Over half of Mainers approve of Governor LePage's policies. While some of these also approve of his governing style, a strong majority overall do not.



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



- While 38.8% of Mainers do not approve of either the Governor's policies or style of governing, just over half (55.1%) approve of his policies.
- Those who least approve of Gov. LePage's policies / style of governing include: Democrats (68.1%), those with at least a 4-year college degree (51.7%), females (47.0%), and those under the age of 35 (46.9%).

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POLL DEMOGRAPHIC DATA

Poll Demographic Data

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CONGRESSIONAL DISTRICT

CD1 49.8%

CD2 50.2%

POLITICAL AFFILIATION

Democrats 35.3%

Republicans 31.3%

Independents / Unenrolled 29.0%

Other / Prefer not to answer 4.4%

AGE

18 to 34 16.0%

35 to 54 47.0%

55+ 37.0%

GENDER

Female 50.5%

Male 49.5%

2013 HOUSEHOLD INCOME

\$25,000 or less 15.0%

\$25,000 to < \$50,000 20.0%

\$50,000 to < \$75,000 21.3%

\$75,000 to < \$100,000 15.0%

\$100,000+ 15.8%

Don't know / Prefer not to answer 13.0%

HIGHEST LEVEL OF EDUCATION

Less than high school 3.0%

High school 21.3%

Vocational / Trade school 4.0%

Some college / Two-year college degree 27.8%

Four-year college degree 26.0%

Post-graduate work 17.0%

Prefer not to answer 1.0%



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