

Pan Atlantic SMS Group

OMNIBUS POLL™

**Election 2009
Final Tracking Poll**

“The Benchmark of Maine Public Opinion”



PREPARED BY



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I. FACTS ABOUT THE ELECTION 2009 FINAL TRACKING POLL

The most recent Pan Atlantic SMS Group Election 2009 Tracking Poll was conducted over a three day period from October 20th to 22nd, 2009. This independent survey data is being released to the Maine media in the public interest.

This is our final poll on the 2009 Elections and follows on our Fall 2009 Omnibus Poll™, the results of which were released on October 14th.

A randomly selected, stratified statewide sample of 400 Maine adults was interviewed. Since the poll contains questions relating to referendum and bond issues which will be voted on in the November 2009 elections, the survey was administered only to people who are registered voters and who identified themselves as “likely” to vote in the November 2009 elections. All others were excluded from participation.

Although the survey instrument was administered only to registered voters who said that they are likely to vote in November, the results contained herein represent a snapshot of voters’ opinions at a point in time. They do not purport to predict final poll results. Changes in final voter behavior may well occur in the approximately 10 days between the time of poll completion and Election Day. This could result from increased voter scrutiny of the issues, media coverage, editorials, advertising, etc.

The results of this off year election cycle will very likely be determined by the strength of the GOTV effort of both sides of key issues and in particular the gay marriage and Tabor referendum issues.

The sample was stratified based on 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, religion, and gender. The margins of error for specific sub-samples are higher than the ± 4.9 percent margin of error for the entire sample.

It should be noted that figures may not always equal 100.0 percent due to the rounding of decimals.

Pan Atlantic SMS Group is Maine’s largest independent marketing research and marketing consulting firm and is currently in its 25th year of successful operation.

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II. FINDINGS – MAINE REFERENDUM QUESTIONS

Vote on Question 1

Question 1 – “Do you want to reject the new law that lets same-sex couples marry and allows individuals and religious groups to refuse to perform these marriages?” If today was Election Day, how would you vote on this issue?

	Omnibus Poll™ of October 14 th , 2009 (N=401)	October 26 th , 2009 Poll (N=400)
Vote YES	40.9%	40.0%
Lean YES	2.0%	1.5%
Vote NO	50.6%	51.8%
Lean NO	1.2%	0.8%
Still undecided	5.2%	6.0%
Total YES (vote and lean)	42.9%	41.5%
Total NO (vote and lean)	51.8%	52.6%



Fifty-three percent (52.6%) of respondents indicated that, if today were Election Day, they would reject (51.8% vote NO, 0.8% lean NO) this referendum question, thus upholding the new law allowing same-sex couples to marry. Forty-two percent (41.5%) of respondents said that they would vote in favor (40.0% vote YES, 1.5% lean YES) of this question, and 6.0% are undecided. **Thus, there is an 11 percentage point margin in favor of rejecting this referendum question at this point in time.**

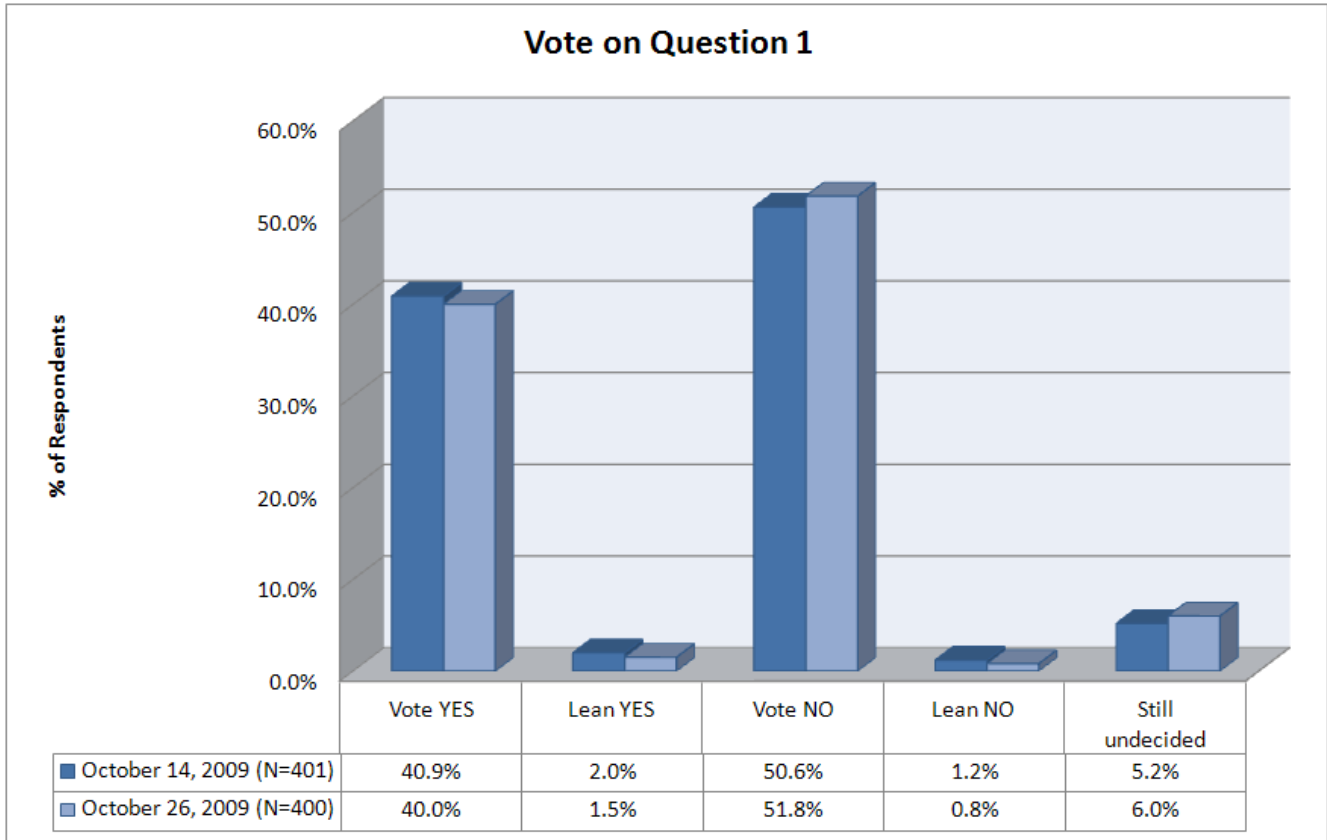
- ✓ Residents of CD 1 are more likely to be opposed to this referendum question (56.9% vote or lean NO vs. 36.1% vote or lean YES), while those living in CD 2 are split on this issue (48.0% vote or lean NO vs. 47.0% vote or lean YES).
- ✓ While Democrats (65.5%) and Independents (56.0%) are more likely to be against this measure (vote or lean NO), Republicans (58.0%) are more likely to be in favor of passing this referendum question (vote or lean YES).
- ✓ Females (61.1%) are more likely than males (42.4%) to indicate that they plan to vote against this referendum (vote or lean NO).
- ✓ Catholic voters surveyed are currently split on this issue (48.9% vote or lean NO vs. 45.8% vote or lean YES).

The overall results are similar to the results of our Omnibus Poll™ released on October 14th.



II. FINDINGS – MAINE REFERENDUM QUESTIONS

Vote on Question 1 (cont.)



II. FINDINGS – MAINE REFERENDUM QUESTIONS

Vote on Question 2

Question 2 – “Do you want to cut the rate of the municipal excise tax by an average of 55% on motor vehicles less than six years old and exempt hybrid and other alternative-energy and highly fuel-efficient motor vehicles from sales tax and three years of excise tax?” If today was Election Day, how would you vote on this issue?

	Omnibus Poll™ of October 14 th , 2009 (N=401)	October 26 th , 2009 Poll (N=400)
Vote YES	42.6%	25.5%
Lean YES	5.7%	3.0%
Vote NO	43.9%	56.3%
Lean NO	2.2%	4.5%
Still undecided	5.5%	10.8%
Total YES (vote and lean)	48.3%	28.5%
Total NO (vote and lean)	46.1%	60.8%



Sixty-one percent (60.8%) of respondents reported that, if today were Election Day, they would reject (56.3% vote NO, 4.5% lean NO) the municipal excise tax referendum question. Twenty-nine percent (28.5%) of respondents said that they would support (25.5% vote YES, 3.0% lean YES) this question, and 10.8% are undecided. **Thus Maine voters are currently opposed to this referendum question by a 2:1 margin.**

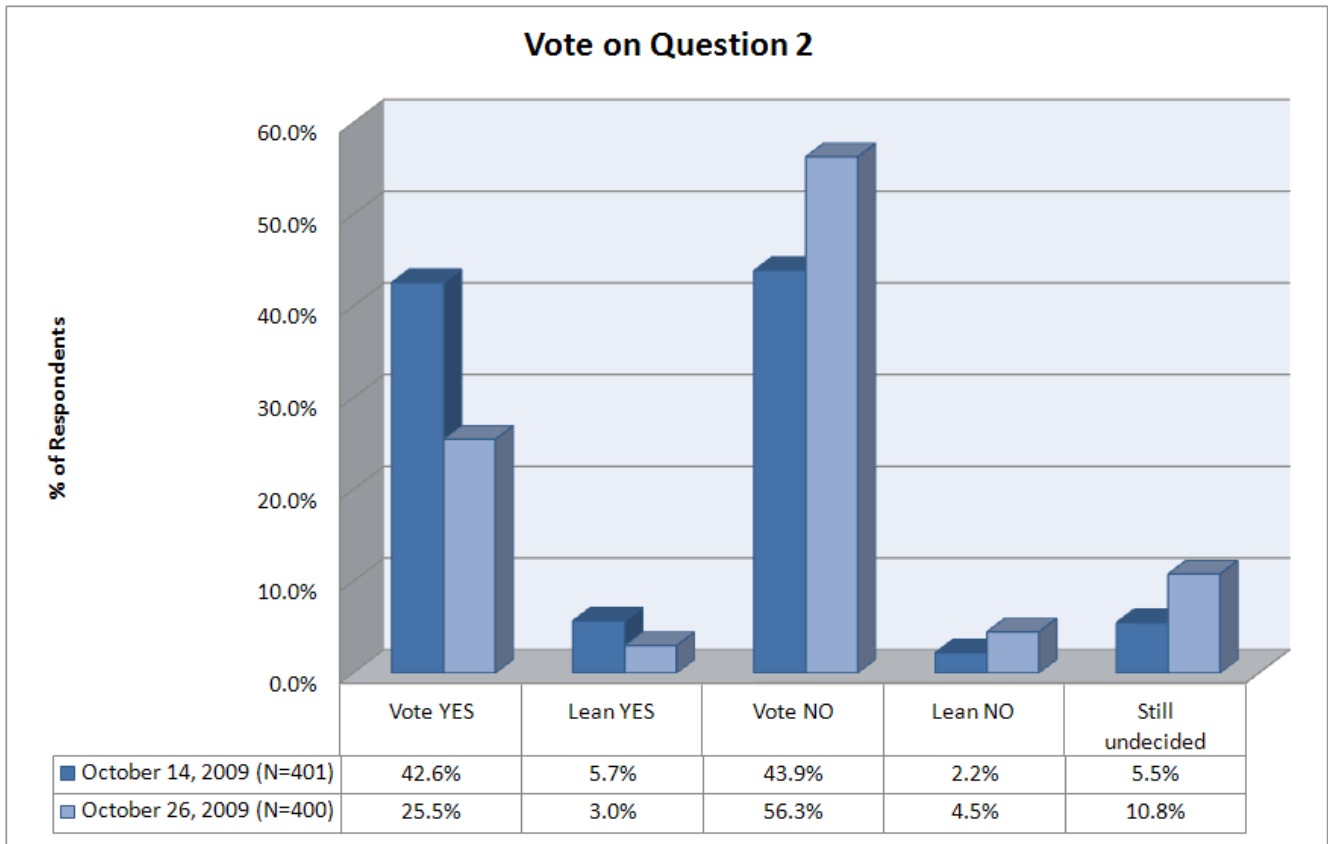
- ✓ No statistically significant differences were found among demographic subgroups with the exception of the 18-34 year age group who are the least likely to want to reject this measure.

There appears to have been a major shift in voter opinion on this referendum question since our previous poll which was released on October 14th. While voters were split on this issue earlier in the month, they are now much more opposed to the proposition.



II. FINDINGS – MAINE REFERENDUM QUESTIONS

Vote on Question 2 (cont.)



II. FINDINGS – MAINE REFERENDUM QUESTIONS

Vote on Question 3

Question 3 – “Do you want to repeal the 2007 law on school district consolidation and restore the laws previously in effect?” If today was Election Day, how would you vote on this issue?

	Omnibus Poll™ of October 14 th , 2009 (N=401)	October 26 th , 2009 Poll (N=400)
Vote YES	41.9%	36.3%
Lean YES	4.2%	2.8%
Vote NO	38.4%	42.0%
Lean NO	2.7%	2.5%
Still undecided	12.7%	16.5%
Total YES (vote and lean)	46.1%	39.1%
Total NO (vote and lean)	41.1%	44.5%



Forty-five percent (44.5%) of respondents indicated that, if today were Election Day, they would reject (42.0% vote NO, 2.5% lean NO) on the referendum question regarding school district consolidation. Thirty-nine percent (39.1%) of respondents said that they would support (36.3% vote YES, 2.8% lean YES) this referendum, and 16.5% are undecided.

- ✓ Residents of CD 2 are more likely to support this referendum question (44.9% vote or lean YES) as compared to those living in CD 1 (33.2% vote or lean YES).

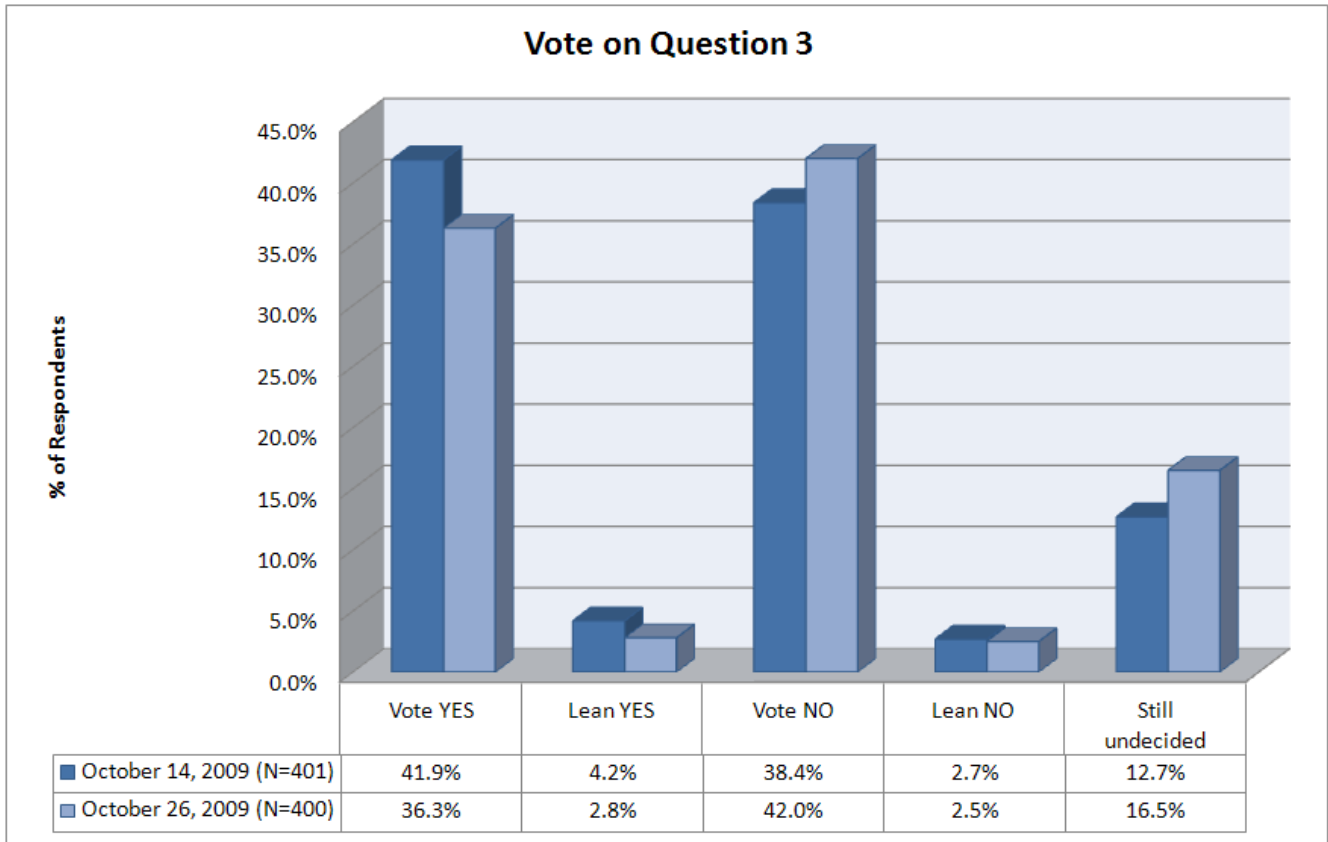
There has been about a 10 percentage point shift in voter opinion on this referendum question since our Omnibus Poll™ released on October 14th. While there was a 5% margin FOR this referendum issue earlier in the month, there is currently a 5% margin AGAINST it. It is important to note that the undecided factor on this issue, at 16.5%, continues to be high.

Thus the outcome of this question is still very much in play.



II. FINDINGS – MAINE REFERENDUM QUESTIONS

Vote on Question 3 (cont.)



II. FINDINGS – MAINE REFERENDUM QUESTIONS

Vote on Question 4 (TABOR II)

Question 4 – “Do you want to change the existing formulas that limit state and local government spending and require voter approval by referendum for spending over those limits and for increases in state taxes?” This question is also known as TABOR II. If today was Election Day, how would you vote on this issue?

	Omnibus Poll™ of October 14th, 2009 (N=401)	October 26th, 2009 Poll (N=400)
Vote YES	49.1%	39.8%
Lean YES	3.7%	2.3%
Vote NO	37.7%	46.3%
Lean NO	1.0%	2.5%
Still undecided	8.5%	9.3%
Total YES (vote and lean)	52.8%	42.1%
Total NO (vote and lean)	38.7%	48.8%



Nearly one-half (48.8%) of respondents reported that, if today were Election Day, they would reject (46.3% vote NO, 2.5% lean NO) this referendum question. Forty-two percent (42.1%) of respondents said that they would support (39.8% vote YES, 2.3% lean YES) this referendum, and 9.3% are undecided. **Thus there is close to a seven point margin opposed to this measure.**

- ✓ While Democrats are more likely to reject this measure (57.0% vote or lean NO vs. 32.7% vote or lean YES) and Republicans are more likely to support this referendum (50.0% vote or lean YES vs. 39.3% vote or lean NO), Independents are split on this issue (46.6% vote or lean NO vs. 46.6% vote or lean YES).

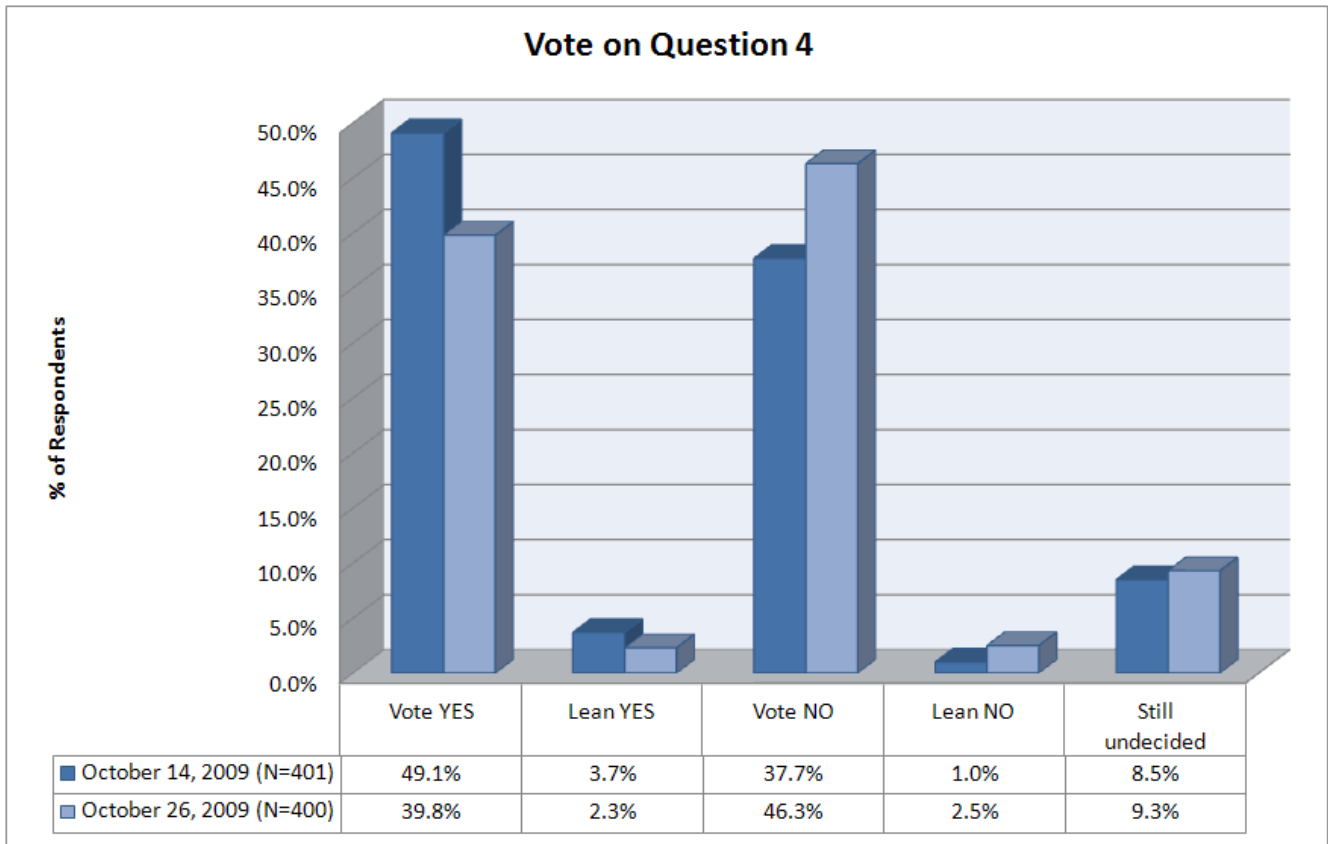
There has been about a 20 percentage point swing in voter opinion on this referendum question since our previous poll which was released on October 14th. While there was a 14% margin FOR this referendum issue earlier in the month, there is currently a 7% margin AGAINST it.

However, given the margin of error and the undecided voter factor (at 9.3%), this issue is still very much in play.



II. FINDINGS – MAINE REFERENDUM QUESTIONS

Vote on Question 4 (cont.)



II. FINDINGS – MAINE REFERENDUM QUESTIONS

Vote on Question 5

Question 5 – “Do you want to change the medical marijuana laws to allow treatment of more medical conditions and to create a regulated system of distribution?” If today was Election Day, how would you vote on this issue?

	October 26th, 2009 Poll (N=400)
Vote YES	54.5%
Lean YES	4.5%
Vote NO	30.0%
Lean NO	2.0%
Still undecided	9.0%
Total YES (vote and lean)	59.0%
Total NO (vote and lean)	32.0%



Note: This question was not released in the October 14th Election Poll Results.

Approximately six in ten (59.0%) Mainers polled indicated that, if today were Election Day, they would support (54.5% vote YES, 4.5% lean YES) the referendum question regarding changing the medical marijuana laws to allow treatment of more medical conditions and to create a regulated system of distribution. Thirty-two percent (32.0%) of respondents said that they would oppose (30.0% vote NO, 2.0% lean NO) this referendum, and 9.0% are undecided.

Thus there is nearly a 2:1 margin in favor of this proposal.

- ✓ Residents of CD 2 are more likely than those living in CD 1 indicated that they will vote to reject this referendum question (37.9% vs. 26.2% vote or lean NO).
- ✓ While Democrats and Independents are in favor of this measure (65.5% and 62.9% vote or lean YES, respectively), Republicans are split on the issue (46.4% vote or lean YES vs. 43.8% vote or lean NO).



II. FINDINGS – MAINE REFERENDUM QUESTIONS

Vote on Question 5 (cont.)

