

**The 39<sup>th</sup>**

**Pan Atlantic SMS Group**

**OMNIBUS POLL™**

**Summer 2008**

***“The Benchmark of Maine Public Opinion”***



**PREPARED BY**



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## I. FACTS ABOUT THE 39<sup>th</sup> PAN ATLANTIC SMS GROUP OMNIBUS POLL™

The most recent Pan Atlantic SMS Group Omnibus Poll™ was conducted between June 10<sup>th</sup> and 18<sup>th</sup>, 2008. This independent omnibus survey data are being released to the Maine media in the public interest.

All interviews were completed on a CATI (Computer Aided Telephone Interviewing) system at the Pan Atlantic SMS Group Interview Center by our in-house staff. This omnibus survey is the 39<sup>th</sup> in a series conducted by the Pan Atlantic SMS Group. **Because we have conducted this poll on a frequent basis over a long time period, we are in a unique position to provide reliable benchmarking on a range of issues.**

A randomly selected, stratified statewide sample of 400 Maine adults was interviewed. Since the poll contains questions relating to issues which will be voted on in the November 2008 elections, the survey was administered only to people who are registered voters and who identified themselves as “likely” to vote in the November 2008 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. As Election Day was approximately five months away at the time in which the poll was conducted, changes in final voter behavior may well occur in the interim period. This could result from increased voter scrutiny of the issues, media coverage, editorials, advertising, etc.**

The sample was stratified based on 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 sub-samples, including Congressional District, region of the state, age, household income, education, and gender. The margins of error for specific sub-samples are higher than the  $\pm 4.9$  percent margin of error for the entire sample.

Southern Region	Central & Western Region	Northern & Down East Region
Cumberland County	Androscoggin County	Aroostook County
Sagadahoc County	Franklin County	Hancock County
York County	Kennebec County	Penobscot County
	Knox County	Piscataquis County
	Lincoln County	Somerset County
	Oxford County	Washington County
	Waldo County	

*\* 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 business consulting firm and is **currently celebrating 23 years of successful operation.**

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## II. FINDINGS – ECONOMY

### Direction of the State of Maine

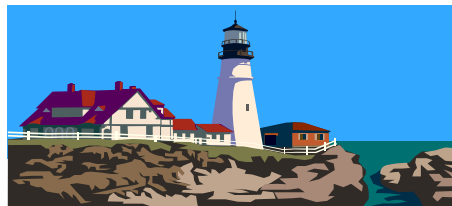
*In general, do you think that the State of Maine is headed in the right direction or the wrong direction? [Options were rotated]*

	February 2005 (N=400)	August 2005 (N=400)	March 2006 (N=401)	July 2006 (N=401)	May 2007 (N=400)	Sept. 2007 (N=400)	June 2008 (N=400)
Right direction	35.0%	21.5%	41.1%	40.4%	31.0%	37.3%	23.0%
Wrong direction	48.0%	60.0%	41.6%	41.6%	51.0%	48.3%	59.8%
Don't know	17.0%	18.5%	17.2%	18.0%	18.0%	14.5%	17.3%

**Sixty percent (59.8%) of Maine citizens polled think that the State of Maine is headed in the “wrong direction,” while 23.0% indicated that the State is headed in the “right direction.” Seventeen percent (17.3%) of respondents are undecided.**

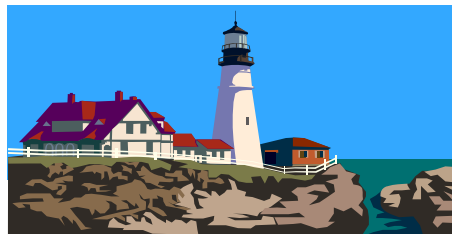
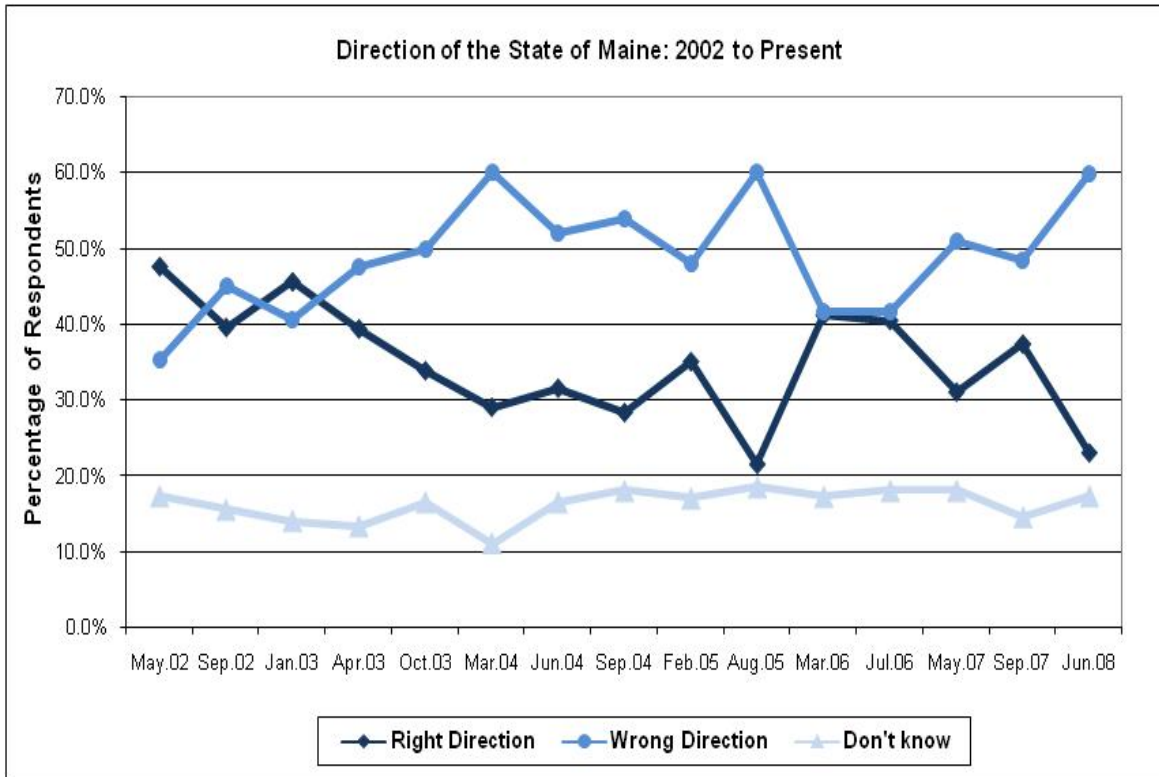
- The table below outlines the demographics of respondents who indicated that they think that the State of Maine is headed in the right direction.

Think that the State of Maine is Headed in the “Right Direction”	
Higher	Lower
• Residents of Southern Maine (30.3%)	• Residents of Northern / Down East Maine (13.9%)
• Residents of Congressional District 1 (29.2%)	• Residents of Congressional District 2 (16.7%)
• Democrats (31.2%) and Independents (25.3%)	• Republicans (12.3%)
• Those with a four-year college degree or more (28.0%)	• Those with a high school degree or less (17.3%)



## II. FINDINGS – ECONOMY

### Direction of the State of Maine (Cont.)



## II. FINDINGS – ECONOMY

### Most Important Issue Facing the State of Maine Today

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

Top Answers	Feb 2005 (N=400)	August 2005 (N=400)	March 2006 (N=401)	July 2006 (N=401)	May 2007 (N=400)	Sept. 2007 (N=400)	June 2008 (N=400)
Jobs / Employment	32.0%	35.3%	26.2%	19.2%	17.5%	23.3%	22.3%
High gas prices	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.8%
Tax Reform or Relief	14.3%	14.3%	13.4%	15.2%	21.5%	17.3%	13.3%
Cost of living	1.3%	4.0%	3.2%	1.2%	1.0%	3.5%	9.3%
Healthcare	10.5%	8.8%	15.2%	15.7%	11.3%	15.3%	8.0%
Energy Related Issues	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%
Education and Schools	8.5%	3.8%	7.2%	8.5%	10.3%	13.3%	4.8%
Balancing the State budget	3.0%	3.0%	3.2%	4.0%	7.8%	1.8%	3.3%
High level of property taxes	15.0%	6.8%	6.2%	5.0%	9.8%	8.0%	2.0%
Crime / Drugs / Violence	1.3%	1.3%	0.5%	0.5%	0.5%	0.8%	0.0%
Don't know	7.5%	3.0%	6.7%	6.5%	5.0%	4.0%	2.8%

*\* Note: Respondents were asked to be more specific with their answer if they said "Economy" or "Taxes".*

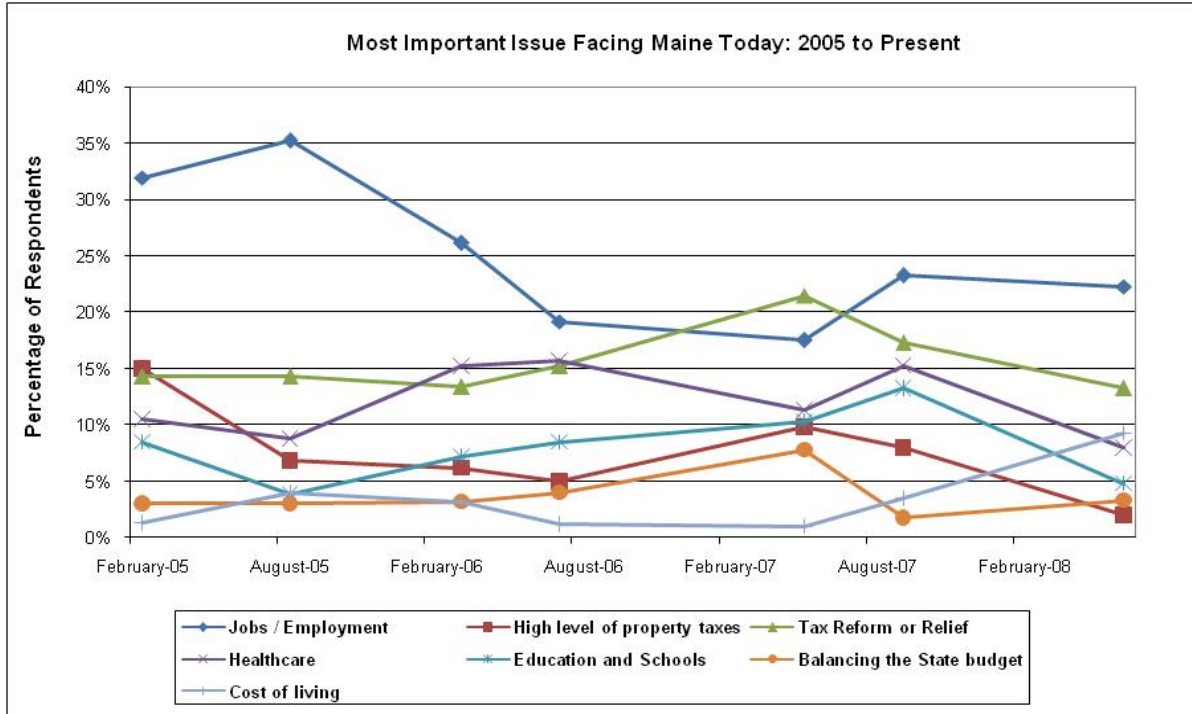
**“Jobs / Employment” was rated as the most important issue by Mainers (22.3%). Sixteen percent (15.8%) of those polled named “high gas prices” as the most important issue facing the State of Maine today, and 13.3% said “tax reform or relief” specifically. Thus, a total of 15.3% of those surveyed indicated that an issue pertaining to taxes is the most important issue facing Maine today. Other top answers provided include: “cost of living” (9.3%), “healthcare” (8.0%), and “energy related issues” (7.0%).**

**“High gas prices” (15.8%) is second overall. This is the first time this issue has been cited to any significant degree by respondents to the Pan Atlantic SMS Omnibus Poll™.**



## II. FINDINGS – ECONOMY

### Most Important Issue Facing the State of Maine Today (cont.)



## II. FINDINGS – ECONOMY

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### Plans for Economic Stimulus Tax Rebate Check

*Which of the following best describes how you have spent or plan to spend your Economic Stimulus Tax Rebate check from the Federal Government? [Options were read and rotated]*

Top Answers	June 2008 (N=400)
Spend the money to pay current bills	30.0%
Spend the money on next winter's heating bills	24.8%
Save the money	17.0%
Spend it on travel, goods or services	12.0%
Don't know or other specific answers provided	13.2%
N/A – ineligible for the rebate	3.0%



Three in ten respondents (30.0%) indicated they have spent or plan to spend their Economic Stimulus Tax Rebate check to “pay current bills.” One in four respondents (24.8%) reported that they will spend the money on “next winter’s heating bills,” 17.0% stated that they plan to “save the money,” and 12.0% said that they have spent or plan to spend the money on “travel, goods or services.” Thirteen percent (13.2%) of those polled “don’t know” or provided a more specific answer on how they plan to spend their Economic Stimulus Tax Rebate check from the Federal Government and 3.0% reported that they were “ineligible for the rebate.”



## II. FINDINGS – ECONOMY

### Effect of Gas Prices on Summer Driving Plans

*To what extent, if any, will gas prices affect your driving plans over the summer? [Options were read and rotated]*

	June 2008 (N=400)
Plan to drive a lot less due to gas prices	49.8%
Plan to drive somewhat less due to gas prices	32.5%
No effect on your driving plans	16.3%
Don't know	1.5%



**Eighty-two percent (82.3%) of Maine citizens polled reported that they plan to drive “a lot less” (49.8%) or “somewhat less” (32.5%) over the summer due to gas prices.** Sixteen percent of respondents (16.3%) stated that gas prices will have “no effect” on their driving plans over the summer, and 1.5% said that they “don’t know.”

- The table below displays the demographics of respondents who indicated that they plan to drive “somewhat / a lot less” this summer.

Plan to Drive A Lot / Somewhat Less Due to Gas Prices	
Higher	Lower
<ul style="list-style-type: none"> <li>• Independents (87.3%) and Democrats (87.0%)</li> </ul>	<ul style="list-style-type: none"> <li>• Republicans (76.0%)</li> </ul>
<ul style="list-style-type: none"> <li>• Respondents aged 35 to 54 (86.9%)</li> </ul>	<ul style="list-style-type: none"> <li>• Respondents aged 55+ (77.2%)</li> </ul>
<ul style="list-style-type: none"> <li>• Household income \$35K &lt; \$65K (90.7%)</li> </ul>	<ul style="list-style-type: none"> <li>• Household income &lt; \$35K (72.9%)</li> </ul>



## II. FINDINGS – NATIONAL PUBLIC POLICY QUESTIONS

### President Bush's Job Performance Rating

*George Bush is in the final six months of his 8 year presidency. Would you regard his presidency as a success or failure? [Options were rotated]*

	<b>June 2008 (N=400)</b>
Failure	68.0%
Success	17.5%
Don't know	14.5%



Almost seven in ten respondents (68.0%) regard George Bush's presidency as a failure, while 17.5% regard it as a success. Fifteen percent of respondents (14.5%) are unsure of whether they would regard George Bush's presidency as a success or failure.

- The table below displays the respondents who indicated that they regard George Bush's presidency as a success by various demographic subgroups.

<b>Regard George Bush's Presidency as a Failure</b>	
<b>Higher</b>	<b>Lower</b>
<ul style="list-style-type: none"> <li>• Democrats (88.3%) and Independents (79.7%)</li> </ul>	<ul style="list-style-type: none"> <li>• Republicans (40.4%)</li> </ul>
<ul style="list-style-type: none"> <li>• Females (72.6%)</li> </ul>	<ul style="list-style-type: none"> <li>• Males (62.4%)</li> </ul>

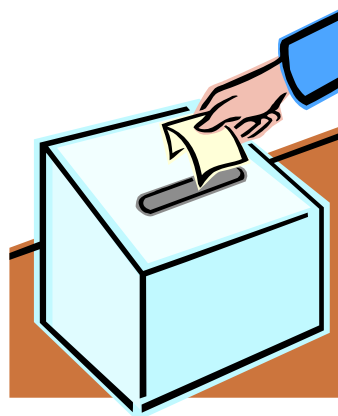


## II. FINDINGS – NATIONAL PUBLIC POLICY QUESTIONS

### Vote for Presidential Candidate in November 2008

*Americans will be voting for a new president in November of this year. If the Presidential Election were held today and the candidates were: John McCain, Republican and Barack Obama, Democrat for whom would you vote? [Options were rotated; If unsure, respondent was asked which way he/she is leaning at this time]*

	June 2008 (N=400)
Vote John McCain	25.8%
Lean John McCain	6.3%
Vote Barack Obama	36.8%
Lean Barack Obama	9.3%
Other	3.8%
Still undecided	18.3%
Vote / Lean John McCain	32.1%
Vote / Lean Barack Obama	46.1%



Forty-six percent (46.1%) of the “likely voters” polled said that, if the Presidential Election were today, they would “vote / lean” Barack Obama. Thirty-two percent (32.1%) of respondents said that they would “vote / lean” John McCain, 3.8% would vote “other,” and 18.3% are undecided.

Thus, Senator Obama has a 14 percentage point lead at this time. There is no difference between Congressional District One and Congressional District Two voters with regard to this issue.

- The table below displays the respondents who reported that they would “vote / lean” Barack Obama by various demographic subgroups.

“Vote / Lean” Barack Obama in the November 2008 Presidential Election	
Higher	Lower
• Democrats (70.8%)	• Republicans (22.6%)
• Respondents aged 55+ (52.4%)	• Respondents aged 35 to 54 (40.7%)
• Four-year degree or more (54.6%)	• Some college or a two-year degree (39.0%)

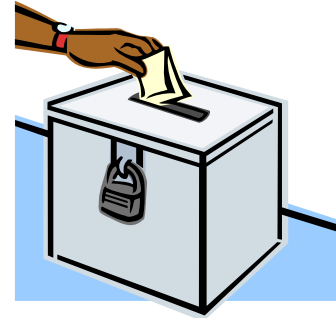


## II. FINDINGS – NATIONAL PUBLIC POLICY QUESTIONS

### Attitude towards Voting in the 2008 Presidential Election

*Thinking about the general election for president, compared to previous elections, are you more or less enthusiastic than usual about voting? [Options were rotated]*

	June 2008 (N=400)
More enthusiastic	42.0%
Less enthusiastic	39.0%
Same	18.0%
Don't know	1.0%



Forty-two percent of respondents polled (42.0%) reported that they are “more enthusiastic” than usual about voting in the upcoming general election for president. Thirty-nine percent of respondents (39.0%) indicated that they are “less enthusiastic” than usual about voting in the general election for president, 18.0% stated that their enthusiasm level for voting is the “same” as compared to previous elections, and 1.0% said “don’t know.”

- The table below displays the respondents who reported that they are “more enthusiastic” than usual about voting in the upcoming general election for president by various demographic subgroups.
- **It should be noted that registered Republicans are less enthusiastic than usual about voting in the November elections.**

More Enthusiastic than Usual About Voting in the Upcoming Presidential Election	
Higher	Lower
<ul style="list-style-type: none"> <li>• Residents of Southern (50.3%) and Central / Western Maine (43.1%)</li> </ul>	<ul style="list-style-type: none"> <li>• Residents of Northern / Down East Maine (29.6%)</li> </ul>
<ul style="list-style-type: none"> <li>• Residents of Congressional District 1 (49.0%)</li> </ul>	<ul style="list-style-type: none"> <li>• Residents of Congressional District 2 (34.8%)</li> </ul>
<ul style="list-style-type: none"> <li>• Democrats (52.6%) and Independents (43.0%)</li> </ul>	<ul style="list-style-type: none"> <li>• Republicans (28.8%)</li> </ul>
<ul style="list-style-type: none"> <li>• Respondents aged 55+ (49.0%)</li> </ul>	<ul style="list-style-type: none"> <li>• Respondents aged 35 to 54 (35.2%)</li> </ul>
<ul style="list-style-type: none"> <li>• Those with a four-year degree or more (51.0%)</li> </ul>	<ul style="list-style-type: none"> <li>• Those with a high school degree or less (31.5%)</li> </ul>



## II. FINDINGS – MAINE PUBLIC POLICY QUESTIONS

### Governor Baldacci's Job Performance Rating

*John Baldacci has been in office as Maine's Governor for almost six years. How would you rate the job Governor Baldacci has done thus far? Has it been: [Options were read and rotated]*

	<b>Aug. 2005 (N=400)</b>	<b>July 2006 (N=401)</b>	<b>May 2007 (N=400)</b>	<b>Sept. 2007 (N=400)</b>	<b>June 2008 (N=400)</b>
Excellent	1.8%	6.2%	3.8%	3.3%	1.8%
Good	47.8%	56.1%	52.3%	60.3%	51.0%
Poor	31.8%	25.4%	29.0%	24.3%	28.8%
Very Poor	17.3%	10.5%	12.0%	9.3%	16.3%
Don't know	1.5%	1.7%	3.0%	3.0%	2.3%
Excellent / Good	49.6%	62.3%	56.1%	63.6%	52.8%
Very Poor / Poor	49.1%	35.9%	41.0%	33.6%	45.1%



**Fifty-three percent (52.8%) of the Maine citizens polled said that they would rate Governor Baldacci's job performance to date as "good" (51.0%) or "excellent" (1.8%). Forty-five percent (45.1%) of respondents rated his performance as "poor" (28.8%) or "very poor" (16.3%), and 2.3% said that they don't know.**

- The table below displays the job performance ratings of Governor Baldacci by various demographic subgroups.

<b>"Excellent / Good" Job Performance Ratings of Governor Baldacci</b>	
<b>Higher</b>	<b>Lower</b>
• Residents of Southern (62.0%) and Central / Western Maine (54.6%)	• Residents of Northern / Down East Maine (38.2%)
• Residents of Congressional District 1 (61.9%)	• Residents of Congressional District 2 (43.4%)
• Democrats (66.2%)	• Republicans (41.1%) and Independents (48.1%)
• Respondents aged 55+ (60.0%)	• Respondents aged 35 to 54 (45.7%)
• Income < \$35K (57.9%); \$35K < \$65K (54.6%)	• Income \$65K+ (40.8%)



## II. FINDINGS – MAINE PUBLIC POLICY QUESTIONS

### Vote for US Senate – Maine

***Susan Collins and Tom Allen will be running against each other in this year’s Senate Election. If Election Day were today, who would you vote for: Tom Allen, Democrat or Susan Collins, Republican? [Options were rotated; If unsure, respondent was asked which way he/she is leaning at this time]***

	<b>June 2008 (N=400)</b>
Vote Tom Allen	28.8%
Lean Tom Allen	2.3%
Vote Susan Collins	47.5%
Lean Susan Collins	8.3%
Still undecided	13.3%
Vote / Lean Tom Allen	31.1%
Vote / Lean Susan Collins	55.8%



**Fifty-six percent (55.8%) of the “likely voters” polled said that, if today were Election Day, they would “vote / lean” Susan Collins for Senate. Thirty-one percent (31.1%) of respondents said that they would “vote / lean” Tom Allen, and 13.3% are undecided.**

- The table below displays the respondents who indicated that they would “vote / lean” Susan Collins by various demographic subgroups.

<b>Vote / Lean Susan Collins for Senate</b>	
<b>Higher</b>	<b>Lower</b>
<ul style="list-style-type: none"> <li>• Residents of Northern / Down East Maine (61.8%)</li> </ul>	<ul style="list-style-type: none"> <li>• Residents of Southern Maine (49.7%)</li> </ul>
<ul style="list-style-type: none"> <li>• Republicans (75.4%) and Independents (58.2%)</li> </ul>	<ul style="list-style-type: none"> <li>• Democrats (39.0%)</li> </ul>

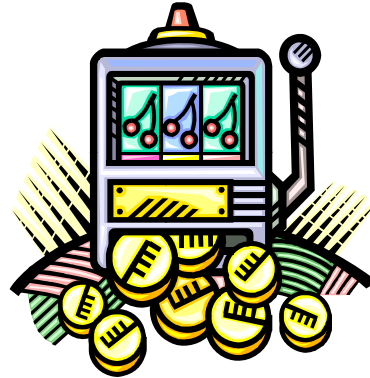


## II. FINDINGS – MAINE PUBLIC POLICY QUESTIONS

### Vote on Referendum to Allow a Casino in Oxford County

**The following referendum question will be on the ballot in November: “Do you want to allow a certain Maine company to have the only casino in Maine, to be located in Oxford County, if part of the revenue is used to fund specific state programs?” If today were Election Day, how would you vote on this issue? [If unsure, respondent was asked which way he/she is leaning at this time]**

	June 2008 (N=400)
Vote YES	29.3%
Lean YES	6.8%
Vote NO	46.0%
Lean NO	5.3%
Still undecided	12.8%
Vote / Lean YES combined	36.1%
Vote / Lean NO combined	51.3%



Fifty-one percent (51.3%) of the “likely voters” polled said that, if today were Election Day, they would oppose (46.0% vote NO, 5.3% lean NO) “a certain Maine company having the only casino in Maine, to be located in Oxford County, if part of the revenue is used to fund specific state programs.”\* Thirty-six percent (36.1%) of respondents said that they would support (29.3% vote YES, 6.8% lean YES) this issue, and 12.8% are undecided. **Thus, there is a 15.2% margin opposed to this proposition.**

- The table below displays the respondents who indicated that they would “vote / lean NO” on the referendum act to allow a casino in Oxford County by various demographic subgroups.

Vote / Lean NO on Referendum Act to Allow a Casino in Oxford County	
Higher	Lower
<ul style="list-style-type: none"> <li>• Those with a four-year degree or more (58.0%)</li> </ul>	<ul style="list-style-type: none"> <li>• Those with a high school degree or less (41.8%)</li> </ul>

\*Referendum wording.

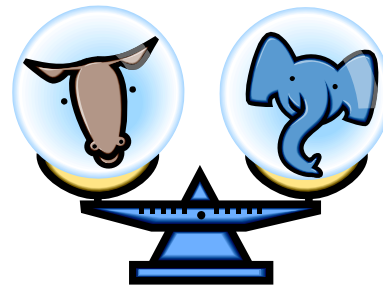


## II. FINDINGS – MAINE PUBLIC POLICY QUESTIONS

### Vote for District Representatives to the Maine House

*This November, there will be elections for district representatives to the Maine House. Do you plan to vote for your district's Democratic, Republican, or other party candidate? [Options were rotated; If unsure, respondent was asked which way he/she is leaning at this time]*

	June 2008 (N=400)
Vote Democratic	29.5%
Lean Democratic	6.5%
Vote Republican	21.3%
Lean Republican	4.5%
Vote Other party	4.5%
Lean Other party	1.8%
Still undecided	32.0%
Vote / Lean Democratic	36.0%
Vote / Lean Republican	25.8%
Vote / Lean Other party	6.3%



Thirty-six percent (36.0%) of the “likely voters” polled said that they plan to “vote / lean Democratic” in the November elections for district representatives to the Maine House. One in four respondents (25.8%) reported that they plan to “vote / lean Republican,” 6.3% stated that they plan to “vote / lean other party,” and 32.0% are undecided.

**Thus in the generic match up, Democrats have a 10.2% margin at this time.**

Vote / Lean “Democratic” to Maine House in November Elections	
Higher	Lower
<ul style="list-style-type: none"> <li>• Democrats (70.8%)</li> </ul>	<ul style="list-style-type: none"> <li>• Republican (8.2%)</li> </ul>
<ul style="list-style-type: none"> <li>• Females (41.1%)</li> </ul>	<ul style="list-style-type: none"> <li>• Males (29.8%)</li> </ul>

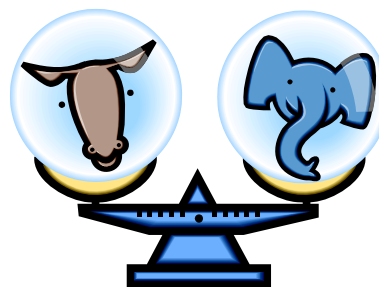


## II. FINDINGS – MAINE PUBLIC POLICY QUESTIONS

### Vote for District Representatives to the Maine Senate

*This November, there will be elections for district representatives to the Maine Senate. Do you plan to vote for your district’s Democratic, Republican, or other party candidate? [Options were rotated; If unsure, respondent was asked which way he/she is leaning at this time]*

	June 2008 (N=400)
Vote Democratic	28.8%
Lean Democratic	6.5%
Vote Republican	20.5%
Lean Republican	5.0%
Vote Other party	6.5%
Lean Other party	1.5%
Still undecided	31.3%
Vote / Lean Democratic	35.3%
Vote / Lean Republican	25.5%
Vote / Lean Other party	8.0%



Thirty-five percent (35.3%) of the “likely voters” polled said that they plan to “vote / lean Democratic” in the November elections for district representatives to the Maine Senate. One in four respondents (25.5%) reported that they plan to “vote / lean Republican,” 8.0% stated that they plan to “vote / lean other party,” and 31.3% are undecided.

**Thus in the generic match up, Democrats have a 9.8% margin at this time.**

Vote / Lean “Democratic” to Maine Senate in November Elections	
Higher	Lower
<ul style="list-style-type: none"> <li>Democrats (68.8%)</li> </ul>	<ul style="list-style-type: none"> <li>Republican (6.9%)</li> </ul>



## II. FINDINGS – TECHNOLOGY

### Support for a Ban on the Use of Cellular Telephones while Driving

*Would you support or oppose banning the use of cellular phones by citizens while driving on Maine’s highways and roads? [Options were rotated]*

	March 2006 (N=401)	June 2008 (N=400)
Support	67.6%	68.3%
Oppose	28.2%	27.8%
Don’t know	4.2%	4.0%



**Almost seven in ten respondents (68.3%) reported that they would “support” banning the use of cellular telephones by citizens while driving on Maine’s highways and roads.** Nearly three in ten respondents (27.8%) would “oppose” such a ban. Four percent of respondents (4.0%) “don’t know” if they would support or oppose a ban on the use of cellular telephones while driving in Maine.

“Support” Banning the Use of Cellular Telephone while Driving	
Higher	Lower
<ul style="list-style-type: none"> <li>55 years old + (80.7%)</li> </ul>	<ul style="list-style-type: none"> <li>18 to 34 years (44.4%); 35 to 54 years (65.3%)</li> </ul>
<ul style="list-style-type: none"> <li>High school graduate or less (74.8%)</li> </ul>	<ul style="list-style-type: none"> <li>Four-year degree or more (63.6%)</li> </ul>
<ul style="list-style-type: none"> <li>Household income of &lt; \$35K (75.7%); \$35K &lt; \$65K (68.5%)</li> </ul>	<ul style="list-style-type: none"> <li>Household income of \$65K + (55.8%)</li> </ul>



## II. FINDINGS – TECHNOLOGY

### Technological Products / Services Owned / Used

*Which of the following technological items or services do you (or does anyone living in your household) have? [Multiple responses were recorded]*

	% of Households That Have the Item/ Service	
	July 2006 (N=401)	June 2008 (N=400)
Cell phone	74.6%	80.5%
Digital camera	57.6%	73.3%
High speed Internet (Broadband, cable, DSL)	52.6%	59.8%
iPod or MP3 player	26.7%	44.5%
High Definition TV	16.7%	36.5%
Digital video camera / camcorder	30.9%	36.0%
Digital video recorder / TiVo	19.5%	35.3%
Wireless Internet	25.4%	34.5%
GPS (Global Positioning System)	13.5%	27.5%
Blackberry or other PDA (personal digital assistant)	11.5%	13.5%



**In terms of the technology products / services which people own / have, the most common are “cell phones” (in 80.5% of households), “digital cameras” (73.3%), and “high speed Internet” (59.8%).**

Other popular technology items include “iPods or MP3 players” (44.5%), “high definition TVs” (36.5%), “digital video cameras or camcorders” (36.0%), “digital video recorders or TiVo” (35.3%), “wireless Internet” (34.5%), and “GPS” (27.5%).

Fourteen percent (13.5%) of Maine households have “Blackberries or other PDAs.”

