



The 44<sup>th</sup>  
Pan Atlantic SMS Group  
Omnibus Poll™

“The Benchmark of Maine Public Opinion”

Spring 2010 – June 8<sup>th</sup> Primary Elections for Governor



Pan Atlantic SMS Group  
RESEARCH • STRATEGY • TRAINING

5 Milk Street, Portland, Maine 04101

Tel: (207) 871-8622

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

# TABLE OF CONTENTS

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Background 4

Methodology 5 - 6

Analysis 7 - 8

**Primary Election Poll** 9 - 15

Democratic Primary Results 10 - 12

Republican Primary Results 13 - 15



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# BACKGROUND & METHODOLOGY

# Background

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- Pan Atlantic SMS Group, Maine's largest independent marketing research and marketing consulting firm, is currently in its 26<sup>th</sup> year of successful operation.
- This Omnibus survey is the 44<sup>th</sup> in a series of statewide Omnibus surveys conducted by Pan Atlantic SMS Group on public policy, business and economic issues.

# Methodology

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- The most recent Pan Atlantic SMS Group Omnibus Poll™ was conducted between May 21<sup>st</sup> and May 29<sup>th</sup>, 2010. This independent survey data on the June 8<sup>th</sup> primary elections is being released to the Maine media in the public interest.
- A randomly selected, stratified statewide sample of 600 “likely” Maine voters, 300 Democrats and 300 Republicans, was interviewed by telephone. The survey was administered only to people who are registered voters and who identified themselves as being “likely” voters in the June 8<sup>th</sup>, 2010 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 on June 8<sup>th</sup>, 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 ten days away at the time the poll was concluded, changes in final voter behavior may well occur between then and Election Day. This could result from increased voter scrutiny of the candidates and their positions on issues, media coverage, editorials, advertising, etc.**

# 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 based on U.S. Census of Population and Housing data. Each of the two samples (300 Democrats and 300 Republicans) has statistical significance of  $\pm 5.7$  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  $\pm 5.7$  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 specific sub-samples are higher.
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# Analysis

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- This poll was completed ten days prior to Election Day.
- There is a very large ‘undecided’ factor in both primaries – 61.7% in the Democratic Primary and a somewhat lower level (47.0%) in the Republican Primary.
- For both party primaries, the undecided factor is higher in the 2<sup>nd</sup> Congressional District.
  - Democrats – 71.2% in 2<sup>nd</sup> C.D.  
– 54.2% in the 1<sup>st</sup> C.D.
  - Republicans – 58.5% in the 2<sup>nd</sup> C.D.  
– 38.2% in the 1<sup>st</sup> C.D.

# Analysis

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- The high 'undecided' factor is probably attributable to widespread lack of voter awareness of the candidates and their positions on key issues.
- With such a large 'undecided' factor, both races are wide open at this point.
- **The two likely victors are those who can best 'close the sale' with voters in the final week and have the most effective GOTV organization(s).**

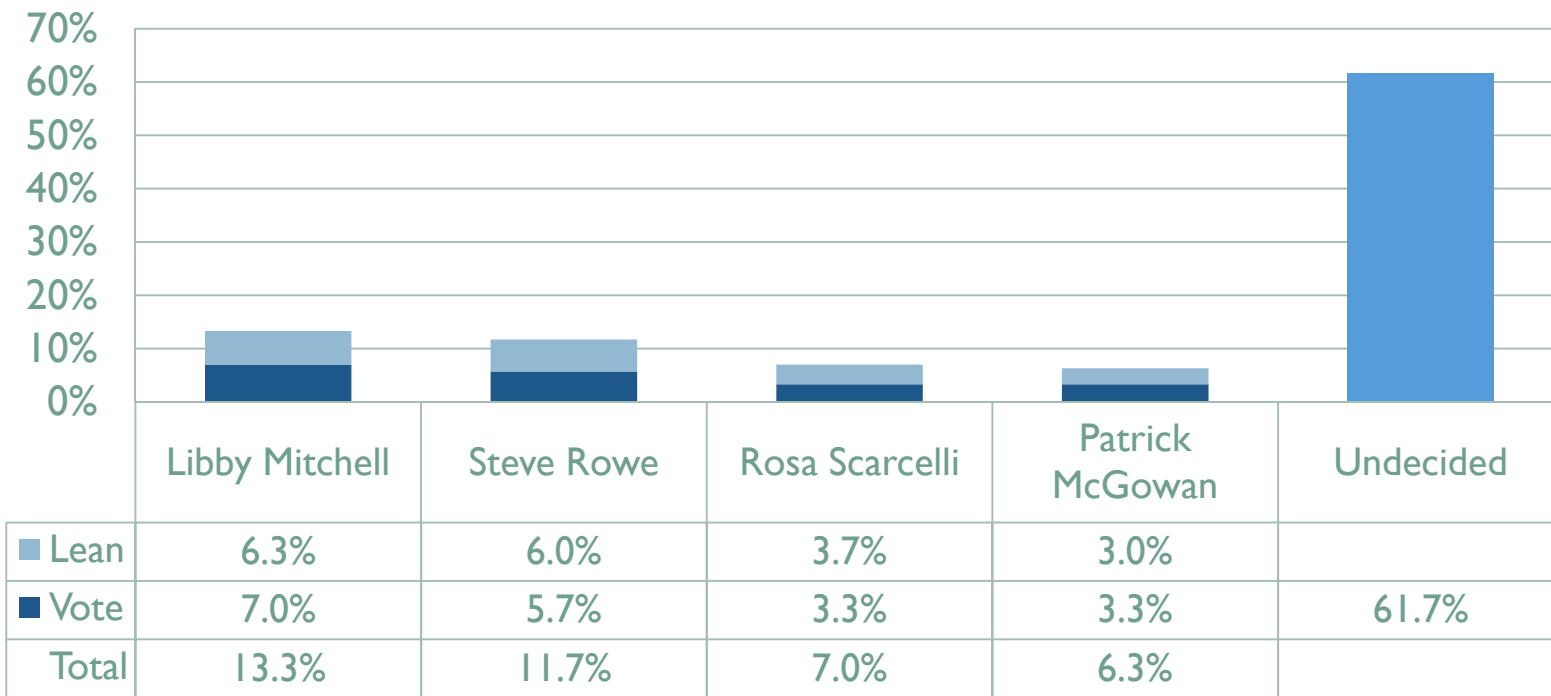


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# OMNIBUS RESULTS

On June 8<sup>th</sup> there will be a primary election for Governor. As a registered **Democrat**, who do you plan to vote for in this primary election?

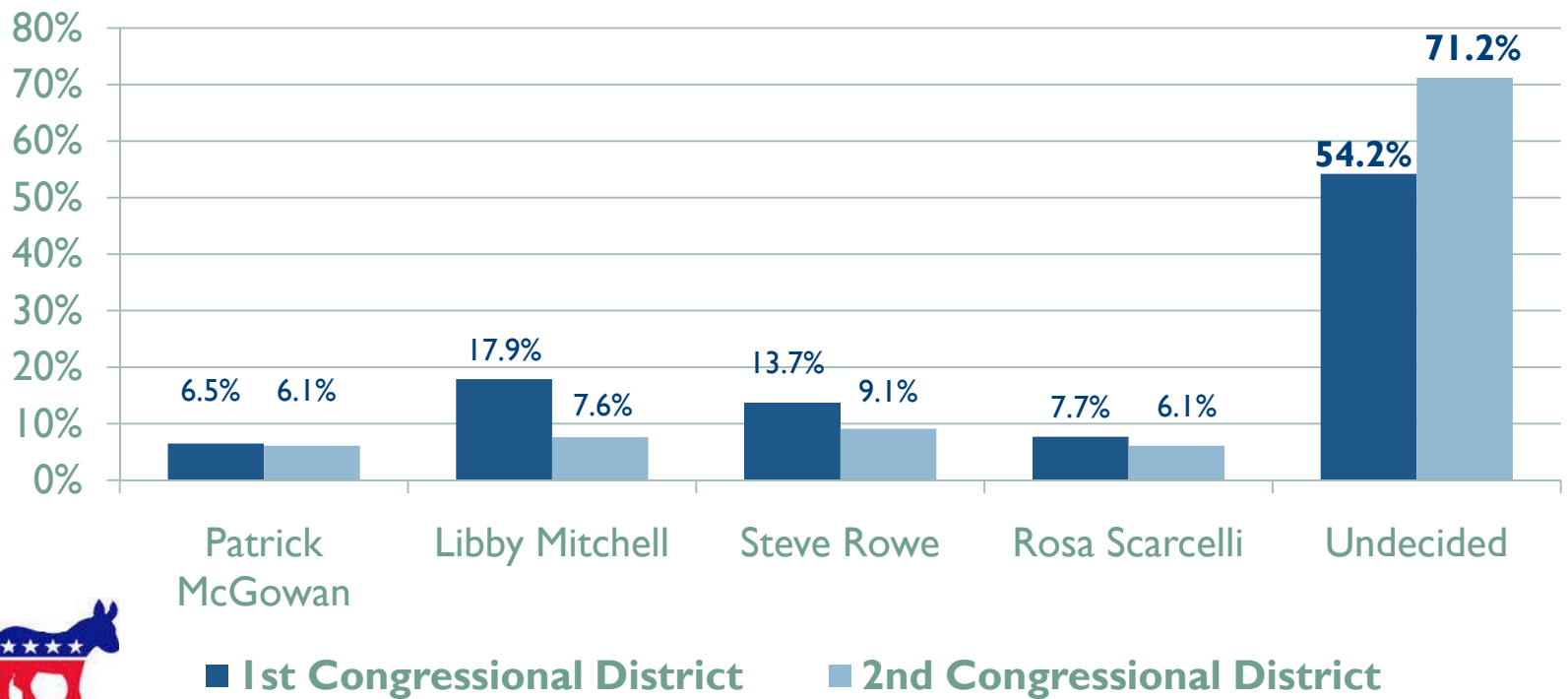
### Overall Democratic Party Primary Results



Ten days prior to the election, more than six in ten 'likely' Democratic voters remained undecided.

On June 8<sup>th</sup> there will be a primary election for Governor. As a registered **Democrat**, who do you plan to vote for in this primary election?

### Democratic Party Primary Results by Congressional District

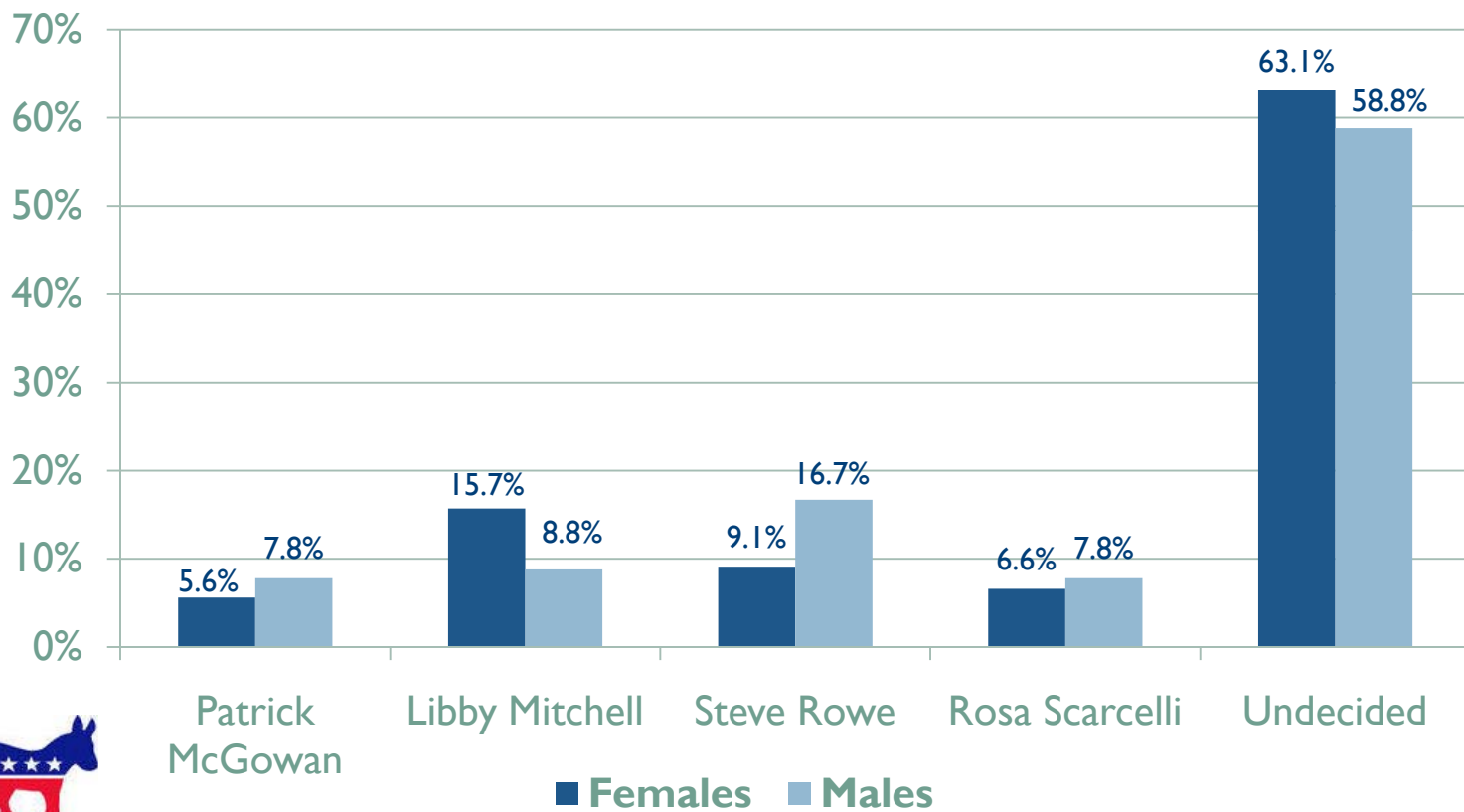


\*Results show those who say they will vote or are leaning towards voting for candidate.

Registered Democrats in the 2<sup>nd</sup> Congressional District are more undecided than their counterparts in the 1<sup>st</sup> Congressional District (71.2% vs. 54.2%)

On June 8<sup>th</sup> there will be a primary election for Governor. As a registered **Democrat**, who do you plan to vote for in this primary election?

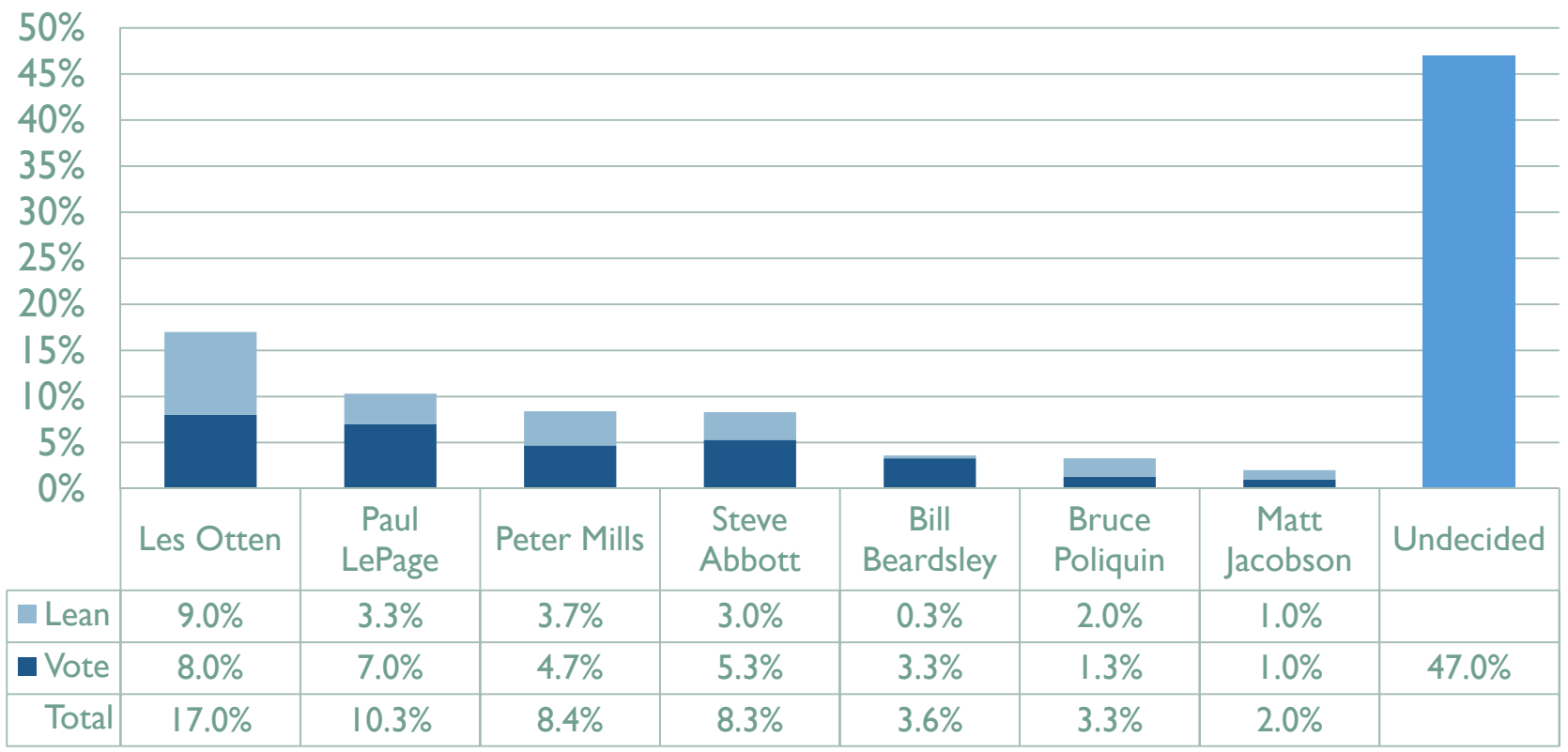
### Democratic Party Primary Results by Gender



\*Results show those who say they will vote or are leaning towards voting for candidate.

On June 8<sup>th</sup> there will be a primary election for Governor. As a registered **Republican**, who do you plan to vote for in this primary election?

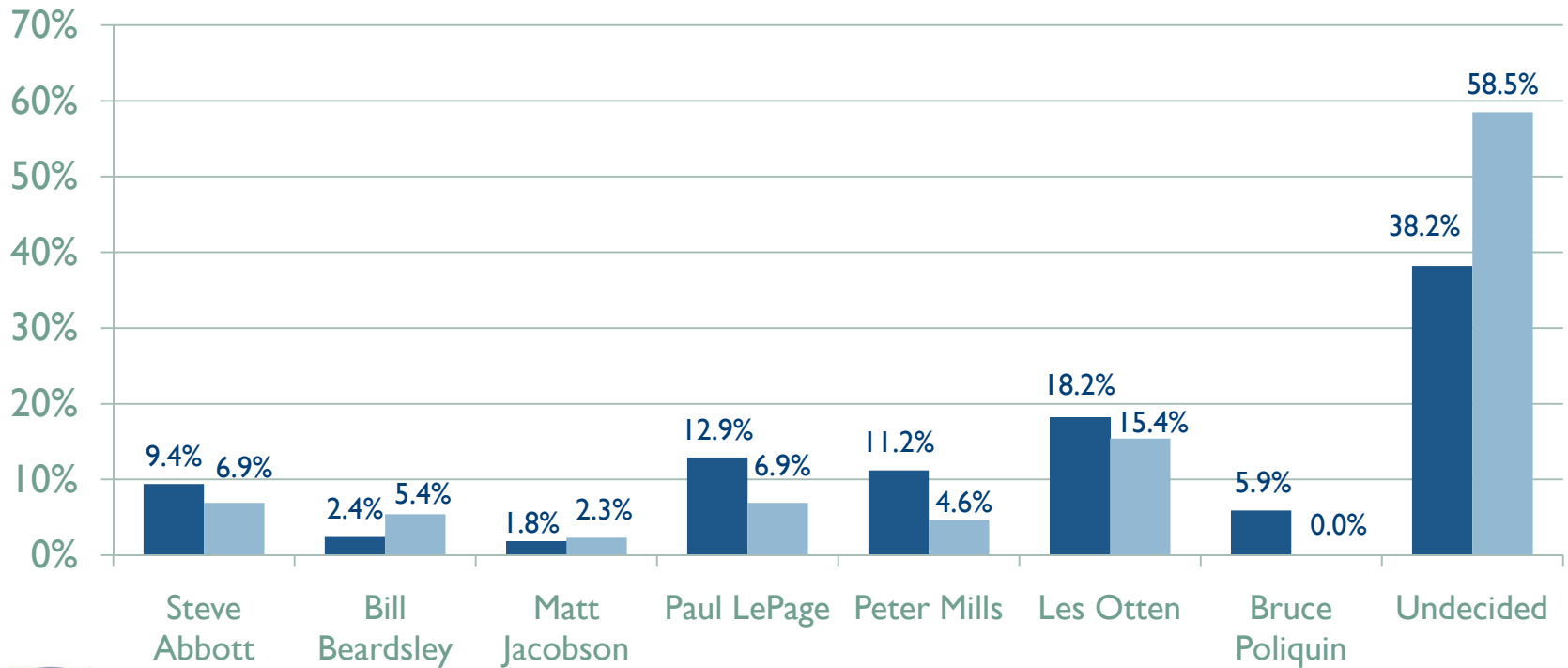
### Overall Republican Party Primary Results



As with the Democratic Party primary, ten days prior to the election, there was still a very large (47.0%) undecided factor in the Republican Party primary.

On June 8<sup>th</sup> there will be a primary election for Governor. As a registered **Republican**, who do you plan to vote for in this primary election?

### Republican Party Primary Results by Congressional District



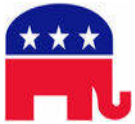
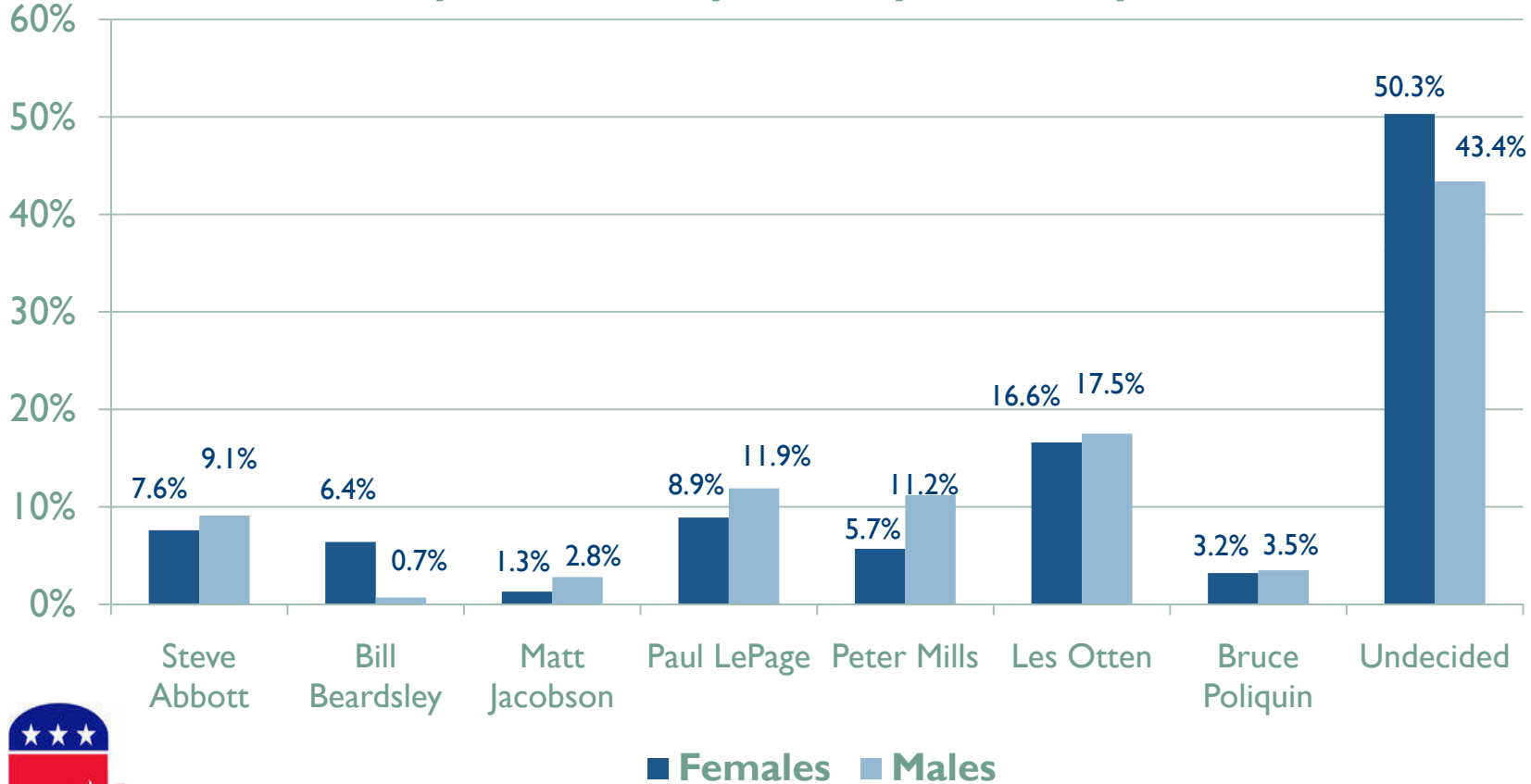
■ 1st Congressional District    ■ 2nd Congressional District

\*Results show those who say they will vote or are leaning towards voting for candidate.

There is a substantially higher undecided level in the 2<sup>nd</sup> C.D. Republican Party primary (58.5% vs. 38.2% in the 1<sup>st</sup> C.D.)

On June 8<sup>th</sup> there will be a primary election for Governor. As a registered **Republican**, who do you plan to vote for in this primary election?

Republican Party Primary Results by Gender



\*Results show those who say they will vote or are leaning towards voting for candidate.