The 40th

Pan Atlantic SMS Group

OMNIBUS POLL™

Elections '08

"The Benchmark of Maine Public Opinion"

PREPARED BY

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I. FACTS ABOUT THE 40th PAN ATLANTIC SMS GROUP OMNIBUS POLL™

The most recent Pan Atlantic SMS Group Omnibus Poll™ was conducted between October 13th and October 16th, 2008. This independent survey data is 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 40th in a series of omnibus surveys conducted by Pan Atlantic SMS Group. **Because we have conducted this poll on a frequent basis over a long time period (since 1995), we are in a unique position to provide reliable benchmarking on a range of important 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 being "likely" to vote or have already voted via absentee ballot 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 or have already voted via absentee ballot on November 4th, 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 three weeks away at the time in which the poll was conducted, changes in final voter behavior may occur in the interim. 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 ± 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 sub-samples, including Congressional District, political party affiliation, age, household income, and gender. The margins of error for specific sub-samples are significantly higher than the ± 4.9 percent margin of error for the entire sample. **Please note: The margin of error for the District One Congressional Race question is ± 6.81 percent and for the District Two Congressional Race question is ± 7.05 percent at the 95% confidence level.**

Pan Atlantic SMS Group is Maine's largest independent marketing research and business consulting firm and **is currently in its 24th year of successful operation.**

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II.   FINDINGS – 2008 ELECTIONS

Favorability of Presidential Candidates

I'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of these people -- or if you have never heard of them. How about _____? Is that very or somewhat favorable / unfavorable? [Options were read and rotated] (Q1)

(N=400)	John McCain	Barack Obama
4 – Very favorable	25.8%	33.5%
3 – Somewhat favorable	23.8%	26.0%
2 – Somewhat unfavorable	21.5%	13.5%
1 – Very unfavorable	25.5%	22.5%
Unsure	3.5%	4.5%
Never heard of	0.0%	0.0%
Very / Somewhat favorable	49.6%	59.5%
Somewhat / Very unfavorable	47.0%	36.0%
Mean (1 to 4)	2.52	2.74

Sixty percent of respondents (59.5%) have either a "very" (33.5%) or "somewhat" (26.0%) favorable opinion of Barack Obama, while 49.6% of respondents have either a "very" (25.8%) or "somewhat" (23.8%) favorable opinion of John McCain – **a spread in favor of Senator Obama of 10 percentage points.** Respondents rate Senator McCain more unfavorably than Senator Obama by a similar margin (McCain "very / somewhat" unfavorable, 47.0%; Obama "very / somewhat" unfavorable, 36.0%).

- It is worth noting that Senator McCain's favorable/unfavorable rating is almost evenly split (49.5% favorable vs. 47.0% unfavorable), while a strong majority of respondents rate Senator Obama favorably (59.5% favorable vs. 36.0% unfavorable) – a 24 percentage point spread.

- **Independent voters favor Senator Obama (64.9%) more than Senator McCain (45.6%). This 19 percentage point spread is significant given that a sizeable percentage of the Maine electorate are Independent voters.**

II. FINDINGS – 2008 ELECTIONS

Favorability of Presidential Candidates (cont.)

John McCain (Mean Score)	
Higher	**Lower**
• Republican (3.43)	• Democrat (1.89); Independent (2.41)*

Barack Obama (Mean Score)	
Higher	**Lower**
• Democrat (3.34)	• Republican (1.91)
• Female (2.89)	• Male (2.57)
• $35K < $65K income level (2.92)	• < $35K income level (2.55)

The means within the "lower" category are also statistically different from one another. Throughout the report, statistical differences within either the "higher" or "lower" category are denoted with an asterisk.

II. FINDINGS – 2008 ELECTIONS

Favorability of Vice Presidential Candidates

I'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of these people -- or if you have never heard of them. How about _____? Is that very or somewhat favorable / unfavorable? [Options were read and rotated] (Q1)

(N=400)	Joe Biden	Sarah Palin
4 – Very favorable	27.3%	22.3%
3 – Somewhat favorable	28.5%	25.0%
2 – Somewhat unfavorable	13.3%	15.0%
1 – Very unfavorable	21.0%	31.3%
Unsure	8.0%	6.0%
Never heard of	2.0%	0.5%
Very / Somewhat favorable	55.8%	47.3%
Somewhat / Very unfavorable	34.3%	46.3%
Mean (1 to 4)	2.69	2.41

Fifty-six percent of respondents (55.8%) have either a "very" (27.3%) or "somewhat" (28.5%) favorable opinion of Joe Biden, and 47.3% of respondents have either a "very" (22.3%) or "somewhat" (25.0%) favorable opinion of Sarah Palin – **a spread in favor of Biden of 9 percentage points.**

Respondents rate Palin more unfavorably than Biden by a margin of 12 percentage points (Palin "very / somewhat" unfavorable, 46.3%; Biden "very / somewhat" unfavorable, 34.3%).

- **A greater proportion of women respondents favor Biden over Palin (59.2% vs. 44.6%) – a 15 percentage point spread.**

II.   FINDINGS – 2008 ELECTIONS

Favorability of Vice Presidential Candidates (cont.)

Joe Biden (Mean Score)	
Higher	**Lower**
• Democrat (3.31)	• Republican (1.95)
• Female (2.83)	• Male (2.53)
• $35K < $65K income level (2.86)	• < $35K income level (2.51)

Sarah Palin (Mean Score)	
Higher	**Lower**
• Republican (3.25)	• Democrat (1.78); Independent (2.38)*
• < $35K income level (2.64)	• $35K < $65K income level (2.26); $65K+ income level (2.31)

II.   FINDINGS – 2008 ELECTIONS

Vote for President

I know that Election Day is still a few weeks off, but if today were Election Day, which presidential candidate would you vote for? [Options were read and rotated; if undecided, respondent was asked which way he/she is leaning at this time.] (Q2)

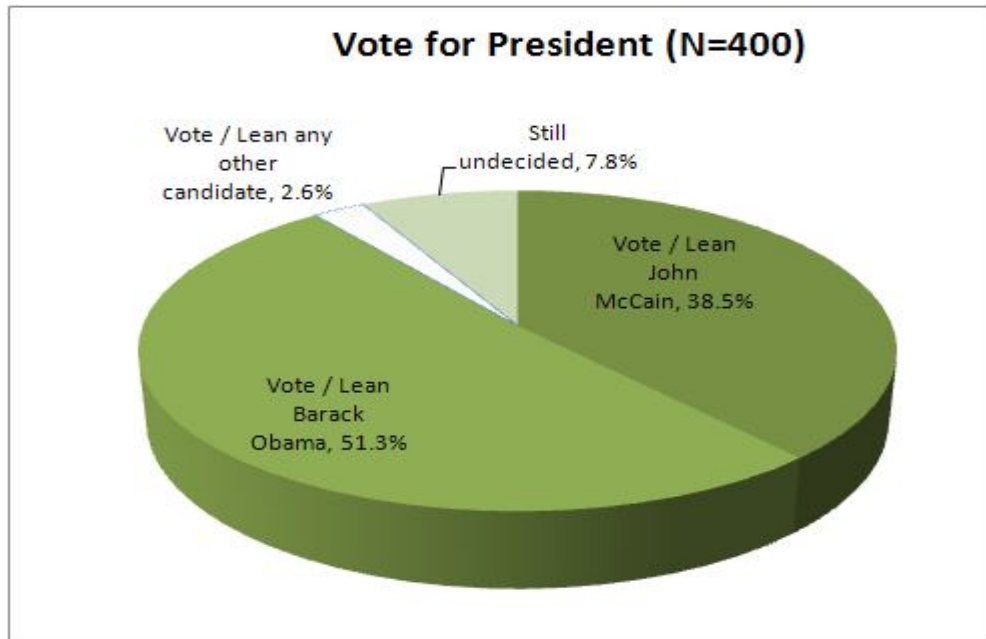|	June 2008 (N=400)	October 2008 (N=400)
Vote John McCain, Republican	25.8%	30.0%
Lean John McCain, Republican	6.3%	8.5%
Vote Barack Obama, Democrat	36.8%	41.3%
Lean Barack Obama, Democrat	9.3%	10.0%
Vote Cynthia McKinney, Green Party	NA	0.5%
Lean Cynthia McKinney, Green Party	NA	0.0%
Vote Ralph Nader, Independent	NA	0.8%
Lean Ralph Nader, Independent	NA	1.0%
Other	3.8%	0.3%
Still undecided	18.3%	7.8%
Vote / Lean John McCain	32.1%	38.5%
Vote / Lean Barack Obama	46.1%	51.3%
Vote / Lean any other candidate	3.8%	2.6%
Still undecided	18.3%	7.8%
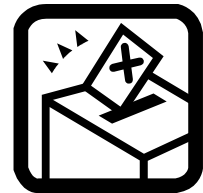
Fifty-one percent (51.3%) of those polled said that, if the Presidential Election were held today, they would "vote / lean" Barack Obama, while 38.5% of respondents said they would "vote / lean" John McCain. Three percent (2.5%) of respondents would vote for a different candidate, and 7.8% are still undecided. **Thus, Senator Obama has a 12.8 percentage point lead over Senator McCain at this time.**

Vote for President (cont.)

Vote for President (N=400)

Vote / Lean any other candidate, 2.6%

Still undecided, 7.8%

Vote / Lean John McCain, 38.5%

Vote / Lean Barack Obama, 51.3%

- There is no meaningful difference between Congressional District One and Two voters with regard to this issue (see chart on next page).

- **Females are more likely to "vote / lean" Obama (54.0%) than to "vote / lean" McCain (34.2%). Thus, Senator Obama has a 20 percentage point margin with women voters.**

- Obama has a 19 percentage point margin over McCain with Independent voters.

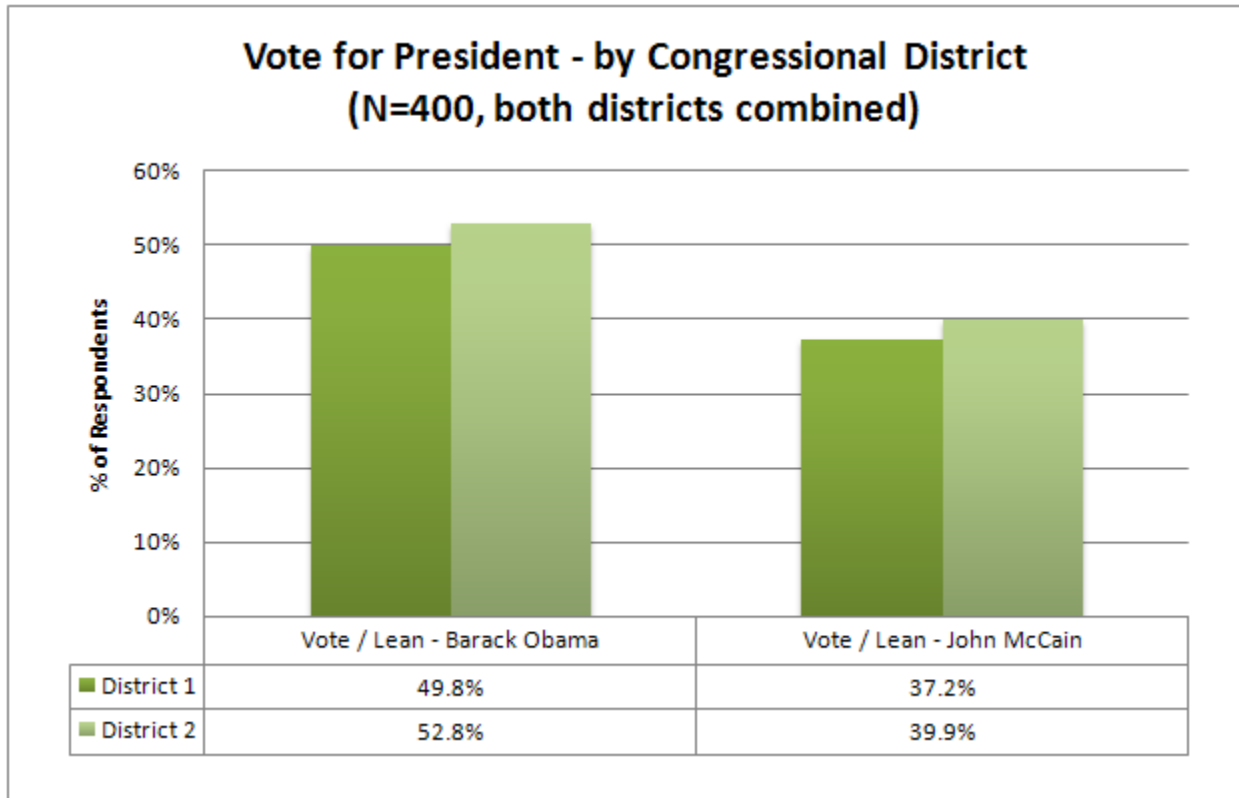| "Vote / Lean" Barack Obama in the Presidential Election	
Higher	Lower
• Democrat (80.0%)	• Republican (16.7%)
• $35K < $65K income level (58.3%); $65K+ income level (56.6%)	• < $35K income level (41.3%)

"Vote / Lean" John McCain in the Presidential Election	
Higher	Lower
• Republican (75.8%)	• Democrat (13.1%)

Vote for President (cont.)

Vote for President - by Congressional District
(N=400, both districts combined)

	Vote / Lean - Barack Obama	Vote / Lean - John McCain
■ District 1	49.8%	37.2%
■ District 2	52.8%	39.9%

II.   FINDINGS – 2008 ELECTIONS

Opinion on Which Presidential Campaign Has Been the More Negative

Focusing on the 2008 presidential elections, which of the two campaigns do you think has run the more negative campaign? [Options were read and rotated] (Q3)

	(N=400)
McCain / Palin	56.3%
Obama / Biden	19.8%
Unsure	24.0%

By a factor of almost three to one, respondents said that the "McCain / Palin" campaign (56.3%) has run the more negative campaign. Twenty percent of respondents (19.8%) believe that the "Obama / Biden" campaign has run the more negative campaign, and 24.0% of respondents said that they are "unsure" which of the two campaigns has been the more negative.

"McCain / Palin" Campaign Has Run the More Negative Campaign	
Higher	**Lower**
• Democrat (73.8%); Independent (57.0%)*	• Republican (33.3%)
• $65K+ income level (63.1%); $35K < $65K income level (62.2%)	• < $35K income level (45.2%)

| "Obama / Biden" Campaign Has Run the More Negative Campaign	
Higher	**Lower**
• Republican (37.5%)	• Democrat (6.2%)

II.   FINDINGS – 2008 ELECTIONS

Vote for Maine Senator

And in the race for Senator from Maine, if Election Day were today, who would you vote for: Tom Allen, Democrat or Susan Collins, Republican? [Options were read and rotated; if undecided, respondent was asked which way he/she is leaning at this time.] (Q4)

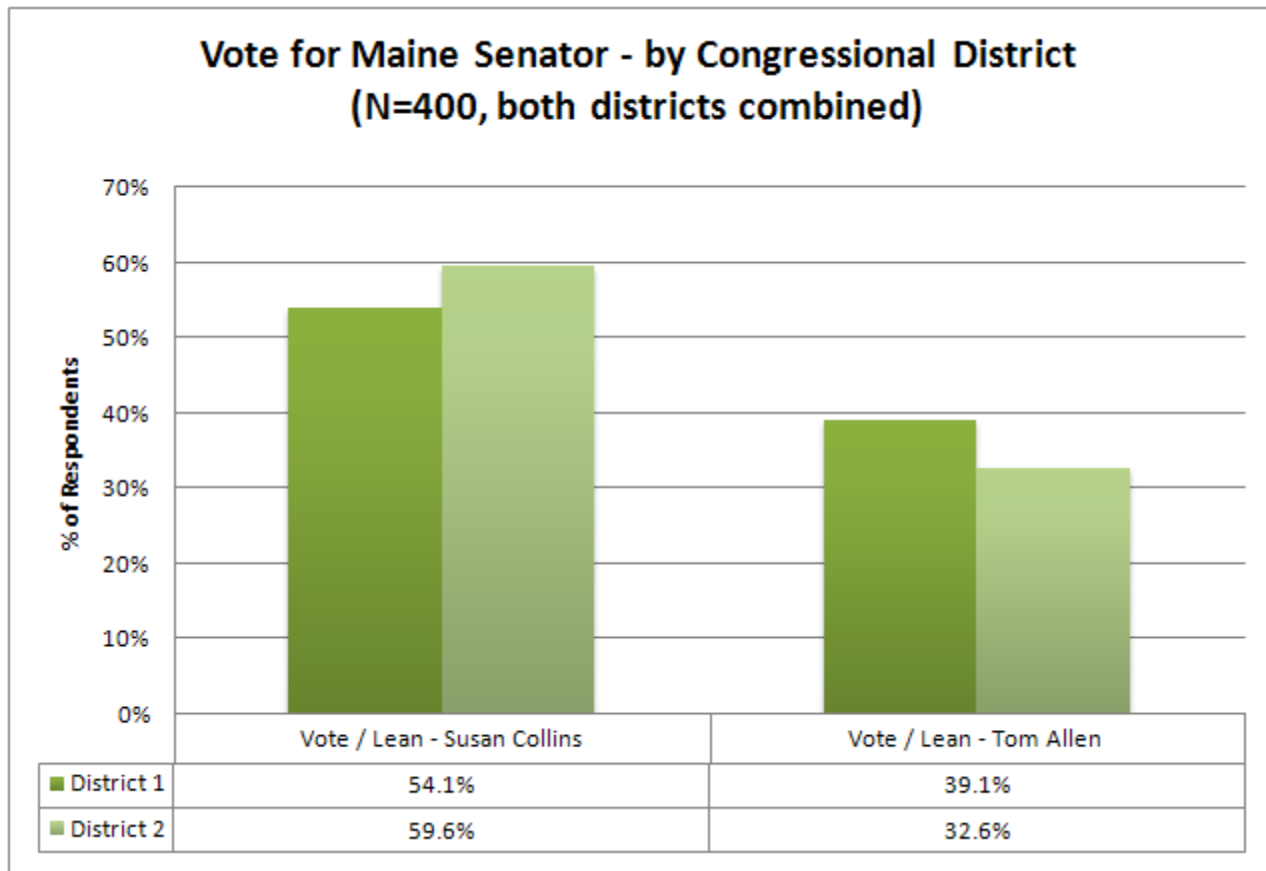|	June 2008 (N=400)	October 2008 (N=400)
Vote Tom Allen	28.8%	27.8%
Lean Tom Allen	2.3%	8.3%
Vote Susan Collins	47.5%	49.0%
Lean Susan Collins	8.3%	7.8%
Still undecided	13.3%	7.3%
Vote / Lean Tom Allen	31.1%	36.0%
Vote / Lean Susan Collins	55.8%	56.8%
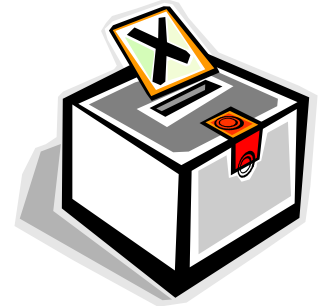
More than half (56.8%) of those polled said that, if today were Election Day, they would "vote / lean" Susan Collins for Senator. Thirty-six percent (36.0%) of respondents said that they would "vote / lean" Tom Allen, and 7.3% are undecided. **Thus, respondents support Susan Collins by a margin of 21 percentage points at this point.**

"Vote / Lean" Susan Collins for Senator from Maine	
Higher	**Lower**
• Republican (92.5%)	• Democrat (30.3%)
• < $35K income level (67.3%)	• $65K+ income level (50.8%); $35K < $65K income level (53.5%)

Vote for Maine Senator (cont.)

Vote for Maine Senator - by Congressional District
(N=400, both districts combined)

	Vote / Lean - Susan Collins	Vote / Lean - Tom Allen
District 1	54.1%	39.1%
District 2	59.6%	32.6%

II.   FINDINGS – 2008 ELECTIONS

Vote for Maine Congressman – District One

Chellie Pingree and Charlie Summers will be running against each other in this year's 1st District Congressional Election. If Election Day were today, who would you vote for: Chellie Pingree, Democrat or Charlie Summers, Republican? [Asked of voters in Maine Congressional District Number One; options were read and rotated; if undecided, respondent was asked which way he/she is leaning at this time.] (Q5)

	(N=207)^*
Vote Chellie Pingree	38.2%
Lean Chellie Pingree	4.8%
Vote Charlie Summers	26.6%
Lean Charlie Summers	5.3%
Still undecided	25.1%
Vote / Lean Chellie Pingree	43.0%
Vote / Lean Charlie Summers	31.9%

^ *The margin of error for Congressional District One is ± 6.81 percent at the 95% confidence level.*

In Congressional District One, forty-three percent (43.0%) of those polled said that, if today were Election Day, they would "vote / lean" Chellie Pingree for Congress. More than three in ten (31.9%) of respondents said that they would "vote / lean" Charlie Summers, and 25.1% are undecided. **Pingree is ahead by a margin of 11 percentage points. However, one-quarter of respondents are still uncertain for whom they would vote.**

"Vote / Lean" Chellie Pingree for Congress	
Higher	**Lower**
• Democrat (65.8%)	• Republican (21.4%)

"Undecided" for District One Congressman	
Higher	**Lower**
• Age 35 to 54 (34.4%)	• Age 55+ (17.1%)

*Please note smaller sample size / higher margin of error for this question.

II. FINDINGS – 2008 ELECTIONS

Vote for Maine Congressman – District Two

John Frary and Mike Michaud will be running against each other in this year's 2nd District
Congressional Election. If Election Day were today, who would you vote for: John Frary,
Republican or Mike Michaud, Democrat? [Asked of voters in Maine Congressional District
Number Two; options were read and rotated; if undecided, respondent was asked which way
he/she is leaning at this time.] (Q6)

	(N=193)^*
Vote John Frary	20.2%
Lean John Frary	6.2%
Vote Mike Michaud	50.3%
Lean Mike Michaud	9.3%
Still undecided	14.0%
Vote / Lean John Frary	26.4%
Vote / Lean Mike Michaud	59.6%

^ *The margin of error for Congressional District Two is ± 7.05 percent at the 95% confidence level.*

In Congressional District Two, sixty percent (59.6%) of those polled said that, if today were Election Day, they would "vote / lean" Mike Michaud for Congress. Approximately one quarter (26.4%) of respondents said that they would "vote / lean" John Frary, and 14.0% are undecided. **Michaud is leading by a margin of 33 percentage points.**

"Vote / Lean" Mike Michaud for Congress	
Higher	**Lower**
• Democrat (87.0%)	• Republican (28.1%)
• Female (69.3%)	• Male (48.9%)

*Please note smaller sample size / higher margin of error for this question.

II. FINDINGS – 2008 ELECTIONS

Referendum Question #1: Dirigo Health Program Funding

There will also be a couple of referendum questions on the November ballot. Question 1 asks: "Do you want to reject the parts of a new law that change the method of funding Maine's Dirigo Health Program through charging health insurance companies a fixed fee on paid claims and adding taxes to malt liquor, wine and soft drinks?" If today were Election Day, how would you vote on this issue? [If undecided, respondent was asked which way he/she is leaning at this time.] (Q7)

	(N=400)
Vote Yes	52.5%
Lean Yes	4.5%
Vote No	31.3%
Lean No	3.5%
Still undecided	8.3%
Vote / Lean Yes	57.0%
Vote / Lean No	34.8%

Fifty-seven percent (57.0%) of respondents said that, if today were Election Day, they would support (52.5% vote YES, 4.5% lean YES) this referendum question. Thirty-five percent (34.8%) of respondents said that they would oppose (31.3% vote NO, 3.5% lean NO) this question, and 8.3% are undecided. **Thus, there is a 22 percentage point margin in support of this referendum question.**

"Vote / Lean" Yes on Referendum Question #1	
Higher	Lower
• Republican (72.5%)	• Democrat (51.7%); Independent (52.6%)

"Undecided" on Referendum Question #1	
Higher	Lower
• Female (11.3%)	• Male (4.8%)

II.   FINDINGS – 2008 ELECTIONS

Referendum Question #2: Casino in Oxford County

Question 2 asks: "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 undecided, respondent was asked which way he/she is leaning at this time.] (Q8)

	June 2008 (N=400)	October 2008 (N=400)
Vote Yes	29.3%	33.5%
Lean Yes	6.8%	6.0%
Vote No	46.0%	47.8%
Lean No	5.3%	4.3%
Still undecided	12.8%	8.5%
Vote / Lean Yes	36.1%	39.5%
Vote / Lean No	51.3%	52.0%

Fifty-two percent (52.0%) of respondents said that, if today were Election Day, they would oppose (47.8% vote NO, 4.3% lean NO) this question. Forty percent (39.5%) of respondents said that they would support (33.5% vote YES, 6.0% lean YES) this issue, and 8.5% are undecided. **Thus, there is a 13 percentage point margin of those opposed to this proposition.**

The proportion of voters that said "vote / lean NO" or "vote / lean YES" on this issue is similar to the results obtained in the June 2008 Pan Atlantic Omnibus Poll™.
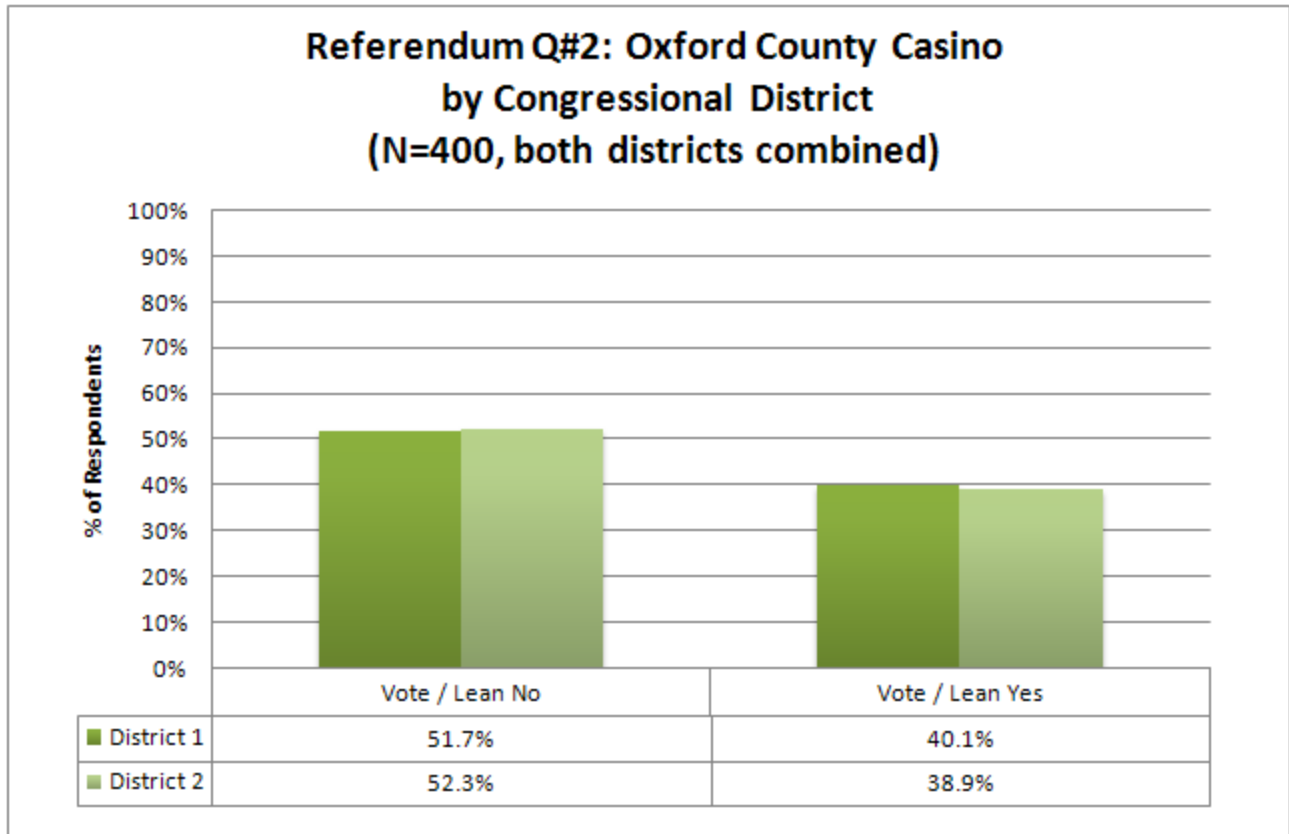
"Vote / Lean" No on Referendum Question #2	
Higher	Lower
• Age 55+ (59.6%); Age 35 to 54 (50.6%)	• Age 18 to 34 (20.5%)

II. FINDINGS – 2008 ELECTIONS

Referendum Question #2: Casino in Oxford County (cont.)

- There is no significant difference in the results recorded for this question in either Congressional District.

Referendum Q#2: Oxford County Casino by Congressional District (N=400, both districts combined)

	Vote / Lean No	Vote / Lean Yes
District 1	51.7%	40.1%
District 2	52.3%	38.9%

II.   FINDINGS – ECONOMY

Personal Impact of Wall Street / Mortgage & Housing Market Crisis

How much are you personally being affected by the crisis on Wall Street and in the mortgage and housing markets? (Q9)

	(N=400)
A great deal	28.3%
Some	32.3%
Only a little	21.3%
Not at all	15.8%
Unsure	2.5%
A great deal / Some	60.5%
Only a little / Not at all	37.0%

Sixty-one percent (60.5%) of respondents said that they are being affected either "a great deal" (28.3%) or "some" (32.3%) by the Wall Street/mortgage/housing crisis. Twenty-one percent (21.3%) of respondents said this crisis impacts them "only a little," and 15.8% said "not at all." Three percent (2.5%) of respondents said that they are "unsure" how much this crisis impacts them.

Personally Impacted "A Great Deal / Some"	
Higher	Lower
• Independent (66.7%); Democrat (65.5%)	• Republican (51.7%)
• $65K+ income level (73.8%); $35K < $65K income level (63.8%)	• < $35K income level (46.2%)