

PAN ATLANTIC RESEARCH

PO Box 527
Portland, Maine 04112
(207) 221-8877

www.panatlanticresearch.com

59TH OMNIBUS POLL™

“The Benchmark of Maine Public Opinion”

October, 2022



*#1 Ranked Maine-Based Pollster by
FiveThirtyEight in the 2014 and 2018
Election Cycles*

Table of Contents

PAN ATLANTIC RESEARCH

I. Background	3
II. Methodology	4
III. Poll Results	
<i>National and State Political Climate</i>	7
<i>2022 Election</i>	16
<i>Key Factors for Voters</i>	27
<i>News Sources</i>	30
IV. Demographics of the Sample	35

I. Background

PAN ATLANTIC RESEARCH

- Pan Atlantic Research is a Portland, Maine based, **independent** marketing research and consulting firm which is currently in its 38th year of successful operation.
- This Omnibus Poll is the 59th poll in a series of statewide polls conducted by Pan Atlantic Research on public policy, business, economic, and technology issues.
- Information contained in the Omnibus Poll is developed and intended for clients of Pan Atlantic Research, the media, and the general public.
- **The research conducted for this Omnibus Poll was not commissioned or paid for by any clients or other parties.** Proprietary research collected on other matters for clients (non-election issues) is not included in this report and is the sole property of those clients who commissioned it.
- For further information about the poll or usage thereof, please contact Jason Edes, President, at (207) 221-8877 or by email at jedes@panatlanticresearch.com.

II. Methodology

PAN ATLANTIC RESEARCH

- The 59th Pan Atlantic Research Omnibus Poll™ was conducted between October 7th and October 15th, 2022.
- A randomly selected sample of 906 Mainers age 18 or older was recruited online using a panel provided by our vendor partner Dynata, a highly respected national research panel provider. Respondents who indicated that they were "likely," "very likely", or "certain" to vote were asked all questions on the survey, while others were asked only for demographic information for weighting purposes.
- Data were weighted using US Census Bureau data to match the composition of Maine's voting-age population based on Congressional District, age, education, and gender.
- **The result is a sample of 800 likely voters, with a margin of sampling error of 3.5% at the 95% percent confidence level.**

II. Methodology

- The survey was administered only to those who fulfilled the following criteria:
 - Are “certain,” “very likely,” or “likely” to vote in the upcoming election on November 8th, 2022
 - Are registered to vote in Maine
 - Are ages 18 and older
 - Do not, nor does anyone in their household, work for a market research, advertising or media firm.
- It should be noted that figures may not always equal 100.0 percent due to the rounding of decimals.

II. Methodology

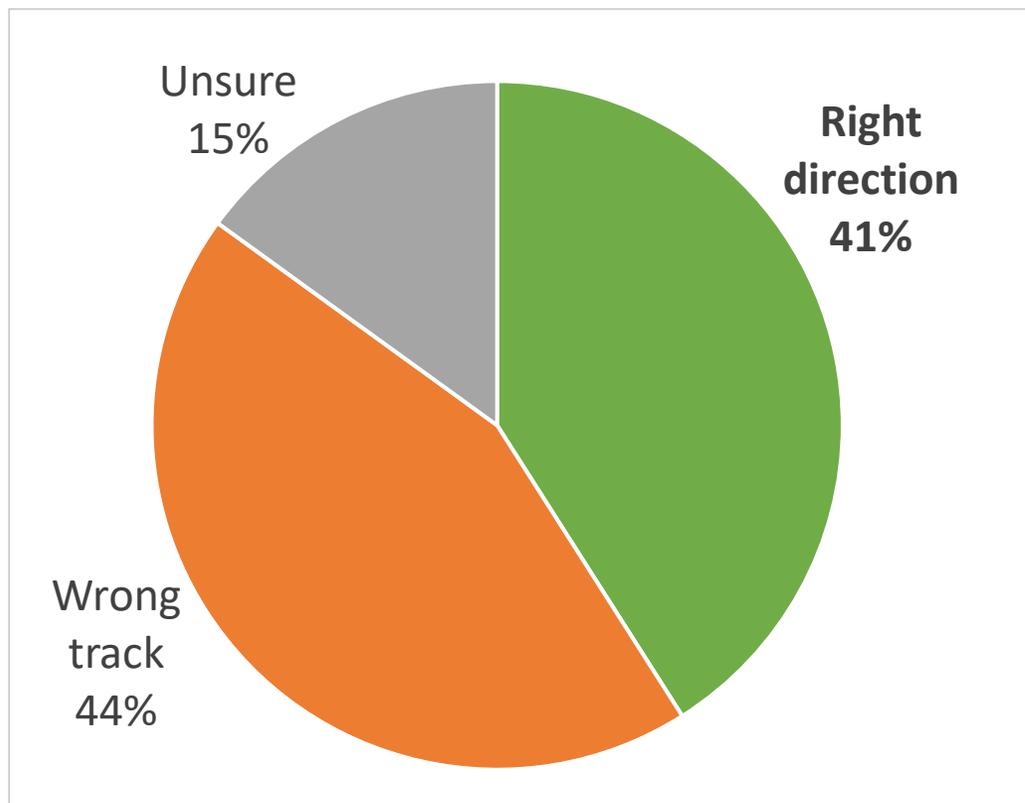
- The results are broken out by various demographic subsamples, including Congressional District, political party affiliation, age, education, income, and gender. The margins of error for specific subsamples are higher than the $\pm 3.5\%$ margin of sampling error for the entire sample.
- Finally, we note that as with all surveys, these results are indicative of public opinion at a singular point in time and do not seek to project final election results.

III. Pan Atlantic 59th Omnibus Poll Results:

National and State Political Climate

Direction of the State

A slight plurality of respondents (44%) indicated that they feel that things in the State of Maine are generally off on the “wrong track,” while 41% feel that things are headed in the right direction.

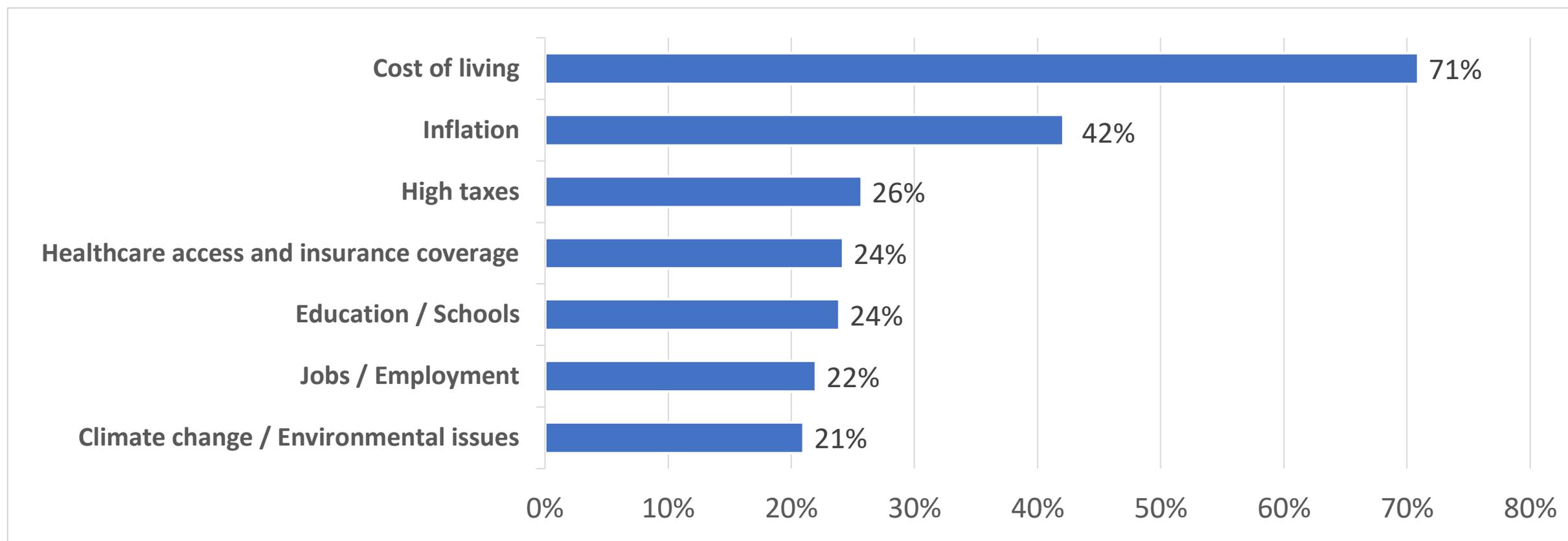


- 15% of respondents are “unsure” on this question.
- 71% of Democrats said that the state is headed in the right direction compared to 39% of Independents and only 16% of Republicans.
- In the previous Omnibus poll, conducted in April 2022, 47% of respondents indicated that they felt the state was headed in the right direction.

- *All in all, do you think things in the State of Maine are generally headed in the right direction, or do you feel things are off on the wrong track?*

Key Issues Facing the State of Maine – Top 3 Issues Combined

Respondents most frequently named (1) Cost of living, (2) Inflation, and (3) High taxes as the most important issues facing the State of Maine today. Data below represents the sum of respondents' top three issues.*

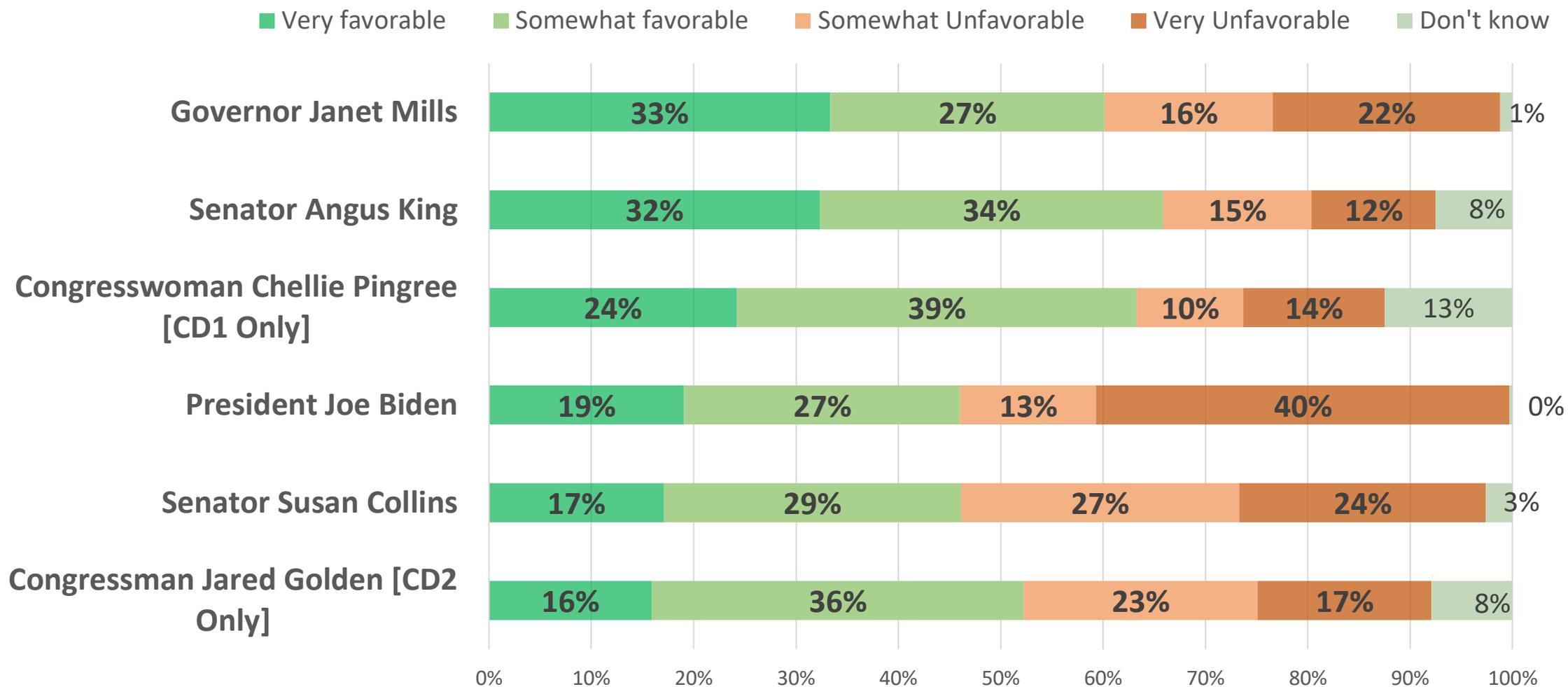


- What do you think are the **three** most important issues facing the State of Maine today?

Key Issues Facing the State of Maine – Top 3 Issues Combined

- The top 4 issues named by respondents—“cost of living,” “inflation,” “high taxes,” and “healthcare access and insurance coverage” are identical to those named in the April 2022 Omnibus poll.
- “Abortion” was not offered as an option in April 2022. In this poll, it was named as a top-three priority by 16% of respondents.
- “COVID-19 pandemic” was named by 22% of respondents in April 2022, but only 9% of respondents in this poll.

Favorability Ratings (4-Point Scale)



- The following are the names of some people holding public office in Maine and nationally. For each person, please indicate whether you have a “very favorable”, “somewhat favorable”, “somewhat unfavorable”, or “very unfavorable” opinion of them.

Net Favorability (% Favorable - % Unfavorable)

Sen. Angus King	+39
Rep. Chellie Pingree (1st District Only)	+39
Governor Janet Mills	+22
Rep. Jared Golden (2nd District Only)	+12
Sen. Susan Collins	-5
President Joe Biden	-8

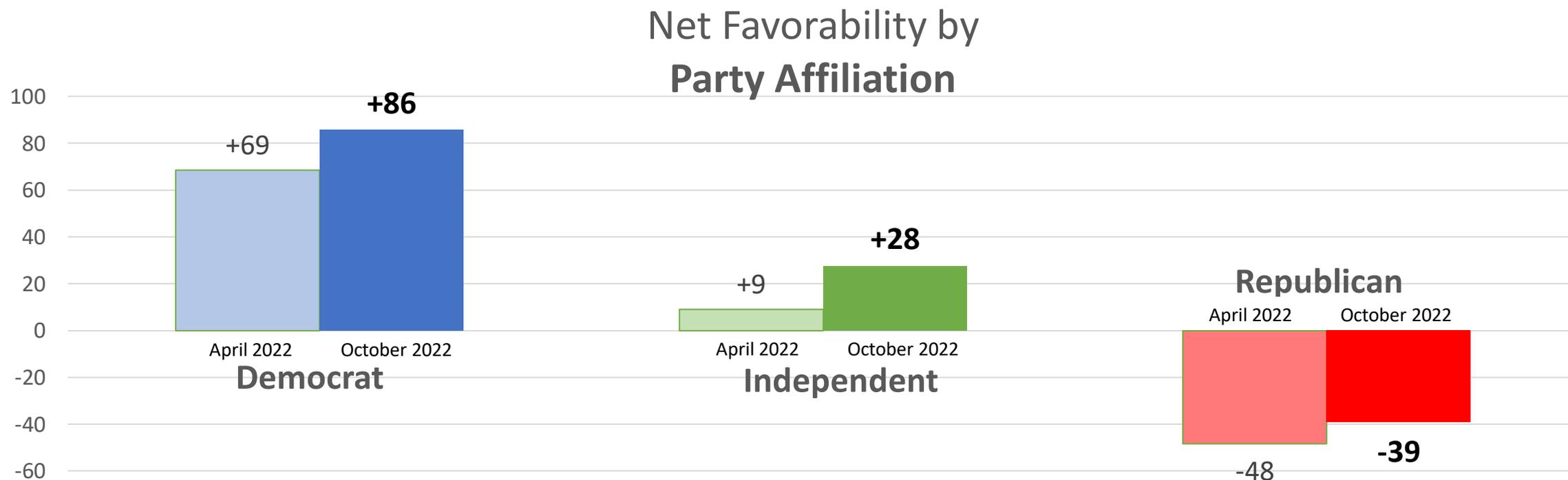
- Among figures tested, Angus King, Janet Mills, Chellie Pingree, and Jared Golden all have positive net favorability ratings.
- Susan Collins and Joe Biden have a negative net favorability rating.

- *The following are the names of some people holding public office in Maine and nationally. For each person, please indicate whether you have a “very favorable”, “somewhat favorable”, “somewhat unfavorable”, or “very unfavorable” opinion of them. [Order was rotated.]*

Net Favorability – Governor Janet Mills

By Political Party Affiliation

Governor Janet Mills’s Net Favorability has increased significantly since April 2022 among Democrats and Independent, and increased somewhat among Republicans, although still well below zero among this latter group.

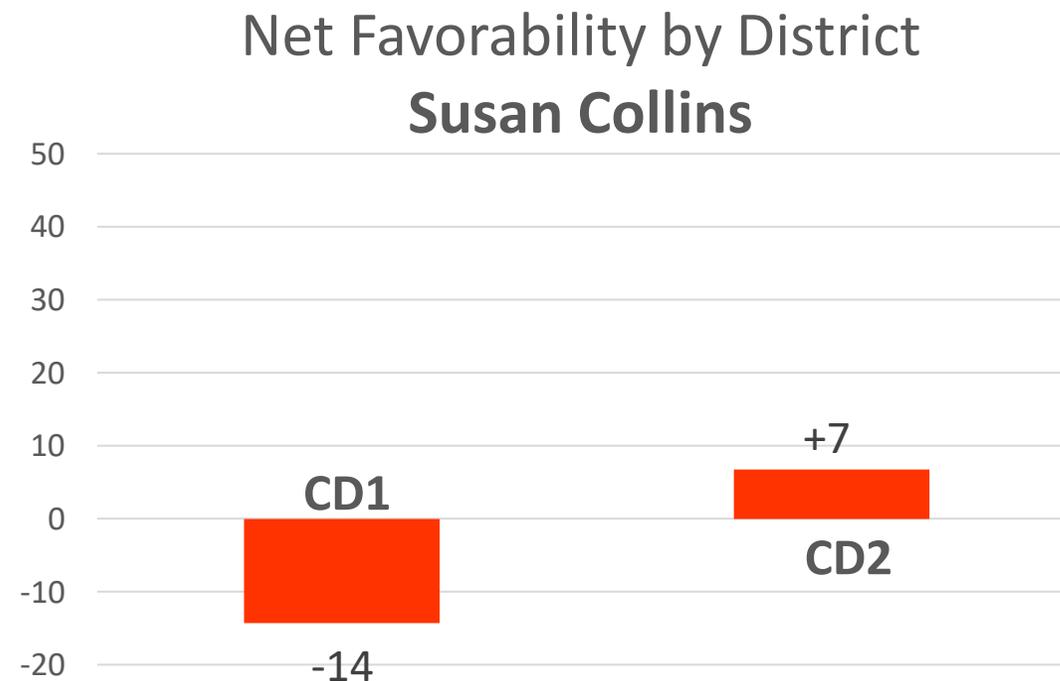
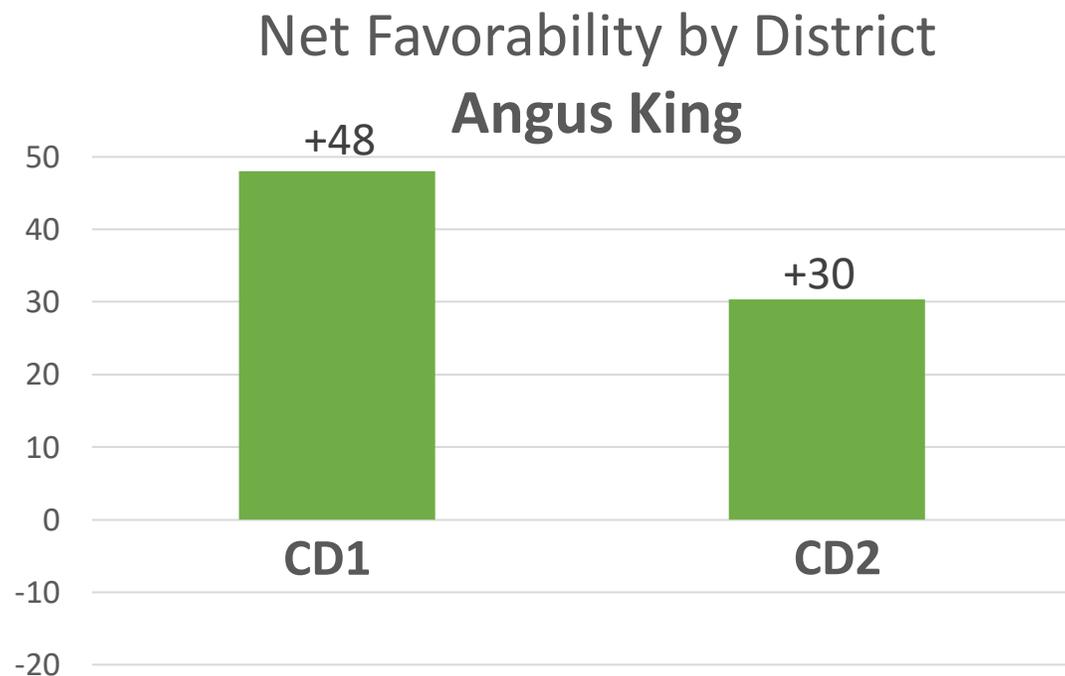


- The following are the names of some people holding public office in Maine and nationally. For each person, please indicate whether you have a “very favorable”, “somewhat favorable”, “somewhat unfavorable”, or “very unfavorable” opinion of them. [Order was rotated.]

Net Favorability – Senator Angus King and Senator Susan Collins

By Congressional District

Angus King’s Net Favorability is +48 in the 1st Congressional District and +30 in the 2nd Congressional District. Susan Collins’s Net Favorability is --14 in the 1st Congressional District and +7 in the 2nd Congressional District.

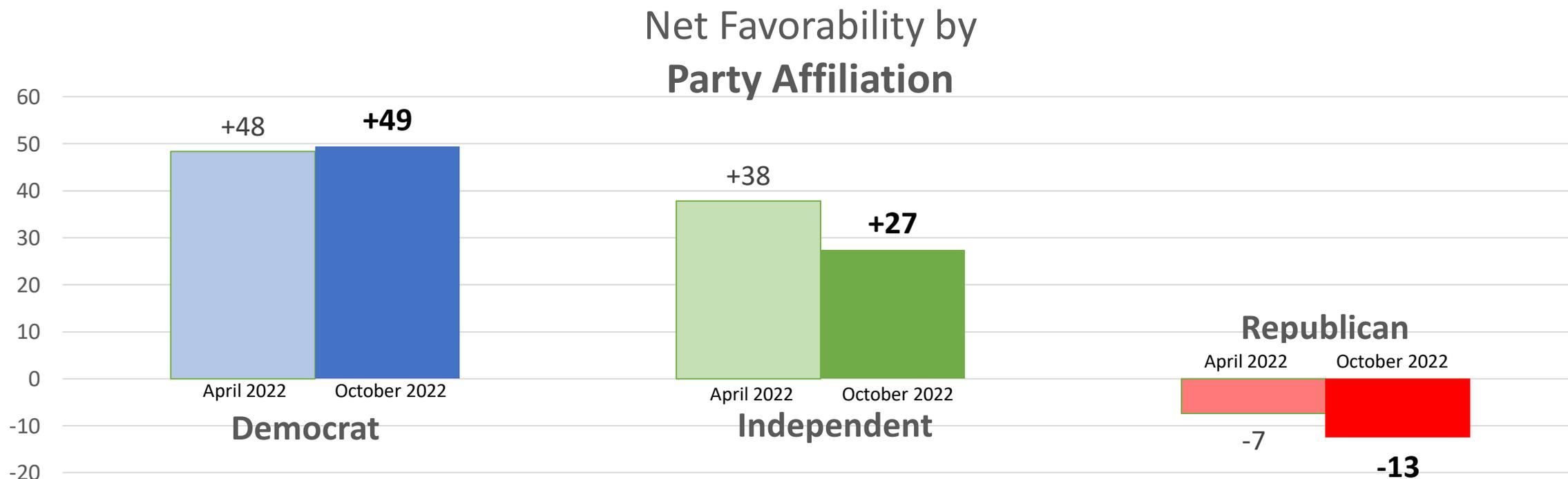


- The following are the names of some people holding public office in Maine and nationally. For each person, please indicate whether you have a “very favorable”, “somewhat favorable”, “somewhat unfavorable”, or “very unfavorable” opinion of them. [Order was rotated.]

Net Favorability – Rep. Jared Golden

By Political Party Affiliation

Rep. Jared Golden’s Net Favorability has remained static since April 2022 among Democrats and decreased somewhat among Independents and Republicans.



- The following are the names of some people holding public office in Maine and nationally. For each person, please indicate whether you have a “very favorable”, “somewhat favorable”, “somewhat unfavorable”, or “very unfavorable” opinion of them. [Order was rotated.]

III. Pan Atlantic 59th Omnibus Poll Results:

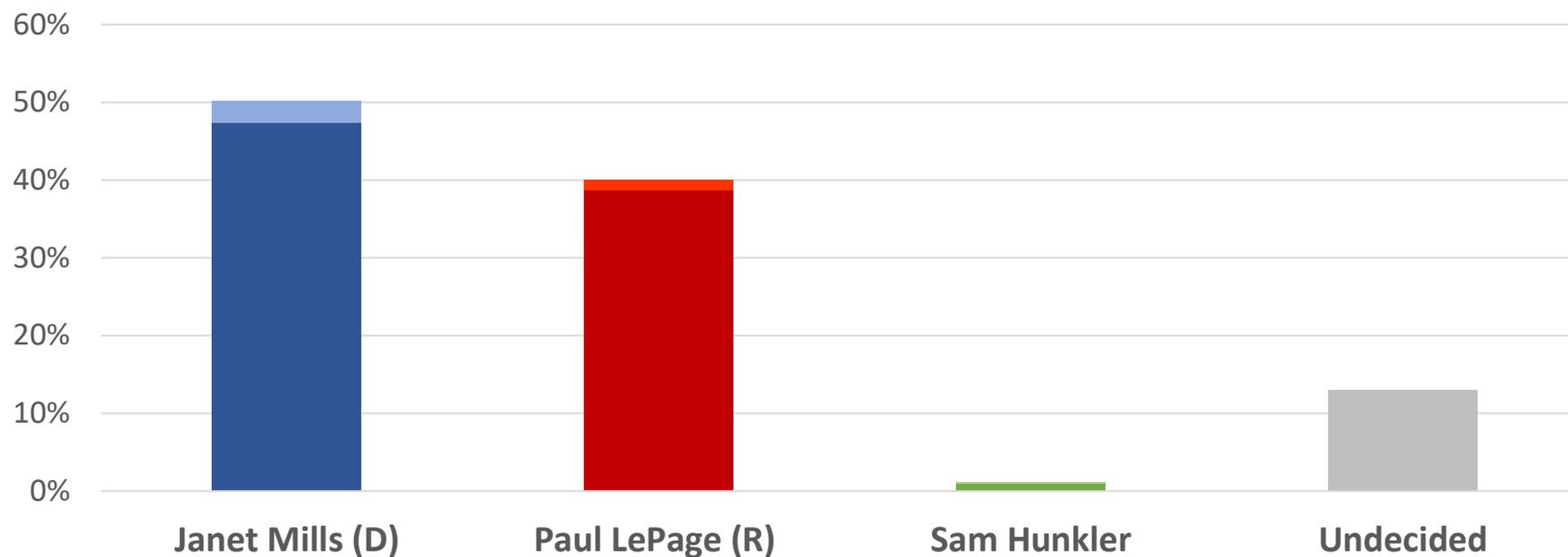
2022 Election

2022 Elections Questions

- For each race in the upcoming November 2022 elections, respondents were first asked *“If today were Election Day, who would you vote for?”*
- Respondents who answered “don’t know” to this question were asked the follow-up question *“Which candidate are you **leaning towards** voting for, even if you have not yet fully made up your mind?”* Respondents who indicated a candidate preference on this question are included in each candidate’s total vote share figures in the slides which follow.
- For the Congressional races, respondents were also asked to name which candidate would be their second choice.
- This methodology follows empirically validated polling best practices.

Gubernatorial Election

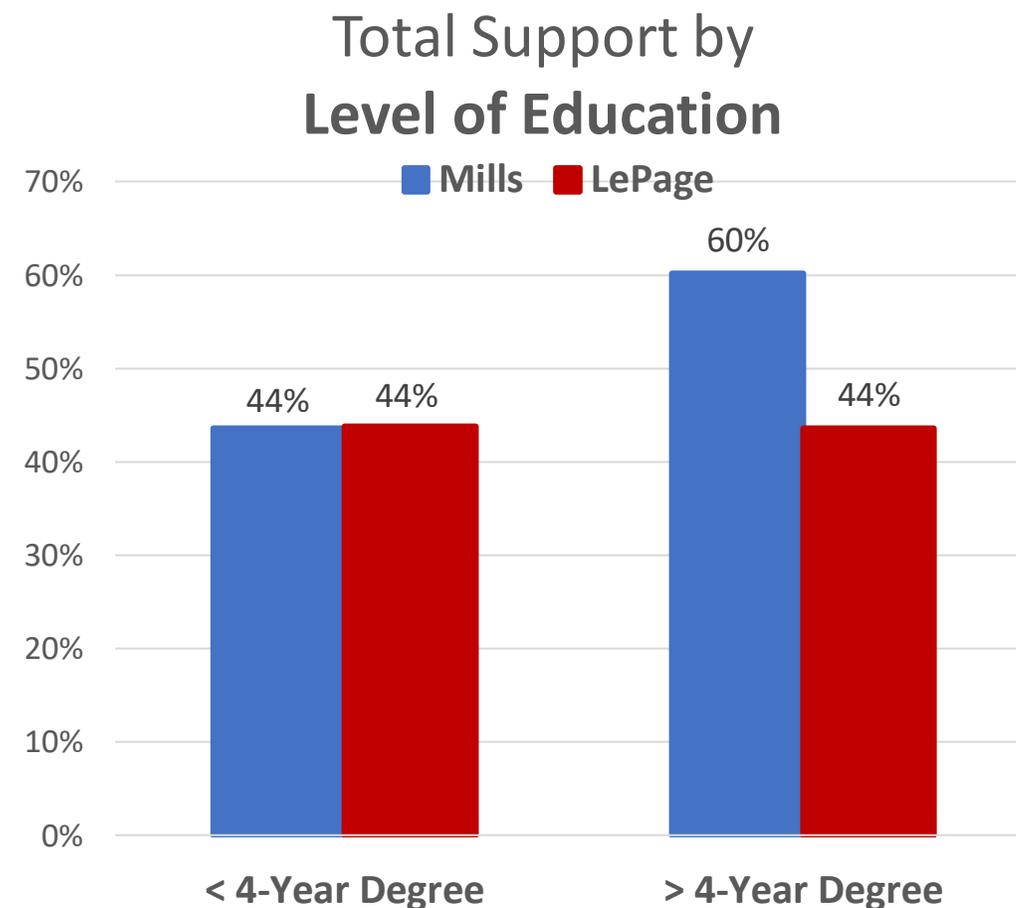
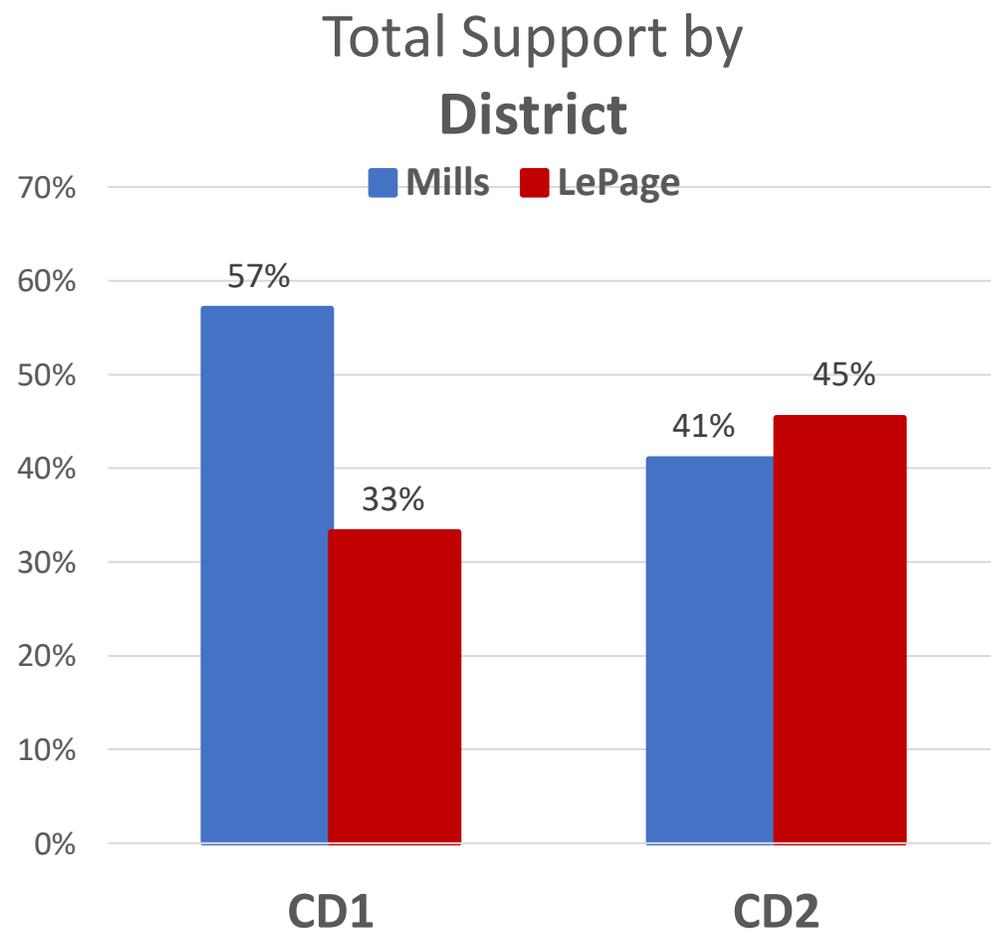
In the race for Governor, Janet Mills (D) is leading Paul LePage (R) by a margin of 10 percentage points.



	Janet Mills (D)	Paul LePage (R)	Sam Hunkler	Undecided
Total Vote Share	49%	39%	2%	10%
% Voting	48.5%	38.5%	2.0%	
% Leaning	0.5%	0.5%	0.4%	

- On November 8th, Mainers will vote for Governor. If today were Election Day, who would you vote for?
- Which candidate are you **leaning towards** voting for, even if you have not yet fully made up your mind?

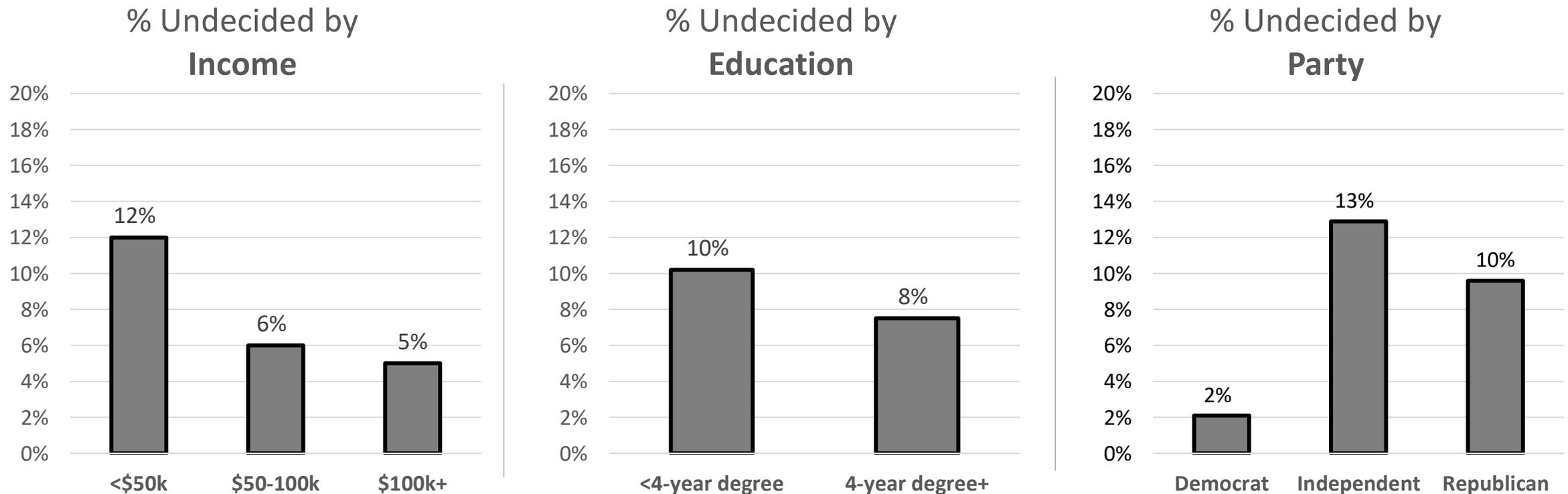
Gubernatorial Election – Key Demographics



- On November 8th, Mainers will vote for Governor. If today were Election Day, who would you vote for?
- Which candidate are you **leaning towards** voting for, even if you have not yet fully made up your mind?

Gubernatorial Election – Undecided Voters

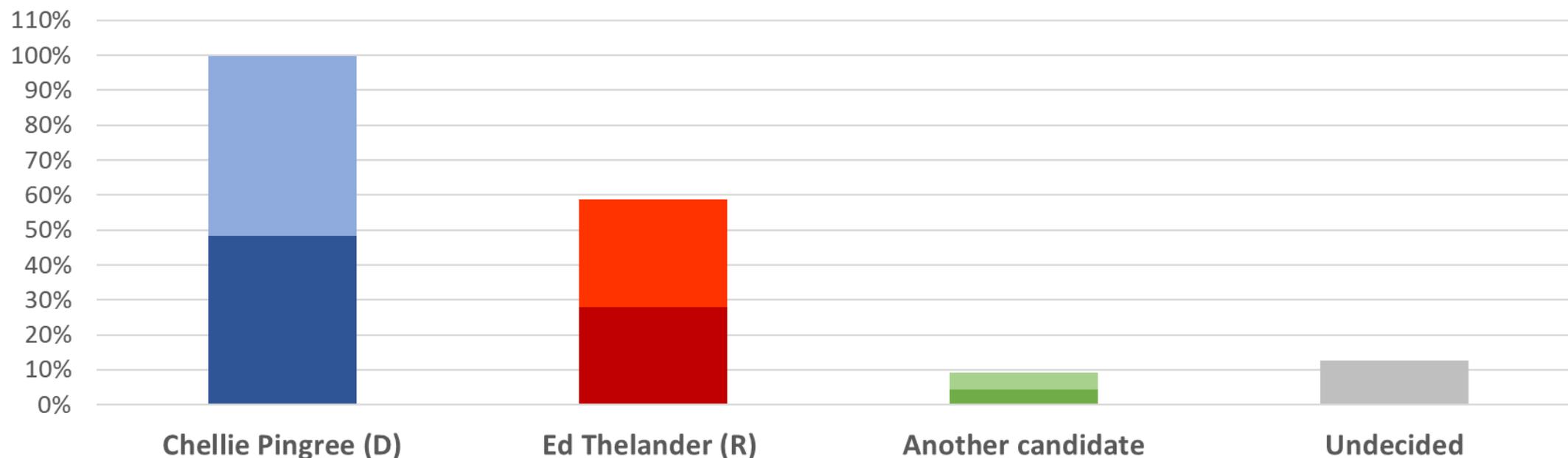
Respondents who were undecided about their vote for Governor were more likely to be lower-income, to have a lower level of education, and to be registered Independents or Republicans.



- On November 8th, Mainers will vote for Governor. If today were Election Day, who would you vote for?
- Which candidate are you **leaning towards** voting for, even if you have not yet fully made up your mind?

CD1 Election

In this race, Chellie Pingree (D) is leading Ed Thelander (R) by a margin of 34 percentage points. There is an undecided factor of 7%.



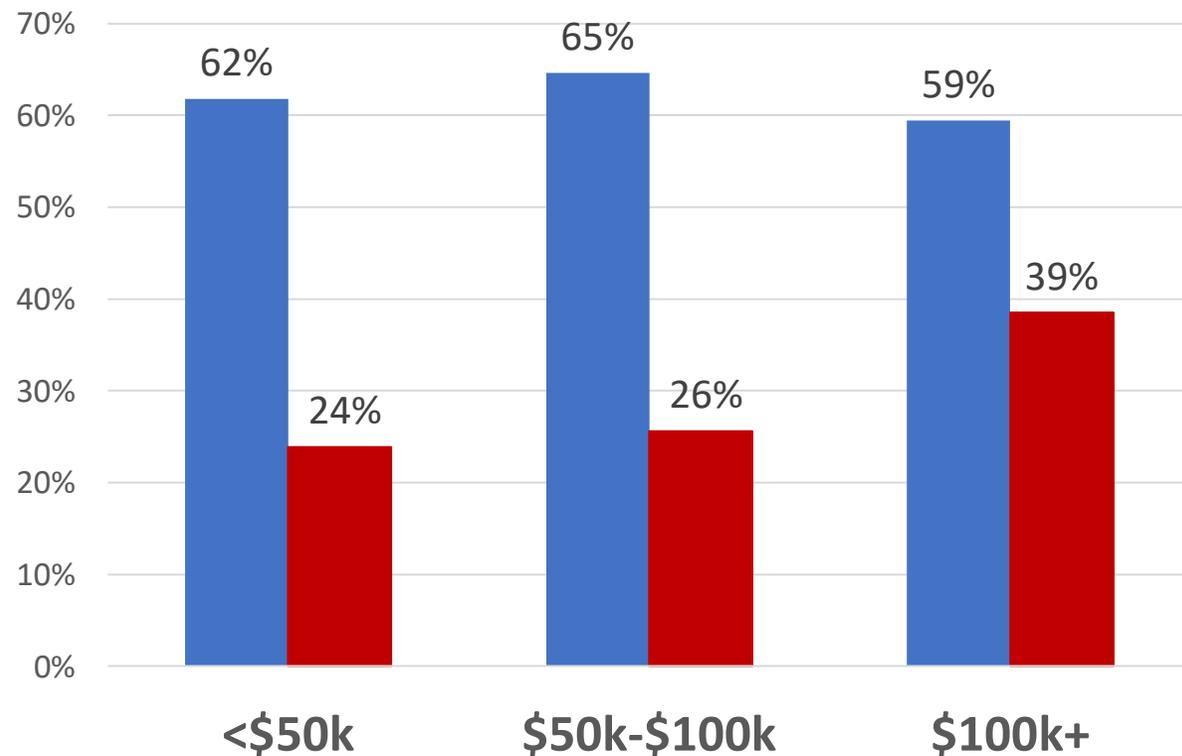
	Chellie Pingree (D)	Ed Thelander (R)	Another candidate	Undecided
Total Vote Share	62%	28%	4%	7%
% Voting	59.8%	25.1%	3.2%	
% Leaning	2.9%	2.5%	0.7%	

- On November 8th, Mainers will also vote for US Congressional Representatives. If today were Election Day, who would you vote for?
- Which candidate are you **leaning towards** voting for, even if you have not yet fully made up your mind?

CD1 Election – Key Demographics

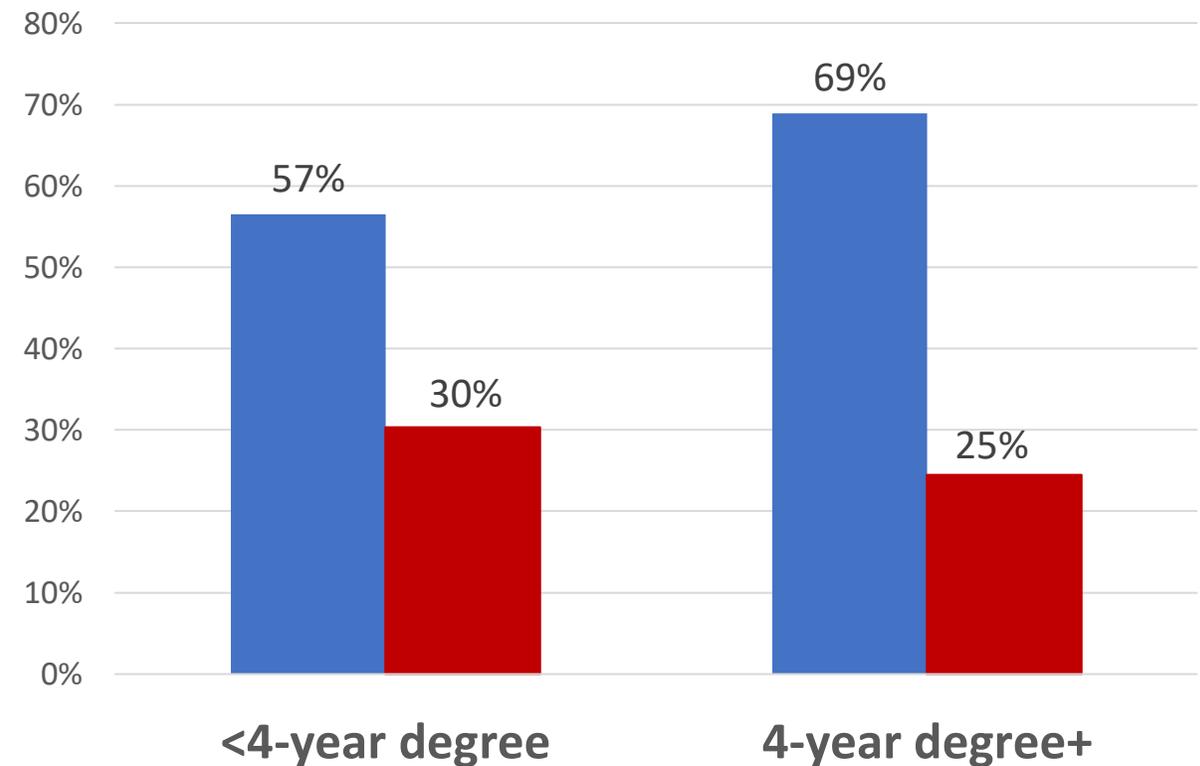
Total Support by **Income**

■ Pingree ■ Thelander



Total Support by **Education**

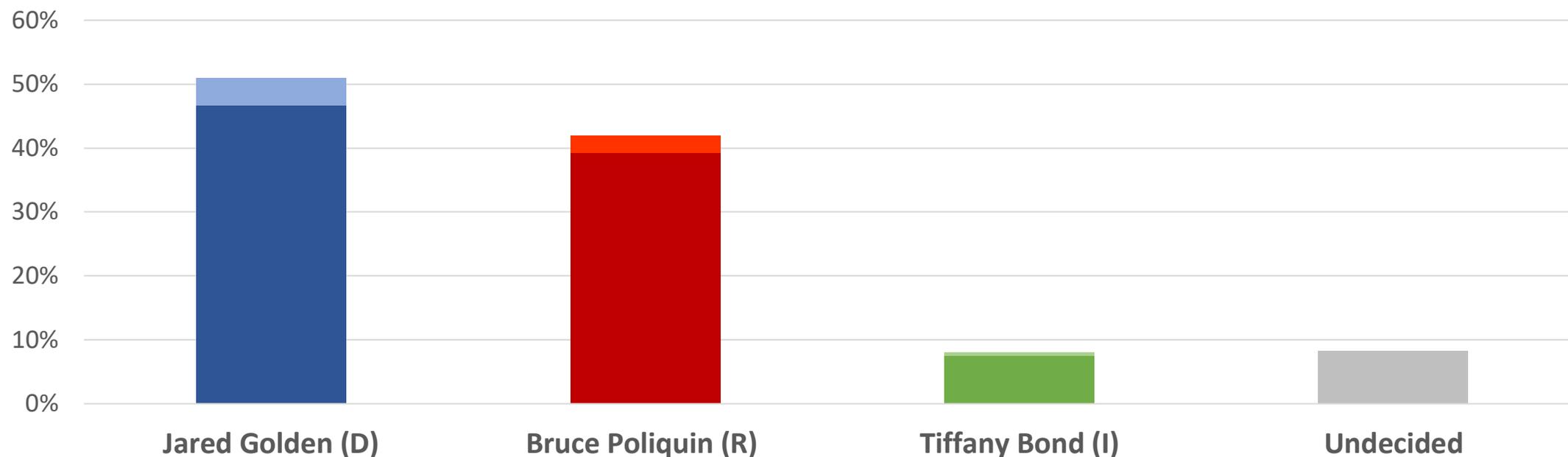
■ Pingree ■ Thelander



- On November 8th, Mainers will also vote for US Congressional Representatives. If today were Election Day, who would you vote for?
- Which candidate are you **leaning towards** voting for, even if you have not yet fully made up your mind?

CD2 Election

In this race, Jared Golden (D) is leading Bruce Poliquin (R) by a margin of 8 percentage points. 8% named “Tiffany Bond,” while 7% were undecided.



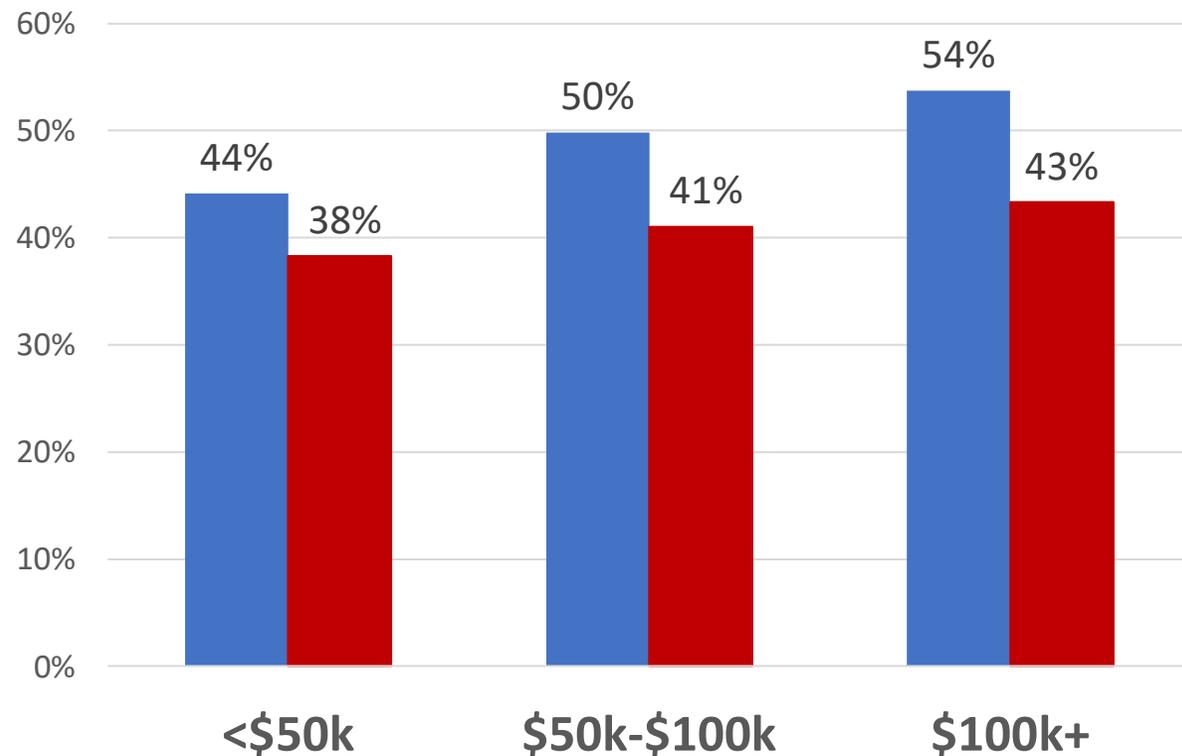
	Jared Golden (D)	Bruce Poliquin (R)	Tiffany Bond (I)	Undecided
Total Vote Share	47%	39%	8%	7%
% Voting	44.3%	34.9%	6.6%	
% Leaning	2.4%	4.4%	0.9%	

- On November 8th, Mainers will also vote for US Congressional Representatives. If today were Election Day, who would you vote for?
- Which candidate are you **leaning towards** voting for, even if you have not yet fully made up your mind?

CD2 Election – Key Demographics

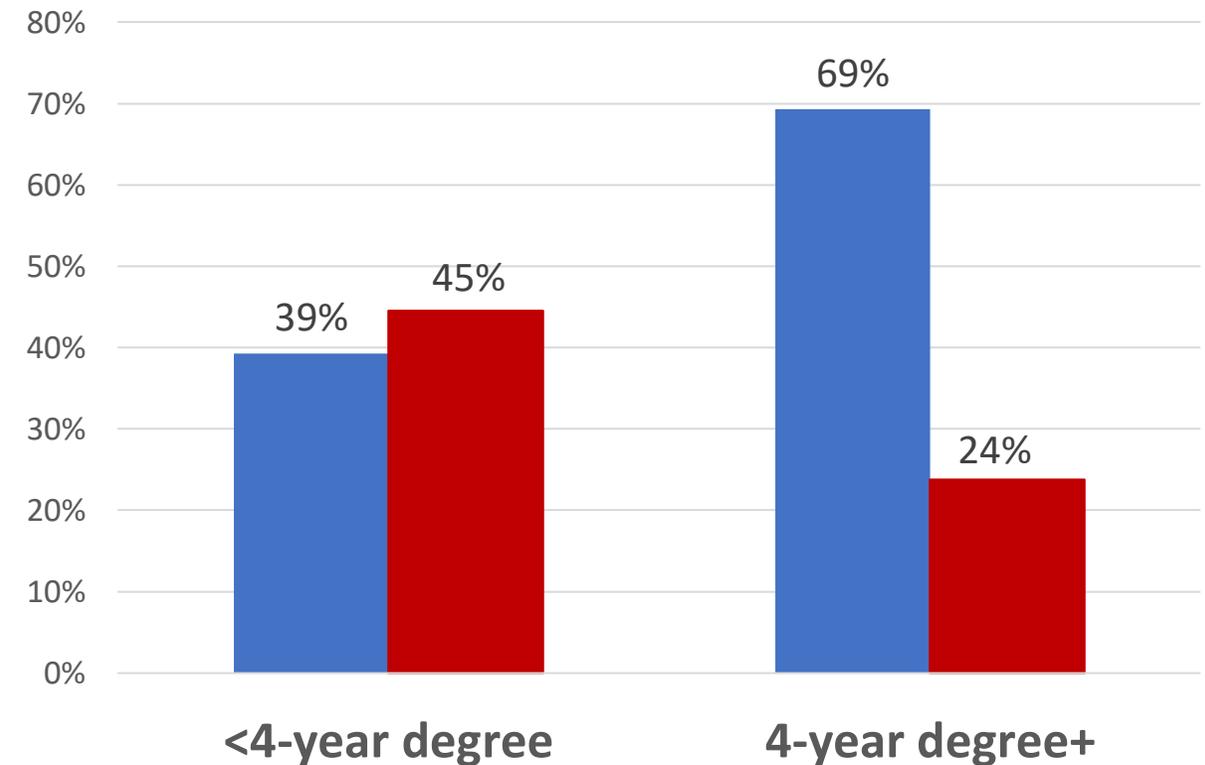
Total Support by **Income**

■ Golden ■ Poliquin



Total Support by **Education**

■ Golden ■ Poliquin

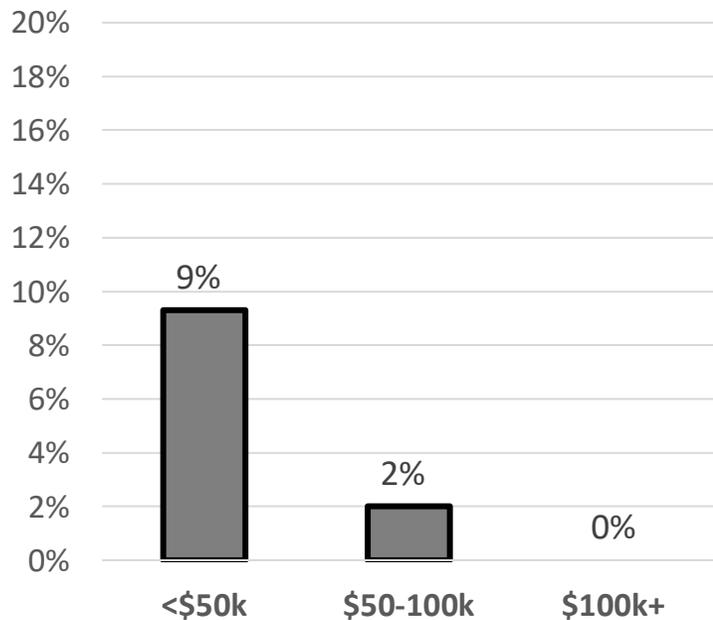


- On November 8th, Mainers will also vote for US Congressional Representatives. If today were Election Day, who would you vote for?
- Which candidate are you **leaning towards** voting for, even if you have not yet fully made up your mind?

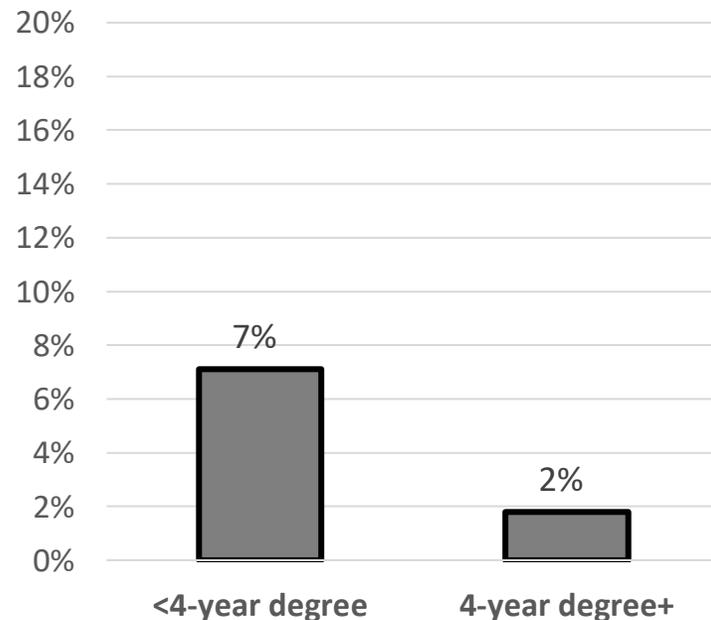
CD2 Election – Undecided Voters

District 2 respondents who were undecided about their vote for Representative were more likely to be lower-income, to have a lower level of education, and to be registered Independents or Republicans.

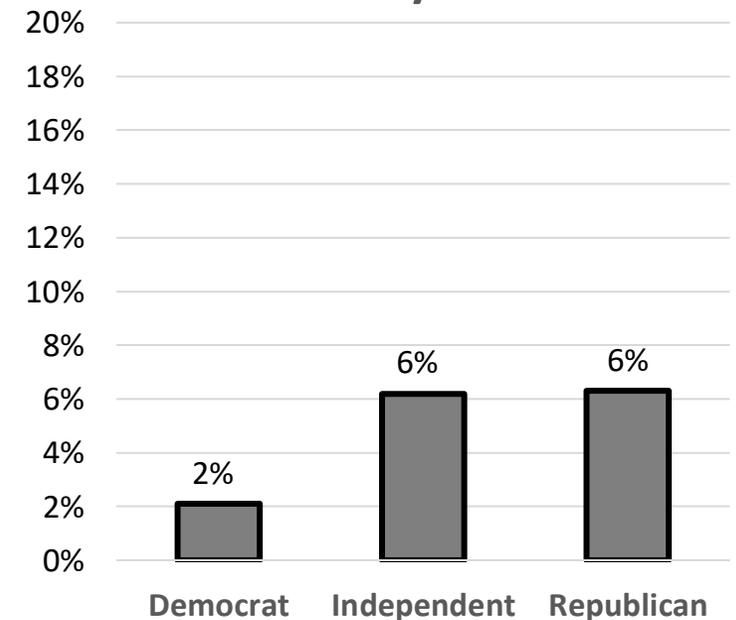
% Undecided by Income



% Undecided by Education



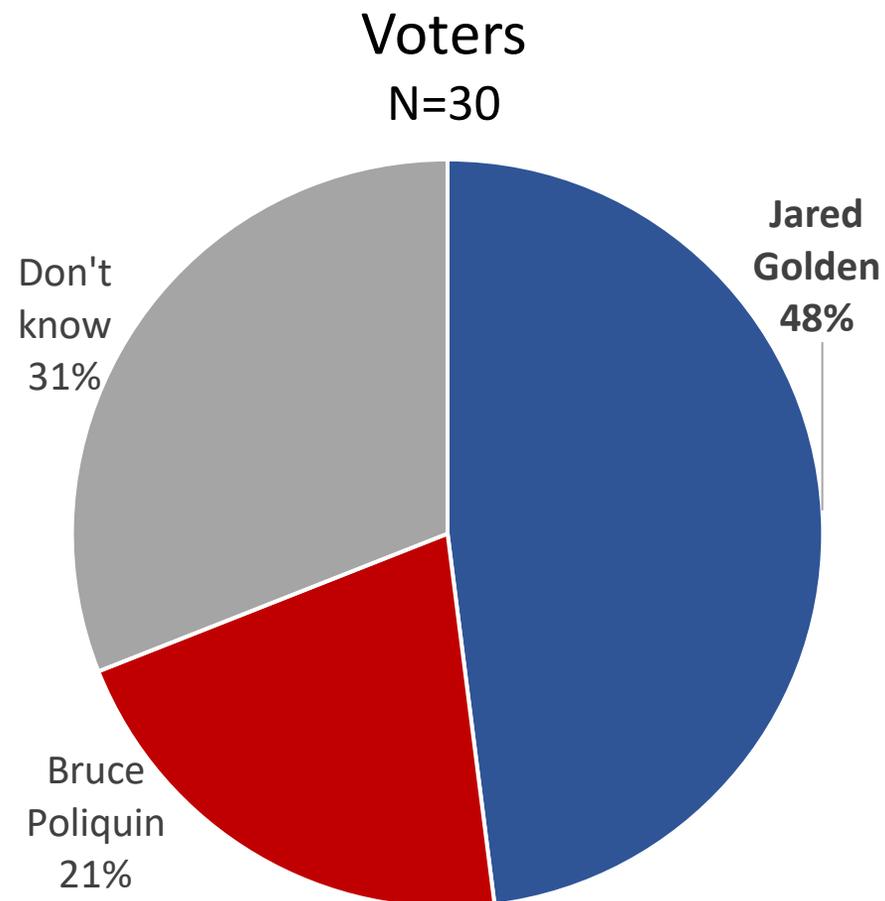
% Undecided by Party



- On November 8th, Mainers will also vote for US Congressional Representatives. If today were Election Day, who would you vote for?
- Which candidate are you **leaning towards** voting for, even if you have not yet fully made up your mind?

Congressional District 2 Election – 2nd Choice

Second-Choice Votes Among **Tiffany Bond**



Of the 30 Tiffany Bond first-choice voters, approximately 14 (48%) of these indicated that their second choice candidate would be Jared Golden.

21% said that Bruce Poliquin would be their second choice, while 31% said that they did not know.

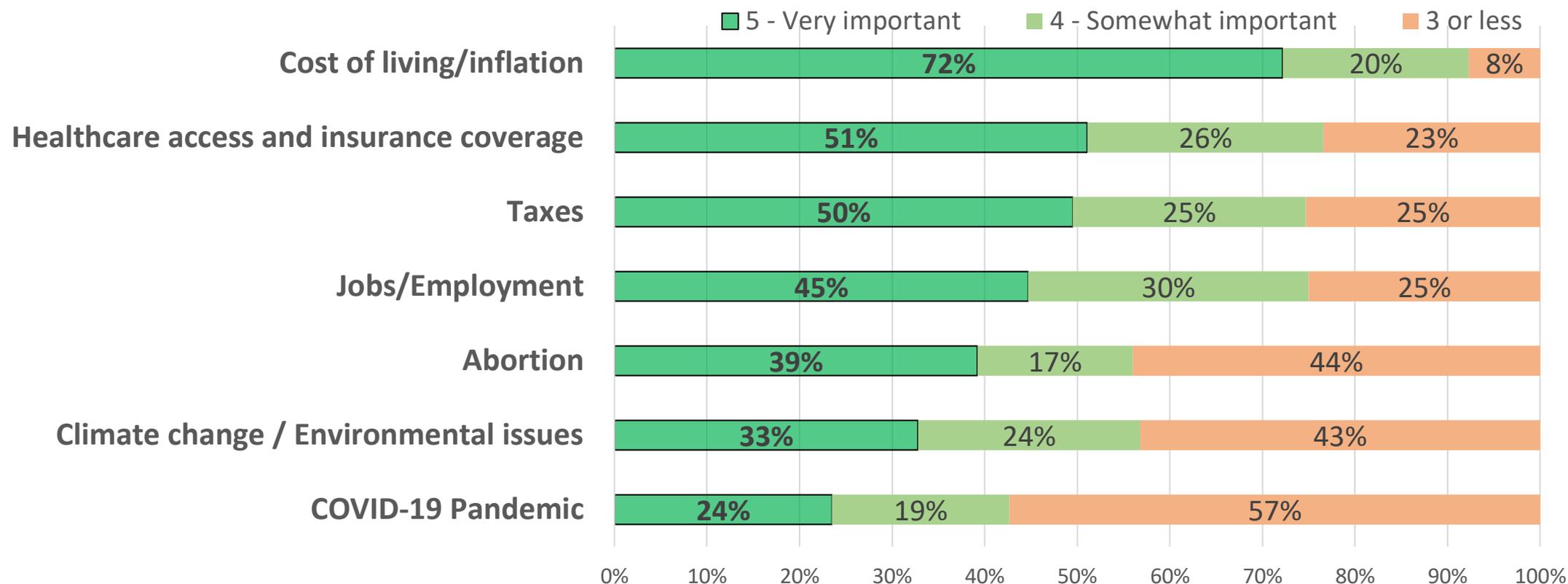
- *Which candidate would be your **second choice**?*

III. Pan Atlantic 59th Omnibus Poll Results:

Key Factors for Voters

Key Factors Determining Voter's Choice of Candidate

Respondents rated (1) Cost of living/inflation, (2) Healthcare access and insurance coverage, and (3) Taxes as the most important factors determining their choice of candidate.



- How important are each of the following issues in determining your choices of candidates above? For each issue, please indicate its importance on a 1-5 scale where 1 means 'not at all important' at 5 means 'very important.' Cost of living / Inflation

Key Factors Determining Candidate Choice by Party

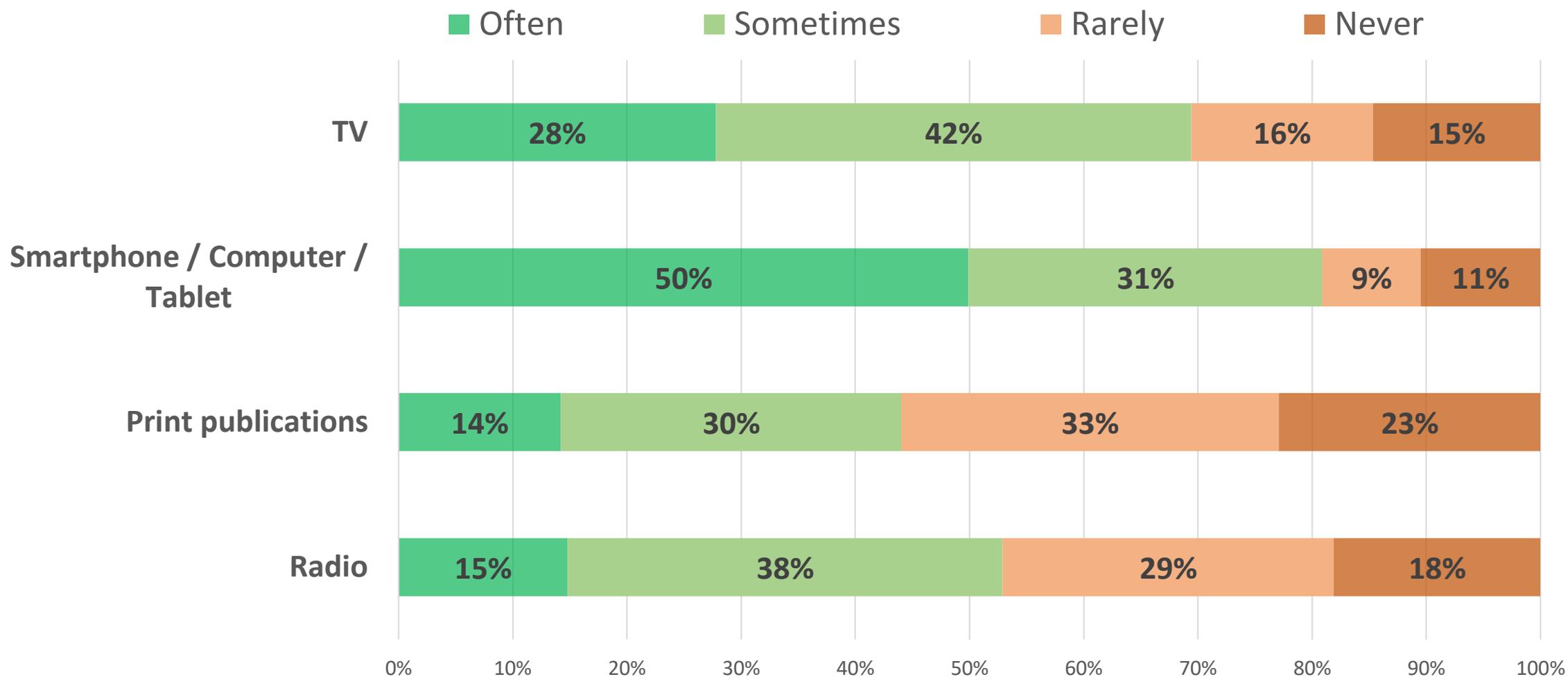
	Democrats	Independents	Republicans	Overall
Cost of living/inflation	57%	79%	81%	72%
Healthcare access and insurance coverage	61%	47%	42%	51%
Taxes	34%	49%	64%	50%
Jobs/Employment	39%	49%	43%	45%
Abortion	45%	40%	33%	39%
Climate change / Environmental issues	56%	29%	13%	33%
COVID-19 Pandemic	30%	24%	13%	24%

- *How important are each of the following issues in determining your choices of candidates above? For each issue, please indicate its importance on a 1-5 scale where 1 means 'not at all important' at 5 means 'very important.'* Cost of living / Inflation

III. Pan Atlantic 59th Omnibus Poll Results:

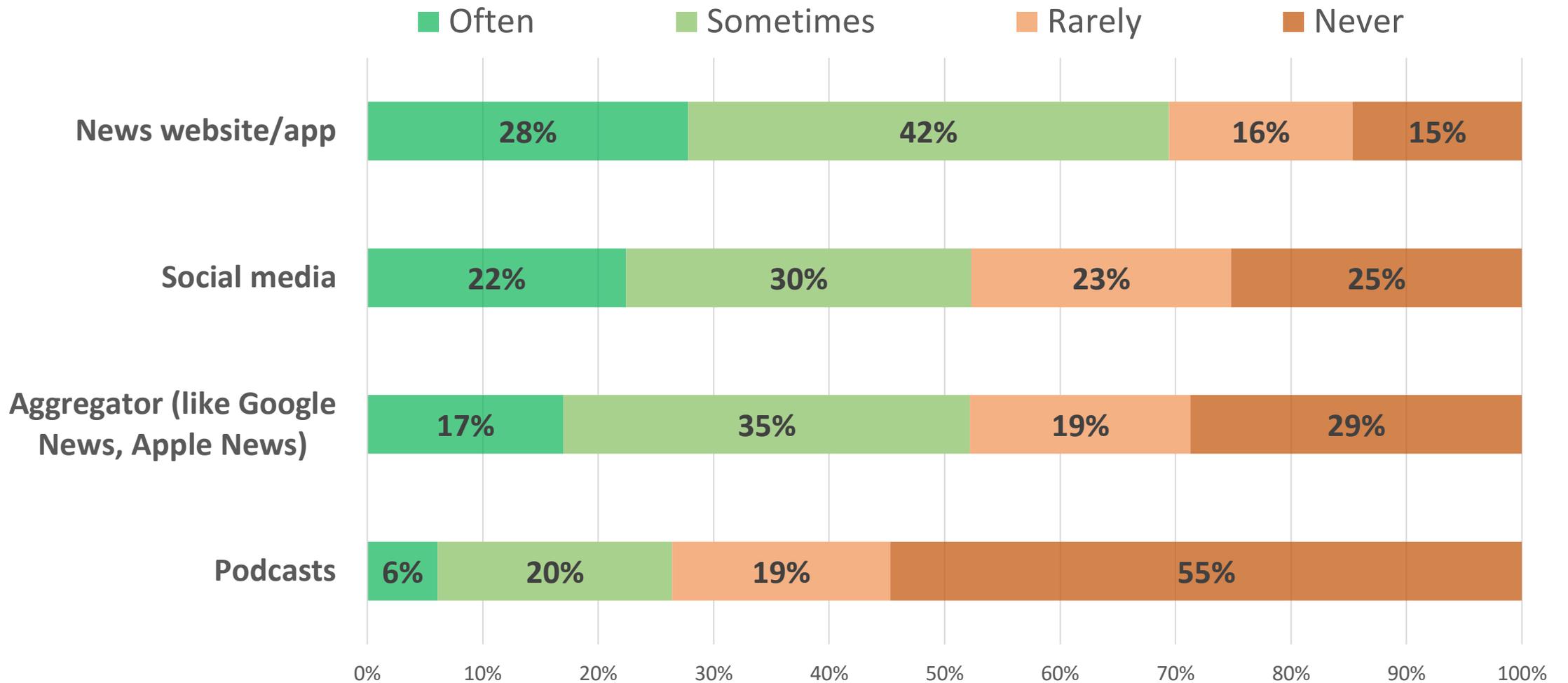
News Sources

News Sources – Physical Platforms



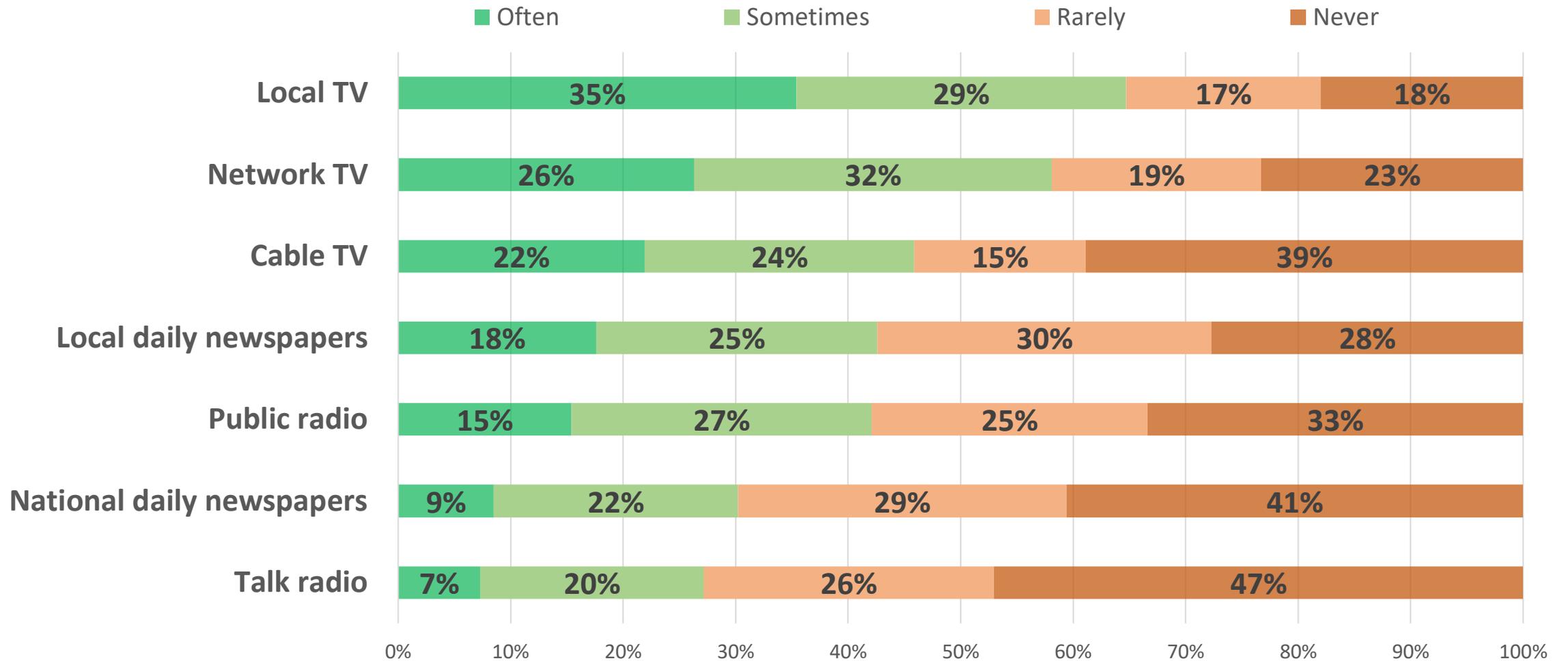
- How often do you get your news from each of the following **physical** platforms?

News Sources – Digital Platforms



- How often do you get your news from each of the following **digital** platforms?

News Sources – Providers



- How often do you get your news from each of the following providers?

News Sources

- The key **physical platforms** respondents use to get their news are “TV” (49.4% “often”) and “Smartphone/Computer/Tablet” (47.0% “often”).
 - The key **digital platform** respondents use to get their news is “News website/app” (30.9% “often”). A further 22.6% named “Social Media” as a source where they “often” get their news.
 - The key **providers** from which respondents get their news are “Local TV” (39.1% “often”), “Network TV (31.2% “often”), and “Cable TV” (29.4% “often”).
- *How often do you get your news from each of the following **physical** platforms?*
 - *How often do you get your news from each of the following **digital** platforms?*
 - *How often do you get your news from each of the following **providers**?*

IV. Demographics of the Sample

Demographics of the Sample

Political Party	
Democrat	30%
Republican	27%
Independent	33%
Other party	3%
Don't know / Prefer not to answer	7%

Level of Education	
Less than 4-year degree	66%
Four-year college degree or more	34%
Prefer not to answer	<1%

Demographics of the Sample

Age	
18-34	24%
35-54	30%
55+	45%
Prefer not to answer	<1%

Household Income Level	
Less than \$50,000	47%
\$50,000 to under \$100,000	32%
\$100,000 or more	16%
Don't know / Prefer not to answer	4%

Demographics of the Sample

Gender	
Female	49%
Male	49%
Non-binary	1%
Prefer not to answer	1%

Congressional District	
CD 1	50%
CD2	50%