PAN ATLANTIC

RESEARCH

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64th OMNIBUS POLL™

"The Benchmark of Maine Public Opinion"

September, 2024

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PAN ATLANTIC RESEARCH

I. Background

PAN ATLANTIC RESEARCH

- Pan Atlantic Research is a Portland, Maine based, **independent** marketing research and consulting firm which is currently in its 39ᵗʰ year of successful operation.

- This Omnibus Poll is the 64th 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

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- The 64th Pan Atlantic Research Omnibus Poll™ was conducted between September 5th and September 15th, 2024.

- A randomly selected sample of 875 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 812 likely voters, with a margin of sampling error of 3.5% at the 95% percent confidence level.**

II. Methodology

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- The survey was administered only to those who fulfilled the following criteria:

    ➢ Are "certain," "very likely," or "likely" to vote in the Presidential Election on November 5th, 2024

    ➢ 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

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- 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 sub-samples are higher than the ± 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.
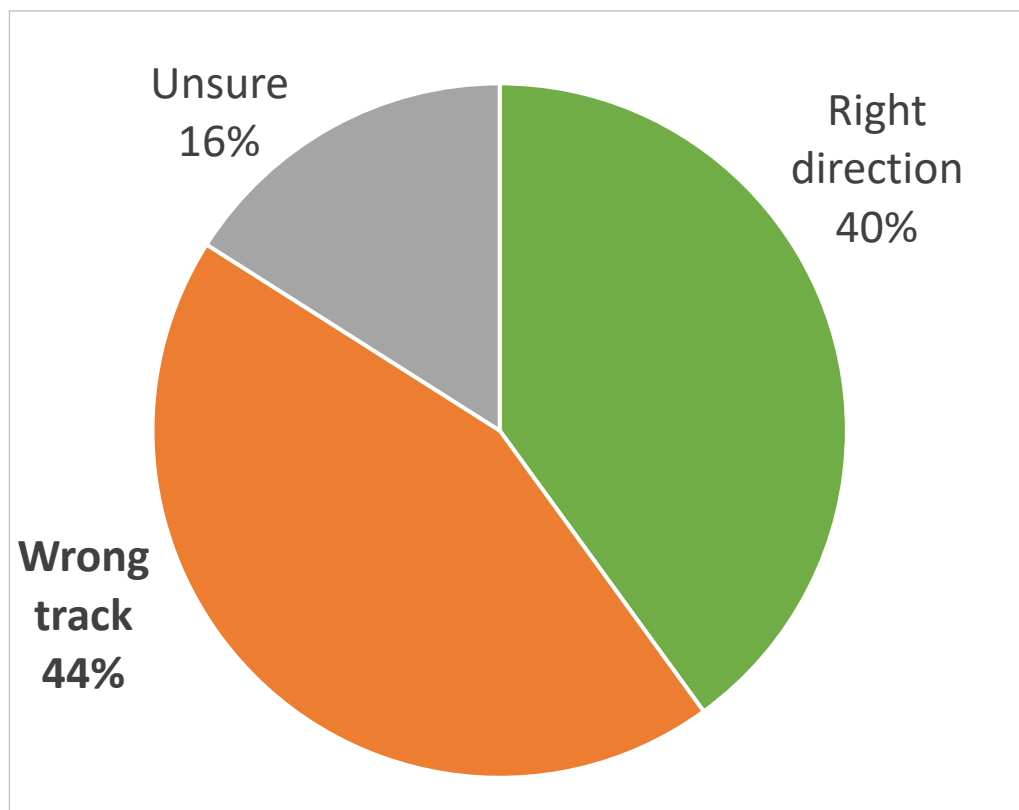
III. Pan Atlantic 64th Omnibus Poll Results:

National and State Political Climate

Direction of the State

A plurality of respondents (44%) indicated that they feel that things in the State of Maine are off on the "wrong track," while 40% feel that things are are generally headed in the "right direction."
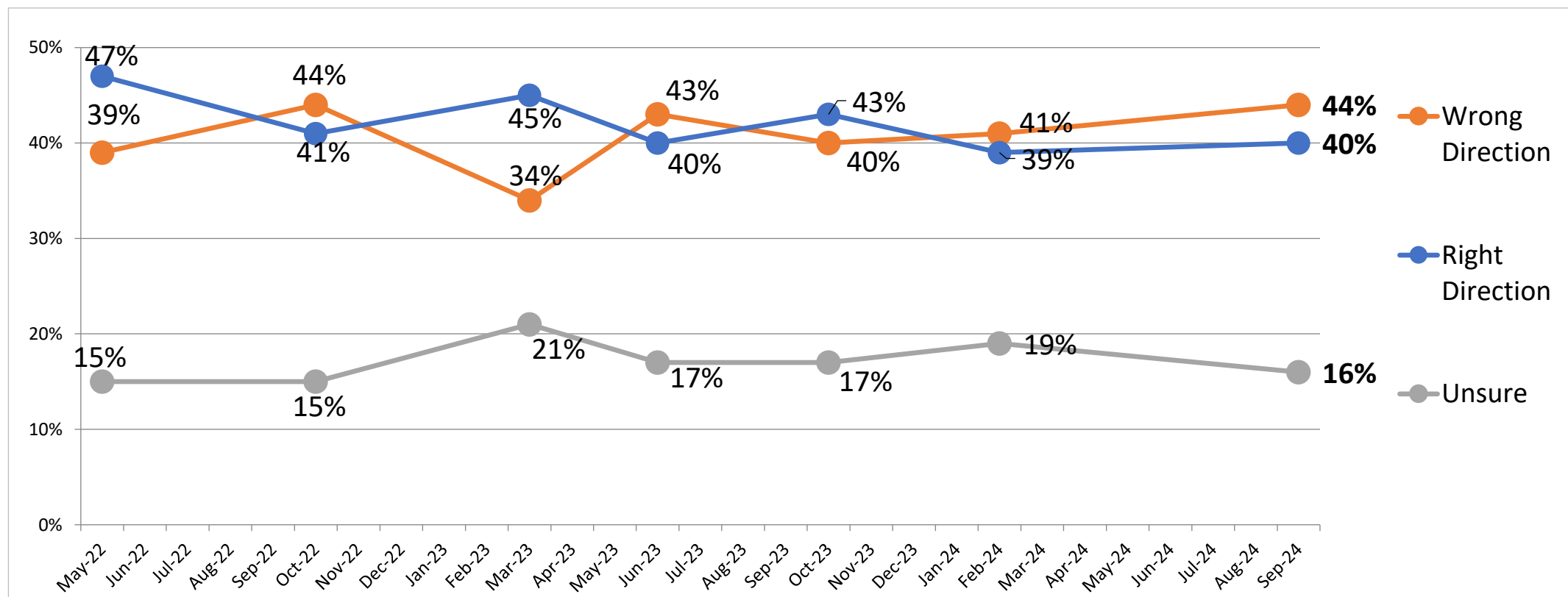

- 16% of respondents are "unsure" on this question.

- 69% of Democrats said that the state is headed in the right direction compared to 33% of Independents and only 17% of Republicans.

- 46% of respondents in CD1 said that the state is headed in the right direction compared to 34% of respondents in CD2.

- *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?*
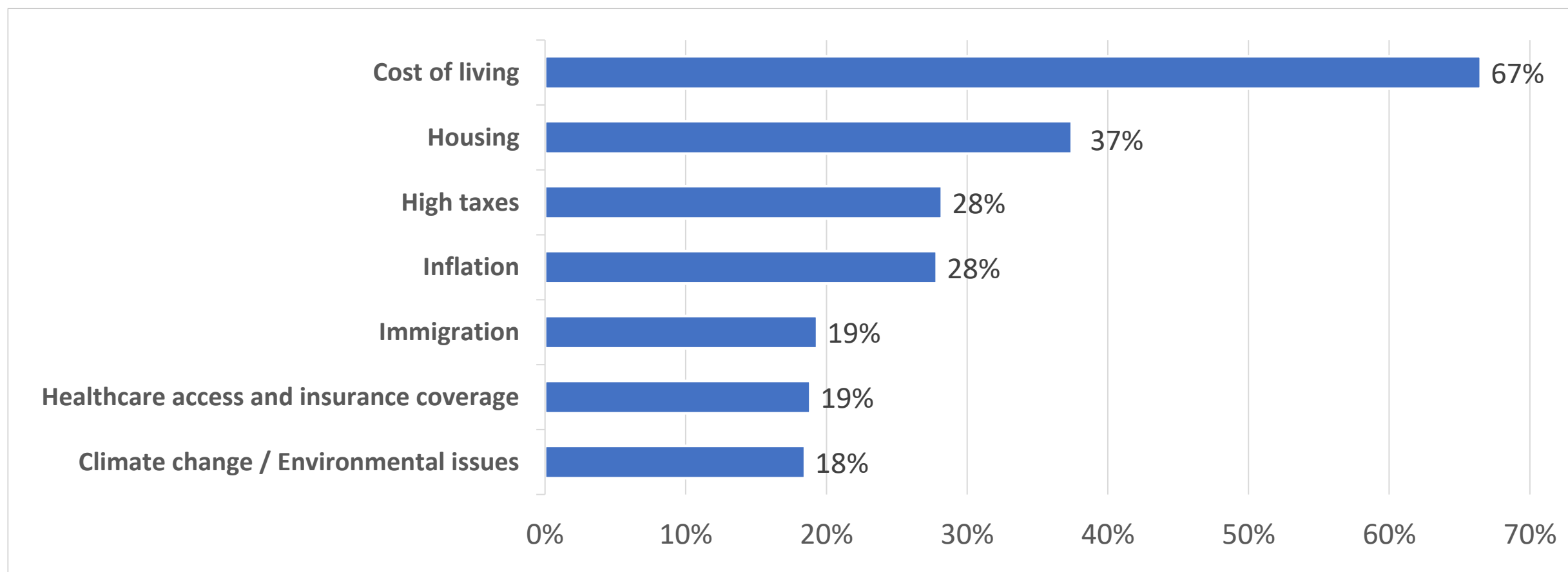
Direction of the State - *Trend*

Since May of 2022, the proportion of respondents perceiving that the State is headed in the right direction has trended downwards from 47% to 40%.

- *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?*
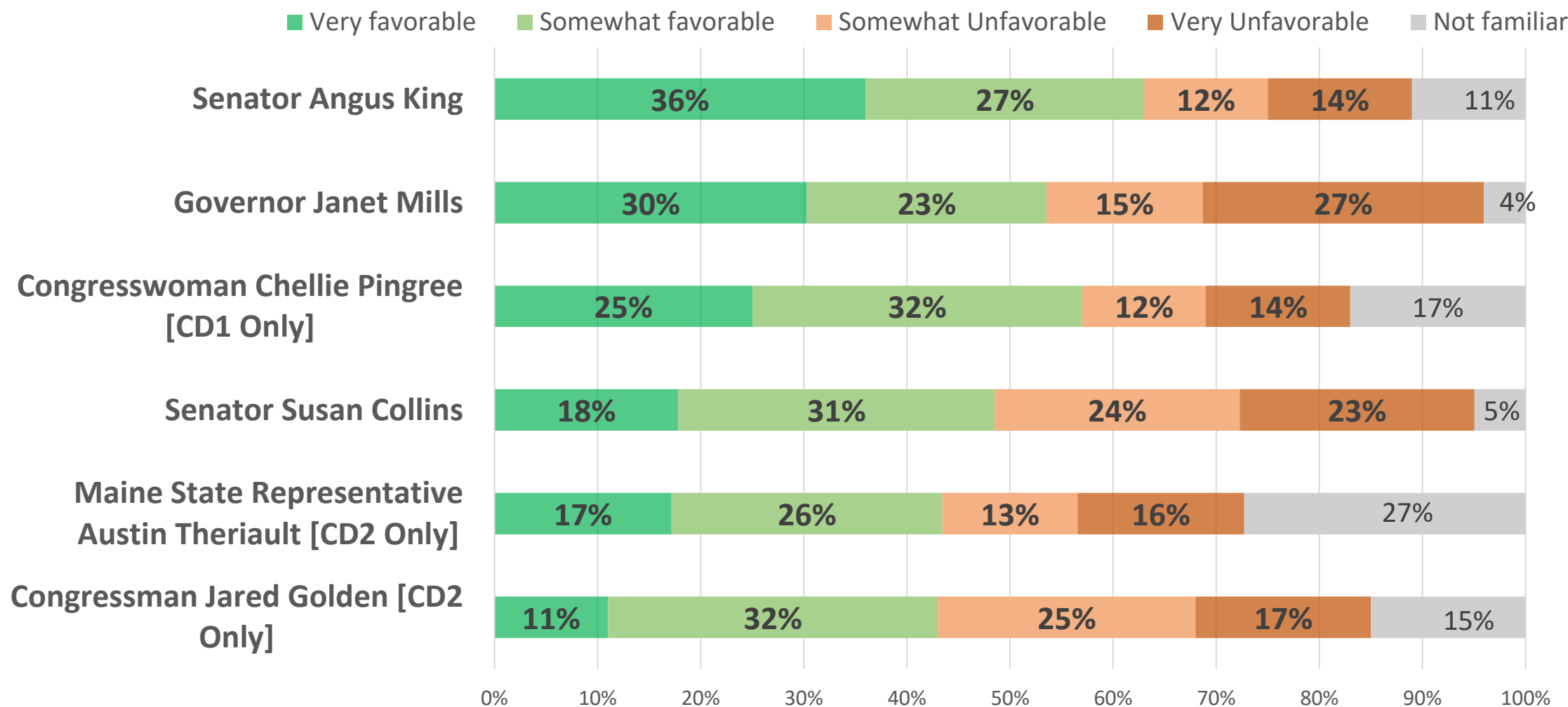
Key Issues Facing the State of Maine – Top 3 Issues Combined

Respondents most frequently named (1) Cost of living, (2) Housing, 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?*

Favorability Ratings – Maine Political Figures

■ Very favorable   ■ Somewhat favorable   ■ Somewhat Unfavorable   ■ Very Unfavorable   ■ Not familiar

	Very favorable	Somewhat favorable	Somewhat Unfavorable	Very Unfavorable	Not familiar
Senator Angus King	36%	27%	12%	14%	11%
Governor Janet Mills	30%	23%	15%	27%	4%
Congresswoman Chellie Pingree [CD1 Only]	25%	32%	12%	14%	17%
Senator Susan Collins	18%	31%	24%	23%	5%
Maine State Representative Austin Theriault [CD2 Only]	17%	26%	13%	16%	27%
Congressman Jared Golden [CD2 Only]	11%	32%	25%	17%	15%

- *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. If you aren't familiar with that person, check the box saying "not familiar."*

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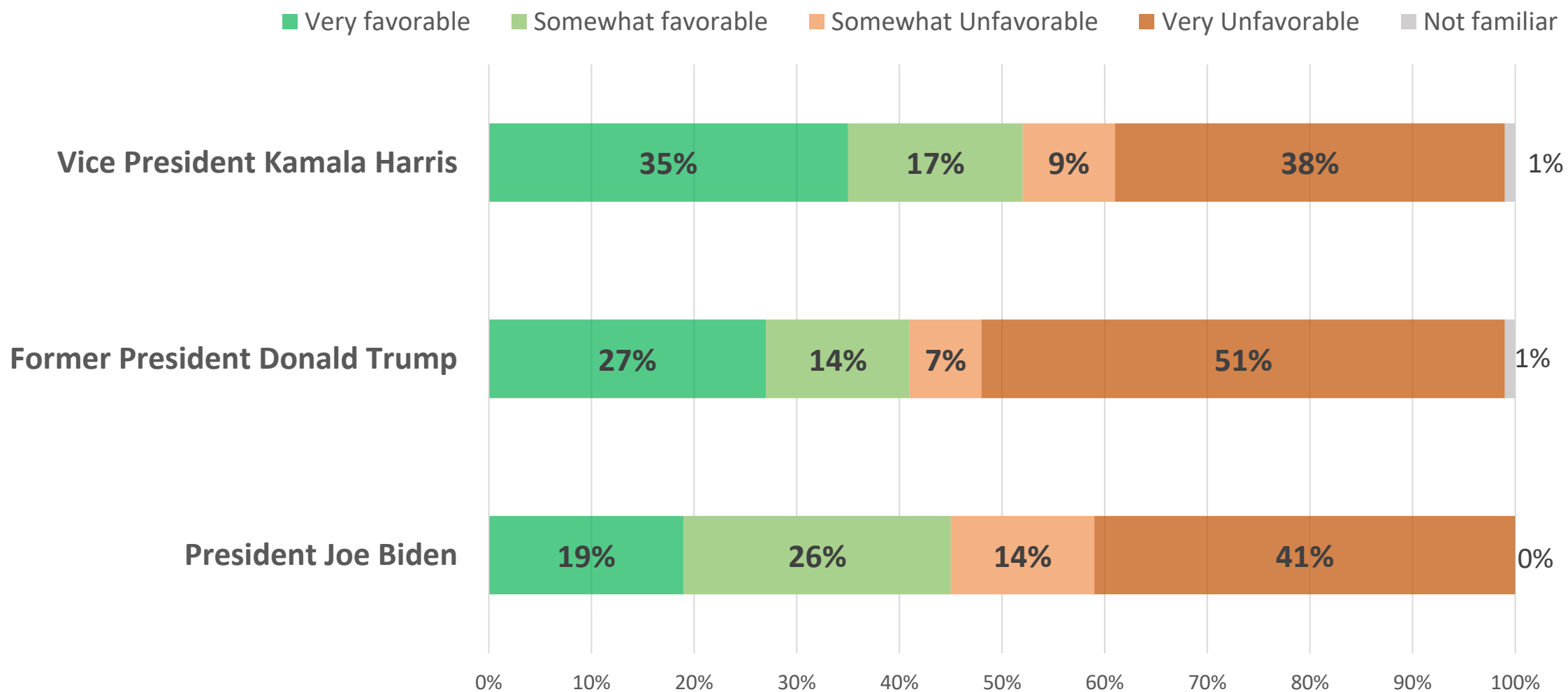# Net Favorability, Maine Political Figures
(% Favorable - % Unfavorable)

Sen. Angus King	+37
Rep. Chellie Pingree (1st District Only)	+31
Maine State Representative Austin Theriault	+14
Governor Janet Mills	+11
Sen. Susan Collins	+2
Rep. Jared Golden (2nd District Only)	+1

- All Maine-based figures tested have have positive net favorability ratings.

- Net favorability for Chellie Pingree has increased by 12 percentage points relative to the February 2024 Omnibus survey.

- Net favorability for Jared Golden has decreased by 19 percentage points relative to the February 2024 Omnibus survey.

- *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. If you aren't familiar with that person, check the box saying "not familiar."*

Favorability Ratings – National Political Figures

Legend: Very favorable | Somewhat favorable | Somewhat Unfavorable | Very Unfavorable | Not familiar

Vice President Kamala Harris: 35% | 17% | 9% | 38% | 1%

Former President Donald Trump: 27% | 14% | 7% | 51% | 1%

President Joe Biden: 19% | 26% | 14% | 41% | 0%

- *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. If you aren't familiar with that person, check the box saying "not familiar."*

Net Favorability, National Political Figures
(% Favorable - % Unfavorable)

Vice President Kamala Harris	+5
President Joe Biden	-10
Former President Donald Trump	-17

- Among national figures tested, only Kamala Harris has a positive favorability rating.

- Joe Biden has a negative net favorability rating; however, his net favorability rating has improved by 13 points from the level recorded in the February 2024 Omnibus survey.

- Kamala Harris's net favorability is +16 in CD1 and -9 in CD2. Conversely, Donald Trump's net favorability is -31 in CD1 and +0 in CD2.

- *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. If you aren't familiar with that person, check the box saying "not familiar."*
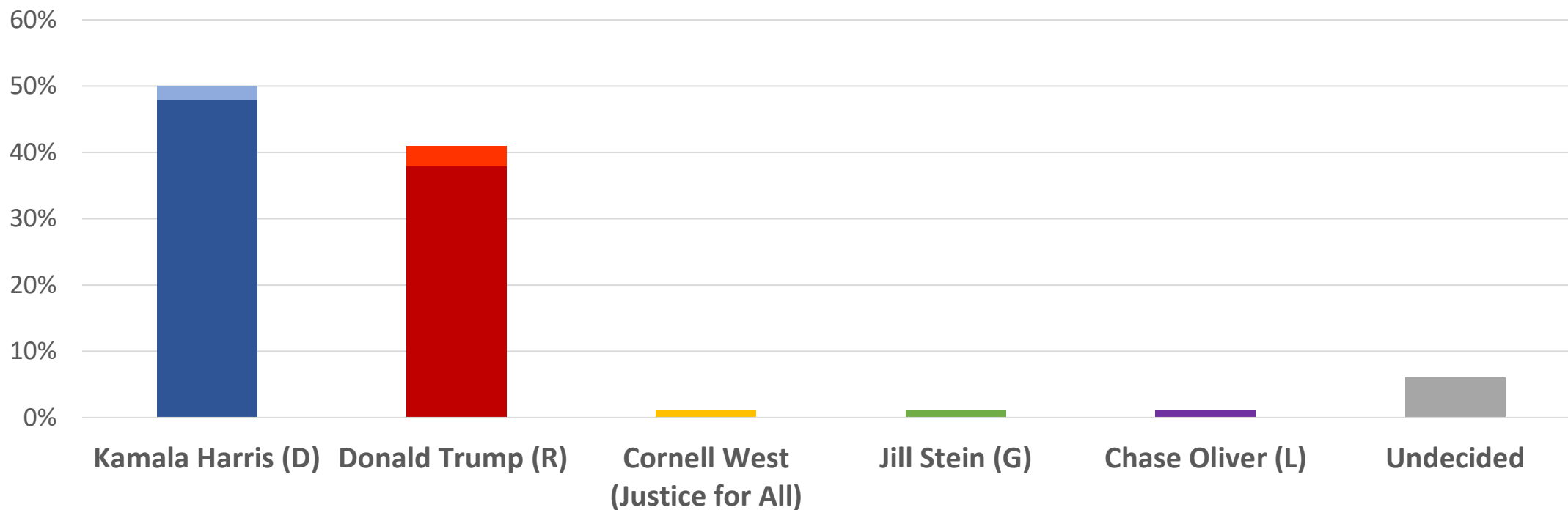
III. Pan Atlantic 64th Omnibus Poll Results:

2024 Election Questions

Presidential Election

Statewide, Kamala Harris (D) is leading Donald Trump (R) by a margin of nine percentage points. Six percent of voters are undecided.
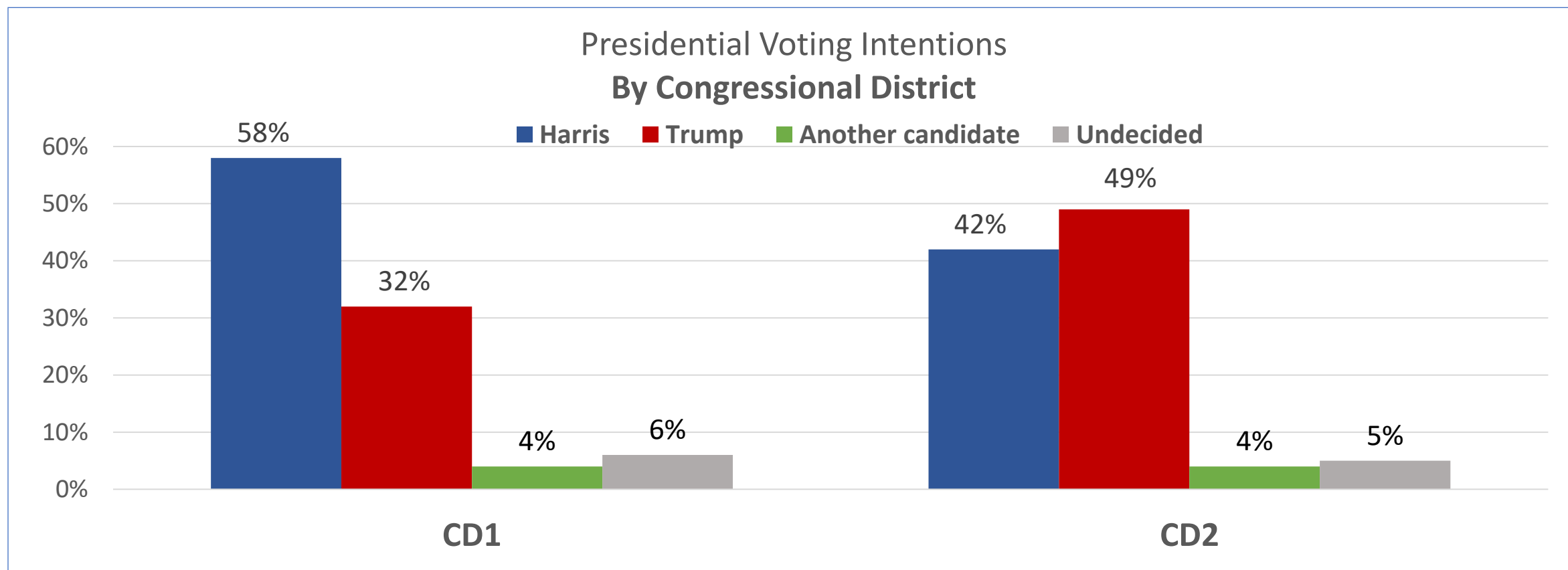

	Kamala Harris (D)	Donald Trump (R)	Cornell West (Justice for All)	Jill Stein (G)	Chase Oliver (L)	Undecided
Total Vote Share	**50%**	**41%**	**1%**	**1%**	**1%**	**6%**
% Voting	48%	38%	1%	1%	0%	
% Leaning	2%	3%	0%	0%	1%	

- *If the election for President were today, and these were the candidates on the ballot, who would you vote for?*
- *Which candidate are you **leaning towards** voting for, even if you have not yet fully made up your mind?*
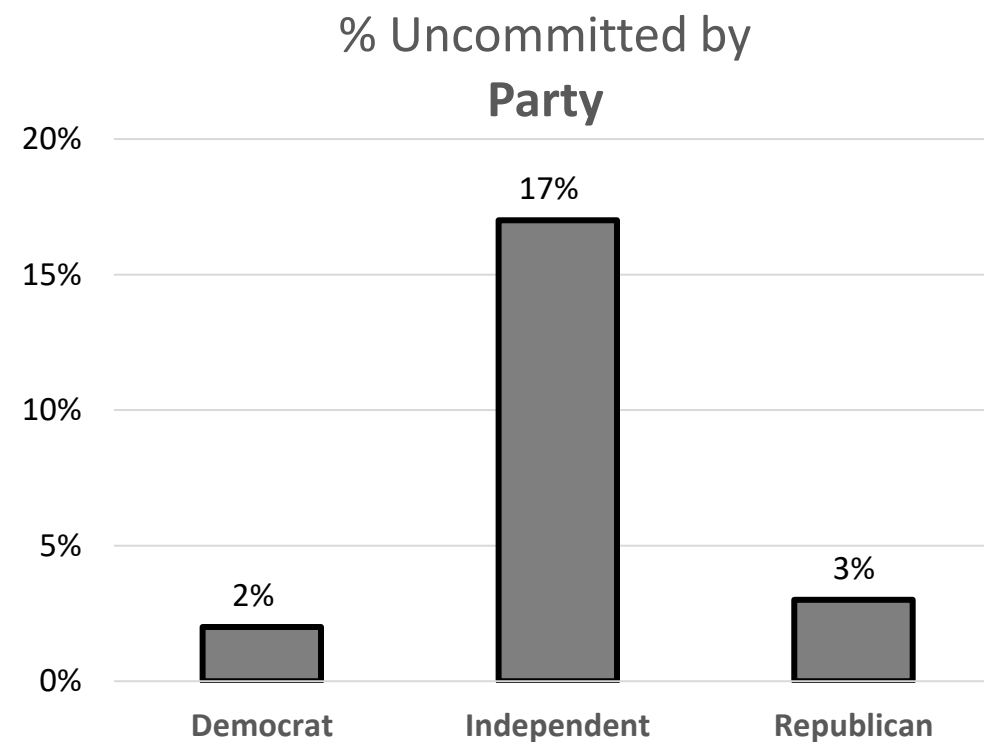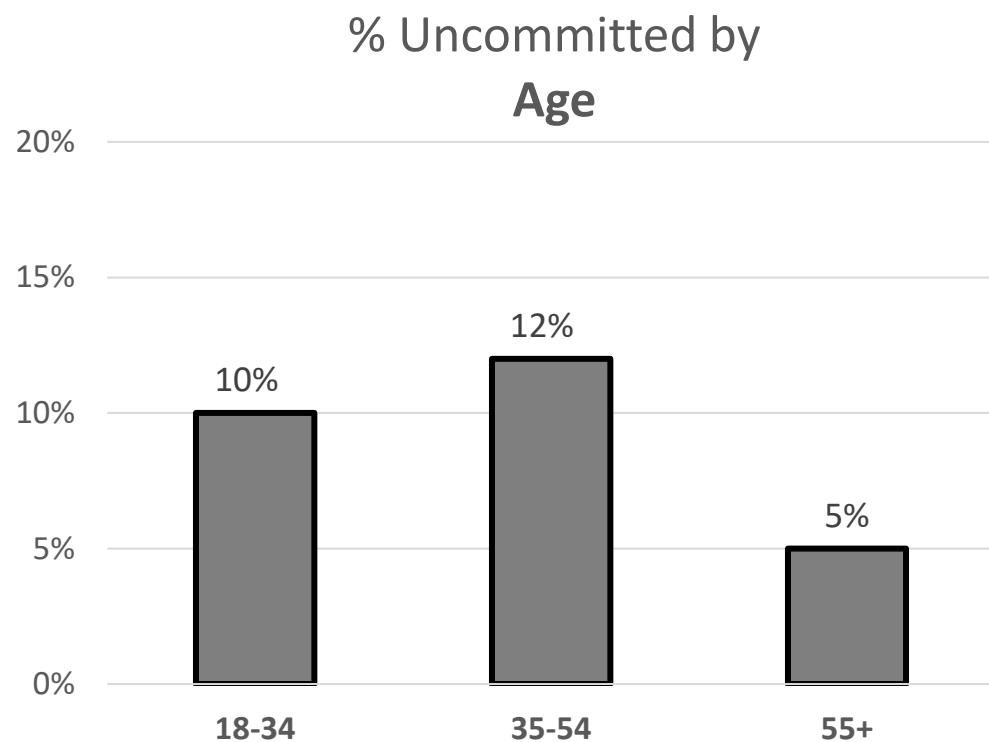
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Presidential Election – Key Demographics

In CD1, Kamala Harris leads Donald Trump by 28 percentage points. Conversely, in CD2, Donald Trump leads Kamala Harris by seven percentage points.

Presidential Voting Intentions
By Congressional District

Legend: ■ Harris ■ Trump ■ Another candidate ■ Undecided

CD1: Harris 58%, Trump 32%, Another candidate 4%, Undecided 6%
CD2: Harris 42%, Trump 49%, Another candidate 4%, Undecided 5%

- *If the election for President were today, and these were the candidates on the ballot, who would you vote for?*
- *Which candidate are you **leaning towards** voting for, even if you have not yet fully made up your mind?*

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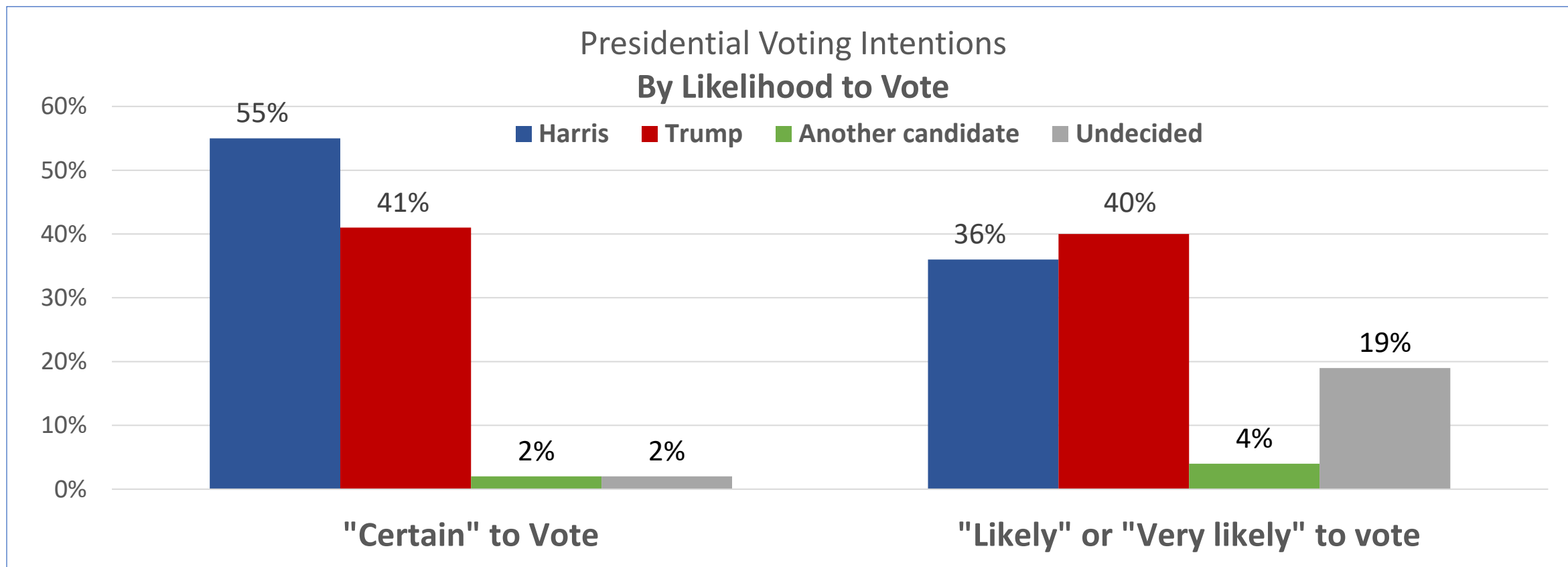# Presidential Election – Uncommitted and Third-Party Voters

Respondents who were said that they were undecided about their vote for President or would vote for another candidate besides Kamala Harris and Donald Trump were more likely to be younger and to be registered Independents.

% Uncommitted by Age

Age	%
18-34	10%
35-54	12%
55+	5%

% Uncommitted by Party

Party	%
Democrat	2%
Independent	17%
Republican	3%

- *If the election for President were today, and these were the candidates on the ballot, who would you vote for?* [Respondents naming another candidate or "Undecided"]

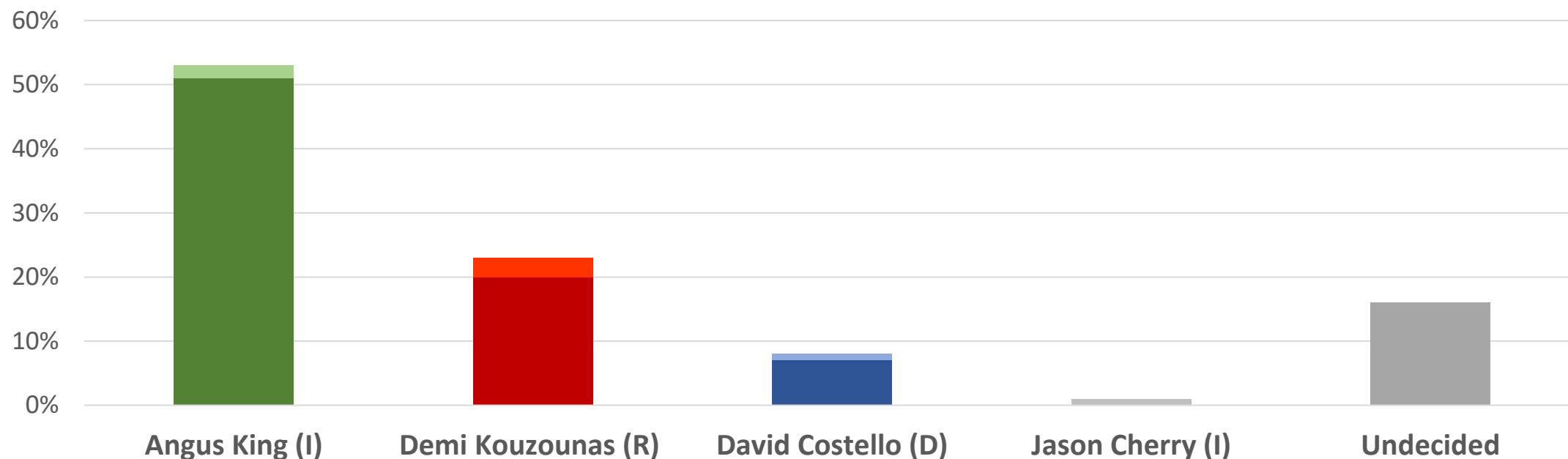# Presidential Election – Key Demographics

Among respondents who describe themselves as "certain" to vote, Kamala Harris leads Donald Trump by 14 percentage points. Conversely, among respondents who describe themselves as "likely" or "very likely" to vote, Donald Trump leads Kamala Harris by 4 percentage points.

Presidential Voting Intentions
By Likelihood to Vote

■ **Harris** ■ **Trump** ■ **Another candidate** ■ **Undecided**

"Certain" to Vote: Harris 55%, Trump 41%, Another candidate 2%, Undecided 2%

"Likely" or "Very likely" to vote: Harris 36%, Trump 40%, Another candidate 4%, Undecided 19%

- *If the election for President were today, and these were the candidates on the ballot, who would you vote for?*

US Senate Election

In this race, Angus King (I) is leading Demi Kouzounas (R) by a margin of 30 percentage points. David Costello (D) is polling at 8%.
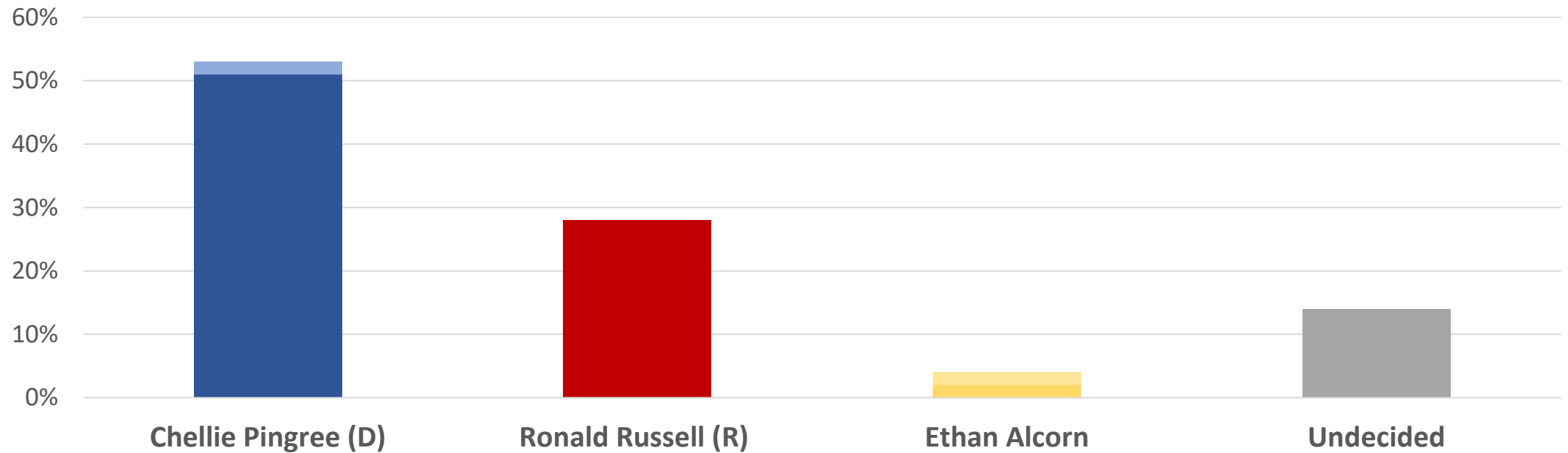

	Angus King (I)	Demi Kouzounas (R)	David Costello (D)	Jason Cherry (I)	Undecided
Total Vote Share	**53%**	**23%**	**8%**	**1%**	**16%**
% Voting	51%	20%	7%	0%	
% Leaning	2%	3%	1%	1%	

- *On November 5th, Mainers will also vote for US Senator. 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?*

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Congressional Election – CD1

In this race, Chellie Pingree (D) is leading Ronald Russell (R) by a margin of 25 percentage points. Fourteen percent of voters are undecided.
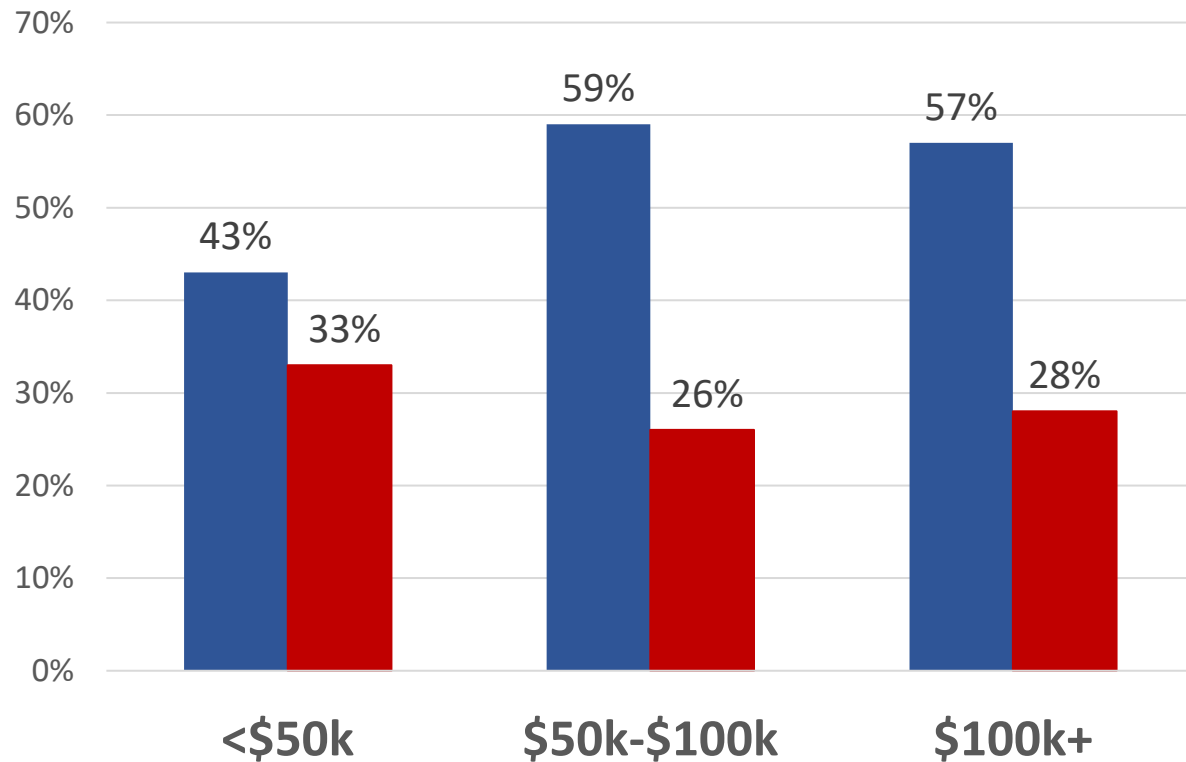

	Chellie Pingree (D)	Ronald Russell (R)	Ethan Alcorn	Undecided
Total Vote Share	**53%**	**28%**	**4%**	**14%**
% Voting	51%	28%	2%	
% Leaning	2%	0%	2%	

- *On November 5th, 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?*

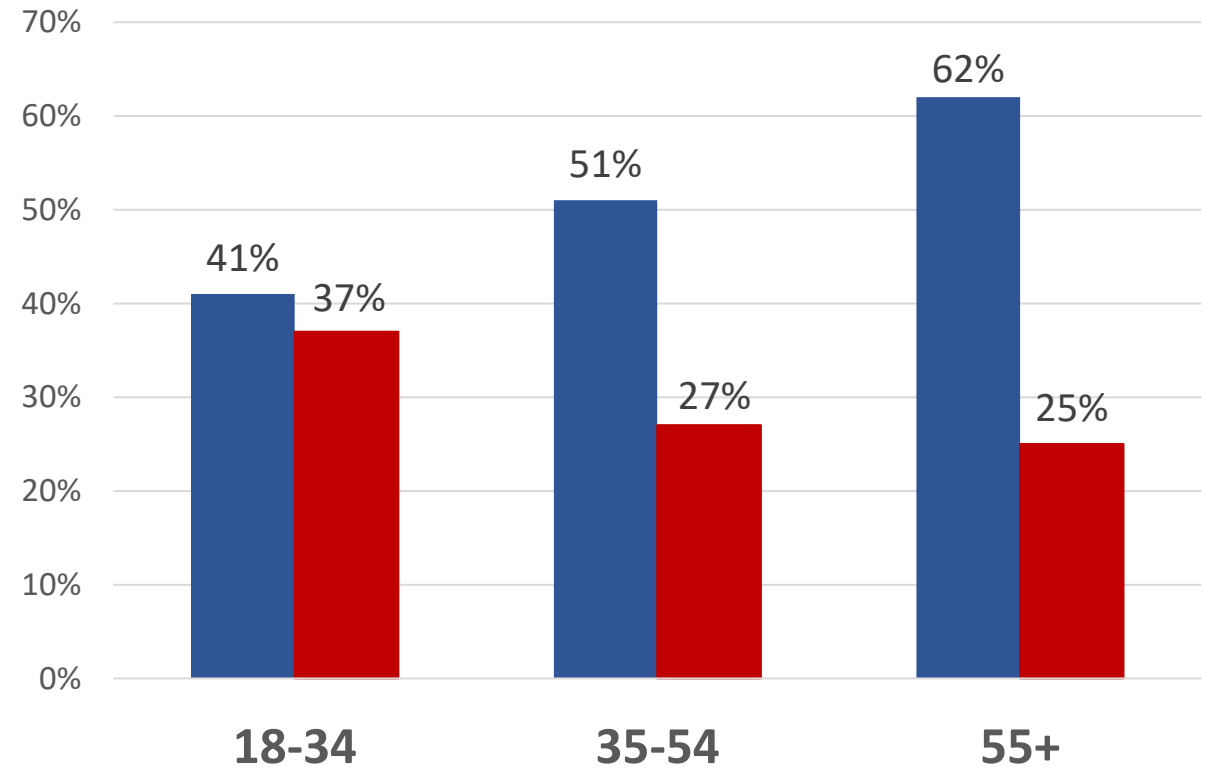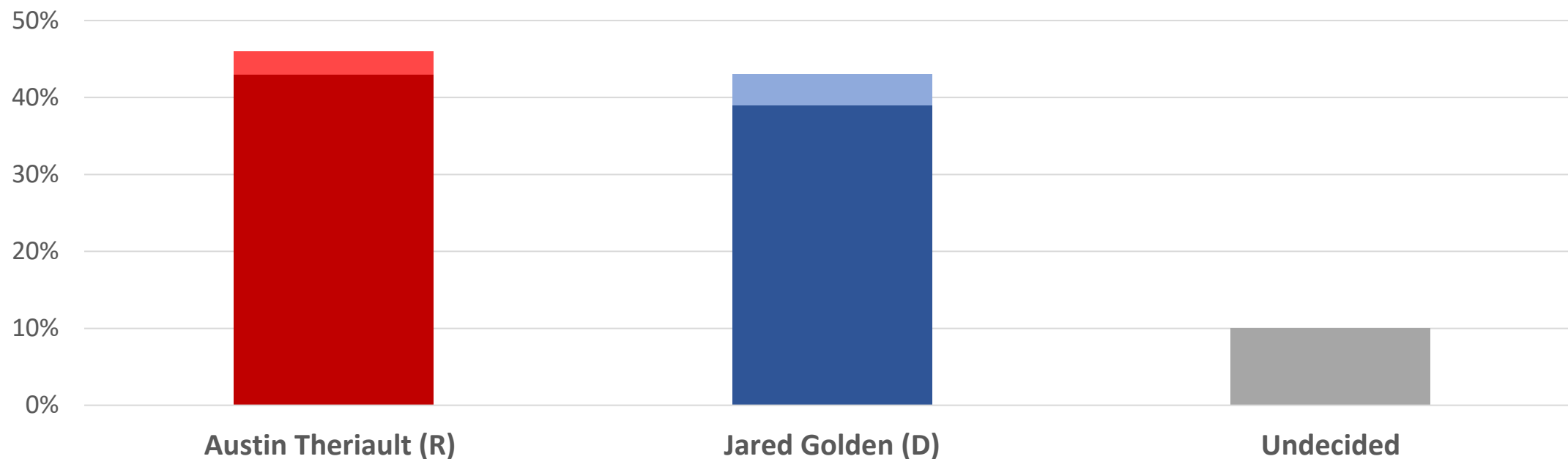21

CD1 Election – Key Demographics

Total Support by **Income**

- Pingree
- Russell

Income	Pingree	Russell
<$50k	43%	33%
$50k-$100k	59%	26%
$100k+	57%	28%

Total Support by **Age**

- Pingree
- Russell

Age	Pingree	Russell
18-34	41%	37%
35-54	51%	27%
55+	62%	25%

- *On November 5th, 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 Election – CD2

In this race, Austin Theriault (R) is leading Jared Golden (D) by a margin of 3 percentage points. Nine% of voters remain undecided.
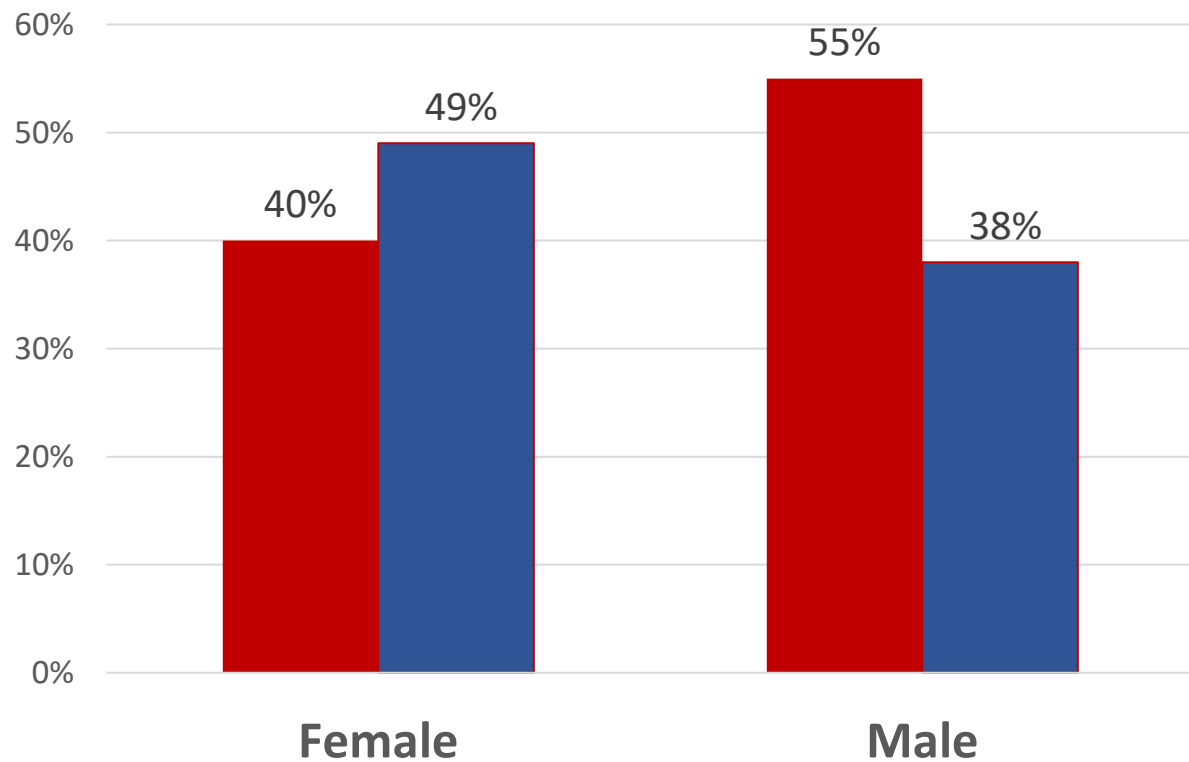
	Austin Theriault (R)	Jared Golden (D)	Undecided
Total Vote Share	**47%**	**44%**	**9%**
% Voting	44%	39%	
% Leaning	3%	5%	

- *On November 5th, 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?*
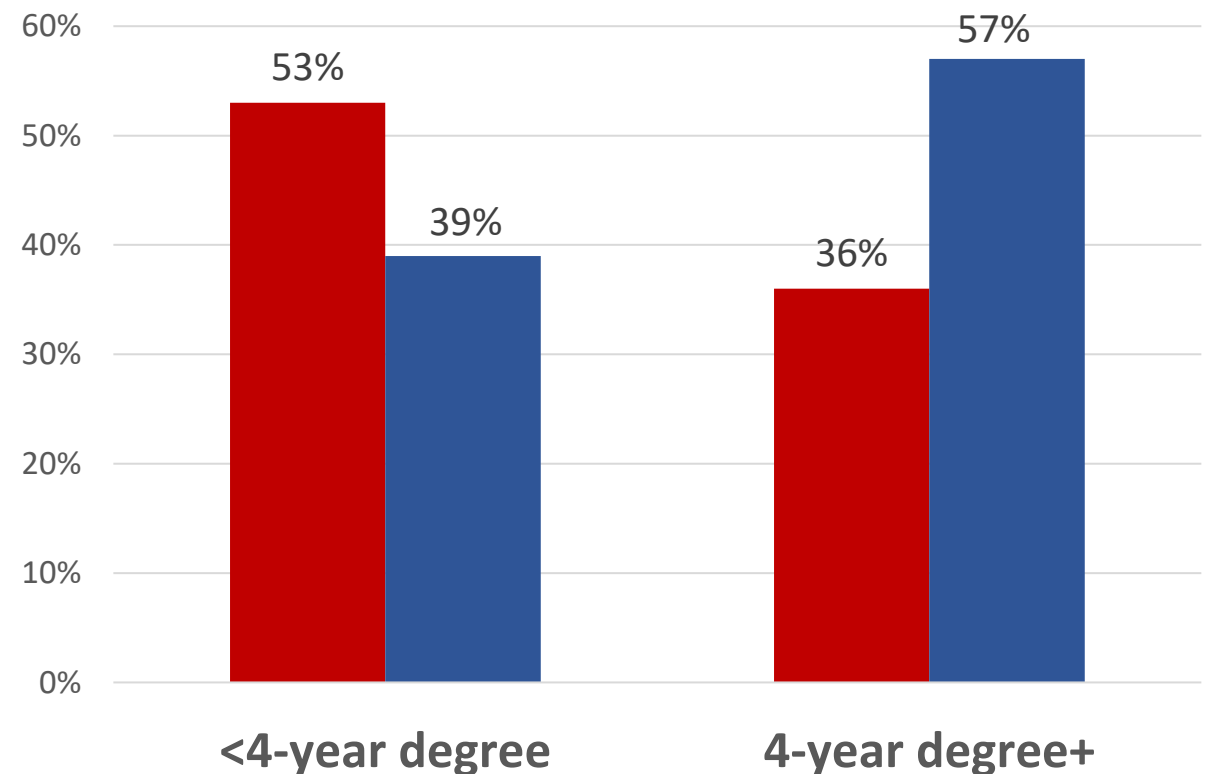
CD2 Election – Key Demographics

Total Support by **Gender**

- ■ Theriault
- ■ Golden

Female		Male	
40%	49%	55%	38%

Total Support by **Education**

- ■ Theriault
- ■ Golden

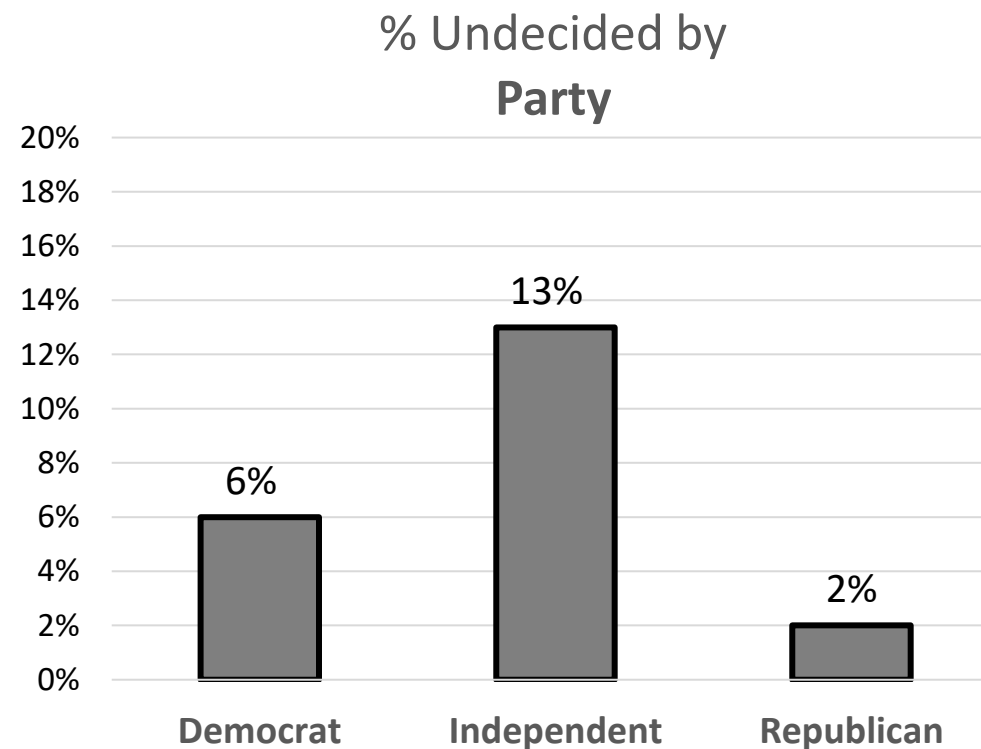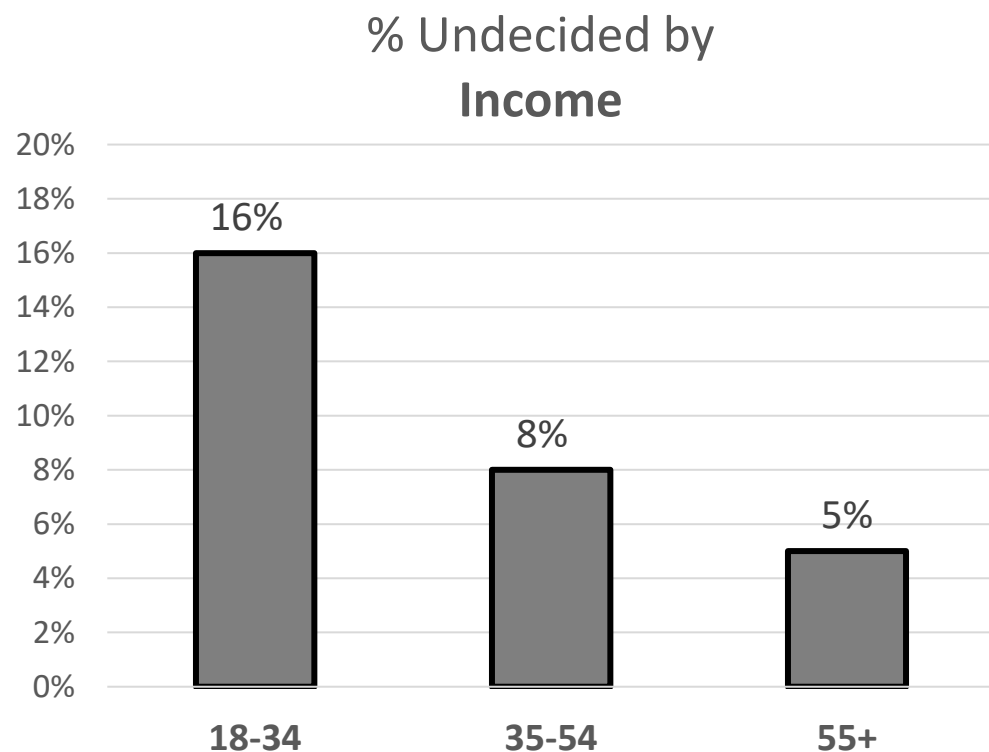| <4-year degree		4-year degree+	
53%	39%	36%	57%

- *On November 5ᵗʰ, 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?*

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CD2 Election – Undecided Voters

District 2 respondents who were undecided about their vote for Representative were more likely to be younger and to be registered Independents or Democrats.

% Undecided by **Income**: 18-34: 16%, 35-54: 8%, 55+: 5%

% Undecided by **Party**: Democrat: 6%, Independent: 13%, Republican: 2%

- *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?*

III. Pan Atlantic 64th Omnibus Poll Results:

Referendum Questions
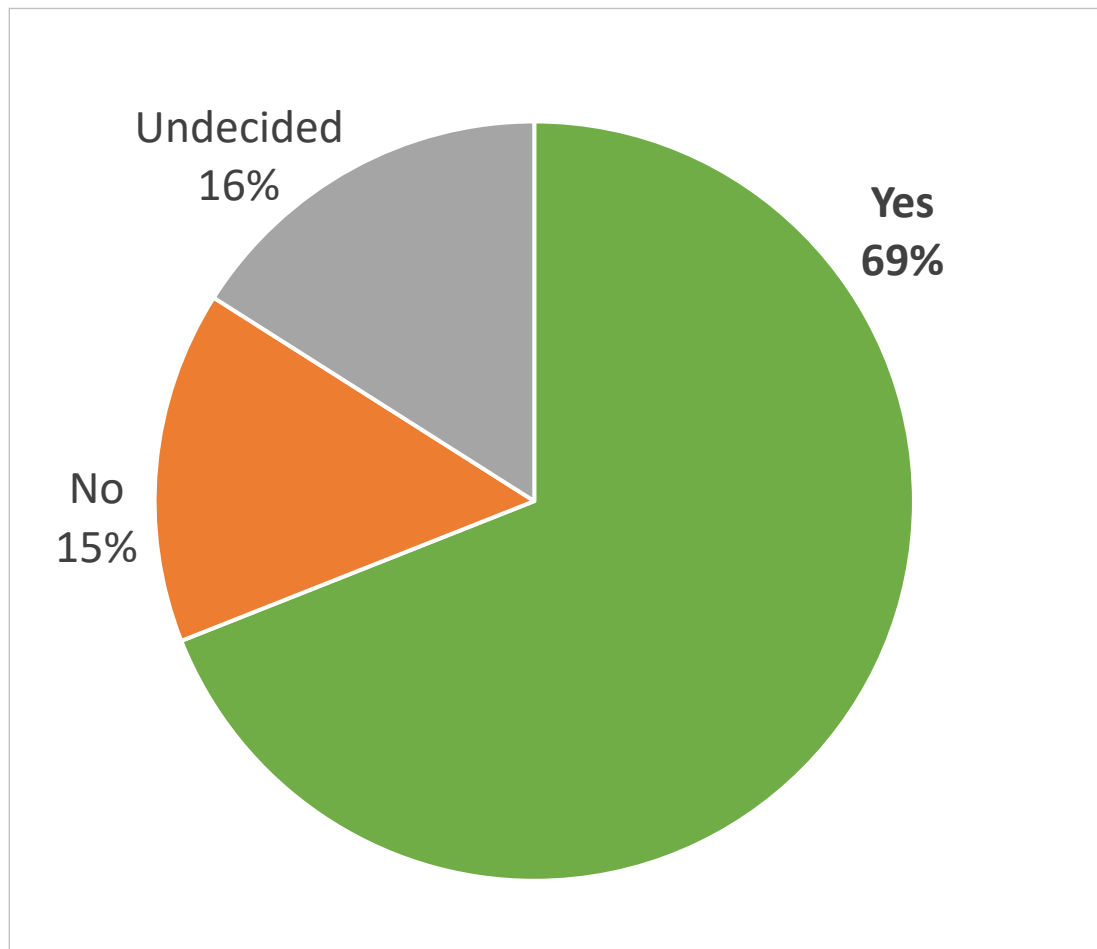
2024 Referendum Questions

- For each referendum question, respondents were shown the question text as it will be printed on the ballot and asked to indicate whether they would vote yes or no if the election were today.

- Questions were shown in the order in which they will appear on the ballot in November.

Referendum Question 1 – *Limit Contributions to Super PACs Initiative*

"Do you want to set a $5,000 limit for giving to political action committees that spend money independently to support or defeat candidates for office?"
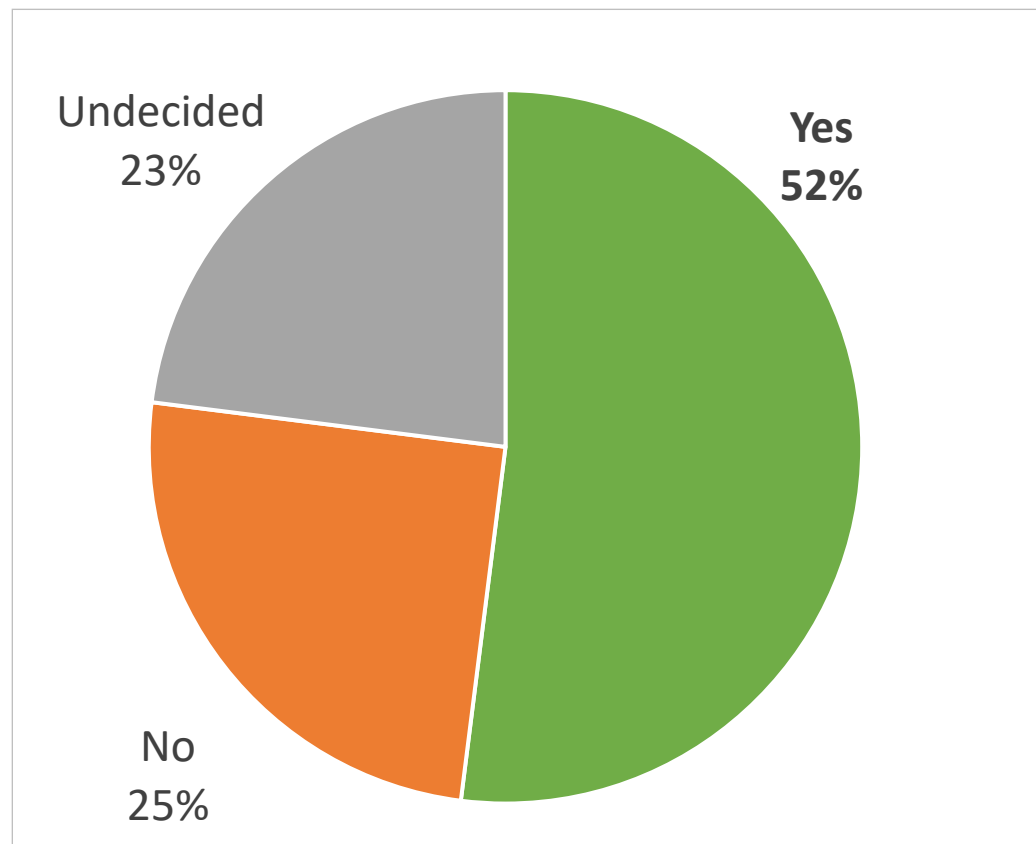

- A majority of respondents (69%) indicated that they intend to vote "Yes" on this question.

- 15% of respondents indicated that they intend to vote "No," while 16% are "Undecided" on this question.

- 78% of Democrats and 78% of Independents indicated support for this question while 57% of Republicans did so.

- *On November 5th, Mainers will also be asked to vote on 5 statewide ballot measures. For each of the following 5 measures, please indicate whether you would vote yes or no if the election were today. QUESTION 1*

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Referendum Question 2 – *Science and Technology Research and Commercialization Bond*

"Do you favor a bond issue of $25,000,000 to provide funds, to be awarded through a competitive process and to leverage matching private and federal funds on at least a one-to-one basis, for research and development and commercialization for Maine-based public and private institutions in support of technological innovation in the targeted sectors of life sciences and biomedical technology, environmental and renewable energy technology, information technology, advanced technologies for forestry and agriculture, aquaculture and marine technology, composites and advanced materials and precision manufacturing?"
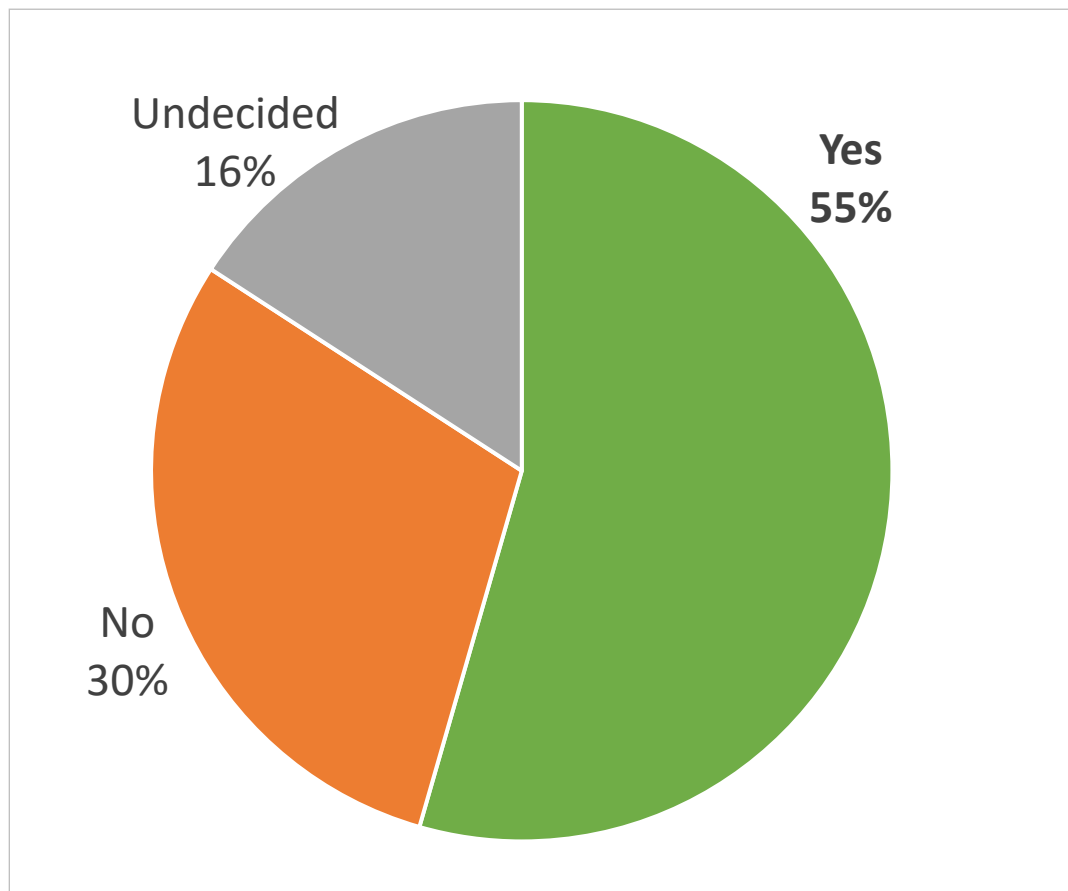

- Half of respondents (52%) indicated that they intend to vote "Yes" on this question.

- 25% of respondents indicated that they intend to vote "No," while 23% are "Undecided" on this question.

- 67% of Democrats, 43% of Independents, and 38% of Republicans indicated support for this question.

- *On November 5th, Mainers will also be asked to vote on 5 statewide ballot measures. For each of the following 5 measures, please indicate whether you would vote yes or no if the election were today. QUESTION 2*

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Referendum Question 3 – *Maine Historic Community Buildings Bond*

"Do you favor a $10,000,000 bond issue to restore historic buildings owned by governmental and nonprofit organizations, with funds being issued contingent on a 25% local match requirement from either private or nonprofit sources?"
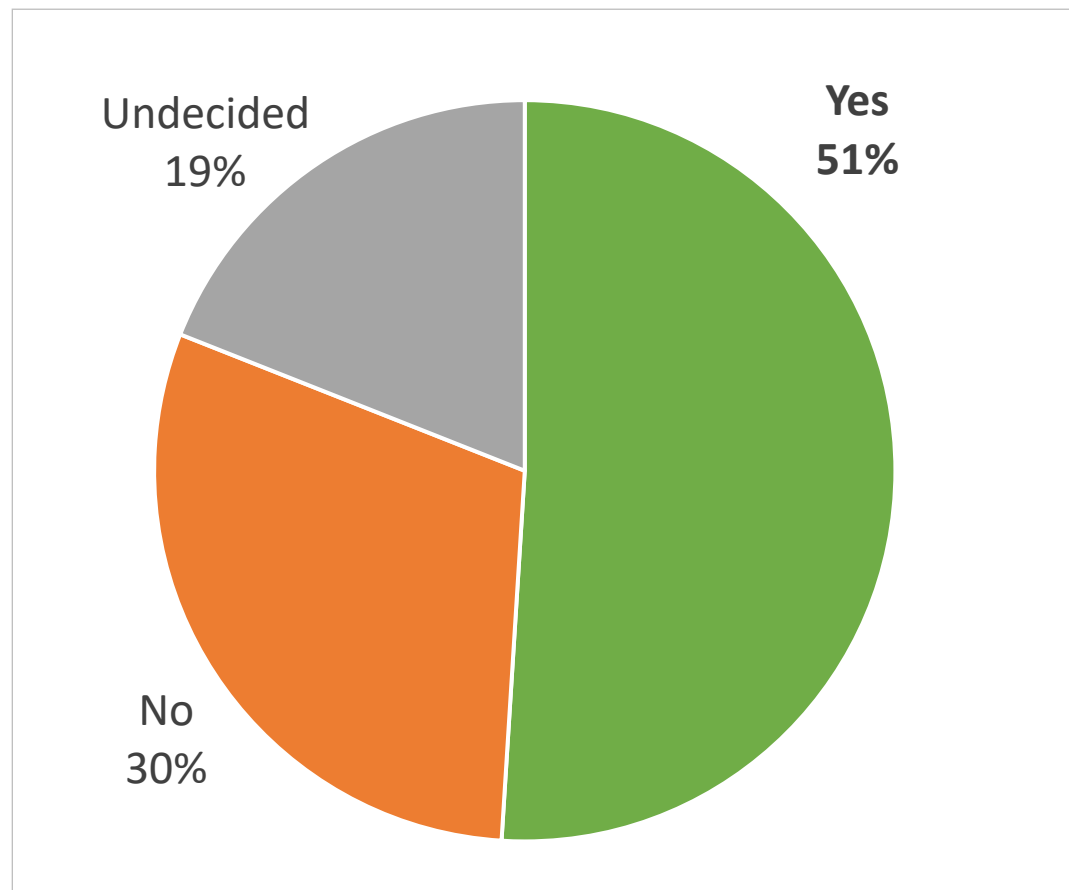

- A majority of respondents (55%) indicated that they intend to vote "Yes" on this question.

- 30% of respondents indicated that they intend to vote "No," while 16% are "Undecided" on this question.

- 64% of Democrats, 55% of Independents, and 50% of Republicans indicated support for this question.

- *On November 5th, Mainers will also be asked to vote on 5 statewide ballot measures. For each of the following 5 measures, please indicate whether you would vote yes or no if the election were today. QUESTION 3*

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Referendum Question 4 – *Development and Maintenance of Trails Bond*

"Do you favor a $30,000,000 bond issue to invest in the design, development and maintenance for nonmotorized, motorized and multi-use trails statewide, to be matched by at least $3,000,000 in private and public contributions?"
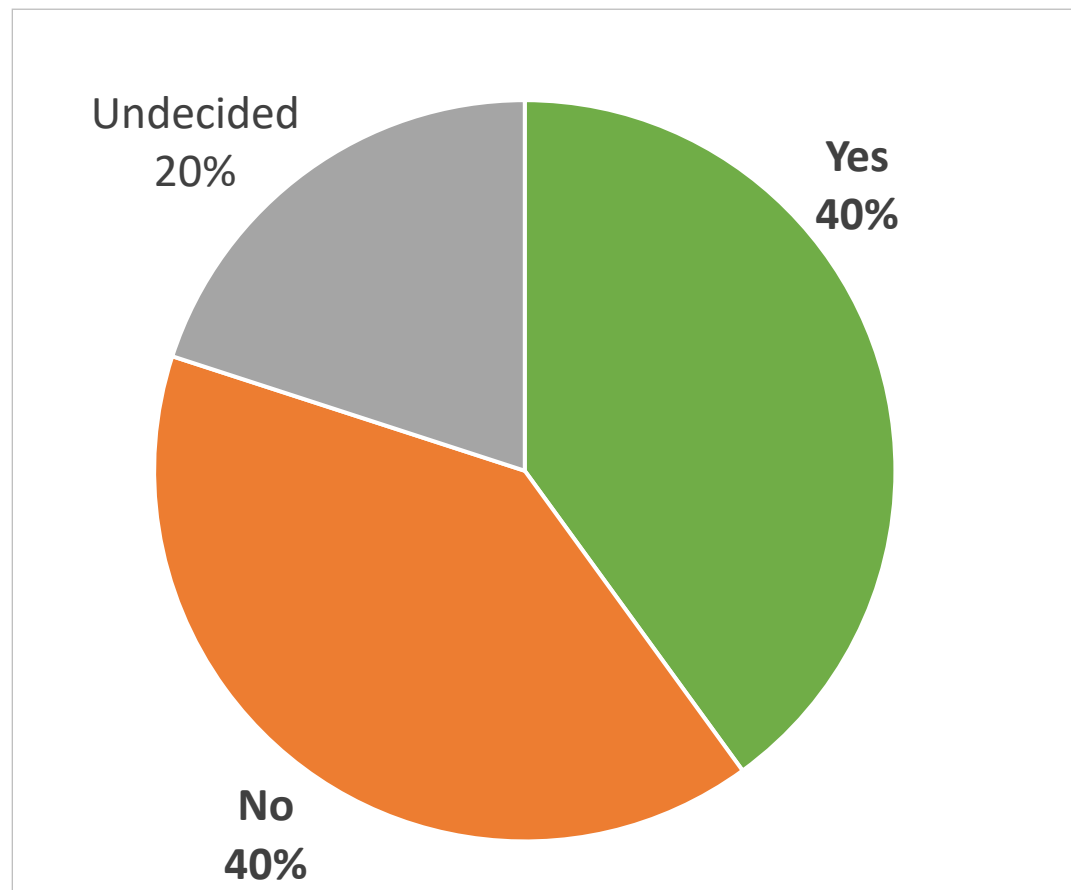

- Half of respondents (51%) indicated that they intend to vote "Yes" on this question.

- 30% of respondents indicated that they intend to vote "No," while 19% are "Undecided" on this question.

- 57% of Democrats, 49% of Independents, and 47% of Republicans indicated support for this question.

- *On November 5th, Mainers will also be asked to vote on 5 statewide ballot measures. For each of the following 5 measures, please indicate whether you would vote yes or no if the election were today. QUESTION 4*

Referendum Question 5 – *State Flag Referendum*

"Do you favor making the former state flag, replaced as the official flag of the State in 1909 and commonly known as the Pine Tree Flag, the official flag of the State?"

- 40% indicated that they intend to vote "Yes" on this question and 40% indicated that they intend to vote "No."

- 20% of respondents are "Undecided" on this question.

- 44% of Democrats, 37% of Independents, and 40% of Republicans indicated support for this question.

- Support for this question was 46% in CD1 compared to just 34% in CD2.

- *On November 5th, Mainers will also be asked to vote on 5 statewide ballot measures. For each of the following 5 measures, please indicate whether you would vote yes or no if the election were today. QUESTION 5*

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IV. Demographics of the Sample

Demographics of the Sample

Political Party	
Democrat	**37%**
Republican	**30%**
Independent	**28%**
Other party	**2%**
Don't know / Prefer not to answer	**2%**

Level of Education	
Less than 4-year degree	**62%**
Four-year college degree or more	**38%**
Prefer not to answer	**<1%**

Demographics of the Sample

Age	
18-34	**22%**
35-54	**29%**
55+	**49%**
Prefer not to answer	**1%**

Household Income Level	
Less than $50,000	**39%**
$50,000 to under $100,000	**33%**
$100,000 or more	**25%**
Don't know / Prefer not to answer	**3%**

Demographics of the Sample

Gender	
Female	**49%**
Male	**50%**
Non-binary	**1%**
Prefer not to answer	**<1%**

Congressional District	
CD 1	**51%**
CD2	**49%**