

PAN ATLANTIC RESEARCH

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66th OMNIBUS POLL™

“The Benchmark of Maine Public Opinion”

June, 2025

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I. Background

- Pan Atlantic Research is a Portland, Maine based, **independent** marketing research and consulting firm which is currently in its 40th year of successful operation.
- This Omnibus Poll is the 66th 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 66th Pan Atlantic Research Omnibus Poll™ was conducted between May 12th and May 26th, 2025.
- A randomly selected sample of 929 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 840 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 2026 Gubernatorial Election
 - 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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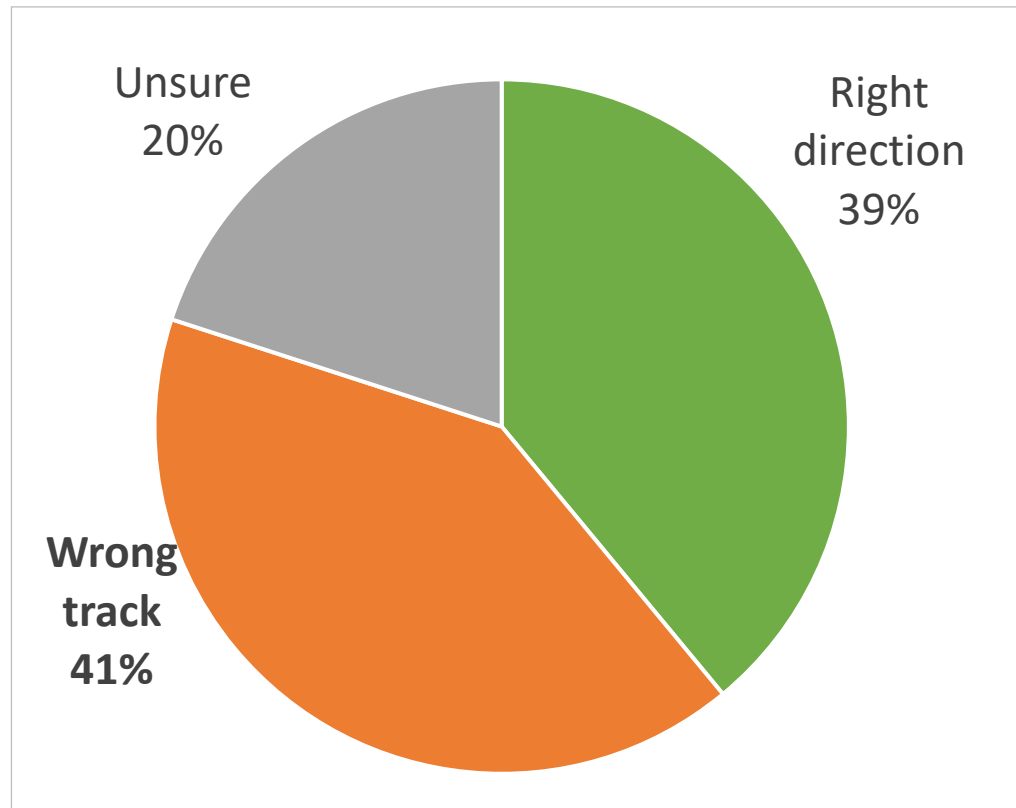
- The results are broken out by various demographic subsamples, including Congressional District, political party affiliation, age, education, income, and gender. The margins of error for specific sub-samples are higher than the $\pm 3.5\%$ margin of sampling error for the entire sample.
- Finally, we 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 66th Omnibus Poll Results:

National and State Political Climate

Direction of the State

A plurality of respondents (41%) indicated that they feel that things in the State of Maine are off on the “wrong track,” while 39% feel that things are generally headed in the “right direction.”

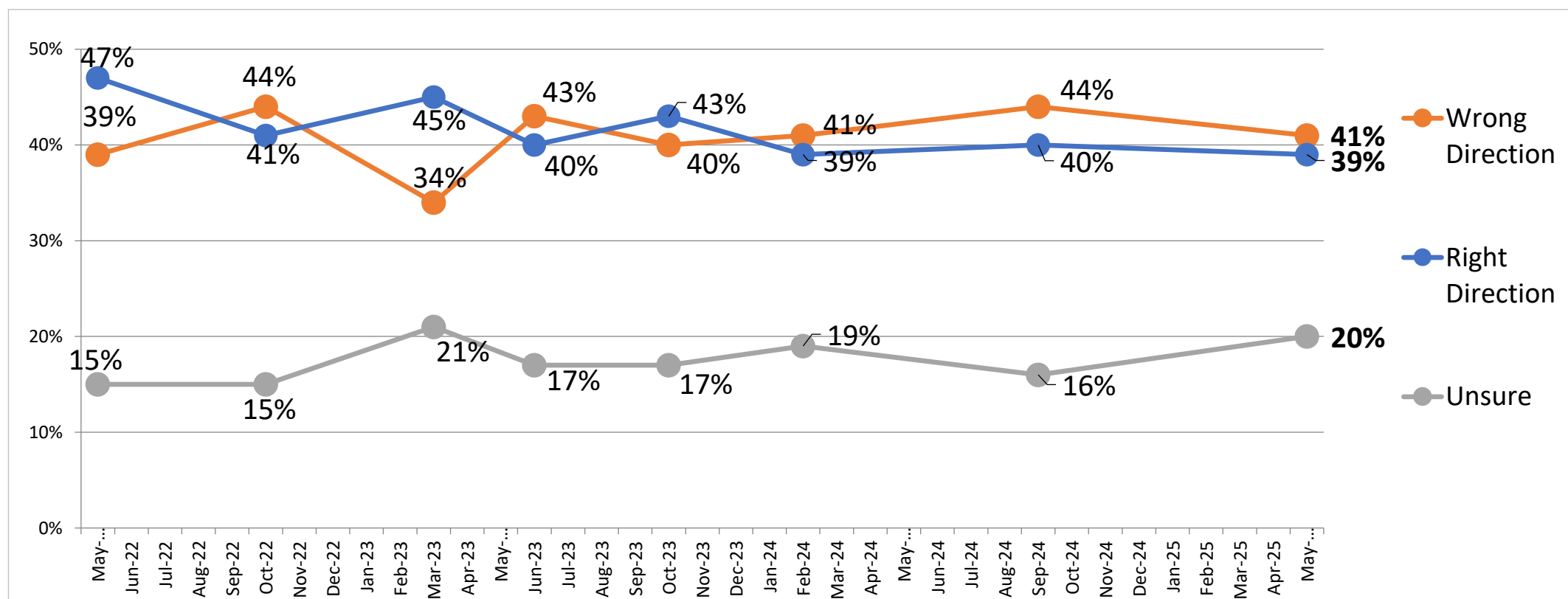


- 16% of respondents are “unsure” on this question.
- 66% of Democrats said that the state is headed in the right direction compared to 25% of Independents and only 20% of Republicans.
- 45% of respondents in CD1 said that the state is headed in the right direction compared to 35% of respondents in CD2.

- *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*

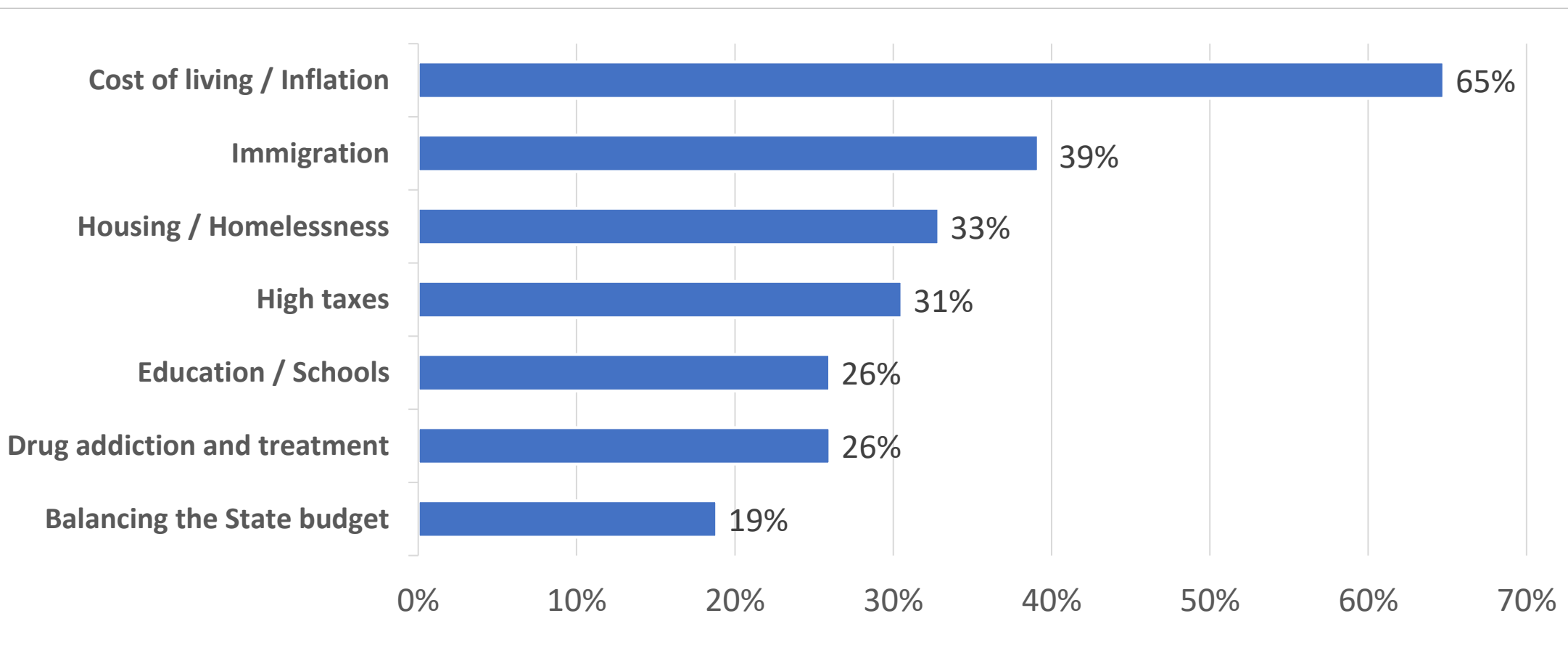
Since May of 2022, the proportion of respondents perceiving that the State is headed in the right direction has trended downwards from 47% to 39%.



- 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?

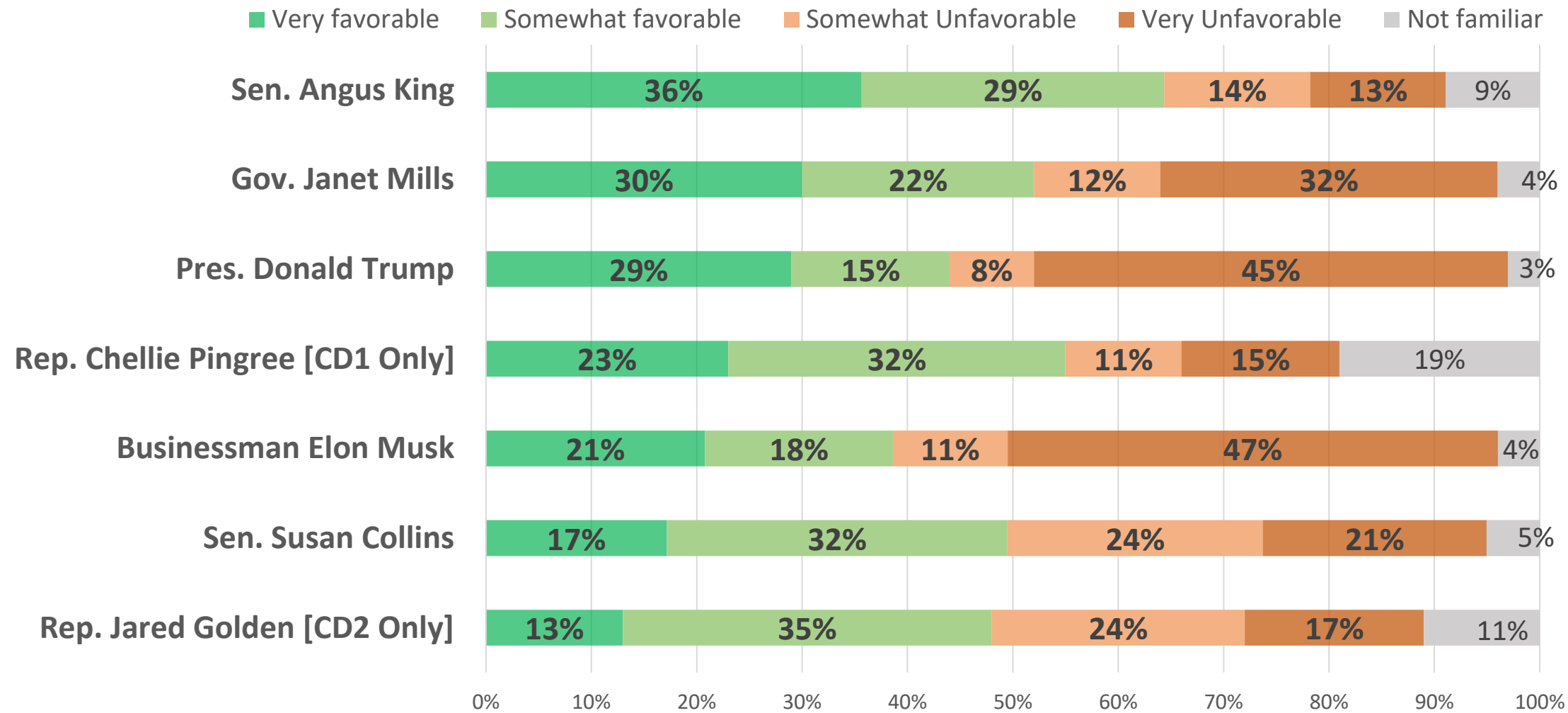
Key Issues Facing the State of Maine – Top 3 Issues Combined

Respondents most frequently named (1) Cost of living / Inflation, (2) Immigration, and (3) Housing / Homelessness 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 – Political Figures



• 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, Maine Political Figures

(% Favorable - % Unfavorable)

Sen. Angus King	+38
Rep. Chellie Pingree (1st District Only)	+29
Governor Janet Mills	+8
Rep. Jared Golden (2nd District Only)	+7
Sen. Susan Collins	+4
Pres. Donald Trump	-9
Businessman Elon Musk	-19

- All Maine-based figures tested have have positive net favorability ratings.
- Net favorability for Janet Mills has declined by 14 percentage points from her highest net favorability of +22 in October of 2022.
- Net favorability for Donald Trump has declined by six percentage points from -3 in February of 2025 to -9.

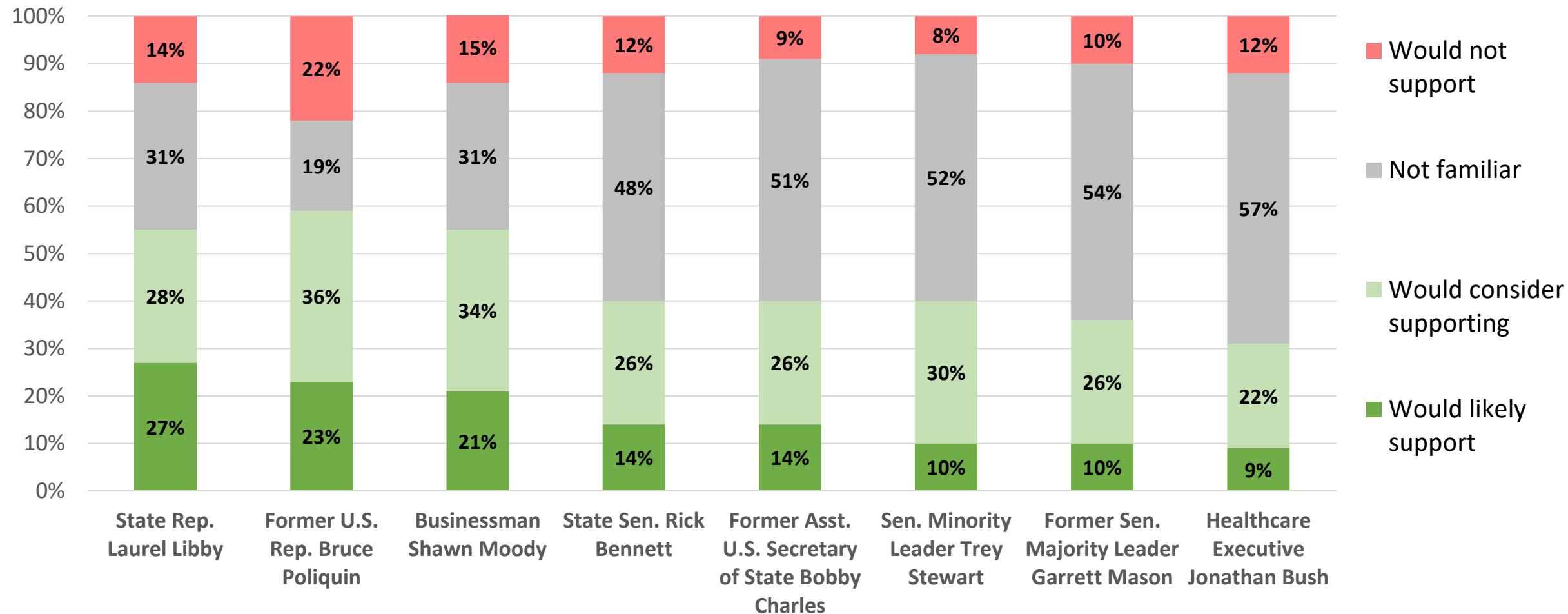
- *The following are the names of some people holding public office in Maine and nationally. For each person, please indicate whether you have a “very favorable”, “somewhat favorable”, “somewhat unfavorable”, or “very unfavorable” opinion of them. If you aren’t familiar with that person, check the box saying “not familiar.”*

III. Pan Atlantic 66th Omnibus Poll Results:

2026 Gubernatorial Primary

Voting Intentions – Republican Gubernatorial Primary

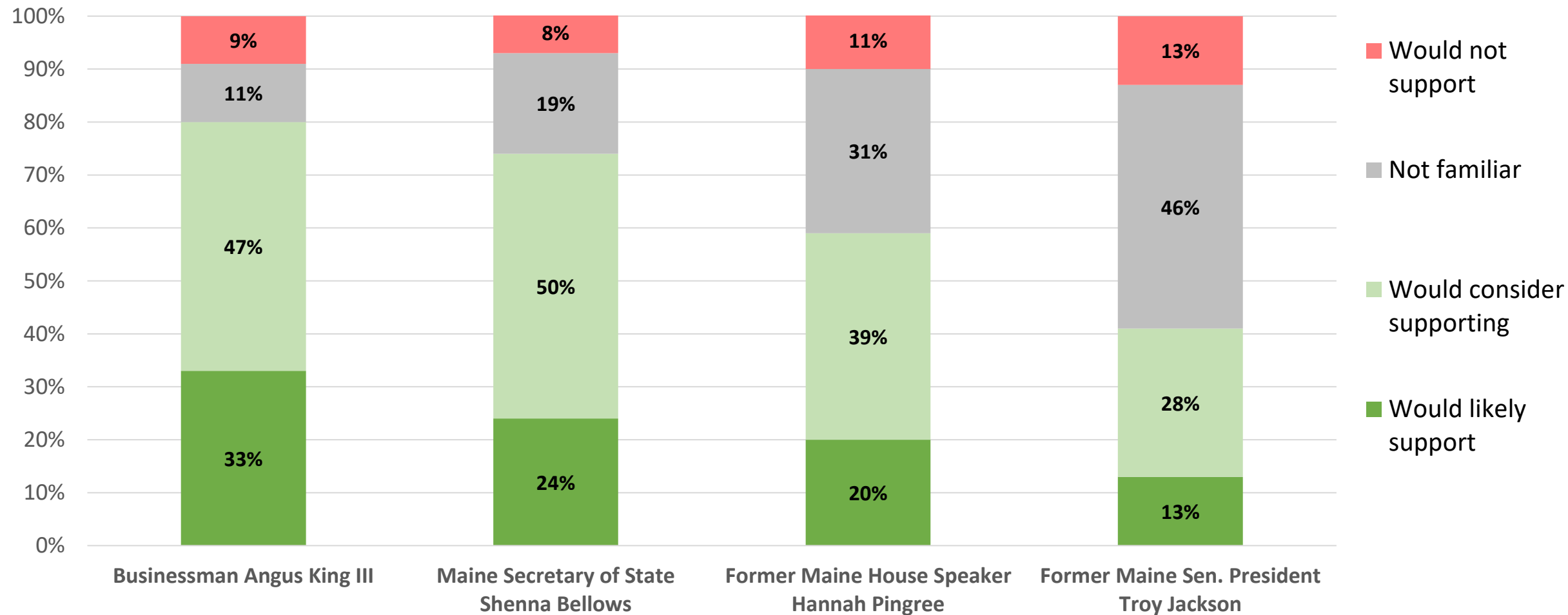
Likely Republican Gubernatorial Primary Voters Only; n=293



- Below are some people who have been discussed as potential Republican candidates for Governor in 2026. For each candidate, please indicate your likelihood of supporting them in the Republican primary for the 2026 Gubernatorial Election:

Voting Intentions – Democratic Gubernatorial Primary

Likely Democratic Gubernatorial Primary Voters Only; n=325



- Below are some people who have been discussed as potential Democratic candidates for Governor in 2026. For each candidate, please indicate your likelihood of supporting them in the Democratic primary for the 2026 Gubernatorial Election:

Voting Intentions – Gubernatorial Primaries

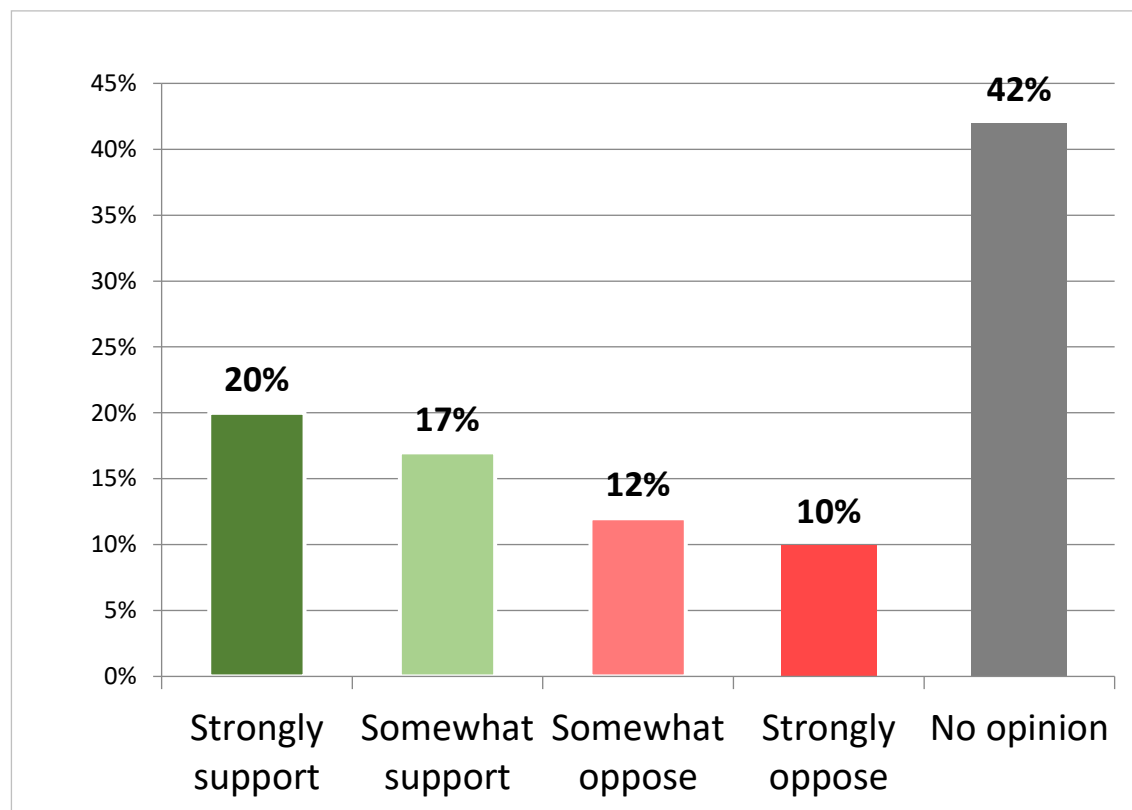
- Among likely Republican Gubernatorial Primary voters, 27% said that they "would likely support" State Representative Laurel Libby, 23% said that they "would likely support" former U.S. Representative Bruce Poliquin, and 21% said that they "would likely support" businessman Shawn Moody.
- Among likely Democratic Gubernatorial Primary voters, 33% said that they "would likely support" businessman Angus King III, 24% said that they "would likely support" Maine Secretary of State Shenna Bellows, and 20% said that they "would likely support" former Maine House Speaker Hannah Pingree.
- For all other potential candidates in both primaries, 45% or more of respondents said that they were “not familiar” with that candidate.
- *Below are some people who have been discussed as potential [Republican/Democratic] candidates for Governor in 2026. For each candidate, please indicate your likelihood of supporting them in the [Republican/Democratic] primary for the 2026 Gubernatorial Election:*

III. Pan Atlantic 66th Omnibus Poll Results:

Political Issues

Maine People's Veto Referendum

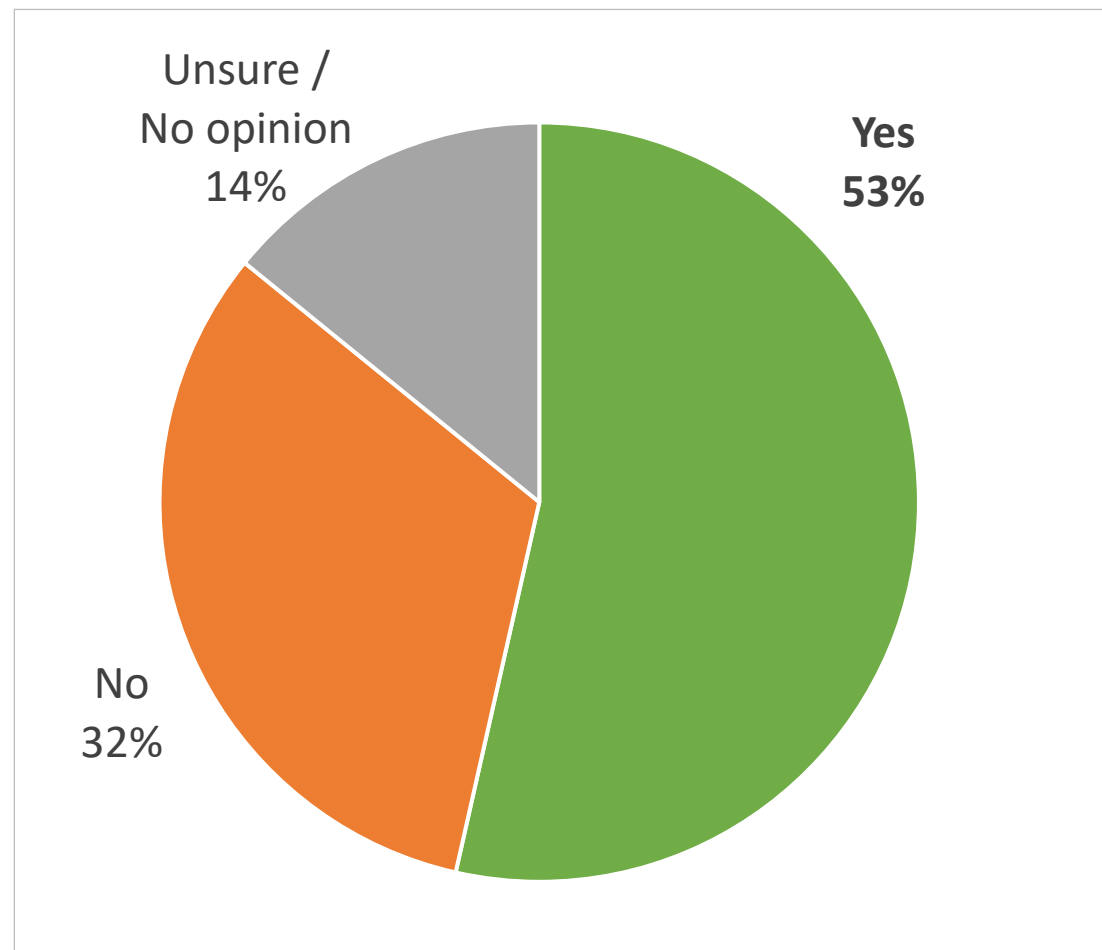
37% of respondents indicated that they support the efforts to overturn the recent state budget through a People's Veto referendum either "strongly" (20%) or "somewhat" (17%).



- 22% of respondents said that they oppose the effort "strongly" (10%) or "somewhat" (12%).
- 42% of respondents said that they have no opinion.
- 52% of Republicans, 37% of Independents, and 29% of Democrats said that they support the effort, overall.

- *Do you support or oppose the current effort to overturn the recent state budget through a People's Veto referendum?*

Transgender Athlete Policies

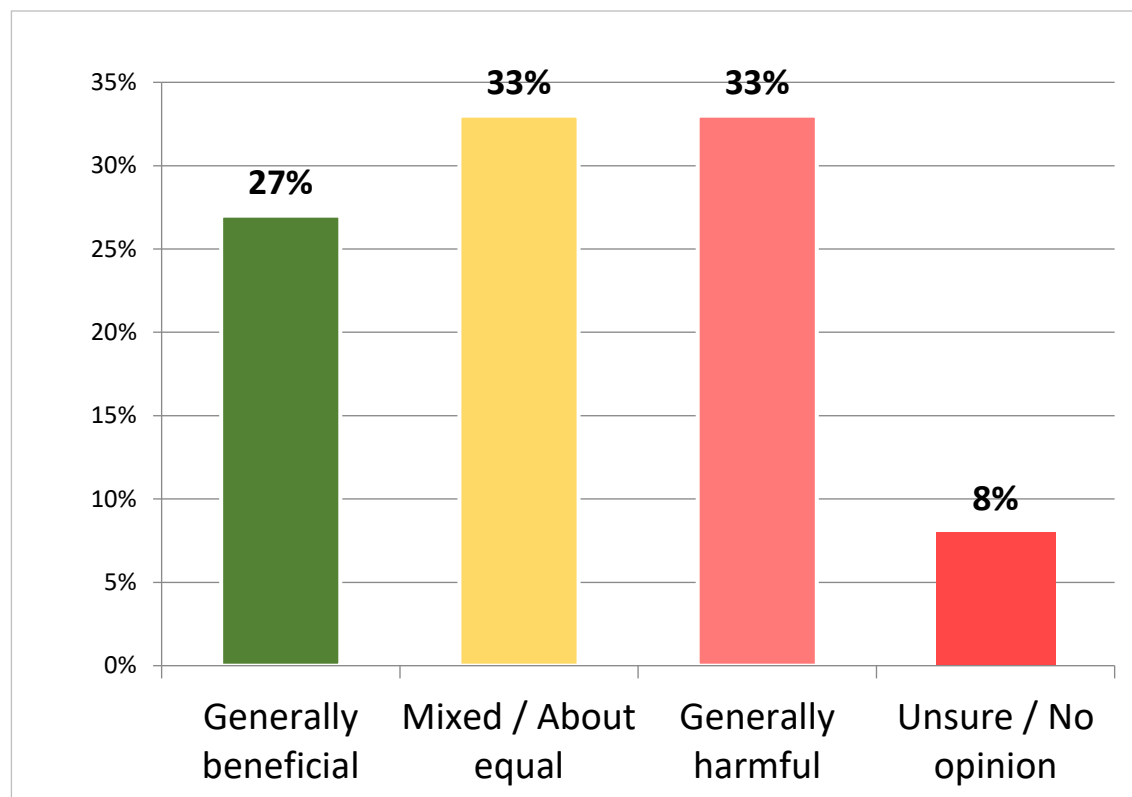


- A majority of respondents (53%) said that they believe that Maine should comply with federal demands to change transgender athlete policies to avoid losing federal education funding.
- 32% of respondents said that Maine should not comply with federal demands, while 14% were undecided on this question.
- 82% of Republicans, 52% of Independents and 32% of Democrats agreed that Maine should comply with federal demands.

- *Should Maine comply with federal demands to change transgender athlete policies to avoid losing federal education funding, or should Maine retain its current policy despite potential financial penalties?*

Federal Involvement In Maine State Policy

33% of respondents feel that the federal government's involvement in Maine's state policy is "general harmful," while 27% believe that this involvement is "generally beneficial."



- 33% of respondents feel that federal involvement's effect is "mixed / about equal," while 8% said that they were unsure.
- 49% of Republicans, 20% of Independents, and 17% of Democrats said that federal government involvement is "generally beneficial."

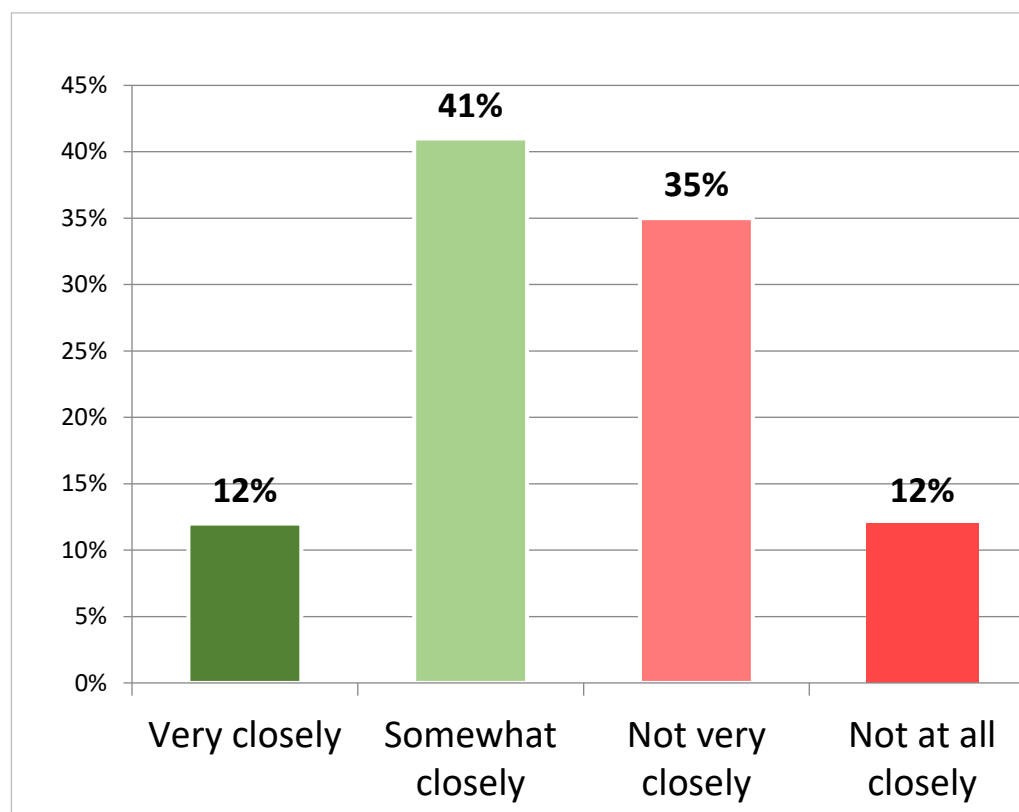
- *Do you feel the federal government's involvement in Maine's state policy is generally beneficial, generally harmful, or mixed?*

III. Pan Atlantic 66th Omnibus Poll Results:

Artificial Intelligence

Interest in Artificial Intelligence

53% of respondents indicated that they followed developments in AI “very closely” (12%) or “somewhat closely” (41%).

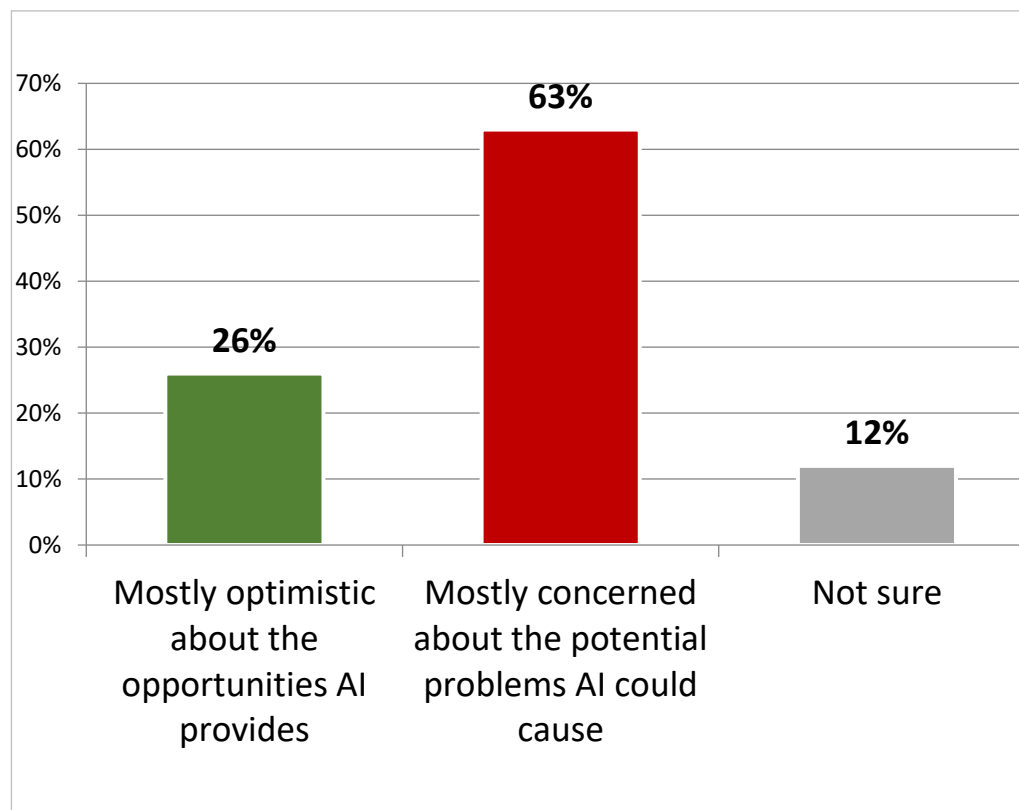


- 24% of respondents age 18-34 said that they followed developments in AI “very closely” compared to 15% of respondents age 35-54 and 4% of respondents age 55+.
- 17% of male respondents and 7% of female respondents said that they followed developments in AI “very closely.”

- *How closely do you follow developments in artificial intelligence (AI)?*

Concern About Artificial Intelligence

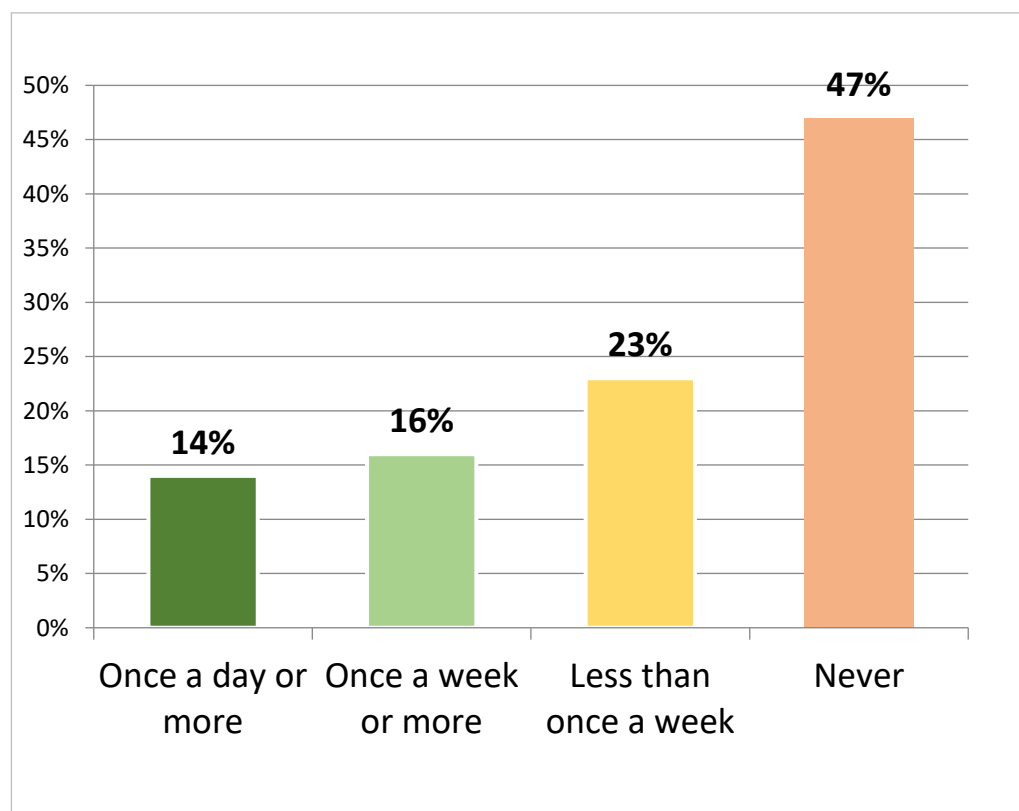
63% of respondents indicated that they are concerned about the impact of artificial intelligence on society.



- 26% of respondents said that they were mostly optimistic, while 12% said that they were not sure.
- 35% of respondents age 18-34 said that they were mostly optimistic compared to 29% of respondents age 35-54 and 20% of respondents age 55+.

Interaction With Artificial Intelligence

Three in ten of respondents said that they use AI-based tools daily (14%) or weekly (16%).



- 47% of respondents said that they never use AI-based tools.
- 22% of respondents age 18-34 said that they use an AI-based tool daily compared to 17% of respondents age 35-54 and 7% of respondents age 55+.

IV. Demographics of the Sample

Demographics of the Sample

Political Party	
Democrat	35%
Republican	31%
Independent	28%
Other party	2%
Don't know / Prefer not to answer	4%

Level of Education	
Less than 4-year degree	63%
Four-year college degree or more	37%
Prefer not to answer	<1%

Demographics of the Sample

Age	
18-34	24%
35-54	28%
55+	46%
Prefer not to answer	1%

Household Income Level	
Less than \$50,000	39%
\$50,000 to under \$100,000	32%
\$100,000 or more	24%
Don't know / Prefer not to answer	4%

Demographics of the Sample

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

Congressional District	
CD 1	50%
CD2	50%