

Pan Atlantic SMS Group
RESEARCH • STRATEGY • TRAINING

PAN ATLANTIC SMS GROUP 48TH OMNIBUS POLLTM

Five Milk Street, Portland, Maine • www.panatlanticsmsgroup.com

Background

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Pan Atlantic SMS Group is a Maine based, independent marketing research and marketing consulting firm and is currently in its 26th year of successful operation.

This Omnibus Poll is the 48th poll in series conducted by Pan Atlantic SMS Group on public policy, economic and business issues of interest to Maine citizens. Because we have conducted this poll on a frequent basis over a long time period (since 1996), we are in a unique position to provide reliable benchmarking on a range of important issues.

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Maine's Best Pollster 2008



Bangor Daily News

Pan Atlantic SMS Group Reported as Most Accurate Pollster
on Maine's 2010 Gubernatorial Race



Methodology

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The 48th Pan Atlantic SMS Group Omnibus Poll™ was conducted between April 25th and May 2nd 2011. This independent, non-proprietary survey data is being released to the Maine media in the public interest.

This poll also included proprietary questions for a number of our clients including a series of questions which were sponsored by Maine Today Media. The results of those (MTM) questions were published in the Maine Sunday Telegram on Sunday, May 8th.

A randomly selected, stratified statewide sample of **401** Maine voters was interviewed by telephone. Each Congressional District is represented by approximately half of the sample. The survey was administered only to those who fulfilled the following criteria:

- Registered Maine voter
- Voted in the Maine's November 2010 elections
- Do not, nor does anyone in their household, work for a market research, advertising or media firm.

This independent poll was conducted by telephone, at our in-house interviewing center, by Pan Atlantic's team of experienced interviewers. No outside interviewer sources were used. Survey results were weighted to ensure that the poll results are representative of the various demographic segments of Maine's population.

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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 the 2010 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 subsamples, including Congressional District, political party affiliation, age and gender. The margins of error for specific subsamples are higher than the ± 4.9 percent margin of error for the entire sample.

Finally, we note that as with all surveys, these results are indicative of interviewees' opinions at a singular point in time.

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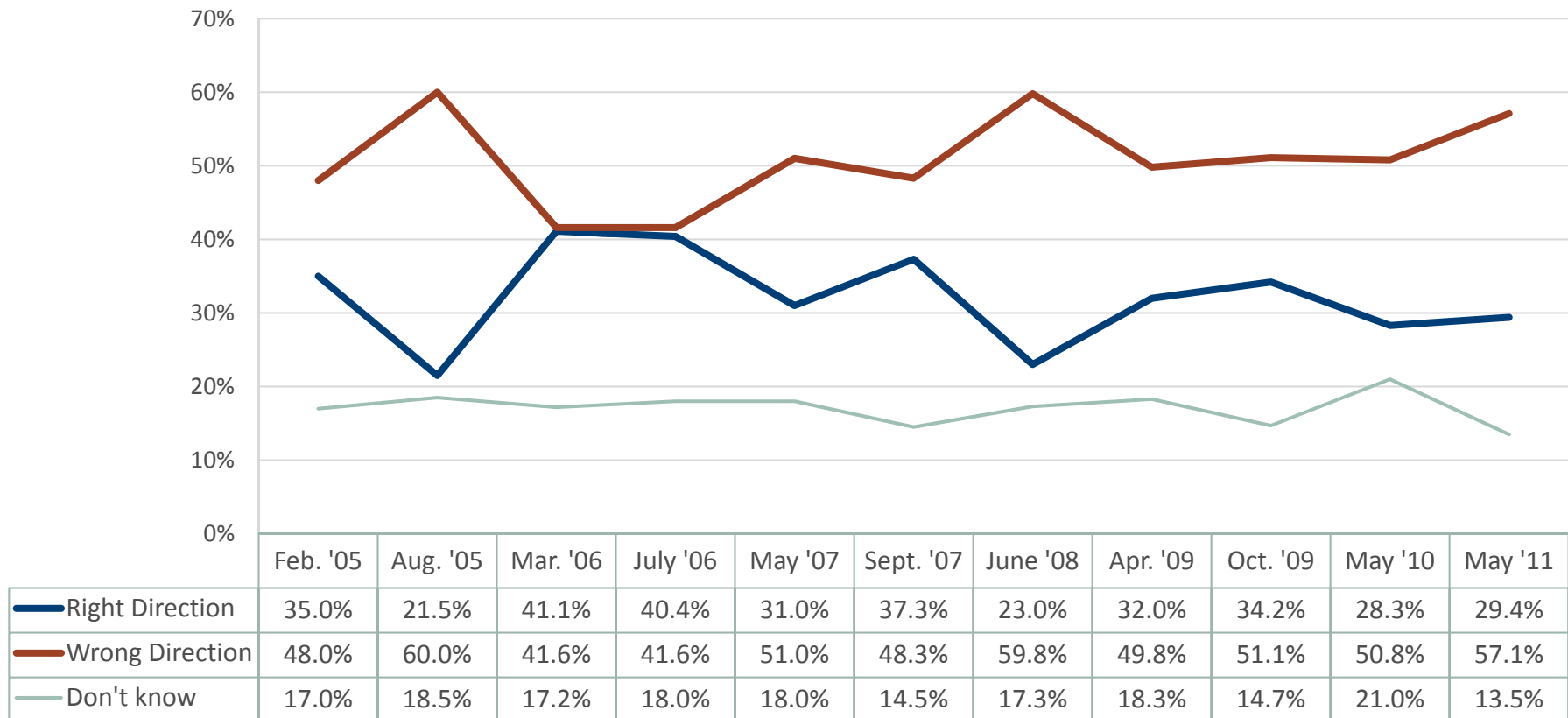
48TH OMNIBUS POLL RESULTS

STATE OF THE STATE

In general, do you think that the State of Maine is headed in the *right direction* or the *wrong direction*?

6

[Options were rotated; N=401]



- Fifty seven percent of Mainers surveyed (57.1%) believe that the State of Maine is headed in the **wrong** direction, an increase of 6.3 percentage points from one year ago.

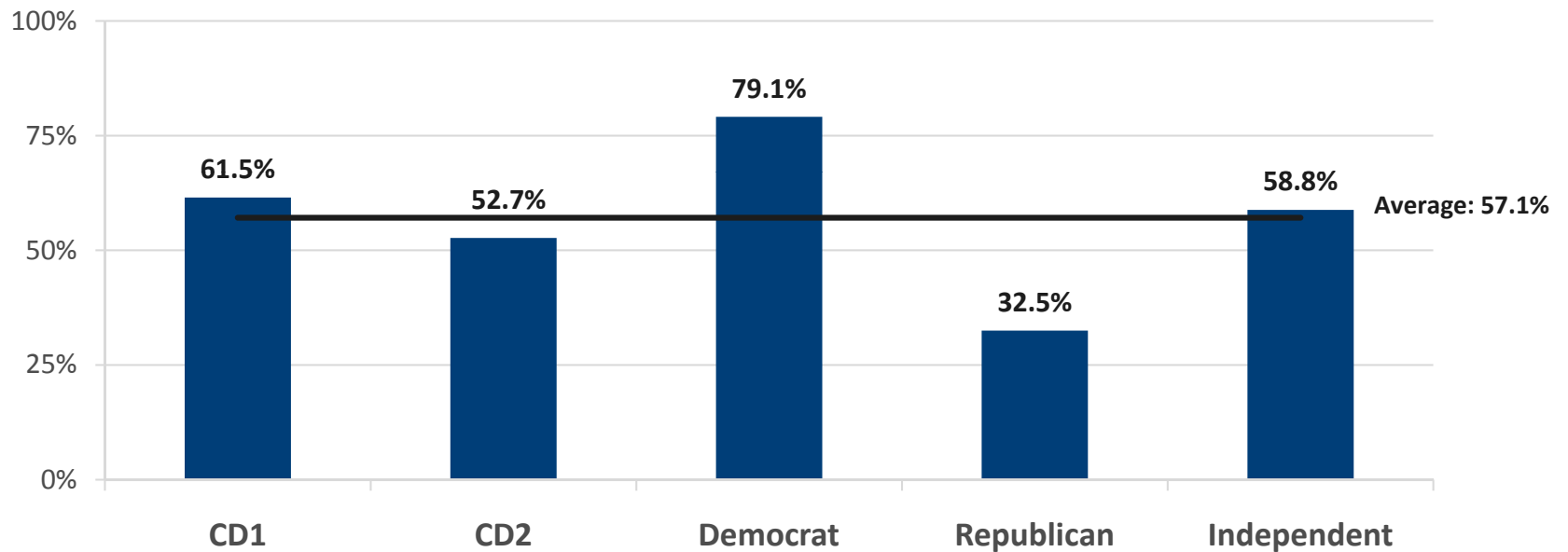
STATE OF THE STATE

In general, do you think that the State of Maine is headed in the *right direction* or the *wrong direction*?

7

[Options were rotated; N=401]

2011: Headed in the Wrong Direction – by Demographic Segment



- Registered Republican respondents are the only segment where a majority (54.8%) feel that Maine is headed in the right direction.

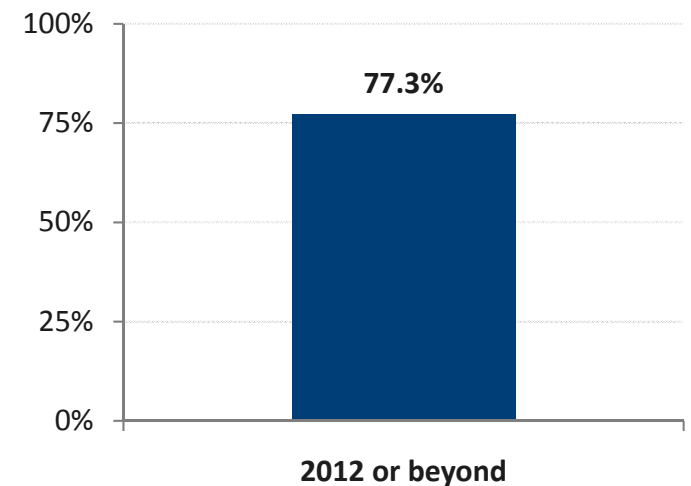
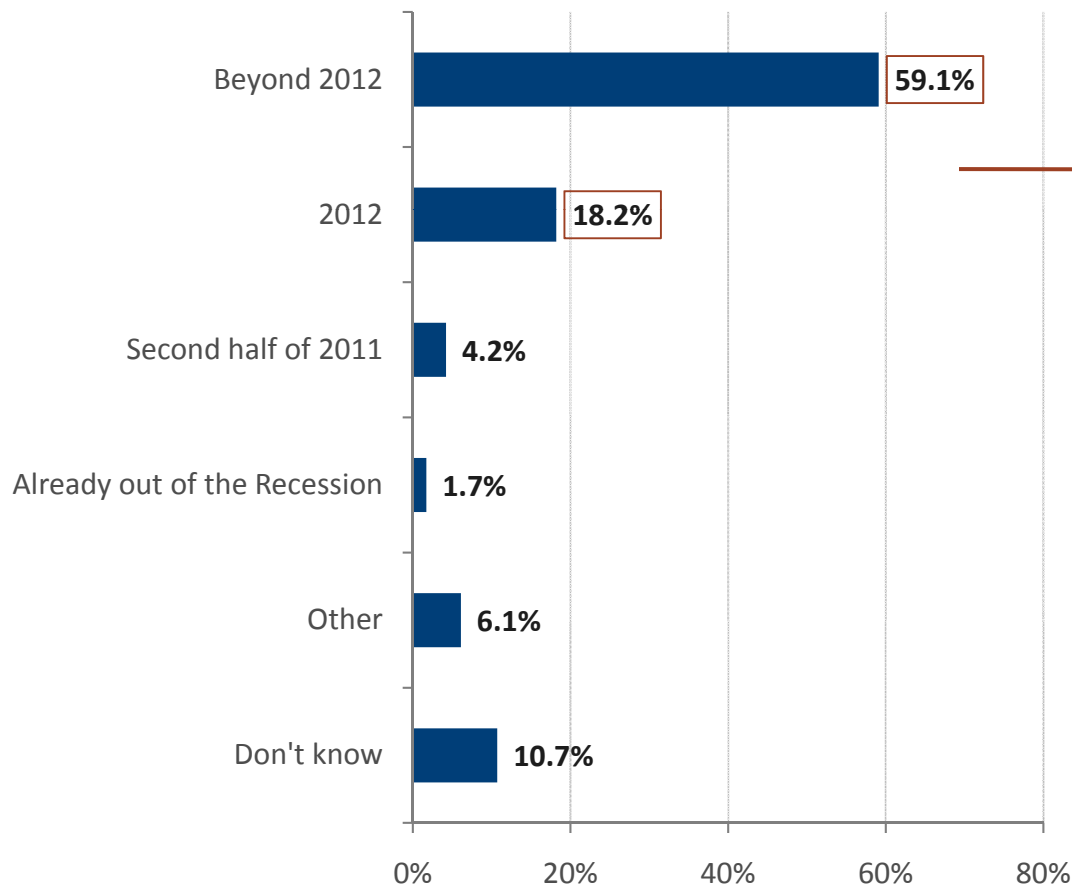
ECONOMIC RESURGENCE

Do you think that the Maine economy has come out of or when do you think it will come out of the **economic recession**?

8

[Options were read and rotated; N=401]

Economic Resurgence



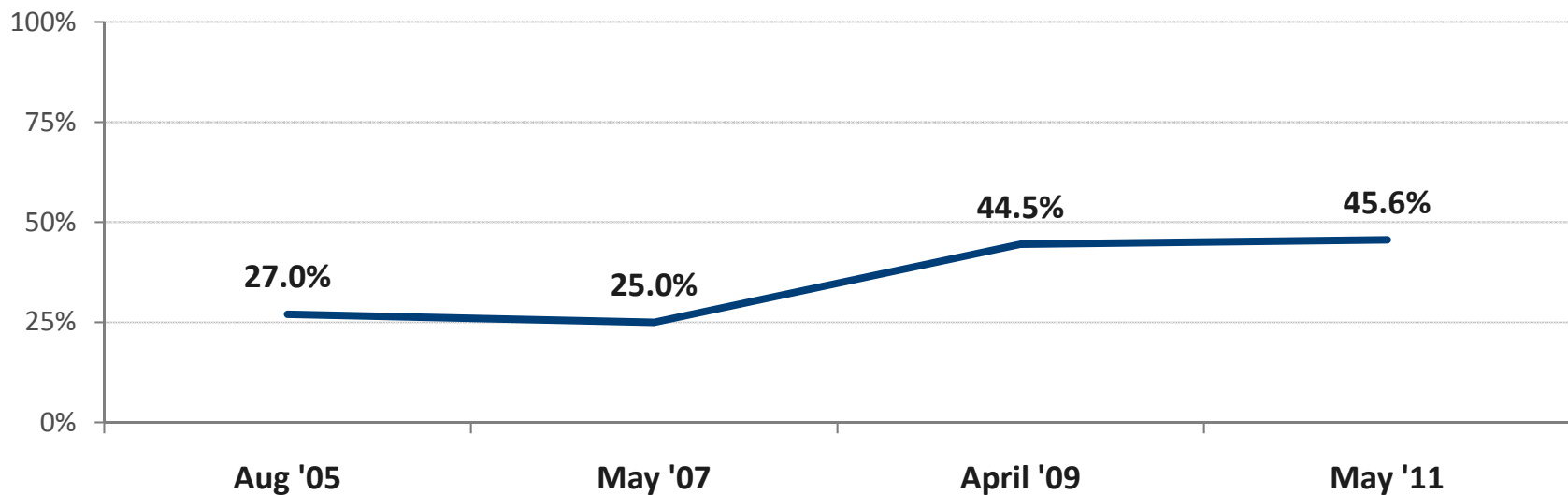
- Nearly eight in ten Mainers (77.3%) believe that Maine will come out of the economic recession during 2012 (18.2%) or beyond (59.1%).
- Very few respondents (1.7%) feel that Maine is yet out of the economic recession.

TECHNOLOGY – USE OF ONLINE BANKING

Do you currently conduct online banking for transactional purposes other than checking account balances - such as transferring funds, making payments, applying for loans, etc.?

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Using Online Banking for Transactional Purposes



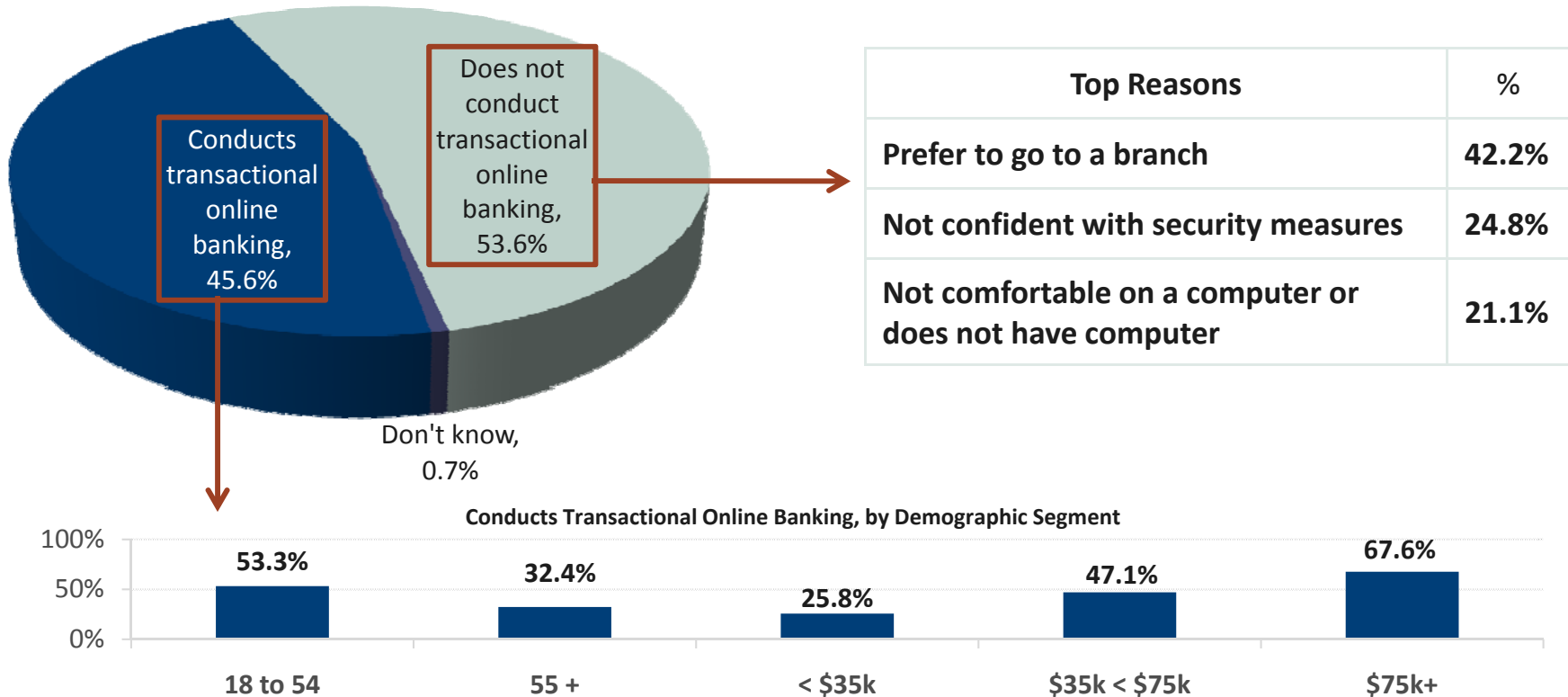
- Forty six percent of Mainers (45.6%) are currently using online banking for *transactional* purposes.
- This represents an 18.6 percentage point increase since August 2005. However, the numbers appear to have leveled off in the past two years.

TECHNOLOGY – USE OF ONLINE BANKING

Do you currently conduct online banking for transactional purposes other than checking account balances - such as transferring funds, making payments, applying for loans, etc.? **If not**, what is the primary reason why you do not conduct online banking?

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2011: Transactional Online Banking

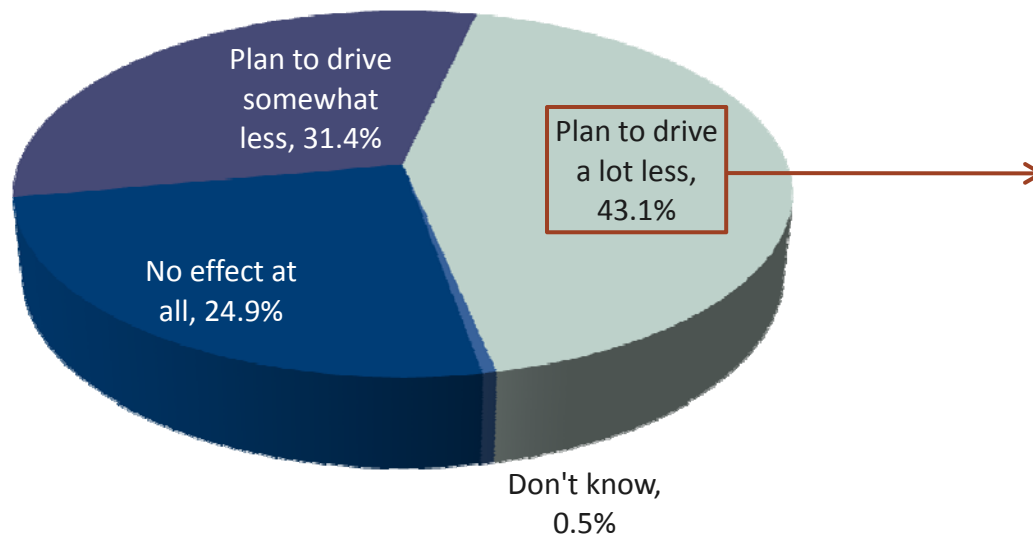


- Mainers between the ages of 18 and 54 are more likely than those 55+ to conduct transactional online banking (53.3% vs. 32.4%, respectively). As income levels increase, the likelihood to conduct online banking for transactional purposes also increases.

GAS PRICES

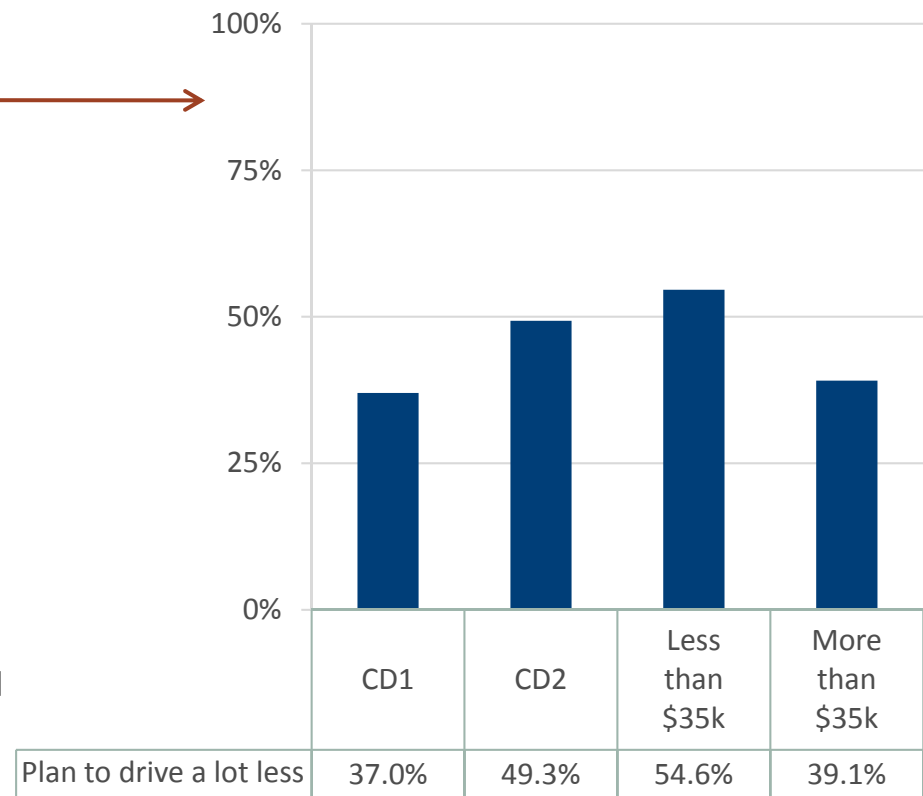
To what extent, if any, will gas prices affect your driving plans over the summer?

Effect of High Gas Prices on Summer Driving



- Three quarters of Mainers (74.5%) plan to drive 'a lot less' or 'somewhat less' this summer due to higher gas prices.
- Four in ten Mainers (43.1%) plan to drive **a lot less** this summer due to higher gas prices. Those more likely to plan to drive a lot less are more likely to live in the Second Congressional District (49.3%) as well as those with an annual household income less than \$35,000 (54.6%).

Plan to Drive A Lot Less by Demographic Segment

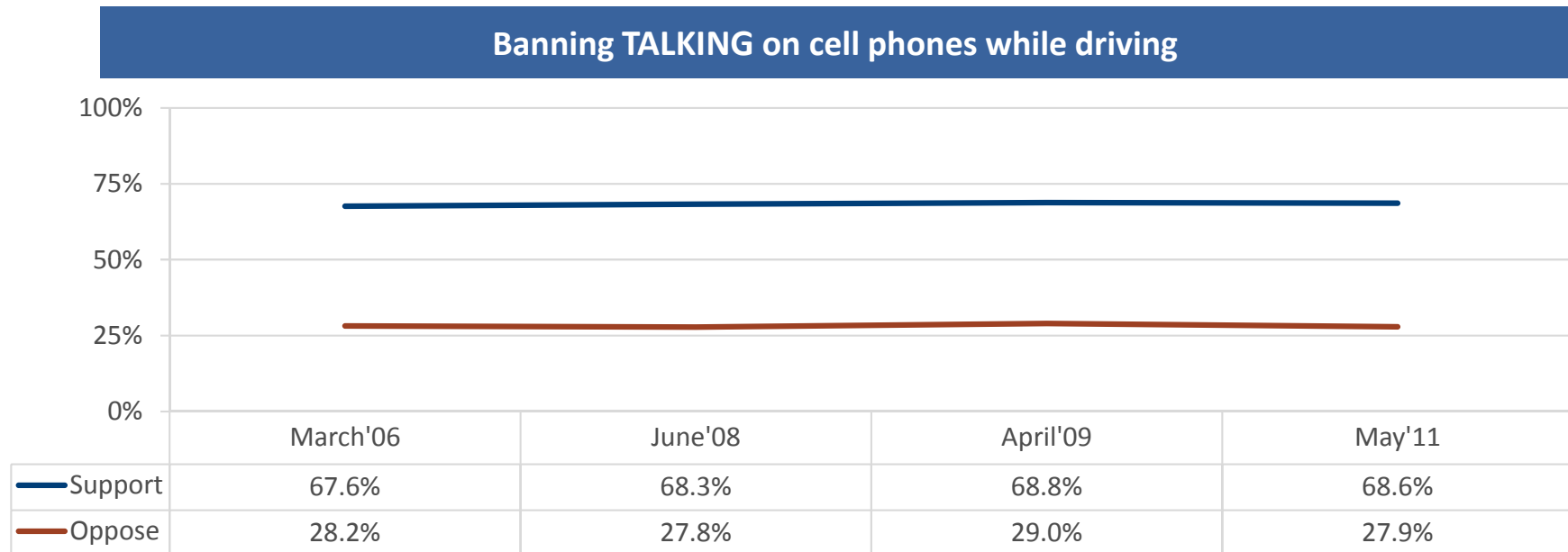


CELL PHONE USAGE WHILE DRIVING

Do you **support** or **oppose** banning citizens from **talking** on hand held cellular phones when they are driving on Maine's highways and roads?

12

[Options were rotated; N=401]



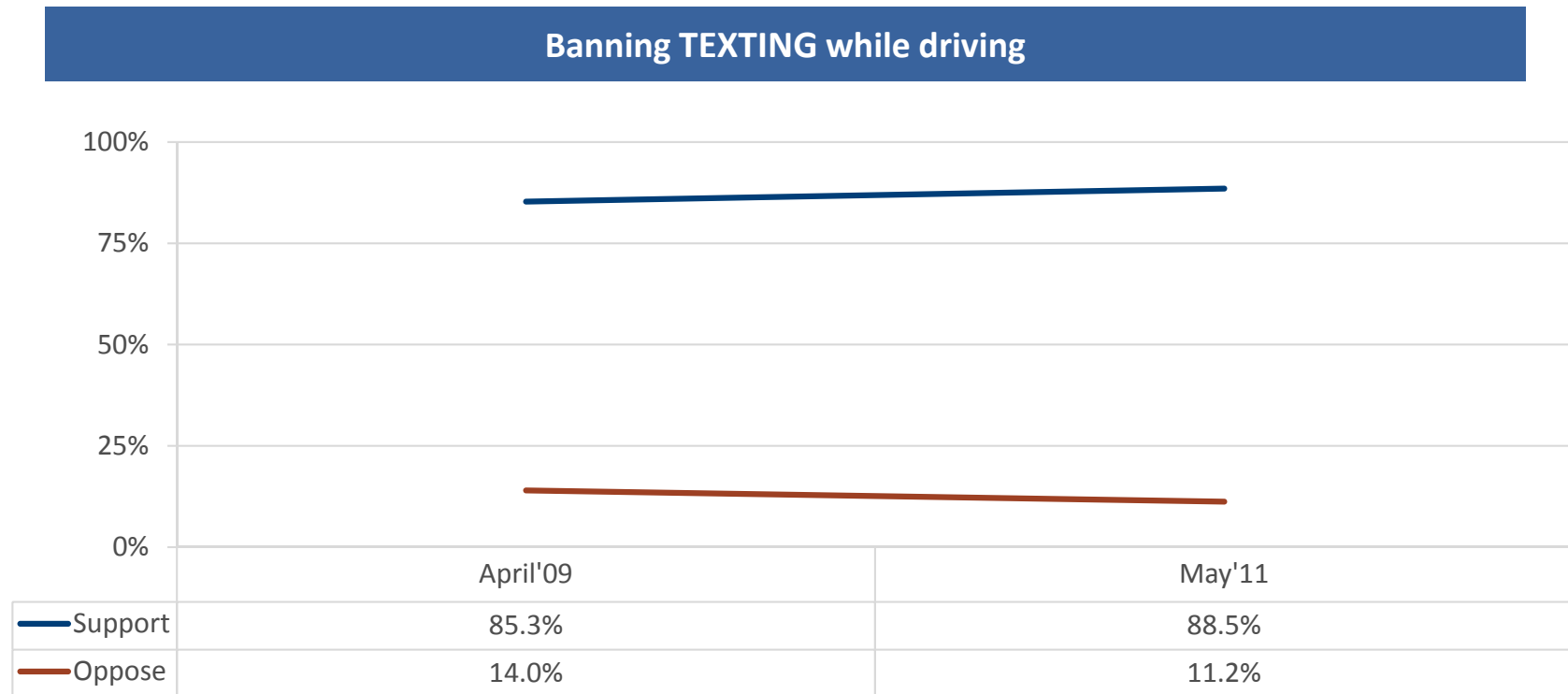
- ▣ The level of support for banning citizens from **talking** on their hand held cell phones while driving has remained very steady since the Pan Atlantic SMS Group Omnibus Poll™ of March 2006 with approximately **7 out of 10 Maine citizens supporting such a ban**.
- ▣ Almost three in ten Mainers (27.9%) oppose such a ban and 3.5% are undecided on the issue.

TEXTING WHILE DRIVING

Do you **support** or **oppose** banning citizens from **texting** on hand held cellular phones when they are driving on Maine's highways and roads?

13

[Options were rotated; N=401]

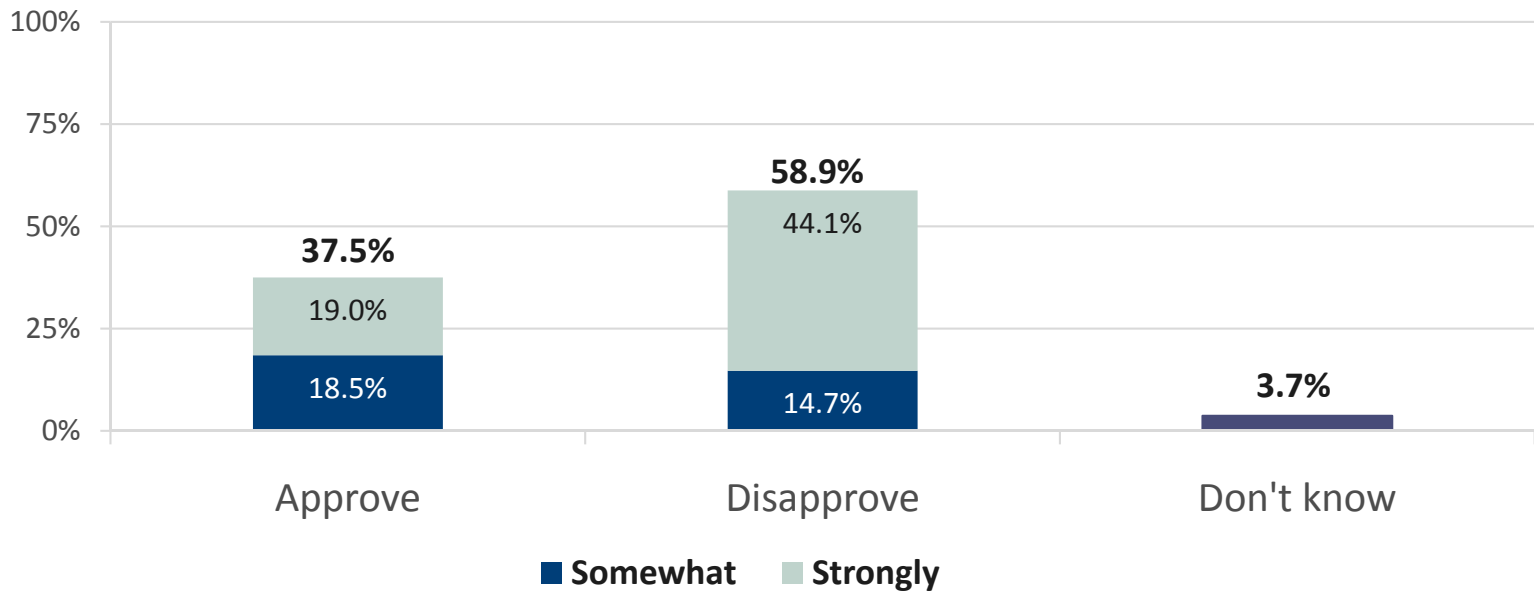


- Approximately **9 in 10 Maine citizens would support a ban on texting while driving**. This finding was consistent across all demographic segments.
- Only 11.2% of Maine citizens reported opposition to such a ban with 0.3% undecided.

There is a proposal in the legislature to change Maine’s current **child labor laws**. Currently, during the school year, minors can work 20 hours per week, with shifts no longer than 4 hours, ending no later than 10pm. Under this new proposal, during the school year, minors would be allowed to work up to 32 hours per week, with shifts 6 hours or less in duration, ending no later than 11pm.

Do you approve or disapprove of this proposal? Is that strongly or somewhat?

CHILD LABOR LAW REFORM



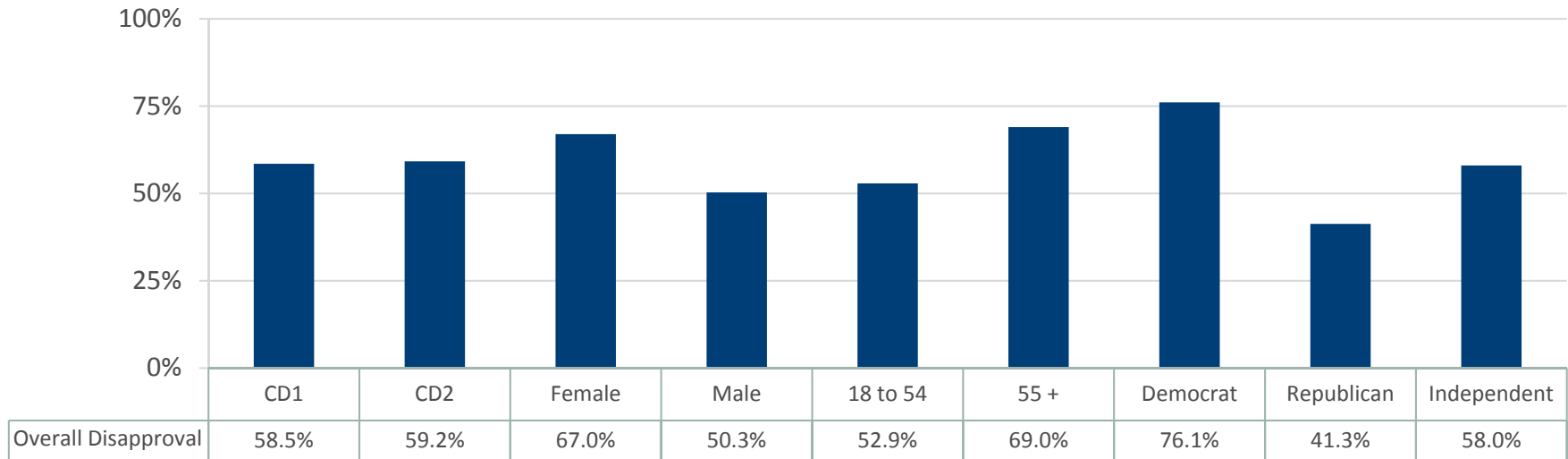
- Six in ten Mainers (58.9%) **disapprove** of the proposed change to Maine’s child labor laws while nearly four in ten Mainers (37.5%) **approve** of the change in legislation. A further 3.7% are undecided on this issue.

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Do you approve or disapprove of this proposal? Is that strongly or somewhat?

Disapproval of Proposed Child Labor Law Reform, by Demographic Segment

CHILD LABOR LAW REFORM

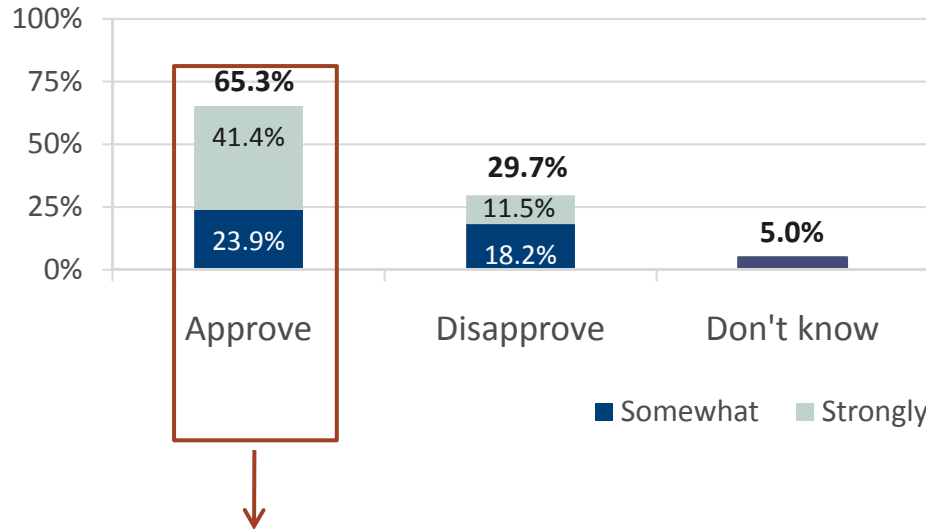


- Mainers most likely to **disapprove** of the proposed child labor law reforms are females (67.0%), those ages 55+ (69.0%) and Democrats (76.1%).
- Approximately the same percentage of registered Maine voters in CD1 as in CD2 disapprove of the proposed child labor law reform—58.5% and 59.2%, respectively.

A new bill before the Maine Legislature would require voters to present **photo identification at the polls**. Currently, Maine voters do not have to show any form of identification in order to cast their vote.

Do you approve or disapprove of this new bill? Is that strongly or somewhat?

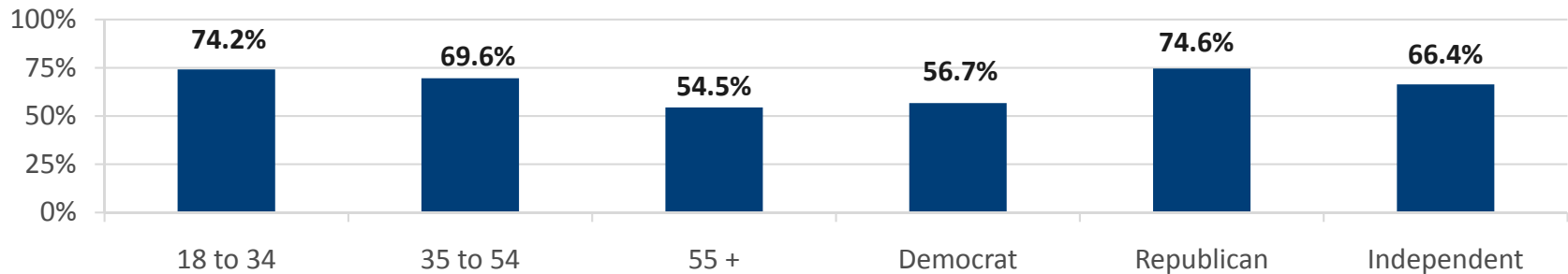
VOTER IDENTIFICATION



Two thirds of registered Maine voters surveyed (65.3%) approve of a new bill to require voters to present photo ID at the polls. Three in ten (29.7%) disapprove of such a bill while 5.0% are undecided.

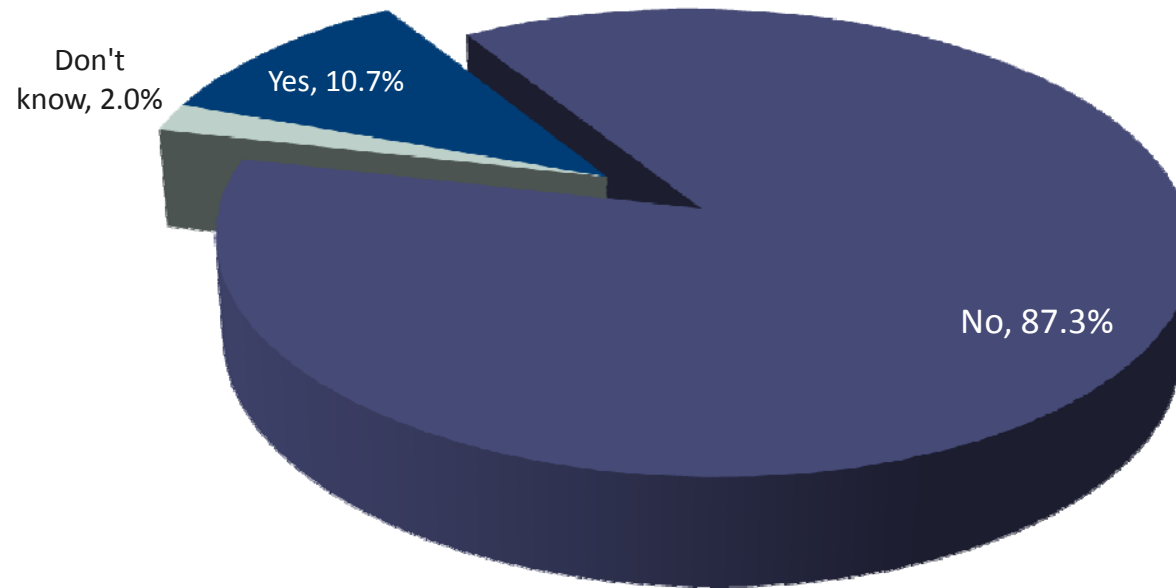
Mainers most likely to approve of the new bill to require photo ID at the polls are those between the ages of 18 and 34 (74.2%) and 35 to 54 (69.6%) as well as Republicans (74.6%).

Approval Level to Require Voter Photo ID, by Demographic Segment



Should members of the public be allowed to carry firearms into the State House in Augusta?

Allowing Firearms in the State House



- The majority of Mainers surveyed (87.3%) reported that the public should **not** be allowed to carry firearms into the State House in Augusta.
- Those who oppose such a measure include:
 - **92.5% of Democrats**
 - **77.0% of Republicans**
 - **90.8% of Independents**

- **87.5% of CD1 residents**
- **87.1% of CD2 residents**

- **91.3% of females**
- **83.1% of males**



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