

The 38th

Pan Atlantic SMS Group

OMNIBUS POLL™

Fall 2007

“The Benchmark of Maine Public Opinion”

PREPARED BY



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I. FACTS ABOUT THE 38th PAN ATLANTIC SMS GROUP OMNIBUS POLL™

The most recent Pan Atlantic SMS Group Omnibus Poll™ was conducted between September 6th and 12th, 2007. This independent omnibus survey data are 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 38th 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, 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 referendum and bond issues which will be voted on in the November 2007 elections, the survey was administered only to people who are registered voters and who identified themselves as “likely” to vote in the November 2007 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 in November, 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 two months away at the time of the poll, changes in final voter behavior may well occur. 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, region of the state, age, household income, education, 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.

Southern Region	Central & Western Region	Northern & Down East Region
Cumberland County	Androscoggin County	Aroostook County
Sagadahoc County	Franklin County	Hancock County
York County	Kennebec County	Penobscot County
	Knox County	Piscataquis County
	Lincoln County	Somerset County
	Oxford County	Washington County
	Waldo County	

** It should be noted that figures may not always equal 100.0 percent due to the rounding of decimals.*

Pan Atlantic SMS Group is Maine’s largest independent marketing research and business consulting firm and is **currently celebrating 22 years of successful operation.**

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II. FINDINGS – ECONOMY

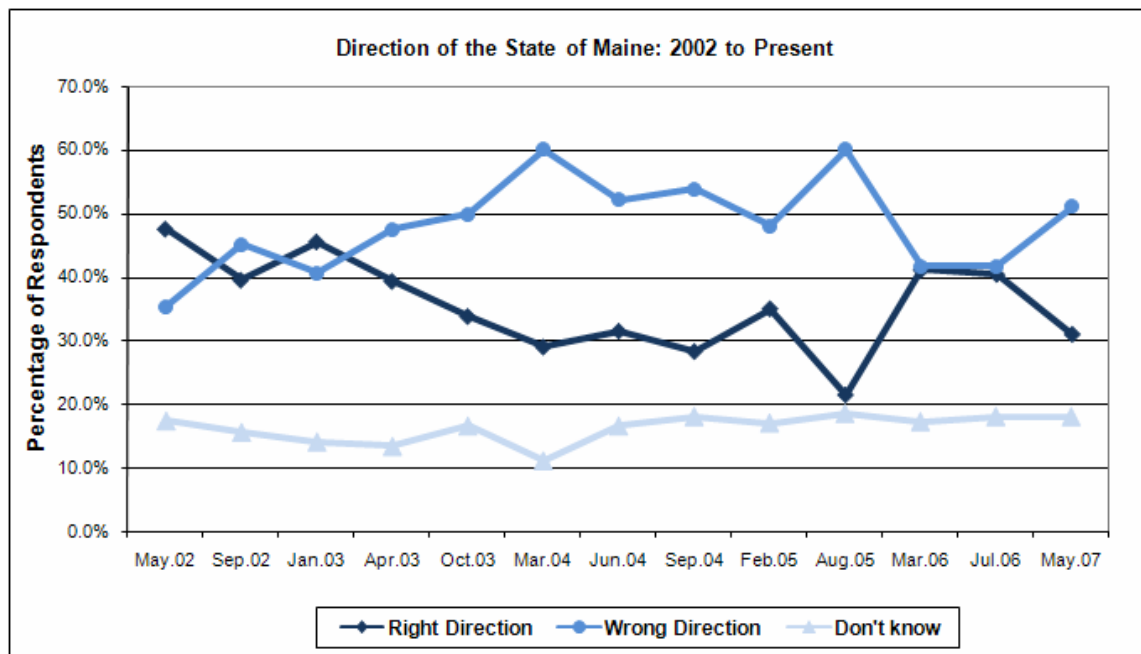
Direction of the State of Maine

In general, do you think that the State of Maine is headed in the right direction or the wrong direction? [Options were rotated]

	February 2005 (N=400)	August 2005 (N=400)	March 2006 (N=401)	July 2006 (N=401)	May 2007 (N=400)	Sept. 2007 (N=400)
Right direction	35.0%	21.5%	41.1%	40.4%	31.0%	37.3%
Wrong direction	48.0%	60.0%	41.6%	41.6%	51.0%	48.3%
Don't know	17.0%	18.5%	17.2%	18.0%	18.0%	14.5%

Forty-eight percent (48.3%) of Maine citizens polled think that the State of Maine is headed in the “wrong direction,” while 37.3% indicated that the State is headed in the “right direction.” Fifteen percent (14.5%) of respondents are undecided.

- Residents of Southern Maine (43.2%) were more likely than those living in Central / Western Maine (30.0%) to indicate that the State of Maine is heading in the “right direction”. In addition, Democrats (46.4%) were more likely than Republicans (30.4%) to think that the State is headed in the “right direction”.



II. FINDINGS – ECONOMY

Most Important Issue Facing the State of Maine Today

What do you think is the most important issue facing the State of Maine today? [Unaided]

Top Answers	Feb 2005 (N=400)	August 2005 (N=400)	March 2006 (N=401)	July 2006 (N=401)	May 2007 (N=400)	Sept. 2007 (N=400)
Jobs / Employment	32.0%	35.3%	26.2%	19.2%	17.5%	23.3%
Tax Reform or Relief	14.3%	14.3%	13.4%	15.2%	21.5%	17.3%
Healthcare	10.5%	8.8%	15.2%	15.7%	11.3%	15.3%
Education and Schools	8.5%	3.8%	7.2%	8.5%	10.3%	13.3%
High level of property taxes	15.0%	6.8%	6.2%	5.0%	9.8%	8.0%
Cost of living	1.3%	4.0%	3.2%	1.2%	1.0%	3.5%
Balancing the State budget	3.0%	3.0%	3.2%	4.0%	7.8%	1.8%
Crime / Drugs / Violence	1.3%	1.3%	0.5%	0.5%	0.5%	0.8%
Don't know	7.5%	3.0%	6.7%	6.5%	5.0%	4.0%

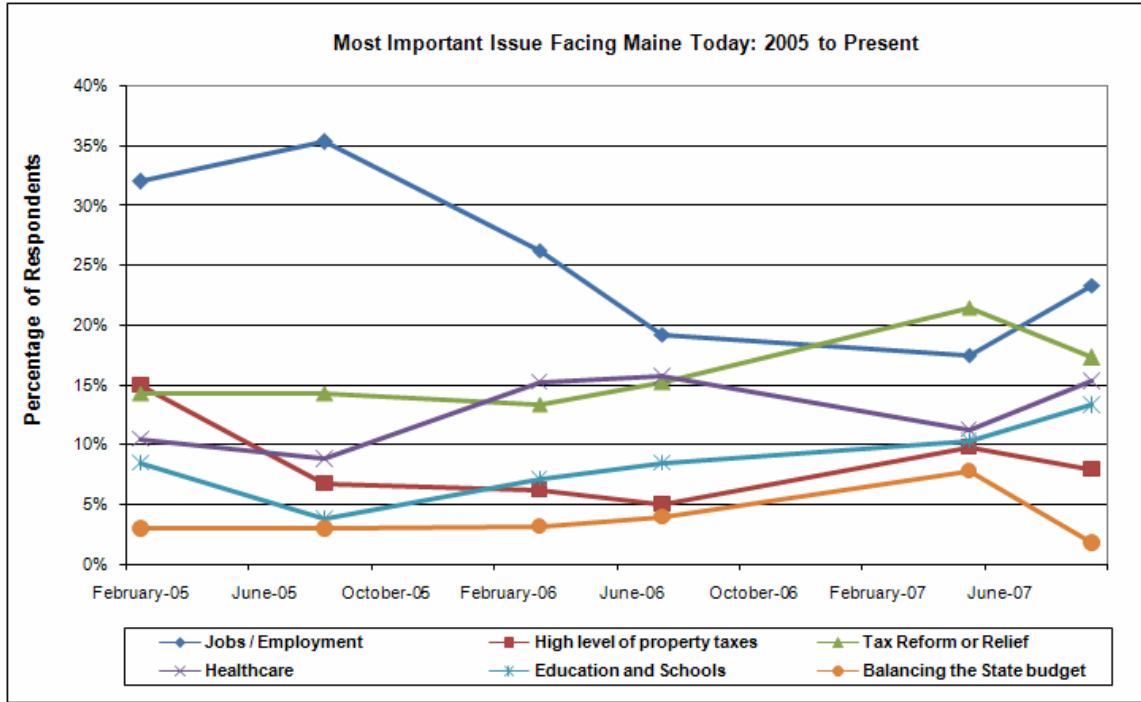
** Note: Respondents were asked to be more specific with their answer if they said "Economy" or "Taxes".*

“Jobs / Employment” was rated as the most important issue by Mainers (23.3%). Seventeen percent (17.3%) of those polled named **“tax reform or relief”** as the most important issue facing the State of Maine today, and 8.0% said **“high level of property taxes”** specifically. Thus, a total of 25.3% of those surveyed indicated that an issue pertaining to taxes is the most important issue facing Maine today. **Other top answers given are: “healthcare” (15.3%) and “education and schools” (13.3%).** A total of 4.0% respondents were undecided.



II. FINDINGS – ECONOMY

Most Important Issue Facing the State of Maine Today (cont.)



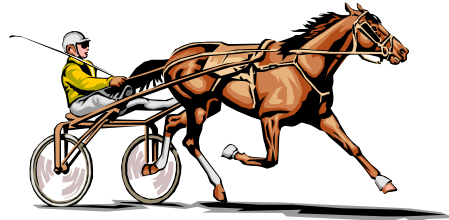
II. FINDINGS – MAINE PUBLIC POLICY

Support for Racing and Gaming Facility Bond Issue

There will be three bond issues and two referendum questions on the ballot in the November Elections. I am going to read you the questions in the order they will be appearing on the ballot and I would like you to tell me how you would vote on each item if today were Election Day.

“Do you want to allow a Maine tribe to run a harness racing track with slot machines and high-stakes beano games in Washington County?” If today were Election Day, how would you vote on this citizen initiative? [If undecided, respondent was asked which way he/she is leaning at this time.]

	Sept. 2007 (N=400)
Vote NO	41.5%
Lean NO	4.3%
Vote YES	41.8%
Lean YES	5.5%
Still undecided	7.0%
Vote / Lean NO combined	45.8%
Vote / Lean YES combined	47.3%



Citizens polled were very evenly split regarding the issue of allowing a Maine tribe to run a harness racing track and gaming facility in Washington County: if today were Election Day, 47.3% of respondents said that they would vote in favor of this issue (41.8% vote YES; 5.5% lean YES), while 45.8% said that they would not vote in favor of this proposition (41.5% vote NO; 4.3% lean NO). A total of 7.0% of respondents are undecided.

- The opinions of the Maine citizens polled are similar for both Congressional Districts: 46.5% of respondents in District One said that they would “vote / lean YES,” and 47.9% of respondents in District Two said that they would “vote / lean YES” on this proposition.



II. FINDINGS – MAINE PUBLIC POLICY

Support for Racing and Gaming Facility Bond Issue (cont.)

Support for Racing and High-Stakes Gaming Facility	
Higher	Lower
<ul style="list-style-type: none">• Males (54.6%)	<ul style="list-style-type: none">• Females (40.9%)
<ul style="list-style-type: none">• Respondents with some college or a two-year degree (63.4%)	<ul style="list-style-type: none">• Respondents with a high school degree or less (39.9%) or a four-year degree or more (38.4%)



II. FINDINGS – MAINE PUBLIC POLICY

Support for the Economic Development Bond Issue

“Do you favor a bond issue to stimulate economic development and job creation that would provide \$5 million in loans and grant funds and would provide \$50 million in research, development and commercialization funds for targeted technology sectors, awarded after a competitive process administered by the Maine Technology Institute, and will leverage at least \$50 million in other funds?” If today were Election Day, how would you vote on this bond issue? [If undecided, respondent was asked which way he/she is leaning at this time.]

	May 2007 (N=400)	Sept. 2007 (N=400)
Vote NO	22.3%	24.0%
Lean NO	5.8%	4.0%
Vote YES	50.5%	48.0%
Lean YES	10.5%	8.3%
Still undecided	11.0%	15.8%
Vote / Lean NO combined	28.1%	28.0%
Vote / Lean YES combined	61.0%	56.3%



Fifty-six percent (56.3%) of the “likely voters” polled said that they support (48.0% vote YES, 8.3% lean YES) the economic development bond issue, 28.0% said that they would not support this bond issue if today were Election Day (24.0% vote NO, 4.0% lean NO), and 15.8% of respondents are undecided.

- The table below displays the respondents who indicated that they support the economic development bond issue by various demographic subgroups.

Support Economic Development Bond Issue	
Higher	Lower
<ul style="list-style-type: none"> • Males (63.2%) 	<ul style="list-style-type: none"> • Females (50.2%)
<ul style="list-style-type: none"> • Those with a four-year college degree or more (70.4%) 	<ul style="list-style-type: none"> • Those with some college or a two-year degree (52.6%) and those with a high school degree or less (47.6%)



II. FINDINGS – MAINE PUBLIC POLICY

Support for Renovations to Maine’s Public Higher Education Schools Bond Issue

“Do you favor a \$43.5 million bond issue for interior and exterior building renovations, improvements and additions at all campuses of the Maine Community College System, the Maine Maritime Academy and the University of Maine System; to replenish the School Revolving Renovation Fund for school repairs and renovations; and to support capital improvements for cultural and educational assets such as museums, historical facilities and libraries?” If today were Election Day, how would you vote on this bond issue? [If undecided, respondent was asked which way he/she is leaning at this time.]

	May 2007 (N=400)	Sept. 2007 (N=400)
Vote NO	31.8%	24.0%
Lean NO	6.8%	2.8%
Vote YES	44.0%	61.5%
Lean YES	8.8%	3.8%
Still undecided	8.8%	8.0%
Vote / Lean NO combined	38.6%	26.8%
Vote / Lean YES combined	52.8%	65.3%



Sixty-five percent (65.3%) of the “likely voters” polled said that, if today were Election Day, they would “vote / lean YES” on a bond issue for renovations to Maine’s public colleges and universities. Twenty-seven percent (26.8%) of respondents said that they would “vote / lean NO” on this issue, and 8.0% are undecided.

- The table below displays the support for renovations to Maine’s public colleges / universities bond issue by various demographic subgroups.

Support Bond Issue for Renovations to Maine’s Public Higher Education Schools	
Higher	Lower
• Democrats (71.9%)	• Republicans (55.7%)



II. FINDINGS – MAINE PUBLIC POLICY

Support for Land Conservation Bond Issue

“Do you favor a \$35.5 million bond issue to invest in land conservation, water access, wildlife habitat, outdoor recreation opportunities, including hunting and fishing, farmland and working waterfront and to invest in state parks, historic sites and riverfront, community and farm infrastructure to be matched by at least \$21,875,000 in private and public contributions?” If today were Election Day, how would you vote on this bond issue? [If undecided, respondent was asked which way he/she is leaning at this time.]

	Sept. 2007 (N=400)
Vote NO	17.5%
Lean NO	3.3%
Vote YES	63.5%
Lean YES	4.3%
Still undecided	11.5%
Vote / Lean NO combined	20.8%
Vote / Lean YES combined	67.8%



More than two-thirds (67.8%) of the “likely voters” polled indicated that, if today were Election Day, they would support (“vote / lean YES”) the \$35 million land conservation bond. Twenty-one percent (20.8%) of respondents said that they would “vote / lean NO” on this issue, and 11.5% are undecided.

- The table below displays support for the land conservation bond issue by various demographic subgroups.

Support for Land Conservation Bond Issue	
Higher	Lower
• Democrats (75.2%)	• Republicans (60.1%)
• Respondents with annual pre-tax household incomes of more than \$55,000 (76.6%)	• Respondents with annual pre-tax household income of less than \$55,000 (63.5%)



II. FINDINGS – MAINE PUBLIC POLICY

Governor Baldacci's Job Performance Rating

John Baldacci was re-elected as Maine's Governor last November and has been in office for nearly five years. How would you rate the job Governor Baldacci has done thus far? Has it been: [Options were rotated.]

	Aug. 2005 (N=400)	July 2006 (N=401)	May 2007 (N=400)	Sept. 2007 (N=400)
Excellent	1.8%	6.2%	3.8%	3.3%
Good	47.8%	56.1%	52.3%	60.3%
Poor	31.8%	25.4%	29.0%	24.3%
Very Poor	17.3%	10.5%	12.0%	9.3%
Don't know	1.5%	1.7%	3.0%	3.0%
Excellent / Good	49.6%	62.3%	56.1%	63.6%
Very Poor / Poor	49.1%	35.9%	41.0%	33.6%



Sixty-four percent (63.6%) of the Maine citizens polled said that they would rate Governor Baldacci's job performance to date as "good" (60.3%) or "excellent" (3.3%). One-third (33.6%) of respondents rated his performance as "poor" (24.3%) or "very poor" (9.3%), and 3.0% said that they don't know.

- The table below displays the job performance ratings of Governor Baldacci by various demographic subgroups.

Job Performance Ratings of Governor Baldacci	
Higher	Lower
<ul style="list-style-type: none"> • Democrats (73.9%) and Independents (67.7%) 	<ul style="list-style-type: none"> • Republicans (49.3%)
<ul style="list-style-type: none"> • Residents of Southern Maine (71.6%) 	<ul style="list-style-type: none"> • Residents of Northern / Down East Maine (55.6%)
<ul style="list-style-type: none"> • Residents of Congressional District 1 (70.3%) 	<ul style="list-style-type: none"> • Residents of Congressional District 2 (56.5%)



II. FINDINGS – MAINE PUBLIC POLICY

Support for TABOR

Last November, there was a referendum question on the ballot known as “TABOR” or the Taxpayer Bill of Rights. The question on the ballot asked Maine voters if they wanted to limit increases in state and local government spending to the rate of inflation plus population growth and require voter approval for all tax and fee increases.

If today were Election Day, and the same question was on the ballot, how would you vote? [If undecided, respondent was asked which way he/she is leaning at this time.]

	Sept. 2007 (N=400)
Vote NO	41.0%
Lean NO	4.0%
Vote YES	35.3%
Lean YES	6.3%
Still undecided	13.5%
Vote / Lean NO combined	45.0%
Vote / Lean YES combined	41.6%



Forty-five percent (45.0%) of respondents said that, if today were Election Day, they would not vote for TABOR as originally designed (“vote / lean NO”). Forty-two percent (41.6%) of respondents said that they would vote to support TABOR (“vote / lean YES”), and 13.5% are undecided.



II. FINDINGS – MAINE PUBLIC POLICY

Support for TABOR with New Changes (TABOR II)

Although this referendum was defeated last November, some supporters of TABOR are recommending changes to last year's initiative that would modify some of the most unpopular parts of the proposal. One of the key changes would require a simple majority vote of state legislators or county, city, or town elected officials to increase taxes and fees instead of a 2/3's majority vote as required in the previous TABOR referendum. If such changes were made and this question was on the ballot this November, how would you vote? [If undecided, respondent was asked which way he/she is leaning at this time.]

	Sept. 2007 (N=400)
Vote NO	41.3%
Lean NO	4.5%
Vote YES	26.5%
Lean YES	8.5%
Still undecided	19.3%
Vote / Lean NO combined	45.8%
Vote / Lean YES combined	35.0%

If the given changes were made to the TABOR referendum and this question was on the November ballot, 45.8% of respondents indicated that they would not vote in support of TABOR (“vote / lean NO”). Thirty-five percent (35.0%) of respondents said that, with these changes, they would vote in support of TABOR (“vote / lean YES”).



II. FINDINGS – NATIONAL PUBLIC POLICY

Safety of Food from China in Local Grocery Stores

How concerned are you about the safety of food in local grocery stores that comes from China? Are you: [Options were rotated.]

	Sept. 2007 (N=400)
Very concerned	52.8%
Somewhat concerned	30.0%
Not too concerned	12.0%
Not at all concerned	3.8%
Don't know	1.5%
Very / Somewhat concerned	82.8%
Not at all / Not too concerned	15.8%



Eighty-three percent (82.8%) of Maine citizens polled indicated that they are “very” (52.8%) or “somewhat” (30.0%) concerned with the safety of food in local grocery stores that comes from China. Sixteen percent (15.8%) of respondents said that they are “not too” (12.0%) or “not at all” (3.8%) concerned with the safety of this food.

- The table below outlines the level of concern about the safety of food in local grocery stores that comes from China, by various demographic subgroups.

Concerned About the Safety of Food Coming from China	
Higher	Lower
<ul style="list-style-type: none"> Females (88.8%) 	<ul style="list-style-type: none"> Males (75.7%)
<ul style="list-style-type: none"> Those with some college or a two-year degree (88.5%) and those with a high school degree or less (84.6%) 	<ul style="list-style-type: none"> Those with a four-year degree or more (74.4%)



II. FINDINGS – NATIONAL PUBLIC POLICY

President Bush's Job Performance Rating*

***Do you approve or disapprove of the way George W. Bush is handling his job as President?
[Options were rotated.]***

	November 2005 (N=400)	July 2006 (N=401)	May 2007 (N=400)	Sept. 2007 (N=400)
Approve	30.0%	31.2%	26.8%	28.5%
Disapprove	65.3%	64.6%	66.5%	63.5%
Don't know	4.8%	4.2%	6.8%	8.0%

* Responses to the next four questions on President Bush and the Iraq War were released to the media previously.

Nearly two-thirds (63.5%) of the Maine citizens polled indicated that they disapprove of the way George W. Bush is handling his job as President, while 28.5% said that they approve of his handling of the Presidency.

- The table above shows that President Bush has sustained a two-thirds disapproval rating since the Pan Atlantic SMS Group Omnibus Poll™ of November of 2005.
- The table below displays the job approval ratings of President Bush by various demographic subgroups.

Approval Ratings of President Bush	
Higher	Lower
• Congressional District 1 (32.7%)	• Congressional District 2 (24.2%)
• Republican respondents (58.7%)	• Democratic respondents (7.8%)



II. FINDINGS – NATIONAL PUBLIC POLICY

Impact of Increased Troops in Iraq

Earlier this year President Bush sent approximately 28,000 additional U.S. troops to try to restore civil order in parts of Iraq. Do you think this increase in U.S. forces has made the situation in Iraq better, worse, or hasn't made much difference? [Options were rotated.]

	July 2007*	September 2007**
Better	22%	25.8%
Worse	19%	23.3%
Not much difference	56%	44.8%
Don't know / No opinion	3%	6.3%



* Source: Washington Post / ABC News Poll, July 21, 2007

** Source: Pan Atlantic SMS Group Omnibus Poll of Maine residents

Forty-five percent (44.8%) of Maine citizens polled indicated that the increase in U.S. forces in Iraq has not made much difference. Another 25.8% of respondents said that this increase in troops has made the situation better, while 23.3% said that it has made the situation worse.

- The table below displays the presumed impact of the increase in the number of U.S. troops in Iraq by various demographic subgroups.

Believe that Increasing Troop Levels Has Made the Situation in Iraq <i>Better</i>	
Higher	Lower
• Republican respondents (52.9%)	• Democratic respondents (6.5%)
• Male respondents (35.1%)	• Female respondents (17.7%)



II. FINDINGS – NATIONAL PUBLIC POLICY

Preferred Option regarding U.S. Troops in Iraq*

As you may know, the top U.S. Army General in Iraq, General Petraeus, is about to report to Congress on the war's progress since the U.S. sent the additional troops to Iraq earlier this year. At this point, which of the following actions do you favor? [Options were rotated.]

	September 2007 (N=400)
Option One: The U.S. should set a definite timetable for removing the troops from Iraq and stick to that timetable regardless of what is happening in Iraq.	56.8%
Option Two: The U.S. should keep the troops in Iraq until civil order is restored even if that means continued military casualties.	32.0%
Don't know	11.3%



** Please note that this poll was in the field prior to General Petraeus's address to Congress.*

Fifty-seven percent (56.8%) of Maine citizens polled indicated that they favor Option One: setting a definite timetable for the removal of the troops in Iraq. Thirty-two percent (32.0%) of respondents said that they favor Option Two: keeping the troops in Iraq until civil order is restored. Another 11.3% of respondents said that they don't know which option they favor.

- The table below displays the support for a timetable for removing U.S. troops from Iraq, by various demographic subgroups.

Support Setting a Definite Timetable for Removing Troops from Iraq	
Higher	Lower
<ul style="list-style-type: none"> • Democratic respondents (77.8%) 	<ul style="list-style-type: none"> • Republican respondents (30.4%)
<ul style="list-style-type: none"> • Female respondents (64.7%) 	<ul style="list-style-type: none"> • Male respondents (47.6%)



II. FINDINGS – NATIONAL PUBLIC POLICY

Support for or Opposition to a Troop Withdrawal Deadline of Spring 2008

Do you support or oppose legislation that would set a deadline for withdrawing U.S. combat forces from Iraq by spring of 2008? [Options were rotated.]

	July 2007*	September 2007**
Support	55%	56.8%
Oppose	43%	37.3%
Don't know / No opinion	2%	6.0%



* Source: Washington Post / ABC News Poll, July 21, 2007

** Source: Pan Atlantic SMS Group Omnibus Poll of Maine residents

Fifty-seven percent (56.8%) of Maine citizens polled indicated that they support legislation that would set a deadline for withdrawing U.S. combat forces from Iraq by spring of 2008. Thirty-seven percent (37.3%) of respondents said that they oppose such legislation.

- The table below displays support levels for legislation that would set a deadline for withdrawing U.S. combat forces from Iraq by spring of 2008, by various demographic subgroups.

Support Troop Withdrawal Deadline of Spring 2008	
Higher	Lower
• Democratic respondents (77.8%)	• Republican respondents (29.7%)
• Female respondents (64.2%)	• Male respondents (48.1%)
• Respondents 18 to 34 years (74.1%)	• Respondents 35 to 54 years (56.6%) and 55 + years (50.3%)



II. FINDINGS – OTHER QUESTIONS

Number of Books Read in Past Year

Other than children’s books, how many books have you read in the last 12 months?

Top Answers	Sept. 2007 (N=400)
Zero	12.3%
1 to 2	14.8%
3 to 5	24.8%
6 to 9	10.8%
10 to 19	16.5%
20 to 300	20.3%
Don't know	0.8%



Over the past 12 months, 12.3% of Mainers indicated that they have not read any books (in addition to children’s books), while 14.8% said that they have read 1 to 2 books. Twenty-five percent (24.8%) of respondents said that they have read 3 to 5 books in the past 12 months, 10.8% have read six to nine books, and 16.5% of respondents indicated that they have read 10 to 19 books. Twenty percent (20.3%) of respondents said that they have read more than twenty books in the past 12 months.

The percentage of Mainers who say they have read no books in the past year (12.3%) is only half of that reported in a national poll published in an Associated Press–Ipsos August 2007 poll (a quarter of U.S. citizens reported reading no books in the past 12 months).

Have Read Zero Books in the Last 12 Months	
Higher	Lower
<ul style="list-style-type: none"> Those with a high school degree or less (18.9%) and those with some college or a two-year degree (13.7%) 	<ul style="list-style-type: none"> Those with a four-year degree or more (3.2%)



II. FINDINGS – OTHER QUESTIONS

The Boston Red Sox

Do you think that the Boston Red Sox will win the 2007 World Series?

	July 2006* (N=401)	Sept. 2007 (N=400)
Yes	54.1%	54.8%
No	29.2%	25.8%
Don't know	16.7%	19.5%



** When asked in the July 2006 Omnibus Poll, the question was in reference to the 2006 World Series.*

Mainers are optimistic about the Red Sox; more than half of all respondents (54.8%) predicted that the Red Sox will win the 2007 World Series. These results are very similar to the opinions of Mainers on this same topic a year ago.

