

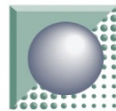
REPORT TO



PROPRIETARY RESULTS FROM THE 48TH PAN ATLANTIC SMS GROUP OMNIBUS POLL™

“THE BENCHMARK OF MAINE PUBLIC OPINION”

Issued May, 2011



Pan Atlantic SMS Group
RESEARCH • STRATEGY • TRAINING

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Background

- This Pan Atlantic SMS Group Omnibus survey is the 48th in a series of statewide Omnibus surveys conducted by Pan Atlantic SMS Group on Maine public policy, economic and business issues.
- 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.
- Pan Atlantic SMS Group

Founded in 1985, Pan Atlantic SMS Group is an independent, Maine based marketing research and consulting firm.

Pan Atlantic SMS Group provides services to a range of businesses, government and public policy clients in Maine, New England and nationally. Since its inception 26 years ago, it has serviced the marketing research needs of more than 450 clients.

Methodology

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- The most recent Pan Atlantic SMS Group Omnibus Poll™ was conducted between April 25th and May 2nd, 2011. It was tested in the field a few days prior to April 25th to ensure strong respondent comprehension of the questions asked.

- Sampling Plan

A randomly selected, stratified statewide sample of **401** Mainers who voted in the November 2010 elections was interviewed by telephone. Each of Maine's two Congressional Districts had approximately half of the sample. The survey was administered only to those who fulfilled the following criteria:

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

- Interviewing

The poll was conducted by phone, at our in-house interviewing center, by Pan Atlantic's team of experienced interviewers. No outside interviewing sources were used.

Survey results were weighted to ensure that the poll results are representative of the various demographic segments of Maine's population. The survey sample is strongly representative of Maine's voters by age segment, political affiliation, income level and gender mix.

Methodology

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

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 geographic location, political party affiliation, age group and gender. The margins of error for specific sub-samples are higher than the ± 4.9 percent margin of error for the entire sample.
- We note that as with all surveys, these results are indicative of interviewees' opinions at a singular point in time.
- Pan Atlantic SMS Group reserves all copyright and property rights associated with this polling report. Media use of the information contained in the Pan Atlantic SMS Group Omnibus Poll™ must identify the source of information. Reproduction, by any party other than the media, is subject to express approval by Pan Atlantic SMS Group. For further information, please contact Patrick Murphy, President of Pan Atlantic SMS Group, at (207) 871-8622 or by email at pmurphy@panatlanticsmsgroup.com.

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Poll Results

Maine's Best Pollster 2008



Bangor Daily News

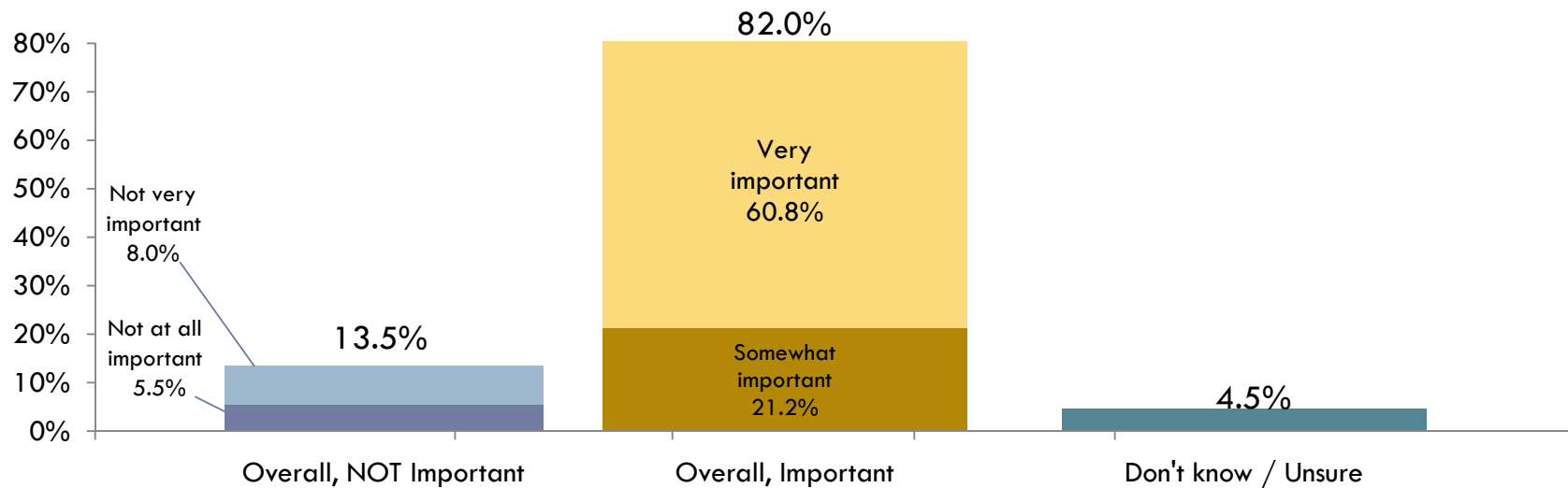
Pan Atlantic SMS Group Reported as Most Accurate Pollster
on Maine's 2010 Gubernatorial Race

Pan Atlantic SMS Group Report to Maine Citizens for Clean Elections

Citizens initiated the Maine Clean Election Act, and in 1996, Maine voters passed it into law. Since 2000, qualified candidates for state office who limit their spending receive limited public funds to run for office rather than relying on campaign donations from private sources. How important do you think it is that Maine continue to have Clean Elections?

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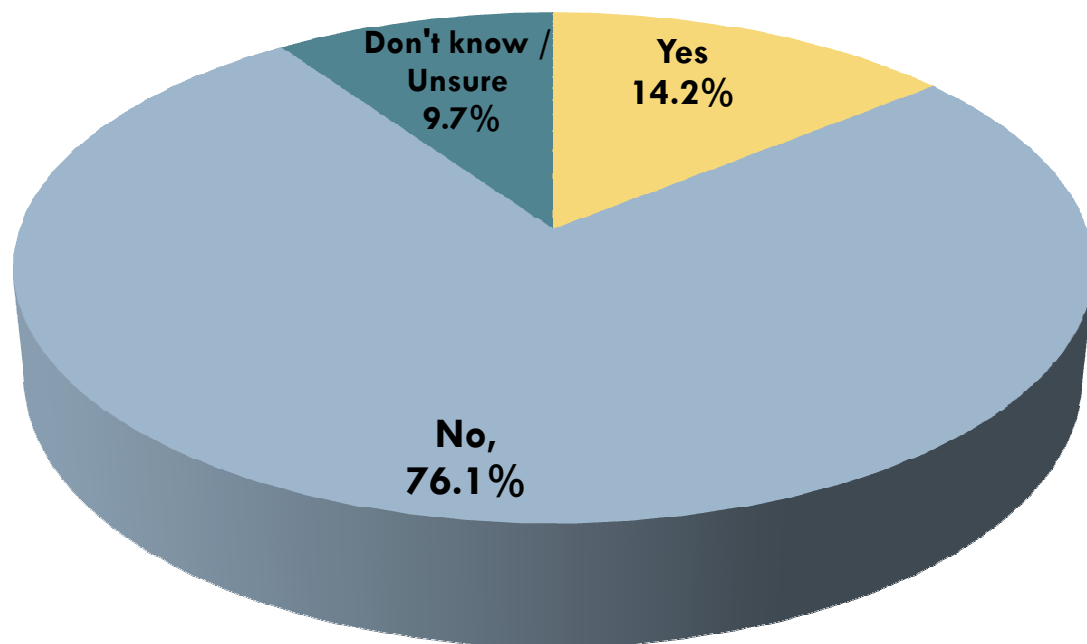
Importance Level of Continuation of Maine Clean Elections



- Greater than eighty percent of those surveyed (82.0%) believe that it is 'somewhat' (21.2%) or 'very' (60.8%) important that Maine continue to have clean elections. Note the high level who say it is 'very important' – 60.8%.
- Females are more likely than their male counterparts to think that continuing clean elections is important (female: 87.4% vs. male 76.4% 'somewhat' and 'very' important combined). Furthermore, Democratic respondents are more likely to report that continuing to have clean elections in Maine is important overall (91.0%) than Republicans (76.2%) or Independents (78.6%).

Some members of Maine's Legislature oppose the Clean Election Act and have proposed legislation to repeal or partially repeal the law. Do you think that the Legislature should repeal clean elections?

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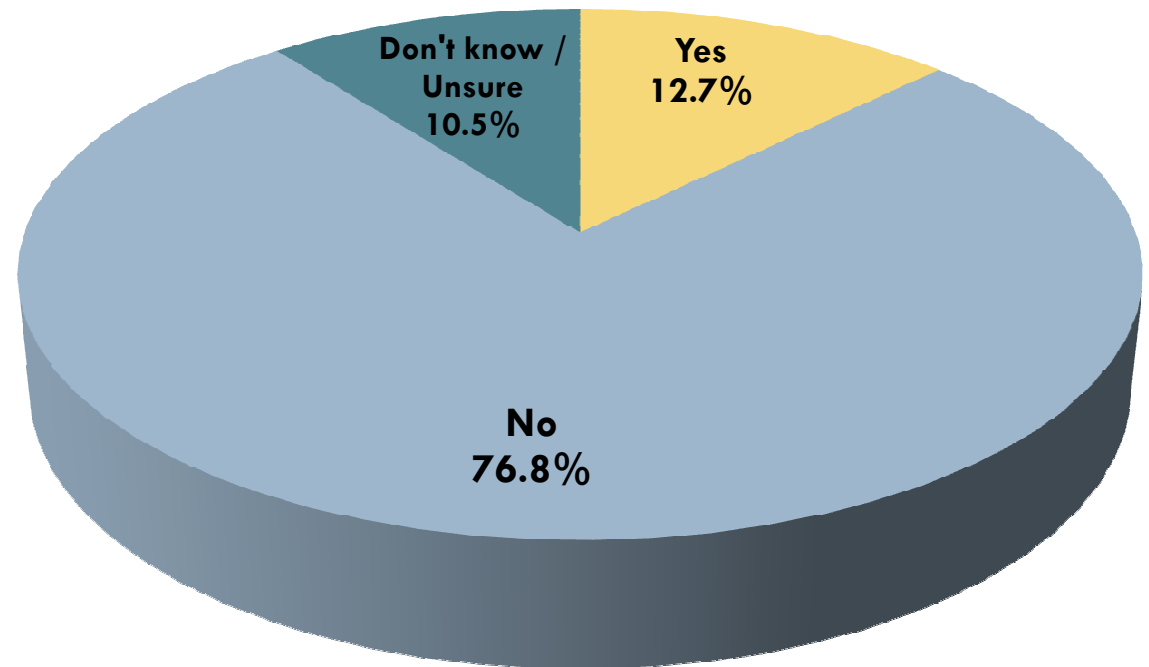


- Greater than three quarters of those surveyed (76.1%) report that they think that the Legislature **SHOULD NOT** repeal clean elections.
- Conversely, 14.2% of those surveyed think that the Legislature **SHOULD REPEAL** the Clean Election Act.
- This represents a margin of 61.9 percentage points in favor of maintaining clean elections in Maine.
- Males (21.5%), respondents with an annual household income greater than \$75K (21.9%) and Republicans (21.4%) are more likely to indicate that they believe the Legislature **SHOULD REPEAL** clean elections. Females (7.3%), those with a household income less than \$75K (10.2%), Democrats (10.4%) and Independents (12.2%) indicated the lowest level of support for repeal.

Do you think that the Legislature should repeal Clean Elections for Gubernatorial candidates but retain the program for State House and Senate candidates?

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- Greater than three quarters of those surveyed (76.8%) report that they think that the Legislature **SHOULD NOT** repeal “clean elections for Gubernatorial candidates but maintain the program for Senate or State House candidates”.
- Conversely, 12.7% of those surveyed think that the Legislature **SHOULD REPEAL** the Clean Election Act for Gubernatorial candidates, representing a margin of 64.1 percentage points.
- Females (81.1%), Democrats (81.3%) and respondents from Congressional District 1 (81.0%) are more likely to indicate that they believe the Legislature **SHOULD NOT REPEAL** clean elections than males (72.3%), Republicans (70.6%) and respondents from Congressional District 2 (72.6%).



Key Poll Demographic Data

GENDER	PERCENT
Females	51.4%
Males	48.6%

INCOME LEVEL	PERCENT
Under \$35,000	24.1%
\$35,000 to \$50,000	11.5%
\$50,000 to \$75,000	22.9%
\$75,000 to \$100,000	13.7%
\$100,000 +	12.5%
Don't know / Refused	15.2%

AGE SEGMENT	PERCENT
18 to 34	24.2%
35 to 54	39.4%
55+	36.2%
Refused	0.2%

POLITICAL AFFILIATION	PERCENT
Democrats	33.4%
Republicans	31.4%
Independents / Unenrolled	32.7%
Other / Refused	2.5%

Appendix A : Crosstabulations

Maine's Best Pollster 2008



Bangor Daily News

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

Pan Atlantic SMS Group Report to Maine Citizens for Clean Elections

**Citizens initiated the Maine Clean Election Act, and in 1996, Maine voters passed it into law. Since 2000, qualified candidates for state office who limit their spending receive limited public funds to run for office rather than relying on campaign donations from private sources.
How important do you think it is that Maine continue to have clean elections? [Options rotated]**

	Total	Congressional District		Gender		Age			2009 Household Income			Political Party Affiliation			
		CD 1	CD 2	Female	Male	18 to 34	35 to 54	55+	< \$35K	\$35K < \$75K	\$75K+	Democrat	Republican	Independent	Other / Refused
Total	401	200	201	206	195	97	158	145	97	138	105	134	126	131	10
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Not at all important	22	6	16	5	17	7	7	8	6	6	7	4	10	8	
	5.5%	3.0%	8.0%	2.4%	8.7%	7.2%	4.4%	5.5%	6.2%	4.3%	6.7%	3.0%	7.9%	6.1%	
Not very important	32	16	16	12	20	7	13	12	5	8	14	7	13	11	1
	8.0%	8.0%	8.0%	5.8%	10.3%	7.2%	8.2%	8.3%	5.2%	5.8%	13.3%	5.2%	10.3%	8.4%	10.0%
Somewhat important	85	45	40	39	46	24	36	25	18	36	22	24	35	24	2
	21.2%	22.5%	19.9%	18.9%	23.6%	24.7%	22.8%	17.2%	18.6%	26.1%	21.0%	17.9%	27.8%	18.3%	20.0%
Very important	244	125	119	141	103	53	96	94	63	85	59	98	61	79	6
	60.8%	62.5%	59.2%	68.4%	52.8%	54.6%	60.8%	64.8%	64.9%	61.6%	56.2%	73.1%	48.4%	60.3%	60.0%
Unsure / Don't know	18	8	10	9	9	6	6	6	5	3	3	1	7	9	1
	4.5%	4.0%	5.0%	4.4%	4.6%	6.2%	3.8%	4.1%	5.2%	2.2%	2.9%	.7%	5.6%	6.9%	10.0%
Not important, overall	54	22	32	17	37	14	20	20	11	14	21	11	23	19	1
	13.5%	11.0%	15.9%	8.3%	19.0%	14.4%	12.7%	13.8%	11.3%	10.1%	20.0%	8.2%	18.3%	14.5%	10.0%
Important, overall	329	170	159	180	149	77	132	119	81	121	81	122	96	103	8
	82.0%	85.0%	79.1%	87.4%	76.4%	79.4%	83.5%	82.1%	83.5%	87.7%	77.1%	91.0%	76.2%	78.6%	80.0%
Unsure / Don't know	18	8	10	9	9	6	6	6	5	3	3	1	7	9	1
	4.5%	4.0%	5.0%	4.4%	4.6%	6.2%	3.8%	4.1%	5.2%	2.2%	2.9%	.7%	5.6%	6.9%	10.0%

Pan Atlantic SMS Group (May, 2011)

**Some members of Maine's Legislature oppose the Clean Election Act and have proposed legislation to repeal or partially repeal the law.
Do you think that the Legislature should repeal Clean Elections?**

	Total	Congressional District		Gender		Age			2009 Household Income			Political Party Affiliation			
		CD 1	CD 2	Female	Male	18 to 34	35 to 54	55+	< \$35K	\$35K < \$75K	\$75K+	Democrat	Republican	Independent	Other / Refused
Total	401	200	201	206	195	97	158	145	97	138	105	134	126	131	10
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes	57	23	34	15	42	11	26	20	5	19	23	14	27	16	
	14.2%	11.5%	16.9%	7.3%	21.5%	11.3%	16.5%	13.8%	5.2%	13.8%	21.9%	10.4%	21.4%	12.2%	
No	305	158	147	171	134	78	118	108	81	109	72	112	83	102	8
	76.1%	79.0%	73.1%	83.0%	68.7%	80.4%	74.7%	74.5%	83.5%	79.0%	68.6%	83.6%	65.9%	77.9%	80.0%
Unsure / Don't know	39	19	20	20	19	8	14	17	11	10	10	8	16	13	2
	9.7%	9.5%	10.0%	9.7%	9.7%	8.2%	8.9%	11.7%	11.3%	7.2%	9.5%	6.0%	12.7%	9.9%	20.0%

Pan Atlantic SMS Group (May, 2011)

Do you think that the Legislature should repeal Clean Elections for Gubernatorial candidates but retain the program for State House and Senate candidates?

	Total	Congressional District		Gender		Age			2009 Household Income			Political Party Affiliation			
		CD 1	CD 2	Female	Male	18 to 34	35 to 54	55+	< \$35K	\$35K < \$75K	\$75K+	Democrat	Republican	Independent	Other / Refused
Total	401	200	201	206	195	97	158	145	97	138	105	134	126	131	10
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes	51	20	31	20	31	13	18	20	11	17	18	17	20	13	1
	12.7%	10.0%	15.4%	9.7%	15.9%	13.4%	11.4%	13.8%	11.3%	12.3%	17.1%	12.7%	15.9%	9.9%	10.0%
No	308	162	146	167	141	76	124	107	75	107	79	109	89	103	7
	76.8%	81.0%	72.6%	81.1%	72.3%	78.4%	78.5%	73.8%	77.3%	77.5%	75.2%	81.3%	70.6%	78.6%	70.0%
Unsure / Don't know	42	18	24	19	23	8	16	18	11	14	8	8	17	15	2
	10.5%	9.0%	11.9%	9.2%	11.8%	8.2%	10.1%	12.4%	11.3%	10.1%	7.6%	6.0%	13.5%	11.5%	20.0%

Pan Atlantic SMS Group (May, 2011)

With which political party are you currently registered to vote?

	Total	Congressional District		Gender		Age			2009 Household Income			Political Party Affiliation			
		CD 1	CD 2	Female	Male	18 to 34	35 to 54	55+	< \$35K	\$35K < \$75K	\$75K+	Democrat	Republican	Independent	Other / Refused
Total	401	200	201	206	195	97	158	145	97	138	105	134	126	131	10
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Democrat	134	77	57	85	49	28	49	56	31	45	35	134			
	33.4%	38.5%	28.4%	41.3%	25.1%	28.9%	31.0%	38.6%	32.0%	32.6%	33.3%	100.0%			
Republican	126	54	72	59	67	26	58	42	31	43	40		126		
	31.4%	27.0%	35.8%	28.6%	34.4%	26.8%	36.7%	29.0%	32.0%	31.2%	38.1%		100.0%		
Independent / Unenrolled	131	65	66	57	74	40	47	44	33	49	28			131	
	32.7%	32.5%	32.8%	27.7%	37.9%	41.2%	29.7%	30.3%	34.0%	35.5%	26.7%			100.0%	
Green Independent	2		2	1	1	1	1		1		1				2
	.5%		1.0%	.5%	.5%	1.0%	.6%		1.0%		1.0%				20.0%
Libertarian	1		1		1	1									1
	.2%		.5%		.5%	1.0%									10.0%
Don't know	1		1		1			1	1						1
	.2%		.5%		.5%			.7%	1.0%						10.0%
Refused	6	4	2	4	2	1	3	2		1	1				6
	1.5%	2.0%	1.0%	1.9%	1.0%	1.0%	1.9%	1.4%		.7%	1.0%				60.0%

Pan Atlantic SMS Group (May, 2011)

Into which of the following categories does your age fall?

	Total	Congressional District		Gender		Age			2009 Household Income			Political Party Affiliation			
		CD 1	CD 2	Female	Male	18 to 34	35 to 54	55+	< \$35K	\$35K < \$75K	\$75K+	Democrat	Republican	Independent	Other / Refused
Total	401	200	201	206	195	97	158	145	97	138	105	134	126	131	10
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
18 to 34	97	42	55	45	52	97			29	34	23	28	26	40	3
	24.2%	21.0%	27.4%	21.8%	26.7%	100.0%			29.9%	24.6%	21.9%	20.9%	20.6%	30.5%	30.0%
35 to 54	158	87	71	83	75		158		27	61	48	49	58	47	4
	39.4%	43.5%	35.3%	40.3%	38.5%		100.0%		27.8%	44.2%	45.7%	36.6%	46.0%	35.9%	40.0%
55 or older	145	70	75	78	67			145	41	43	34	56	42	44	3
	36.2%	35.0%	37.3%	37.9%	34.4%			100.0%	42.3%	31.2%	32.4%	41.8%	33.3%	33.6%	30.0%
Refused	1	1			1							1			
	.2%	.5%			.5%							.7%			

Pan Atlantic SMS Group (May, 2011)

For tabulation purposes only, please tell me which of the following income categories includes your total household income in 2010 before taxes?

	Total	Congressional District		Gender		Age			2009 Household Income			Political Party Affiliation			
		CD 1	CD 2	Female	Male	18 to 34	35 to 54	55+	< \$35K	\$35K < \$75K	\$75K+	Democrat	Republican	Independent	Other / Refused
Total	401	200	201	206	195	97	158	145	97	138	105	134	126	131	10
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
< \$15,000	19	6	13	9	10	5	4	10	19			7	6	5	1
	4.7%	3.0%	6.5%	4.4%	5.1%	5.2%	2.5%	6.9%	19.6%			5.2%	4.8%	3.8%	10.0%
\$15,000 < \$25,000	39	20	19	22	17	11	13	15	39			11	11	16	1
	9.7%	10.0%	9.5%	10.7%	8.7%	11.3%	8.2%	10.3%	40.2%			8.2%	8.7%	12.2%	10.0%
\$25,000 < \$35,000	39	10	29	23	16	13	10	16	39			13	14	12	
	9.7%	5.0%	14.4%	11.2%	8.2%	13.4%	6.3%	11.0%	40.2%			9.7%	11.1%	9.2%	
\$35,000 < \$50,000	46	23	23	25	21	9	18	19		46		15	15	16	
	11.5%	11.5%	11.4%	12.1%	10.8%	9.3%	11.4%	13.1%		33.3%		11.2%	11.9%	12.2%	
\$50,000 < \$75,000	92	44	48	54	38	25	43	24		92		30	28	33	1
	22.9%	22.0%	23.9%	26.2%	19.5%	25.8%	27.2%	16.6%		66.7%		22.4%	22.2%	25.2%	10.0%
\$75,000 < \$100,000	55	36	19	25	30	13	22	20			55	15	22	17	1
	13.7%	18.0%	9.5%	12.1%	15.4%	13.4%	13.9%	13.8%			52.4%	11.2%	17.5%	13.0%	10.0%
\$100,000 +	50	28	22	15	35	10	26	14			50	20	18	11	1
	12.5%	14.0%	10.9%	7.3%	17.9%	10.3%	16.5%	9.7%			47.6%	14.9%	14.3%	8.4%	10.0%
Don't know	13	7	6	7	6	3	2	8				5	5	3	
	3.2%	3.5%	3.0%	3.4%	3.1%	3.1%	1.3%	5.5%				3.7%	4.0%	2.3%	
Refused	48	26	22	26	22	8	20	19				18	7	18	5
	12.0%	13.0%	10.9%	12.6%	11.3%	8.2%	12.7%	13.1%				13.4%	5.6%	13.7%	50.0%

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Gender of Respondent

	Congressional District		Gender		Age			2009 Household Income			Political Party Affiliation				
	Total	CD 1	CD 2	Female	Male	18 to 34	35 to 54	55+	< \$35K	\$35K < \$75K	\$75K+	Democrat	Republican	Independent	Other / Refused
Total	401	200	201	206	195	97	158	145	97	138	105	134	126	131	10
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Female	206	105	101	206		45	83	78	54	79	40	85	59	57	5
	51.4%	52.5%	50.2%	100.0%		46.4%	52.5%	53.8%	55.7%	57.2%	38.1%	63.4%	46.8%	43.5%	50.0%
Male	195	95	100		195	52	75	67	43	59	65	49	67	74	5
	48.6%	47.5%	49.8%		100.0%	53.6%	47.5%	46.2%	44.3%	42.8%	61.9%	36.6%	53.2%	56.5%	50.0%

Pan Atlantic SMS Group (May, 2011)



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