

PAN ATLANTIC  

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RESEARCH

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63<sup>rd</sup> OMNIBUS POLL™

“The Benchmark of Maine Public Opinion”

February, 2024

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# I. Background

PAN ATLANTIC RESEARCH

- Pan Atlantic Research is a Portland, Maine based, **independent** marketing research and consulting firm which is currently in its 39<sup>th</sup> year of successful operation.
- This Omnibus Poll is the 63rd 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](mailto:jedes@panatlanticresearch.com).

## II. Methodology

PAN ATLANTIC RESEARCH

- The 63rd Pan Atlantic Research Omnibus Poll™ was conducted between February 6<sup>th</sup> and February 14<sup>th</sup>, 2024.
- A randomly selected sample of 836 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 791 likely voters, with a margin of sampling error of 3.5% at the 95% percent confidence level.**

## II. Methodology

- 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 5<sup>th</sup>, 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

- 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 subsamples 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.

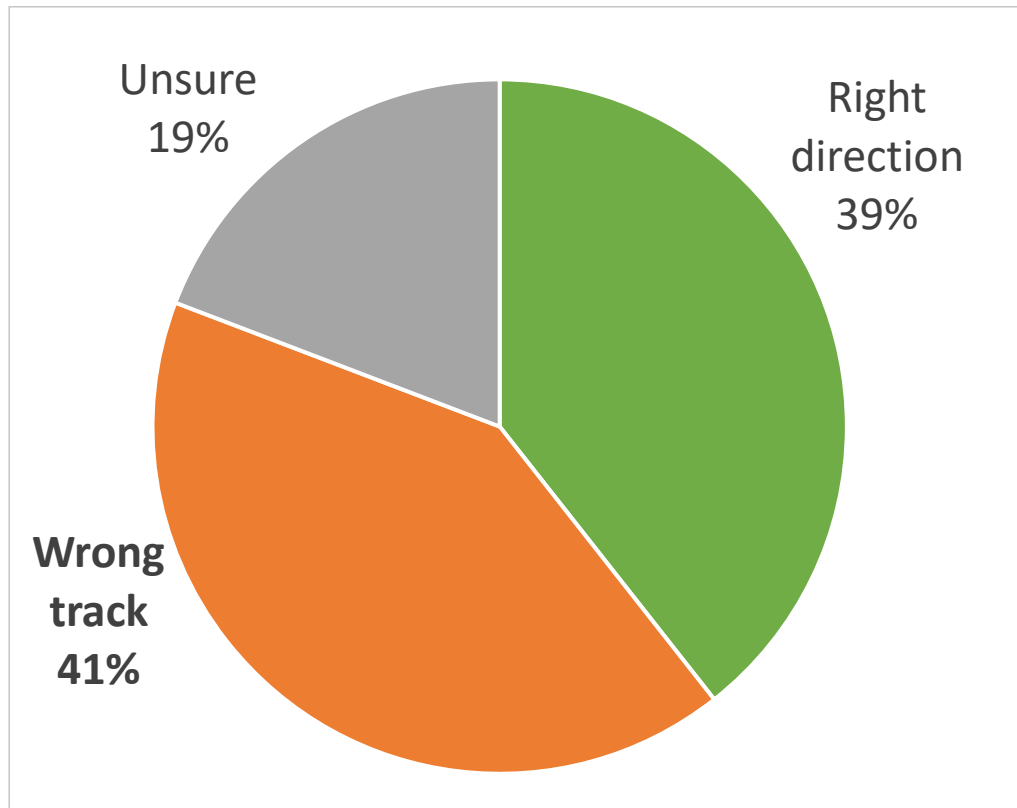
# III. Pan Atlantic 63rd Omnibus Poll Results:

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## National and State Political Climate

# Direction of the State

A slight plurality of respondents (43%) 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.”



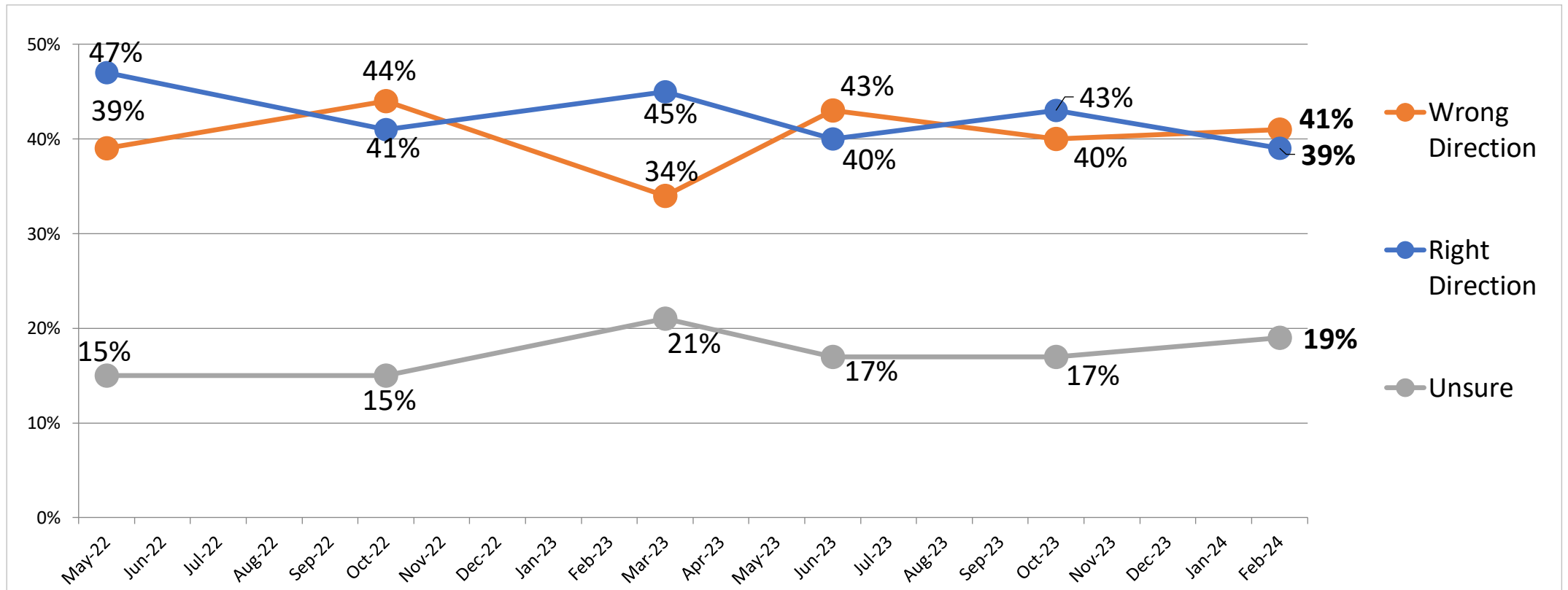
- 19% of respondents are “unsure” on this question.
- 66% of Democrats said that the state is headed in the right direction compared to 35% of Independents and only 23% of Republicans.

- *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*

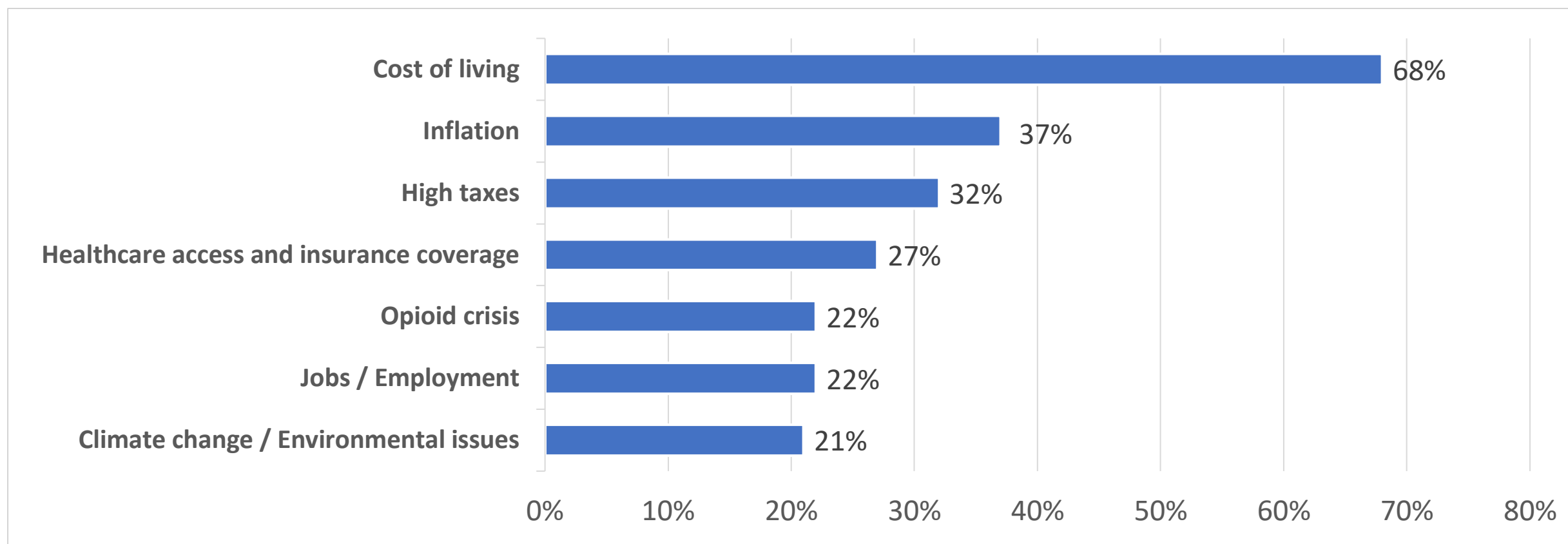
Since May of 2022, the proportion of respondents perceiving that the State is headed in the right direction has trended downwards from 47% to 39%.



- *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?*

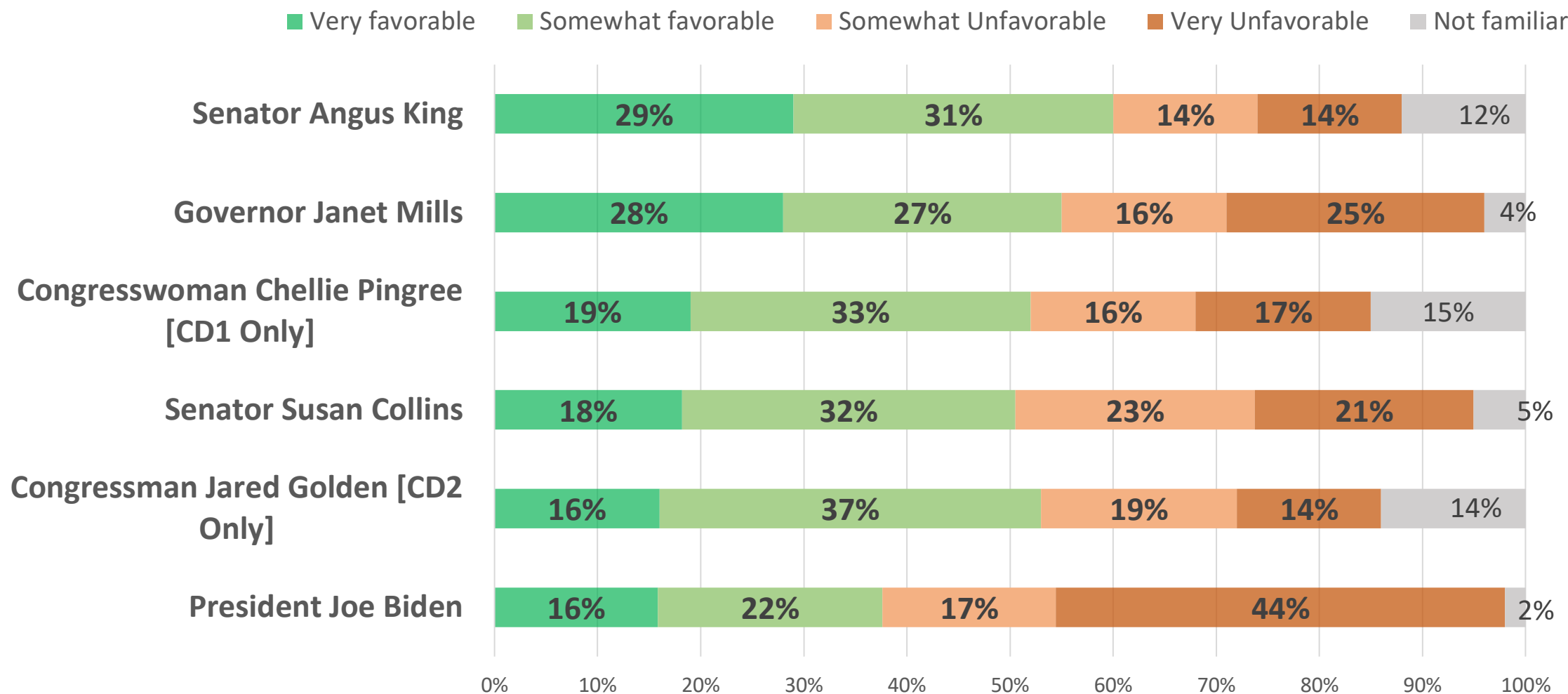
## Key Issues Facing the State of Maine – Top 3 Issues Combined

Respondents most frequently named (1) Cost of living, (2) Inflation, 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 – Officeholders



- *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 (% Favorable - % Unfavorable)

Sen. Angus King	+32
Rep. Jared Golden (2nd District Only)	+20
Rep. Chellie Pingree (1st District Only)	+19
Governor Janet Mills	+14
Sen. Susan Collins	+6
President Joe Biden	-23

- Among figures tested, Angus King, Jared Golden, Chellie Pingree, Janet Mills and Susan Collins all have positive net favorability ratings.
- Joe Biden has a negative net favorability rating, down 12 percentage points from the net favorability recorded in October of 2023 (-11).

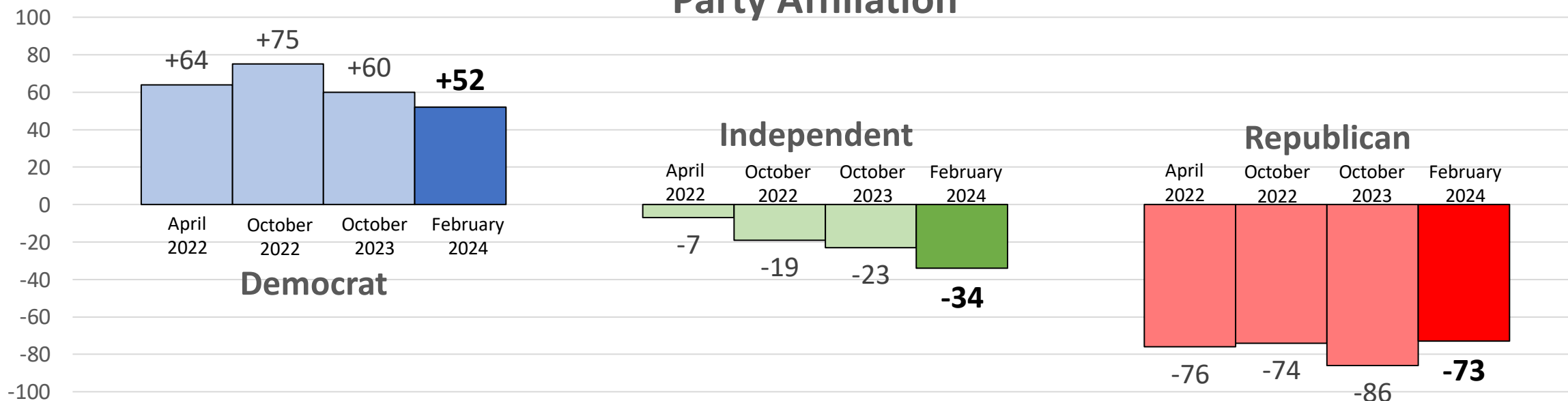
- *The following are the names of some people holding public office in Maine and nationally. For each person, please indicate whether you have a “very favorable”, “somewhat favorable”, “somewhat unfavorable”, or “very unfavorable” opinion of them. If you aren’t familiar with that person, check the box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

# Net Favorability Over Time – Pres. Joe Biden

*By Political Party Affiliation*

President Joe Biden’s Net Favorability has remained static since April 2022 among Republicans while decreasing somewhat among Democrats and decreasing significantly among Independents.

## Net Favorability by Party Affiliation



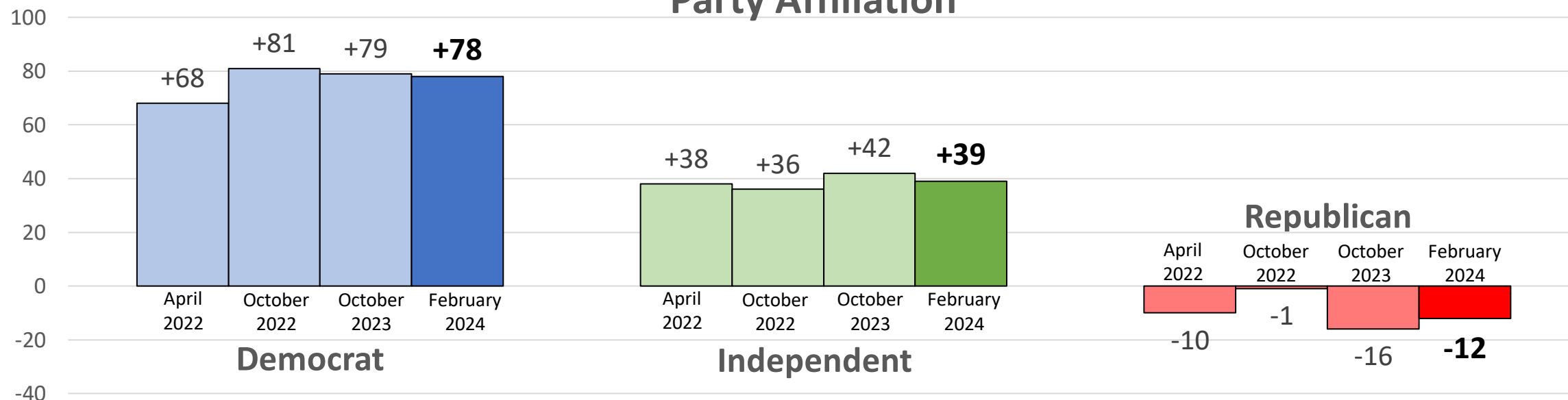
- The following are the names of some people holding public office in Maine and nationally. For each person, please indicate whether you have a “very favorable”, “somewhat favorable”, “somewhat unfavorable”, or “very unfavorable” opinion of them. [Order was rotated.]

# Net Favorability Over Time – Sen. Angus King

*By Political Party Affiliation*

Sen. Angus King’s Net Favorability has remained consistent since April 2022 across political parties.

### Net Favorability by Party Affiliation

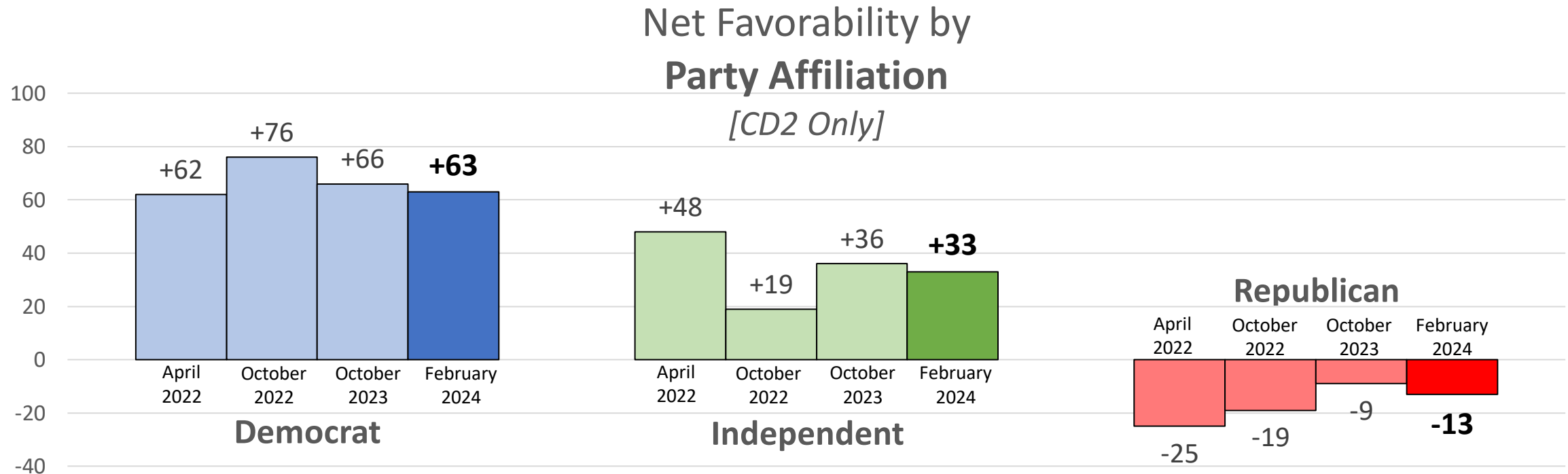


- The following are the names of some people holding public office in Maine and nationally. For each person, please indicate whether you have a “very favorable”, “somewhat favorable”, “somewhat unfavorable”, or “very unfavorable” opinion of them. [Order was rotated.]

# Net Favorability Over Time – Rep. Jared Golden

## By Political Party Affiliation – 2<sup>nd</sup> Congressional District Only

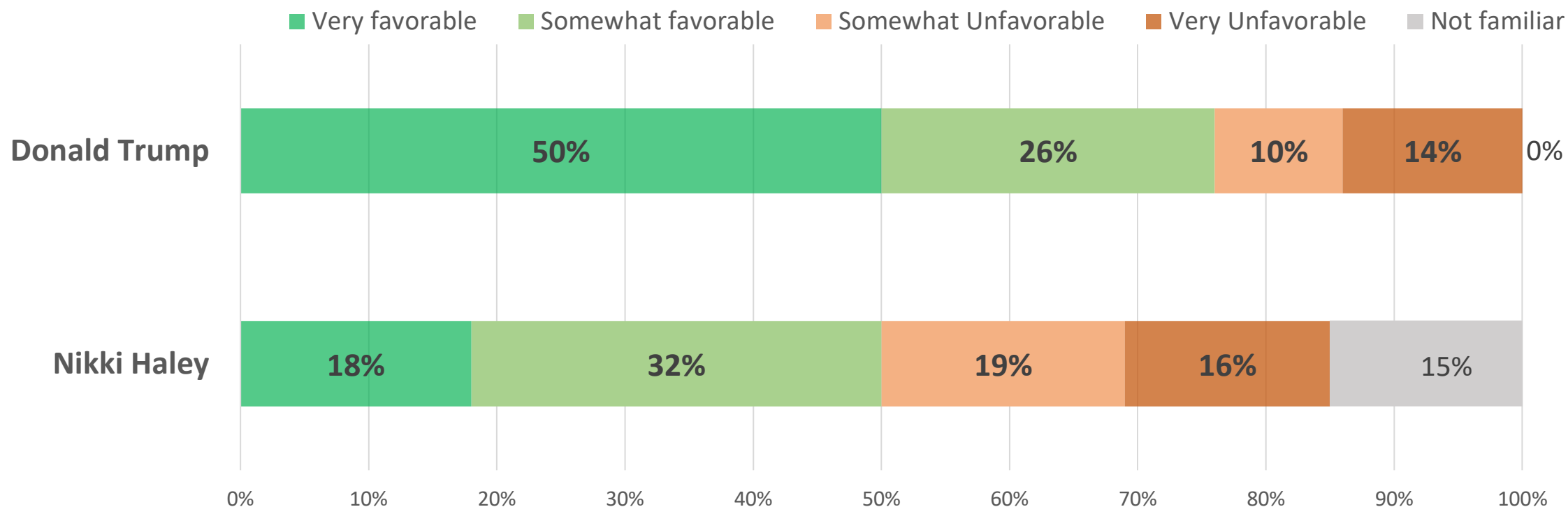
Rep. Jared Golden’s Net Favorability has remained fairly consistent since April 2022 among Democrats and Independents while increasing somewhat among Republicans.



- 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. [Order was rotated.]

## Favorability Ratings – Republican Presidential Candidates (Republican Respondents Only)

Among Republican respondents, Donald Trump registered a net favorability rating of +52, while Nikki Haley registered a net favorability rating of +15.



- *The following are the names of some people who competing in the 2024 Republican primary. 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 63rd Omnibus Poll Results:

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## 2024 Election Questions

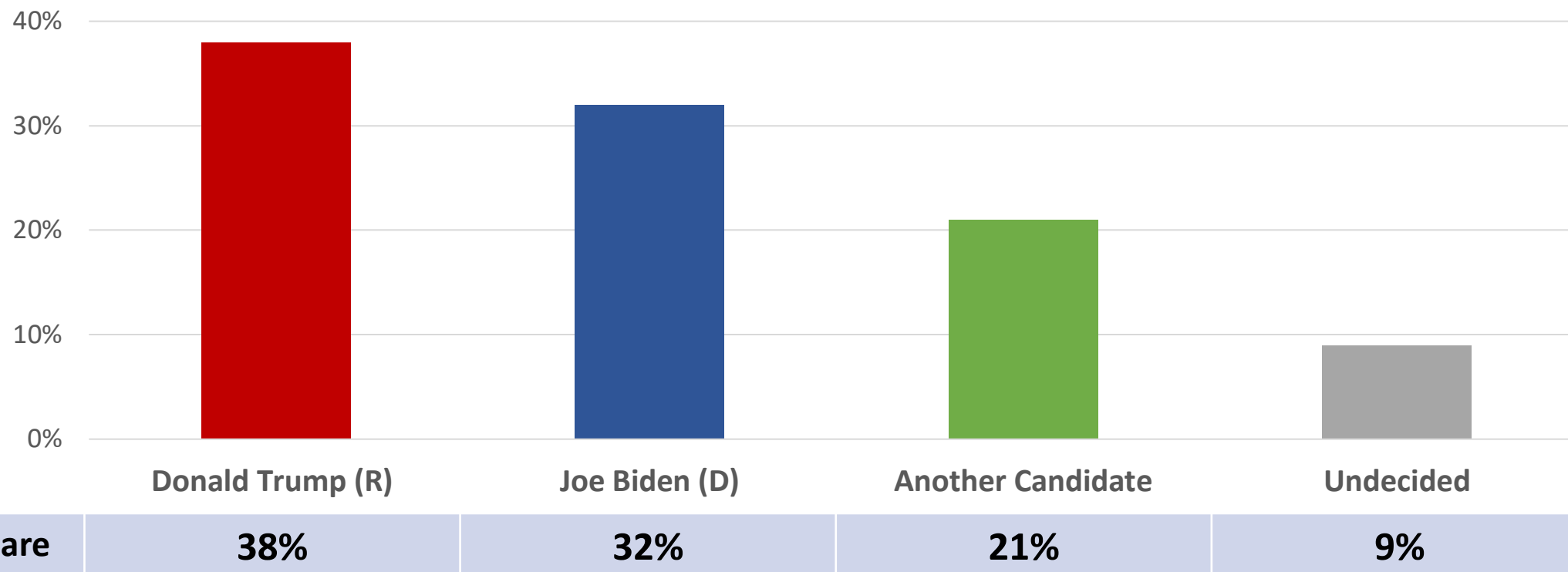
# 2024 Elections Questions

- All respondents were asked *“If the election for President were today, and these were the candidates on the ballot, who would you vote for?”*
- In addition, all Republican respondents who indicated that they were likely to vote in the March 2024 Presidential Primary were asked *“On March 5th, Maine political parties will hold primaries to select candidates for the November Presidential Election. If the Republican primary for the Presidential Election were held today, would you vote for:”*
- In addition, all Republican respondents who reside in the 2<sup>nd</sup> Congressional District and who indicated that they were likely to vote in the June 2024 Congressional Primary were asked *“On June 11th, Maine political parties will hold primaries to select candidates for the November Congressional Elections. If the Republican primary for Congressional District 2 were held today, would you vote for:”*

## Presidential Election

In the race for President, Donald Trump (R) is leading Joe Biden (D) by a margin of 6 percentage points statewide.

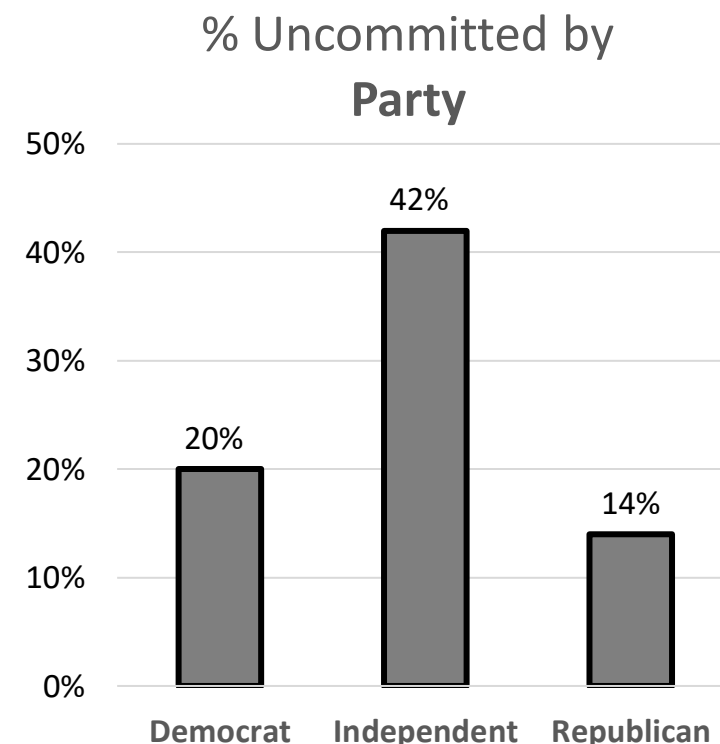
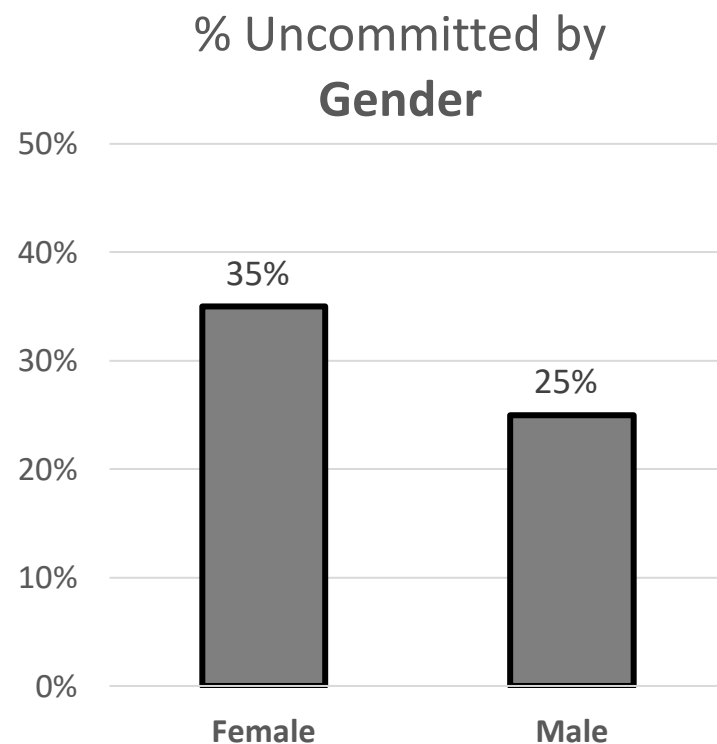
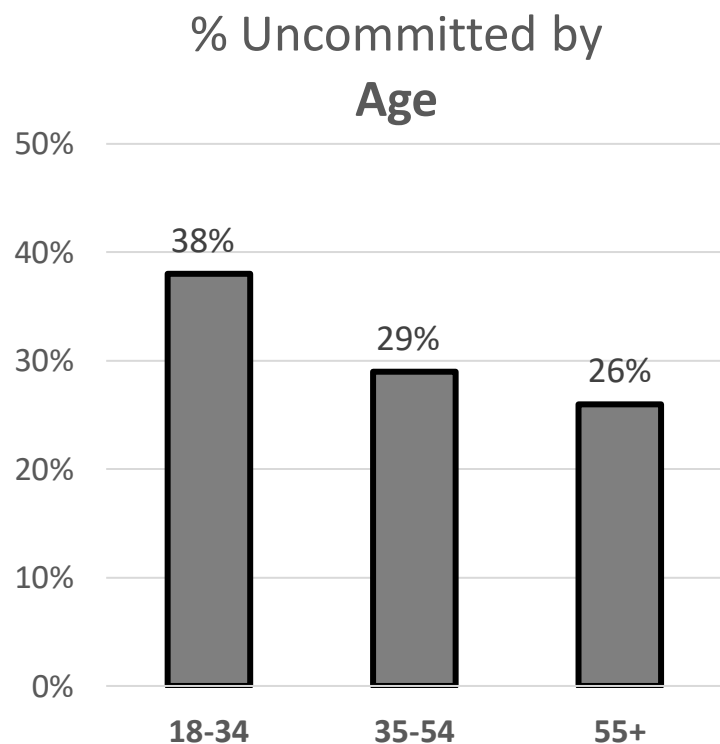
### Presidential Voting Intentions



- 30% of respondents said that they would vote for “another candidate” (21%) or are currently undecided (9%).
- *If the election for President were today, and these were the candidates on the ballot, who would you vote for?*

# Presidential Election – Uncommitted Voters

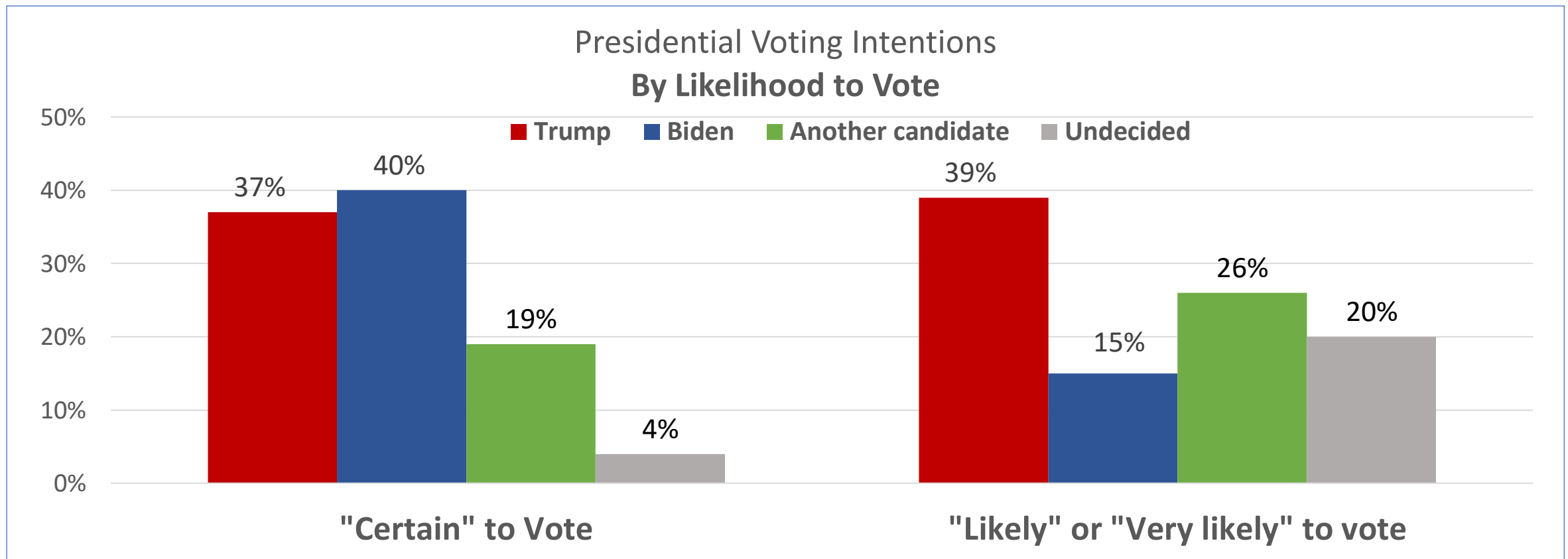
Respondents who were said that they were undecided about their vote for President or would vote for another candidate besides Donald Trump and Joe Biden were more likely to be younger, to be female, and to be registered Independents.



- *If the election for President were today, and these were the candidates on the ballot, who would you vote for?*  
Respondents answering “Another candidate” or “Undecided”

# Presidential Election – Key Demographics

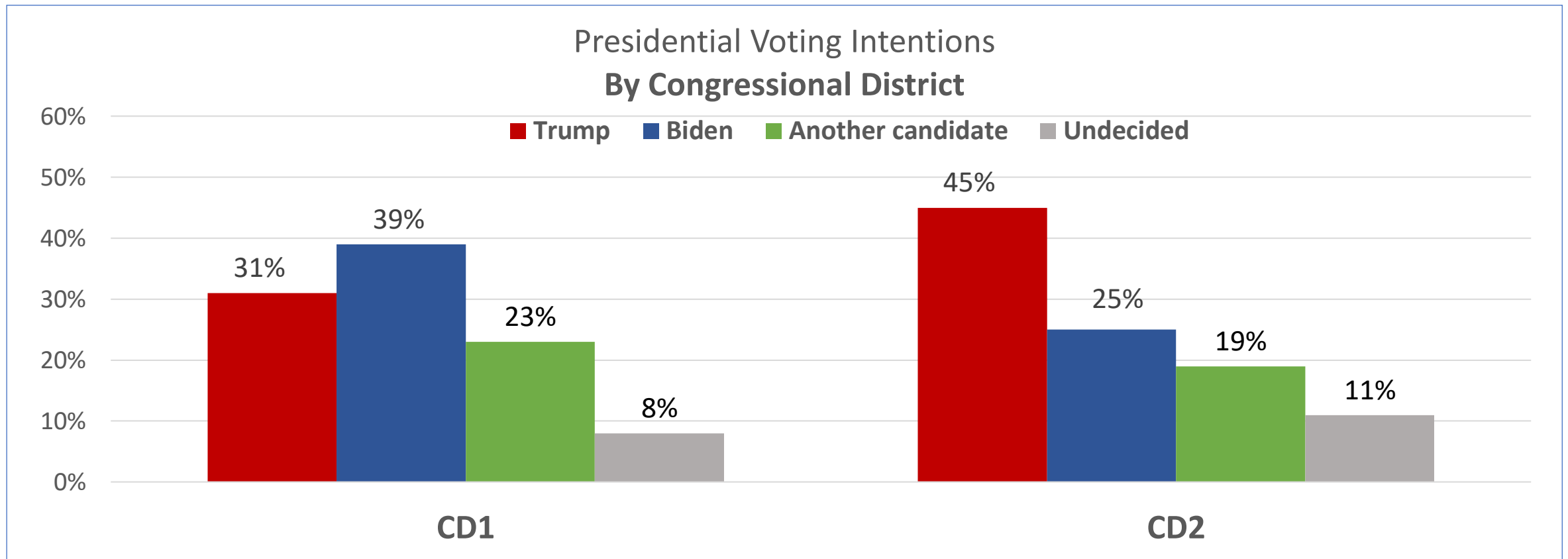
Among respondents who describe themselves as “certain” to vote, Joe Biden leads Donald Trump by three percentage points. Conversely, among respondents who describe themselves as “likely” or “very likely” to vote, Donald Trump leads Joe Biden by 24 percentage points.



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

# Presidential Election – Key Demographics

In CD1, Joe Biden leads Donald Trump by eight percentage points. Conversely, in CD2, Donald Trump leads Joe Biden by 20 percentage points.

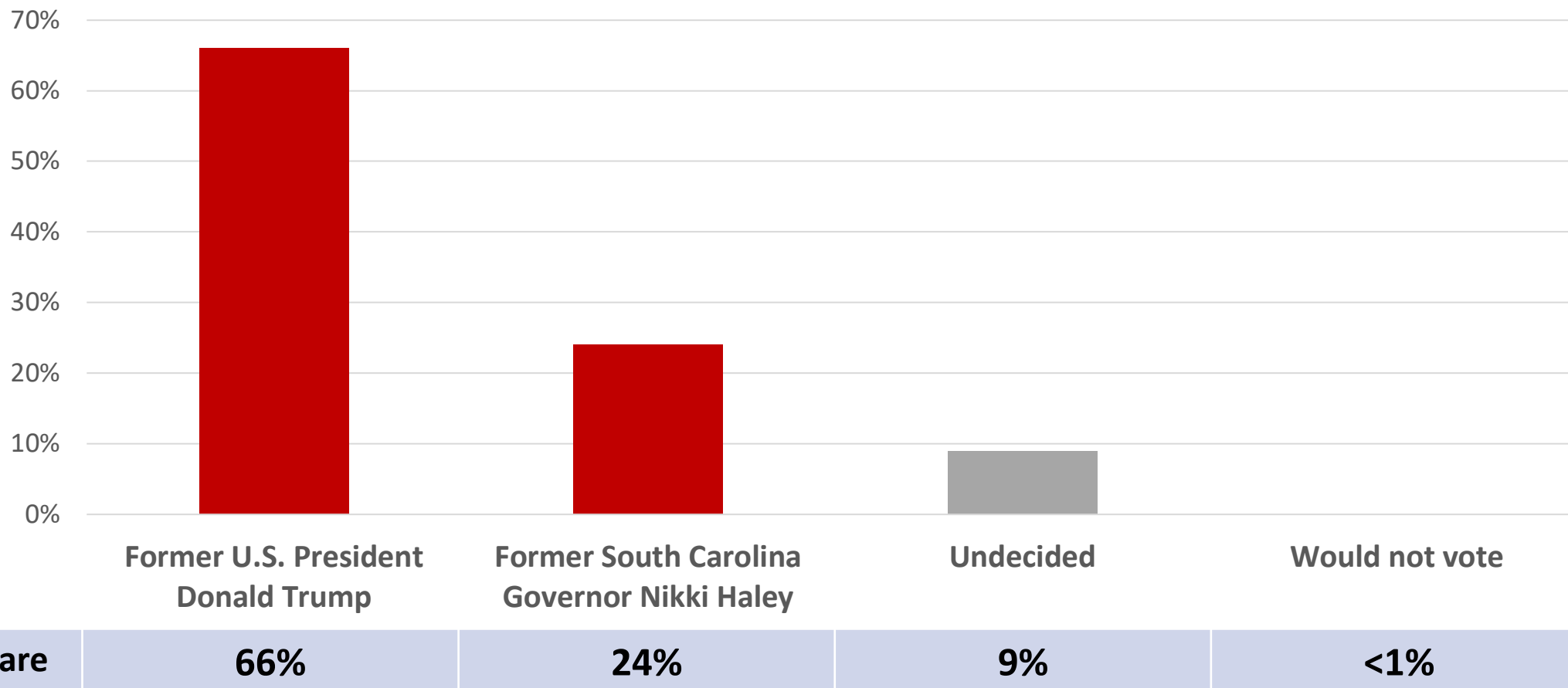


- *If the election for President were today, and these were the candidates on the ballot, who would you vote for?*

## Republican Presidential Primary

In the Republican presidential primary, Donald Trump is leading Nikki Haley by a margin of 42 percentage points.

### Republican Presidential Primary Voting Intentions

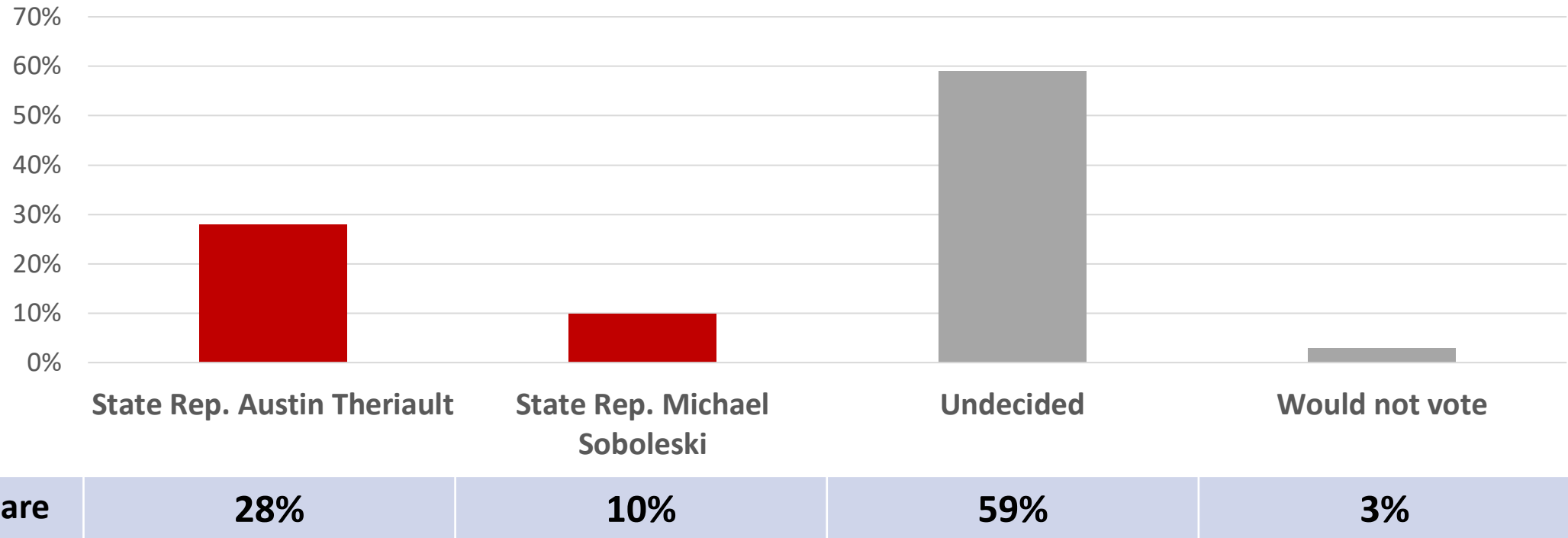


- On March 5th, Maine political parties will hold primaries to select candidates for the November Presidential Elections. If the Republican primary for the Presidential Election were held today, would you vote for:

## Republican CD2 Congressional Primary

In the Republican congressional primary for the 2<sup>nd</sup> Congressional District, Austin Theriault is leading Mike Soboleski by a margin of 18 percentage points.

**Republican Congressional Primary Voting Intentions – CD2**  
*[CD2 Republicans Likely to Vote in Congressional Primary Only]*



- 62% of respondents said that they are currently undecided (59%) or would not vote (3%).

- *On June 11th, Maine political parties will hold primaries to select candidates for the November Congressional Elections. If the Republican primary for Congressional District 2 were held today, would you vote for:*



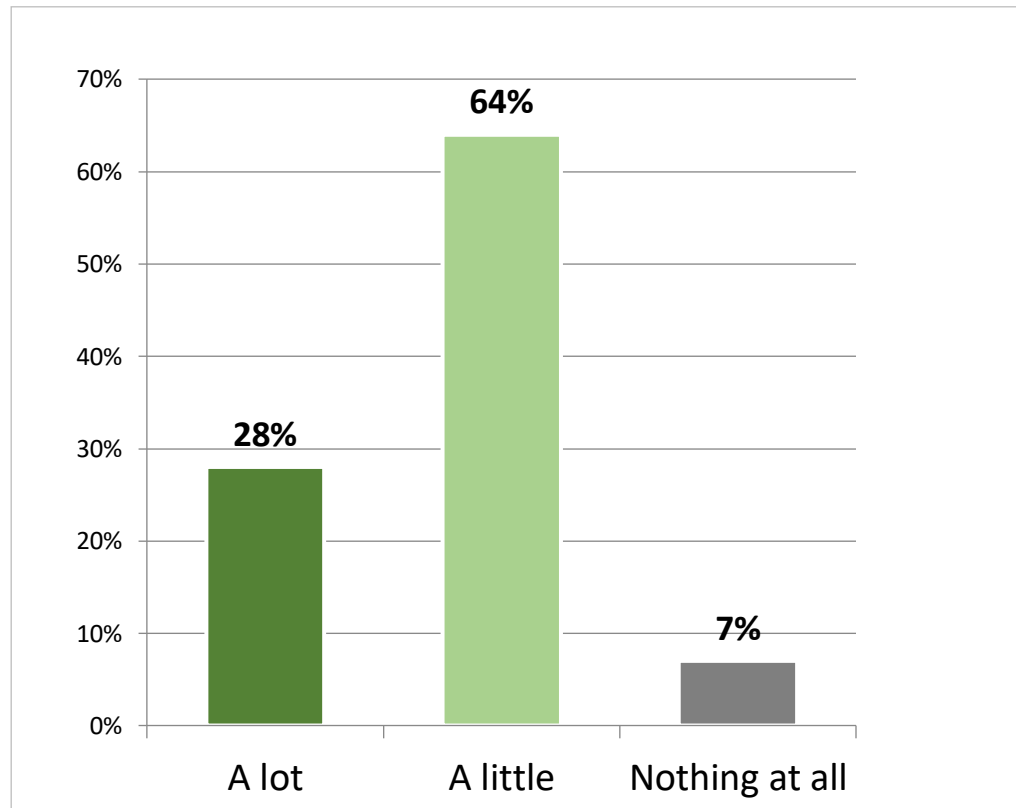
# III. Pan Atlantic 63rd Omnibus Poll Results:

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## **Artificial Intelligence**

# Knowledge About AI

92% of respondents indicated that they had heard or read “a lot” (28%) or “a little” (64%) about AI.

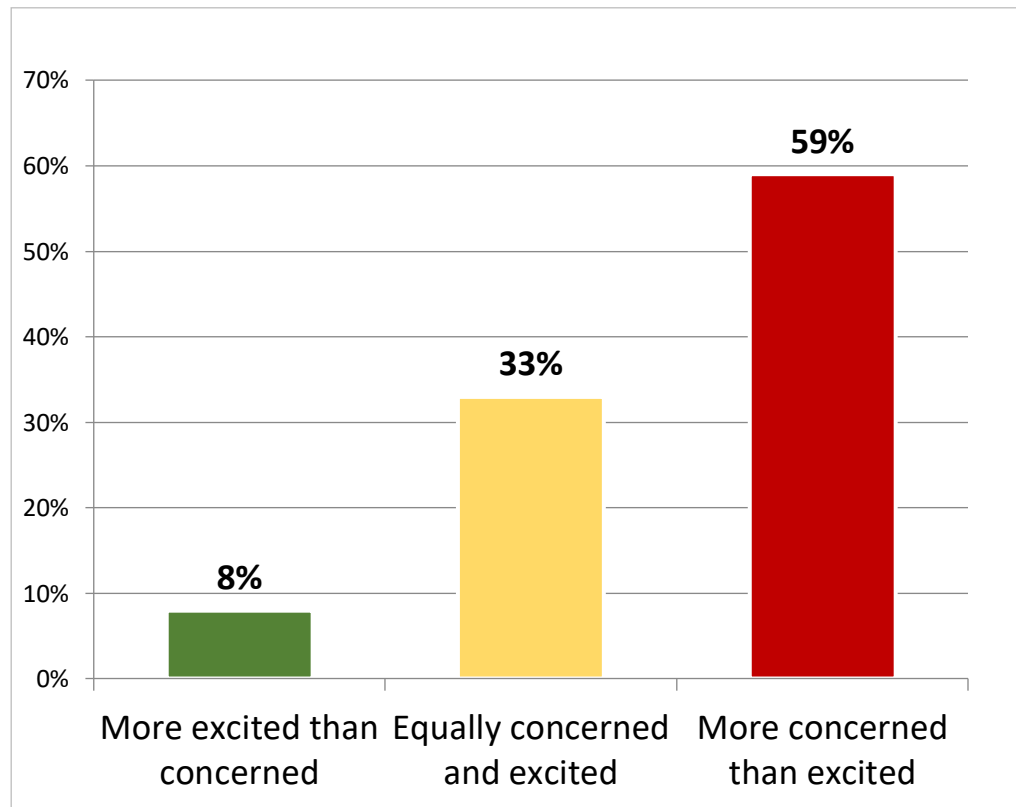


- 7% of respondents had heard or read “nothing at all.”
- 42% of respondents age 18-34 had heard or read “a lot” about AI compared to 28% of respondents age 35-54 and 23% of respondents age 55+.

- *How much have you heard or read about artificial intelligence?*

# Concern About AI

59% of respondents indicated that they are more concerned than excited about the increased use of artificial intelligence in daily life.

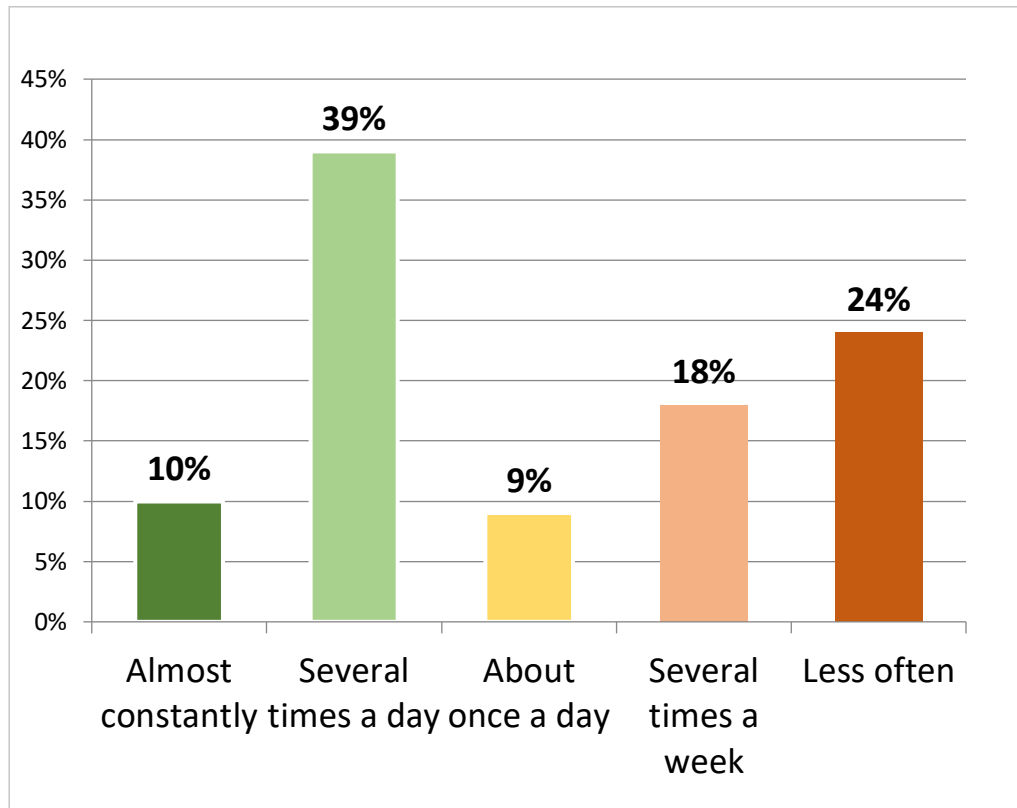


- 33% of respondents said that they were equally concerned and excited, while 8% said that they were more excited than concerned.
- 15% of respondents age 18-34 said that they were more excited than concerned compared to 8% of respondents age 35-54 and 4% of respondents age 55+.

- *Overall, does the increased use of artificial intelligence (AI) in daily life makes you feel...*

# Interaction With AI

A majority of respondents (58%) believe that they interact with artificial intelligence at least daily.



- A further 18% of respondents believe that they interact with AI several times a week.
- 73% of respondents with household incomes greater than \$100,000 believe that they interact with AI at least daily compared to 58% of those with household incomes between \$50,000 and \$100,000 and 52% of those with household incomes below \$50,000.

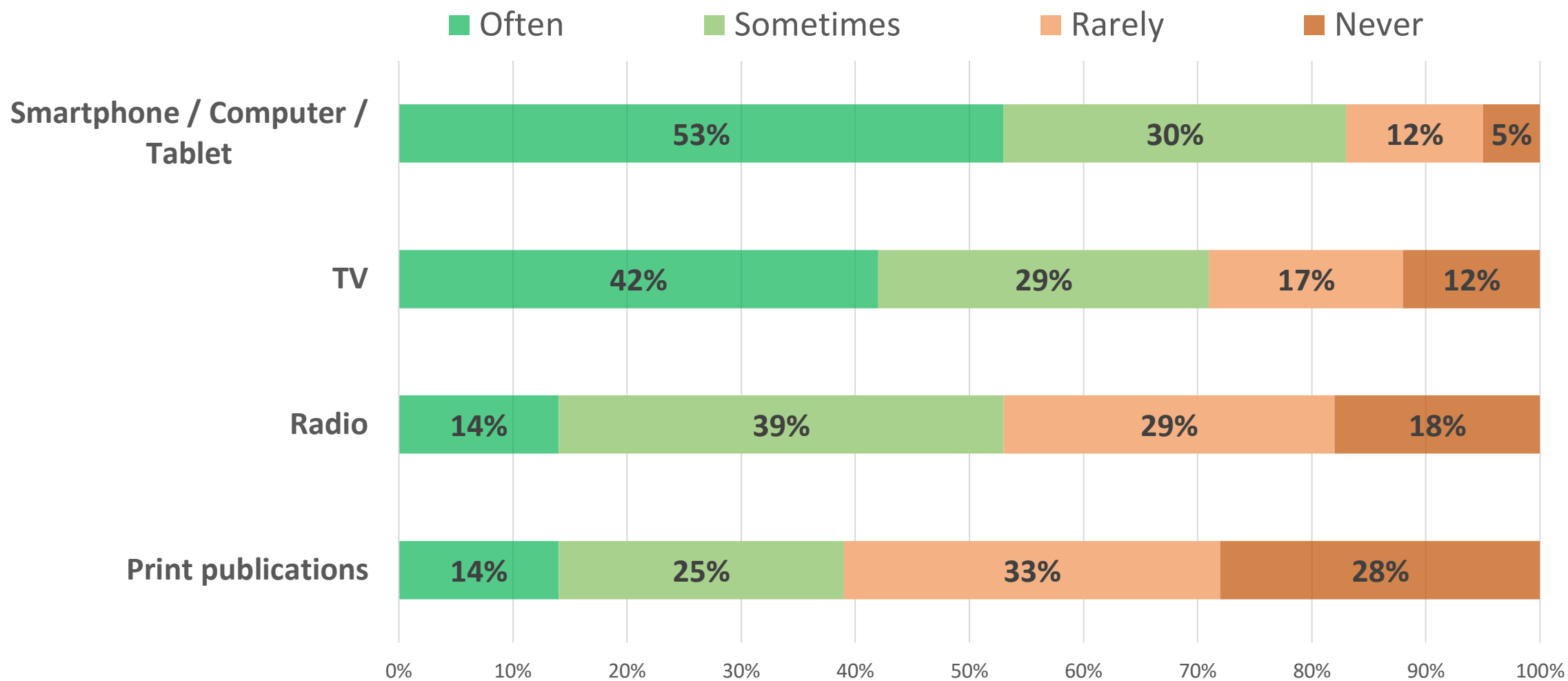
- *How often do you believe that you interact with artificial intelligence (AI)?*

# III. Pan Atlantic 63rd Omnibus Poll Results:

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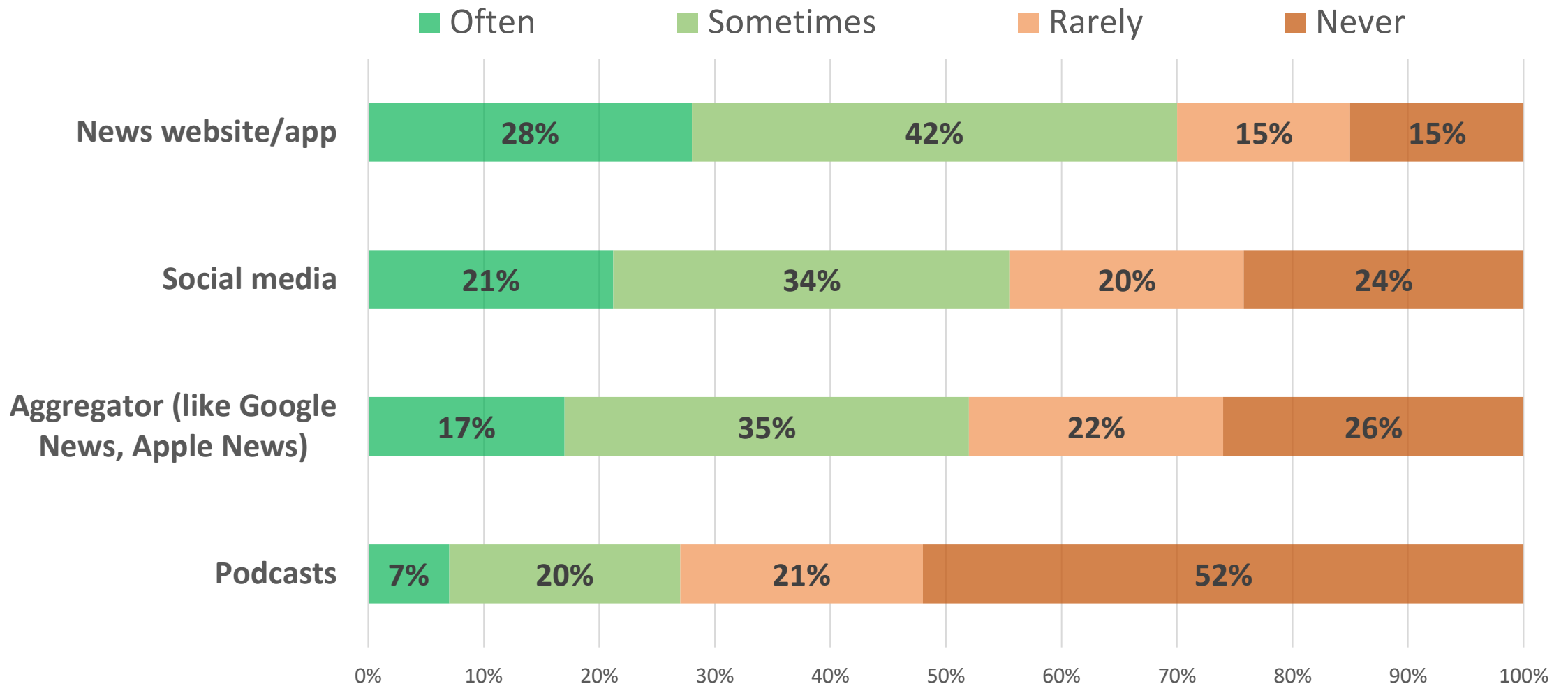
## News Sources

# News Sources – Physical Platforms



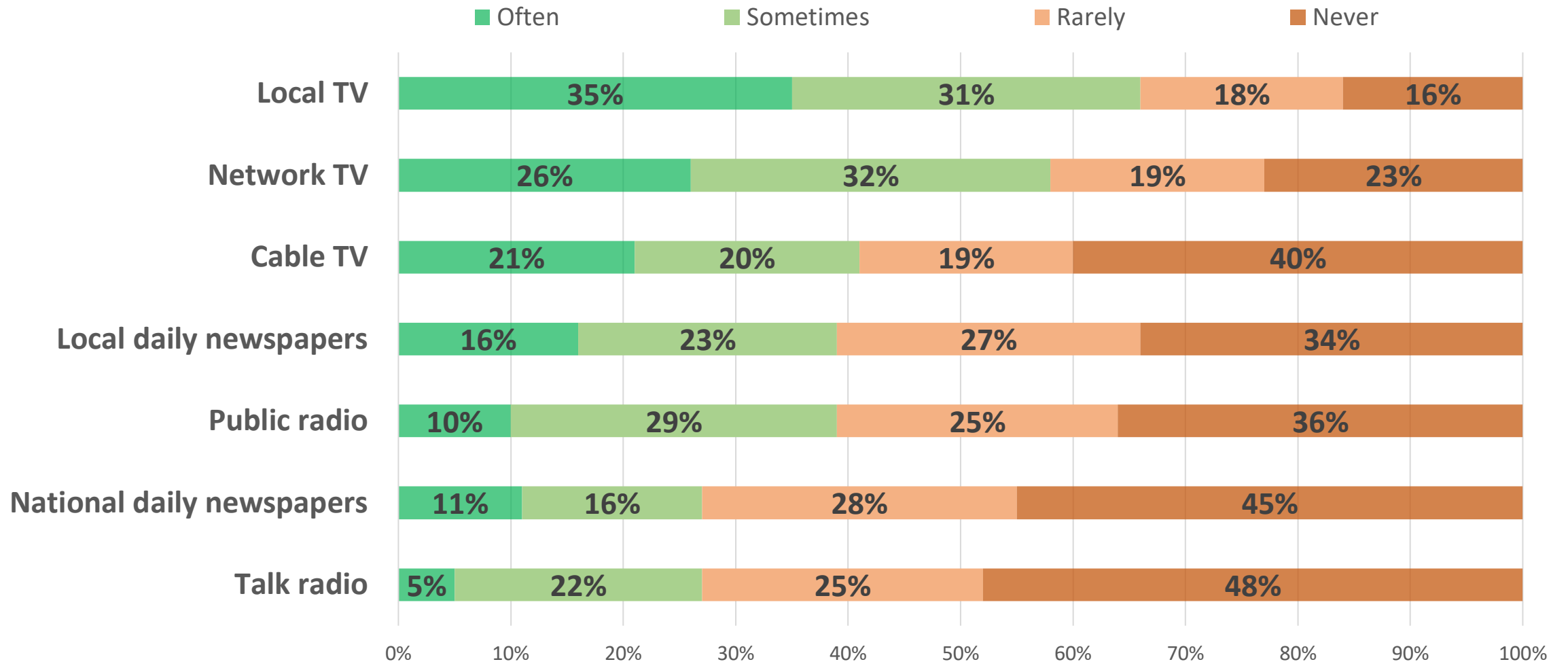
- How often do you get your news from each of the following **physical** platforms?

# News Sources – Digital Platforms



- How often do you get your news from each of the following **digital** platforms?

# News Sources – Providers



- How often do you get your news from each of the following **providers**?



# News Sources

- The key **physical platforms** respondents use to get their news are “Smartphone/Computer/Tablet” (53% “often”) and “TV” (42% “often”).
  - The key **digital platform** respondents use to get their news is “News website/app” (28% “often”). A further 21% named “Social Media” as a source where they “often” get their news.
  - The key **providers** from which respondents get their news are “Local TV” (35% “often”), “Network TV” (26% “often”), and “Cable TV” (21% “often”).
- *How often do you get your news from each of the following **physical** platforms?*
  - *How often do you get your news from each of the following **digital** platforms?*
  - *How often do you get your news from each of the following **providers**?*

## IV. Demographics of the Sample

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# Demographics of the Sample

Political Party	
Democrat	<b>35%</b>
Republican	<b>30%</b>
Independent	<b>26%</b>
Other party	<b>3%</b>
Don't know / Prefer not to answer	<b>6%</b>

Level of Education	
Less than 4-year degree	<b>64%</b>
Four-year college degree or more	<b>36%</b>
Prefer not to answer	<b>&lt;1%</b>

# Demographics of the Sample

Age	
18-34	<b>25%</b>
35-54	<b>29%</b>
55+	<b>45%</b>
Prefer not to answer	<b>1%</b>

Household Income Level	
Less than \$50,000	<b>41%</b>
\$50,000 to under \$100,000	<b>29%</b>
\$100,000 or more	<b>24%</b>
Don't know / Prefer not to answer	<b>6%</b>

# Demographics of the Sample

Gender	
Female	<b>49%</b>
Male	<b>50%</b>
Non-binary	<b>1%</b>
Prefer not to answer	<b>&lt;1%</b>

Congressional District	
CD 1	<b>50%</b>
CD2	<b>50%</b>