

MECPO – June 2010 Republican Primary Poll

The Maine Center for Public Opinion (MECPO) is a political research and marketing firm based in Portland, Maine. Software developer Mark Smith founded the company in March of 2010 to meet the needs of political campaigns looking for accurate, affordable, Maine-based polling solutions.

This poll was sponsored by the Peter Mills for Governor campaign.

Methodology

A statewide sample of 915 Republican voters were interviewed by telephone between May 22nd, 2010 and June 2nd, 2010. The respondents were randomly selected by computer program and presented to our Maine-based callers using our proprietary virtual call center software.

The population to be studied was derived from the Maine Secretary of State's Voter Registry and Voter History databases based on two criteria: 1) voters were registered Republicans as of April 30th, 2010 and 2) were members of one or both of the following groups:

- voters that participated in one or both of the elections held on June 12th, 2007 and June 10th 2008
- voters that participated in all three of the November elections held November 6th, 2007, November 4th 2008, November 3rd 2009.

It is difficult to predict which voters will participate in a Primary election. Voter turnout is typically low in June elections. The Secretary of State's Voter History database does not include data for the June 2006 Republican primary election. Additionally there was no Statewide June election in 2009. We have selected the two groups above as a means to approximate which Republican voters are most likely to participate in the June 8th, 2010 Republican Primary and referendum election. The combined groups contain 95,978 unique Republican voters.

4,302 phone calls were made to 15 target calling groups throughout the State to obtain the 915 completed surveys. These target calling groups were selected to provide an even geographic distribution throughout the State of Maine. 501 respondents reside in Congressional District 1, 414 are residents of CD2. The gender split is 458 men and 457 women. We are presenting results of all completed surveys. We have done no estimating or weighting of the data collected. A sample size of 915 respondents has a margin of error of +/- 3.5% at a 95% confidence level.

Analysis

The selection of this historical data set presents a bias in the results. Voters that have registered since June 11th, 2008 are excluded. Candidates that may appeal to voters outside of our data group (e.g. “new” voters) could see significantly different results on election day. It is difficult to predict the number of voters that may or may not participate in the June 8th, 2010 election that are not represented in our data set.

Even with this targeted data set, 24% of likely voters are still undecided. It is unknown if these undecided voters will participate in the primary on June 8th. With this and the historical data set bias in mind we do not anticipate this poll will predict final poll results on June 8th, 2010. This poll is an accurate representation of historically active Republican voters.

Complete Questions

The following questions are presented verbatim from the interview used by our callers. Question 5 includes special instructions. Questions 1 through 4 are read exactly as they appear here.

Q1. Do you believe the economy of Maine over the last year has

- Become better
- Stayed the same
- Become worse
- Unsure

Q2 On a scale of 1 to 5 with 1 being horrible and 5 being excellent how would you rate the performance of John Baldacci as Governor of Maine?

1. Horrible
2. Poor
3. Average
4. Good
5. Excellent

Q3 Do you think your school district spends

- Too much money
- The right amount
- Too little
- Unsure

Q4 Do you believe that the Tea Party movement is

- good for the Republican Party
- bad for the Republican Party
- Unsure

Q5 The seven Republican candidates for governor are [read complete names and descriptions below in order]
Which would you be inclined to support ?

- Les Otten of Bethel
- Paul LePage of Waterville
- Bruce Poliquin of Georgetown
- Peter Mills of Cornville
- Steve Abbot of Portland
- Matt Jacobson of Cumberland
- Bill Beardsley of Ellsworth
- Unsure

The text phrase in brackets in the question is an instruction for the interviewer. Our software will randomly order the first seven responses. Our callers read the list in the random order presented to them.

Graph 1: Do you believe the economy of Maine over the last year has

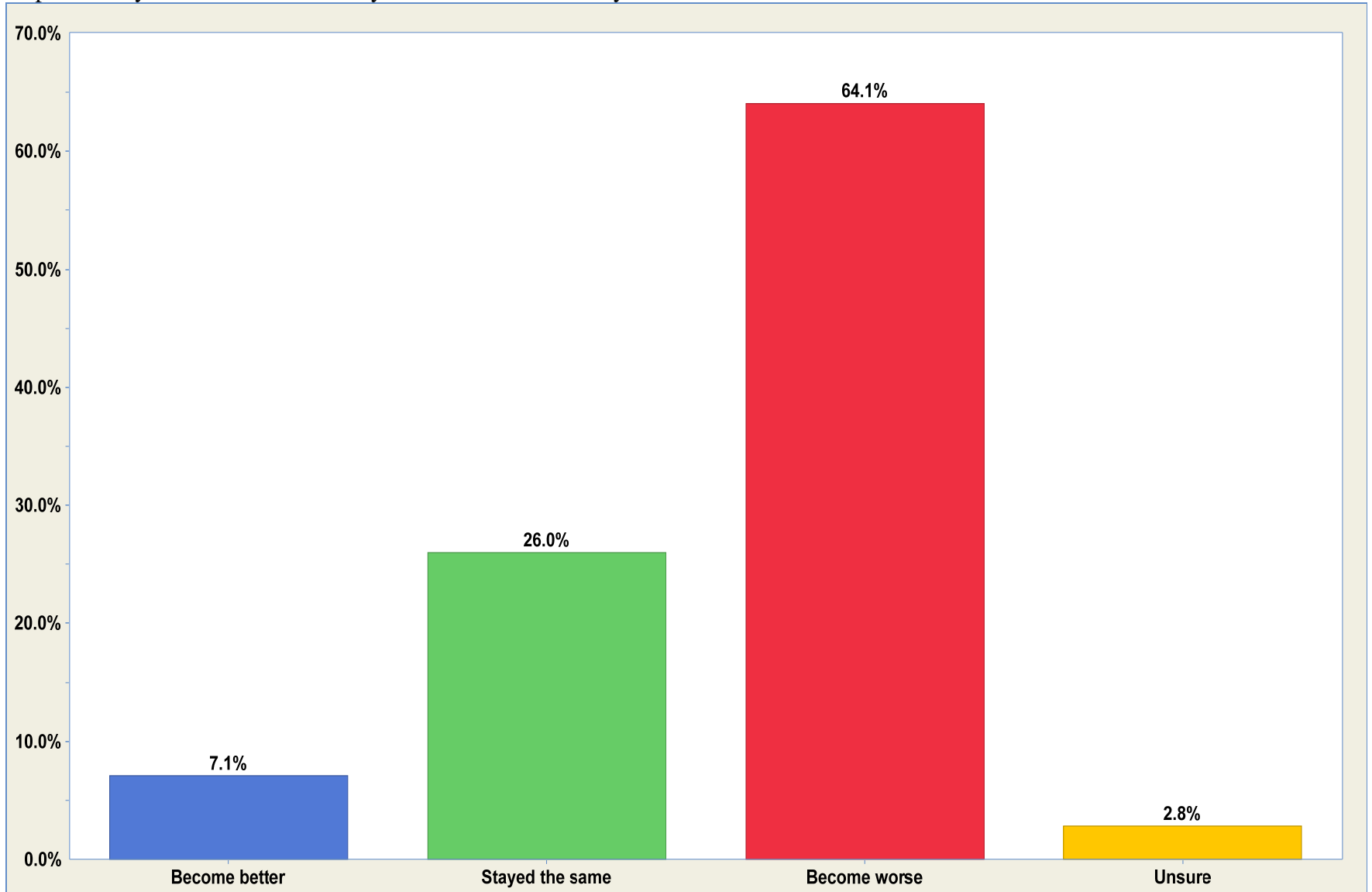


Table 1: Do you believe the economy of Maine over the last year has

	Total
Base	915
Become worse	64.1%
Stayed the same	26.0%
Become better	7.1%
Unsure	2.8%

Graph 2: On a scale of 1 to 5 with 1 being horrible and 5 being excellent how would you rate the performance of John Baldacci as Governor of Maine?

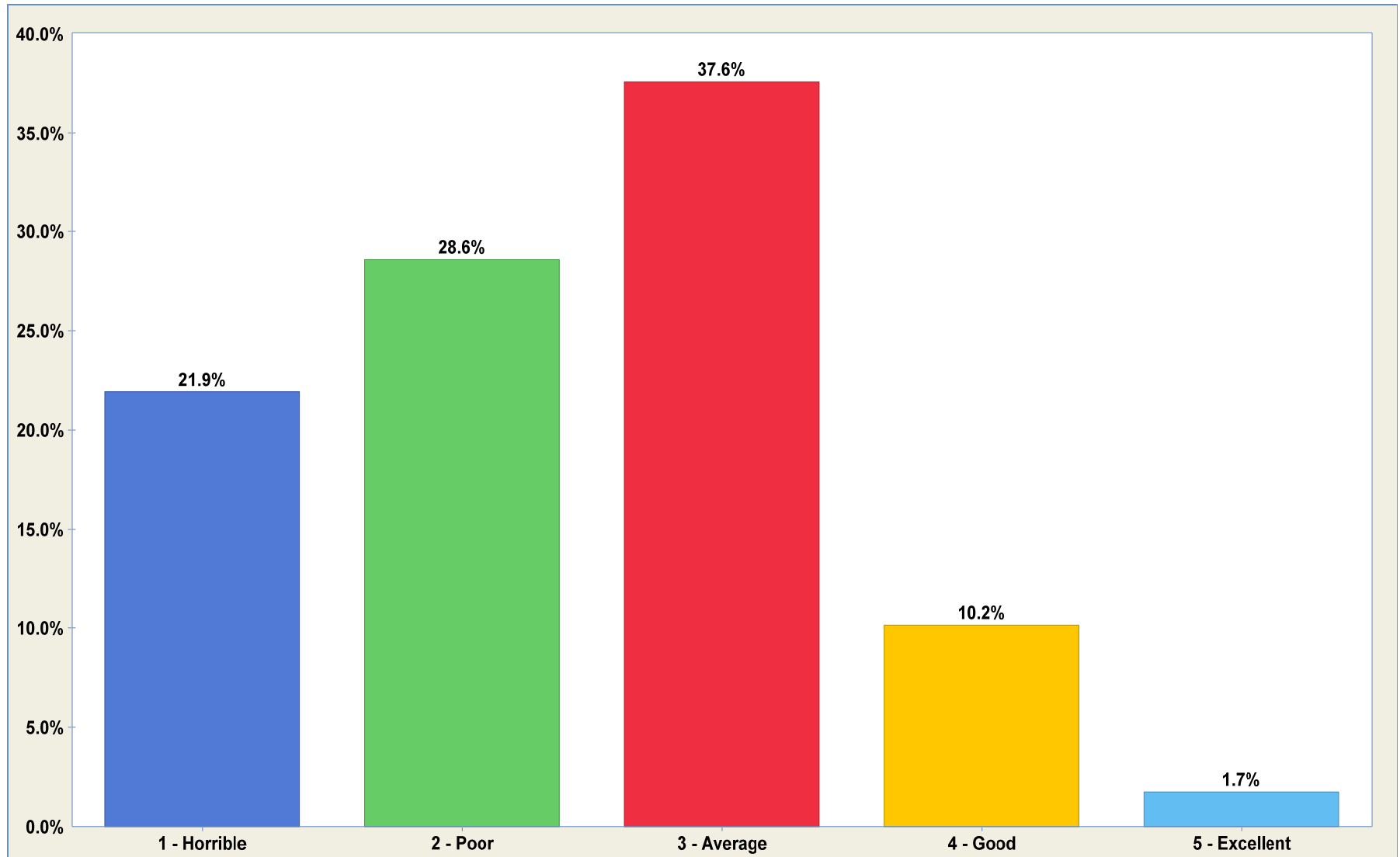


Table 2: On a scale of 1 to 5 with 1 being horrible and 5 being excellent how would you rate the performance of John Baldacci as Governor of Maine?

	Total
Base	915
3 - Average	37.6%
2 - Poor	28.6%
1 - Horrible	21.9%
4 - Good	10.2%
5 - Excellent	1.7%

Graph 3: Do you think your school district spends

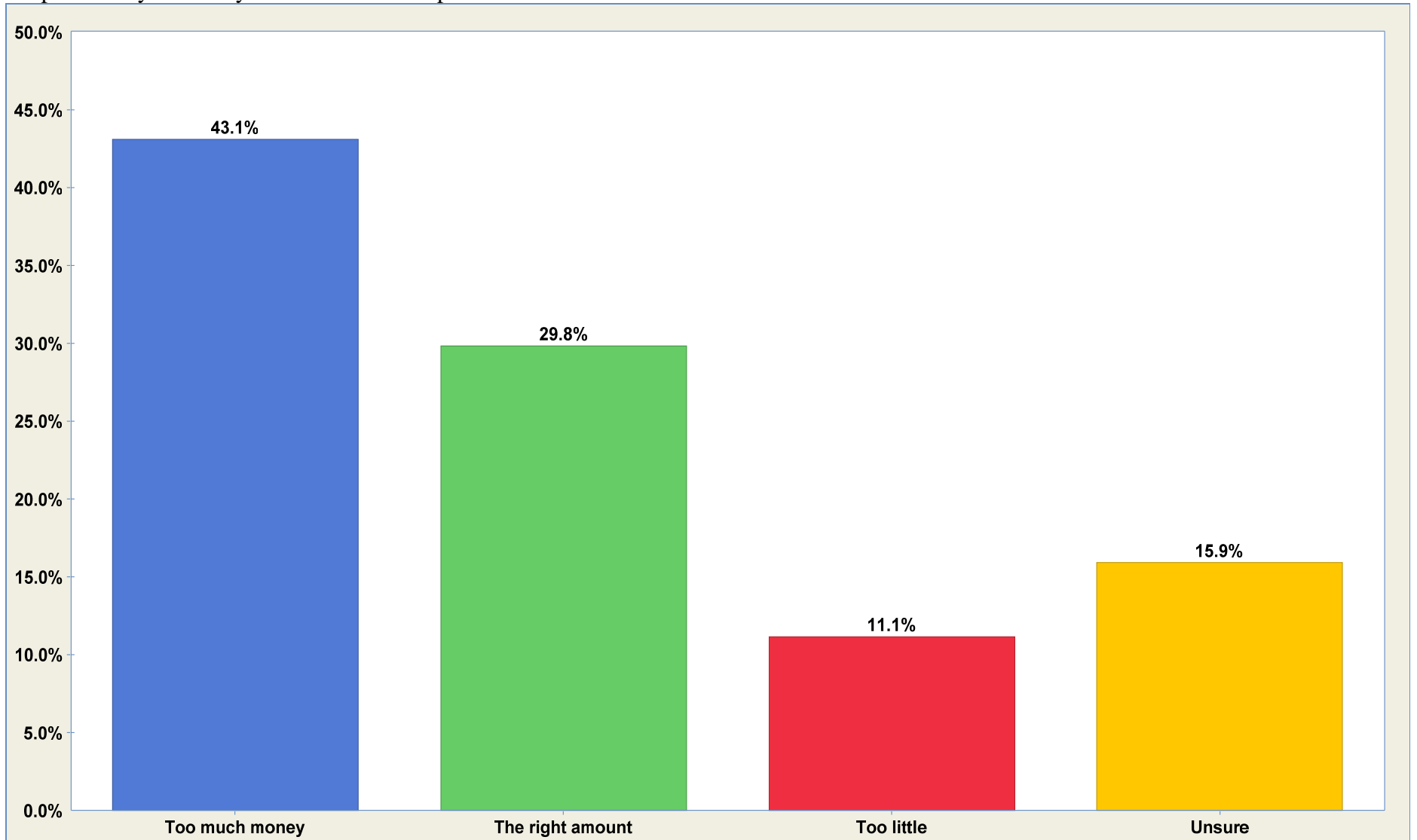


Table 3: Do you think your school district spends

	Total
Base	915
Too much money	43.1%
The right amount	29.8%
Too little	11.1%
Unsure	15.9%

Graph 4: Do you believe that the Tea Party movement is

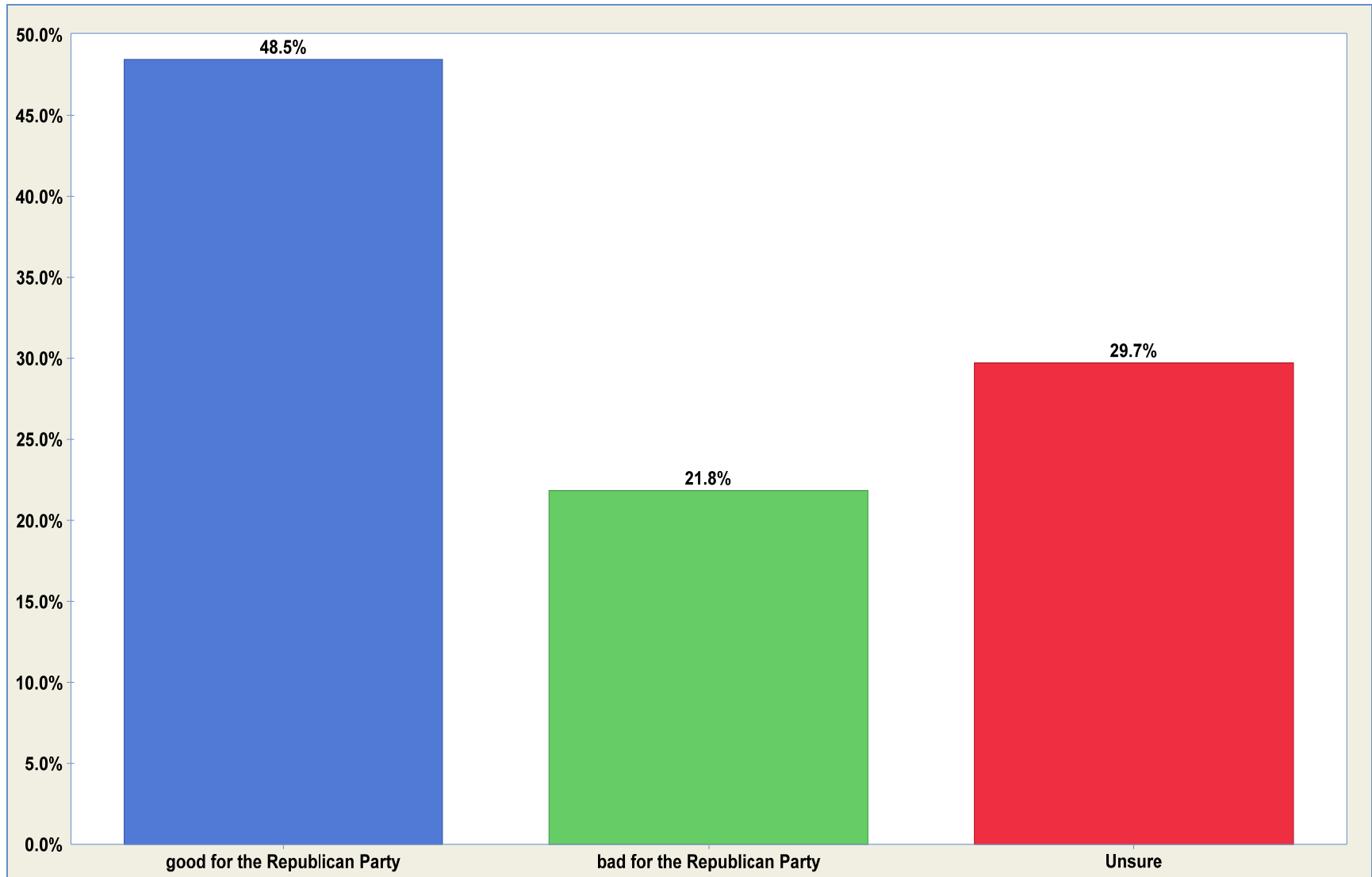


Table 4: Do you believe that the Tea Party movement is

	Total
Base	915
good for the Republican Party	48.5%
bad for the Republican Party	21.8%
Unsure	29.7%

Graph 5: The seven Republican candidates for governor are [read complete names and descriptions below in order]
Which would you be inclined to support ?

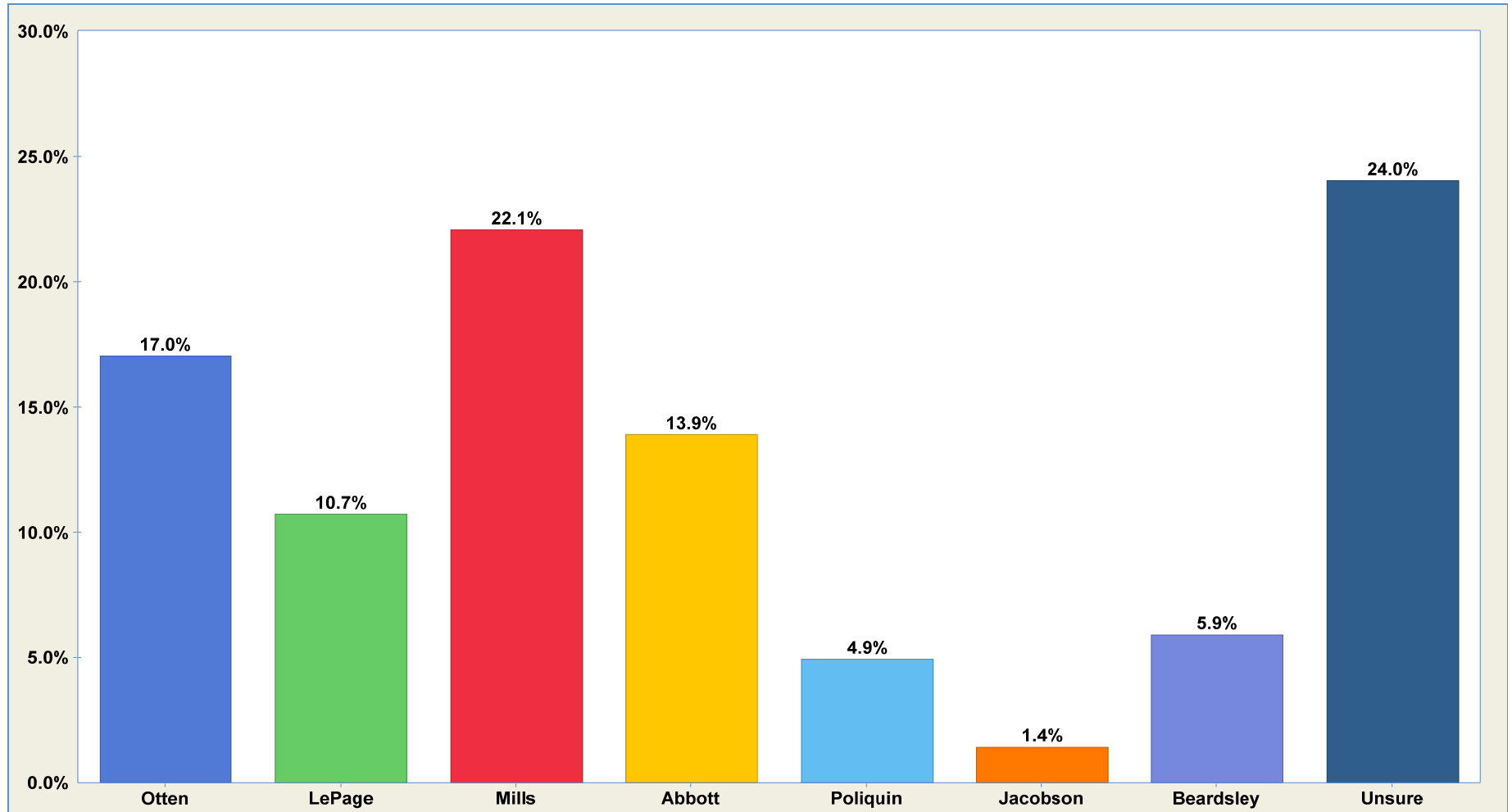


Table 5: The seven Republican candidates for governor are [read complete names and descriptions below in order]
 Which would you be inclined to support ?

	Total
Base	915
Mills	22.1%
Otten	17.0%
Abbott	13.9%
LePage	10.7%
Beardsley	5.9%
Poliquin	4.9%
Jacobson	1.4%
Unsure	24.0%

Graph 6: Tea party support by candidate

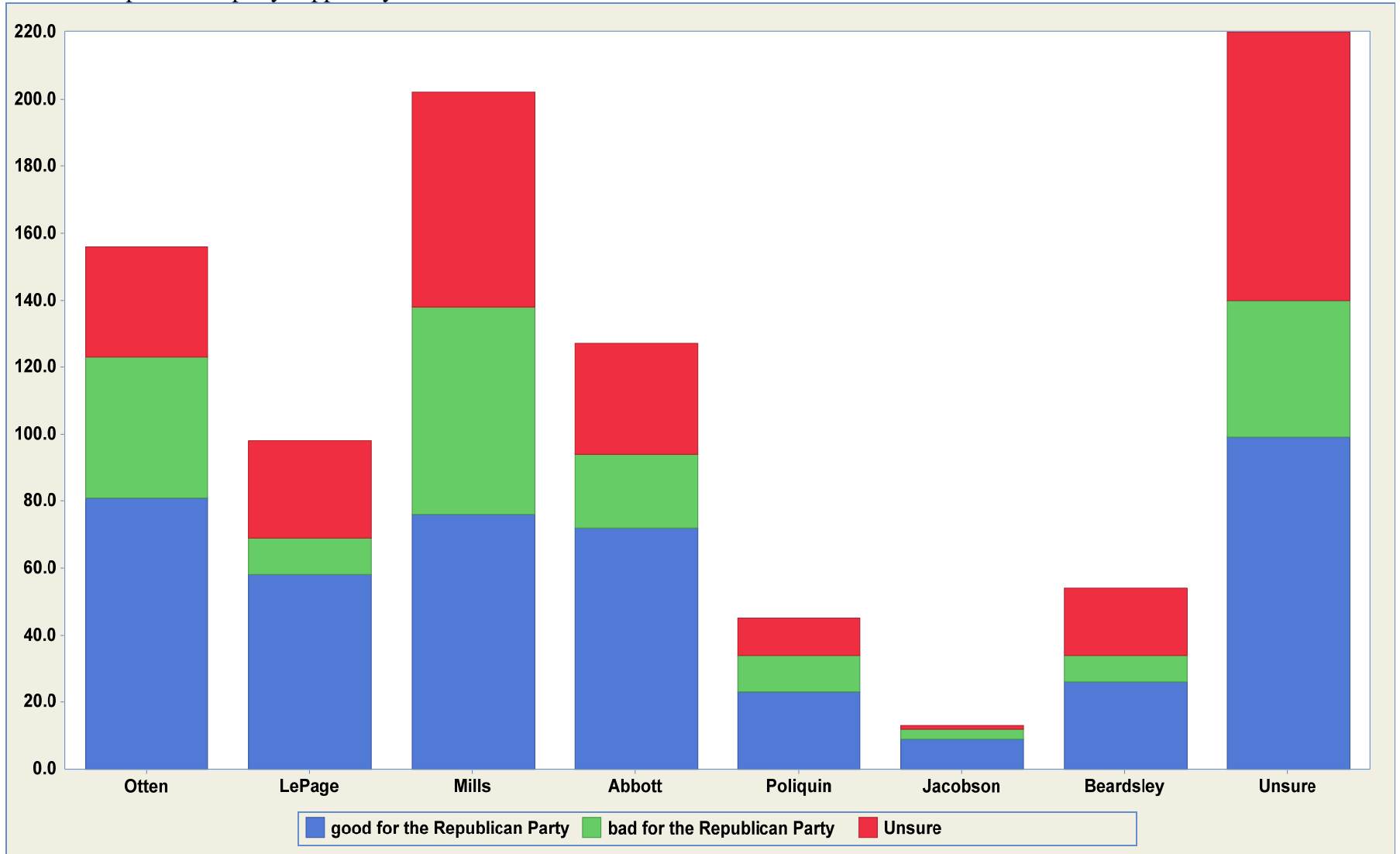


Table 6: Tea party support by candidate

	Do you believe that the Tea Party movement is		
	good for the Republican Party	bad for the Republican Party	Unsure
Base	444	200	271
Unsure	22.3%	20.5%	29.5%
Mills	17.1%	31.0%	23.6%
Otten	18.2%	21.0%	12.2%
Abbott	16.2%	11.0%	12.2%
LePage	13.1%	5.5%	10.7%
Beardsley	5.9%	4.0%	7.4%
Poliquin	5.2%	5.5%	4.1%
Jacobson	2.0%	1.5%	0.4%

Graph 7: Gubernatorial preference by gender

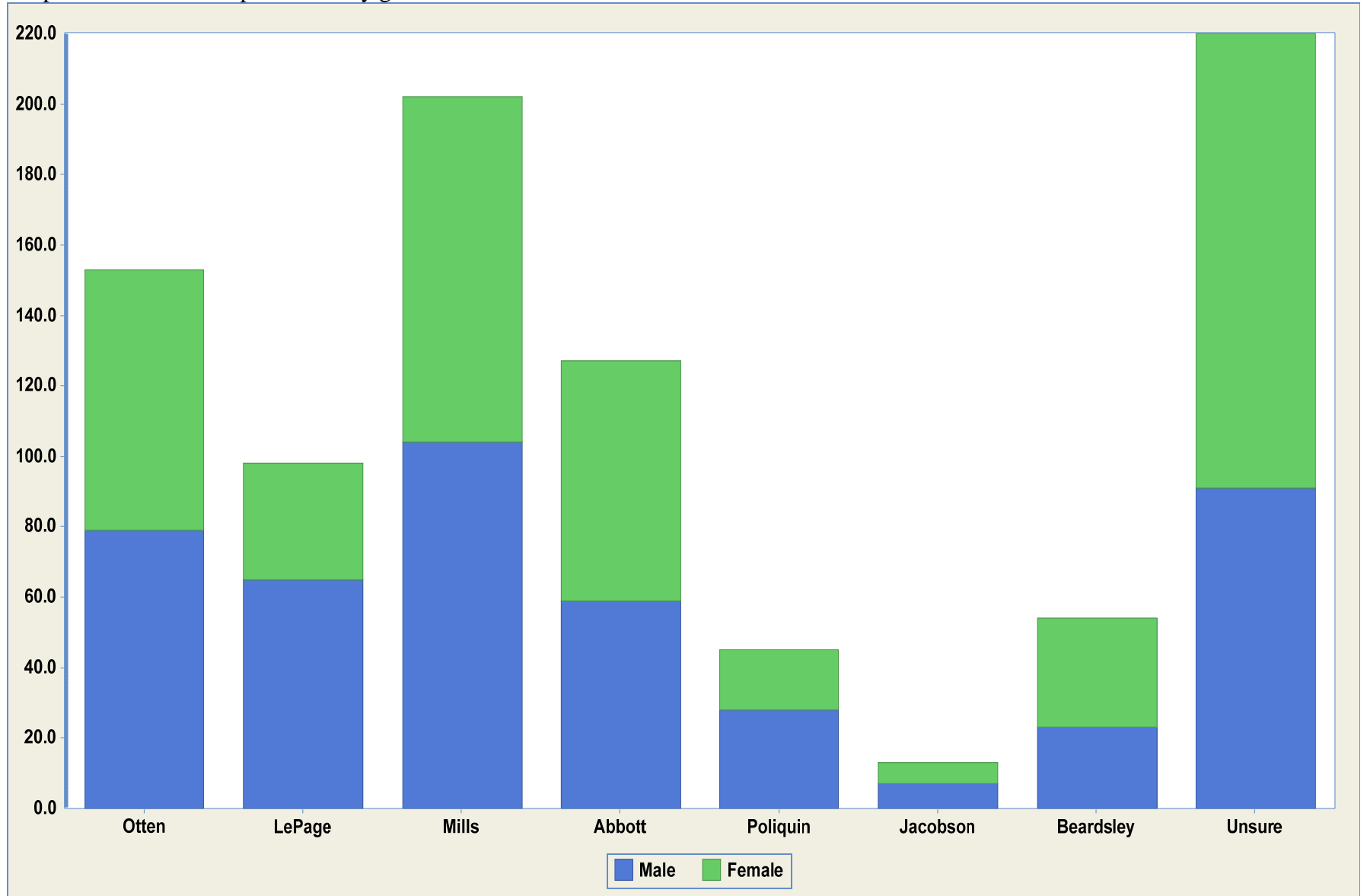


Table 7: Gubernatorial preference by gender

	Congressional district	
	1	2
Base	458	457
Mills	51.5%	48.5%
Otten	50.6%	47.4%
Abbott	46.5%	53.5%
LePage	66.3%	33.7%
Beardsley	42.6%	57.4%
Poliquin	62.2%	37.8%
Jacobson	53.8%	46.2%

Table 8: Respondents by congressional district

	Congressional district	
	1	2
Base	499	416
Male	56.4%	43.6%
Female	52.9%	47.1%

Graph 9: Results by Congressional District

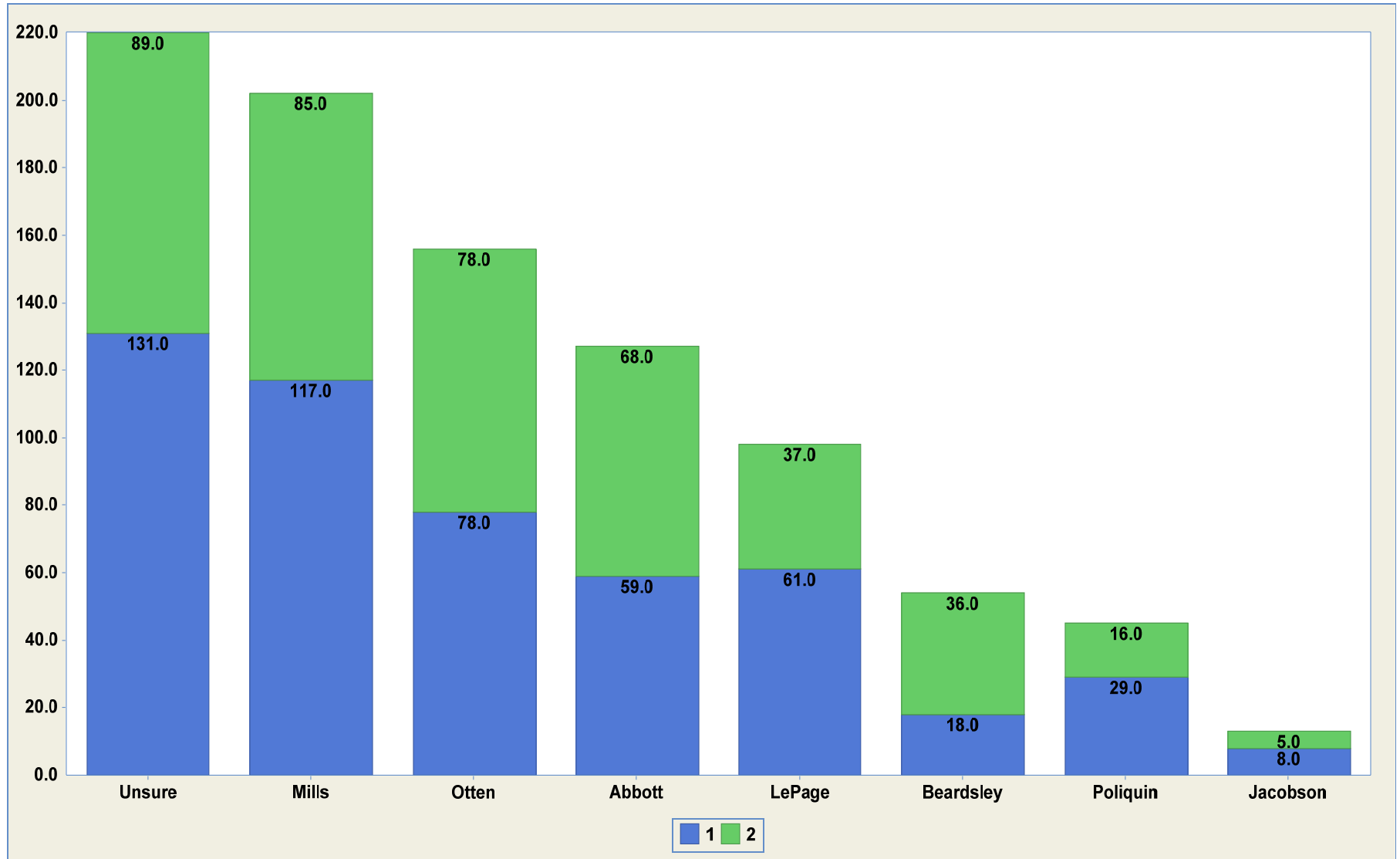


Table 9: Results by Congressional District

	Congressional district	
	1	2
Base	501	414
Unsure	26.1%	21.5%
Mills	23.4%	20.5%
Otten	15.6%	18.8%
Abbott	11.8%	16.4%
LePage	12.2%	8.9%
Beardsley	3.6%	8.7%
Poliquin	5.8%	3.9%
Jacobson	1.6%	1.2%

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