

## Maine Vote 2008

### With One Week to Go, Obama, Collins, and Yes on Question 1 Hold Strong Leads. Casino Referendum too close to call.

Market Decisions has released the results of a sample of likely voters from its non-partisan “Maine Survey.” This survey has been conducted quarterly on Maine issues since 1993. Market Decisions is solely responsible for funding the questions posed.

The survey finds that almost all likely voters are “dissatisfied with the way things are going in the US”. The poll also shows that Obama and Collins have been able to capture more of these dissatisfied voters.

**Barack Obama Leads John McCain** with 52% intending to vote or leaning towards voting for Obama and 33% intending to vote or leaning towards voting for McCain. 6% are undecided.

#### If the election were held today, for whom would you vote for president?

	%
BARACK OBAMA	51.5%
LEANING TOWARDS BARACK OBAMA	0.9%
JOHN MCCAIN	31.0%
LEANING TOWARDS JOHN MCCAIN	2.3%
SOMEONE ELSE	8.5%
UNSURE	5.8%
Total	100.0%

*“What a difference a year makes”, commented Curtis Mildner, president of Market Decisions. “Last fall the presidential election was expected to be a referendum on the war in Iraq. Now it’s all about the economy. Obama leads now not because of his stance against involvement in Iraq, but because of general dissatisfaction with the direction of the country and more particularly with the economy.”*

**Obama Leads among Dissatisfied Voters.** Market Decisions also found that 87% of likely voters are “dissatisfied with the way things are going in the US right now” and only 13% are satisfied. Obama captured 57% of those dissatisfied and McCain captured 28% (9% other candidate, 6% undecided). Conversely, of the 13% of voters that were satisfied with the way things are going, McCain leads 68% to 21% for Obama.

**The Economy is the Top Concern of Obama Voters.** When asked what the most important issue facing the nation today is, 65% of Obama voters responded “top of mind” “the economy” (including jobs, industry, business conditions).

Of those who say they will vote for Obama, 65% said that the top issue was the economy. For those who say they will vote for McCain, 48% said the economy was the top issue. McCain appears stronger on terrorism, with 14% of those who will vote for McCain saying that this is the top issue. Only 1% of Obama voters say terrorism is the top issue.

**War with Iraq Fades in Importance.** Only 10% of those who will vote for Obama said that the “War in Iraq” was the top issue and only 4% of those who will vote for McCain said so.

**Susan Collins Leads Tom Allen** with 54% intending to vote or leaning towards voting for Collins and 37% intending to vote or leaning towards voting for Allen. 8% are undecided.

**If the election were held today, for whom would you vote for Senate?**

	%
SUSAN COLLINS	50.8%
LEANING TOWARDS SUSAN COLLINS	3.2%
TOM ALLEN	35.1%
LEANING TOWARDS TOM ALLEN	1.5%
SOMEONE ELSE	1.6%
UNSURE	8.0%
Total	100.0%

**Collins Leads among Dissatisfied with US.** Collins captured 50% of those dissatisfied and Tom Allen captured 40% (1% other candidate, 9% undecided). Of voters that were satisfied with the way things are going, Collins leads 76% to 16% for Allen.

**Collins Leads among Dissatisfied with Maine.** Market Decisions also found that 63% of likely voters are “dissatisfied with the way things are going in Maine right now” and 37% are satisfied. Collins captured 56% of those dissatisfied and Allen captured 33% (2% other candidate, 8% undecided). Of voters that were satisfied with the way things are going in Maine, Collins leads 50% to 43% for Allen.

**The Economy is Top Concern of Collins and Allen Voters.** Some 58% of those who intend to vote for Allen and 52% of those who intend to vote for Collins said their top issue for the nation was the economy.

**Yes Votes on Question 1 Outstrip No Votes** with 66% intending to vote or leaning towards voting Yes in the referendum to repeal the beverage tax and 28% intending to vote or leaning towards voting No. 6% are undecided.

**If you were to vote today, would you vote yes or no for Question 1, the People's Veto?**

	%
Yes	64.5%
Leaning Yes	1.6%
No	26.6%
Leaning No	1.6%
Unsure	5.6%
Total	100.0%

**Referendum on an Act to Allow Casino in Oxford County Too Close to Call**, with 49% intending to vote or leaning towards voting Yes and 48% intending to vote or leaning towards voting No. 4% are undecided.

**If you were to vote today, would you vote yes or no for Question 2, An Act to Allow a Casino in Oxford County?**

	%
Yes	47.1%
Leaning Yes	1.6%
No	47.3%
Leaning No	0.4%
Unsure	3.6%
Total	100.0%

*"The casino vote could come down to the wire, commented Brian Robertson, Research Director at Market Decisions. "The results are within the margin of error, indicating a dead heat. With a margin of error of +/- 5%, a Yes vote on the Casino for Oxford County could be as high as 54% (or as low as 44%) and a no vote could be as low as 43% (or as high as 53%),"*

**Market Decisions Survey Methodology**

The questions in this survey were fielded in the public interest and entirely at Market Decisions' expense. No organization, public or private, provided financial or other support for this research.

For this survey, a total of 425 Maine residents 18 years of age and older were interviewed from October 13 – October 26, 2008. In contrast to "bullet" or overnight polls, an extended survey period assures that hard to reach respondents such as those who work at night or on weekends participate. Shorter polling periods focus only on those respondents that can be easily reached and can exclude important groups. Market Decisions' surveys also differ from those conducted by other firms in that calls are

selected from all telephone numbers, even unlisted numbers. Other surveys used telephone or "listed" sample, which excludes unlisted phone numbers. Since unlisted numbers account for a significant number of exchanges and some important demographic groups (single women for example), use of such sample can lead to inaccurate results.

To determine the views of likely voters in our survey, respondents were asked, "How likely are you to vote in the upcoming November 2008 election?" Only respondents that were either very or somewhat likely to vote are included in the results reported here. This included 387 respondents.

This resulted in a sample of 387 likely Maine voters which provides an overall statistical accuracy of +/- 5% at the 95% confidence level. This means that if the entire population of Maine voters age 18 and over were surveyed, we can expect results to be within 5% of the results of the 387-sample survey.

Market Decisions, based in Portland, Maine, is a full service custom research firm that has been serving Maine, New England and national clients since 1977.