



Results from Maine Congressional District 2 Likely Voter Survey

Methodology

Gravis Marketing conducted an automated survey of 509 likely voters in the second congressional district of Maine on November 1, 2012. The margin of error for the survey is +/-4.3% and higher for subgroups.

Results shown by gender and party represent those respondents within those subgroups. All numbers shown in the tables represent percentages rounded to the nearest whole percentage.

The questions were asked in the order of the question numbers which appear in this report. Results only include respondents who answered that they were registered voters, somewhat likely, likely, or very likely to vote. The statistical methodology comprised weighing various groups for anticipated voting proportions, by using census data and voter turnout models from previous elections.

The poll was conducted on behalf of Gravis Marketing, Inc., Gravis Marketing is a non-partisan marketing and research firm located in Winter Springs, Florida. Contact Doug Kaplan (407) 242-1870 doug@gravismarketing.com

Key Findings

- President Barack Obama leads Governor Mitt Romney by 3 percentage points in Maine's second congressional district, 50 to 47 percent.
- President Obama leads by 11 percentage points, 54 to 43 percent, with independent voters in the second congressional district.
- Voters in the district are about evenly divided on President Obama's job performance. 48 percent approve of his performance, while 47 percent do not approve of his performance.
- Ten percent more voters in the district think the country is headed in the wrong direction (49 percent) than in the right direction (39 percent).

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| Ballot, Job Performance & Direction of the Country |
|---|

| Presidential Ballot: Question 3 & 4 Combined Early & Likely Voters | ME2 Voters | Gender | | Party | | |
|---|-----------------------|---------------|--------------|-----------------|-------------------|--------------------|
| | | Men | Women | Democrat | Republican | Independent |
| Democrat Barack Obama | 50 | 45 | 54 | 84 | 6 | 54 |
| Republican Mitt Romney | 47 | 51 | 44 | 14 | 91 | 43 |
| Undecided | 3 | 4 | 2 | 2 | 3 | 3 |

| Question 5: Do you approve of President Obama's job performance? | ME2 Voters | Gender | | Party | | |
|---|-----------------------|---------------|--------------|-----------------|-------------------|--------------------|
| | | Men | Women | Democrat | Republican | Independent |
| Yes | 48 | 45 | 51 | 82 | 8 | 48 |
| No | 47 | 51 | 43 | 14 | 89 | 44 |
| Undecided | 5 | 4 | 7 | 5 | 3 | 8 |

| Question 6: Do you think the United States of America is headed in the right direction or wrong direction? | ME2 Voters | Gender | | Party | | |
|---|-----------------------|---------------|--------------|-----------------|-------------------|--------------------|
| | | Men | Women | Democrat | Republican | Independent |
| Right Direction | 39 | 38 | 40 | 69 | 8 | 34 |
| Wrong Direction | 49 | 54 | 46 | 14 | 88 | 53 |
| Undecided | 12 | 8 | 15 | 18 | 3 | 13 |

Early Vs. Likely Vote Balloting

| Question 3: EARLY VOTERS ONLY: Which candidate did you already vote for? | ME2 Voters |
|---|-------------------|
| Democrat Barack Obama | 46 |
| Republican Mitt Romney | 48 |
| Rather not say or unsure | 6 |

| Question 4: DID NOT VOTE YET: If the election for President of the United States were held today who would you vote for? | ME2 Voters |
|---|-------------------|
| Democrat Barack Obama | 51 |
| Republican Mitt Romney | 47 |
| Undecided | 2 |

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| Screeners & Demographics |
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| Question 1: Are you registered to vote? | ME2 Voters |
|--|-------------------|
| Yes | 100 |
| No | 0 |

| Question 2: How likely are you to vote in this year's presidential election? | ME2 Voters |
|---|-------------------|
| Very unlikely | 0 |
| Unlikely | 0 |
| Somewhat unlikely | 0 |
| Somewhat likely | 2 |
| Likely | 10 |
| Very likely | 69 |
| Already voted | 19 |

| Question 7: What is your political party affiliation? [FIRST TWO CHOICES ROTATED] | ME2 Voters |
|--|-------------------|
| Democrat | 38 |
| Republican | 31 |
| Independent or in another party | 31 |

| Question 8: What race do you identify yourself as? | ME2 Voters |
|---|-------------------|
| White/Caucasian | 90 |
| African-American | 1 |
| Hispanic | 4 |
| Asian | 1 |
| Other | 4 |

| Question 9: Which of the following best represents your religious affiliation? | ME2 Voters |
|---|-------------------|
| Catholic | 30 |
| Protestant/Other Christian | 49 |
| Jewish | 1 |
| Muslim | 1 |
| Other | 19 |

| Question 10: What is your age? | ME2 Voters |
|---------------------------------------|-------------------|
| 18-29 | 10 |
| 30-49 | 35 |
| 50-64 | 37 |
| 65+ | 18 |

| Question 11: What is your gender? | ME2 Voters |
|--|-------------------|
| Male | 47 |
| Female | 53 |