



**STATEWIDE GENERAL ELECTION
MAINE LIKELY GENERAL VOTERS
FIELDED OCTOBER 26-29, 2022**

N=471 Likely General Election Voters, MoE ±4.5%
86% Cells / 14% Landlines

CANDIDATE IMAGES

Now, I am going to ask you about some names of people active in politics and government. Please tell us if you have a favorable or unfavorable impression of each person. If you've never heard of them, please let me know.

And first we have... **RANDOMIZE ORDER**

| | | Total Fav | Very Fav 1. | Some Fav 2. | Some Unfav 3. | Very Unfav 4. | Never heard of 5. | Total Unfav |
|----|----------------|------------------|----------------|----------------|------------------|------------------|----------------------|--------------------|
| 1. | Joe Biden | 55% | 31% | 24% | 3% | 41% | 1% | 44% |
| 2. | Donald Trump | 37% | 23% | 14% | 4% | 57% | 1% | 62% |
| 3. | Janet T. Mills | 58% | 45% | 13% | 10% | 30% | 2% | 40% |
| 4. | Paul LePage | 41% | 26% | 15% | 5% | 52% | 2% | 57% |

5. If the November General Election for Governor were held today, for whom would you vote?

- 1. Janet T. Mills (Democrat) 55%
- 2. Paul LePage (Republican) 40%
- 3. Sam Hunkler (Independent) 1%
- 4. Undecided 4%

6. Who would you trust more to defend Maine's economic future by protecting the lobster industry?

- 1. Democrat Candidate 47%
- 2. Republican Candidate 39%
- 3. Undecided 14%

Q1. Biden Image by DEMOGRAPHICS

| | AGE | | | | | | GENDER | | PARTY AFFILIATION | | | | IDEOLOGY | | | | | ETHNICITY | | | NET |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | M | F | Rep | Dem | Ind | Very Con | Some Con | Moderate | Some Lib | Very Lib | Unsure | White | Black | Other | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| TOTAL FAVORABLE | 0% ↓ | 79% | 58% | 46% | 47% | 63% | 49% | 61% | 11% ↓ | 98% ↑ | 46% | 6% ↓ | 15% ↓ | 57% | 98% ↑ | 97% ↑ | 25% | 58% ↗ | 33% | 30% | 55% |
| TOTAL UNFAVORABLE | 77% | 21% | 42% | 54% | 53% | 37% | 49% | 39% | 89% ↑ | 2% ↓ | 49% | 94% ↑ | 85% ↑ | 43% | 2% ↓ | 3% ↓ | 21% | 42% | 67% | 54% | 44% |
| Very Favorable | 0% | 24% | 31% | 19% | 29% | 44% ↑ | 27% | 35% | 5% ↓ | 61% ↑ | 19% ↓ | 6% ↓ | 9% ↓ | 28% | 62% ↑ | 47% ↗ | 25% | 32% | 33% | 15% | 31% |
| Somewhat Favorable | 0% | 55% ↗ | 26% | 27% | 18% | 19% | 22% | 26% | 6% ↓ | 37% ↑ | 27% | 1% ↓ | 6% ↓ | 29% | 35% | 51% ↑ | 0% | 25% | 0% | 15% | 24% |
| Somewhat Unfavorable | 23% ↗ | 4% | 3% | 1% | 1% | 2% | 4% | 2% | 4% | 0% | 6% | 0% | 2% | 11% ↑ | 1% | 0% | 0% | 3% | 0% | 6% | 3% |
| Very Unfavorable | 54% | 17% | 39% | 53% | 52% ↗ | 35% | 45% | 36% | 85% ↑ | 2% ↓ | 44% | 94% ↑ | 84% ↑ | 32% | 2% ↓ | 3% ↓ | 21% | 39% | 67% | 49% | 41% |
| Never Heard Of | 23% ↑ | 0% | 1% | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 4% | 0% | 0% | 0% | 0% | 0% | 54% ↑ | 0% ↓ | 0% | 16% ↑ | 1% |
| NET | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

MoE 4.5%; Confidence Level 95%; Total n = 471



Q2. Trump Image by DEMOGRAPHICS

| | AGE | | | | | | GENDER | | PARTY AFFILIATION | | | | IDEOLOGY | | | | | ETHNICITY | | | NET |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | M | F | Rep | Dem | Ind | Very Con | Some Con | Moderate | Some Lib | Very Lib | Unsure | White | Black | Other | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| TOTAL FAVORABLE | 77% | 23% | 29% | 45% | 44% | 30% | 42% | 32% | 83% ↑ | 1% ↓ | 34% | 87% ↑ | 75% ↑ | 27% | 2% ↓ | 3% ↓ | 21% | 36% | 67% | 42% | 37% |
| TOTAL UNFAVORABLE | 0% ↓ | 77% | 69% | 55% | 56% | 70% | 56% | 68% | 17% ↓ | 99% ↑ | 61% | 13% ↓ | 25% ↓ | 72% | 98% ↑ | 97% ↑ | 25% | 64% | 33% | 40% | 62% |
| Very Favorable | 77% ↗ | 18% | 12% | 23% | 23% | 20% | 28% | 18% | 52% ↑ | 1% ↓ | 20% | 71% ↑ | 34% | 17% | 0% ↓ | 3% ↗ | 4% | 21% | 67% | 31% | 23% |
| Somewhat Favorable | 0% | 5% | 17% | 22% | 21% | 10% | 14% | 14% | 31% ↑ | 0% ↓ | 14% | 16% | 41% ↑ | 10% | 2% ↓ | 0% ↗ | 17% | 14% | 0% | 11% | 14% |
| Somewhat Unfavorable | 0% | 0% | 10% | 4% | 4% | 5% | 5% | 4% | 4% | 1% ↗ | 10% ↗ | 3% | 8% | 7% | 1% | 0% | 12% | 4% | 0% | 7% | 4% |
| Very Unfavorable | 0% ↓ | 77% | 59% | 51% | 52% | 65% | 51% | 64% | 13% ↓ | 98% ↑ | 51% | 9% ↓ | 17% ↓ | 64% | 97% ↑ | 97% ↑ | 13% ↗ | 60% ↗ | 33% | 33% | 57% |
| Never Heard Of | 23% ↑ | 0% | 1% | 0% | 1% | 0% | 3% ↗ | 0% ↓ | 0% | 0% | 5% | 0% | 0% | 1% | 0% | 0% | 54% ↑ | 0% ↓ | 0% | 18% ↑ | 1% |
| NET | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

MoE 4.5%; Confidence Level 95%; Total n = 471



Q3. Mills Image by DEMOGRAPHICS

| | AGE | | | | | | GENDER | | PARTY AFFILIATION | | | | IDEOLOGY | | | | | ETHNICITY | | | NET |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | M | F | Rep | Dem | Ind | Very Con | Some Con | Moderate | Some Lib | Very Lib | Unsure | White | Black | Other | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| TOTAL FAVORABLE | 23% | 77% | 60% | 48% | 45% ↓ | 69% ↑ | 53% | 63% | 18% ↓ | 97% ↑ | 50% | 10% ↓ | 16% ↓ | 70% | 94% ↑ | 97% ↑ | 25% | 61% ↑ | 17% | 33% | 58% |
| TOTAL UNFAVORABLE | 54% | 17% | 40% | 52% | 53% ↓ | 31% | 44% | 35% | 81% ↑ | 1% ↓ | 45% | 89% ↑ | 83% ↑ | 30% | 3% ↓ | 3% ↓ | 21% | 38% | 67% | 50% | 40% |
| Very Favorable | 0% | 67% | 43% | 32% | 35% | 58% ↑ | 36% ↓ | 54% ↑ | 9% ↓ | 86% ↑ | 31% ↓ | 8% ↓ | 9% ↓ | 50% | 78% ↑ | 79% ↑ | 25% | 47% | 17% | 28% | 45% |
| Somewhat Favorable | 23% | 9% | 17% | 16% | 9% | 11% | 16% | 9% | 9% | 11% | 19% | 2% ↓ | 7% | 19% | 16% | 18% | 0% | 14% | 0% | 5% | 13% |
| Somewhat Unfavorable | 0% | 5% | 9% | 10% | 15% | 9% | 12% | 8% | 17% ↑ | 0% ↓ | 14% | 14% | 24% ↑ | 9% | 1% ↓ | 1% ↓ | 5% | 10% | 0% | 8% | 10% |
| Very Unfavorable | 54% | 12% | 31% | 41% | 38% | 22% | 33% | 27% | 64% ↑ | 1% ↓ | 31% | 76% ↑ | 59% ↑ | 21% | 1% ↓ | 3% ↓ | 16% | 28% | 67% | 41% | 30% |
| Never Heard Of | 23% ↑ | 6% | 0% | 0% | 2% | 0% | 3% | 2% | 1% | 2% | 4% | 1% | 1% | 0% | 3% | 0% | 54% ↑ | 1% ↓ | 16% | 17% ↑ | 2% |
| NET | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

MoE 4.5%; Confidence Level 95%; Total n = 471



Q4. LePage Image by DEMOGRAPHICS

| | AGE | | | | | | GENDER | | PARTY AFFILIATION | | | | IDEOLOGY | | | | | ETHNICITY | | | NET |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | M | F | Rep | Dem | Ind | Very Con | Some Con | Moderate | Some Lib | Very Lib | Unsure | White | Black | Other | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| TOTAL FAVORABLE | 77% | 23% | 42% | 50% | 48% | 32% | 47% | 35% | 88% ↑ | 1% ↓ | 42% | 89% ↑ | 82% ↑ | 36% | 2% ↓ | 3% ↓ | 21% | 39% | 67% | 50% | 41% |
| TOTAL UNFAVORABLE | 0% ↓ | 71% | 58% | 50% | 50% | 67% ↓ | 49% ↓ | 64% ↓ | 10% ↓ | 97% ↑ | 55% | 11% ↓ | 17% ↓ | 63% | 95% ↑ | 97% ↑ | 25% | 60% ↓ | 17% | 34% | 57% |
| Very Favorable | 63% | 18% | 26% | 26% | 34% | 18% | 30% | 22% | 62% ↑ | 0% ↓ | 21% | 74% ↑ | 45% ↑ | 17% | 1% ↓ | 3% ↓ | 16% | 25% | 67% | 32% | 26% |
| Somewhat Favorable | 14% | 5% | 15% | 24% | 15% | 14% | 17% | 13% | 27% ↑ | 1% ↓ | 20% | 16% | 37% ↑ | 19% | 1% ↓ | 0% ↓ | 5% | 15% | 0% | 18% | 15% |
| Somewhat Unfavorable | 0% | 4% | 0% | 5% | 8% | 7% | 5% | 6% | 3% | 4% | 9% ↓ | 0% | 5% | 12% ↑ | 3% | 1% | 12% | 5% | 0% | 1% | 5% |
| Very Unfavorable | 0% ↓ | 67% | 58% | 46% | 42% | 60% | 45% | 59% | 7% ↓ | 94% ↑ | 45% | 11% ↓ | 11% ↓ | 51% | 92% ↑ | 96% ↑ | 13% | 54% | 17% | 33% | 52% |
| Never Heard Of | 23% ↑ | 6% | 0% | 0% | 1% | 1% | 4% | 1% | 2% | 2% | 4% | 0% | 1% | 1% | 3% | 0% | 54% ↑ | 1% ↓ | 16% | 16% ↓ | 2% |
| NET | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

MoE 4.5%; Confidence Level 95%; Total n = 471



Q5. Gov Ballot by DEMOGRAPHICS

| | AGE | | | | | | GENDER | | PARTY AFFILIATION | | | | | IDEOLOGY | | | | | ETHNICITY | | | NET |
|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----|
| | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | M | F | Rep | Dem | Ind | Very Con | Some Con | Moderate | Some Lib | Very Lib | Unsure | White | Black | Other | | |
| Janet T. Mills (Democrat) | 0% ↘ | 71% | 58% | 49% | 46% | 65% ↗ | 48% | 62% | 10% ↘ | 96% ↗ | 49% | 8% ↘ | 13% ↘ | 60% | 94% ↗ | 97% ↗ | 25% | 57% | 33% | 33% | 55% | |
| Paul LePage (Republican) | 77% | 23% | 37% | 49% | 51% | 31% ↘ | 47% | 34% | 88% ↗ | 1% ↘ | 39% | 89% ↗ | 82% ↗ | 33% | 3% ↘ | 3% ↘ | 16% | 39% | 67% | 48% | 40% | |
| Sam Hunkler (Independent) | 0% | 0% | 1% | 1% | 1% | 0% | 0% | 1% | 0% | 0% | 2% ↗ | 0% | 1% | 2% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | |
| Undecided | 23% | 6% | 5% | 1% ↘ | 2% | 4% | 5% | 3% | 1% | 2% | 10% ↗ | 3% | 4% | 5% | 3% | 1% ↘ | 59% ↗ | 3% | 0% | 19% ↗ | 4% | |
| NET | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

MoE 4.5%; Confidence Level 95%; Total n = 471



Q6. Lobster Industry by DEMOGRAPHICS

| | AGE | | | | | | GENDER | | PARTY AFFILIATION | | | | | IDEOLOGY | | | | | ETHNICITY | | | NET |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----|
| | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | M | F | Rep | Dem | Ind | Very Con | Some Con | Moderate | Some Lib | Very Lib | Unsure | White | Black | Other | | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| Democrat Candidate | 0% | 64% | 43% | 39% | 40% | 58% ↑ | 40% ↓ | 54% ↓ | 7% ↓ | 89% ↑ | 36% ↓ | 7% ↓ | 11% ↓ | 48% | 86% ↑ | 83% ↑ | 25% | 49% | 33% | 28% | 47% | |
| Republican Candidate | 77% | 23% | 36% | 47% | 48% | 31% | 45% | 33% | 87% ↑ | 2% ↓ | 36% | 88% ↑ | 80% ↑ | 31% | 2% ↓ | 4% ↓ | 21% | 38% | 67% | 45% | 39% | |
| Undecided | 23% | 13% | 20% | 14% | 12% | 10% | 14% | 13% | 6% ↓ | 9% | 28% ↑ | 6% | 9% | 21% | 12% | 13% | 54% | 13% | 0% | 26% | 14% | |
| NET | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

MoE 4.5%; Confidence Level 95%; Total n = 471

