

Pan Atlantic SMS Group
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PAN ATLANTIC SMS GROUP 49TH OMNIBUS POLL™

“THE BENCHMARK OF MAINE PUBLIC OPINION”

December, 2011

207-871-8622

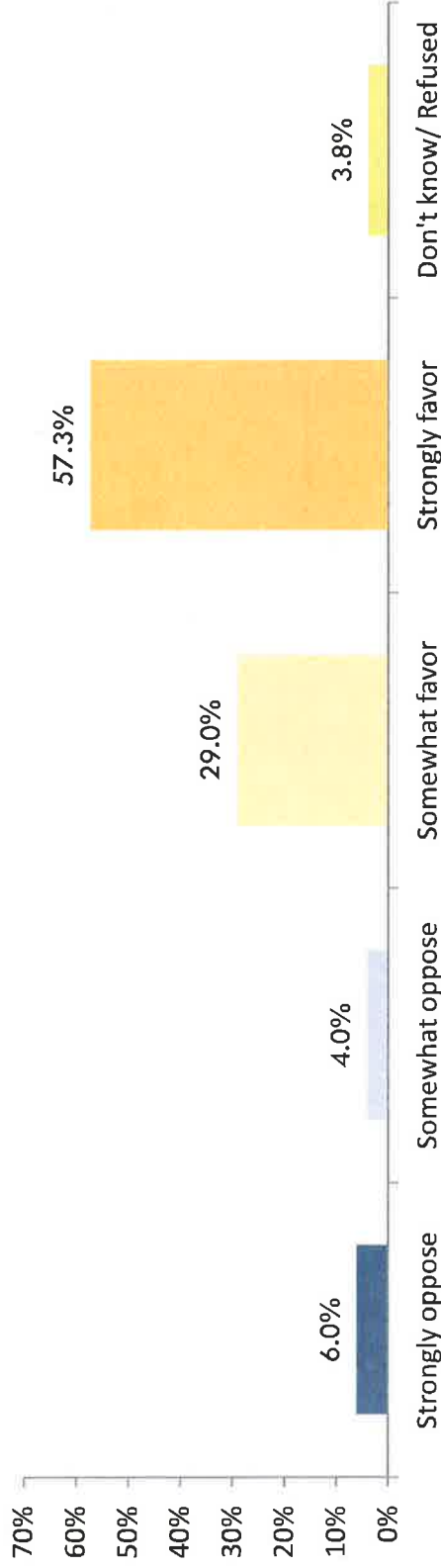
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Overall, do you favor or oppose having wind turbines in Maine so that wind power can be used to generate electricity? Is that strongly or somewhat [favor/ oppose]?

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[Options rotated; N=400]

Do you favor or oppose having wind turbines in Maine?



- Eighty six percent (86.3%) respondents 'strongly' (57.3%) or 'somewhat' (29.0%) favor having wind turbines in Maine so that wind power can be used to generate electricity. One in ten respondents (10.0%) 'somewhat' (4.0%) or 'strongly' (6.0%) oppose having wind turbines in Maine. This high level of public support for wind power is consistent with data recorded in other Pan Atlantic SMS Group polls over the past 3-4 years.
- Democratic and Independent respondents are more likely to favor having wind turbines in Maine than Republican respondents (92.8% of Democratic respondents and 90.6% of Independent respondents 'strongly' or 'somewhat favor' having wind turbines in Maine, vs. 78.0% of Republican respondents).

I. Background

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- Pan Atlantic SMS Group is a Maine based, independent marketing research and marketing consulting firm which is currently in its 26th year of successful operation.
- This Omnibus Poll is the 49th poll in series conducted by Pan Atlantic SMS Group on public policy, economic, technology, and lifestyle issues. Because we have conducted this poll on a frequent basis over a long time period (since 1996), we are in a unique position to provide reliable benchmarking on a range of important issues.
- For further information, please contact Patrick O. Murphy, President of Pan Atlantic SMS Group, at (207) 871-8622 or by email at pmurphy@panatlanticsmsgroup.com.

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Maine's Best Pollster 2008



Bangor Daily News

Pan Atlantic SMS Group Reported as Most Accurate Pollster on Maine's 2010 Gubernatorial Race



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II. Methodology

- The 49th Pan Atlantic SMS Group Omnibus Poll™ was conducted between November 9th and November 22nd, 2011. This independent survey data is being released to the Maine media in the interest of the public.
- A randomly selected, stratified statewide sample of 400 Maine residents was interviewed by telephone. Each of Maine's two Congressional Districts are represented by approximately half of the sample. The survey was administered only to those who fulfilled the following criteria:
 - Are ages 18 and older
 - Do not, nor does anyone in their household, work for a market research, advertising or media firm
 - Are registered to vote in Maine
- This independent poll was conducted by telephone, at our in-house interviewing center, by Pan Atlantic's team of experienced interviewers. No outside interviewer sources were used.

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II. Methodology

- It should be noted that figures may not always equal 100.0 percent due to the rounding of decimals.
- The sample was stratified statewide based on the 2010 U.S. Census of Population and Housing data. The sample size has statistical significance of + 4.9 percent at the 95 percent confidence level. This means that if the survey were to be repeated, 95 times out of 100 the results would reflect the results of this survey within the + 4.9 percent margin of error.
- The results are broken out by various demographic subsamples, including Congressional District, political party affiliation, age and gender. The margins of error for specific subsamples are higher than the + 4.9 percent margin of error for the entire sample.
- Finally, we note that as with all surveys, these results are indicative of interviewees' opinions at a singular point in time.