

September 27, 2022

## MILLS LEADS LEPAGE IN RACE FOR MAINE GOVERNOR; DEMOCRATS HOLD EDGE OVER GOP IN RACES FOR STATE SENATE & HOUSE

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DURHAM, NH - Incumbent Governor Janet Mills holds a double-digit lead over former Governor Paul LePage in the contest for Governor of Maine. A plurality of Mainers have a positive opinion of Mills while a majority have an unfavorable view of LePage. Likely voters lean towards Democrats in races for the Maine State Senate and House of Representatives.

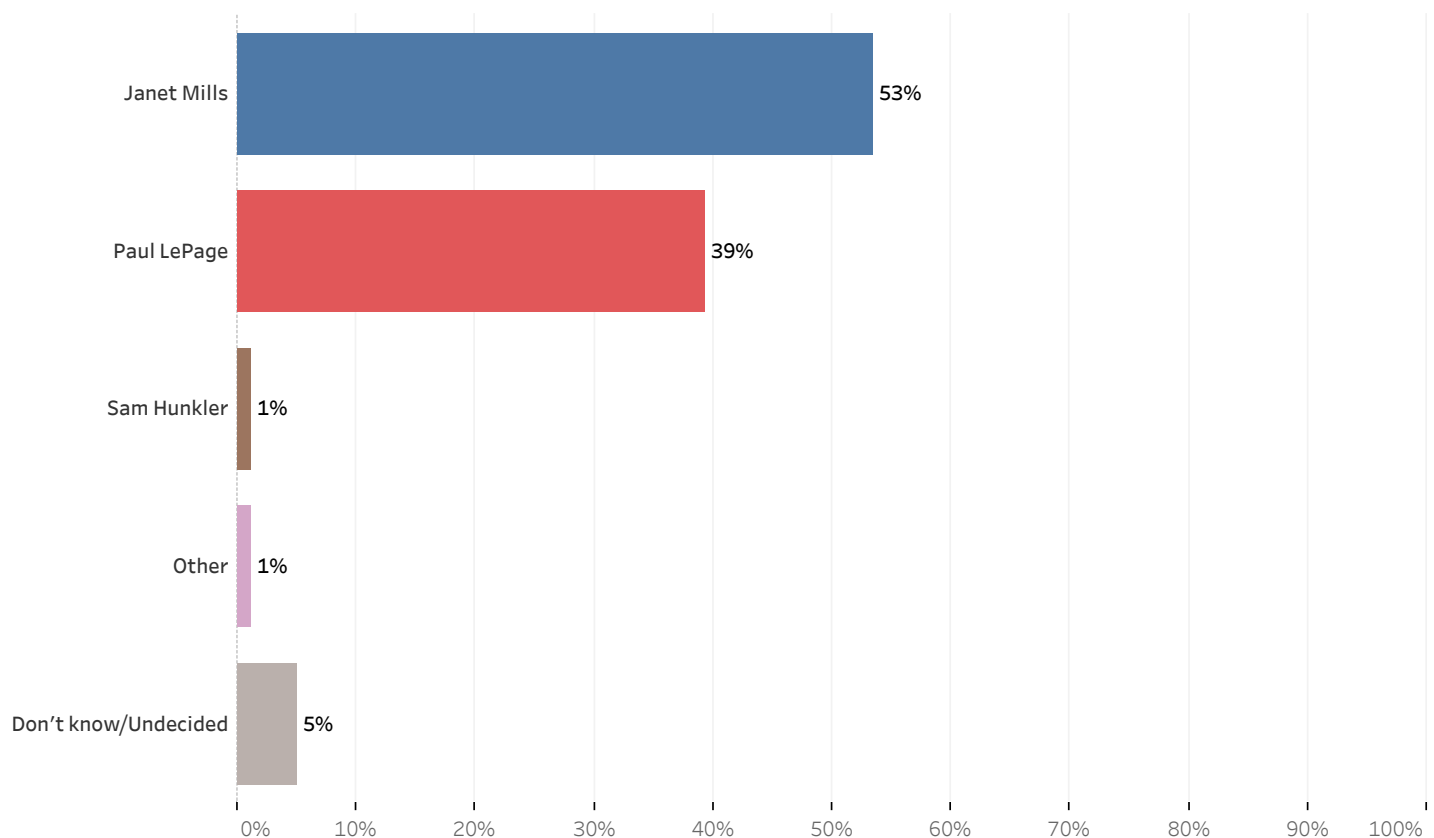
### 2022 ME Gubernatorial General Election

Incumbent Democrat Janet Mills will face former Governor Paul LePage and Independent candidate Sam Hunkler in the 2022 Maine gubernatorial race. If the election were held today, 53% of likely voters say they would vote for Mills, 39% would vote for LePage, 1% would vote for Hunkler, 1% would vote for another candidate, and 5% are undecided.

Nearly all Democrats (97%) support Mills while 86% of Republicans support LePage. Mills holds a small lead among Independents, 49% to 38%. Mills holds clear leads among those under the age of thirty-five, women, those with a college degree, and Southern Maine residents, while LePage leads among those aged 35-49 and Northern Maine residents.

"Mills has solid support among Democrats which puts her in a good position to win this race," said Andrew Smith, Director of the UNH Survey Center. "LePage has little margin for error. In order for him to win, he will have to secure the support of almost all Republicans."

### 2022 Maine Gubernatorial Election - September 2022

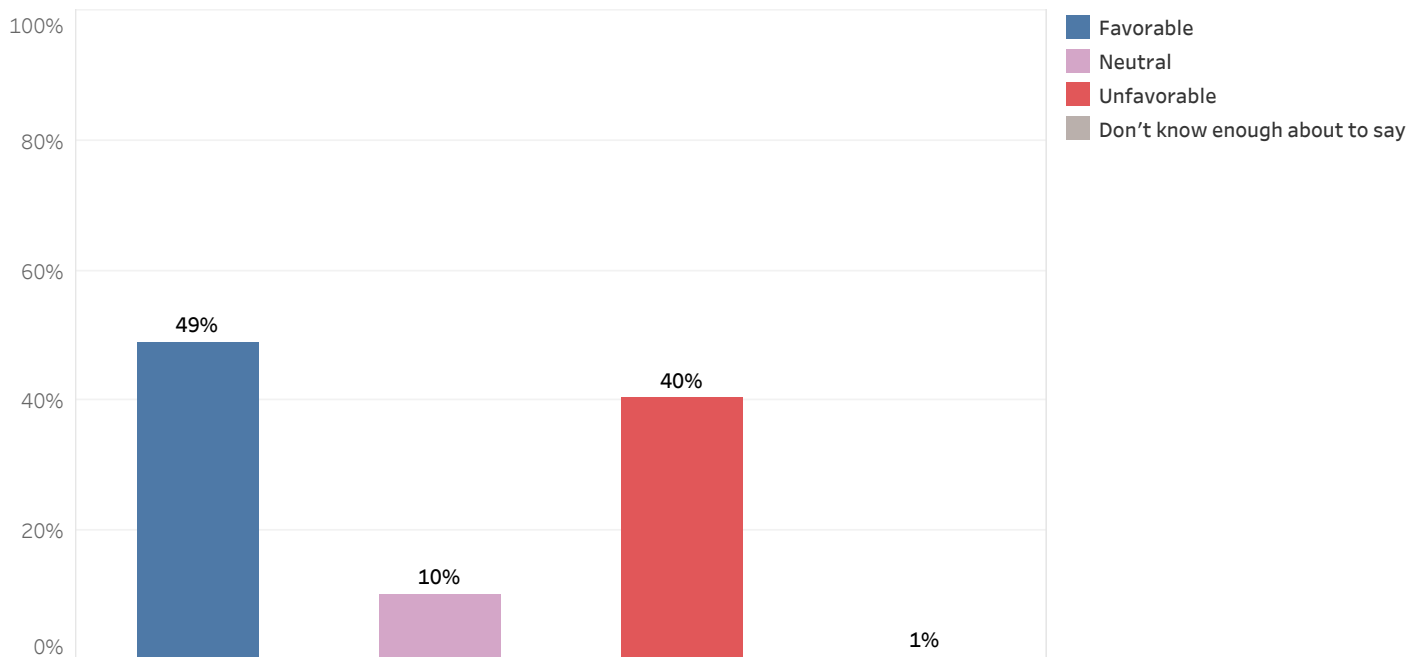


\* We ask that this copyrighted information be referred to as *the Pine Tree State Poll*, conducted by the University of New Hampshire Survey Center.

Mainers have a slightly positive view of Mills: 49% have a favorable opinion of her, 40% have an unfavorable opinion of her, 10% are neutral, and less than 1% don't know enough about her to say. Mills's net favorability rating (the percentage who have a favorable opinion of her minus the percentage who have an unfavorable opinion) is +8.

Mills is very popular among Democrats (+87) in the state but is very unpopular among Republicans (-80), while Independents are neutral (-2).

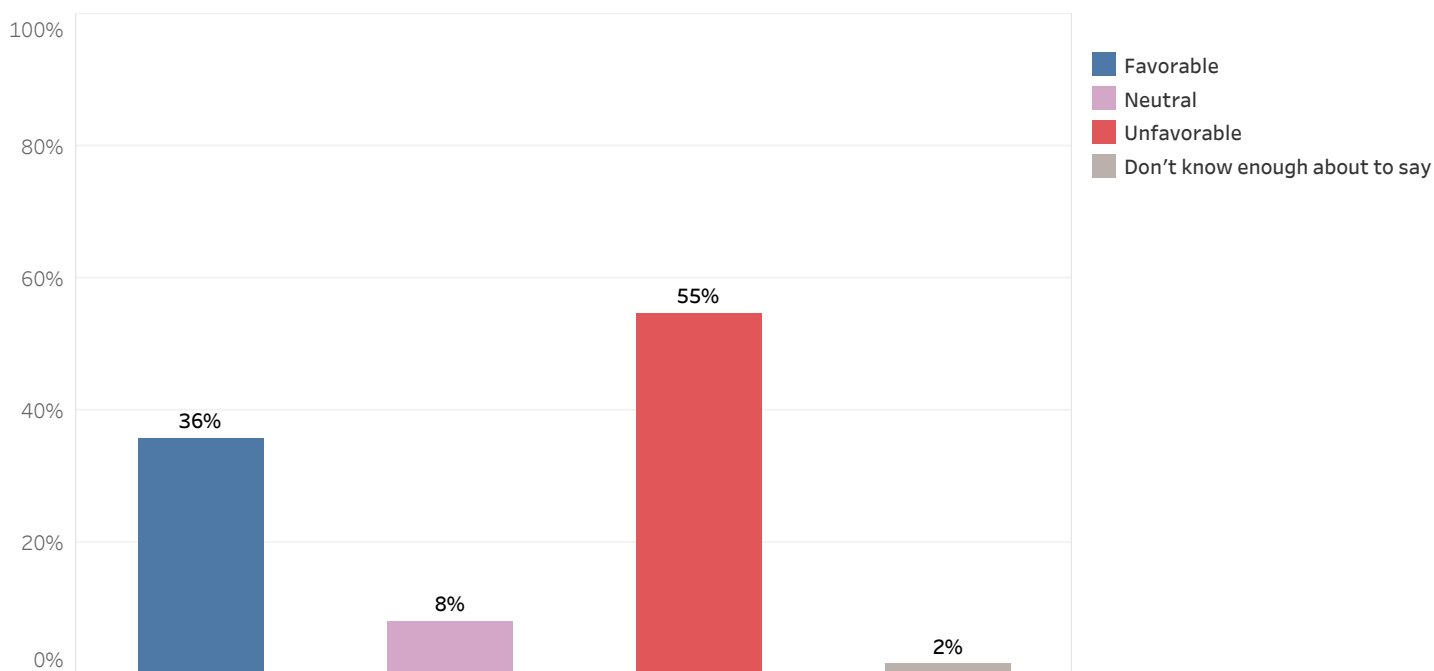
**Favorability - Janet Mills - September 2022**



LePage is considerably less popular than Mills. Only 36% of Mainers have a favorable opinion of him, 55% have an unfavorable opinion of him, 8% are neutral, and 2% don't know enough about him to say. LePage's net favorability rating is -19.

LePage is very popular among Republicans (+74) in the state but is unpopular among Independents (-27) and is very unpopular among Democrats (-95).

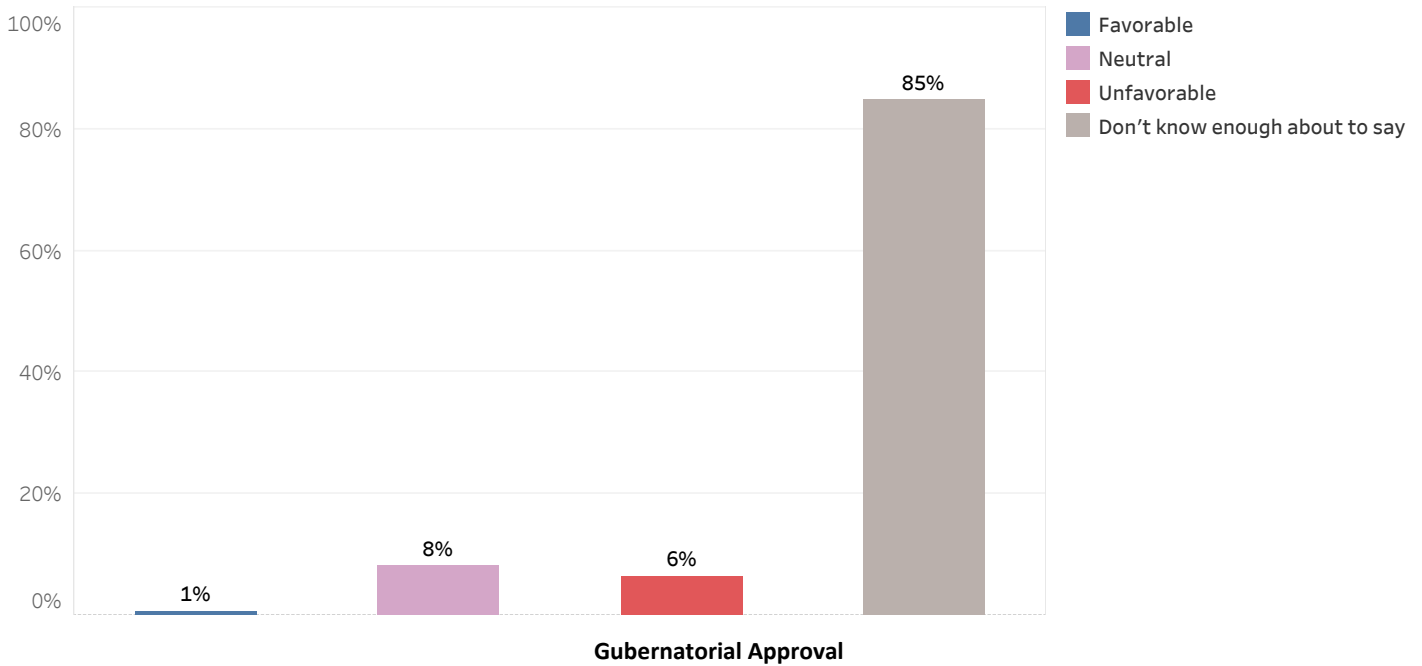
**Favorability - Paul LePage - September 2022**



Hunkler is unknown to most Mainers. Only 1% have a favorable opinion of him, 6% have an unfavorable opinion of him, 8% are neutral, and 85% don't know enough about him to say. Hunkler's net favorability rating is -6.

Twenty-six percent of Independents know enough about Hunkler to have an opinion about him, but only 18% of Democrats and 8% of Republicans say the same.

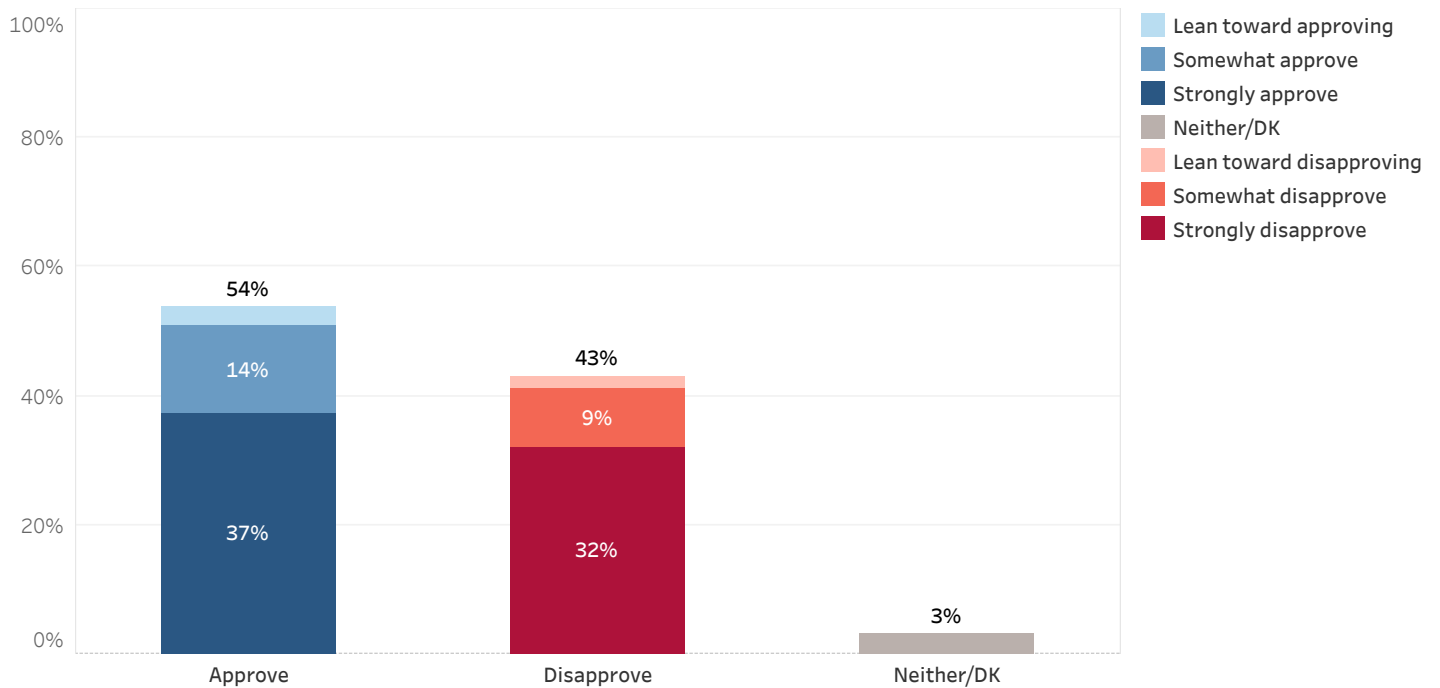
**Favorability - Sam Hunkler - September 2022**



Just over half (54%) of Maine residents approve of Governor Mills's job as Governor, 43% disapprove, and 3% neither approve nor disapprove or don't know. Mills's net approval rating (the percentage who approve minus the percentage who disapprove) is +11.

Ninety-five percent of Democrats and 48% of Independents approve of Mills's performance as Governor, but only 9% of Republicans agree.

**Approval of Governor Mills's Job Performance - September 2022**

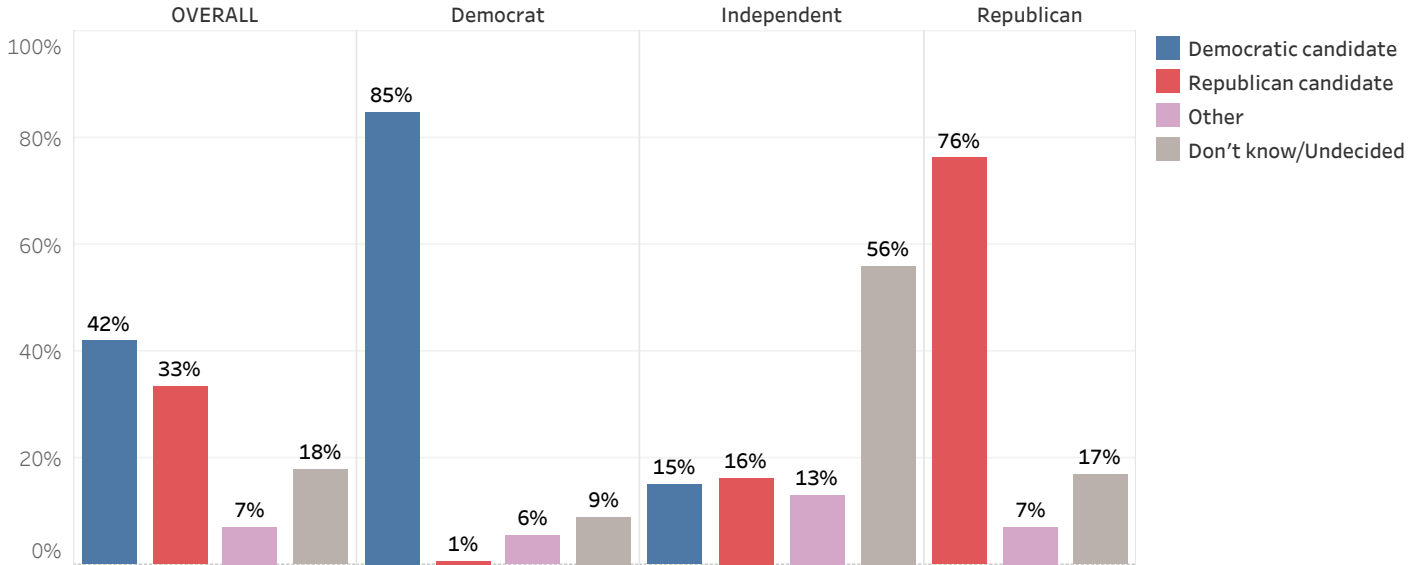


### 2022 Maine State Senate Election

When asked the party of the State Senate candidate they would vote for if the election were held today, 42% of likely voters say that they would vote for the Democratic candidate, 33% say they would vote for the Republican candidate, 7% would vote for another candidate, and 18% are undecided.

Among Democrats, 85% plan on voting for the Democratic candidate and 9% are undecided, while among Republicans, 76% plan to vote for the Republican candidate and 17% are undecided. Among Independents, 15% plan to vote for the Democratic candidate, 16% plan to vote for the Republican candidate, 13% plan to vote for another candidate, and 56% are undecided.

#### 2022 Maine State Senate Election - September 2022

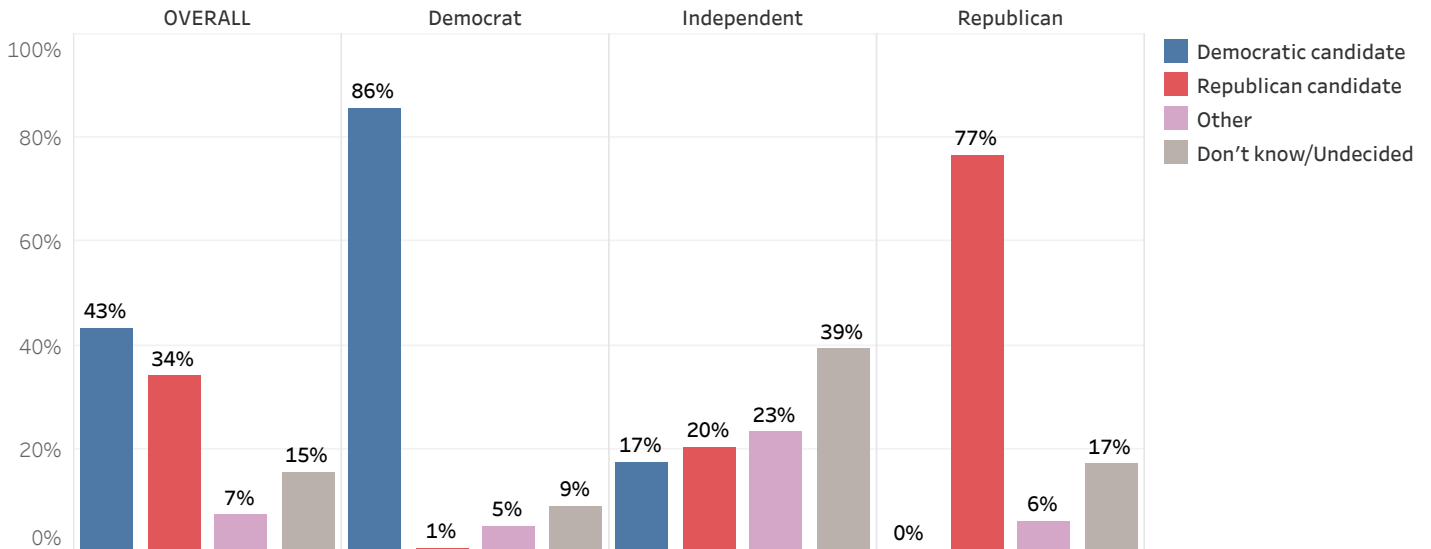


### 2022 Maine State House Election

When asked the party of the State House of Representatives candidate they would vote for if the election were held today, 43% of likely voters say that they would vote for the Democratic candidate, 34% say they would vote for the Republican candidate, 7% would vote for another candidate, and 15% are undecided.

Among Democrats, 86% plan on voting for the Democratic candidate and 9% are undecided, while among Republicans, 77% plan to vote for the Republican candidate and 17% are undecided. Among Independents, 17% plan to vote for the Democratic candidate, 20% plan to vote for the Republican candidate, 23% plan to vote for another candidate, and 39% are undecided.

#### 2022 Maine State House Election - September 2022



## Pine Tree State Poll Methodology

These findings are based on the latest Pine Tree State Poll, conducted by the University of New Hampshire Survey Center. Seven hundred fifty-two (752) Pine Tree State Panel members completed the survey online between September 15 and September 19, 2022. The margin of sampling error for the survey is +/- 3.6 percent. Included in the sample were 694 likely 2022 general election voters (MSE = +/- 3.7%). These MSE's have not been adjusted for design effect. The response rate for the September 2022 Pine Tree State Poll is 32%. The design effect for the survey is 2.4%.

Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the ME Secretary of State and to 2020 election results in Maine.

The Pine Tree State Panel is part of an effort by the University of New Hampshire Survey Center to investigate new ways of gathering and understanding the opinion of Maine residents. Approximately 2,500 Maine adults have been recruited from randomly-selected landline and cell phone numbers to participate in the panel. Panelists are then asked to participate in online surveys sponsored by the UNH Survey Center.

The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions. Due to rounding, percentages may not sum to 100%.

For more information about the methodology used in the Pine Tree State Panel, contact Dr. Andrew Smith at (603) 862-2226 or by email at [andrew.smith@unh.edu](mailto:andrew.smith@unh.edu).

### September 2022 Pine Tree State Poll Demographics

		%	N
Gender of Respondent	Men	52%	377
	Women	48%	353
Age of Respondent	18 to 34	25%	185
	35 to 49	23%	169
	50 to 64	28%	211
	65 and older	25%	185
Level of Education	High school or less	39%	290
	Tech school/Some college	29%	219
	College graduate	20%	150
	Postgraduate work	12%	88
Region of State	Central Maine	23%	175
	Downeast/Coastal Maine	18%	133
	Northern Maine	22%	161
	Southern Maine	37%	278
Party ID	Democrat	46%	342
	Independent	14%	107
	Republican	39%	292
Voting Registration	Registered Democrat	35%	250
	Registered Republican	28%	202
	Registered Green Party	4%	29
	Registered Unenrolled	32%	229
2020 Pres Vote	Voted for Biden	55%	385
	Voted for Trump	45%	319
Household Income	Less than \$45,000	30%	184
	\$45,000 - \$74,999	30%	187
	\$75,000 - \$99,999	15%	91
	\$100,000 - \$149,999	23%	142
	\$150,000 or more	3%	16

## 2022 Maine Gubernatorial Election

If the election for Governor were held today, would you vote for...

		<u>Sam Hunkler</u>	<u>Paul LePage</u>	<u>Janet Mills</u>	<u>Other</u>	<u>Don't know/ Undecided</u>	<u>N</u>
<b>STATEWIDE</b>	<b>September 2022</b>	1%	39%	53%	1%	5%	694
<b>Voting Registration</b>	Registered Democrat	0%	4%	93%	0%	3%	238
	Registered Republican	2%	82%	6%		10%	193
	Registered Green Party			51%	49%		15
	Registered Unenrolled	2%	44%	51%		4%	227
<b>Party ID</b>	Democrat	0%	1%	97%	0%	1%	326
	Independent	1%	38%	49%	9%	3%	83
	Republican	2%	86%	4%		8%	277
<b>Age of Respondent</b>	18 to 34	0%	8%	85%	5%	1%	163
	35 to 49	4%	57%	35%		4%	155
	50 to 64	0%	48%	44%	0%	8%	193
	65 and older	0%	43%	51%	0%	6%	181
<b>Gender of Respondent</b>	Men	1%	52%	45%	0%	2%	351
	Women	2%	27%	62%	2%	7%	323
<b>Level of Education</b>	High school or less		49%	43%	3%	6%	263
	Tech school/Some college	3%	47%	48%		2%	205
	College graduate	1%	26%	66%	0%	8%	135
	Postgraduate work	2%	12%	82%		4%	86
<b>Region of State</b>	Central Maine		43%	56%	0%	2%	172
	Downeast/Coastal Maine	4%	37%	54%	0%	5%	117
	Northern Maine	1%	55%	34%	5%	6%	145
	Southern Maine	1%	28%	64%		7%	256
<b>Household Income</b>	Less than \$45,000	4%	16%	74%	4%	2%	165
	\$45,000 - \$74,999	0%	52%	41%		7%	184
	\$75,000 - \$99,999	0%	56%	41%		3%	87
	\$100,000 - \$149,999	1%	39%	58%		3%	123
	\$150,000 or more		20%	79%	1%	0%	16
<b>Media Usage</b>	Conservative radio listener		81%	18%		2%	95
	CNN viewer	0%	23%	71%		5%	204
	Fox News viewer	1%	81%	14%	0%	3%	213
	Joe Rogan listener	4%	75%	18%		3%	60
	Local ME news viewer	3%	20%	68%	0%	10%	182
	MSNBC viewer	0%	26%	68%		5%	140
<b>2020 Pres Vote</b>	Voted for Biden	0%	0%	98%	0%	2%	355
	Voted for Trump	2%	87%	3%		8%	309

### Favorability - Janet Mills

Below is a list of public figures in Maine, some of whom are running for office in the 2022 General Election. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Janet Mills

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
<b>STATEWIDE</b>	<b>September 2022</b>	49%	10%	40%	1%	749
<b>Voting Registration</b>	Registered Democrat	88%	6%	7%		250
	Registered Republican	6%	12%	82%		200
	Registered Green Party	51%	3%	46%		29
	Registered Unenrolled	46%	11%	43%		228
<b>Party ID</b>	Democrat	90%	7%	3%	0%	341
	Independent	41%	15%	43%	1%	107
	Republican	4%	12%	84%		290
<b>Age of Respondent</b>	18 to 34	72%	12%	14%	1%	185
	35 to 49	30%	9%	60%	1%	167
	50 to 64	42%	7%	50%	0%	211
	65 and older	51%	12%	37%		185
<b>Gender of Respondent</b>	Men	40%	11%	49%	0%	375
	Women	59%	8%	32%	0%	353
<b>Level of Education</b>	High school or less	43%	5%	52%	0%	290
	Tech school/Some college	40%	16%	44%	1%	217
	College graduate	57%	14%	28%	0%	150
	Postgraduate work	81%	6%	13%		87
<b>Region of State</b>	Central Maine	54%	6%	40%	0%	175
	Downeast/Coastal Maine	43%	18%	39%	1%	133
	Northern Maine	29%	3%	66%	1%	161
	Southern Maine	61%	14%	25%	0%	275
<b>Household Income</b>	Less than \$45,000	67%	9%	23%	0%	183
	\$45,000 - \$74,999	34%	11%	55%		186
	\$75,000 - \$99,999	39%	5%	56%		91
	\$100,000 - \$149,999	52%	12%	36%		140
	\$150,000 or more	76%	8%	16%		16
<b>Media Usage</b>	Conservative radio listener	16%	10%	74%		105
	CNN viewer	71%	7%	22%		216
	Fox News viewer	16%	9%	75%		230
	Joe Rogan listener	18%	3%	79%		65
	Local ME news viewer	66%	7%	27%		198
	MSNBC viewer	70%	5%	25%		150
<b>2020 Pres Vote</b>	Voted for Biden	86%	10%	4%	0%	384
	Voted for Trump	4%	12%	85%		317

### Favorability - Paul LePage

Below is a list of public figures in Maine, some of whom are running for office in the 2022 General Election. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Paul LePage

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
<b>STATEWIDE</b>	<b>September 2022</b>	36%	8%	55%	2%	752
<b>Voting Registration</b>	Registered Democrat	4%	4%	92%	0%	250
	Registered Republican	83%	11%	6%	0%	202
	Registered Green Party	20%		80%		29
	Registered Unenrolled	35%	11%	53%	2%	229
<b>Party ID</b>	Democrat	1%	2%	96%	1%	342
	Independent	29%	8%	56%	6%	107
	Republican	79%	15%	6%	0%	292
<b>Age of Respondent</b>	18 to 34	8%	2%	87%	3%	185
	35 to 49	43%	19%	38%	1%	169
	50 to 64	51%	4%	42%	2%	211
	65 and older	40%	8%	52%		185
<b>Gender of Respondent</b>	Men	43%	10%	45%	1%	377
	Women	29%	5%	65%	2%	353
<b>Level of Education</b>	High school or less	43%	11%	46%	0%	290
	Tech school/Some college	42%	7%	47%	4%	219
	College graduate	26%	6%	68%	0%	150
	Postgraduate work	10%	6%	83%	1%	88
<b>Region of State</b>	Central Maine	40%	3%	56%	1%	175
	Downeast/Coastal Maine	20%	24%	52%	4%	133
	Northern Maine	62%	2%	33%	3%	161
	Southern Maine	24%	8%	68%	0%	278
<b>Household Income</b>	Less than \$45,000	18%	3%	75%	4%	184
	\$45,000 - \$74,999	47%	10%	43%	0%	187
	\$75,000 - \$99,999	52%	7%	41%		91
	\$100,000 - \$149,999	35%	9%	55%	0%	142
	\$150,000 or more	16%	4%	80%	0%	16
<b>Media Usage</b>	Conservative radio listener	77%	7%	16%		105
	CNN viewer	15%	12%	73%	1%	216
	Fox News viewer	68%	15%	17%	0%	230
	Joe Rogan listener	49%	33%	17%	0%	65
	Local ME news viewer	22%	10%	67%	2%	198
	MSNBC viewer	25%	4%	70%		150
<b>2020 Pres Vote</b>	Voted for Biden	2%	2%	95%	1%	385
	Voted for Trump	81%	15%	3%	1%	319



### Favorability - Sam Hunkler

Below is a list of public figures in Maine, some of whom are running for office in the 2022 General Election. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Sam Hunkler

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
<b>STATEWIDE</b>	<b>September 2022</b>	1%	8%	6%	85%	741
<b>Voting Registration</b>	Registered Democrat	0%	4%	12%	83%	249
	Registered Republican	1%	5%	1%	93%	192
	Registered Green Party	0%		25%	75%	29
	Registered Unenrolled	0%	17%	4%	79%	228
<b>Party ID</b>	Democrat	1%	8%	9%	82%	342
	Independent	0%	18%	7%	74%	107
	Republican	1%	5%	2%	92%	282
<b>Age of Respondent</b>	18 to 34	1%	9%	6%	84%	185
	35 to 49	1%	4%	9%	87%	167
	50 to 64	1%	3%	2%	94%	204
	65 and older	1%	17%	8%	74%	183
<b>Gender of Respondent</b>	Men	1%	4%	7%	88%	368
	Women	1%	12%	6%	82%	351
<b>Level of Education</b>	High school or less		10%	6%	83%	283
	Tech school/Some college	2%	7%	6%	86%	217
	College graduate	0%	7%	4%	89%	149
	Postgraduate work	2%	7%	10%	81%	87
<b>Region of State</b>	Central Maine	1%	10%	10%	80%	173
	Downeast/Coastal Maine	1%	7%	6%	85%	133
	Northern Maine	1%	2%	5%	92%	153
	Southern Maine	1%	11%	5%	83%	277
<b>Household Income</b>	Less than \$45,000	0%	11%	12%	77%	184
	\$45,000 - \$74,999	0%	3%	4%	92%	186
	\$75,000 - \$99,999	2%	3%	8%	87%	90
	\$100,000 - \$149,999	1%	19%	3%	78%	134
	\$150,000 or more	6%	14%	14%	66%	16
<b>Media Usage</b>	Conservative radio listener	1%	12%	2%	85%	97
	CNN viewer	0%	11%	3%	86%	216
	Fox News viewer	1%	10%	1%	89%	228
	Joe Rogan listener	0%	5%	1%	93%	65
	Local ME news viewer	1%	13%	5%	81%	198
	MSNBC viewer	1%	15%	3%	81%	150
<b>2020 Pres Vote</b>	Voted for Biden	0%	9%	8%	83%	384
	Voted for Trump	1%	9%	2%	88%	309

## Approval of Governor Mills's Job Performance

Generally speaking, do you approve or disapprove of the way Janet Mills is handling her job as governor?

		<u>Approve</u>	<u>Disapprove</u>	<u>Neither/DK</u>	<u>N</u>
<b>STATEWIDE</b>	<b>September 2022</b>	54%	43%	3%	752
<b>Voting Registration</b>	Registered Democrat	91%	8%	1%	249
	Registered Republican	10%	89%	2%	202
	Registered Green Party	54%	46%		29
	Registered Unenrolled	51%	45%	4%	229
<b>Party ID</b>	Democrat	95%	4%	2%	342
	Independent	48%	42%	10%	107
	Republican	9%	90%	1%	292
<b>Age of Respondent</b>	18 to 34	78%	13%	8%	185
	35 to 49	37%	61%	2%	169
	50 to 64	45%	54%	2%	211
	65 and older	56%	43%	1%	185
<b>Gender of Respondent</b>	Men	45%	53%	2%	377
	Women	63%	34%	4%	353
<b>Level of Education</b>	High school or less	45%	55%	0%	290
	Tech school/Some college	51%	46%	3%	219
	College graduate	59%	31%	9%	149
	Postgraduate work	83%	15%	2%	88
<b>Region of State</b>	Central Maine	57%	43%	0%	175
	Downeast/Coastal Maine	46%	43%	11%	133
	Northern Maine	29%	67%	4%	161
	Southern Maine	71%	29%	1%	277
<b>Household Income</b>	Less than \$45,000	72%	23%	4%	184
	\$45,000 - \$74,999	39%	57%	4%	187
	\$75,000 - \$99,999	42%	57%	1%	91
	\$100,000 - \$149,999	57%	43%	1%	142
	\$150,000 or more	76%	20%	3%	16
<b>Media Usage</b>	Conservative radio listener	16%	84%		105
	CNN viewer	76%	24%	0%	216
	Fox News viewer	18%	80%	2%	230
	Joe Rogan listener	18%	82%	0%	65
	Local ME news viewer	72%	27%	1%	198
	MSNBC viewer	74%	26%	0%	150
<b>2020 Pres Vote</b>	Voted for Biden	92%	4%	4%	384
	Voted for Trump	8%	90%	2%	319

## 2022 Maine State Senate Election

If the election for the Maine Senate were held today, would you vote for the...

		<u>Democratic</u> <u>candidate</u>	<u>Republican</u> <u>candidate</u>	<u>Other</u>	<u>Don't</u> <u>know/Undecided</u>	<u>N</u>
<b>STATEWIDE</b>	<b>September 2022</b>	42%	33%	7%	18%	692
<b>Voting Registration</b>	Registered Democrat	89%	4%	3%	5%	237
	Registered Republican	0%	78%	1%	21%	193
	Registered Green Party	44%		49%	6%	15
	Registered Unenrolled	26%	29%	14%	32%	225
<b>Party ID</b>	Democrat	85%	1%	6%	9%	326
	Independent	15%	16%	13%	56%	83
	Republican		76%	7%	17%	278
<b>Age of Respondent</b>	18 to 34	62%	9%	14%	15%	163
	35 to 49	33%	40%	11%	16%	155
	50 to 64	32%	44%	3%	21%	193
	65 and older	41%	39%	1%	19%	180
<b>Gender of Respondent</b>	Men	36%	46%	6%	12%	351
	Women	48%	20%	7%	25%	323
<b>Level of Education</b>	High school or less	34%	35%	13%	18%	263
	Tech school/Some college	34%	44%	3%	18%	205
	College graduate	52%	25%	3%	20%	135
	Postgraduate work	71%	13%	2%	14%	86
<b>Region of State</b>	Central Maine	42%	31%	5%	23%	172
	Downeast/Coastal Maine	41%	21%	14%	23%	114
	Northern Maine	28%	47%	7%	18%	145
	Southern Maine	51%	31%	6%	13%	256
<b>Household Income</b>	Less than \$45,000	61%	10%	5%	23%	165
	\$45,000 - \$74,999	32%	33%	10%	25%	184
	\$75,000 - \$99,999	38%	55%	0%	7%	87
	\$100,000 - \$149,999	39%	37%	11%	12%	123
	\$150,000 or more	69%	24%		8%	16
<b>Media Usage</b>	Conservative radio listener	7%	72%	3%	19%	95
	CNN viewer	54%	20%	14%	13%	204
	Fox News viewer	3%	68%	13%	16%	213
	Joe Rogan listener	1%	54%	26%	19%	60
	Local ME news viewer	48%	24%	7%	21%	182
	MSNBC viewer	52%	30%	9%	9%	140
<b>2020 Pres Vote</b>	Voted for Biden	81%	0%	5%	14%	354
	Voted for Trump	0%	73%	7%	20%	309

## 2022 Maine State House Election

If the election for the Maine House of Representatives were held today, would you vote for the...

		<u>Democratic candidate</u>	<u>Republican candidate</u>	<u>Other</u>	<u>Don't know/Undecided</u>	<u>N</u>
<b>STATEWIDE</b>	<b>September 2022</b>	43%	34%	7%	15%	677
<b>Voting Registration</b>	Registered Democrat	89%	4%	2%	5%	237
	Registered Republican	1%	78%		21%	192
	Registered Green Party	44%		49%	6%	15
	Registered Unenrolled	28%	31%	17%	24%	211
<b>Party ID</b>	Democrat	86%	1%	5%	9%	325
	Independent	17%	20%	23%	39%	70
	Republican	0%	77%	6%	17%	277
<b>Age of Respondent</b>	18 to 34	62%	9%	14%	15%	163
	35 to 49	33%	40%	11%	16%	154
	50 to 64	33%	46%	2%	19%	192
	65 and older	45%	40%	3%	11%	167
<b>Gender of Respondent</b>	Men	37%	47%	7%	10%	350
	Women	51%	20%	7%	22%	309
<b>Level of Education</b>	High school or less	35%	36%	14%	14%	250
	Tech school/Some college	34%	45%	4%	17%	205
	College graduate	53%	26%	4%	17%	134
	Postgraduate work	74%	11%	2%	13%	85
<b>Region of State</b>	Central Maine	46%	36%	4%	14%	158
	Downeast/Coastal Maine	41%	25%	17%	17%	114
	Northern Maine	29%	43%	6%	21%	145
	Southern Maine	52%	30%	6%	12%	255
<b>Household Income</b>	Less than \$45,000	67%	10%	6%	17%	152
	\$45,000 - \$74,999	32%	33%	12%	23%	184
	\$75,000 - \$99,999	38%	56%	0%	6%	87
	\$100,000 - \$149,999	40%	38%	11%	11%	122
	\$150,000 or more	74%	20%		6%	16
<b>Media Usage</b>	Conservative radio listener	8%	74%	4%	13%	95
	CNN viewer	55%	18%	14%	13%	204
	Fox News viewer	3%	65%	14%	18%	212
	Joe Rogan listener	2%	46%	26%	26%	60
	Local ME news viewer	49%	25%	7%	18%	182
	MSNBC viewer	54%	29%	11%	6%	140
<b>2020 Pres Vote</b>	Voted for Biden	82%		5%	13%	354
	Voted for Trump	1%	77%	8%	15%	296