



RED OAK
strategic

ME Models Refresh Update

Model Review Executive Summary



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Population Statistics

Registered Voters: 1,037,753

Republican: 306,988

Democrat: 351,992

Other: 378,773

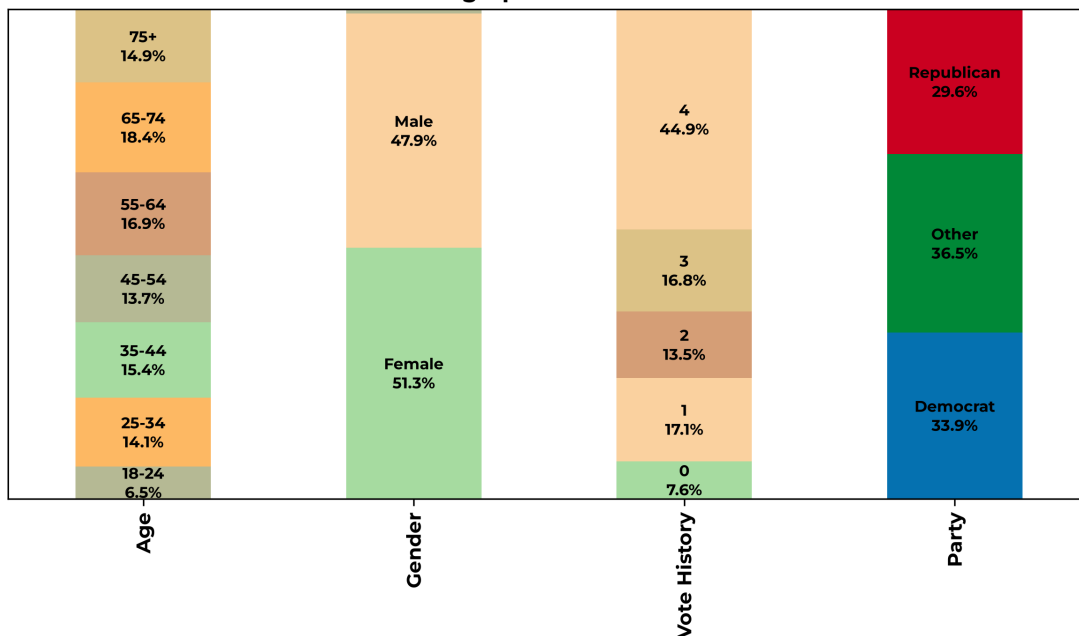
Voter Frequency General

	Republican	Democrat	Other	Total
0 of 4	15,844	20,099	42,931	78,874
1 of 4	48,324	48,167	81,054	177,545
2 of 4	39,624	42,790	57,961	140,375
3 of 4	53,869	53,925	66,718	174,512
4 of 4	149,327	187,011	130,109	466,447

Voter Frequency Primary

	Republican	Democrat	Other	Total
0 of 4	165,944	159,968	291,350	617,262
1 of 4	57,513	72,653	54,288	184,454
2 of 4	36,448	55,867	22,727	115,042
3 of 4	25,511	36,499	8,312	70,322
4 of 4	21,572	27,005	2,096	50,673

Demographic Distribution



Predicting Turnout

Total Voters: **1,037,753**

Expected Votes: **674,557**

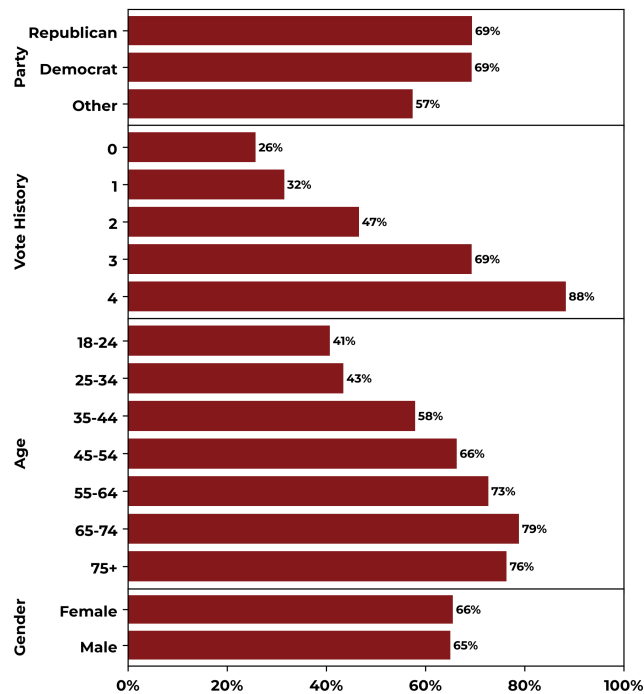
Expected Turnout: **65.0%**

Republican: 69.4%

Democrat: 69.3%

Other: 57.4%

Voter Freq	General	Primary
0 of 4	25.8%	52.9%
1 of 4	31.5%	75.6%
2 of 4	46.6%	84.5%
3 of 4	69.3%	90.9%
4 of 4	88.3%	94.0%



Model Toplines

Toplines

Model	All Voters	Likely Voters	VH24G	VH22G	GOP	OTH	DEM
Right Direction	30.2%	31.1%	31.3%	32.3%	7.8%	24.4%	57.5%
Wrong Track	62.7%	62.3%	62.2%	61.3%	88.7%	68.1%	34.0%
Net Right Direction	-32.5%	-31.2%	-30.9%	-29.0%	-80.9%	-43.7%	23.5%
Collins Image Fav	43.9%	45.5%	46.0%	46.7%	84.6%	44.5%	12.2%
Collins Image Unfav	54.4%	52.9%	52.5%	51.9%	14.2%	53.5%	86.3%
Net Collins Image Fav	-10.5%	-7.4%	-6.5%	-5.2%	70.4%	-9.0%	-74.0%
Jackson Image Fav	44.7%	44.3%	44.3%	44.6%	9.9%	40.9%	77.5%
Jackson Image Unfav	46.1%	47.7%	48.2%	48.4%	82.1%	49.9%	15.6%
Net Jackson Image Fav	-1.4%	-3.3%	-3.9%	-3.8%	-72.2%	-9.1%	61.9%
Trump Image Fav	40.4%	41.3%	41.5%	41.3%	84.1%	38.6%	6.2%
Trump Image Unfav	58.7%	57.8%	57.6%	57.8%	14.9%	60.4%	93.0%
Net Trump Image Fav	-18.3%	-16.5%	-16.0%	-16.4%	69.2%	-21.8%	-86.7%
Pres Approval	37.8%	39.4%	39.8%	40.1%	81.0%	35.8%	6.4%
Pres Disapproval	60.4%	58.9%	58.6%	58.3%	17.1%	62.3%	92.5%
Net Pres Approval	-22.6%	-19.5%	-18.8%	-18.2%	63.9%	-26.5%	-86.1%
Sen Approval	43.2%	45.4%	46.0%	46.9%	83.9%	43.3%	13.6%
Sen Disapproval	54.4%	52.6%	52.1%	51.2%	14.0%	54.6%	84.6%
Net Sen Approval	-11.2%	-7.2%	-6.1%	-4.3%	69.9%	-11.3%	-71.0%
Gov Approval	41.6%	41.8%	41.8%	42.7%	6.8%	40.2%	73.9%
Gov Disapproval	55.7%	55.8%	55.9%	55.1%	91.4%	56.8%	23.7%
Net Gov Approval	-14.1%	-13.9%	-14.2%	-12.4%	-84.6%	-16.6%	50.2%
Sen Named Ballot Collins	46.5%	48.3%	48.8%	49.3%	88.0%	48.9%	13.0%
Sen Named Ballot Jackson	48.2%	46.9%	46.5%	46.3%	8.8%	44.7%	82.2%
Net Sen Named Ballot Collins	-1.8%	1.3%	2.2%	3.0%	79.2%	4.1%	-69.2%
Cong Named Ballot Rep	41.5%	42.9%	43.2%	43.3%	87.3%	40.0%	6.6%
Cong Named Ballot Dem	50.4%	50.2%	50.0%	50.3%	8.1%	48.4%	88.5%
Net Cong Named Ballot Rep	-8.9%	-7.3%	-6.8%	-7.0%	79.2%	-8.4%	-81.9%
Gov Named Ballot Charles	36.2%	37.9%	38.3%	38.5%	79.8%	32.7%	5.8%
Gov Named Ballot Pingree	44.7%	44.3%	44.1%	44.4%	6.5%	39.1%	82.1%
Gov Named Ballot Bennett	8.0%	7.7%	7.6%	7.5%	5.4%	11.4%	6.4%

Toplines (cont.)

Model	All Voters	Likely Voters	VH24G	VH22G	GOP	OTH	DEM
Net Gov Named Ballot Charles	-8.5%	-6.5%	-5.8%	-5.9%	73.3%	-6.4%	-76.3%
Issues Economy	42.8%	42.2%	42.1%	41.6%	29.1%	43.4%	52.7%
Issues Healthcare	17.1%	17.2%	17.1%	17.4%	15.9%	16.1%	19.2%
Issues Crime Imm Drugs	16.5%	16.8%	17.0%	16.9%	28.1%	16.5%	7.4%
Issues Social	3.9%	3.7%	3.7%	3.6%	3.0%	3.7%	4.3%
Issues Political Environment	16.4%	17.0%	17.1%	17.4%	21.1%	17.2%	13.1%
Aggressive Message More Likely	21.3%	21.3%	21.2%	21.5%	6.5%	17.5%	37.5%
Aggressive Message Less Likely	60.3%	60.5%	60.6%	60.2%	86.8%	65.1%	33.4%
Net Aggressive Message More Likely	-39.0%	-39.2%	-39.4%	-38.7%	-80.2%	-47.6%	4.0%
Increase Costs Message More Likely	23.4%	23.7%	23.8%	24.3%	6.1%	21.9%	40.8%
Increase Costs Message Less Likely	58.1%	58.2%	58.3%	57.8%	87.7%	59.9%	30.9%
Net Increase Costs Message More Likely	-34.7%	-34.4%	-34.5%	-33.5%	-81.6%	-38.1%	9.9%
Trans Sports Message More Likely	31.4%	31.4%	31.3%	31.5%	4.6%	27.3%	58.4%
Trans Sports Message Less Likely	58.7%	59.0%	59.1%	58.8%	92.5%	61.8%	27.2%
Net Trans Sports Message More Likely	-27.3%	-27.6%	-27.8%	-27.2%	-87.8%	-34.5%	31.2%
Abolish Ice Message More Likely	41.0%	40.5%	40.3%	40.2%	10.1%	36.6%	70.6%
Abolish Ice Message Less Likely	50.3%	51.4%	51.7%	51.8%	85.9%	54.5%	18.5%
Net Abolish Ice Message More Likely	-9.3%	-10.9%	-11.5%	-11.6%	-75.8%	-17.9%	52.1%
Tax Spend Message More Likely	29.8%	30.0%	29.9%	30.3%	6.5%	23.1%	56.6%
Tax Spend Message Less Likely	56.3%	56.8%	57.2%	56.6%	89.5%	63.5%	22.3%
Net Tax Spend Message More Likely	-26.6%	-26.8%	-27.3%	-26.3%	-83.0%	-40.4%	34.4%
Mills Message More Likely	33.7%	35.1%	35.2%	36.3%	6.1%	28.1%	66.6%
Mills Message Less Likely	52.4%	52.5%	52.6%	52.2%	88.4%	57.0%	17.2%
Net Mills Message More Likely	-18.7%	-17.4%	-17.4%	-15.9%	-82.3%	-28.9%	49.4%
Rural Hospitals Message More Likely	53.7%	54.2%	54.3%	54.0%	84.7%	55.8%	25.9%
Rural Hospitals Message Less Likely	31.5%	31.4%	31.3%	31.8%	8.2%	28.5%	54.3%
Net Rural Hospitals Message More Likely	22.2%	22.7%	23.0%	22.2%	76.5%	27.4%	-28.4%
Housing Message More Likely	53.3%	53.8%	54.0%	53.9%	83.3%	54.4%	27.6%
Housing Message Less Likely	31.3%	31.6%	31.6%	32.0%	10.0%	30.1%	51.9%
Net Housing Message More Likely	21.9%	22.2%	22.3%	21.9%	73.3%	24.3%	-24.3%

Toplines (cont.)

Model	All Voters	Likely Voters	VH24G	VH22G	GOP	OTH	DEM
Econ Impression Yes	33.9%	35.2%	35.5%	35.7%	71.8%	32.1%	6.0%
Econ Impression No	62.8%	61.8%	61.5%	61.4%	24.1%	64.7%	92.1%
Net Econ Impression Yes	-28.9%	-26.6%	-26.0%	-25.7%	47.7%	-32.7%	-86.1%
Vote Method Eday	61.7%	63.2%	64.0%	63.4%	77.6%	61.6%	52.0%
Vote Method Early In Person	13.1%	12.7%	12.5%	12.6%	10.3%	12.6%	15.0%
Vote Method Absentee	21.2%	20.2%	19.7%	20.2%	9.6%	21.8%	28.0%
Net Vote Method Eday	27.5%	30.3%	31.9%	30.6%	57.7%	27.2%	9.1%
Ideo Traditional Conservative	19.0%	20.3%	20.5%	20.9%	45.2%	14.5%	3.6%
Ideo Maga Conservative	9.8%	10.1%	10.1%	10.2%	20.0%	7.6%	3.6%
Ideo Moderate	31.2%	31.3%	31.3%	31.4%	23.0%	42.3%	28.7%
Ideo Liberal	10.5%	10.7%	10.7%	10.9%	2.7%	8.9%	19.3%
Ideo Progressive	10.5%	10.3%	10.2%	10.2%	3.1%	7.3%	19.3%
Ideo Democratic Socialist	12.1%	10.8%	10.5%	10.0%	2.6%	10.0%	18.8%
Net Conservative	-4.3%	-1.5%	-0.8%	0.0%	56.8%	-4.0%	-50.2%
R Party	29.5%	31.4%	31.8%	32.4%	76.4%	16.8%	5.1%
D Party	28.2%	29.4%	29.6%	30.6%	4.0%	9.0%	70.0%
Net Party R	1.4%	2.0%	2.3%	1.9%	72.5%	7.8%	-64.9%

