

April 20, 2010

Maine's Democratic Gubernatorial Primary

Status of the Race

To: Interested Parties

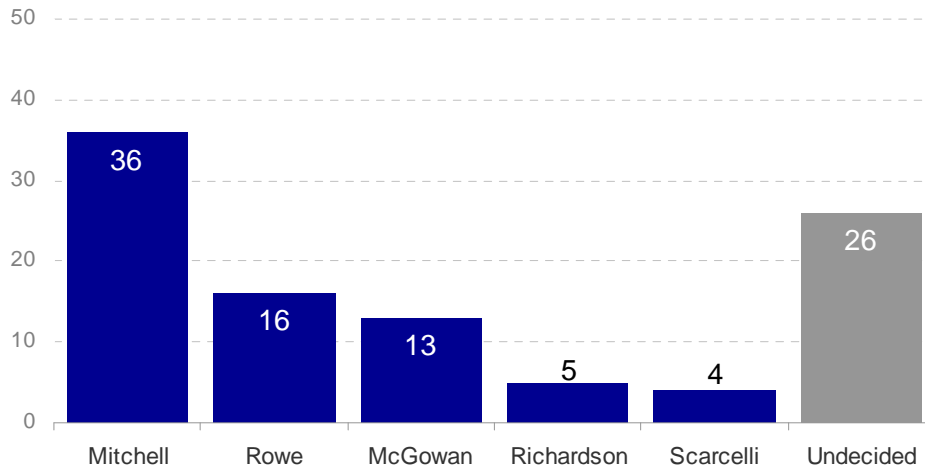
From: Greenberg Quinlan Rosner Research

With less than two months until Maine's primary elections, State Senate President Libby Mitchell now holds a 20-point advantage over her closest competitor in the Democratic primary contest for Governor. Mitchell's strong record of accomplishments, coupled with new ideas to move the state forward, give her the strongest standing and name identification of any of the Democratic candidates, and she is well positioned to win in June.

In a statewide survey of 587 likely Democratic primary voters,¹ Mitchell leads the race for the gubernatorial nomination with 36 percent of the vote. Steve Rowe receives 16 percent and Pat McGowan receives 13 percent, with John Richardson and Rosa Scarcelli garnering 5 and 4 percent support, respectively.

■ **Figure 1:** Democratic Primary Vote for Governor

Thinking about the Democratic primary for Governor on June 8th, if the Democratic primary election for Governor were held today and the candidates were: Libby Mitchell, Rosa Scarcelli, Steve Rowe, John Richardson and Pat McGowan. For whom would you vote, Libby Mitchell, Rosa Scarcelli, Steve Rowe, John Richardson or Pat McGowan?



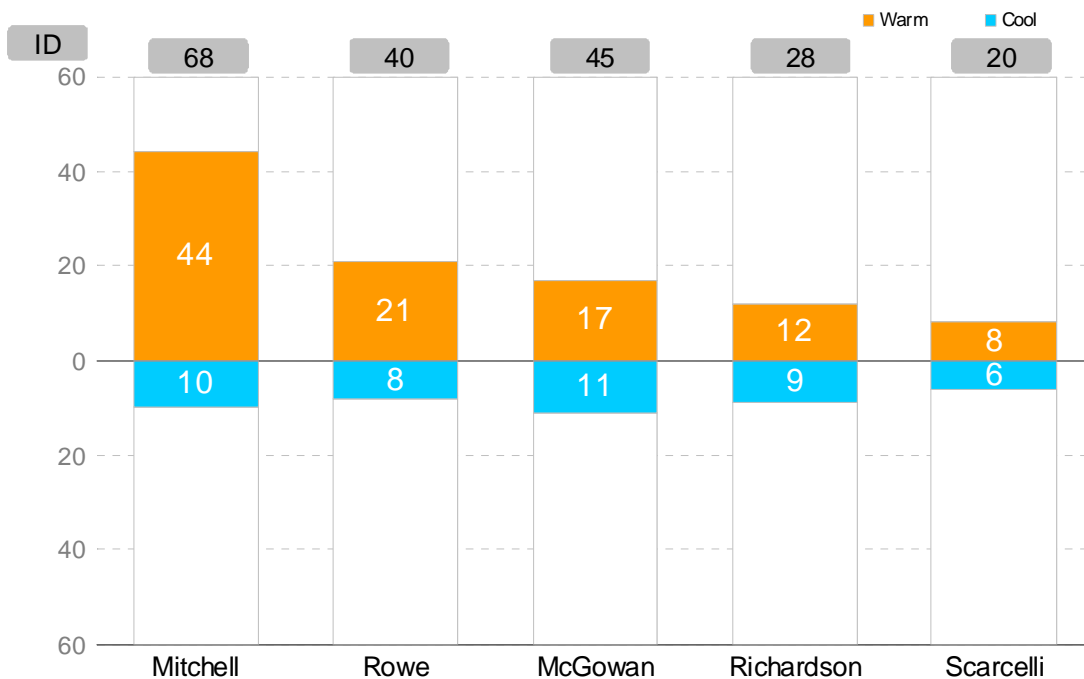
¹ This survey was prepared and supervised by Greenberg Quinlan Rosner Research, Inc. Calling took place April 11-14, 2010. These findings, based on a sample size of 587 registered and likely June Democratic primary voters, are subject to a sampling error of ± 4.0 percentage points.

The poll solidifies Mitchell’s status as the frontrunner in this race, and the results are consistent with an independent survey of Democratic primary voters conducted last July² showing Mitchell with a wide lead over Rowe, McGowan, and former candidate Dawn Hill.

Mitchell’s record of getting things done on the issues that matter clearly resonates with voters and results in her strong standing. At a time when cynicism towards public officials is booming, Mitchell enjoys a strong 59 percent “excellent” or “good” job performance rating as State Senate President and a 34-point net positive personal favorability rating (44 percent favorable, 10 percent unfavorable). Her standing and name identification (68 percent) stand well above the rest of the Democratic field.

Figure 2: Favorability Ratings³

I’d like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.



Democratic primary voters recognize Mitchell’s commitment to Maine, and her record of effective leadership has her poised for victory on June 8.

² This poll was conducted by Kiley and Company among 301 Democratic primary voters. Calling took place July 21-22, 2009. In the trial heat for Governor, Libby Mitchell received 37 percent, Steve Rowe received 20 percent, Pat McGowan received 10 percent, and Dawn Hill received 3 percent.

³ Respondents were asked to rate their feelings toward each candidate on a scale of zero to one hundred; the “warm” measure signifies ratings between 51 and 100, while the “cool” measure is ratings between 0 and 49.

About Greenberg Quinlan Rosner

Greenberg Quinlan Rosner Research has over two decades of experience in helping Democrats win tough races across the country. The firm has helped elect Democratic candidates to public office at every level, from County Sheriff to the President of the United States. Greenberg Quinlan Rosner's U.S. clients include President Bill Clinton, Vice Presidents Al Gore and Walter Mondale, Senators Tim Johnson (SD), Jeff Bingaman (NM), Amy Klobuchar (MN), Chris Dodd (CT), and Jeanne Shaheen (NH), Governors John Lynch (NH), Ed Rendell (PA) and Bill Richardson (NM); Mayors Richard Daley (Chicago) and Anthony Williams (Washington DC).