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17 Months Out, Mills Leads LePage by 7 pts in ME Gov. Matchup; Support for Blocking CMP Corridor Leads by Double Digits; Strong Support Across State of Maine for Replacing Foreign-Owned Electrical Power Companies with Local Consumer-Owned Utility:

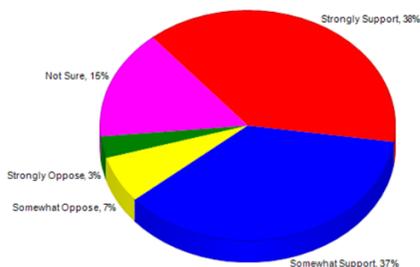
Memo To: Interested Parties

Subject: Dem Incumbent Mills 7 Points Over GOP Former Gov LePage in 2022 Preview;
Support for CMP Corridor Ballot Measure Outstrips Opposition by 16-point Margin;
75% in Maine Support Creation of Local Non-Profit Consumer-Owned Electric Utility

Date: May 25, 2021

Newly conducted [public opinion polling](#) shows that 75% of registered voters from across the state of Maine say they support the idea of replacing Central Maine Power and Versant with a local non-profit consumer-owned utility, according to research conducted for Our Power by SurveyUSA.

38% strongly support the idea; 37% say they somewhat support. Just 10% are opposed to the idea. (7% somewhat oppose; 3% strongly oppose.)



Support is strongest among 35-to-49-year-olds (85%). Support is equally strong in both of Maine's two US Congressional Districts (75% in CD1, 74% in CD2). Support is higher in urban parts of Maine (81%) than in suburban (72%) or rural (62%) portions of the state. Even among those rural Mainers with 62% support, the lowest support for the idea among any subgroup, 28% strongly support and 34% somewhat support the idea of creating a Consumer-Owned Utility. 82% of Versant customers and 74% of Central Maine Power customers say they support the idea.

Opposition to the concept, while weak in general, does have a significant correlation with both age and with ideology: while just 4% of those under age 50 are opposed, 14% of those 50+ are opposed, and opposition among conservatives, at 16%, is notably higher than among moderates (6%) or liberals (5%).

A few of the major reasons Mainers may be so strongly supportive of the Consumer-Owned Utility concept:

- 99% of registered voters say **reliability** is an important factor when it comes to their electrical utility (92% say it is very important; 7% say it is somewhat important). Most important in rural Maine (where 99% say it is very important) and among those aged 50+; least important, though with 82% still saying it is "very important," among the youngest voters.

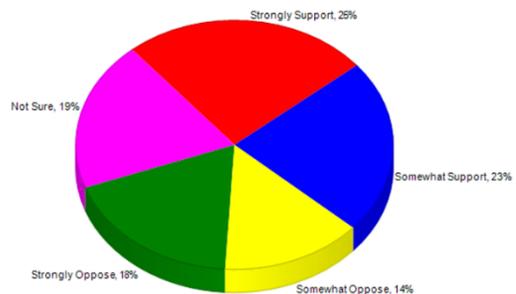


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- 98% say **cost** is an important factor (81% say it is very important; 17% say somewhat important). Very important to 87% of those with high school educations and to 85% of those identifying as very conservative, among political independents, and those aged 50+. Six percentage points more important to Versant customers than to CMP customers.
- 84% say **local control** is an important factor (43% say it is very important; 41% say it is somewhat important.) Just 12% find it unimportant: 11% say it isn't very important, and 1% say it isn't important at all. Voters identifying as "very conservative" are significantly more likely than others to say local control is very important.

SurveyUSA also asked registered voters how they would vote if the November 2022 gubernatorial election were being held today. Incumbent Governor Janet Mills today takes 45% of the vote; former Governor Paul LePage takes 38%; Green Party candidate Michael Barden takes 1%. 2% say they would vote for some other candidate; 12% of registered voters are undecided. Maine's 2022 gubernatorial general election [will not use](#) ranked-choice voting; Mills' 45% plurality would see her win a second term, were the election held today. Among Democrats, Mills leads by 77 points; among Republicans, LePage leads by 73. Independents favor Mills by a 20-point margin. Mills leads in Maine's 1st Congressional District by 16 points; LePage leads by 3 points in the 2nd District. Women prefer Mills by 13 points; men split evenly, 42% Mills, 42% LePage. One interesting note on differential support along ideological lines: among those who identify themselves as "very conservative," LePage leads by 69 points; among those identifying as "conservative," LePage leads by 41 – a 28-point difference. Meantime, those identifying as "very liberal" back Mills by an 82-point margin; those who say they are liberal support Mills by a 67-point margin – a 15-point difference. Putting that more simply: LePage loses almost twice as much support among weaker conservatives than Mills does among weaker liberals.

Separately, and on the ballot sooner: 2021's CMP Corridor ballot measure has 5:3 support statewide, with 48% today saying they support that measure (25% strongly support, 23% somewhat support) and 32% saying they are opposed (14% somewhat oppose, 18% strongly oppose). 19% aren't sure. Support for this measure today is strongest among those identifying as "conservative" on a 5-point ideological scale, who back the measure by a 37-point margin; support is least strong among those aged 50 to 64 and political moderates, who effectively are evenly split.



About This Research: [SurveyUSA interviewed](#) 600 adults across the entire state of Maine from 05/13/21 through 05/19/21. Of the adults, 514 were registered to vote and were asked the questions reported here. This research was conducted online, using sample provided by Lucid Holdings LLC of New Orleans. The pool of adult survey respondents was weighted to US Census targets for gender, age, education, and home ownership.

About SurveyUSA: SurveyUSA® of Clifton NJ is an independent, non-partisan, full-service opinion research firm which undertakes public and private studies for commercial, academic, governmental and non-profit clients. SurveyUSA is one of the nation's most prolific and accomplished research firms. It is in its 31st year of operation under the same ownership and management.