



CITIZEN DATA

TO: ALL INTERESTED PARTIES

SUBJECT: AMERICAN PROMISE: NEW MAINE POLL

DATE: SEPTEMBER 9, 2020

GENERAL OVERVIEW

On behalf of American Promise, Citizen Data fielded a survey among a representative sample of 600 likely Maine voters via IVR/P2P on September 4-7, 2020 in order to assess voter attitudes towards upcoming elections and campaign finance reform proposals. The margin of error is +/- 4.0.

Overall, the survey found **likely Maine voters show strong, bi-partisan, and enthusiastic support for a proposed constitutional amendment — including a majority of Collins and Gideon supporters** — that enacts reasonable limits on campaign financing by corporations, unions, wealthy individuals and outside money in elections, and their support only increases the more they learn the facts and benefits of such a reform.

Generally, 72.64% of likely Maine voters say they would support the proposed 28th amendment that would enact reasonable limits on campaign financing by corporations, unions, wealthy individuals and outside money in elections, including support from 54.7% of Republicans, 86.9% of Democrats and 61.8% of Independent voters.

THE COLLINS-GIDEON SENATE RACE

Undecided voters for the U.S. Senate race between Susan Collins (R) and Sara Gideon (D) self-identify as Republicans (41.9%), Democrats (33.3%), and nonpartisan voters (21.6%). **Overall, 62% of undecided voters for the U.S. Senate race between Collins and Gideon support the proposed 28th amendment once they know the facts.**

Overall, majorities supporting each candidate favor the amendment which has trivial opposition. Susan Collins voters strongly support the measure with a significant number unsure at this point (17% oppose, 25% undecided, 58% support), and Sara Gideon voters overwhelmingly support the measure (3% oppose, 3% undecided, 94% support).

Collins currently trails Gideon by 8% per our survey with 10% still undecided or voting for others.



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ROLE OF VOTER EDUCATION

Maine voters were further persuaded once additional information about the amendment was known. Specifically, after hearing more information, 76.26% of likely voters overall favored the changes that would result from the amendment, an increase of 4%. With the additional facts and context, even 33.7% of those who were previously neutral or undecided were moved to support it.

A strong majority (58%) of likely voters were more likely to support the amendment upon learning that a group of cross-partisan Mainers, including Senator Angus King, support the measure. An even more solid majority (66%) of voters are more likely to support the amendment after hearing that out-of-state interests are outspending Mainers 12-1, and that reasonable limits on outside concentrated money in their elections would prevent the undue influence of special interests and dark money contributions.

CONCLUSION

To summarize the poll's findings: 1) Enacting reasonable limits on campaign contributions earns widespread and bi-partisan majority support among Maine voters; 2) Solid majorities of undecided voters in the U.S. Senate race between Susan Collins and Sara Gideon support the proposed amendment; and 3) the more voters learn the facts and benefits of such an amendment, the more they support it.