



## Maine Likely Voter Survey

### U.S. Senate Race

**The race for US Senate in Maine is extremely competitive, with the challenger Sara Gideon (D) leading Sen. Susan Collins (R) by 1-point.**

Sara Gideon leads Susan Collins 48% - 47% in the US Senate election in Maine, according to a new poll from AARP of 800 likely voters in Maine. Among voters 50+, who make up a substantial majority of Maine’s electorate, Collins leads, but only by a 2-point margin. Six years ago, while comfortably winning re-election, Collins won voters 50+ by 28-points according to the exit poll.<sup>1</sup> Within the 50+ electorate, there are further differences with Collins up by 11-points among voters 50-64, but Gideon leads voters 65+ by 6-points.

There is a gender gap both overall and within the 50+ electorate, with Gideon stronger among women voters and Collins leading with men. Collins leads among Independents by 11-points and does a bit better with her own party’s voters than Gideon fares with hers, but the Democratic lean of Maine’s electorate results in Gideon’s narrow advantage.

The difference between voters with and without four-year college degrees is stark. Gideon is up by 38-points among women with college degrees and 17-points with men, but Collins has a 28-point lead among men without degrees and a 5-point edge with women.

Initially, Gideon holds a tenuous 44% - 43% edge among voters overall, with Independent Lisa Savage receiving 6% of the vote and 7% undecided. When asked if they had to decide today, Savage voters backed Gideon by 18-points, but undecideds favored Collins by 21-points. Due to ranked choice voting in Maine, Savage’s voters would be reallocated to the major party candidate they prefer, shown in the tables below.

Q: Now, if the election for U.S. Senator were held today and the candidates were (RANDOMIZE) Susan Collins, the Republican, Sara Gideon, the Democrat, and Lisa Savage, an Independent, for whom would you vote?  
 IF UNDECIDED OR SAVAGE ASK - Q: Just for the purposes of this survey, if you had to decide today, do you think you would vote for (ROTATE) Susan Collins, the Republican, or Sara Gideon, the Democrat?

	All	50+	18-49	50-64	65+	Women	Men	Women 50+	Men 50+
Sara Gideon (D)	48%	47%	50%	43%	51%	54%	42%	51%	42%
Susan Collins (R)	47%	49%	44%	54%	45%	42%	53%	45%	54%
<i>Net Gideon</i>	<i>+1</i>	<i>-2</i>	<i>+6</i>	<i>-11</i>	<i>+6</i>	<i>+12</i>	<i>-11</i>	<i>+6</i>	<i>-12</i>

	All	GOP	Ind	Dem	Savage Voters	Initial Und	Women <Col	Women Col+	Men <Col	Men Col+	CD-1	CD-2
Sara Gideon (D)	48%	10%	41%	84%	45%	20%	45%	67%	33%	57%	52%	43%
Susan Collins (R)	47%	86%	52%	13%	27%	41%	50%	29%	61%	40%	43%	52%
<i>Net Gideon</i>	<i>+1</i>	<i>-76</i>	<i>-11</i>	<i>+71</i>	<i>+18</i>	<i>-21</i>	<i>-5</i>	<i>+38</i>	<i>-28</i>	<i>+17</i>	<i>+9</i>	<i>-9</i>

<sup>1</sup> <https://www.cbsnews.com/elections/2014/senate/maine/exit/>



**Presidential Race**

**Former VP Biden holds a double-digit advantage over President Trump in Maine, leading 54% - 40%.**

Biden leads President Trump 54% - 40% in the Presidential race in Maine, with an advantage nearly as large among voters 50+ (54% - 41%) as he holds with voters overall.

Voters 65+ are a significant factor in the different levels of competitiveness between the Senate and Presidential contests. Gideon leads Collins by 6-points, but Biden has a 30-point edge with this key cohort.

The gender gap is large both overall and among 50+ voters with Biden up substantially with women and the candidates close among men.

By party, Biden is receiving more backing from Democrats than Trump is from Republicans, and he also has an 11-point edge with Independents. As on the Senate ballot, there are huge cuts by education/gender, with Biden performing better among those with 4-year college degrees, especially women. Women without college degrees are a key swing group in Maine – Collins wins them by 5-points, while Biden is up by 12-points.

Q: Now, if the election for President were held today and the candidates were (ROTATE) Donald Trump, the Republican and Joe Biden, the Democrat, for whom would you vote?

	All	50+	18-49	50-64	65+	Women	Men	Women 50+	Men 50+
Joe Biden (D)	54	54	53	46	62	61	46	60	48
Donald Trump (R)	40	41	38	51	32	32	48	35	48
<i>Net Biden</i>	<b>+14</b>	<b>+13</b>	<b>+15</b>	<b>-5</b>	<b>+30</b>	<b>+29</b>	<b>-2</b>	<b>+25</b>	<b>-</b>

	All	GOP	Ind	Dem	Women <Col	Women Col+	Men <Col	Men Col+	CD-1	CD-2
Joe Biden (D)	54	14	47	91	52	76	36	62	58	49
Donald Trump (R)	40	83	36	7	40	21	58	31	35	45
<i>Net Biden</i>	<b>+14</b>	<b>-69</b>	<b>+11</b>	<b>+84</b>	<b>+12</b>	<b>+55</b>	<b>-22</b>	<b>+31</b>	<b>+23</b>	<b>+4</b>

**Second Congressional District**

**Jared Golden (D) holds big lead over challenger Dale Crafts (R) in the Second Congressional District race.**

Incumbent Democratic Congressman Jared Golden leads Republican challenger, Dale Crafts, by 13-points in Maine’s Second Congressional District. Golden’s lead is due to his 24-point margin among voters 50+. Among voters 18-49, Crafts leads by six-points. Among voters 50+, Golden’s lead is even wider among seniors, outpolling Crafts by 39-points.



Golden leads among both men and women, although his margin among women is substantially larger (+25) than his lead among men (+1). The gender gap is much smaller among seniors, with senior men giving Golden the edge by +34, and senior women by +42.

Golden is also doing better maximizing his own partisans, leading by +81 among Democrats, while Crafts' edge among Republicans is +59. Golden has a 16-point margin over Crafts among Independents.

Q: Now, if the election for U.S. House of Representatives were held today and the candidates were (ROTATE) Dale Crafts, the Republican, and Jared Golden, the Democrat, for whom would you vote? (Asked in CD 2 Only)

	All	50+	18-49	50-64	65+	Women	Men	Women 65+	Men 65+
Jared Golden (D)	53	59	42	52	66	59	47	68	63
Dale Crafts (R)	40	35	48	43	27	34	46	26	29
<i>Net Golden</i>	<b>+13</b>	<b>+24</b>	<b>-6</b>	<b>+9</b>	<b>+39</b>	<b>+25</b>	<b>+1</b>	<b>+42</b>	<b>+34</b>

	All	GOP	Ind	Dem
Jared Golden (D)	53	17	54	88
Dale Crafts (R)	40	75	38	7
<i>Net Golden</i>	<b>+13</b>	<b>-58</b>	<b>+16</b>	<b>+81</b>

### Method of Voting

**Just over half of Maine voters plan to vote in person on Election Day, while a sizable 40% plan to vote absentee.**

When asked how they plan to vote in this November's election, a majority of Maine voters say they will vote in person on Election Day, with higher shares of those 50-64, males and Republicans planning to do so. Voting absentee/mail-in ballot is more popular among Democrats as well as voters 65+ and women.

Q: For this November's election, how will you be voting?

	All	50+	18-49	50-64	65+	Women	Men	Women 50+	Men 50+	GOP	Ind	Dem
Vote in person on Election Day	55%	55%	55%	65%	47%	47%	64%	47%	64%	75%	58%	38%
Vote by Absentee or Mail-In Ballot	40%	41%	38%	32%	50%	48%	32%	50%	32%	22%	32%	60%



**Postal Service Reductions**

**Considerable concern that reduction in postal service will prevent votes from being counted among Maine voters 50+**

Overall, 63% of Maine voters 50+ are concerned that reductions in postal service will prevent votes from being counted vs. just 36% who are not. While concern is higher among Democrats and women, a majority of Independents and men also voice concerns as do nearly half of Republicans. Voters planning to vote absentee/by mail are more concerned than those voting on election day.

ASKED ONLY OF 50+ - Q: How concerned are you that reductions in the postal service are going to prevent votes from being counted?										
	50+	50-64	65+	Women	Men	GOP	Ind	Dem	Vote Abs/ Mail	Vote Election Day
<b>Concerned</b>	<b>63%</b>	<b>58%</b>	<b>68%</b>	<b>70%</b>	<b>56%</b>	<b>49%</b>	<b>60%</b>	<b>78%</b>	<b>71%</b>	<b>57%</b>
<b>Not Concerned</b>	<b>36%</b>	<b>41%</b>	<b>31%</b>	<b>29%</b>	<b>43%</b>	<b>50%</b>	<b>40%</b>	<b>21%</b>	<b>28%</b>	<b>43%</b>
Very concerned	43%	37%	47%	47%	38%	25%	37%	61%	51%	35%
Somewhat concerned	21%	21%	20%	22%	19%	23%	23%	17%	20%	21%
Not too concerned	12%	14%	10%	12%	12%	14%	14%	9%	12%	12%
Not at all concerned	24%	27%	21%	17%	31%	36%	26%	12%	16%	31%
<i>Net Concerned</i>	<b>+27</b>	<b>+17</b>	<b>+37</b>	<b>+41</b>	<b>+13</b>	<b>-1</b>	<b>+20</b>	<b>+57</b>	<b>+43</b>	<b>+14</b>

**Vaccine**

**Less than half of Maine voters say they would get an FDA-approved vaccine if available**

Voters 50+ are similar to voters overall, with 50% who would get the vaccine. Among 50+ voters, those 65+ and men are the most likely groups to say they would get vaccinated. Skepticism is highest among GOP voters, a majority of whom say they would not get vaccinated. Independents are divided, while Democrats say they would get the vaccine by an almost 2-to-1 margin.

Q: If an FDA-approved vaccine to prevent coronavirus was available right now at no cost, would you agree to be vaccinated?												
	All	50+	18-49	50-64	65+	Women	Men	Women 50+	Men 50+	GOP	Ind	Dem
Yes	48%	50%	44%	43%	57%	45%	52%	44%	58%	39%	44%	58%
No	41%	41%	40%	47%	36%	41%	40%	46%	36%	52%	41%	32%
Unsure (DNR)	11%	9%	15%	9%	7%	13%	8%	11%	5%	9%	16%	10%



**Methodology Statement**

AARP commissioned the bipartisan polling team of Fabrizio Ward & Hart Research to conduct polls in five states with key U.S. Senate races, including Maine. The firms interviewed 1200 likely Maine voters, which includes a statewide representative sample of 800 likely voters, with an oversample of 400 likely voters age 50 and older (for a total of 886 voters 50+) between Aug. 30 and Sept. 5, 2020.

- Fifty-nine percent of the interviews were conducted via cell phone and 41% via landline, using live operators.
- Geography was matched to past voter turnout in recent Presidential elections. The 50+ universe was weighted on gender, age and party registration based off targets from voter file, and then weighted down into its share within the full voter universe.
- The full universe was weighted to targets on gender, age, party registration, race/ethnicity and education, which were derived from voter file data, recent exit polls and the Census.
- Respondents were randomly selected from lists of all registered voters.
- The margin of sampling error at the 95% confidence interval for 800 voters is  $\pm 3.5\%$ ; 886 voters 50+ is  $\pm 3.3\%$ .

**Party Registration**

	All	50+
Democrat	40	40
Independent/Other	28	26
Republican	32	34

**Gender**

	All	50+
Female	52	53
Male	48	47

**Age**

	All	50+
18-29	12	-
30-39	12	-
40-49	15	-
50-64	29	47
65+	32	53

**Race**

	All	50+
White	91	93
Latino or Hispanic	2	1
American Indian/ Native American	2	2
African American	1	1
Asian American	1	*
Other	2	1
Refused	3	2

**Education**

	All	50+
Some Grade School	*	*
Some High School	3	3
High School Grad	22	24
Tech/Vocational	5	5
Some College	19	20
2-Year College Grad	12	12
4-Year College Grad	24	22
Post Grad	15	14
Refused	*	*

**Media Market**

	All	50+
Portland DMA	70	67
-Cumberland Co.	23	21
Bangor DMA	25	27
Presque Isle DMA	5	6



Q. With which political party are you registered?

**ASK IF REPUBLICAN/DEMOCRAT**

Q. Do you consider yourself to be a strong (REPUBLICAN/DEMOCRAT) or a not so strong (REPUBLICAN/DEMOCRAT)?

**ASK IF INDEPENDENT/SOMETHING ELSE**

Q. Do you consider yourself closer to (ROTATE) the Republican Party or the Democratic Party?

	All	50+
<b>REPUBLICAN</b>	<b>32</b>	<b>34</b>
<b>INDEPENDENT/CLOSER TO...</b>	<b>28</b>	<b>26</b>
<b>DEMOCRAT</b>	<b>40</b>	<b>40</b>
Strong Republican	24	25
Not so strong Republican	8	9
Closer to the Republican Party	8	7
Purely Independent	11	9
Closer to the Democratic Party	9	9
Not so strong Democrat	13	13
Strong Democrat	27	27
DK/Refused (DO NOT READ)	1	1

Q. Now, if the election for President were held today and the candidates were (ROTATE) Donald Trump, the Republican and Joe Biden, the Democrat, for whom would you vote? (PROBE: Definitely/Probably)

	All	50+
<b>JOE BIDEN</b>	<b>54</b>	<b>54</b>
<b>DONALD TRUMP</b>	<b>40</b>	<b>41</b>
Definitely Biden	49	51
Probably Biden	4	4
Probably Trump	3	2
Definitely Trump	37	39
Will Not Vote / Will Not Vote for President (DO NOT READ)	1	1
Undecided (DO NOT READ)	5	4



Q. Now, if the election for U.S. Senator were held today and the candidates were (RANDOMIZE) Susan Collins, the Republican, Sara Gideon, the Democrat, and Lisa Savage, an Independent, for whom would you vote? (PROBE: Definitely/Probably)

**IF "UNDECIDED" OR "SAVAGE" (DUE TO RANKED CHOICE) ASK:**

Q. Just for the purposes of this survey, if you had to decide today, do you think you would vote for (ROTATE) Susan Collins, the Republican, or Sara Gideon, the Democrat?

	All	50+
<b>SARA GIDEON (WITH LEANERS/RCV)</b>	<b>48</b>	<b>47</b>
<b>SUSAN COLLINS (WITH LEANERS/RCV)</b>	<b>47</b>	<b>49</b>
Definitely Gideon	38	40
Probably Gideon	6	5
Lean Gideon	4	3
Lean Collins	5	3
Probably Collins	8	6
Definitely Collins	35	39
Will Not Vote / Will Not Vote for U.S. Senate (DO NOT READ)	1	*
Undecided (DO NOT READ)	4	3

**[ASK IF ME CD 02]**

Q. Now, if the election for U.S. House of Representatives were held today and the candidates were (ROTATE) Dale Crafts, the Republican, and Jared Golden, the Democrat, for whom would you vote? (PROBE: Definitely/Probably)

	All	50+
<b>JARED GOLDEN</b>	<b>53</b>	<b>59</b>
<b>DALE CRAFTS</b>	<b>40</b>	<b>35</b>
Definitely Golden	44	49
Probably Golden	9	9
Probably Crafts	7	5
Definitely Crafts	32	30
Will Not Vote / Will Not Vote for Congress (DO NOT READ)	*	*
Undecided (DO NOT READ)	7	5

Q. For this November's election, how will you be voting? (READ AND ROTATE)

	All	50+
Vote by absentee or mail-in ballot	40	41
Vote in-person on election day	55	55
Unsure/Don't Know/Refused (DO NOT READ)	5	3



Q. How concerned are you that reductions in the postal service are going to prevent votes from being counted? (READ AND ROTATE 1-4; 4-1)

	50+
<b>CONCERNED</b>	<b>63</b>
<b>NOT CONCERNED</b>	<b>36</b>
Very concerned	43
Somewhat concerned	21
Not too concerned	12
Not at all concerned	24
DK/Refused (DO NOT READ)	1

Q. If an FDA-approved vaccine to prevent coronavirus was available right now at no cost, would you agree to be vaccinated?

	All	50+
Yes	48	50
No	41	41
Unsure (DO NOT READ)	7	7
DK/Refused (DO NOT READ)	4	2