**Awareness & Image**

High awareness of both Sen. Susan Collins and her Democratic challenger, Sara Gideon, among voters 50+. Both have net favorable images, though Collins has a higher unfavorable rating.

**U.S. Senate Race**

Tight race among voters 50+ with Collins leading by just two points, 49% - 47%. Independents break for Collins by double digits. There is a significant age gap, with voters 50-64 backing Collins by 11 points, while voters 65+ support Gideon by 6. Similarly, the ballot is divided by gender, with Collins winning men while Gideon leads with women.

**Maine C.D. 2 Race**

Democratic Rep. Jarden Golden has a wide lead over Republican challenger Dale Crafts among voters 50+.

**Presidential Race**

The Presidential race is not as close with 50+ voters in Maine, as Biden leads Trump by 13 points, 54% - 41%. He leads with Independents by 12 points and holds commanding leads with 65+ voters and women.
Most voters age 50+ worry they or someone in their family will contract coronavirus. There is a big disparity by party, with Democrats significantly more worried than Republicans. Voters 65+ and women are also more likely to be worried about coronavirus than their younger and male counterparts.

Exactly half of Maine voters age 50+ would agree to be vaccinated right now by a free FDA-approved vaccine to prevent coronavirus. Voters aged 65+ are significantly more likely to say they would get the vaccine than those aged 50-64. Men would also be more open to it than women, despite women being more concerned about themselves or their family contracting Coronavirus.

By a 52% - 41% margin, Maine voters 50+ would be more likely to vote for a candidate who is more focused on keeping families healthy and reducing the spread of coronavirus in their community over a candidate who is more focused on rebuilding the economy. Democrats, women, and voters 65+ drive support for the candidate who will focus on keeping families safe.

![Graph showing worry and vaccination](https://doi.org/10.26419/res.00401.019)
A majority of Maine voters 50+ plan on voting on Election Day in person, but a significant share will vote by absentee/mail. Voters age 65+ are significantly more likely to vote by absentee/mail than those age 50-64. There is an even larger divide by party, with Democrats mostly voting by AB/Mail and Republicans heavily voting in person.

There is a notable amount of concern that limits or reductions in the postal service will result in votes not being properly counted. Democrats are overwhelmingly concerned about this, and women and 65+ voters show greater concern than their counterparts. On the other hand, 50% are concerned that the expansion of voting by mail will lead to voter fraud. More than three quarters of GOP voters, and a majority of Independents, cite this as a concern compared to less than a quarter of Democrats.
Maine: Protecting Voters 50+

It is very clear Social Security and Medicare are incredibly important to Maine voters 50+, with at least 80% listing each issue as extremely or very important to deciding their vote for Senate. Also, overwhelming majorities would be more likely to vote for a candidate that supports protecting Medicare, allowing Medicare to negotiate Rx prices, and protecting Social Security from cuts.

Despite the partisan division observed with other issues, these issues unite voters 50+ and are available to candidates looking to forge greater levels of support among this critical voting bloc.

Q: Please tell me if you would be more likely or less likely to support a candidate for the U.S. Senate that advocated this position?

Social Security and Medicare are important to huge majorities of both Republicans and Democrats. These are bipartisan issues for voters 50+. Furthermore, both GOP and Democratic voters would be more likely to support a Senate candidate that advocated for policies that protect Social Security and Medicare, lowered Rx drug prices, and improved access to affordable long-term care.

Importance of Social Security

<table>
<thead>
<tr>
<th>Importance of Social Security</th>
<th>Protect Medicare</th>
<th>Protect S.S. Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrats</td>
<td>88%</td>
<td>95%</td>
</tr>
<tr>
<td>Republicans</td>
<td>79%</td>
<td>89%</td>
</tr>
</tbody>
</table>

Importance of Medicare

<table>
<thead>
<tr>
<th>Importance of Medicare</th>
<th>Protect Medicare</th>
<th>Protect S.S. Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrats</td>
<td>88%</td>
<td>91%</td>
</tr>
<tr>
<td>Republicans</td>
<td>71%</td>
<td>87%</td>
</tr>
</tbody>
</table>

% extremely/very likely important on Senate vote

% more likely to support a candidate for the U.S. Senate that advocated this position
U.S. Senate Race - Gender

There is a sizable gender gap among voters 50+, with Collins up 12 points with men but Gideon leading by 6 points with women.

This gap manifests itself especially strongly among voters under the age of 65. In fact, men 50-64 are the only age/gender group Collins leads with (+23), but it is so large that it more than makes up for her slight deficit with all other groups.

Rural voters are also split especially between men (Collins +21) and women (Gideon +3).

There is a huge education gap, with college grads heavily behind Gideon and those with less than a four-year degree strongly backing Collins.
Profile Of Maine 50+ Likely Voters

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, between Aug. 30 and Sept. 5. The interviews were conducted via landline and cellphone. The margin of sampling error for the 800 statewide sample is ±3.5%; for the 886 total sample of voters 50+ is ±3.3%.

Due to rounding, answer choices may not always add up to 100%. All reported data is among 50+ voters except when otherwise specified. Partisan crosstabs in this report represent how people identify themselves when asked, not how they are registered.

For more information, contact Kate Bridges at kbridges@aarp.org

GENDER

53% female
47% male

AARP

41% are AARP members

RACE

93% White
7% Other

EDUCATION

Less than 4-Year College
64

4-Year College Graduate+
36

EMPLOYMENT

36 Employed
5 Unemployed
51 Retired
3 Homemaker

LIVING IN...

59% Rural
12% Urban
25% Suburban

AGE

50-64
53

65+

PARTY ID

Democrat
Independent
Republican

40
26
34

https://doi.org/10.26419/res.00401.019