

Press Briefing

Progressive Change Campaign Committee Pre-Thanksgiving Poll in Maine

Survey of likely midterm voters in Maine
November 14-18, 2025



Methodology

Z to A Research conducted a survey of 1,482 likely midterm voters in Maine from November 14-18, 2025.

The respondents included:

- Base sample of 852 likely November 2026 voters
- Oversample of 630 likely Democratic primary voters

In total, 845 likely Democratic primary voters (215 in base sample + 630 in oversample) were surveyed.

The margin of error, as traditionally calculated, is $\pm 3\%$ for all midterm voters and $\pm 3.4\%$ for Democratic primary voters.

Respondents were recruited into an online survey instrument via SMS from a voter-file sample of likely midterm voters.

Unless otherwise noted, slides display findings for all likely midterm voters.

Key Findings:

- Platner leads the Democratic primary for U.S. Senate by 20 points. His lead grows after positives and negatives about both candidates.
- Platner is increasingly well-known and more strongly liked than Mills.
- Platner has more potential to win over midterm voters based on his biography & message, while Mills has a lower ceiling.
- The critique of Mills for her age, “DC Establishment” ties, and vetoes of wealth tax & rape kit funding are more damaging than the top critiques of Platner.
- Trump and Collins are unpopular, and Maine voters want Democrats in power in Congress as a check on Trump.

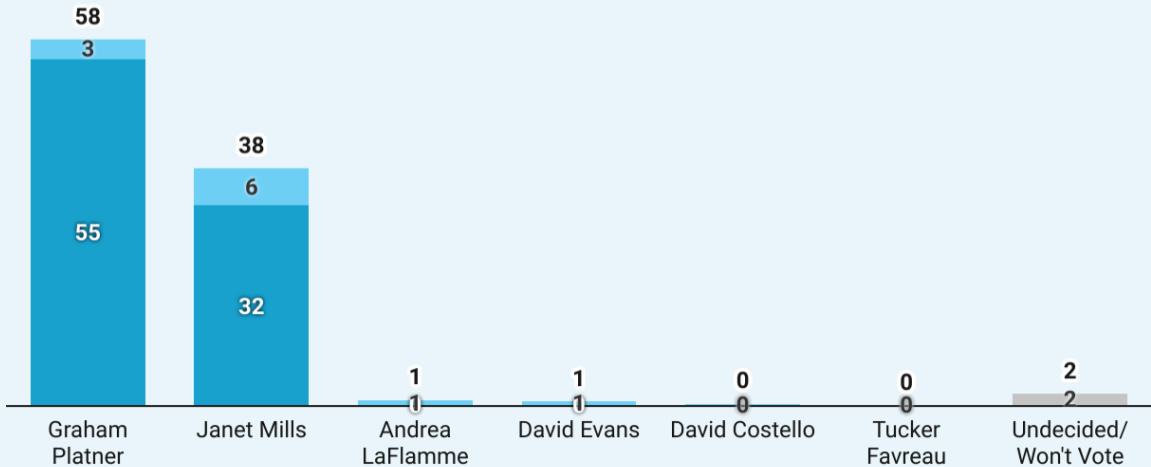
Platner has impressive 20-point lead in Democratic primary for Senate

If the Democratic primary for U.S. Senate were held today, who would be your first choice?

■ Strong Support
 ■ Lean Support
 ■ Undecided

Democratic Primary Voters

+20 Platner



n=845 likely 2026 Democratic primary voters in Maine, Nov. 14-18, 2025, ±3.4%

Platner leads Mills with every major subgroup

If the Democratic primary for U.S. Senate were held today, who would be your first choice?

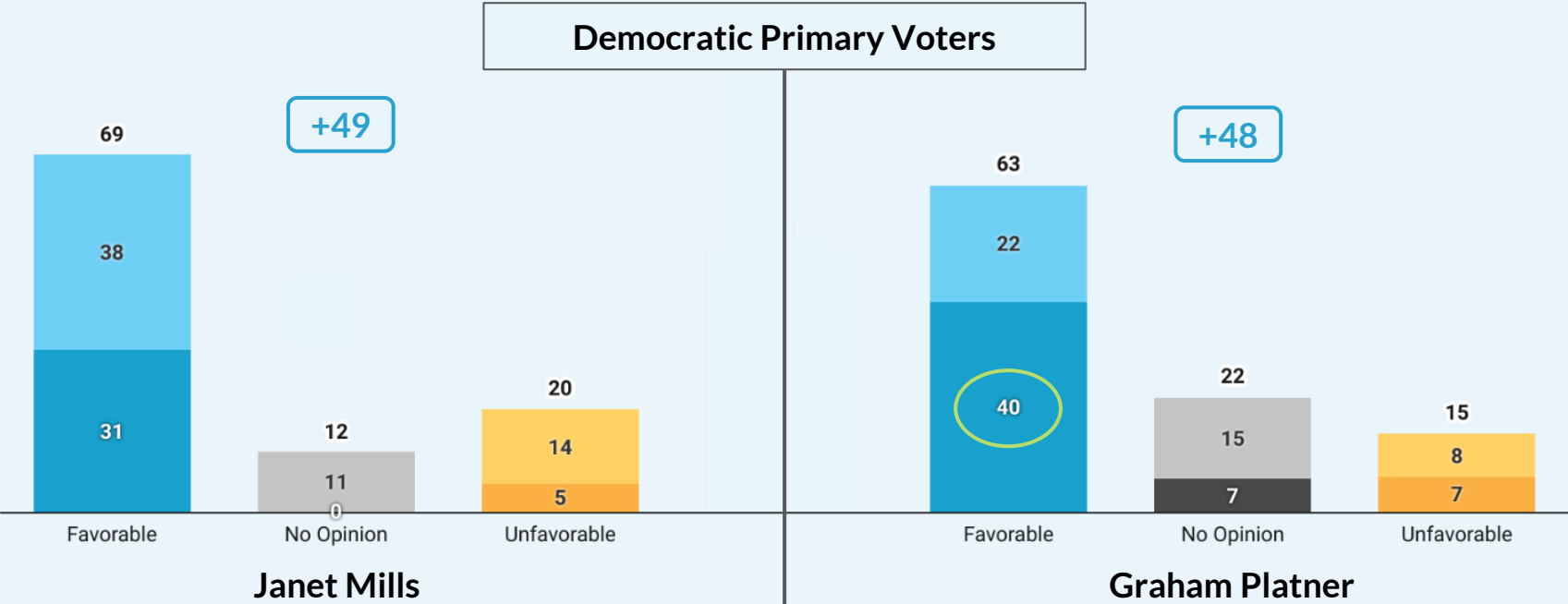
Democratic Primary Voters

	Total	Women	Men	Under 50	50 to 64	65+	Non-College	College
Graham Platner	58	59	57	77	58	49	59	57
Janet Mills	38	37	38	17	37	48	38	38
Andrea LaFlamme	1	1	1	3	1	0	1	1
David Evans	1	0	2	1	1	1	1	1
David Costello	0	0	1	0	0	0	0	1
Tucker Favreau	0	0	0	0	0	0	0	0
Undecided/Won't Vote	2	2	2	1	3	2	1	3

Primary voters are growing familiar with Platner, he is already more strongly liked than Mills

How favorable are your feelings about each of the following people? If you are unfamiliar with someone, please say so.

Very favorable Somewhat favorable Don't ID Neutral Very unfavorable Somewhat unfavorable

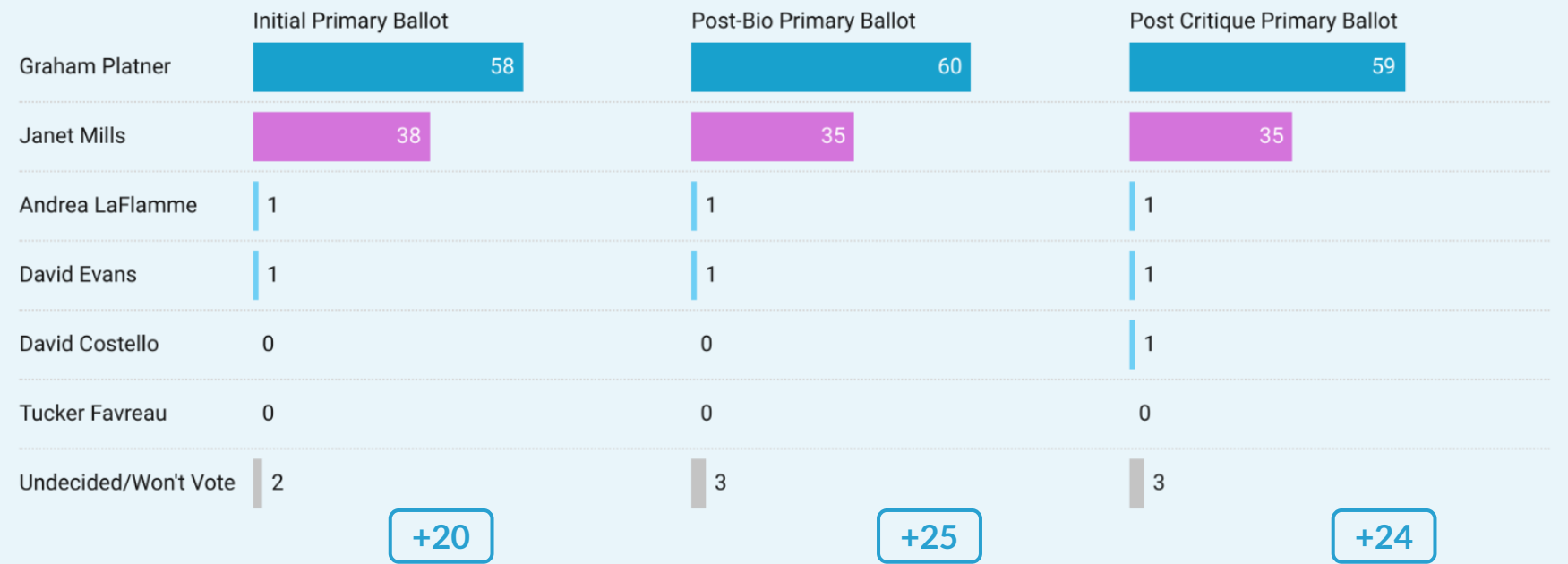


n=845 likely 2026 Democratic primary voters in Maine, Nov. 14-18, 2025, ±3.4%

Platner’s lead in the primary only grows after positives & negatives about both candidates

If the Democratic primary for U.S. Senate were held today, who would be your first choice?

Democratic Primary Voters



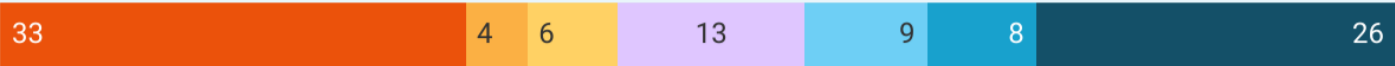
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Platner has greater potential, Mills has a lower ceiling

Below is information from supporters of each of the candidates for U.S. Senate. How likely are you to support each of the following candidates on a scale from 1 to 7, where 1 means you definitely won't support them and 7 means you definitely will support them?

1 - definitely will not support
 2
 3
 4
 5
 6
 7 - definitely will support

Graham Platner, a Democrat, is a Marine and Army veteran turned oyster farmer. After four tours in Iraq and Afghanistan, Platner was angry about the corruption of Washington and returned to serve his hometown of Sullivan as Harbormaster and Planning Board Chair. He says he's running for US Senate because Mainers are being priced out of our homes by the "billionaire economy," and we must defeat the billionaire class that owns Susan Collins and the political establishment in Washington.



Janet Mills, a Democrat, is an 8th-generation Mainer and the Governor of Maine. She says she fights for us and wins: protecting our health care when politicians try to rip it away, taking on the drug companies fueling the opioid crisis, and standing up to Trump's attacks when he tries to take away our funding. She says she's running for US Senate to fix what's broken in Washington, to lower costs for everyone, and to stand up to anyone who tries to hurt Mainers, unlike Susan Collins.



Unlikely to support (1-3)	Likely to support (5-7)	50% chance to support (4-7)
44%	42%	56%
53%	36%	47%

Unlike some polls, we tested Platner AND Mills critiques/rebuttals

Critics of Graham Platner say he is unelectable because of his old Reddit comments on the Internet, where he identifies as a communist, calls white rural people stupid and racist, calls police officers “bastards,” and insults LGBTQ+ people and victims of sexual assault in the military. He also had a skull and crossbones tattoo that critics say resembled a symbol associated with Nazis.

Platner says he wasn’t aware of the connotations of the tattoo he got with fellow Marines 20 years ago, and has covered it up. He says his internet posts were from a “dark time” when he had PTSD after his military service, and they don’t represent who he is today. He says he’s motivating working-class and rural Mainers, and the Washington Establishment is trying to tear him down because he’ll defeat Susan Collins and bring real change.

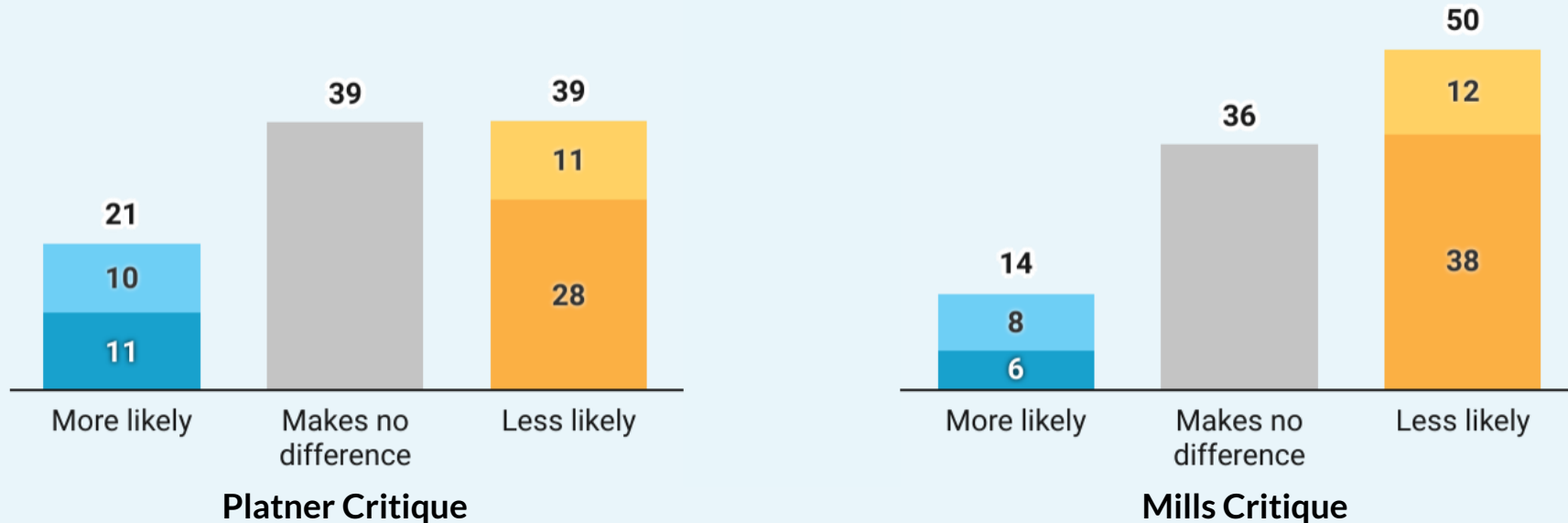
Janet Mills is 77 years old, would be the oldest new Senator ever, and won’t release her medical records. Critics say she planned to retire until Washington Establishment politicians recruited her to run — and she’s funded by corporate donors after vetoing a tax on the wealthy as Governor. She also vetoed a bill requiring rape kit testing, vetoed a bill strengthening workers’ rights, and vetoed two bills reducing prescription drug costs.

Mills says she is the only Democrat in the race who can defeat Susan Collins, having been elected Governor twice. She says she shows every day that she is up to the task of standing up to Donald Trump’s overreach and has promised to only serve one term in the US Senate.

The critique of Mills is more damaging than the critique of Platner

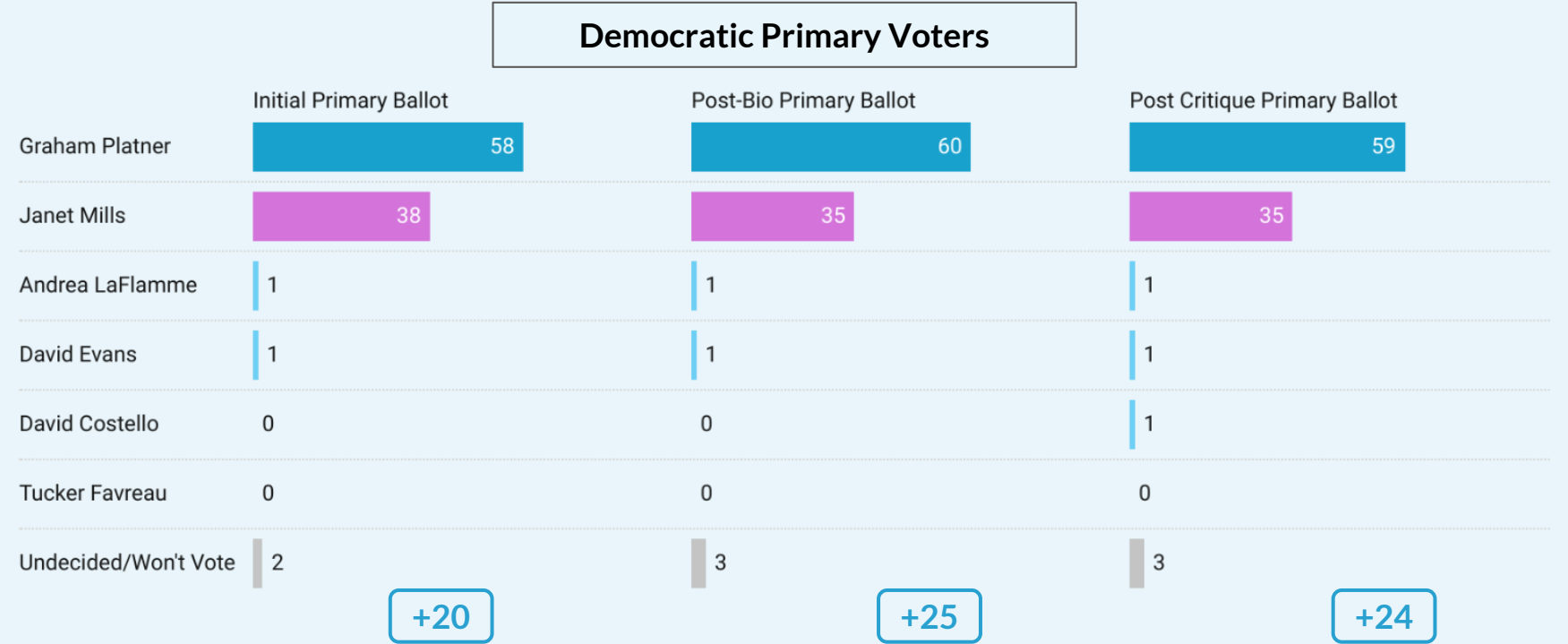
After reading information from both sides, are you more or less likely to support _____?

■ Much more likely
 ■ Somewhat more likely
 ■ Makes no difference
 ■ Somewhat less likely
 ■ Much less likely



Platner's lead in the primary only grows after positives & negatives about both candidates

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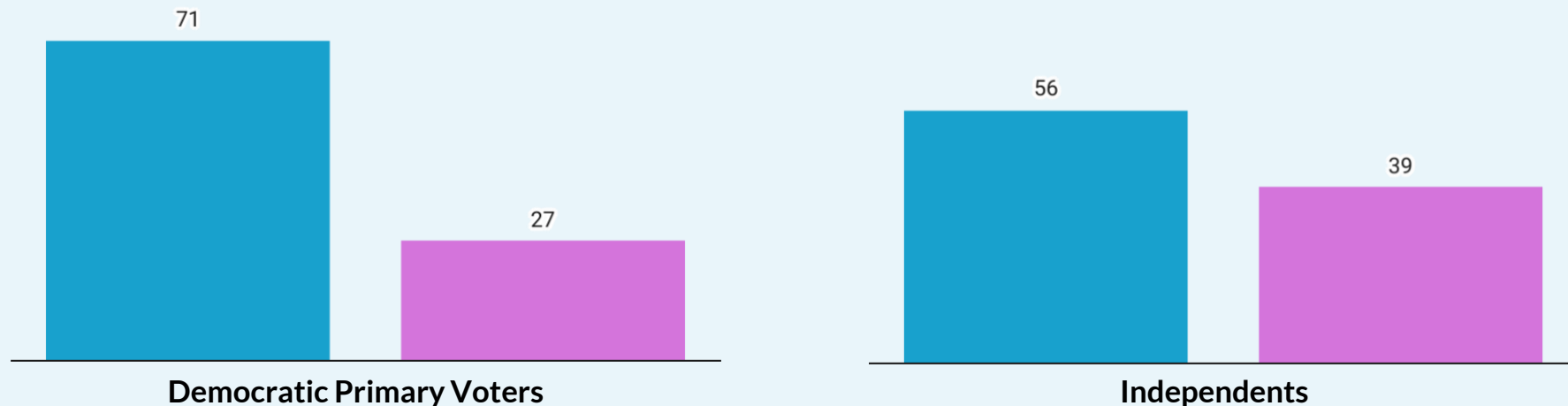
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Voters say we need more normal people who make mistakes & grow, like Platner, in politics

Which of the following comes closer to your point of view, even if neither is exactly right?

Platner is the kind of normal person who makes mistakes and evolves that we need more of in politics, especially if they connect with working people back home.

Platner is unvetted and untested, has questionable values and positions, and is too risky to count on for an office as important as U.S. Senator.

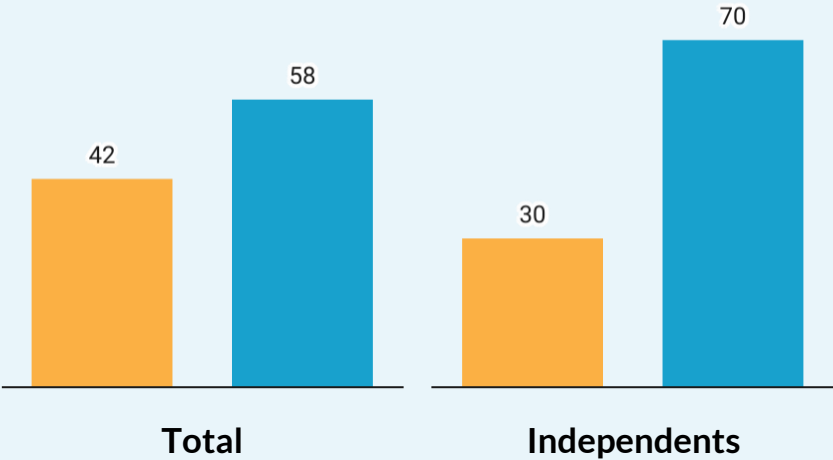


The political climate is unfavorable for Collins: Voters dislike her & there's a strong desire for a Democratic check on Trump

Would you rather the next U.S. Congress be:

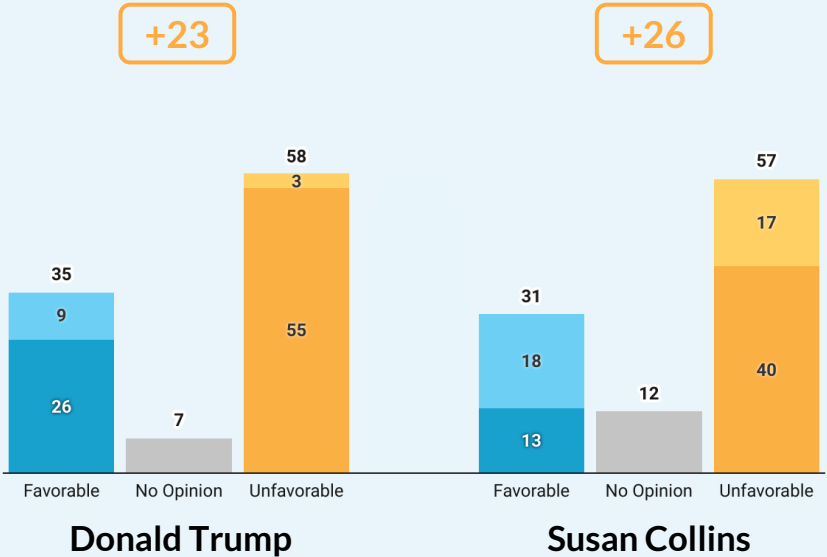
Controlled by Democrats who will offer a check and balance on Trump.

Controlled by Republicans who will work with Trump to get things done.



How favorable are your feelings about each of the following people? If you are unfamiliar with someone, please say so.

Very favorable Somewhat favorable Very unfavorable Somewhat unfavorable



n=1,482 likely midterm voters in Maine (852 base sample + 630 OS of Democratic primary voters), Nov. 14-18, 2025, ±3%



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