



Support for Fair Taxes in Maine

Survey of 901 Maine likely voters conducted
December 5 to 9, 2025

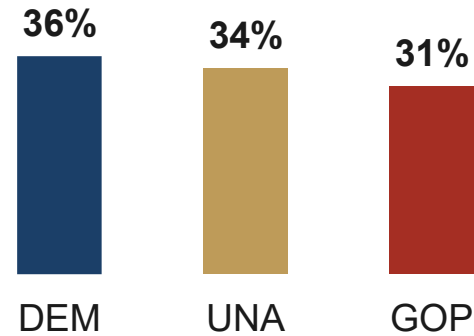


Survey Sample Overview

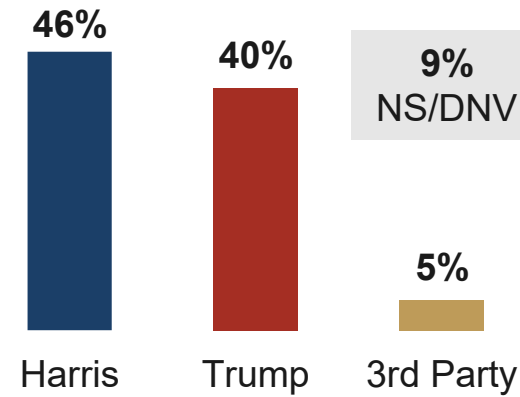
Survey details

- Statewide telephone and text-to-web survey of 901 likely voters, drawn from the voter file, including an oversample of Unaffiliated voters.
- Margin of error of ± 3.47 percentage points for the full sample; higher for subgroups.
 - ± 4.62 for split samples and CDs

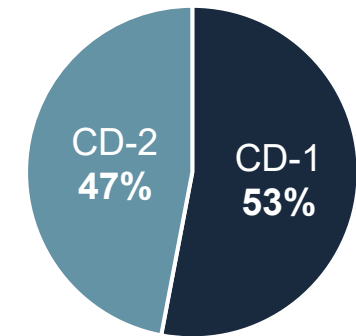
Party ID



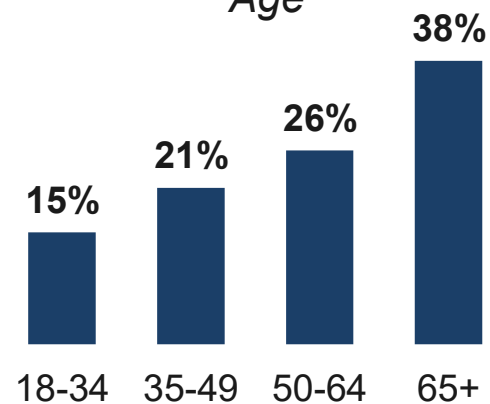
2024 Vote



Congressional District



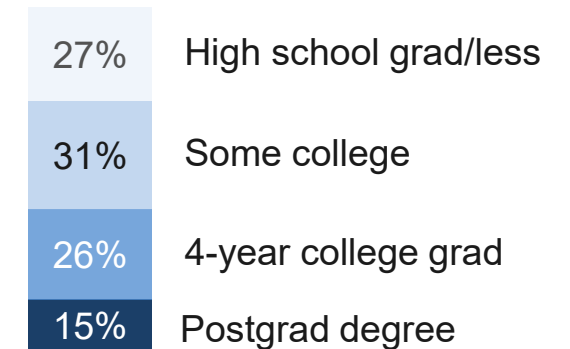
Age



Income



Education



In a substantial uptick from 2014, a large majority want to ask the wealthy and corporations to pay more.

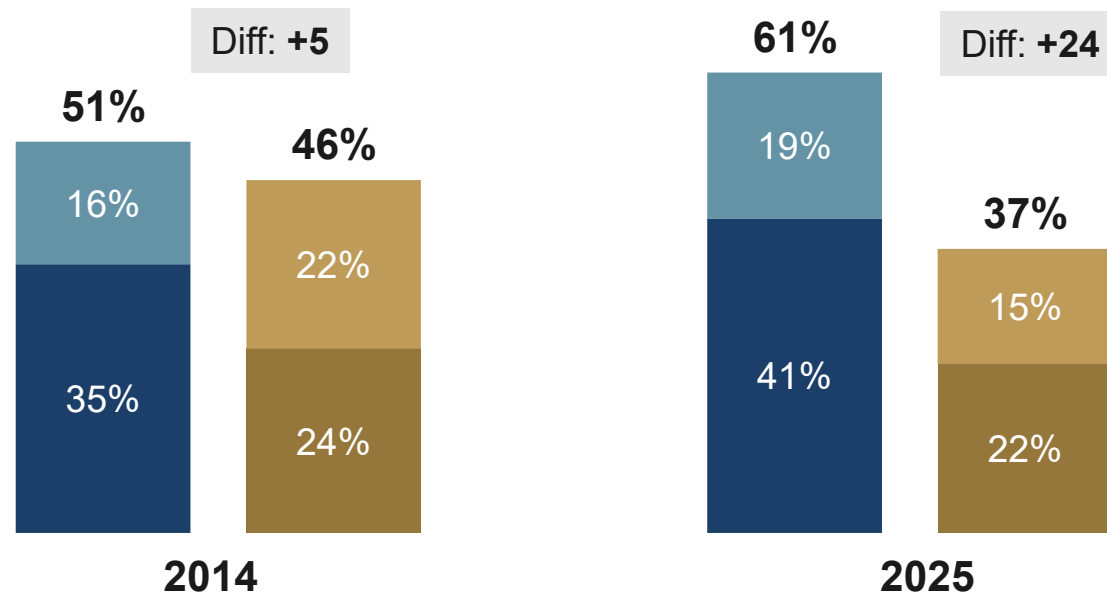
Which statement do you agree with more?

“We should ask the wealthy and corporations to pay more in taxes.”

OR

“We should not raise taxes on anyone at this time.”

■ Pay more - agree much more ■ Pay more - agree somewhat more ■ Do not raise - agree somewhat more ■ Do not raise - agree much more



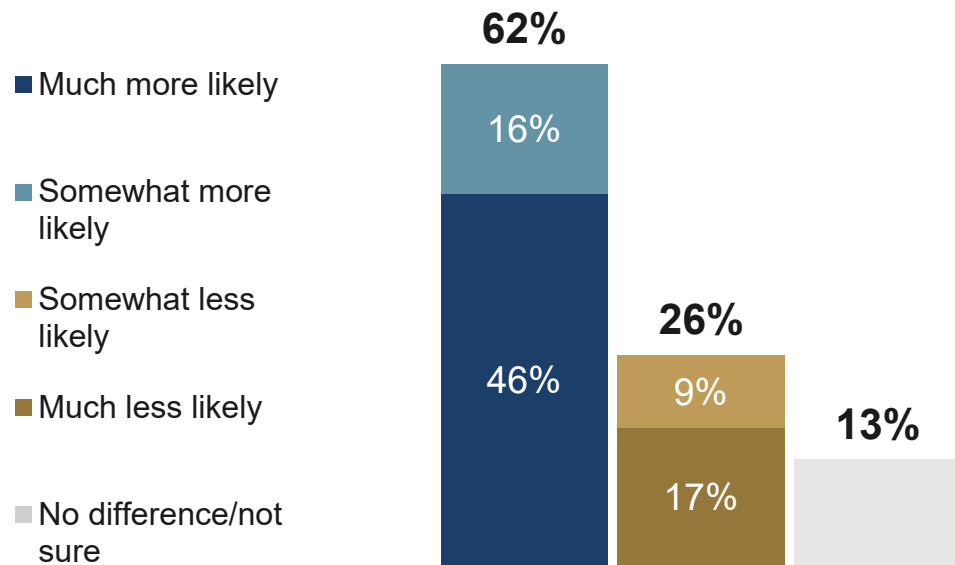
Many major demographic groups are favorable to asking the wealthy to pay more.

Which statement do you agree with more?

	2025		2014	
	Total pay more %	Total do not raise taxes %	Total pay more %	Total do not raise taxes %
All voters	61	37	51	46
CD 1	66	33	54	44
CD 2	55	42	48	49
Democrat	89	11	69	28
Unaffiliated	58	39	54	44
Republican	31	65	28	68
Men/non-college	44	51	41	57
Men/college grads	60	39	53	41
Women/non-college	66	32	51	46
Women/college grads	76	22	63	34
Own home	58	40	-	-
Rent home	75	25	-	-

Voters respond favorably to a tax fairness candidate.

% likelihood of voting for the candidate

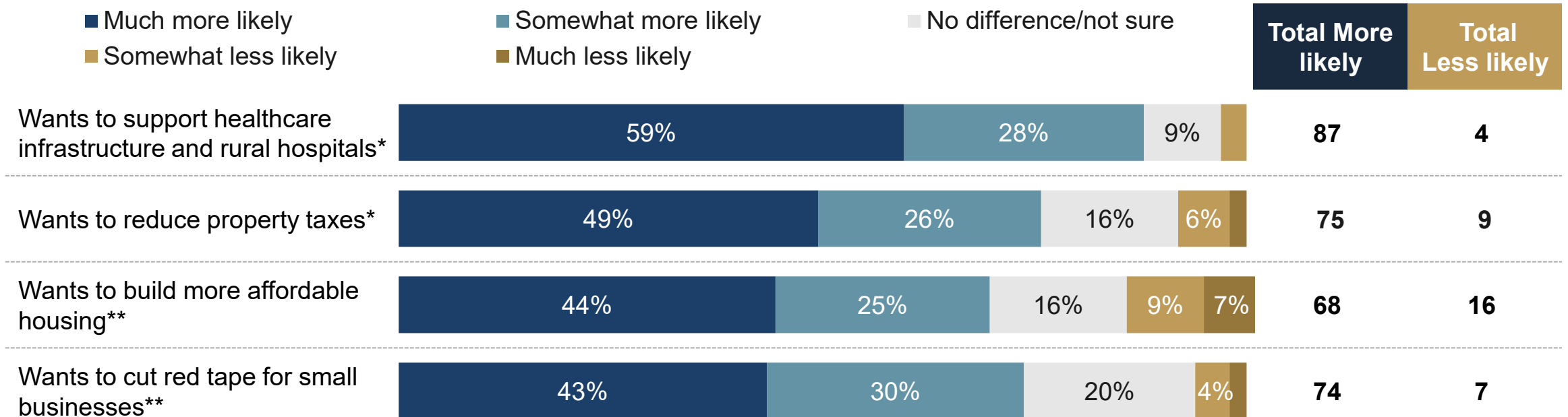


Wants to **increase taxes** on wealthy people and large corporations to increase funding for services like education and healthcare

	Total more likely	Total less likely
Increase taxes on wealthy & corporations to increase funding for services		
Democrat	88	7
Unaffiliated	62	26
Republican	31	47
CD 1	63	24
CD 2	60	27

Healthcare trumps property taxes, housing, and small businesses as a priority.

% likelihood of voting for the candidate who _____



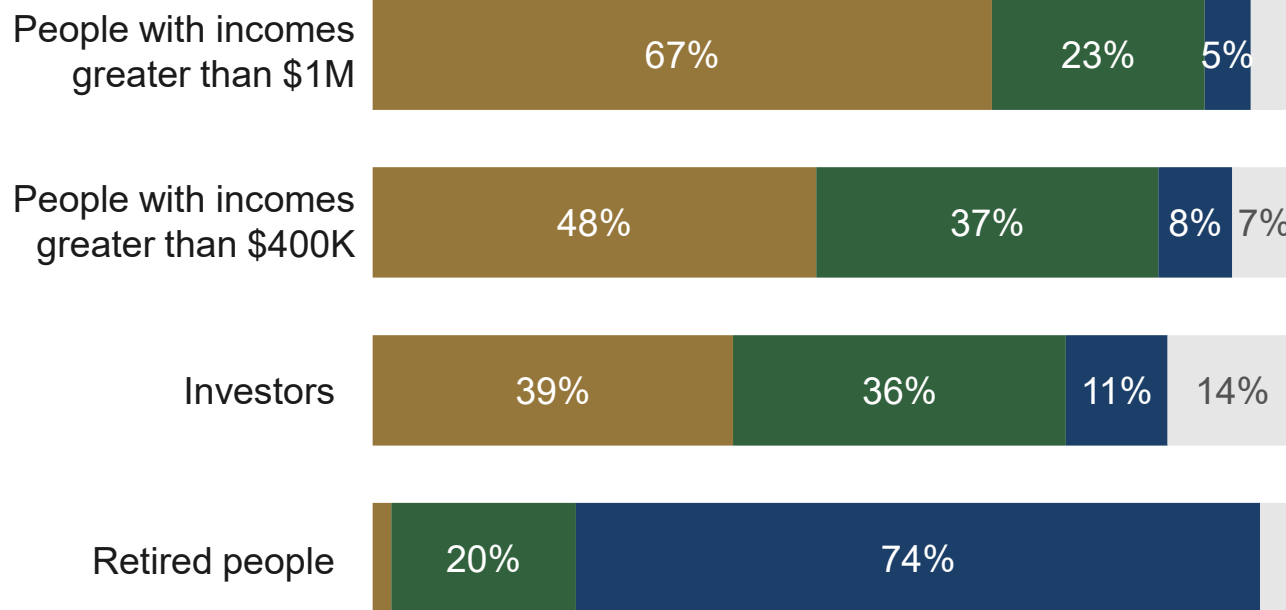
* Asked of one-half of the respondents (FORMS AC)

** Asked of one-half of the respondents (FORMS BD)

There is a clear mandate for tax increases on incomes over \$1 million.

% feeling that each group _____.

- Should pay more in taxes
- Is already paying the right amount in taxes
- Should pay less in taxes
- Not sure

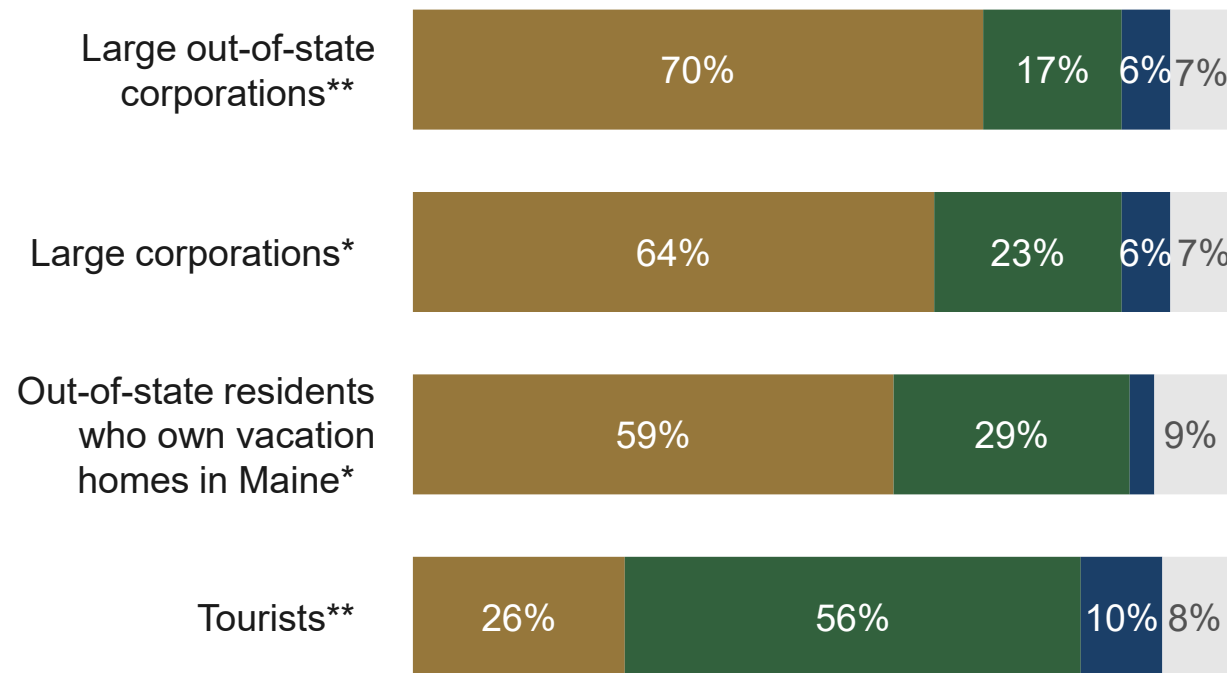


Should pay more in taxes	
People with incomes > \$1M	People with incomes > \$400k
Democrat	67
Unaffiliated	47
Republican	25
<hr/>	
<\$50K	49
\$50K-\$100K	49
\$100K+	46

There is also overwhelming support for taxing large corporations, especially those from out-of-state.

% feeling that each group _____.

■ Should pay more in taxes ■ Is already paying the right amount in taxes ■ Should pay less in taxes ■ Not sure



	Should pay more in taxes		
	Large out-of-state corps**	Large corps*	Out-of-state residents*
CD 1	72	70	62
CD 2	69	57	56
Democrat	80	82	68
Unaffiliated	71	65	63
Republican	59	41	45
Tax raisers	85	88	69
Tax swings	79	85	76
Tax cutters	53	33	43

* Asked of one-half of the respondents (FORMS AD)

** Asked of one-half of the respondents (FORMS BC)

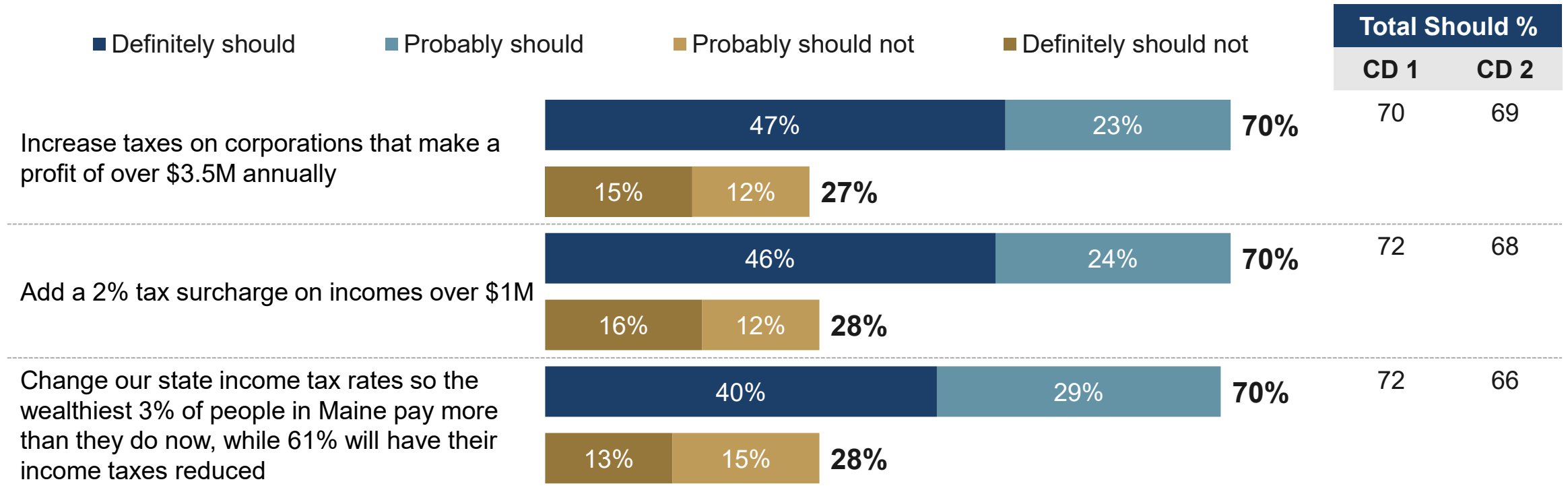
Taxing corporations and incomes >\$1 million are unifying goals for unaffiliated voters.

% of unaffiliated voters who say each should pay more in taxes

	Large out-of-state corporations %	People with incomes >\$1M %
All unaffiliated voters	71	67
Men	68	59
Women	75	75
Party score 0-49	65	59
Party score 50-100	80	76
Income <\$75k	68	71
Income \$75k+	75	62

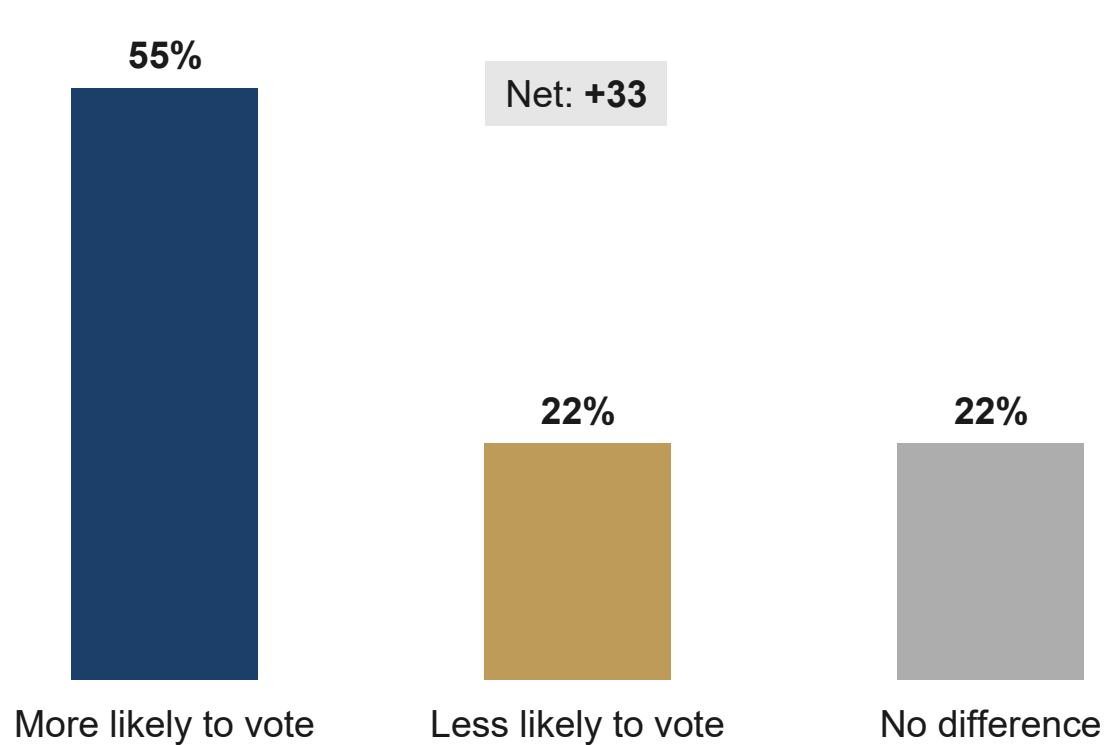
Specificity matters: Three tax proposals fare better than the general idea of an increase.

Different proposed changes to taxes in Maine--do you think Maine should or should not make this change?



More than half of voters say they would be more likely to vote for a progressive tax platform candidate.

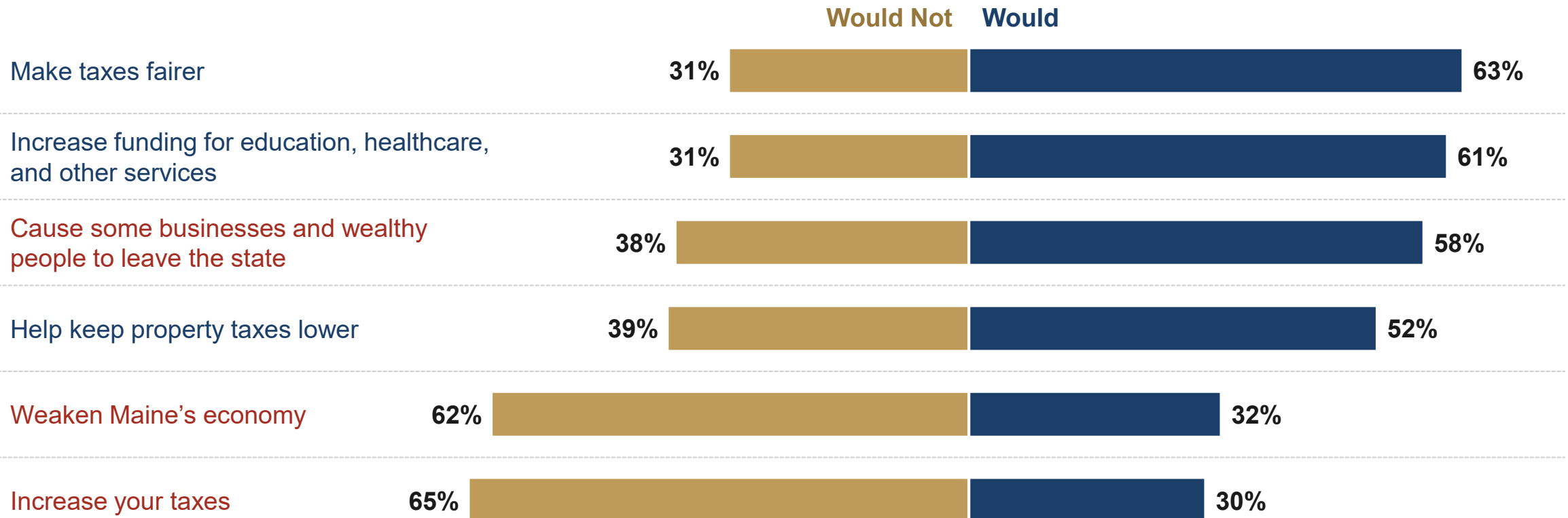
*If a candidate for state office **supported proposals like these that raise taxes on wealthy people and large corporations**, would you be more likely to vote for them, less likely to vote for them, or would it not make a difference either way in your vote?*



	Net
Democrat	+74
Unaffiliated	+34
Republican	-16
Rep/under \$75K	+5
Rep/non-MAGA	-3
CD 1	+37
CD 2	+28
Men	+19
Women	+46

Voters expect positive results from increasing taxes on the wealthy and corporations, but the potential benefit of lower property taxes is a bit less credible.

Do you think raising state taxes on wealthy people and large corporations would or would not ___ ?



Characterizing tax increases as a matter of closing loopholes and creating fairness resonate as the strongest messages across party lines.

% who say very strong reason to increase taxes on wealthy people and corporations

	ALL LIKELY VOTERS	DEM.	Unaffil.	GOP.
[TAX FAIRNESS] Today, middle-income families pay a higher tax rate than wealthy people. Asking the wealthiest individuals to pay a bit more is only fair.	58%	82%	58%	31%
[LOOPHOLES] There are too many loopholes and special tax breaks that only the rich and big corporations receive. We need to close loopholes and ask the wealthy and corporations to pay their fair share.	58%	79%	58%	33%
[MORAL COMMITMENTS] Maine needs to fulfill its moral commitments to provide adequate funding for schools and communities and to meet Mainers' basic needs.	54%	77%	53%	30%
[ALL THRIVE] Making taxes fair will help Maine families thrive and build a stronger, more inclusive economy for everyone--not just the wealthy.	53%	75%	53%	29%
[POPULIST] Corporations and the wealthy have stacked the deck against average Mainers. Large corporations and the wealthy should pay their fair share, so we can fund critical investments like education and boost our economy.	53%	75%	53%	27%
[FEDERAL CUTS] Politicians in Washington are cutting support for vital health and nutrition programs in Maine to pay for tax cuts for the wealthy. Ensuring wealthy people pay their share will help us fill these critical gaps.	47%	72%	47%	18%

Closing loopholes is ranked as the top performing message among the unaffiliated and overall.

And which two of these do you think are the **STRONGEST** reasons to support tax increases on wealthy people and corporations?

	ALL LIKELY VOTERS	DEM.	Unaffil.	GOP.
We need to close loopholes so that the wealthy and corporations pay their fair share	35%	38%	33%	32%
Middle-income people currently pay a higher tax rate than wealthy people	29%	32%	29%	24%
Making taxes fair would build a stronger economy for everyone	21%	25%	21%	17%
The state needs to fulfill its moral commitments to provide adequate funding to schools and communities	21%	30%	18%	13%
Federal tax cuts for the wealthy have created gaps in funding for vital programs	15%	21%	16%	6%
Corporations and the wealthy have stacked the deck against average Mainers	12%	17%	12%	7%
None of these	17%	3%	17%	32%

The “loopholes” message is top or tied with every major subgroup, *except* 18-34-year-olds who are more drawn to the “higher tax rate” message.