

To: *Interested Parties*  
From: Daniel Gotoff and McCauley Pugh, *Lake Research Partners*  
Re: Initial Findings for ME iGaming Survey  
Date: December 18<sup>th</sup>, 2025

---

*This memo overviews key topline findings from a survey that Lake Research Partners designed and administered, using live phone interviews and text-to-online methodology, to 500 Likely 2026 general election voters in Maine. The survey was conducted from December 13-16, 2025. The margin of error for the full sample is +/- 4.4% and larger for subgroups and split sampled questions.*

### **Strategic Summary**

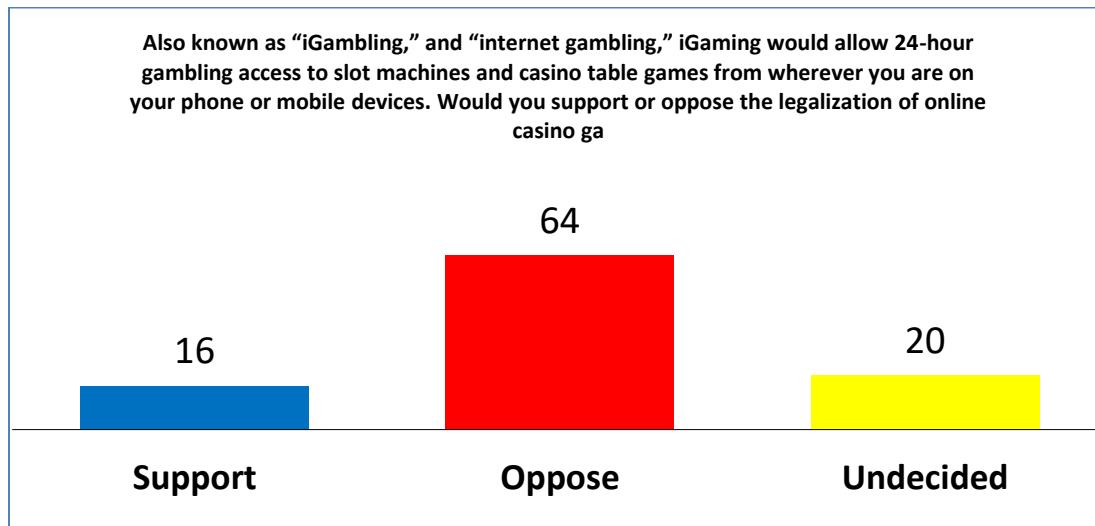
- **Majorities of Mainers oppose legalizing iGaming in their state, with minimal support, struggling to break out of the teens.** Furthermore, opposition holds steady as voters hear both sides of the debate over this issue, including the fact that Maine's Tribes would exclusively control iGaming.
- **Many Mainers indicate they will center this issue in their voting decisions at the ballot box.** A plurality of voters say they would be less likely to vote for a politician if they voted to legalize iGaming. Voters become even more resolute in this position after hearing messaging about the harms of iGaming.
- **The most poignant argument against iGaming revolves around the inability of online casino companies to stop teenagers and children from accessing iGaming on their and their parents' phones.**
- **This survey makes clear that Mainers remain strongly opposed to expanding gambling into online casino gaming,** including large numbers of Democratic voters. In light of the fact that most states across the country have declined to move forward with iGaming, a veto would reflect this broad public consensus, reinforce Maine's traditionally cautious approach to gambling policy, and keep the state aligned with the national mainstream.

Lake Research Partners  
1101 17<sup>th</sup> St., NW  
Suite 301  
Washington, DC 20036  
Tel: 202.776.9066  
Fax: 202.776.9074

Partners  
Celinda Lake  
Alysia Snell  
David Mermin  
Daniel Gotoff  
Joshua Ulibarri

### **Key Findings**

- Nearly two-thirds of Maine voters are opposed to legalizing online casino gambling, sometimes referred to as iGaming or iGambling, in their state. Fully 64% oppose legalization (49% strongly oppose) while just 16% support it (9% strongly support). Twenty percent are unsure.
  - Opposition crosses the typical political divides, taking in 69% of self-described Democrats, 70% of independents, and 58% of Republicans.



Support/ Oppose Legalizing iGaming in Maine?			
	Democrats	Independents	Republicans
Support	13%	18%	19%
Oppose	69%	70%	58%
Undecided	18%	12%	24%

- When voters hear that iGaming is not currently legal in Maine, but that there is an effort underway to legalize iGaming in the state and it would be controlled by Maine’s Native American Tribes and available to Mainers all throughout the state, opposition drops slightly, but still holds for a 54% majority of voters compared to 21% who would support it.
- After simulating a debate over legalizing iGaming in Maine, with voters hearing arguments on both sides, opposition ticks back up to 57% and support drops to 17%.
  - Half of respondents heard a version of the anti-legalization argument that outlines the harms iGaming would do to the state *without* invoking the negative impact on the tribes. After hearing this version of the engaged debate exercise, 55% oppose legalizing iGaming (48% strongly

oppose) and 17% support it (9% strongly support). Twenty-nine percent are unsure.

- The other half of respondents heard a similar version of the anti-legalization statement that does specifically invoke the negative impact legalization would have on the tribes. After hearing this version of the engaged debate exercise, opposition to legalizing iGaming reaches 60% (47% strongly oppose) and 18% support it (9% strongly support). Twenty-two percent are unsure.

<b>Engaged Debate on Legalizing iGaming in Maine (Order of Statements Rotated)</b>	
<b>Pro-Legalization Statement</b>	
<b>Pro-Legalization Statement: Broad Focus*</b>	<b>Pro-Legalization Statement: Tribes Focus*</b>
Supporters of legalizing iGaming say it will primarily provide the Wabanaki tribes with millions in revenue and provide the State with millions more in revenue to help with the opioid epidemic, veteran's homes and school construction. Many Mainers already use foreign, black market iGaming sites. iGaming ensures people who gamble use vetted, fair, state-regulated games, providing a secure platform run by the Wabanaki tribes. We can protect Mainers from addiction and let them play safely at the same time.	Opponents of legalizing iGambling say gambling corporations stand to make hundreds of millions of dollars by marketing iGambling to people, including young people, who don't have the money to gamble on their phones. In other states, iGambling companies haven't been able to keep children from accessing iGambling on their and their parents' phones. Online gambling would cost Maine hundreds of millions of dollars to deal with addiction, welfare payments, bankruptcies, homelessness and increased crime that always comes with it.
<b>Support legalizing iGaming: 17%</b> <b>Oppose legalizing iGaming: 55%</b> <b>Undecided/ Don't know: 29%</b>	<b>Support legalizing iGaming: 18%</b> <b>Oppose legalizing iGaming: 60%</b> <b>Undecided/ Don't know: 22%</b>

\* Each statement opposed to legalization read to half of sample.

- Finally, voters hear a series of statements critical of legalizing iGaming. Afterwards, 67% are opposed to legalization of iGaming (56% strongly) and 16% support it (9% strongly). Just 7% are unsure.

- Voters are much more poised to punish lawmakers who vote to legalize iGaming than reward them. Forty-one percent say they would be less likely to vote for a candidate for the Maine State Legislature if they voted to legalize iGaming in Maine (20% much less likely) compared to just 7% say they would be more likely (4% much more likely). Fifty-two percent initially say it would make no difference.
  - When asked the same question after hearing statements for and against legalizing iGaming in Maine, a 51% majority of respondents say they would be less likely to vote for a candidate for the Maine State Legislature if they voted to legalize iGaming in Maine (31% much less likely) compared to just 7% say they would be more likely (3% much more likely). This includes 53% of Democrats who say less likely, 55% of independents, and 47% of Republicans. The share of voters who say it would make no difference at this point drops to 42%.

#### **Arguments against iGaming**

- Multiple arguments against iGaming are persuasive to Maine voters. **A message pointing out that online casino companies have been unable to stop teenagers and children from accessing iGaming on their phones and their parents' phones is the most effective argument.** Fifty-five percent of voters say they have serious or some doubts about legalizing iGaming in Maine when they hear this statement, including 42% who say they have serious doubts.
  - Additional messages that are convincing to voters revolve around addiction (54% doubts, including 38% serious doubts), suicide rates (53% doubts, including 37% serious doubts), decimation of families (54% doubts, including 36% serious doubts), the financial impact of the consequences of legalizing iGaming on taxpayers (54% doubts, including 35% serious doubts), and the connections to the already demonstrated harm of sports betting (53% doubts, including 34% serious doubts).

#### **Voters' Opinion of Gambling and the Wabanaki**

- **iGaming starts out under water among Maine voters.** Eight percent of voters are favorable towards iGaming (2% very favorable), while 31% are unfavorable towards it (20% very unfavorable). Twenty-six percent of voters have heard of it but hold no strong opinion and 36% have never heard of it.

- “**iGambling**” is even more disliked than “**iGaming**.” Ten percent of voters are favorable towards iGambling (3% very favorable), while 36% are unfavorable towards it (25% very unfavorable). Twenty-two percent of voters have heard of it but hold no strong opinion and 32% have never heard of it.
- Voters are net-unfavorable towards Casinos, but they like them more than iGaming. Thirty-six percent of voters are favorable towards Casinos (7% very favorable), while 41% are unfavorable towards them (20% very unfavorable). Nineteen percent of voters hold no strong opinion and 5% are unfamiliar with them.
- The Wabanaki Tribes are perceived positively among Maine voters. Sixty-two percent of voters are favorable towards the Wabanaki Tribes (37% very favorable), while 4% are unfavorable towards them (1% very unfavorable). Twenty-six percent of voters hold no strong opinion and 9% are unfamiliar with them.

\* \* \* \* \*