



David Binder Research

Maine Voter Survey Findings

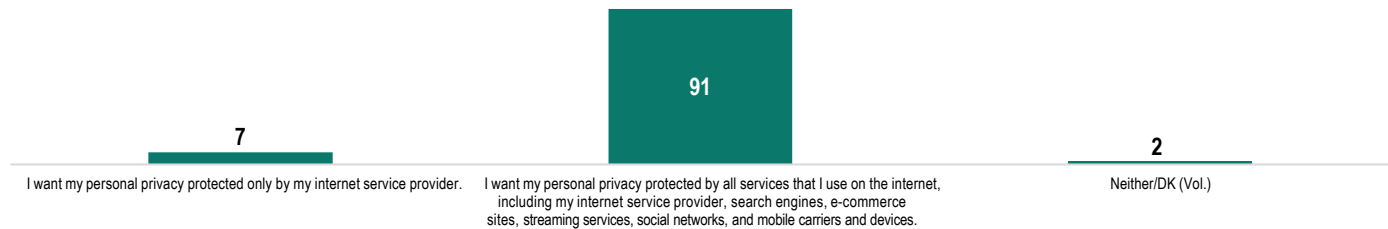
Conducted by David Binder Research on behalf of the Maine State Chamber of Commerce May 9-11, 2019



A recent survey of likely Maine voters shows an overwhelming preference for including all internet companies - internet service providers, search engines, e-commerce sites, streaming services, and social networks - as part of a potential data privacy bill. Without the inclusion of all internet companies, voters feel that a data privacy bill will be insufficient to protect their personal privacy.

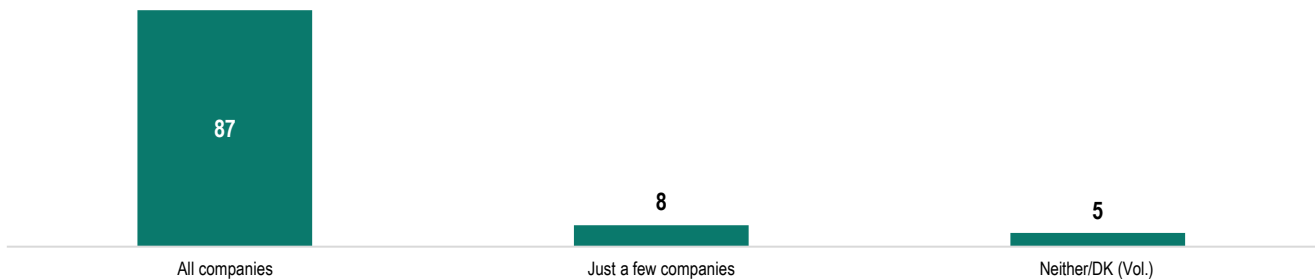
Maine voters have a strong preference for having their personal privacy protected by ALL services they use on the internet. **91% of voters say they want their personal privacy protected by all services they use on the internet**, including their internet service provider, search engines, e-commerce sites, streaming services, social networks, and mobile carriers and devices. Only 7% say that they want their privacy protected only by their ISP.

Thinking about your personal privacy, which statement is closer to your view?



Voters convincingly state that a law to protect personal privacy should apply to all companies on the internet, as opposed to just select companies. While **87% of voters say that a law to protect personal privacy should apply to all companies on the internet**, only 8% say that this law should apply to just a few companies on the internet, with the idea of passing more laws in the future to cover additional companies.

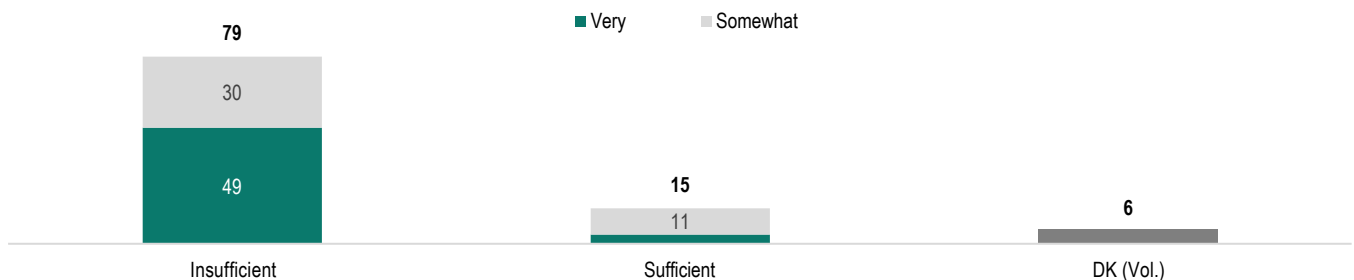
If the Maine state legislature were to pass a law today to protect your personal privacy, should this law apply to just a few companies on the internet, with the idea of passing more law in the future to cover additional companies on the internet, or should this law apply to all companies?



Maine voters strongly feel that a law to put privacy restrictions on only ISPs would be insufficient to protect their privacy. **79% of voters say that a law that would put privacy restrictions only on ISPs and would not address any privacy and security issues for search engines, e-commerce sites, streaming services, and social networks, would be insufficient to protect their privacy.**

- Further, almost half (49%) of voters say this would be very insufficient. This compares to only 4% of voters who say that a law that would apply only to ISPs would be very sufficient.

Knowing that this proposed law would put privacy restrictions on internet service providers like Spectrum, AT&T and Verizon, but would not address any privacy and security issues for search engines, e-commerce sites, streaming services, and social networks, is this law sufficient to protect your personal privacy or is it insufficient?



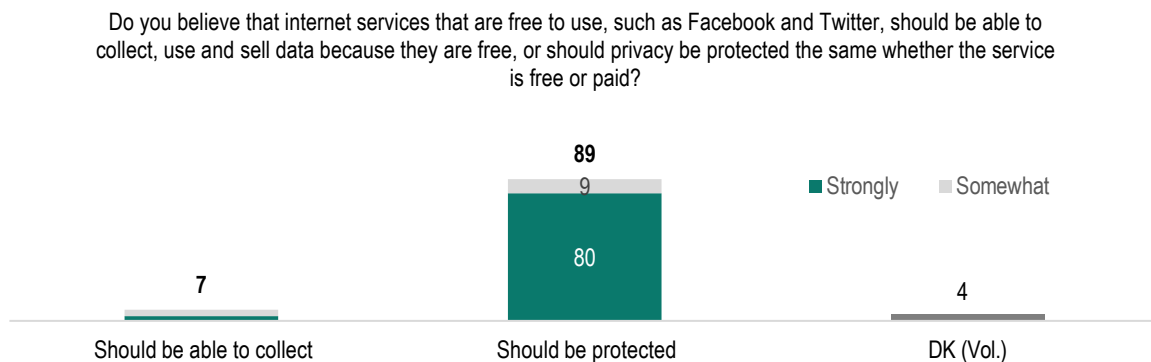
Methodology: David Binder Research conducted 600 telephone interviews from May 9th to 11th, 2019 with registered voters in Maine using a 2020 likely voter screen. Participants were reached both by landlines (50%) and cell phones (50%). Results are subject to a margin of error of ±4.0%.

Maine voters say that if this proposed law passes, they are not okay that search engines, e-commerce sites, streaming services, and social networks can still collect and monetize their data. **86% of voters say that they are not okay that search engines, e-commerce sites, streaming services, and social networks can still collect and monetize their data**, compared to only 10% who say they are okay.

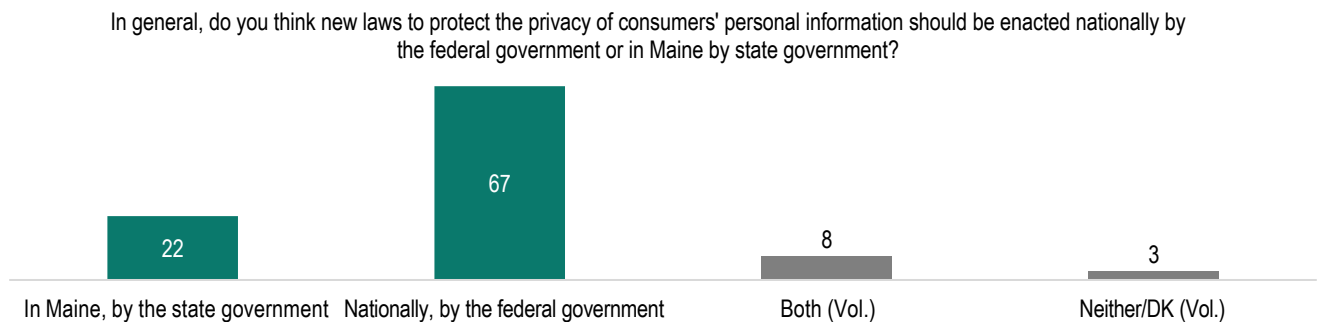


Maine voters strongly believe that privacy should be protected the same whether the service being used is free or paid. While **89% of voters believe that privacy should be protected the same whether the service is free or paid**, only 7% believe that internet services that are free to use should be able to collect, use and sell data because they are free.

- Further, 80% of voters say they strongly believe that privacy be protected the same whether the service is free or paid, compared to only 3% of voters who believe that internet services that are free to use, should be able to collect, use and sell data.



Maine voters feel that new privacy laws should be enacted nationally, rather than by the state government. While **67% of voters say that laws to protect the privacy of consumers' personal information should be enacted nationally by the federal government, only 22% say that these laws should be enacted in Maine by the state government.**



Learn more: privacy.mainechamber.org

About David Binder Research: For over 25 years, David Binder Research has provided research and insight to political, government, and private sector clients. Our strength lies in our pioneering use of new research technologies, our hybrid qualitative and quantitative techniques, and our ability to devise innovative, customizable services that suit the specifications of each individual client. DBR has enjoyed a long-term ongoing partnership with President Barack Obama's White House, providing award-winning messaging work and conducting research on a number of different initiatives. Other clients run the gamut from small non-profits and boutique associations to large corporations and multi-year political campaigns.