

MAINE STATE LEGISLATURE

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DATE: May 26, 1999 (Filing No. S-353)

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**STATE OF MAINE
SENATE
119TH LEGISLATURE
FIRST REGULAR SESSION**

SENATE AMENDMENT "A " to COMMITTEE AMENDMENT "A" to S.P. 420, L.D. 1257, Bill, "An Act to Regulate Push Polling"

Amend the amendment in section 1 by striking out all of subsection 4 (page 1, lines 28 to 33 in amendment) and inserting in its place the following:

'4. Push poll. "Push poll" is defined as follows.

A. "Push poll" means any series of telephone surveys that interview voters and are designed to influence a voter's decision with a series of questions that:

(1) Intentionally purport to be an objective opinion poll concerning an issue or issues but that are worded to suggest answers that support a certain position concerning the issue or issues;

(2) Do not request demographic information but are targeted to a particular demographic group or groups;

(3) Result in encouraging a voter to support or not support a candidate or candidates, political party or issues; or

(4) Result in subsequent telephone calls that encourage a voter to support or not support a candidate or candidates, political party or issues.

B. "Push poll" does not include generally accepted scientific polling research, including, but not limited to, surveys that:

SENATE AMENDMENT

R.S.

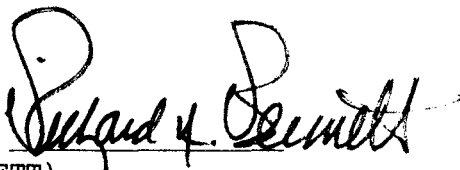
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- (1) Measure the public's opinion about or reaction to an issue, fact or theme;
- (2) Are at least 5 minutes in length if completed; and
- (3) Request demographic information for data collection.'

SUMMARY

This amendment changes the definition of "push poll."

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