

MAINE STATE LEGISLATURE

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MA
R 63.

L.D. 1257

DATE: May 28, 1999

(Filing No. S-366)

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STATE OF MAINE
SENATE
119TH LEGISLATURE
FIRST REGULAR SESSION

SENATE AMENDMENT "C" 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 more than 550 telephone surveys that take place within 16 days of an election 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

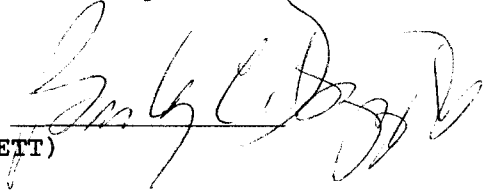
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- (1) Measure the public's opinion about or reaction to an issue, fact or theme;
- (2) Are at least 5 minutes in length if completed; or
- (3) Request demographic information for data collection.'

SUMMARY

This amendment changes the definition of "push poll."

SPONSORED BY: 
(Senator DAGGETT)

COUNTY: Kennebec