

**To:** Insurance Watchdog Coalition  
**From:** OnMessage Public Strategies  
**Date:** March 10, 2026  
**Subject:** Maine and Ohio Polling Findings

## Statewide Polling Findings

*OnMessage is pleased to report findings from recent statewide polling, as a part of a series of polls in the Senate battleground states. The polls were conducted in Maine and Ohio, respectively, with each poll consisting of N=600 likely voters statewide. Data was collected via live caller interviews from March 3-8, 2026. Each poll has a margin of error of +/- 4.0%.*

Our recent polls gauged the status of Senate races in Maine and Ohio and evaluated voter attitudes toward the health care landscape, particularly the most pressing health care costs facing Americans. Both states feature closely contested U.S. Senate races, with no clear frontrunner. On the issue of health care, voter concerns over health care costs have shifted since President Trump took office. Over the last 14 months our polling shows a significant increase in concerns over rising health insurance costs which have emerged as the leading driver of voters' health care affordability concerns. Our findings suggest that health insurance costs, and insurance companies themselves, are likely to play a significant role in shaping voter attitudes in this fall's elections. Notably, these data indicate that voters believe President Trump has made progress on lowering prescription drug prices and increasingly want policymakers to turn their attention to reducing health insurance premiums and addressing insurance practices that create barriers to care.

### Executive Summary

#### **Maine Senate Race Polling:**

- Maine's ranked-choice Senate ballot shows a statistical tie, whether Collins' Democrat opponent is Janet Mills or Graham Platner. After the final tallies, Collins is tied with Mills at 42%, with 16% of voters still undecided or not ranking either of the top two candidates. Similarly, a matchup with Platner sits at 42% Collins / 44% Platner, with 14% of voters still undecided or not ranking either of the top two candidates.

#### **Ohio Senate Race Polling:**

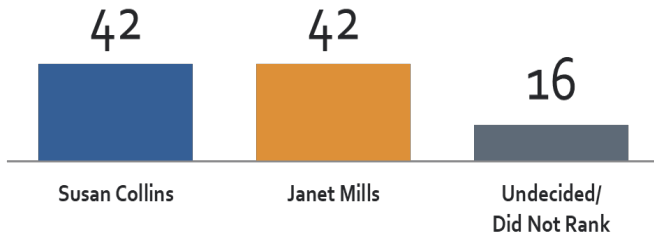
- Ohio's Senate race is highly competitive with neither candidate holding a clear advantage. Currently, the ballot sits at 45% Husted / 47% Brown / 8% undecided.

#### **Key Health Care Findings:**

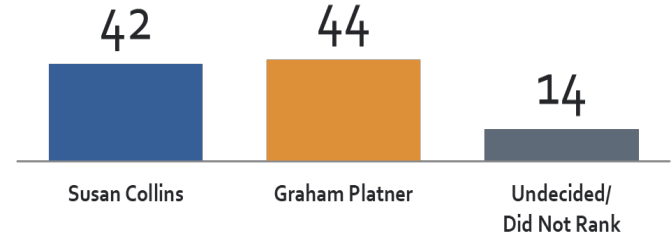
- When voters are asked specifically about their biggest health care cost pain points, their concerns overwhelmingly center on insurance related costs and practices. Voters (73% in Maine, 72% in Ohio) say health insurance prices, deductibles, and coverage denials are their biggest personal pain points.
- Thinking about policy priorities, 71% of Maine voters and 78% Ohio voters agree that "since President Trump has already negotiated deals with drug manufacturers on prescription drug prices, we should turn now to focusing on deals and policies that lower the price of health insurance premiums, address insurance denials, and reduce other barriers to care."
- Policy proposals focused on increasing transparency in health insurance pricing, reducing health insurance denial rates, and preventing middlemen from marking up prescription drugs find nearly 90% support from voters.

### Maine Senate Ballots:

*If the 2026 ranked choice general election for U.S. Senate was held today and the candidates were Susan Collins the Republican, Janet Mills the Democrat, David Evans an Independent, or Tim Rich an Independent, for whom would you vote?  
(Data showing final round results)*

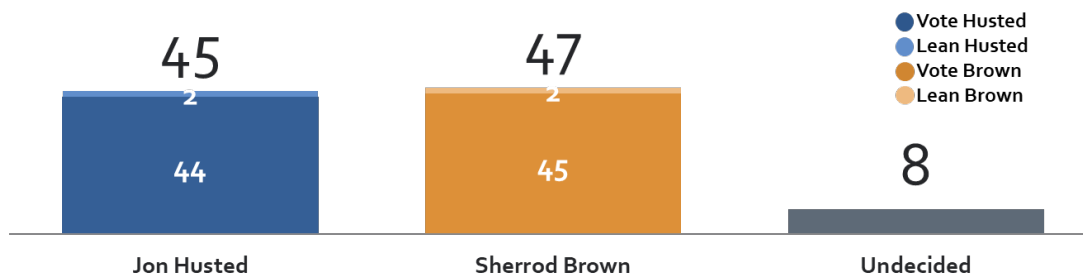


*If the 2026 ranked choice general election for U.S. Senate was held today and the candidates were Susan Collins the Republican, Graham Platner the Democrat, David Evans an Independent, or Tim Rich an Independent, for whom would you vote?  
(Data showing final round results)*



### Ohio Senate Ballot:

*If the 2026 general election for U.S. Senate were held today and the candidates were Jon Husted the Republican, and Sherrod Brown the Democrat, for whom would you vote?*



### Voters Have Shifted Focus More Directly to Health Insurance Companies

Turning to the issue of health care, voters have expressed increasing concern about rising health insurance costs, and addressing those costs has become a top priority when they think about health care affordability. Thinking about specific pain points in health care, voters point most often to cost issues related to health insurance (73% total in Maine, 72% total in Ohio).

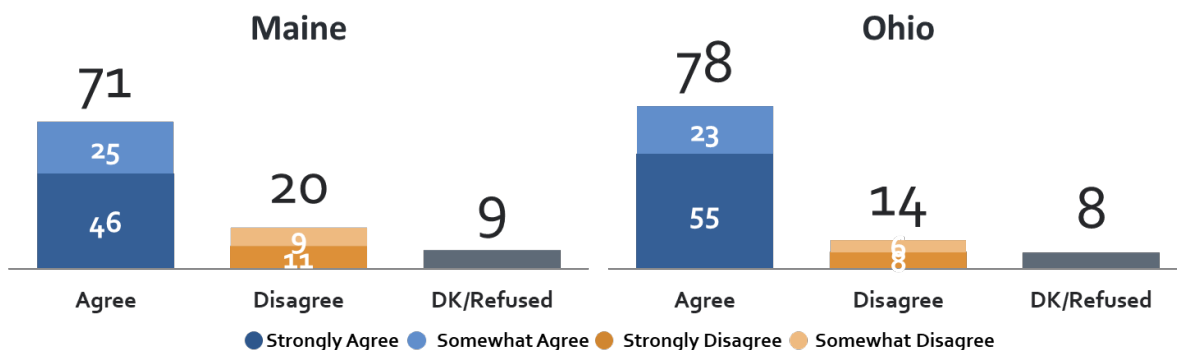
- Health insurance prices (32% in Maine / 29% in Ohio)
- Deductible and copays (24% in Maine / 26% in Ohio).
- Denial of health insurance coverage (18% in Maine / 16% in Ohio)
- Prescription drug prices (7% in Maine / 9% in Ohio).

- Compared to other players in the health care system, voters overwhelmingly believe policymakers should focus on health insurance companies when addressing the problems in health care that impact them most.
  - In Maine: 39% health insurance companies / 14% hospital systems / 12% pharmaceutical companies / 6% PBMs
  - In Ohio: 37% health insurance companies / 14% pharmaceutical companies / 12% hospital systems / 6% PBMs
  - Though hospital systems, pharmaceutical companies, and PBMs are still priorities, health insurance companies are the top concern for voters across the political spectrum by nearly a 3:1 margin.
- When asked which policy would be most helpful in lowering their health care costs, the largest share of voters choose cracking down on health insurance companies.
  - Cracking down on health insurance companies for price gouging, raising premiums, and denying coverage (40% in Maine / 37% in Ohio)
  - Requiring prescription drugs to be sold to Americans at the same prices as Europeans (16% in Maine / 14% in Ohio).
  - Increasing transparency and eliminating hidden fees (11% in Maine / 10% in Ohio)
  - Cutting out the middlemen who markup prescription drug costs (12% in Maine / 12% in Ohio).
  - Cracking down on health insurance companies for pricing gouging, raising premiums, and denying coverage was the top choice for voters of either party and undecided voters.

Taken together, these findings indicate that voters increasingly see health insurance costs as the primary driver of health care affordability concerns.

More than 70 percent of voters agree that since President Trump has negotiated deals with drug manufacturers on prescription drug prices, policymakers should now focus on lowering health insurance premiums and addressing insurance coverage denials.

*"Since President Trump has already negotiated deals with drug manufacturers on prescription drug prices, we should turn now to focusing on deals and policies that lower the price of health insurance premiums, address insurance denials, and reduce other barriers to care."*



In light of voters' growing focus on health insurance prices, multiple policy proposals focused on addressing those costs perform extremely well. Voters in both Maine and Ohio show overwhelming support each of the following policies:

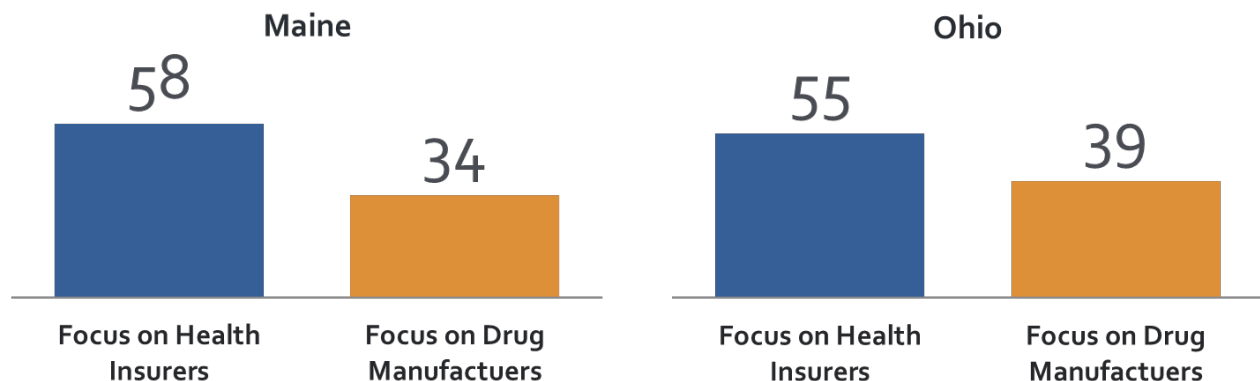
- 91% in Maine and 90% in Ohio support more transparency for health insurance companies so they can't use secret rules or computers programs to decide who gets care and when.
- 91% in Maine and 92% in Ohio support requiring health insurance companies to report how often they deny coverage for medicines.
- 89% in Maine and 90% in Ohio support requiring health insurance middlemen, known as pharmacy benefit managers, to pass the savings they negotiate directly onto patient and ban them from marking up the costs of drugs.
- 89% in Maine and 90% in Ohio support requiring health insurance to cover the treatments and procedures your doctor prescribes without denials or surprise bills.

The survey also tests how these concerns translate into candidate preference. Voters are more likely to support a candidate focused on lowering insurance premiums and addressing the practices of health insurance companies over a candidate focused on setting prescription drug prices at levels similar to those in other developed countries.

*If you had to choose, which of the following candidates would you prefer?*

A candidate who will take on health insurance companies and their middlemen to lower premiums, force insurance companies to cover what your doctor prescribes, and make sure savings and discounts on medicines are being passed on to patients at the pharmacy counter.

A candidate who will take on America's pharmaceutical companies by having the government set the price of drugs in America to the same low prices found in other developed countries like France, Germany, and Japan.



- In Maine, 58% of Independents and 55% of undecided voters prefer the candidate focused on lowering health insurance premiums over the candidate focused on the government setting drug prices.
- In Ohio, 60% of Independents and 57% of undecided voters prefer the candidate focused on lowering health insurance premiums over the candidate focused on the government setting drug prices.

The bottom line is that these poll results suggest that key swing voters in U.S. Senate races – independents and undecided voters – want policymakers to address health insurance costs.