



SUMMARY:

Maine's Election Day

November 3, 2020



Voters waiting in line at St. Pius Church in Portland
November 3, 2020

SUMMARY

The bedrock of our democracy is voter confidence in free and fair elections. In Maine, there are many laws and protocols in place to ensure voters are free from intimidation, that our elections are secure, and that the results are accurate.

Leading up to the election, the League of Women Voters of Maine (LWVME) hosted 10 webinars on every Wednesday. The topics covered timely and urgent issues: from the Census count to Money in Politics, from Absentee Voting to Voting Rights. Each webinar has been archived at lwvme.org/Webinars.

The League ran several [Election Protection](#) programs to ensure that Mainers could vote safely, votes were counted securely, and that the integrity of our elections was protected. LWVME hosted dozens of informational sessions and Election Protection trainings to get volunteers prepped for Election Day.

Secure absentee ballot dropboxes were a great addition to Maine's elections infrastructure. Many towns provided dropboxes, but types and security protocols varied. There was no central database of dropbox locations. The League collected information about dropboxes for voter information, as well as to assess which towns needed additional security measures. We published over 220 towns and cities to our [Absentee Dropbox Database](#).



ELECTION DAY STATS

Volunteers:

For the first time, LWVME deployed Maine volunteer election observers to provide real time reports from about 162 polling locations around the state. This included an organized effort of 103 volunteers across all of Maine's 16 counties. This preliminary data includes information on the rate at which voters are arriving to vote, the time voters waited in line to cast their ballots, COVID precautions, and whether any irregularities were observed at the polls. Updates were also posted throughout the day on Twitter. *See page 4 for an Election Day Recap.*

ELECTION DAY STATS

Communications:

The League of Women Voters of Maine (LWVME) released weekly Monday newsletters that offered election updates, voting tips, and any data related to absentee voting. These emails were crafted and sent out starting on Monday, August 25 through Monday, November 9.

The League also posted throughout Election Day on all 3 social media platforms, including Facebook, Twitter, and Instagram. These posts detailed what was happening at polling locations across Maine, with pictures and updates on long lines and COVID-19 precautions. The League doubled its SM engagement, as compared to the July 14th Primary.



Email Engagement:

Nov. 2 Election Update — 22.5% Open Rate (OR)
Nov. 3 Election Day Update — 17.7% OR
Nov. 4 Post-Election Update — 21.6% OR



Facebook Engagement:

We posted 8 times. We garnered 3,801+ views across all posts, averaging 475 views per post. **On average, our Facebook posts receive 200-300 views/post.*



Twitter Engagement:

We tweeted 30 times. We garnered 9,022+ impressions across all posts, averaging 300 views per tweet. **On average, our tweets receive 150-200 views/post.*



Instagram Engagement:

We posted 2 times, and garnered 376 views. **Instagram is our least active SM platform; however, we are rapidly approaching 1,500 followers, a 200% increase from March 2020.*

ELECTION DAY RECAP

Overall, LWVME reported that through 8:00 PM on Election Day, polling across the state successfully concluded without any major incidents.

Of the 162 polling locations that were monitored by the League on Election Day, observers noted that there were 97 approximate locations with a 10 minute wait to vote. Other pollings sites with longer wait lines of 45 minutes or more affected approximately 24 locations, including Augusta, Portland, and Biddeford.

Observers monitored the presence of COVID precautions, such as

poll workers wearing masks, the use of plexiglass barriers, and social distancing in any wait lines. Approximately 95.5% of the 162 polling locations upheld high COVID standards. The remaining sites may not have used plexiglass barriers, or staff might have inconsistently worn face masks while polling sites were open.

The League of Women Voters of Maine will continue gathering reports from polling locations through the completion of the election.



Inside the polling location in Bath, Maine
November 3, 2020



Voters waiting in line in Buckfield, Maine
November 3, 2020



Sign in Belfast, Maine
November 3, 2020

NEXT STEPS

Maine had 1,063,383 registered voters as of October 26, and historically one of the highest turnout rates in the nation.

The LWVME has been collecting responses to an Absentee Voting Survey and In-Person Voting on Election Day. This is intended to collect stories and assess the experience of voting absentee in the November general election. The League also collected survey responses after the July Primary and published an analysis that highlighted a few complaints from voters.

Complaints following the July Primary included confusion and concern about the instructions they received from their town and postage issues. The League has seen virtually none of those complaints in the November 3rd survey, despite a similarly large (800+) respondent pool. The League will publish a more in-depth analysis in the coming weeks.