

MEMORANDUM

TO: INTERESTED PARTIES
FROM: ROBERT BLIZZARD
DATE: JUNE 2, 2021
RE: MAINE STATEWIDE POLL RESULTS



On behalf of the Campaign for Recycling and the Environment, Public Opinion Strategies recently conducted a statewide survey among 500 registered voters in Maine (May 24-25, 2021; ± 4.38%).

KEY FINDINGS

- Voters are divided on whether the state’s recycling system needs improvement.**
Fully 47% of Maine voters believe the state’s recycling system “needs significant improvements” while 43% think the state’s recycling system “is working pretty well as it is.”
- By more than two-to-one, Maine voters strongly oppose a new state-run recycling program that would raise costs of groceries and other consumer products by approximately \$50 per month.**
Maine voters are firmly against (31% support-64% oppose) “a new Extended Producer Responsibility program that would require companies who produce packaging materials of groceries and other consumer products be responsible for recycling, re-use, or disposal of that packaging. As a result, a new state-run recycling program would be created that would increase the cost of groceries and other consumer products by approximately \$50 per month.”
- Nearly every key demographic and geographic group in Maine opposes a new state-run recycling program that would come with added monthly costs, including voters across party lines.**
Voters across nearly every key cohort oppose this potential legislation, including voters across party lines, voters in both the state’s congressional districts, and even self-described “environmentalists” and those who say they “always” recycle:

	Support-Oppose
Overall	31%-64%
Republicans	11%-86%
Unaffiliated/Independents	31%-63%
Democrats	48%-49%
CD 1	38%-59%
CD 2	24%-71%
Self-described “environmentalists”	45%-51%
“Always” recycle	40%-57%

- Fully 41% of Maine voters are unwilling to pay more to support a new state-run recycling program. And, among those who are willing to pay more, \$50 or more a month is a non-starter.**
 - By a 55%-41% margin, Maine voters agree with the statement: “I am willing to personally spend more money on packaging materials to support a new state-run recycling program.”
 - Among those voters who are willing to personally pay more, 50% are willing to pay “\$1-\$20 more per month,” 20% are willing to pay “\$21-\$30 more per month,” 11% are willing to pay “\$31-\$40 more per month,” 8% are willing to pay “\$41-\$50 more per month,” and just 5% are willing to pay “more than \$50 more per month.”