



Summary of Findings From the *Critical Insights on Maine™* Survey



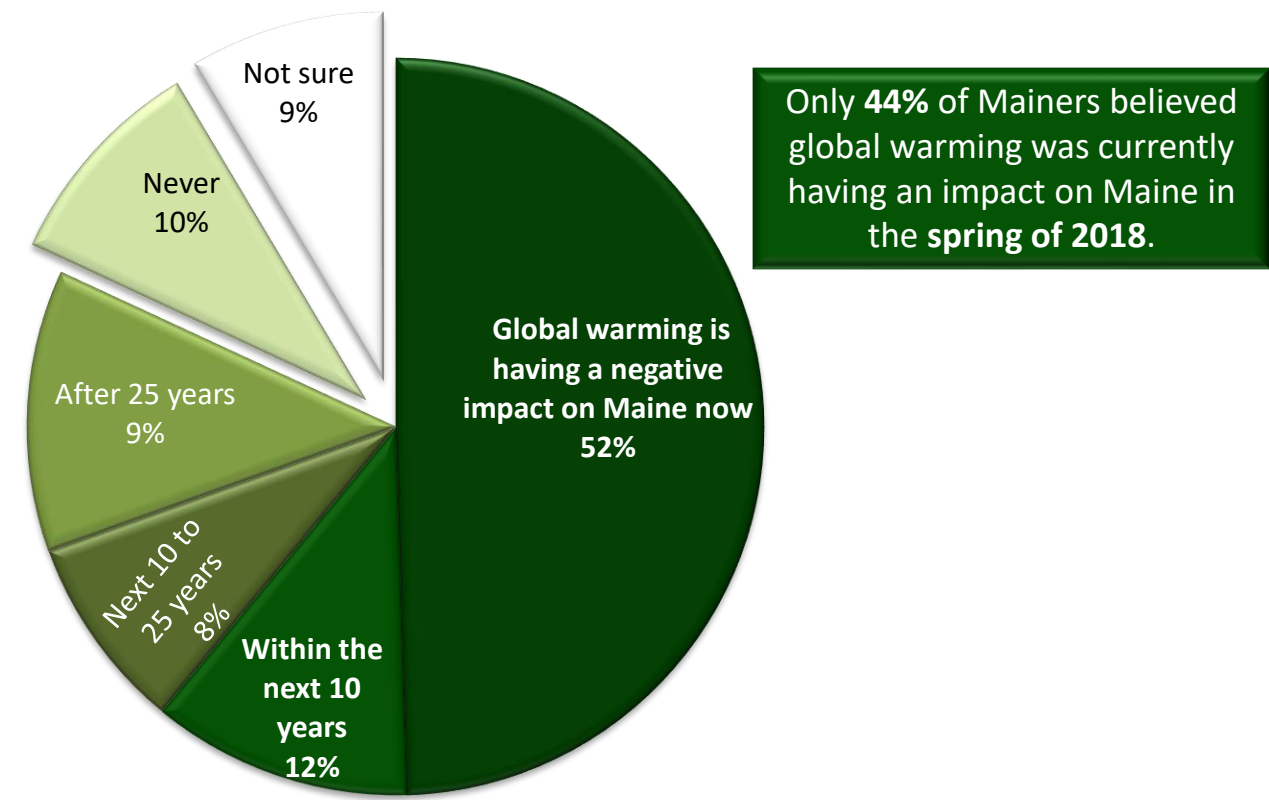
Spring 2022

Introduction

Background	<ul style="list-style-type: none">Each spring and fall, Digital Research, Inc. conducts the <i>Critical Insights on Maine™</i> tracking survey, a comprehensive, statewide public opinion survey of registered voters that covers a variety of topics of interest to businesses, government, and the general public.<i>Critical Insights on Maine™</i> has been documenting the attitudes, perceptions, and preferences of Maine’s residents for more than 25 years, making it the longest-running consistently-administered tracking survey in the Northeast.<ul style="list-style-type: none">In addition to general-interest items (the results of which are released to the media as a public service), the survey also includes a number of proprietary items for sponsoring entities, with results of those items released only to the sponsors of those specific questions.This document presents the results of questions included in the spring 2022 wave of the survey on behalf of the Natural Resources Council of Maine.
Methodology	<ul style="list-style-type: none">All survey respondents were registered voters who live in Maine.This wave of the survey included a total of 622 respondents across the state who were surveyed by phone (312 respondents) or online (310 respondents) in March and April of 2022.<ul style="list-style-type: none">Final data reflect the demographics of the state’s population and were statistically weighted to ensure that those responding by phone or online had an equal impact on the overall results.With a total sample of 622 respondents, results presented here have a margin of sampling error of +/- 3.9 percentage points at the 95% confidence level.The entire survey took the average respondent 24 minutes to complete – including both general-interest items and all proprietary subscriber items.

Two out of three surveyed voters in Maine believe that global warming will negatively impact the state within the next 10 years, including half who say global warming is *already* having a negative impact. This is an increase from the spring of 2018, when roughly four out of ten believed global warming was having an impact on Maine.

Expected Timing of Global Warming's Impact on Maine

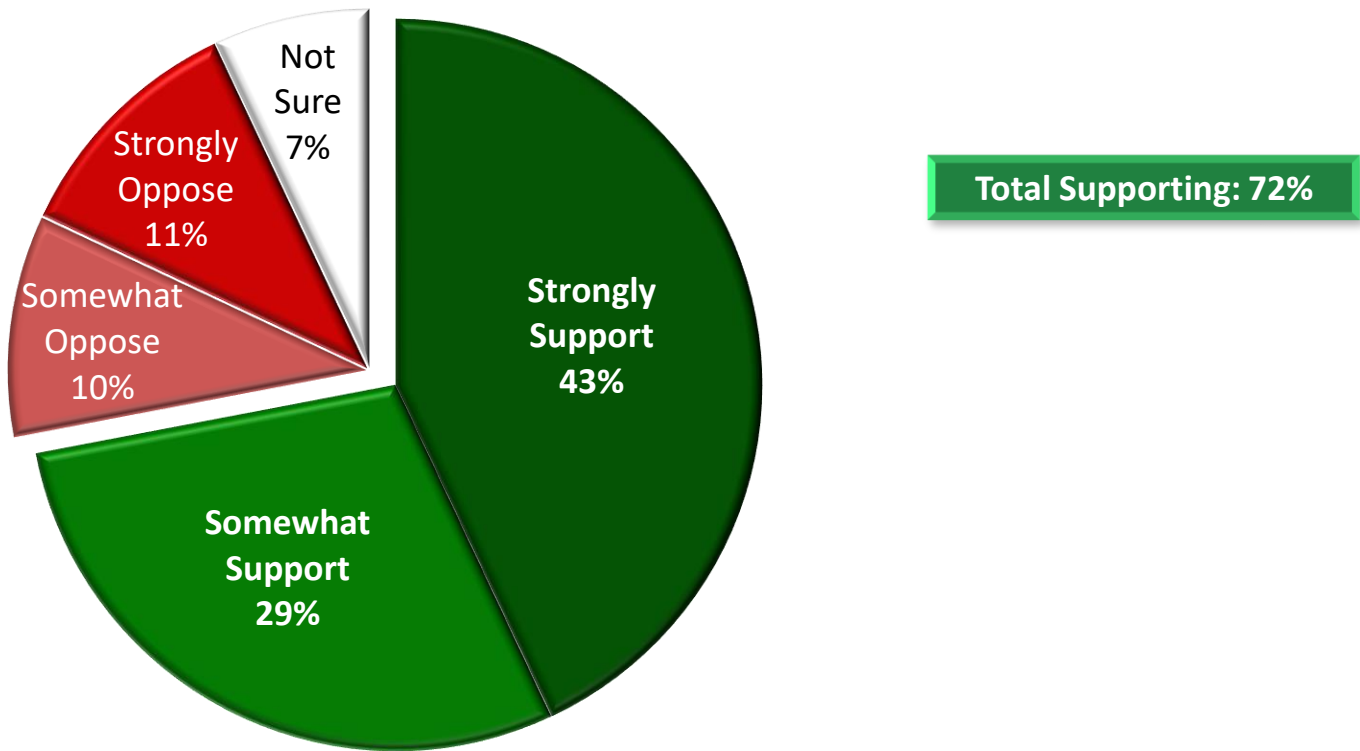


Older Mainers (age 65 or older), those with college educations, and those in the first congressional district are more likely than their counterparts to believe climate change is having an impact on Maine now.

Among all
(n=622)

Seven out of ten Mainers would support additional funding to make community streets safer for children, pedestrians, and bicyclists. At least four out of ten would *strongly support* funding to make streets safer.

Support for Funding Safer Roads for Children, Bicyclists, and Pedestrians

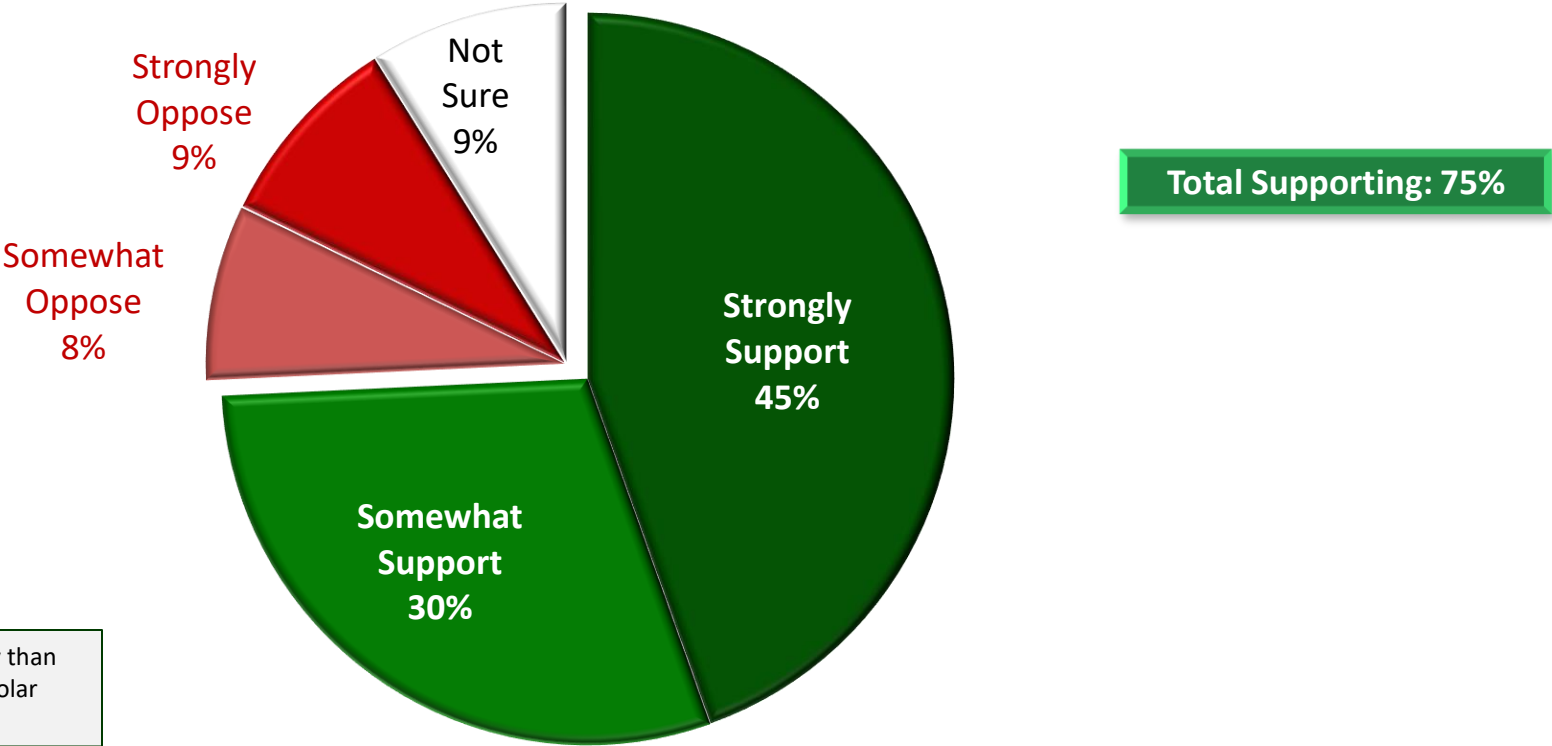


Mainers under age 35 and those with college educations are more likely than their counterparts to support this funding.

Among all
(n=622)

Three out of four Maine voters would support actions to encourage solar electricity facilities in their communities, with almost half *strongly supporting* such actions.

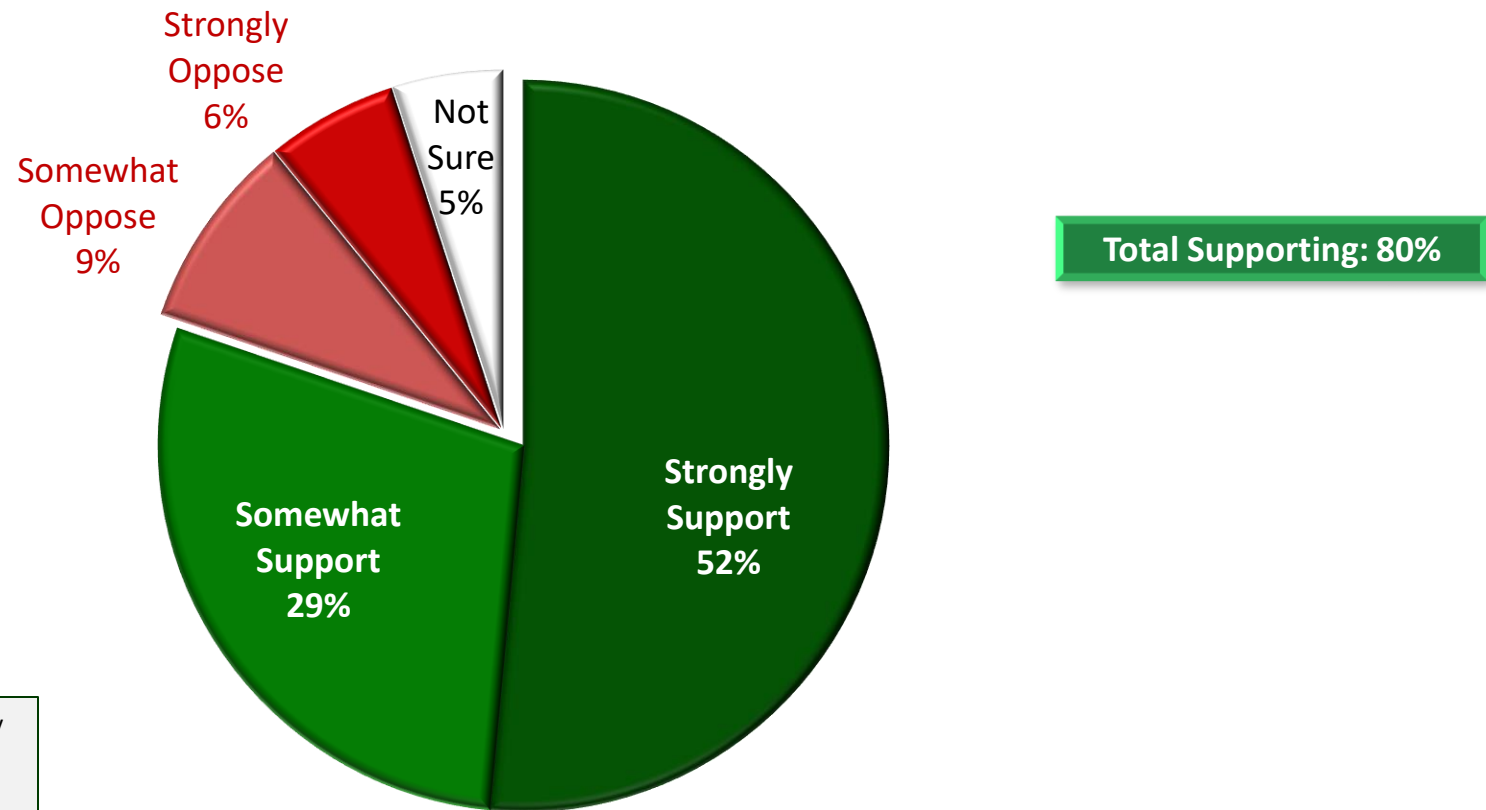
Support of Facilities That Generate Solar Electricity



Among all
(n=622)

Eight out of ten surveyed voters in Maine support laws that reduce the amount of plastic waste in the state's environment, including half who *strongly support* such laws.

Support for Laws That are Aimed at Reducing the Amount of Plastic Waste That Enters Maine's Environment

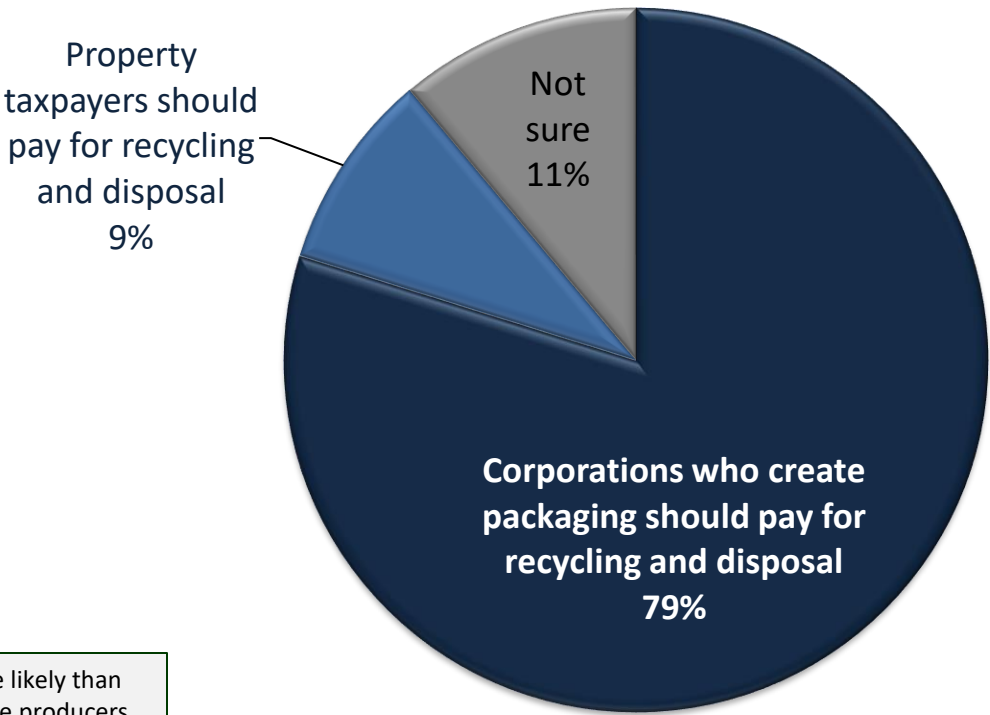


Mainers in the state's first congressional district are more likely than those in the second congressional district to support laws that reduce the amount of plastic in Maine's environment.

Among all
(n=622)

The large majority of surveyed voters – eight out of ten – support Maine’s Extended Producer Responsibility for Packaging law and believe that corporations who create product packaging should be responsible for its recycling and disposal costs.

Views Towards Producer Responsibility for Packaging



Mainers in the first congressional district are more likely than those in the second congressional district to believe producers should be responsible for addressing packaging waste.

Among all
(n=622)

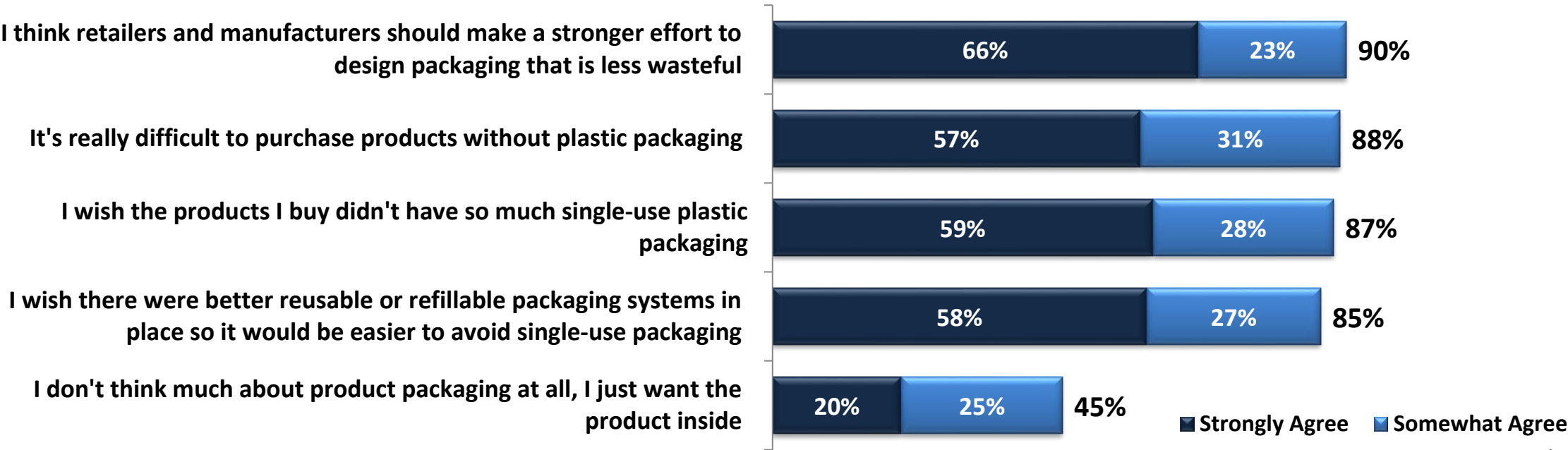
Which of the following statements comes CLOSEST to how you feel about the Extended Producer Responsibility for Packaging law?

Very large majorities of Mainers are concerned about the plastic packaging of the products they buy, though almost all feel there are few alternatives.

Roughly nine out of ten agree that manufacturers should design packaging that is less wasteful. Just as many feel that it's difficult to purchase products without plastic packaging, wish that products didn't have so much single-use packaging, or wish that there were better reusable alternatives.

Only about four out of ten surveyed Mainers say they don't think about product packaging at all.

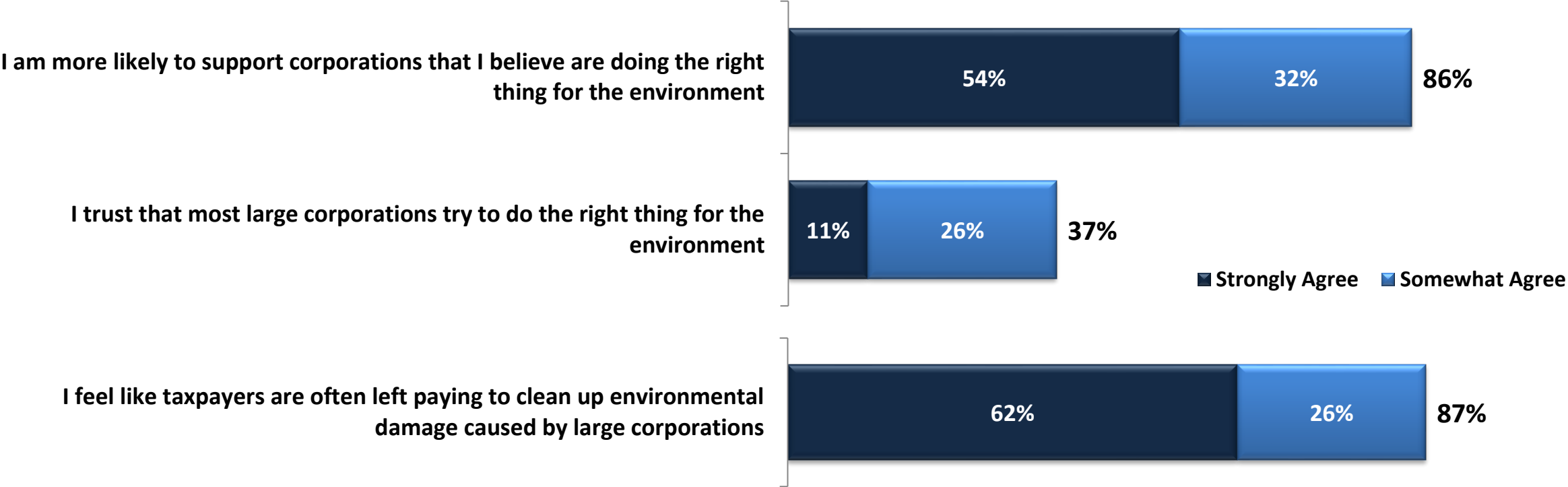
Views Towards Product Packaging



Among all
(n=622)

Only about one-third of surveyed Mainers trust that most large corporations try to do the right thing for the environment, and an additional nine out of ten believe that taxpayers are often left paying to clean up environmental damage caused by corporations. At the same time, almost nine out of ten Mainers say they are more likely to support corporations that do the right thing for the environment.

Views Towards Large Corporations and the Environment

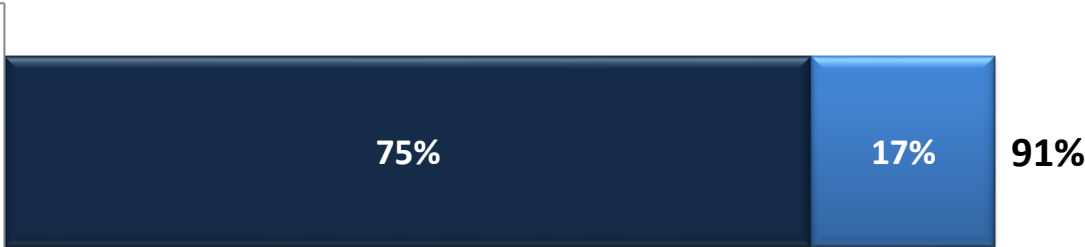


Among all
(n=622)

Nine out of ten Mainers agree that they would be upset if corporations misled them about their environmental stewardship – including three out of four who *strongly* agree.
At the same time, almost as many do believe that some large corporations deceive the public in order to influence debates about laws.

Views Towards Large Corporations and the Environment

I would be upset to find out that a large corporation purposefully misled me to believe they were doing the right thing for the environment to gain my business



I believe that some large corporations deceive the public, in order to influence debates about new laws or regulations

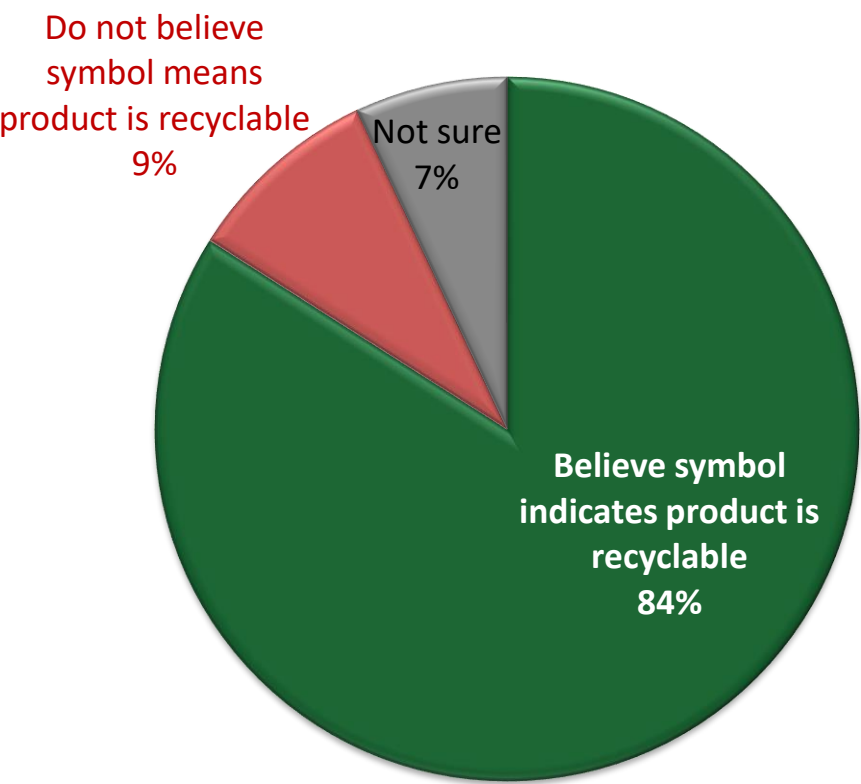


Strongly Agree Somewhat Agree

Among all
(n=622)

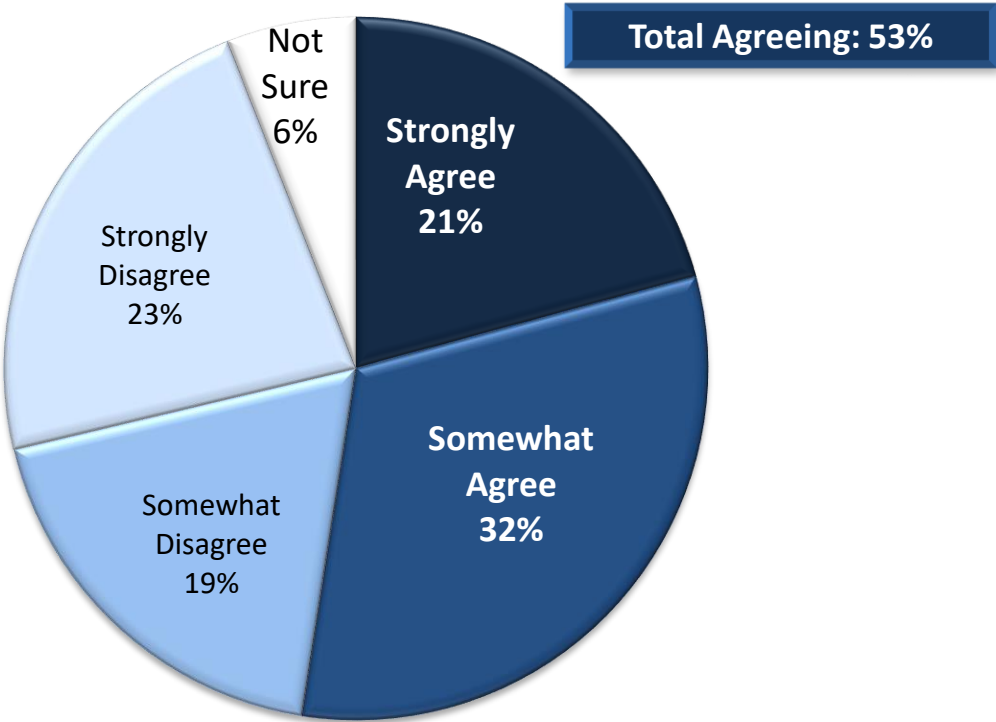
Eight out of ten Mainers believe that arrows arranged in a triangle shape suggest that a product is recyclable. At the same time, half admit they are often confused about whether product packages are recyclable.

Meaning of Arrow & Triangle Symbol



Confusion About Recyclable Materials

(Agreement With: "I'm often confused about whether product packages are recyclable.")



Among all
(n=622)