



MARYLAND POLL

January 2025

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Background and Methodology

Patrick E. Gonzales graduated magna cum laude from the University of Baltimore with a degree in political science.

His career in the field of public opinion research began in the mid-1980s as an analyst with *Mason-Dixon Opinion Research*. During this time, Mr. Gonzales helped develop, craft and implement election surveys and exit polls for television and radio in the Baltimore-Washington D.C. metro area.

Mr. Gonzales has polled and analyzed thousands of elections in Maryland and across the country over the past forty years. Further, he and his associates have conducted numerous market research projects, crafting message development plans and generating strategy blueprints for businesses and organizations throughout the state.

Over his decades of conducting public opinion polls, Patrick Gonzales has been widely recognized by his peers for his ability to conduct unbiased surveys, and analyze the results in an impartial, evenhanded manner.

Mr. Gonzales appears frequently on radio and television in the Baltimore-D.C. region as a guest commentator.

This poll was conducted by ***Gonzales Research & Media Services, Inc.*** from December 27th, 2024 through January 4th, 2025. A total of 811 registered voters in Maryland, who indicated they are likely to vote in the next election, were queried by live telephone interviews, utilizing both landline and cell phone numbers. A cross-section of interviews was conducted throughout the state, reflecting general election voting patterns.

The margin of error (MOE), per accepted statistical standards, is a range of plus or minus 3.5 percentage points. If the entire population was surveyed, there is a 95% probability that the true numbers would fall within this range.

Gonzales Maryland Poll – January 2025 Beverage Container Results

Environmental Impact, Container Litter and Pollution – Level of Concern

About 5.5 billion beverage containers are sold in Maryland every year, but only a quarter of them are recycled. Because of this, four billion containers are left in the environment annually. We asked voters, based on this, how concerned they are about the environmental impact of beverage container litter and pollution.

Statewide, a majority 54% are very concerned about the environmental impact of beverage container litter and pollution, 40% are somewhat concerned, and only 5% are not concerned.

Sixty-seven percent of Democrats, 61% of African Americans, and 74% of voters in Baltimore City are very concerned about the environmental impact of beverage container litter and pollution.

Litter and Pollution	<u>Very Concerned</u>	<u>Somewhat Concerned</u>
Statewide	54%	40%
Democrat	67%	29%
Republican	37%	55%
Independent	42%	48%
White	51%	42%
African American	61%	34%
Other	51%	48%
Women	60%	35%
Men	47%	46%
18-34	53%	39%
35-49	48%	46%
50-64	54%	38%
65 and older	58%	36%
Rural Maryland	47%	45%
Baltimore City	74%	23%
Baltimore Suburbs	48%	44%
Washington Suburbs	58%	37%

Health Impact, Plastic Beverage Containers – Level of Concern

Littered beverage containers, most of them plastic, wash into Maryland's waterways and the Chesapeake Bay every year. Plastic bottles break into ever smaller particles over time and are consumed by wildlife and people. Plastic particles have been found in virtually every human organ.

Based on this, we asked Marylanders how concerned they are about the environmental and health impact of plastic beverage containers and pollution in Maryland.

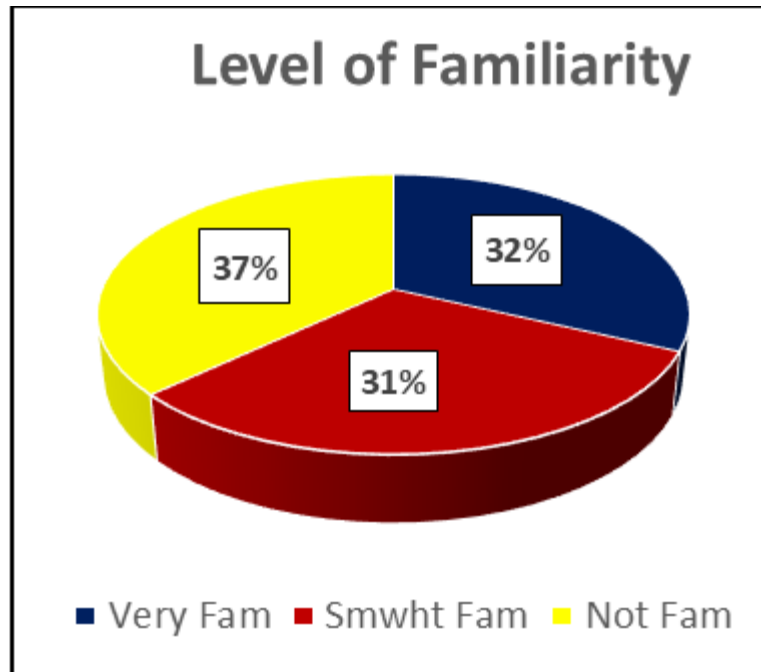
Statewide, a substantial 63% are very concerned about the environmental and health impact of plastic beverage containers and pollution in Maryland, 32% are somewhat concerned, and a scant 4% are not concerned.

Seventy-four percent of Democrats, 71% of African Americans, and 72% of voters residing in the Washington Suburbs are very concerned about the environmental and health impact of plastic beverage containers and pollution.

Plastic Beverage Containers	<u>Very Concerned</u>	<u>Somewhat Concerned</u>
Statewide	63%	32%
Democrat	74%	21%
Republican	39%	54%
Independent	64%	32%
White	58%	38%
African American	71%	24%
Other	64%	29%
Women	69%	27%
Men	55%	39%
18-34	63%	32%
35-49	64%	33%
50-64	61%	34%
65 and older	63%	31%
Rural Maryland	51%	43%
Baltimore City	71%	26%
Baltimore Suburbs	56%	38%
Washington Suburbs	72%	24%

Beverage Container Redemption Program – Level of Familiarity

Among Maryland voters, 32% are very familiar with beverage container redemption programs, where consumers pay a small, 5-10 cent deposit per container when purchasing a beverage, 31% are somewhat familiar with beverage container redemption programs, and 37% are not familiar.



Level of Familiarity	<u>Very Fam</u>	<u>Smwht Fam</u>	<u>Not Fam</u>
Statewide	32%	31%	37%
Democrat	35%	27%	37%
Republican	28%	37%	34%
Independent	30%	31%	38%
White	31%	35%	33%
African American	29%	20%	49%
Other	42%	34%	23%
Women	35%	30%	34%
Men	29%	31%	39%

Beverage Container Redemption Program – Level of Support

We told voters that state legislators are considering a beverage container redemption program to reduce beverage container litter and plastic pollution, which would place a 10-cent refundable deposit on the sale of beverages in plastic, metal, or glass containers. The deposit would be refunded when the empty containers are returned for recycling, and the program would be financed by beverage companies, not taxpayers.

We then asked if they would support or oppose a beverage container redemption program to reduce litter and plastic pollution in Maryland?

Statewide, an overwhelming 89% say they would support such a program to reduce litter and plastic pollution in Maryland (70% “strongly” support and 19% “somewhat” support), while a mere 8% would oppose a beverage container redemption program, with 3% giving no answer.

Beverage Container Redemption	<u>Support</u>	<u>Oppose</u>
Statewide	89%	8%
Democrat	92%	5%
Republican	89%	7%
Independent	81%	18%
White	87%	9%
African American	96%	4%
Other	80%	18%
Women	90%	7%
Men	87%	10%
18-34	90%	6%
35-49	85%	11%
50-64	89%	9%
65 and older	91%	7%
Rural Maryland	87%	10%
Baltimore City	95%	3%
Baltimore Suburbs	87%	11%
Washington Suburbs	90%	6%

Positive Impacts From Program – Effect on Support

We explained to respondents that the program would capture 90% of used beverage containers for recycling and remove 3.6 billion cans and bottles from the environment annually, and told them it would reduce litter and greenhouse gas emissions, create new recycling jobs, and save money for local governments.

We then asked if these impacts made them more likely or less likely to support a Maryland beverage container redemption program, or if they made no difference to them.

Among voters, support was sky high already for a beverage container redemption program. Statewide, 65% say these impacts make them more likely to support a beverage container redemption program (39% “much” more likely and 26% “somewhat” more likely), an infinitesimal 2% say the impacts make them less likely, and 33% say the impacts make no difference to them.

Beverage Container Redemption Program – Informed Support

After they had heard a little more about beverage container litter, the plastic pollution problem, and the proposed program, 91% of voters say they support a beverage container redemption program in Maryland, and 8% oppose such a program.

Redemption Program - Informed	<u>Support</u>	<u>Oppose</u>
Statewide	91%	8%
Democrat	93%	5%
Republican	92%	6%
Independent	81%	17%
White	89%	9%
African American	96%	4%
Other	84%	15%
Women	91%	8%
Men	90%	8%

Appendix A: Data Tables

QUESTION: 5.5 Billion Beverage Container Impact – Level of Concern *About 5.5 billion beverage containers are sold in Maryland every year, but only a quarter of them are recycled. More than four billion containers are left in the environment – in landfills or as litter - or incinerated. Beverage containers are a major share of litter captured by trash traps on the Anacostia River and in Baltimore Harbor*

How concerned are you about the environmental impact of beverage container litter and pollution: very concerned, somewhat concerned, or not concerned?

<u>ENVIRONMENTAL IMPACT CONTAINER LITTER</u>	<u>Number</u>	<u>Percent</u>
Very concerned	435	53.6 %
Somewhat concerned	324	40.0 %
Not concerned	40	4.9 %
<u>No answer</u>	<u>12</u>	<u>1.5 %</u>
Total	811	100.0 %

N=811

<u>ENVIRONMENTAL IMPACT CONTAINER LITTER</u>			
<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not concerned</u>	<u>No answer</u>

RESULTS

Statewide	435 53.6%	324 40.0%	40 4.9%	12 1.5%
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N=811

<u>ENVIRONMENTAL IMPACT CONTAINER LITTER</u>			
<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not concerned</u>	<u>No answer</u>

PARTY REGISTRATION

Democrat	287 66.6%	125 29.0%	11 2.6%	8 1.9%
Republican	83 37.1%	124 55.4%	17 7.6%	0 0.0%
Unaffiliated	65 41.7%	75 48.1%	12 7.7%	4 2.6%

N=811

ENVIRONMENTAL IMPACT CONTAINER LITTER

Very concerned	Somewhat concerned	Not concerned	No answer
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RACE/ETHNICITY

White	241 50.6%	202 42.4%	27 5.7%	6 1.3%
African American	148 60.7%	82 33.6%	9 3.7%	5 2.0%
Other/No answer	46 50.5%	40 44.0%	4 4.4%	1 1.1%

N=811

ENVIRONMENTAL IMPACT CONTAINER LITTER

Very concerned	Somewhat concerned	Not concerned	No answer
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GENDER

Female	260 59.5%	154 35.2%	17 3.9%	6 1.4%
Male	175 46.8%	170 45.5%	23 6.1%	6 1.6%

N=811

ENVIRONMENTAL IMPACT CONTAINER LITTER

Very concerned	Somewhat concerned	Not concerned	No answer
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AGE

18 to 34	77 53.1%	57 39.3%	8 5.5%	3 2.1%
35 to 49	95 47.7%	92 46.2%	8 4.0%	4 2.0%
50 to 64	130 54.4%	92 38.5%	13 5.4%	4 1.7%
65 and older	133 58.3%	83 36.4%	11 4.8%	1 0.4%

N=811

ENVIRONMENTAL IMPACT CONTAINER LITTER

	Very concerned	Somewhat concerned	Not concerned	No answer
<u>REGION</u>				
Rural Maryland	59 46.8%	57 45.2%	7 5.6%	3 2.4%
Baltimore City	46 74.2%	14 22.6%	1 1.6%	1 1.6%
Baltimore Suburbs	154 48.4%	140 44.0%	19 6.0%	5 1.6%
Washington Suburbs	176 57.7%	113 37.0%	13 4.3%	3 1.0%

QUESTION: Littered Beverage Container Impact – Level of Concern *Littered beverage containers, most of them plastic, wash into Maryland's waterways and the Chesapeake Bay. Plastic bottles break into ever smaller particles over time and are ingested by wildlife and people. Plastic particles have been found in virtually every human organ. How concerned are you about the environmental and health impact of plastic beverage containers and pollution in Maryland: very concerned, somewhat concerned, or not concerned?*

<u>HEALTH IMPACT PLASTIC LITTER</u>	<u>Number</u>	<u>Percent</u>
Very concerned	507	62.5 %
Somewhat concerned	263	32.4 %
Not concerned	34	4.2 %
No answer	7	0.9 %
Total	811	100.0 %

N=811

<u>HEALTH IMPACT PLASTIC LITTER</u>			
<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not concerned</u>	<u>No answer</u>

RESULTS

Statewide	507 62.5%	263 32.4%	34 4.2%	7 0.9%
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N=811

<u>HEALTH IMPACT PLASTIC LITTER</u>			
<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not concerned</u>	<u>No answer</u>

PARTY REGISTRATION

Democrat	319 74.0%	91 21.1%	18 4.2%	3 0.7%
Republican	88 39.3%	122 54.5%	11 4.9%	3 1.3%
Unaffiliated	100 64.1%	50 32.1%	5 3.2%	1 0.6%

N=811

<u>HEALTH IMPACT PLASTIC LITTER</u>			
<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not concerned</u>	<u>No answer</u>

RACE/ETHNICITY

White	277 58.2%	179 37.6%	16 3.4%	4 0.8%
African American	172 70.5%	58 23.8%	12 4.9%	2 0.8%
Other/No answer	58 63.7%	26 28.6%	6 6.6%	1 1.1%

N=811	HEALTH IMPACT PLASTIC LITTER			
	Very concerned	Somewhat concerned	Not concerned	No answer

GENDER

Female	300 68.6%	119 27.2%	15 3.4%	3 0.7%
Male	207 55.3%	144 38.5%	19 5.1%	4 1.1%

N=811	HEALTH IMPACT PLASTIC LITTER			
	Very concerned	Somewhat concerned	Not concerned	No answer

AGE

18 to 34	91 62.8%	46 31.7%	6 4.1%	2 1.4%
35 to 49	127 63.8%	65 32.7%	7 3.5%	0 0.0%
50 to 64	145 60.7%	82 34.3%	10 4.2%	2 0.8%
65 and older	144 63.2%	70 30.7%	11 4.8%	3 1.3%

N=811	HEALTH IMPACT PLASTIC LITTER			
	Very concerned	Somewhat concerned	Not concerned	No answer

REGION

Rural Maryland	64 50.8%	54 42.9%	6 4.8%	2 1.6%
Baltimore City	44 71.0%	16 25.8%	1 1.6%	1 1.6%
Baltimore Suburbs	179 56.3%	120 37.7%	17 5.3%	2 0.6%
Washington Suburbs	220 72.1%	73 23.9%	10 3.3%	2 0.7%

QUESTION: Beverage Container Redemption – Level of Familiarity *Some states have a beverage container redemption program, where consumers pay a small, 5-10 cent deposit per container when purchasing a beverage. The deposit is refunded when the containers are returned to a retailer or redemption center for recycling. These programs are highly effective in reducing beverage container litter and waste.*

How familiar would you say you are with beverage container redemption programs: very familiar, somewhat familiar, or not familiar?

PROGRAMS - LEVEL OF FAMILIARITY	Number	Percent
Very familiar	258	31.8 %
Somewhat familiar	248	30.6 %
Not familiar	296	36.5 %
No answer	9	1.1 %
Total	811	100.0 %

N=811

PROGRAMS - LEVEL OF FAMILIARITY			
Very familiar	Somewhat familiar	Not familiar	No answer

RESULTS

Statewide	258 31.8%	248 30.6%	296 36.5%	9 1.1%
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N=811

PROGRAMS - LEVEL OF FAMILIARITY			
Very familiar	Somewhat familiar	Not familiar	No answer

PARTY REGISTRATION

Democrat	150 34.8%	117 27.1%	159 36.9%	5 1.2%
Republican	62 27.7%	83 37.1%	77 34.4%	2 0.9%
Unaffiliated	46 29.5%	48 30.8%	60 38.5%	2 1.3%

N=811

PROGRAMS - LEVEL OF FAMILIARITY			
Very familiar	Somewhat familiar	Not familiar	No answer

RACE/ETHNICITY

White	149 31.3%	168 35.3%	155 32.6%	4 0.8%
African American	71 29.1%	49 20.1%	120 49.2%	4 1.6%
Other/No answer	38 41.8%	31 34.1%	21 23.1%	1 1.1%

N=811	PROGRAMS - LEVEL OF FAMILIARITY			
	Very familiar	Somewhat familiar	Not familiar	No answer
<u>GENDER</u>				
Female	151 34.6%	132 30.2%	149 34.1%	5 1.1%
Male	107 28.6%	116 31.0%	147 39.3%	4 1.1%

N=811	PROGRAMS – LEVEL OF FAMILIARITY			
	Very familiar	Somewhat familiar	Not familiar	No answer
<u>AGE</u>				
18 to 34	42 29.0%	48 33.1%	54 37.2%	1 0.7%
35 to 49	53 26.6%	69 34.7%	75 37.7%	2 1.0%
50 to 64	81 33.9%	73 30.5%	82 34.3%	3 1.3%
65 and older	82 36.0%	58 25.4%	85 37.3%	3 1.3%

N=811	PROGRAMS - LEVEL OF FAMILIARITY			
	Very familiar	Somewhat familiar	Not familiar	No answer
<u>REGION</u>				
Rural Maryland	36 28.6%	43 34.1%	46 36.5%	1 0.8%
Baltimore City	19 30.6%	12 19.4%	30 48.4%	1 1.6%
Baltimore Suburbs	104 32.7%	101 31.8%	109 34.3%	4 1.3%
Washington Suburbs	99 32.5%	92 30.2%	111 36.4%	3 1.0%

QUESTION: Beverage Container Redemption Program *Maryland legislators are considering a beverage container redemption program to reduce beverage container litter and plastic pollution. It would place a 10-cent refundable deposit on the sale of beverages in plastic, metal, or glass containers. The deposit would be refunded when the empty containers are returned for recycling. The program would be financed by beverage companies, not taxpayers.*

Would you personally support or oppose a beverage container redemption program to reduce litter and plastic pollution in Maryland?

BEVERAGE CONTAINER REDEMPTION PROGRAM	Number	Percent
Support	721	88.9 %
Oppose	67	8.3 %
No answer	23	2.8 %
Total	811	100.0 %

N=811

BEVERAGE CONTAINER REDEMPTION PROGRAM		
Support	Oppose	No answer

RESULTS

Statewide	721 88.9%	67 8.3%	23 2.8%
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N=811

BEVERAGE CONTAINER REDEMPTION PROGRAM		
Support	Oppose	No answer

PARTY REGISTRATION

Democrat	395 91.6%	23 5.3%	13 3.0%
Republican	200 89.3%	16 7.1%	8 3.6%
Unaffiliated	126 80.8%	28 17.9%	2 1.3%

N=811

BEVERAGE CONTAINER REDEMPTION PROGRAM		
Support	Oppose	No answer

RACE/ETHNICITY

White	415 87.2%	41 8.6%	20 4.2%
African American	233 95.5%	10 4.1%	1 0.4%
Other/No answer	73 80.2%	16 17.6%	2 2.2%

N=811	BEVERAGE CONTAINER REDEMPTION PROGRAM		
	Support	Oppose	No answer
<u>GENDER</u>			
Female	395 90.4%	30 6.9%	12 2.7%
Male	326 87.2%	37 9.9%	11 2.9%

N=811	BEVERAGE CONTAINER REDEMPTION PROGRAM		
	Support	Oppose	No answer
<u>AGE</u>			
18 to 34	131 90.3%	9 6.2%	5 3.4%
35 to 49	170 85.4%	22 11.1%	7 3.5%
50 to 64	212 88.7%	21 8.8%	6 2.5%
65 and older	208 91.2%	15 6.6%	5 2.2%

N=811	BEVERAGE CONTAINER REDEMPTION PROGRAM		
	Support	Oppose	No answer
<u>REGION</u>			
Rural Maryland	109 86.5%	13 10.3%	4 3.2%
Baltimore City	59 95.2%	2 3.2%	1 1.6%
Baltimore Suburbs	278 87.4%	34 10.7%	6 1.9%
Washington Suburbs	275 90.2%	18 5.9%	12 3.9%

Program Support **by** Program Familiarity

N=811

BEVERAGE CONTAINER REDEMPTION PROGRAMSupportOpposeNo answerPROGRAMS - LEVEL OF FAMILIARITY

Very familiar	232 89.9%	20 7.8%	6 2.3%
Somewhat familiar	218 87.9%	23 9.3%	7 2.8%
Not familiar	265 89.5%	21 7.1%	10 3.4%
No answer	6 66.7%	3 33.3%	0 0.0%



No matter the level of familiarity with the redemption program among Marylanders, support for the program is off the chart

INTENSITY - Is that strongly or somewhat support/oppose?

REDEMPTION PROGRAM - INTENSITY	Number	Percent
Strongly support	568	70.0 %
Somewhat support	153	18.9 %
Somewhat oppose	46	5.7 %
Strongly oppose	21	2.6 %
No answer	23	2.8 %
Total	811	100.0 %

N=811

REDEMPTION PROGRAM - INTENSITY				
Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	No answer

RESULTS

Statewide	568 70.0%	153 18.9%	46 5.7%	21 2.6%	23 2.8%
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N=811

REDEMPTION PROGRAM - INTENSITY				
Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	No answer

PARTY REGISTRATION

Democrat	329 76.3%	66 15.3%	14 3.2%	9 2.1%	13 3.0%
Republican	145 64.7%	55 24.6%	13 5.8%	3 1.3%	8 3.6%
Unaffiliated	94 60.3%	32 20.5%	19 12.2%	9 5.8%	2 1.3%

N=811

REDEMPTION PROGRAM - INTENSITY				
Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	No answer

RACE/ETHNICITY

White	316 66.4%	99 20.8%	30 6.3%	11 2.3%	20 4.2%
African American	197 80.7%	36 14.8%	6 2.5%	4 1.6%	1 0.4%
Other/No answer	55 60.4%	18 19.8%	10 11.0%	6 6.6%	2 2.2%

N=811	REDEMPTION PROGRAM - INTENSITY				
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	No answer

GENDER

Female	324 74.1%	71 16.2%	21 4.8%	9 2.1%	12 2.7%
Male	244 65.2%	82 21.9%	25 6.7%	12 3.2%	11 2.9%

N=811	REDEMPTION PROGRAM - INTENSITY				
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	No answer

AGE

18 to 34	97 66.9%	34 23.4%	6 4.1%	3 2.1%	5 3.4%
35 to 49	135 67.8%	35 17.6%	16 8.0%	6 3.0%	7 3.5%
50 to 64	163 68.2%	49 20.5%	16 6.7%	5 2.1%	6 2.5%
65 and older	173 75.9%	35 15.4%	8 3.5%	7 3.1%	5 2.2%

N=811	REDEMPTION PROGRAM - INTENSITY				
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	No answer

REGION

Rural Maryland	82 65.1%	27 21.4%	8 6.3%	5 4.0%	4 3.2%
Baltimore City	50 80.6%	9 14.5%	1 1.6%	1 1.6%	1 1.6%
Baltimore Suburbs	214 67.3%	64 20.1%	26 8.2%	8 2.5%	6 1.9%
Washington Suburbs	222 72.8%	53 17.4%	11 3.6%	7 2.3%	12 3.9%

QUESTION: Reduce Litter, Save Money - Impact On Support *The Maryland program would capture 90% of used beverage containers for recycling and remove 3.6 billion cans and bottles from the environment annually, most of which are plastic bottles. It would reduce litter and greenhouse gas emissions, create new recycling jobs, and save money for local governments.*

Do these impacts make you more likely or less likely to support a Maryland beverage container redemption program, or do they make no difference to you?

POSITIVE IMPACTS - EFFECT ON SUPPORT	Number	Percent
More likely	528	65.1 %
Less likely	19	2.3 %
No Effect	264	32.6 %
Total	811	100.0 %

N=811

POSITIVE IMPACTS - EFFECT ON SUPPORT		
More likely	Less likely	No Effect

RESULTS

Statewide	528 65.1%	19 2.3%	264 32.6%
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N=811

POSITIVE IMPACTS - EFFECT ON SUPPORT		
More likely	Less likely	No Effect

PARTY REGISTRATION

Democrat	304 70.5%	8 1.9%	119 27.6%
Republican	118 52.7%	3 1.3%	103 46.0%
Unaffiliated	106 67.9%	8 5.1%	42 26.9%

N=811

POSITIVE IMPACTS - EFFECT ON SUPPORT		
More likely	Less likely	No Effect

RACE/ETHNICITY

White	302 63.4%	13 2.7%	161 33.8%
African American	169 69.3%	3 1.2%	72 29.5%
Other/No answer	57 62.6%	3 3.3%	31 34.1%

N=811	POSITIVE IMPACTS - EFFECT ON SUPPORT		
	More likely	Less likely	No Effect
<u>GENDER</u>			
Female	264 60.4%	12 2.7%	161 36.8%
Male	264 70.6%	7 1.9%	103 27.5%

N=811	POSITIVE IMPACTS - EFFECT ON SUPPORT		
	More likely	Less likely	No Effect
<u>AGE</u>			
18 to 34	99 68.3%	5 3.4%	41 28.3%
35 to 49	136 68.3%	4 2.0%	59 29.6%
50 to 64	151 63.2%	6 2.5%	82 34.3%
65 and older	142 62.3%	4 1.8%	82 36.0%

N=811	POSITIVE IMPACTS - EFFECT ON SUPPORT		
	More likely	Less likely	No Effect
<u>REGION</u>			
Rural Maryland	64 50.8%	5 4.0%	57 45.2%
Baltimore City	46 74.2%	1 1.6%	15 24.2%
Baltimore Suburbs	206 64.8%	7 2.2%	105 33.0%
Washington Suburbs	212 69.5%	6 2.0%	87 28.5%

Effect on Support **by** Plastic Litter Health Impacts

N=811

POSITIVE IMPACTS - EFFECT ON SUPPORT

<u>More likely</u>	<u>Less likely</u>	<u>No Effect</u>
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HEALTH IMPACT PLASTIC LITTER

Very concerned	363 71.6%	6 1.2%	138 27.2%
Somewhat concerned	144 54.8%	11 4.2%	108 41.1%
Not concerned	16 47.1%	0 0.0%	18 52.9%
No answer	5 71.4%	2 28.6%	0 0.0%



The greater the level of concern over the health impacts of plastic litter, the greater the positive impacts of a redemption program effect support

INTENSITY - Is that much or somewhat more likely/ less likely?

EFFECT ON SUPPORT - INTENSITY	Number	Percent
Much more likely	315	38.8 %
Somewhat more likely	213	26.3 %
Somewhat less likely	11	1.4 %
Much less likely	8	1.0 %
No Effect	264	32.6 %
Total	811	100.0 %

N=811

EFFECT ON SUPPORT - INTENSITY				
Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No Effect

RESULTS

Statewide	315 38.8%	213 26.3%	11 1.4%	8 1.0%	264 32.6%
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N=811

EFFECT ON SUPPORT - INTENSITY				
Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No Effect

PARTY REGISTRATION

Democrat	174 40.4%	130 30.2%	6 1.4%	2 0.5%	119 27.6%
Republican	79 35.3%	39 17.4%	3 1.3%	0 0.0%	103 46.0%
Unaffiliated	62 39.7%	44 28.2%	2 1.3%	6 3.8%	42 26.9%

N=811

EFFECT ON SUPPORT - INTENSITY				
Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No Effect

RACE/ETHNICITY

White	186 39.1%	116 24.4%	8 1.7%	5 1.1%	161 33.8%
African American	98 40.2%	71 29.1%	3 1.2%	0 0.0%	72 29.5%
Other/No answer	31 34.1%	26 28.6%	0 0.0%	3 3.3%	31 34.1%

N=811

EFFECT ON SUPPORT - INTENSITY

Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No Effect
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GENDER

Female	142 32.5%	122 27.9%	8 1.8%	4 0.9%	161 36.8%
Male	173 46.3%	91 24.3%	3 0.8%	4 1.1%	103 27.5%

N=811

EFFECT ON SUPPORT - INTENSITY

Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No Effect
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AGE

18 to 34	57 39.3%	42 29.0%	4 2.8%	1 0.7%	41 28.3%
35 to 49	81 40.7%	55 27.6%	3 1.5%	1 0.5%	59 29.6%
50 to 64	93 38.9%	58 24.3%	1 0.4%	5 2.1%	82 34.3%
65 and older	84 36.8%	58 25.4%	3 1.3%	1 0.4%	82 36.0%

N=811

EFFECT ON SUPPORT - INTENSITY

Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No Effect
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REGION

Rural Maryland	35 27.8%	29 23.0%	3 2.4%	2 1.6%	57 45.2%
Baltimore City	27 43.5%	19 30.6%	1 1.6%	0 0.0%	15 24.2%
Baltimore Suburbs	137 43.1%	69 21.7%	3 0.9%	4 1.3%	105 33.0%
Washington Suburbs	116 38.0%	96 31.5%	4 1.3%	2 0.7%	87 28.5%

QUESTION: Beverage Container Redemption Program - Informed *Now that you have heard a little more about beverage container litter, the plastic pollution problem, and the proposed program, would you say you support or oppose a beverage container redemption program in Maryland?*

REDEMPTION PROGRAM - INFORMED	Number	Percent
Support	734	90.5 %
Oppose	64	7.9 %
No answer	13	1.6 %
Total	811	100.0 %

N=811

REDEMPTION PROGRAM - INFORMED		
Support	Oppose	No answer

RESULTS

Statewide	734 90.5%	64 7.9%	13 1.6%
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N=811

REDEMPTION PROGRAM - INFORMED		
Support	Oppose	No answer

PARTY REGISTRATION

Democrat	401 93.0%	23 5.3%	7 1.6%
Republican	206 92.0%	14 6.3%	4 1.8%
Unaffiliated	127 81.4%	27 17.3%	2 1.3%

N=811

REDEMPTION PROGRAM - INFORMED		
Support	Oppose	No answer

RACE/ETHNICITY

White	423 88.9%	41 8.6%	12 2.5%
African American	235 96.3%	9 3.7%	0 0.0%
Other/No answer	76 83.5%	14 15.4%	1 1.1%

N=811	REDEMPTION PROGRAM - INFORMED		
	Support	Oppose	No answer
<u>GENDER</u>			
Female	396 90.6%	34 7.8%	7 1.6%
Male	338 90.4%	30 8.0%	6 1.6%

N=811	REDEMPTION PROGRAM - INFORMED		
	Support	Oppose	No answer
<u>AGE</u>			
18 to 34	132 91.0%	9 6.2%	4 2.8%
35 to 49	175 87.9%	19 9.5%	5 2.5%
50 to 64	215 90.0%	23 9.6%	1 0.4%
65 and older	212 93.0%	13 5.7%	3 1.3%

N=811	REDEMPTION PROGRAM - INFORMED		
	Support	Oppose	No answer
<u>REGION</u>			
Rural Maryland	111 88.1%	14 11.1%	1 0.8%
Baltimore City	59 95.2%	2 3.2%	1 1.6%
Baltimore Suburbs	284 89.3%	31 9.7%	3 0.9%
Washington Suburbs	280 91.8%	17 5.6%	8 2.6%

Program Support - Informed **by** Initial Program Support

N=811

REDEMPTION PROGRAM - INFORMED

	Support	Oppose	No answer
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BEVERAGE CONTAINER REDEMPTION PROGRAM

Support	712 98.8%	9 1.2%	0 0.0%
Oppose	15 22.4%	52 77.6%	0 0.0%
No answer	7 30.4%	3 13.0%	13 56.5%



22% of those who initially oppose the redemption program support it after being informed of its benefits

INTENSITY - Is that strongly or somewhat support/oppose?

INFORMED - INTENSITY	Number	Percent
Strongly support	513	63.3 %
Somewhat support	221	27.3 %
Somewhat oppose	42	5.2 %
Strongly oppose	22	2.7 %
No answer	13	1.6 %
Total	811	100.0 %

N=811

INFORMED - INTENSITY				
Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	No answer

RESULTS

Statewide	513 63.3%	221 27.3%	42 5.2%	22 2.7%	13 1.6%
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N=811

INFORMED - INTENSITY				
Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	No answer

PARTY REGISTRATION

Democrat	312 72.4%	89 20.6%	13 3.0%	10 2.3%	7 1.6%
Republican	122 54.5%	84 37.5%	12 5.4%	2 0.9%	4 1.8%
Unaffiliated	79 50.6%	48 30.8%	17 10.9%	10 6.4%	2 1.3%

N=811

INFORMED - INTENSITY				
Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	No answer

RACE/ETHNICITY

White	292 61.3%	131 27.5%	28 5.9%	13 2.7%	12 2.5%
African American	175 71.7%	60 24.6%	5 2.0%	4 1.6%	0 0.0%
Other/No answer	46 50.5%	30 33.0%	9 9.9%	5 5.5%	1 1.1%

N=811

INFORMED - INTENSITY

Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	No answer
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GENDER

Female	273 62.5%	123 28.1%	23 5.3%	11 2.5%	7 1.6%
Male	240 64.2%	98 26.2%	19 5.1%	11 2.9%	6 1.6%

N=811

INFORMED - INTENSITY

Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	No answer
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AGE

18 to 34	94 64.8%	38 26.2%	7 4.8%	2 1.4%	4 2.8%
35 to 49	122 61.3%	53 26.6%	13 6.5%	6 3.0%	5 2.5%
50 to 64	143 59.8%	72 30.1%	15 6.3%	8 3.3%	1 0.4%
65 and older	154 67.5%	58 25.4%	7 3.1%	6 2.6%	3 1.3%

N=811

INFORMED - INTENSITY

Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	No answer
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REGION

Rural Maryland	77 61.1%	34 27.0%	11 8.7%	3 2.4%	1 0.8%
Baltimore City	45 72.6%	14 22.6%	0 0.0%	2 3.2%	1 1.6%
Baltimore Suburbs	197 61.9%	87 27.4%	21 6.6%	10 3.1%	3 0.9%
Washington Suburbs	194 63.6%	86 28.2%	10 3.3%	7 2.3%	8 2.6%

Appendix B: Maryland Poll Sample Demographics

<u>AGE</u>	<u>Number</u>	<u>Percent</u>
18 to 34	145	17.9 %
35 to 49	199	24.5 %
50 to 64	239	29.5 %
65 and older	228	28.1 %
Total	811	100.0 %

<u>PARTY REGISTRATION</u>	<u>Number</u>	<u>Percent</u>
Democrat	431	53.1 %
Republican	224	27.6 %
Unaffiliated	156	19.2 %
Total	811	100.0 %

<u>RACE/ETHNICITY</u>	<u>Number</u>	<u>Percent</u>
White	476	58.7 %
African American	244	30.1 %
Other/No answer	91	11.2 %
Total	811	100.0 %

<u>GENDER</u>	<u>Number</u>	<u>Percent</u>
Female	437	53.9 %
Male	374	46.1 %
Total	811	100.0 %

<u>REGION</u>	<u>Number</u>	<u>Percent</u>
Rural Maryland	126	15.5 %
Baltimore City	62	7.6 %
Baltimore Suburbs	318	39.2 %
Washington Suburbs	305	37.6 %
Total	811	100.0 %

Regional Groupings

Rural Maryland – includes Allegany, Calvert, Caroline, Cecil, Dorchester, Garrett, Kent, Queen Anne’s, St. Mary’s, Somerset, Talbot, Washington, Wicomico, and Worcester counties.

Baltimore City – includes Baltimore City.

Baltimore Suburbs – includes Anne Arundel, Baltimore, Carroll, Harford, and Howard counties.

Washington Suburbs – includes Charles, Frederick, Montgomery, and Prince George’s counties.