



SAVE THE BAY®

NARRAGANSETT BAY

Findings From A Survey Of Rhode Island Voters

February 2025



**THE
MELLMAN
GROUP**
RESEARCH
BASED
STRATEGY

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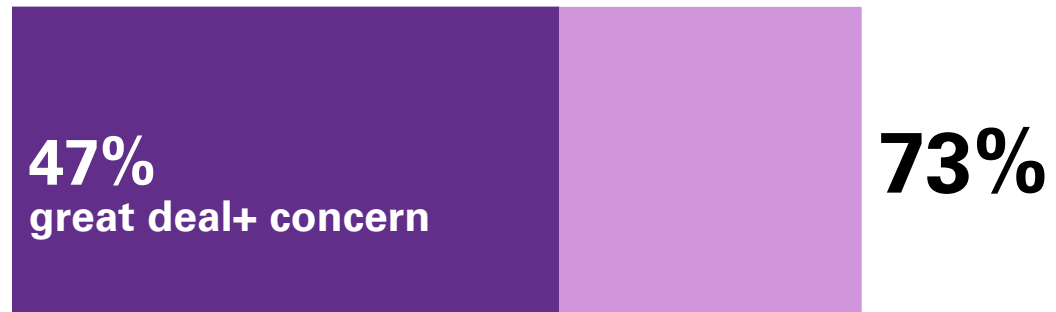
Methodology

- Survey of 400 registered voters in Rhode Island
- Interviews conducted February 4-10th, 2025 via live phone interviews and text-to-cell links taken online.
- Margin of error +/- 4.9%, higher for subgroups

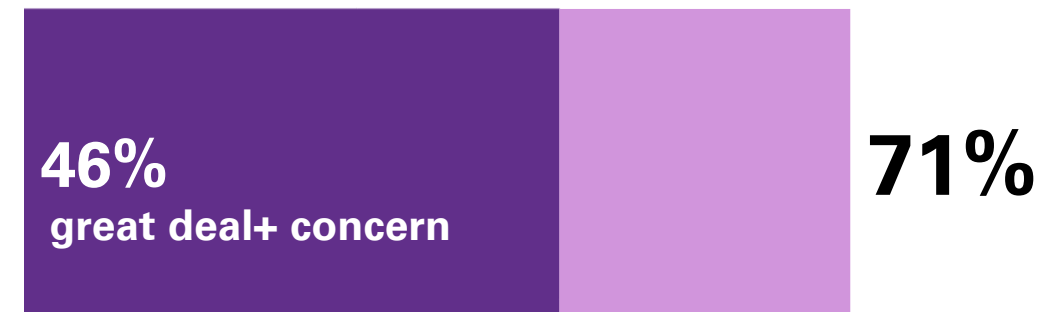
Majorities Express Great Concern About The Landfill And RI's Recycling System

Next are some things people tell us they are concerned about personally. After each, tell me whether it is one of the things that concerns you the most, a great deal, some, not too much, or not at all. If you are not sure, please say/indicate so.

Rhode Island's Landfill Is Nearing Its Capacity.

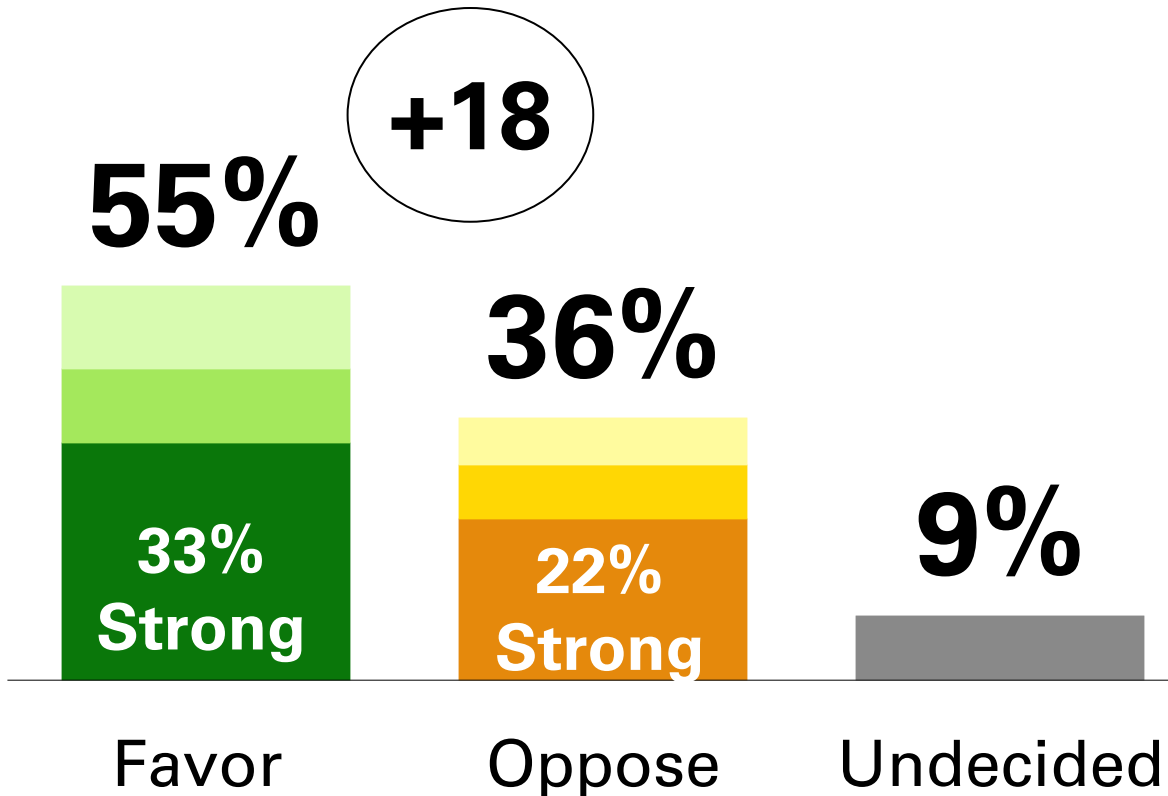


RI's Recycling System Is Not Working As Most Beverage Recyclables Are Ending Up In Landfills.



There Is Majority Support For A Bottle Bill, With Support Across Most Demographics

Bottle Bill Proposal Vote



	Favor	Oppose	Undec	Margin
Dem Reg	70%	24%	6%	+47
Unaff Reg	51%	38%	11%	+13
GOP Reg	25%	67%	8%	-41
Women	58%	34%	8%	+24
Men	51%	39%	10%	+12
<50	61%	26%	13%	+35
50+	48%	47%	5%	+1
Non-College	53%	35%	12%	+18
College	58%	36%	5%	+22
Providence Co	50%	40%	9%	+10
Rest of State	60%	32%	8%	+28



Respondents Heard A Message From Both Sides

Supporters say this is a proven way to reduce litter in our streets, shorelines and waterways and fix our recycling system. Other states have been doing this for decades – including Massachusetts, Connecticut, and New York – and have 70% less beverage container litter. They also have much higher recycling rates of nearly 90%, while most of our containers end up in our landfill, which is nearing capacity. This is a proven way to fix the problems before they get worse.

Opponents say that this proposal will burden working families because it's essentially a tax, increasing the cost of a 12-pack of soda by \$1.20. Returning bottles will be particularly difficult for those in rural areas, the elderly, and those with disabilities. This proposal would also hurt Rhode Island's small businesses by incentivizing consumers to travel across state lines to buy beverages. We don't need another tax that could increase costs and hurt our economy.

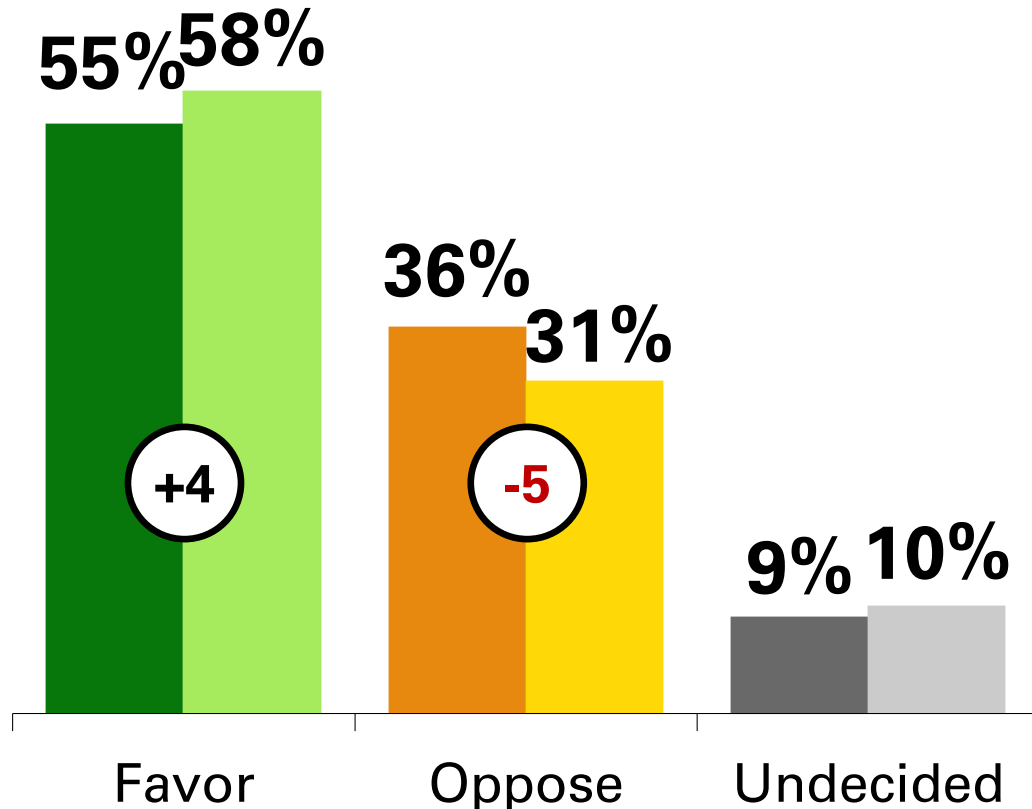
After Hearing From Both Sides, Support Grows & Opposition Drops

Majorities Extends Across Age, Education, Region, Women, Democrats & Unaffiliated Voters

Informed Vote

Darker shade=initial vote Lighter shade=informed vote

NET: +8



	Favor	Oppose	Undec	Margin
Dem Reg	64%	24%	12%	+41
Unaff Reg	60%	29%	11%	+31
GOP Reg	38%	56%	6%	-18
Women	69%	22%	9%	+47
Men	47%	41%	12%	+5
<50	62%	26%	12%	+36
50+	54%	37%	9%	+18
Non-College	52%	33%	15%	+20
College	66%	29%	4%	+37
Providence Co	57%	34%	9%	+23
Rest of State	60%	28%	12%	+31



We Also Tested Whether Placing Emphasis On Return Center Locations Affected Voters' Intent To Return Bottles

Participation

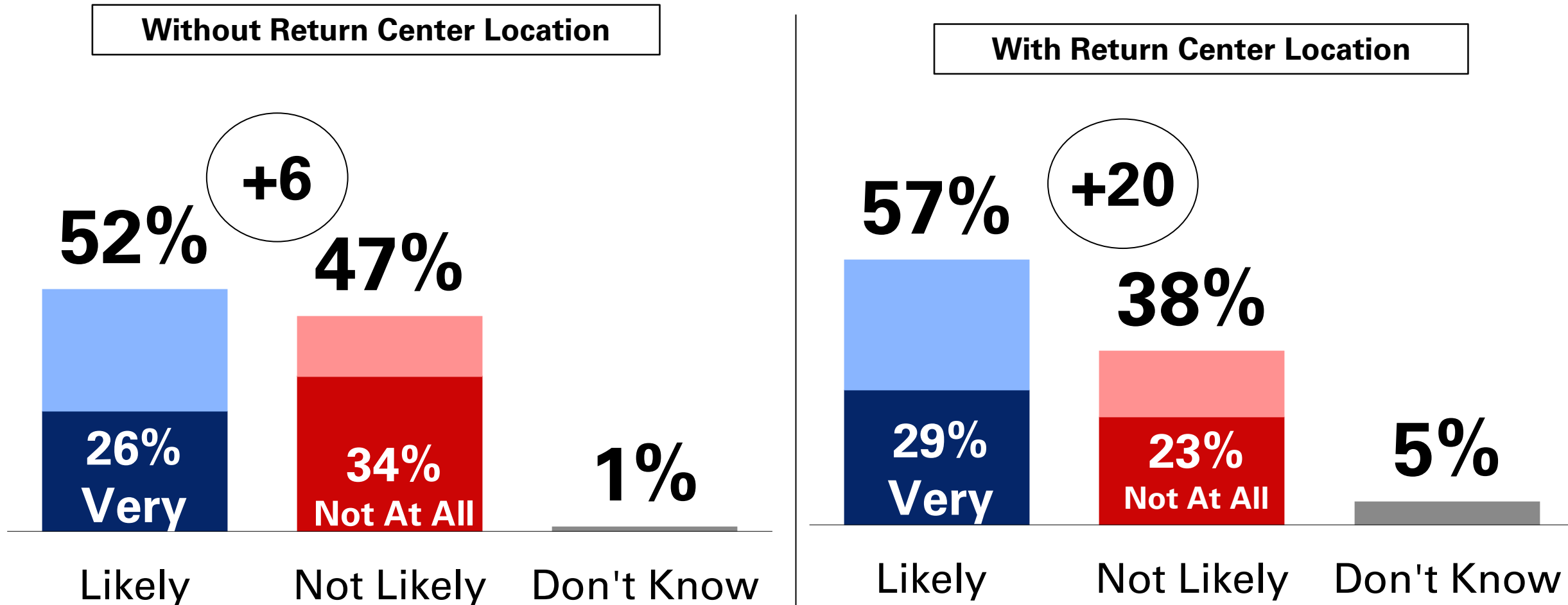
How likely would you be to bring your bottles and other beverage containers back for your 10 cent per container refund?

Participation + Location

The return centers would be located in convenient locations such as supermarket parking lots, post offices and other public locations. How likely would you be to bring your bottles and other beverage containers to these return centers for your 10 cent per container refund?

Most Are Likely To Participate, And Over A Quarter Are Very Likely

Adding The Location Information Increases Participation Significantly





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