

TO: Interested Parties
FROM: P2 Insights
SUBJECT: National Survey on Affordability and the Recycled Materials Attribution Act
DATE: October 14, 2026

OVERVIEW

THE RMAA IS A POLITICAL WINNER AS VOTERS WANT CONGRESS TO ACT ON AFFORDABILITY

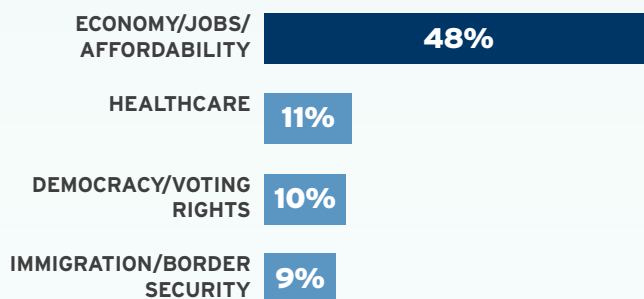
Affordability is the top issue for voters heading into the November midterms, and they are ready to reward members of Congress who act on it. A new national survey of 1,039 likely general election voters commissioned by the Recycling Leadership Council, a coalition led by the Consumer Brands Association, finds that 68% of voters support the Recycled Materials Attribution Act (RMAA) once they are fully informed on the measure. Voters see the bill as a commonsense solution to keep costs down while reducing plastic waste and see the lawmakers who support it as practical, pragmatic problem solvers.

The RMAA is bipartisan federal legislation currently moving through Congress. Designed to replace a patchwork of conflicting federal and state laws and reduce consumer confusion, the RMAA would create uniform recycling definitions that enable innovative technologies to reduce plastic waste, create jobs and protect affordability.

AFFORDABILITY IS THE TOP ISSUE OF THE MIDTERMS

Asked to name the most important issue when they cast their ballot this fall, nearly a majority of voters choose the economy, jobs, and affordability. That is 37 points ahead of the next issue, healthcare, at 11%. Affordability ranks first with Republicans (45%), Democrats (47%) and independents (57%), and with voters who have not yet decided on their congressional ballot (59%).

Most important issue when casting a ballot this fall. Top four of nine options shown.



48%

name the economy, jobs and affordability as their top issue

68%

support the RMAA once it is described to them

78%

see members who back the RMAA as pragmatic problem solvers

THE CONCEPTS BEHIND THE RMAA SCORE WELL WITH VOTERS

Voters are ready to reward lawmakers who act on keeping costs down, especially when it comes to household items. 71% say they are more likely to support a candidate for Congress who works to protect the affordability of everyday products by establishing national recycling definitions and enabling innovative technologies to reduce plastic waste. Only 3% say they are less likely. Republicans (71%), Democrats (73%) and independents (71%) agree.

ONCE INFORMED, VOTERS SUPPORT THE RMAA

After a short description of the bill, 68% support it and 11% oppose it. Support holds across party lines: 68% of Republicans, 70% of Democrats and 70% of independents. Support grows as voters learn more. 82% say they are more likely to support the bill when they hear it would help keep products affordable by creating regulatory consistency for businesses and limiting excessive regulatory costs. After hearing more about the bill, 84% support it and 5% oppose it. Among voters who name the economy, jobs and affordability as their top issue, support reaches 90%.

THE RMAA IS COMMONSENSE, AND ITS BACKERS ARE VIEWED AS PROBLEM SOLVERS

82% of voters are more likely to support the RMAA when they hear it is a commonsense, practical solution that policymakers of both parties support. 78% agree that candidates who support the bill are pragmatic problem solvers, balancing real environmental concern with support for innovation, job creation and affordability. Only 5% disagree. That view carries to the ballot. 59% of voters are more likely to vote for a candidate for Congress who voted to support the RMAA. Just 6% are less likely.

	ALL	REP	DEM	IND
Support the RMAA once it is described	68%	68%	70%	70%
Support the RMAA after hearing more	84%	86%	85%	83%
More likely to support when told it is commonsense with support from both parties	82%	86%	80%	80%
Agree supporters are pragmatic problem solvers	78%	80%	78%	77%
More likely to back a candidate who protects affordability	71%	71%	73%	71%
More likely to vote for a candidate who voted for the RMAA	59%	58%	63%	58%

THE BOTTOM LINE

Affordability will shape how voters decide this fall. Voters on both sides of the aisle view the RMAA as a practical step that will both reduce plastic waste and keep everyday products affordable. Most Americans have not heard of the bill yet, but those who learn about its benefits support it by wide margins, and they see the members who vote for it as practical, pragmatic problem solvers.

Methodology: This was conducted by an online survey of 1,039 likely general election voters nationwide on October 2 and 3, 2026. Results are weighted to reflect the likely general electorate. The margin of error is +/- 3.3 percentage points at the 95% confidence level.