



# Iowa Recycling and Bottle Bill Polling Results

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A SURVEY OF VOTER ATTITUDES IN IOWA

# Methodology

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The survey was completed by The Tarrance Group utilizing telephone interviews with N=500 likely 2018 voters throughout the state. Responses to this survey were gathered November 6-8, 2017 and the margin of error associated with a sample of this type is + 4.5% in 95 out of 100 cases.

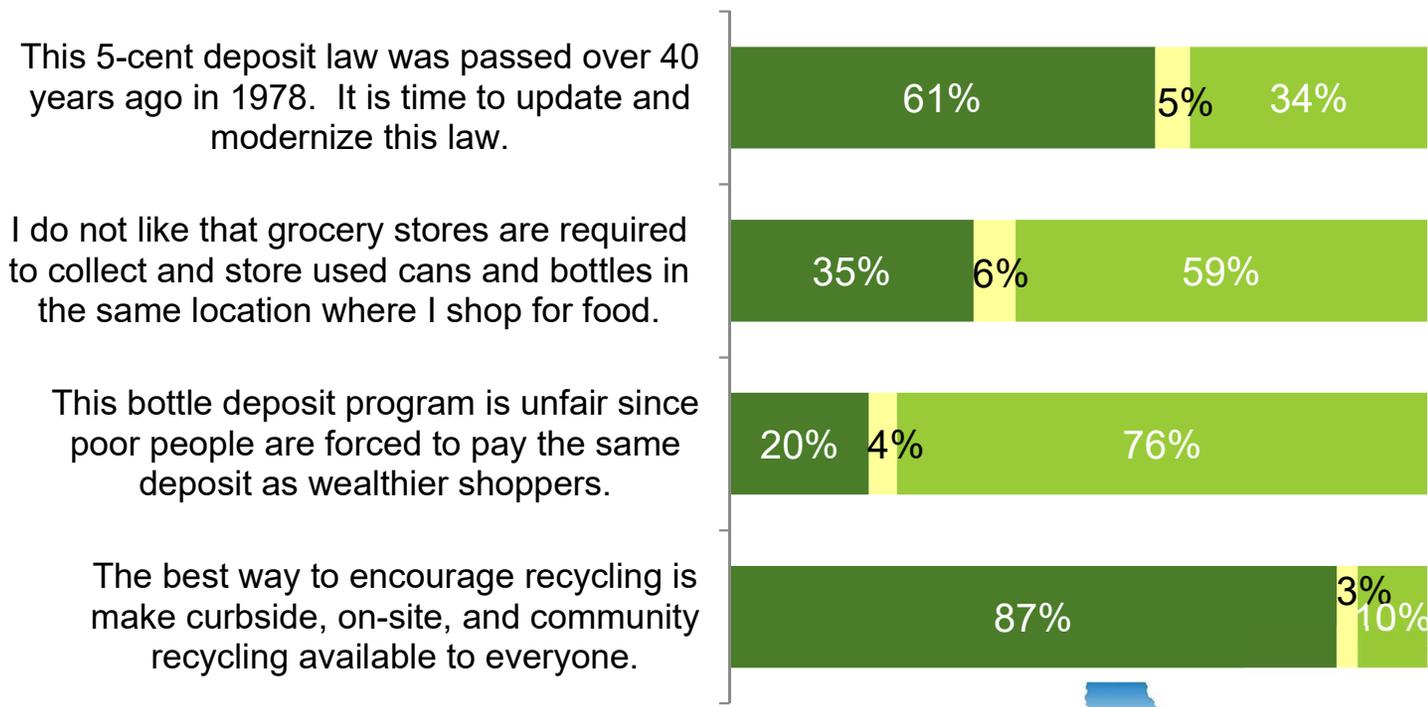


# Key Findings

- Iowans are highly aware of the 5 cent deposit on beverage containers and the policy debate around updating it.
- Iowans support modernizing the nearly 40-year-old bottle bill.
- Iowa voters support modernizing Iowa's recycling and can/bottle deposit laws to:
  - Encourage recycling by offering curbside or on-site recycling to all homes and businesses.
  - Make it easier for homes and businesses to recycle their bottles and cans.
  - Enact a statewide litter control and prevention program.
  - With recycling access expanded, take can & bottle redemption out of grocery stores
- Iowans oppose measures that expand the current deposit law to more containers or increase the deposit on cans and bottles.



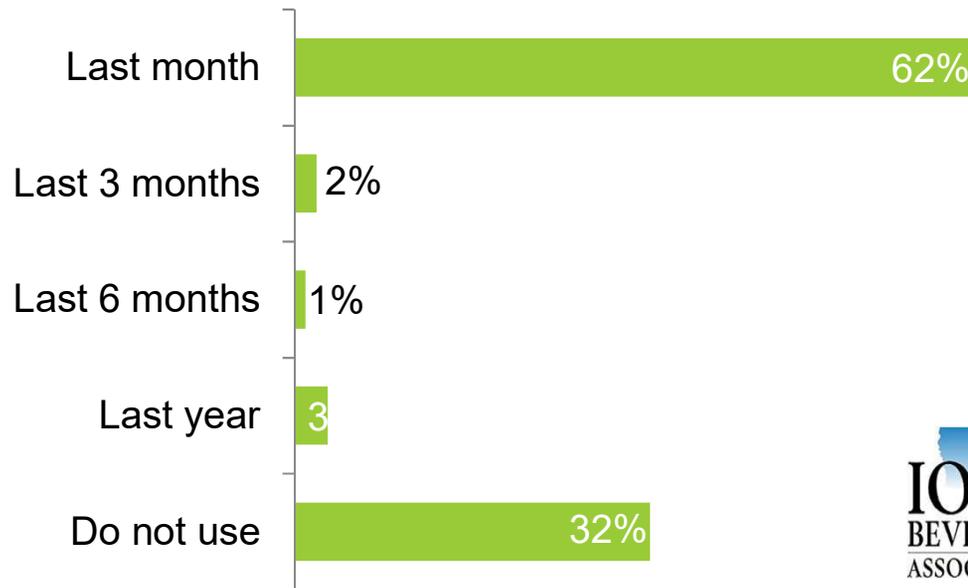
Now, I am going to read you some statements that people might make about efforts to modernize and update the current law requiring 5-cent per container deposits for carbonated beverage in cans and glass bottles. For each statement, please tell me if you would agree or disagree with this statement.



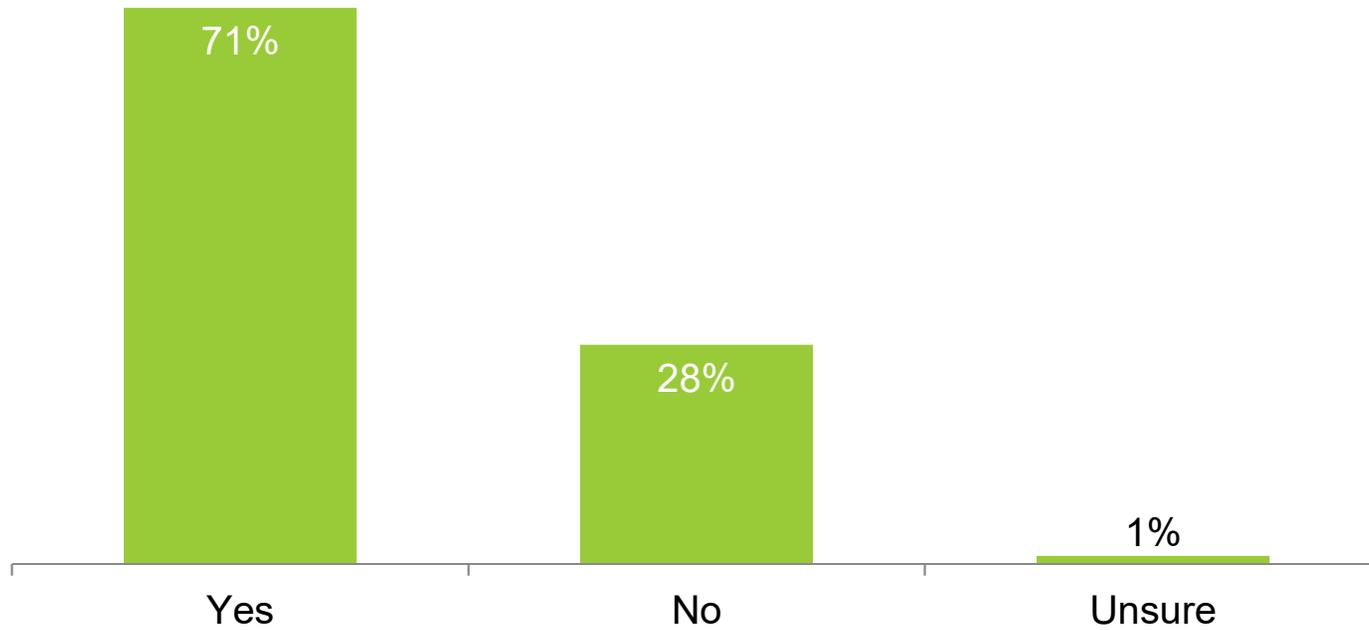
# Recycling Usage

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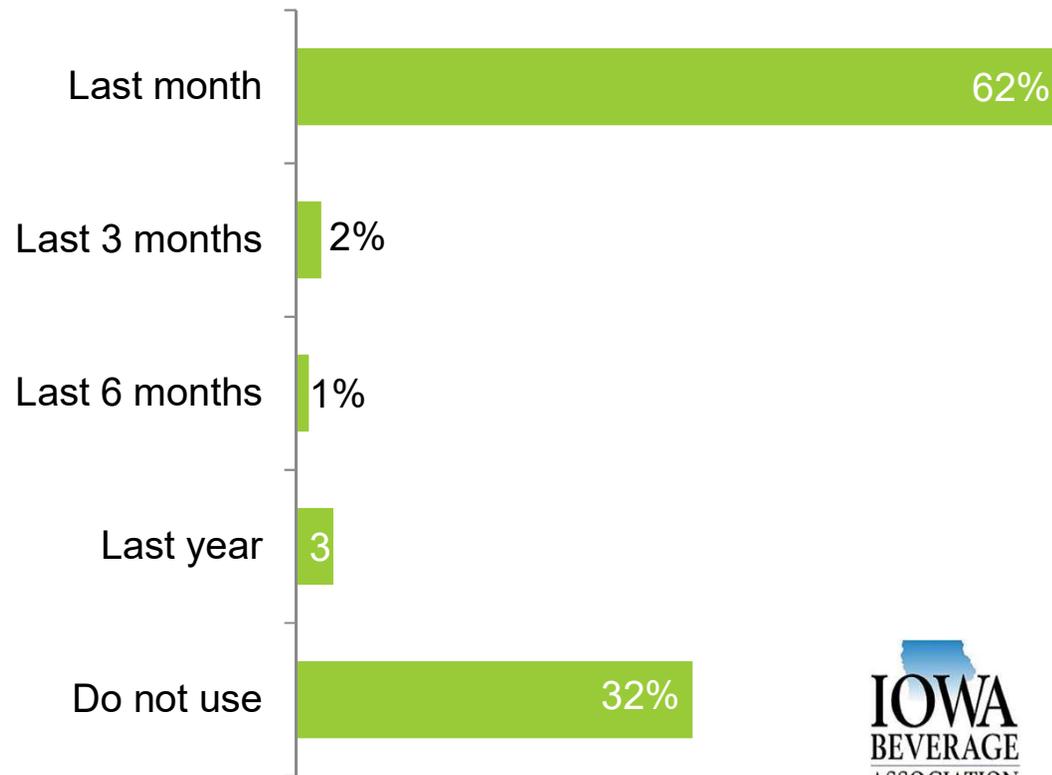
How often do you use curbside or on-site recycling at home? Would you that you have used it in the last month, the last 3 months, the last 6 months, or within the last year? Or do you not use curbside recycling?



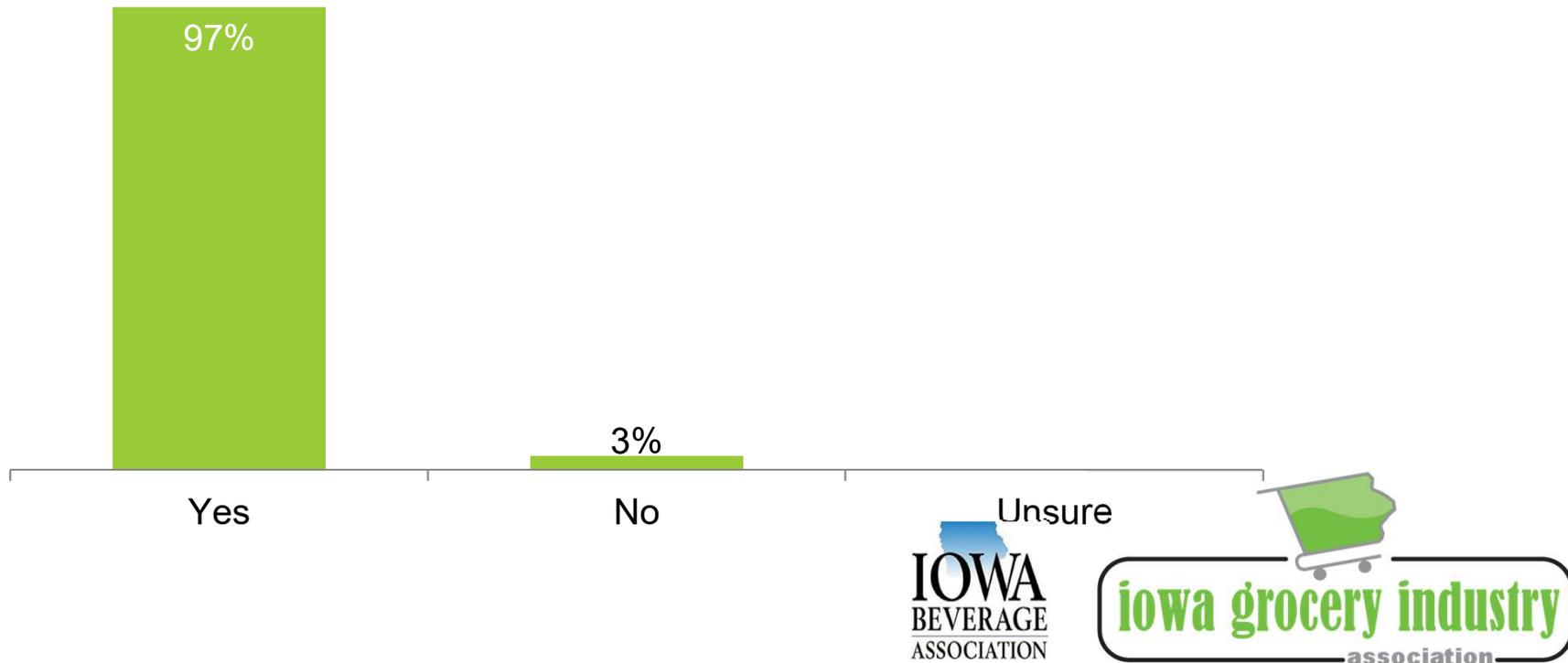
Do you have curbside or on-site recycling available at your home?



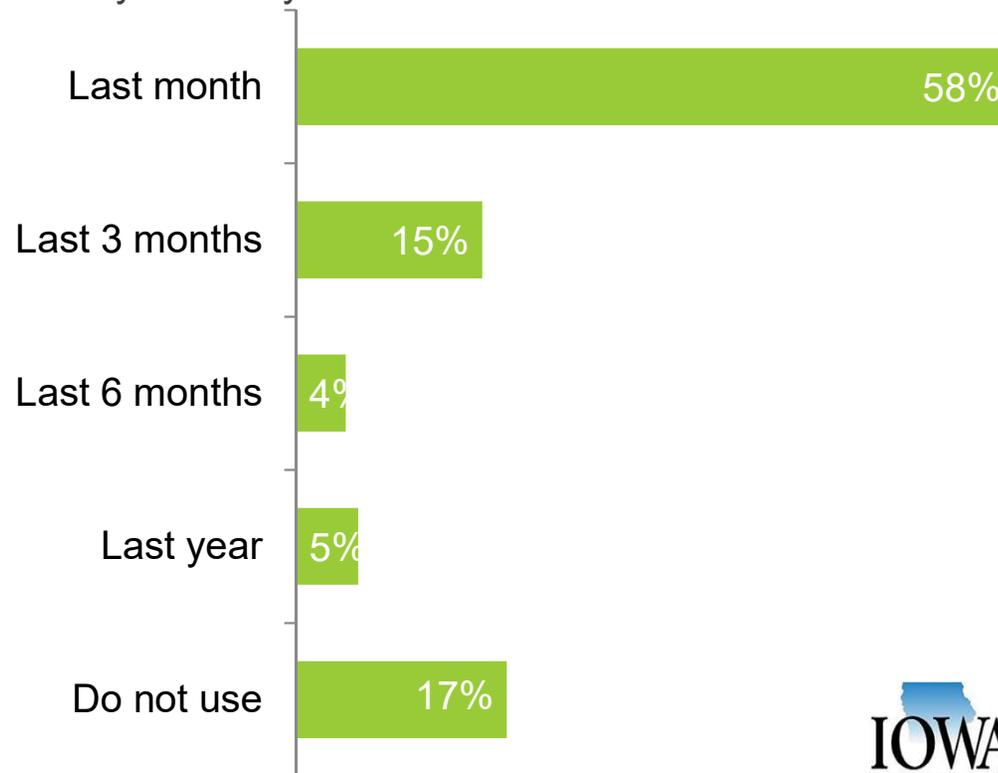
How often do you use curbside or on-site recycling at home? Would you that you have used it in the last month, the last 3 months, the last 6 months, or within the last year? Or do you not use curbside recycling?



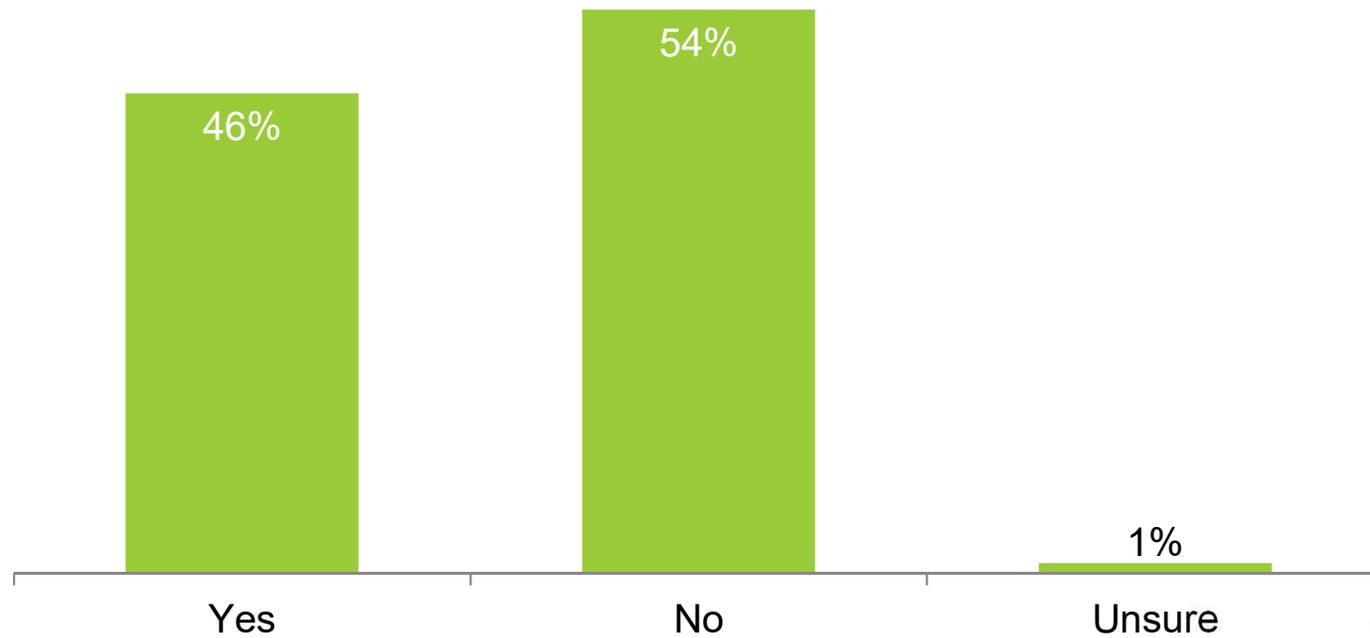
As you may already know, Iowa has a law that require buyers to pay a 5-cent deposit per container on all carbonated beverages in cans and glass bottles. Buyers can return these containers to redemption centers, including most grocery stores, and receive a refund of this deposit. Prior to this call, were you aware of this law that requires 5-cent deposits on carbonated beverage containers?



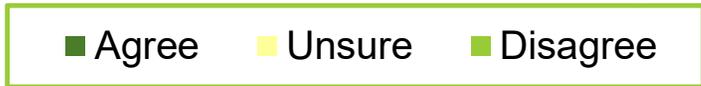
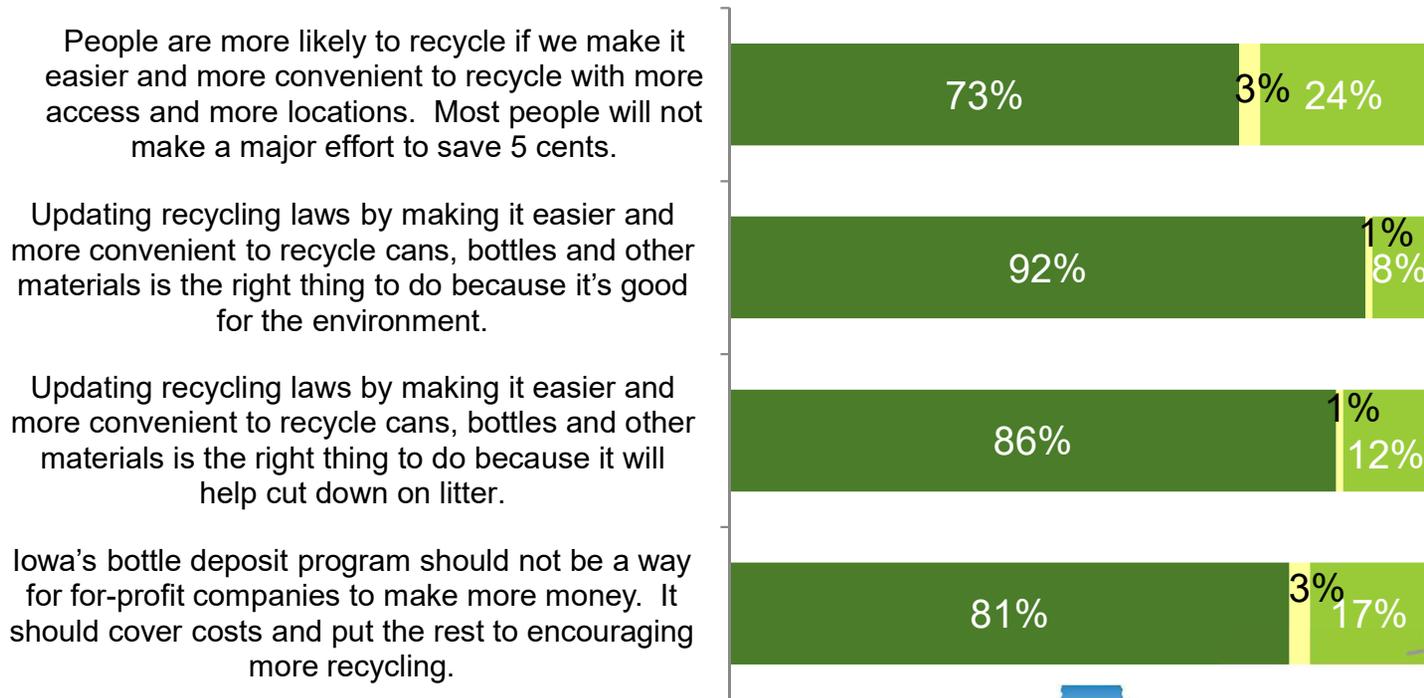
When was the last time you returned cans or bottles to claim the deposit? Would you say that you have used it in the last month, the last 3 months, the last 6 months, or within the last year? Or do you usually not redeem them?



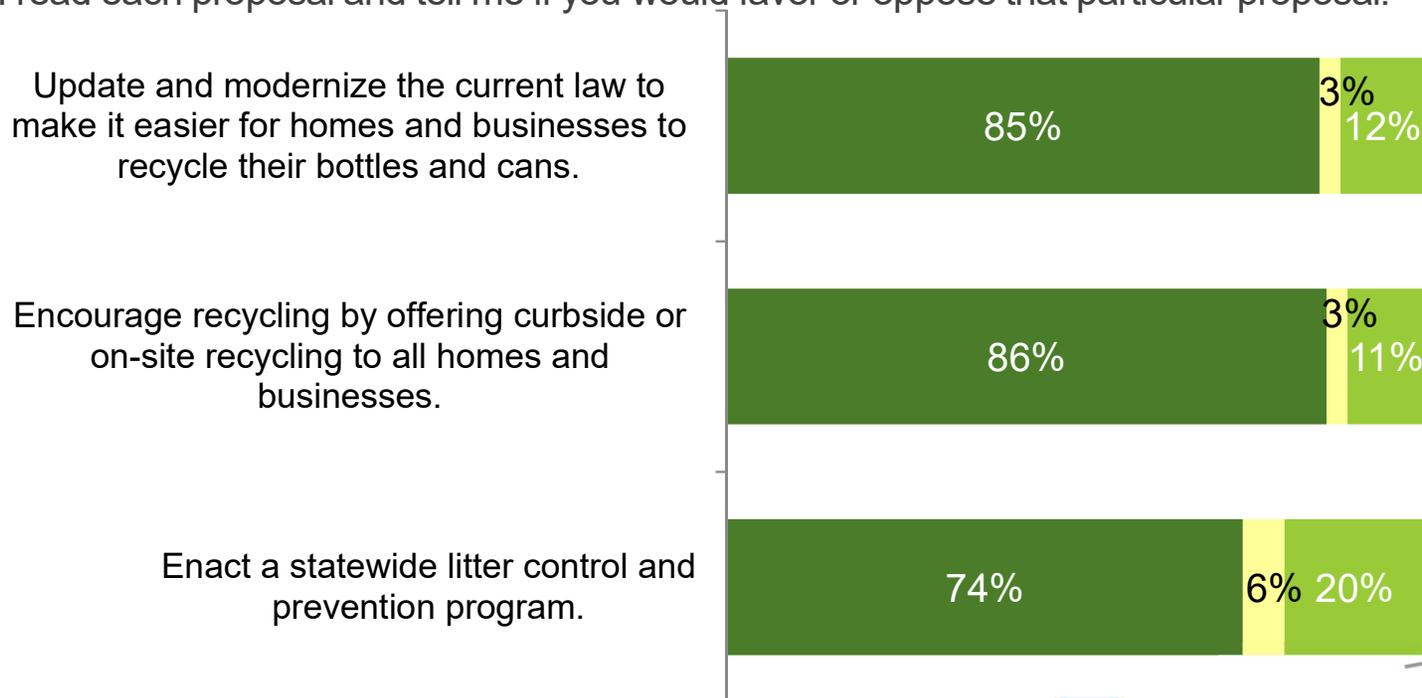
Have you seen, read, or heard anything about efforts in the Iowa State Legislature to reform and modernize this law?



Now, I am going to read you some statements that people might make about efforts to modernize and update the current law requiring 5-cent per container deposits for carbonated beverage in cans and glass bottles. For each statement, please tell me if you would agree or disagree with this statement.



I am going to read you a list of proposals about changing the law mandating a 5-cent per container deposit on carbonated beverages in cans and bottles. Please listen carefully as I read each proposal and tell me if you would favor or oppose that particular proposal.



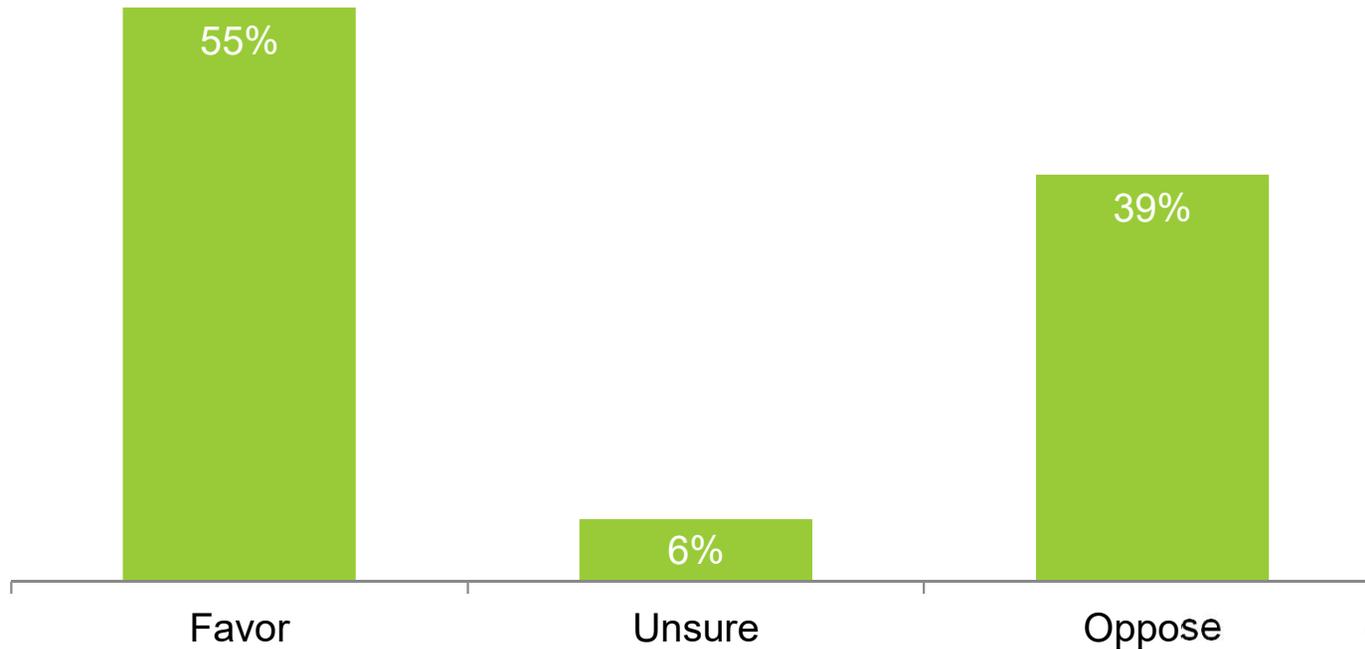
Now, thinking about a bill that might be considered by the Iowa State Legislature next year to reform and modernize the law that requires a 5-cent per container deposit on carbonated beverages in cans and bottles.

This bill would do the following:

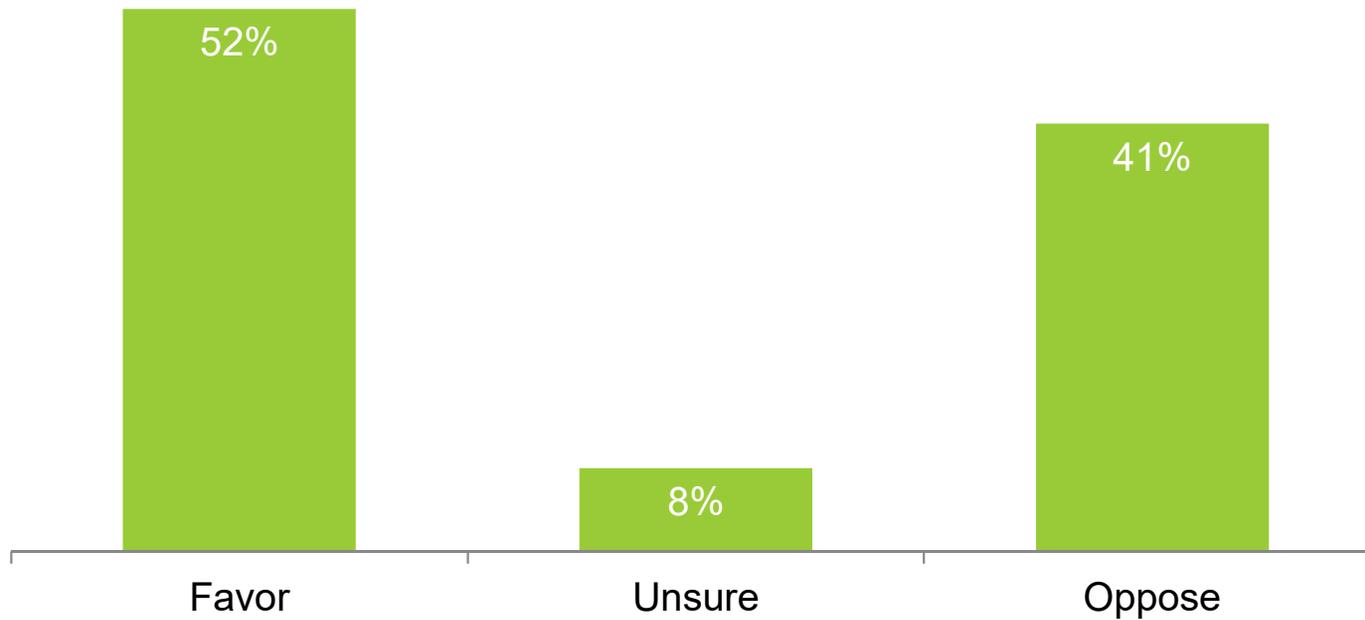
- Takes away the five-cent deposit consumers pay on carbonated cans and bottles
- Creates an incentive for the expansion of access and use of curbside recycling
- Eliminates the need to return bottles and cans to the grocery stores
- Creates a fund paid for by the beverage industry to assist with recycling expansion
- Creates an incentive for landfills and other recycling operations to expand efforts to include cans and bottles



Based on this description, would you favor or oppose the Iowa State Legislature passing a law like this one to reform and modernize the deposit and recycling programs in Iowa?

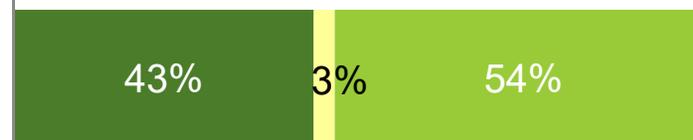


If curbside, on-site, and community recycling centers were widely available, would you favor or oppose ending used bottle and can redemption at grocery stores?



I am going to read you a list of three more proposals about changing the law mandating a 5-cent per container deposit on carbonated beverages in cans and bottles. Please listen carefully as I read each proposal and tell me if you would favor or oppose that particular proposal.

Put a 5-cent deposit on more kinds of containers, like juice, milk and water bottles.



Double the deposit on carbonated beverages and cans to 10-cents per container.



Put a 10-cent deposit on all kinds of beverage containers, including carbonated beverages, juice, milk, and water.



# Key Findings

- **97% of Iowans are aware of the 5 cent deposit** on carbonated beverage containers.
- **61% of Iowans support modernizing the 40-year-old bottle bill.**
- Iowans support:
  - **Encouraging recycling** by offering curbside or on-site recycling to all homes and businesses. **(86% favor)**
  - Updating and modernizing the current law to **make it easier for homes and businesses to recycle** their bottles and cans. **(85% favor)**
  - Enacting a **statewide litter control and prevention program.** **(74% favor)**
- Iowans **support legislation to take away the \$.05 deposit** on cans & bottles, **create an incentive to expand curbside recycling, eliminate can & bottle returns at grocery stores, create a fund to expand recycling** that is paid for by the beverage industry, and **creates incentives to expand recycling at landfills.** **(55% favor)**
- Iowans **oppose expanding the \$.05 deposit** to more types of containers. **(54% oppose)**
- Iowans **oppose increasing the existing deposit to \$.10.** **(63% oppose)**
- Iowans **oppose increasing the deposit to \$.10 AND expanding it** to more types of containers. **(67% oppose)**

