

# Vermonters' Views of the Bottle Bill and Plans to Expand or Repeal It

*Report of Findings from a Survey of 400 Vermont Voters Statewide*



grove insight

Opinion Research • Communication Strategy

Grove Insight  
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# Methodology

Grove Insight conducted a telephone survey of 400 voters

Interviews were conducted November 15-17, 2010.

The margin of error for the sample as a whole is plus or minus 4.9 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Throughout this report, we refer to “younger” and “older” voters. Younger voters are those under 50 and older voters are those age 50 and older.

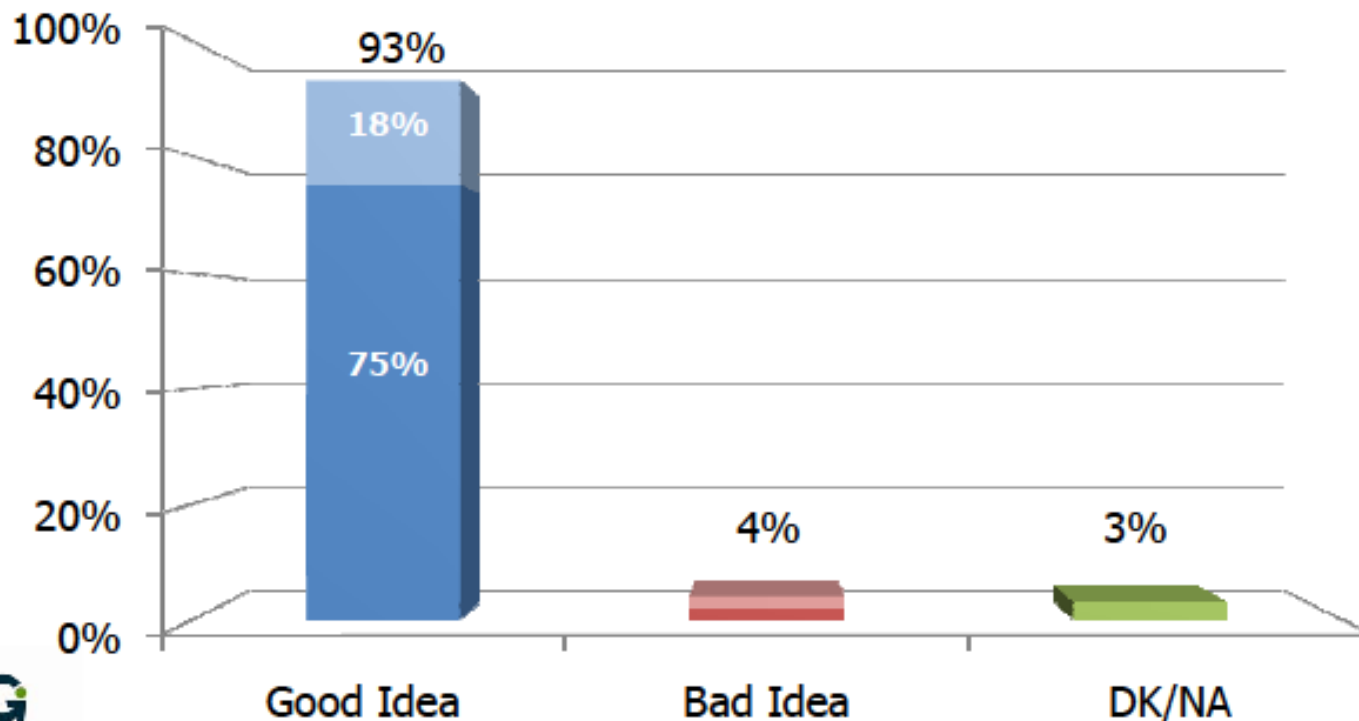
Regionally, the state is divided several ways:

- 1) By Media Market;
- 2) North (Caledonia, Chittenden, Essex, Franklin, Grand Isle, Lamoille, Orange, Orleans and Washington) versus South (Addison, Bennington, Rutland, Windham, Windsor)

# Nine in 10 Voters Think Vermont's Current Bottle Bill Is a Good Idea

## *Three Quarters Feel That Way "Strongly"*

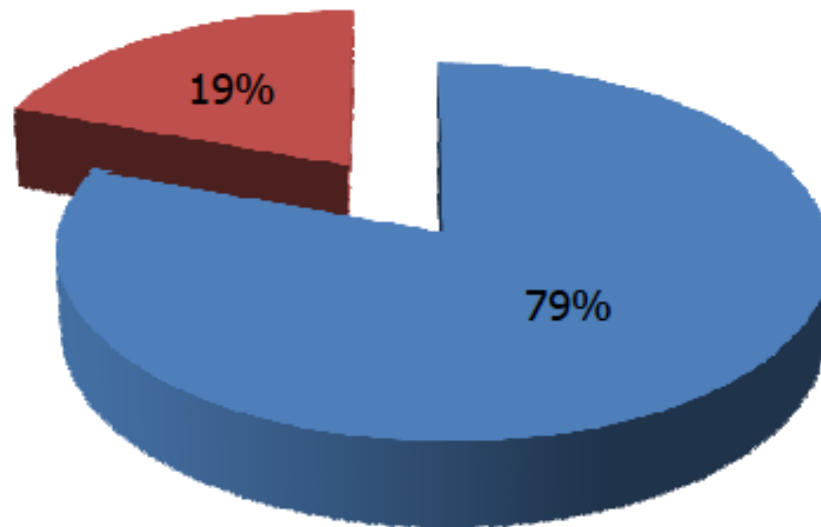
Generally speaking, do you think Vermont's current bottle bill, which requires a five-cent refundable deposit on all beer, soda and wine-cooler containers, is a good idea or a bad idea? Do you feel that way strongly or not so strongly?



# And Vermonters Don't Just LIKE the Bottle Bill, They USE It

*Eight in 10 Have Redeemed Bottle Deposits*

Have you ever visited a bottle redemption center or grocery store and used them to receive a bottle deposit?



■ Yes, have redeemed bottle deposits

■ No, have not

# Expanding the Bottle Bill to Noncarbonated Beverages Is an Extraordinarily Popular Proposal

*More Than Three-Quarters of Every Major Subgroup Supports  
Expanding the Bottle Bill to Noncarbonated Beverages*

Expand the program to include noncarbonated beverages such as bottled water, iced tea and sports drinks

