

Redemption of Beverage Containers: A Survey of Adult Iowans

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March 2004

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Purpose & Methodology

Purpose

The Iowa Recycling Association contracted with the Center for Social and Behavioral Research (CSBR), University of Northern Iowa, to conduct a public survey focused on the redemption or recycling of redeemable beverage containers. The primary purpose was to assess public views of the current beverage container Deposit Law and current redemption practices.

Methodology

Sampling Plan.

The population frame consisted of all adult Iowans living in private (non-institutionalized) residences and having land-line telephones. A random digit sample of telephone numbers statewide (without geographic stratification) likely to be assigned to private residences was drawn by Survey Sampling, Inc. CSBR interviewers hand-dialed these numbers to determine whether each was actually attached to a private residence. If so, the study was introduced and the adult with the most recent birthday was invited to be a study respondent. The goal was to conduct 800 interviews; 819 were completed.

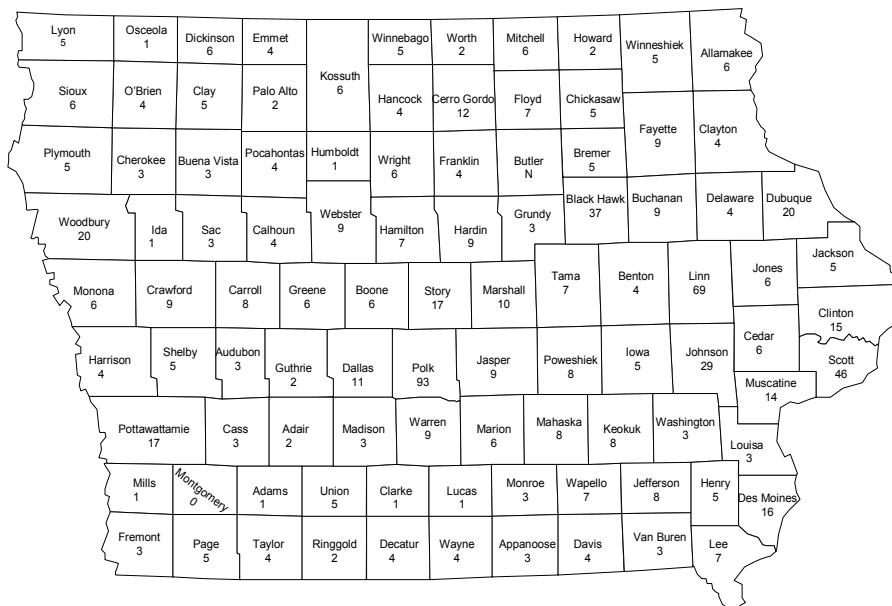


Figure 1. Number of Completed Interviews by County

Data Collection.

Data were collected between January 26 and February 12, 2004, via Computer Assisted Telephone Interviewing (CATI) at the Center for Social and Behavioral Research, University of Northern Iowa. A total of 4336 random telephone numbers were attempted for the study. A minimum of 10 attempts were made to contact each selected household and/or selected respondent before abandoning the number. Using American Association for Public Opinion Research standard definitions for call outcome rates yielded the following: cooperation rate: 56%; refusal rate: 32%; and response rate: 41%.

Completions	819
Refusals	633
Eligible, unable to communicate	37
Eligible, non-interview	204
Not eligible	1984
Unknown	659
Total attempted	4336

Data Analysis.

Data were examined for each question as a whole and by demographic subgroups for gender, age group, income level and county type. Counties were categorized based on the population size of the largest place within the county: rural (largest place less than 2,500), mostly rural (largest place 2,500 – 6,999), mostly urban (largest place 7,000 – 49,999), and urban (largest place 50,000 or more). To increase the stability of population estimates, the rural and mostly rural categories were combined and referred to throughout the report as “Rural.” For analyses based on the entire sample, the approximate maximum sampling error at the 95% confidence level is +/- 3.5%. Findings based on demographic subgroups will have larger sampling errors due to the smaller number of cases within each of those subgroups. The sample included more females (64%) than males. Older Iowans were disproportionately represented in the sample: age 18-29 (14%), age 30-49 (36%), age 50-64 (26%), and age 65 or older (24%). (More details on these and other demographic characteristics of the sample are found in the next section of the report.) Because of these sample-to-population disparities, a weighting factor was used in the analysis to account for these deviations from the population distribution. These weights were used in all statistical analyses. References in this report to statistically significant sub-group differences were based on pairwise comparisons of percentages or means using SUDAAN; the standard 95% confidence level was used as the criteria for determining whether observed differences in these inferential tests were considered statistically significant. To avoid unreliable findings, when the number of respondents in a category was less than 5% of the total weighted sample, pairwise comparisons were not conducted. Unless otherwise noted, the percentages reported are “valid percentages” which excludes persons responding with “do not know” from the denominator.

Unless noted in the narrative, the percentage of the sample responding “do not know” was less than 10% for that item. Percentages shown in tables and figures may appear to add to more than 100% due to rounding.

Description of the Sample

The demographic characteristics of the sample and total Iowa adult population by gender, age group, income level, and county type are shown below.

Table 2		
Sample Characteristics		
Demographics	Sample	Population
Total	819	2,238,715
Gender	%	%
Men	36.3	48.4
Women	63.7	51.6
Age Group		
18-29	13.5	22.0
30-49	36.4	37.5
50-64	26.3	21.2
65+	23.8	19.3
Income Level		
Less than \$35,000	40.8	44.0
\$35,000 or more	59.2	56.1
County Type		
Rural	30.0	26.8
Mostly urban	27.5	27.8
Urban	42.5	45.5

Note: Population characteristics of Iowa adults are based on the 2002 census estimates, except for Income Level which is based on the 2000 census.

The sample consisted of 36.3% men and 63.7% women. Compared to the population, the sample contained more women and fewer men.

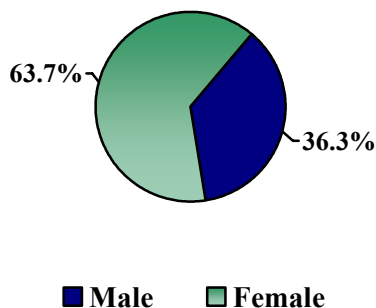


Figure 2. Gender

The mean age of the respondents was 50 years and the median age was also 50. Those 50 and older were somewhat overrepresented in the sample, and those 18-29 were somewhat underrepresented compared to population totals.

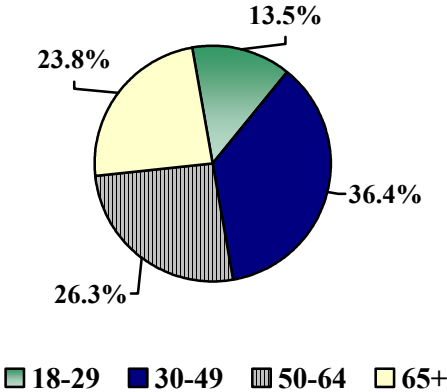


Figure 3. Age Group

More than one-half of the sample (59.2%) reported an income level of \$35,000 or more, and 40.8% reported an income level of less than \$35,000. See Table 2 on the previous page for population totals.

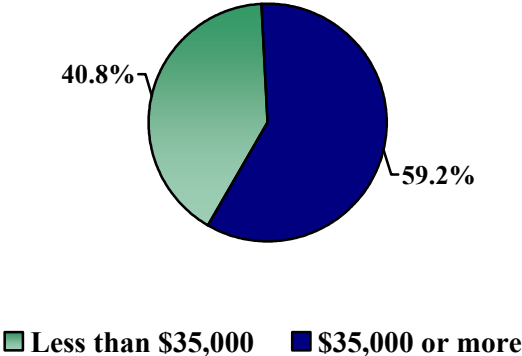


Figure 4. Income Level

Rural county residents made up 30.0% of the sample. More than one-fourth (27.5%) of respondents were from mostly urban counties, and slightly more than two-fifths (42.5%) were from urban counties. This urban-rural distribution in the sample compared closely to Iowa's overall distribution.

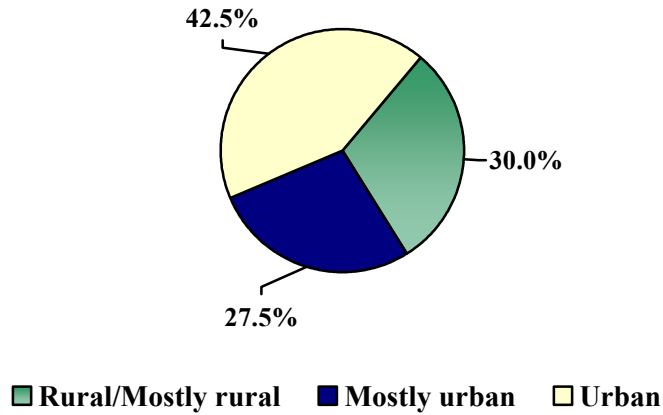


Figure 5. County Type

About six percent of respondents had less than a high school education (elementary: 1.8%; some high school: 3.8%); 29.9% had a high school diploma or GED; 32.0% had some college or technical school; about one-fifth (20.7%) were college graduates; and 11.7% had a graduate degree.

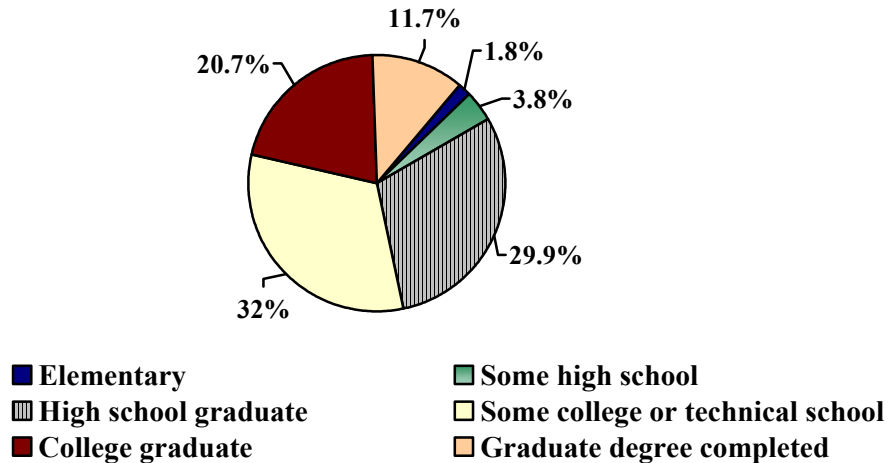


Figure 6. Highest Level of Education

Respondents who said that someone in the household redeems beverage containers for the deposit at least sometimes were asked if they were the person who usually returns the containers for the refund. Three-fourths of respondents (74.8%) in the household were the person in the household who usually returns the beverage containers to get the refund.

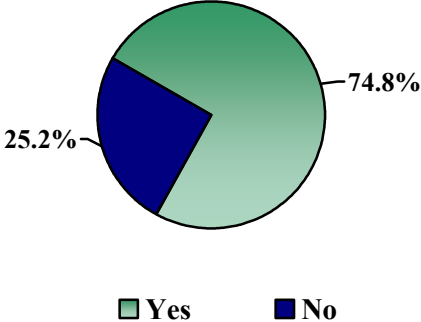


Figure 7. Responsible for Return of Redeemable Containers

Main Findings

Part 1: Opinions About the Deposit Law

Familiarity

Question: In 1979, the beverage container deposit law was passed which required that customers pay 5 cent deposits when purchasing certain beverage containers. This 5 cent deposit is then refunded when the REDEEMABLE beverage container is returned to a retailer or redemption center. Are you familiar with this law?

Nearly all of the respondents (97.3%) were familiar with the Deposit Law.

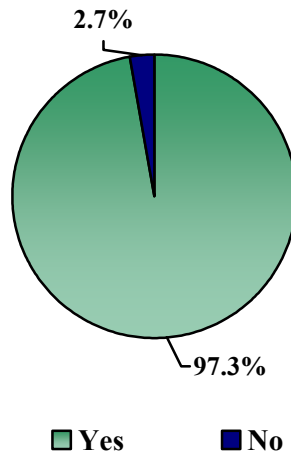


Figure 8: Familiarity with the Deposit Law

Table 3		
Familiarity with the Deposit Law by Demographics (%)		
Demographics	Yes	No
Total	97.3	2.7
Gender	ns	
Men	97	3
Women	97	3
Age Group	*	
18-29	92	8
30-49	99	1
50-64	100	<1
65+	98	2
Income Level	*	
Less than \$35,000	95	5
\$35,000 or more	99	<1
County Type	*	
Rural	99	1
Mostly urban	97	3
Urban	96	4

* Indicates some statistically significant subgroup differences.

ns = Not statistically significant.

Statistically Significant Differences (% Yes)

- ▶ The *30-49* year olds AND *50-64* year olds were more likely to be familiar with the Deposit Law than were *18-29* year olds.
- ▶ Respondents with incomes of *\$35,000 or more* were more likely to be familiar than were those with incomes of *less than \$35,000*.
- ▶ *Rural* respondents were more likely to be familiar than were *urban* respondents.

Keep or End the Current Deposit Law

Question: Some people have proposed that the Iowa Legislature discontinue the beverage container deposit law. Others think the law should be kept. Do you think the law should be ended or kept?

An overwhelming majority of respondents (86.5%) thought the Deposit Law should be kept. About 10% thought it should be ended and about another 4% did not know. When considering only those with an opinion, 89.9% thought the Deposit Law should be kept and 10.1% thought it should be ended.

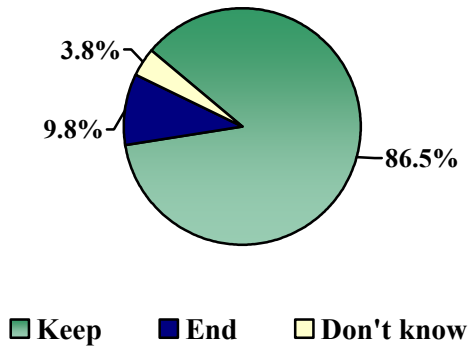


Figure 9: Keep or End Current Deposit Law

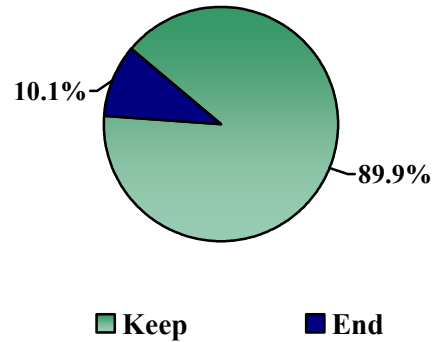


Figure 10: Keep or End Current Deposit Law of Those with an Opinion

Demographics	Keep	End	Don't Know
Total	86.5	9.8	3.8
Gender			
Men	88	9	4
Women	85	11	4
Age Group			
18-29	83	12	6
30-49	86	11	3
50-64	91	8	<1
65+	87	7	6
Income Level			
Less than \$35,000	87	8	5
\$35,000 or more	85	12	3
County Type			
Rural	89	8	3
Mostly urban	91	6	3
Urban	82	13	4

Demographics	Keep	End
Total	89.9	10.1
Gender		
	ns	
Men	91	9
Women	89	11
Age Group		
	ns	
18-29	88	12
30-49	89	11
50-64	91	9
65+	93	7
Income Level		
	ns	
Less than \$35,000	92	8
\$35,000 or more	88	12
County Type		
	*	
Rural	92	8
Mostly urban	94	6
Urban	86	14

* Indicates some statistically significant subgroup differences.
ns = Not statistically significant.

Statistically Significant Differences (% Based on Table 5)

- ▶ *Rural* AND *mostly urban* respondents were more likely to think the Deposit Law should be kept than were *urban* respondents.

Reasons for Keeping the Current Deposit Law

Respondents who thought the Deposit Law should be kept were asked these four questions.

The Deposit Law should be kept because it:

- ▶ (98.5%) reduces litter in general
- ▶ (98.0%) reduces litter along roadways
- ▶ (97.1%) decreases the amount of material added to landfills
- ▶ (95.9%) encourages recycling

These percentages were based on the denominators of those respondents who thought the law should be kept. For instance, 98.5% of those who thought the law should be kept said it should be kept because it reduces litter in general.

Statistically Significant Differences (% Yes)

Reasons for keeping the Deposit Law

Reduces Litter Along Roadways

- ▶ *Rural* and *mostly urban* respondents were more likely to say this is a reason for keeping the Deposit Law than were *urban* respondents.

Encourages Recycling

- ▶ Respondents aged *65 or older* were more likely to say this is a reason than were *30-49* year olds AND *50-64* year olds.
- ▶ Respondents with incomes of *less than \$35,000* were more likely to say this is a reason than were those with incomes of *\$35,000 or more*.

Reasons for Ending the Current Deposit Law

Respondents who thought the Deposit Law should be ended were asked these five questions.

The Deposit Law should be ended:

- ▶ (85.7%) because the consumer has to return containers to a store or redemption center
- ▶ (71.8%) because the consumer has to store empty containers
- ▶ (57.3%) because of the availability of curbside recycling
- ▶ (55.7%) because the consumer has to pay the refundable deposits
- ▶ (47.0%) because of the availability of drop-off recycling centers

These percentages were based on the denominators of those respondents who thought the law should be ended. For instance, 85.7% of those who thought the law should be ended said it should be ended because the consumer has to return containers to a store or redemption center.

Statistically Significant Differences (% Yes)

Reasons for ending the Deposit Law

Consumer has to return containers to a store or redemption center

- ▶ The *30-49* year olds were more likely to say this is a reason than were *50-64* year olds.

Availability of curbside recycling

- ▶ Respondents with incomes of *\$35,000 or more* were more likely to say this is a reason than were respondents with incomes of *less than \$35,000*.
- ▶ *Urban* respondents were more likely to say this is a reason than were *mostly urban* respondents.

Consumer has to pay the deposit

- ▶ The *18-29* year olds, *30-49* year olds, AND respondents aged *65 and older* were more likely to say this is a reason for ending the Deposit Law than were *50-64* year olds.

Level of Support for Current Deposit Law

Question: What is your opinion of the current beverage container deposit law? Do you strongly support it, mildly support it, mildly oppose it, or strongly oppose it?

An overwhelming majority of the sample (90.6%) was in support of the current Deposit Law; 61.9% strongly supported it and 28.6% mildly supported it. Slightly less than 10% of respondents were opposed to the current Deposit Law.

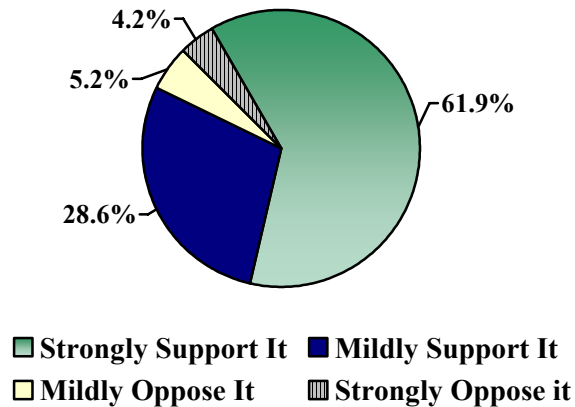


Figure 11: Level of Support for Current Deposit Law

Table 6					
Level of Support for Current Deposit Law by Demographics					
Demographics	Mean	Strongly Support (%)	Mildly Support (%)	Mildly Oppose (%)	Strongly Oppose (%)
Total	3.5	61.9	28.6	5.2	4.2
Gender	ns				
Men	3.5	61	29	7	3
Women	3.5	63	28	4	5
Age Group	*				
18-29	3.3	45	44	8	3
30-49	3.5	62	28	6	5
50-64	3.6	72	20	4	4
65+	3.6	70	23	3	4
Income Level	ns				
Less than \$35,000	3.5	63	30	4	3
\$35,000 or more	3.4	59	29	8	5
County Type	*				
Rural	3.6	69	25	3	2
Mostly urban	3.6	66	27	3	4
Urban	3.4	55	32	8	6

* Indicates some statistically significant subgroup differences.

ns = Not statistically significant.

Note: The highest possible mean score is 4.0.

Statistically Significant Differences (Means)

- ▶ The *50-64* year olds more strongly supported the current Deposit Law than did *18-29* year olds AND *30-49* year olds.
- ▶ Respondents aged *65 and older* more strongly supported the law than did *18-29* year olds.
- ▶ *Rural* and *mostly urban* respondents more strongly supported the law than did *urban* respondents.

Level of Support for Changing Deposit from 5 to 10 Cents

Question: Some people would like to change the deposit from 5 cents to 10 cents. Customers would pay a 10 cent deposit per container and then receive 10 cents when they redeemed the container. Do you strongly support, mildly support, mildly oppose, or strongly oppose changing the deposit from 5 cents to 10 cents?

Roughly one-third of respondents (31.9%) were in support of changing the deposit from 5 to 10 cents. Slightly more than two-thirds (68.1%) opposed the change from 5 to 10 cents. Specifically, 34.7% strongly opposed it, and 33.4% mildly opposed it.

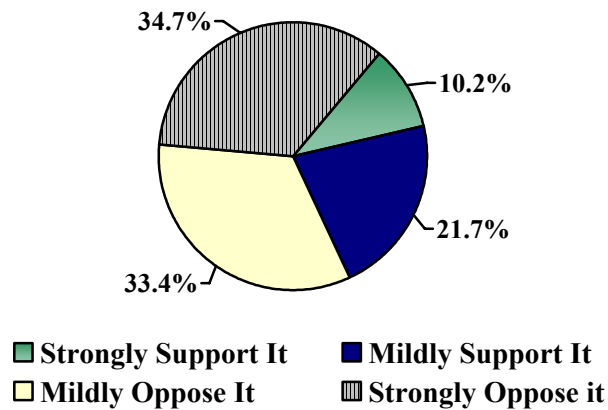


Figure 12: Level of Support for Changing Deposit from 5 to 10 Cents

Table 7					
Level of Support for Changing Deposit from 5 to 10 Cents by Demographics					
Demographics	Mean	Strongly Support (%)	Mildly Support (%)	Mildly Oppose (%)	Strongly Oppose (%)
Total	2.1	10.2	21.7	33.4	34.7
Gender	ns				
Men	2.1	11	23	35	31
Women	2.0	9	20	32	38
Age Group	*				
18-29	2.3	12	28	42	18
30-49	2.0	9	24	30	37
50-64	1.9	10	17	30	42
65+	2.0	12	14	32	41
Income Level	ns				
Less than \$35,000	2.2	14	21	34	31
\$35,000 or more	2.0	8	22	35	35
County Type	ns				
Rural	2.1	10	21	33	36
Mostly urban	2.2	14	22	31	34
Urban	2.0	8	22	35	35

* Indicates some statistically significant subgroup differences.

ns = Not statistically significant.

Note: The highest possible mean score is 4.0.

Statistically Significant Differences (Means)

- ▶ The 18-29 year olds more strongly supported changing the deposit from 5 to 10 cents than did all other age groups.

Expand Deposit Law to Other Types of Beverage Containers

Question: In 1979, we did not have all the beverage choices that we do now. Do you think these other types of bottled or canned beverages such as teas, sports drinks, juices, and bottled water, excluding milk, should have a refundable deposit?

A majority of the sample (75.9%) reported that other types of bottled or canned beverages should have a refundable deposit.

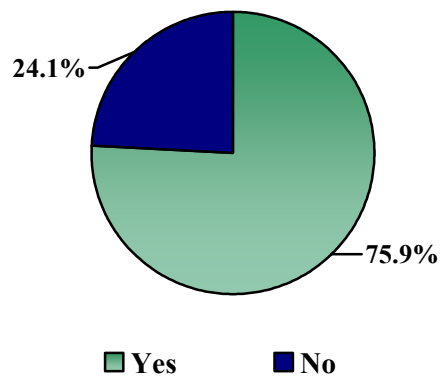


Figure 13: Expand Deposit Law to Other Types of Beverage Containers

Table 8		
Expand Deposit Law to Other Types of Beverage Containers by Demographics (%)		
Demographics	Yes	No
Total	75.9	24.1
Gender	ns	
Men	78	22
Women	74	26
Age Group	*	
18-29	81	19
30-49	76	24
50-64	77	23
65+	68	32
Income Level	ns	
Less than \$35,000	77	23
\$35,000 or more	75	25
County Type	ns	
Rural	76	24
Mostly urban	77	23
Urban	75	25

* Indicates some statistically significant subgroup differences.

ns = Not statistically significant.

Statistically Significant Differences (%Yes)

- ▶ The *18-29* year olds were more likely to want to expand the law to include other types of beverage containers than were respondents aged *65 and older*.

Beliefs about the Deposit Law

Question: After I read each statement, please tell me if you strongly agree, agree, are uncertain, disagree, or strongly disagree.

Roughly three-fourths or more of the respondents agreed or strongly agreed with 5 of the 6 statements below. The exception was that nearly two-thirds of the sample (65.2%) disagreed or strongly disagreed that if the Deposit Law was ended, most people would continue to recycle beverage containers.

Figure 14: Statements Regarding the Deposit Law

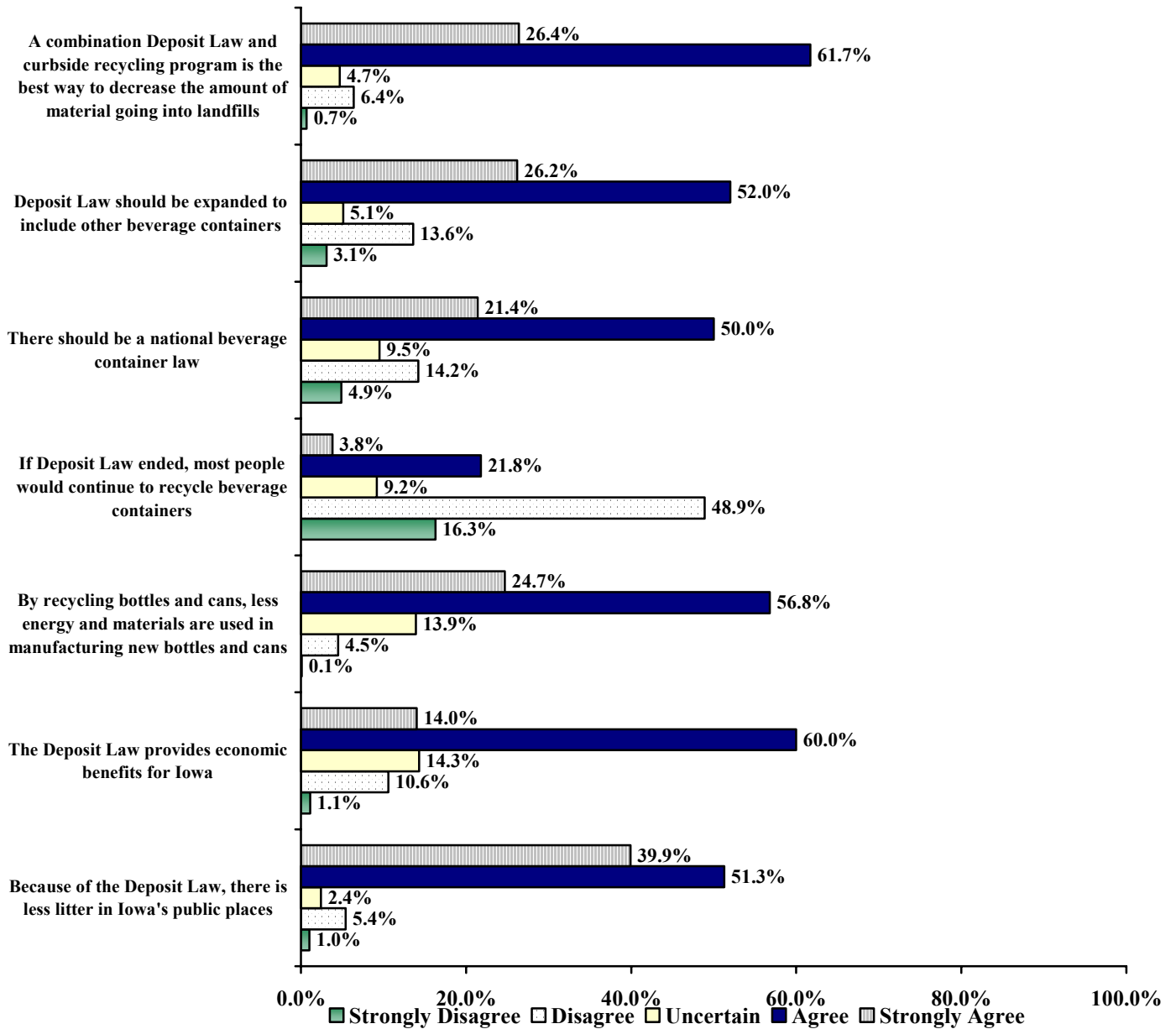


Table 9
Statements Regarding the Deposit Law by Demographics (Means)

Demographics	Combination Deposit Law & Curbside	Expand Law Include Other Beverage Containers	National Beverage Container Law	If Law Ended, People Would Still Recycle	Less Energy & Materials Used for New Bottles/Cans	Law Provides Economic Benefits for Iowans	Less Litter in Iowa's Public Places
Total	4.1	3.8	3.7	2.5	4.0	3.8	4.2
Gender	*	ns	*	ns	ns	ns	ns
Men	4.0	3.9	3.6	2.4	4.0	3.8	4.3
Women	4.2	3.8	3.8	2.6	4.0	3.8	4.2
Age Group	*	*	ns	ns	*	ns	*
18-29	4.0	4.0	3.8	2.5	4.1	3.8	4.1
30-49	4.1	3.9	3.7	2.4	4.0	3.7	4.3
50-64	4.2	3.8	3.7	2.5	4.0	3.8	4.4
65+	4.0	3.6	3.6	2.5	3.9	3.8	4.1
Income Level	ns	ns	ns	ns	ns	ns	ns
Less than \$35,000	4.1	3.9	3.8	2.5	4.0	3.8	4.2
\$35,000 or more	4.1	3.8	3.6	2.4	4.0	3.7	4.3
County Type	*	ns	ns	*	ns	*	ns
Rural	4.2	3.9	3.8	2.6	4.0	3.9	4.3
Mostly urban	4.0	3.8	3.7	2.4	4.0	3.8	4.2
Urban	4.0	3.8	3.6	2.5	4.0	3.6	4.2

* Indicates some statistically significant subgroup differences.

ns = Not statistically significant.

Note: The highest possible mean score is 5.0.

Statistically Significant Differences (Means)

A combination Deposit Law and curbside recycling program is best to decrease materials going into landfills

- ▶ *Women* agreed more than *men* with this statement.
- ▶ The *30-49* year olds AND *50-64* year olds agreed more with this statement than did *18-29* year olds.
- ▶ The *50-64* year olds agreed more with this statement than did respondents aged *65 and older*.
- ▶ *Rural* respondents agreed more with this statement than did *mostly urban* respondents.

The Deposit Law should be expanded to include other beverage containers

- ▶ The *18-29* year olds AND *30-49* year olds agreed more with this statement than did respondents aged *65 and older*.

There should be a national beverage deposit container law

- ▶ *Women* agreed more than *men* with this statement.

If the Deposit Law ended, most people would continue to recycle beverage containers

- ▶ *Rural* respondents agreed more with this statement than did *mostly urban* respondents.

By recycling bottles and cans, less energy & materials is used in manufacturing new bottles/cans

- ▶ The *18-29* year olds agreed more with this statement than did respondents aged *65 and older*.

The Deposit Law provides economic benefits for Iowa

- ▶ *Rural* AND *mostly urban* respondents agreed more with this statement than did *urban* respondents.

Because of the Deposit Law, there is less litter in Iowa's public places

- ▶ The *30-49* year olds AND *50-64* year olds agreed more with this statement than did *18-29* year olds.
- ▶ The *50-64* year olds agreed more with statement than did respondents aged *65 and older*.

Experiences with the Deposit Law and Recycling

Question: After I read each statement, please tell me if you strongly agree, agree, are uncertain, disagree, or strongly disagree.

Only respondents who live in households that at least sometimes redeem containers were asked to respond to these statements. Two-thirds of these respondents (66.9%) agreed or strongly agreed that they often make a purchase while at the store to redeem beverage containers. About an equal number of respondents agreed or strongly agreed (44.5%) and disagreed or strongly disagreed (47.6%) that they have increased the amount of recycling other materials by having to return beverage containers for the deposit. A majority of respondents (74.9%) agreed or strongly agreed that they have a more positive attitude about recycling because of returning beverage containers to get the deposit refunded. About one-half (50.8%) agreed or strongly agreed that it would be an inconvenience to return empty containers to a different store than where they do most of their shopping; 44.1% disagreed or strongly disagreed with this statement.

Figure 15: Statements Regarding Experiences with the Deposit Law and Recycling

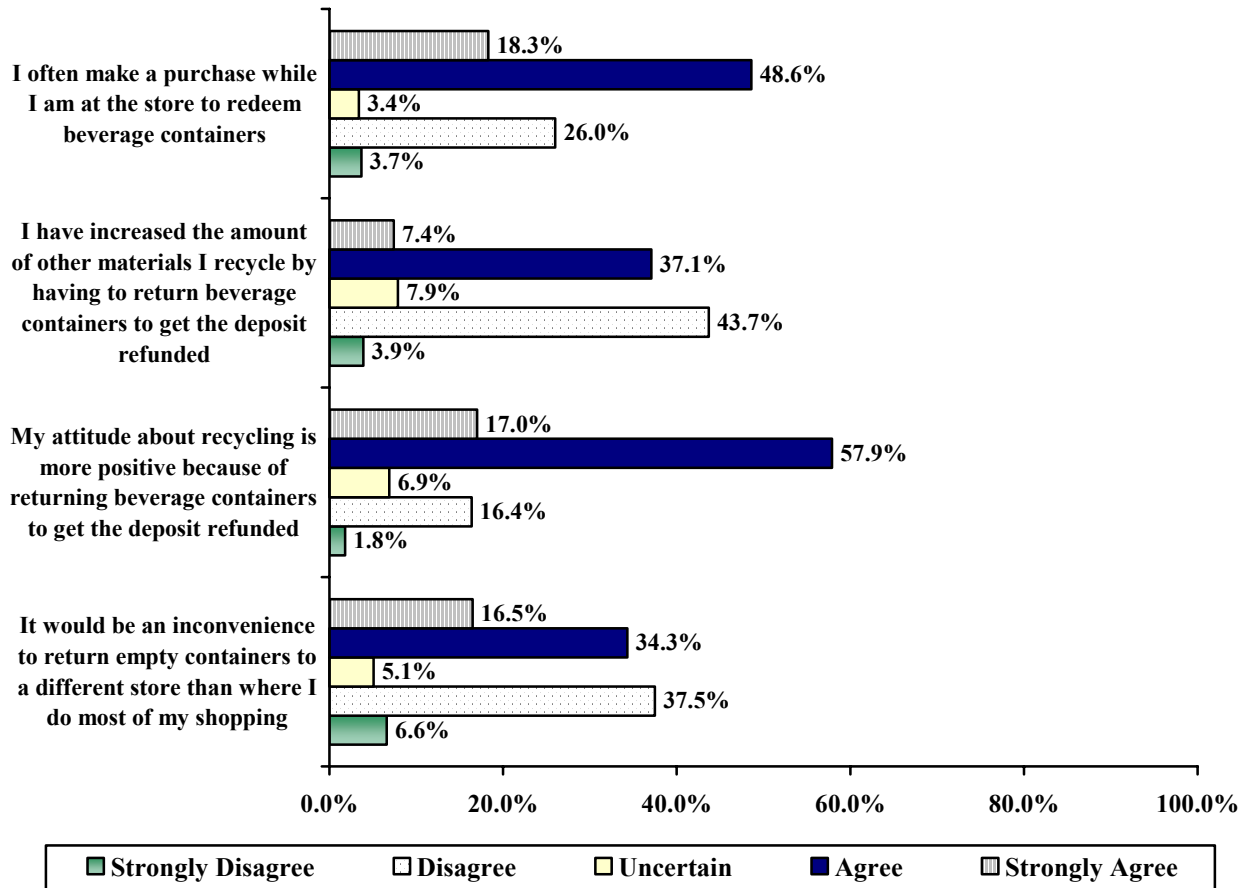


Table 10
Statements Regarding Experiences with the
Deposit Law and Recycling by Demographics (Means)

Demographics	Often make a purchase while at the store to redeem beverage containers	Increased the amount of materials recycled due to returning containers for the refund	More positive attitude about recycling due to returning containers for the refund	Would be an inconvenience to return containers to a different store than where shopping is done
Total	3.5	3.0	3.7	3.2
Gender	ns	ns	ns	ns
Men	3.6	3.0	3.8	3.1
Women	3.4	3.0	3.7	3.2
Age Group	ns	ns	ns	ns
18-29	3.6	3.0	3.8	3.0
30-49	3.6	2.9	3.7	3.2
50-64	3.4	3.0	3.7	3.1
65+	3.5	3.1	3.8	3.3
Income Level	ns	*	*	ns
Less than \$35,000	3.5	3.2	3.9	3.2
\$35,000 or more	3.5	2.9	3.6	3.2
County Type	*	*	*	*
Rural	3.3	3.2	3.9	3.0
Mostly urban	3.5	3.0	3.8	3.1
Urban	3.7	2.9	3.6	3.3

* Indicates some statistically significant subgroup differences.

ns = Not statistically significant.

Note: The highest possible mean score is 5.0.

Statistically Significant Differences (Means)

Often make a purchase while at the store to redeem beverage containers

- ▶ *Urban* respondents agreed more with this statement than did *rural* respondents.

Increased the amount of other materials recycled by having to return beverage container to get the deposit refunded

- ▶ Respondents with incomes of *less than \$35,000* agreed more with this statement than did those with incomes of *\$35,000 or more*.
- ▶ *Rural* respondents agreed more with this statement than did *mostly urban* AND *urban* respondents.

Attitude about recycling is more positive because of returning beverage containers to get the deposit refunded

- ▶ Respondents with incomes of *less than \$35,000* agreed more with this statement than did those with incomes of *\$35,000 or more*.
- ▶ *Rural* AND *mostly urban* respondents agreed more with this statement than did *urban* respondents.

It would be an inconvenience to return empty containers to a different store

- ▶ *Urban* respondents agreed more with this statement than did *rural* AND *mostly urban* respondents.

Part 2: Household Experiences with Redeemable Beverage Containers

Redeem, Recycle, or Throw Away

Question: Does your household usually return REDEEMABLE beverage containers to have the deposit refunded, throw them away, recycle them without collecting the deposit, or do something else?

Most of the respondents (87.2%) reported that they usually return redeemable beverage containers. About 6% usually throw them away, 3.9% usually recycle them without collecting the deposit, and a total of 3.1% usually do something else: give them away, donate them, are not sure, or do not purchase redeemable beverage containers.

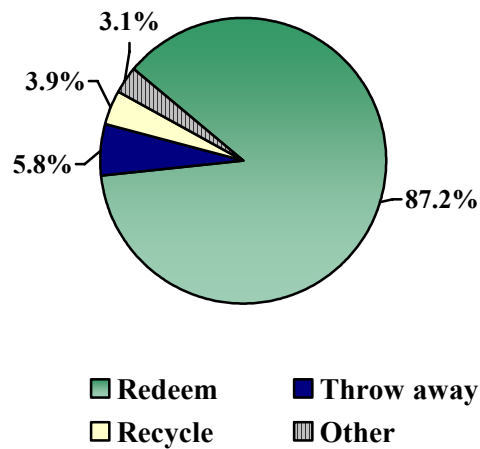


Figure 16. Household Experiences with Redeemable Beverage Containers

Table 11				
Household Experiences with Redeemable Beverage Containers by Demographics (%)				
Demographics	Redeem	Throw away	Recycle	Other
Total	87.2	5.8	3.9	3.1
Gender	ns	ns		
Men	87	7	4	3
Women	88	5	4	4
Age Group	ns	*		
18-29	84	12	3	<1
30-49	87	6	4	3
50-64	89	3	6	3
65+	89	2	2	7
Income Level	*	ns		
Less than \$35,000	82	8	4	6
\$35,000 or more	90	4	4	2
County Type	ns	ns		
Rural	88	4	4	5
Mostly urban	85	6	6	3
Urban	88	6	3	2

* Indicates some statistically significant subgroup differences.
 ns = Not statistically significant.

Statistically Significant Differences

- ▶ Respondents with incomes of *\$35,000 or more* were more likely to live in households that redeem these containers than were those with incomes of *less than \$35,000*.
- ▶ The *18-29* year olds were more likely to live in households that throw away these containers than were *50-64* year olds AND respondents aged *65 and older*.
- ▶ The *30-49* year olds were more likely to live in households that throw away these containers than were respondents aged *65 and older*.

Experiences with Redeemable and Nonredeemable Beverage Containers

Question: What USUALLY is done with these types of NONREDEEMABLE beverage containers in your household? Are they usually thrown away, recycled, or something else?

- ▶ Of the 87.2% who “usually” return *redeemable* beverage containers for the deposit, more than one-third (36.4%) usually throw away *nonredeemable* beverage containers (see Table 12, Column 2).
- ▶ Of the 7.1% of respondents who only “sometimes” return *redeemable* beverage containers to have the deposit refunded, more than one-half (53.3%) usually throw away *nonredeemable* beverage containers (see Table 12, Column 3).
- ▶ Of the 12.8% of respondents who reported that redeemable beverage containers are not “usually” returned for the refund, more than one-half (57.4%) reported that they only “sometimes” return these containers to have the deposit refunded. When combining those who “usually” OR only “sometimes” return *redeemable* beverage containers for the refund (94.4%), more than one-third (37.6%) usually throw away *nonredeemable* beverage containers (see Table 12, Column 4).

Table 12			
Experiences with Redeemable and Nonredeemable Beverage Containers by Demographics (%)			
Demographics	Those who usually redeem	Those who only sometimes redeem	Those who usually or sometimes redeem
Total (Who Throw Away)	36.4	53.3	37.6
Gender	ns		ns
Men	35	60	37
Women	38	46	38
Age Group (Who Throw Away)	*		*
18-29	50	75	52
30-49	36	58	38
50-64	30	22	30
65+	28	0	27
Income Level (Who Throw Away)	*		*
Less than \$35,000	44	58	45
\$35,000 or more	32	53	33
County Type (Who Throw Away)	ns		ns
Rural	41	54	42
Mostly urban	39	52	40
Urban	32	54	33

* Indicates some statistically significant subgroup differences.

ns = Not statistically significant.

Notes: “Those who usually or sometimes redeem” includes all respondents in “Those who usually redeem” and “Those who only sometimes redeem.” See Appendix A for the percent of the total sample who throw away nonredeemable containers.

Statistically Significant Differences (% Throw Away)

Among those who “usually” return *redeemable* containers for the refund, but usually throw away *unredeemable* containers

- ▶ The *18-29* year olds were more likely to throw away nonredeemable containers than were all other age groups.
- ▶ Respondents with incomes of *less than \$35,000* were more likely to throw away nonredeemable containers than were those with incomes of *\$35,000 or more*.

Among those who “usually” or “sometimes” return *redeemable* containers for the refund, but usually throw away *unredeemable* containers

- ▶ The *18-29* year olds were more likely to throw away nonredeemable containers than were all other age groups.
- ▶ The *30-49* year olds were more likely to throw away nonredeemable containers than were respondents aged *65 and older*.
- ▶ Respondents with incomes of *less than \$35,000* were more likely to throw away nonredeemable containers than were those with incomes of *\$35,000 or more*.

Usual Redemption Location

Question: Where are these beverage containers usually redeemed? Is it at the store where they were purchased, a different store that sells the same product, a redemption center, or someplace else?

Out of the 94.4% of respondents who at least sometimes redeem beverage containers, more than one-half (56.4%) redeem them at the store where they were purchased. Slightly more than one-fourth of respondents (28.3%) redeem them at a redemption center, 12.6% redeem them at a different store that sells the same product, and 2.6% redeem them at some other place, give them away or it varies.

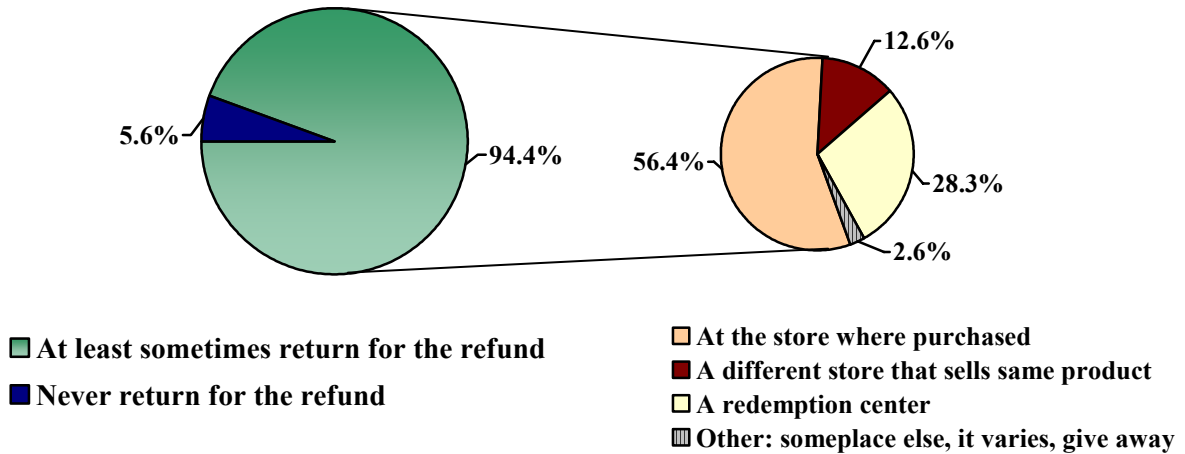


Figure 17. At Least Sometimes Redeem Beverage Containers for the Refund and the Usual Redemption Location

Question: Is this a grocery store, a convenience store, some other retail or super-store such as Wal-mart or Target, a liquor store, or some other type of store?

Of those respondents who redeem beverage containers at a store or someplace else, the majority (85.4%) usually redeem them at a grocery store. About 5% usually redeem them at a convenience store, 7.1% usually redeem them at some other retail or super-store, 2.0% usually redeem them at some other type of store, and less than 1% usually redeem them at a liquor store.

Table 13					
Usual Redemption Location by Demographics (%)					
Demographics	Grocery Store	Convenience Store	Some other retail or super-store such as Wal-Mart or Target	Liquor Store	Some other type of store (or something else)
Total	85.4	4.7	7.1	0.8	2.0
Gender	ns				
Men	86	4	7	<1	2
Women	84	5	8	<1	2
Age Group	*				
18-29	76	5	17	0	2
30-49	85	5	6	1	2
50-64	87	6	2	2	2
65+	94	2	4	0	<1
Income Level	ns				
Less than \$35,000	82	6	8	<1	4
\$35,000 or more	87	4	6	1	2
County Type	ns				
Rural	83	12	2	<1	2
Mostly urban	82	4	10	1	3
Urban	88	2	8	<1	1

* Indicates some statistically significant subgroup differences.

ns = Not statistically significant.

Statistically Significant Differences (%)

- ▶ Respondents aged *65 and older* were more likely to redeem beverage containers at a grocery store than were *18-29* year olds AND *30-49* year olds.

Preferred Redemption Location

Question: Would you MOST prefer to redeem beverage containers, at a grocery store, a convenience store, some other retail or super-store such as Wal-mart or Target, a liquor store, some other type of store, or do you have no preference?

The goal of this question was to assess the type of store respondents most prefer to return containers. About 40% of respondents had no preference. Among those 58.6% of respondents who had a preference, a grocery store was the most preferred site (67.6%). Although the focus of the question was on type of store, more than one-fifth (21.4%) of the respondents with a preference volunteered that they most prefer redemption centers. Six percent prefer to redeem them at some other retail or super-store, the remaining percentage of respondents prefer to redeem them at a convenience store (2.4%), some other type of store (1.9%), or a liquor store (0.8%). Only respondents in households that usually or at least sometimes return empty containers to receive the refund were asked this question.

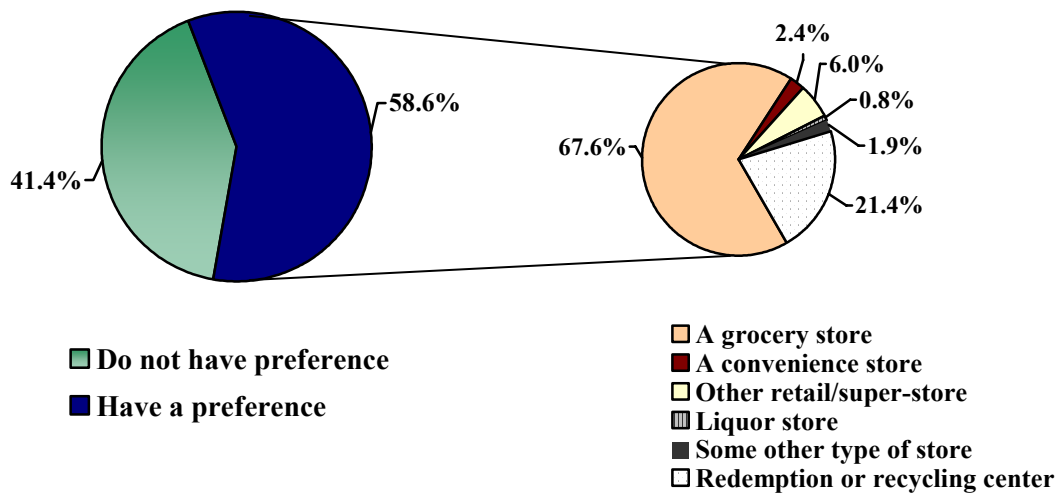


Figure 18. Preferences Regarding Redemption Location

Table 14
Preferences Regarding Redemption Location by Demographics (%)

Demographics	Grocery Store	Convenience Store	Some other retail or super-store such as Wal-Mart or Target	Liquor Store	Some other type of store	Redemption or recycling center	No preference	
Total	39.6	1.4	3.5	0.4	1.1	12.5	41.4	
Gender	*						ns	*
Men	36	1	2	<1	2	12	47	
Women	43	2	5	0	<1	14	36	
Age Group	*						*	*
18-29	30	0	7	0	3	6	54	
30-49	36	2	2	<1	<1	16	43	
50-64	40	2	3	<1	1	16	38	
65+	56	1	2	<1	<1	11	28	
Income Level	ns						ns	ns
Less than \$35,000	38	<1	3	<1	2	12	42	
\$35,000 or more	38	2	4	<1	<1	14	42	
County Type	*						*	*
Rural	25	2	2	0	<1	22	47	
Mostly urban	30	<1	3	1	2	16	46	
Urban	54	2	4	<1	<1	4	35	

* Indicates some statistically significant subgroup differences.
ns = Not statistically significant.

Statistically Significant Differences (%)

- ▶ *Women* were more likely than *men* to prefer grocery stores as their redemption location.
- ▶ Respondents aged *65 and older* were more likely than all other age groups to prefer grocery stores as their redemption location.
- ▶ *Urban* respondents were more likely than *rural* AND *mostly urban* to prefer grocery stores.
- ▶ The *30-49* year olds AND *50-64* year olds were more likely than *18-29* year olds to prefer redemption or recycling centers.
- ▶ *Rural* and *mostly urban* respondents were more likely than *urban* respondents to prefer redemption or recycling centers.
- ▶ *Men* were more likely than *women* to not have a preference.
- ▶ The *18-29* year olds were more likely than *50-64* year olds AND respondents aged *65 and older* to not have a preference.
- ▶ The *30-49* year olds were more likely than respondents aged *65 and older* to not have a preference.
- ▶ *Rural* AND *mostly urban* respondents were more likely than *urban* respondents to not have a preference.

Frequency of Redemption

Question: How often are these beverage containers USUALLY redeemed? Is it less than once per month, once per month, two or three times per month, or at least once per week?

Two-thirds of sample (33.9%) reported that they usually redeem beverage containers less than once per month. Less than one-half of respondents (44.2%) reported that they usually return containers once per month, 17.6% usually return them 2-3 times per month, and 4.3% of respondents usually return them at least once per week. Only respondents in households that usually or at least sometimes return empty containers to receive the refund were asked this question.

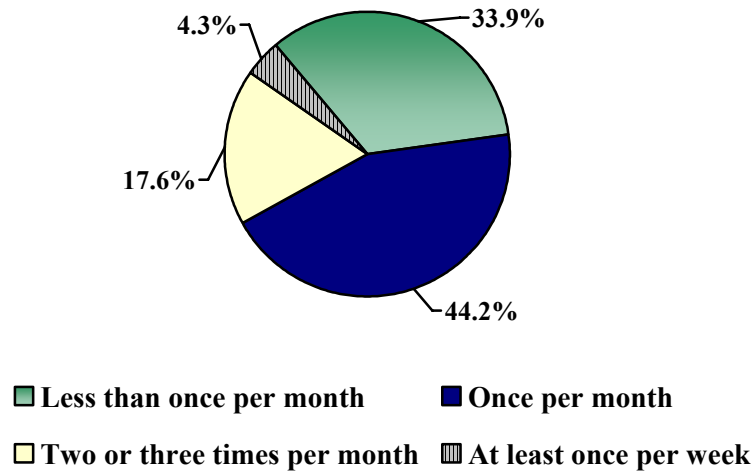


Figure 19: Frequency of Redemption

Demographics	Less than once per month	Once per month	Two or three times per month	At least once per week
Total	33.9	44.2	17.6	4.3
Gender	ns	ns	ns	
Men	30	45	20	4
Women	37	43	15	4
Age Group	*	*	ns	
18-29	28	51	18	2
30-49	31	45	19	4
50-64	37	40	15	8
65+	42	38	17	3
Income Level	ns	ns	ns	
Less than \$35,000	31	46	18	5
\$35,000 or more	36	44	17	4
County Type	ns	ns	*	
Rural	36	48	11	5
Mostly urban	32	46	19	3
Urban	33	41	20	5

*Indicates some statistically significant subgroup differences.

ns = Not statistically significant.

Statistically Significant Differences (%)

- ▶ Respondents aged *65 and older* were more likely than *18-29* year olds AND *30-49* year olds to redeem beverage container less than once per month.
- ▶ The *18-29* year olds were more likely than respondents aged *65 and older* to redeem containers once per month.
- ▶ *Mostly urban* AND *urban* respondents were more likely than *rural* respondents to redeem containers 2-3 times per month.

Reason for Redeeming

Question: What is the MAIN reason you or anyone in your household redeems empty beverage containers? Is it to get the refund, to protect the environment, to reduce clutter by getting rid of them, or for some other reason?

About one-half of respondents (49.2%) reported that the main reason they redeem empty beverage containers is to receive the refund. Only respondents in households that usually or at least sometimes return empty containers to receive the refund were asked this question.

Main Reasons for Redeeming Empty Beverage Containers:

- ▶ Receive the refund (49.2%)
- ▶ Protect the environment (29.1%)
- ▶ Reduce clutter by getting rid of them (17.6%)
- ▶ Receive the refund, reduce clutter, and protect the environment were equally important (1.9%)
- ▶ Receive the refund and protect the environment were equally important (0.5%)
- ▶ Something else (1.7%)

Table 16			
Main Reasons for Redeeming by Demographics (%)			
Demographics	Receive the refund	Protect the environment	Reduce clutter by getting rid of them
Total	49.2	29.1	17.6
Gender	ns	ns	ns
Men	51	30	15
Women	47	28	20
Age Group	*	*	ns
18-29	56	18	22
30-49	52	29	15
50-64	44	34	15
65+	40	37	21
Income Level	ns	*	ns
Less than \$35,000	54	23	20
\$35,000 or more	48	31	17
County Type	ns	ns	ns
Rural	50	25	20
Mostly urban	50	29	17
Urban	49	32	17

* Indicates some statistically significant subgroup differences.

ns = Not statistically significant.

Note: Respondents who said something else or gave more than one reason were not included in the inferential test.

Statistically Significant Differences (%)

- ▶ The *18-29* year olds AND *30-49* year olds were more likely than respondents aged *65 and older* to report that receiving the refund was the main reason for redeeming beverage containers.
- ▶ The *30-49* year olds, *50-64* year olds, and respondents aged *65 and older* were more likely than *18-29* year olds to report that protecting the environment was the main reason for redeeming beverage containers.
- ▶ Respondents with incomes of *\$35,000 or more* were more likely than those with incomes of *less than \$35,000* to report that protecting the environment was the main reason for redeeming beverage containers.

Refused Redemption

Question: Have you, personally, ever tried to return clean empty redeemable beverage containers and were told that the store does not redeem beverage containers?

Three-fourths of the sample (75.5%) has never been refused redemption services by a store. However, about one-fourth of respondents (23.2%) were refused redemption services. Only 1.3% of respondents have never tried to redeem beverage containers.

When considering only those who have ever tried to redeem clean empty redeemable beverage containers, 23.5% were told that a store does not redeem them.

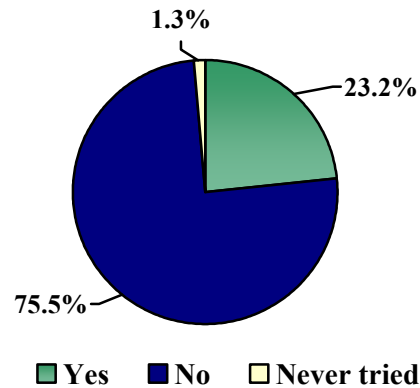


Figure 20: Refused Redemption Experiences

Note: The total percent who have ever tried to redeem beverage containers (98.7%) is larger than the percent that at least sometimes redeems beverage containers for the deposit (94.4%), because "sometimes" implies more than one occurrence whereas "ever" can refer to just one occurrence.

Table 17			
Refused Redemption Experiences by Demographics (%)			
Demographics	Yes	No	Never tried
Total	23.2	75.5	1.3
Gender	ns		
Men	23	75	2
Women	23	76	<1
Age Group	*		
18-29	30	70	0
30-49	23	75	2
50-64	21	78	1
65+	18	80	3
Income Level	ns		
Less than \$35,000	23	76	1
\$35,000 or more	23	75	1
County Type	ns		
Rural/Mostly rural	22	76	2
Mostly urban	20	79	<1
Urban	26	73	1

* Indicates some statistically significant subgroup differences.

ns = Not statistically significant.

Statistically Significant Differences (% Yes)

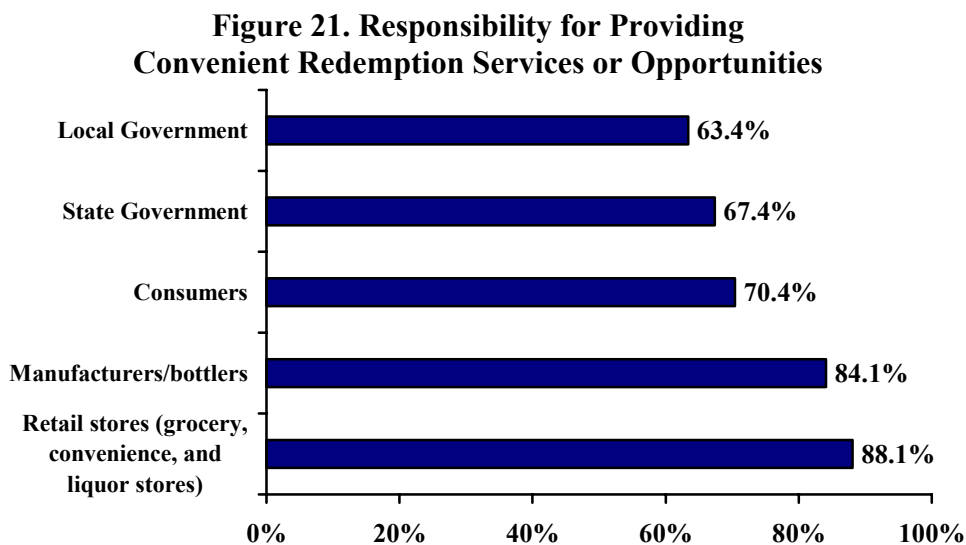
- ▶ The *18-29* year olds were more likely than respondents aged *65 and older* to have been refused redemption services.

Part 3: Recycling: Responsibility and Costs

Responsibility

Question: Do you think that [manufacturers/bottlers; retail stores such as grocery, convenience, and liquor stores; consumers; state government; local government] should have at least some responsibility for providing convenient redemption services or opportunities?

The responsibility question was asked separately for each of the groups listed within the brackets above. The percentage of respondents who thought each of the groups should have at least some responsibility for providing convenient redemption services or opportunities ranged from 63.4% for local government to 88.1% for retail stores.



Question: Thinking of the groups that you just said had at least some responsibility to provide redemption services or opportunities, which group do you think has the MOST responsibility?

The previous questions pertained to whether or not each group should have any responsibility in providing convenient redemption services. This information is useful in addressing the issue of who is responsible, but is uninformative in addressing the extent of responsibility. Respondents who said two or more groups had at least *some* responsibility were asked which group had the *most* responsibility (or they could assign equal responsibility to the groups). Using this information, an index of relative responsibility to provide redemption services was created using a ranking procedure. If a respondent reported that a given group was most responsible, that group received a score of 1 on the relative responsibility index. In those instances where a respondent said that two or more groups were equally responsible, each group received the fractional value of 1. For example, if a respondent said that the consumer and state government were equally responsible each group received a score of 0.5 on the index. The total scores were summed for each group and then divided by the number of all scores, thus yielding a proportion for each group. These proportions do not represent the proportion of responsibility per se, but rather these proportions represent the proportion of “most responsibility to provide redemption services” votes assigned to each group.

Rank-Ordered List of Those Most Responsible For Providing Convenient Redemption Services or Opportunities:

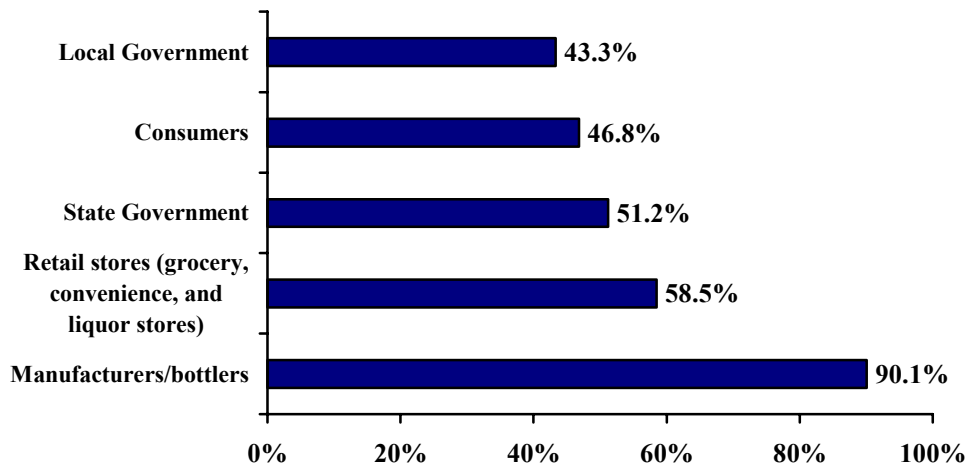
- ▶ Manufacturers/bottlers (.34)
- ▶ Retail stores such as grocery, convenience, and liquor stores (.27)
- ▶ State government (.17)
- ▶ Local government (.11)
- ▶ Consumers (.11)

Costs

Question: Who should pay the cost of recycling empty redeemable beverage containers? Do you think that [manufacturers/bottlers; retail stores such as grocery, convenience, and liquor stores; consumers; state government; local government] should pay at least some of these costs?

An overwhelming majority of respondents (90.1%) thought that manufacturers/bottlers should pay at least some of the costs of recycling empty redeemable beverage containers. Roughly one-half of respondents thought the remaining groups should pay at least some of these costs.

Figure 22. Responsibility for Paying the Costs of Redeeming Beverage Containers



Question: Thinking of the groups that you just said should pay at least some of the cost for recycling empty redeemable beverage containers, which group do you think should pay MOST of the cost?

The previous questions pertained to whether or not each group should pay at least some of the cost for recycling empty redeemable beverage containers. This information is useful in addressing the issue of who should pay the cost, but is uninformative in addressing the extent of who should pay. Respondents who said two or more groups should pay at least *some* of the costs were asked which group should pay *most* of the costs (or they could say the costs should be equally distributed among the groups). Using this information, an index of relative responsibility to pay was created using a ranking procedure. If a respondent reported that a given group was most responsible to pay, that group received a score of 1 on the relative responsibility to pay index. In those instances where a respondent said that two or more groups were equally responsible to pay for redemption services, each group received the fractional value of 1. For example, if a respondent said that the consumer and state government were equally responsible to pay each group received a score of 0.5 on the index. The total scores were summed for each group and then divided by the number of all scores, thus yielding a proportion for each group. These proportions do not represent the proportion of responsibility to pay per se, but rather these proportions represent the proportion of “most responsibility to pay for redemption services” votes assigned to each group.

Rank-Ordered List of Those Who Should Pay the Cost of Recycling Empty Redeemable Beverage Containers:

- ▶ Manufacturers/bottlers (.53)
- ▶ State government (.18)
- ▶ Retail stores such as grocery, convenience, and liquor stores (.14)
- ▶ Consumers (.09)
- ▶ Local government (.05)

Views About Deposit Money

Question: UNREDEEMED CONTAINERS are those that consumers did not return to have their deposit refunded. Since 1979, the deposit money for unredeemed containers stays with the beverage distributor. Some people believe that this money should continue to stay with the beverage distributors, but other people think that the money should be put into a fund for recycling and environmental programs. Still others believe that this money should go to the State's general fund. Which of these three positions is closest to your view: 1.) Deposits kept by the beverage distributors, 2.) Fund for recycling and environmental programs, or 3.) State's general fund?

Slightly less than two-thirds of respondents (62.6%) reported that the money from unredeemed containers should go to fund recycling and environmental programs. About one-fifth (19.9%) reported that the money should be kept by the beverage distributors, and 17.5% reported that the money should go into the State's general fund.

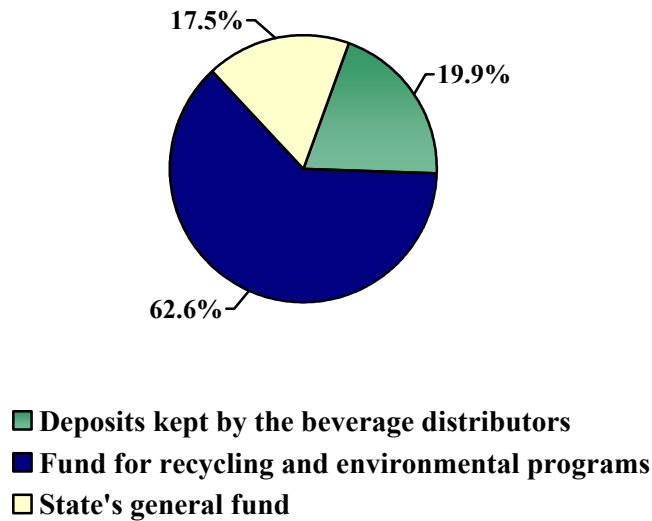


Figure 23: Deposit Money for Unredeemed Containers

Table 18			
Deposit Money for Unredeemed Containers			
by Demographics (%)			
Demographics	Deposits kept by the beverage distributors	Fund for recycling and environmental programs	State's general fund
Total	19.9	62.6	17.5
Gender	*	*	*
Men	25	54	21
Women	15	70	14
Age Group	ns	*	*
18-29	17	54	29
30-49	19	66	15
50-64	19	68	13
65+	25	60	14
Income Level	ns	ns	ns
Less than \$35,000	21	61	18
\$35,000 or more	18	64	18
County Type	ns	ns	ns
Rural	17	63	20
Mostly urban	24	58	18
Urban	19	66	16

* Indicates some statistically significant subgroup differences.

ns = Not statistically significant.

Statistically Significant Differences (%)

- ▶ *Men* were more likely than *women* to report that deposits from unredeemed containers should be kept by the beverage distributors.
- ▶ *Women* were more likely than *men* to report that the money from unredeemed containers should go to fund recycling and environmental programs.
- ▶ The *50-64* year olds were more likely than *18-29* year olds to report that the money should go to fund recycling and environmental programs.
- ▶ *Men* were more likely than *women* to report that the money should go to the State's general fund.
- ▶ The *18-29* year olds were more likely than the other three age groups to report that the money should go to the State's general fund.

Part 4: Community Recycling Programs

Program Availability

Question: What, if any, types of recycling programs does your community have? Does your community have curbside only, drop-off only, curbside AND drop-off, something else, or does your community not have a recycling program?

Nearly all respondents (92.2%) have some type of recycling program in their community. Slightly less than one-third (30.6%) have curbside only; 21.4% have drop-off only, 39.5% have curbside and drop-off; and less than 1% have something else. About 8% of the respondents reported that they do not have a recycling program in their community.

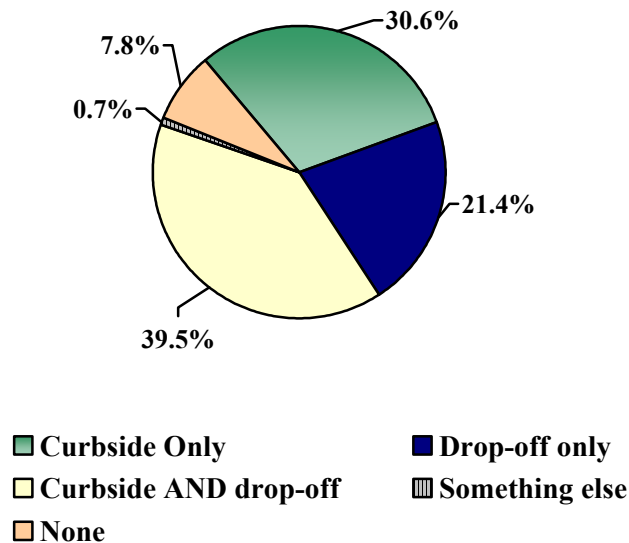


Figure 24: Program Availability

Demographics	Curbside only	Drop-off only	Curbside AND drop-off	Something else	None
Total	30.6	21.4	39.5	.07	7.8
Gender	ns	*	ns		ns
Men	29	25	38	<1	8
Women	32	18	41	<1	8
Age Group	ns	ns	ns		ns
18-29	34	26	33	0	8
30-49	30	18	44	2	7
50-64	29	22	40	0	9
65+	31	24	37	<1	7
Income Level	ns	ns	ns		ns
Less than \$35,000	30	25	35	1	10
\$35,000 or more	32	19	42	<1	7
County Type	*	*	*		*
Rural	38	28	26	1	7
Mostly urban	25	20	42	<1	11
Urban	30	18	46	<1	6

* Indicates some statistically significant subgroup differences.

ns = Not statistically significant.

Statistically Significant Differences (%)

- ▶ *Rural* respondents were more likely than *mostly urban* respondents to report having curbside only in their community.
- ▶ *Men* were more likely than *women* to report having drop-off only in their community.
- ▶ *Rural* respondents were more likely than *urban* respondents to report having drop-off only in their community.
- ▶ *Mostly urban* and *urban* respondents were more likely than *rural* respondents to report having both curbside and drop-off in their community.
- ▶ *Mostly urban* respondents were more likely than *urban* respondents to report not having any type of recycling program in their community.

***Use of Curbside Recycling
Among Those In Communities Where It Is Available***

Question: Do you or anyone else in your household use curbside recycling?

Among respondents who have curbside recycling in their community, a majority (76.4%) use that recycling program.

Table 20		
Household Use of Curbside Recycling by Demographics (%)		
Demographics	Yes	No
Total	76.4	23.6
Gender	ns	
Men	78	22
Women	75	25
Age Group	*	
18-29	63	37
30-49	80	20
50-64	80	20
65+	77	23
Income Level	*	
Less than \$35,000	64	36
\$35,000 or more	82	18
County Type	*	
Rural	72	28
Mostly urban	68	32
Urban	84	16

* Indicates some statistically significant subgroup differences.
ns = Not statistically significant.

Statistically Significant Differences (% Yes)

- ▶ The 30-49 year olds AND 50-64 year olds were more likely than 18-29 year olds to report household use of curbside recycling.
- ▶ Respondents with incomes of \$35,000 or more were more likely than those with less than \$35,000 to report household use of curbside recycling.
- ▶ Urban respondents were more likely than rural AND mostly urban respondents to report household use of curbside recycling.

Main Reason for Not Using Curbside Recycling

Question: What is the MAIN reason your household does not use curbside recycling?

The two most reported reasons for not using curbside recycling were “sorting and storing materials is inconvenient” (23.2%) and “not available where respondent lives” (30.4%).

Figure 25: Main Reason for Not Using Curbside Recycling

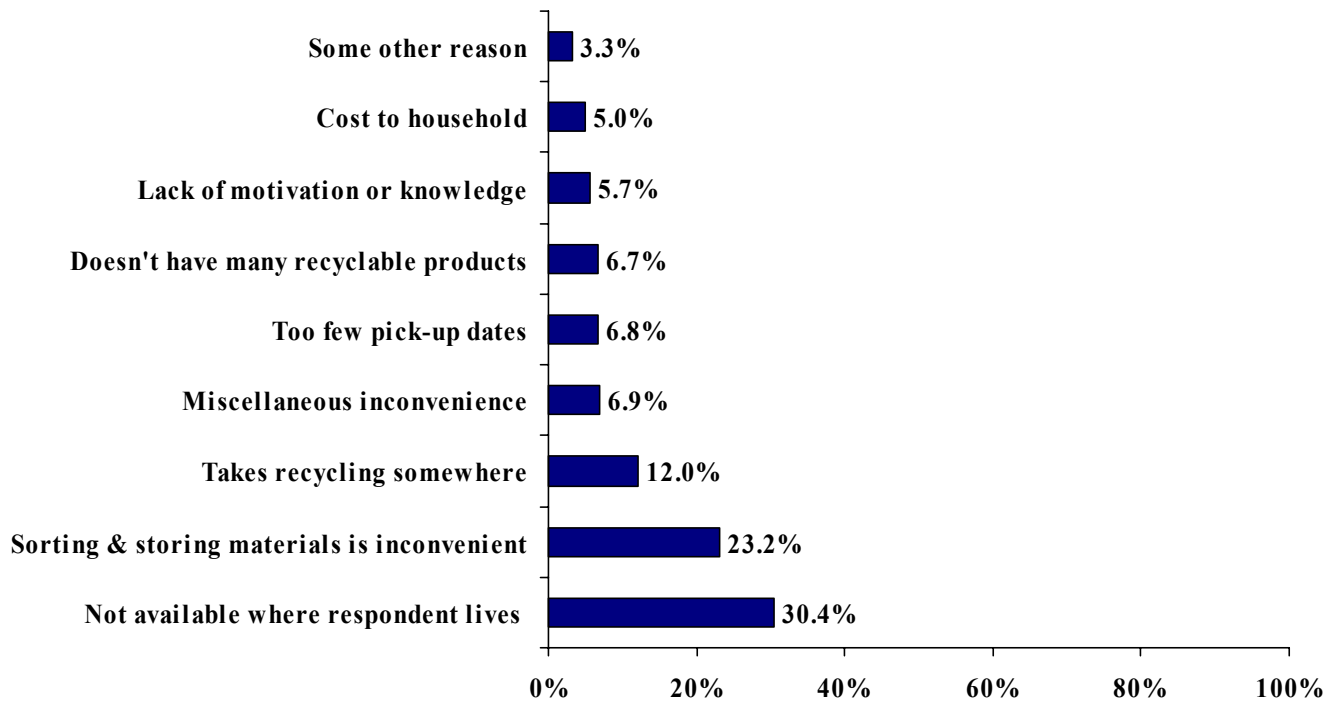


Table 21
Main Reason for Not Using Curbside Recycling by Demographics

Demographics	Not available where respondent lives	Sorting & storing materials is inconvenient	Takes recycling somewhere	Miscellaneous inconvenience	Too few pick-up dates	Doesn't have many recyclable products	Lack of motivation or knowledge	Cost to household	Some other reason
Total	30.4	23.2	12.0	6.9	6.8	6.7	5.7	5.0	3.3
Gender									
Men	26	17	20	8	6	12	5	3	5
Women	34	28	6	6	7	3	6	7	2
Age Group									
18-29	17	24	10	14	3	7	10	7	7
30-49	41	22	10	3	7	5	5	5	2
50-64	35	21	18	3	13	3	5	3	0
65+	26	27	13	7	7	13	0	3	3
Income Level									
Less than \$35,000	28	26	12	6	4	6	5	8	6
\$35,000 or more	33	19	11	7	11	9	6	2	2
County Type									
Rural	35	30	6	9	10	0	0	7	2
Mostly urban	32	16	19	1	4	9	9	4	6
Urban	24	25	9	12	7	11	8	3	2

***Use of Drop-off Recycling
Among Those In Communities Where It Is Available***

Question: Do you or anyone else in your household use drop-off recycling?

Among respondents who have drop-off recycling in their community, a majority (72.6%) use that recycling program.

Table 22		
Household Use of Drop-off Recycling by Demographics (%)		
Demographics	Yes	No
Total	72.6	27.4
Gender		
Men	75	25
Women	70	30
Age Group		
18-29	79	21
30-49	70	30
50-64	73	27
65+	71	29
Income Level		
Less than \$35,000	75	25
\$35,000 or more	72	28
County Type		
Rural/Mostly rural	73	27
Mostly urban	74	26
Urban	71	29

There were no statistically significant differences at the subgroup level.

Main Reason for Not Using Drop-off Recycling

Question: What is the MAIN reason your household does not use drop-off recycling?

The two most commonly reported reasons for not using drop-off recycling were “respondent uses curbside recycling instead” (26.7%) and “sorting and storing materials is inconvenient” (19.3%).

Figure 26: Main Reason for Not Using Drop-off Recycling

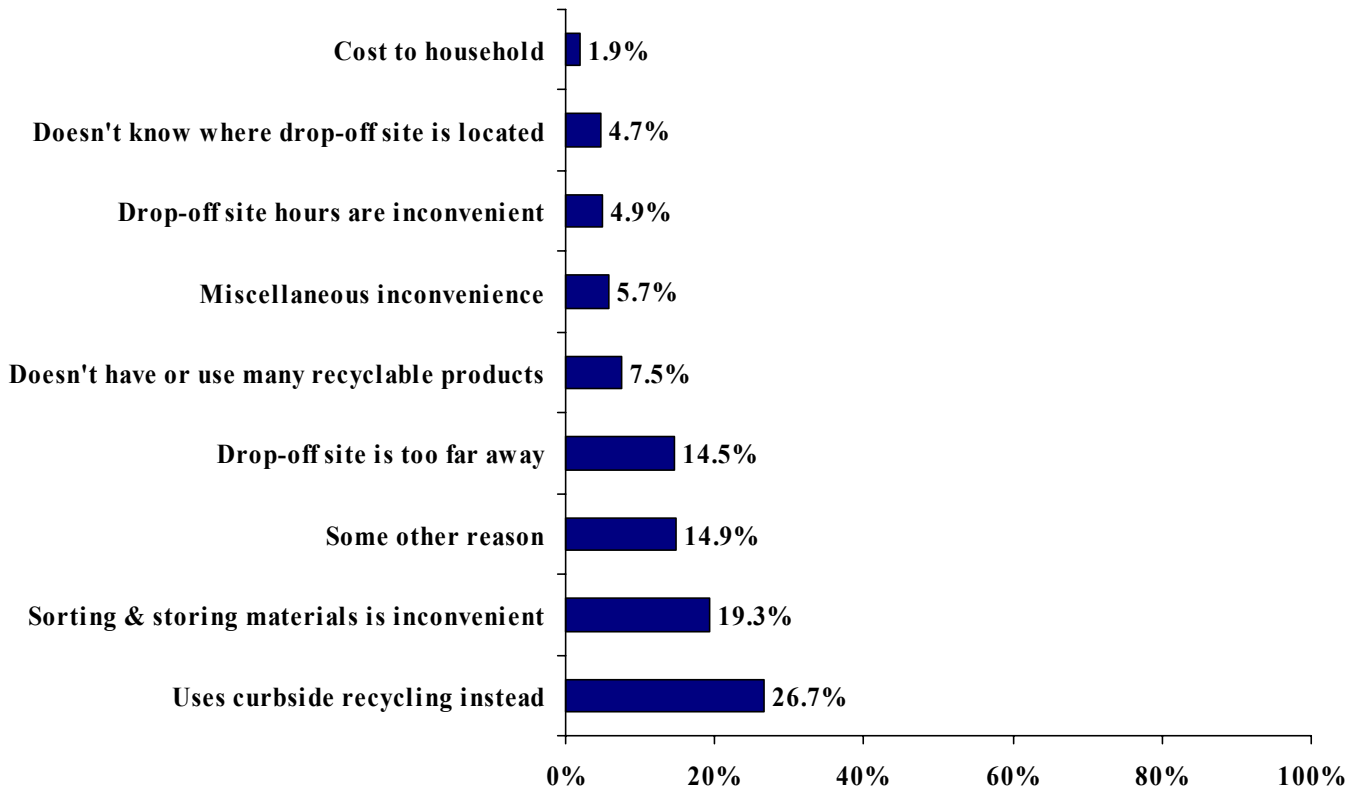


Table 23
Main Reason for Not Using Drop-off Recycling by Demographics

Demographics	Uses curbside recycling instead	Sorting & storing materials is inconvenient	Some other reason	Drop-off site is too far away	Doesn't have or use many recyclable products	Miscellaneous inconvenience	Drop-off site hours are inconvenient	Doesn't know where drop-off site is located	Cost to household
Total	26.7	19.3	14.9	14.5	7.5	5.7	4.9	4.7	1.9
Gender									
Men	23	20	20	13	12	6	4	2	0
Women	30	19	11	15	4	5	5	7	3
Age Group									
18-29	23	23	23	8	0	0	8	15	0
30-49	25	23	16	12	10	4	6	3	2
50-64	29	21	8	15	5	12	4	6	0
65+	30	9	17	19	11	6	3	0	6
Income Level									
Less than \$35,000	19	18	21	23	9	2	2	4	2
\$35,000 or more	28	20	10	11	8	9	6	6	1
County Type									
Rural	18	22	11	26	12	0	3	2	5
Mostly urban	23	27	10	7	7	16	6	2	0
Urban	33	14	19	13	5	2	5	7	1

*Anticipated Use of Curbside Recycling
Among Those In Communities Without Curbside Now*

Question: If a curbside recycling program was available in your community, would you or someone else in your household use it?

As shown in Figure 24 (page 47), about 30% of respondents reported living in a community that does not have a curbside recycling program. Among these respondents, 83.7% reported that someone in their household would use curbside recycling if it were available in their community.

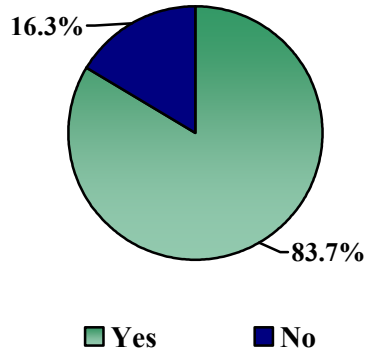


Figure 27: Anticipated Use of Curbside Recycling

Table 24		
Anticipated Use of Curbside Recycling by Demographics (%)		
Demographics	Yes	No
Total	83.7	16.3
Gender	ns	
Men	82	18
Women	85	15
Age Group	*	
18-29	91	9
30-49	87	13
50-64	88	12
65+	68	32
Income Level	ns	
Less than \$35,000	83	17
\$35,000 or more	87	13
County Type	ns	
Rural/Mostly rural	78	22
Mostly urban	86	14
Urban	88	12

* Indicates some statistically significant subgroup differences.

ns = Not statistically significant.

Statistically Significant Differences (% Yes)

- ▶ The 18-29 year olds, 30-49 year olds AND 50-64 year olds were more likely than respondents aged 65 and older to report that they would use curbside recycling if it were available in their community.

Amount Willing to Pay for Curbside Recycling

Question: How much (if any) extra per month would you be willing to pay to have a curbside recycling program?

Among respondents who do not have a curbside recycling program, 45.4% said they would not be willing to pay any extra money per month to have the service.

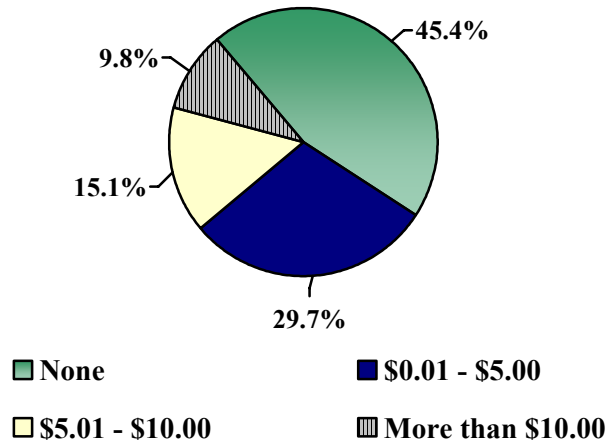


Figure 28: Amount Willing to Pay for Curbside Recycling

Table 25					
Amount Willing to Pay for Curbside Recycling by Demographics					
Demographics	Mean \$	None (%)	\$0.01 - \$5.00 (%)	\$5.01 - \$10.00 (%)	More than \$10.00 (%)
Total	5.01	45.4	29.7	15.1	9.8
Gender	ns				
Men	6.22	45	23	18	14
Women	3.47	46	38	11	4
Age Group	*				
18-29	7.59	21	37	24	18
30-49	5.65	47	32	12	9
50-64	2.39	54	32	15	0
65+	1.78	80	11	5	5
Income Level	ns				
Less than \$35,000	5.38	50	25	13	12
\$35,000 or more	4.86	40	33	20	7
County Type	ns				
Rural/Mostly rural	4.82	62	18	12	9
Mostly urban	5.08	41	32	20	8
Urban	5.10	37	37	14	12

* Indicates some statistically significant subgroup differences.

ns = Not statistically significant.

Statistically Significant Differences (Means)

- ▶ The 18-29 year olds were more likely to be willing to pay more for curbside recycling than were 50-64 year olds AND respondents aged 65 and older.

Summary

Purpose

The Iowa Recycling Association contracted with the Center for Social and Behavioral Research (CSBR), University of Northern Iowa, to conduct a public survey focused on the redemption or recycling of redeemable beverage containers. The primary purpose was to estimate public views of the current Deposit Law and current redemption practices.

Data Collection

Between January 26 and February 12, 2004, data were collected from a random sample of adult Iowans yielding 819 completed interviews. All interviews were by telephone.

Description of the Sample

The sample included more females (64%) than males. Older Iowans were disproportionately represented in the sample: age 18-29 (14%), age 30-49 (36%), age 50-64 (26%), and age 65 or older (24%). Therefore, a weighting factor was used in the analysis to account for these deviations from the population distribution.

Main Findings

- ▶ 97% of adult Iowans were familiar with the Deposit Law.
- ▶ When asked their opinion of the current Deposit Law, about 89% supported it (61% strongly support, 28% mildly support), about 9% opposed it (4% strongly opposed, 5% mildly opposed), and 2% were unsure. When considering only those with an opinion, 91% supported (either strongly or mildly) and 9% opposed (either strongly or mildly).
- ▶ When asked whether the Iowa Legislature should end or keep the law, about 10% said it should be ended, about 86% said it should be kept, and about 4% were unsure. When considering only those with an opinion, about 10% said the law should be ended and about 90% said the law should be kept.
- ▶ When asked whether other types of bottled or canned beverages (excluding milk) such as teas, sports drinks, juices, and bottled water should have a refundable deposit, about 72% reported these containers should have a deposit and 23% reported that these containers should not have a deposit. The remaining 5% were unsure. When considering only those with an opinion, about 76% said these containers should have a deposit, and 24% said they should not have a deposit.

- ▶ In approximately 87% of the households, empty redeemable beverage containers were returned to have the deposit refunded. Approximately 6% of the households reported that these containers were thrown away, and about 4% reported that they were recycled without collecting the deposit. The remaining 3% reported that they gave away these containers, do not consume beverages in these containers, were not sure what is usually done with these containers, or something else was done with them.
- ▶ Of those who have ever tried to return clean empty redeemable beverage containers, about 24% reported being told that a store does not redeem beverage containers.
- ▶ In those households where the beverage containers were usually redeemed, about 56% reported that the containers were usually returned to the store where they were purchased; about 28% returned them to a redemption center; about 13% returned them to a different store that sells the same product. The remaining 3% gave them away, returned them someplace else, or said where they returned these containers varies.
- ▶ In households which at least sometimes redeem empty containers, respondents were asked where they most prefer to redeem beverage containers. About 41% reported they had “no preference.” Of those with a preference, about 68% said a grocery store was the most preferred place and about 21% said a redemption center; the other responses were other retail stores (6%), convenience stores (2%), liquor stores (1%), and other types of stores (2%).
- ▶ When asked their opinion of changing the refundable deposit from 5 cents to 10 cents, about 30% supported it (10% strongly support, 20% mildly support), about 64% opposed it (33% strongly opposed, 31% mildly opposed), and about 6% were unsure. When considering only those with an opinion, about 32% supported it (either strongly or mildly) and 68% opposed it (either strongly or mildly).

Appendix A

(Note: The percentages reported in this appendix show the distribution of all responses including the *don't know/unsure* and those who *refused* (i.e., chose not to answer). In contrast, the percentages reported in the primary body of the report did not include the *don't know/unsure* and *refused* responses in the denominator. In both this appendix and in the body of the report, those respondents who were not asked a question (because the question was conditional question or in other words the question was only appropriate and logical to ask of those who gave particular responses to an earlier question) were not included in the denominator. Responses with a numerator of less than 1% are represented with "<1" in the tables.)

Table A-1. Frequencies of Categorical Variables by Gender, Age Group, Income Level, and County Type (%)

Question	Gender			Age Groups				Income Level		County Type		
	Total	Men	Women	18-29	30-49	50-64	65+	Less than \$35,000	\$35,000 or More	Rural/Mostly Rural	Mostly Urban	Urban
Q1. In 1979, the beverage container deposit law was passed which required that customers pay 5 cent deposits when purchasing certain beverage containers. This 5 cent deposit is then refunded when the REDEEMABLE beverage container is returned to a retailer or redemption center. Are you familiar with this law?												
Yes	97	97	97	92	99	100	97	95	99	99	97	96
No	3	3	3	8	1	<1	2	5	1	1	3	4
Don't know/not sure	<1	0	<1	0	0	0	<1	0	0	0	0	<1
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q2a. Does your household USUALLY return REDEEMABLE beverage containers to have the deposit refunded, throw them away, recycle them without collecting the deposit, or do something else?												
Redeem to have deposit refunded	87	87	88	84	87	89	89	82	90	88	85	88
Throw away	6	7	5	12	6	3	2	8	4	4	6	6
Recycle without collecting the deposit	4	4	4	3	4	6	2	4	4	4	6	3
Something else	<1	0	<1	0	0	<1	0	0	<1	0	0	<1
Other: Give away/Donate	2	2	3	<1	2	2	4	4	1	4	2	2
Don't know/not sure	<1	<1	<1	0	<1	0	<1	<1	<1	<1	0	<1
No one in house purchases, consumes beverage containers	<1	<1	<1	0	0	0	2	1	0	<1	<1	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q2b. Does anyone in your household even sometimes return REDEEMABLE beverage containers to have the deposit refunded?												
Yes	57	61	53	67	65	42	37	62	52	42	74	53
No	42	39	45	29	35	58	63	38	48	54	26	47
Don't know/not sure	1	0	2	4	0	0	0	0	0	4	0	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q3. Where are these beverage containers usually redeemed? Is it...												
At the store where they were purchased	56	55	57	48	53	59	68	50	59	40	52	68
A different store that sells the same product	12	13	12	19	14	9	7	14	12	10	10	16
A redemption center	28	28	29	30	29	29	23	32	27	48	34	12
Someplace else	1	1	1	3	1	<1	0	2	<1	1	2	<1
Other: It varies	1	1	<1	0	2	0	<1	<1	<1	<1	0	2
Other: Give away	<1	0	1	0	<1	<1	0	<1	<1	<1	<1	<1
Don't know/not sure	<1	2	<1	0	0	1	3	1	<1	<1	<1	1
Refused	0	0	0	0	0	0	0	0	0	0	0	0

Question	Gender			Age Groups				Income Level		County Type		
	Total	Men	Women	18-29	30-49	50-64	65+	Less than \$35,000	\$35,000 or More	Rural/Mostly Rural	Mostly Urban	Urban
Q4. Is this....												
A grocery store	85	86	84	76	85	87	93	81	87	82	82	88
A convenience store	5	4	5	5	5	6	2	6	4	12	4	2
Some other retail or super-store such as Wal-Mart or Target	7	7	8	17	6	2	4	8	6	2	10	8
A liquor store	<1	<1	<1	0	1	2	0	<1	1	<1	1	<1
Some other type of store	2	2	2	2	2	2	<1	4	2	2	3	1
Don't know/not sure	<1	0	<1	0	<1	<1	<1	<1	0	<1	<1	<1
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q5. How often are these beverage containers USUALLY redeemed? Is it...												
Less than once per month	34	30	37	28	31	36	42	30	36	36	32	33
Once per month	44	45	43	52	45	40	38	46	43	47	45	41
Two or three times per month	18	20	15	18	19	15	16	17	17	11	19	20
At least once per week	4	4	4	2	4	8	3	5	4	5	3	5
Don't know/not sure	<1	<1	<1	<1	<1	<1	1	2	<1	<1	<1	1
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q6a. What is the MAIN reason you or anyone in your household redeems empty beverage containers? Is it...												
To get the refund	49	50	47	56	51	44	40	54	48	50	49	48
To protect the environment	29	29	28	18	28	34	37	23	31	25	28	31
To reduce clutter by getting rid of them	18	15	20	22	15	15	21	20	17	20	17	16
For some other reason	2	1	2	2	2	0	2	2	1	3	1	1
Respondent volunteered: 1&2 equal reason	<1	<1	<1	<1	0	2	0	<1	<1	<1	1	0
Respondent volunteered: All are equally important	2	2	2	1	2	5	0	<1	3	3	2	2
Don't know/not sure	<1	1	<1	0	1	1	1	<1	<1	0	2	1
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q6b. Are you the person in your household who usually returns these containers to get the refund?												
Yes	74	73	75	64	79	71	75	79	72	76	68	76
No	26	27	25	36	21	28	25	21	28	24	31	24
Don't know/not sure	<1	0	<1	0	0	1	0	0	<1	<1	<1	0
Refused	<1	0	<1	0	0	<1	0	0	<1	0	0	<1

Question	Gender			Age Groups				Income Level		County Type		
	Total	Men	Women	18-29	30-49	50-64	65+	Less than \$35,000	\$35,000 or More	Rural/Mostly Rural	Mostly Urban	Urban
Q7a. Would you MOST prefer to redeem beverage containers at...												
A grocery store	39	35	43	30	36	38	56	38	37	25	30	54
A convenience store	1	1	2	0	2	2	1	<1	2	2	<1	2
Some other retail or super-store such as Wal-Mart or Target	4	2	5	7	2	3	2	3	4	3	3	4
A liquor store	<1	<1	0	0	<1	<1	<1	<1	<1	0	1	<1
Some other type of store	1	2	<1	3	<1	1	<1	2	<1	<1	2	<1
No preference	41	47	35	54	42	37	28	42	41	47	45	34
Don't know/not sure	1	1	1	0	2	3	0	<1	2	1	1	1
Other: Redemption or recycling center	12	11	13	6	16	16	11	12	13	22	16	4
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q7b. If you were to redeem beverage containers, would you most prefer to redeem them at...												
A grocery store	31	34	29	38	22	28	44	40	26	34	19	34
A convenience store	0	0	0	0	0	0	0	0	0	0	0	0
Some other retail or super-store such as Wal-Mart or Target	5	0	8	12	6	0	0	0	10	0	0	10
A liquor store	0	0	0	0	0	0	0	0	0	0	0	0
Some other type of store	2	5	0	0	0	9	0	0	5	0	11	0
No preference	42	43	41	37	45	34	56	40	44	50	70	22
Don't know/not sure	11	12	11	12	16	9	0	6	9	0	0	26
Other: Redemption or recycling center	9	7	11	0	10	19	0	14	7	16	0	7
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q8. Have you, personally, ever tried to return clean empty redeemable beverage containers and were told that the store does not redeem beverage containers?												
Yes	23	23	23	30	23	21	18	23	23	22	20	26
No	75	75	76	69	75	77	80	75	75	76	78	72
Never tried	1	2	<1	0	2	1	3	1	1	2	<1	1
Don't know/not sure	<1	0	<1	<1	<1	<1	0	<1	<1	0	<1	<1
Refused	0	0	0	0	0	0	0	0	0	0	0	0

Question	Gender			Age Groups				Income Level		County Type		
	Total	Men	Women	18-29	30-49	50-64	65+	Less than \$35,000	\$35,000 or More	Rural/Mostly Rural	Mostly Urban	Urban
Q9. The next few questions are about your opinion of the beverage container deposit law in its current form and about possible changes to the law. What is your opinion of the current beverage container deposit law? Do you ...												
Strongly support it	61	60	61	44	61	71	67	61	58	67	64	54
Mildly support it	28	29	28	43	27	20	22	30	29	24	26	31
Mildly oppose it	5	6	4	8	5	4	3	4	7	3	3	7
Strongly oppose it	4	3	5	3	5	4	4	3	5	2	3	6
Don't know/not sure	2	2	3	1	1	2	4	3	1	3	3	2
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q10. Some people have proposed that the Iowa Legislature discontinue the beverage container deposit law. Others think the law should be kept. Do you think the law should be ended or kept?												
Ended	10	9	11	12	11	8	7	8	12	8	6	13
Kept	86	88	85	83	87	90	87	87	85	89	90	82
Don't know/not sure	4	4	4	6	3	<1	6	5	3	3	3	4
Refused	<1	<1	0	0	0	<1	0	0	<1	0	<1	0
Q11. Do you think the law should be ended because...												
The consumer has to pay												
Yes, a reason	56	50	60	65	60	26	61	45	58	64	54	53
No, not a reason	44	50	40	35	40	74	39	55	42	36	46	47
Don't know/not sure	0	0	0	0	0	0	0	0	0	0	0	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0
The consumer has to store empty containers												
Yes, a reason	71	80	64	71	78	54	71	72	68	76	76	68
No, not a reason	28	20	34	29	22	47	23	25	32	20	24	32
Don't know/not sure	<1	0	2	0	0	0	7	3	0	4	0	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0
The consumer has to return												
Yes, a reason	86	87	85	82	95	72	80	85	85	92	86	83
No, not a reason	14	13	15	18	5	28	20	15	15	8	14	17
Don't know/not sure	0	0	0	0	0	0	0	0	0	0	0	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Of the availability of curbside recycling												
Yes, a reason	55	54	56	47	62	51	58	29	66	56	25	63
No, not a reason	41	46	47	47	36	40	42	64	32	40	62	35
Don't know/not sure	4	0	7	6	3	9	0	6	1	4	13	2
Refused	0	0	0	0	0	0	0	0	0	0	0	0

Question	Gender			Age Groups				Income Level		County Type		
	Total	Men	Women	18-29	30-49	50-64	65+	Less than \$35,000	\$35,000 or More	Rural/Mostly Rural	Mostly Urban	Urban
Of the availability of drop-off recycling centers												
Yes, a reason	44	44	45	47	42	37	58	38	48	62	19	46
No, not a reason	50	50	50	53	55	51	26	55	48	31	77	49
Don't know/not sure	5	6	5	0	2	12	16	7	5	6	4	5
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q12. Do you think the law should be kept because...												
It reduces litter in general												
Yes, reason to keep law	98	97	98	97	98	98	98	96	99	97	100	97
No, NOT a reason to keep law	1	1	2	2	2	<1	2	2	<1	2	<1	2
Don't know/not sure	<1	1	<1	2	<1	<1	<1	2	<1	<1	0	2
Refused	0	0	0	0	0	0	0	0	0	0	0	0
It reduces litter along roadways												
Yes, reason to keep law	98	98	97	95	97	100	98	97	98	98	99	96
No, NOT a reason to keep law	2	1	3	4	2	<1	1	3	1	<1	<1	4
Don't know/not sure	<1	<1	<1	<1	<1	0	<1	0	<1	<1	0	<1
Refused	0	0	0	0	0	0	0	0	0	0	0	0
It encourages recycling												
Yes, reason to keep law	94	93	96	95	92	94	96	97	94	93	94	95
No, NOT a reason to keep law	4	5	3	2	6	5	1	1	5	4	4	4
Don't know/not sure	2	2	1	2	1	<1	3	2	<1	3	2	<1
Refused	0	0	0	0	0	0	0	0	0	0	0	0
It decreased the amount of material added to landfills												
Yes, reason to keep law	95	94	96	96	95	96	94	95	96	94	96	95
No, NOT a reason to keep law	3	4	2	3	4	2	2	4	3	3	2	3
Don't know/not sure	2	2	2	<1	2	2	4	2	2	3	2	2
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q13. In 1979, we did not have all the beverage choices that we do now. Do you think these other types of bottled or canned beverages such as teas, sports drinks, juices, and bottled water, excluding milk, should have a refundable deposit?												
Yes	72	75	70	80	74	74	60	74	74	71	74	72
No	23	21	25	18	23	22	29	22	24	22	22	24
Don't know/not sure	5	4	5	2	3	4	11	5	2	7	3	4
Refused	0	0	0	0	0	0	0	0	0	0	0	0

Question	Gender			Age Groups				Income Level		County Type		
	Total	Men	Women	18-29	30-49	50-64	65+	Less than \$35,000	\$35,000 or More	Rural/Mostly Rural	Mostly Urban	Urban
Q14. What USUALLY is done with these types of NONREDEEMABLE beverage containers in your household. Are they usually thrown away, recycled, or something else?												
Thrown away	38	38	39	55	39	30	26	45	34	41	41	35
Recycled	58	59	58	42	60	65	69	50	64	55	57	61
Something else	2	3	1	3	1	3	1	3	1	3	2	2
Never consume_purchase_possess these	1	<1	2	<1	<1	2	3	1	<1	2	<1	2
Refused	<1	0	<1	0	0	0	<1	<1	0	0	0	<1
Q15. Some people would like to change the deposit laws from 5 cents to 10 cents. Customers would pay a 10 cent deposit per container and then receive 10 cents when they redeemed the container. Do you strongly support, mildly support, mildly oppose, or strongly oppose changing the deposit from 5 cents to 10 cents?												
Strongly support	10	11	8	12	8	9	10	13	7	9	13	8
Mildly support	20	22	19	27	22	17	13	20	20	20	20	21
Mildly oppose	31	33	29	41	28	29	29	32	33	30	29	33
Strongly oppose	32	29	35	18	35	41	37	29	33	33	32	33
Don't know/not sure	6	5	8	3	7	4	11	6	6	8	7	5
Refused	<1	0	<1	0	0	0	<1	0	0	<1	0	0
Q16. UNREDEEMED CONTAINERS are those that consumers did not return to have their deposit refunded. Since 1979, the deposit money for unredeemed containers stays with the beverage distributor. Some people believe that this money should continue to stay with the beverage distributors, but other people think that the money should be put into a fund for recycling and environmental programs. Still other believe that this money should go to the State's general fund. Which of these three positions is closest to your view...												
Deposits kept by the beverage distributors	18	23	14	16	18	17	22	19	17	16	23	18
Fund for recycling and environmental programs	58	50	65	52	63	62	52	55	61	58	54	60
State's general fund	16	20	13	27	14	12	12	16	17	19	17	14
Don't know/not sure	7	7	7	4	5	9	12	9	5	7	6	8
Refused	<1	0	<1	0	0	0	1	<1	0	<1	<1	<1
Q17. The next couple of questions are about the potential responsibilities of bottlers, retailers, consumers, and government when it comes to recycling and redeeming beverage containers. The first questions are about the responsibility to provide convenient redemption services or opportunities. These could be drop-off sites such as stores or redemption centers, vending-like machines, or some sort of pick-up services. Do you think that Manufacturers/bottlers have AT LEAST some responsibility for providing convenient redemption services or opportunities												
Yes	80	77	83	90	80	80	70	82	81	77	81	82
No	15	18	12	8	17	17	16	12	18	16	15	14
Don't know/not sure	4	5	4	1	3	3	13	6	2	6	4	4
Refused	<1	0	<1	0	0	0	<1	0	0	<1	0	0

Question	Gender			Age Groups				Income Level		County Type		
	Total	Men	Women	18-29	30-49	50-64	65+	Less than \$35,000	\$35,000 or More	Rural/Mostly Rural	Mostly Urban	Urban
Retail stores such as grocery, convenience, and liquor stores have AT LEAST some responsibility for providing convenient redemption services or opportunities												
Yes	87	87	87	91	88	81	85	89	85	83	87	89
No	12	12	12	9	11	17	10	9	14	14	12	10
Don't know/not sure	2	2	2	0	<1	2	4	2	1	3	2	1
Refused	0	0	0	0	0	0	0	0	0	0	0	0
The state government have AT LEAST some responsibility for providing convenient redemption services or opportunities												
Yes	65	65	66	84	71	55	45	64	69	66	65	66
No	32	33	30	16	27	42	46	30	30	29	33	32
Don't know/not sure	3	2	4	0	1	3	10	5	2	6	2	3
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Local governments have AT LEAST some responsibility for providing convenient redemption services or opportunities												
Yes	61	56	66	79	63	50	49	66	59	62	59	62
No	35	42	29	21	34	47	42	28	39	34	38	35
Don't know/not sure	4	3	4	<1	2	3	9	6	1	5	3	3
Refused	<1	0	<1	0	<1	0	<1	<1	<1	0	0	<1
Q17a. Thinking of the groups that you just said had at least some responsibility to provide redemption services or opportunities, which group do you think has the MOST responsibility?												
Manufacturers/Bottlers	29	31	28	35	30	29	21	30	29	25	32	31
Retail stores such as grocery, convenience, and liquor stores	22	23	22	11	25	25	31	20	22	20	24	23
Consumers	8	6	9	9	8	7	7	10	7	11	6	7
State government	14	16	13	20	14	14	7	12	16	15	11	16
Local government	8	7	10	11	7	8	8	8	10	10	8	8
All have equal responsibility	14	13	14	13	14	14	14	14	13	16	14	12
Don't know/not sure	4	3	5	2	2	3	10	5	3	4	5	3
Refused	<1	0	<1	0	0	0	1	<1	0	0	<1	<1
Q18. The next questions are about who should pay the cost of recycling empty redeemable beverage containers. Do you think that Manufacturers/bottlers should pay AT LEAST some of these costs												
Yes	84	82	85	87	86	84	77	82	86	83	81	86
No	9	10	8	11	8	10	10	10	10	10	12	7
Don't know/not sure	7	8	6	2	6	6	12	8	4	6	7	7
Refused	<1	0	<1	0	<1	0	<1	0	<1	<1	0	0

Question	Gender			Age Groups				Income Level		County Type		
	Total	Men	Women	18-29	30-49	50-64	65+	Less than \$35,000	\$35,000 or More	Rural/Mostly Rural	Mostly Urban	Urban
Retail stores such as grocery, convenience, and liquor stores should pay AT LEAST some of these costs												
Yes	55	56	54	58	52	56	58	55	55	51	55	58
No	39	38	40	40	44	37	32	36	41	43	39	36
Don't know/not sure	6	6	6	2	4	7	10	9	4	6	6	6
Refused	<1	0	<1	0	0	0	<1	<1	0	0	<1	0
Consumers should pay AT LEAST some of these costs												
Yes	45	48	42	49	46	42	40	40	49	45	41	47
No	51	48	54	49	52	52	51	55	48	52	54	48
Don't know/not sure	4	3	6	1	3	7	9	6	3	4	4	6
Refused	0	0	0	0	0	0	0	0	0	0	0	0
The state government should pay AT LEAST some of these costs												
Yes	48	43	52	67	50	39	32	51	47	50	42	50
No	46	50	41	31	46	56	52	40	50	41	54	43
Don't know/not sure	6	6	6	2	4	4	15	9	4	9	4	6
Refused	<1	<1	<1	0	0	<1	<1	<1	<1	0	<1	<1
Local governments should pay AT LEAST some of these costs												
Yes	40	33	47	61	41	29	29	46	37	40	38	42
No	53	60	46	36	54	65	56	45	59	51	59	50
Don't know/not sure	7	7	6	3	5	5	15	9	4	9	3	8
Refused	<1	<1	0	0	0	<1	0	0	<1	0	<1	0
Q18a. Thinking of the groups that you just said should pay at least some of the cost for recycling empty redeemable beverage containers, which group do you think should pay MOST of the cost?												
Manufactures/Bottlers	46	42	49	50	52	41	31	44	50	46	43	48
Retail stores such as grocery, convenience, and liquor stores	10	12	9	5	6	17	18	9	10	10	11	10
Consumers	5	7	4	6	4	5	8	6	6	5	8	4
State government	15	16	14	25	13	9	10	20	11	13	11	18
Local government	3	3	3	2	5	2	1	3	3	1	5	2
Costs should be divided equally	17	17	17	10	16	22	20	13	17	17	19	15
Don't know/not sure	4	4	4	<1	3	5	11	5	3	8	2	3
Refused	<1	0	<1	0	0	0	<1	0	0	<1	0	0

Question	Gender			Age Groups				Income Level		County Type		
	Total	Men	Women	18-29	30-49	50-64	65+	Less than \$35,000	\$35,000 or More	Rural/Mostly Rural	Mostly Urban	Urban
Q19a. Now I'm going to read some statements that some people have made about the beverage container deposit law. After I read each statement, please tell me if you "Strongly agree", "Agree", are "Uncertain", Disagree", or "Strongly disagree" with it. Because of the beverage container deposit law, there is less litter in Iowa's public places such as parks and along roadways.												
Strongly agree	40	42	38	32	45	46	33	38	42	42	36	41
Agree	51	52	51	56	48	49	56	54	50	51	58	48
Uncertain	2	<1	4	2	1	2	5	2	1	4	<1	3
Disagree	5	5	6	9	5	3	4	5	5	2	6	7
Strongly disagree	1	1	1	<1	2	0	2	1	1	1	0	2
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q19b. The beverage container deposit law provides economic benefits for Iowa, such as additional employment opportunities.												
Strongly agree	14	13	15	11	15	16	14	17	12	18	14	11
Agree	60	62	57	68	57	57	58	58	62	59	62	59
Uncertain	14	11	18	14	13	16	16	14	14	13	15	14
Disagree	11	13	8	7	13	11	9	10	10	9	8	14
Strongly disagree	1	<1	1	<1	1	<1	2	<1	1	<1	<1	2
Refused	<1	<1	<1	0	<1	0	<1	<1	<1	0	<1	<1
Q19c. By recycling bottles and cans less energy and materials are used in manufacturing new bottles and cans												
Strongly agree	25	25	24	27	27	25	18	24	26	25	22	26
Agree	57	56	58	62	51	60	60	58	57	57	60	54
Uncertain	14	13	15	9	16	9	19	15	11	14	11	15
Disagree	4	5	4	3	5	6	3	3	6	3	7	4
Strongly disagree	<1	<1	0	0	0	<1	0	0	<1	0	0	<1
Refused	<1	<1	<1	0	<1	0	0	<1	<1	<1	<1	<1
Q19d. If the beverage container deposit law was ended, most people would continue to recycle beverage containers.												
Strongly agree	4	3	4	3	4	5	3	5	4	7	2	3
Agree	22	19	24	20	22	22	22	21	21	21	20	23
Uncertain	9	8	10	14	4	8	15	13	8	9	8	10
Disagree	49	54	44	48	53	48	43	45	52	47	52	48
Strongly disagree	16	16	16	14	16	17	16	16	16	16	18	15
Refused	<1	0	<1	0	0	0	<1	<1	<1	<1	0	0

Question	Gender			Age Groups				Income Level		County Type		
	Total	Men	Women	18-29	30-49	50-64	65+	Less than \$35,000	\$35,000 or More	Rural/Mostly Rural	Mostly Urban	Urban
Q19e. There should be a national beverage container law.												
Strongly agree	21	20	23	23	23	21	18	24	20	22	22	20
Agree	50	49	51	53	50	50	47	51	50	51	52	48
Uncertain	10	9	10	8	10	9	11	9	9	11	6	11
Disagree	14	16	12	16	10	14	20	14	14	10	16	15
Strongly disagree	5	6	4	<1	7	6	4	3	6	5	4	5
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q19f. The beverage container deposit law should be expanded to include other beverage containers.												
Strongly agree	26	27	26	25	28	31	18	26	26	28	23	27
Agree	52	55	49	61	51	45	50	53	52	51	57	50
Uncertain	5	3	7	3	4	4	10	5	4	8	1	6
Disagree	14	12	15	10	12	15	19	14	14	10	17	13
Strongly disagree	3	3	3	0	4	5	3	2	4	3	2	4
Refused	<1	0	<1	0	<1	0	<1	<1	0	0	<1	<1
Q19g. A combination beverage container deposit law and curbside recycling program is the best way to decrease the amount of material going into landfills.												
Strongly agree	26	21	31	16	31	33	22	25	29	30	21	27
Agree	62	65	59	71	58	56	63	64	59	61	68	58
Uncertain	5	4	5	6	4	4	5	5	5	4	3	6
Disagree	6	8	4	7	5	6	8	5	6	4	7	7
Strongly disagree	<1	<1	<1	0	1	0	<1	<1	<1	<1	<1	1
Refused	<1	<1	<1	0	0	0	1	<1	0	<1	0	<1
Q20a. I have a few more statements about your experiences with the beverage container deposit law and recycling. After I read each statement, please tell me if you “Strongly agree”, “Agree”, are “Uncertain”, Disagree”, or “Strongly disagree” with it. It would be an inconvenience for me to return empty containers to a different store than where I do most of my shopping.												
Strongly agree	16	15	18	14	18	16	17	20	15	13	14	20
Agree	34	33	35	30	37	32	37	30	37	30	33	38
Uncertain	5	5	5	8	4	5	5	5	6	7	4	5
Disagree	38	39	36	39	35	40	37	40	34	45	42	30
Strongly disagree	7	7	6	9	6	7	4	6	7	6	6	7
Refused	<1	<1	0	0	0	0	<1	<1	0	0	0	<1

Question	Gender			Age Groups				Income Level		County Type		
	Total	Men	Women	18-29	30-49	50-64	65+	Less than \$35,000	\$35,000 or More	Rural/Mostly Rural	Mostly Urban	Urban
Q20b. My attitude about recycling is more positive because of returning beverage containers to get the deposit refunded.												
Strongly agree	17	18	16	17	18	14	19	25	13	21	19	13
Agree	58	58	58	58	55	61	58	56	57	63	58	54
Uncertain	7	6	8	9	8	5	4	6	8	4	6	9
Disagree	16	16	16	14	16	19	16	10	20	10	16	20
Strongly disagree	2	1	2	1	2	2	1	2	2	1	<1	3
Refused	<1	<1	<1	0	<1	0	1	<1	<1	0	<1	<1
Q20c. I have increased the amount of other materials that I recycle by having to return beverage containers to get the deposit refunded.												
Strongly agree	7	8	6	9	4	10	10	12	5	10	6	6
Agree	37	37	37	35	41	34	36	38	36	44	34	35
Uncertain	8	9	7	9	6	9	9	8	7	8	10	6
Disagree	44	42	45	45	45	44	40	39	46	34	47	47
Strongly disagree	4	4	4	3	5	3	3	3	6	4	2	5
Refused	<1	<1	<1	0	0	0	2	<1	<1	0	0	<1
Q20d. I often make a purchase while I am at the store to redeem beverage containers.												
Strongly agree	18	17	19	11	20	19	21	19	19	16	15	21
Agree	48	52	43	63	47	40	40	46	47	39	47	53
Uncertain	3	3	4	3	4	2	3	4	3	4	6	2
Disagree	25	22	28	17	24	32	31	25	26	33	27	20
Strongly disagree	4	3	4	6	3	4	2	4	3	4	2	4
Never redeem at stores	2	3	2	0	2	3	3	2	2	4	3	<1
Refused	<1	<1	0	0	0	0	<1	<1	0	0	0	<1
Q21. The next few questions are about your recycling. What, if any, types of recycling programs does your community have? Does your community have...												
Curbside only	29	27	31	31	29	29	29	28	31	36	24	28
Drop off only	20	24	17	23	17	22	23	23	18	27	20	17
Curbside AND drop off	38	36	39	30	42	40	34	32	41	24	41	44
Something else	<1	<1	<1	0	2	0	<1	1	<1	1	<1	<1
Does your community not have a recycling program	7	7	8	7	7	9	7	9	6	7	11	5
Don't know/not sure	5	5	4	9	3	1	6	7	3	5	3	5
Refused	<1	<1	0	0	0	0	<1	<1	0	0	0	<1
Q22. Do you or anyone else in your household use curbside recycling?												
Yes	76	78	75	63	80	80	77	63	82	71	67	84
No	24	22	25	36	20	20	23	36	18	28	32	16
Don't know/not sure	<1	0	<1	1	<1	0	0	1	0	<1	<1	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0

Question	Gender			Age Groups				Income Level		County Type		
	Total	Men	Women	18-29	30-49	50-64	65+	Less than \$35,000	\$35,000 or More	Rural/Mostly Rural	Mostly Urban	Urban
Q23. What is the MAIN reason your household does not use curbside recycling?												
There are too few pickup dates	6	6	7	3	7	12	6	4	11	10	4	6
Sorting and storing the materials is inconvenient	22	15	27	22	22	19	25	24	18	29	15	23
Cost to your household e.g., subscription fees	5	2	6	6	5	3	3	7	2	8	4	3
Some other reason	4	4	3	6	4	0	3	6	2	2	7	2
Miscellaneous inconvenience	6	7	6	12	3	3	6	6	7	8	1	10
Takes recycling somewhere	11	18	6	9	10	16	12	11	10	6	18	8
Don't know/not sure	6	8	4	9	0	7	8	7	5	2	5	9
Does not have much recycling	6	11	3	6	5	3	12	5	9	0	8	10
Lack of motivation or knowledge	5	4	6	9	5	4	0	4	5	0	8	7
Not available where resident lives	28	24	32	16	39	32	24	24	32	34	29	22
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q24. Do you or anyone else in your household use drop-off recycling?												
Yes	72	75	70	79	70	73	71	75	72	73	74	71
No	27	25	30	21	30	27	29	24	28	27	26	29
Don't know/not sure	<1	0	<1	0	0	<1	0	<1	0	0	0	<1
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q25. What is the MAIN reason your household does not use drop-off recycling?												
The drop off site is too far away	14	13	15	6	12	14	18	20	11	24	7	12
Sorting and storing the materials is inconvenient	18	19	18	19	23	20	8	16	20	20	26	13
Cost to household e.g., disposal fees and transportation expenses	2	0	3	0	2	0	6	2	1	5	0	1
Drop off site hours are inconvenient	5	4	5	6	6	4	3	2	6	3	6	5
Some other reason [SPECIFY]	14	18	11	19	16	7	16	18	10	10	10	18
Miscellaneous inconvenience	5	6	5	0	4	12	6	2	9	0	16	2
Don't know/not sure	5	6	5	19	2	4	6	11	2	9	3	5
Uses curbside recycling instead	25	22	28	19	25	28	29	17	28	16	23	31
Doesn't have much recycling/doesn't use recyclable products	7	11	4	0	9	5	11	8	8	11	7	5
Does not know where drop site it located	4	2	7	12	3	6	0	4	6	2	2	7
Refused	0	0	0	0	0	0	0	0	0	0	0	0

Question	Gender			Age Groups				Income Level		County Type		
	Total	Men	Women	18-29	30-49	50-64	65+	Less than \$35,000	\$35,000 or More	Rural/Mostly Rural	Mostly Urban	Urban
Q26. Do you or anyone else in your household use this recycling program?												
Yes	63	57	67	0	61	72	100	41	77	59	100	30
No	33	43	24	100	39	28	0	59	23	41	0	56
Don't know/not sure	4	0	8	0	0	0	0	0	0	0	0	14
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q27. What is the MAIN reason your household does not use this recycling program?												
The drop off site is too far away	14	0	34	0	0	100	0	20	0	32	0	0
Sorting and storing the materials is inconvenient	0	0	0	0	0	0	0	0	0	0	0	0
Cost to household e.g. transportation expenses/all types of fees	0	0	0	0	0	0	0	0	0	0	0	0
Drop off site hours are inconvenient	30	50	<1	0	50	0	0	43	0	68	0	0
Too few pick up dates	0	0	0	0	0	0	0	0	0	0	0	0
Some other reason [SPECIFY]	56	50	66	100	50	0	0	37	100	0	0	100
Don't know/ not sure	0	0	0	0	0	0	0	0	0	0	0	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0
Q28. If a curbside recycling program was available in your community, would you or someone else in your household use it?												
Yes	79	77	82	84	83	84	65	80	81	77	79	82
No	16	16	14	9	13	12	31	16	12	22	13	12
Don't know/not sure	5	6	3	7	4	4	2	3	7	2	8	5
Refused	<1	<1	0	0	0	0	2	<1	0	0	0	1

Question	Gender			Age Groups				Income Level		County Type		
	Total	Men	Women	18-29	30-49	50-64	65+	Less than \$35,000	\$35,000 or More	Rural/Mostly Rural	Mostly Urban	Urban
Q29. How much (if any) extra per month would you be willing to pay to have a curbside recycling program?												
.00	30	32	28	16	29	32	47	32	28	38	28	25
.50	<1	0	<1	0	0	2	0	--	--	<1	0	0
1.00	2	<1	2	2	0	2	5	<1	2	<1	1	3
2.00	3	3	3	2	4	6	0	2	4	2	0	6
3.00	2	0	3	0	2	3	2	<1	3	<1	2	2
4.00	<1	<1	<1	0	0	4	0	0	2	<1	2	0
5.00	12	12	12	24	14	4	0	12	13	5	16	15
10.00	10	13	7	18	8	9	3	8	14	7	13	10
15.00	<1	0	1	2	0	0	0	1	0	0	0	1
20.00	4	6	<1	12	1	0	0	3	2	0	4	7
25.00	1	2	0	0	2	0	3	1	1	4	0	0
30.00	<1	0	<1	0	1	0	0	0	<1	0	1	0
50.00	<1	1	0	0	2	0	0	2	0	2	0	0
Don't know/not sure	34	27	40	22	35	40	41	36	28	39	33	30
Refused	<1	1	0	0	2	0	0	2	0	0	0	2

