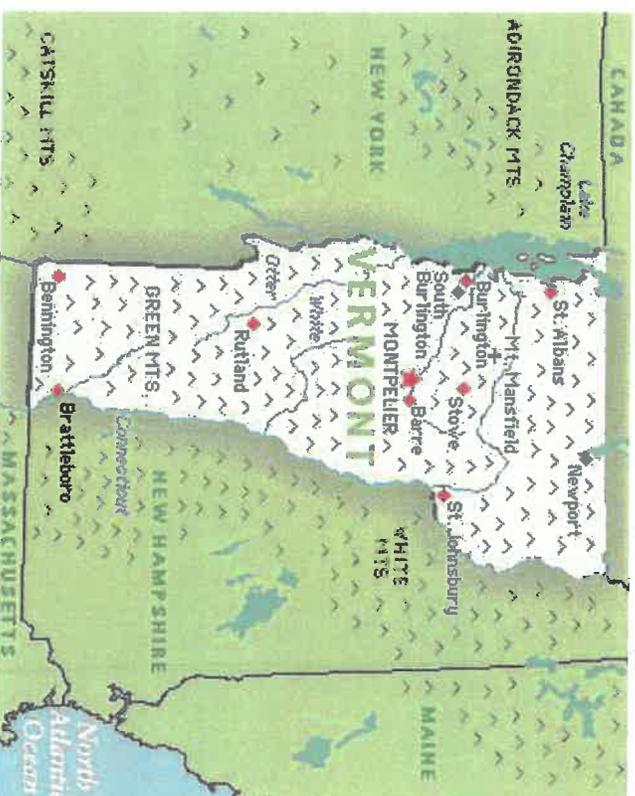


Vermonters' Views of the Bottle Bill and Plans to Expand or Repeal It

Report of Findings from a Survey of 400 Vermont Voters Statewide



Grove Insight
November 2010



groveinsight

Opinion Research • Communication Strategy

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.

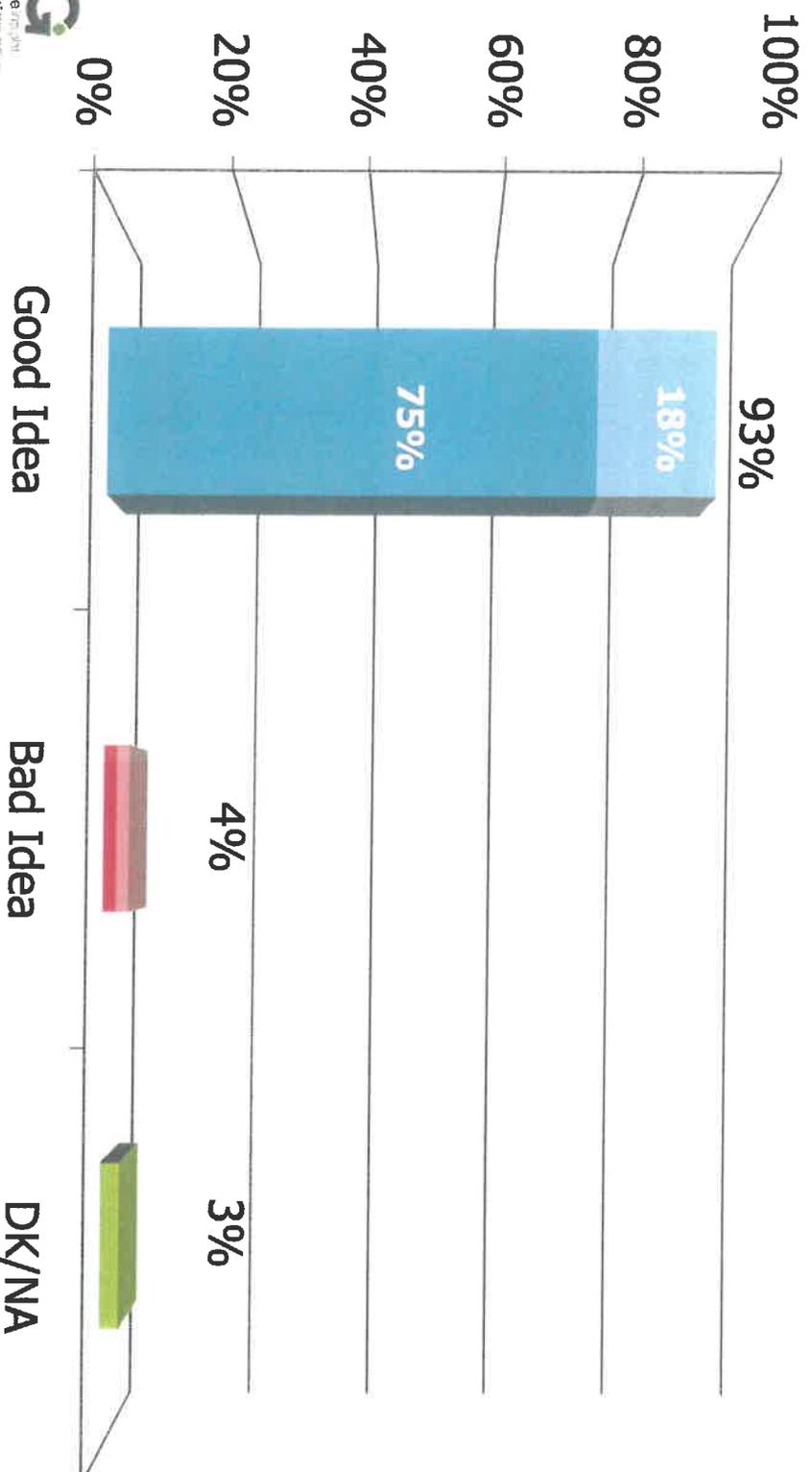
Regionally, the state is divided several ways:

- 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?



While Both Are Popular Proposals, the Intensity of Support Is Greater for Diverting Unclaimed Deposits to Schools Than to Conservation

Currently, the companies that bottle and distribute the beverages keep the money from unclaimed can and bottle deposits. A new law would require all unclaimed bottle deposits be used **to fund local schools**, instead of returning the money to distributors and bottlers

Currently, the companies that bottle and distribute the beverages keep the money from unclaimed can and bottle deposits. A new law would require all unclaimed bottle deposits be used **to support and expand conservation and recycling programs**, instead of returning the money to distributors and bottlers

