

IOWA STATEWIDE

FINAL

STUDY #15660

THE TARRANCE GROUP, INC.

N = 500 Registered likely voters

Field Dates: November 6-8, 2017

Hello, I'm _____ of The Tarrance Group, a national survey research firm. We're talking to people about public leaders and issues facing us all. Your opinions on these items is very important to us.

IF CELL CODE = "N", ASK: May I please speak with the youngest (male/female) in the household who is registered to vote in Iowa?

IF CELL CODE = "Y", ASK:
CP-1. Do you currently live in Iowa?

Yes (**CONTINUE**)
No (**THANK AND TERMINATE**)

IF CELL CODE = "Y", ASK:
CP-2. For your safety, are you driving right now?

Yes (**SCHEDULE CALL BACK**)
No

IF CELL CODE = "Y", ASK:

A. Are you registered to vote in Iowa?

IF "NO", ASK: Is there someone else at home who is registered to vote in Iowa?
(IF "YES", THEN ASK: MAY I SPEAK WITH HIM/HER?)

Yes (**CONTINUE**)
No (**THANK AND TERMINATE**)

**** ASK OF EVERYONE ****

Now thinking ahead to the elections for Governor and U.S. Congress that will be held in 2018 -

B. What is the likelihood of your voting in the upcoming elections – are you extremely likely, very likely, somewhat likely, or not very likely at all?

Extremely likely 59%
Very likely 28%
Somewhat likely 13%
Not very likely (**THANK AND TERMINATE**)
Not at all likely (**DNR**)..... (**THANK AND TERMINATE**)
UNSURE/DK (**DNR**) (**THANK AND TERMINATE**)
WILL NOT VOTE (**DNR**) (**THANK AND TERMINATE**)

*=less than .5%

C. Are you, or is anyone in your household, employed with an advertising agency, newspaper, television or radio station, or political campaign?

Yes (**THANK AND TERMINATE**)
No (**CONTINUE**)

D1-1. In order to ensure an accurate sample: What is your age, please?

18-24	1%
25-29	5%
30-34	7%
35-39	10%
40-44	12%
45-54	13%
55-64	21%
65-69	12%
70-74	6%
75-79	5%
80-84	5%
85-89	3%
90 or over	1%
HARD REFUSE	*

Now, thinking for a moment about things in here in Iowa --

1. Do you feel things in Iowa are going in the right direction, or do you feel things have gotten off on the wrong track?

IF CHOICE MADE, ASK: And
do you feel strongly or
somewhat about that?

Right direction/strongly.....	19%
Right direction/somewhat	26%
UNSURE (DNR).....	13%
Wrong track/somewhat	12%
Wrong track/strongly.....	30%

Now, thinking about the Iowa State Legislature --

2. Do you approve or disapprove of the job that the Iowa State Legislature is doing of dealing with issues and problems facing the state?

IF CHOICE MADE, ASK: And
do you strongly or somewhat
(approve/disapprove)?

Approve/strongly 12%
Approve/somewhat..... 33%
UNSURE (DNR)..... 12%
Disapprove/somewhat 18%
Disapprove/strongly 25%

Now, thinking about recycling in Iowa...

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

Yes 71%
No..... 28%
UNSURE (DNR)..... 1%

And,

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

Last month 62%
Last 3 months 2%
Last 6 months 1%
Last year 3%
Do not use 32%
UNSURE/REFUSED (DNR) 1%

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

5. Prior to this call, were you aware of this law that requires 5-cent deposits on carbonated beverage containers?

Yes 97%
No..... 3%
UNSURE (DNR).....

And,

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

Last month	58%
Last 3 months	15%
Last 6 months	4%
Last year	5%
Do not usually redeem	17%
UNSURE/REFUSED (DNR)	2%

And,

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

Yes	46%
No.....	54%
UNSURE (DNR).....	1%

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

(RANDOMIZE STATEMENTS)

IF CHOICE MADE, ASK: Is that strongly (agree/disagree) or somewhat (agree/disagree)?

	AGREE		UNSURE (DNR)	DISAGREE	
	<u>strng</u>	<u>smwht</u>		<u>smwht</u>	<u>strng</u>
8. This 5-cent deposit law was passed over 40 years ago in 1978. It is time to update and modernize this law. (PROMPT: DO YOU AGREE OR DISAGREE WITH THIS STATEMENT?)	32%	29%	5%	17%	17%
9. I do not like that grocery stores are required to collect and store used cans and bottles in the same location where I shop for food.	21%	13%	6%	25%	34%
10. This bottle deposit program is unfair since poor people are forced to pay the same deposit as wealthier shoppers.	11%	9%	4%	19%	57%
11. The best way to encourage recycling is make curbside, on-site, and community recycling available to everyone.	65%	22%	3%	4%	6%
12. People are more likely to recycle if we make it easier and more convenient to recycle with more access and more locations. Most people will not make a major effort to save 5 cents.	48%	25%	3%	13%	11%
13. Updating recycling laws by making it easier and more convenient to recycle cans, bottles and other materials is the right thing to do because it's good for the environment.	74%	18%	1%	2%	5%
14. Updating recycling laws by making it easier and more convenient to recycle cans, bottles and other materials is the right thing to do because it will help cut down on litter.	68%	19%	1%	5%	7%
15. Iowa's bottle deposit program should not be a way for for-profit companies to make more money. It should cover costs and put the rest to encouraging more recycling.	51%	29%	3%	12%	5%

(END RANDOMIZATION)

Still thinking about this issue...

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

(READ AND ROTATE)

IF CHOICE MADE, ASK: Is that strongly (favor/oppose) or somewhat (favor/oppose)?

	FAVOR		<u>UNSURE (DNR)</u>	OPPOSE	
	<u>strng</u>	<u>smwht</u>		<u>smwht</u>	<u>strng</u>
16. Update and modernize the current law to make it easier for homes and businesses to recycle their bottles and cans. (PROMPT: DO YOU FAVOR OR OPPOSE THIS PROPOSAL?)	58%	27%	3%	6%	6%
17. Encourage recycling by offering curbside or on-site recycling to all homes and businesses.	64%	22%	3%	6%	6%
18. Enact a statewide litter control and prevention program.	42%	31%	6%	10%	10%

(END ROTATION)

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

This bill would do the following:

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

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

<u>IF CHOICE IS MADE, ASK:</u>	Favor/strongly.....	29%
And do you strongly	Favor/somewhat	26%
(Favor/Oppose) or	UNSURE (DNR).....	6%
somewhat (Favor/Oppose)?	Oppose/somewhat	15%
	Oppose/strongly.....	24%

IF ANY "FAVOR" IN QUESTION 19, ASK:

20-1. Being as specific as you can, what are the one or two most important reasons why you are in favor of this proposed bill to reform and modernize the deposit and recycling program in Iowa?
(PROBE: PLEASE TELL ME MORE ABOUT THAT)

More convenient/easier	32.0%
Reduces litter/good for environment	29.8%
Encourages recycling	15.9%
Old law is bad/outdated.....	10.0%
Other	9.1%
Don't know/no answer.....	3.3%

(TO Q21)

IF ANY "UNSURE" IN QUESTION 19, ASK:

20-2. Being as specific as you can, what are the one or two most important reasons why you are unsure about this proposed bill to reform and modernize the deposit and recycling program in Iowa?
(PROBE: PLEASE TELL ME MORE ABOUT THAT)

Need more info	38.4%
Other	25.1%
Wouldn't make a difference	17.3%
Don't know/no answer.....	10.3%
Want a way to get money back	8.9%

(TO Q21)

IF ANY "OPPOSE" IN QUESTION 19, ASK:

20-3. Being as specific as you can, what are the one or two most important reasons why you are opposed to this proposed bill to reform and modernize the deposit and recycling program in Iowa?
(PROBE: PLEASE TELL ME MORE ABOUT THAT)

Things work fine/no need for change	28.4%
It would make things worse	27.9%
People use the money/there's less incentive	21.6%
Other	12.1%
Need more info	5.3%
Problems with the beverage industry	3.2%
Don't know/no answer	1.4%

(TO Q21)

And, still thinking about this proposal....

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

<u>IF CHOICE IS MADE, ASK:</u>	Favor/strongly.....	30%
And do you strongly	Favor/somewhat	22%
(Favor/Oppose) or	UNSURE (DNR)	8%
somewhat (Favor/Oppose)?	Oppose/somewhat	15%
	Oppose/strongly.....	26%

Now thinking about this issue in a different way for just a moment...

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

(READ AND ROTATE)

IF CHOICE MADE, ASK: Is that strongly (favor/oppose) or somewhat (favor/oppose)?

	FAVOR		UNSURE (DNR)	OPPOSE	
	<u>strng</u>	<u>smwht</u>		<u>smwht</u>	<u>strng</u>
22. Put a 5-cent deposit on more kinds of containers, like juice, milk and water bottles. (PROMPT: DO YOU FAVOR OR OPPOSE THIS PROPOSAL?)	24%	19%	3%	11%	43%
23. Double the deposit on carbonated beverages and cans to 10-cents per container.	19%	16%	2%	15%	48%
24. Put a 10-cent deposit on all kinds of beverage containers, including carbonated beverages, juice, milk, and water.	14%	16%	3%	13%	54%

(END ROTATION)

And now some questions for statistical purposes only --

- D2. What is the highest level of education you have completed?

(DO NOT READ, JUST RECORD)

Some grade school.....	*
Some high school	2%
Graduated high school.....	18%
Technical/vocational	3%
Some college	24%
Graduated college.....	36%
Graduate/professional school	15%
REFUSED (DNR)	2%

D3. In which political party do state records show that you are registered to vote
 -- **(ROTATE)** --
 • the Republican,
 • the Democrat -- OR
 are you registered as an Independent?

Republican 33%
 Democrat 30%
 Independent 31%
 OTHER (**SPECIFY (DNR)**) 1%
 UNSURE (**DNR**)..... 5%

D4. When thinking about politics and government, do you consider yourself to be...
(READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

Very conservative 17%
 Somewhat conservative..... 37%
 MODERATE (**DNR**) 8%
 Somewhat liberal 25%
 Very liberal 7%
 UNSURE/DK (**DNR**) 6%

And, thinking about your economic class...

D5. Do you consider yourself to be:
(ROTATE CHOICES, TOP TO BOTTOM, BOTTOM TO TOP)

- Upper class,
- Middle class,
- Low income?

Upper class 5%
 Middle class 76%
 Low income..... 14%
 Working class (**DNR**).....
 Unemployed (**DNR**).....
 Refused (**DNR**) 5%

D6. Sex/Emp (**BY OBSERVATION**)

ASK OF EVERYONE: Are you employed outside the house, are you a homemaker, or are you retired?

Male/employed	31%
Male/homemaker	1%
Male/retired	13%
Male/not in labor force	1%
Female/employed	23%
Female/homemaker	8%
Female/retired	19%
Female/not in labor force	2%
MALE/REFUSED (DNR)	2%
FEMALE/REFUSED (DNR)	1%

(SEXEMP)

D7. How would you describe the community in which you live? Is it rural or small town, urban, or a suburb?

Rural/small town	60%
Urban	21%
Suburb	14%
UNSURE/REFUSED (DNR)	5%

RECORD ALL FROM SAMPLE