

New York's Bottle Bill and Proposed Reforms: Summary of Opinion Poll Results

A recent survey¹ of New York voters has revealed overwhelming support for the state's existing beverage container deposit law, or "bottle bill," and proposed reforms, including expanding the law to include non-carbonated beverages, and transferring unclaimed deposits from beverage distributors to the state to fund environmental programs. Among the poll results:

- **84%** of voters said they **support New York's existing bottle deposit law.**
- **78%** agreed that the "deposit program has made our state **much cleaner.**"
- **70%** support **expanding the bottle bill** to include non-carbonated beverages such as bottled water, fruit drinks, iced teas, and sports drinks.
- **86%** support taking **unclaimed deposit monies** away from the beverage industry and using them to **fund state environmental programs.**
- **81%** of respondents agreed that **curbside recycling by itself is not enough to control litter** in New York State.

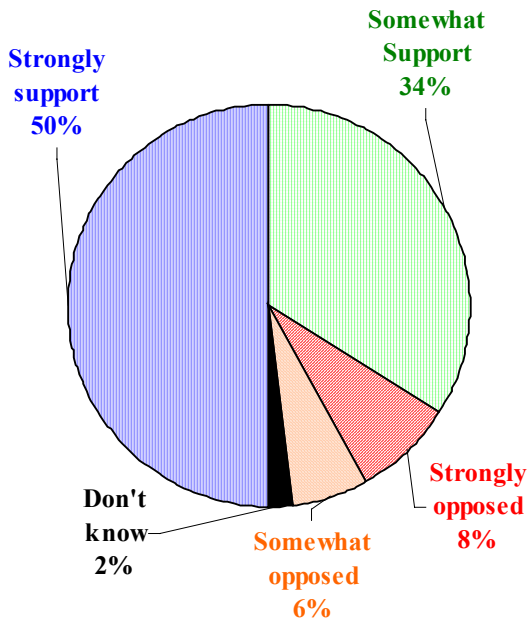
The survey revealed broad demographic support for the bottle bill:

"Support for expanding the bottle bill was robust: examinations of response by area of the state, age, race and ethnicity, household income, and political-party identification revealed widespread support independent of these characteristics. Support was also robust to variations in consumption habits: those who consume the greatest quantity of these types of beverages—who would be most affected by the proposal—support expansion."

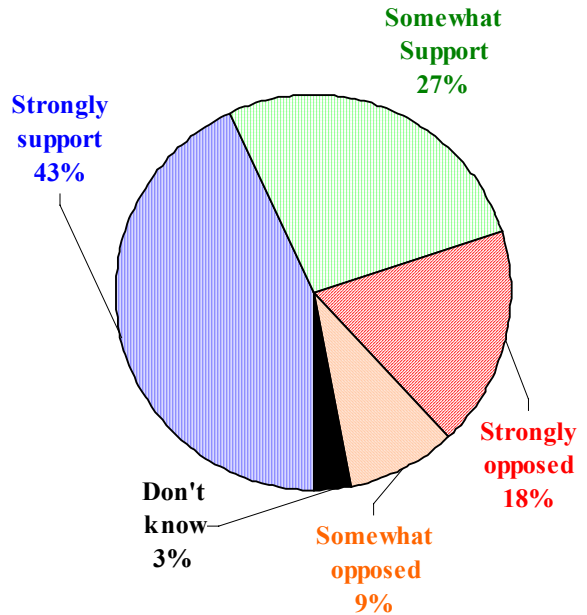
¹ The survey was conducted in January 2004 by Public Policy Associates, Inc., a national research firm based in Lansing, Michigan. It was commissioned by Environmental Advocates of New York with a grant from the Overbrook Foundation, and was developed in conjunction with the Container Recycling Institute, the Natural Resources Defense Council, and the New York Public Interest Research Group. The telephone survey of 800 randomly sampled registered voters had a margin of error of +/- 3.5 %.

The New York Bottle Bill: Voter Opinion Poll²

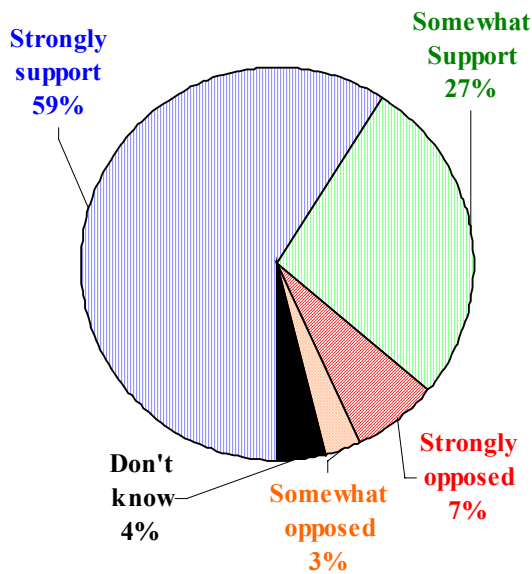
Do you support the existing bottle bill?



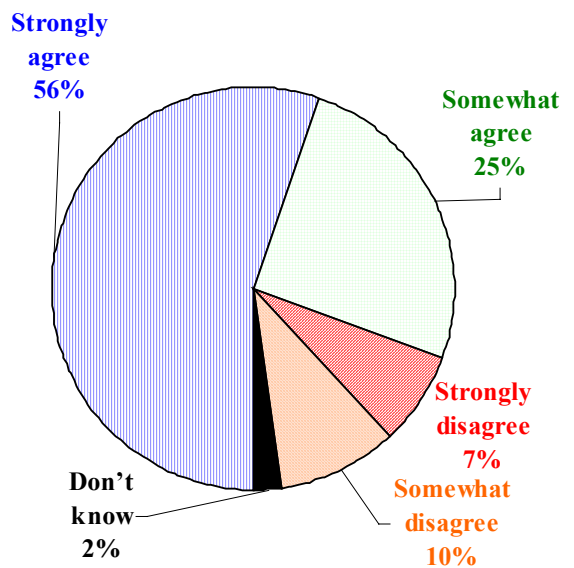
Would you support expanding the bottle deposit law to include non-deposit containers?



Would you support a transfer of unclaimed bottle deposits from the beverage distributors to the State to fund environmental programs?



"Curbside recycling is not enough. We need the bottle-deposit program to control litter." Do you agree?*



*Question posed to half of those surveyed. Sampling error is +/- 4.9%.

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