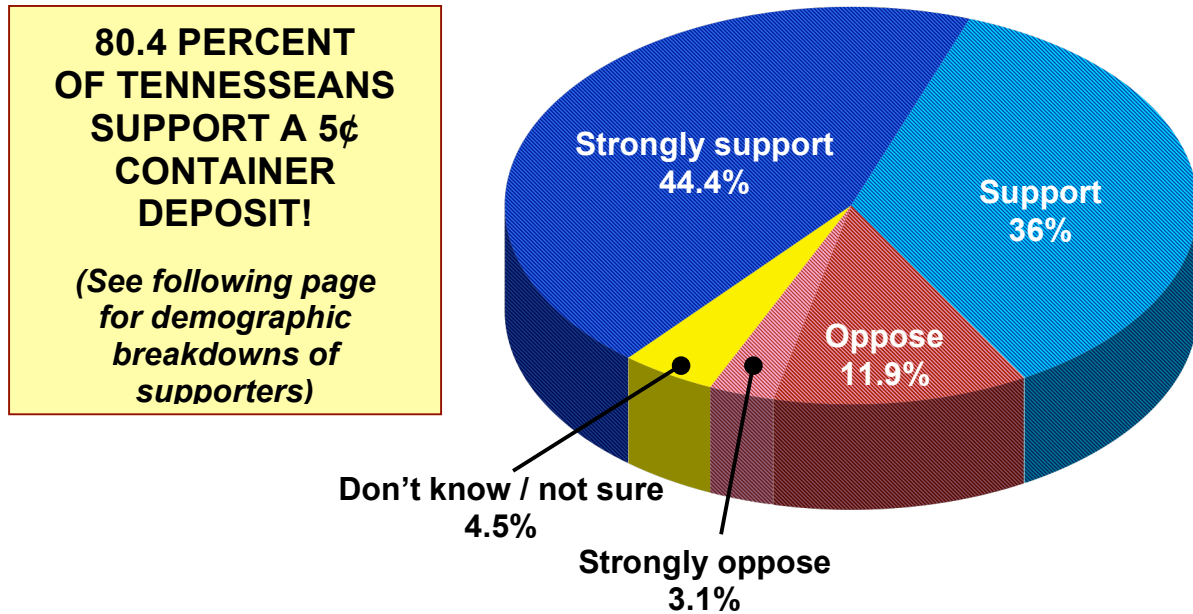


**RESULTS OF THE MARCH 2008 RECYCLING POLL:
RESPONSES TO QUESTION 3**

UNIVERSITY OF TENNESSEE, KNOXVILLE
Social Science Research Institute
209 Conference Center Building
Knoxville, TN 37996-4123
865-974-2819

QUESTION 3:

“Some states have reduced litter and increased recycling rates by placing a five-cent deposit on glass, plastic and aluminum beverage containers. The customer gets the five cents back when the container is taken to a redemption center. Would you support or oppose a similar program for Tennessee?” (FOLLOW-UP: “Would you **STRONGLY** support/oppose such a program?”)



The 2008 Recycling Poll is a statewide survey conducted by the Social Science Research Institute at the University of Tennessee, Knoxville. The Poll was conducted under a contract with Scenic Tennessee, Inc. The survey was conducted March 2-20, 2008. 777 randomly selected adults were interviewed by telephone, providing a margin of error of approximately +/- 3.5 percentage points at the 95% confidence level. The sample includes only registered voters. Trained personnel using a computer-assisted telephone interviewing (CATI) system conducted all interviews. Respondents were selected by random-digit dialing. The survey was designed and analyzed by Dr. Michael Gant, who is Professor of Political Science at UT-Knoxville and Director of the UT Social Science Research Institute. Amy Melton, Program Director supervised the survey. Professor Gant is available for comment—call 865-974-2730; or 865-974-2819.

Support for a 5-cent deposit by demographic group (question 3 of UT's 2008 Recycling Poll)

Party Affiliation						
	Democrat	GOP	Independent			
Strongly support	50.9	46.7	43.6			
Support	36.2	37.7	38.8			
Total support	87.1	84.4	82.4			
Gender						
	Male	Female				
Strongly support	42.3	49.3				
Support	35.5	39.2				
Total support	77.8	88.5				
Ideology						
	Liberal	Moderate	Conservative			
Strongly support	52.7	50.0	42.9			
Support	37.3	34.5	38.8			
Total support	90.0	84.5	81.7			
Region						
	West	Middle	East			
Strongly support	42.7	43.9	50.8			
Support	40.7	40.7	33.7			
Total support	83.4	84.6	84.5			
Education						
	< High school	HS grad	Some college	College grad	Grad/prof degree	
Strongly support	53.2	48.8	47.6	41.1	44.9	
Support	38.3	37.7	37.8	39.1	35.5	
Total support	91.5	86.5	85.4	80.2	80.4	
Family income						
	< \$15K/yr	\$15-\$25K	\$25-\$35K	\$35-\$50K	\$50K-\$60K	> \$65K
Strongly support	54.0	50.0	51.9	50.0	49.4	47.9
Support	39.7	37.5	30.4	35.6	34.6	34.5
Total support	93.7	87.5	82.3	85.6	84.0	82.4
Size of residence						
	Large city	Small city	Town	Small town	Rural nonfarm	Rural farm
Strongly support	42.6	46.9	49.3	41.8	56.2	46.5
Support	39.5	40.8	37.3	42.7	26.7	33.7
Total support	82.1	87.7	86.6	84.5	82.9	80.2
Marital status						
	Single	Married	Divorced	widowed		
Strongly support	55.5	46.2	54.9	29.6		
Support	35.5	37.4	35.2	43.2		
Total support	91.0	83.6	90.1	72.8		
Race						
	Black	White	Other			
Strongly support	44.7	46.7	40.0			
Support	41.2	37.5	30.0			
Total support	85.9	84.2	70.0			
Age						
	18-24	25-34	35-44	45-54	55-64	65+
Strongly support	73.7	52.2	45.0	50.3	47.2	40.3
Support	21.1	41.8	39.4	35.8	36.8	38.9
Total support	94.8	94.0	84.4	86.1	84.0	79.2