

To: Coalition for High Performance Recycling

From: GBAO

Date: October 10, 2025

## Polling on Recycling Refund Program

*The following are key findings from a survey of 800 registered voters in Washington conducted September 24 – 29, 2025, via online panel, and weighted to reflect the Washington electorate. The total sample is subject to a  $\pm 3.5\%$  margin of error at the 95% confidence level.*

### Key Takeaways

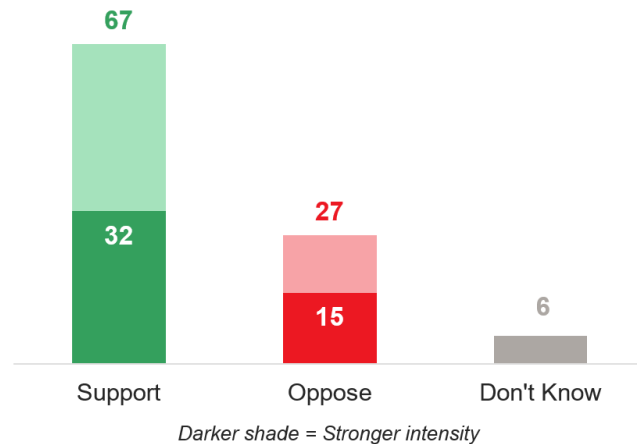
- A large majority of Washington voters support a recycling refund program and support grows after voters get more information, including arguments for and against it.**
- Voters do not consider the 10-cent deposit a tax.**

### Results

#### A Recycling Refund Program Enjoys Support From 67% of Voters.

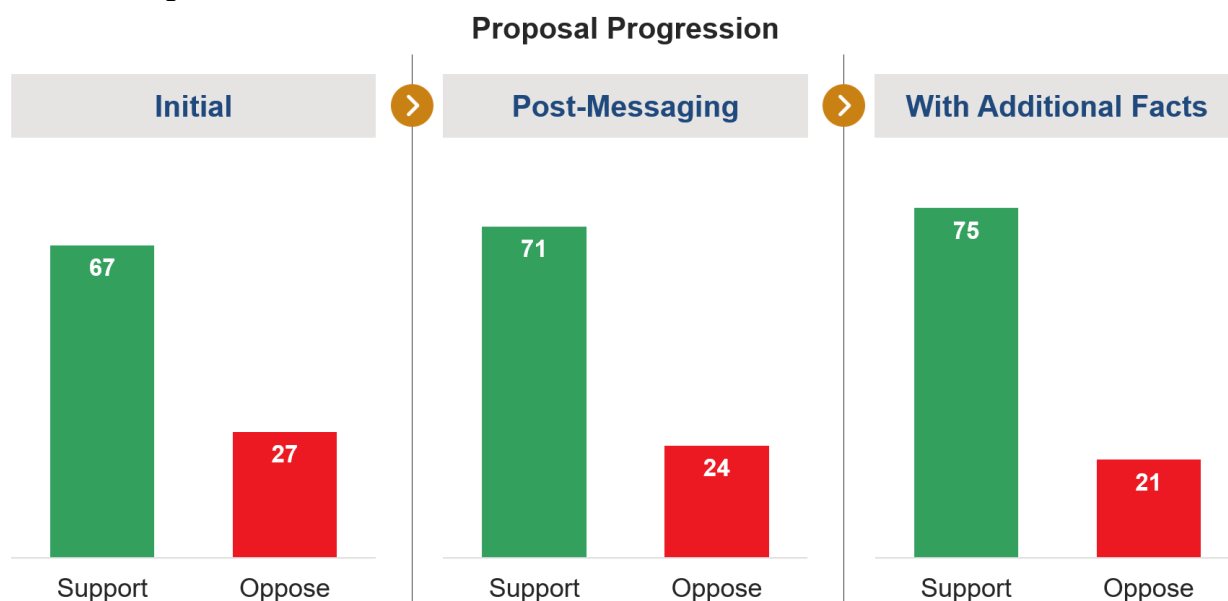
A majority across party including Democrats (74%), Independents (65%) and Republicans (59%) support a recycling refund program. It also has broad support across the state, from King County (73%) to western Washington outside of King County (61%), and even Central/Eastern Washington (74%).

*Would you support or oppose Washington creating a recycling refund program, also known as a deposit return system or bottle bill, where consumers pay a 10-cent deposit when they purchase a drink in plastic, aluminum or glass containers and they receive a 10-cent refund when they return the container to be recycled or reused?*



## After Messaging For And Against The Proposal (9 Pro, 5 Anti), Support Levels Grow To 75%.

And providing additional factual information about the program increase support even further: *It would include drop-off locations throughout the state, including places that offer immediate refunds in addition to stores in local communities that choose to participate in the program. Drop off locations would be funded by beverage companies, not Washington residents.*



## Few Voters Consider The 10 Cents Paid To Be A Tax.

A majority of voters (78%) think the 10 cents paid when purchasing a can or bottle would best be described as a deposit or a refund, not a tax. Even a majority (67%) of Republicans consider the 10 cents to be something other than a tax.

What do you think is the best way to describe the 10 cents?

