

Beverage Container Recycling: 2016 Survey of Albertans

Key Findings

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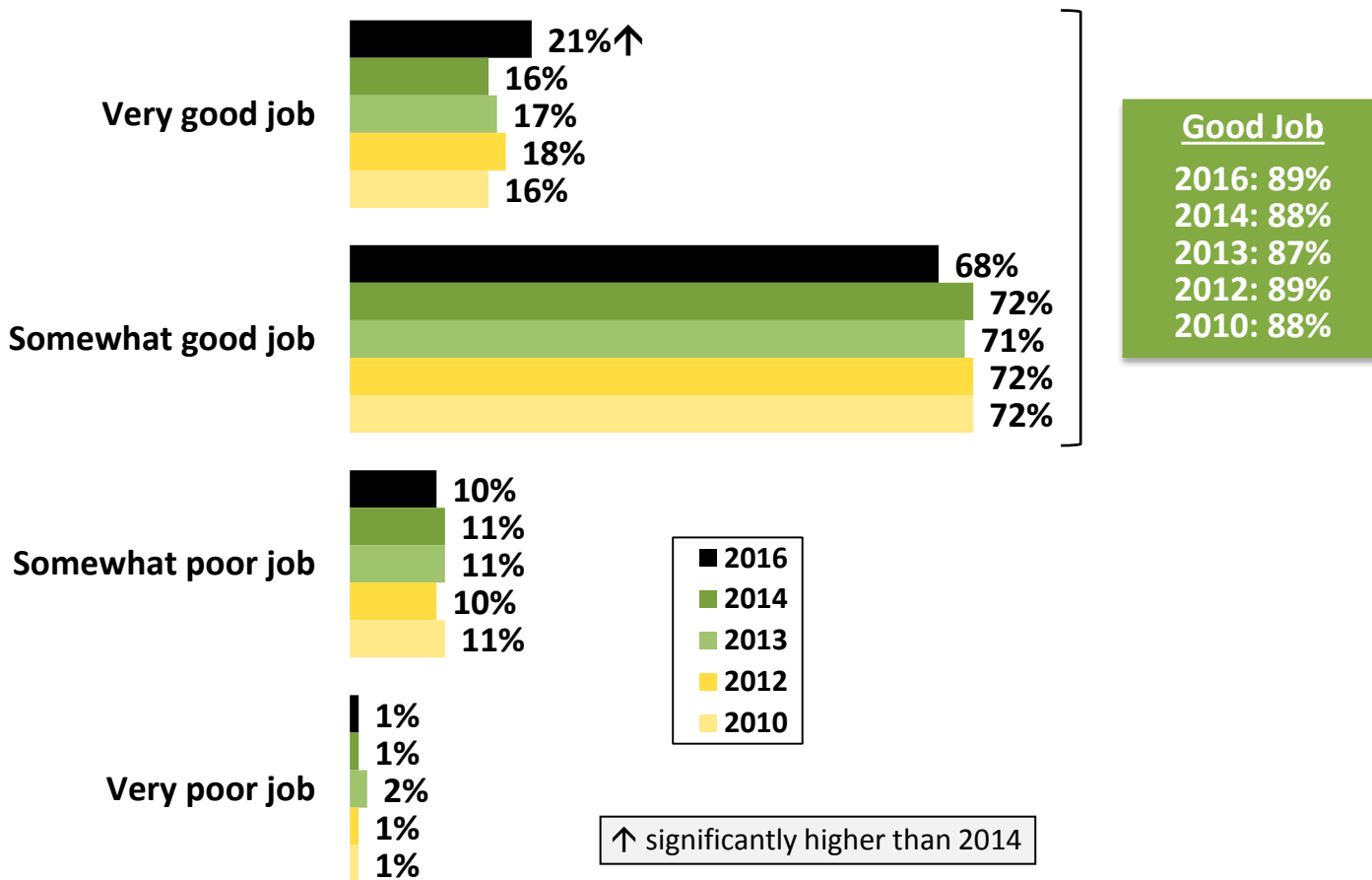
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General Attitudes

How do you perform when it comes to protecting the environment?

Q1. To begin, how would you rate your own personal performance when it comes to protecting the environment?
 (Base: All respondents, 2016 n=1,001 / 2014 n=1,000 / 2013 n=1,007 / 2012 n=1,006 / 2010 n=1,206)



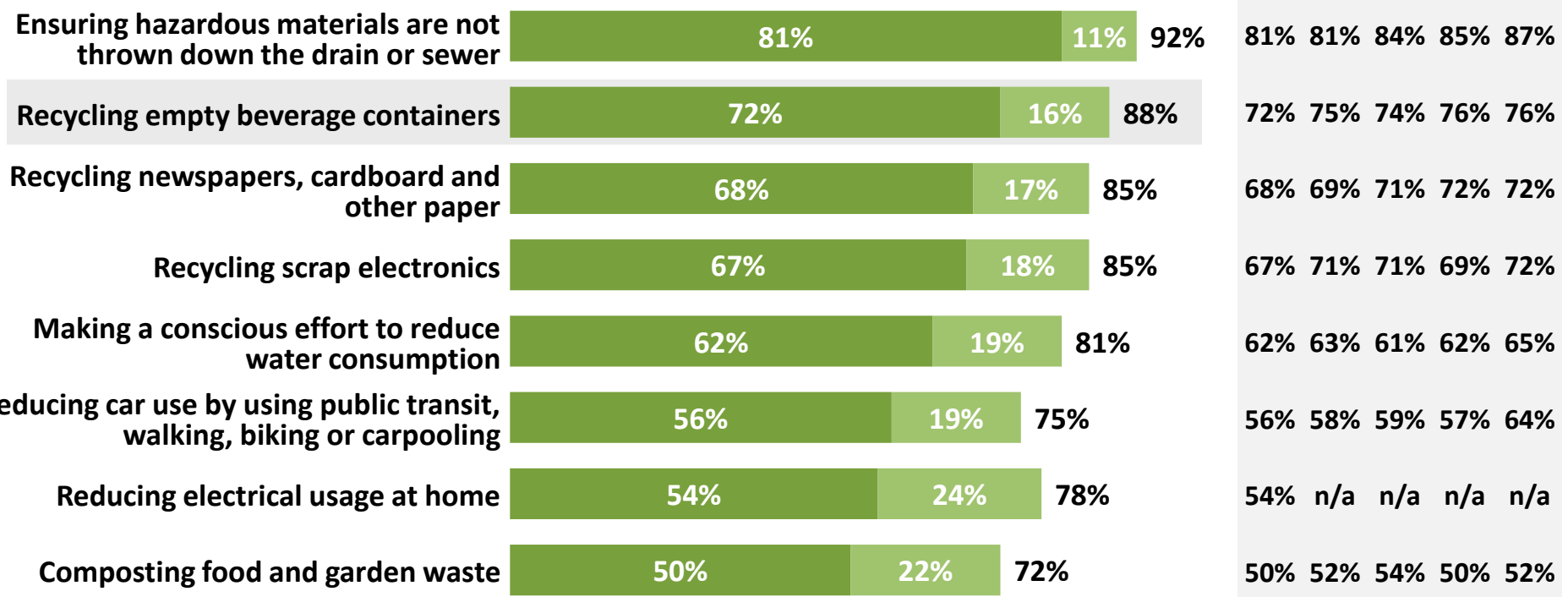
How much do these activities benefit the environment?

Q2. What follows is a list of things some people do to protect the environment. To the best of your knowledge, how much does each of these activities benefit the environment? (Base: All respondents, 2016 n=1,001 / 2014 n=1,000 / 2013 n=1,007 / 2012 n=1,006 / 2010 n=1,206)

■ 7 or 6 - A significant benefit to the environment ■ 5

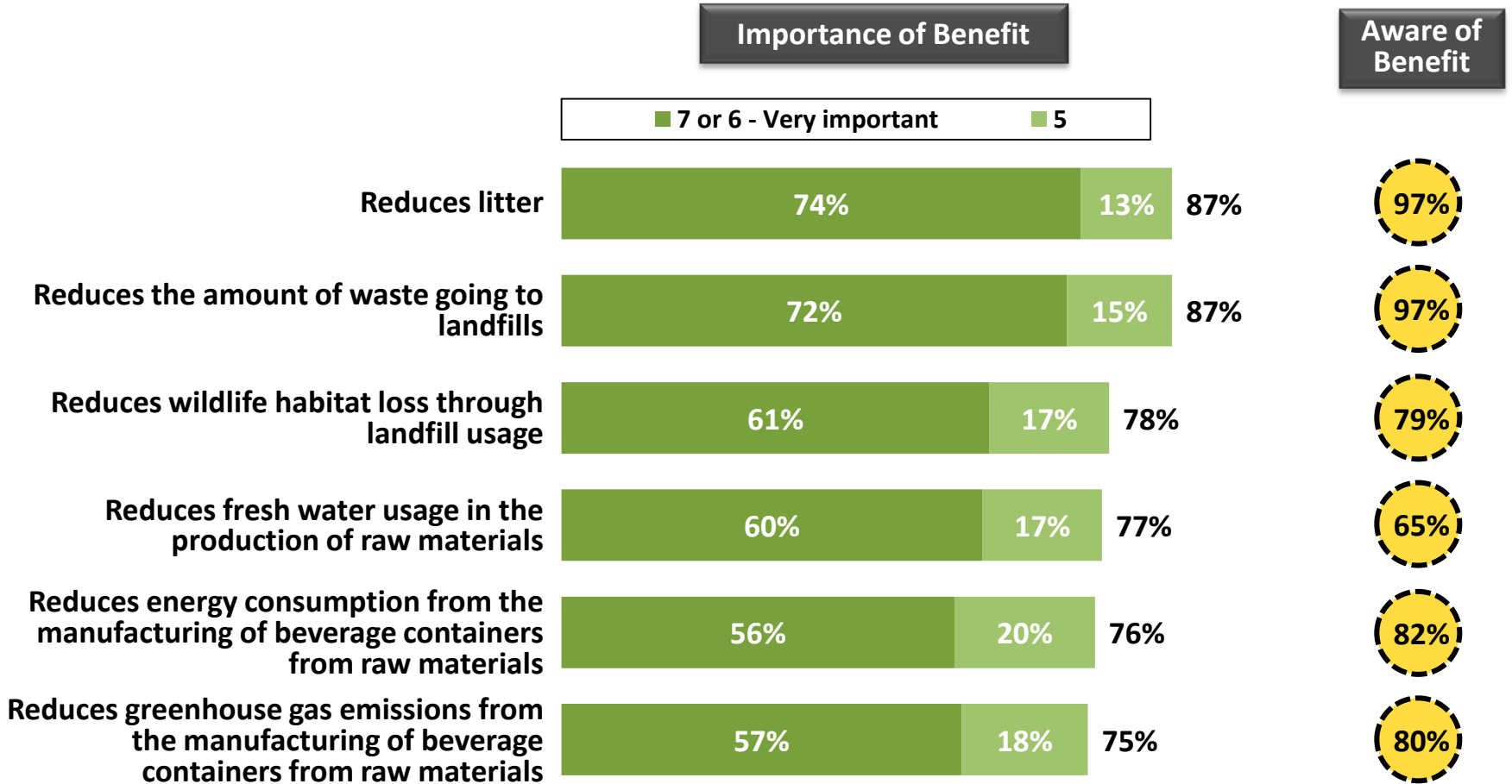
Significant benefit

2016 2014 2013 2012 2010



Did you know these environmental benefits and how important is each as a reason for recycling beverage containers?

Q2A/B. As you may know, recycling beverage containers can have a number of environmental benefits. For each benefit listed below, please indicate: 1) If you knew of this benefit prior to now, and, 2) For you personally, how important is this reason for recycling beverage containers.
 (Base: All respondents, n=1,001)





Beverage Container Recycling Awareness and Behaviours

Does your household purchase these beverage containers?

Q4. Thinking about the past 6 months, please indicate if your household has purchased the following types of beverages/beverage containers. (Base: All respondents, 2016 n=1,001 / 2014 n=1,000 / 2013n=1,007 / 2012 n=1,006 / 2010 n=1,206)

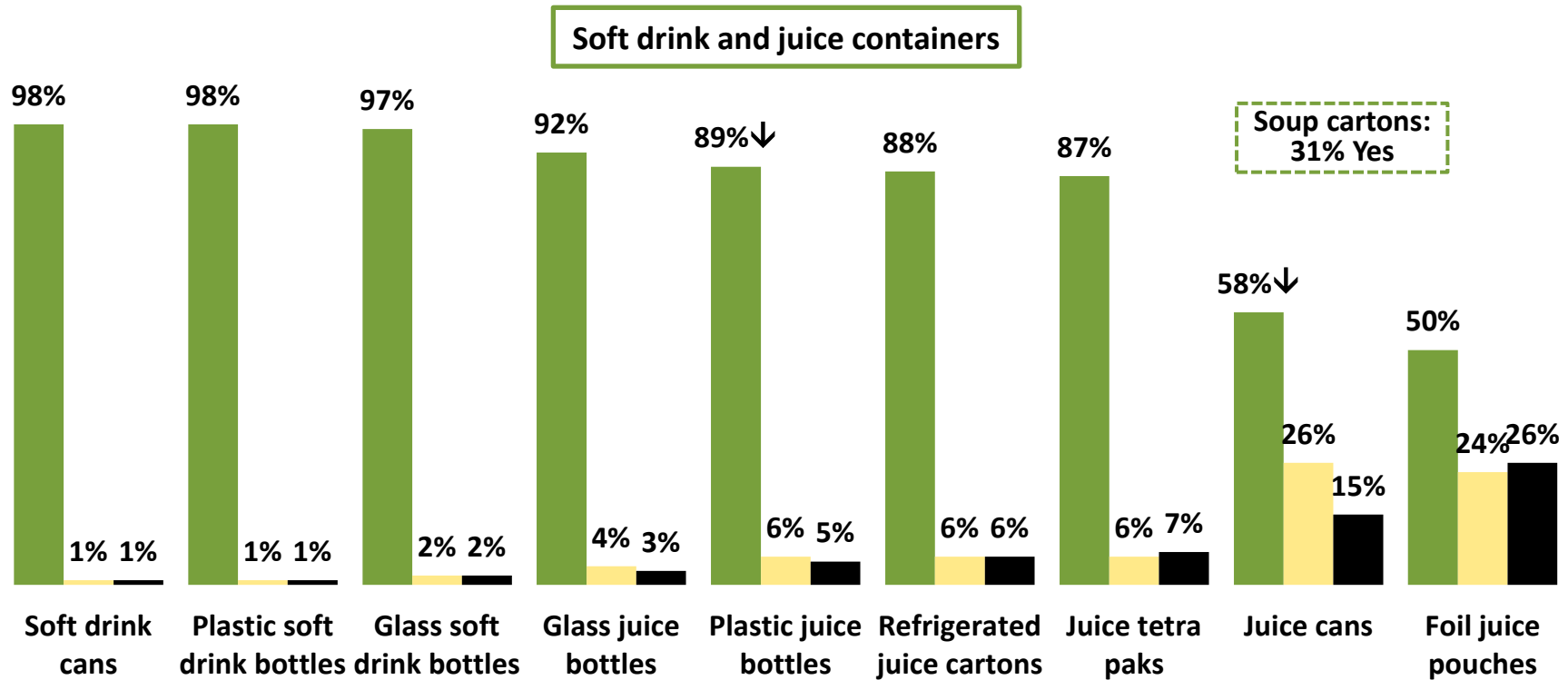
↓ significantly lower than 2014

% Yes

		2014	2013	2012	2010
Plastic bottles or jugs - juice, soft drink or water	92%	93%	93%	94%	97%
Aluminum or metal cans - juice, soft drink or water	81%↓	86%	85%	86%	89%
Glass bottles - juice, soft drink or water	63%	63%	62%	63%	64%
Juice cartons - refrigerated cartons or tetra paks	59%↓	72%	73%	70%	77%
Soup cartons	55%	n/a	n/a	n/a	n/a
Juice cartons more than 1 litre	54%	n/a	n/a	n/a	n/a
Juice cans more than 1 litre	27%	n/a	n/a	n/a	n/a
Foil juice pouches	15%	17%	12%	12%	19%
<hr/>					
Milk cartons - refrigerated	83%	85%	85%	85%	85%
Milk jugs	76%	79%	80%	77%	83%
Liquid cream cartons	61%	63%	60%	59%	58%
'Milk to go' containers	29%	30%	28%	27%	32%
Milk tetra paks	17%	17%	15%	13%	15%
<hr/>					
Wine or liquor bottles - glass or plastic	74%	74%	70%	70%	69%
Beer - bottles or cans	69%	67%	70%	65%	68%
Bag-in-a-Box wine	12%	10%	11%	9%	10%
<hr/>					
Single serve yogurt drinks in plastic bottles	23%↓	29%	21%	22%	26%
Liquid meal replacements - bottles or cans	19%	18%	15%	14%	14%

What can be returned for a refund?

Q3. To the best of your knowledge, please indicate if each of the following types of beverage containers can be returned to a bottle depot for a refund? (Base: All respondents, 2016 n=1,001 / 2014 n=1,000 / 2013 n=1,007 / 2012 n=1,006 / 2010 n=1,206)

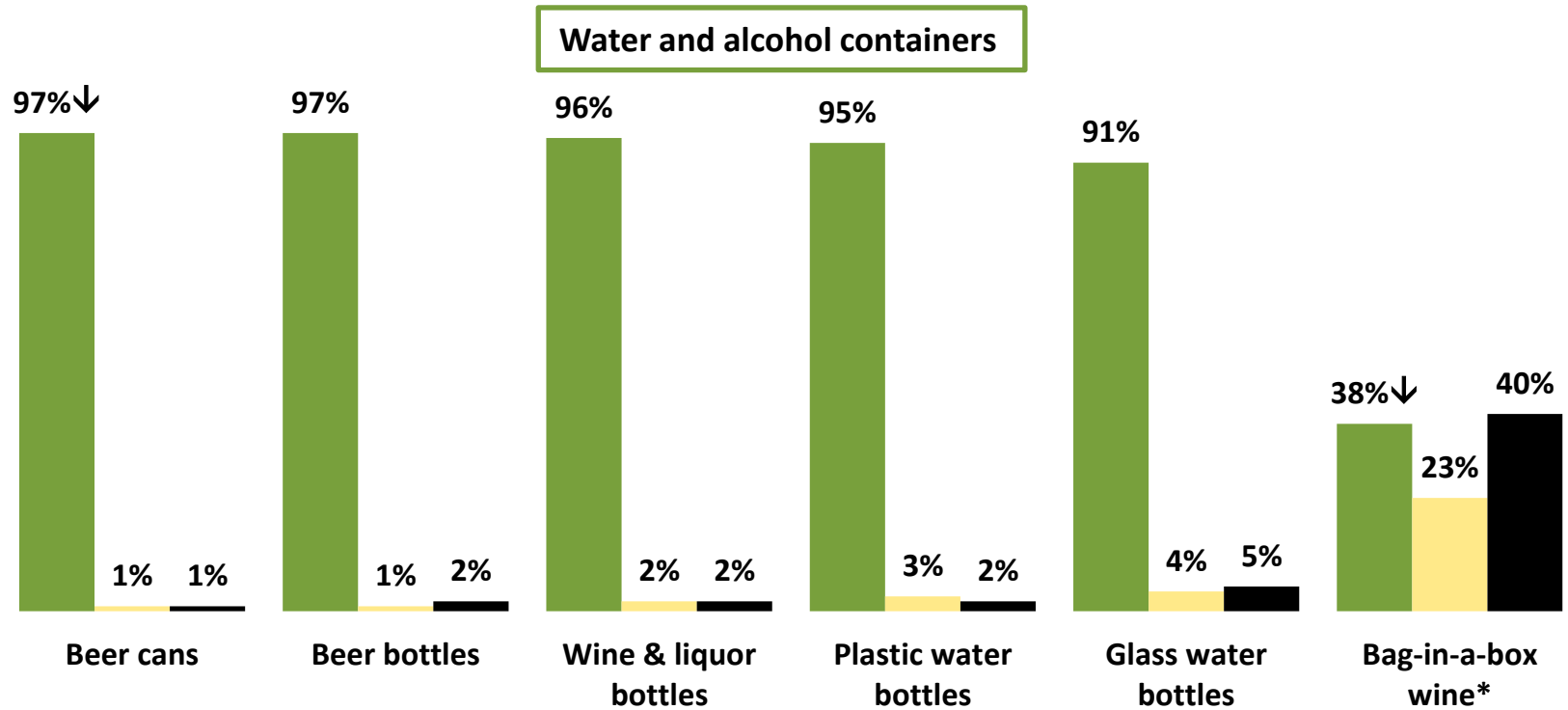


% Yes	2014	2013	2012	2010
Soft drink cans	99%	99%	99%	99%
Plastic soft drink bottles	98%	99%	98%	98%
Glass soft drink bottles	96%	98%	97%	98%
Glass juice bottles	91%	92%	94%	93%
Plastic juice bottles	93%	93%	92%	92%
Refrigerated juice cartons	90%	92%	88%	87%
Juice tetra paks	89%	92%	90%	89%
Juice cans	66%	69%	58%	52%
Foil juice pouches	55%	58%	51%	54%

↓ significantly lower than 2014

What can be returned for a refund?

Q3. To the best of your knowledge, please indicate if each of the following types of beverage containers can be returned to a bottle depot for a refund? (Base: All respondents, 2016 n=1,001 / 2014 n=1,000 / 2013 n=1,007 / 2012 n=1,006 / 2010 n=1,206)



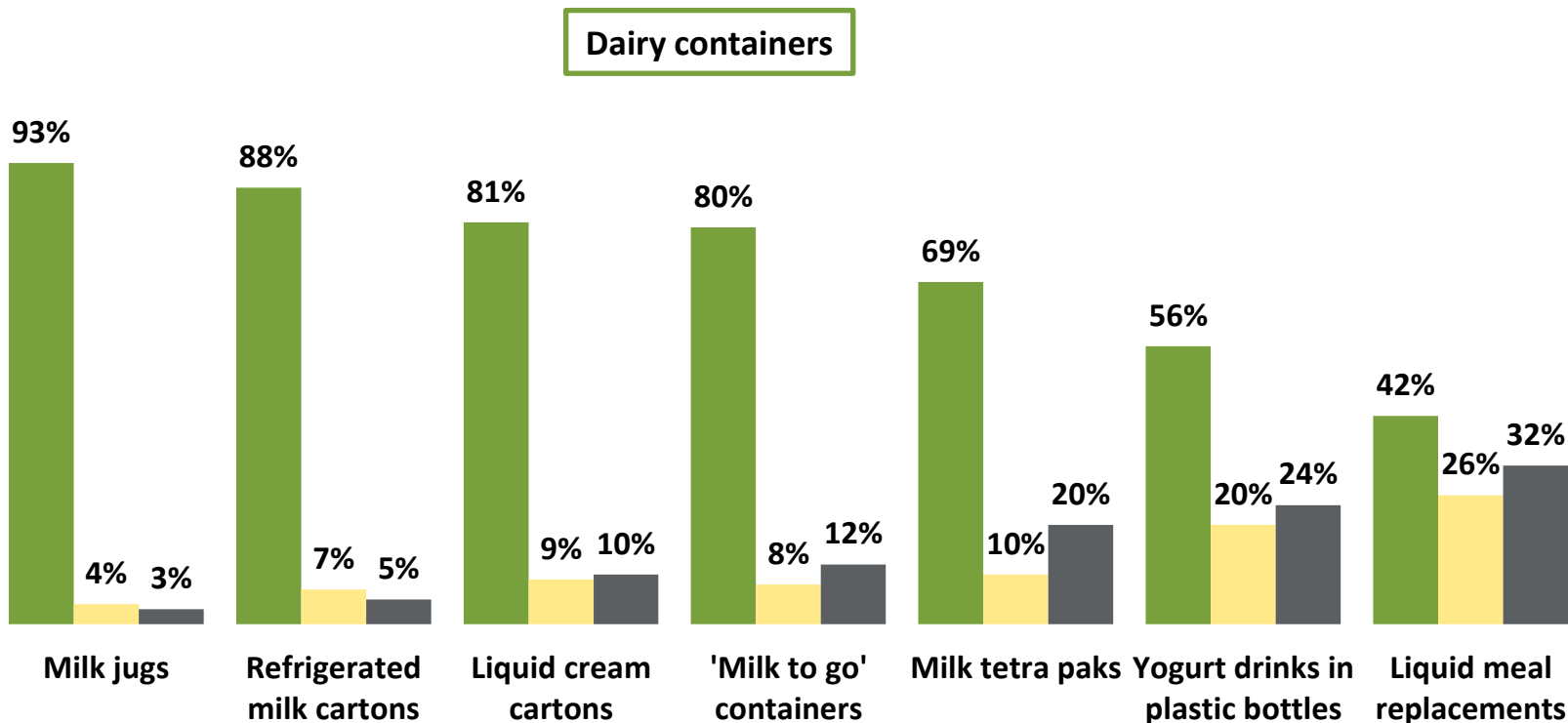
% Yes	2014	2013	2012	2010
Beer cans	99%	99%	99%	99%
Beer bottles	98%	98%	99%	99%
Wine & liquor bottles	97%	98%	97%	98%
Plastic water bottles	97%	96%	95%	94%
Glass water bottles	90%	89%	92%	90%
Bag-in-a-box wine*	47%	49%	43%	42%

↓ significantly lower than 2014

*Prior to 2016: Bag-in-a-box wine or juice

What can be returned for a refund?

Q3. To the best of your knowledge, please indicate if each of the following types of beverage containers can be returned to a bottle depot for a refund? (Base: All respondents, 2016 n=1,001 / 2014 n=1,000 / 2013 n=1,007 / 2012 n=1,006 / 2010 n=1,206)



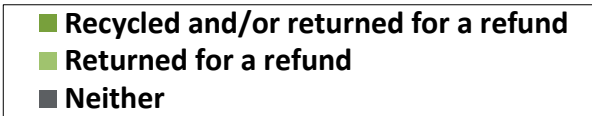
% Yes 2014	96%	90%	79%	77%	71%	52%	42%
2013	96%	90%	78%	77%	75%	53%	45%
2012	91%	84%	71%	71%	69%	46%	35%
2010	92%	83%	67%	68%	66%	45%	30%
2009	84%	82%					

What does your household do with these beverage containers?

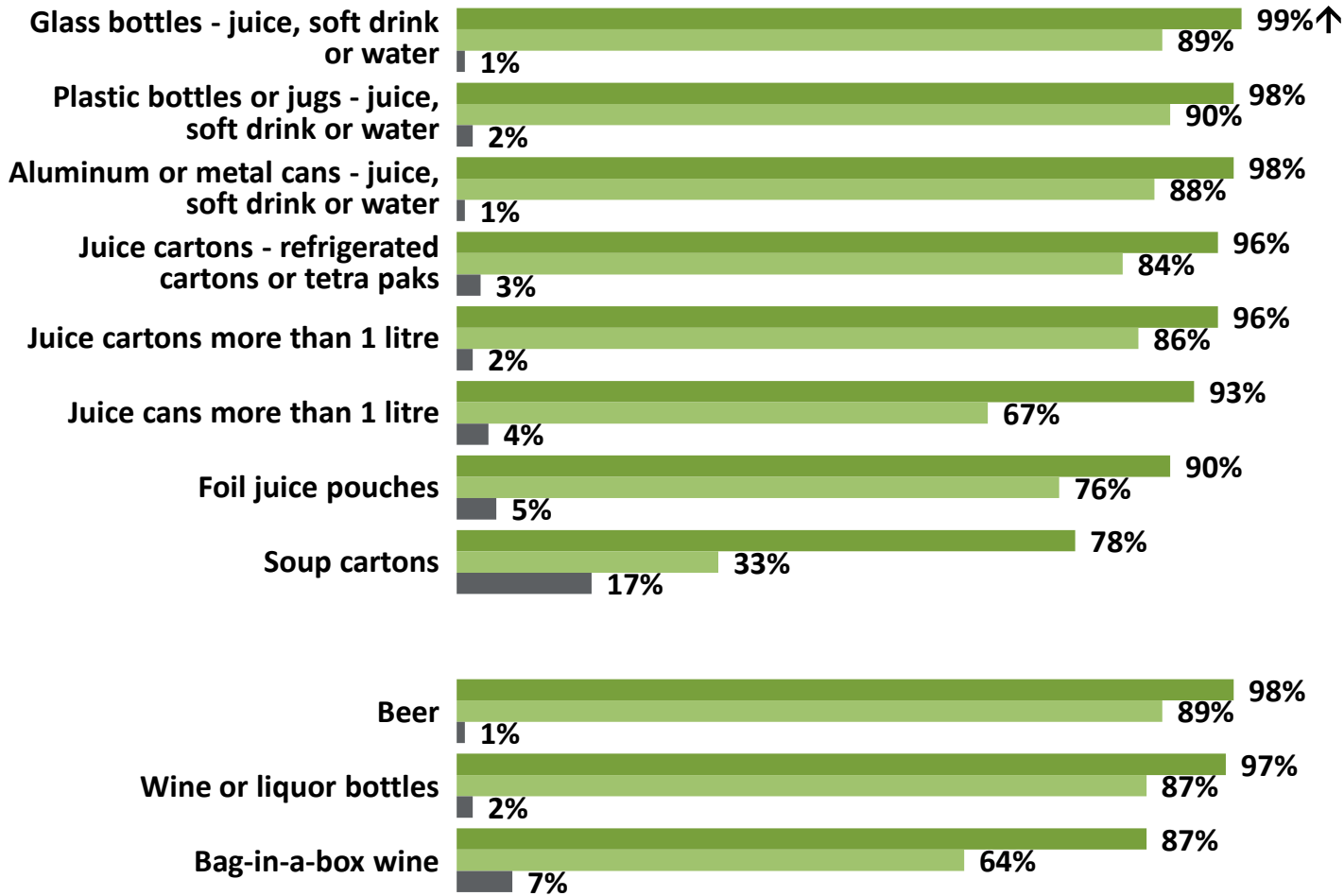
Past 6 months purchasers

Q5A. Thinking about the past 6 months, please indicate if your household has recycled or returned for a refund each of the following types empty beverage containers. (Base: Have purchased in the past 6 months)

↑ significantly higher than 2014



Recycled/Returned

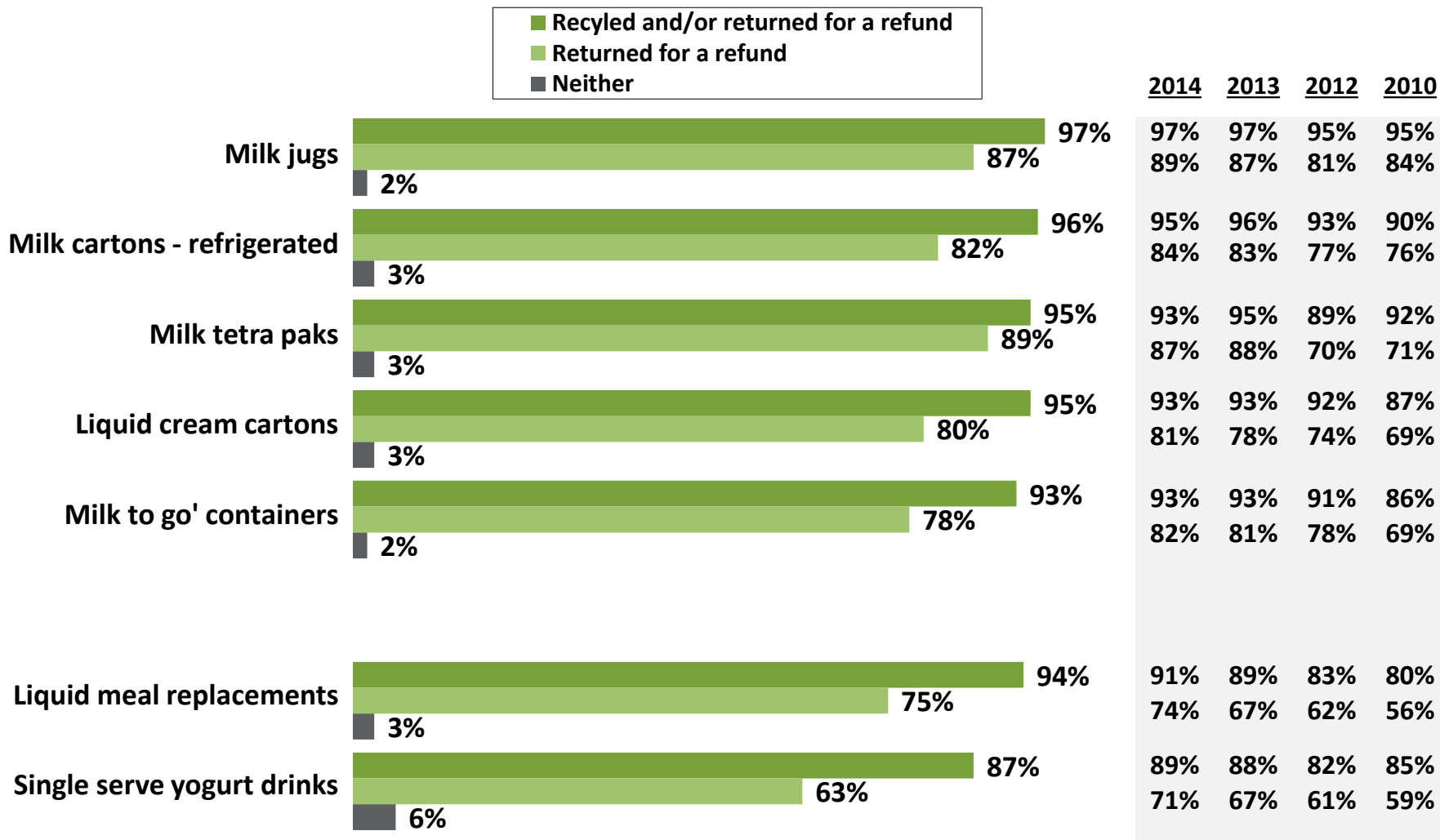


	2014	2013	2012	2010
Glass bottles - juice, soft drink or water	96%	99%	98%	97%
Plastic bottles or jugs - juice, soft drink or water	98%	98%	98%	97%
Aluminum or metal cans - juice, soft drink or water	98%	98%	97%	97%
Juice cartons - refrigerated cartons or tetra paks	94%	95%	95%	94%
Juice cartons more than 1 litre	n/a	n/a	n/a	n/a
Juice cans more than 1 litre	n/a	n/a	n/a	n/a
Foil juice pouches	92%	95%	89%	90%
Soup cartons	n/a	n/a	n/a	n/a
Beer	98%	98%	98%	97%
Wine or liquor bottles	97%	98%	96%	97%
Bag-in-a-box wine	89%	84%	88%	87%

What does your household do with these beverage containers?

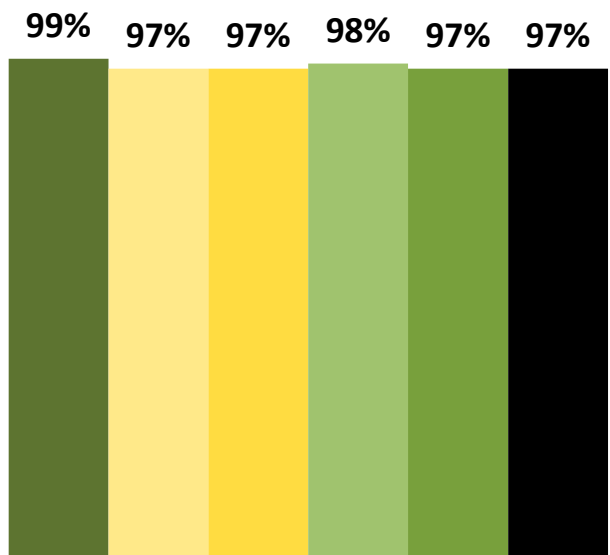
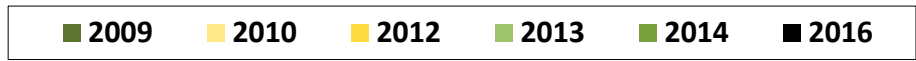
Past 6 months purchasers

Q5A. Thinking about the past 6 months, please indicate if your household has recycled or returned for a refund each of the following types empty beverage containers. (Base: Have purchased in the past 6 months)



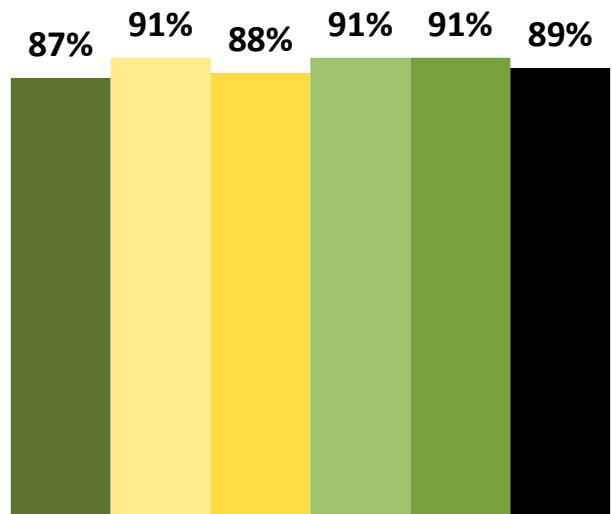
Has your household recycled and/or returned beverage containers to a bottle depot in the past 6 months?

(Base: All respondents, 2016 n=1,001 / 2014 n=1,000 / 2013 n=1,007 / 2012 n=1,006 / 2010 n=1,206)



Recycled and/or returned to a bottle depot

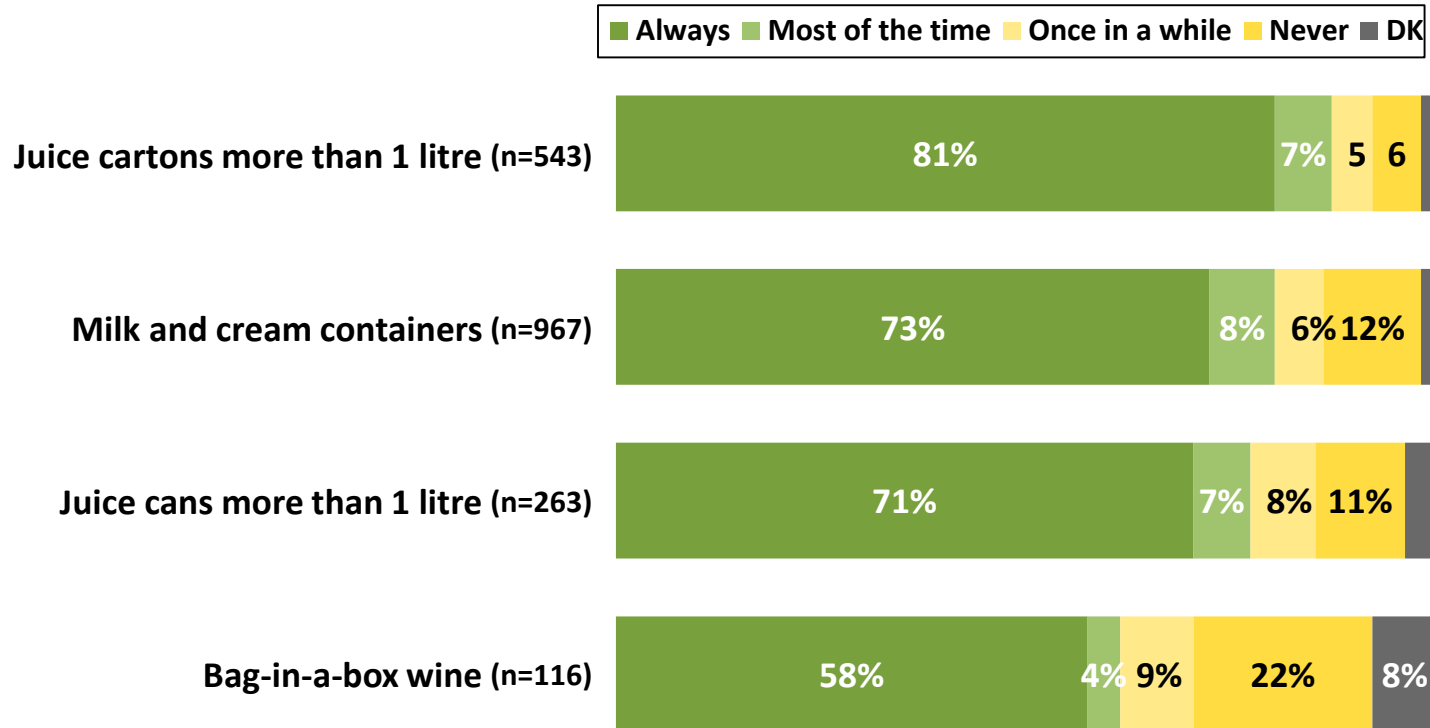
2009: Recyclable containers in household recycled
2010/2012: Beverage containers in the past 6 months



Returned to a bottle depot

How often do you return these items to a bottle depot?

Q6ANEW. How often does your household return each of the following to a bottle depot for a refund?
 (Base: Purchased the item in the past 6 months)



Why don't you return them to a bottle depot more often?

Q6BNEW. Why doesn't your household return these items/return them more often to a bottle depot for a refund?
 (Base: Past 6 months purchase but redeem once in a while or never)

	Milk and cream containers (n=162)	Juice cartons >1L (n=57)	Juice cans >1L (n=45)	Bag-in-a-Box wine (n=32*)
Didn't know you could return them to a bottle depot for a refund	31%	30%	31%	60%
Recycle them instead	28%	26%	26%	12%
Depot is too far away	10%	8%	4%	-
Too much trouble/ don't want to bother	9%	12%	11%	4%
Too time consuming	6%	7%	10%	7%
Donate to charity	4%	3%	6%	6%
Do not buy/ do not buy very often	3%	2%	-	8%
Leave them for bottle collectors	1%	4%	-	-
No refund provided (at our depot)	1%	-	-	-
Other	2%	1%	2%	-
Don't know	6%	8%	11%	5%

**Caution: Very small base size*



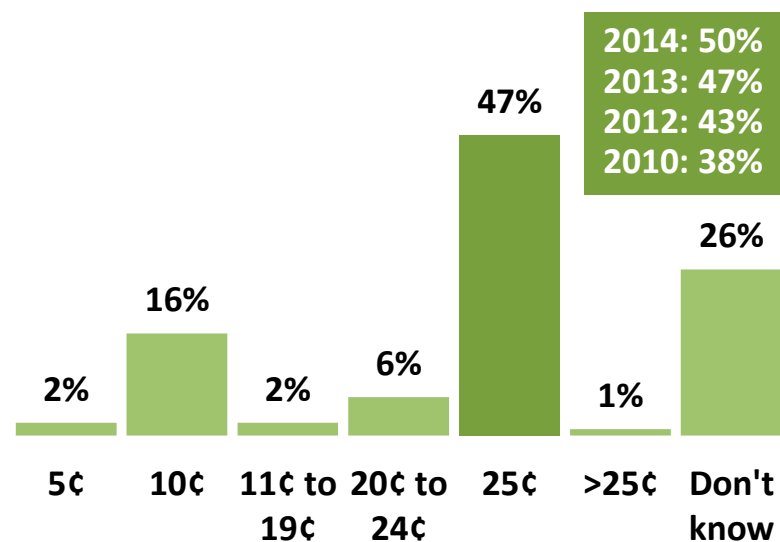
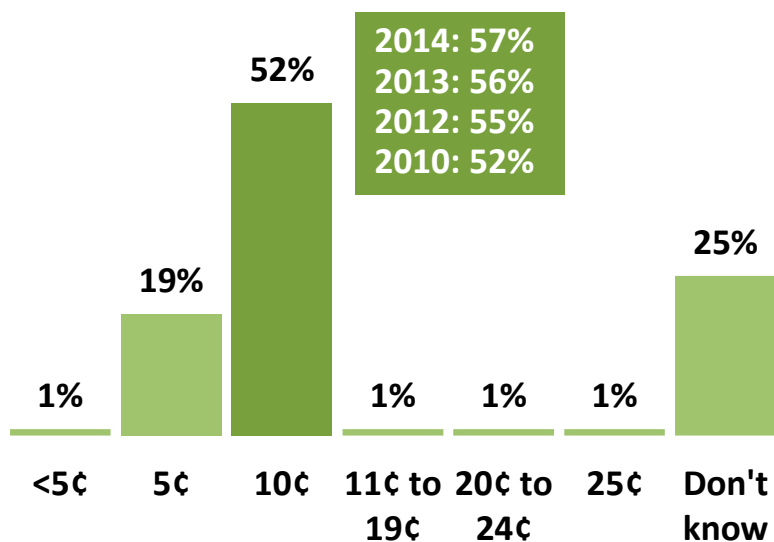
Awareness of the Refundable Deposit

What is the refundable deposit?

Q7a/7b. To the best of your knowledge, what is the refundable deposit for beverage containers that are one litre or less in size/ more than one liter in size? (Base: All respondents, n=1,001)

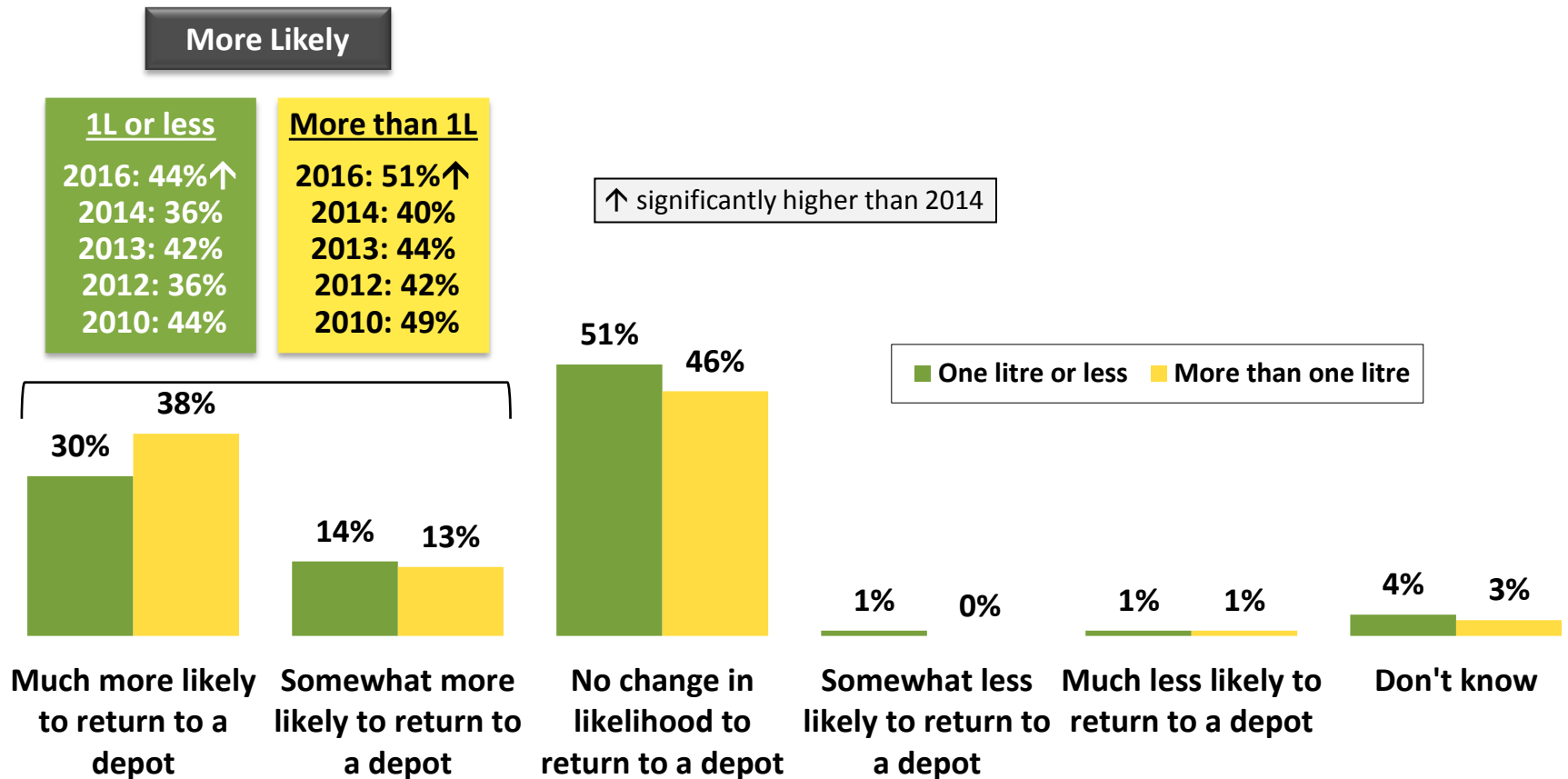
One litre or less

More than one litre



Does knowing the deposit value make you more likely to return containers for a refund?

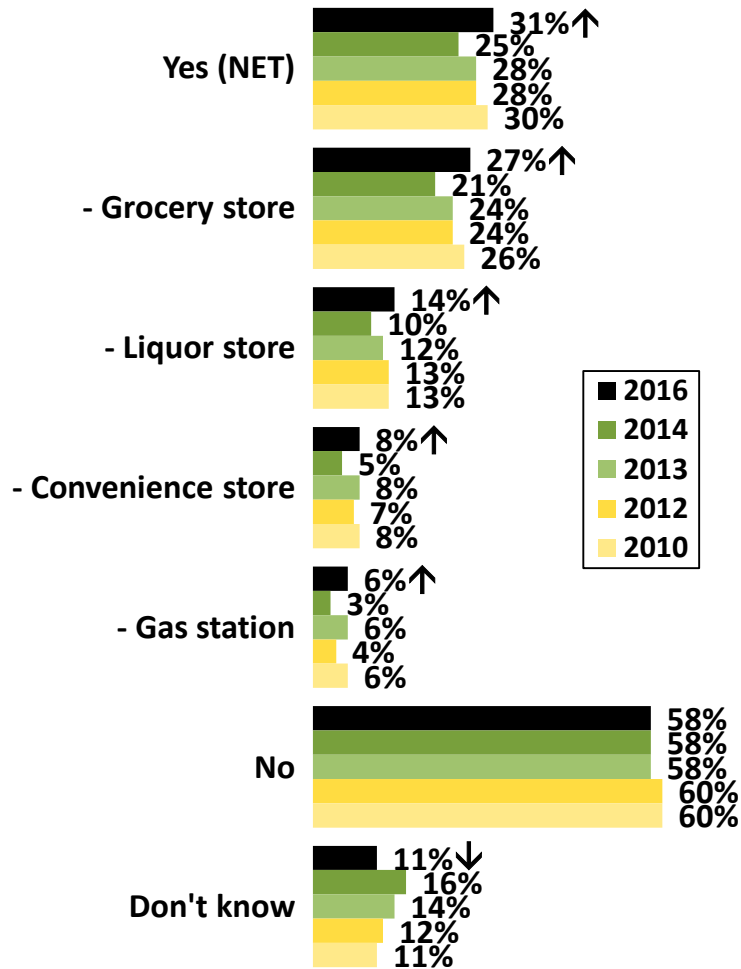
Q8a/8b. In fact, the refundable deposit for all beverage containers that are one litre or less in size is 10¢/more than one litre in size is 25¢. Knowing this would you be more likely or less likely to return your empty beverage containers to a bottle depot, or would it have no change on your behaviour? (Base: Unaware of deposit value, 10¢: 2016 n=475 / 2014 n=429 / 2013 n=444 / 2012 n=455 / 2010 n=576, 25¢: 2016 n=528 / 2014 n=497 / 2013 n=532 / 2012 n=582 / 2010 n=743)



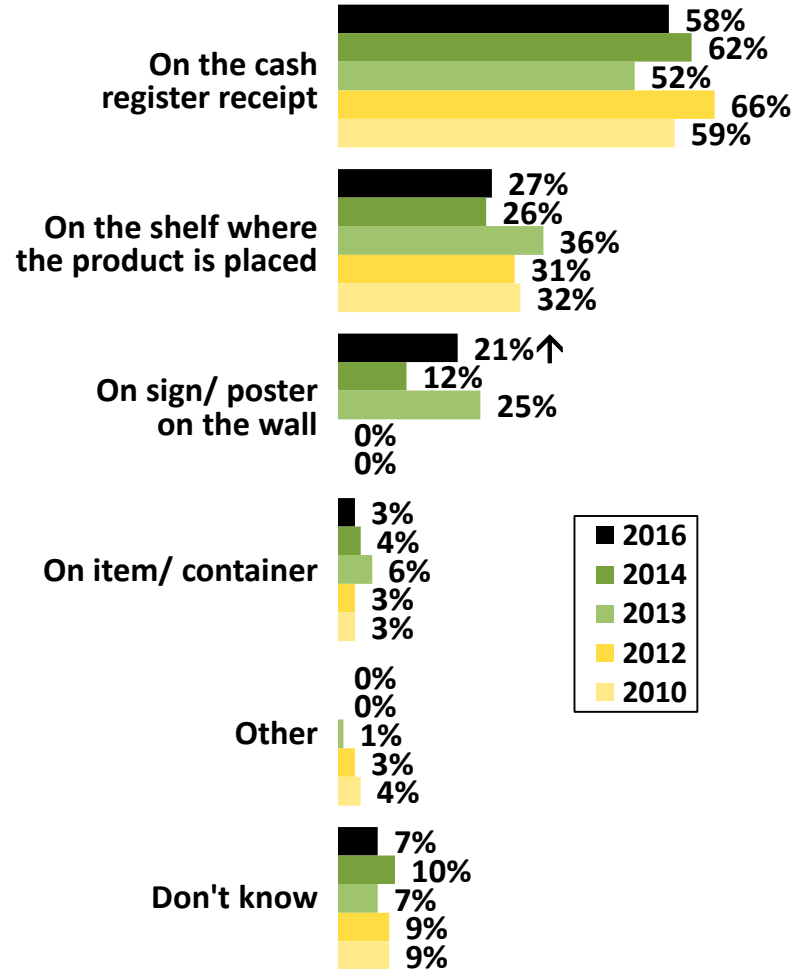
Have you seen any information at retail stores that identifies the deposit value?

Seen Information

↑ significantly higher than 2014
↓ significantly lower than 2014



Location of Information



Q9a. Do you recall seeing any information in the following types of retail stores that identifies the refundable deposit value on beverage containers you purchase? (Base: All respondents, 2016 n=1,001 / 2014 n=1,000 / 2013 n=1,007 / 2012 n=1,006 / 2010 n=1,206)

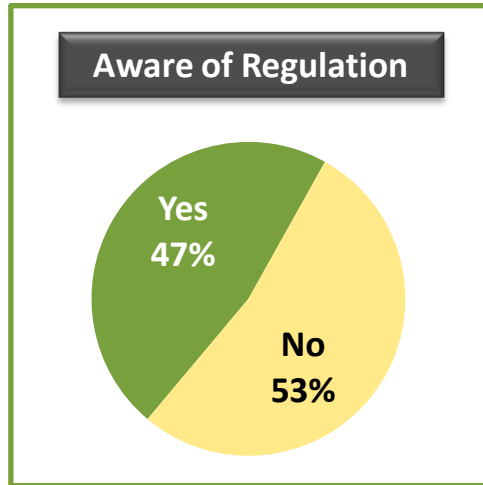
Q9b. Where do you recall seeing information in a retail store that identifies the refundable deposit value on beverage containers you purchase? (Base: Have seen information, 2016 n=294 / 2014 n=236 / 2013 n=277 / 2012 n=272 / 2010 n=339)



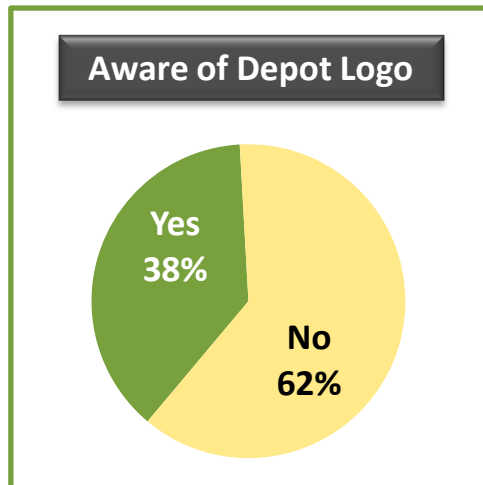
Bottle Depots

Awareness and Importance of Regulation

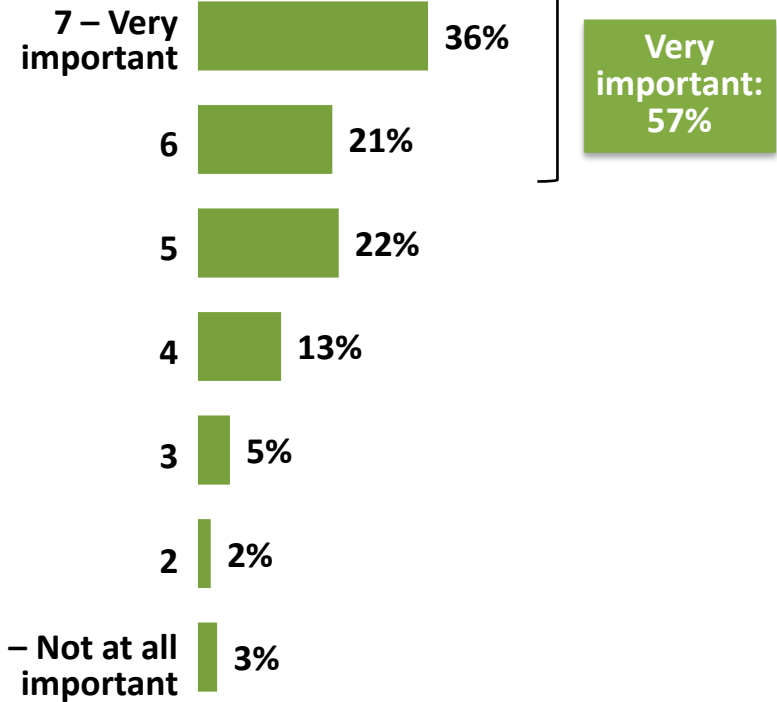
Q13A. Prior to now, were you aware that all bottle depots in Alberta are regulated by a central body to ensure consistent standards across locations?



Q13C. Prior to now, have you ever seen this logo?



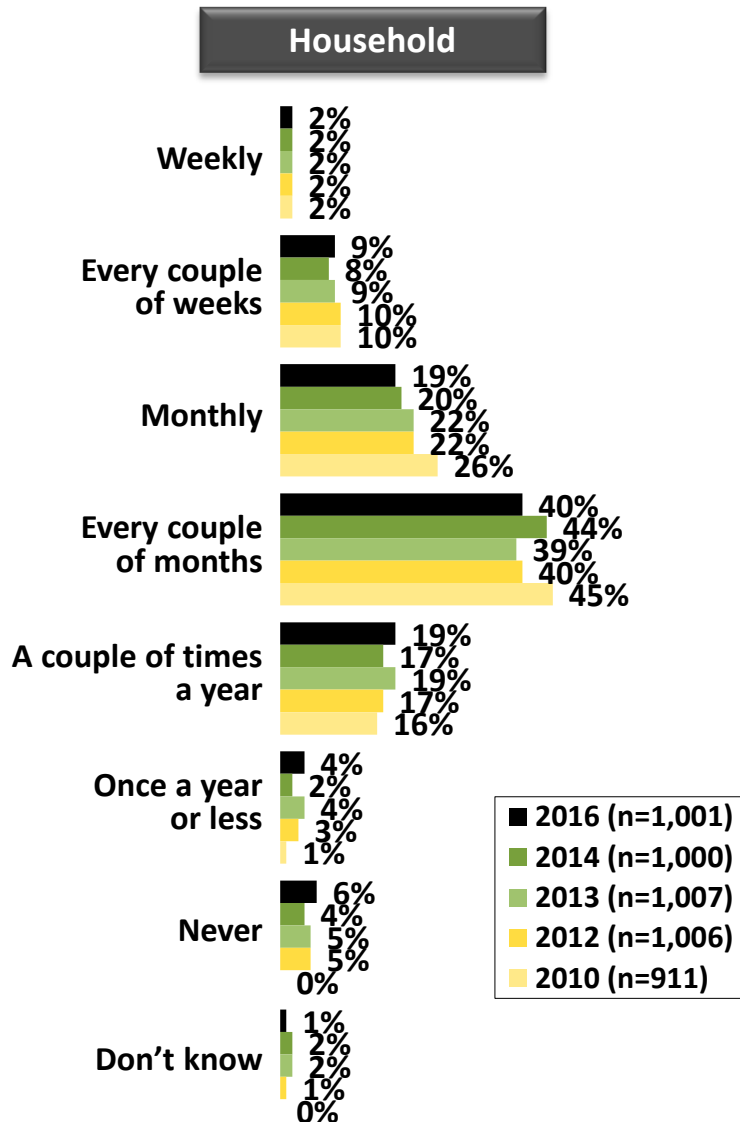
Importance of Regulation



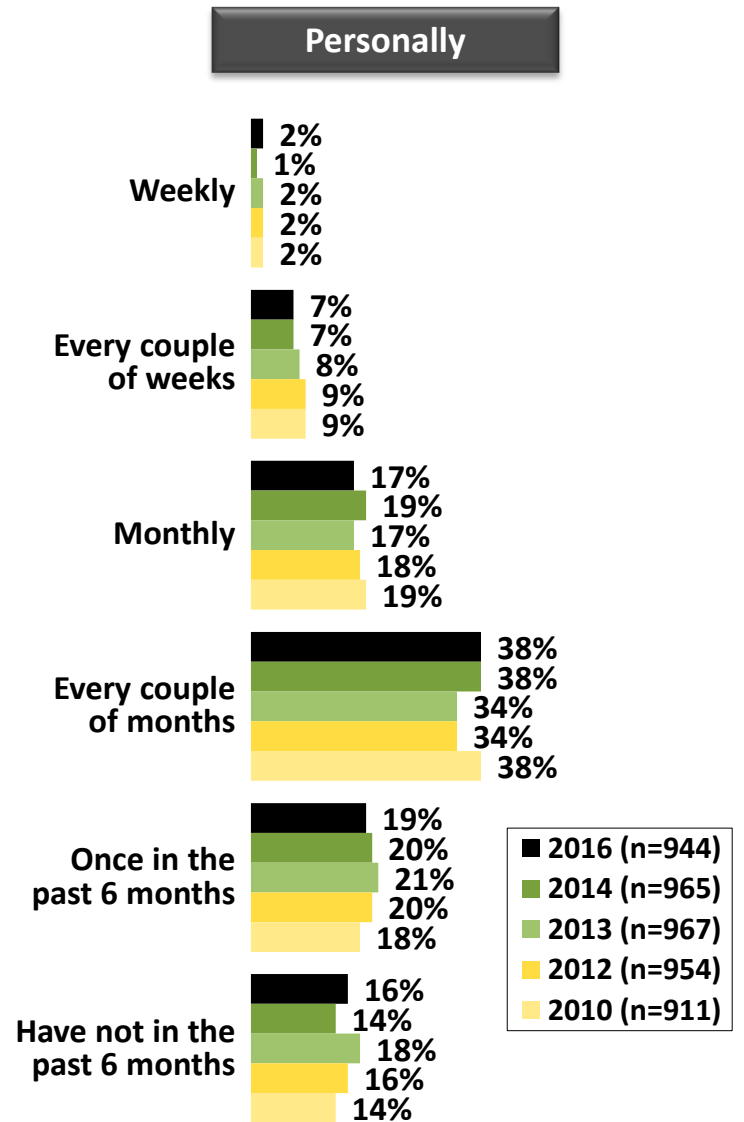
Q13B. As you may know, the Beverage Container Management Board, or BCMB, is responsible for regulating the recycling of empty beverage containers in Alberta. For you personally, how important is it that all bottle depots are regulated to ensure consistent standards?

(Base: Household has returned to a depot, n=944)

How often do you return containers to a bottle depot?



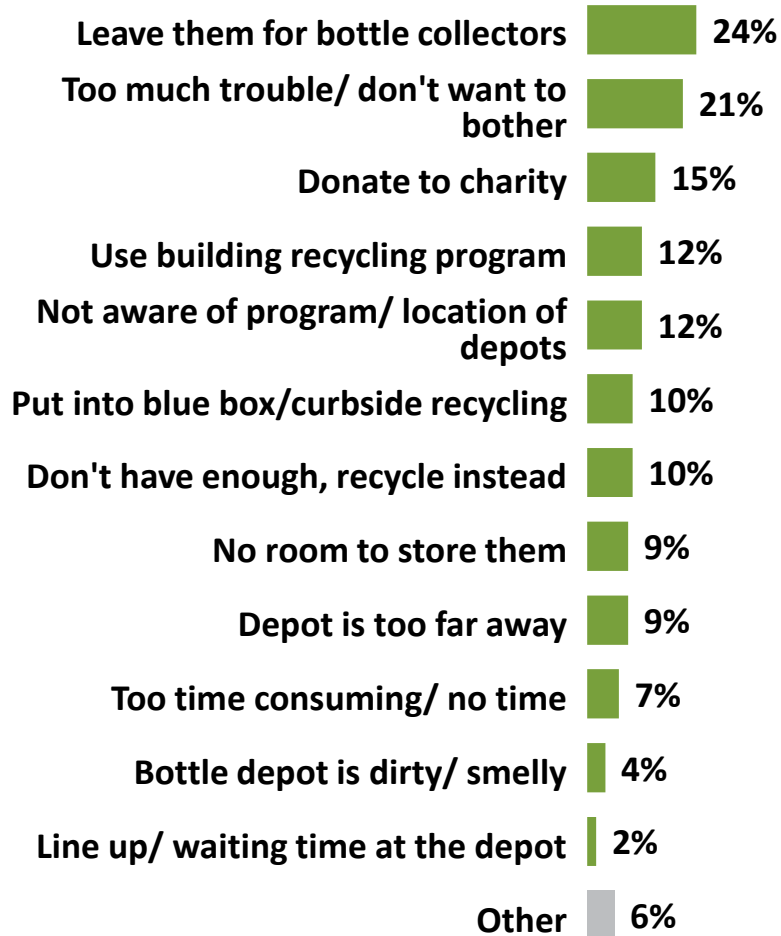
Q11. How often does your **household** return empty beverage containers to a bottle depot? (Base: 2014, 2013, 2012: All respondents, 2010: Have returned for refund)



Q13. Thinking about the past 6 months, approximately how often have you **personally** returned empty beverage containers to a bottle depot? (Base: Household has returned for refund)

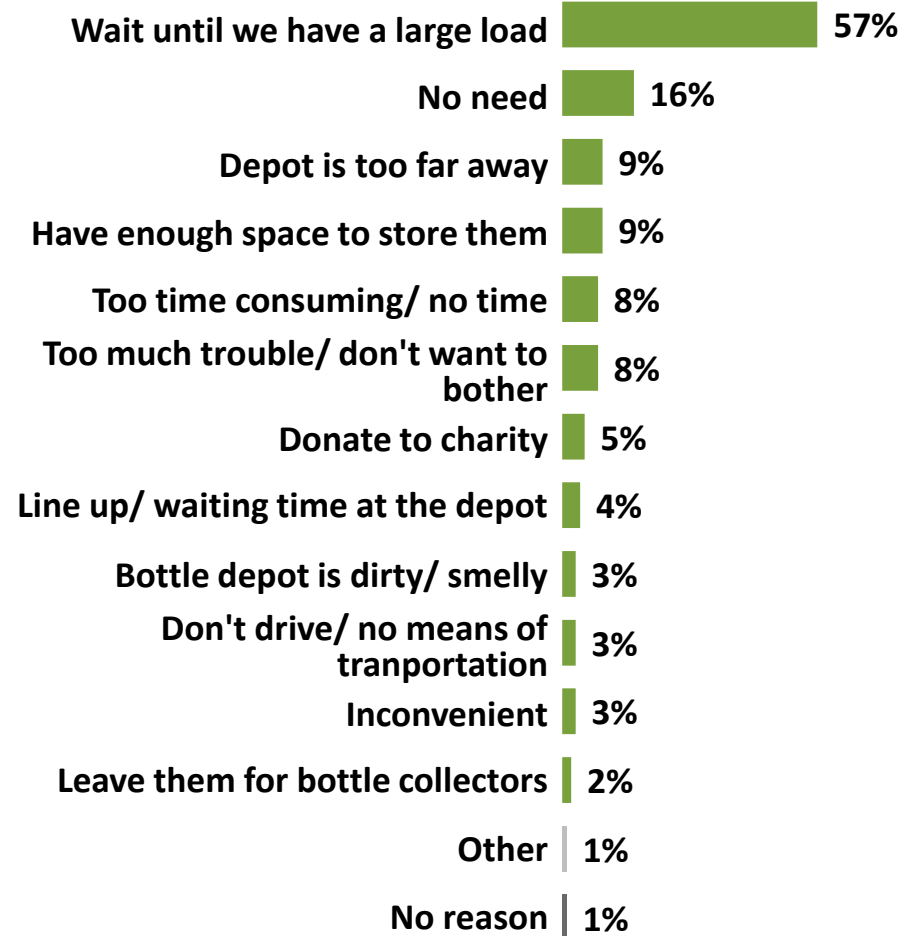
Why don't you return containers to a depot, or why not more often?

Reasons for Not Redeeming



Q12a. Why **doesn't your household** currently return empty beverage containers to a bottle depot for a refund? (Base: Household has never returned for refund, n=57)

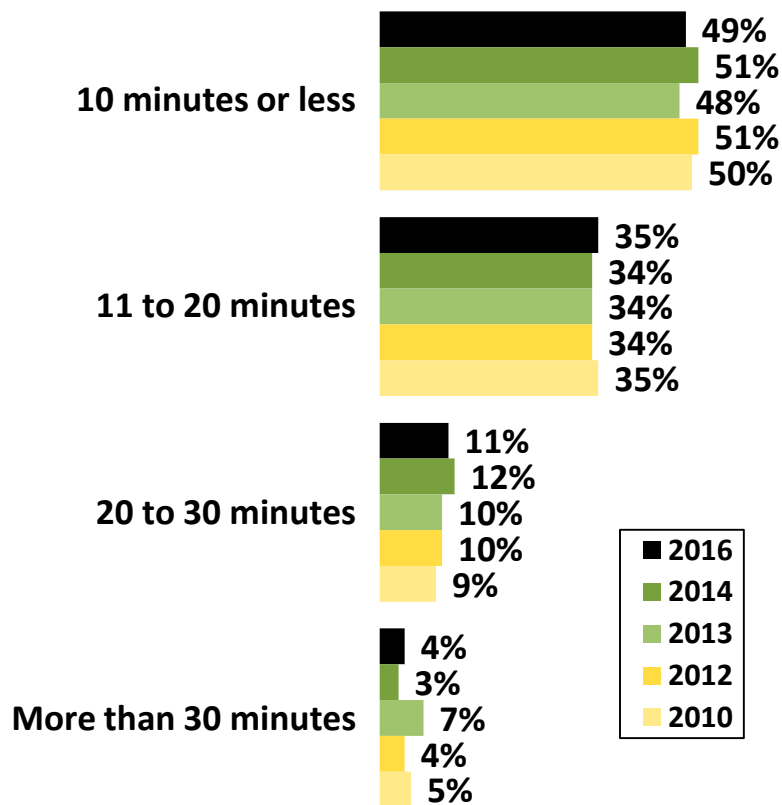
Reasons for Not Redeeming More Often



Q12b. Why doesn't your household return empty beverage containers to a bottle depot for a refund **more often**? (Base: Household has returned for refund less than every couple of months, n=233)

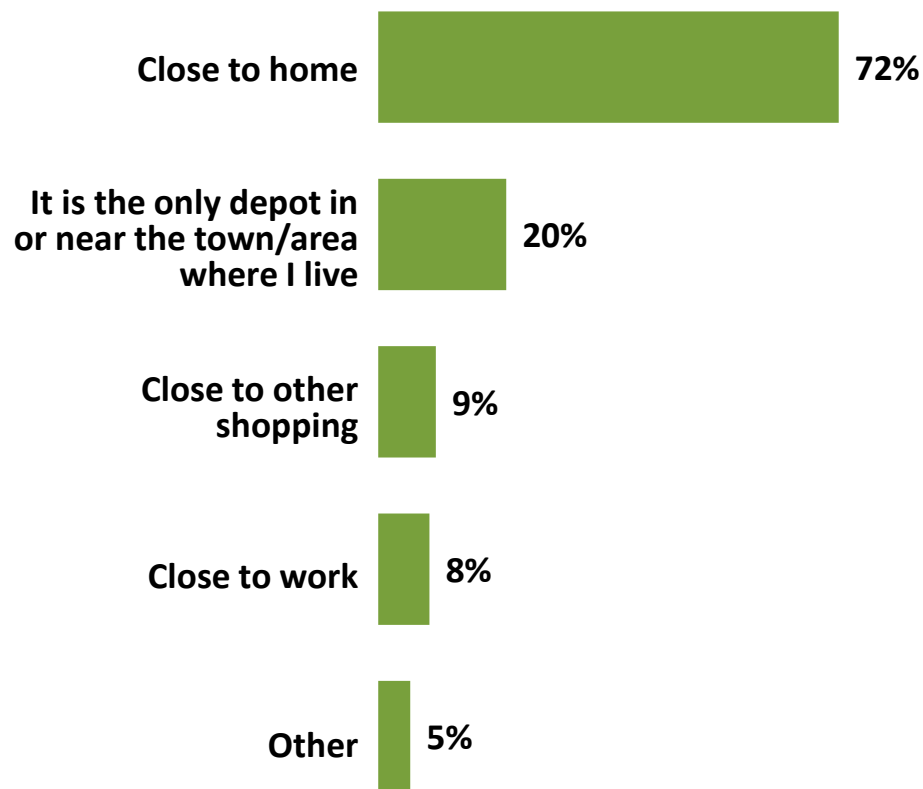
How long does it take you to get to your bottle depot and what makes the location convenient?

Time to Get to Depot Used Most Often



Q16. On average, how long does it take you to get to the bottle depot you most often use?

Reason the Location is Convenient

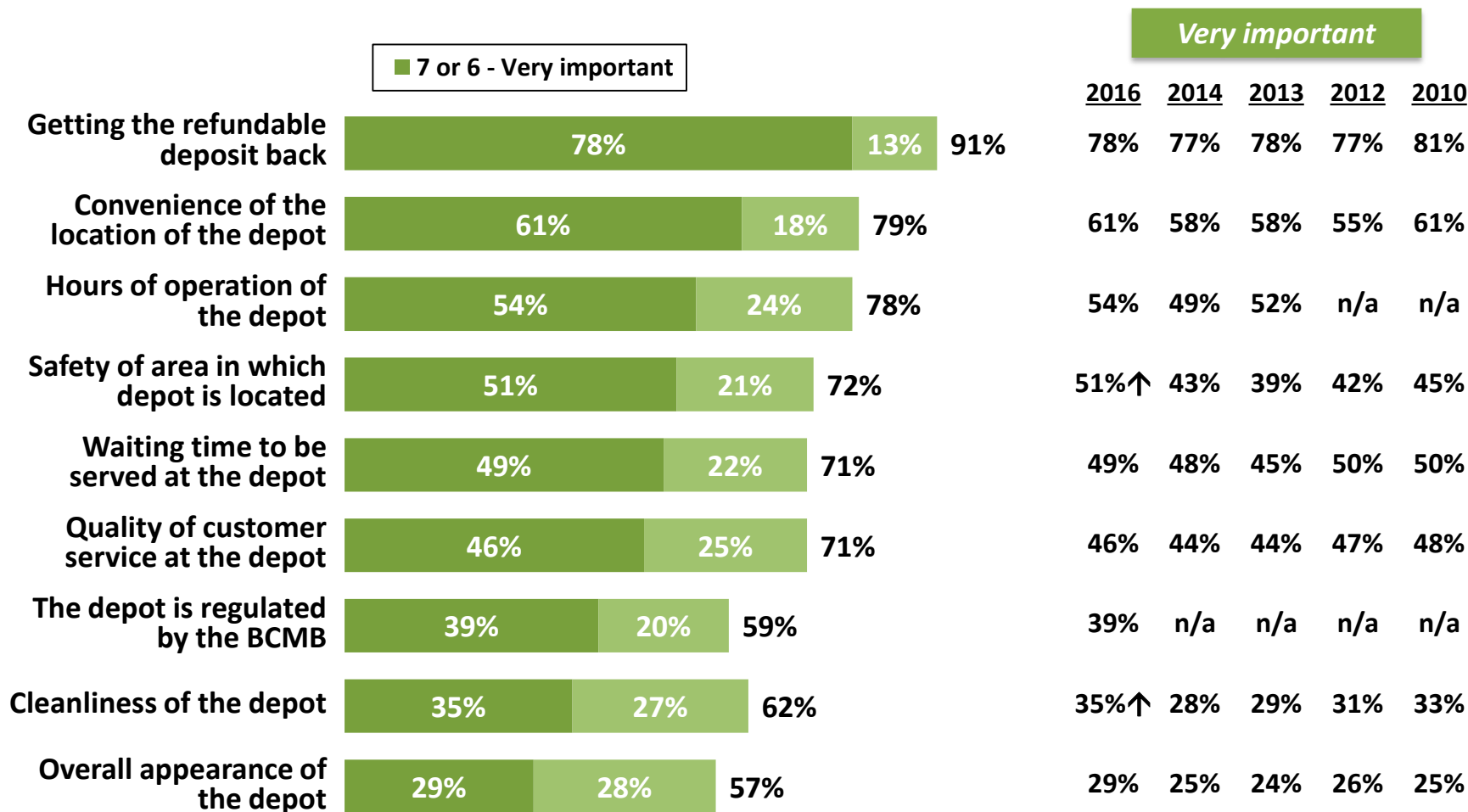


Q16.1NEW. Thinking about the bottle depot you use most often, what makes the location convenient for you?

(Base: Personally returned to depot in past 6 months, 2016 n=788 / 2014 n=833 / 2013 n=794 / 2012 n=772 / 2010 n=782)

How important are these factors when deciding whether or not to return beverage containers to a bottle depot?

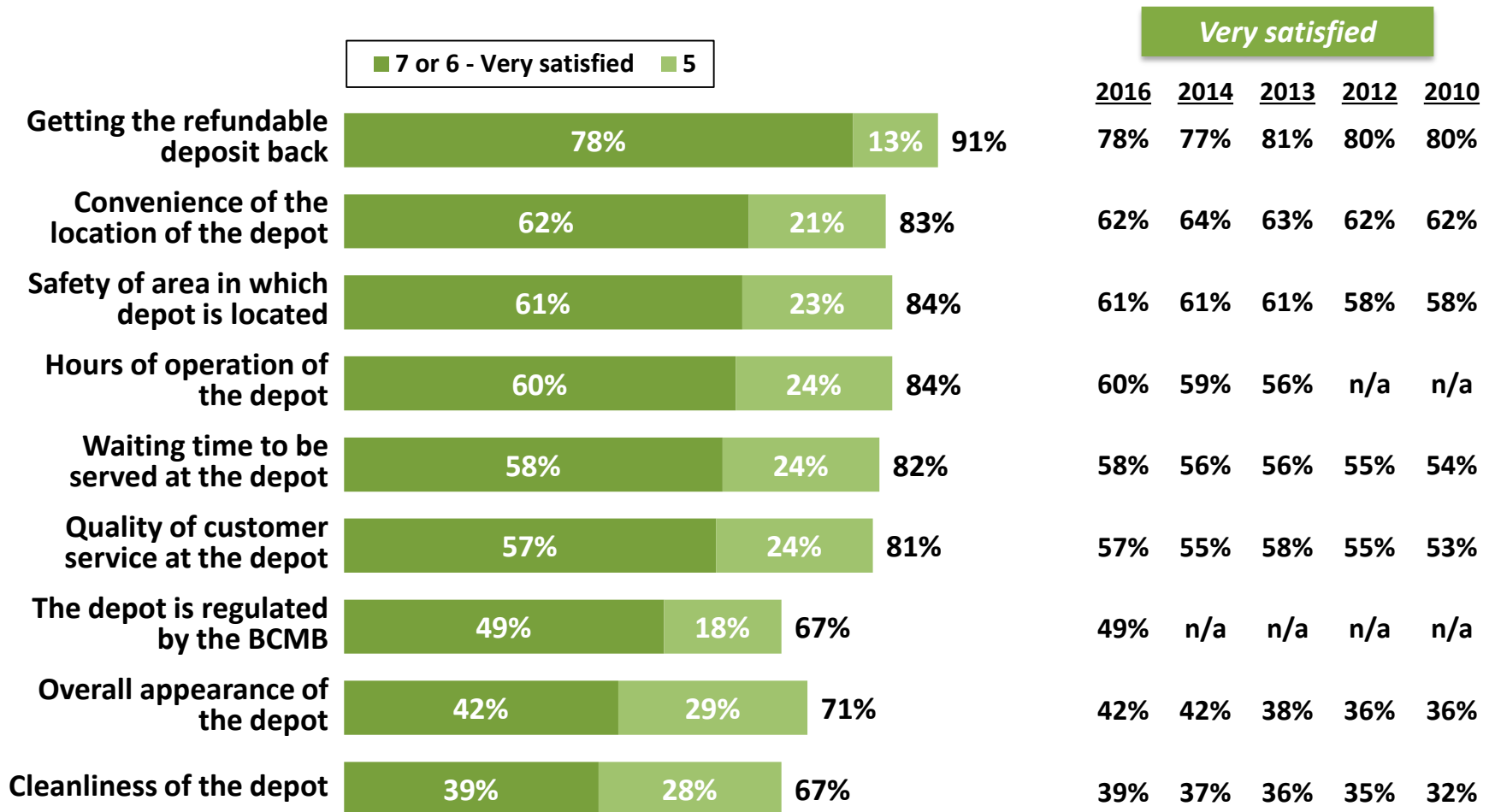
Q14. Please indicate how important each of the following factors is to you when deciding whether or not to return empty beverage containers to a bottle depot. (Base: Personally returned to depot in past 6 months, 2016 n=788 / 2014 n=833 / 2013 n=794 / 2012 n=772 / 2010 n=782)



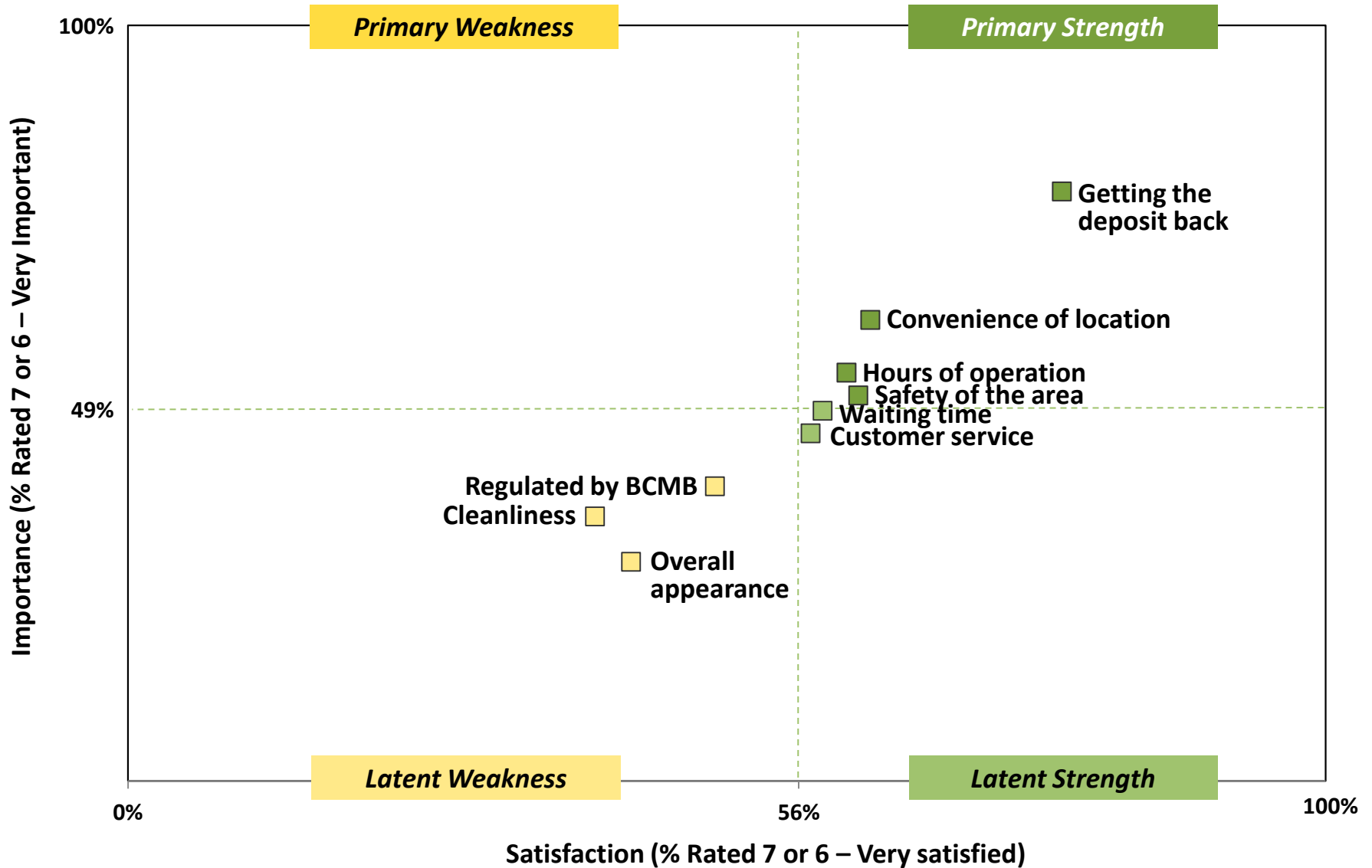
↑ significantly higher than 2014

How satisfied are you with these aspects of the bottle depot?

Q15. Thinking about your most recent experience returning empty beverage containers to a bottle depot, please indicate your satisfaction with each of the following. (Base: Personally returned to depot in past 6 months, 2016 n=788, / 2014 n=833, / 2013 n=794 / 2012 n=772 / 2010 n=782)



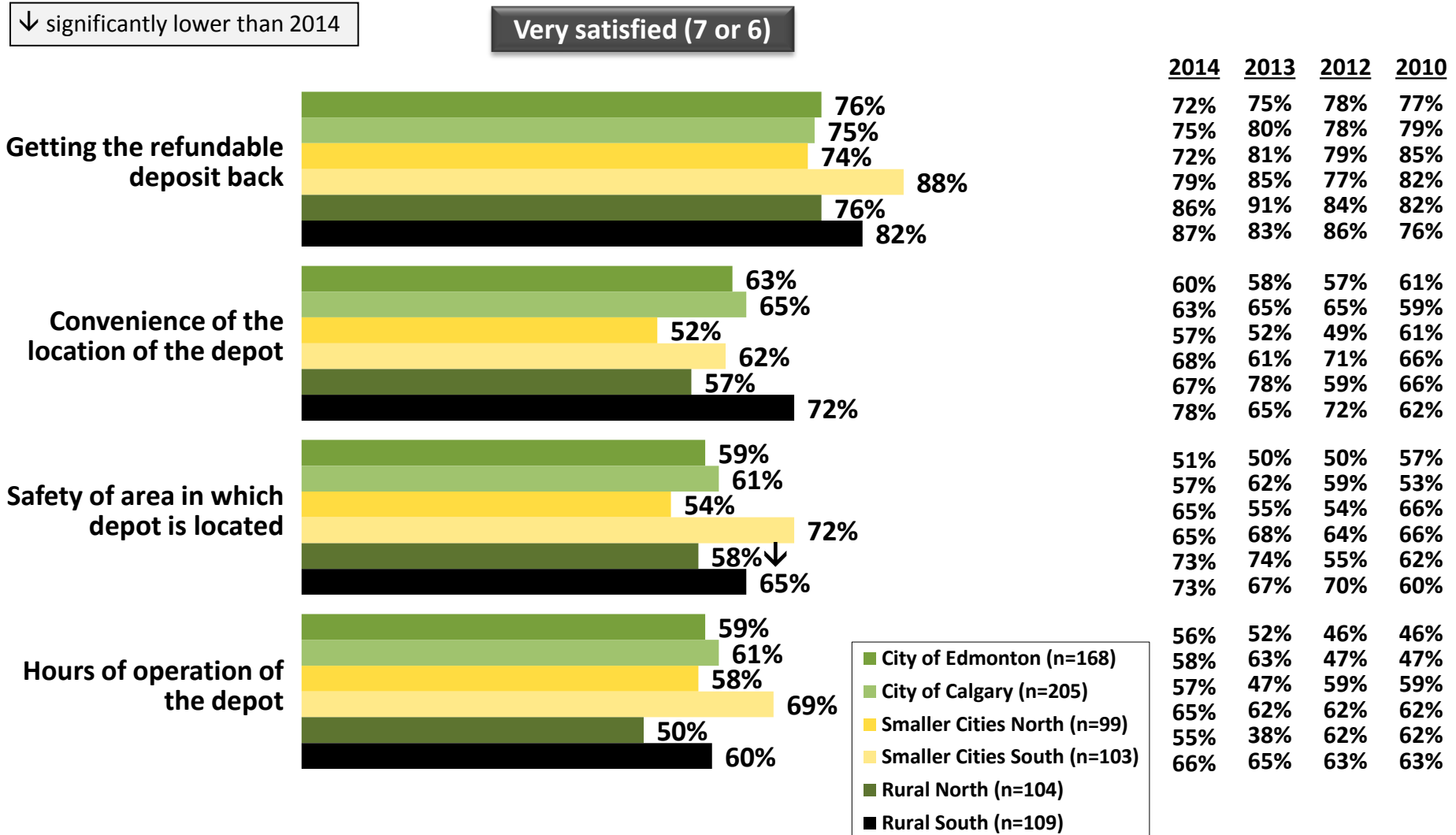
Importance versus Satisfaction



How satisfied are you with these aspects of the bottle depot?

By Region

Q15. Thinking about your most recent experience returning empty beverage containers to a bottle depot, please indicate your satisfaction with each of the following. (Base: Personally returned to depot in past 6 months, 2016 n=788 / 2014 n=833 / 2013 n=794 / 2012 n=772 / 2010 n=782)



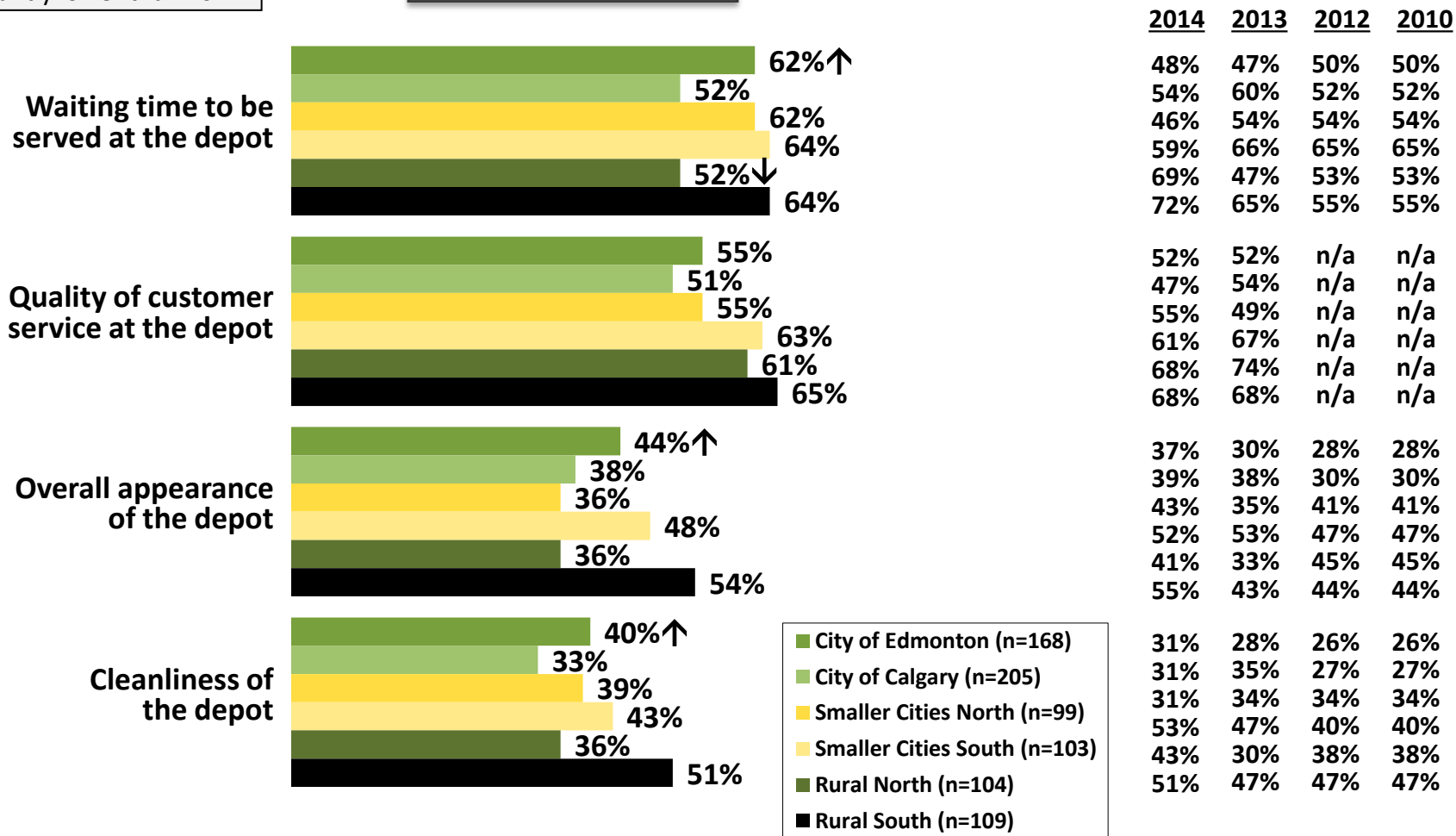
How satisfied are you with these aspects of the bottle depot?

By Region

Q15. Thinking about your most recent experience returning empty beverage containers to a bottle depot, please indicate your satisfaction with each of the following. (Base: Personally returned to depot in past 6 months, 2016 n=788 / 2014 n=833 / 2013 n=794 / 2012 n=772 / 2010 n=782)

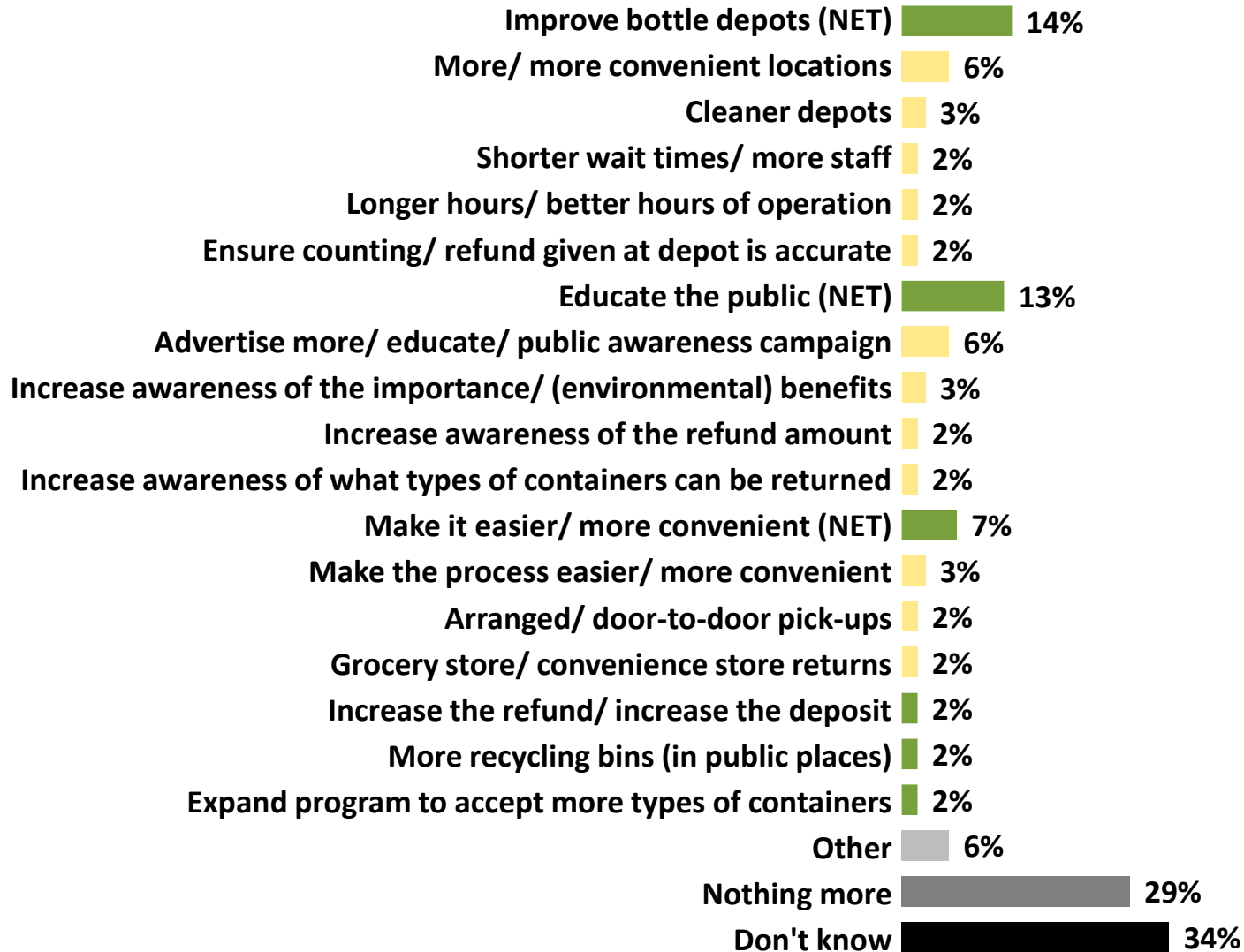
↑ significantly higher than 2014
 ↓ significantly lower than 2014

Very satisfied (7 or 6)



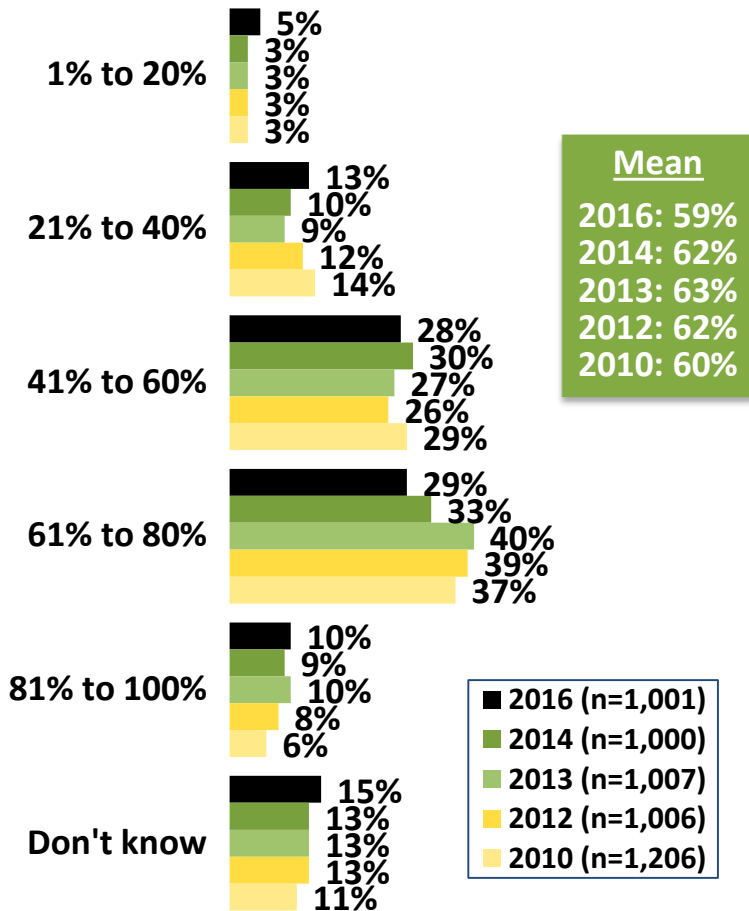
What could BCMB do to increase recycling of beverage containers?

Q17. Other than increasing the refund or deposit, what could the Beverage Container Management Board do to increase the number of empty beverage containers that are recycled or returned to depots? (Base: All respondents, n=1,001)



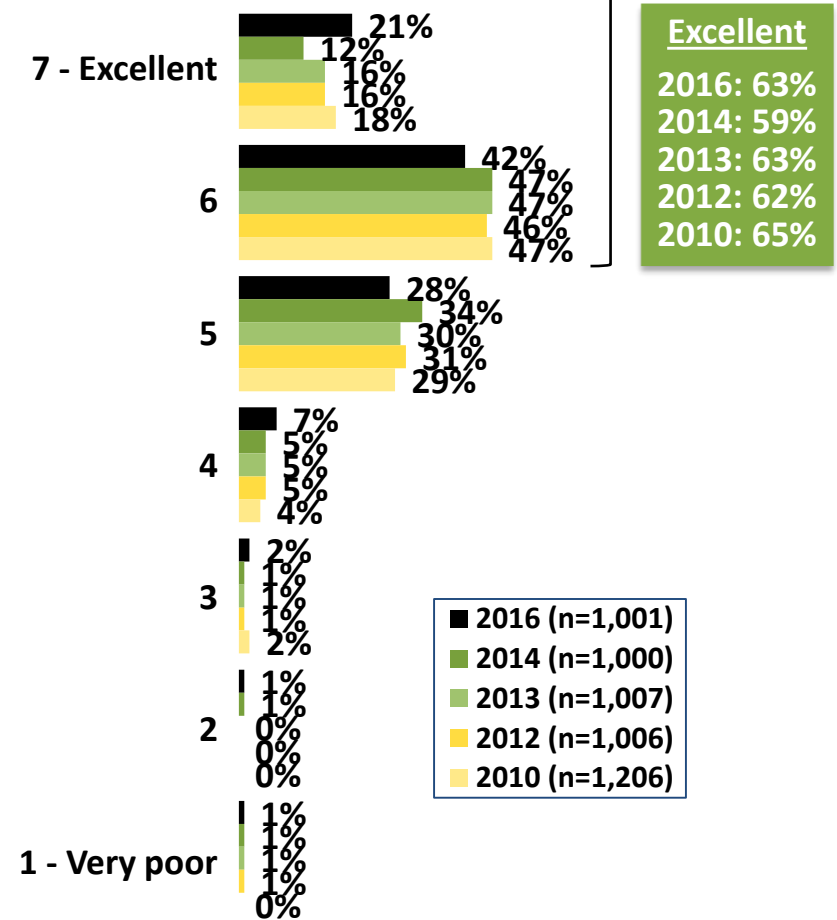
What is the return rate for beverage containers?

Awareness of Return Rate



Q18. What percentage of beverage containers sold in Alberta do you think are recycled or returned to depots every year?
(Base: All respondents)

Assessment of Actual Return Rate



Q19. In 2012, the overall return rate for beverage containers in Alberta was 83%. Would you say this is...?
(Base: All respondents)



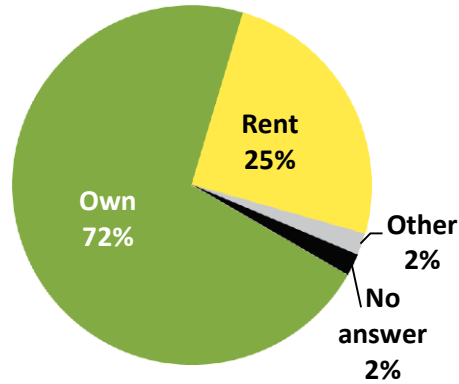
Demographics

Demographics

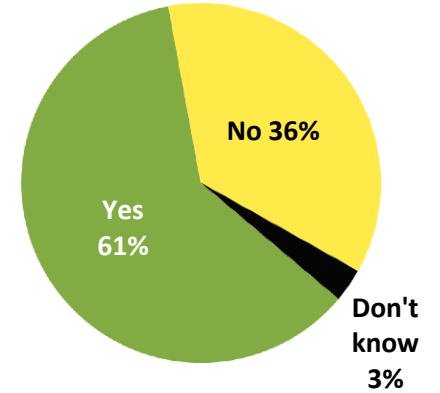
Type of Residence

Type of Residence	Percentage
Detached house	63%
Multi-residence building	17%
Townhouse or rowhouse	8%
Duplex, Triplex, or Fourplex	7%
Mobile home	2%
Basement suite	0%
Prefer not to answer	2%

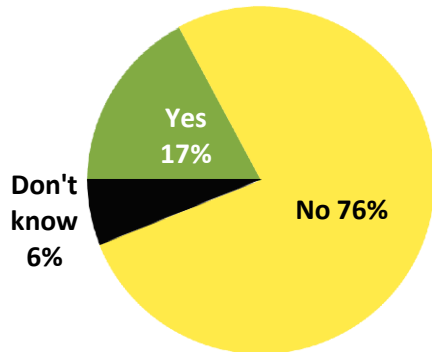
Own or Rent Residence



Curbside Recycling

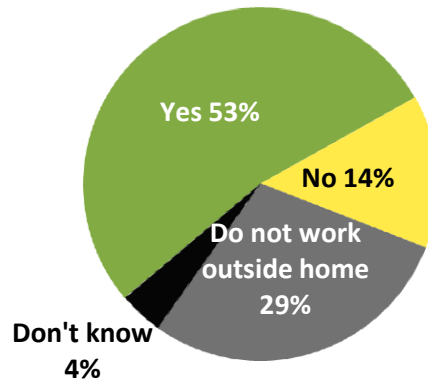


Multi-Family Beverage Container Recycling Facilities

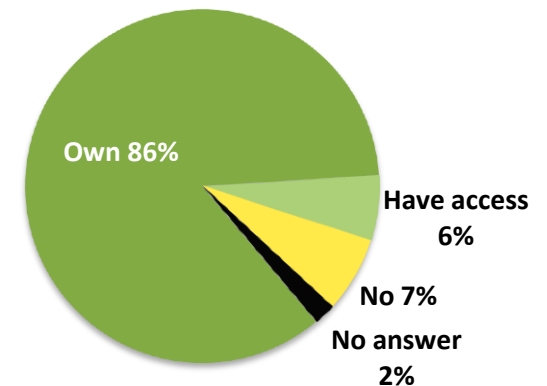


Base: Live in multi-residence building, townhouse or mobile home (n=165)

Beverage Container Recycling at Workplace



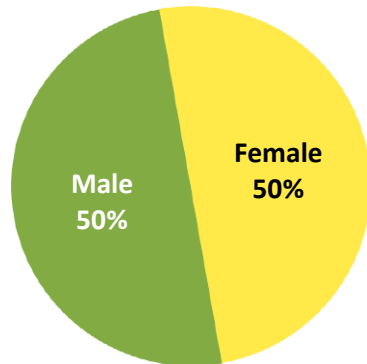
Own or Have Access to Vehicle



(Base: All respondents, n=1,001)

Demographics

Gender



Age

Age Group	Percentage
18 to 24	7%
25 to 34	25%
35 to 54	38%
55 or older	29%
<i>Mean</i>	<i>41 years</i>

Tenure in Alberta

Tenure Category	Percentage
Born and raised	45%
More than 20 years	26%
11 to 20 years	11%
6 to 10 years	8%
3 to 5 years	5%
1 or 2 years	4%
Less than one year	1%
Prefer not to answer	1%

Household Size

Household Size	Percentage
1	23%
2	37%
3	18%
4 or more	20%
Prefer not to answer	3%

Number of Children Under 18 in Household

Number of Children	Percentage
None	65%
1	17%
2	13%
3	2%
4 or more	2%

Household Income

Household Income	Percentage
<\$20,000	4%
\$20,000 to <\$40,000	11%
\$40,000 to <\$60,000	13%
\$60,000 to <\$80,000	11%
\$80,000 to <\$100,000	13%
\$100,000 to <\$120,000	10%
\$120,000 and over	19%
Prefer not to answer	19%

(Base: All respondents, n=1,001)



CONTACT INFORMATION

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