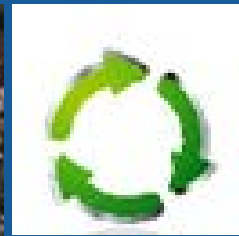




# Beverage Container Recycling: 2013 Survey of Albertans

## Key Findings

August 26, 2014

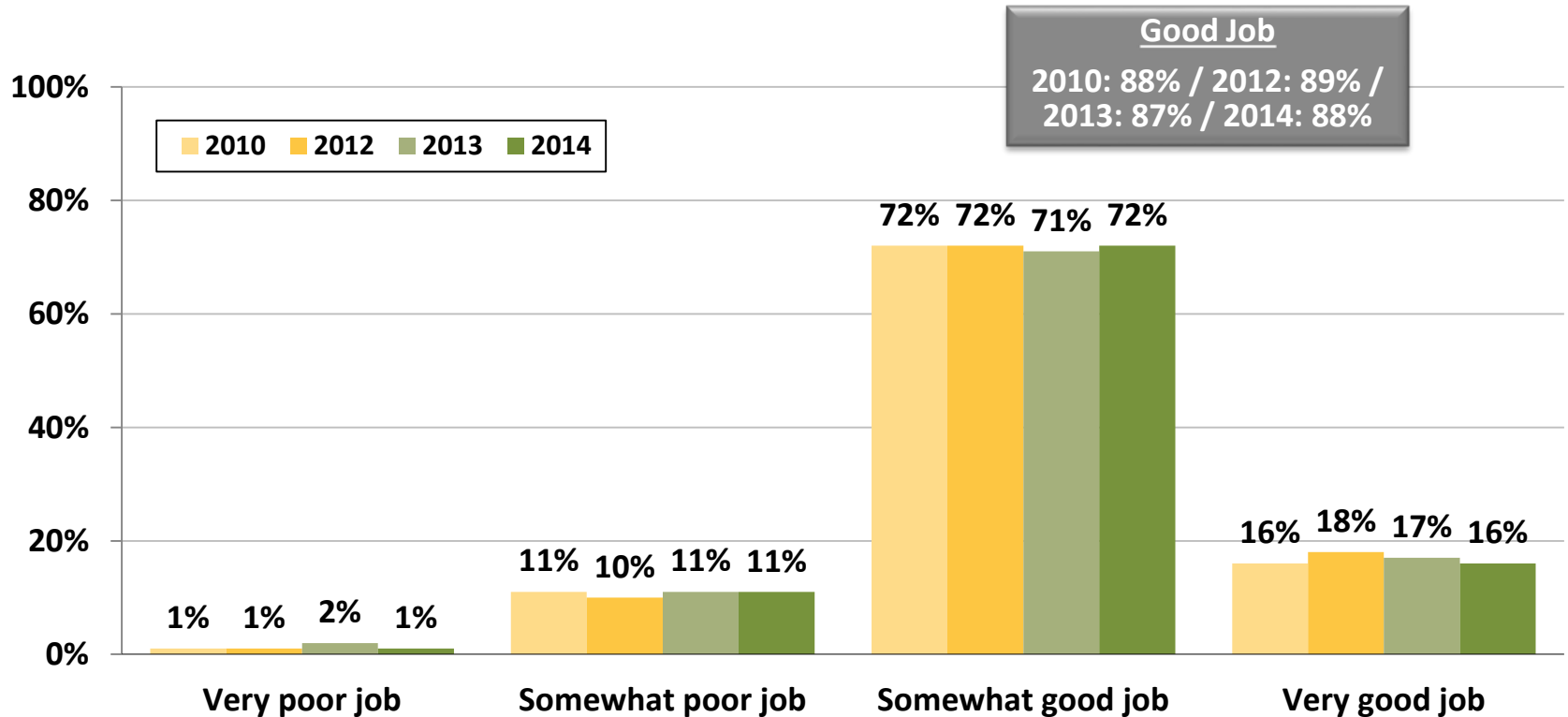




# General Attitudes

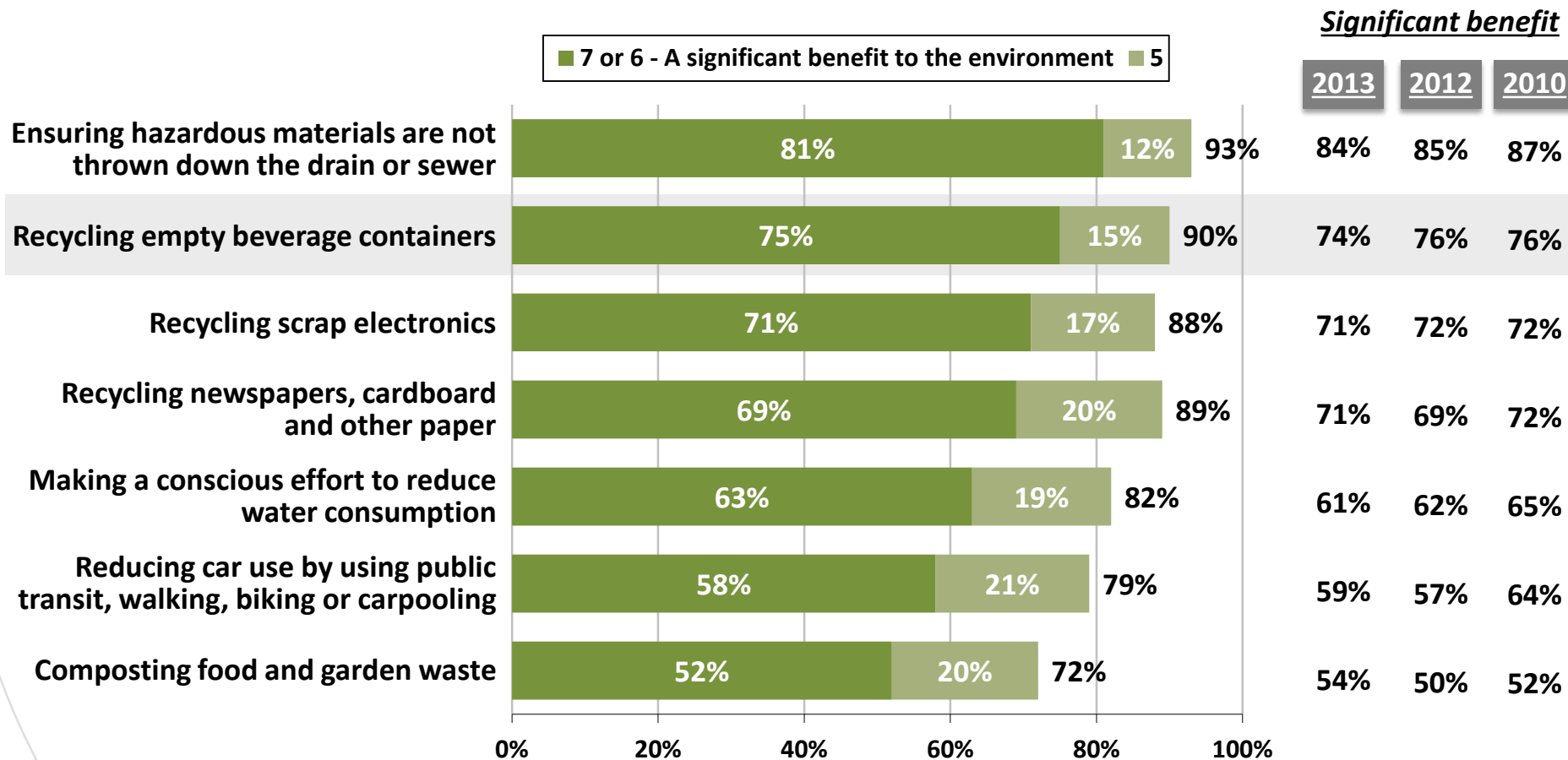
# How do you perform when it comes to protecting the environment?

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



# How much do these activities benefit the environment?

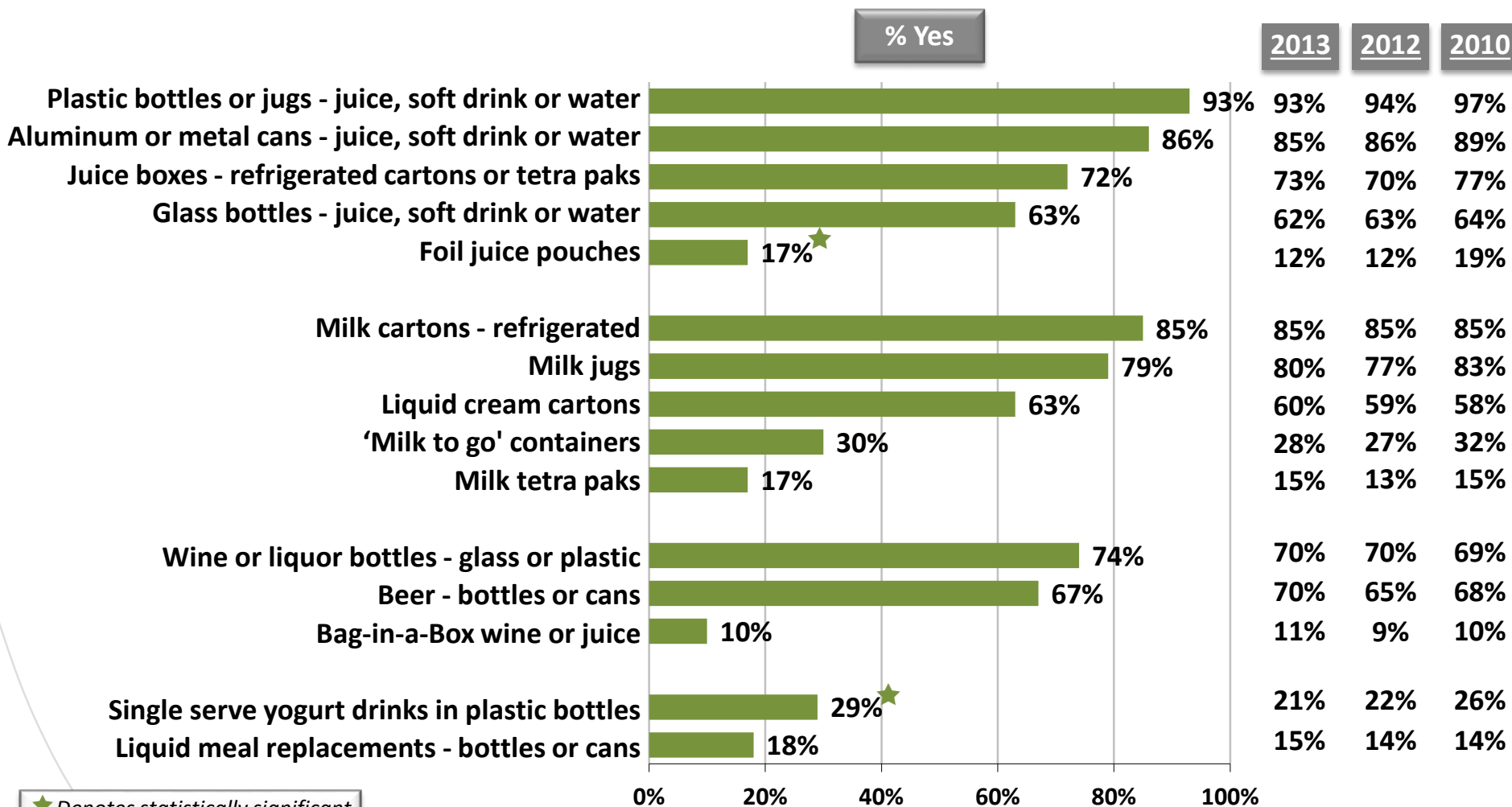
Q2. What follows is a list of things some people do to protect the environment. To the best of your knowledge, how much does each of these activities benefit the environment? (Base: All respondents, 2014 n=1,000 / 2013 n=1,007 / 2012 n=1,006 / 2010 n=1,206)



# 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, 2014 n=1,000 / 2013n=1,007 / 2012 n=1,006 / 2010 n=1,206)

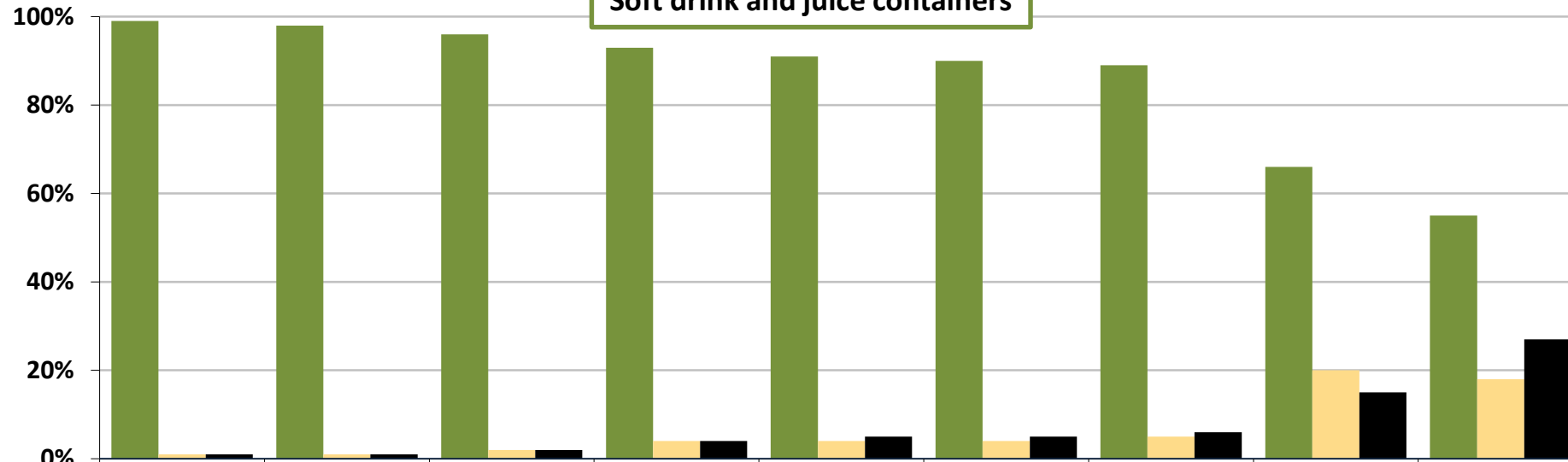


★ Denotes statistically significant change from 2013 to 2014

# 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, 2014 n=1,000 / 2013 n=1,007 / 2012 n=1,006 / 2010 n=1,206)

Soft drink and juice containers



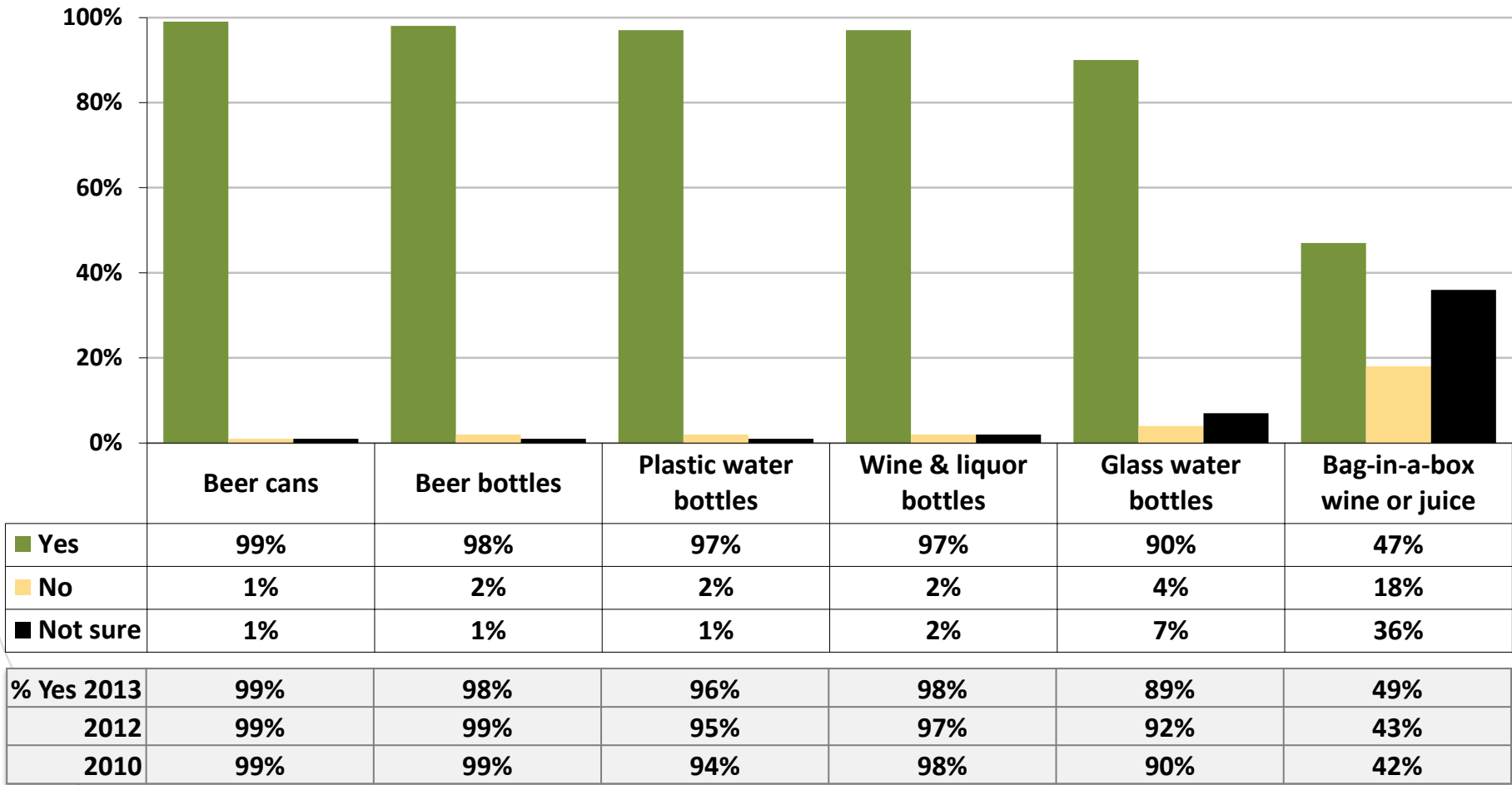
	Soft drink cans	Plastic soft drink bottles	Glass soft drink bottles	Plastic juice bottles	Glass juice bottles	Refrigerated juice cartons	Juice tetra paks	Juice cans	Foil juice pouches
Yes	99%	98%	96%	93%	91%	90%	89%	66%	55%
No	1%	1%	2%	4%	4%	4%	5%	20%	18%
Not sure	1%	1%	2%	4%	5%	5%	6%	15%	27%

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

# 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, 2014 n=1,000 / 2013 n=1,007 2012 n=1,006 / 2010 n=1,206)

**Water and alcohol containers**

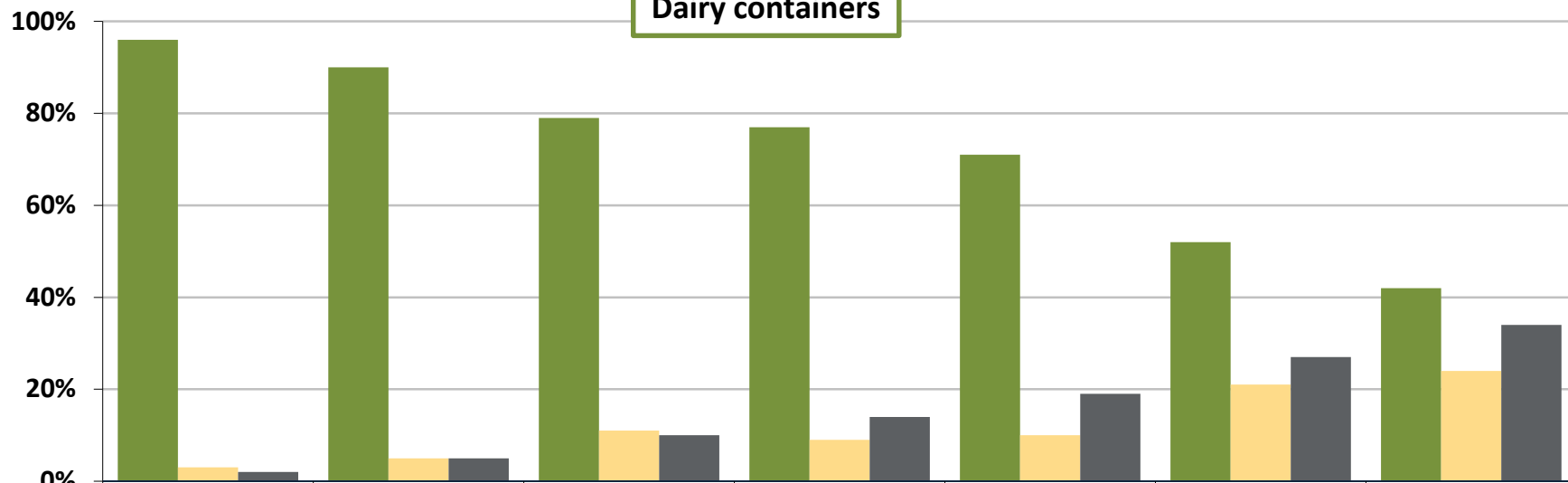




# What can be returned for a refund?

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, 2014 n=1,000 / 2013 n=1,007 / 2012 n=1,006 / 2010 n=1,206)

## Dairy containers

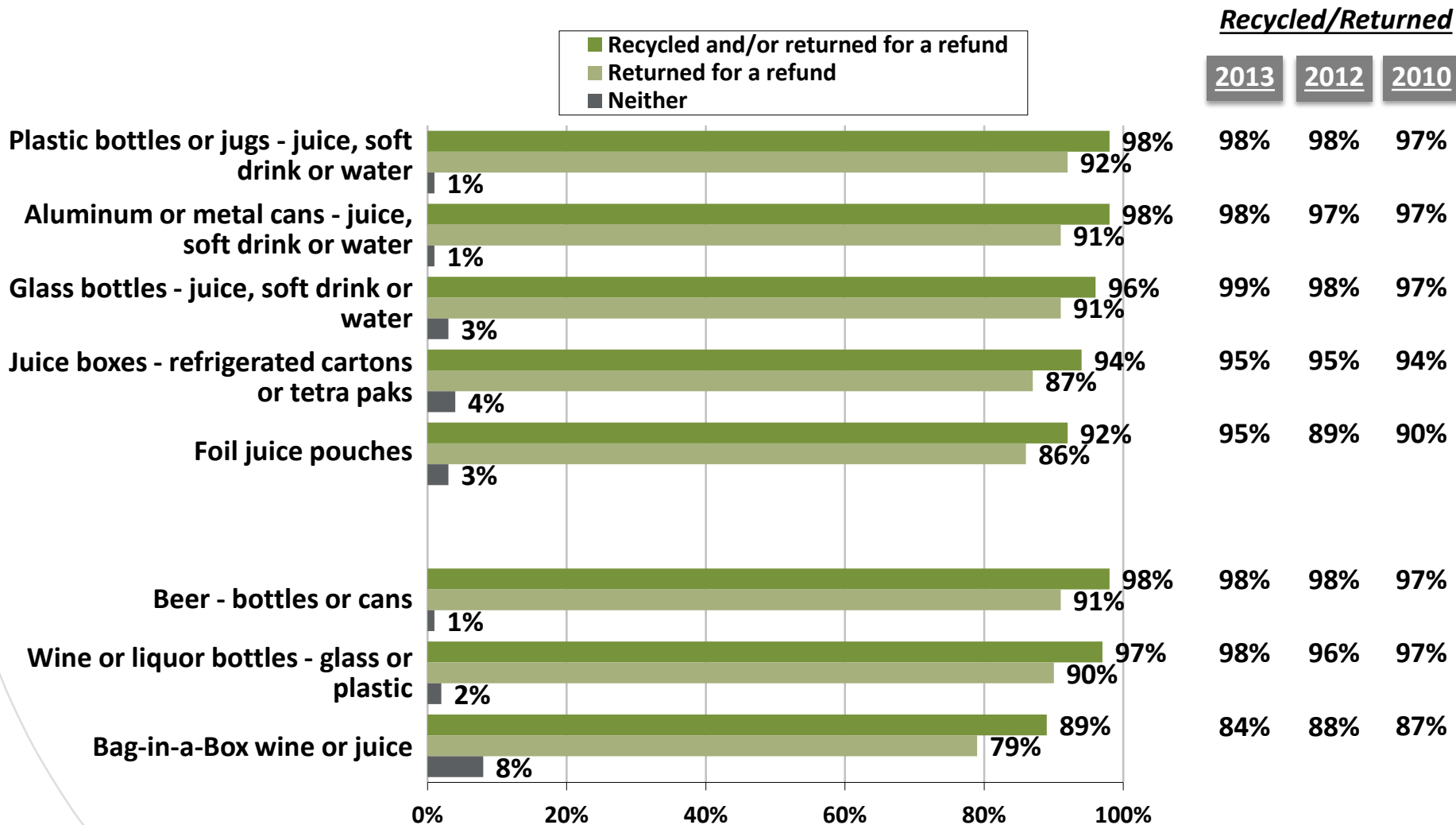


■ Yes	96%	90%	79%	77%	71%	52%	42%
■ No	3%	5%	11%	9%	10%	21%	24%
■ Not sure	2%	5%	10%	14%	19%	27%	34%
% Yes 2013	96%	90%	78%	77%	75%	53%	45%
2012	91%	84%	71%	71%	69%	46%	35%
2010	92%	83%	67%	68%	66%	45%	30%
2009	84%	82%					

# What does your household do with these beverage containers?

## Past 6 months purchasers

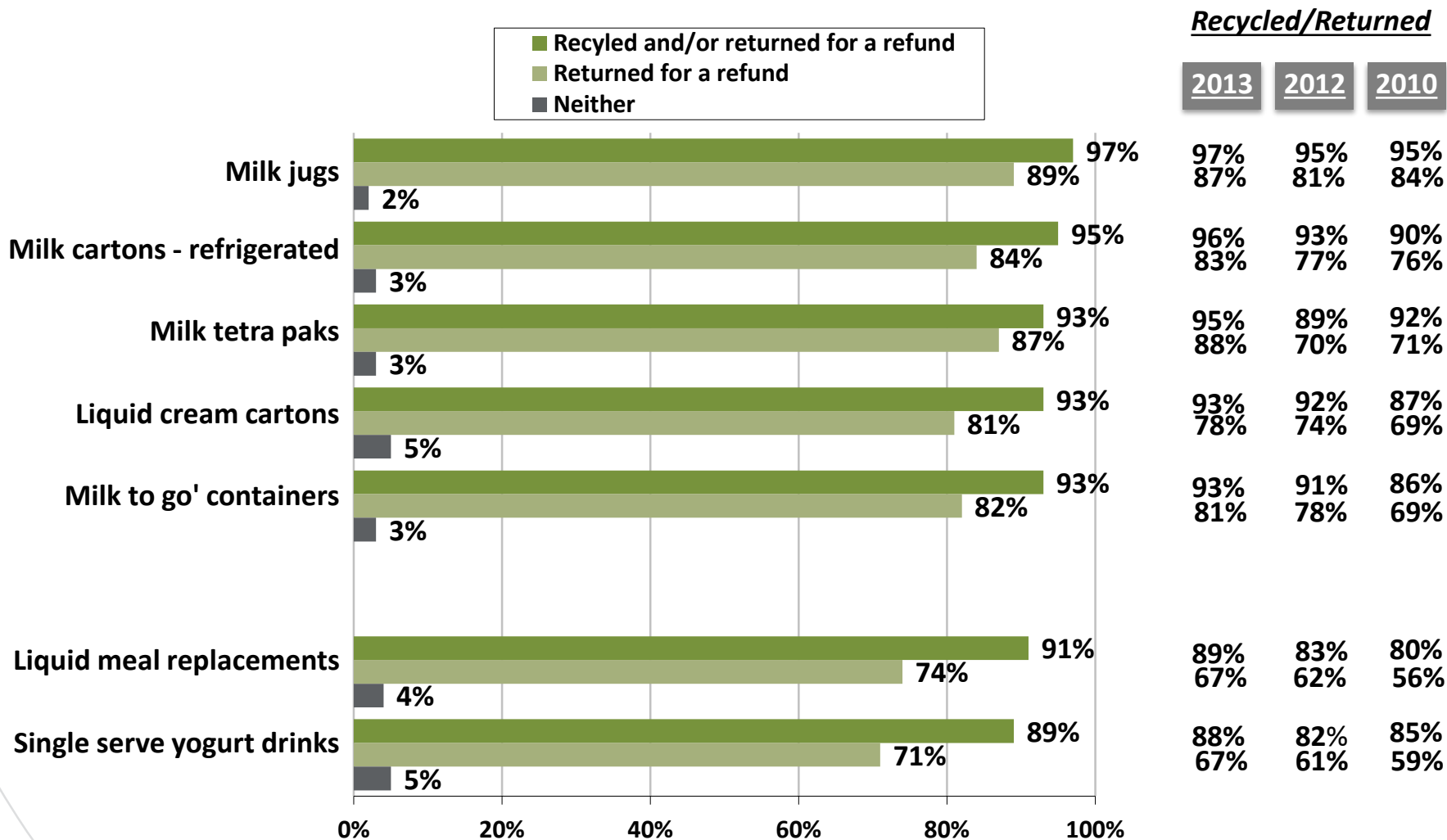
Q5A. Thinking about the past 6 months, please indicate if your household has recycled or returned for a refund each of the following types empty beverage containers. (Base: Have purchased in the past 6 months)



# What does your household do with these beverage containers?

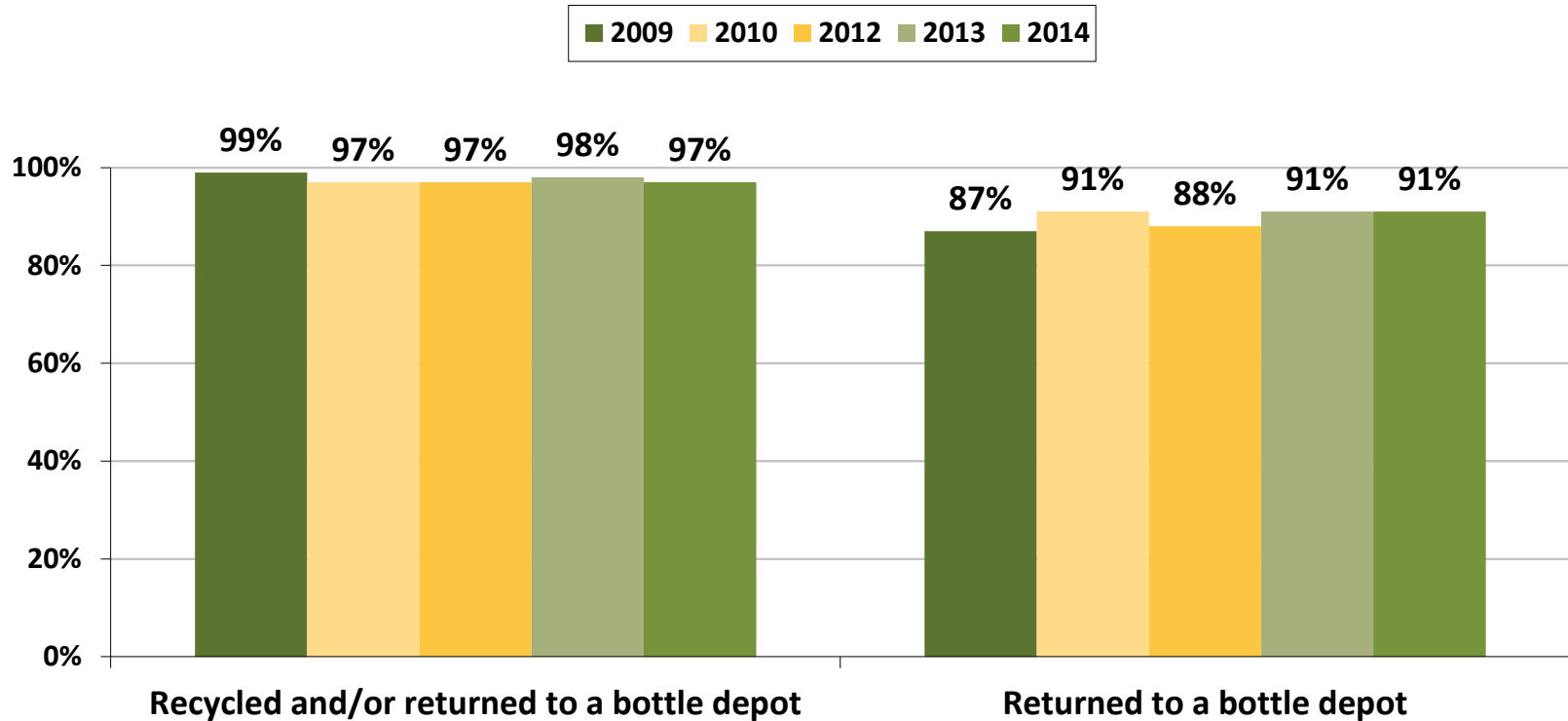
## Past 6 months purchasers

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, 2014 n=1,000 / 2013 n=1,007 / 2012 n=1,006 / 2010 n=1,206)

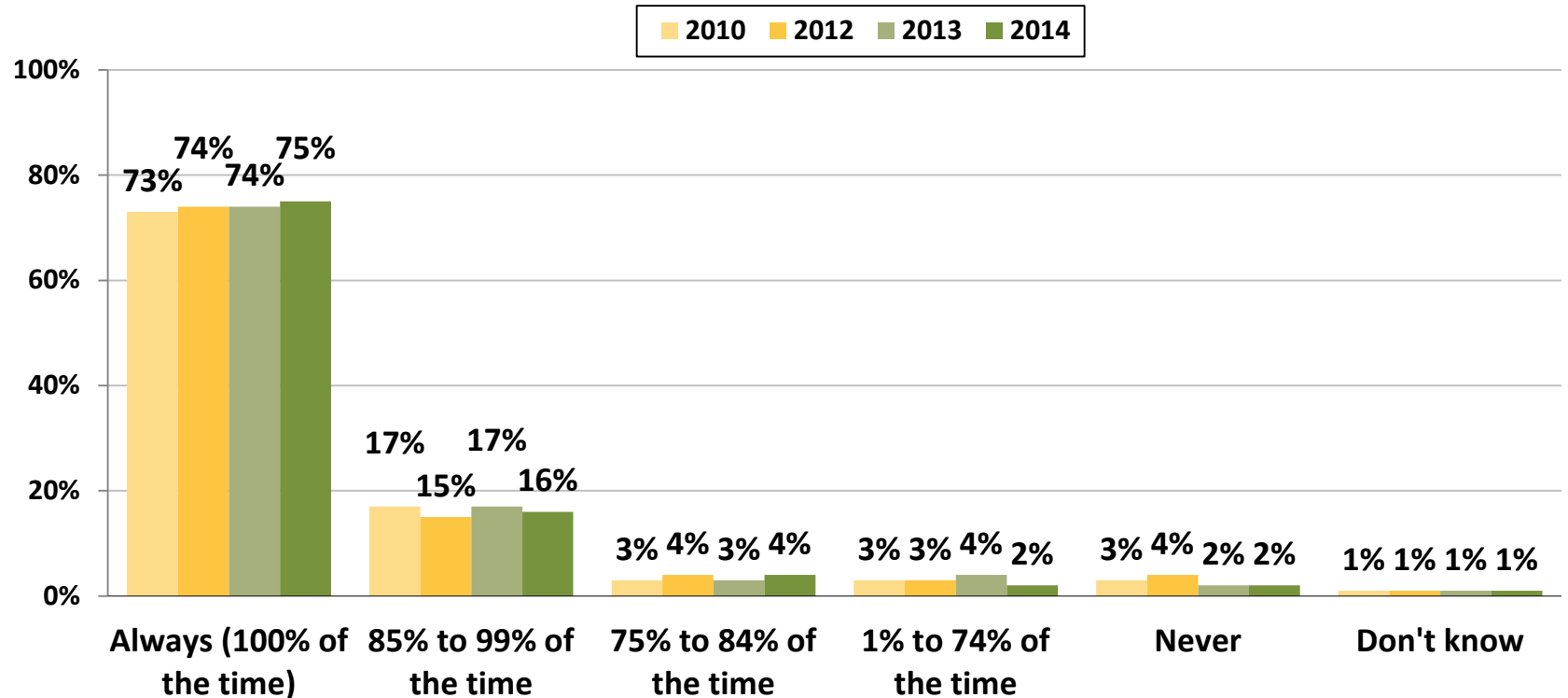


2009: Recyclable containers in household recycled  
 2010/2012: Beverage containers in the past 6 months

# How often do you recycle or return milk and cream containers?

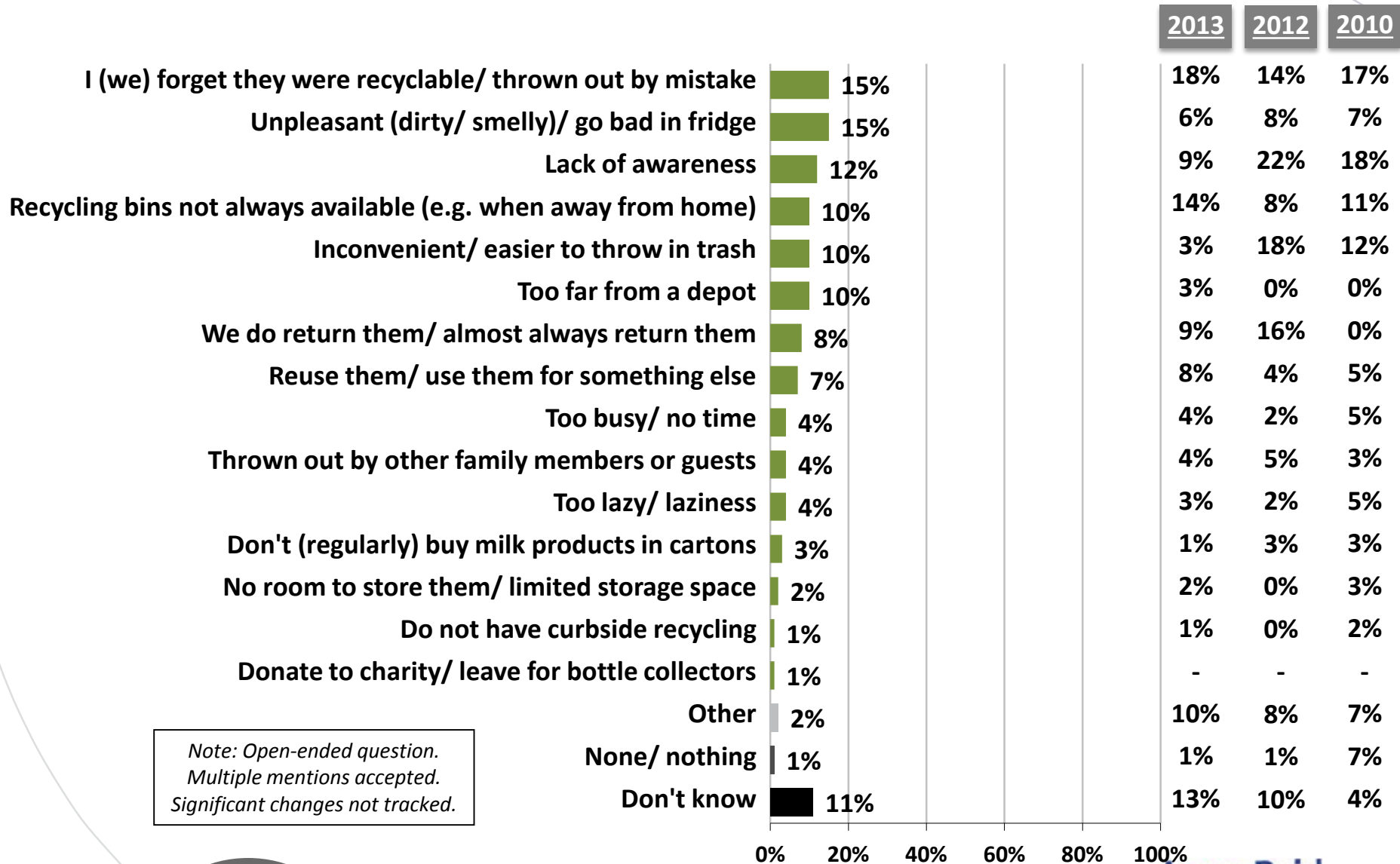
Q6a. Thinking specifically about milk and cream containers (cartons, jugs or milk-to-go), approximately how often would you say your household recycles them or returns them to a depot for a refund?

(Base: Purchased milk or cream in the past 6 months, 2014 n=978 / 2013 n=987 / 2012 n=977 / 2010 n=1,189)



# Why don't you recycle or return milk and cream containers all the time?

Q6b. Why doesn't your household always recycle or return (for a refund) milk and cream cartons?  
 (Base: Past 6 months purchase but do not recycle/return all of the time, 2014 n=213 / 2013 n=253 / 2012 n=245 / 2010 n=302)

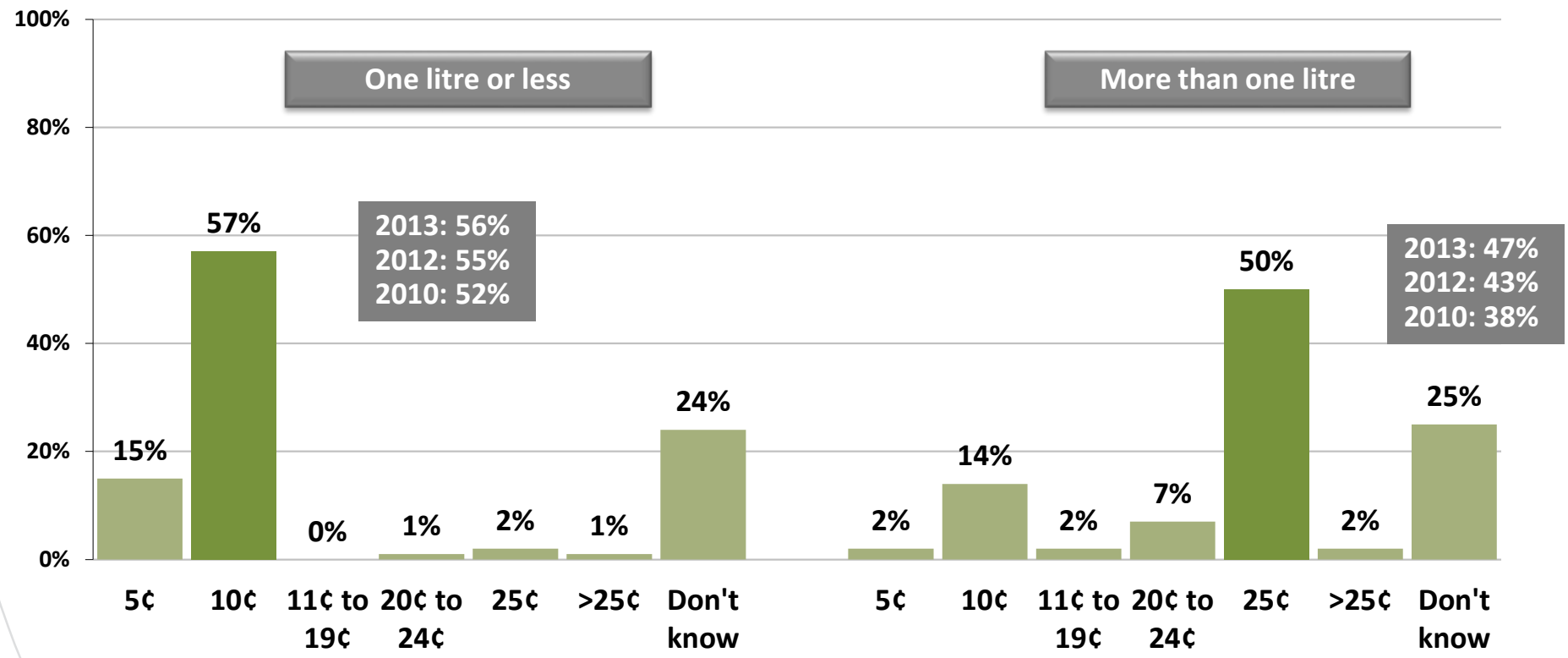


Note: Open-ended question.  
 Multiple mentions accepted.  
 Significant changes not tracked.

# Awareness of the Refundable Deposit

# What is the refundable deposit?

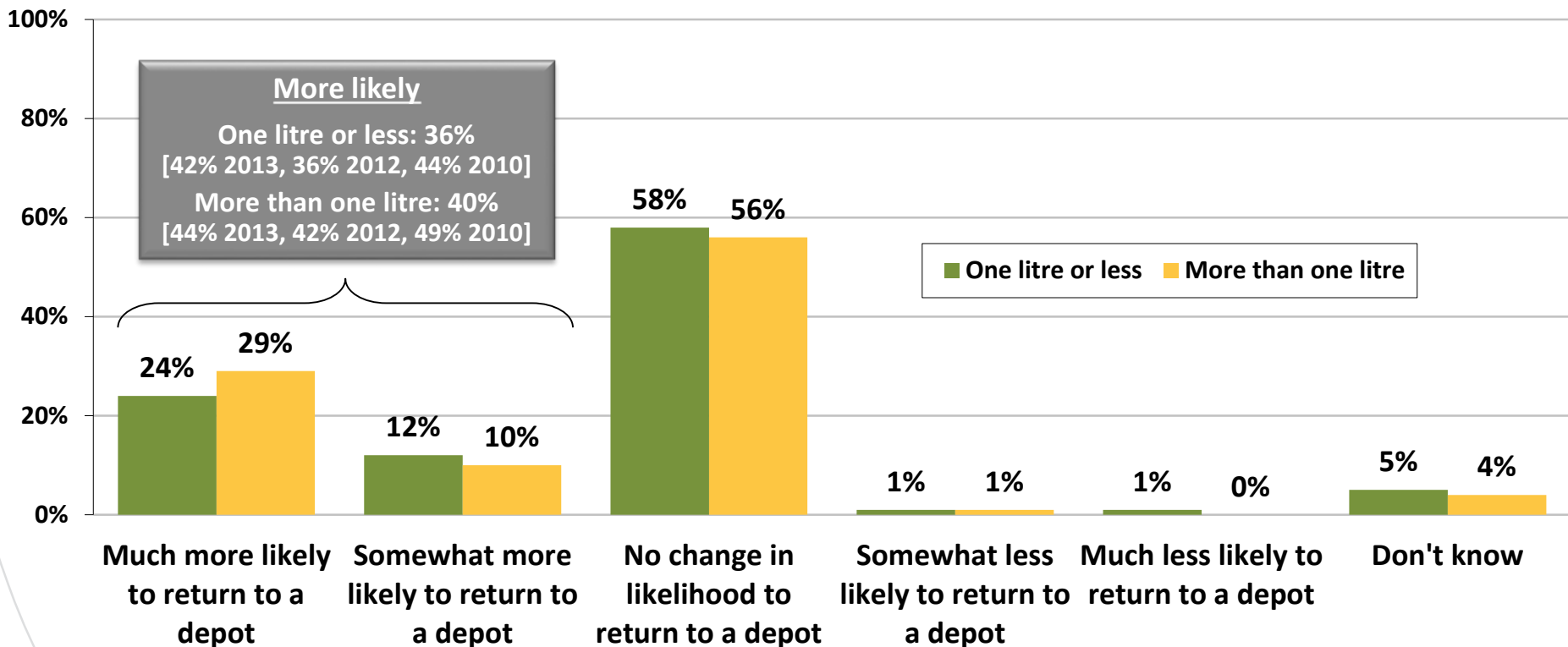
Q7a/7b. To the best of your knowledge, what is the refundable deposit for beverage containers that are one litre or less in size/ more than one liter in size? (Base: All respondents, n=1,000)





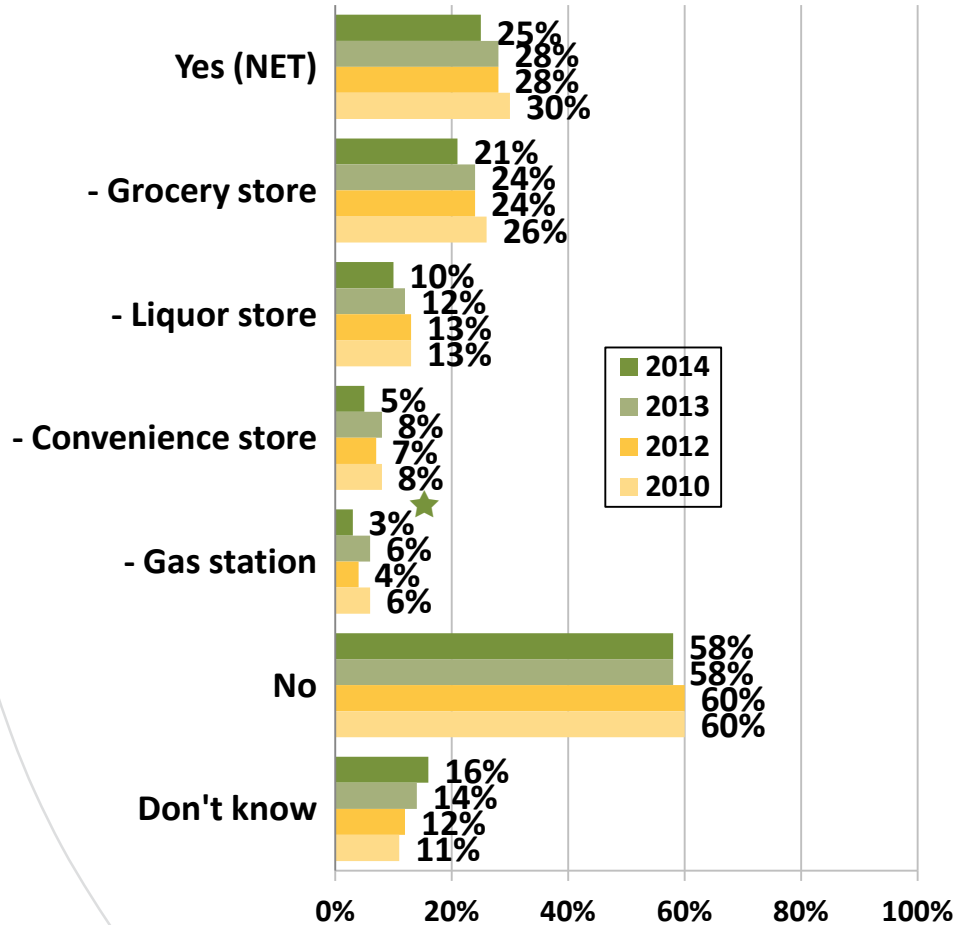
# Does knowing the deposit value make you more likely to return containers for a refund?

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¢: 2014 n=429 / 2013 n=444 / 2012 n=455 / 2010 n=576, 25¢: 2014 n=497 / 2013 n=532 / 2012 n=582 / 2010 n=743)

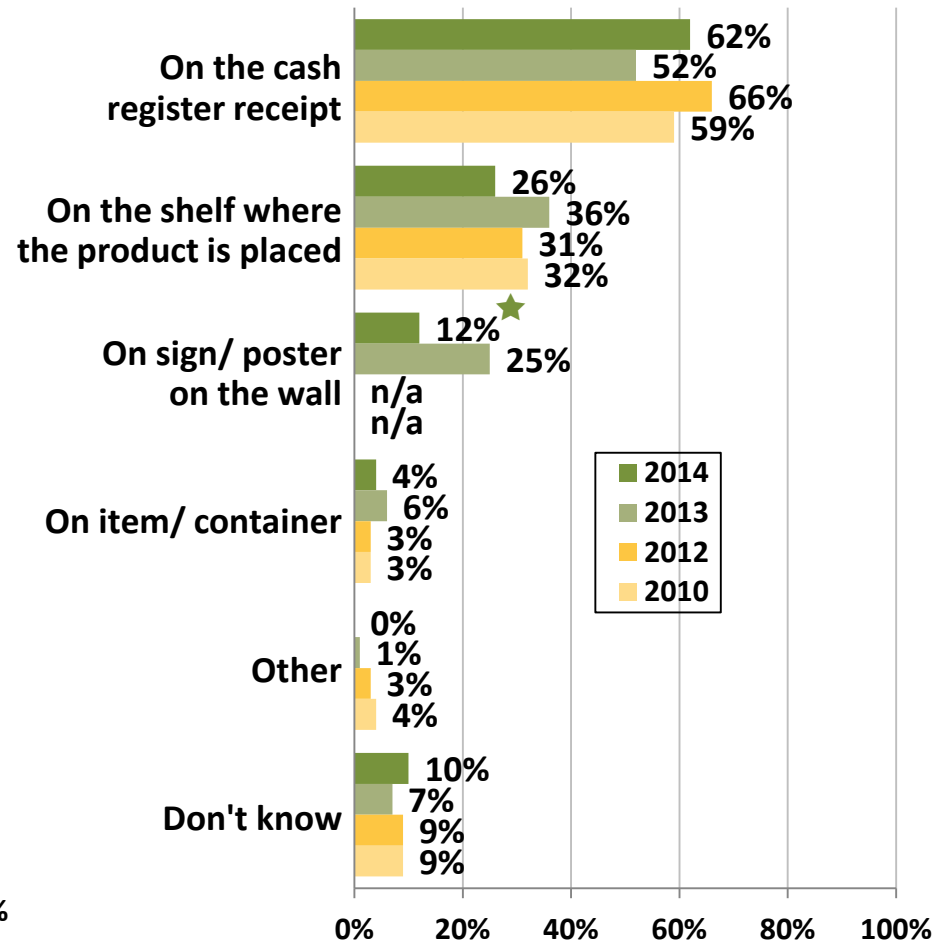


# Have you seen any information at retail stores that identifies the deposit value?

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, 2014 n=1,000 / 2013 n=1,007 / 2012 n=1,006 / 2010 n=1,206)



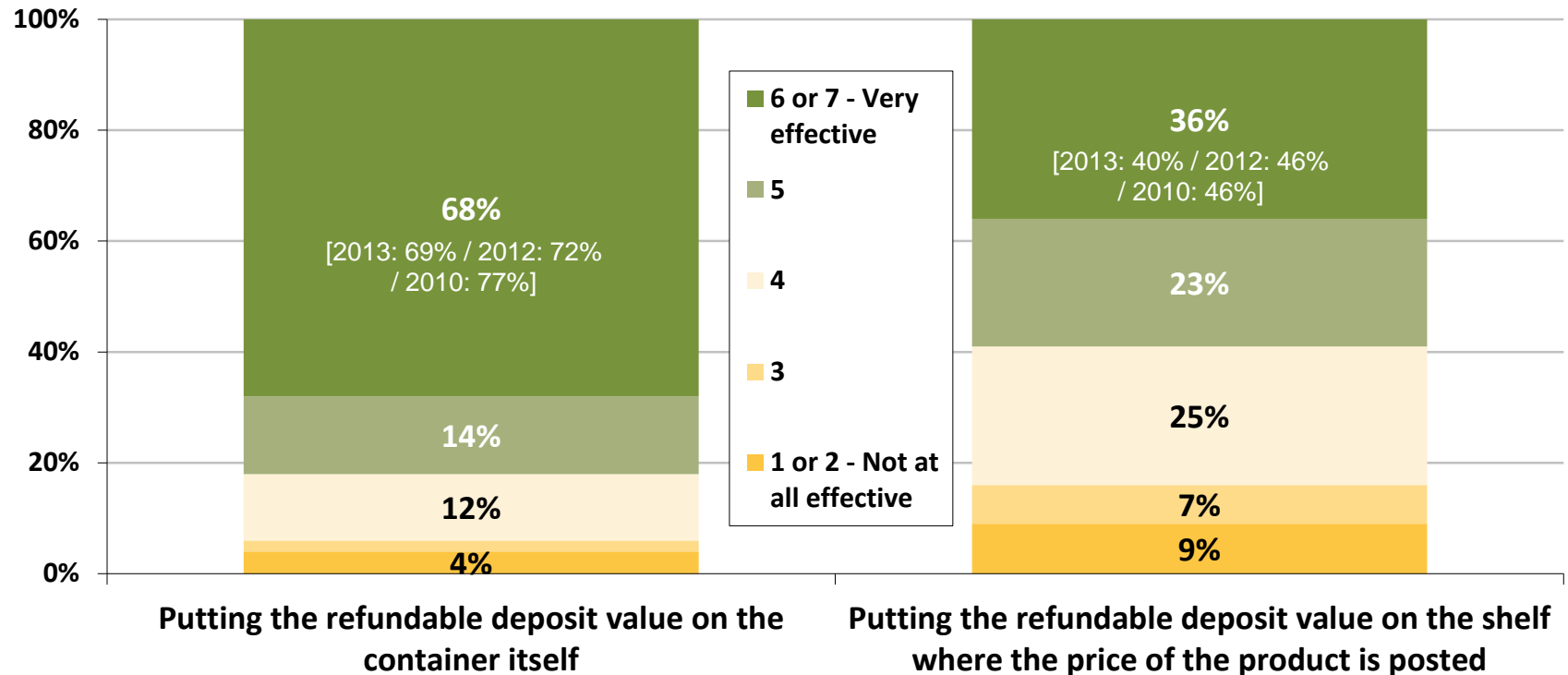
Q9b. Where do you recall seeing information in a retail store that identifies the refundable deposit value on beverage containers you purchase? (Base: Have seen information, 2014 n=236 / 2013 n=277 / 2012 n=272 / 2010 n=339)



★ Denotes statistically significant change from 2013 to 2014

# How effective would these measures be for increasing awareness?

Q10. The Beverage Container Management Board, or BCMB, is responsible for the recycling of empty beverage containers in Alberta. If the BCMB wanted to increase your awareness of the types of beverage containers that can be returned for a refund as well as the value of the refundable deposit, how effective would each of the following be? (Base: All respondents, 2014 n=1,000 / 2013 n=1,007 / 2012 n=1,006 / 2010 n=1,206)

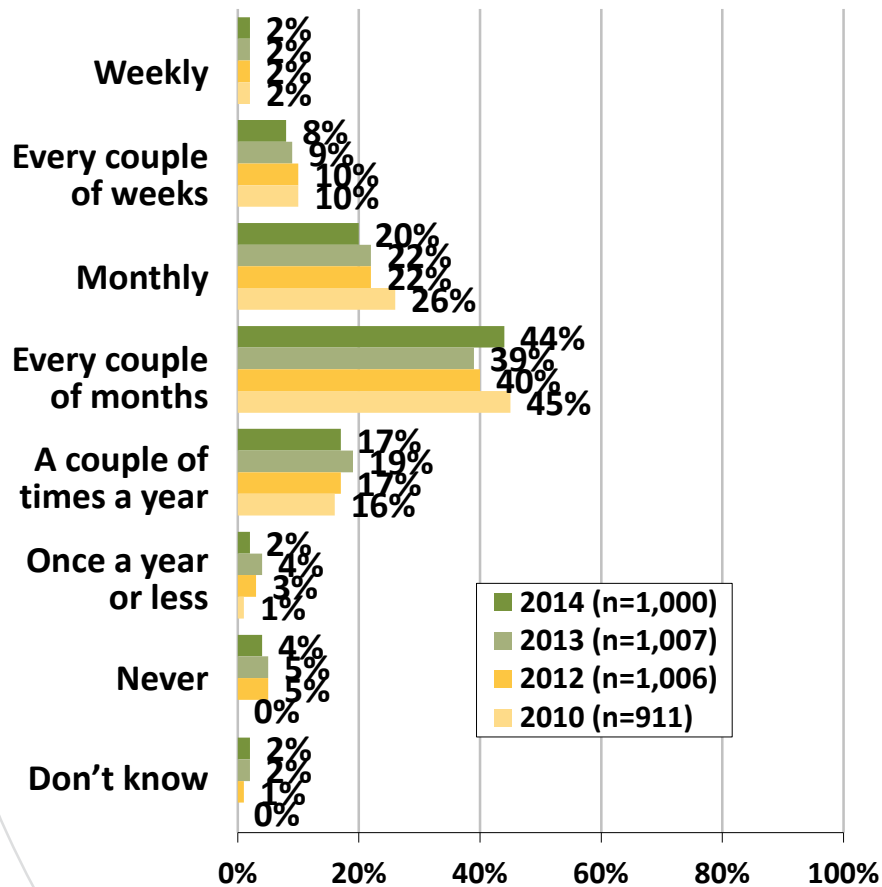




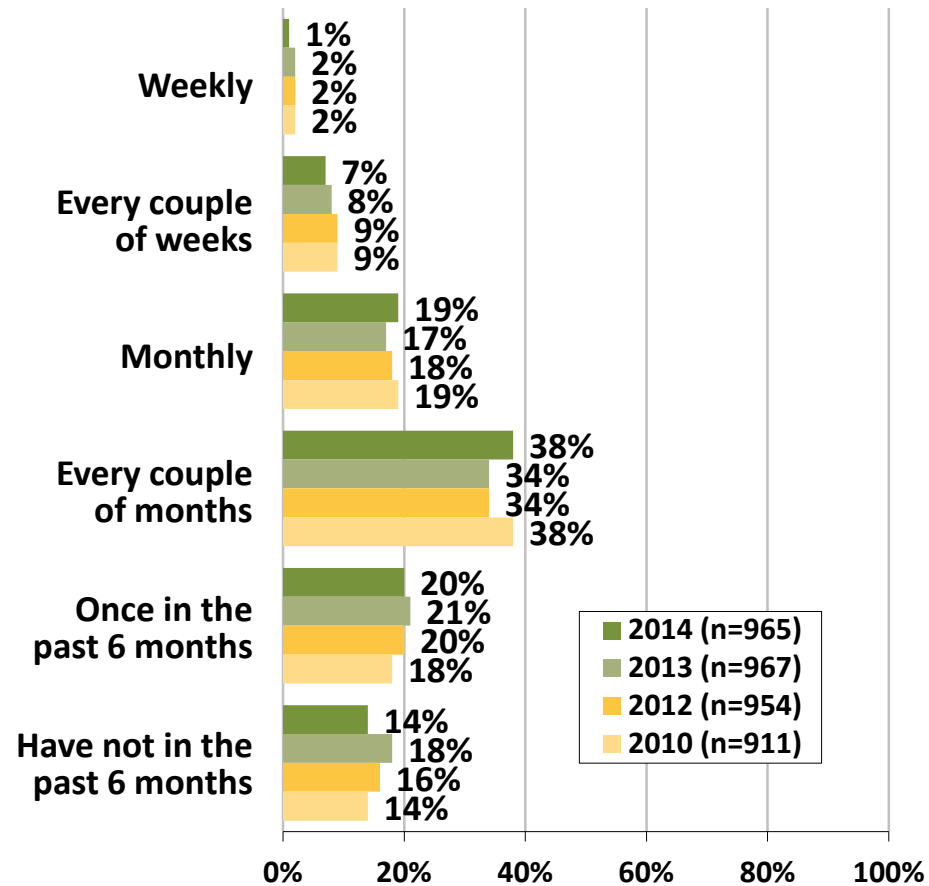
# Bottle Depots

# 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)

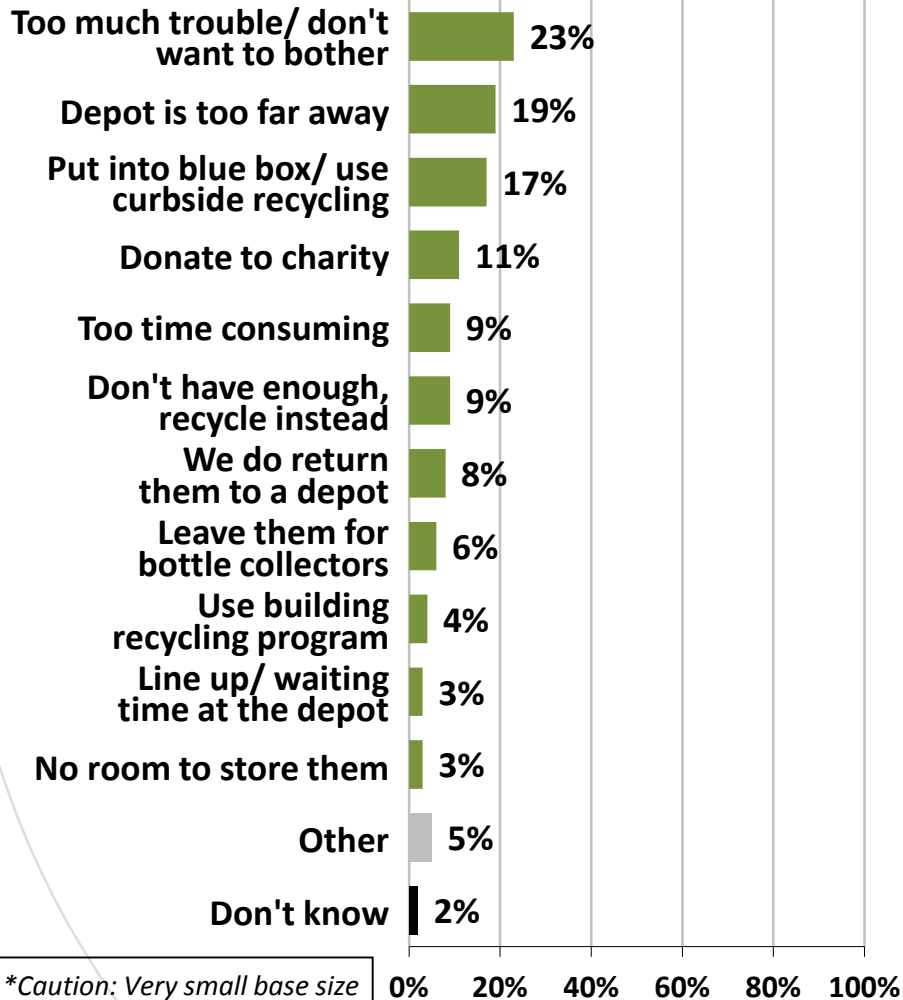


Q13. Thinking about the past 6 months, approximately how often have you **personally** returned empty beverage containers to a bottle depot? (Base: Household has returned for refund)

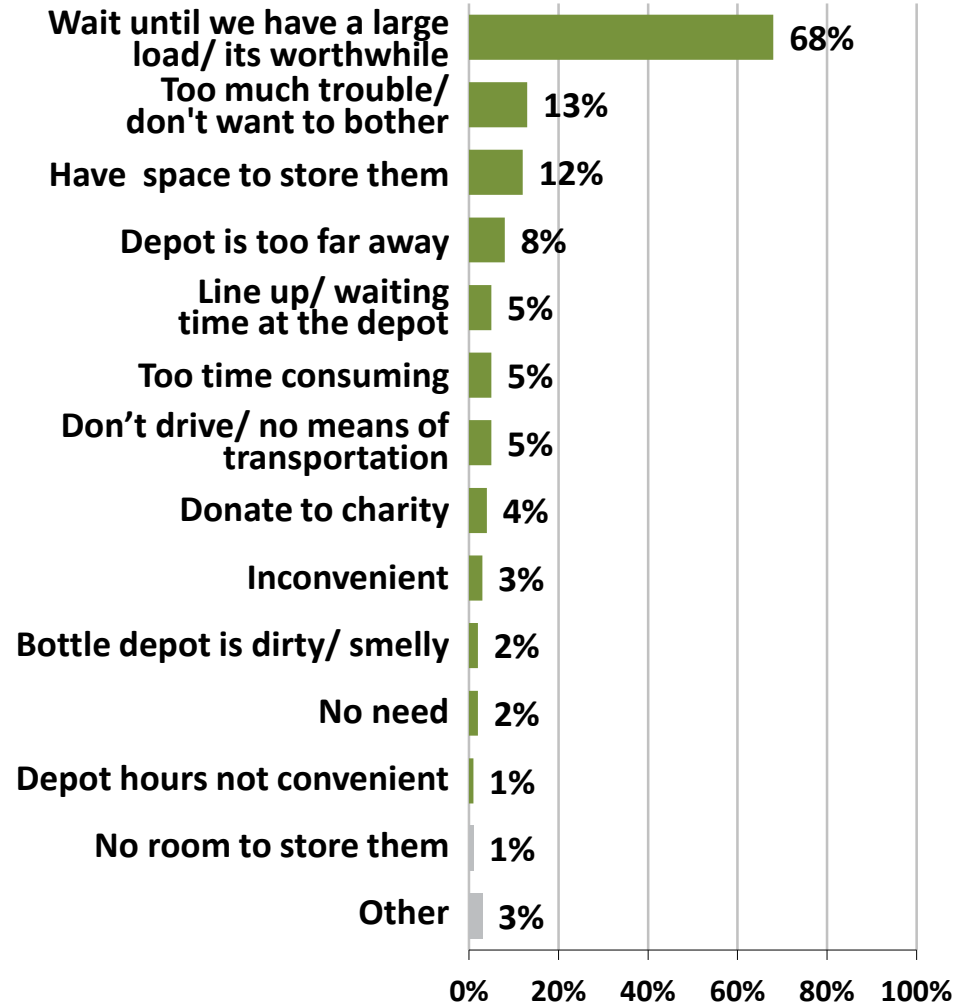


# Why don't you return containers to a depot, or why not more often?

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=35\*)

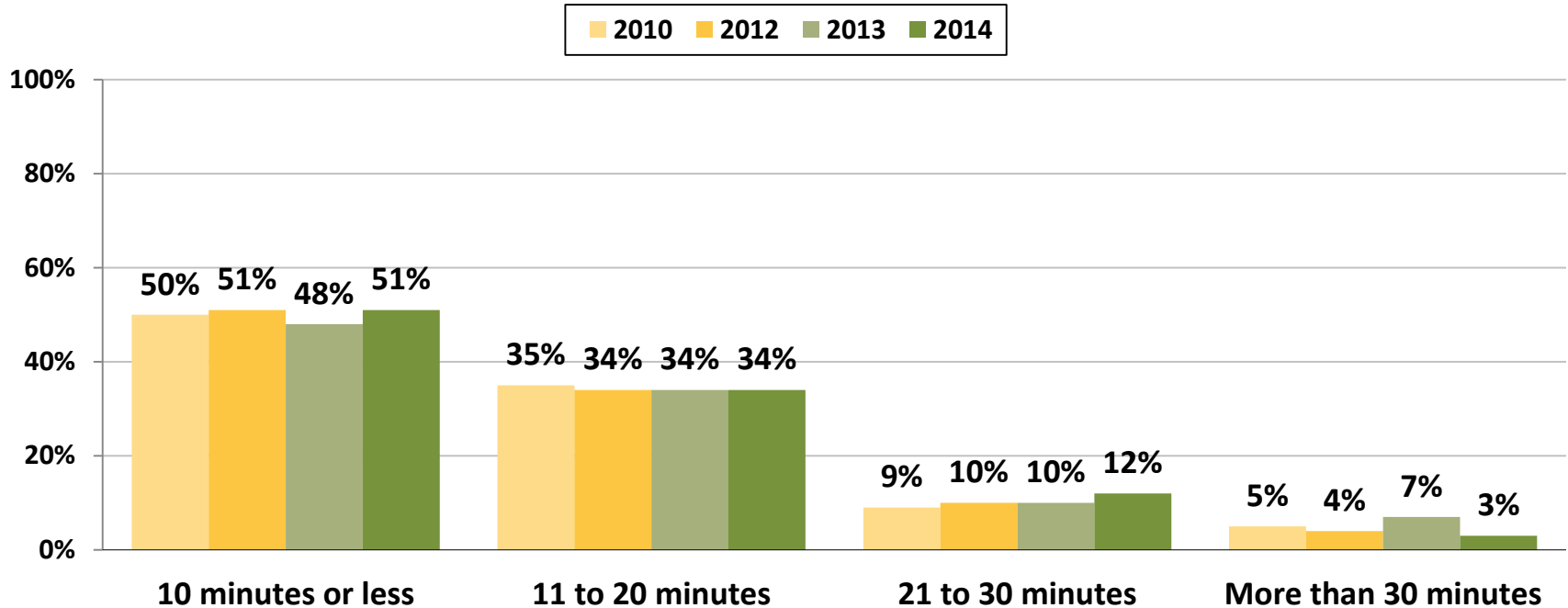


Q12b. Why doesn't your household return empty beverage containers to a bottle depot for a refund **more often**? (Base: Household has returned for refund less than every couple of months, n=201)



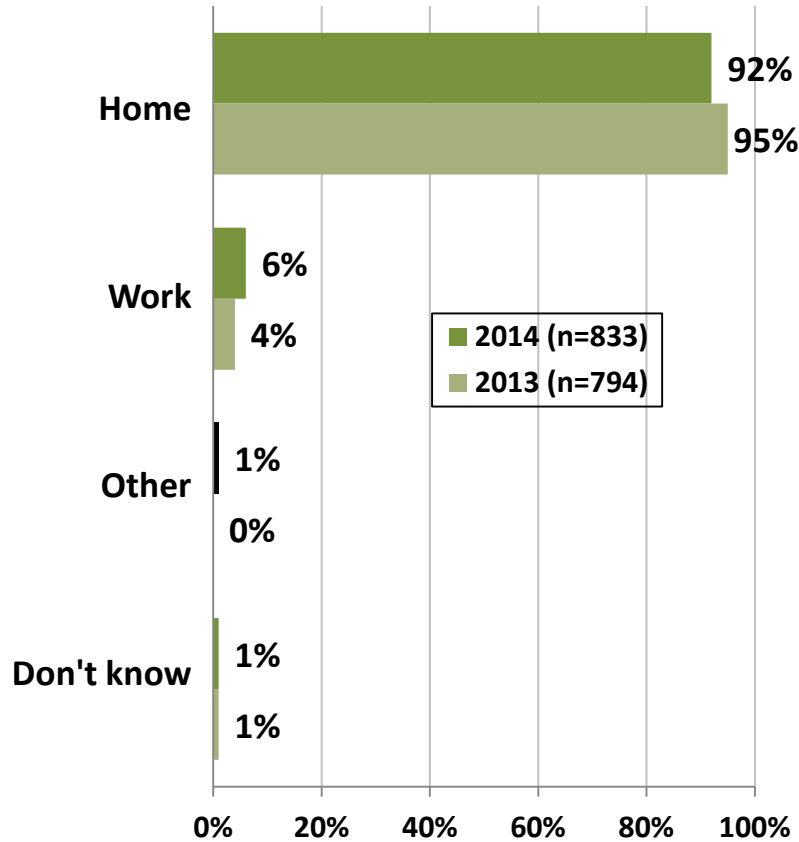
# How long does it take you to get to your bottle depot?

Q16. On average, how long does it take you to get to the bottle depot you most often use? (Base: Personally returned to depot in past 6 months, 2014 n=833 / 2013 n=794 / 2012 n=772 / 2010 n=782)

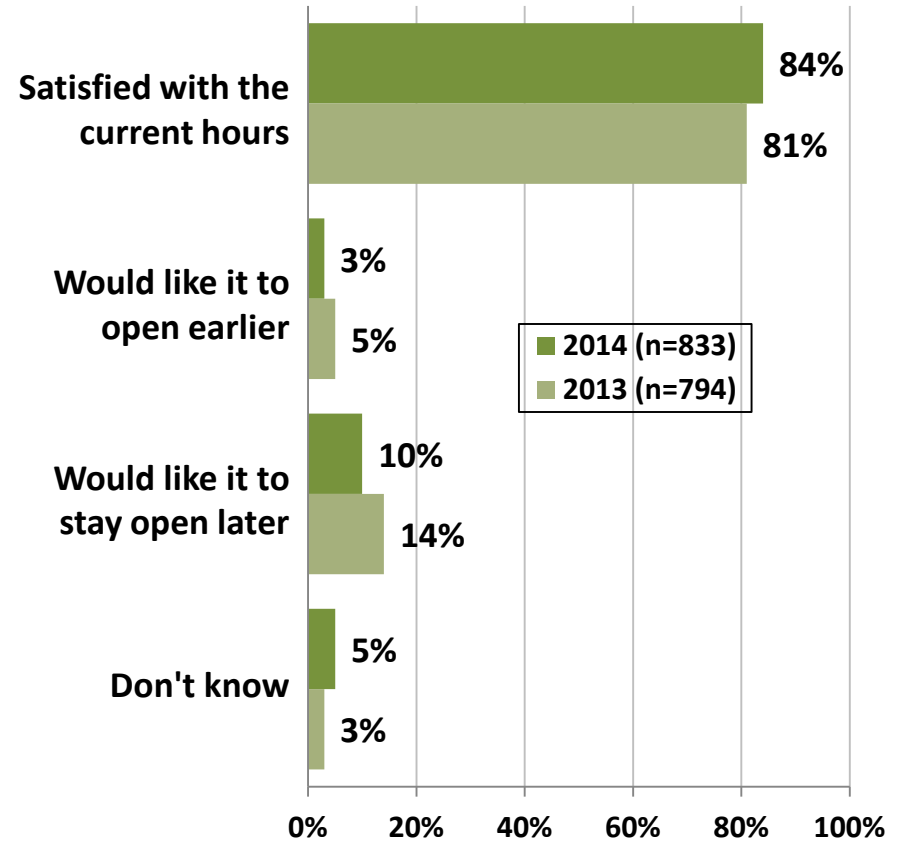


# From where do you go to the depot and are you satisfied with the hours?

**Q16.1 Do you typically go to the bottle depot you use most often from home, from work or from another location?**  
 (Base: Personally returned to depot in past 6 months)



**Q16.2 Are you satisfied with the hours of operation of the bottle depot you use most often or would you prefer longer hours?**  
 (Base: Personally returned to depot in past 6 months)

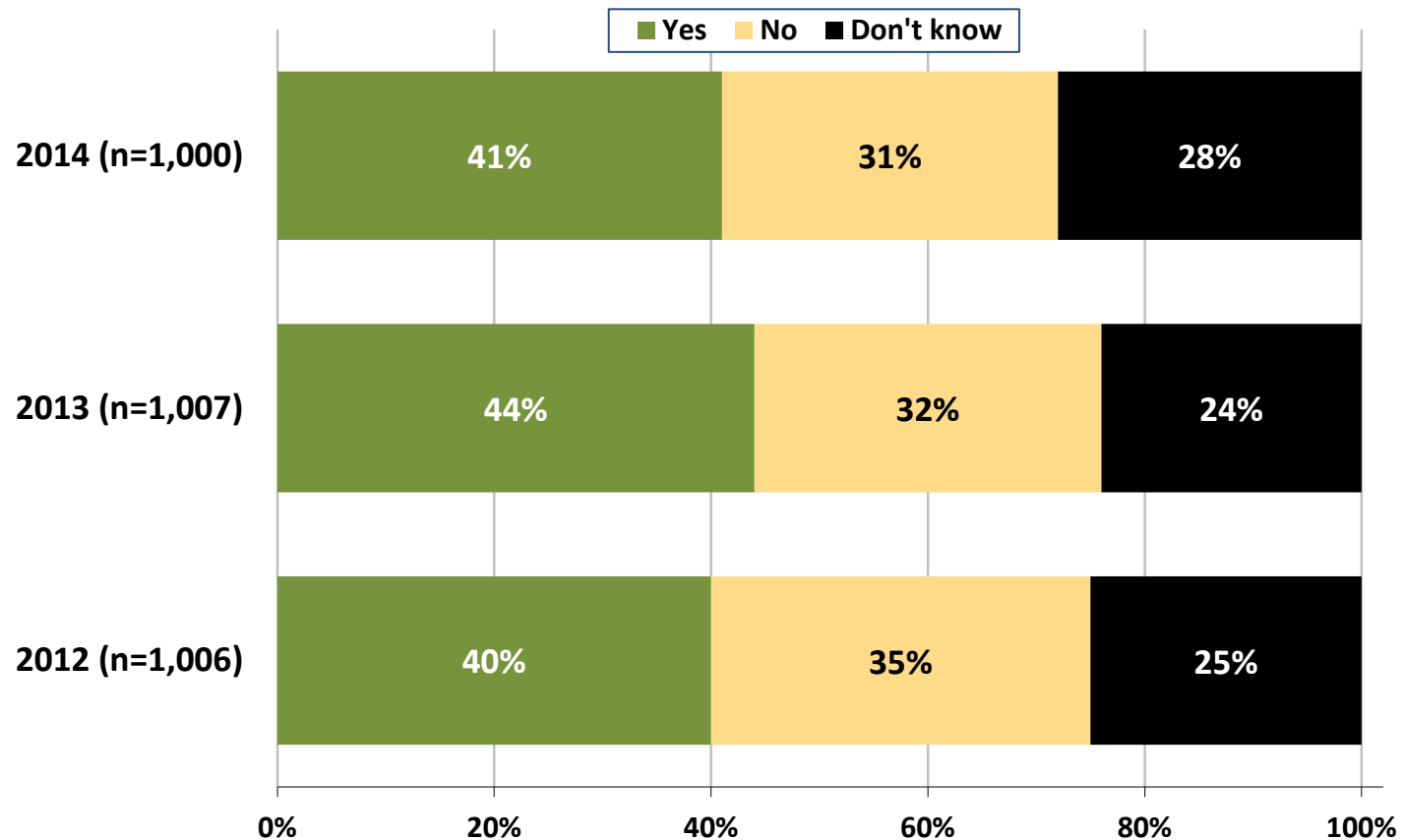




# Support for a depot closer to where you live

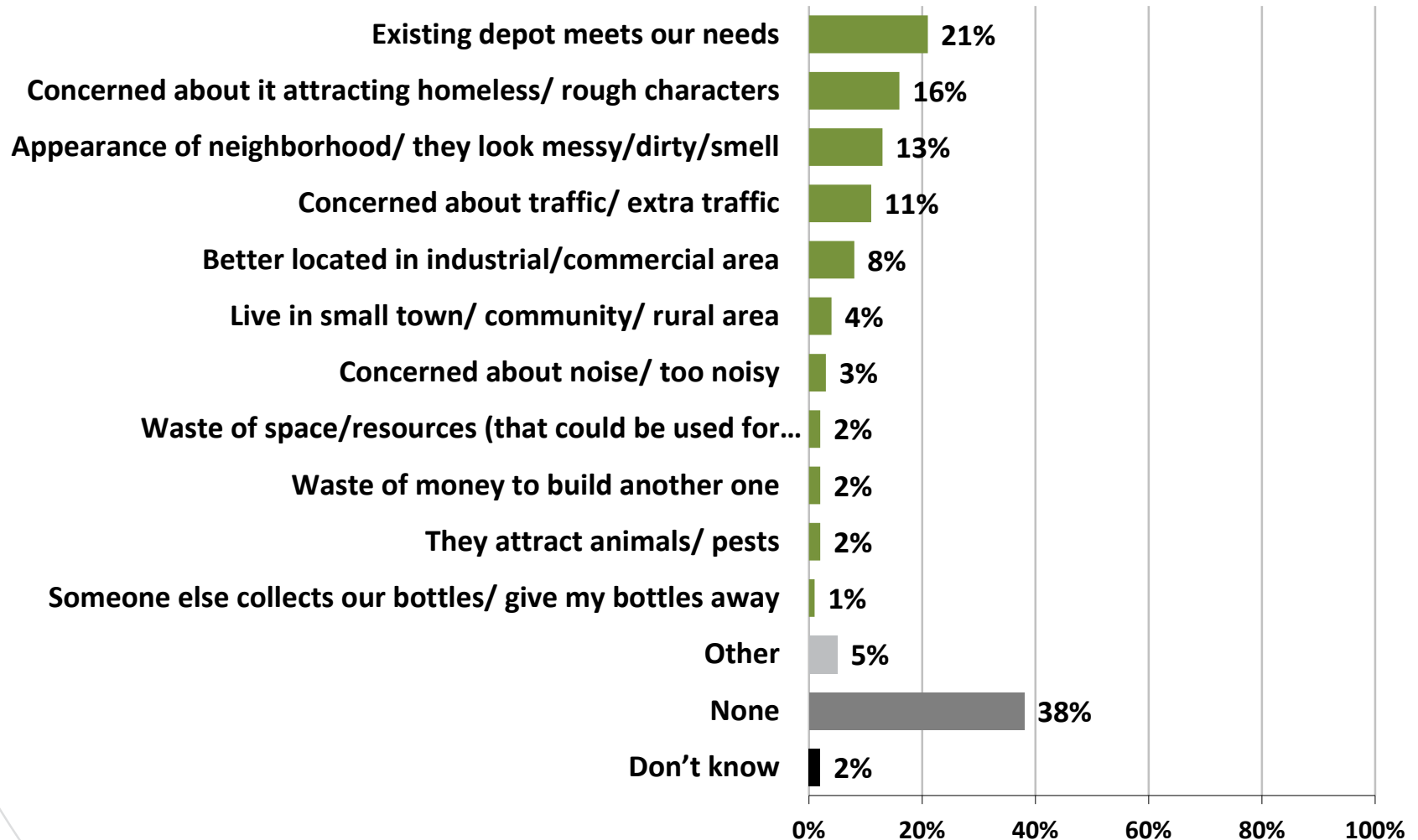
Q16A. 2014 & 2013: If it was possible to have a bottle depot closer to where you live – for example, near a local convenience store or grocery store – would you support the building of a new depot? / 2012: If it was possible to have a bottle depot closer to where you live – that is, in your community or neighbourhood – would you support the building of a new depot? (Base: All respondents)

Note: Wording of question changed from 2012 to 2013



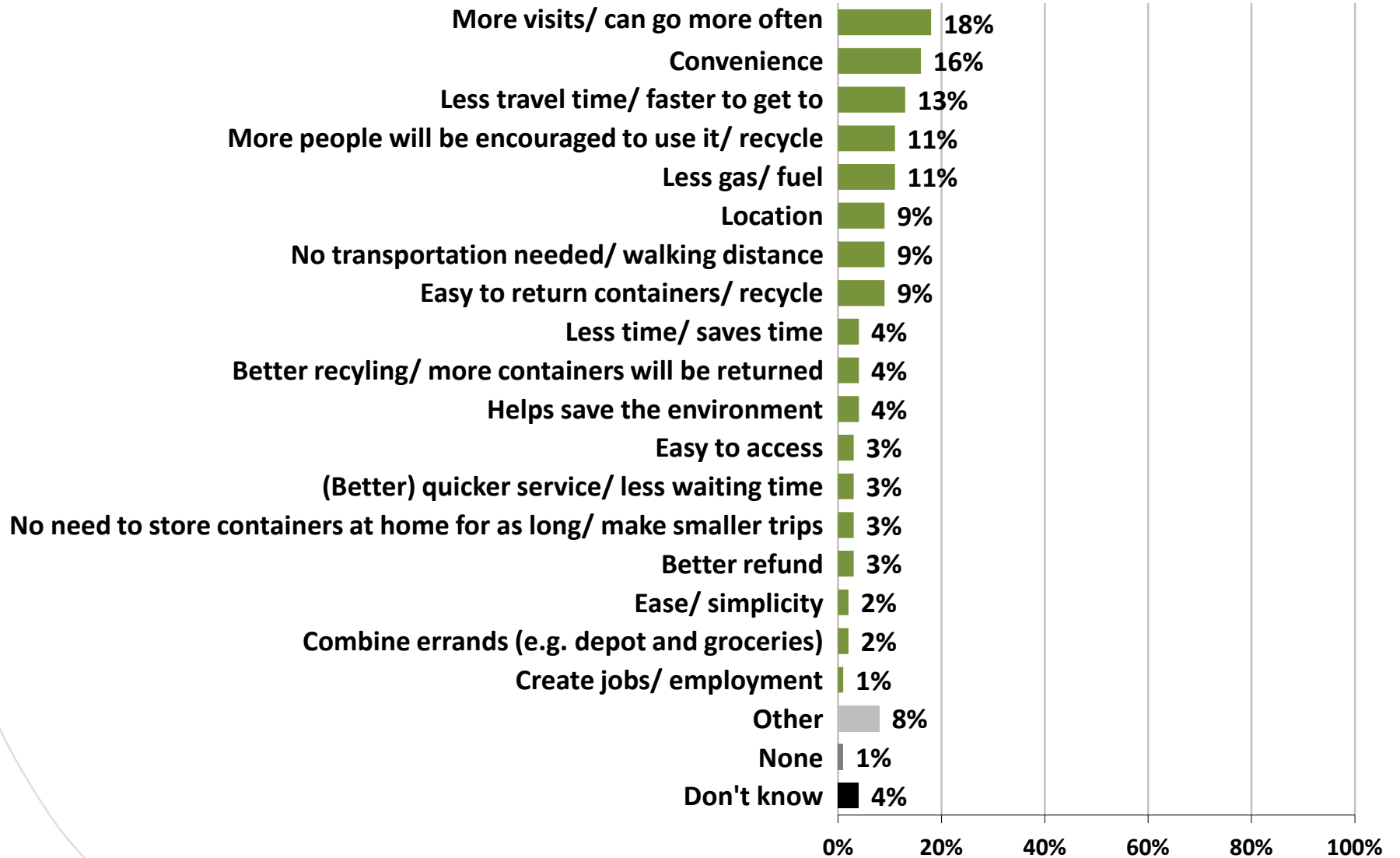
# Disadvantages of having a bottle depot closer to where you live

Q16b. Other than there being no need (i.e. the existing depot is close/ convenient enough), do you see any disadvantages of having a bottle depot closer to where you live? (Base: Would not support the building of a new depot, n=325)



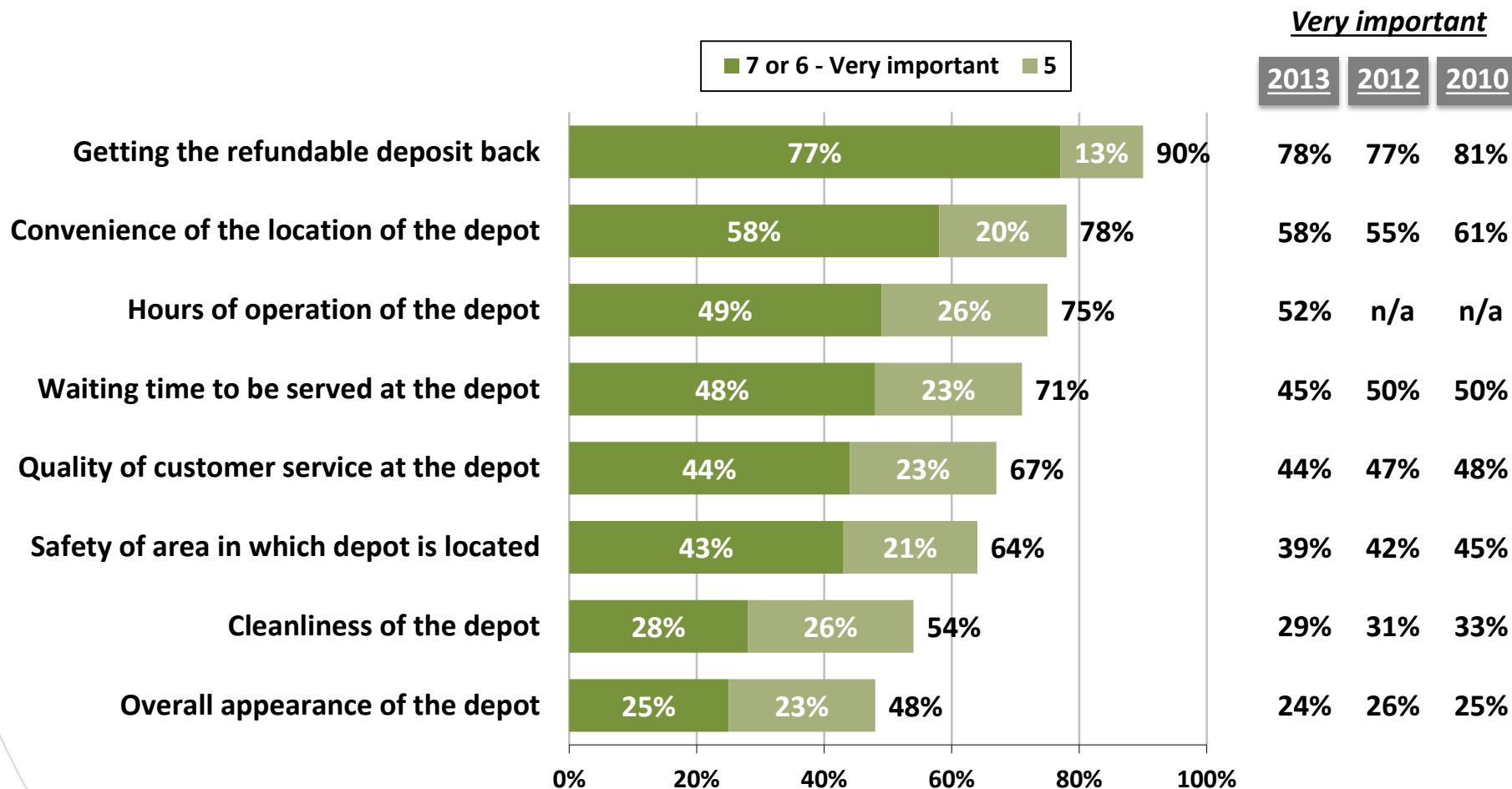
# Advantages of having a bottle depot closer to where you live

Q16c. What do you see as the advantages of having a bottle depot closer to where you live?  
 (Base: Would support the building of a new depot, n=406)



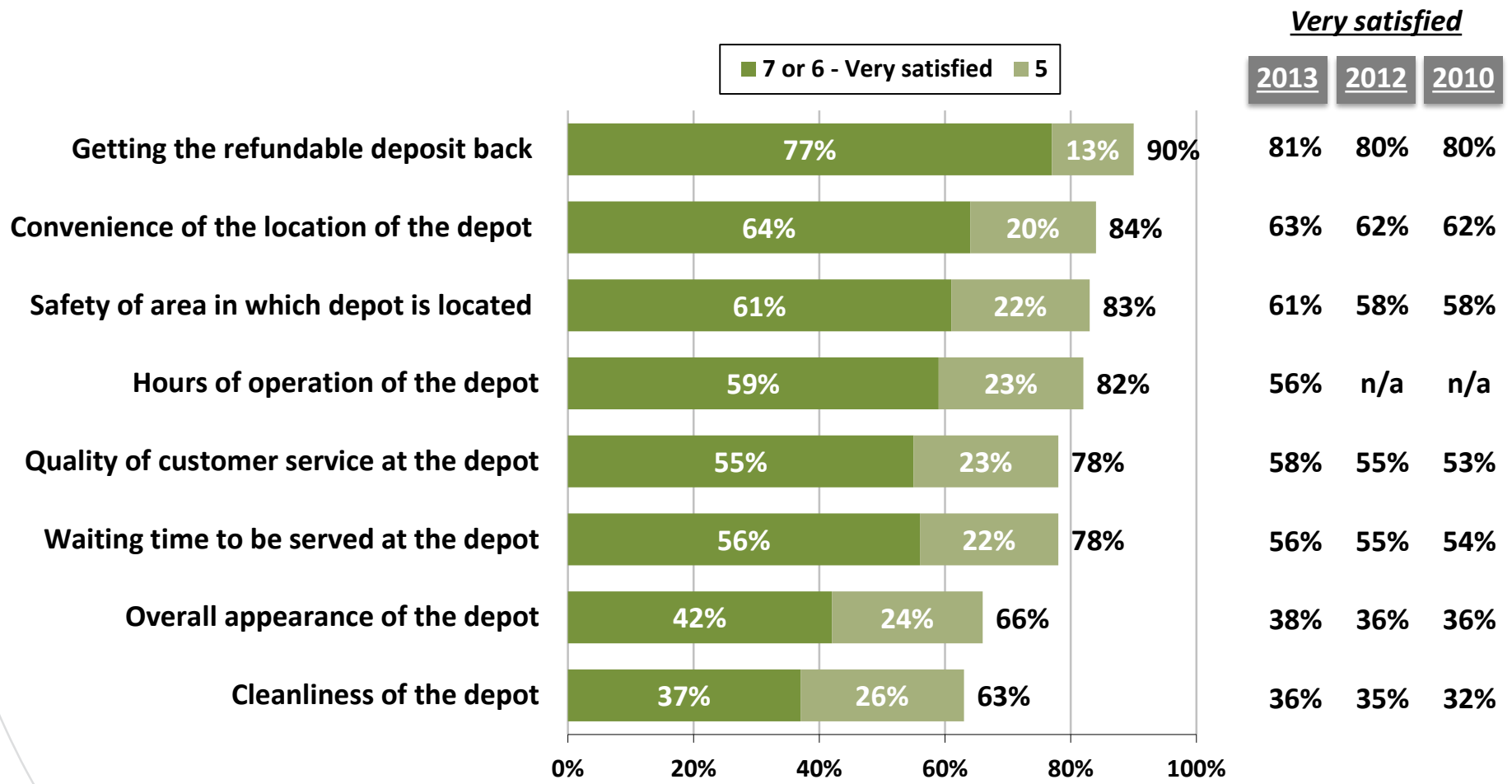
# How important are these factors when deciding whether or not to return beverage containers to a bottle depot?

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, 2014 n=833 / 2013 n=794 / 2012 n=772 / 2010 n=782)



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

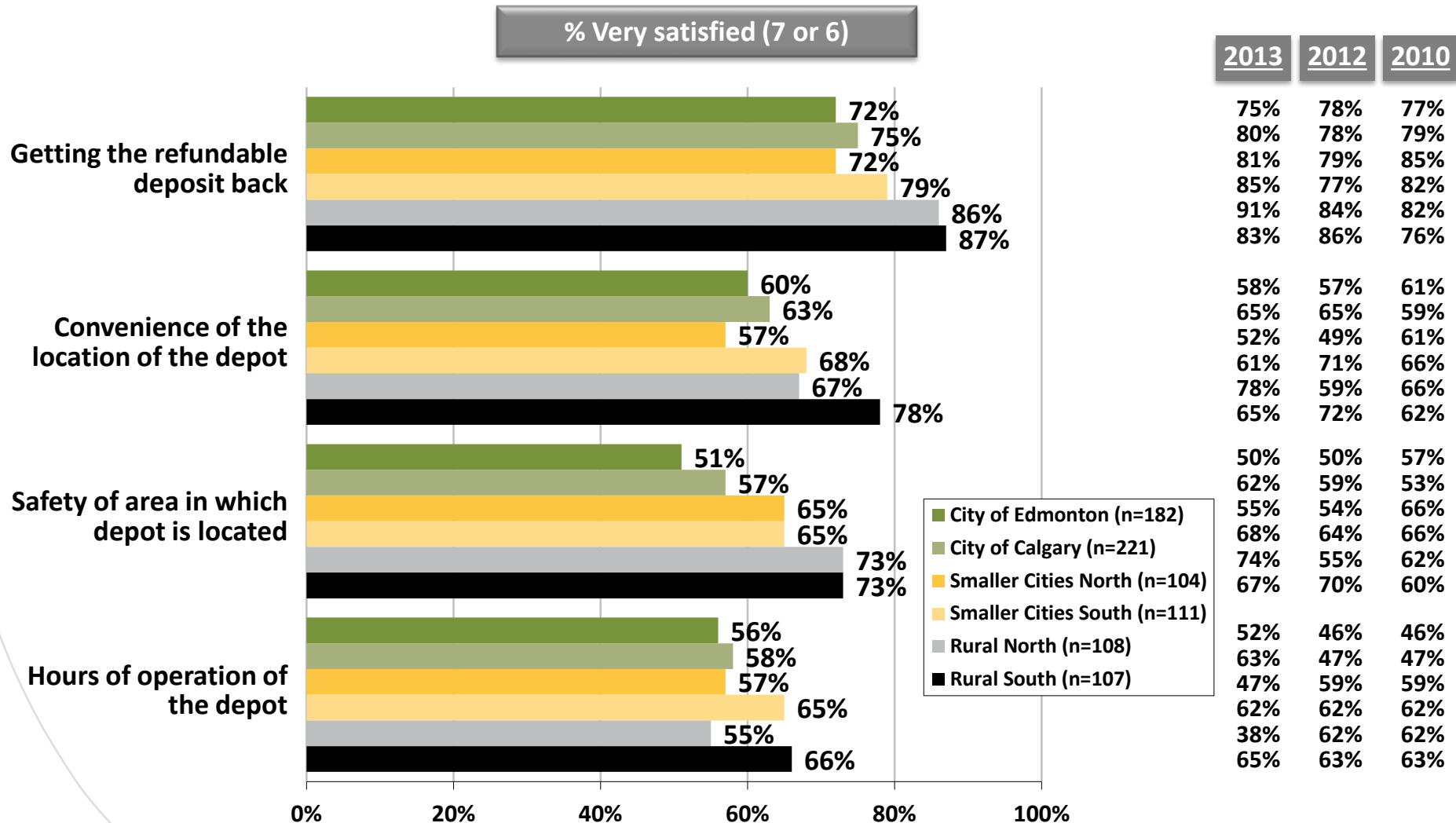
Q15. Thinking about your most recent experience returning empty beverage containers to a bottle depot, please indicate your satisfaction with each of the following. (Base: Personally returned to depot in past 6 months, 2014 n=833, / 2013 n=794 / 2012 n=772 / 2010 n=782)



# 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, 2014 n=833 / 2013 n=794 / 2012 n=772 / 2010 n=782)

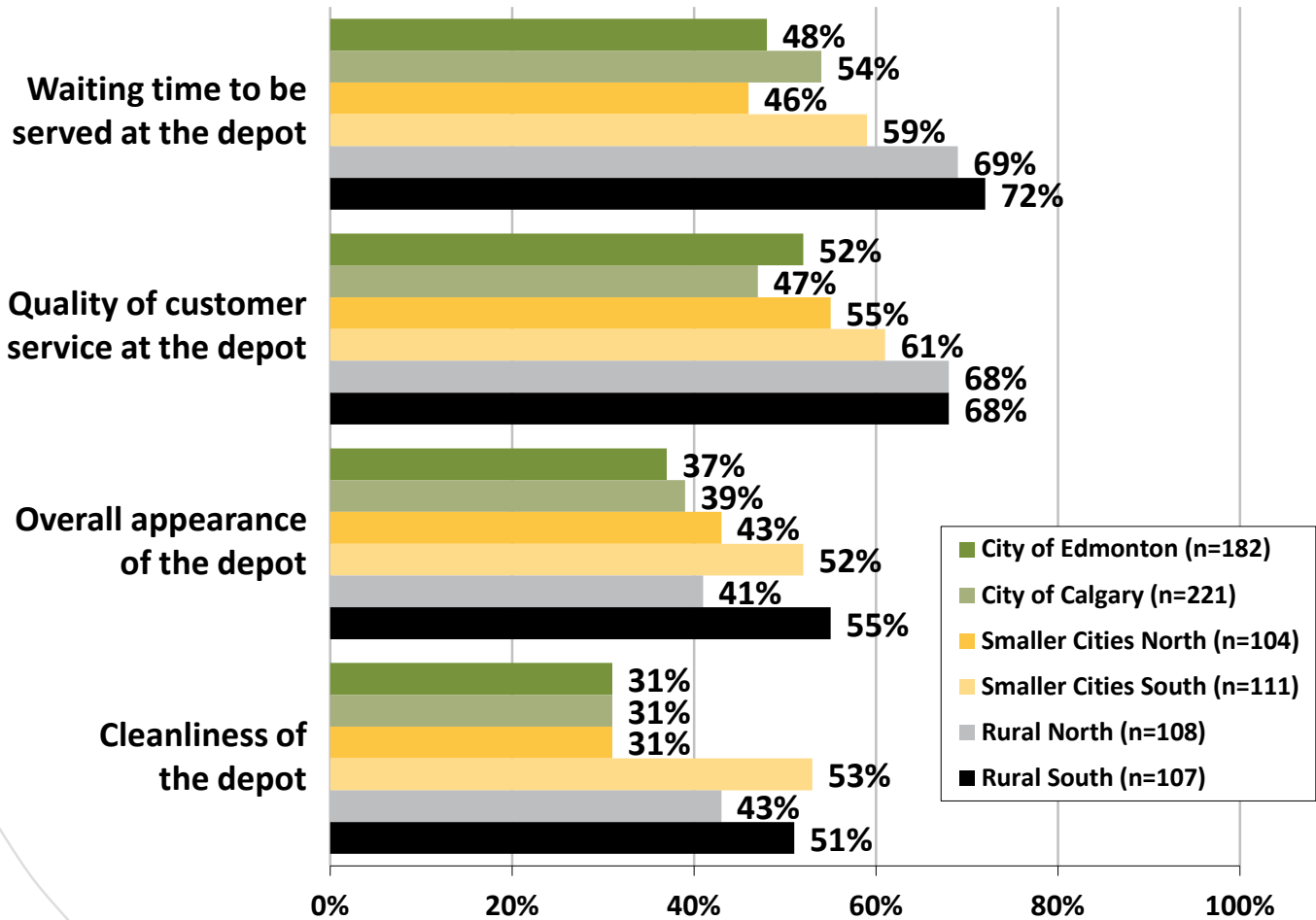




# How satisfied are you with these aspects of the bottle depot? By Region

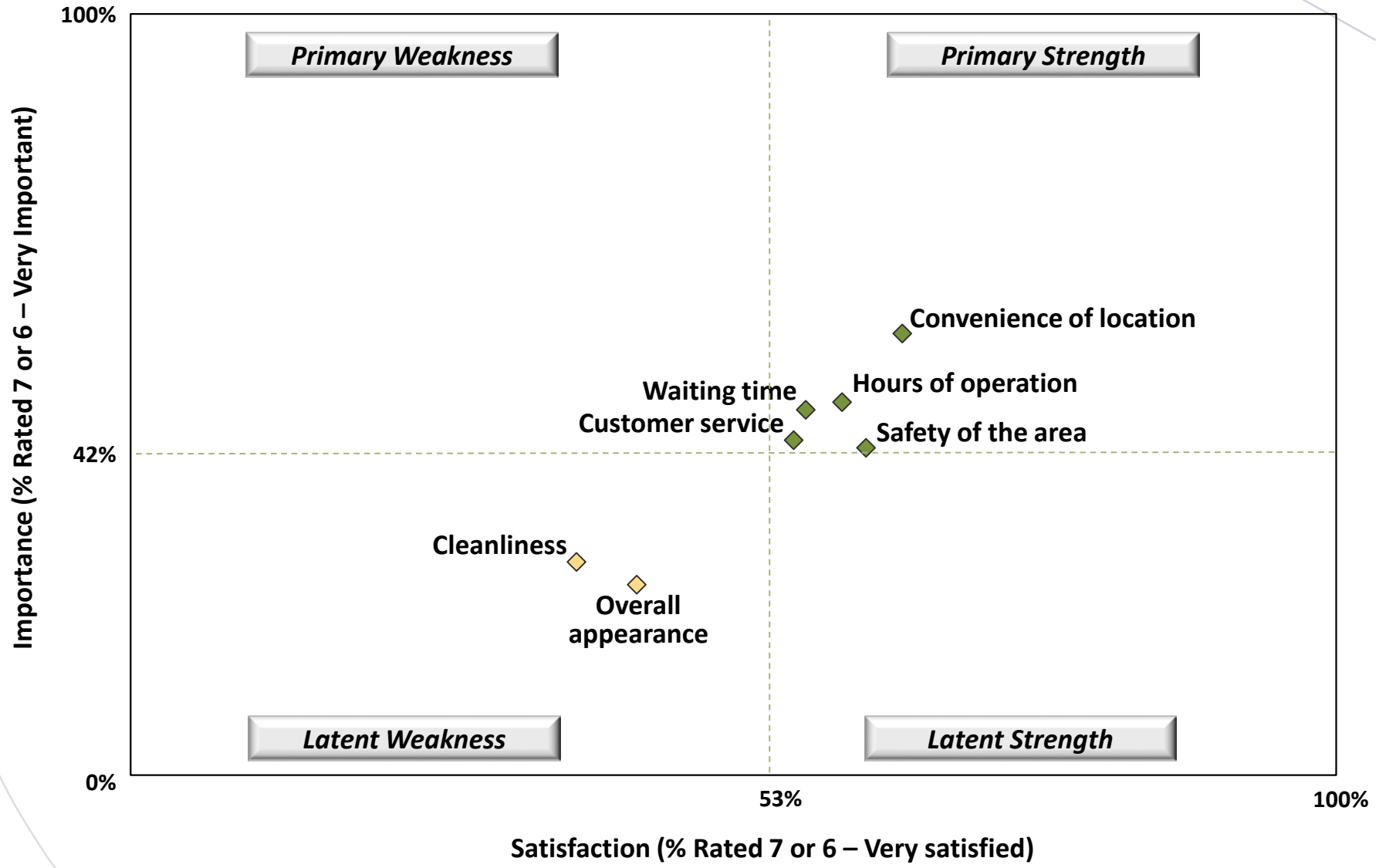
Q15. Thinking about your most recent experience returning empty beverage containers to a bottle depot, please indicate your satisfaction with each of the following. (Base: Personally returned to depot in past 6 months, 2014 n=833 / 2013 n=794 / 2012 n=772 / 2010 n=782)

**% Very satisfied (7 or 6)**



2013	2012	2010
47%	50%	50%
60%	52%	52%
54%	54%	54%
66%	65%	65%
47%	53%	53%
65%	55%	55%
52%	n/a	n/a
54%	n/a	n/a
49%	n/a	n/a
67%	n/a	n/a
74%	n/a	n/a
68%	n/a	n/a
30%	28%	28%
38%	30%	30%
35%	41%	41%
53%	47%	47%
33%	45%	45%
43%	44%	44%
28%	26%	26%
35%	27%	27%
34%	34%	34%
47%	40%	40%
30%	38%	38%
47%	47%	47%

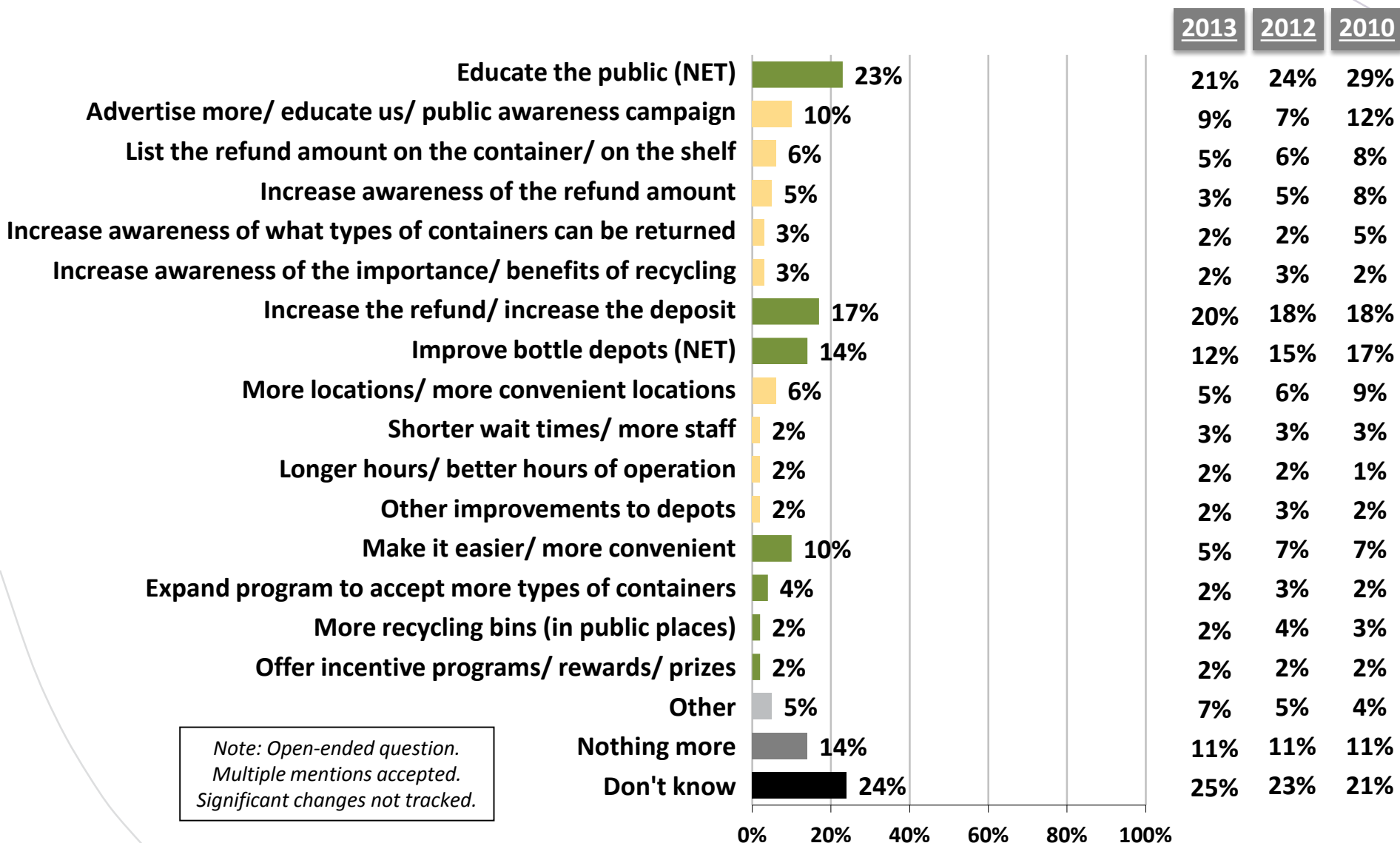
# Importance versus Satisfaction





# What could BCMB do to increase recycling of beverage containers?

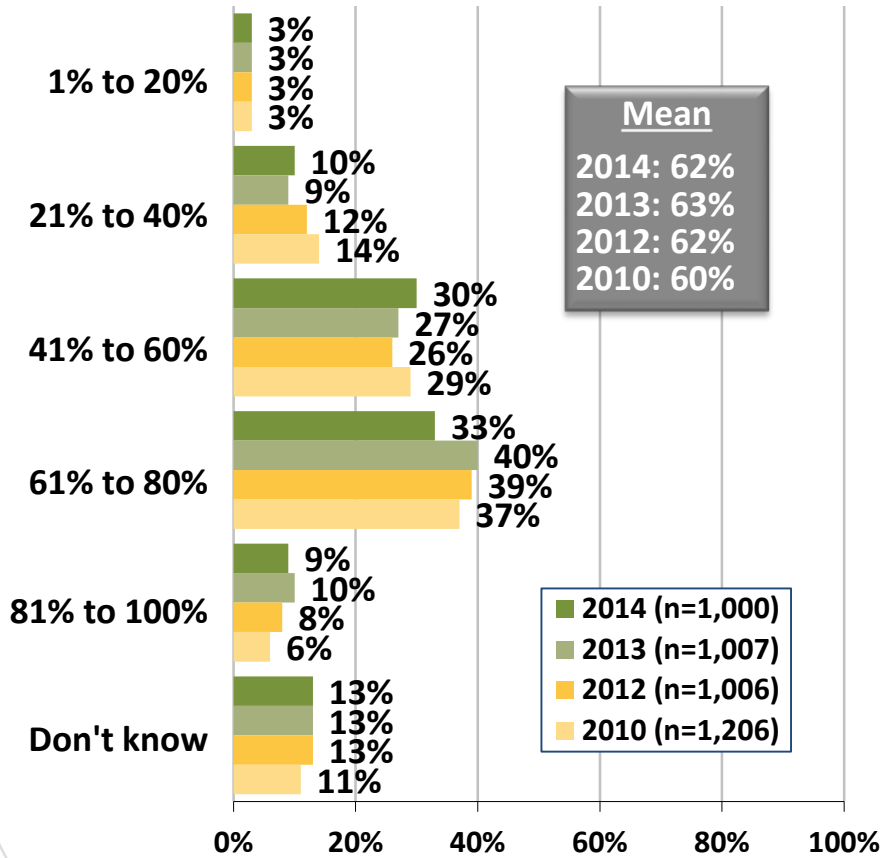
Q17. What, if anything, could the Beverage Container Management Board do to increase the number of empty beverage containers that are recycled or returned to depots? (Base: All respondents, 2014 n=1,000/ 2013 n=1,007 / 2012 n= 1,006 / 2010 n=1,206)



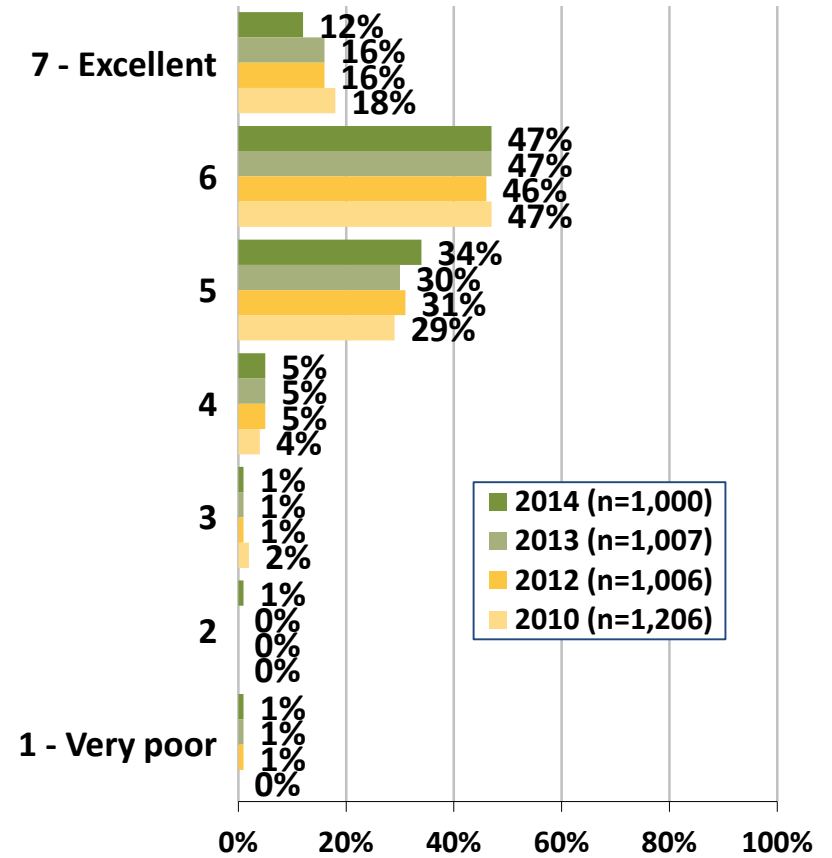
*Note: Open-ended question.  
Multiple mentions accepted.  
Significant changes not tracked.*

# What is the return rate for beverage containers?

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



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





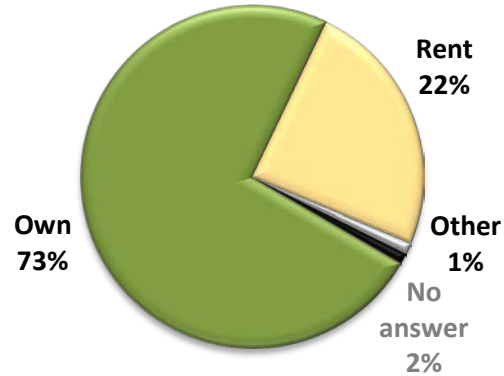
# Demographics

# Demographics

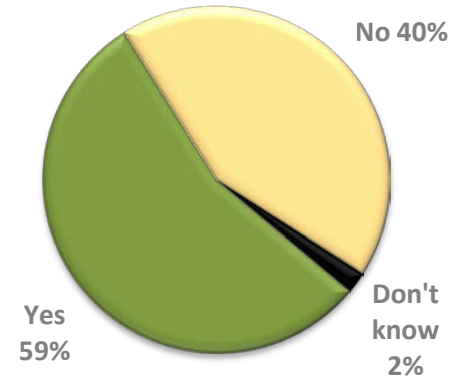
Type of Residence

Detached house	66%
Multi-residence building	15%
Townhouse or rowhouse	9%
Duplex, Triplex, or Fourplex	5%
Mobile home	3%
Basement suite	1%
Semi/single attached	0%
Prefer not to answer	2%

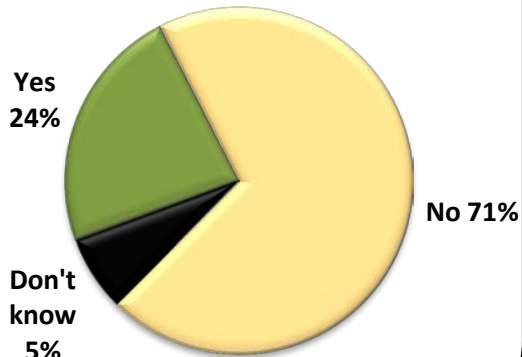
Own or Rent Residence



Curbside Recycling

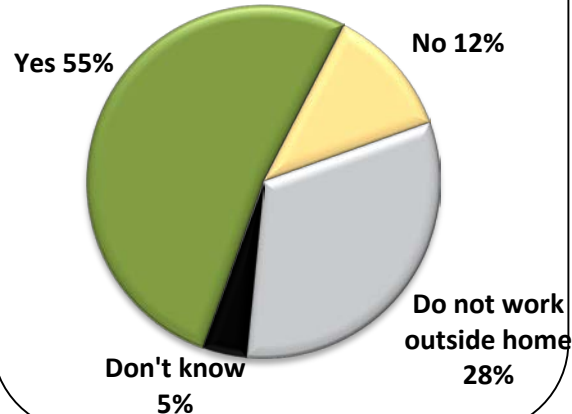


Facilities for Beverage Container Recycling

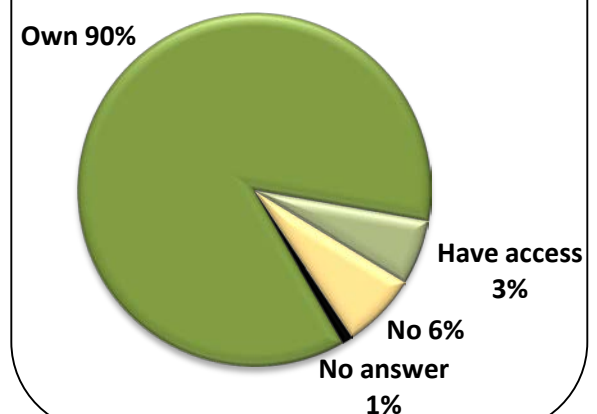


Base: Live in multi-residence building, townhouse or mobile home (n=201)

Beverage Container Recycling at Workplace



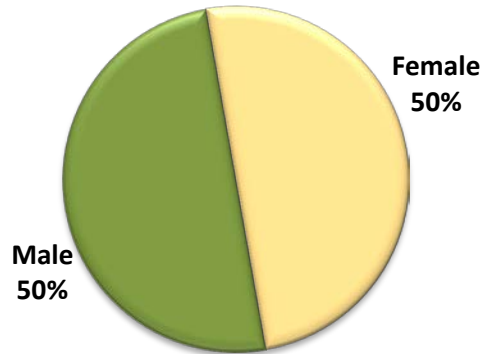
Own or Have Access to Vehicle



(Base: All respondents, n=1,000)

# Demographics

Gender



Age

Age Group	
18 to 24	9%
25 to 34	24%
35 to 54	38%
55 or older	29%
<i>Mean</i>	<b>41 years</b>

Tenure in Alberta

Tenure in Alberta	
Born and raised	46%
More than 20 years	29%
11 to 20 years	11%
6 to 10 years	6%
3 to 5 years	3%
1 or 2 years	2%
Less than one year	2%
Prefer not to answer	1%

Household Size

Household Size	
1	19%
2	44%
3	16%
4 or more	19%
Prefer not to answer	2%

Number of Children Under 18 in Household

Number of Children Under 18 in Household	
None	69%
1	15%
2	11%
3	2%
4 or more	3%

Household Income

Household Income	
<\$20,000	3%
\$20,000 to <\$40,000	12%
\$40,000 to <\$60,000	13%
\$60,000 to <\$80,000	15%
\$80,000 to <\$100,000	13%
\$100,000 to <\$120,000	11%
\$120,000 and over	15%
Prefer not to answer	18%

(Base: All respondents, n=1,000)



## CONTACT INFORMATION

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