



## **2016 Depot Exit Interview Survey Final Report**

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Prepared for:

Beverage Container Management Board

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## **Executive Summary**

The Beverage Container Management Board (BCMB) has conducted an exit survey annually since 2013, covering Depots across Edmonton and Calgary, and moving to urban Depots in 2015 to broaden the scope of consumers outside city centres. The survey provides valuable information concerning public perception around Depots and consumer behaviour and identifies areas of improvement.

The 2016 Depot Exit Interview Survey covered 20 Depots, including 10 in Calgary and 10 in Lethbridge and the surrounding rural areas (four in Lethbridge, six in surrounding rural areas). The survey provides insight into Depot customer demographics, details of the Depot experience, time spent in the Depot, satisfaction with the Depot experience, awareness of branding and signage, customer recycling and Depot use, and customer thoughts about a “quick-drop” service. In total, 1,222 customers were surveyed, including 602 in Calgary and 620 in Lethbridge and surrounding rural areas.

The 2016 results suggest that Depot customers are primarily male, typically live in a single detached house, and come from a household of between two and four individuals. Customers are spread evenly across income categories, with no particular income category substantially larger than others.

Although there was variation in the length of the customers’ visits, the number of bags they brought in, and the refund size, the vast majority of customers were in the Depot for less than 20 minutes, returned between one and five bags, and received a refund of \$40 or less. Customers typically visit a Depot once every two to three weeks or less often, and those who do are typically the individuals responsible for recycling in their household.

Surveyed customers were highly satisfied with their time spent in Depots and the accuracy of their refunds. When explaining their satisfaction, most cited the location of the Depot, followed by fast and efficient service and friendly staff. Only about a third of the customers provided some suggestions for improvement. These suggestions varied widely, with the most common being increasing parking availability. Other suggestions included improving ventilation/smell, faster service, longer hours, and improved cleanliness.

Customers indicated high levels of awareness of Depot branding, with well over half indicating they recalled seeing the Depot logo. Customers were most likely to indicate that they saw the logo outside the Depot, such as on the side of the building or in the parking lot. Customers also indicated that signs in the Depots displaying the refund amount for container sizes were highly visible.

Customers were asked about whether they would use a “quick-drop” service, where they could drop their containers off without waiting in line and collect their money at a later date. Customers were divided about whether they would use such a service, with half indicating they would use it and the other half indicating they would not. Of those indicating they would use the service, the most preferred form of payment would be cash pick-up. Customers indicating they would not use the service most commonly cited the need for immediate cash as the reason.

## **1.0 Introduction**

The Beverage Container Management Board (BCMB) has conducted an exit survey annually since 2013. The survey provides valuable information to understand public perception around Depots and consumer behaviour, and to identify areas of improvement. The success of the BCMB rests on consumers returning empty containers to Depots; as a result, it is crucial to gauge consumer perception and behaviour to understand how to promote their uptake of the system and increase bottle return rates.

The 2016 Depot Exit Interview Survey covered 20 Depots, including 10 in Calgary and 10 in Lethbridge and surrounding rural areas (four in Lethbridge, six in surrounding rural areas). The survey provided insight into the following key areas:

- ▶ ***Depot customer demographics***: gender, dwelling type, total household income, number of people in the household, and region (determined by postal code)
- ▶ ***details of their Depot experience***: number of bags brought into the Depot and total refund amount
- ▶ ***time spent in the Depot***: the total amount of time spent in the Depot, from when they enter the Depot to when they exit with their refund
- ▶ ***satisfaction with their Depot experience***: satisfaction with time spent in a Depot, perceived refund accuracy, aspects of Depots customers like, and areas for improvement
- ▶ ***awareness of Depot branding and signage***: awareness of the Depot logo and of signage displaying refund amount for various container sizes
- ▶ ***customer behaviour related to recycling and Depot use***: who controls the recycling in the household and how often they visit Depots to return their bottles
- ▶ ***thoughts about a new service to drop off containers and receive payment later (“quick-drop” service)***: including whether they would use this service, their preferred form of payment if such a service existed, and explanations as to why they would not want to use such a service

Section 2.0 describes in detail the methodology used to complete the surveys and the design and scope of the survey instrument, Section 3.0 analyzes the results of the survey, and Section 4.0 concludes the report.

## 2.0 Methodology

The exit interview surveys took place on two Saturdays in August 2016 (August 6 and 13). As described above, surveys were conducted at 20 Depots in total, including 10 Depots in Calgary and 10 in Lethbridge and surrounding rural areas. Table 1 below lists each Depot and the number of surveys completed at each Depot. Overall, 1,222 surveys were completed in total, with one rural low-traffic Depot receiving lower than 60 responses and several other Depots exceeding the target of 60 responses. In total, 602 surveys were completed in Calgary Depots and 620 surveys were completed in Lethbridge and surrounding rural Depots.

<b>Table 1: List of Depots and sample sizes</b>		
<b>Depot name</b>	<b>Location</b>	<b>Number of surveys completed</b>
Manchester	Calgary	60
Chinook	Calgary	61
South Pointe	Calgary	60
Fish Creek	Calgary	60
Beddington Heights	Calgary	60
Country Hills	Calgary	61
Spy Hill	Calgary	60
Happy Can	Calgary	60
Saddleridge	Calgary	60
Monterey	Calgary	60
KJ Cameron Industries	Rural (Pincher Creek)	60
Magrath	Rural (Magrath)	65
Green's Pop Shoppe Main	Lethbridge	73
Green's Pop Shoppe West	Lethbridge	67
Rehab Main	Lethbridge	60
Rehab Downtown	Lethbridge	60
Coaldale	Rural (Coaldale)	60
Taber	Rural (Taber)	50
Butte	Rural (Picture Butte)	60
Raymond	Rural (Raymond)	65

Interviewer teams of two were assigned to distribute surveys at each Depot. On August 6, seven teams were assigned to Depots, including two teams in Calgary and five teams in Lethbridge and rural areas. On August 13, five teams were assigned to complete any remaining surveys, including two teams in Calgary and three teams in Lethbridge and rural areas. More teams surveyed Lethbridge and rural area Depots, since the number of customers at these Depots is typically much smaller than that at Depots in Calgary. This required interviewers to remain at the Depots for longer periods to achieve the desired response.

In contrast to previous years, customers filled in most of the survey on their own. This allowed interviewers to take advantage of any large customer flow into the Depots and reduced the number of interviewers required at each Depot. The survey interview protocol was as follows:

- ▶ Interviewers set up at the entrance of each Depot with clipboards and a sign indicating the distribution of a Depot survey.
- ▶ Interviewers asked customers if they would like to complete a short (less than five-minute) survey about the Depot in exchange for a \$5 gift certificate.
- ▶ If the customer said yes, interviewers wrote down the name of the Depot, the time the customer was entering the Depot, and the gender of the customer. They then instructed the customer to come back to see them to complete the survey after they had completed their business in the Depot. Interviewers asked each customer for their name, wrote it down on a separate post-it note and attached it to their survey (this was simply to keep track of which survey they needed to give back to the customer when they returned).
- ▶ When each customer returned to their interviewer after finishing in the Depot, interviewers wrote the time they exited the Depot on their survey before handing it over with a pen for the customer to complete the rest themselves.
- ▶ When customers finished filling out their surveys, interviewers handed them their \$5 gift cards.
- ▶ Finally, interviewers removed the post-it notes and stored the completed surveys.

Overall, teams required approximately two to three hours at each Calgary Depot and four to eight hours at each Lethbridge and area Depot to achieve the desired response of 60 surveys.

### 3.0 Analysis of results

Below we present the key findings of the survey, which includes Depot customer demographics, details of the Depot experience, satisfaction with the Depot experience, awareness of branding and signage, customer recycling and Depot use, and customer thoughts about a “quick-drop” service.

#### 3.1 Depot customer demographics

The majority of Depot customers surveyed were male (61%). In contrast, fewer than 4 in 10 customers (35%) were female and a small proportion (3%) did not include their gender. This represents a higher proportion of males compared to the general Alberta population, which is only about 51% male.<sup>1</sup>

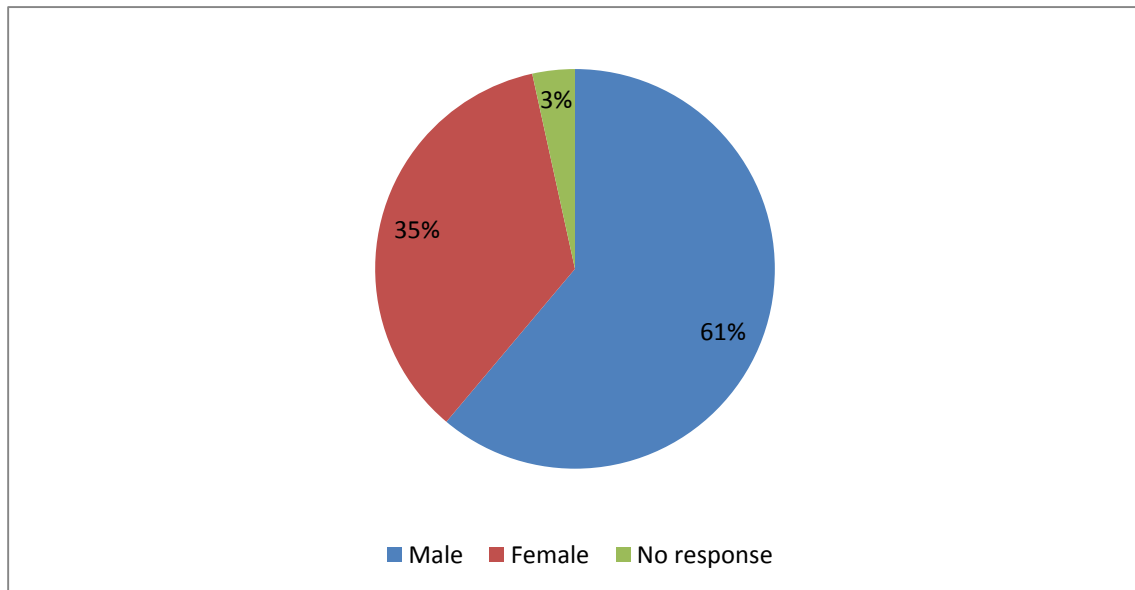


Figure 1: Customer gender (n = 1,222)

Table 2 describes the dwelling type of Depot customers. By far, the most common dwelling type was a single detached house (59%) followed by a townhouse (9%), an apartment in a flat or duplex (7%), and a semi-detached house (6%).

When considering only the individuals who responded to the question (i.e., ignoring not applicable/no response), 66% live in a single detached house, 3% live in an apartment with five or more storeys, 4% live in a moveable dwelling (e.g., mobile homes and other moveable dwellings), and 28% live in some other type of dwelling (e.g., semi-detached house, townhouse, apartment or flat in a duplex, apartment with fewer than five stories). According to the 2011 Census, these survey percentages are very similar to the province as a whole, which has 64% of

<sup>1</sup> <http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/demo31e-eng.htm>



households in single detached houses, 4% in apartments with five or more storeys, 3% in moveable dwellings, and 29% in other dwellings.<sup>2</sup>

Response	% (n = 1,222)
Single detached house	59%
Townhouse	9%
Apartment or flat in a duplex	7%
Semi-detached house	6%
Apartment building with fewer than five floors	4%
Mobile home	3%
Apartment building with five or more floors	2%
Other moveable dwelling (e.g., tent)	1%
Other	1%
Not applicable/no response	11%

Table 3 describes the household income of Depot customers. Overall, the distribution of income is spread fairly evenly across the given categories, with each category representing between 7% and 13% of respondents. The most common household income category was \$50,000 to \$74,999 (13%). Almost a third (31%) of respondents opted not to state their household income category. Removing non-responses and comparing to the overall Alberta population in 2014, it appears that surveyed Depot customers have relatively high incomes.

Response	% (n = 1,222)	% with non-responses removed (n = 845)	Alberta Overall (2014) <sup>3</sup>
Less than \$25,000	10%	15%	33%
\$25,000 to \$34,999	9%	14%	11%
\$35,000 to \$49,999	9%	13%	14%
\$50,000 to \$74,999	13%	19%	17%
\$75,000 to \$99,999	8%	12%	10%
\$100,000 to \$149,999	12%	18%	9%
\$150,000 or more	7%	10%	6%
Prefer not to answer	31%	-	-

On average, Depot customer households consist of 3.1 individuals. Responses to household size ranged from one to 12 inhabitants. Household size was similar for customers at Calgary and Rural Depots, and slightly lower for customers at Lethbridge Depots. Overall, household size for Depot customers is higher than the provincial average, which in 2011 was estimated to be 2.6 people.<sup>4</sup>

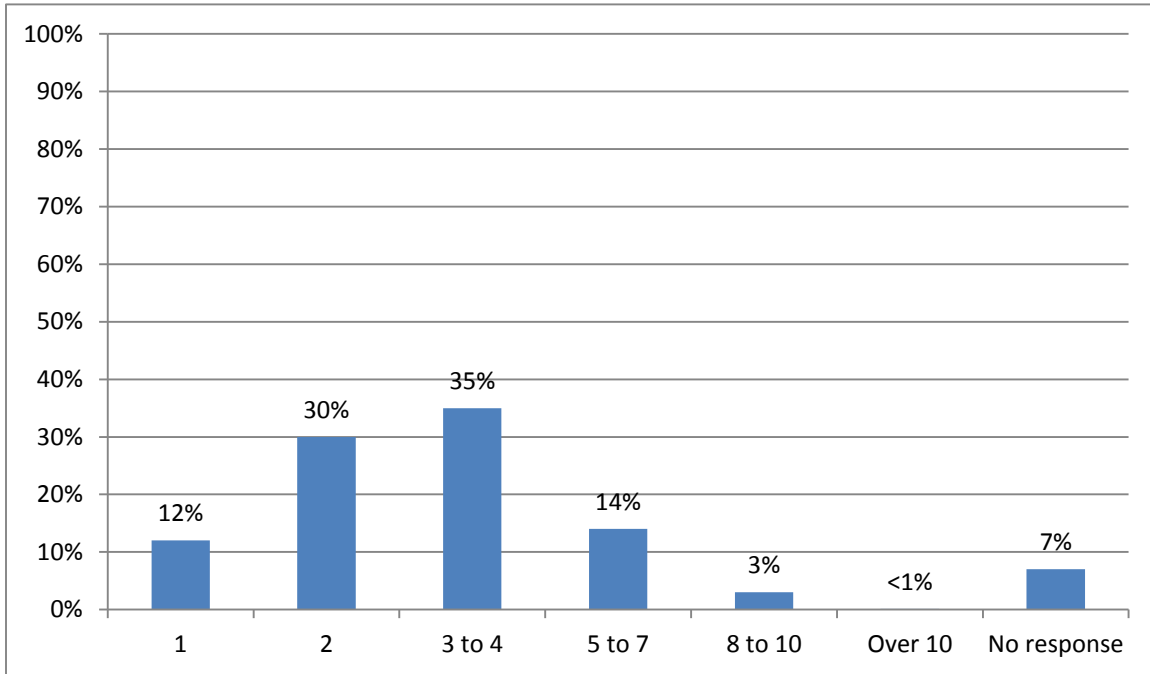
<sup>2</sup> <http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/famil55c-eng.htm>

<sup>3</sup> <http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/famil105j-eng.htm>

<sup>4</sup> <http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/famil53c-eng.htm>

Table 4: Household size	
Region	Number of household members
Calgary	3.2
Lethbridge	2.7
Rural	3.4
Overall	3.1

Figure 2 describes the distribution of household size. The most common household sizes were two individuals (30%) and three to four individuals (35%).



**Figure 2: How many people are in your household? (n = 1,222)**

The majority of customers (77%) provided their six-character postal code, providing an understanding of the geographic distribution of Depot customers. Figure 3 and Figure 4 below illustrate the geographic distribution of customers surveyed in the Calgary and Lethbridge and rural Depots. Each circle corresponds to a three-character postal code and the size of the circle indicates the number of customers residing in that postal code.

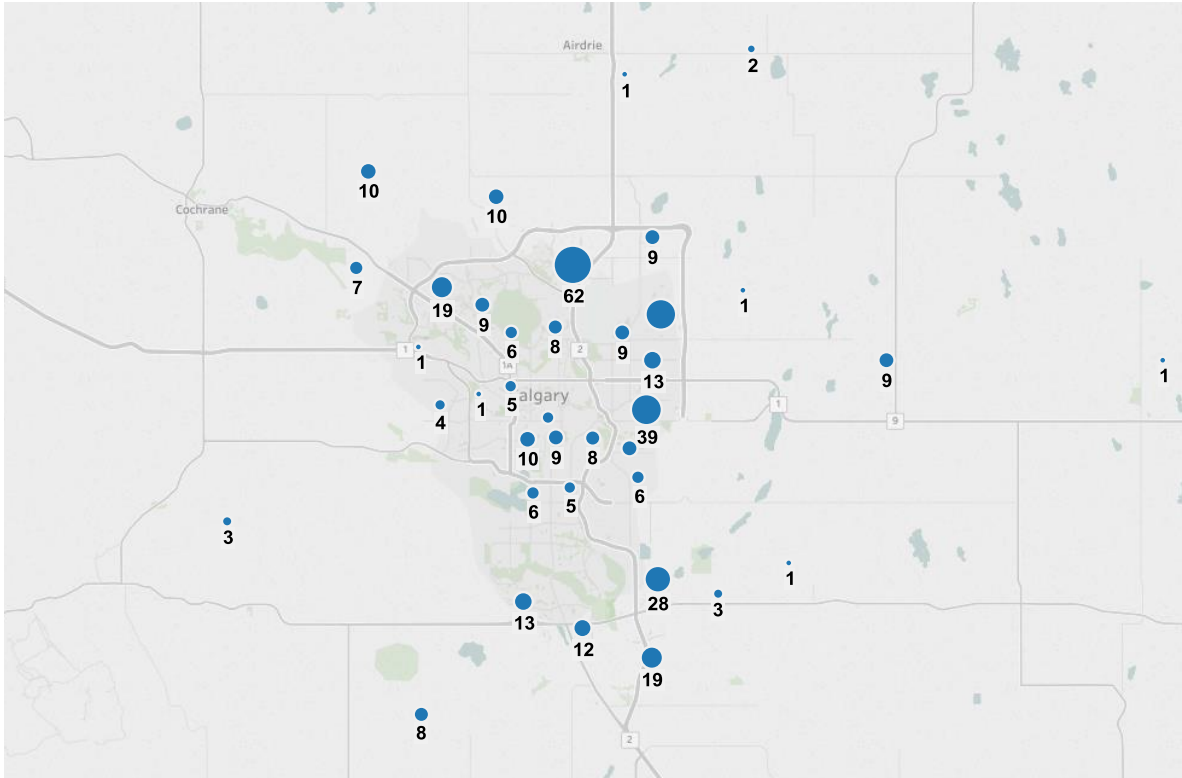


Figure 3: Geographic distribution of Calgary Depot customers

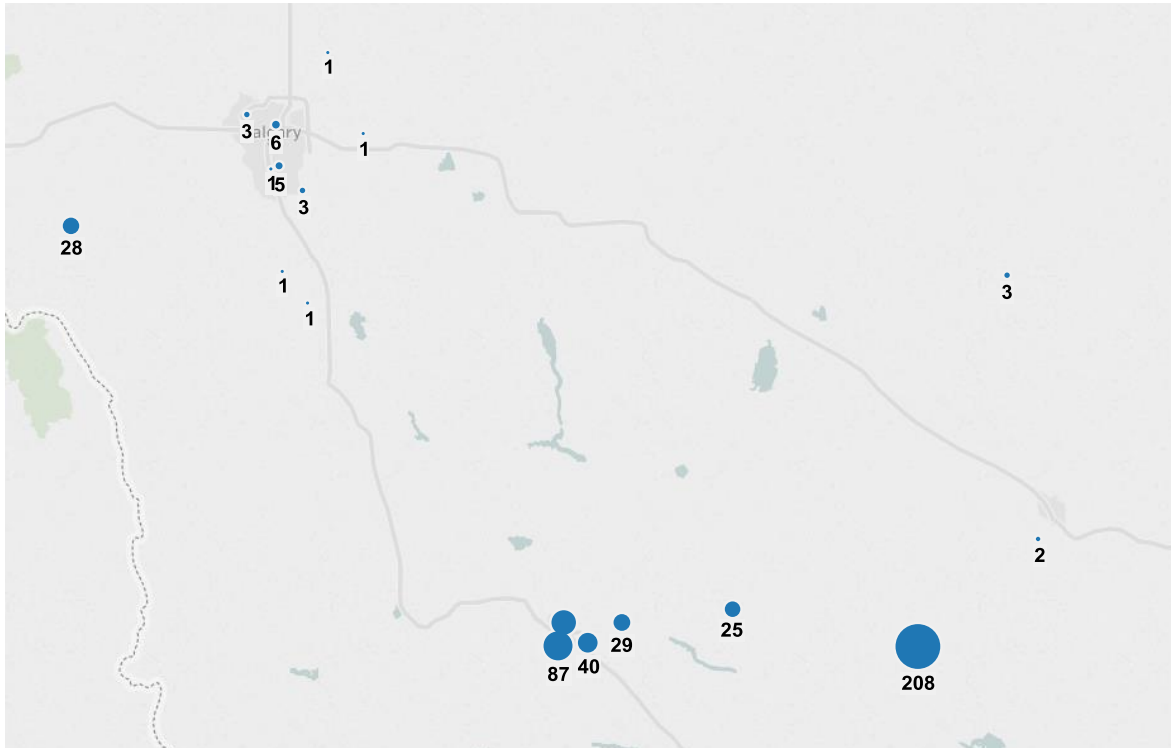


Figure 4: Geographic distribution of Lethbridge and rural Depot customers

Customer postal codes, along with the Google Maps Application Programming Interface (API), allows for an approximate calculation of the average distance customers travelled to reach the Depots, assuming they travelled to the Depot from their home. The Google Maps API was able to calculate distance for the vast majority of postal codes provided, with less than 1 in 10 postal codes (0.7%) failing to produce a valid distance.

The average distance Lethbridge and area customers travelled (18.6 km) was over twice as far as that travelled by Calgary customers (7.5 km) and the average distance rural customers travelled (24.7 km) was even further. Note that these distance calculations remove four outliers in the data that were higher than 400 km. These may have been incorrectly specified postal codes or someone visiting the province temporarily.

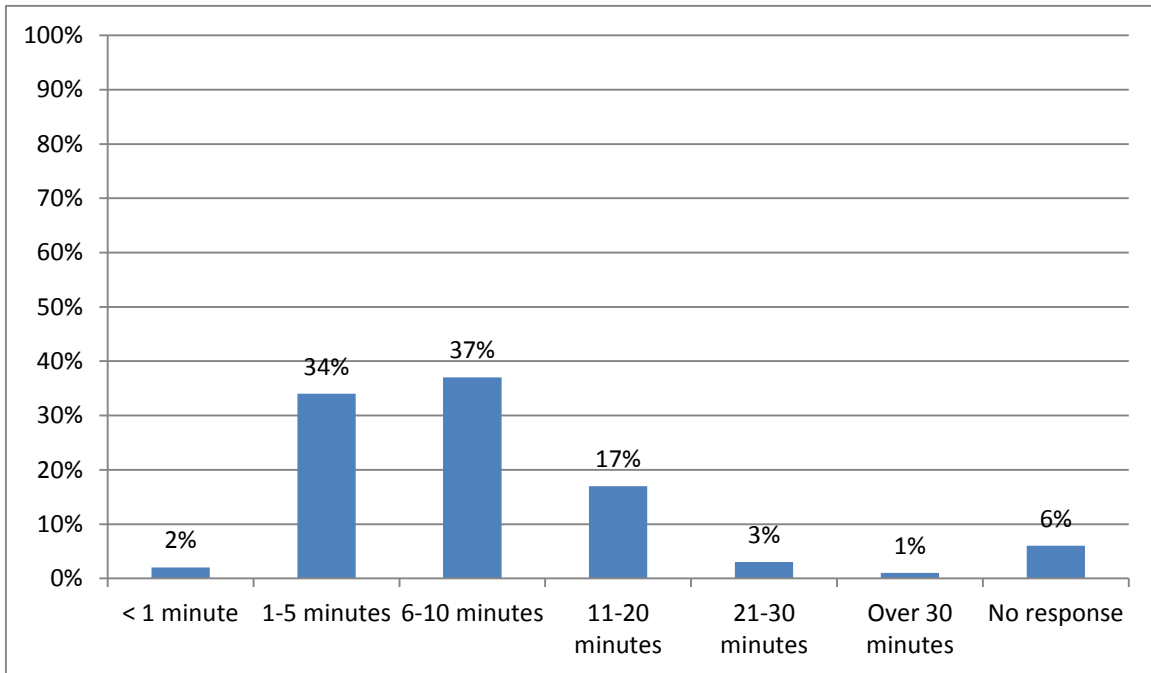
<b>Region</b>	<b>Average travel distance (km)</b>
Calgary	7.5
Lethbridge	18.6
Rural	24.7
Overall	15.8

### **3.2 Time spent in the Depot**

Interviewers recorded the times customers entered the Depots and also recorded the times they returned to complete the rest of the survey. On average, customers spent 8.7 minutes in a Depot. The amount of time spent in a Depot varied substantially from customer to customer, with a minimum time of less than a minute in a Depot and a maximum time of 68 minutes. The average time spent at a Depot was higher for Lethbridge and rural customers (9.1 minutes) compared to Calgary customers (8.2 minutes).

<b>Region</b>	<b>Average time (minutes)</b>
Calgary	8.2
Lethbridge	9.1
Rural	9.1
Overall	8.7

The vast majority of customers spent 20 minutes or less in the Depot, with about a third spending one to five minutes (34%), over a third spending six to 10 minutes (37%), and almost 1 in 5 spending 11 to 20 minutes (17%). See Figure 5 below for more detail.



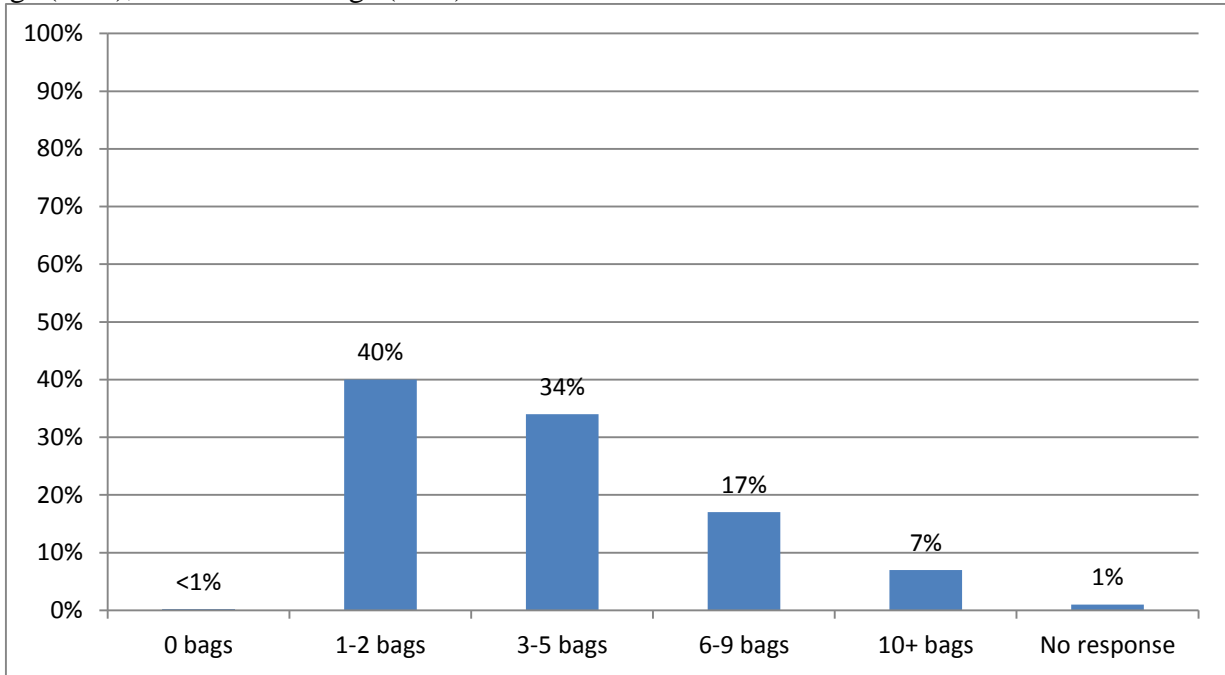
**Figure 5: Time spent in the Depot (n = 1,222)**

### 3.3 Customer Depot experience

On average, customers brought 4.5 bags into each Depot. The number of bags customers brought into the Depots varied substantially, with some customers indicating they brought no bags (i.e., they carried individual bottles in by hand) while one customer indicated they had 210 bags. However, the latter case is an outlier, as the customer with the next largest volume brought in 70 bags. On average, customers in Calgary brought in more bags than those in Lethbridge and rural customers. See Table 7 below.

<b>Table 7: Average number of bags brought into Depot</b>	
<b>Region</b>	<b>Number of bags</b>
Calgary	4.9
Lethbridge	4.0
Rural	4.2
Overall	4.5

Figure 6 below illustrates that most respondents brought in one to two bags (40%), two to three bags (34%), or six to nine bags (17%).

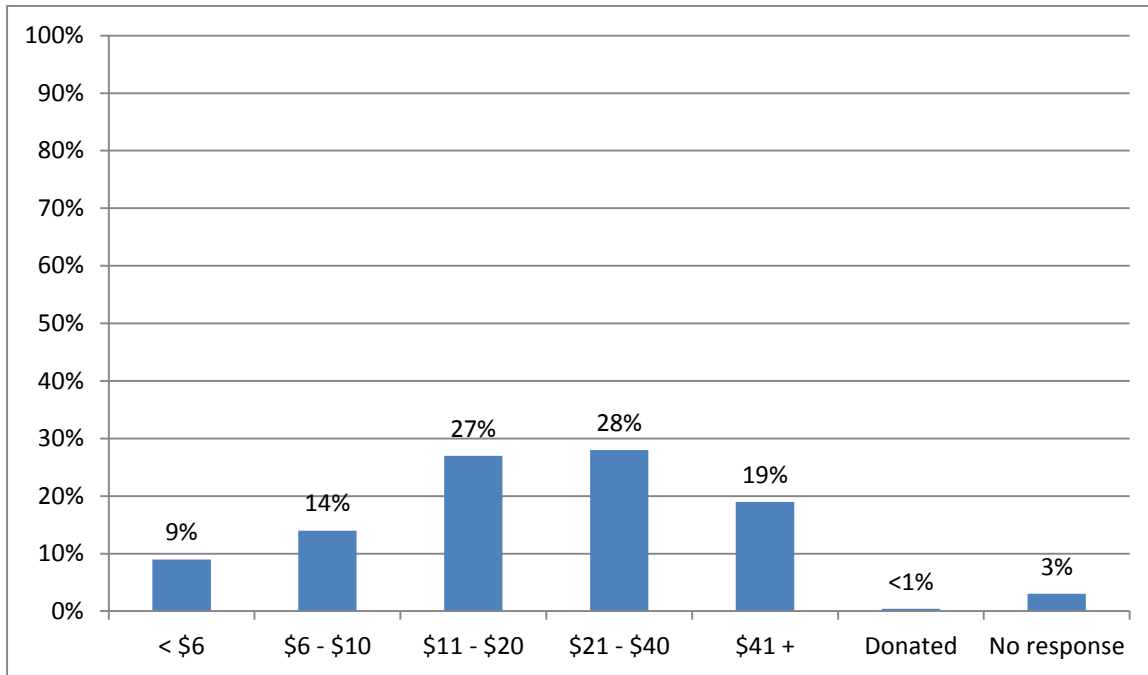


**Figure 6: How many bags did you bring to the Depot today? (n = 1,222)**

The average customer refund was \$29. The total refund cited by respondents ranged from a minimum of 10 cents to a maximum of \$805. Refunds for Calgary customers were higher on average than those for Lethbridge and rural customers. See Table 8 below.

<b>Table 8: Average refund</b>	
<b>Region</b>	<b>Average refund</b>
Calgary	\$31
Lethbridge	\$25
Rural	\$28
Overall	\$29

As indicated in Figure 7, refunds were most commonly between \$11 and \$40, with over half falling between \$11 and \$20 (27%) or \$21 and \$40 (28%).



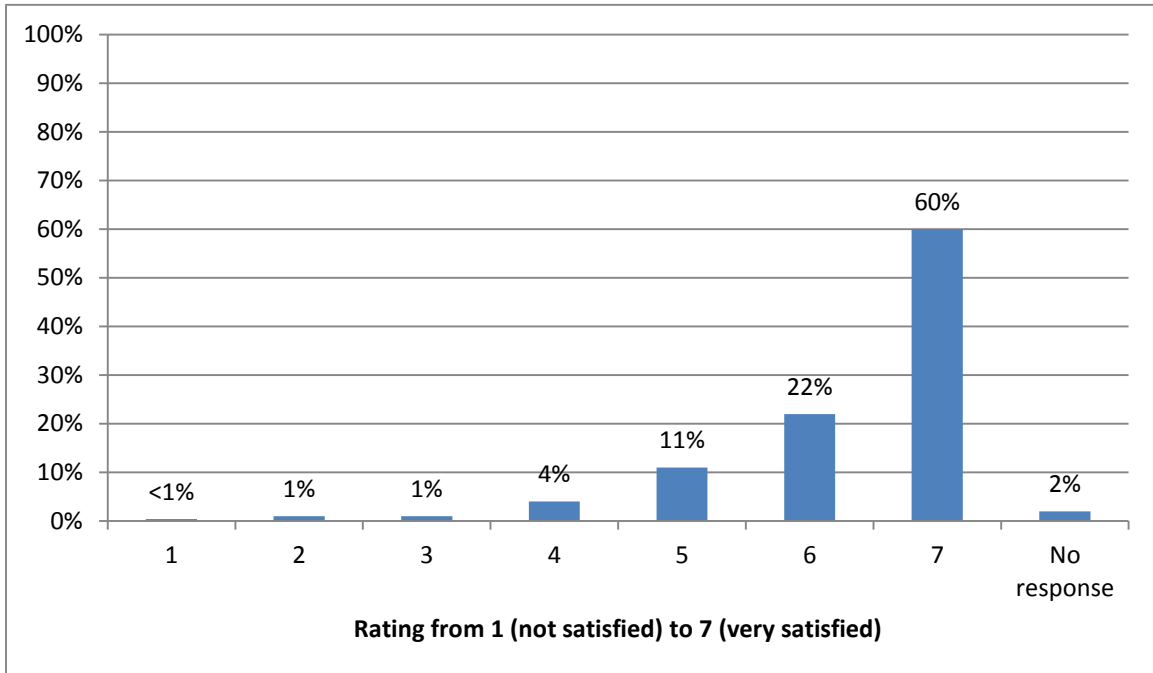
**Figure 7: What is your total refund amount? (n = 1,222)**

### 3.4 Satisfaction with Depot experience

Customers indicated very high levels of satisfaction with their experiences at Depots. They were asked to rate their satisfaction with their time spent in each Depot (from entering the Depot to receiving their refund) on a scale from 1 (not satisfied) to 7 (very satisfied). On average, customers gave Depots a rating of 6.4 (n = 1,201). Calgary customers gave lower ratings to their Depots compared to Lethbridge and rural customers. See Table 9 below.

<b>Table 9: Average satisfaction with time spent in the Depot, on a scale from 1 (not satisfied) to 7 (very satisfied)</b>	
<b>Region</b>	<b>Average rating</b>
Calgary	6.1
Lethbridge	6.6
Rural	6.6
Overall	6.4

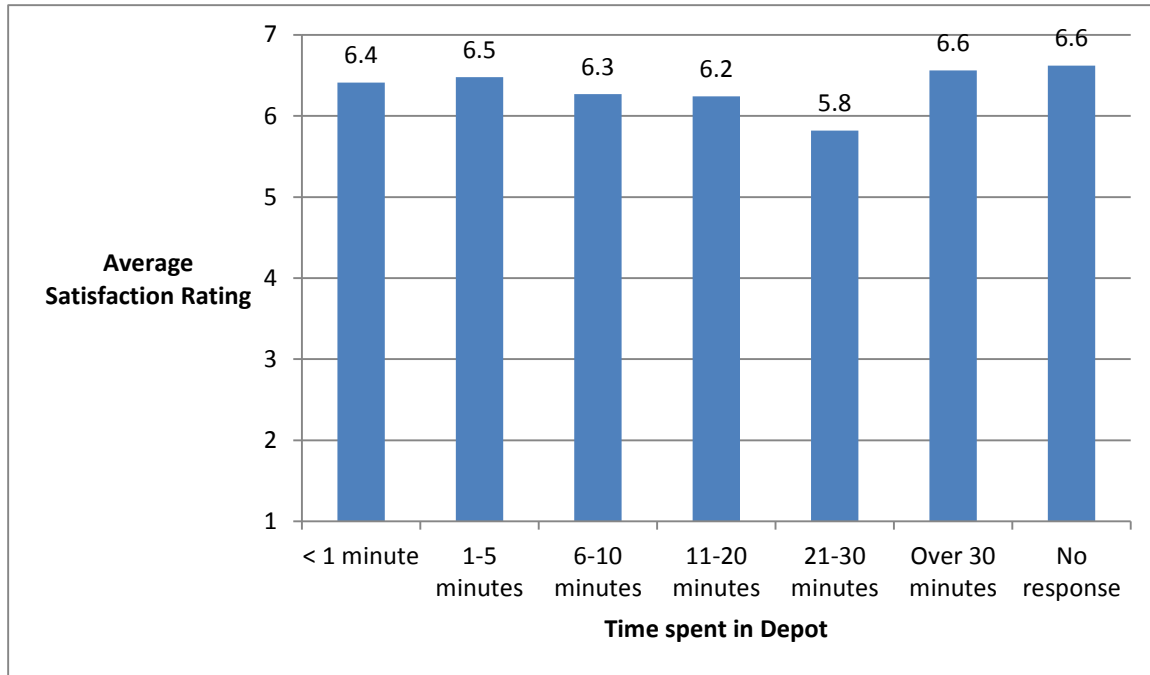
The majority of customers (60%) gave the Depots a perfect rating of 7. Over 1 in 5 customers (22%) gave the Depots a rating of 6 and over 1 in 10 customers (11%) gave a rating of 5. See Figure 8 below for more detail.



**Figure 8: How satisfied are you with the time you spent in the Depot? (n = 1,222)**



As indicated in Figure 9 below, it appears there is a small correlation between the amount of time spent in the Depot and the customer satisfaction rating. In particular, as the amount of time in the Depot increases, average satisfaction decreases slightly, from 6.4 for customers who were in the Depot less than a minute to 5.8 for customers in the Depot from 21–30 minutes. Interestingly, customers in the Depot for longer than 30 minutes provided the highest satisfaction ratings; however, this may be a result of the small number of customers falling within that category (n = 16).

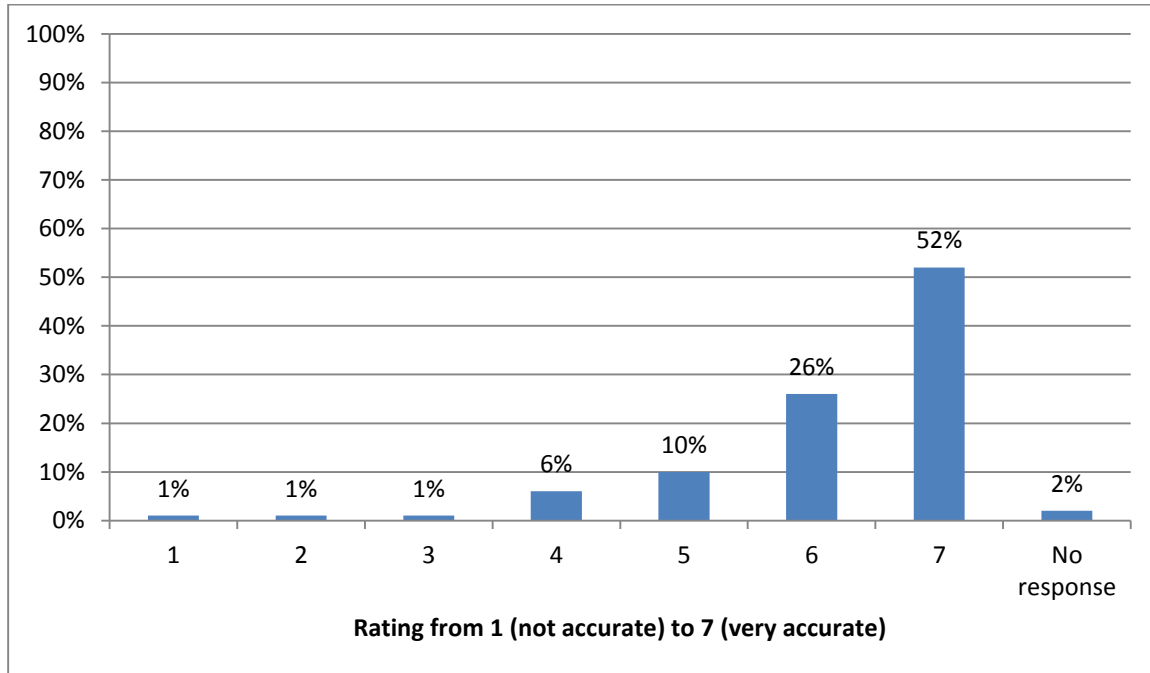


**Figure 9: Relationship between time spent in Depot and average satisfaction (n = 1,201)**

Overall, customers were very satisfied with the accuracy of their refunds. In particular, customers were asked to rate the accuracy of their refunds on a scale from 1 (not accurate) to 7 (very accurate). Overall, Depot customers believed their refunds were very accurate, providing an average rating of 6.2. Calgary Depot customers gave their Depots a lower rating on refund accuracy compared to Lethbridge and area Depot customers. See Table 10 below.

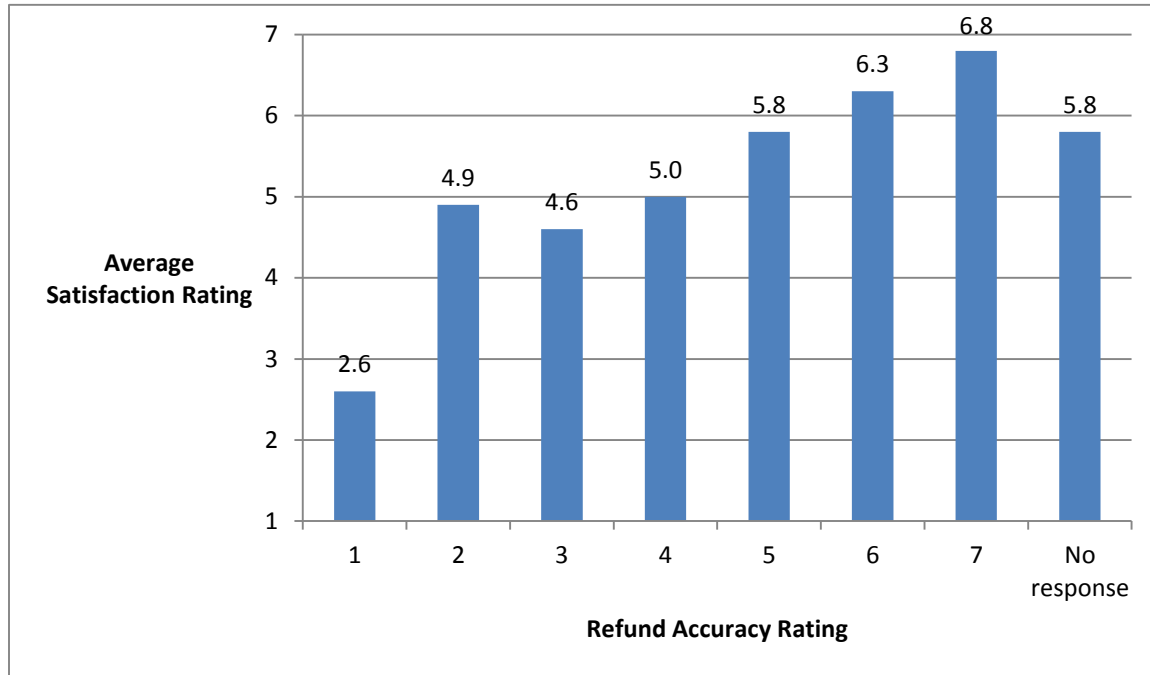
<b>Table 10: Average rating of accuracy of their refund, on a scale from 1 (not accurate) to 7 (very accurate)</b>	
<b>Region</b>	<b>Average rating</b>
Calgary	5.8
Lethbridge	6.4
Rural	6.6
Overall	6.2

The majority of customers (52%) gave their refund accuracy a perfect rating of 7. Over a quarter of customers (26%) gave refund accuracy a rating of 6, and 1 in 10 customers (10%) gave a rating of 5. See Figure 10 below.



**Figure 10: How accurate do you think your refund was? (n = 1,222)**

As indicated in Figure 11 below, there is a clear positive correlation between the customers’ refund accuracy rating and their overall Depot satisfaction rating. In particular, as the refund accuracy rating increases, average satisfaction increases substantially, from 2.6 for customers who rated refund accuracy at 1 to 6.8 for customers who rated refund accuracy at 7.



**Figure 11: Relationship between perceived refund accuracy and average satisfaction (n = 1,201)**

When asked about what customers liked about the Depots that makes them want to return, about 4 out of 10 customers (38%) indicated they found the location of their Depot convenient. Customers also commonly cited fast and efficient service (32%) and friendly staff (26%) as aspects of the Depot that keep them coming back. See Table 11 below.

Response	% (n = 1,222)
Location/close to Depot/convenient	38%
Fast/efficient service	32%
Friendly staff	26%
Clean	8%
Good service/general satisfaction	8%
Accurate refunds/honest	7%
Other	7%
Nothing	<1%
No response	7%

Customers were also asked to provide areas for improvement for the Depots. Most respondents indicated that there were no improvements required (32%) or they did not provide a response/did not know (34%), which is consistent with the overall high levels of satisfaction with the Depots described in the previous questions above. However, respondents did provide some areas for improvement, which are described in Table 12 below. Respondents’ suggestions varied substantially, but the most common suggestion related to improving or increasing parking availability (5%).

<b>Table 12: Areas for improvement</b>	
<b>Response</b>	<b>% (n = 1,222)</b>
No improvements needed/nothing	32%
Better parking/more parking	5%
Improve smell (better ventilation)	4%
Faster speed of service	3%
Longer hours (open later, earlier, Sunday)	3%
Cleaner/empty garbage cans frequently	3%
Bigger space/size issues	3%
Friendlier service/better customer service	2%
Accuracy/better counts	2%
More lines/stations available	2%
Esthetics/amenities (lighting, music, pop machines)	2%
More employees/staff	1%
Better hand wash station/hand sanitizer	1%
Better signage	1%
Better entrance (auto door, ramps, steps)	1%
Better/more carts	1%
Increase accepted products	1%
Other	5%
Don't know/no response	34%

### 3.5 Awareness of Depot branding and signage

Customers indicated high levels of awareness of Depot branding, with well over half (68%) indicating they recalled seeing the Depot logo.

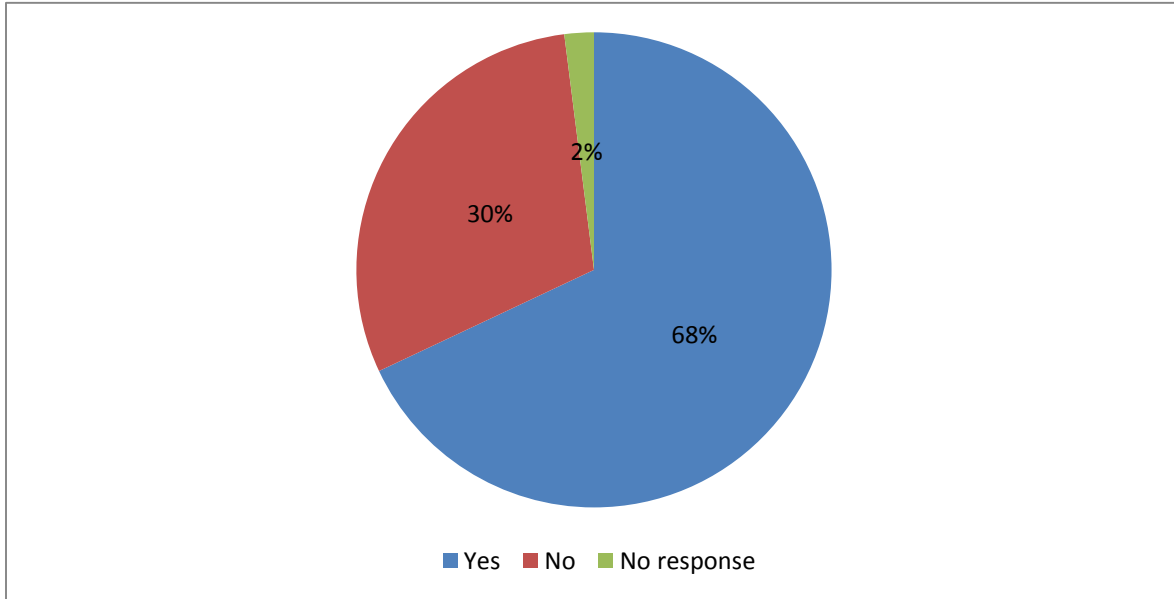


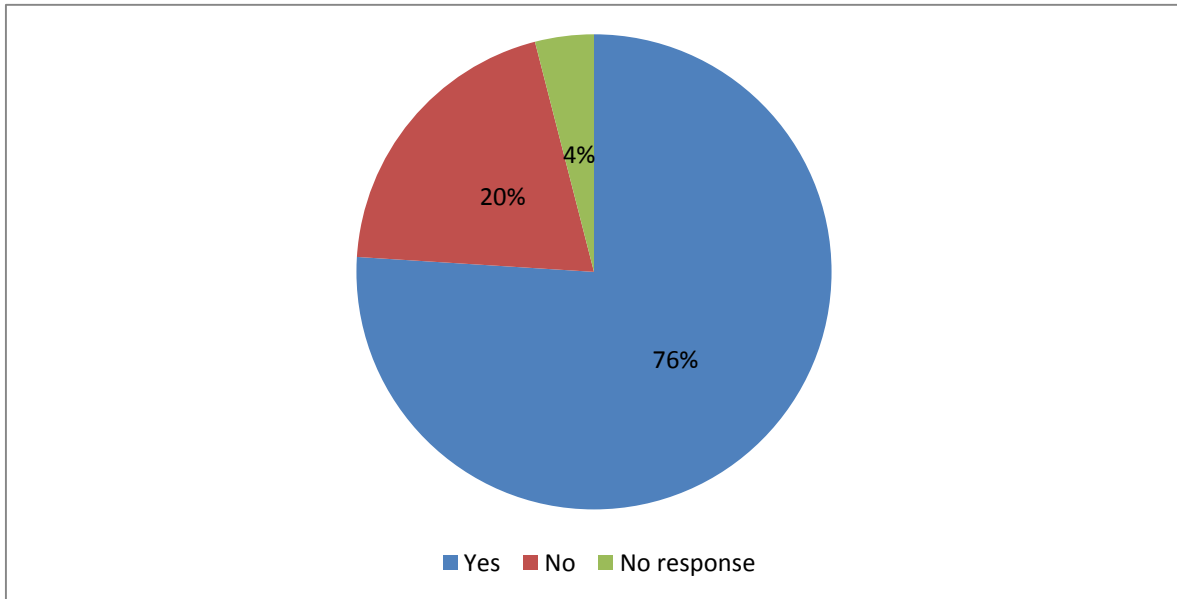
Figure 12: Do you recall seeing the Depot logo? (n = 1,222)

Those that indicated they remembered seeing the logo provided a variety of locations where they saw it (see Table 13 below). Customers were most likely to indicate that they saw the logo outside the Depot, such as on the side of the building or in the parking lot (21%). The next most common response was that they saw the logo inside the Depot, such as on walls, windows, charts, or the cashier desk (16%). Note that a substantial proportion of customers did not specify where they saw the logo (29%).

Table 13: Where customers saw the Depot logo	
Location of logo	% (n = 831)
Outside of Depot(s) – side of building, out front, parking lot, fence	21%
Inside the Depot(s) – on walls, windows, charts, cashier desk	16%
Door/entrance	10%
Signs/signage (unspecified)	8%
On employee uniform	7%
Outdoor signs/billboards/bus bench	3%
Trucks/vehicles	2%
Computer screen/monitors	2%
Advertisements – newspaper, flyers, TV	2%
Online/website	1%
Everywhere	1%
Unsure/do not remember	1%
Other	5%
No response	29%



Customers surveyed also indicated that the signage in the Depots displaying the refund amounts for container sizes was highly visible, with over three-quarters (76%) of respondents indicating they recalled seeing this signage.



**Figure 13: Did you see any signs in the Depot displaying refund amounts for container sizes?  
(n = 1,222)**

### 3.6 Customer recycling and frequency of Depot use

Customers typically visit a Depot once every two to three weeks, or less often. In particular, approximately 1 customer in 5 (21%) visits once every two to three weeks, over a third (35%) visit once a month, and over 1 in 5 (22%) visit less than once a month. See Figure 14 below.

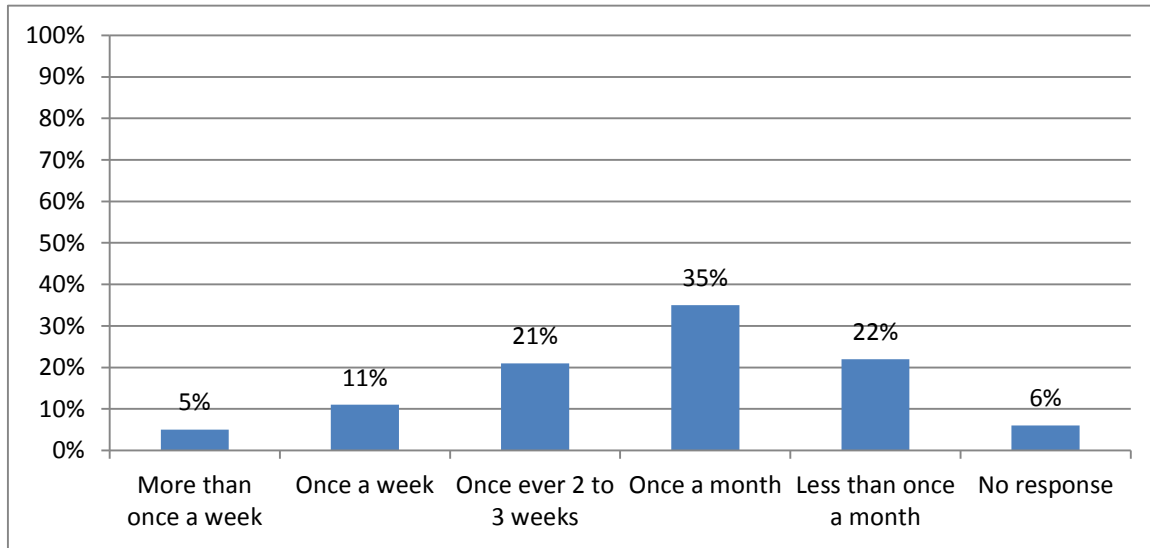


Figure 14: How often do you visit a Depot? (n = 1,222)

When asked who controls the recycling in the household, the vast majority of those surveyed (74%) indicated they are responsible. The next most common response was that their spouse or significant other is responsible (28%). Note that respondents could select multiple responses to indicate shared responsibility for recycling in the household (as a result, percentages in Figure 15 sum to over 100%).

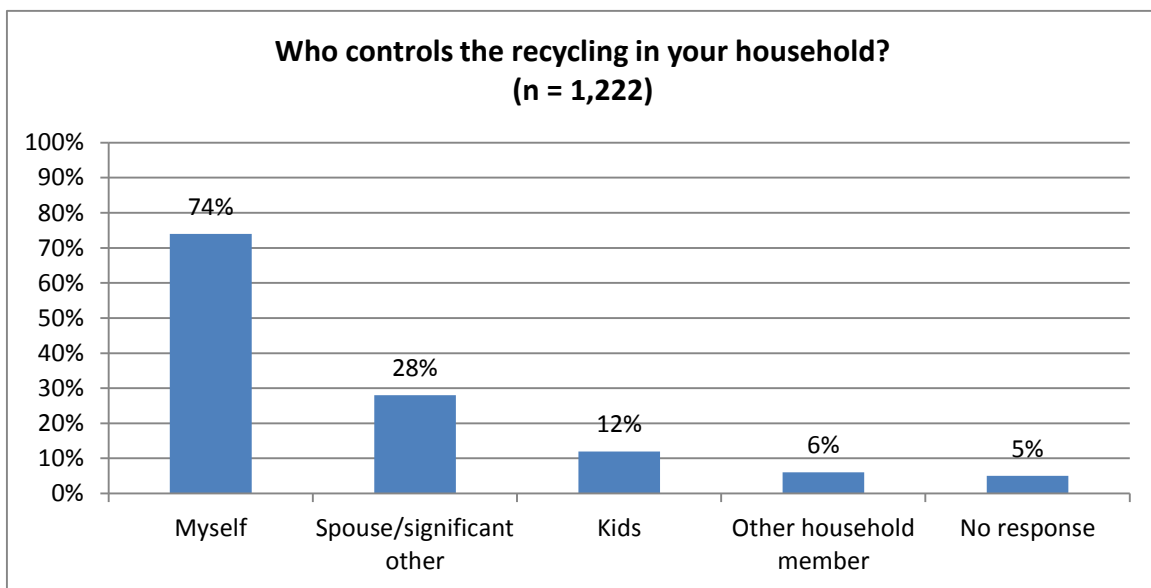


Figure 15: Who controls the recycling in your household? (n = 1,222)



### 3.7 Views on quick-drop service

Customers were asked about whether they would use a “quick-drop” service where they could drop their containers off without waiting in line and collect their money at a later date. Customers were divided about whether they would use such a service, with almost half (47%) indicating they would and the exact same proportion (47%) indicating they would not (6% provided no response).

Of those who responded that they would use such a service, the most commonly preferred method of payment is overwhelmingly cash pick-up (52%), while the least preferred option is Paypal (5%). See Figure 16 below for more detail.

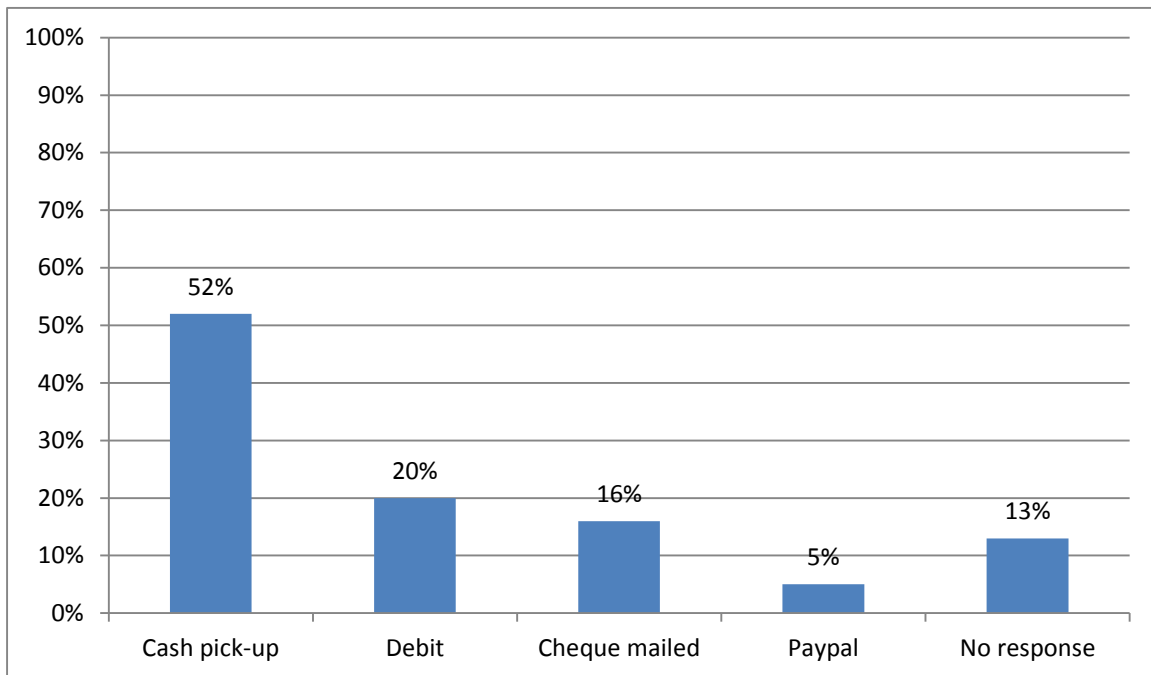


Figure 16: Preferred form of payment for quick-drop service (n = 577)

Those responding that they would not use such a service provided several explanations, described in Table 14 below. The most common explanation was that they simply wanted cash immediately and didn't want to wait for money (26%). Other explanations include enjoying the current system (11%), enjoying of going to a Depot and interacting with staff (10%), and efficiency of the current system (8%). Note that almost a third (28%) of respondents who would not use a quick-drop service did not provide an explanation.

<b>Table 14: Explanations why customers would not use a quick-drop service</b>	
<b>Explanation</b>	<b>% (n = 577)</b>
Cash immediately/cash in hand (don't want to wait for money)	26%
System is already good/enjoy the service	11%
I like doing it/like the interaction with staff	10%
Don't mind waiting/doesn't take that long/pretty efficient	8%
Convenience/inconvenient to come back	7%
Accuracy/honesty/trust issues	6%
Not interested/don't like the idea (seems more complicated/more work)	3%
Put people out of work	1%
Other	8%
No response	28%

## **4.0 Conclusion**

The 2016 Depot Exit Interview Survey suggests that Depot customers are primarily male, typically live in single detached houses, and come from households of two to four individuals. Customers are spread evenly across income categories, with no particular income category substantially larger than others.

Although there was variation in the customers' Depot experiences in terms of the amount of time of their visit, the number of bags they brought in, and the refund size, the vast majority of customers were in the Depot for less than 20 minutes, returned one to five bags of containers, and received a refund of \$40 or less. Customers typically visit a Depot once every two to three weeks or less, and the customers returning bottles are typically responsible for recycling in their households.

Overall, customers were highly satisfied with their time spent in the Depots and the accuracy of their refunds. When explaining the reason for their satisfaction, most cited the locations of the Depots, followed by fast and efficient service and friendly staff. Only about a third of customers provided some suggestions for improvement. These suggestions varied widely, with the most common being increasing parking availability. Other suggestions included improving ventilation/smell, faster service, longer hours, and improved cleanliness.

Customers indicated high levels of awareness of Depot branding, with well over half indicating they recalled seeing the Depot logo. Customers were most likely to indicate that they saw the logo outside the Depots, such as on the side of the building or in the parking lot. Customers also indicated that signage in the Depots displaying the refund amounts for container sizes was highly visible.

Customers were divided about whether they would use a "quick-drop" service, where they could drop their containers off without waiting in line and collect their money at a later date, with half indicating they would use the service and the other half indicating they would not. Of those indicating they would use the service, the most preferred form of payment if such a service existed would be cash pick-up. Customers indicating they would not use the service most commonly cited the immediate need for cash as the reason.

## Appendix A – Questionnaire



BEVERAGE CONTAINER MANAGEMENT BOARD

FOR INTERVIEWER ENTRY ONLY:
Depot Name: \_\_\_\_\_ Time In: \_\_\_\_\_ Time Out: \_\_\_\_\_ Gender (M/F): \_\_\_\_\_

BCMB 2016 Depot Exit Interviews

- 1. How satisfied are you with the time you spent in the Depot, from entering the Depot to receiving your refund (please circle the appropriate number)?
2. How many bags did you bring to the Depot today? (# bags)
3. What was your total refund amount? \$ \_\_\_\_\_

Table with 2 rows of scales: Not Satisfied (1-7) and Very Satisfied (1-7); Not Accurate (1-7) and Very Accurate (1-7)



- 5. Do you recall seeing the Depot logo?
6. Did you see any signs in the Depot displaying the refund amount for container sizes?
7. What do you like about this particular Depot that would make you return?
8. Where could this Depot improve?
9. Would you mind sharing your postal code for statistical purposes?

A # A # A #

All information you provide to us will be kept confidential. Only members of the research team will have access to it. All data collection, storage and processing will comply with the Canadian Privacy Act.

- 10. What kind of dwelling do you live in? Please check (✓) your answer.
11. What was your total household income before taxes during the past 12 months? Please check (✓) your answer.
12. How many people are in your household? (# people)
13. How often do you visit a Depot? Please check (✓) your answer.
14. Who controls the recycling in your household? Please check (✓) all that apply.
15. If a new service was offered where you were able to drop off your containers without waiting in line and collect your money at a later date, would you use this service?

Thank you for taking the time to complete this survey. Please return your completed questionnaire to the interviewer.