



2017 Depot Exit Interview Survey Final Report

September 5, 2017

Prepared for:

Beverage Container Management Board

Table of Contents

Executive summary.....	i
1.0 Introduction.....	1
2.0 Methodology.....	2
3.0 Analysis of results.....	5
3.1 Depot customer demographics.....	5
3.2 Customer Depot experience.....	9
3.3 Customer satisfaction with Depot experience.....	12
3.4 Awareness of Depot branding and signage.....	17
3.5 Customer behaviour and views related to Depots.....	18
3.6 Views on “quick-drop” service.....	24
4.0 Conclusion	25

Appendix A: Questionnaire

List of Tables

Table 1: List of Depots and sample sizes.....	2
Table 2: Average travel distance to Depot.....	9
Table 3: Average time spent in a Depot.....	9
Table 4: Average refund	10
Table 5: Average satisfaction with time spent in the Depot, on a scale from 1 (not satisfied) to 7 (very satisfied)	12
Table 6: Average satisfaction with time spent the Depot versus length of time spent in the Depot	13
Table 7: Average satisfaction with overall experience with the Depot, on a scale from 1 (not satisfied) to 7 (very satisfied).....	14
Table 8: Why customers chose to come to the Depot location.....	15
Table 9: What customers like about their Depot that would make them return	15
Table 10: Areas for improvement	16
Table 11: Where customers saw the Depot logo	17
Table 12: How did you first learn to take containers back to a Depot?.....	19
Table 13: Preferred time of day to return containers versus the actual time customers entered the depot.....	21

List of Figures

Figure 1: Location of surveyed Depots.....	3
Figure 2: Customer gender (n = 1,180).....	5
Figure 3: Geographic distribution of Metro Depot customers.....	6
Figure 4: Geographic distribution of Urban Depot customers.....	7
Figure 5: Geographic distribution of Rural Depot customers.....	8
Figure 6: Time spent in the Depot (n = 1,180)	10
Figure 7: What is your total refund amount? (n = 1,180)	11
Figure 8: Relationship between length of time in the Depot and average refund size	12
Figure 9: How satisfied are you with the time you spent in the Depot? (n = 1,180).....	13
Figure 10: How would you rate your overall experience with this Depot? (n = 1,180)	14
Figure 11: Do you recall seeing the Depot logo? (n = 1,180)	17
Figure 12: Did you come to the Depot today as part of a series of errands or is this an isolated "trip" for you? (n = 1,180)	18
Figure 13: Who generally makes the beverage purchases in your household? (n = 1,180)	18
Figure 14: If you could choose, what day of the week would you choose to return your containers to a Depot? (n = 893)	20
Figure 15: If you could choose, what time of day would you choose to return your containers to a Depot? (n = 403).....	20
Figure 16: Have you ever brought back a container to a Depot that the Depot worker would not accept? (n = 1,180).....	21
Figure 17: If yes, did the Depot worker explain why they would not accept the container?	22
Figure 18: Did you know that all Depots in Alberta are regulated? (n = 1,180)	22
Figure 19: Does it make a difference to you whether Depots are regulated? (n = 1,180)	23

Figure 20: Preferred form of payment for “quick-drop” service (n = 559) 24

Executive summary

The Beverage Container Management Board (BCMB) has conducted surveys of customers exiting Depots annually since 2013, covering Depots across Edmonton and Calgary, and moving to urban and rural Depots in 2015 to broaden the scope of customer opinion outside city centres. The survey provides valuable information concerning customer perception around Depots and recycling behaviour, and identifies areas of improvement.

The 2017 Depot Exit Interview Survey covered 19 Depots in Edmonton and surrounding areas, including 4 in metro locations, 8 in urban locations, and 7 in rural locations. The survey provides insight into Depot customer demographics, details of the Depot experience, satisfaction with the Depot experience, awareness of branding and signage, customer behaviours and views related to Depots, and customer views about a “quick-drop” service. In total, 1,180 customers were surveyed, including 305 in metro Depots, 472 in urban Depots, and 403 in rural Depots surrounding Edmonton.

The 2017 results suggest that Depot customers are primarily male. Although there was variation in the length of the customers’ visits and the refund size, the vast majority of customers were in the Depot for less than 20 minutes and received a refund of \$40 or less.

Surveyed customers were highly satisfied with their overall experience at the Depot, as well as their time spent in Depots. When explaining their satisfaction, most cited the close location of the Depot, followed by fast and efficient service, and friendly staff. Only about four in ten customers provided some suggestions for improvement. These suggestions varied widely, with the most common suggestions relating to creating more lines, stations, windows, stalls, lanes, and bays. Other suggestions included improved cleanliness, increasing the size or space of the Depot, expanding hours, and increasing the speed of service.

Customers indicated high levels of awareness of Depot branding, with well over half indicating that 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.

The survey provided the following additional insights into customer behaviour and views related to Depots:

- ▶ For the majority of customers, their trip to the Depot was part of a series of errands they were completing, rather than an isolated “trip.”
- ▶ When asked who generally makes the beverage purchases in their household, customers were equally likely to indicate that they make the majority of the purchases or that the purchases are shared equally among others in the household.
- ▶ By far, the most common ways customers first learned to take containers back to Depots was being taught by family and learning as a child.
- ▶ By far, customers’ most preferred day of the week is Saturday, followed by Sunday. Customers also most often prefer to visit Depots in the mornings (12 p.m. or earlier). However, it is likely that these responses are biased since the survey took place on Saturdays.

- ▶ Almost 4 in 10 customers indicated that they have brought containers back to a Depot that the Depot worker would not accept. In the vast majority of these cases, the Depot worker explained to the customer why they would not accept the container.

- ▶ Half of the customers surveyed were aware that Depots in Alberta are regulated and a little over half indicated that it does make a difference to them whether Depots are regulated.

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 that they would use it and the other half indicating that they would not. Of those indicating that they would use the service, the most preferred form of payment would be cash pick-up.

1.0 Introduction

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

The 2017 Depot Exit Interview Survey covered 19 Depots in Edmonton and surrounding areas, including 4 in metro locations, 8 in urban locations, and 7 in rural locations. The survey provided insight into the following key areas:

- ▶ ***Depot customer demographics***: gender and region (determined by postal code)
- ▶ ***details of their Depot experience***: total refund amount and 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 the Depot, satisfaction with their overall experience with the Depot, reasons for choosing the Depot, aspects of the Depot they like that make them want to return, and areas for improvement for the Depot
- ▶ ***awareness of Depot branding and signage***: awareness of the Depot logo and of signage displaying refund amount for various container sizes
- ▶ ***customer behaviour and views related to Depots***: whether the visit to the Depot was part of a series of errands or an isolated “trip,” who controls the recycling in the household, how they first learned to take containers back to the Depot, their preferred day of the week and time of day for returning containers to the Depot, whether they have brought back containers that were not accepted, and their awareness of the fact that Depots in Alberta are regulated
- ▶ ***thoughts about a new service to drop off containers and receive payment later (“quick-drop” service)***: including whether they would use this service and their preferred form of payment if such a service existed

Section 2.0 describes in detail the methodology used to complete the surveys, 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 2017 (August 12th and 19th). As described above, surveys were conducted at 19 Depots in total, including 4 in metro locations, 8 in urban locations, and 7 in rural locations.

Table 1 below lists each Depot and the number of surveys completed at each Depot. Originally, the number of targets for each Depot was 60 completions. Due to slow customer flow rates at several rural Depots on August 12th, surveyor resources were reallocated to other Depots on August 19th, resulting in over 60 surveys in some Depots and less than 60 surveys in others. No surveys were completed at the Ardrossan Bottle Depot (surveyors never visited the location due to the likelihood of low customer flow rates). In total, 1,180 customers were surveyed, including 305 in metro Depots, 472 in urban Depots, and 403 in rural Depots surrounding Edmonton.

Depot name	Classification	Location	Number of surveys completed
All Seasons Bottle Depot	Rural	Wabamun	31
Ardrossan Bottle Depot	Rural	Ardrossan	0
Beaumont Bottle Depot	Urban	Beaumont	27
Castledowns ABC Bottle Depot	Metro	Edmonton	106
Centennial Bottle Depot	Metro	Edmonton	60
Fort Saskatchewan Bottle Depot	Urban	Fort Saskatchewan	42
Lamont Bottle Depot	Rural	Lamont	5
Leduc Bottle Depot Ltd.	Urban	Leduc	103
Legal Bottle Depot	Rural	Legal	20
Millet Bottle Depot	Rural	Millet	5
North Refund Centre	Metro	Edmonton	82
Onoway Bottle Depot	Rural	Onoway	104
Pick Me Bottle Depot & Pop Shoppe	Rural	Devon	142
Spruce Grove Bottle Depot	Urban	Spruce Grove	60
St. Albert Bottle Refund Centre	Urban	St. Albert	60
Stony Plain Bottle Depot	Urban	Stony Plain	60
Tofield Bottle Depot	Rural	Tofield	96
Universal Bottle Depot	Urban	Camrose	60
Wetaskiwin Bottle Depot Ltd.	Urban	Wetaskiwin	60
Winterburn Bottle Depot	Metro	Edmonton	57
Total	-	-	1,180

Figure 1 illustrates the geographic distribution of these Depots.



Figure 1: Location of surveyed Depots
Source: Google Maps

Interviewer teams were assigned to distribute surveys at each Depot. On August 12th, eleven teams of two were assigned to the Depots. On August 19th, six interviewers were assigned to six Depots to complete the remaining surveys.

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 that 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.

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 (63%). In contrast, fewer than 4 in 10 customers (35%) were female and a small proportion (3%) did not have their gender recorded. This represents a higher proportion of males compared to the general Alberta population, which is only about 51% male.¹

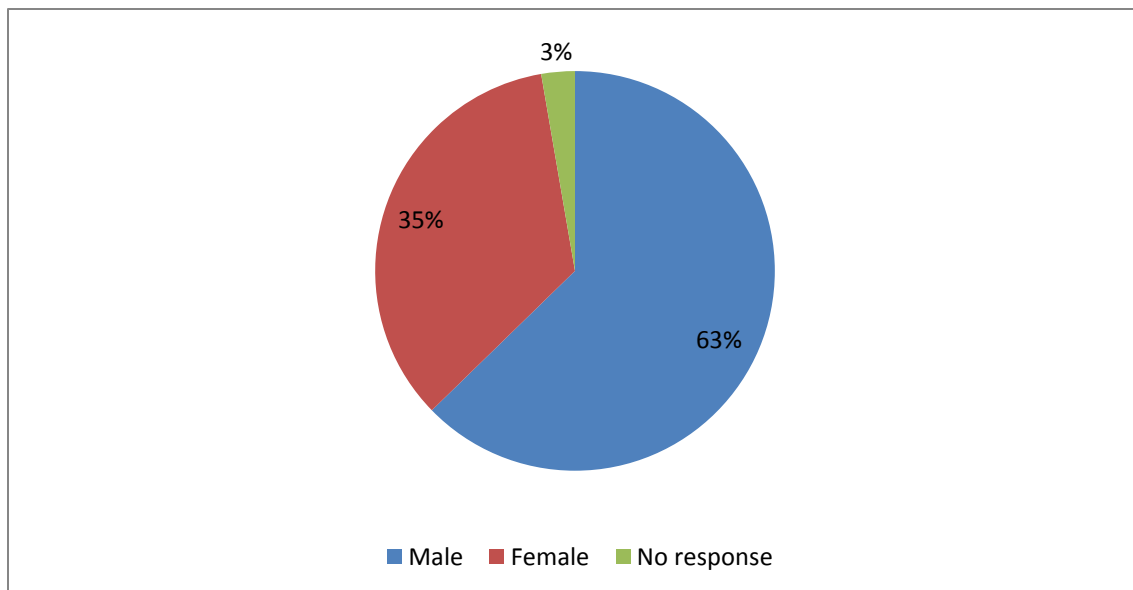


Figure 2: Customer gender (n = 1,180)

The majority of customers (79%) provided their six-character postal code, providing an understanding of the geographic distribution of Depot customers. Figure 3, Figure 4, and Figure 5 below illustrates the geographic distribution of customers surveyed in metro, urban, and rural Depots, respectively. 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. These visualizations do not include nine customers that provided an unknown postal code and five customers whose three-digit postal code is a location a far distance from Edmonton (two in BC, three in northern Alberta).

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

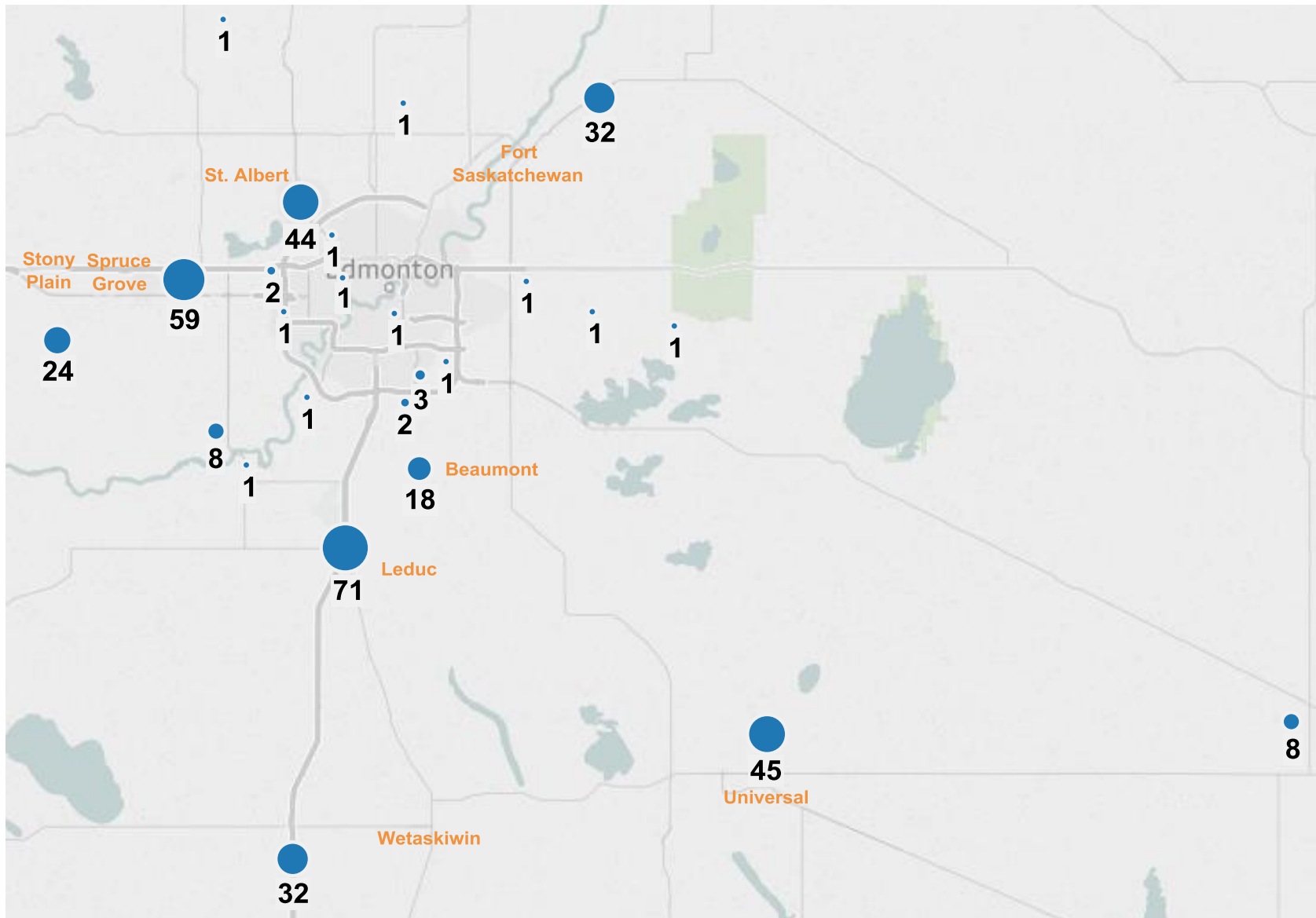


Figure 4: Geographic distribution of Urban Depot customers

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 majority of postal codes provided, with approximately a sixth (15%) of postal codes failing to produce a valid distance.

The average distance rural customers travelled (15.0 km) was further than urban customers (11.6 km) and over twice as far as the average distance travelled by metro customers (6.8 km). 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.

Table 2: Average travel distance to Depot	
Region	Average travel distance (km)
Metro	6.8
Urban	11.6
Rural	15.0

3.2 Customer Depot experience

Interviewers recorded the times customers entered the Depots and also recorded the times that they returned to complete the rest of the survey. The amount of time spent in a Depot varied substantially from customer to customer, with a minimum time of a minute in a Depot and a maximum time of 89 minutes. The average time spent at a Depot was highest for Urban Depots, followed by Metro and Rural Depots. See Table 3.

Table 3: Average time spent in a Depot	
Region	Average time (minutes)
Metro	8.8
Urban	10.1
Rural	8.6

The vast majority of customers spent 20 minutes or less in the Depot, with about a third spending one to five minutes (31%), over a third spending six to 10 minutes (37%), and over 1 in 5 spending 11 to 20 minutes (21%). See Figure 6 for more detail.

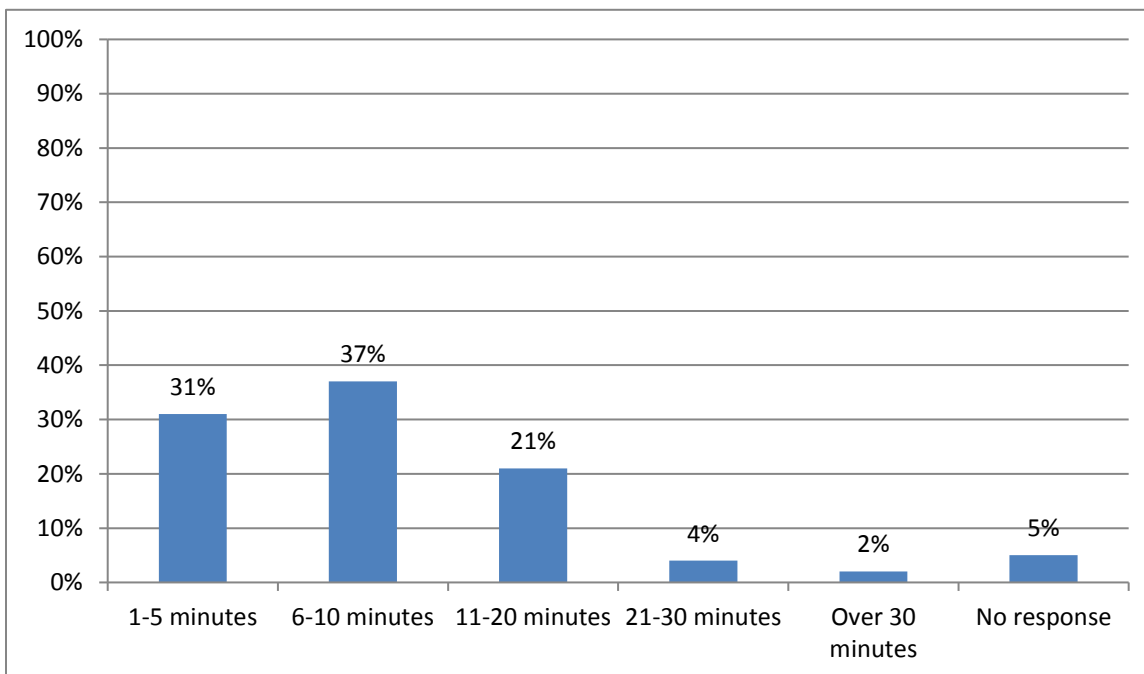


Figure 6: Time spent in the Depot (n = 1,180)

The total refund cited by respondents ranged from a minimum of \$1 to a maximum of \$1,400. Refunds for rural customers were higher on average than those for urban and metro customers. See Table 4 below.

Table 4: Average refund	
Region	Average refund
Metro	\$25.79
Urban	\$32.71
Rural	\$41.31

As indicated in Figure 7, refunds were most commonly between \$6 and \$40, with over half falling between \$6 and \$40 (57%).

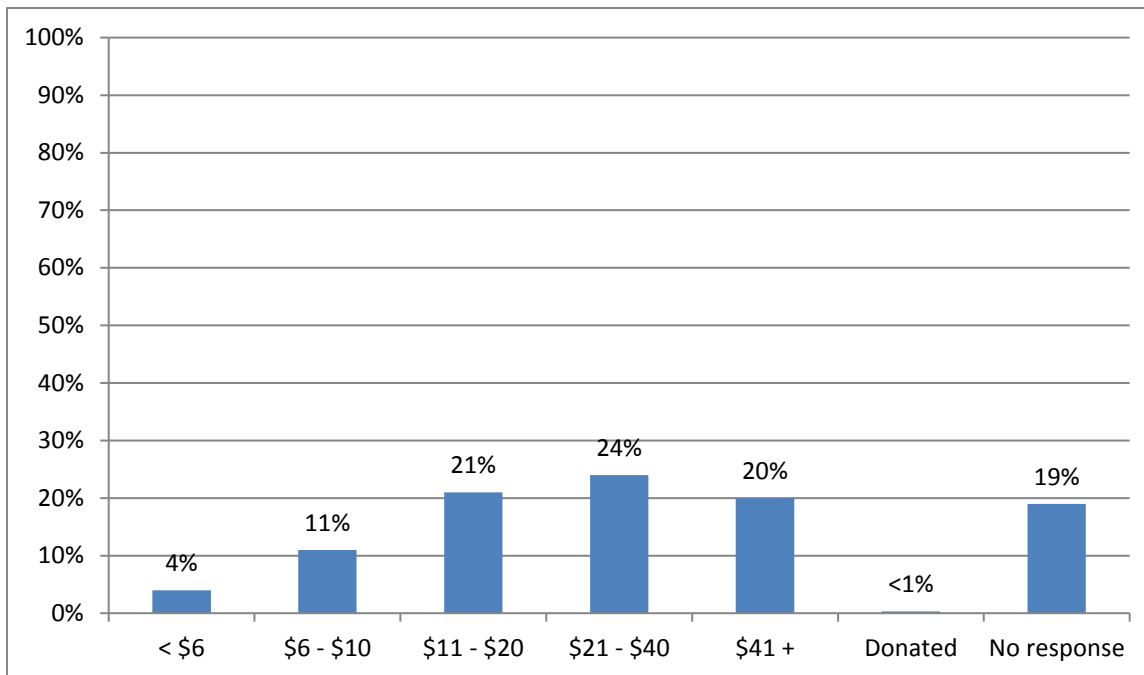


Figure 7: What is your total refund amount? (n = 1,180)

Figure 8 illustrates the relationship between the length of time customers spent in the Depot, the average refund received for each length of time, and average satisfaction rating with their time spent in the Depot. There is a clear positive correlation between the length of time in the Depot and the size of the refund, likely due to the fact that it takes more time to process more beverage containers. Furthermore, “outlier” customers with small refunds (\$10 - \$30) that spent over 30 minutes in the Depot tend to provide lower satisfaction ratings. Note that, for larger time periods in the Depot, the data has higher variance in refund size. This is due to the small numbers of customers spending over 20 minutes in the Depot.

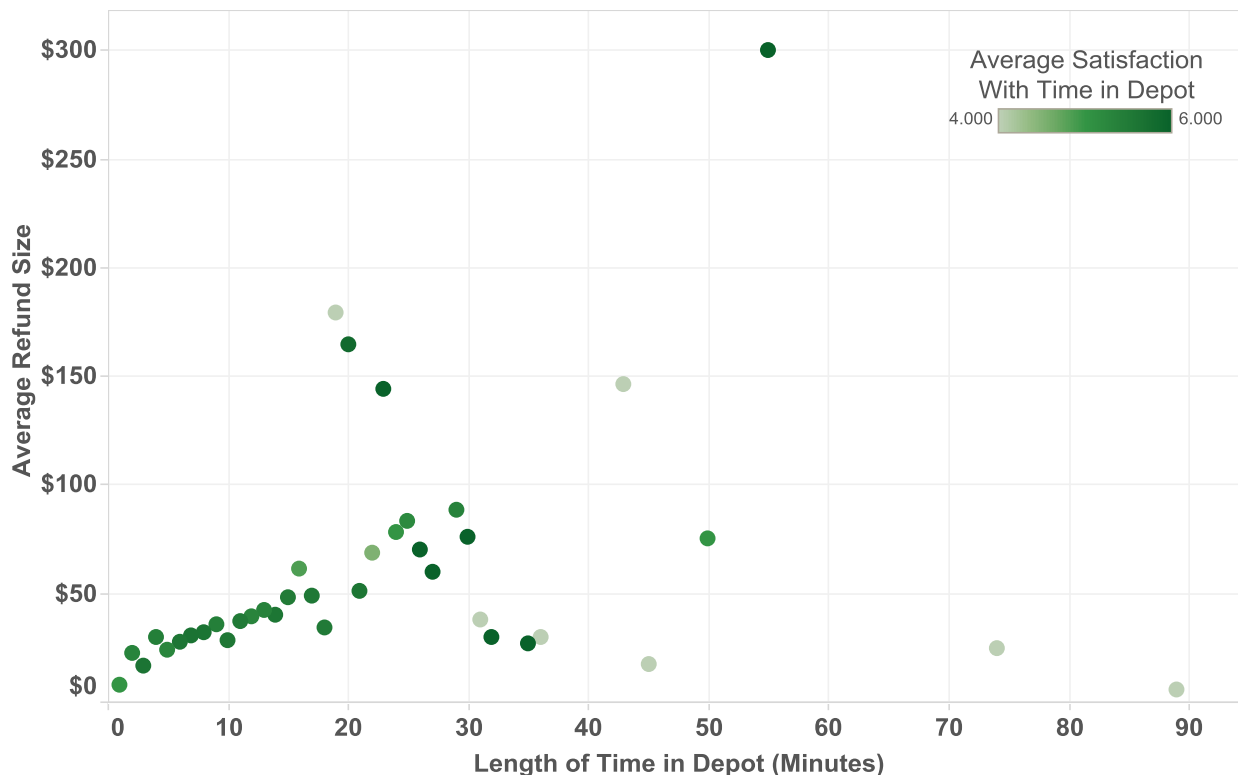


Figure 8: Relationship between length of time in the Depot and average refund size

3.3 Customer 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). Customers in metro, urban, and rural Depots all had similar average levels of satisfaction with their time spent in the Depot. See Table 5 below.

Table 5: Average satisfaction with time spent in the Depot, on a scale from 1 (not satisfied) to 7 (very satisfied)	
Region	Average rating
Metro	6.3
Urban	6.3
Rural	6.4

The majority of customers (57%) gave the Depots a perfect rating of 7. Over 1 in 4 customers (27%) gave the Depots a rating of 6, and 1 in 10 customers (10%) gave a rating of 5. See Figure 9 below for more detail.

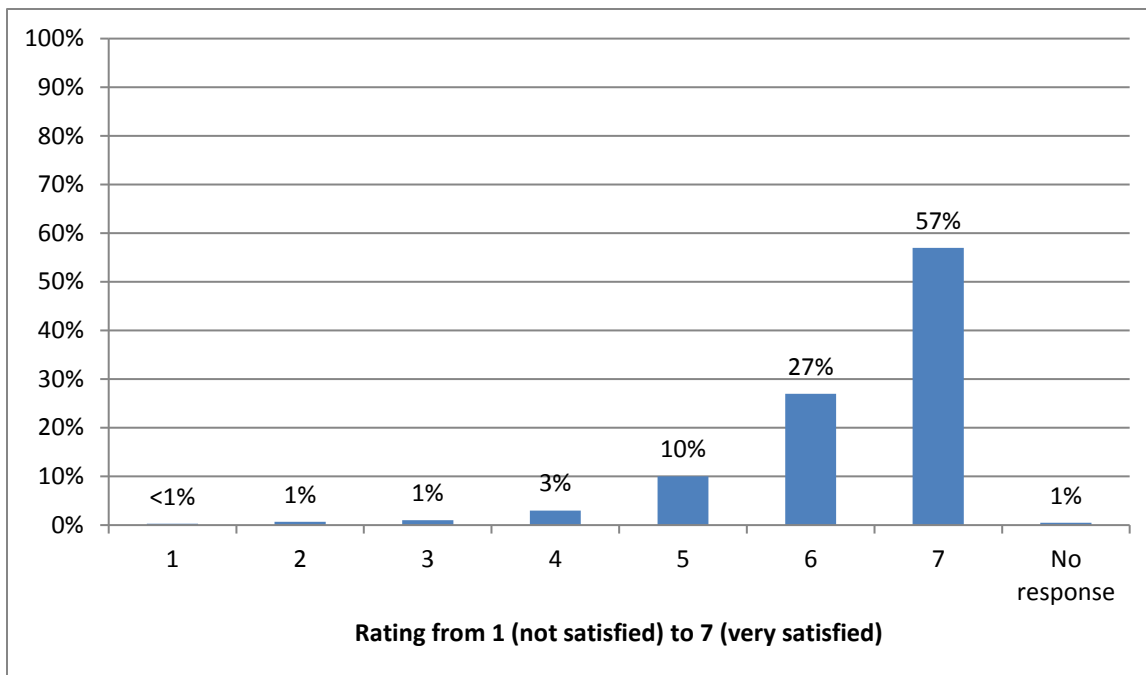


Figure 9: How satisfied are you with the time you spent in the Depot? (n = 1,180)

There does not appear to be a significant correlation between average satisfaction with the time spent in the Depot and length of time spent in the Depot. See Table 6. However, as mentioned earlier, it appears that a few customers receiving small refunds but spending a relatively long time in the Depot do tend to provide lower satisfaction ratings.

Length of Time Spent in Depot	Average rating
1 to 5 minutes	6.3
6 to 10 minutes	6.4
11 to 20 minutes	6.3
21 to 30 minutes	6.2
Over 30 minutes	6.1

Along similar lines, customers were asked to rate their overall experience with the Depot on a scale from 1 (not satisfied) to 7 (very satisfied). Customers in metro, urban, and rural Depots all had similar average levels of satisfaction with their overall experience, ranging from 6.3 to 6.4. See Table 7.

Table 7: Average satisfaction with overall experience with the Depot, on a scale from 1 (not satisfied) to 7 (very satisfied)	
Region	Average rating
Metro	6.3
Urban	6.4
Rural	6.4

The majority of customers (59%) gave the Depots a perfect rating of 7. Over 1 in 4 customers (27%) gave the Depots a rating of 6, and almost 1 in 10 customers (9%) gave a rating of 5. See Figure 9 below for more detail.

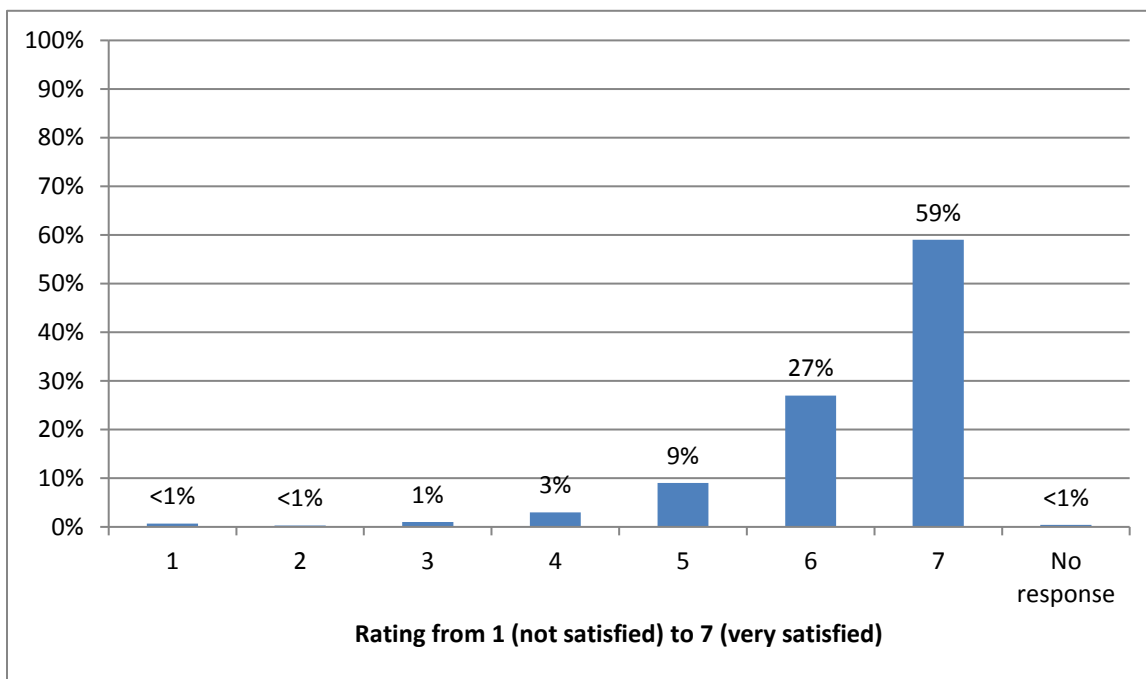


Figure 10: How would you rate your overall experience with this Depot? (n = 1,180)

When asked about why they chose to come to the particular Depot location, the most important factor by far was proximity, with almost half of the customers (48%) indicating that the Depot was close to home and almost one in five (16%) indicating that the Depot was closest to them or the only Depot available in the area. Customers also commonly cited fast and efficient service (8%), friendly, helpful, and courteous staff (8%), and convenience (8%) as aspects of the Depot that contribute to their choice of Depot. See Table 8 below.

Table 8: Why customers chose to come to the Depot location	
Response	% (n = 1,180)
Close to home / local	48%
Closest Depot / only Depot in area	16%
Fast / quick / efficient	8%
Good staff – friendly, helpful, courteous	8%
Convenience - had time / drive thru / easy	8%
Great service / the best service	7%
Location / convenient location	6%
Always come here / my preferred location / habit	6%
Return / sell / get rid of beverage containers	6%
Close to business, errands, campground	4%
Honest / accurate / fair	3%
Clean	1%
Other	3%
Don't know	<1%
No response	2%

When asked about what customers liked about the Depots that makes them want to return, about a third of customers (34%) indicated that they found the location of their Depot convenient. Customers also commonly cited fast and efficient service (32%) and friendly staff (28%) as aspects of the Depot that keep them coming back. See Table 9 below.

Table 9: What customers like about their Depot that would make them return	
Response	% (n = 1,180)
Location / close to Depot / convenient	34%
Fast / efficient service / quick	32%
Great staff – friendly, courteous, kind, helpful	28%
Good service / general satisfaction	13%
Accurate refunds / honest	8%
Clean / hand washing station	6%
Easy / easy process / organized	6%
Easy access – drive through, walk-in options, windows	4%
Hours	1%
Other	4%
Nothing	2%
Don't know	<1%
No response	4%

Customers were also asked to provide areas for improvement for the Depots. Most respondents indicated that there were no improvements required (38%) or they did not provide a response/did not know (25%), 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 10 below. Respondents' suggestions varied substantially, but the most common suggestion related to making available more lines, stations, windows, stalls, lanes, and bays to return beverage containers (8%).

Table 10: Areas for improvement	
Response	% (n = 1,180)
None needed / nothing / all seems good	38%
More lines / stations / windows / stalls / lanes / bays available	8%
Cleaner / empty garbage cans frequently	5%
Bigger space / size issues	3%
Longer hours – open later, earlier, Sunday	3%
Faster speed of service / shorter line ups	3%
Esthetics / amenities – lighting, music, pop machines	3%
Improve smell – better ventilation	2%
Accuracy / better counts	2%
Friendlier service / better customer service	2%
Better parking / more parking	2%
Better hand wash station / hand sanitizer	1%
More employees / staff	1%
Better entrance – auto door, ramps, steps	1%
Bug / wasp control	1%
Better signage	<1%
Better / more carts	<1%
Increase accepted products / blue bin for bags, cans not accepted	<1%
Other	5%
Don't know / not sure	4%
No response	21%

3.4 Awareness of Depot branding and signage

Customers indicated a high level of awareness of Depot branding, with over half (61%) indicating that they recalled seeing the Depot logo.

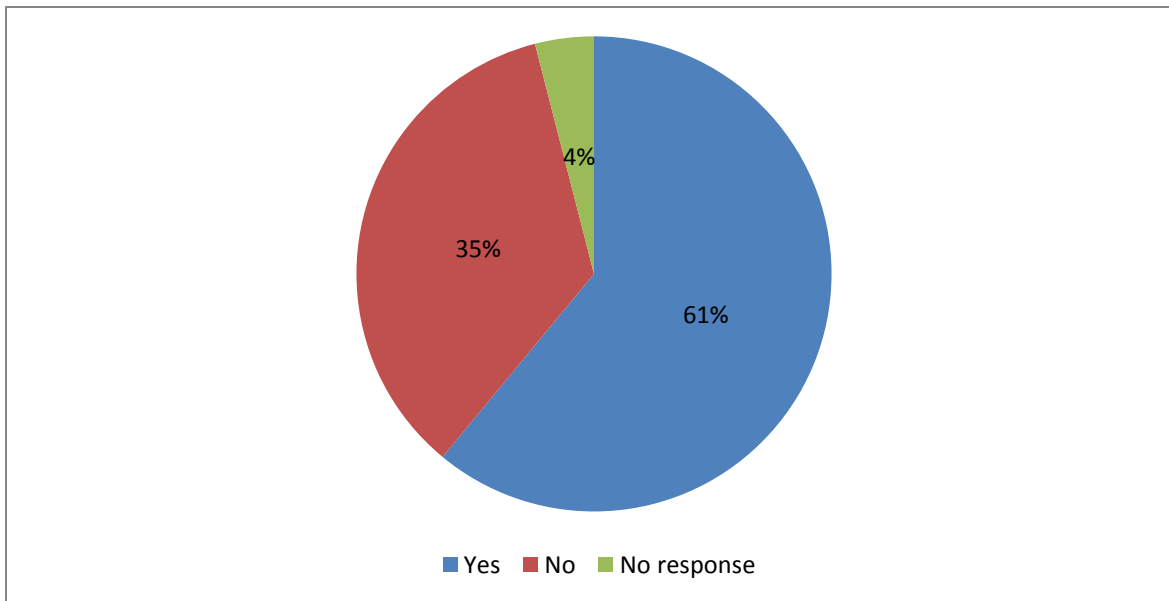


Figure 11: Do you recall seeing the Depot logo? (n = 1,180)

Those who indicated that they remembered seeing the logo provided a variety of locations where they saw it (see Table 11). 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 (23%). The next most common response was that they saw the logo at the Depot, but did not specify the location (15%). Other commonly cited locations include outdoor signs, billboards, and bus benches (9%), inside the Depot (8%), at the door or entrance of the Depot (7%), and advertisements (8%).

Table 11: Where customers saw the Depot logo	
Location of logo	% (n = 721)
Outside of Depot(s) (includes other Depots)	23%
At Depot(s) (unspecified)	15%
Outdoor signs / billboards / bus bench	9%
Inside the Depot	8%
Advertisements - newspapers, flyers, TV	8%
Door / entrance	7%
Signs / signage (unspecified)	4%
Online / website	3%
Everywhere	3%
On employee uniform	1%
Recycling bins / containers	1%
Trucks / vehicles	1%
Unsure / did not remember	4%
Other	8%
No response	14%

3.5 Customer behaviour and views related to Depots

As indicated in Figure 12, for the majority of customers (65%), their trip to the Depot was part of a series of errands that they were completing, rather than an isolated “trip.”

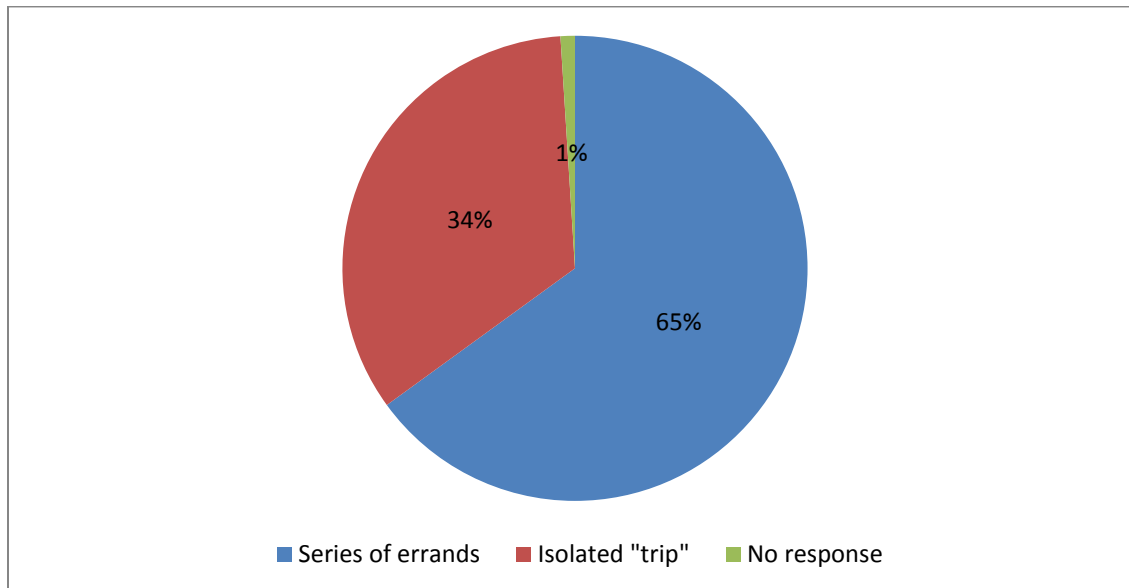


Figure 12: Did you come to the Depot today as part of a series of errands or is this an isolated "trip" for you? (n = 1,180)

When asked who generally makes the beverage purchases in their household, customers were equally likely to indicate that they make the majority of the purchases (47%) or that the purchases are shared equally among others in the household (46%). See Figure 13.

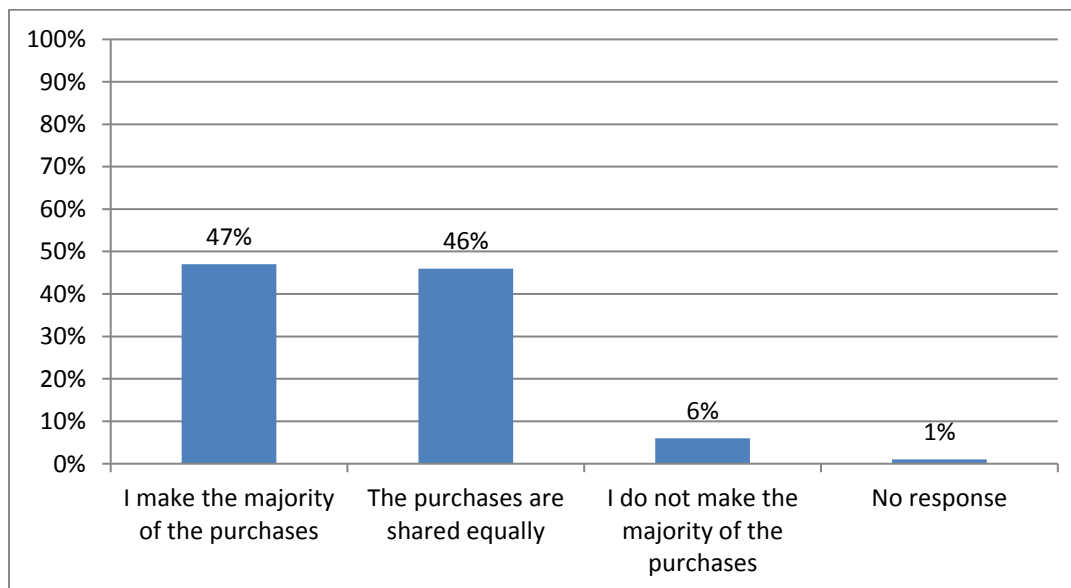


Figure 13: Who generally makes the beverage purchases in your household? (n = 1,180)

Customers provided a wide variety of responses when asked how they first learned to take containers back to a Depot. By far, the most common response was that they were taught by family (22%) or learned as a child (16%). See Table 12 for the full spectrum of responses.

Table 12: How did you first learn to take containers back to a Depot?	
Location of logo	% (n = 1,180)
Taught by family / parents / home	22%
As a child	16%
Always been doing it / always known / all my life	9%
Decades ago / years ago	9%
Advertising	6%
Suggestions from friends / neighbours / colleagues	6%
When you had to pay the deposit / to get deposit back	4%
School	4%
Proximity - saw it / drove by it	3%
Wanted money / need money / for extra money / saving	3%
Chore or task done to earn spending money	3%
When I moved to Alberta	3%
Word of mouth / common knowledge / people talk	3%
Internet / online	2%
Desire to recycle / through recycling	2%
Help the environment	2%
Environmental initiatives / recycling programs / bottle drives	2%
When Alberta started to recycle	1%
Other	4%
Can't recall	2%
No response	11%

Customers provided their opinion on the best day of the week and time of day for them to return their containers to a Depot. Figure 14 summarizes their responses relating to the day of the week. By far, the most commonly cited day of the week for convenience is Saturday (68%), followed by Sunday (26%). Customers expressed similarly low levels of preference for returning containers on a weekday. However, it is likely that customer responses are biased since the survey took place on Saturdays.

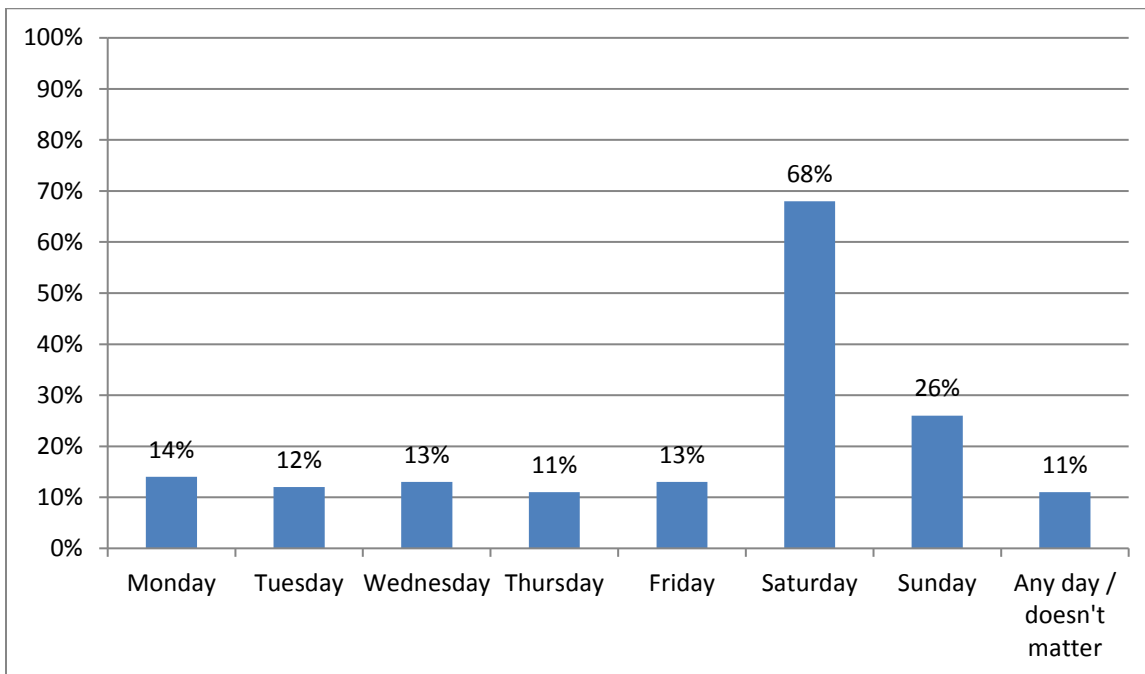


Figure 14: If you could choose, what day of the week would you choose to return your containers to a Depot? (n = 893)

Customers that provided a preferred time of day to return containers to a Depot were most likely to indicate that they preferred the mornings (12 p.m. or earlier) (49%). See Figure 15.

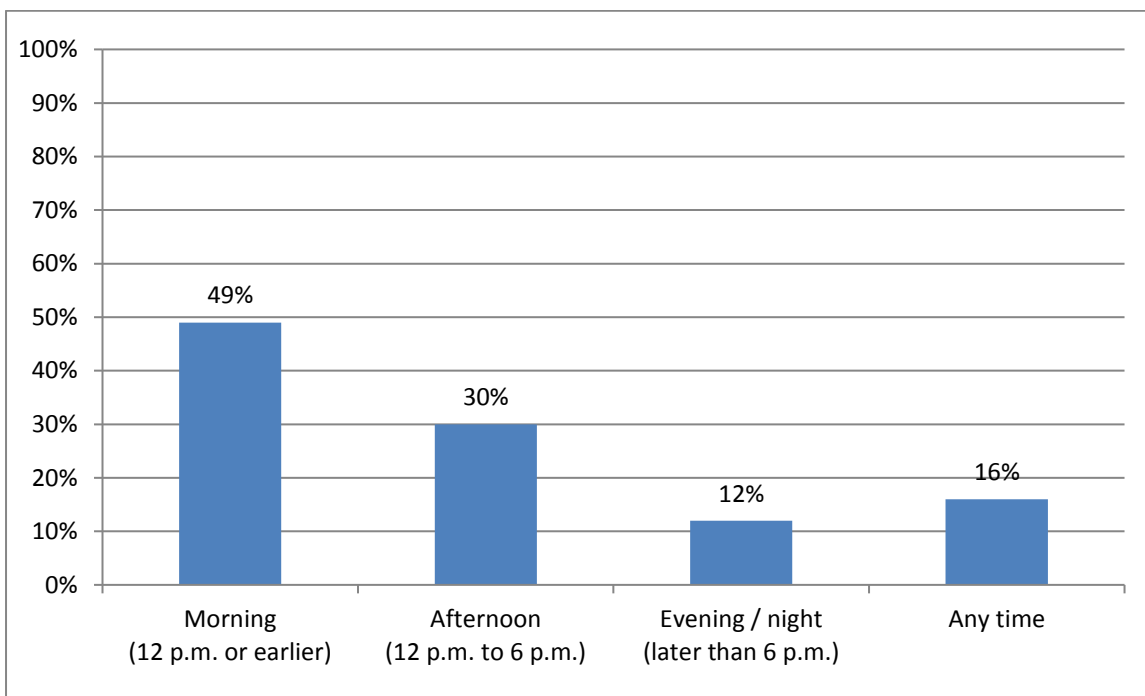


Figure 15: If you could choose, what time of day would you choose to return your containers to a Depot? (n = 403)

Similarly to the day of the week calculations, these results are likely subject to some bias due to the specific time of day customers were surveyed. As illustrated in Table 13 below, customers are much more likely to prefer returning containers at the time they arrived at the Depot (e.g. those arriving in the morning tend to prefer returning containers in the morning).

Table 13: Preferred time of day to return containers versus the actual time customers entered the depot		
Preferred time of day to return containers	Time of entry in Depot	
	Morning % (n = 232)	Afternoon % (n = 276)
Morning	52%	26%
Afternoon	12%	33%
Evening	6%	11%
Any time	7%	17%
No response	27%	19%

Almost 4 in 10 customers (38%) indicated that they have brought containers back to a Depot that the Depot worker would not accept. The vast majority of these customers (84%) stated that the Depot worker did explain why they wouldn't accept the container and only about 1 in 10 customers (13%) indicated the Depot worker did not provide an explanation. See Figure 16 and Figure 14.

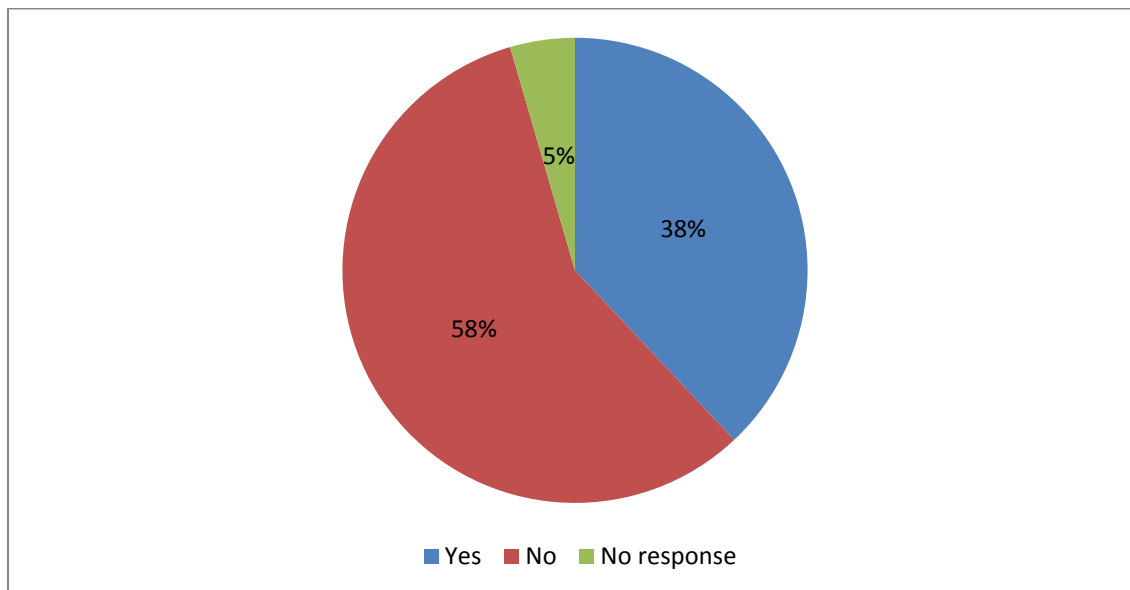


Figure 16: Have you ever brought back a container to a Depot that the Depot worker would not accept? (n = 1,180)

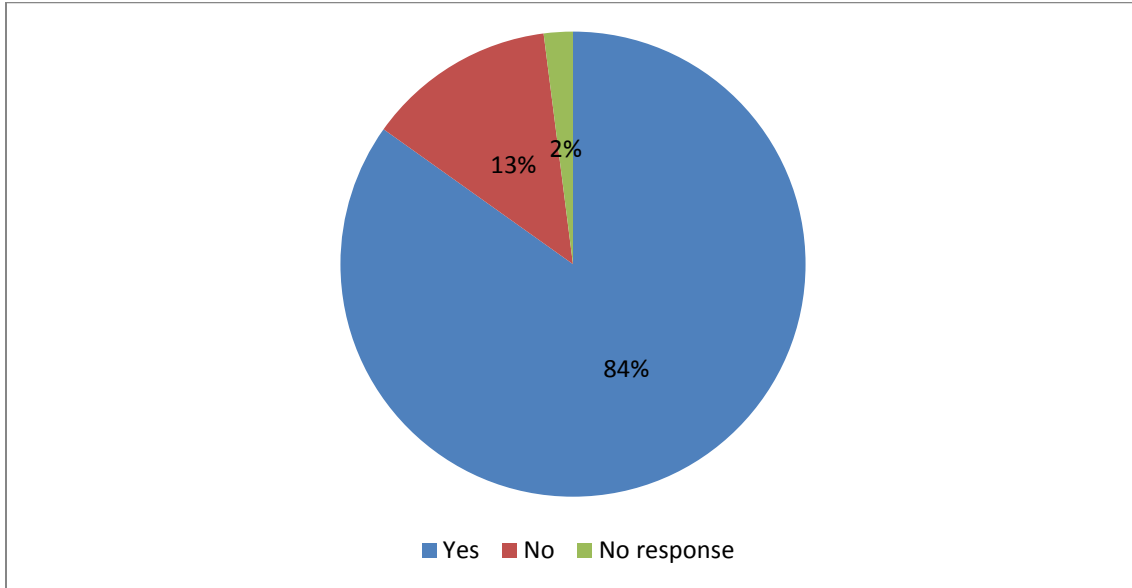


Figure 17: If yes, did the Depot worker explain why they would not accept the container? (n = 448)

Customers were split evenly in terms of their knowledge that all Depots in Alberta are regulated. In particular, half (50%) indicated that they were aware of this, while almost half (46%) indicated that they were not aware. See Figure 18.

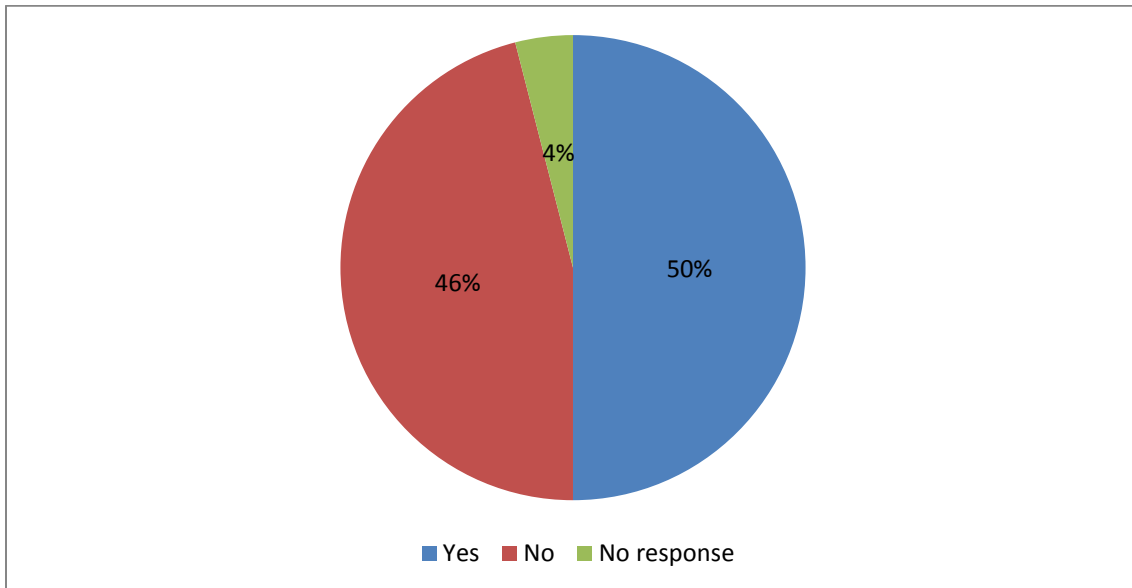


Figure 18: Did you know that all Depots in Alberta are regulated? (n = 1,180)

The majority (53%) indicated that it does make a difference to them whether Depots are regulated. See Figure 19.

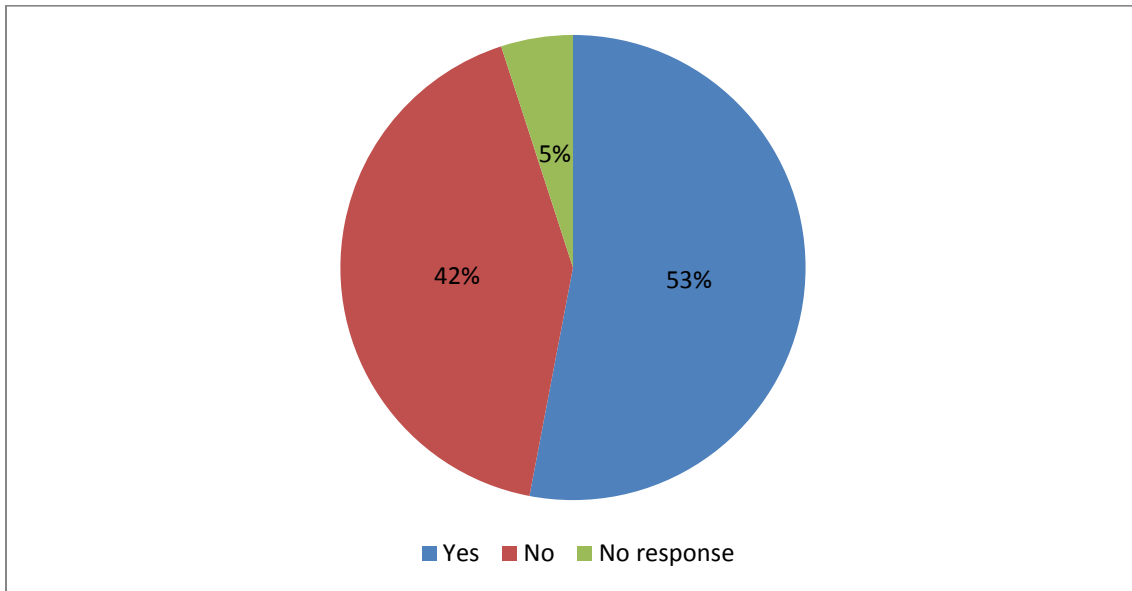


Figure 19: Does it make a difference to you whether Depots are regulated? (n = 1,180)

3.6 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 (46%) indicating that they would, a similar proportion (48%) indicating that they would not, and 6% providing 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 (72%), while the least preferred option is PayPal (5%). See Figure 20 for more detail.

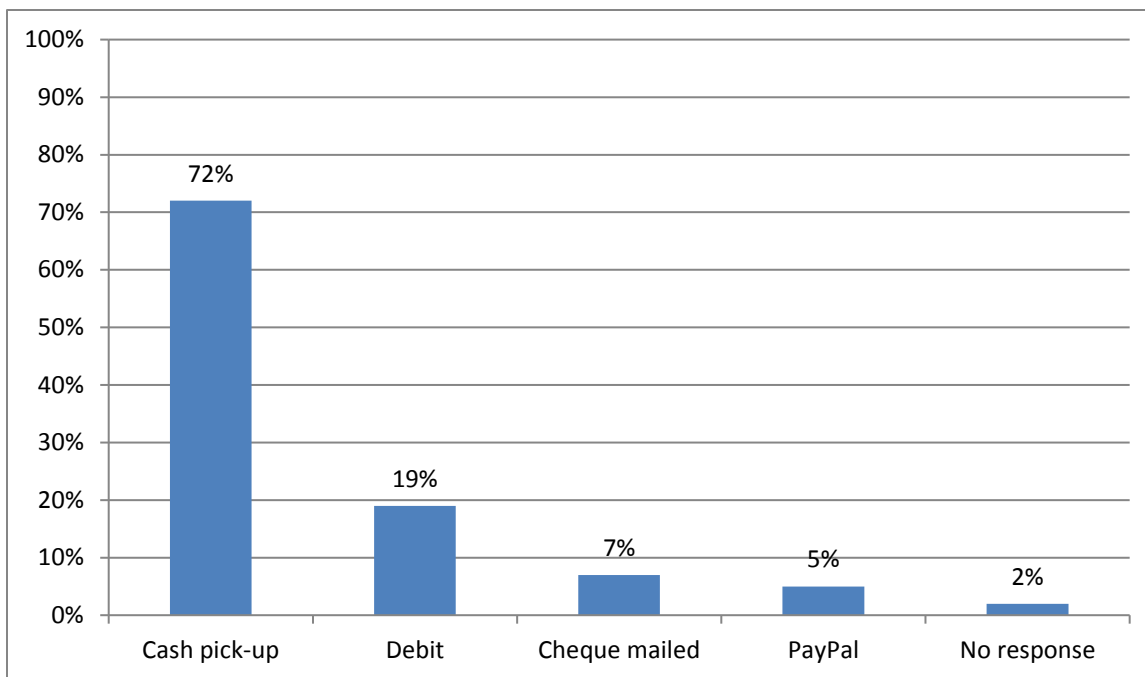


Figure 20: Preferred form of payment for “quick-drop” service (n = 559)

4.0 Conclusion

The 2017 Depot Exit Interview Survey suggests that Depot customers are primarily male. Although there was variation in the customers' Depot experiences in terms of the amount of time of their visit and the refund size, the vast majority of customers were in the Depot for less than 20 minutes, and received a refund of \$40 or less.

When asked why they chose the particular Depot location to return their beverage containers, by far the most common explanation was that the Depot was close to the customer's home. Overall, customers were highly satisfied with their time spent in the Depots and their overall experience with the Depot. 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 four out of ten customers provided some suggestions for improvement. These suggestions varied widely, with the most common suggestion related to making available more lines / stations / windows / stalls / lanes / bays to return beverage containers. Other suggestions included improved cleanliness, increasing space, extending hours, and increasing speed of service.

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.

The survey provided the following insights into customer behaviour and views related to Depots:

- ▶ For the majority of customers, their trip to the Depot was part of a series of errands they were completing, rather than an isolated "trip."
- ▶ When asked who generally makes the beverage purchases in their household, customers were equally likely to indicate that they make the majority of the purchases or the purchases are shared equally among others in the household.
- ▶ By far, the most common ways that customers learned to take containers back to Depots was being taught by family and learning as a child.
- ▶ By far, customers' most preferred day of the week is Saturday, followed by Sunday. Customers also most often prefer to visit Depots in the mornings (12 p.m. or earlier). However, it is likely that these responses are biased since the survey took place on Saturdays.
- ▶ Almost 4 in 10 customers indicated that they have brought containers back to a Depot that the Depot worker would not accept. In the vast majority of these cases, the Depot worker explained to the customer why they would not accept the container.
- ▶ Half of the customers surveyed were aware that Depots in Alberta are Regulated and a little over half indicated that it does make a difference to them whether Depots are regulated.

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 that they would use the service and the other half indicating that they would not. Of

those indicating that they would use the service, the most preferred form of payment, if such a service existed, would be cash pick-up.

Appendix A: Questionnaire

SURVEYOR USE ONLY

Depot Name: _____ Time in: _____ Time out: _____ Gender: _____

All the information you provide to us will be used in aggregate and is being collected by the Beverage Container Management Board to strengthen Alberta’s beverage container recycling industry. All data collection, storage, and processing will comply with the Canadian Privacy Act.

1. How would you rate your overall experience with this Depot?

Not Satisfied				Very Satisfied		
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

2. Would you mind sharing your postal code for statistical purposes? _____

3. How satisfied are you with the time you spent in the Depot, from entering the Depot to receiving your refund?

Not Satisfied				Very Satisfied		
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

4. We’d like to know what your refund was. Would you be willing to share it? \$ _____

5. Why did you choose to come to this location today (Depot)? Please Explain.

6. Did you come to the Depot today as part of a series of errands or is this an isolated “trip” for you?

1 Series of errands 2 Isolated “trip”

7. Who generally makes the beverage purchases in your household?

1 I make the majority of the purchases
2 The purchases are shared equally
3 I do not make the majority of the purchases

8. What do you like about this Depot that would make you return? Please Explain.

9. Where could this Depot improve? Please Explain.

10. How did you first learn to take containers back to a Depot? Please Explain.

11. Do you recall seeing the Depot logo?
₁ Yes ₂ No



11a. If **YES**, please explain where you noticed the Depot logo?

12. If you could choose, what day of the week and what time of day would you choose to return your containers to a Depot? Please Explain.

13. If a service was offered where you could drop off your containers without waiting in line and collect your money later, would you use this service?

₁ Yes ₂ No

13a. If **YES**, what would your preferred form of payment be?

₁ Cash pick up ₂ Cheque mailed ₃ Debit ₄ PayPal

14. Have you ever brought back a container to a Depot that the Depot worker would not accept?

₁ Yes ₂ No

14a. If **YES**, did the Depot worker explain why they could not accept the container?

₁ Yes ₂ No

15. Did you know that all Depots in Alberta are regulated?

₁ Yes ₂ No

16. Does it make a difference to you whether Depots are regulated?

₁ Yes ₂ No

**We appreciate you taking the time to complete this survey.
Please return your completed questionnaire to the surveyor.**