



Beverage Container Recycling – A Survey of Albertans 2016

Report

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SUMMARY OF KEY FINDINGS

Ipsos Reid conducted a total of 1,001 online interviews with a representative sample of Albertans aged 18 and older. Data were weighted to ensure the overall sample's regional and age/gender composition reflects that of the actual Alberta population according to 2011 Canadian Census data.

The overall purpose of the research was to gain an understanding of how the average Albertan household conducts their recycling of beverage containers and their opinion on the process. Specific research objectives included assessing: knowledge regarding what can be returned for a refund; current recycling or redemption of beverage containers; satisfaction and importance of various aspects of bottle depots; and, possible ways to increase Albertan's recycling.

What follows is a summary of key research findings.

Awareness of What can be Returned for a Refund

Awareness that most types of soft drink and juice containers can be returned for a refund is extremely high (roughly 90% or more) – the exceptions being juice cans (58%) and foil juice pouches (50%).

- Though still very high at 89%, awareness that plastic juice bottles can be returned is down 4 percentage points from 2014. Also down, is awareness that juice cans are redeemable – an 8 percentage point drop from 66% in 2014 to 58% in 2016.
- It is notable that a sizeable minority (31%) think soup cartons can be returned for a refund – this non-redeemable item was included for the first time in 2016.

Awareness is also extremely high that most types of water and alcoholic beverage containers can be returned for a refund – the exception being bag-in-a-box wine at 38% (one should note that it is also among the least purchased beverage containers).

Awareness that dairy containers can be returned for a refund remains high and has stabilized after significant gains from 2010 to 2013. While awareness that most types of dairy containers can be returned for a refund is now at the 70% mark or higher, awareness of the refundable deposit on yogurt drinks (56%) and liquid meal replacements (42%) continue to lag.

Recycling and Redemption of Beverage Containers

Reported recycling of beverage containers in the past six months is near universal (97%), while redemption is 89%.

Among Albertans who have purchased each type of redeemable beverage container, reported incidence of recycling and/or redemption tops the 80% mark for all categories, while reported incidence of redemption is at 75% or higher for all but three types of beverage containers.

- Redeemable container types that less than 75% of purchasers report returning to a bottle depot are juice cans more than 1 litre (67%), bag-in-a-box wine (64%), and single serve yogurt drinks (63%).
- It is notable that one-in-three (33%) Albertans who have purchased non-redeemable soup cartons say they have returned them for a refund.

Frequency of Returning Lower Return Rate Containers

Considering four container types with lower return rates, reported redemption is highest for juice cartons and lowest for bag-in-a-box wine. Among Albertans who have purchased each item in the past six months, 88% say they redeem *juice cartons more than 1 litre* in size 'always' or 'most of the time', while this drops slightly for *milk and cream containers* (81%) and *juice cans more than 1 litre* in size (78%), and is lowest for *bag-in-a-box wine* (62%).

Lack of awareness that the containers are redeemable, and simply recycling them instead, are the main reasons for not returning these types of containers to a bottle depot more often.

Awareness of the Refundable Deposit for Beverage Containers

Roughly half of Albertans can cite the refundable deposit for beverage containers while one-quarter 'don't know.' Just over half (52%) of Albertans know the refundable deposit for beverage containers that are one litre or less, while 47% know the deposit for beverage containers more than one litre in size.

The impact of knowing the correct deposit value is up significantly from two years ago.

- Among those unable to cite the refundable deposit value for containers one litre or less in size, 44% – *up 8 percentage points from 36% in 2014* – say knowing the correct deposit value would make them more likely to return beverage containers for a refund, while 51% say it would make no difference.
- When it comes to containers more than one litre in size, knowing the correct deposit would have an even bigger impact. Fifty-one percent – *up 11 percentage points from 40% in 2014* – say knowing the correct deposit value would make them more likely to return beverage containers for a refund, while 46% say it would make no difference.

Three-in-ten Albertans – up from 2014 – say they have seen information at retail stores that identifies the refundable deposit on beverage containers. In 2016, 31% of Albertans say they have seen information about the refundable deposit – this is a significant six percentage point increase from 25% in 2014. More than one-quarter (27%, up 6 points) recall seeing information at a grocery store, 14% (up 4 points) at a liquor store, 8% (up 3 points) at a convenience store, and 6% (up 3 points) at a gas station.

Bottle Depots

While less than half of Albertans are aware of the regulation of bottle depots, the majority say it is important. Just under half (47%) of Albertans say they were aware that all bottle depots in Alberta are regulated by a central body. When asked how important regulation is to them personally, eight-in-ten (79%) say it is ‘important’ (a rating of 5, 6 or 7 on a 7-point scale) – further, a majority (57%) say it is ‘very important’ (a rating of 6 or 7).

Specific aspects of bottle depots (e.g. location, service, waiting time) are not cited as key barriers to use among non-users or less frequent users.

- Among the small percentage (6%) of Albertans who say their household has *never* returned beverage containers to a depot, many indicate they recycle the containers instead – 24% “*leave them for bottle collectors*”, 15% “*donate to charity*”, 12% “*use the building recycling program*”, 10% “*put into blue box*,” and 10% “*don’t have enough so recycle instead*.”
- Other frequently given reasons are “*too much trouble*” (21%) and the “*not aware of program/ location of depots*” (12%).
- The predominant reason for visiting a bottle depot a couple of times a year or less is simply “*wait until we have a large load*” (57%).

For Albertans who have visited a depot in the past six months, **the most important factor influencing their decision whether or not to return containers to a depot is getting the refundable deposit back** (78% very important – i.e. a rating of 7 or 6 on a 7-point scale), while the second most important factor is *convenience of the location* (61% very important).

- In the next tier are *hours of operation* (54% very important), *safety* of the depot location (51%), *waiting time* (49% very important), and *customer service* (46% very important), while *regulation* (39%), *cleanliness* (35%) and *overall appearance* (29%) of the depot are the least important factors.
- That said, in 2016, significant **increases** are seen for the importance of *safety* (51% – up 8 percentage points from 43% in 2014) and *cleanliness* (35% – up 7 percentage points from 28% in 2014).

Satisfaction with most aspects of bottle depots is very high. The majority of Albertans (78%) are very satisfied (i.e. a rating of 7 or 6 on a 7-point scale) with *getting the refundable deposit back*, *convenience of the location* (62%), *safety* of the area in which the depot is located (61%), *hours of operation* (60%), *waiting time* (58%) and *customer service* (57%). Comparatively lower is satisfaction with *regulation* (49%), the overall *appearance* (42%) and *cleanliness* (39%) of the depot.

In general, satisfaction tends to be *higher* in the Rural South and Smaller Cities South and *lower* among residents of the Rural North and Smaller Cities North.

Opportunities for Increasing the Overall Return Rate

When asked what the BCMB could do to increase the overall return rate of beverage containers – *other* than increasing the refund or deposit – the most frequent suggestions are *improving various aspects of bottle depots* (14%) and *educating the public on a number of dimensions* (13%). It is notable that *more than six-in-ten* respondents say ‘*nothing more*’ (29%) or ‘*don’t know*’ (34%).

Increasing knowledge of the refundable deposit could have a positive impact on the overall return rate.

- The most important factor influencing the decision whether or not to return containers to a depot is *getting the refundable deposit back*.
- The impact of knowing the correct deposit value is *up significantly* from two years ago, particularly for containers with a 25 cent refundable deposit. *The current economic downturn may be contributing to the increased impact and provide a unique opportunity for increasing the overall return rate.*
- Awareness of what types of containers can be returned for a refund and incidence of redemption is *lower* among Albertans aged 18 to 34 years as well as past five years newcomers to the province. Targeting these groups could be particularly effective.

BACKGROUND AND METHODOLOGY

Background and Objectives

The Beverage Container Management Board (BCMB) is a Designated Administrative Organization (DAO) and is regulated by the Alberta Ministry of Environment and Parks. The BCMB's mandate is to sustain a minimum 85% return rate for all regulated beverage containers – that is, plastic drink bottles; plastic jugs, poly cups and bottles; aluminum cans; other metal cans; polycoat containers; bag-in-a-box and juice pouches; glass bottles; and, milk and liquid cream containers. Additionally, the BCMB is charged with maintaining a leading beverage container management system that is innovative, accessible and cost effective.

The overall return rate for beverage containers rose to 83% in 2010 from 82% in 2009 and 77% in 2008. In 2011, the beverage container return rate reached 83.5%, the highest achieved to date. Following a slight dip to 82% in 2012 and 2013, the return rate rebounded to 83.3% in 2014. In order to meet the BCMB's goal of "increasing container recycling return rates," it is important to understand Albertans' attitudes, awareness and engagement related to beverage container recycling within the province.

Thus, the BCMB wished to conduct research with Albertans in order to gain knowledge of their actions regarding recycling of beverage containers. That is, how the average Albertan household conducts their recycling of beverage containers and their opinion on the process.

The *Beverage Container Recycling: A Survey of Albertans* was conducted in 2007, 2009, 2010, 2012, 2013, 2014 and again in 2016. Key research objectives of the 2016 survey were to assess:

- Knowledge regarding what can be returned for a refund;
- Current recycling or redemption of beverage containers;
- Satisfaction and importance of various aspects of bottle depots;
- Possible ways to increase Albertan's recycling; and,
- Changes in knowledge, attitudes and behaviours from 2014.

Methodology

Between January 15th and 21st, 2016, Ipsos Reid conducted a total of 1,001 online interviews with a representative sample of Albertans aged 18 years and older. The median interview length was 13 minutes.

Interviews were stratified by region – i.e. the City of Edmonton, the City of Calgary, Smaller Cities North, Smaller Cities South, Rural North and Rural South. Quotas were established to ensure a reliable sample size within each region for regional analysis. The final data were weighted to ensure the overall sample's regional and age/gender composition reflects that of

the actual Alberta population aged 18 years or older according to 2011 Canadian Census data. With a sample of 1,001, results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire population of Albertans 18+ years been polled. The margin of error is larger within regions and for other sub-groupings of the survey population.

The following table details the number of interviews conducted within each region as well as the corresponding margins of error.

Region	Population 18+ (2011 Census)	% of AB Population 18+	Number of interviews (n)	% of interviews	Maximum margin of error
City of Edmonton	651,440	23.1%	230	23.0%	$\pm 6.5\%$
City of Calgary	889,570	31.6%	271	27.1%	$\pm 6.0\%$
Smaller Cities North ¹	358,710	12.7%	125	12.5%	$\pm 8.8\%$
Smaller Cities South ²	333,230	11.8%	125	12.5%	$\pm 8.8\%$
Rural North	315,900	11.2%	125	12.5%	$\pm 8.8\%$
Rural South	270,015	9.6%	125	12.5%	$\pm 8.8\%$
TOTAL	2,818,865	100%	1,001	100%	$\pm 3.1\%$
¹ Smaller Cities North: Camrose, Cold Lake, Fort McMurray, Fort Saskatchewan, Grande Prairie, Leduc, Lloydminster, Sherwood Park, Spruce Grove, St. Albert, Stony Plain and Wetaskiwin ² Smaller Cities South: Airdrie, Brooks, Canmore, Cochrane, High River, Lacombe, Lethbridge, Medicine Hat, Okotoks, Red Deer, Strathmore and Sylvan Lake					

Results Reporting

In order to be consistent with past surveys, results are presented for the overall weighted sample of adult Albertans. Significant differences – both year-to-year and by socio-demographic variables (e.g. region, gender and age) – are highlighted throughout the report.

ENVIRONMENTAL BEHAVIOURS

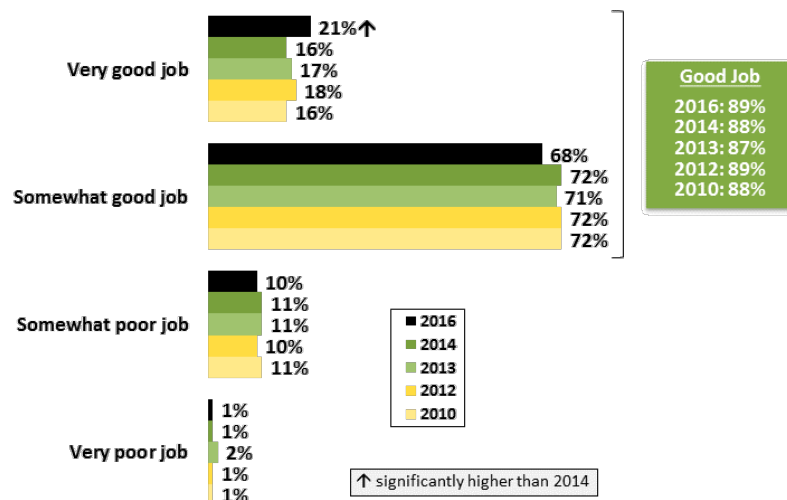
Personal Performance

The vast majority of Albertans feel they are doing a good job when it comes to protecting the environment, but recognize they could be doing more.

Overall, 89% of Albertans rate their own personal performance when it comes to protecting the environment as 'very good' or 'somewhat good'. Although they feel they are doing a good job, most (68% 'somewhat good') recognize that they could be doing more. That said, one-in-five (21%) say they do a 'very good' job, up a significant 5 percentage points from 2014 (16%).

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

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



It is interesting to note that there is some linkage between perceptions of personal performance and environmental behaviours. For example, reported incidence of *always* returning milk containers to a depot increases significantly with perceived personal performance – from 56% among those who say they do a 'poor' job to 74% among those who say they do a 'somewhat good' job and 77% among those who say they do a 'very good' job.

Perceived Impact of Environmental Behaviours

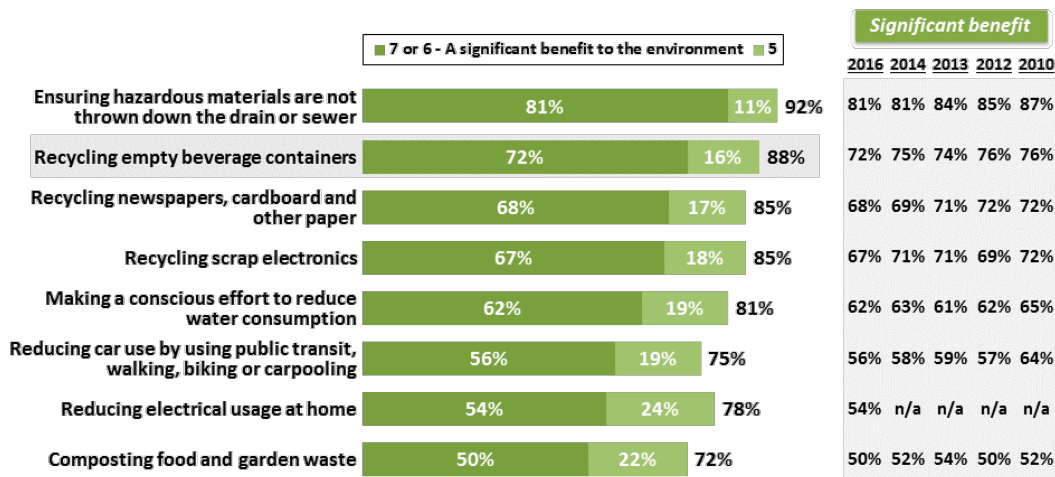
Albertans clearly recognize the importance of recycling empty beverage containers.

Three-quarters (72%) say *recycling empty beverage containers* has a significant benefit to the environment (a rating of 7 or 6 on a 7-point scale), trailing *ensuring hazardous materials are not thrown down the drain or sewer* (81%), but slightly ahead of *recycling newspapers, cardboard and other paper* (68%) and *recycling scrap electronics* (67%).

It is interesting that just 54% of Albertans say *reducing electrical usage at home* – asked for the first time in 2016 – has a significant environmental benefit.

How much do these activities benefit the environment?

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



When the data are analyzed by age, significantly *fewer* Albertans aged 18 to 34 years (64%) think *recycling empty beverage containers* has a significant benefit to the environment compared to those aged 35 to 54 years (73%) and 55 years or older (79%). In fact, 'significant benefit to the environment' ratings are *lower* among younger Albertans aged 18 to 34 years compared to those aged 55 years or older for five of the eight activities assessed (the exceptions being *reducing car use*, *reducing electrical usage* and *composting*).

It is notable that 'significant benefit to the environment' ratings are *lower* among those who say they do a 'poor' job protecting the environment compared to those who give themselves 'good' job ratings for seven of the eight activities assessed (the one exception being *reducing car use*). Looking specifically at *recycling empty beverage containers*, only 56% of Albertans who say they do a 'poor' job rate it as having a 'significant benefit' versus 72% who say they do a 'somewhat good' job versus 81% who say they do a 'very good' job.

Awareness and Importance of Environmental Benefits

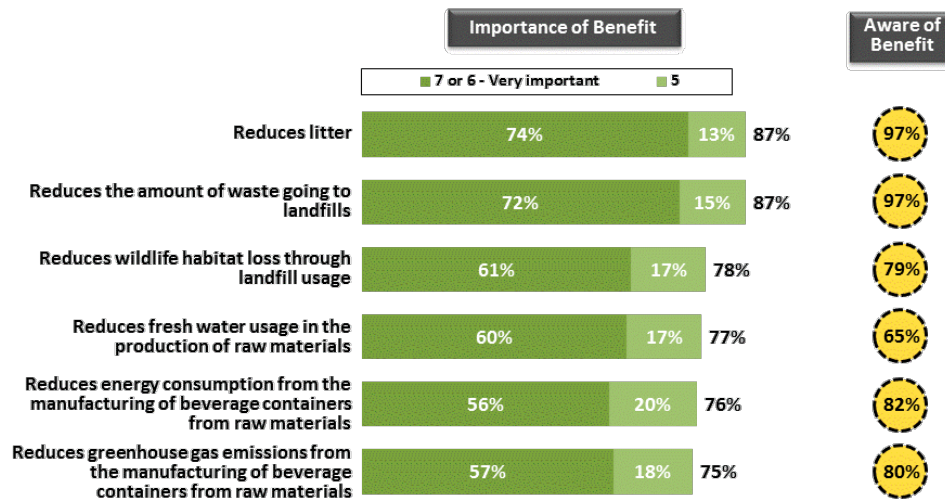
Reducing litter and reducing the amount of waste going to landfills are key drivers for recycling empty beverage containers.

Albertans were read six environmental benefits of recycling beverage containers. For each benefit, they were asked if they knew of the benefit and how important the reason is for them personally to recycle beverage containers. The majority say they were aware of all six benefits, with near universal awareness of *reduces litter* and *reduces the amount of waste going to landfills* (both 97%); lowest is awareness of that it *reduces fresh water usage in the production of raw materials* (65%).

As far as personal motivators for recycling beverage containers, *reducing litter* (74% 'very important' – rating of 7 or 6) and *waste going to landfills* (72% 'very important') emerge as key drivers, with the other four benefits relatively even and comparatively less important.

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

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



'Very important' ratings are higher among Albertans aged 55 years or older compared to those aged 18 to 34 years and 35 to 54 years for all six environmental benefits assessed, and also higher among those who give themselves a 'good' job rating versus a 'poor' job rating.

BEVERAGE CONTAINER RECYCLING AWARENESS AND BEHAVIOURS

Past Six Months Purchase of Beverage Containers

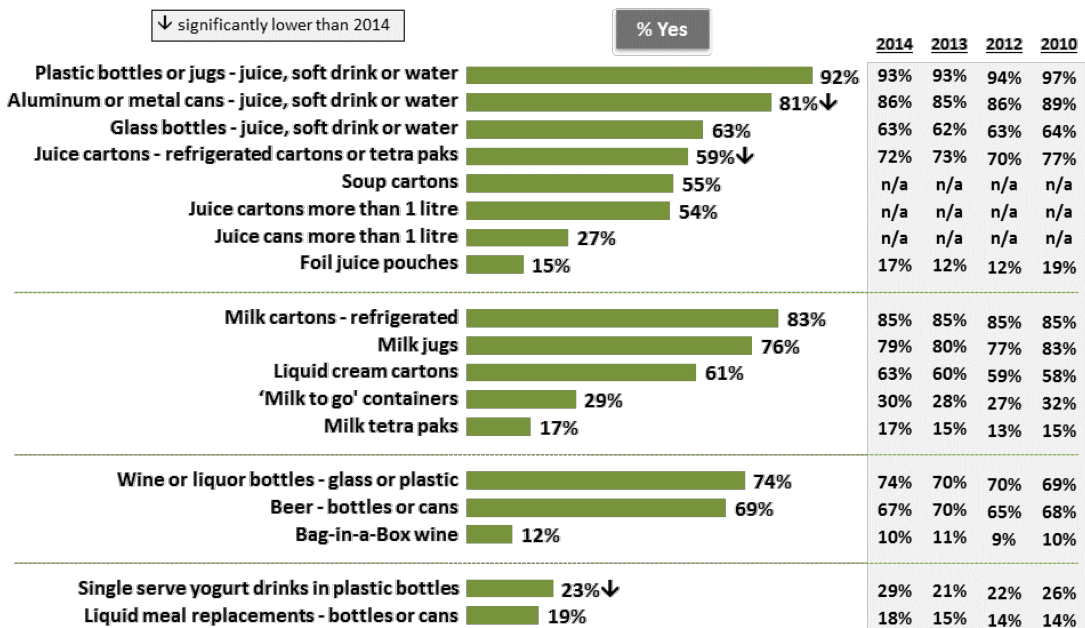
In order to better understand awareness of refundable containers and beverage container recycling behaviours, respondents were first asked what types of containers their household purchases.

Past six months purchase of 'milk to go' containers, milk tetra paks, single serve yogurt drinks, liquid meal replacements, juice cans more than 1 litre, foil juice pouches and bag-in-a-box wine, is markedly lower than other types of beverage containers. The same pattern held true in 2014.

Down significantly is reported purchase of aluminum or metal cans (81% 2016 vs. 86% 2014), juice cartons (59% 2016 vs. 72% 2014) and single serve yogurt drinks (23% 2016 vs. 29% 2014)

Does your household purchase these beverage containers?

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



Awareness of Refundable Beverage Containers

Awareness that plastic juice bottles and juice cans can be returned for a refund is down from 2014.

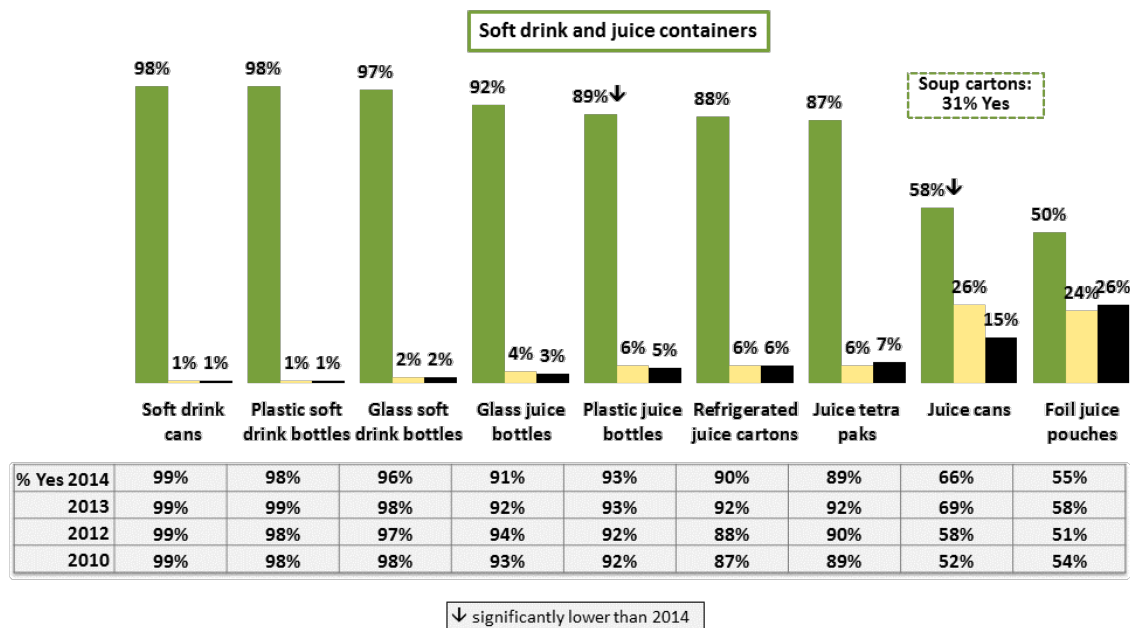
Awareness that most types of soft drink and juice containers can be returned for a refund is extremely high (roughly 90% or more) – the exceptions being juice cans (58%) and foil juice pouches (50%).

Though still very high at 89%, awareness that plastic juice bottles can be returned is down 4 percentage points from 2014. Also down, is awareness that juice cans are redeemable – an 8 percentage point drop from 66% in 2014 to 58% in 2016.

It is notable that a sizeable minority (31%) think soup cartons can be returned for a refund – this non-redeemable item was included for the first time in 2016.

What can be returned for a refund?

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



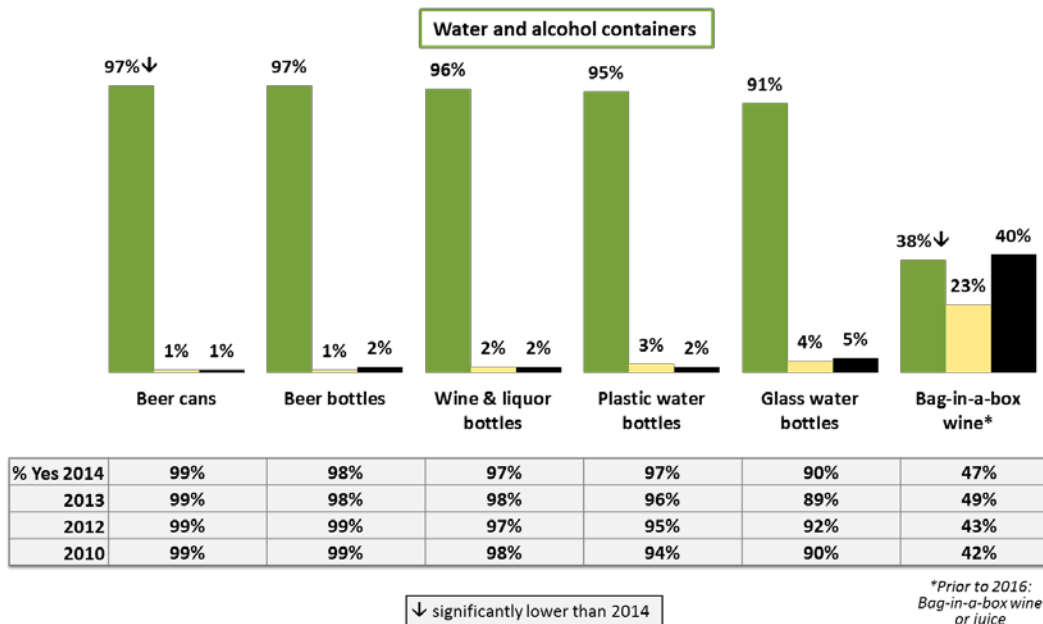
Awareness that most types of soft drink and juice containers can be returned for a refund is significantly *lower* among past 5 years newcomers to the province compared with residents who have lived in Alberta for more than ten years. Awareness is particularly low for juice tetra paks (77%), juice cans (52%) and foil juice pouches (39%).

Awareness also tends to be lower among younger Albertans aged 18 to 34 years. Further, it is noteworthy that 42% of those aged 18 to 24 think soup cartons can be returned for a refund (vs. 31% overall).

Awareness is also extremely high that most types of water and alcoholic beverage containers can be returned for a refund – the exception being bag-in-a-box wine at 38% (one should note that it is also among the least purchased beverage containers). *While awareness that bag-in-a-box wine can be returned is lower than past years, one should note that prior to 2016, the item assessed was ‘bag-in-a-box wine or juice’.*

What can be returned for a refund?

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

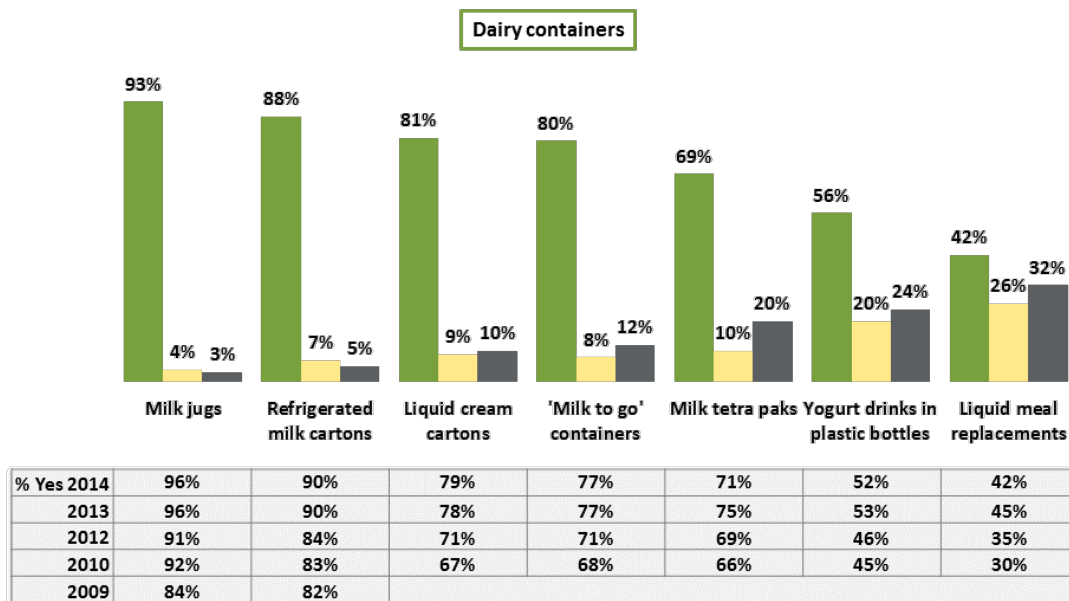


Awareness that dairy containers can be returned for a refund remains high – there have been no significant gains in the past three years.

While awareness that most types of dairy containers can be returned for a refund is at the 70% mark or higher, awareness of the refundable deposit on yogurt drinks (56%) and liquid meal replacements (42%) continue to lag.

What can be returned for a refund?

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



Awareness that several types of dairy containers can be returned for a refund is significantly *lower* among past 5 years newcomers to the province compared with residents who have lived in Alberta for more than ten years: milk jugs (86% vs. 94%), milk cartons (77% vs. 89%) and liquid cream cartons (68% vs. 83%).

Incidence of Beverage Container Recycling and Redemption by Type of Container

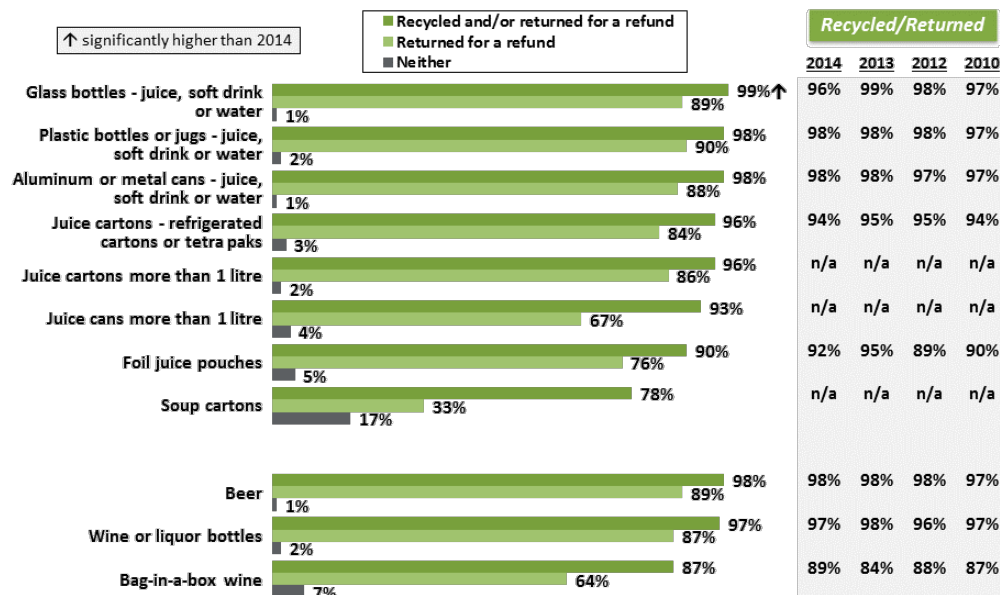
Among Albertans who have purchased each type of redeemable beverage container, reported incidence of recycling and/or redemption tops the 80% mark for all categories, while reported incidence of redemption is at 75% or higher for all but three types of beverage containers.

Redeemable container types that less than 75% of purchasers report returning to a bottle depot are juice cans more than 1 litre (67%), bag-in-a-box wine (64%), and single serve yogurt drinks (63%).

It is notable that one-in-three (33%) Albertans who have purchased non-redeemable soup cartons say they have returned them for a refund.

What does your household do with these beverage containers? Past 6 months purchasers

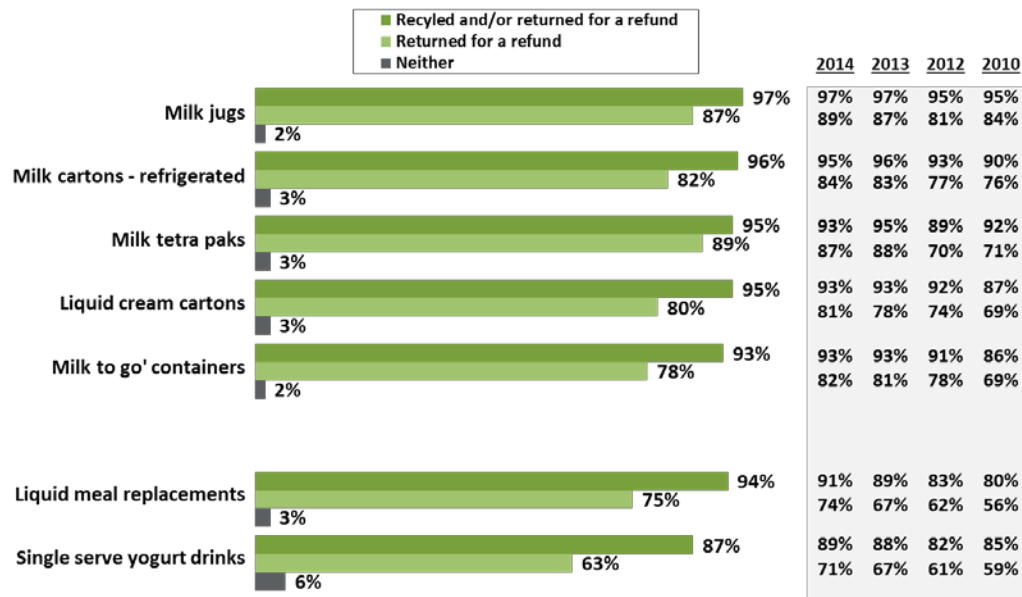
Q5A. Thinking about the past 6 months, please indicate if your household has recycled or returned for a refund each of the following types empty beverage containers. (Base: Have purchased in the past 6 months)



With regard to redemption of dairy containers, findings are consistent with 2014.

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)



As awareness of what types of containers can be returned for a refund tends to be lower among past 5 years newcomers to Alberta, it is not surprising that redemption is also significantly *lower* for many container types. Most notable are redemption of juice cartons (63% vs. 84% overall), juice cans more than 1 litre (47% vs. 67% overall) and liquid cream cartons (64% vs. 80% overall).

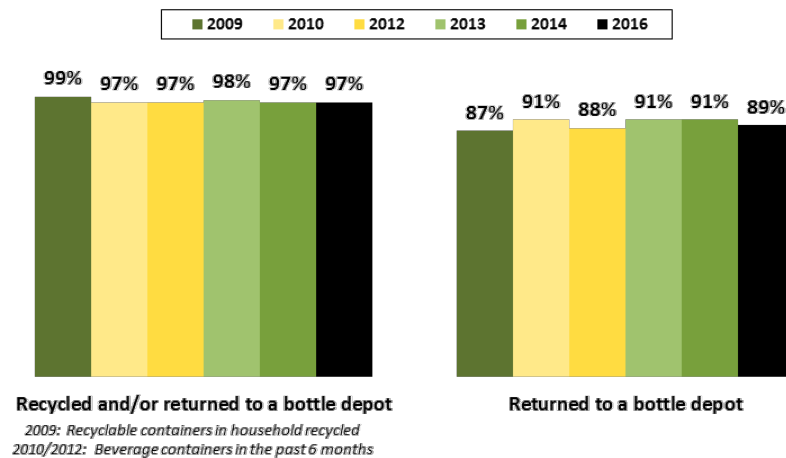
Redemption is also significantly lower among Albertans aged 18 to 34 years for almost all container types.

Overall Incidence of Beverage Container Recycling and Redemption

Reported recycling and/or redemption of beverage containers in the past six months remains near universal (97%) among Albertans, while nine-in-ten (89%) indicate they have returned beverage containers to a bottle depot in the same time frame. Findings are consistent with 2014.

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

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



Reported incidence of redemption is significantly *higher* in the Rural South (97%) and Rural North (94%) – where the majority of households do not have curbside recycling – compared to Calgary (87%) and Edmonton (84%).

It is also *higher* among those aged 35 years or older (92%) compared to those aged 18 to 34 years (83%), and residents who have lived in Alberta for more than ten years (92%) versus those who have lived in the province for six to ten years (81%) and five years or less (75%).

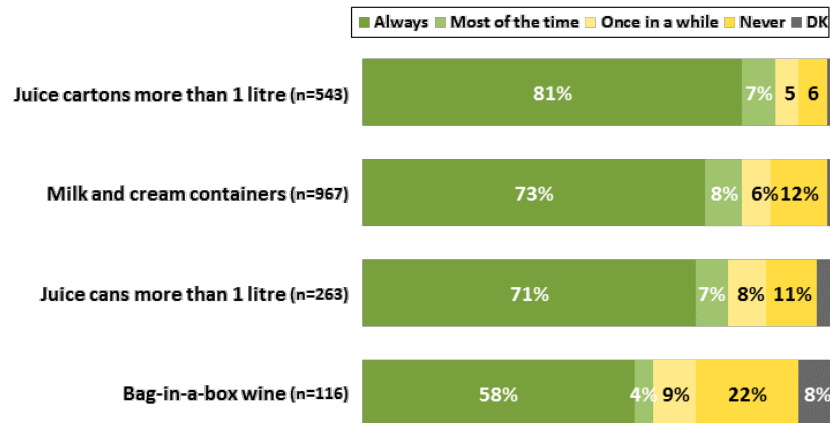
Frequency of Returning Lower Return Rate Containers

Among four container types with lower return rates, reported redemption is highest for juice cartons and lowest for bag-in-a-box wine.

Among Albertans who have purchased each item in the past six months, 88% say they redeem *juice cartons more than 1 litre* in size 'always' or 'most of the time', while this drops slightly for *milk and cream containers* (81%) and *juice cans more than 1 litre* in size (78%), and is lowest for *bag-in-a-box wine* (62%).

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

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



Reported incidence of *always* recycling these container types is lower among Albertans aged 18 to 34 years as well as past five years newcomers to the province.

Lack of awareness that the containers are redeemable, and simply recycling them instead, are the main reasons for not returning these types of containers to a bottle depot more often.

Past six months purchasers who said they return each type of container to a depot 'once in a while' or 'never', were asked why they do not return them more often. For bag-in-a-box wine, the primary reason is lack of awareness that the item could be returned for a refund (60%). In the case of milk and cream containers, juice cartons and juice cans more than 1 litre in size, lack of awareness as well as "recycle them instead" are the most common explanations.

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

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

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

*Caution: Very small base size

Awareness of Refundable Deposit for Beverage Containers

Roughly half of Albertans can cite the refundable deposit for beverage containers while one-quarter 'don't know.'

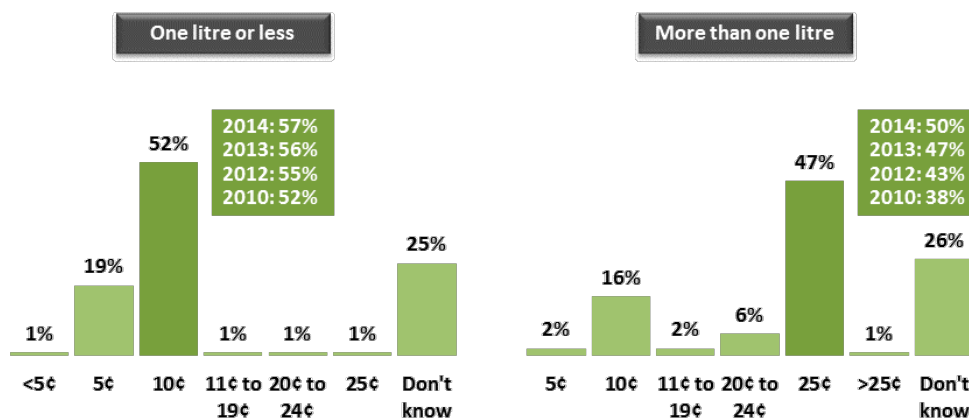
Just over half (52%) of Albertans correctly specify 10 cents as the refundable deposit on beverage containers that are *one litre or less*, while 19% say 5 cents and one-quarter (25%) 'don't know'. Awareness increases to 59% among those who have personally returned beverage containers to a bottle depot.

There is less clarity regarding the refundable deposit for containers *more than one litre* in size. Forty-seven percent correctly say 25 cents, while roughly one-quarter cite a refund of less than 25 cents and one-quarter (26%) 'don't know'. Awareness increases to 54% among those who have personally returned beverage containers.

Findings are consistent with 2014.

What is the refundable deposit?

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



Awareness of the refundable deposit is *higher* among residents of the Rural North and Rural South than their counterparts in Edmonton and Calgary, and *lower* among Albertans aged 18 to 34 years and past five years newcomers to the province.

Perceived Impact of Knowing the Refundable Deposit for Beverage Containers

Knowing the correct deposit value would have a positive impact on redemption for a sizeable percentage of Albertans currently unaware.

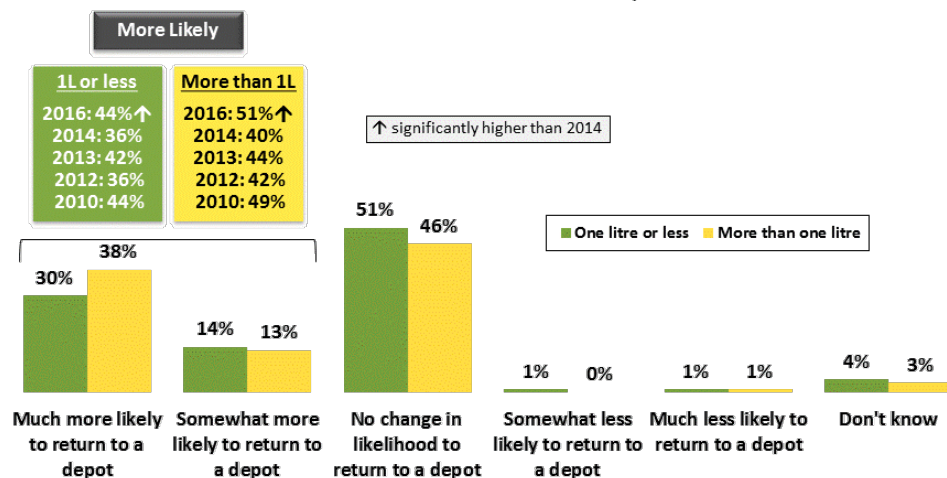
Among those unable to cite the refundable deposit value for containers one litre or less in size, 44% – up 8 percentage points from 36% in 2014 – say knowing the correct deposit value would make them more likely to return beverage containers for a refund, while 51% say it would make no difference.

When it comes to containers more than one litre in size, knowing the correct deposit would have an even bigger impact. Fifty-one percent – up 11 percentage points from 40% in 2014 – say knowing the correct deposit value would make them more likely to return beverage containers for a refund, while 46% say it would make no difference.

The current economic downturn may have contributed to the increased impact seen in 2016. Indeed, 'more likely' ratings for both container sizes are highest in Calgary (53% 1L or less and 57% >1L).

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

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



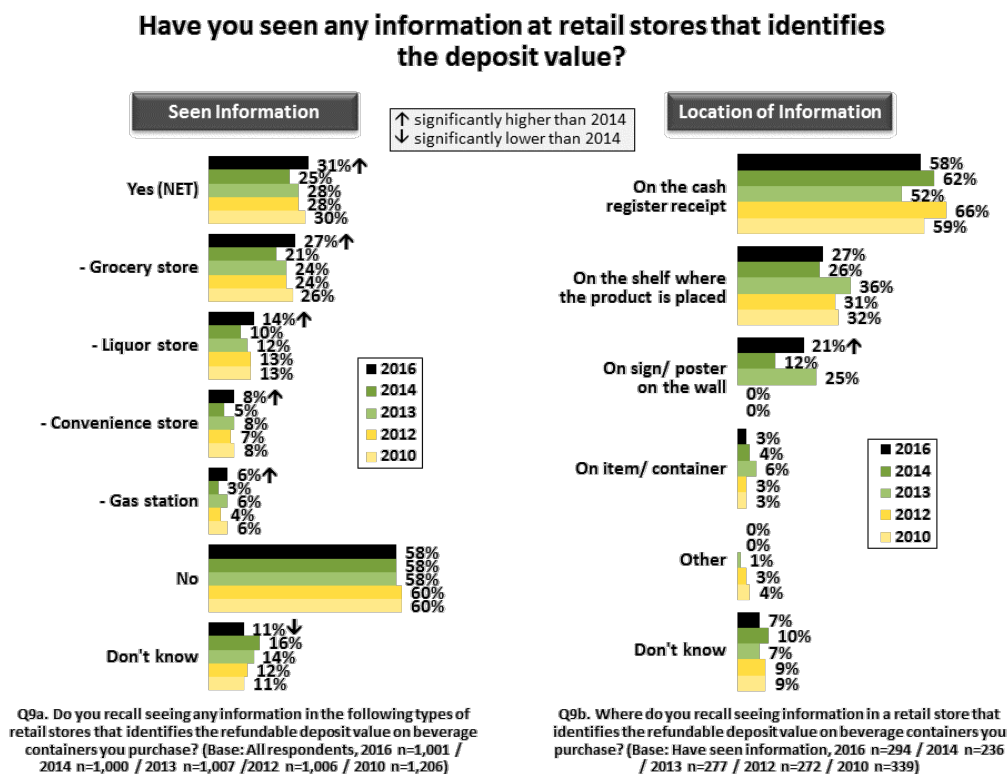
When the data are analyzed by age, it is notable that the reported impact of knowing the deposit value is *highest* among youth aged 18 to 24 years – 61% 'more likely' for containers 1 litre or less in size and 63% 'more likely' for containers more than one litre in size,

Recall of Information about Refundable Deposits

Three-in-ten Albertans – up from 2014 – say they have seen information at retail stores that identifies the refundable deposit on beverage containers.

In 2016, 31% of Albertans say they have seen information about the refundable deposit – this is a significant six percentage point increase from 25% in 2014. More than one-quarter (27%, up 6 points) recall seeing information at a grocery store, 14% (up 4 points) at a liquor store, 8% (up 3 points) at a convenience store, and 6% (up 3 points) at a gas station.

Cash register receipts (58%) are the most common channel, followed by the shelf where the product is placed (27%) and on a sign or poster on the wall (21%, up significantly from 12% in 2014).



BOTTLE DEPOTS

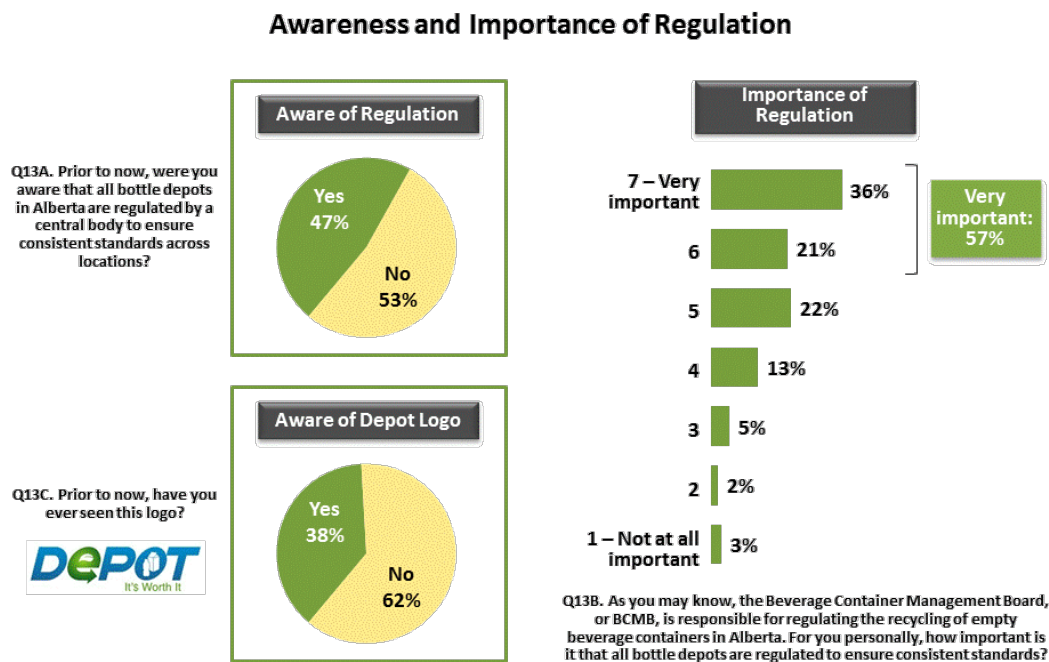
Awareness and Importance of Regulation

While less than half of Albertans are aware of the regulation of bottle depots, the majority say it is important.

Just under half (43%) of Albertans say they were aware that all bottle depots in Alberta are regulated by a central body. When asked how important regulation is to them personally, eight-in-ten (79%) say it is 'important' (a rating of 5, 6 or 7 on a 7-point scale) – further, a majority (57%) say it is 'very important' (a rating of 6 or 7).

Awareness of regulation increases to 52% among those who have personally returned beverage containers to a bottle depot, and is significantly *higher* among Albertans aged 55 years or older (55% vs. 44% less than 55). Importance of regulation also increases significantly with age – from 46% 'very important' among 18 to 34 year olds versus 55% for those aged 35 to 54 years and 70% for those aged 55 years or older.

Just under four-in-ten (38%) Albertans say they have seen the Depot logo. Recall of the logo increases to 44% among those who have personally been to a depot, and is significantly *lower* among Albertans aged 55 years or older (25%) compared to those aged 18 to 34 years (47%) and 35 to 54 years (41%).

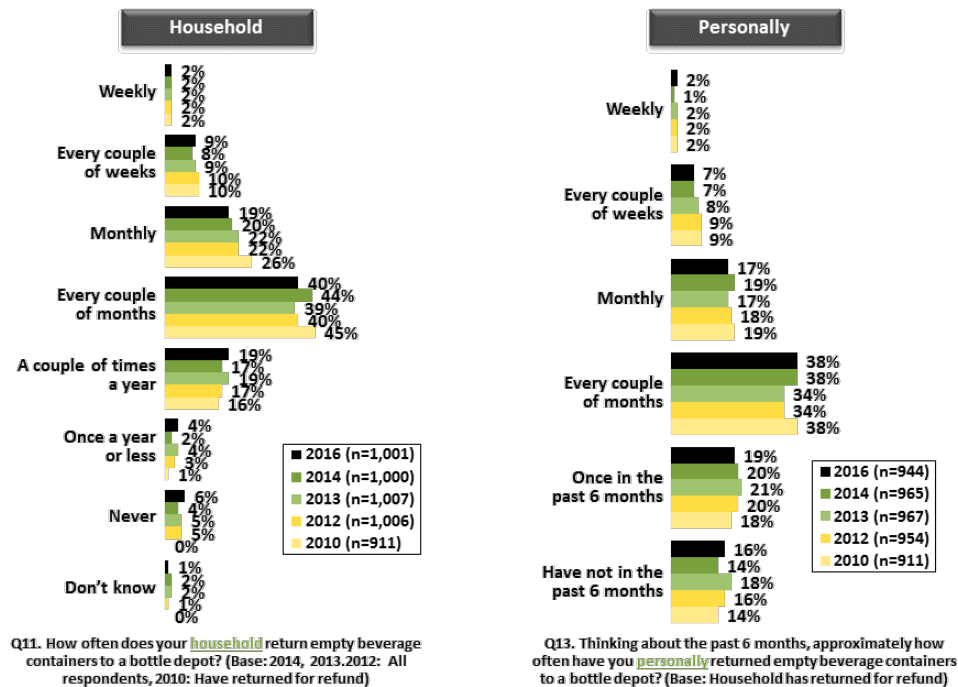


(Base: Household has returned to a depot, n=944)

Frequency of Visitation

Three-in-ten (30%) Albertans say their household returns containers to a bottle depot at least once a month, while 40% make a trip every couple of months and just 6% say they never do so. Further, 84% of Albertans whose households have returned items for a refund indicate they have personally visited a depot in the past six months. Frequency of visiting bottle depots is consistent with 2014.

How often do you return containers to a bottle depot?



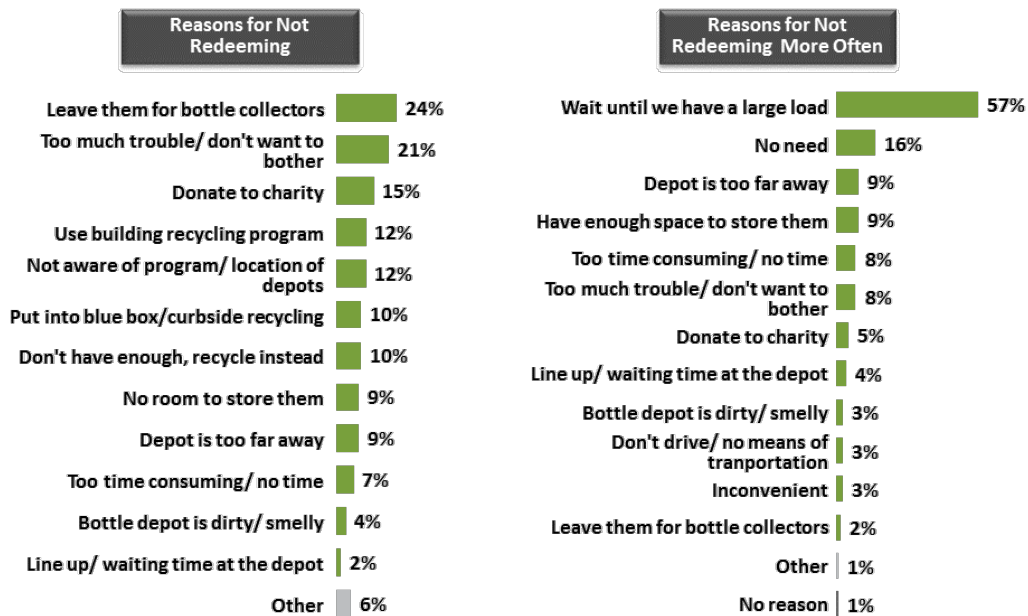
Reasons for Not Returning Beverage Containers to Depots or Not Returning More Often

Among the small percentage (6%) of Albertans who say their household has *never* returned beverage containers to a depot, many indicate they recycle the containers instead – 24% “*leave them for bottle collectors*”, 15% “*donate to charity*”, 12% “*use the building recycling program*”, 10% “*put into blue box,*” and 10% “*don’t have enough so recycle instead.*”

Other frequently given reasons are “*too much trouble*” (21%) and the “*not aware of program/ location of depots*” (12%).

The predominant reason for visiting a bottle depot a couple of times a year or less is simply “*wait until we have a large load*” (57%).

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=57)

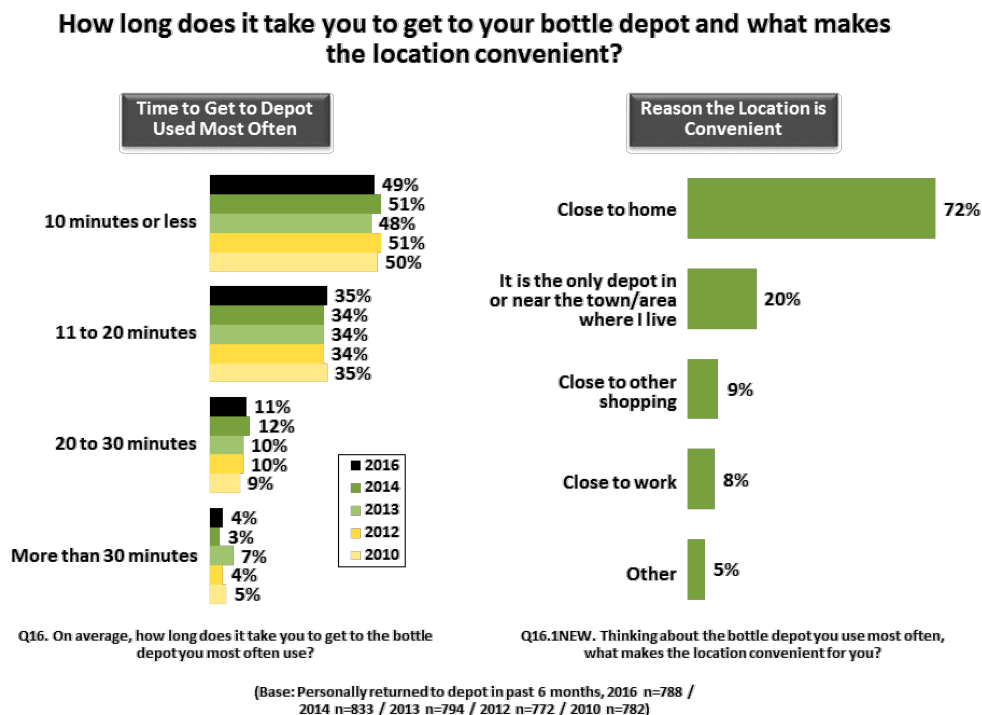
Q12b. Why doesn't your household return empty beverage containers to a bottle depot for a refund more often? (Base: Household has returned for refund less than every couple of months, n=233)

Travel Time to Most Often Used Depot and Reason Location is Convenient

Half (49%) of past six months visitors say it takes 10 minutes or less to get to the bottle depot they use most often, while 15% say it takes more than 20 minutes. As might be expected, Rural Albertans report longer travel times.

Considering the bottle depot they use most often, 72% say the location is convenient because it is *close to home*, while 20% say it is the *only depot* close to where they live. Being close to *shopping* (9%) or *work* (8%) are not key factors for most Albertans.

Mentions of being *close to home* are highest among residents of Calgary (85%) and Edmonton (78%), while being the *only depot* is cited by more residents of the Rural North (46%) and Rural South (43%). It is interesting that being close to *shopping* is mentioned by significantly more residents of the Rural South (20%) compared to all other regions.



Importance of Bottle Depot Attributes

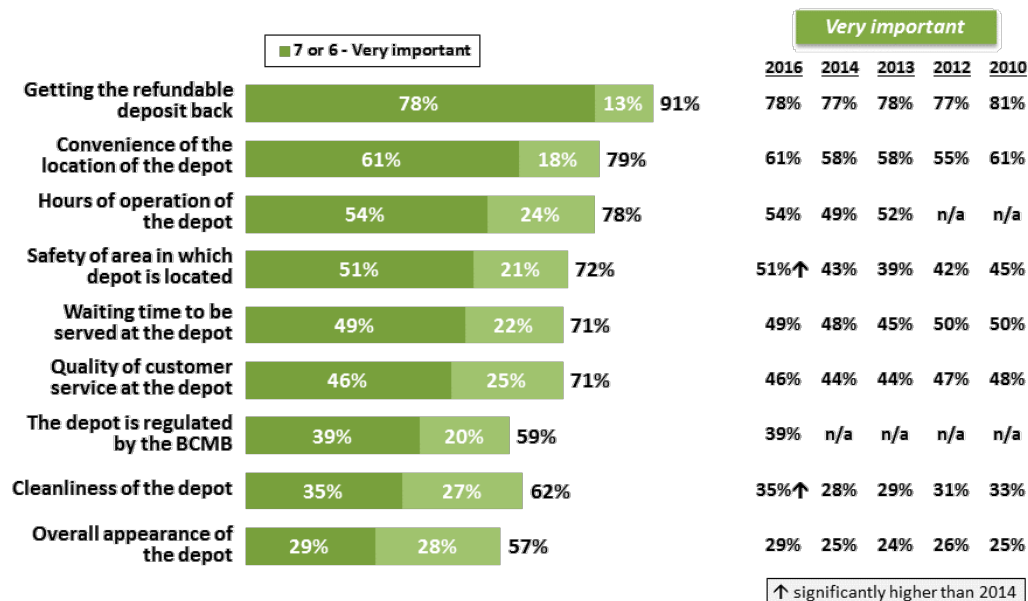
The importance of safety and cleanliness are on the rise.

For Albertans who have visited a depot in the past six months, the most important factor influencing their decision whether or not to return containers to a depot is *getting the refundable deposit back* (78% very important – i.e. a rating of 7 or 6 on a 7-point scale), while the second most important factor is *convenience of the location* (61% very important). In the next tier are *hours of operation* (54% very important), *safety* of the depot location (51%), *waiting time* (49% very important) and *customer service* (46% very important), while *regulation* (39%), *cleanliness* (35%) and *overall appearance* (29%) of the depot are the least important factors.

In 2016, significant increases are seen for the importance of *safety* (51% – up 8 percentage points from 43% in 2014) and *cleanliness* (35% – up 7 percentage points from 28% in 2014).

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

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

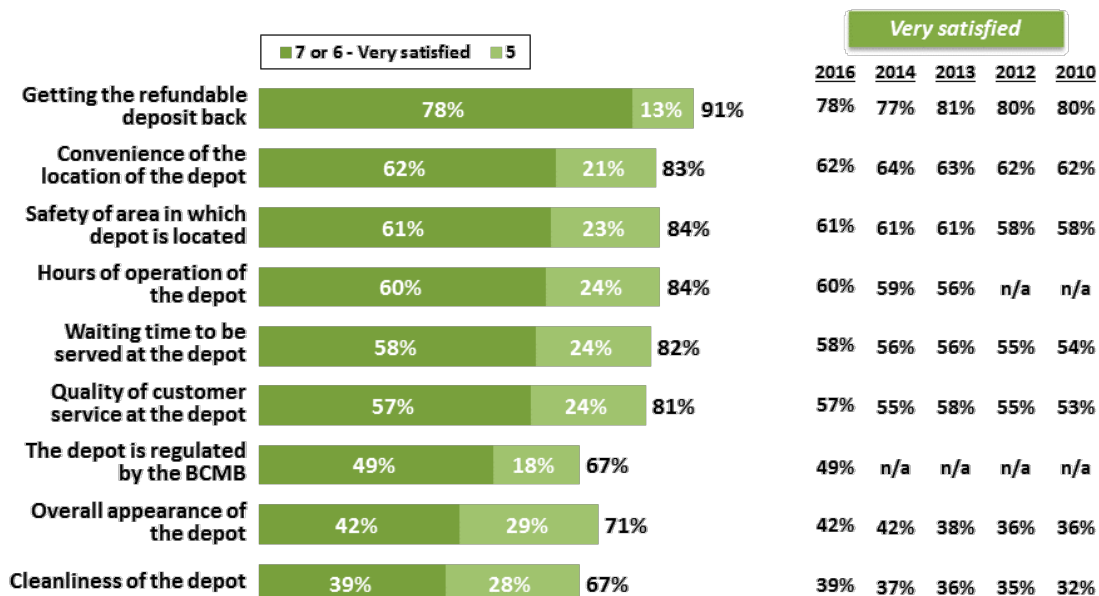


Satisfaction with Bottle Depot Attributes

Satisfaction with most aspects of bottle depots is very high. The majority of Albertans (78%) are very satisfied (i.e. a rating of 7 or 6 on a 7-point scale) with *getting the refundable deposit back*, *convenience of the location* (62%), *safety of the area in which the depot is located* (61%), *hours of operation* (60%), *waiting time* (58%) and *customer service* (57%). Comparatively lower is satisfaction with *regulation* (49%), the *overall appearance* (42%) and *cleanliness* (39%) of the depot. Findings are consistent with 2014.

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

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



Action Grid Analysis

In order to help the BCMB prioritize future efforts to improve various aspects of bottle depots, action grid analysis was undertaken to identify primary weaknesses and primary strengths. An action grid is a two-dimensional graph that takes into account both importance and performance (i.e. satisfaction).

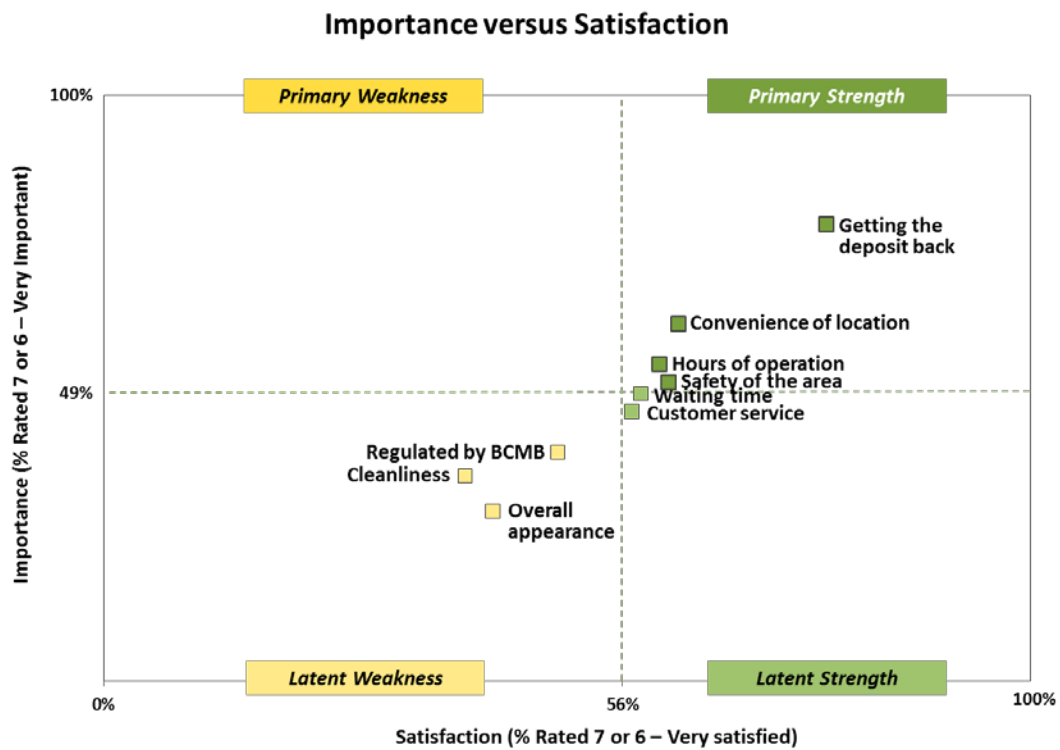
Attributes are located in one of four quadrants:

- Primary Strengths – Items in the top right quadrant are key strengths and performance should be maintained or improved.
- Primary Weaknesses – Items in the top left quadrant are ‘priority areas for improvement’ as they are considered important, however, satisfaction is relatively lower and there is considerable room for improvement. Moving these items into the top right quadrant should have a positive impact on overall satisfaction with programs and services.
- Latent Weaknesses – Items in the bottom left quadrant are ‘longer-term action items’ and should be addressed when resources permit. There is room for positive movement in satisfaction ratings and increases in importance ratings could move them to the Primary Weakness quadrant.
- Latent Strengths – Items in the bottom right quadrant are ‘low maintenance’ as satisfaction is relatively high and importance is relatively low.

The line of delineation is calculated by taking the average of the ‘very important’ scores (i.e. rating of 6 or 7) for both importance and satisfaction. Therefore, these lines will shift from year to year. It is important to keep in mind that both importance and satisfaction are *relative* rather than based on a pre-defined measure – thus, items in the upper half of the action grid are relatively more important and those in the lower half are relatively less important. “Getting the refundable deposit back” has not been included in this analysis as it is not a key attribute of the depots.

Primary Strengths of bottle depots are: *getting the deposit back, convenience of location, hours of operation and safety of the area*. Satisfaction with these attributes should be maintained.

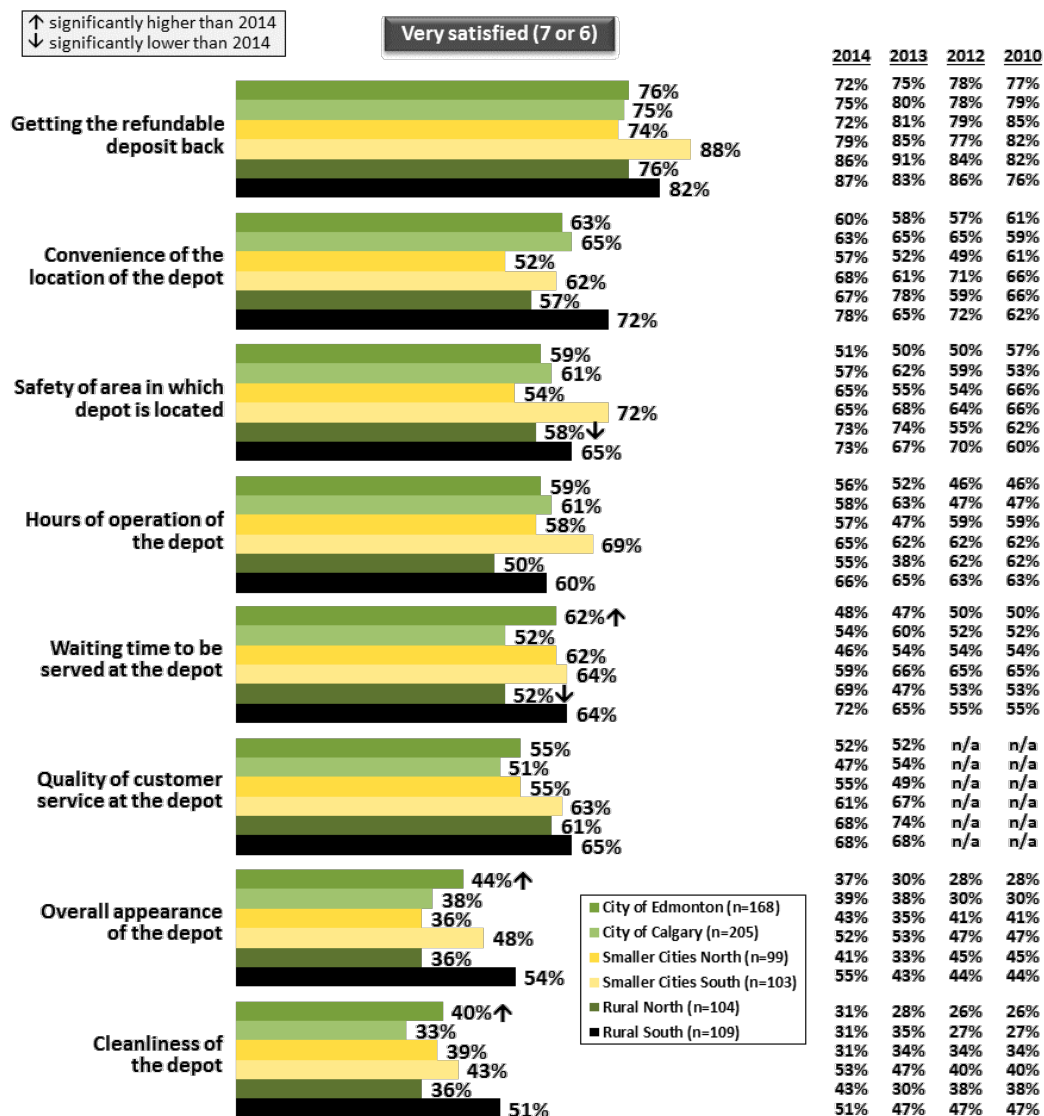
At this time, there are *no primary weaknesses* that need to be addressed. *Regulation, cleanliness* and the *overall appearance* of depots are *latent weaknesses* – while satisfaction is comparatively lower, so too is importance.



A number of significant changes are seen regionally. Satisfaction with three aspects of bottle depots has *increased* significantly among residents of Edmonton: waiting time – 62%, up from 48% in 2014; appearance – 44%, up from 37%; and, cleanliness – 40%, up from 31%. Whereas, satisfaction has *decreased* among residents of the Rural North for safety – 58%, down from 73% in 2014; and, waiting time – 52%, down from 69%.

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

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



When the data are analyzed further, a number of significant regional differences emerge. In general, satisfaction tends to be *higher* in the Rural South and Smaller Cities South and *lower* among residents of the Rural North and Smaller Cities North.

Considering 'very satisfied' ratings (6 or 7 on a 7-point scale):

- Satisfaction with *getting the refundable deposit back* is significantly *higher* among residents of the Smaller Cities South (88%) compared to residents of Calgary (75%), Edmonton (76%), Smaller Cities North (74%), and the Rural North (76%).
- Satisfaction with the *convenience of the location* is significantly *higher* among residents of the Smaller Cities South (72%) compared to their counterparts in Smaller Cities North (52%) and the Rural North (57%).
- Satisfaction with *the safety of the area in which the depot is located* is significantly *higher* among residents of Smaller Cities South (both 72%) compared to their counterparts in Smaller Cities North (54%).
- Satisfaction with the *hours of operation* is significantly *higher* among residents of Smaller Cities South (69%) compared to their counterparts in the Rural North (50%).
- Satisfaction with *customer service* is significantly *higher* among residents of the Rural South (65%) compared to their counterparts in Calgary (51%).
- Satisfaction with the *overall appearance of the depot* is significantly *higher* among residents of the Rural South (54%) compared to residents the Rural North (36%), Smaller Cities North (36%) and Calgary (38%).
- Satisfaction with the *cleanliness of the depot* is significantly *higher* among residents of the Rural South (51%) compared to residents the Rural North (36%) and Calgary (33%).

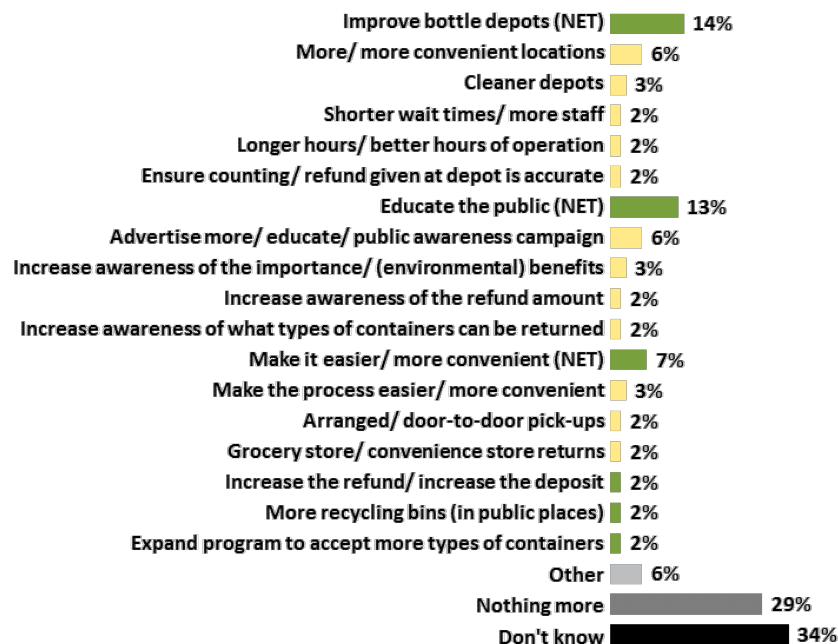
THE OVERALL RETURN RATE

Opportunities for Increasing the Overall Return Rate for Beverage Containers

When asked what the BCMB could do to increase the overall return rate of beverage containers – *other* than increasing the refund or deposit – the most frequent suggestions are improving various aspects of bottle depots (14%) and educating the public on a number of dimensions (13%). It is notable that more than six-in-ten respondents say ‘nothing more’ (29%) or ‘don’t know’ (34%).

What could BCMB do to increase recycling of beverage containers?

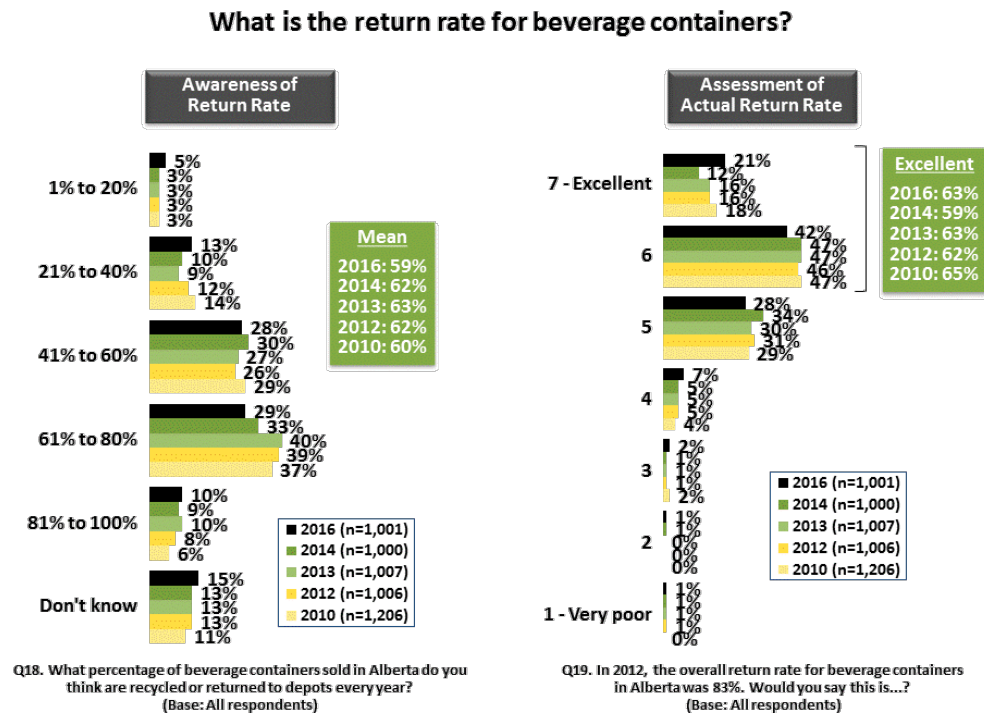
Q17. Other than increasing the refund or deposit, what could the Beverage Container Management Board do to increase the number of empty beverage containers that are recycled or returned to depots? (Base: All respondents, n=1,001)



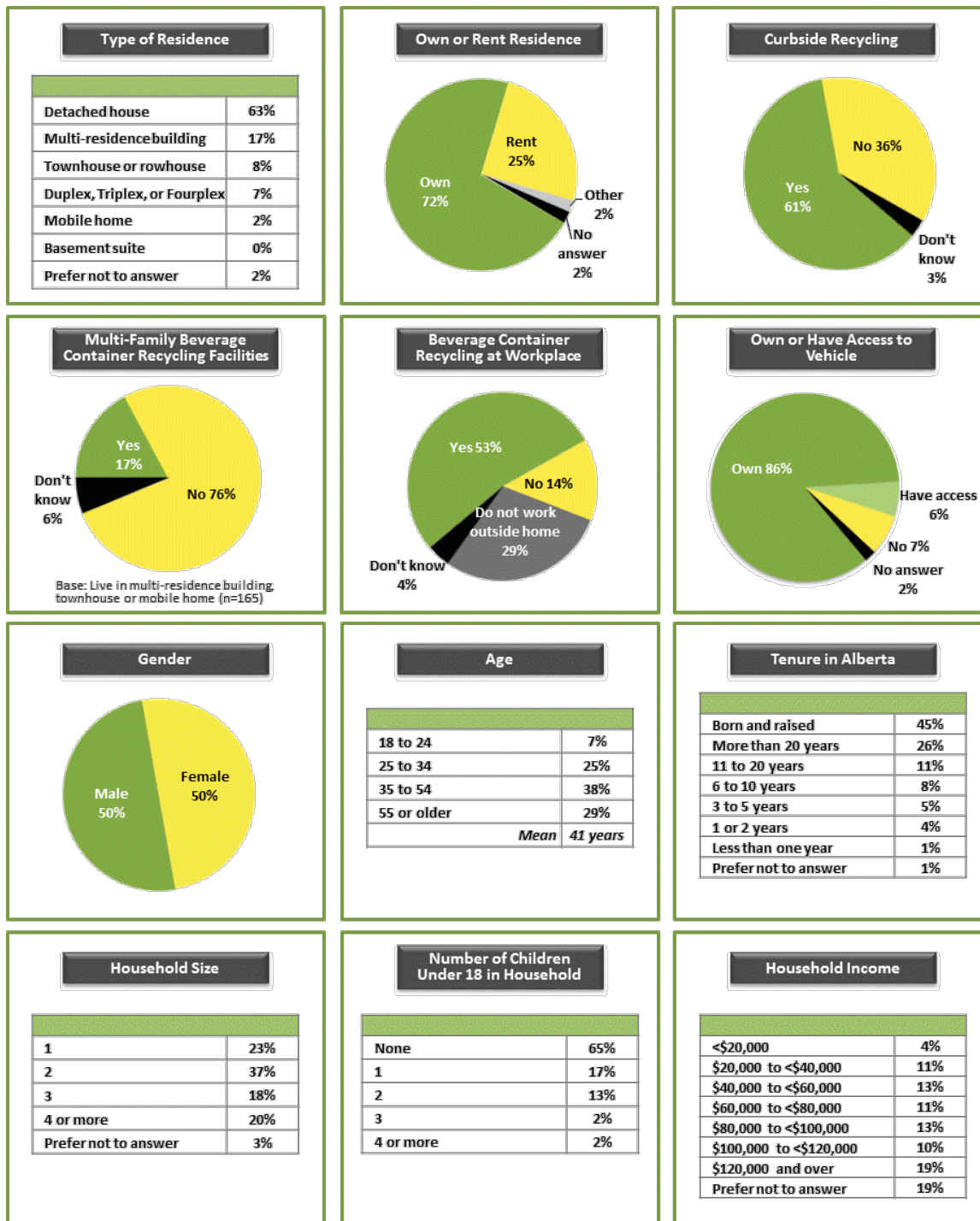
Awareness of the Overall Return Rate for Beverage Containers

As might be expected, Albertans are not knowledgeable about the overall rate of return for beverage containers. When asked, the majority (57%) guess it is in the 41% to 80% range, while just 10% say 81% or higher. Findings are consistent with 2014.

When told the actual return rate in 2014 was 83%, 63% deem it as being excellent (rating of 6 or 7).



RESPONDENT CHARACTERISTICS



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

APPENDIX A: SURVEY QUESTIONNAIRE

Beverage Container Management Board 2016 Survey of Albertans Final Questionnaire

General Attitudes

1. To begin, how would you rate your own personal performance when it comes to protecting the environment?

Please select one response only

I do a very good job
I do a somewhat good job
I do a somewhat poor job
I do a very poor job

2. 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?

Please select one response for each item

[ACROSS TOP OF GRID]

1 – No benefit to the environment
2
3
4
5
6
7 – A significant benefit to the environment

[DOWN SIDE OF GRID] [RANDOMIZE ORDER]

Recycling empty beverage containers
Recycling newspapers, cardboard and other paper
Recycling scrap electronics
Making a conscious effort to reduce water consumption
Reducing car use by using public transit, walking, biking or carpooling
Ensuring hazardous materials are not thrown down the drain or sewer (e.g. paint, pesticides, oil and chemicals)
Composting food and garden waste
Reducing electrical usage at home – for example, by turning off lights or unplugging electronics

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

[ACROSS TOP OF GRID – FIRST ROW]

A) Did you know of this benefit prior to now?

[DROP DOWN BOX]

Yes

No

[ACROSS TOP OF GRID – FIRST ROW]

B) For you personally, how important is this reason for recycling beverage containers?

[DROP DOWN BOX]

1 – Not at all important

2

3

4

5

6

7 – Very important

[DOWN SIDE OF GRID] [RANDOMIZE ORDER]

Reduces litter

Reduces the amount of waste going to landfills

Reduces greenhouse gas emissions from the manufacturing of beverage containers from raw materials

Reduces energy consumption from the manufacturing of beverage containers from raw materials

Reduces fresh water usage in the production of raw materials

Reduces wildlife habitat loss through landfill usage

Beverage Container Recycling Awareness and Behaviours

3. To the best of your knowledge, please indicate if each of the following types of empty beverage containers can be **returned to a bottle depot for a refund**.

Please select one response for each item

[ACROSS TOP OF GRID]

Yes

No

Not sure

[DOWN SIDE OF GRID] [INSERT PICTURE TO LEFT OF EACH ITEM]

Plastic soft drink bottles

Plastic juice bottles/jugs

Soft drink cans

Juice cans

Glass soft drink bottles

Glass juice bottles

Glass water bottles

Juice cartons from the refrigerated section of the store

Juice tetra paks (cardboard containers that do not require refrigeration until after they are opened)

Soup cartons

Plastic water bottles

Foil juice pouches

Milk jugs

Milk cartons from the refrigerated section of the store

Milk tetra paks (cardboard containers that do not require refrigeration until after they are opened)

“Milk to go” containers

Cartons of liquid cream

Single serve yogurt drinks in plastic bottles

Liquid meal replacements in plastic bottles or metal cans

Beer bottles

Beer cans

Wine and liquor bottles (glass or plastic)

Bag-in-a-Box wine

4. Thinking about the **past 6 months**, please indicate if your household has purchased the following types of beverages/beverage containers.

Please select one response for each item

[ACROSS TOP OF GRID]

Yes

No

Don't know

[DOWN SIDE OF GRID] [INSERT PICTURE TO LEFT OF EACH ITEM]

Plastic bottles or jugs – juice, soft drink or water

Glass bottles – juice, soft drink or water

Aluminum or metal cans – juice, soft drink or water

Juice cans more than 1 litre in size

Juice cartons – refrigerated or tetra paks

Juice cartons more than 1 litre in size

Soup cartons

Foil juice pouches

Milk jugs

Milk cartons – refrigerated

Milk tetra paks

“Milk to go” containers

Liquid cream cartons

Single serve yogurt drinks in plastic bottles

Liquid meal replacements – bottles or cans

Beer – bottles or cans

Wine or liquor bottles – glass or plastic

Bag-in-a-Box wine

5. Thinking about the **past 6 months**, please indicate: A) if your household has recycled or returned for a refund each of the following types empty beverage containers, and, B) What your household does with each type of empty beverage container **most often**.

Recycled includes recycling via a **blue box/blue cart/curb side recycling, recycling bins in public areas, donating to a charity** and/or leaving for **bottle collectors**.

[ACROSS TOP OF GRID – FIRST ROW]

A) Has your household recycled or returned these for a refund in the past 6 months?

Please select one response only

[ACROSS TOP OF GRID – SECOND ROW – 5A]

Yes – Recycled **only**

Yes – Returned to a bottle depot for a refund **only**

Yes – Have recycled **and** have returned for a refund

No – Have **not** recycled or returned for a refund

Don't know

[ACROSS TOP OF GRID – FIRST ROW]

B) What does your household do with this type of empty beverage container **most often**?

Please select one response only

[ACROSS TOP OF GRID – SECOND ROW – 5B]

DROP-DOWN BOX:

Dispose of it in the garbage

Recycle via a blue box/blue cart or curb side recycling [PROGRAMMER NOTE: RESPONDENT CAN ONLY SELECT IF 'YES-RECYCLED ONLY' OR 'YES – HAVE RECYCLED AND HAVE RETURNED FOR A REFUND' SELECTED IN Q5A]

Recycle via recycling bins in public areas PROGRAMMER NOTE: RESPONDENT CAN ONLY SELECT IF 'YES-RECYCLED ONLY' OR 'YES – HAVE RECYCLED AND HAVE RETURNED FOR A REFUND' SELECTED IN Q5A]

Return to a bottle depot for a refund [PROGRAMMER NOTE: RESPONDENT CAN ONLY SELECT IF 'YES – RETURNED TO A BOTTLE DEPOT FOR A REFUND ONLY' OR YES – HAVE RECYCLED AND HAVE RETURNED FOR A REFUND' IN Q5A]

Donate to a charity [PROGRAMMER NOTE: RESPONDENT CAN ONLY SELECT IF 'YES-RECYCLED ONLY' OR 'YES – HAVE RECYCLED AND HAVE RETURNED FOR A REFUND' SELECTED IN Q5A]

Leave for bottle collectors [PROGRAMMER NOTE: RESPONDENT CAN ONLY SELECT IF 'YES-RECYCLED ONLY' OR 'YES – HAVE RECYCLED AND HAVE RETURNED FOR A REFUND' SELECTED IN Q5A]

Don't know

[DOWN SIDE OF GRID]

[INSERT ITEMS SELECTED 'YES' IN Q4]

[ASK Q6ANEW IF 'YES' TO ANY TYPE OF MILK OR CREAM CONTAINER OR JUICE CANS MORE THAN 1 LITRE IN SIZE OR JUICE CARTONS MORE THAN 1 LITRE IN SIZE OR BAG-IN-A-BOX WINE IN Q4, ELSE SKIP TO Q7]

6ANEW. How often does your household return each of the following to a bottle depot for a refund?

Please select one response for each item

[ACROSS TOP OF GRID]

Always
Most of the time
Once in a while
Never
Don't know

[DOWN SIDE OF GRID]

[INSERT IF SELECTED 'YES' IN Q4]

Milk and cream containers
Juice cans more than 1 litre in size
Juice cartons more than 1 litre in size
Bag-in-a-Box wine

[ASK 6BNEW IF ONCE IN A WHILE OR NEVER TO ANY ITEM IN 6ANEW, ELSE SKIP TO Q7]

6BNEW. Why doesn't your household return these items/return them more often to a bottle depot for a refund?

Please select all that apply for each item

[ACROSS TOP OF GRID]

[INSERT IF ONCE IN A WHILE OR NEVER AT 6ANEW]

Milk and cream containers
Juice cans more than 1 litre in size
Juice cartons more than 1 litre in size
Bag-in-a-Box wine

[DOWN SIDE OF GRID]

Didn't know you could return them to a bottle depot for a refund
Too much trouble/ don't want to bother
Depot is too far away
Too time consuming
Recycle them instead
Other (Please specify)
Don't know

Beverage Container Deposits

7. To the best of your knowledge, what is the refundable deposit for the following?

Please enter a numeric value in cents

A. Beverage containers that are **one litre or less** in size?

[NUMERIC RESPONSE. RANGE: 0 TO 200] ¢

Don't know

B. Beverage containers that are **more than one litre** in size?

[NUMERIC RESPONSE. RANGE: 0 TO 200] ¢

Don't know

[IF 10¢ IN Q7A, SKIP TO INSTRUCTION BEFORE Q8B, ELSE CONTINUE WITH Q8A]

8. A. In fact, the refundable deposit for all beverage containers that are **one litre or less** in size is **10¢**. 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?

Please select one response only

Much more likely to return to a depot
Somewhat more likely to return to a depot
No change in likelihood to return to a depot
Somewhat less likely to return to a depot
Much less likely to return to a depot
Don't know

[IF 25¢ IN Q7B, SKIP TO Q9, ELSE CONTINUE WITH Q8B]

8B. In fact, the refundable deposit for all beverage containers that are **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?

Please select one response only

Much more likely to return to a depot
Somewhat more likely to return to a depot
No change in likelihood to return to a depot
Somewhat less likely to return to a depot
Much less likely to return to a depot
Don't know

9. A. Do you recall seeing any information in the following types of retail stores that identifies the refundable deposit value on beverage containers you purchase?

Please select all that apply

Yes, at the grocery store
Yes, at a liquor store
Yes, at a convenience store
Yes, at a gas station
No
Don't know

[ASK Q9B IF YES TO ANY IN Q9A, ELSE SKIP TO Q10]

- 9B. Where do you recall seeing information in a retail store that identifies the refundable deposit value on beverage containers you purchase?

Please select all that apply

On the shelf where the product is placed
On the cash register receipt
On a sign/poster on the wall
Other (please specify)
Don't know

Bottle Depots

[ASK ALL]

11. How often does your household return empty beverage containers to a bottle depot?

Please select one response only

Weekly
Every couple of weeks
Monthly
Every couple of months
A couple of times a year
Once a year or less
Never
Don't know

[ASK Q12A IF NEVER SELECTED IN Q11. ASK Q12B IF A COUPLE OF TIMES A YEAR OR ONCE A YEAR OR LESS SELECTED IN Q11. ALL OTHERS SKIP TO Q13A.]

12. A. Why doesn't your household currently return empty beverage containers to a bottle depot for a refund?

Please be detailed and specific in your response

[VERBATIM RESPONSE]

[SKIP TO Q17]

12B. Why doesn't your household return empty beverage containers to a bottle depot for a refund **more often**?

Please be detailed and specific in your response

[VERBATIM RESPONSE]

[CONTINUE WITH Q13A]

13A. Prior to now, were you aware that all bottle depots in Alberta are regulated by a central body to ensure consistent standards across locations?

Please select one response only

Yes
No

13B. As you may know, the Beverage Container Management Board, or BCMB, is responsible for regulating the recycling of empty beverage containers in Alberta. For you personally, how important is it that all bottle depots are regulated to ensure consistent standards?

Please select one response only

1 – Not at all important
2
3
4
5
6
7 – Very important

13C. Prior to now, have you ever seen this logo?

Please select one response only



Yes
No

13. Thinking about the past **6 months**, approximately how often have you **personally** returned empty beverage containers to a bottle depot?

Please select one response only

Weekly

Every couple of weeks

Monthly

Every couple of months

Once in the past 6 months

I have **not** returned empty beverage containers to a depot in the past 6 months

Don't know

[IF I HAVE NOT RETURNED EMPTY BEVERAGE CONTAINERS OR DON'T KNOW IN Q13, SKIP TO Q16A, ELSE CONTINUE WITH Q14]

14. Please indicate how important each of the following factors are to you when deciding whether or not to return empty beverage containers to a bottle depot.

Please select one response for each item

[ACROSS TOP OF GRID]

1 – Not at all important

2

3

4

5

6

7 – Very important

[DOWN SIDE OF GRID] [RANDOMIZE ORDER]

The convenience of the location of the depot

The safety of the area in which the depot is located

The waiting time to be served at the depot

The quality of customer service at the depot

The overall appearance of the depot

The cleanliness of the depot

The hours of operation of the depot

Getting the refundable deposit back

The depot is regulated by the Beverage Container Management Board (BCMB)

15. Thinking about your **most recent** experience returning empty beverage containers to a bottle depot, please indicate your satisfaction with each of the following.

Please select one response for each item

[ACROSS TOP OF GRID]

1 – Not at all satisfied

2

3

4

5

6

7 – Very satisfied

[DOWN SIDE OF GRID] [RANDOMIZE ORDER]

The convenience of the location of the depot

The safety of the area in which the depot is located

The waiting time to be served at the depot

The quality of customer service at the depot

The overall appearance of the depot

The cleanliness of the depot

The hours of operation of the depot

Getting the refundable deposit back

The depot is regulated by the Beverage Container Management Board (BCMB)

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

Please select one response only

10 minutes or less

11 to 20 minutes

21 to 30 minutes

More than 30 minutes

Don't know

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

Please select all that apply

Close to home

Close to work

Close to other shopping

It is the only depot in or near the town/area where I live

Other (Please specify)

Opportunities for Improvement

17. Other than increasing the refund or deposit, what could the Beverage Container Management Board do to increase the number of empty beverage containers that are recycled or returned to depots?

Please be detailed and specific in your response

[VERBATIM RESPONSE]

Nothing more

Don't know

18. What percentage of beverage containers sold in Alberta do you think are recycled or returned to depots every year?

Please enter a number from 0 to 100

[NUMERIC RESPONSE. RANGE: 0 TO 100] %

Don't know

19. In 2015, the overall return rate for beverage containers in Alberta was 83%. Would you say this is...?

Please select one response only

7 – Excellent

6

5

4

3

2

1 – Very poor

Demographic Profile

The final few questions are for statistical calculations. Please be assured all information will be kept completely confidential.

20. What type of residence do you currently live in?

Please select one response only

Detached house

Duplex, Triplex, or Fourplex

Townhouse or rowhouse

Multi-residence building (apartment or condominium)

Mobile home

Other (Please specify)

Prefer not to answer

21. Do you own or rent your residence?

Please select one response only

Own
Rent
Other (Please specify)
Prefer not to answer

22. Is your residence served by curbside recycling or a blue box/blue cart program?

Please select one response only

Yes
No
Don't know

[ASK Q23 IF NO OR DK TO Q22 AND LIVE IN A TOWNHOUSE OR ROW HOUSE, MULTI-RESIDENCE BUILDING OR MOBILE HOME IN Q20]

23. Does your residence have any facilities or programs for beverage container recycling?

Please select one response only

Yes
No
Don't know

24. If you work outside the home, does your workplace have beverage container recycling?

Please select one response only

Yes – my workplace has beverage container recycling
No – my workplace does not have beverage container recycling
I don't work outside the home
Don't know/prefer not to answer

25. Do you own or have access to a vehicle?

Please select one response only

Yes – Own a vehicle
Yes – Have access to a vehicle (but do not own)
No
Prefer not to answer

26. Including yourself, how many people live in your household?

Please select one response only

DROP-DOWN BOX [RANGE: 1 to 20]

Prefer not to answer [BELOW DROP-DOWN BOX]

[ASK Q27 IF TWO OR MORE IN Q26]

27. How many children in each of the following age groups live in your household?

Please select one response for each item

Under the age of 6 [DROP-DOWN BOX. RANGE: 0 TO 10]

Between the ages of 6 and 17 [DROP-DOWN BOX. RANGE: 0 TO 10]

Prefer not to answer [BELOW DROP-DOWN BOXES]

28. For how many years have you lived in Alberta?

Please select one response only

Born and raised

More than 20 years

11 to 20 years

6 to 10 years

3 to 5 years

1 or 2 years

Less than one year

Prefer not to answer

29. Which of the following categories best describes the total annual income for all members of your household, before taxes?

Please select one response only

Less than \$20,000

\$20,000 to less than \$40,000

\$40,000 to less than \$60,000

\$60,000 to less than \$80,000

\$80,000 to less than \$100,000

\$100,000 to less than \$120,000

\$120,000 and over

Prefer not to answer

Thank you very much for participating in this survey!