

2026 SURVEY OF ALBERTANS

Final Report

March 24, 2026



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01 INTRODUCTION



Background and Objectives

Background

This report presents the findings of the Beverage Container Management Board's 2026 Survey of Albertans.

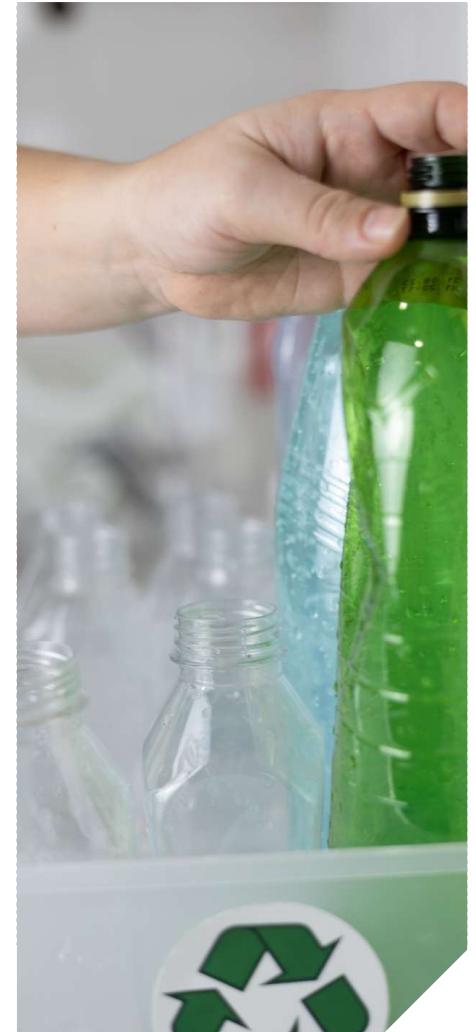
Since 2007, BCMB has conducted this survey on a regular basis, typically every two years. In 2026, the questionnaire underwent significant revisions to better align with BCMB's current objectives. Due to these changes, this year's results cannot be compared to those from previous surveys. Instead, the 2026 results will serve as a new benchmark for future evaluations.

Objectives

The primary objective of the research is to better understand Albertans' attitudes, awareness, and actions regarding beverage container recycling. Key survey topics include:

- Recycling behaviour and depot usage
- Depot experience and service expectations
- Barriers and missed opportunities
- Knowledge and awareness
- Deposits and incentives
- Environmental motivation
- Charitable giving
- System improvement and future enhancements

The insights derived from this research will inform the development of effective policies and programs for beverage container recycling in Alberta.



Methodology

Ipsos conducted an online panel survey with a representative sample of 1,023 adult Albertans aged 18 years and older.

The survey was conducted between February 13 and 23, 2026.

Quotas were in place to ensure the final sample is broadly representative by gender and age. Additionally, the sample was stratified by region to capture a balanced representation from both urban and rural areas across the province. The table to the right details the number of surveys conducted in each region, along with the corresponding credibility interval¹.

The final data were weighted to ensure the overall sample's regional and age/gender composition reflects that of the actual Alberta population according to 2021 Statistics Canada Census data.

Region	Number of Interviews	Credibility Interval (19 times out of 20)
City of Edmonton	216	±8.2%
City of Calgary	301	±6.9%
Smaller Cities North ¹	125	±10.7%
Smaller Cities South ²	132	±10.4%
Rural North	117	±11.1%
Rural South	132	±10.4%
TOTAL	1,023	±3.8%

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.

Notes to Reader

Some totals in the report may not add to 100% due to rounding, or because the question is a multi-select question. Similarly, some summary statistics (e.g., total familiar) may not match their component parts due to rounding.

Analysis of some of the statistically significant demographic differences is included where applicable. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion.

¹ Ipsos uses a credibility interval to measure the precision of online polls.



02 EXECUTIVE SUMMARY



Executive Summary (1/4)



RECYCLING BEHAVIOUR & DEPOT USAGE

- An overwhelming 97% of Albertans believe that recycling benefits the environment to some extent (40% say recycling makes 'a large positive difference', 36% 'a moderate positive difference', 20% 'a small positive difference').
- Similarly, an equal proportion (97%) also acknowledge the positive environmental impact of recycling beverage containers in Alberta (48% 'a large positive difference', 33% 'a moderate positive difference', 16% 'a small positive difference').
- Overall familiarity (combined 'very/somewhat familiar' responses) with Alberta's beverage container return system is high (88%), although more describe their familiarity as 'somewhat' (49%) rather than 'very' (39%).
- Albertans are most likely to dispose of their empty beverage containers by returning them to a bottle depot for a refund (80%). This significantly surpasses any other disposal method, with curbside or blue box recycling ranking second at 7%.
- Nearly half (48%) of Albertans report returning empty beverage containers to a bottle depot at least monthly. Only a small percentage (3%) say they never return empty containers to a bottle depot.
- Those who return their empty beverage containers to a bottle depot typically wait until they have accumulated a refund value of \$10 or more. Most commonly, average refund totals are between \$20 and \$49.99 (37%) or \$10 and \$19.99 (31%).



DEPOT EXPERIENCE & SERVICE EXPECTATIONS

- Recent experiences at bottle depots are largely positive, with 79% of those who return empty beverage containers saying they are satisfied with their most recent visit. Another 16% hold a neutral stance. Only 3% are not satisfied.
- When choosing a bottle depot for returning empty containers, Albertans prioritize the accuracy of refund most of all (87%), followed closely by location convenience (82%) and then customer service (73%), hours of operation (71%), and wait time (70%). Cleanliness ranks relatively lower but remains an important factor for more than six-in-ten (64%) Albertans.
- On average, Albertans consider a 9.7-minute wait time as reasonable for service at a bottle depot. However, more than one-third (34%) expect service within 5 minutes or less.
- Over four-in-ten (44%) Albertans say they would accept a drive of up to 10 minutes to reach a bottle depot. An additional 39% are open to a slightly longer drive of 11 to 20 minutes. There is little appetite for drives exceeding 20 minutes.
- When receiving a refund for their empty beverage containers, Albertans prioritize accuracy most of all, with 64% citing this as an important factor. In comparison, all other considerations rate lower, with convenience of return location (46%) and speed (29%) rounding out the top three.

Executive Summary (2/4)



BARRIERS & MISSED OPPORTUNITIES

- Half (50%) of Albertans report no barriers to returning containers to a bottle depot (includes 47% saying “none/no barriers” and 3% saying “don’t know”). Among identified challenges, “there are long lines” is the most frequently cited (21%), followed by “the process is too time-consuming” (12%), “it’s not worth it; too little refund” (11%), and “the closest bottle depot is too far away” (11%).
- Slightly over half (51%) of Albertans say they have attempted to return a container to a depot that was not accepted.
 - Among these respondents, the primary reason given is that “the container was not eligible in Alberta” (48%).



KNOWLEDGE & AWARENESS

- Awareness of refundable beverage containers varies. While the majority of Albertans correctly identify which container types are refundable at bottle depots, they demonstrate a stronger understanding of certain types over others. Additionally, some container types remain less recognized, with only a minority of Albertans aware of their refund eligibility.
 - The overall highest levels of awareness are seen for plastic soft drink bottles (91%), soft drink cans (91%), beer cans (91%), and plastic water bottles (90%).
 - Conversely, Albertans are least likely to be aware that the following types of containers can be returned for a refund: non-dairy creamers (e.g., International Delight) (33%), bag-in-a-box wine (36%), crystal beverage containers (37%), juice cans (39%), and foil juice pouches (49%).
- Additionally, while most Albertans are knowledgeable about the types of containers that are non-redeemable, some misperceptions persist. Specifically, 20% erroneously believe soup cartons can be redeemed, 10% think cooking oil bottles are redeemable, and 8% consider plastic windshield wiper fluid containers as eligible for redemption.
- Most (70%) Albertans say they are aware that bottle depots and Alberta’s beverage container recycling system are regulated to ensure consistent standards across Alberta.
- Furthermore, a significant majority (82%) think that having this type of province-wide regulation is important.

Executive Summary (3/4)



DEPOSITS & INCENTIVES

- Only a small majority of Albertans can accurately identify the deposit values for beverage containers in Alberta. Overall, 56% understand that the deposit value for containers 1 litre or less is 10 cents, while 54% are aware of the 25-cent deposit value for containers larger than 1 litre.
- The current deposit amounts motivate most (85%) Albertans to return their containers, with 39% saying 'very motivating' and 46% 'somewhat motivating'.
- Opinions on adjusting the current deposit values are mixed. Half (50%) of Albertans say the deposit values should 'remain the same', while 42% advocate for these to be 'increased'. Very few (2%) say the deposit values should be 'decreased', and 6% are uncertain ('don't know').
 - Among those advocating for an increase, the average suggested deposit value for containers 1 liter or less is 21.4 cents, while the average suggested deposit value for containers larger than 1 litre is 42.6 cents.
- Increasing deposit values to 25 cents for containers 1 litre or less and 50 cents for containers larger than 1 litre is likely to enhance recycling behaviours among 50% of Albertans (33% 'much more likely', 17% 'somewhat more likely').
- The prospect of increased purchase prices due to higher deposit values is unlikely to alter the purchasing behaviour of 51% of Albertans, who say 'no change/I would still make the same beverage purchases'. However, over four-in-ten (43%) foresee a potential shift in behaviour, with 31% saying 'I would reconsider some beverage purchases' and 12% saying 'I would reduce my beverage purchases'. An additional 6% are uncertain about the impact.



ENVIRONMENTAL MOTIVATION

- The primary motivation for Albertans to return empty beverage containers to a bottle depot is receiving a refund (84% important, including 64% 'very important'). This is closely followed by reducing litter and keeping materials out of landfill, both viewed as important reasons by 82% of Albertans. Environmental impact scores slightly lower at 76%.
- The majority (60%) of Albertans say they care about where empty/used containers end up after they are returned to a bottle depot.
 - Among these respondents, the main reasons for this concern are "the empty containers are recycled into new products" (55%), "environmental impacts" (54%), and "the empty containers stay out of landfills" (54%).
- Conversely, 31% of Albertans say they do not care about containers' end destinations, and an additional 10% are uncertain.
 - To elevate the importance of this issue among these respondents, top recommendations include showing "evidence the system actually works (data, outcomes)" (32%) and "clear information about what containers become after recycling" (30%).
 - Nevertheless, 19% reflect a solid stance of indifference, saying "nothing – it's not important to me", and 12% remain unsure ("don't know"), suggesting there may always be a segment who remain unfocused on this issue.

Executive Summary (4/4)



CHARITABLE GIVING

- Slightly more than four-in-ten (42%) Albertans say they have donated empty beverage containers or the refunds from them to a charity, community group, sports team, or fundraising initiative in the past 12 months.
- The primary motivation for donations is “supporting a cause I care about” (49%). Additionally, 26% say they are motivated to donate if “I was asked to make this type of donation”, 23% mention “convenience” and 19% say they would donate if “I didn’t need the refund”.
- The primary barrier preventing Albertans from donating empty containers or refunds is “I prefer to keep my refund” (41%). Other noted barriers include “I was not asked to make this type of donation” (23%), “I donate in other ways” (22%), “inconvenient” (11%), and “didn’t know it was an option” (10%).
- The majority (82%) of Albertans say they have not personally participated in collecting beverage containers or received donation returns on behalf of a charity, community group, sports team, or fundraising initiative in the past 12 months.
 - Among the 15% who have participated in this activity, more than half (54%) report raising \$100 or less, with 30% collecting ‘\$50 or less’ and 24% collecting ‘\$51 to \$100’.



SYSTEM IMPROVEMENT & FUTURE ENHANCEMENTS

- Opinions on simplifying the beverage container return process in Alberta are mixed. Just under four-in-ten (39%) think the process could be improved for ease, while one-third (33%) disagree with the need for simplification. The remaining 28% are uncertain whether it could be made easier.
 - Albertans who believe that the process for returning beverage containers could be simplified identify several improvements, with the most common suggestions being “more convenient locations” (46%) and “shorter wait times” (42%). Other suggested improvements include “higher deposit amounts” (35%) and the “ability to return without depot staff” (30%).
 - Among those who believe that the process for returning beverage containers is already optimal (e.g., cannot be made easier), the primary reasons cited include “the current system already works well for me” (58%), “I am satisfied with my local bottle depot(s)” (57%), and “returning containers is already convenient” (48%).



KEY TAKEAWAYS

1

Albertans broadly recognize the environmental benefits of general recycling and the recycling of beverage containers specifically within Alberta. A strong majority emphasizes the importance of having province-wide regulation for bottle depots and the beverage container recycling system to ensure consistent standards are set.

2

Most Albertans report familiarity with Alberta's beverage container return system, though they are more 'somewhat familiar' than 'very familiar'. Additionally, knowledge gaps, particularly around container eligibility and deposit values, present opportunities for targeted educational campaigns to enhance understanding and address misconceptions.

3

Bottle depots are Albertans' primary method of disposal for empty beverage containers, with nearly half visiting these facilities at least once a month.

4

Overall satisfaction with bottle depots is positive. Very few report dissatisfaction, indicating no immediate need for major changes. Choosing a bottle depot is primarily driven by refund accuracy and location convenience, with a preferred drive time of 10 minutes or less.

5

To encourage beverage container return behaviour among Albertans, prioritize efforts to minimize line-up lengths at bottle depots. Aim to keep wait times under 10 minutes, with a goal of ideally reducing them to 5 minutes or less.



KEY TAKEAWAYS

6

Current deposit values effectively motivate most Albertans to return containers, and opinions on adjustments are mixed. While higher values are likely to boost recycling, they could also lead some to reconsider or reduce their beverage purchases. Highlighting the ability to reclaim these deposits though returning may help sustain and encourage ongoing participation.

7

Albertans are primarily motivated by financial refunds when returning containers. While environmental reasons are also considerations, they serve as slightly lesser motivators. Messaging should highlight both but prioritizing financial benefits will best align with Albertans' primary motivation.

8

The majority of Albertans care about where empty containers end up after being returned to a bottle depot. To increase this engagement among others, the most effective strategies include showcasing the recycling system's effectiveness with clear data and outcomes, and providing transparent information about the lifecycle of containers post-recycling.

9

Although only a minority of Albertans have donated their empty containers or refunds in the past 12 months, survey findings indicate openness to the idea, especially if donations support a cause they care about. Direct requests for donations and increasing awareness about this option could foster new opportunities for participation.

10

Opinions on simplifying the beverage container return process in Alberta are mixed. The most frequently suggested improvements include establishing more convenient locations and reducing wait times, with higher deposit amounts and the ability to return without depot staff also commonly mentioned.

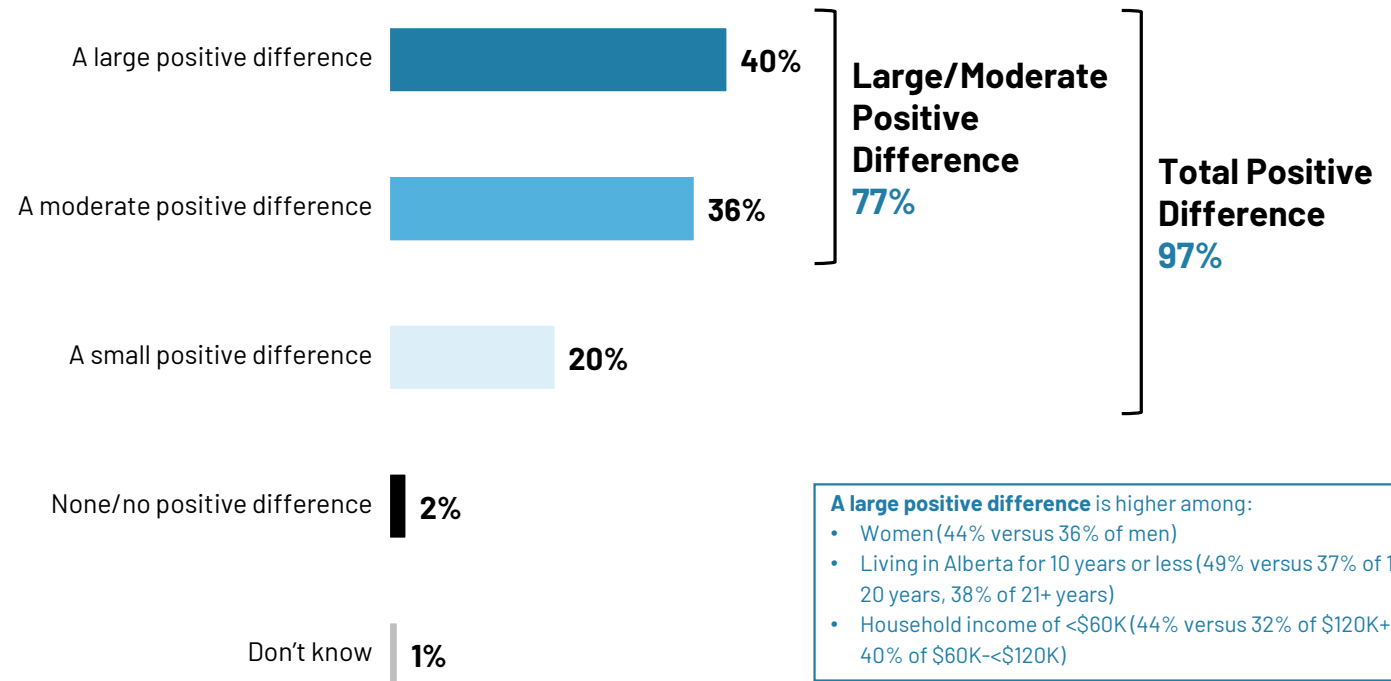
03 DETAILED FINDINGS



RECYCLING BEHAVIOUR & DEPOT USAGE

Environmental impact of recycling

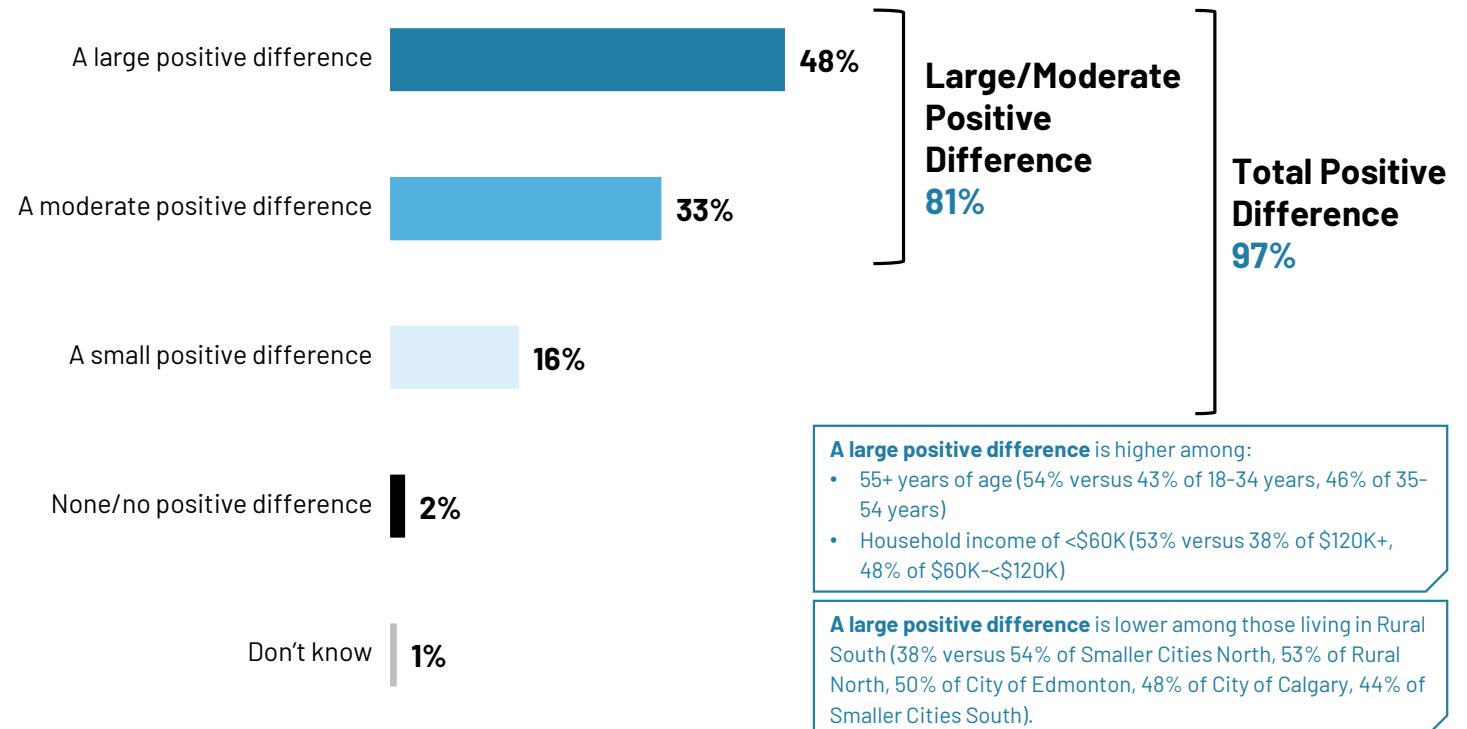
- An overwhelming 97% of Albertans believe that recycling benefits the environment to some extent.
- This includes more than three-quarters (77%) saying recycling makes a 'large' (40%) or 'moderate' (36%) positive difference for the environment.
- Another 20% say recycling makes 'a small positive difference'.



Base: All Albertans (n=1023)
 Q1. In general, how much of a positive difference do you personally think recycling makes for the environment? Select one response.

Environmental impact of recycling beverage containers in Alberta

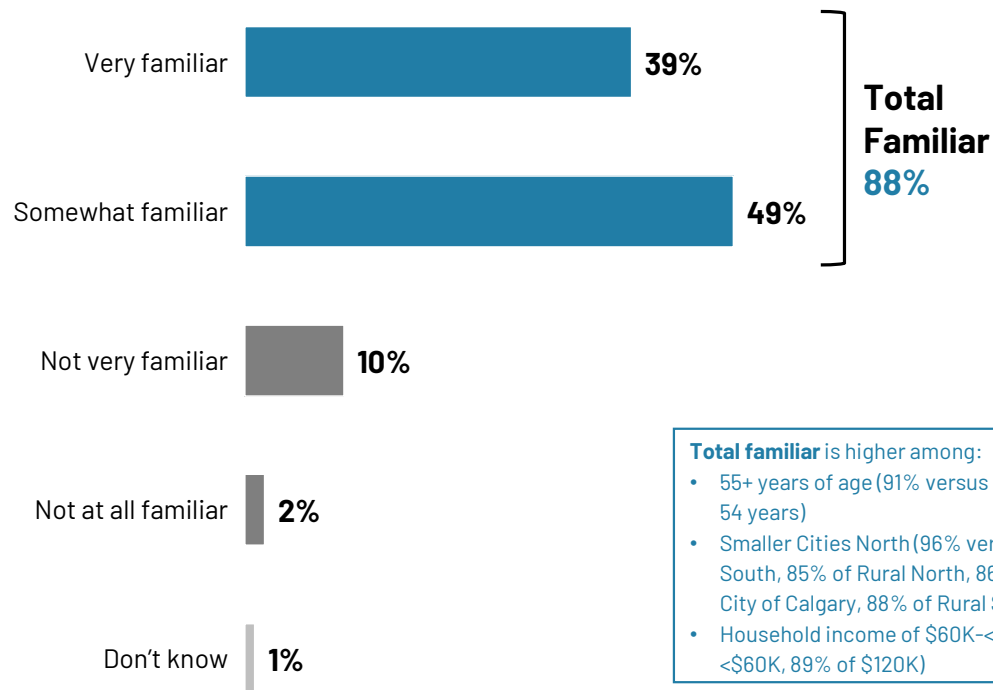
- Similarly, 97% of Albertans believe that recycling beverage containers in Alberta positively impacts the environment.
- This includes more than eight-in-ten (81%) saying recycling beverage containers in Alberta makes a 'large' (48%) or 'moderate' (33%) positive difference for the environment.
- Another 16% say recycling beverage containers in Alberta makes 'a small positive difference'.



Base: All Albertans (n=1023)
 Q2. Thinking specifically about recycling beverage containers in Alberta, how much of a positive difference do you personally think it makes for the environment?
 Select one response.

Familiarity with Alberta's beverage container return system

- Overall, 88% of Albertans say they are familiar with the province's beverage container return system.
- Most of those who are familiar describe their familiarity as 'somewhat' (49%) rather than 'very' (39%), suggesting potential opportunities to deepen public knowledge about the system.



Total familiar is higher among:

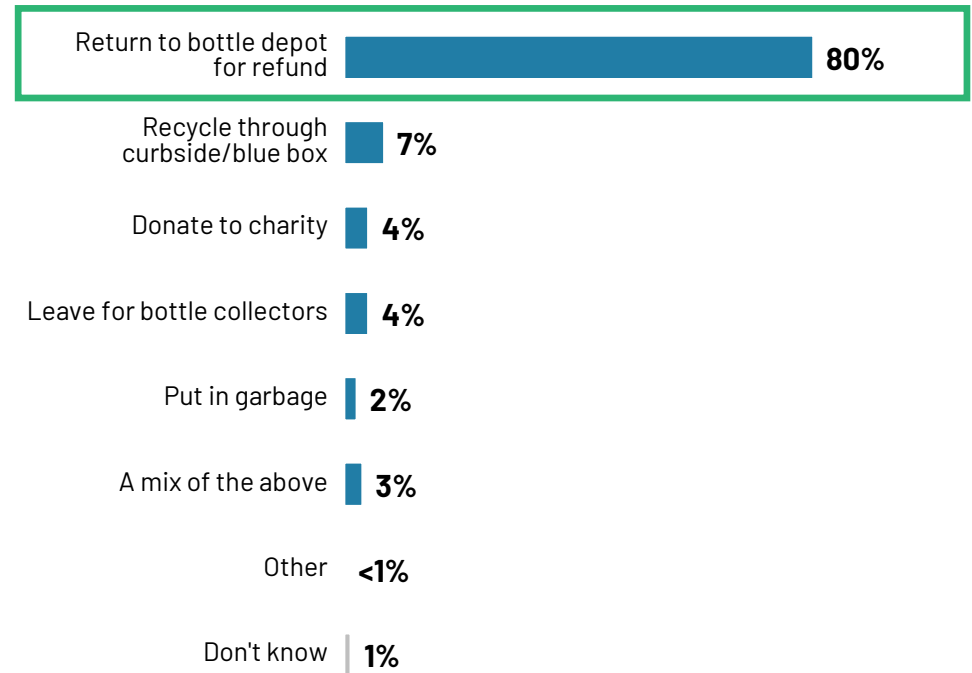
- 55+ years of age (91% versus 81% of 18-34 years, 89% of 35-54 years)
- Smaller Cities North (96% versus 85% of Smaller Cities South, 85% of Rural North, 86% of City of Edmonton, 87% of City of Calgary, 88% of Rural South)
- Household income of \$60K-<\$120K (91% versus 84% of <\$60K, 89% of \$120K)

Base: All Albertans (n=1023)
Q3. Overall, how familiar are you with Alberta's beverage container return system? Select one response.



- Returning empty beverage containers to bottle depots for refunds is the most common method of disposal among Albertans (80%).
- This significantly surpasses any other disposal method, with curbside or blue box recycling ranking second at 7%.

Most common household practices for disposing empty beverage containers (partial coded open-end)



Base: All Albertans (n=1023)
 04. Which one of the following best describes what your household does with empty beverage containers most often? Select one response.

Most common household practices for disposing empty beverage containers by demographic group (1/2) (partial coded open-end)

- Those who are 55+ years of age are more likely to say they return their empty containers to bottle depots. Conversely, those aged 18-34 years are less likely to do so.
- The reported return rate is also lower among those in the City of Edmonton. Rather, they show a higher tendency, compared to those living in other areas, to recycle through curbside or blue box programs.

	TOTAL (n=1023)	GENDER		AGE			REGION					
		Male (n=489)	Female (n=529)	18-34 (n=257)	35-54 (n=357)	55+ (n=409)	City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
Return to bottle depot for refund	80%	78%	82%	71%	81%	86%	75%	78%	85%	85%	85%	83%
Recycle through curbside/blue box	7%	6%	7%	12%	5%	4%	11%	7%	3%	3%	4%	6%
Donate to charity	4%	7%	2%	4%	4%	5%	6%	4%	5%	4%	3%	2%
Leave for bottle collectors	4%	4%	4%	7%	4%	1%	3%	5%	3%	3%	2%	3%
Put in garbage	2%	2%	1%	2%	2%	<1%	1%	2%	0%	1%	3%	3%
A mix of the above	3%	2%	4%	3%	3%	3%	3%	4%	3%	3%	4%	2%
Other	<1%	0%	<1%	<1%	0%	0%	0%	<1%	0%	0%	0%	0%
Don't know	1%	<1%	1%	1%	1%	<1%	1%	1%	1%	0%	0%	1%

Base: All Albertans
 Q4. Which one of the following best describes what your household does with empty beverage containers most often? Select one response.

/ ## - Statistically higher / lower vs. Total

Most common household practices for disposing empty beverage containers by demographic group (2/2) (partial coded open-end)

- Returning empty containers to bottle depots is more common among those who own or have access to a vehicle, as well as those who have lived in Alberta for 21+ years.
- Those residing in multi-residence buildings are less inclined to use bottle depots.

	TOTAL (n=1023)	HOUSING TYPE ¹				OWN OR HAVE ACCESS TO VEHICLE		HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=571)	Lower density (n=183)	Multi-residence (n=207)	Other (n=59)*	Yes (n=896)	No (n=125)	With children (n=293)	Without children (n=730)	10 or less (n=172)	11-20 (n=115)	21+ (n=732)	<\$60K (n=433)	\$60K- <\$120K (n=355)	\$120K+ (n=158)
Return to bottle depot for refund	80%	82%	77%	74%	100%	81%	72%	79%	80%	75%	75%	82%	80%	78%	83%
Recycle through curbside/blue box	7%	5%	11%	8%	0%	6%	9%	6%	7%	12%	10%	5%	7%	7%	7%
Donate to charity	4%	4%	3%	5%	0%	4%	3%	4%	4%	2%	7%	4%	3%	6%	3%
Leave for bottle collectors	4%	3%	5%	6%	0%	3%	6%	5%	3%	7%	1%	3%	5%	5%	2%
Put in garbage	2%	2%	1%	1%	0%	1%	4%	2%	1%	1%	1%	2%	1%	2%	2%
A mix of the above	3%	4%	2%	4%	0%	3%	2%	4%	3%	3%	6%	3%	3%	3%	3%
Other	<1%	0%	0%	1%	0%	0%	1%	0%	<1%	1%	0%	0%	<1%	0%	0%
Don't know	1%	<1%	1%	1%	0%	<1%	2%	<1%	1%	1%	0%	<1%	1%	1%	0%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.
Base: All Albertans

04. Which one of the following best describes what your household does with empty beverage containers most often? Select one response.

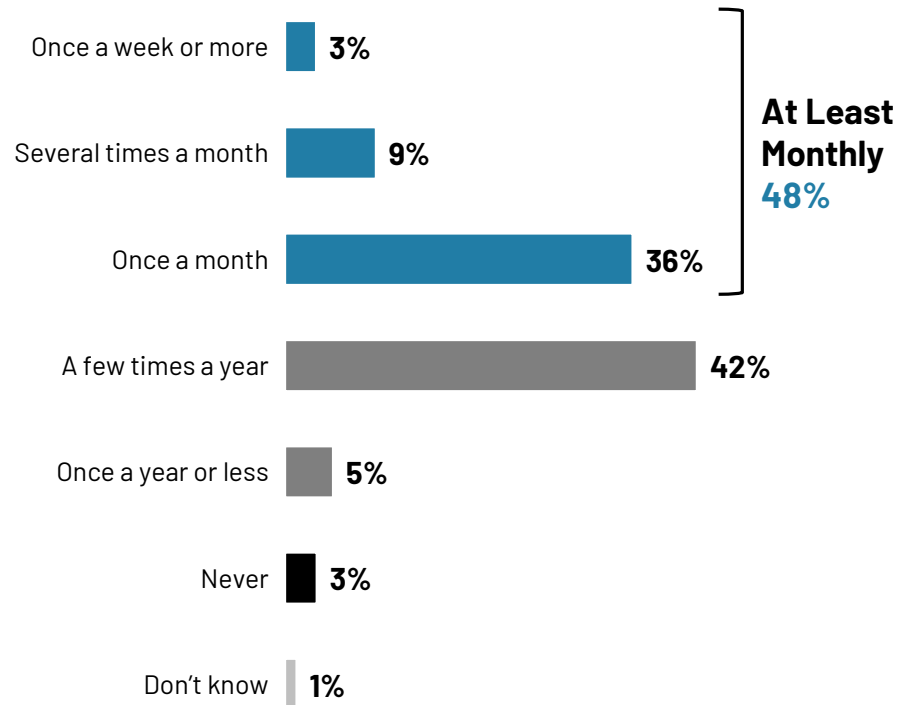
/ ## - Statistically higher / lower vs. Total





- Slightly under half (48%) of Albertans say their household typically returns empty beverage containers to a bottle depot at least once a month (3% 'once a week or more', 9% 'several times a month', and 36% 'once a month').
- Another 42% say they return their empty containers 'a few times a year', while 5% say 'once a year or less'.
- Very few (3%) say they 'never' return empty containers to a bottle depot.

Frequency of returning empty beverage containers to a bottle depot



At least monthly is higher among:

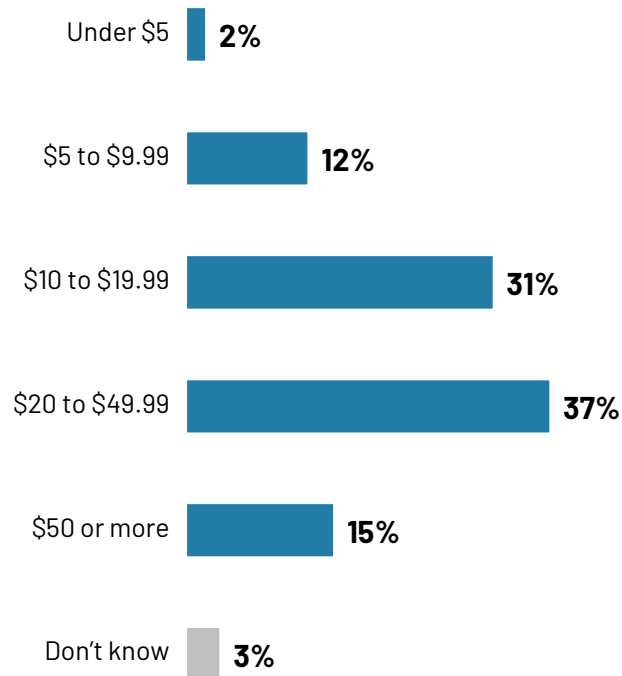
- 35-54 years of age (54% versus 43% of 55+ years, 47% of 18-34 years)
- Rural South and Smaller Cities South (60% and 58% versus 41% of City of Edmonton, 46% of Rural North, 47% of Smaller Cities North, 48% of City of Calgary)
- Live in duplex, triplex, fourplex, townhouse, or rowhouse (58% versus 44% of detached house, 50% of multi-residence, 52% of other)
- Households with children under the age of 18 (60% versus 43% of those without children at home)
- Living in Alberta for 10 years or less (58% versus 46% of 21+ years, 51% of 11-20 years)

Base: All Albertans (n=1023)
 Q5. How often does your household typically return empty beverage containers to a bottle depot? Select one response.

Average refund amount

(excludes those saying they never return empty beverage containers to a bottle depot)

- Those who return their empty beverage containers to bottle depots typically wait until they have accumulated a refund value of \$10 or more.
- Specifically, 31% say they receive an average refund amount ranging from '\$10 to \$19.99', while 37% say their average refund falls between '\$20 to \$49.99' and 15% say it is '\$50 or more'.



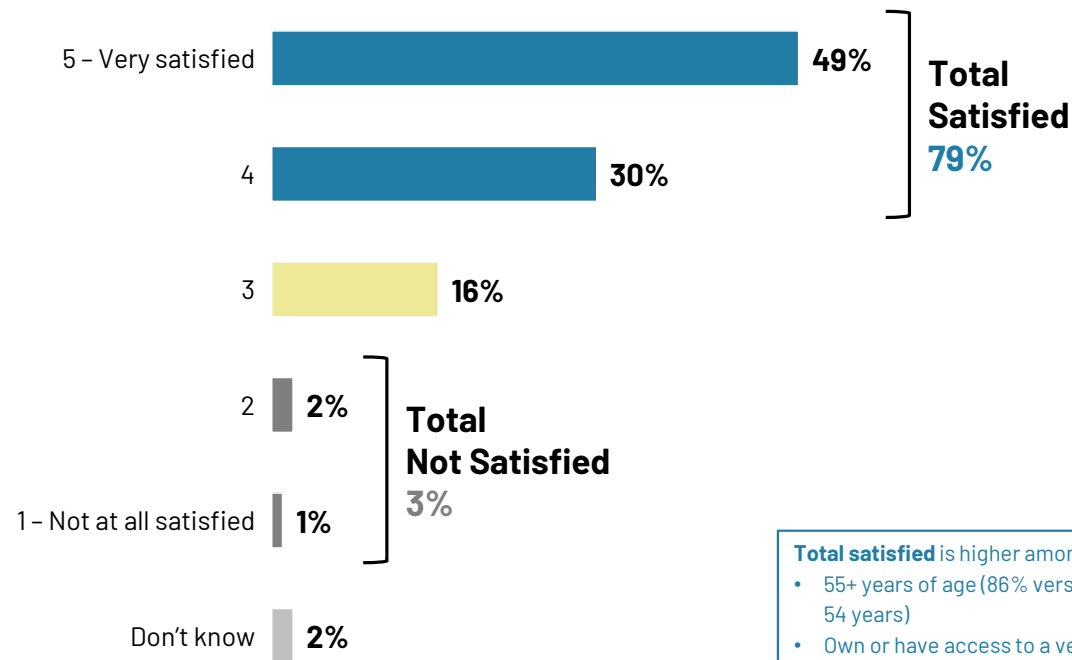
Base: Excludes those saying they never return empty beverage containers to a bottle depot (n=993)
Q6. On average, when you do return your empty beverage containers to a bottle depot for deposit, how much is your refund amount? Select one response.

DEPOT EXPERIENCE & SERVICE EXPECTATIONS

Overall satisfaction with most recent bottle depot experience

(excludes those saying they never return empty beverage containers to a bottle depot)

- Recent experiences at bottle depots are largely positive.
- In total, 79% of those who return empty beverage containers to bottle depots say they are satisfied with their most recent visit, including nearly half (49%) feeling 'very satisfied'.
- Another 16% hold a neutral stance, rating their experience as a 3 out of 5.
- Very few (3%) say they are not satisfied overall.



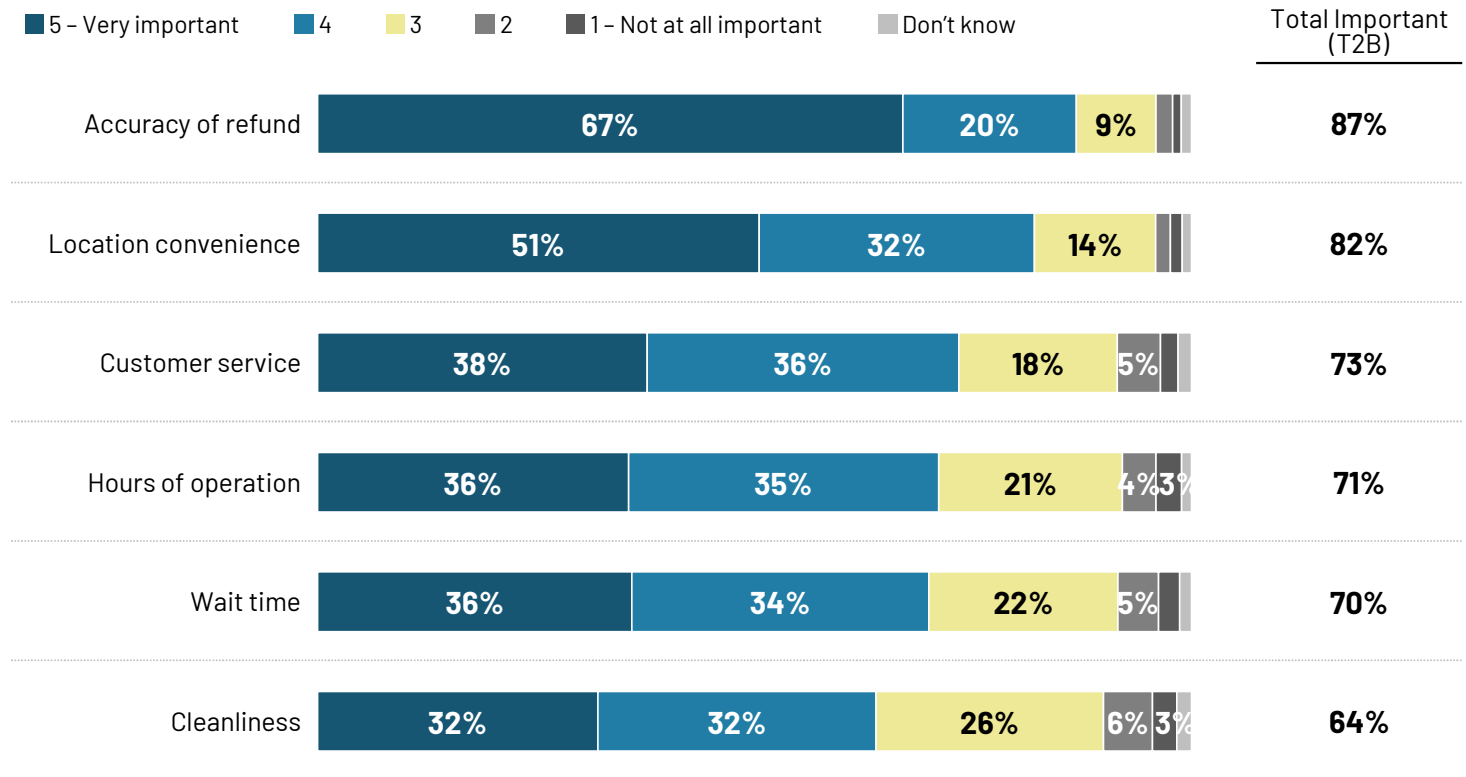
Total satisfied is higher among:

- 55+ years of age (86% versus 74% of 18-34 years, 78% of 35-54 years)
- Own or have access to a vehicle (81% versus 69% of those without)

Base: Excludes those saying they never return empty beverage containers to a bottle depot (n=993)
Q7. Thinking about your most recent bottle depot visit, how satisfied were you overall with the entire experience? Select one response.

Important factors when selecting a bottle depot

- Selecting a bottle depot to return empty containers primarily hinges on the **accuracy of refund**, with 87% of Albertans saying this is important overall. Among these, 67% consider it to be 'very important'.
- **Location convenience** is the next priority at 82%, followed by **customer service** (73%), **hours of operation** (71%), and **wait time** (70%).
- In comparison, relatively less emphasis is placed on **cleanliness** (64%), although this is still important to more than six-in-ten Albertans overall.



Data labels <3% not shown.
 Base: All Albertans (n=1023)
 Q8. How important are each of the following factors to you when selecting a bottle depot to return your empty containers? Select one response per item.

Important factors when selecting a bottle depot by demographic group (1/2)

- Demographic differences influence the factors that are prioritized when selecting a bottle depot. For example, refund accuracy is paramount among individuals aged 35+ years. However, among the younger demographic, aged 18-34 years, location convenience is equally important as refund accuracy.
- Regionally, those in the City of Edmonton are more likely to say the accuracy of the refund is important. Location convenience is less important to those in Rural North.

Total Important (T2B)	TOTAL (n=1023)	GENDER		AGE			REGION					
		Male (n=489)	Female (n=529)	18-34 (n=257)	35-54 (n=357)	55+ (n=409)	City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
Accuracy of refund	87%	86%	88%	82%	89%	89%	91%	84%	88%	86%	85%	88%
Location convenience	82%	80%	85%	82%	81%	83%	85%	83%	81%	79%	74%	85%
Customer service	73%	71%	76%	65%	73%	81%	71%	69%	78%	75%	78%	80%
Hours of operation	71%	69%	74%	69%	77%	67%	72%	69%	72%	70%	75%	72%
Wait time	70%	69%	71%	65%	75%	69%	74%	69%	70%	71%	66%	67%
Cleanliness	64%	58%	69%	61%	64%	66%	64%	63%	70%	69%	51%	67%

Base: All Albertans
 Q8. How important are each of the following factors to you when selecting a bottle depot to return your empty containers? Select one response per item.

/ ## - Statistically higher / lower vs. Total

Important factors when selecting a bottle depot by demographic group (2/2)

- Other demographic differences are highlighted below. Of note, the importance of location convenience is similar regardless of vehicle ownership/access. However, those who own or have access to a vehicle are more likely than those without to prioritize customer service and wait time.

Total Important (T2B)	TOTAL (n=1023)	HOUSING TYPE ¹				OWN OR HAVE ACCESS TO VEHICLE		HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=571)	Lower density (n=183)	Multi-residence (n=207)	Other (n=59)*	Yes (n=896)	No (n=125)	With children (n=293)	Without children (n=730)	10 or less (n=172)	11-20 (n=115)	21+ (n=732)	<\$60K (n=433)	\$60K-<\$120K (n=355)	\$120K+ (n=158)
		Accuracy of refund	87%	87%	85%	87%	94%	87%	83%	87%	87%	86%	89%	87%	88%
Location convenience	82%	83%	78%	85%	82%	83%	79%	81%	83%	86%	80%	81%	82%	81%	85%
Customer service	73%	74%	76%	69%	78%	75%	63%	73%	74%	84%	64%	73%	74%	74%	71%
Hours of operation	71%	72%	70%	70%	71%	71%	72%	74%	70%	70%	73%	71%	72%	69%	72%
Wait time	70%	72%	70%	67%	62%	71%	61%	74%	68%	73%	68%	69%	67%	70%	79%
Cleanliness	64%	65%	60%	65%	64%	65%	57%	66%	63%	71%	61%	62%	63%	63%	67%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.

Base: All Albertans

Q8. How important are each of the following factors to you when selecting a bottle depot to return your empty containers? Select one response per item.

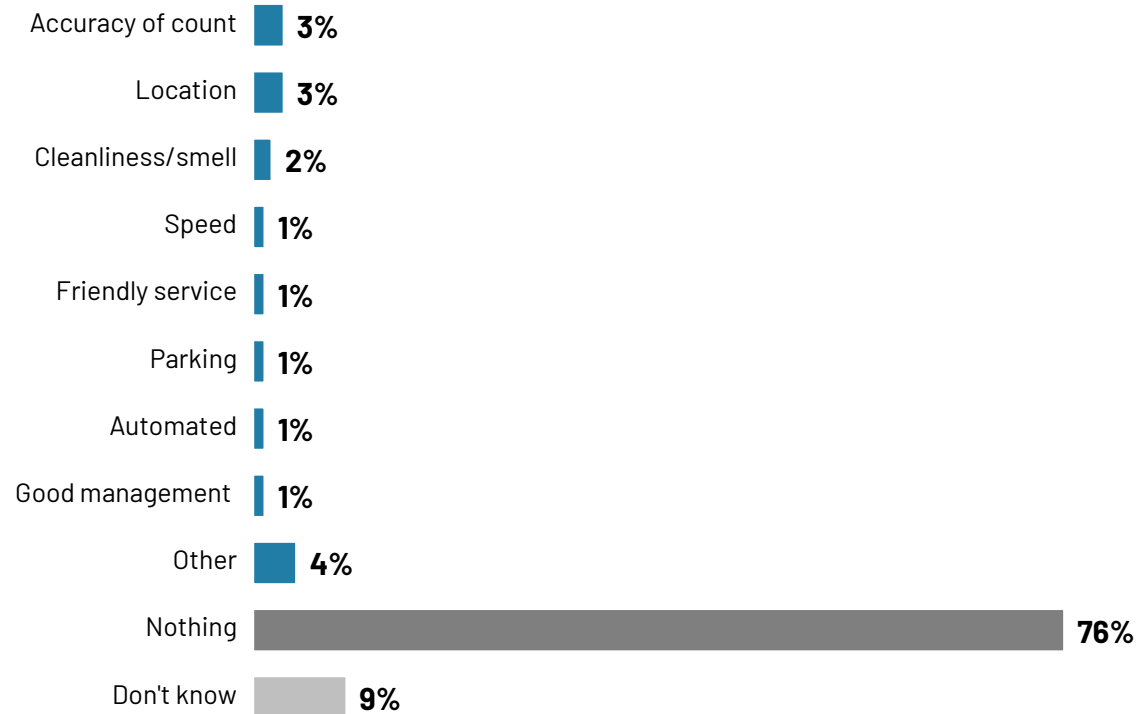
/ ## - Statistically higher / lower vs. Total



Other important factors when selecting a bottle depot

(coded open-end)

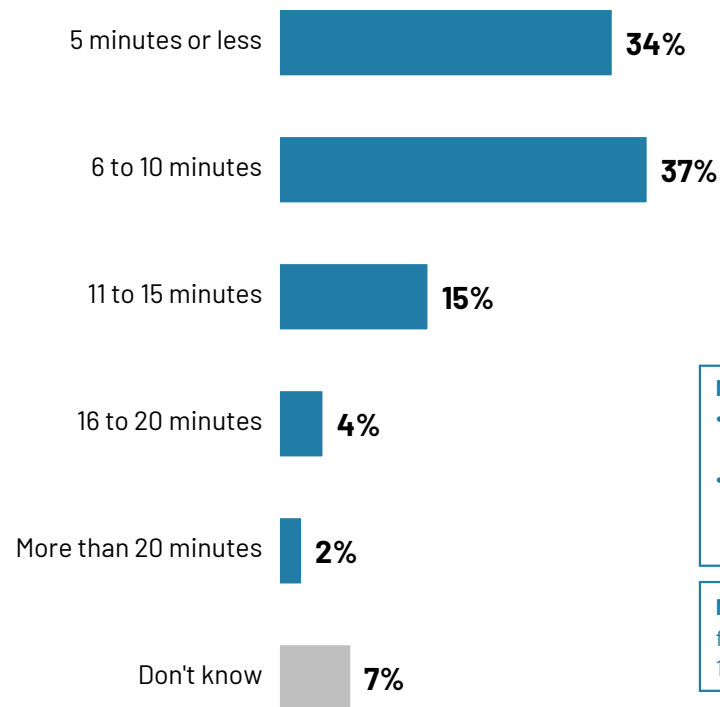
- The survey also provided Albertans with an opportunity to identify, on an unprompted basis, any other important factors when selecting a bottle depot to return their empty containers.
- Overall, 85% do not identify any other important factors when choosing a bottle depot (includes 76% saying “nothing” and 9% saying “don’t know”).
- Of the few additional comments provided, “accuracy of count” and “location” top the list, each mentioned by 3% of respondents.



Base: All Albertans (n=1023)
Q8a. Are there any other important factors to you when selecting a bottle depot to return your empty containers? Enter one response.

Reasonable wait time to be served at a bottle depot

- On average, Albertans say that a wait time of 9.7 minutes is reasonable to be served at a bottle depot.
- Just over one-third (34%) expect service within 5 minutes or less, while 37% find a 6-to-10-minute wait acceptable.
- An additional 15% believe a wait of 11 to 15 minutes is reasonable.
- Very few (6%) consider waiting more than 15 minutes a reasonable amount of time to be served.



Mean minutes
9.7

Mean minutes is higher among:

- 18-34 years of age (10.8 versus 9.0 among 35-54 years, 9.7 among 55+ years)
- Rural North (12.0 versus 8.8 among City of Calgary, 9.3 among City of Edmonton, 9.4 among Smaller Cities South, 10.4 among Smaller Cities North, 11.0 among Rural South)

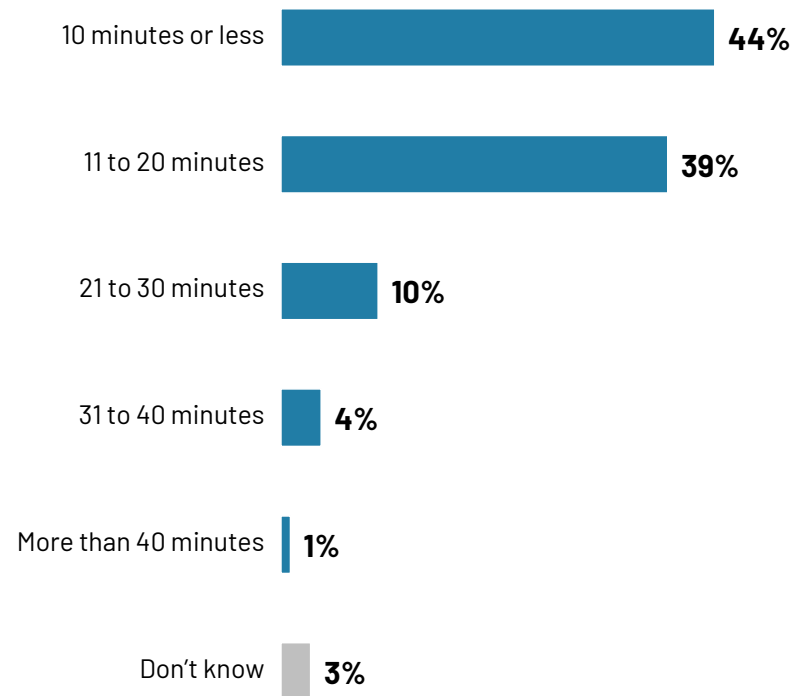
Mean minutes is lower among those who have lived in Alberta for 10 years or less (8.4 versus 9.9 among 21+ years, 10.5 among 11-20 years).

Base: All Albertans (n=1023)
Q9. In your opinion, what is a reasonable wait time (in minutes) to be served at a bottle depot? Enter number of minutes.



Longest acceptable drive time to bottle depot

- When it comes to acceptable drive times for returning empty beverage containers to a bottle depot, Albertans show a preference for a shorter drive of '10 minutes or less' (44%).
- Another 39% are open to a drive of '11 to 20 minutes'.
- Only 10% would consider driving '21 to 30 minutes', and a very small percentage (5%) say they would drive more than 30 minutes.



Base: All Albertans (n=1023)
Q10. Thinking about your own situation, what is the longest drive time you would consider acceptable to return your empty beverage containers to a bottle depot?
Select one response.

Longest acceptable drive time to bottle depot by region

- Residents of rural areas show greater tolerance for longer drive times to bottle depots, likely due to fewer local options.
- In contrast, City of Calgary residents are more likely to accept a drive of only 10 minutes or less.

	TOTAL (n=1023)	REGION					
		City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
10 minutes or less	44%	43%	49%	44%	48%	29%	35%
11 to 20 minutes	39%	42%	38%	39%	34%	40%	38%
21 to 30 minutes	10%	8%	7%	10%	13%	13%	14%
31 to 40 minutes	4%	3%	2%	3%	1%	13%	8%
More than 40 minutes	1%	0%	<1%	1%	1%	3%	4%
Don't know	3%	3%	3%	3%	3%	3%	1%

Base: All Albertans
 Q10. Thinking about your own situation, what is the longest drive time you would consider acceptable to return your empty beverage containers to a bottle depot? Select one response.

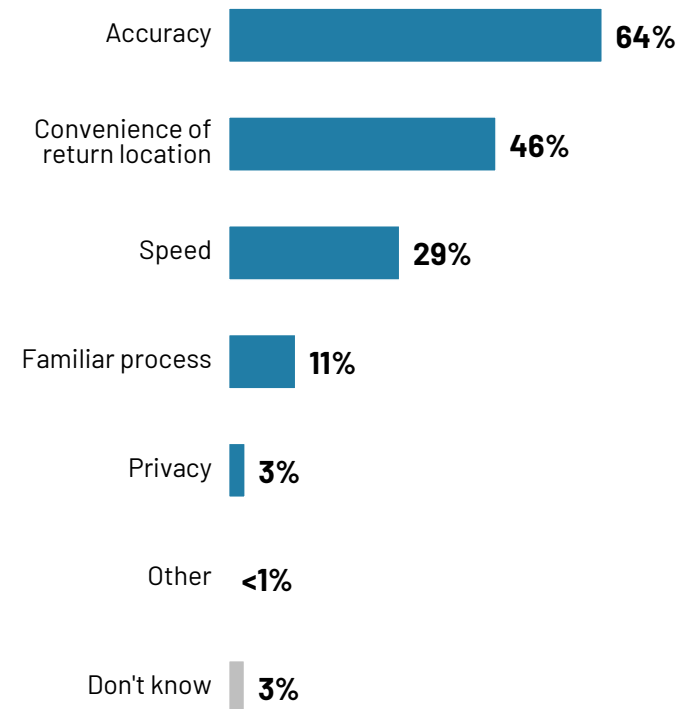
/ ## - Statistically higher / lower vs. Total



- When receiving a refund for their empty beverage containers, Albertans prioritize **accuracy** most of all, with 64% citing this as an important factor.
- In comparison, all other considerations rate lower, with **convenience of return location** (46%) and **speed** (29%) rounding out the top three.
- Only 11% emphasize a **familiar process**, while even fewer (3%) identify **privacy** as a key consideration.

Key refund considerations

(partial coded open-end)



Base: All Albertans (n=1023)
 Q11. What matters most to you about receiving your refund for your empty beverage containers?
 Select up to two responses.

Key refund considerations by demographic group (1/2)

(partial coded open-end)

- Accuracy is more important to those who are 55+ years of age as well as those in the City of Edmonton.

	TOTAL (n=1023)	GENDER		AGE			REGION					
		Male (n=489)	Female (n=529)	18-34 (n=257)	35-54 (n=357)	55+ (n=409)	City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
Accuracy	64%	62%	66%	60%	62%	68%	71%	59%	65%	61%	62%	66%
Convenience of return location	46%	44%	47%	47%	42%	49%	44%	48%	42%	48%	40%	51%
Speed	29%	32%	26%	32%	36%	19%	30%	31%	35%	30%	20%	24%
Familiar process	11%	12%	11%	10%	11%	13%	11%	11%	11%	13%	15%	10%
Privacy	3%	4%	2%	7%	1%	1%	4%	3%	1%	2%	1%	2%
Other	<1%	<1%	1%	1%	0%	1%	1%	1%	0%	1%	0%	0%
Don't know	3%	3%	2%	3%	4%	1%	2%	4%	1%	4%	2%	2%

Base: All Albertans

Q11. What matters most to you about receiving your refund for your empty beverage containers? Select up to two responses.

/ ## - Statistically higher / lower vs. Total

Key refund considerations by demographic group (2/2)

(partial coded open-end)

- Accuracy is also more likely to be prioritized by those in households without children under the age of 18 as well as those who have lived in Alberta for 21+ years.

	TOTAL (n=1023)	HOUSING TYPE ¹				HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=571)	Lower density (n=183)	Multi-residence (n=207)	Other (n=59)*	With children (n=293)	Without children (n=730)	10 or less (n=172)	11-20 (n=115)	21+ (n=732)	<\$60K (n=433)	\$60K - \$120K (n=355)	\$120K+ (n=158)
Accuracy	64%	64%	62%	64%	68%	59%	66%	52%	67%	67%	64%	62%	67%
Convenience of return location	46%	45%	44%	51%	42%	45%	46%	49%	52%	44%	44%	49%	42%
Speed	29%	30%	33%	26%	24%	33%	28%	35%	25%	29%	26%	30%	39%
Familiar process	11%	12%	14%	8%	7%	15%	10%	12%	12%	11%	13%	11%	7%
Privacy	3%	2%	6%	2%	0%	3%	3%	7%	2%	2%	3%	2%	4%
Other	<1%	<1%	1%	1%	0%	1%	<1%	0%	0%	<1%	<1%	<1%	1%
Don't know	3%	3%	3%	2%	3%	3%	2%	3%	3%	2%	3%	3%	1%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.

Base: All Albertans

Q11. What matters most to you about receiving your refund for your empty beverage containers? Select up to two responses.

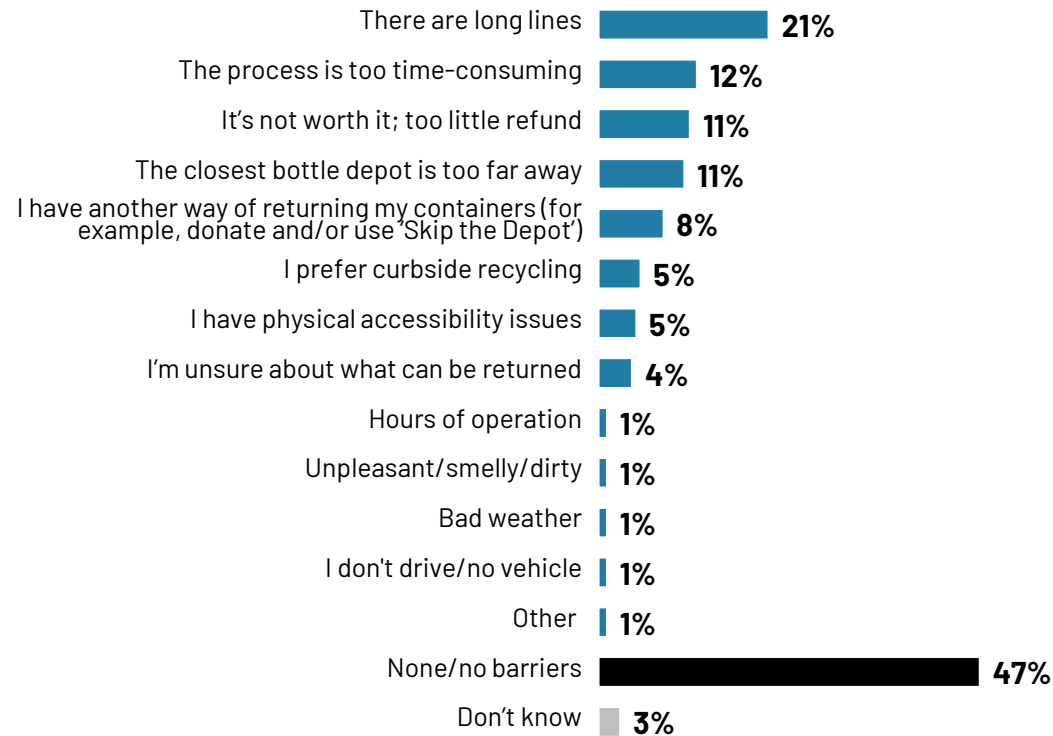
/ ## - Statistically higher / lower vs. Total

BARRIERS & MISSED OPPORTUNITIES

Barriers to returning containers to a bottle depot

(partial coded open-end)

- Overall, half (50%) of Albertans report no barriers to returning containers to a bottle depot, with 47% saying “none/no barriers” and 3% saying “don’t know”.
- Among identified barriers, “there are long lines” is the most frequently cited (21%).
- This is followed by “the process is too time-consuming” (12%), “it’s not worth it; too little refund” (11%), and “the closest bottle depot is too far away” (11%).



Base: All Albertans (n=1023)
Q12. Which of the following currently, or have ever, prevented you from returning containers to a bottle depot? Select all that apply.

Barriers to returning containers to a bottle depot by demographic group (1/2) (partial coded open-end)

- Older Albertans (55+ years) generally identify fewer barriers to returning containers to a bottle depot. Conversely, barriers tend to be more pronounced among those who are 18-34 years.

Total mentions 3% or higher.	TOTAL (n=1023)	GENDER		AGE			REGION					
		Male (n=489)	Female (n=529)	18-34 (n=257)	35-54 (n=357)	55+ (n=409)	City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
There are long lines	21%	21%	21%	23%	23%	17%	21%	19%	28%	19%	18%	22%
The process is too time-consuming	12%	13%	11%	16%	14%	6%	14%	13%	15%	6%	10%	12%
It's not worth it; too little refund	11%	12%	10%	18%	10%	6%	12%	13%	11%	8%	7%	13%
The closest bottle depot is too far away	11%	12%	9%	16%	12%	5%	14%	11%	8%	8%	8%	9%
I have another way of returning my containers	8%	8%	8%	10%	6%	9%	8%	8%	7%	9%	9%	6%
I prefer curbside recycling	5%	5%	5%	10%	3%	3%	8%	6%	2%	4%	0%	5%
I have physical accessibility issues	5%	4%	6%	4%	5%	5%	6%	6%	4%	3%	4%	0%
I'm unsure about what can be returned	4%	5%	4%	7%	3%	3%	4%	4%	3%	4%	8%	3%
None/no barriers	47%	46%	48%	32%	47%	58%	43%	47%	46%	55%	44%	49%
Don't know	3%	3%	2%	3%	3%	2%	2%	4%	2%	3%	3%	1%

Base: All Albertans
 Q12. Which of the following currently, or have ever, prevented you from returning containers to a bottle depot? Select all that apply.

/ ## - Statistically higher / lower vs. Total

Barriers to returning containers to a bottle depot by demographic group (2/2) (partial coded open-end)

- Long lines are more of a barrier for those in households with children under the age of 18. Those who do not own or have access to a vehicle are more likely to mention the proximity of the closest bottle depot.

Total mentions 3% or higher.	TOTAL (n=1023)	HOUSING TYPE ¹				OWN OR HAVE ACCESS TO VEHICLE		HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=571)	Lower density (n=183)	Multi-residence (n=207)	Other (n=59)*	Yes (n=896)	No (n=125)	With children (n=293)	Without children (n=730)	10 or less (n=172)	11-20 (n=115)	21+ (n=732)	<\$60K (n=433)	\$60K - \$120K (n=355)	\$120K+ (n=158)
		There are long lines	21%	20%	20%	25%	15%	22%	17%	25%	19%	26%	17%	20%	21%
The process is too time-consuming	12%	12%	15%	10%	9%	12%	11%	14%	11%	14%	13%	11%	12%	12%	16%
It's not worth it; too little refund	11%	11%	12%	10%	12%	12%	9%	12%	11%	13%	14%	10%	14%	7%	16%
The closest bottle depot is too far away	11%	8%	11%	17%	10%	9%	23%	10%	11%	15%	12%	9%	13%	10%	6%
I have another way of returning my containers	8%	7%	11%	10%	0%	8%	11%	8%	8%	10%	6%	8%	7%	11%	5%
I prefer curbside recycling	5%	5%	7%	6%	0%	5%	5%	6%	5%	9%	8%	4%	5%	5%	6%
I have physical accessibility issues	5%	3%	5%	7%	7%	4%	12%	4%	5%	4%	11%	4%	6%	4%	2%
I'm unsure about what can be returned	4%	4%	6%	2%	6%	4%	4%	6%	3%	5%	5%	4%	5%	4%	2%
None/no barriers	47%	49%	46%	41%	48%	49%	32%	43%	49%	40%	44%	49%	42%	49%	52%
Don't know	3%	2%	3%	2%	10%	2%	6%	2%	3%	3%	3%	2%	3%	3%	2%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.
Base: All Albertans

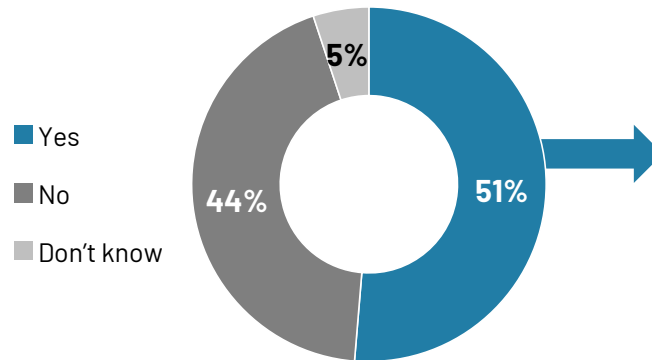
Q12. Which of the following currently, or have ever, prevented you from returning containers to a bottle depot? Select all that apply.



Experience with containers not being accepted at depot

- Slightly over half (51%) of Albertans say they have attempted to return a container to a depot that was not accepted.
- Among these respondents, the primary reason given is that “the container was not eligible in Alberta” (48%).
- Another 24% say “the container was not a beverage container”.

EVER HAD CONTAINERS NOT ACCEPTED AT DEPOT



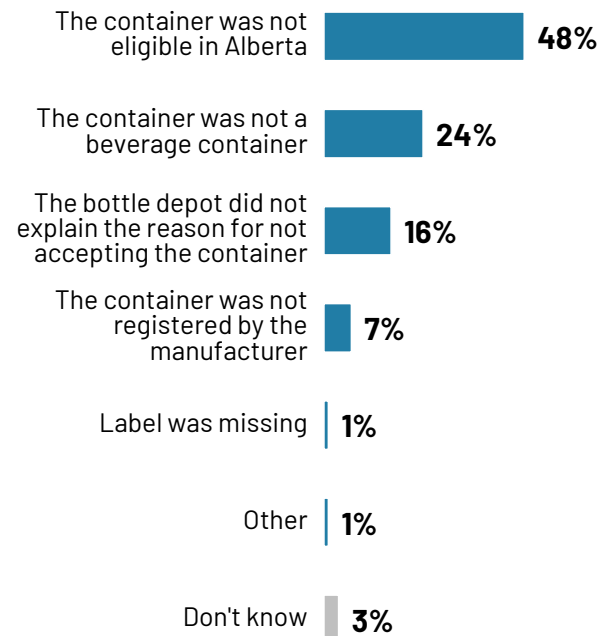
Yes is higher among:

- Rural South or Rural North (67% and 64% versus 44% of City of Edmonton, 49% of City of Calgary, 49% of Smaller Cities South, 51% of Smaller Cities North)
- Live in other housing type or detached house (68% and 56% versus 41% of multi-residence, 46% of duplex, triplex, fourplex, townhouse, or rowhouse)

Yes is lower among those who are 18-34 years of age (45% versus 54% of 35+ years).

Base: All Albertans (n=1023)
Q13. Have you ever brought containers to a depot that were not accepted? Select one response.

REASON GIVEN FOR NOT ACCEPTING THE CONTAINER (partial coded open-end)



Base: Have had containers not accepted at a depot (n=541)
Q13a. What was the reason given for not accepting the container? Select one response.

Reason given for not accepting the container by demographic group (1/2)

(partial coded open-end)(among those saying they have had containers not accepted at a depot)

- Older Albertans (55+ years) are more likely to have experienced containers being rejected because they are not eligible in Alberta. This is less of an issue for younger Albertans (18-34 years), although they more commonly face refusals due to the containers not qualifying as beverage containers or because the container was not registered by the manufacturer.
- Those in Smaller Cities South are also more likely to say they have had containers rejected for not being eligible in Alberta.

Total mentions 3% or higher.	TOTAL (n=541)	GENDER		AGE			REGION					
		Male (n=257)	Female (n=283)	18-34 (n=120)	35-54 (n=200)	55+ (n=221)	City of Edmonton (n=95)*	City of Calgary (n=150)	Smaller Cities North (n=68)*	Smaller Cities South (n=66)*	Rural North (n=74)*	Rural South (n=88)*
The container was not eligible in Alberta	48%	48%	48%	33%	49%	58%	43%	47%	49%	60%	47%	46%
The container was not a beverage container	24%	25%	23%	33%	21%	20%	29%	24%	21%	15%	32%	18%
The bottle depot did not explain the reason for not accepting the container	16%	14%	18%	17%	19%	12%	16%	18%	23%	8%	11%	18%
The container was not registered by the manufacturer	7%	7%	6%	12%	6%	3%	5%	3%	3%	13%	7%	14%
Don't know	3%	4%	3%	3%	2%	5%	4%	7%	4%	0%	0%	2%

* Small base size (<100), interpret with caution.
 Base: Have had containers not accepted at a depot
 013a. What was the reason given for not accepting the container? Select one response.

/ ## - Statistically higher / lower vs. Total



Reason given for not accepting the container by demographic group

(2/2) (partial coded open-end) (among those saying they have had containers not accepted at a depot)

- Those who have lived in Alberta for 21+ years are more likely to have had containers rejected for not being eligible in Alberta.

Total mentions 3% or higher.	TOTAL (n=541)	HOUSING TYPE ¹				HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=327)	Lower density (n=87)*	Multi-residence (n=85)*	Other (n=41)*	With children (n=163)	Without children (n=378)	10 or less (n=81)*	11-20 (n=59)*	21+ (n=399)	<\$60K (n=214)	\$60K-<\$120K (n=193)	\$120K+ (n=89)*
The container was not eligible in Alberta	48%	50%	44%	47%	45%	48%	48%	38%	37%	52%	43%	47%	58%
The container was not a beverage container	24%	22%	28%	27%	20%	27%	22%	35%	26%	21%	26%	25%	21%
The bottle depot did not explain the reason for not accepting the container	16%	17%	17%	12%	20%	13%	17%	15%	24%	15%	17%	16%	12%
The container was not registered by the manufacturer	7%	5%	8%	9%	9%	8%	6%	11%	2%	6%	8%	7%	5%
Don't know	3%	3%	3%	3%	6%	2%	4%	0%	9%	3%	4%	3%	3%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.
Base: Have had containers not accepted at a depot
013a. What was the reason given for not accepting the container? Select one response.

/ ## - Statistically higher / lower vs. Total



KNOWLEDGE & AWARENESS

Awareness of refundable beverage containers (1/2)

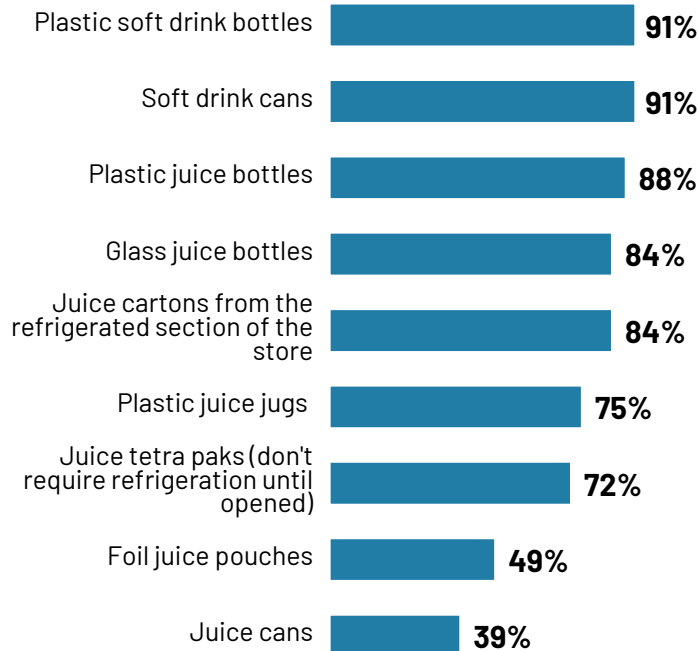
SOFT DRINK AND JUICE CONTAINERS

- The majority of Albertans are aware that different types of soft drink and juice containers can be returned for a refund, with the highest awareness levels seen for **plastic soft drink bottles** (91%) and **soft drink cans** (91%).
- Two notable exceptions are **foil juice pouches** (49%) and **juice cans** (39%), with less than half aware of their refund eligibility.

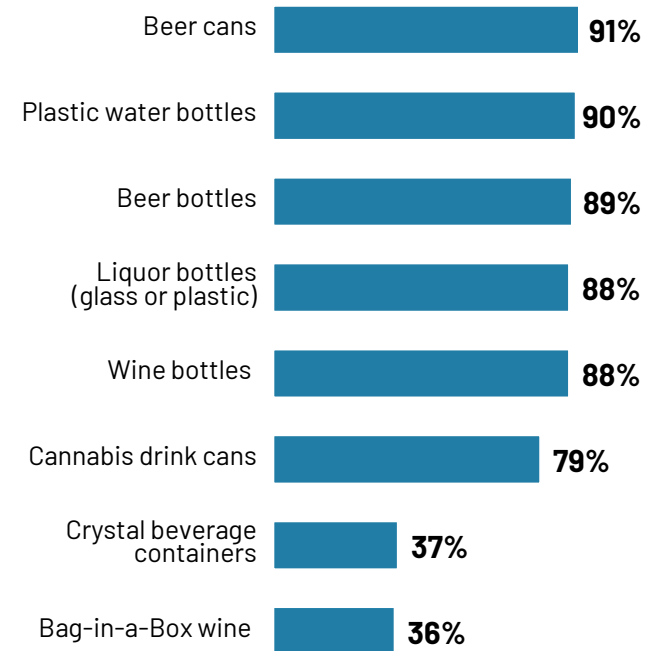
WATER AND ADULT BEVERAGE CONTAINERS

- Similarly, most Albertans are aware of the refund eligibility for water and adult beverage containers, with **beer cans** (91%) and **plastic water bottles** (90%) leading the pack.
- Exceptions include **crystal beverage containers** (37%) and **bag-in-a-box wine** (36%), with only a minority saying they are aware these are eligible for a refund.

SOFT DRINK AND JUICE CONTAINERS



WATER AND ADULT BEVERAGE CONTAINERS



Base: All Albertans (n=1023)
 Q14. Which of the following containers do you believe can be returned for a refund at Alberta's bottle depots? Select all that apply.

Awareness of refundable beverage containers (2/2)

DAIRY CONTAINERS

- Awareness of the refund eligibility for dairy containers ranges from a high of 88% for **milk jugs** to a low of 33% for **non-dairy creamers (e.g., International Delight)**.

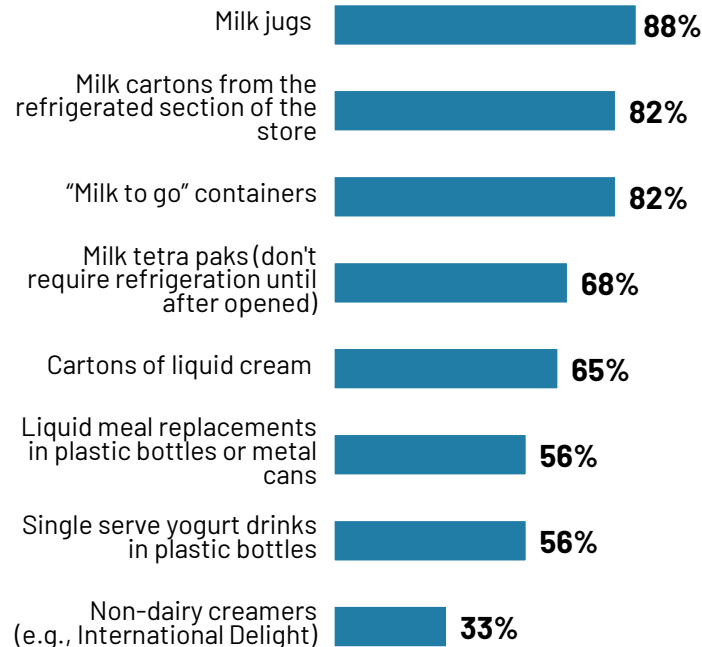
OTHER TYPES OF CONTAINERS

- Awareness of the refund eligibility for **ceramic containers** is relatively low, with slightly more than half (54%) believing that these can be returned for a refund.

NON-REDEEMABLE CONTAINERS

- Most Albertans are knowledgeable about the types of containers that are non-redeemable, yet some misperceptions persist.
- Specifically, 20% erroneously believe **soup cartons** can be redeemed, 10% think **cooking oil bottles** are redeemable, and 8% consider **plastic windshield wiper fluid containers** as eligible for redemption.

DAIRY CONTAINERS



OTHER TYPES OF CONTAINERS

Ceramic containers **54%**

NON-REDEEMABLE CONTAINERS

Soup cartons **20%**

Cooking oil bottles **10%**

Plastic windshield wiper fluid containers **8%**

None **<1%**

Don't know **1%**

Base: All Albertans (n=1023)
Q14. Which of the following containers do you believe can be returned for a refund at Alberta's bottle depots? Select all that apply.

Awareness of refundable beverage containers by demographic group (1/8)

- Awareness regarding the refundability of soft drink and juice containers tends to be higher among individuals aged 55+ years, and lower among those aged 18-34 years.
- Awareness is also higher among women than men for several types of containers.

	TOTAL (n=1023)	GENDER		AGE			REGION					
		Male (n=489)	Female (n=529)	18-34 (n=257)	35-54 (n=357)	55+ (n=409)	City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
SOFT DRINK AND JUICE CONTAINERS												
Plastic soft drink bottles	91%	90%	92%	85%	91%	96%	89%	90%	95%	92%	89%	95%
Soft drink cans	91%	90%	91%	84%	90%	96%	91%	88%	92%	95%	90%	90%
Plastic juice bottles	88%	85%	91%	84%	87%	93%	87%	86%	91%	92%	86%	90%
Glass juice bottles	84%	82%	86%	77%	84%	90%	81%	83%	86%	88%	87%	85%
Juice cartons from the refrigerated section of the store	84%	81%	87%	76%	85%	89%	83%	79%	88%	86%	87%	88%
Plastic juice jugs	75%	72%	78%	68%	77%	79%	78%	68%	77%	78%	77%	83%
Juice tetra paks	72%	68%	76%	59%	75%	79%	71%	69%	80%	69%	74%	77%
Foil juice pouches	49%	47%	51%	41%	56%	49%	45%	42%	53%	56%	60%	61%
Juice cans	39%	37%	40%	26%	31%	57%	38%	36%	41%	43%	41%	40%

Base: All Albertans

Q14. Which of the following containers do you believe can be returned for a refund at Alberta's bottle depots? Select all that apply.

/ ## - Statistically higher / lower vs. Total

Awareness of refundable beverage containers by demographic group (2/8)

- Those who have lived in Alberta for 21+ years are more likely to be aware that different types of soft drink and juice containers can be returned for a refund. Conversely, awareness is notably lower among those who have only lived in the province for 10 years or less.

	TOTAL (n=1023)	HOUSING TYPE ¹				HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=571)	Lower density (n=183)	Multi-residence (n=207)	Other (n=59)*	With children (n=293)	Without children (n=730)	10 or less (n=172)	11-20 (n=115)	21+ (n=732)	<\$60K (n=433)	\$60K- <\$120K (n=355)	\$120K+ (n=158)
SOFT DRINK AND JUICE CONTAINERS													
Plastic soft drink bottles	91%	92%	88%	91%	96%	85%	94%	85%	90%	93%	88%	93%	93%
Soft drink cans	91%	93%	84%	89%	96%	86%	93%	82%	90%	93%	87%	92%	94%
Plastic juice bottles	88%	90%	83%	86%	92%	82%	91%	79%	88%	91%	85%	90%	91%
Glass juice bottles	84%	88%	73%	84%	90%	80%	86%	71%	85%	88%	81%	84%	90%
Juice cartons from the refrigerated section of the store	84%	86%	81%	78%	94%	81%	85%	73%	81%	87%	83%	84%	84%
Plastic juice jugs	75%	77%	70%	73%	85%	73%	76%	64%	76%	78%	72%	78%	76%
Juice tetra paks	72%	76%	66%	66%	83%	69%	73%	56%	71%	76%	70%	72%	76%
Foil juice pouches	49%	50%	49%	44%	62%	53%	48%	39%	48%	52%	50%	49%	49%
Juice cans	39%	41%	34%	36%	51%	27%	44%	33%	38%	41%	38%	41%	36%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.

Base: All Albertans

Q14. Which of the following containers do you believe can be returned for a refund at Alberta's bottle depots? Select all that apply.

/ ## - Statistically higher / lower vs. Total

Awareness of refundable beverage containers by demographic group (3/8)

- Awareness of the refundability for water and adult beverage containers is higher among Albertans aged 55+ years, and lower among those aged 18-34 years.
- While women are more likely than men to be aware that plastic water bottles and liquor bottles can be returned for a refund, men are more likely to demonstrate awareness for the refundability of crystal beverage containers.

	TOTAL (n=1023)	GENDER		AGE			REGION					
		Male (n=489)	Female (n=529)	18-34 (n=257)	35-54 (n=357)	55+ (n=409)	City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
WATER AND ADULT BEVERAGE CONTAINERS												
Beer cans	91%	90%	92%	85%	90%	96%	90%	89%	96%	94%	90%	90%
Plastic water bottles	90%	87%	93%	84%	89%	96%	89%	88%	92%	95%	93%	87%
Beer bottles	89%	88%	90%	80%	89%	96%	88%	88%	92%	93%	88%	86%
Liquor bottles (glass or plastic)	88%	86%	91%	81%	88%	95%	89%	86%	90%	90%	89%	90%
Wine bottles	88%	87%	89%	81%	88%	94%	89%	86%	88%	92%	87%	90%
Cannabis drink cans	79%	79%	80%	75%	80%	83%	82%	79%	81%	76%	77%	77%
Crystal beverage containers	37%	40%	34%	37%	39%	35%	37%	37%	35%	39%	35%	38%
Bag-in-a-Box wine	36%	38%	35%	29%	35%	44%	41%	32%	37%	38%	30%	42%

Base: All Albertans

Q14. Which of the following containers do you believe can be returned for a refund at Alberta's bottle depots? Select all that apply.

/ ## - Statistically higher / lower vs. Total

Awareness of refundable beverage containers by demographic group (4/8)

- Awareness of the refundability of water and adult beverage containers tends to be higher among those in households without children under the age of 18, as well as those who have lived in Alberta for 21+ years and those living in detached houses.

	TOTAL (n=1023)	HOUSING TYPE ¹				HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=571)	Lower density (n=183)	Multi-residence (n=207)	Other (n=59)*	With children (n=293)	Without children (n=730)	10 or less (n=172)	11-20 (n=115)	21+ (n=732)	<\$60K (n=433)	\$60K- <\$120K (n=355)	\$120K+ (n=158)
WATER AND ADULT BEVERAGE CONTAINERS													
Beer cans	91%	93%	87%	90%	92%	86%	93%	86%	89%	93%	89%	92%	93%
Plastic water bottles	90%	92%	86%	88%	94%	86%	92%	83%	86%	93%	88%	90%	91%
Beer bottles	89%	91%	82%	89%	92%	82%	92%	80%	86%	92%	86%	91%	91%
Liquor bottles (glass or plastic)	88%	91%	80%	89%	94%	83%	91%	76%	85%	92%	85%	89%	92%
Wine bottles	88%	89%	81%	90%	94%	83%	90%	78%	85%	91%	85%	90%	87%
Cannabis drink cans	79%	79%	76%	83%	82%	73%	82%	78%	76%	81%	81%	78%	81%
Crystal beverage containers	37%	39%	37%	33%	40%	39%	36%	33%	41%	37%	33%	41%	39%
Bag-in-a-Box wine	36%	39%	28%	37%	40%	29%	40%	25%	29%	41%	33%	42%	35%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.

Base: All Albertans

Q14. Which of the following containers do you believe can be returned for a refund at Alberta's bottle depots? Select all that apply.

/ ## - Statistically higher / lower vs. Total

Awareness of refundable beverage containers by demographic group (5/8)

- Women are generally more likely than men to be aware that different types of dairy containers can be returned to a bottle depot for a refund.
- Awareness also tends to be higher among those aged 55+ years.

	TOTAL (n=1023)	GENDER		AGE			REGION					
		Male (n=489)	Female (n=529)	18-34 (n=257)	35-54 (n=357)	55+ (n=409)	City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
DAIRY CONTAINERS												
Milk jugs	88%	86%	90%	84%	86%	93%	87%	86%	94%	89%	86%	91%
Milk cartons from the refrigerated section of the store	82%	79%	86%	73%	82%	90%	80%	79%	88%	85%	85%	85%
"Milk to go" containers	82%	79%	86%	80%	81%	86%	80%	82%	86%	86%	80%	84%
Milk tetra paks	68%	64%	72%	57%	71%	74%	71%	65%	75%	60%	72%	68%
Cartons of liquid cream	65%	59%	71%	56%	66%	72%	62%	63%	75%	65%	65%	71%
Liquid meal replacements in plastic bottles or metal cans	56%	53%	60%	54%	57%	59%	57%	58%	62%	55%	49%	53%
Single serve yogurt drinks in plastic bottles	56%	54%	59%	54%	56%	58%	48%	57%	55%	66%	55%	63%
Non-dairy creamers (e.g., International Delight)	33%	30%	36%	31%	30%	37%	34%	28%	39%	32%	34%	38%

Base: All Albertans

Q14. Which of the following containers do you believe can be returned for a refund at Alberta's bottle depots? Select all that apply.

/ ## - Statistically higher / lower vs. Total

Awareness of refundable beverage containers by demographic group (6/8)

- Awareness of the refundability of several types of dairy containers is higher among those living in detached houses and those who have lived in Alberta for 21+ years.

	TOTAL (n=1023)	HOUSING TYPE ¹				HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=571)	Lower density (n=183)	Multi-residence (n=207)	Other (n=59)*	With children (n=293)	Without children (n=730)	10 or less (n=172)	11-20 (n=115)	21+ (n=732)	<\$60K (n=433)	\$60K- <\$120K (n=355)	\$120K+ (n=158)
DAIRY CONTAINERS													
Milk jugs	88%	91%	85%	83%	92%	86%	89%	82%	91%	90%	86%	89%	90%
Milk cartons from the refrigerated section of the store	82%	87%	77%	75%	86%	78%	84%	71%	80%	86%	82%	80%	86%
“Milk to go” containers	82%	83%	81%	80%	89%	79%	84%	76%	84%	84%	81%	82%	85%
Milk tetra paks	68%	70%	66%	64%	78%	64%	70%	58%	69%	71%	67%	68%	70%
Cartons of liquid cream	65%	69%	61%	57%	87%	62%	67%	51%	57%	71%	64%	66%	67%
Liquid meal replacements	56%	57%	51%	58%	73%	51%	59%	55%	57%	57%	57%	59%	50%
Single serve yogurt drinks in plastic bottles	56%	57%	56%	51%	74%	55%	56%	56%	51%	57%	56%	58%	51%
Non-dairy creamers (e.g., International Delight)	33%	36%	28%	28%	36%	31%	34%	30%	37%	33%	35%	34%	30%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.

Base: All Albertans

Q14. Which of the following containers do you believe can be returned for a refund at Alberta's bottle depots? Select all that apply.

/ ## - Statistically higher / lower vs. Total

Awareness of refundable beverage containers by demographic group (7/8)

- While Albertans aged 55+ years generally have higher levels of awareness regarding the refundability of many container types, ceramic containers are an exception where awareness is lower within this age bracket.

	TOTAL (n=1023)	GENDER		AGE			REGION					
		Male (n=489)	Female (n=529)	18-34 (n=257)	35-54 (n=357)	55+ (n=409)	City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
OTHER TYPES OF CONTAINERS												
Ceramic containers	54%	52%	56%	56%	58%	48%	53%	51%	56%	60%	57%	50%
NON-REDEEMABLE CONTAINERS												
Soup cartons	20%	19%	20%	23%	18%	18%	21%	19%	16%	21%	21%	18%
Cooking oil bottles	10%	12%	8%	19%	7%	6%	10%	12%	8%	8%	8%	14%
Plastic windshield wiper fluid containers	8%	9%	8%	13%	8%	5%	9%	10%	8%	4%	5%	9%
None	<1%	<1%	0%	0%	0%	<1%	0%	0%	0%	0%	1%	0%
Don't know	1%	1%	1%	2%	1%	1%	<1%	2%	1%	1%	2%	0%

Base: All Albertans

Q14. Which of the following containers do you believe can be returned for a refund at Alberta's bottle depots? Select all that apply.

/ ## - Statistically higher / lower vs. Total

Awareness of refundable beverage containers by demographic group (8/8)

- Those in households with children under the age of 18 are more likely to be aware that ceramic containers can be returned for a refund.
- While awareness of the refundability of ceramic containers is statistically similar regardless of the duration one has lived in Alberta, those who have lived in the province for 20 years or less are more likely to erroneously believe that cooking oil bottles and plastic windshield wiper fluid containers can be redeemed.

	TOTAL (n=1023)	HOUSING TYPE ¹				HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=571)	Lower density (n=183)	Multi-residence (n=207)	Other (n=59)*	With children (n=293)	Without children (n=730)	10 or less (n=172)	11-20 (n=115)	21+ (n=732)	<\$60K (n=433)	\$60K-<\$120K (n=355)	\$120K+ (n=158)
OTHER TYPES OF CONTAINERS													
Ceramic containers	54%	54%	58%	52%	56%	59%	52%	58%	51%	53%	53%	57%	53%
NON-REDEEMABLE CONTAINERS													
Soup cartons	20%	18%	22%	21%	28%	20%	20%	23%	26%	18%	23%	18%	19%
Cooking oil bottles	10%	9%	11%	13%	10%	8%	11%	16%	21%	7%	12%	10%	7%
Plastic windshield wiper fluid containers	8%	7%	9%	11%	5%	9%	8%	14%	16%	5%	10%	8%	3%
None	<1%	<1%	0%	0%	0%	0%	<1%	0%	1%	0%	0%	<1%	0%
Don't know	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%	1%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.

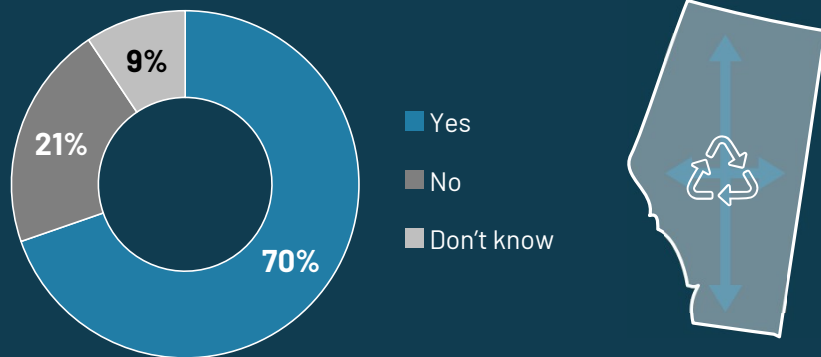
Base: All Albertans

Q14. Which of the following containers do you believe can be returned for a refund at Alberta's bottle depots? Select all that apply.

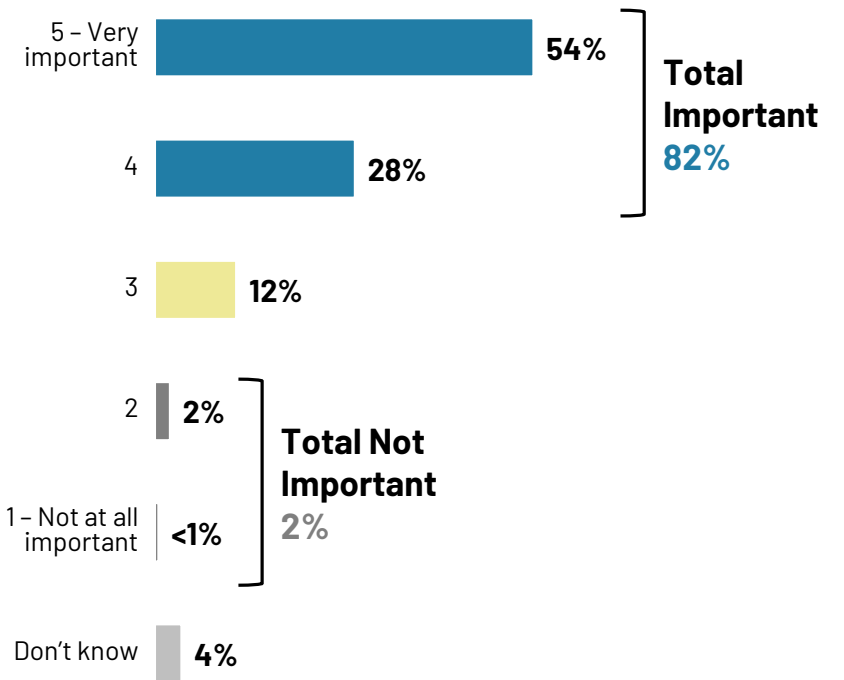
/ ## - Statistically higher / lower vs. Total

Awareness and importance of regulation

- Most (70%) Albertans say they are aware that bottle depots and Alberta's beverage container recycling system are regulated to ensure consistent standards across Alberta.
- Furthermore, a significant majority (82%) think that having this type of province-wide regulation is important, including 54% saying 'very important'.



Base: All Albertans (n=1023)
 Q15. Are you aware that bottle depots and Alberta's beverage container recycling system are regulated to ensure consistent standards across Alberta? Select one response.



Base: All Albertans (n=1023)
 Q16. Alberta's bottle depots are regulated to ensure consistent standards are set. How important do you think it is to have province-wide regulation of bottle depots and Alberta's beverage container recycling system? Select one response.

Awareness and importance of regulation by demographic group (1/2)

- Those in Smaller Cities South are less likely to be aware of the regulations governing bottle depots and Alberta’s beverage container recycling system.
- This type of regulation is more important to Albertans who are aged 55+ years, and less important to those who are aged 18-34 years.

		TOTAL (n=1023)	GENDER		AGE			REGION					
			Male (n=489)	Female (n=529)	18-34 (n=257)	35-54 (n=357)	55+ (n=409)	City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
AWARE	Yes	70%	72%	67%	70%	68%	71%	72%	68%	75%	60%	72%	74%
	No	21%	19%	22%	22%	23%	18%	21%	21%	18%	26%	20%	20%
	Don't know	9%	9%	10%	7%	9%	11%	7%	12%	7%	13%	9%	7%
IMPORTANCE	5 - Very important	54%	51%	57%	46%	54%	61%	55%	53%	59%	51%	57%	48%
	4	28%	31%	25%	32%	27%	27%	31%	27%	28%	28%	25%	33%
	3	12%	11%	11%	14%	13%	8%	10%	11%	10%	14%	12%	14%
	2	2%	2%	2%	4%	2%	1%	2%	3%	1%	2%	3%	1%
	1 - Not at all important	<1%	1%	<1%	<1%	0%	1%	<1%	<1%	1%	1%	0%	1%
	Don't know	4%	4%	4%	4%	4%	3%	2%	6%	1%	4%	3%	5%
	TOTAL IMPORTANT (T2B)	82%	82%	83%	78%	81%	88%	85%	80%	87%	79%	82%	80%
	TOTAL NOT IMPORTANT (B2B)	2%	3%	2%	4%	2%	2%	2%	3%	2%	3%	3%	1%

Base: All Albertans

015. Are you aware that bottle depots and Alberta’s beverage container recycling system are regulated to ensure consistent standards across Alberta? Select one response.

016. Alberta’s bottle depots are regulated to ensure consistent standards are set. How important do you think it is to have province-wide regulation of bottle depots and Alberta’s beverage container recycling system? Select one response.

/ ## - Statistically higher / lower vs. Total

Awareness and importance of regulation by demographic group (2/2)

- Awareness and overall importance is statistically similar across housing type, household composition, number of years living in Alberta, and household income.

		TOTAL (n=1023)	HOUSING TYPE ¹				HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
			Detached house (n=571)	Lower density (n=183)	Multi-residence (n=207)	Other (n=59)*	With children (n=293)	Without children (n=730)	10 or less (n=172)	11-20 (n=115)	21+ (n=732)	<\$60K (n=433)	\$60K-<\$120K (n=355)	\$120K+ (n=158)
AWARE	Yes	70%	69%	71%	71%	68%	69%	70%	64%	72%	71%	68%	72%	72%
	No	21%	22%	21%	18%	24%	22%	21%	25%	24%	19%	22%	19%	19%
	Don't know	9%	9%	9%	12%	8%	9%	10%	11%	4%	10%	9%	9%	9%
IMPORTANCE	5 - Very important	54%	58%	48%	51%	50%	52%	55%	50%	48%	56%	55%	52%	56%
	4	28%	25%	32%	33%	29%	31%	27%	32%	31%	27%	27%	31%	29%
	3	12%	11%	13%	10%	16%	12%	11%	9%	15%	11%	11%	11%	11%
	2	2%	2%	3%	2%	0%	2%	2%	3%	4%	1%	3%	1%	3%
	1 - Not at all important	<1%	1%	0%	0%	2%	0%	1%	0%	0%	1%	<1%	<1%	<1%
	Don't know	4%	3%	3%	5%	3%	3%	4%	6%	2%	3%	4%	4%	1%
	TOTAL IMPORTANT (T2B)	82%	83%	80%	83%	80%	83%	82%	82%	78%	83%	82%	83%	85%
	TOTAL NOT IMPORTANT (B2B)	2%	3%	3%	2%	2%	2%	3%	3%	4%	2%	3%	1%	3%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.

Base: All Albertans

015. Are you aware that bottle depots and Alberta's beverage container recycling system are regulated to ensure consistent standards across Alberta? Select one response.

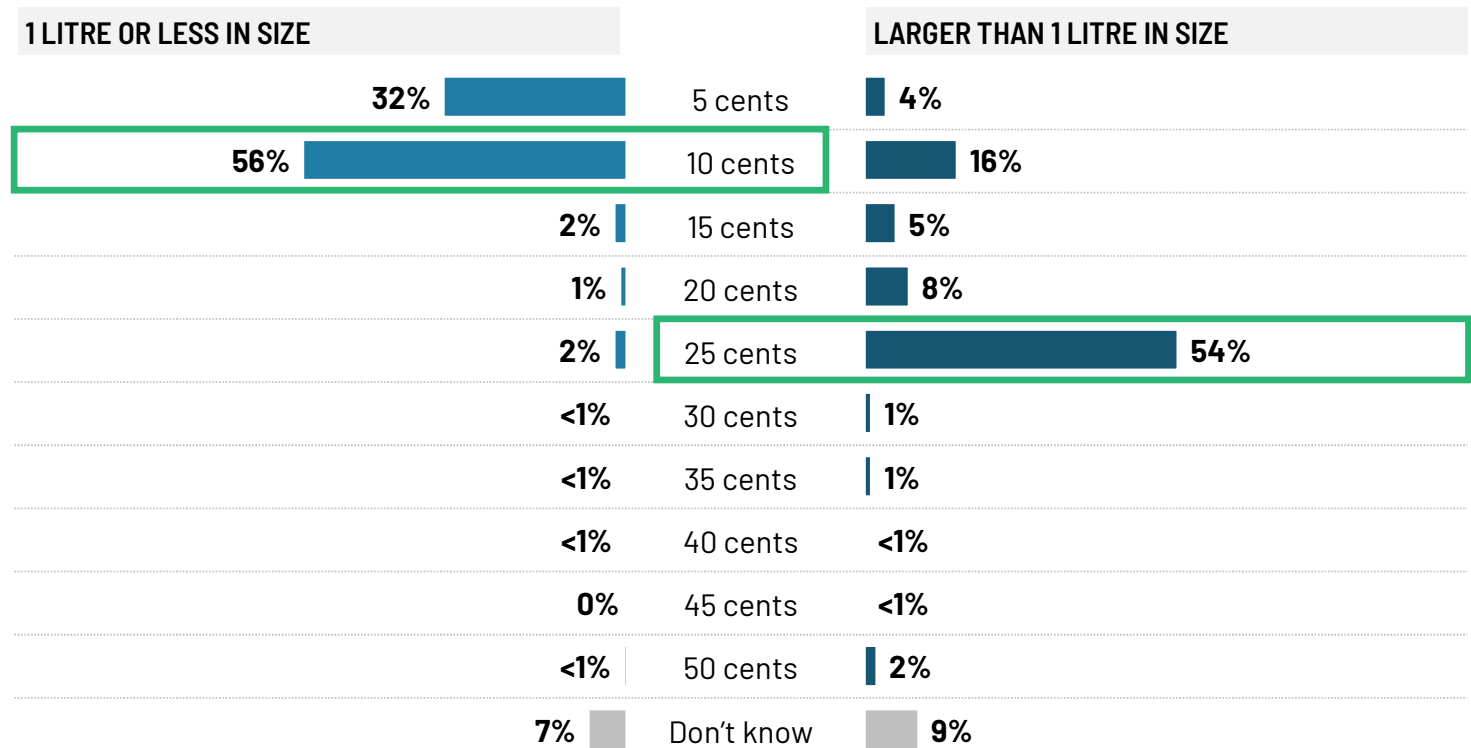
016. Alberta's bottle depots are regulated to ensure consistent standards are set. How important do you think it is to have province-wide regulation of bottle depots and Alberta's beverage container recycling system? Select one response.

/ ## - Statistically higher / lower vs. Total

DEPOSITS & INCENTIVES

Awareness of beverage container deposit values

- Only a small majority of Albertans can accurately identify the deposit values for beverage containers in Alberta, highlighting potential opportunities to grow public awareness.
- Overall, 56% understand that the deposit value for containers 1 litre or less is 10 cents, while 54% are aware of the 25-cent deposit value for containers larger than 1 litre.



Base: All Albertans (n=1023)
 Q17a. To the best of your knowledge, which of the following beverage container deposit values (and therefore return values) is correct for containers that are 1 litre or less in size? An example of this type of container is a soft drink can. Select one response.
 Q17b. To the best of your knowledge, which of the following beverage container deposit values (and therefore return values) is correct for containers that are larger than 1 litre in size? An example of this type of container is a milk jug. Select one response.

Awareness of beverage container deposit values by demographic group (1/2)

- Awareness of the correct deposit amounts is higher among those who are aged 55+ years, as well as those in Rural South.
- Men are more likely than women to be aware of the deposit value for containers that are 1 litre or less. While men are also directionally more likely to be aware of the deposit value for containers larger than 1 litre, this difference is not statistically significant.

CORRECT DEPOSIT AMOUNT	TOTAL (n=1023)	GENDER		AGE			REGION					
		Male (n=489)	Female (n=529)	18-34 (n=257)	35-54 (n=357)	55+ (n=409)	City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
1 LITRE OR LESS												
10 cents	56%	61%	52%	46%	59%	62%	55%	52%	55%	57%	63%	66%
LARGER THAN 1 LITRE												
25 cents	54%	57%	52%	46%	56%	59%	56%	50%	56%	54%	54%	65%

Base: All Albertans
 Q17a. To the best of your knowledge, which of the following beverage container deposit values (and therefore return values) is correct for containers that are 1 litre or less in size? An example of this type of container is a soft drink can. Select one response.
 Q17b. To the best of your knowledge, which of the following beverage container deposit values (and therefore return values) is correct for containers that are larger than 1 litre in size? An example of this type of container is a milk jug. Select one response.

/ ## - Statistically higher / lower vs. Total

Awareness of beverage container deposit values by demographic group (2/2)

- Awareness of the correct deposit amounts for both container sizes is higher among those living in some other type of housing and those who have lived in Alberta for 21+ years.

CORRECT DEPOSIT AMOUNT	TOTAL (n=1023)	HOUSING TYPE ¹				HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=571)	Lower density (n=183)	Multi-residence (n=207)	Other (n=59)*	With children (n=293)	Without children (n=730)	10 or less (n=172)	11-20 (n=115)	21+ (n=732)	<\$60K (n=433)	\$60K-<\$120K (n=355)	\$120K+ (n=158)
1 LITRE OR LESS													
10 cents	56%	60%	49%	52%	72%	53%	58%	47%	56%	59%	53%	62%	52%
LARGER THAN 1 LITRE													
25 cents	54%	56%	49%	52%	73%	55%	54%	33%	50%	61%	53%	58%	51%

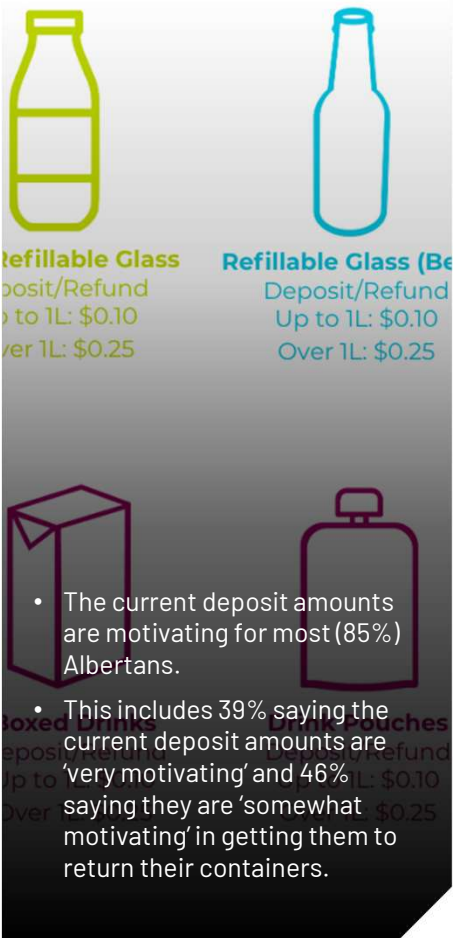
¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.
Base: All Albertans

Q17a. To the best of your knowledge, which of the following beverage container deposit values (and therefore return values) is correct for containers that are 1 litre or less in size? An example of this type of container is a soft drink can. Select one response.
Q17b. To the best of your knowledge, which of the following beverage container deposit values (and therefore return values) is correct for containers that are larger than 1 litre in size? An example of this type of container is a milk jug. Select one response.

/ ## - Statistically higher / lower vs. Total



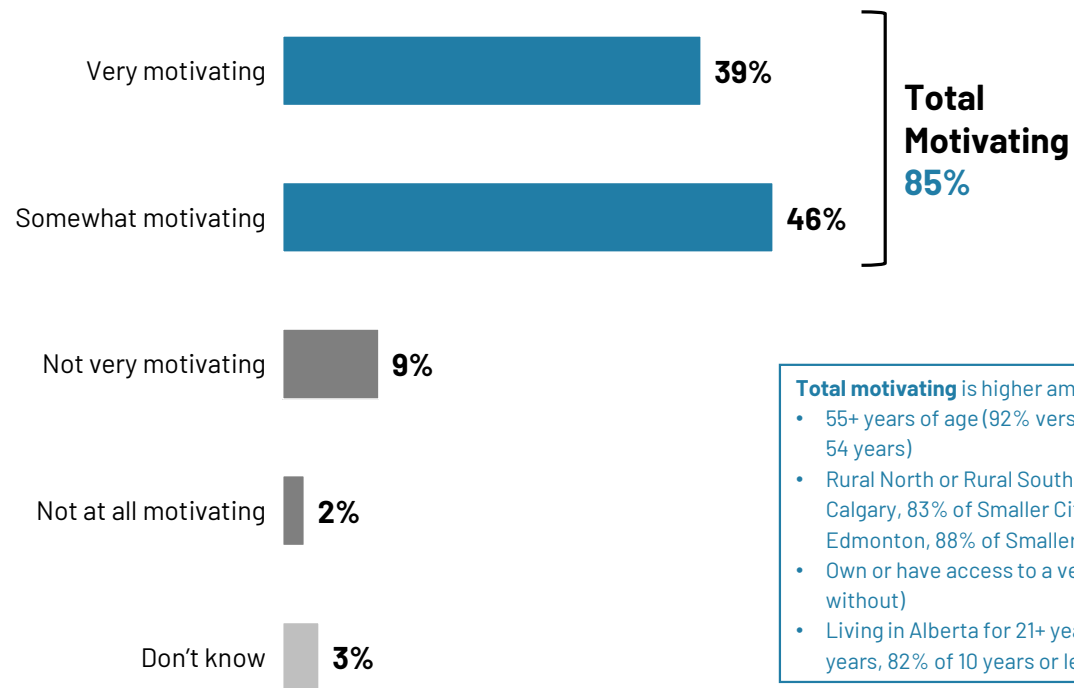


Refillable Glass
Deposit/Refund
Up to 1L: \$0.10
Over 1L: \$0.25

Refillable Glass (Beer)
Deposit/Refund
Up to 1L: \$0.10
Over 1L: \$0.25

- The current deposit amounts are motivating for most (85%) Albertans.
- This includes 39% saying the current deposit amounts are 'very motivating' and 46% saying they are 'somewhat motivating' in getting them to return their containers.

Motivation to return containers at current deposit amounts

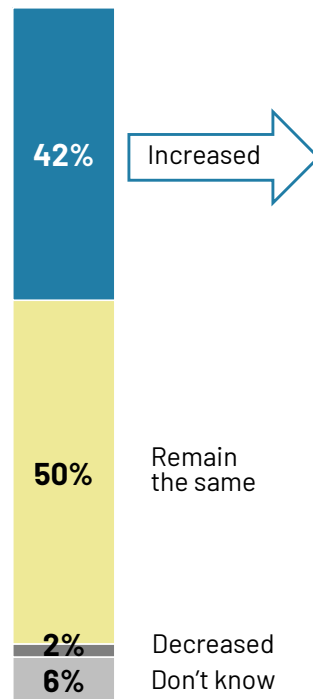


Base: All Albertans (n=1023)
Q18. As you may know, Alberta's deposit values are 10 cents for containers 1 litre or less and 25 cents for containers larger than 1 litre. Knowing this, how do Alberta's current deposit amounts motivate you to return your containers? Select one response.

Adjusting current deposit values

- Opinions on adjusting the current deposit value are mixed.
- Half (50%) of Albertans say the deposit values should 'remain the same', while 42% advocate for these to be 'increased'.
- Very few (2%) say the deposit values should be 'decreased', and 6% are uncertain ('don't know').
- Among those advocating for an increase, the average suggested deposit value for containers 1 liter or less is 21.4 cents, while the average suggested deposit value for containers larger than 1 litre is 42.6 cents.

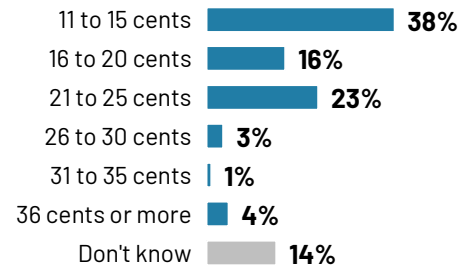
CURRENT DEPOSIT VALUE



Base: All Albertans (n=1023)
Q19. Do you think the current deposit values (10 cents and 25 cents) should be decreased, increased, or remain the same? Select one response.

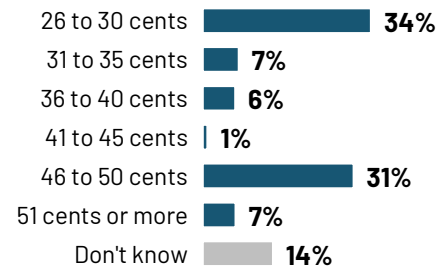
AMOUNT DEPOSIT VALUE SHOULD BE FOR ...

... CONTAINERS 1 LITRE OR LESS



Mean
21.4 cents

... CONTAINERS LARGER THAN 1 LITRE



Mean
42.6 cents

Base: Feel current deposit values should increase (n=425)
Q19a. You indicated the current deposit values (10 cents and 25 cents) should be increased. What do you think the deposit value should be? Enter suggested deposit value in cents for each type of container.

Adjusting current deposit values by demographic group (1/2)

- Younger Albertans (18-34 years) are more likely to advocate for increased deposit values, as well as suggest larger average values overall.

	TOTAL (n=1023)	GENDER		AGE			REGION					
		Male (n=489)	Female (n=529)	18-34 (n=257)	35-54 (n=357)	55+ (n=409)	City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
Increased	42%	41%	43%	53%	45%	30%	47%	41%	36%	43%	42%	42%
Remain the same	50%	51%	49%	37%	46%	63%	44%	50%	57%	50%	52%	47%
Decreased	2%	2%	1%	2%	2%	1%	2%	2%	1%	3%	1%	2%
Don't know	6%	6%	7%	8%	7%	5%	7%	7%	6%	5%	5%	9%
Base: Feel current deposit values should increase	(n=425)	(n=200)	(n=220)	(n=137)	(n=165)	(n=123)	(n=98)*	(n=123)	(n=44)*	(n=55)*	(n=51)*	(n=54)*
Suggested deposit value for containers 1 litre or less in size (mean cents)	21.4	21.0	22.0	23.6	20.7	19.7	20.8	22.4	20.5	21.6	21.0	21.2
Suggested deposit value for containers larger than 1 litre in size (mean cents)	42.6	41.4	43.9	45.7	42.3	38.7	42.9	43.3	40.9	41.2	44.4	41.2

* Small base size (<100), interpret with caution.

Base: All Albertans

Q19. Do you think the current deposit values (10 cents and 25 cents) should be decreased, increased, or remain the same? Select one response.

Base: Feel current deposit values should increase

Q19a. You indicated the current deposit values (10 cents and 25 cents) should be increased. What do you think the deposit value should be? Enter suggested deposit value in cents for each type of container.

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/ ## - Statistically higher / lower vs. Total



Adjusting current deposit values by demographic group (2/2)

- Those saying deposit values should be increased are more likely to live in a duplex, triplex, fourplex, townhouse, or rowhouse (defined as lower density in the table below) or some other housing type, live in households with children under the age of 18, and have lived in Alberta for 10 years or less.

	TOTAL (n=1023)	HOUSING TYPE ¹				HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=571)	Lower density (n=183)	Multi-residence (n=207)	Other (n=59)*	With children (n=293)	Without children (n=730)	10 or less (n=172)	11 to 20 (n=115)	21+ (n=732)	<\$60K (n=433)	\$60K to <\$120K (n=355)	\$120K+ (n=158)
Increased	42%	39%	50%	40%	57%	48%	39%	52%	43%	39%	45%	41%	38%
Remain the same	50%	54%	41%	50%	38%	46%	51%	38%	49%	53%	45%	52%	54%
Decreased	2%	1%	3%	3%	0%	1%	2%	2%	2%	2%	2%	<1%	4%
Don't know	6%	6%	7%	7%	5%	5%	7%	8%	6%	6%	7%	6%	5%
Base: Feel current deposit values should increase	(n=425)	(n=223)	(n=87)*	(n=81)*	(n=32)*	(n=143)	(n=282)	(n=84)*	(n=53)*	(n=286)	(n=194)	(n=144)	(n=58)*
Suggested deposit value for containers 1 litre or less in size (mean cents)	21.4	21.0	20.2	22.7	25.2	21.5	21.3	22.4	20.5	20.8	21.5	20.8	22.1
Suggested deposit value for containers larger than 1 litre in size (mean cents)	42.6	42.6	41.1	43.0	45.3	43.2	42.2	43.9	41.9	41.9	41.4	42.9	44.7

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.

Base: All Albertans

Q19. Do you think the current deposit values (10 cents and 25 cents) should be decreased, increased, or remain the same? Select one response.

Base: Feel current deposit values should increase

Q19a. You indicated the current deposit values (10 cents and 25 cents) should be increased. What do you think the deposit value should be? Enter suggested deposit value in cents for each type of container.

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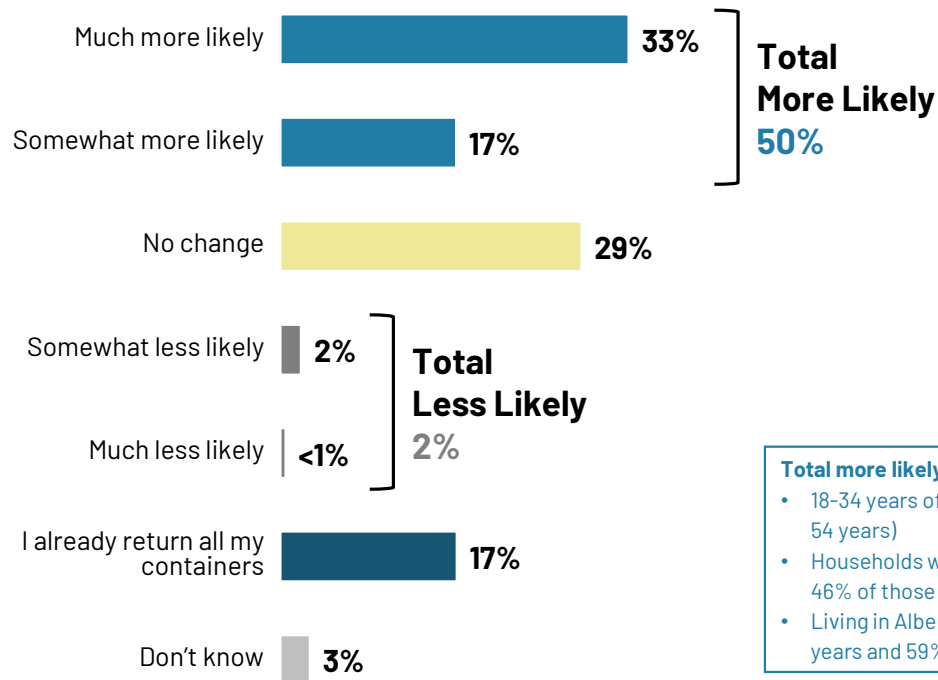
63

/ ## - Statistically higher / lower vs. Total



Potential changes in recycling behaviour with increased deposit values

- Increasing deposit values to 25 cents for containers 1 litre or less and 50 cents for containers larger than 1 litre is likely to enhance recycling behaviours among half (50%) of Albertans.
- This includes 33% saying they would be 'much more likely' and 17% saying they would be 'somewhat more likely' to recycle if the deposit values were increased to these amounts.

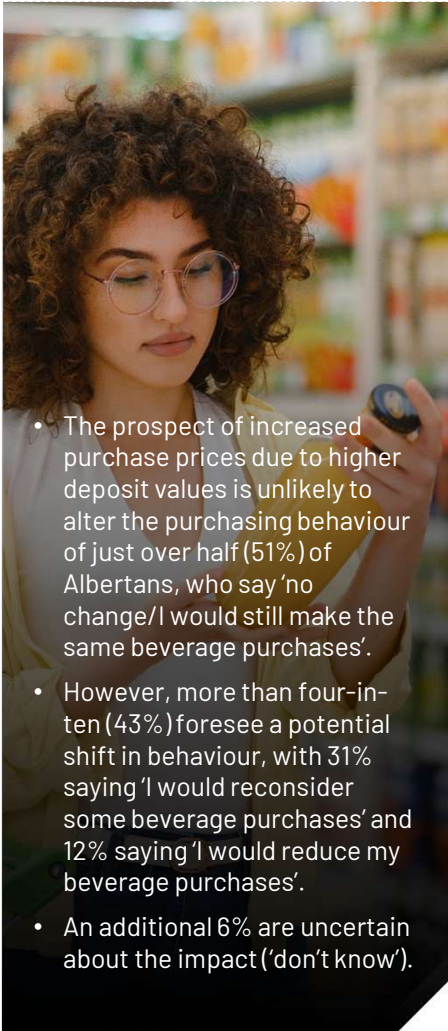


Total more likely is higher among:

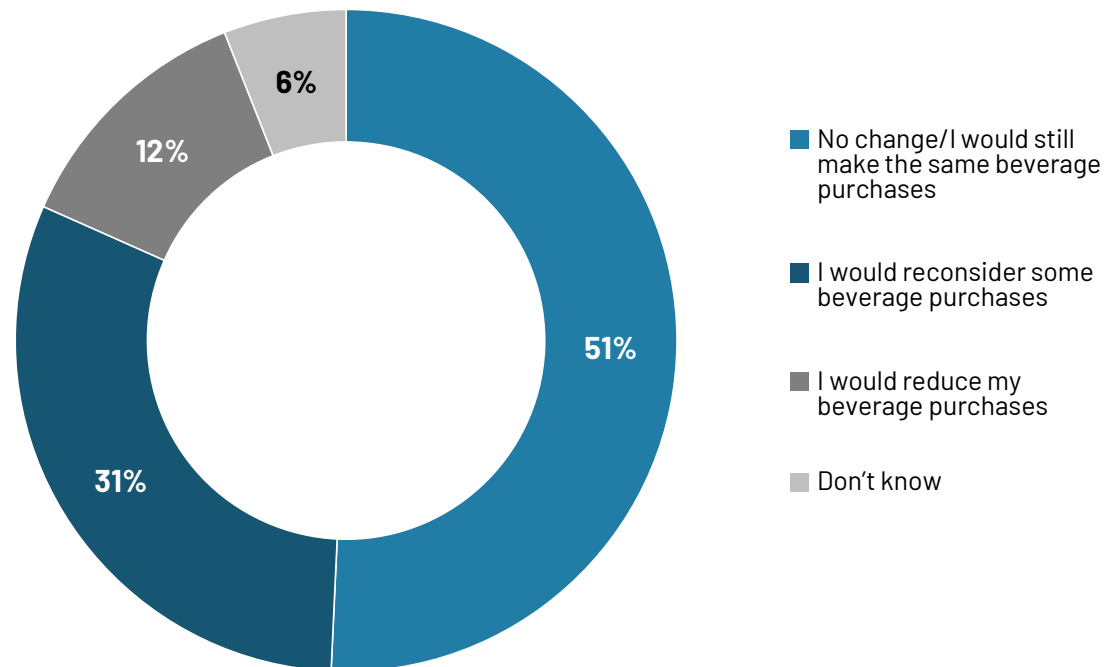
- 18-34 years of age (62% versus 37% of 55+ years, 52% of 35-54 years)
- Households with children under the age of 18 (58% versus 46% of those without children at home)
- Living in Alberta for 20 years or less (includes 61% of 11-20 years and 59% of 10 years or less versus 45% of 21+ years)

Base: All Albertans (n=1023)
 Q20. If the deposit values were increased to 25 cents for containers 1 litre or less and 50 cents for containers larger than 1 litre, how might this affect your beverage container recycling behaviour? Select one response.





Potential changes in purchasing behaviour with increased deposit values



Base: All Albertans (n=1023)
Q21. Increasing the deposit values will lead to a rise in you much you pay to purchase the item, as deposit costs are incorporated into the item's overall price. If the deposit values were increased to 25 cents for containers 1 litre or less and 50 cents for containers larger than 1 litre, how might this affect your purchasing behaviour? Select one response.

Potential changes in purchasing behaviour with increased deposit values by demographic group (1/2)

- Older Albertans (55+ years) are more likely to say their purchase behaviour would be unaffected by higher prices due to increased deposit values. Those aged 35-54 years are more likely than other age groups to say they would reduce their beverage purchases.
- Women are more likely than men to say they would reconsider some beverage purchases in the face of higher prices.

	TOTAL (n=1023)	GENDER		AGE			REGION					
		Male (n=489)	Female (n=529)	18-34 (n=257)	35-54 (n=357)	55+ (n=409)	City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
No change/I would still make the same beverage purchases	51%	53%	48%	46%	49%	56%	50%	50%	50%	50%	58%	51%
I would reconsider some beverage purchases	31%	27%	35%	34%	30%	29%	30%	31%	34%	33%	26%	32%
I would reduce my beverage purchases	12%	14%	11%	11%	15%	10%	13%	14%	8%	12%	9%	15%
Don't know	6%	6%	6%	8%	6%	5%	7%	5%	9%	5%	7%	1%

Base: All Albertans

Q21. Increasing the deposit values will lead to a rise in you much you pay to purchase the item, as deposit costs are incorporated into the item's overall price. If the deposit values were increased to 25 cents for containers 1 litre or less and 50 cents for containers larger than 1 litre, how might this affect your purchasing behaviour? Select one response.

/ ## - Statistically higher / lower vs. Total

Potential changes in purchasing behaviour with increased deposit values by demographic group (2/2)

- Those who have lived in Alberta for 21+ years are more likely to say they would not change their purchase behaviour if increased deposit values led to higher prices. Conversely, those who have lived in Alberta for 20 years or less are more likely to say they would reconsider some beverage purchases.

	TOTAL (n=1023)	HOUSING TYPE ¹				HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=571)	Lower density (n=183)	Multi-residence (n=207)	Other (n=59)*	With children (n=293)	Without children (n=730)	10 or less (n=172)	11 to 20 (n=115)	21+ (n=732)	<\$60K (n=433)	\$60K to <\$120K (n=355)	\$120K+ (n=158)
No change/I would still make the same beverage purchases	51%	53%	49%	47%	44%	48%	52%	46%	37%	54%	51%	48%	57%
I would reconsider some beverage purchases	31%	29%	34%	33%	29%	35%	29%	38%	40%	27%	31%	35%	25%
I would reduce my beverage purchases	12%	13%	10%	12%	17%	12%	13%	11%	16%	12%	12%	13%	14%
Don't know	6%	5%	6%	7%	9%	5%	6%	5%	6%	6%	6%	4%	4%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.

Base: All Albertans

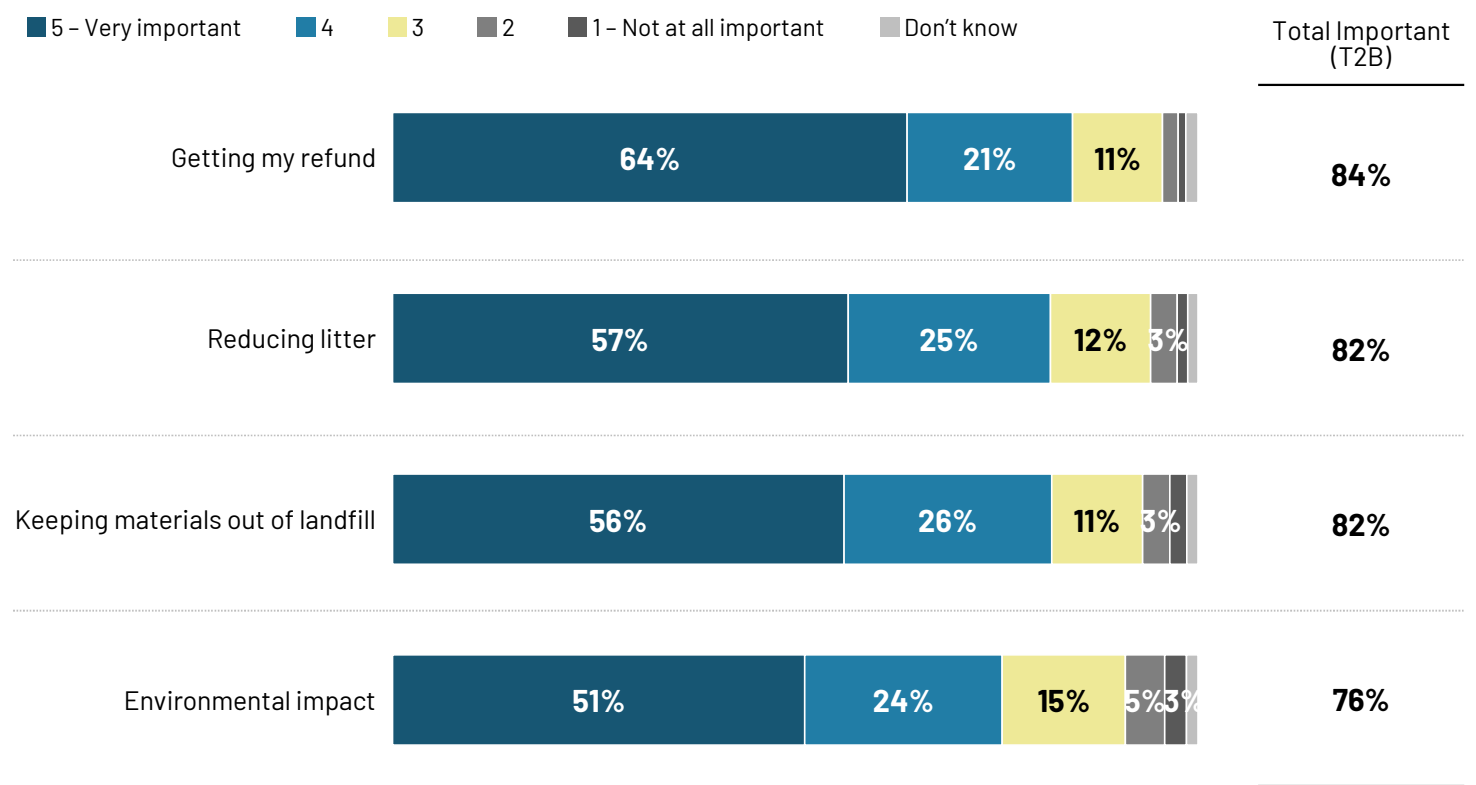
Q21. Increasing the deposit values will lead to a rise in you much you pay to purchase the item, as deposit costs are incorporated into the item's overall price. If the deposit values were increased to 25 cents for containers 1 litre or less and 50 cents for containers larger than 1 litre, how might this affect your purchasing behaviour? Select one response.

/ ## - Statistically higher / lower vs. Total

ENVIRONMENTAL MOTIVATION

Important reasons for returning empty beverage containers

- The primary motivation for returning empty beverage containers to a bottle depot is **getting my refund**, with 84% of Albertans saying this is an important reason, including 64% saying 'very important'.
- This is closely followed by **reducing litter** and **keeping materials out of landfill**, both viewed as important reasons by 82% of Albertans.
- **Environmental impact** scores slightly lower at 76%, although remains an important consideration for more than three-quarters of Albertans.



Data labels <3% not shown.
 Base: All Albertans (n=1023)
 Q22. The following are some reasons for returning empty beverage containers to a bottle depot. How important is each one to you personally? Select one response per item.

Important reasons for returning empty beverage containers by demographic group (1/2)

- Overall, the reasons for returning empty beverage containers generally resonate more with women and older Albertans (aged 55+ years).
- Regionally, the motivation of receiving a refund is higher in the Rural South and lower in the City of Calgary.

Total Important (T2B)	TOTAL (n=1023)	GENDER		AGE			REGION					
		Male (n=489)	Female (n=529)	18-34 (n=257)	35-54 (n=357)	55+ (n=409)	City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
Getting my refund	84%	84%	85%	80%	85%	87%	85%	81%	90%	82%	83%	91%
Reducing litter	82%	79%	85%	74%	80%	89%	83%	79%	82%	84%	83%	79%
Keeping materials out of landfill	82%	78%	86%	74%	81%	89%	84%	79%	84%	86%	81%	80%
Environmental impact	76%	71%	80%	71%	74%	81%	79%	74%	76%	77%	74%	73%

Base: All Albertans
Q22. The following are some reasons for returning empty beverage containers to a bottle depot. How important is each one to you personally? Select one response per item.

/ ## - Statistically higher / lower vs. Total

Important reasons for returning empty beverage containers by demographic group (2/2)

- Those living in some other housing type are more motivated by getting a refund.
- Those living in households without children under the age of 18 attach more importance to reducing litter and keeping materials out of the landfill.

Total Important (T2B)	TOTAL (n=1023)	HOUSING TYPE ¹				HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=571)	Lower density (n=183)	Multi-residence (n=207)	Other (n=59)*	With children (n=293)	Without children (n=730)	10 or less (n=172)	11-20 (n=115)	21+ (n=732)	<\$60K (n=433)	\$60K-<\$120K (n=355)	\$120K+ (n=158)
Getting my refund	84%	85%	84%	82%	92%	83%	85%	85%	84%	84%	86%	82%	85%
Reducing litter	82%	82%	79%	82%	83%	77%	84%	84%	79%	81%	81%	82%	83%
Keeping materials out of landfill	82%	83%	78%	83%	85%	76%	84%	85%	83%	81%	82%	81%	82%
Environmental impact	76%	75%	74%	79%	76%	74%	76%	81%	80%	74%	75%	77%	74%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.

Base: All Albertans
Q22. The following are some reasons for returning empty beverage containers to a bottle depot. How important is each one to you personally? Select one response per item.

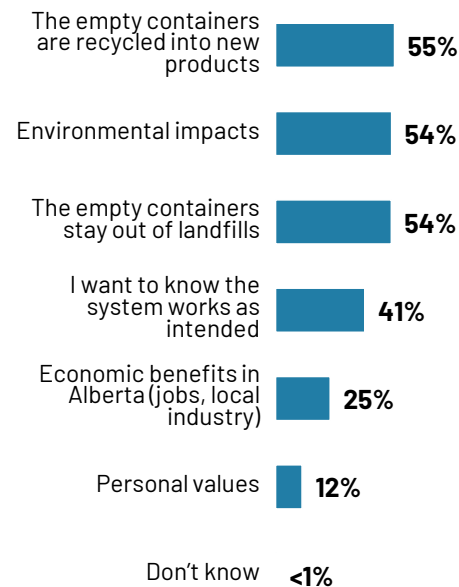
/ ## - Statistically higher / lower vs. Total



Care about where empty/used containers end up and reasons why

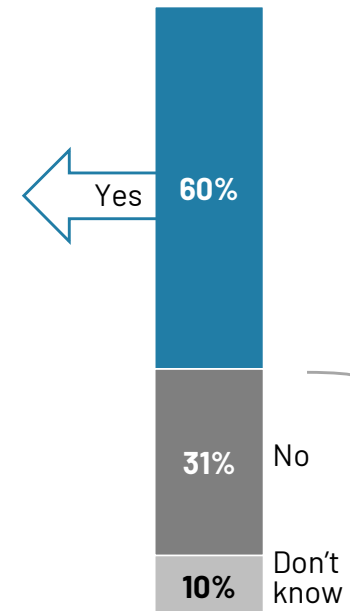
- The majority (60%) of Albertans say they care about where empty/used containers end up after they are returned to a bottle depot.
 - The main reasons for this concern are knowing “the empty containers are recycled into new products” (55%), “environmental impacts” (54%), and “the empty containers stay out of landfills” (54%).
- Conversely, 31% of Albertans say they do not care about containers’ end destinations, and an additional 10% are uncertain.
 - To elevate the importance of this issue among these respondents, top recommendations include showing “evidence the system actually works (data, outcomes)” (32%) and “clear information about what containers become after recycling” (30%).
 - Hearing about local or Alberta-based recycling outcomes (25%), Greater financial benefits (i.e. higher deposit rates) (25%), Environmental impact information (22%), Nothing – it’s not important to me (19%), and Don’t know (12%).
- Nevertheless, 19% reflect a solid stance of indifference, saying “nothing – it’s not important to me”, and 12% remain unsure (“don’t know”), suggesting there may always be a segment who remain unfocused on this issue.

MAIN REASONS FOR CARING WHERE EMPTY/USED CONTAINERS END UP (partial coded open-end)



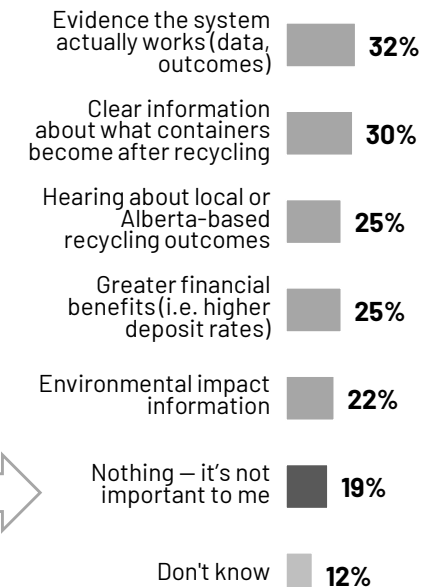
Base: Care where empty/used containers end up (n=615)
Q23a. What are the main reasons why you care about where the empty/used containers end up after they are returned to a bottle depot? Select up to three.

CARE WHERE EMPTY/USED CONTAINERS END UP



Base: All Albertans (n=1023)
Q23. Do you care about where the empty/used containers end up after they are returned to a bottle depot?

WHAT WOULD MAKE THIS MORE IMPORTANT TO YOU (partial coded open-end)



Base: Do not care where empty/used containers end up (n=408)
Q23b. What, if anything, would make this more important to you? Select up to three.

Care about where empty/used containers end up by demographic group

- Care about where empty/used containers end up after they are returned to a bottle depot is higher among women and those who are 55+ years of age.

	TOTAL (n=1023)	GENDER		AGE			REGION					
		Male (n=489)	Female (n=529)	18-34 (n=257)	35-54 (n=357)	55+ (n=409)	City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
Yes	60%	54%	64%	59%	56%	64%	60%	60%	57%	59%	55%	66%
No	31%	36%	26%	33%	35%	24%	31%	30%	31%	33%	33%	24%
Don't know	10%	10%	10%	8%	9%	12%	9%	10%	12%	8%	11%	10%

	TOTAL (n=1023)	TYPE OF RESIDENCE ¹				HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=571)	Lower density (n=183)	Multi-residence (n=207)	Other (n=59)*	With children (n=293)	Without children (n=730)	10 or less (n=172)	11-20 (n=115)	21+ (n=732)	<\$60K (n=433)	\$60K- <\$120K (n=355)	\$120K+ (n=158)
Yes	60%	60%	53%	64%	63%	55%	61%	60%	63%	59%	59%	61%	56%
No	31%	31%	37%	25%	28%	37%	28%	32%	27%	31%	30%	30%	37%
Don't know	10%	9%	10%	11%	10%	8%	11%	8%	9%	10%	11%	9%	6%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.

Base: All Albertans
Q23. Do you care about where the empty/used containers end up after they are returned to a bottle depot?

/ ## - Statistically higher / lower vs. Total

Reasons for caring about where empty/used containers end up by demographic group (1/2) (partial coded open-end)(among those saying they care)

- The reasons for caring about where empty/used containers end up after they are returned to a bottle depot vary by demographic group. For example, among younger Albertans aged 18-34 years, the environmental impact is the primary reason for caring about this issue. Compared to other age groups, younger Albertans place less emphasis on knowing that the empty containers are recycled into new products or stay out of landfills.

	TOTAL (n=615)	GENDER		AGE			REGION					
		Male (n=271)	Female (n=340)	18-34 (n=151)	35-54 (n=203)	55+ (n=261)	City of Edmonton (n=130)	City of Calgary (n=182)	Smaller Cities North (n=72)*	Smaller Cities South (n=79)*	Rural North (n=65)*	Rural South (n=87)*
The empty containers are recycled into new products	55%	50%	59%	38%	54%	69%	56%	53%	67%	51%	51%	55%
Environmental impacts	54%	47%	59%	60%	52%	51%	58%	53%	53%	59%	45%	48%
The empty containers stay out of landfills	54%	49%	57%	41%	53%	63%	54%	58%	55%	38%	62%	50%
I want to know the system works as intended	41%	48%	37%	42%	38%	44%	42%	42%	44%	43%	36%	37%
Economic benefits in Alberta (jobs, local industry)	25%	26%	25%	24%	26%	26%	27%	26%	20%	21%	27%	28%
Personal values	12%	17%	8%	20%	14%	6%	9%	10%	11%	22%	8%	22%
Don't know	<1%	<1%	<1%	0%	1%	0%	0%	0%	0%	1%	3%	0%

* Small base size (<100), interpret with caution.
 Base: Care where empty/used containers end up
 023a. What are the main reasons why you care about where the empty/used containers end up after they are returned to a bottle depot? Select up to three.

/ ## - Statistically higher / lower vs. Total

Reasons for caring about where empty/used containers end up by demographic group (2/2) (partial coded open-end)(among those saying they care)

- Other demographic differences are highlighted below. Of note, those who have lived in Alberta for 21+ years are more likely to mention they want to know that the empty containers are recycled into new products and that they stay out of landfills.

	TOTAL (n=615)	HOUSING TYPE ¹				HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=345)	Lower density (n=99)*	Multi-residence (n=132)	Other (n=37)*	With children (n=167)	Without children (n=448)	10 or less (n=104)	11-20 (n=72)*	21+ (n=436)	<\$60K (n=259)	\$60K- <\$120K (n=217)	\$120K+ (n=93)*
The empty containers are recycled into new products	55%	58%	47%	54%	55%	51%	57%	40%	54%	60%	58%	50%	58%
Environmental impacts	54%	53%	48%	60%	46%	52%	54%	58%	50%	53%	48%	58%	60%
The empty containers stay out of landfills	54%	58%	52%	46%	51%	47%	56%	31%	54%	60%	54%	54%	56%
I want to know the system works as intended	41%	41%	44%	40%	48%	35%	44%	41%	47%	40%	40%	43%	41%
Economic benefits in Alberta (jobs, local industry)	25%	24%	26%	28%	22%	25%	26%	35%	23%	23%	26%	22%	27%
Personal values	12%	9%	17%	18%	2%	18%	10%	14%	18%	11%	13%	15%	5%
Don't know	<1%	<1%	1%	1%	0%	1%	<1%	1%	0%	<1%	<1%	0%	1%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.
Base: Care where empty/used containers end up
Q23a. What are the main reasons why you care about where the empty/used containers end up after they are returned to a bottle depot? Select up to three.

/ ## - Statistically higher / lower vs. Total

How to make this more important to you by demographic group (1/2)

(partial coded open-end)(among those saying they do not care)

- Among those saying this issue is not important to them, those in Smaller Cities South express a stronger desire to see evidence proving the system works. Conversely, only a small portion of Rural North residents feel this way. Rather, Rural North residents would be most motivated by knowing what containers become after recycling.

	TOTAL (n=408)	GENDER		AGE			REGION					
		Male (n=218)	Female (n=189)	18-34 (n=106)	35-54 (n=154)	55+ (n=148)	City of Edmonton (n=86)*	City of Calgary (n=119)	Smaller Cities North (n=53)*	Smaller Cities South (n=53)*	Rural North (n=52)*	Rural South (n=45)*
Evidence the system actually works (data, outcomes)	32%	31%	32%	34%	31%	30%	32%	31%	34%	45%	15%	31%
Clear information about what containers become after recycling	30%	30%	31%	23%	29%	39%	32%	29%	29%	36%	30%	26%
Hearing about local or Alberta-based recycling outcomes	25%	25%	26%	28%	23%	26%	24%	21%	29%	35%	25%	22%
Greater financial benefits (i.e. higher deposit rates)	25%	25%	25%	28%	28%	20%	32%	22%	26%	25%	21%	23%
Environmental impact information	22%	19%	25%	20%	24%	21%	31%	23%	10%	18%	17%	22%
Nothing – it's not important to me	19%	20%	18%	15%	20%	22%	16%	17%	23%	20%	20%	27%
Don't know	12%	13%	11%	12%	12%	13%	12%	15%	10%	9%	18%	2%

* Small base size (<100), interpret with caution.
Base: Do not care where empty/used containers end up
Q23b. What, if anything, would make this more important to you? Select up to three.

/ ## - Statistically higher / lower vs. Total

How to make this more important to you by demographic group (2/2)

(partial coded open-end)(among those saying they do not care)

- Those who have lived in Alberta for 21+ years and express indifference towards the issue of where empty containers end up after being returned are more likely to say there is nothing that would make this issue important to them. In contrast, there appear to be greater opportunities to engage those who have only lived in the province for 10 years or less.

	TOTAL (n=408)	HOUSING TYPE ¹				HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=226)	Lower density (n=84)*	Multi-residence (n=75)*	Other (n=22)*	With children (n=126)	Without children (n=282)	10 or less (n=68)*	11-20 (n=43)*	21+ (n=296)	<\$60K (n=174)	\$60K- <\$120K (n=138)	\$120K+ (n=65)*
Evidence the system actually works (data, outcomes)	32%	31%	34%	36%	13%	35%	30%	34%	38%	30%	25%	36%	41%
Clear information about what containers become after recycling	30%	29%	36%	30%	26%	34%	29%	45%	23%	28%	30%	34%	33%
Hearing about local or Alberta-based recycling outcomes	25%	28%	24%	22%	20%	27%	24%	37%	26%	22%	24%	25%	30%
Greater financial benefits (i.e. higher deposit rates)	25%	22%	34%	25%	24%	31%	22%	34%	28%	23%	25%	25%	34%
Environmental impact information	22%	25%	15%	21%	18%	23%	21%	28%	25%	20%	17%	25%	31%
Nothing – it's not important to me	19%	21%	13%	16%	35%	19%	19%	3%	15%	24%	22%	17%	17%
Don't know	12%	10%	13%	16%	11%	7%	15%	16%	8%	11%	15%	7%	4%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.
Base: Do not care where empty/used containers end up (n=408)
Q23b. What, if anything, would make this more important to you? Select up to three.

/ ## - Statistically higher / lower vs. Total

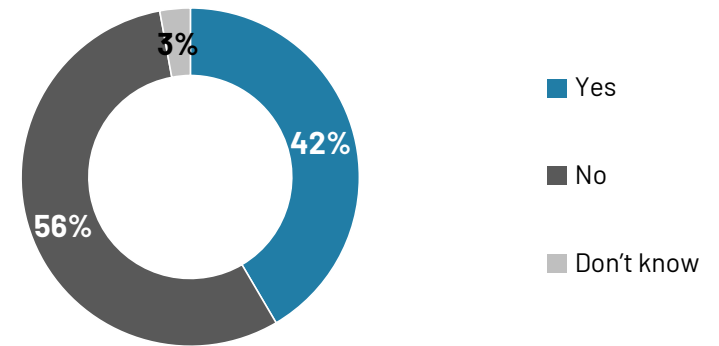


CHARITABLE GIVING



- Slightly more than four-in-ten (42%) Albertans say they have donated empty beverage containers or the refunds obtained from them to a charity, community group, sports team, or fundraising initiative in the past 12 months.

Donated empty beverage containers or refunds in P12M



Yes is higher among:

- Live in detached house (47% versus 24% of other, 31% of multi-residence, 41% of duplex, triplex, fourplex, townhouse, or rowhouse)
- Households with children under the age of 18 (49% versus 38% of those without children at home)
- Household incomes of \$60K+ (includes 49% of \$120K+ and 47% of \$60K-<\$120K versus 36% of <\$60K)

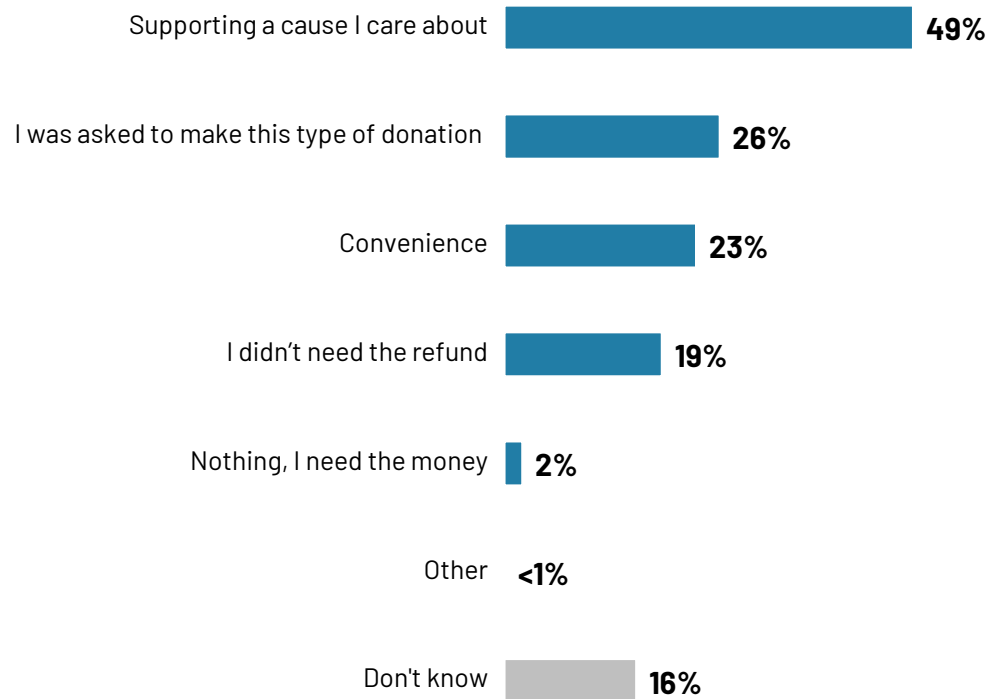
Yes is lower among those in the City of Calgary and the City of Edmonton (37% and 38% versus 48% of Smaller Cities South, 46% of Smaller Cities North, 46% of Rural North, 46% of Rural South).

Base: All Albertans (n=1023)
 Q24. In the past 12 months, have you donated empty beverage containers or refunds from returning your empty beverage containers to a charity, community group, sports team, or fundraising initiative? Select one response.

Motivations for donating empty containers and/or refunds

(partial coded open-end)

- Albertans are more likely to donate their empty beverage containers or the refunds to a charity, community group, sports team, or fundraising initiative if it is “supporting a cause I care about”, with nearly half (49%) saying they would be motivated to donate in this instance.
- Furthermore, 26% would be driven to donate if “I was asked to make this type of donation”, while 23% are motivated by “convenience”.
- Just under two-in-ten (19%) say they would donate if “I didn’t need the refund”.



Base: All Albertans (n=1023)
Q25. What has or would motivate you to donate your empty containers and/or refunds to a charity, community group, sports team, or fundraising initiative? Select all that apply.

Motivations for donating empty containers and/or refunds by demographic group (1/2) (partial coded open-end)

- Older Albertans, those aged 55+ years, are more inclined to say they would donate their empty containers and refunds when it supports a cause they care about. In contrast, younger Albertans, specifically those aged 18-34 years, are less likely to cite this as a motivating factor for their donations.

Total mentions 3% or higher.	TOTAL (n=1023)	GENDER		AGE			REGION					
		Male (n=489)	Female (n=529)	18-34 (n=257)	35-54 (n=357)	55+ (n=409)	City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
Supporting a cause I care about	49%	47%	51%	39%	51%	55%	54%	47%	43%	43%	53%	49%
I was asked to make this type of donation	26%	26%	25%	27%	22%	28%	24%	26%	27%	25%	22%	30%
Convenience	23%	24%	22%	25%	24%	20%	26%	24%	22%	23%	16%	16%
I didn't need the refund	19%	18%	20%	17%	20%	19%	20%	19%	21%	14%	16%	20%
Don't know	16%	18%	13%	16%	16%	16%	14%	15%	17%	18%	20%	13%

Base: All Albertans

Q25. What has or would motivate you to donate your empty containers and/or refunds to a charity, community group, sports team, or fundraising initiative? Select all that apply.

/ ## - Statistically higher / lower vs. Total

Motivations for donating empty containers and/or refunds by demographic group (2/2) (partial coded open-end)

- Albertans with household incomes of \$60K-<\$120K are more likely to say they would donate their empty containers or refunds if it supports a cause they care about.
- Direct requests to donate are more motivating to those living in detached houses, households with children under the age of 18, and those with household incomes of \$60K+.

Total mentions 3% or higher.	TOTAL (n=1023)	HOUSING TYPE ¹				HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=571)	Lower density (n=183)	Multi-residence (n=207)	Other (n=59)*	With children (n=293)	Without children (n=730)	10 or less (n=172)	11-20 (n=115)	21+ (n=732)	<\$60K (n=433)	\$60K-<\$120K (n=355)	\$120K+ (n=158)
Supporting a cause I care about	49%	51%	46%	49%	37%	51%	48%	45%	50%	50%	47%	53%	48%
I was asked to make this type of donation	26%	29%	29%	20%	9%	31%	23%	28%	26%	25%	21%	30%	34%
Convenience	23%	21%	25%	28%	14%	23%	23%	23%	30%	22%	21%	22%	26%
I didn't need the refund	19%	17%	18%	21%	27%	17%	20%	11%	23%	20%	19%	19%	20%
Don't know	16%	15%	13%	18%	22%	13%	17%	18%	9%	16%	17%	12%	13%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.

Base: All Albertans

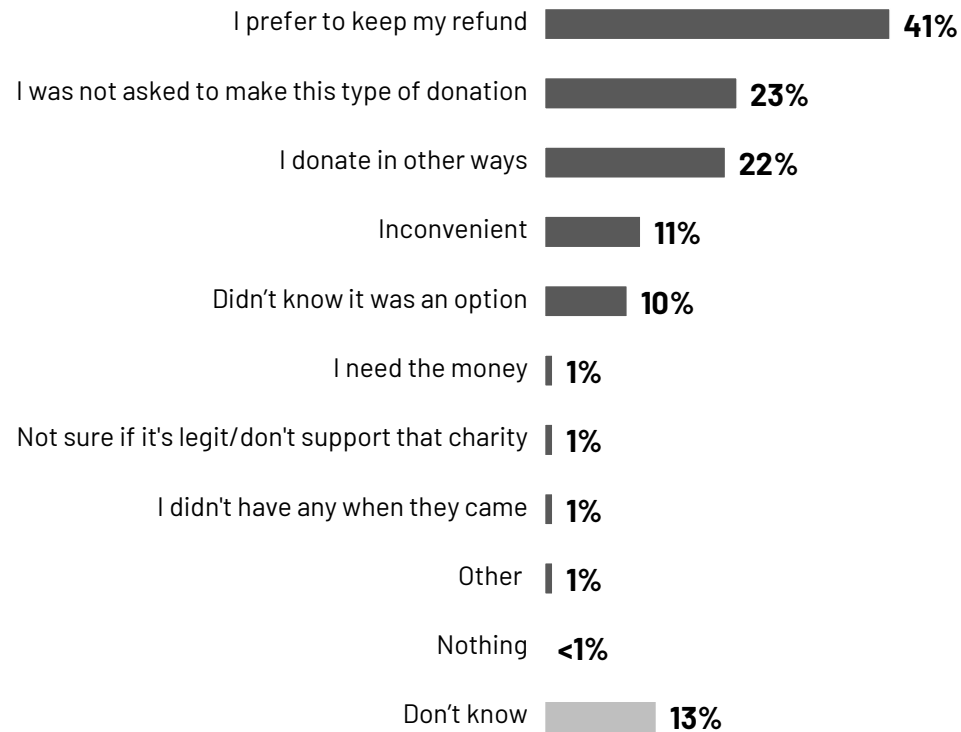
Q25. What has or would motivate you to donate your empty containers and/or refunds to a charity, community group, sports team, or fundraising initiative? Select all that apply.

/ ## - Statistically higher / lower vs. Total

Barriers to donating empty containers and/or refunds

(partial coded open-end)

- The primary obstacle preventing Albertans from donating empty containers or refunds to a charity, community group, sports team, or fundraising initiative is “I prefer to keep my refund” (41%).
- Nearly one-quarter (23%) say “I was not asked to make this type of donation” and another 10% say they “didn’t know it was an option”, suggesting that direct requests and increasing awareness could open new opportunities for participation.
- Additional barriers include “I donate in other ways” (22%) and “inconvenient” (11%).



Base: All Albertans (n=1023)
Q26. What has or would prevent you from donating your empty containers and/or refunds to a charity, community group, sports team, or fundraising initiative? Select all that apply.

Barriers to donating empty containers and/or refunds by demographic group (1/2) (partial coded open-end)

- Women and those aged 35-54 years are more inclined to say they would prefer to keep their refund rather than donate it.
- This preference is less pronounced among residents of the City of Calgary. Notably, Calgarians are more likely than those in other regions to be unaware that donating their containers or refunds is an available option.

Total mentions 3% or higher.	TOTAL (n=1023)	GENDER		AGE			REGION					
		Male (n=489)	Female (n=529)	18-34 (n=257)	35-54 (n=357)	55+ (n=409)	City of Edmonton (n=216)	City of Calgary (n=301)	Smaller Cities North (n=125)	Smaller Cities South (n=132)	Rural North (n=117)	Rural South (n=132)
I prefer to keep my refund	41%	37%	45%	34%	47%	41%	47%	36%	45%	42%	38%	43%
I was not asked to make this type of donation	23%	24%	22%	25%	20%	24%	23%	22%	22%	22%	28%	23%
I donate in other ways	22%	22%	21%	17%	22%	25%	23%	24%	25%	20%	10%	24%
Inconvenient	11%	12%	11%	13%	11%	10%	13%	13%	8%	10%	10%	11%
Didn't know it was an option	10%	11%	9%	11%	12%	7%	9%	14%	4%	12%	9%	7%
Don't know	13%	15%	12%	16%	12%	13%	11%	13%	18%	14%	15%	12%

/ ## - Statistically higher / lower vs. Total

Base: All Albertans

Q26. What has or would prevent you from donating your empty containers and/or refunds to a charity, community group, sports team, or fundraising initiative? Select all that apply.

Barriers to donating empty containers and/or refunds by demographic group (2/2) (partial coded open-end)

- Those who have lived in Alberta for 21+ years are more inclined to say they prefer keeping their refund rather than donating it.
- Those residing in a duplex, triplex, fourplex, townhouse, or rowhouse (defined as lower density in the table below) more frequently report not being asked for these types of donations.
- A lack of awareness about donation options is higher among households with children under the age of 18 and those who have lived in Alberta for 10 years or less.

Total mentions 3% or higher.	TOTAL (n=1023)	HOUSING TYPE ¹				HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=571)	Lower density (n=183)	Multi-residence (n=207)	Other (n=59)*	With children (n=293)	Without children (n=730)	10 or less (n=172)	11-20 (n=115)	21+ (n=732)	<\$60K (n=433)	\$60K-<\$120K (n=355)	\$120K+ (n=158)
I prefer to keep my refund	41%	42%	39%	38%	52%	41%	41%	36%	36%	44%	41%	42%	40%
I was not asked to make this type of donation	23%	21%	29%	24%	16%	24%	22%	24%	30%	21%	24%	23%	21%
I donate in other ways	22%	22%	20%	23%	21%	20%	22%	26%	16%	22%	20%	22%	27%
Inconvenient	11%	12%	13%	11%	5%	12%	11%	13%	15%	11%	11%	10%	17%
Didn't know it was an option	10%	9%	11%	12%	12%	13%	9%	17%	10%	8%	12%	7%	11%
Don't know	13%	14%	14%	12%	8%	12%	14%	12%	14%	13%	11%	16%	11%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.
Base: All Albertans

Q26. What has or would prevent you from donating your empty containers and/or refunds to a charity, community group, sports team, or fundraising initiative? Select all that apply.

/ ## - Statistically higher / lower vs. Total

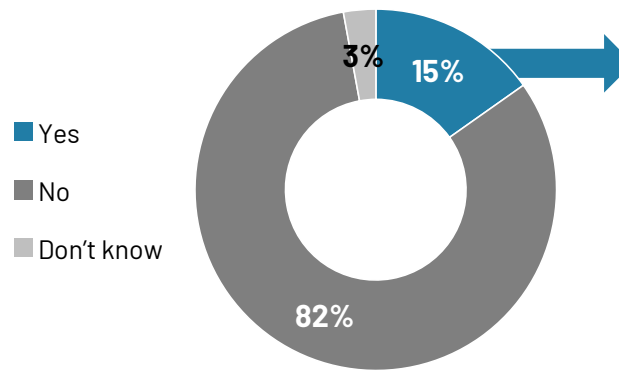
Collected beverage containers for donation and amount raised in P12M

- The majority (82%) of Albertans say they have not personally participated in collecting beverage containers or received donation returns on behalf of a charity, community group, sports team, or fundraising initiative in the past 12 months.
- Among the smaller group (15%) who did engage in this type of activity, more than half (54%) report raising \$100 or less, with 30% collecting '\$50 or less' and 24% raising '\$51 to \$100'.

Yes is higher among:

- 18-34 years of age (22% versus 9% of 55+ years, 15% of 35-54 years)
- Live in households with children under the age of 18 (23% versus 12% of those without children at home)
- Living in Alberta for 11-20 years (23% versus 13% of 21+ years, 20% of 10 years or less)

COLLECTED BEVERAGE CONTAINERS FOR CHARITY IN P12M

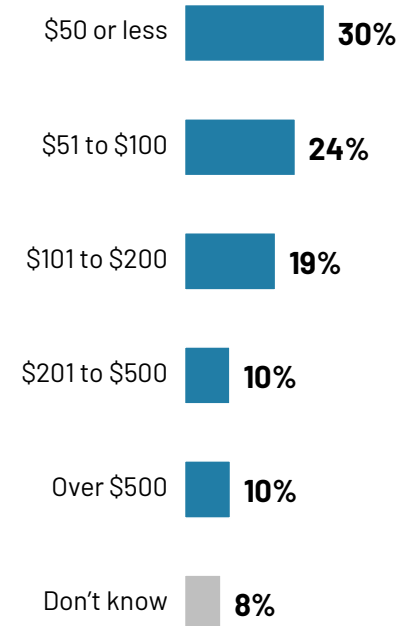


Yes is lower among:

- Smaller Cities South (9% versus 22% of Rural North, 21% of Rural South, 17% of City of Edmonton, 14% of Smaller Cities North, 13% of City of Calgary)
- Household income of \$120K+ (8% versus 18% of <\$120K)

Base: All Albertans (n=1023)
Q27. In the past 12 months, have you personally collected beverage containers or been the recipient of a return donation on behalf of a charity, community group, sports team, or fundraising initiative? Select one response.

AMOUNT OF MONEY RAISED THROUGH CONTAINER RETURNS IN P12M

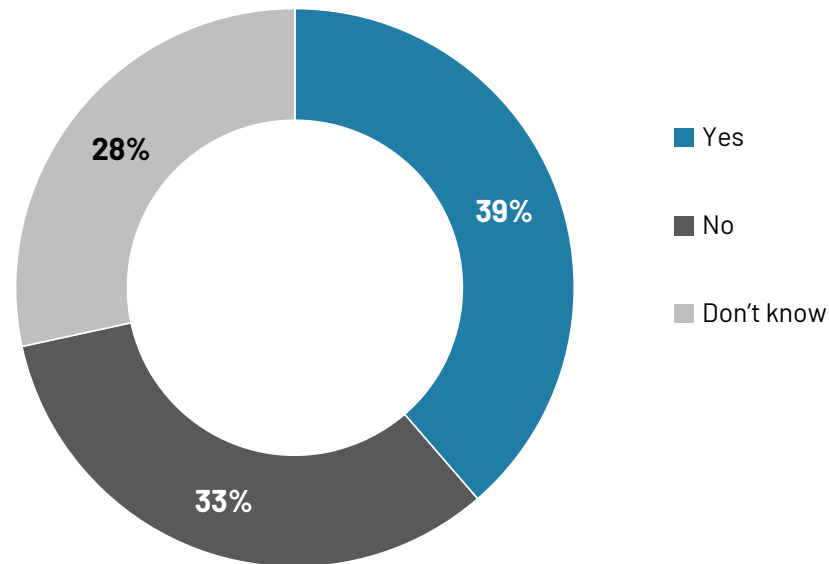


Base: Have collected beverage containers for charity in P12M (n=153)
Q28. If you're comfortable sharing, approximately how much money was raised through these container returns within the past 12 months? Select one response.

SYSTEM IMPROVEMENT & FUTURE ENHANCEMENTS

Simplifying beverage container returns

- Opinions on simplifying the process of returning beverage containers in Alberta are mixed.
- Just under four-in-ten (39%) think the process could be improved for ease, whereas one-third (33%) disagree with the need for simplification.
- The remaining 28% are uncertain whether it could be made easier to return beverage containers in Alberta.



Yes is higher among:

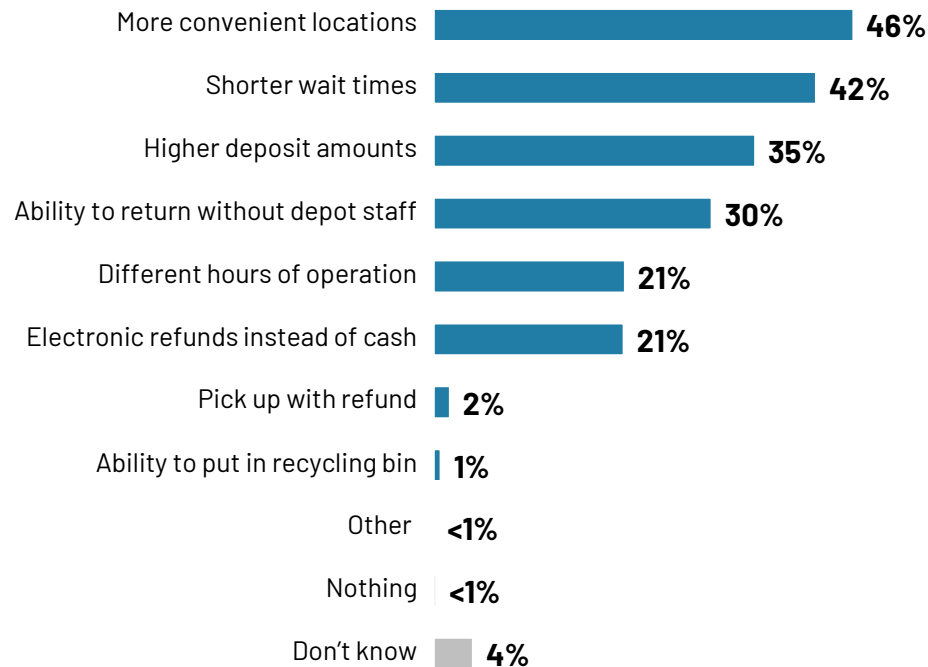
- <55 years of age (includes 48% of 18-34 years and 43% of 35-54 years versus 26% of 55+ years)
- Do not own or have access to a vehicle (47% versus 37% of those with a vehicle)
- Households with children under the age of 18 (48% versus 34% of those without children at home)
- Living in Alberta for 10 years or less (48% versus 35% of 21+ years, 44% of 11-20 years)

Base: All Albertans (n=1023)
Q29. Do you think returning beverage containers in Alberta could be made easier than it is today? Select one response.

Ways to simplify beverage container returns

(partial coded open-end)(among those saying returning beverage containers could be made easier)

- Albertans who believe the process of returning beverage containers could be simplified suggest several improvements to enhance the ease of return.
- Topping the list is the suggestion for “more convenient locations”, mentioned by 46%.
- Following closely is the desire for “shorter wait times” (42%).
- Other suggested improvements include “higher deposit amounts” (35%) and the “ability to return without depot staff” (30%).



Base: Returning beverage containers in Alberta could be made easier (n=384)
Q29a. In your opinion, which of the following would have the greatest impact on making it easier to return beverage containers in Alberta? Select up to three.

Ways to simplify beverage container returns by demographic group (1/2)

(partial coded open-end)(among those saying returning beverage containers could be made easier)

- Women and those aged 35-54 years are more likely to suggest higher deposit amounts as a way to simplify the return process for beverage containers in Alberta. Conversely, this is mentioned less frequently by those in Smaller Cities North.

Total mentions 3% or higher.	TOTAL (n=384)	GENDER		AGE			REGION					
		Male (n=188)	Female (n=193)	18-34 (n=124)	35-54 (n=153)	55+ (n=107)	City of Edmonton (n=85)*	City of Calgary (n=127)	Smaller Cities North (n=37)*	Smaller Cities South (n=45)*	Rural North (n=38)*	Rural South (n=52)*
More convenient locations	46%	48%	42%	47%	41%	51%	53%	44%	44%	50%	40%	34%
Shorter wait times	42%	44%	40%	42%	40%	44%	49%	42%	41%	43%	26%	36%
Higher deposit amounts	35%	31%	40%	29%	42%	32%	31%	35%	21%	45%	43%	43%
Ability to return without depot staff	30%	28%	32%	32%	34%	22%	32%	24%	45%	38%	20%	31%
Different hours of operation	21%	23%	19%	22%	25%	13%	19%	18%	21%	23%	33%	23%
Electronic refunds instead of cash	21%	21%	20%	29%	18%	13%	24%	20%	32%	17%	12%	14%
Don't know	4%	4%	5%	2%	3%	9%	3%	7%	5%	2%	3%	3%

* Small base size (<100), interpret with caution.
 Base: Returning beverage containers in Alberta could be made easier
 Q29a. In your opinion, which of the following would have the greatest impact on making it easier to return beverage containers in Alberta? Select up to three.

/ ## - Statistically higher / lower vs. Total



Ways to simplify beverage container returns by demographic group (2/2)

(partial coded open-end)(among those saying returning beverage containers could be made easier)

- Those who own or have access to a vehicle are more likely to mention shorter wait times as a way of simplifying the return process.
- Mentions of higher deposit values are more pronounced among households with children under the age of 18.

Total mentions 3% or higher.	TOTAL (n=384)	HOUSING TYPE ¹				OWN OR HAVE ACCESS TO VEHICLE		HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=201)	Lower density (n=74)*	Multi-residence (n=85)*	Other (n=24)*	Yes (n=323)	No (n=60)*	With children (n=139)	Without children (n=245)	10 or less (n=82)*	11-20 (n=52)*	21+ (n=247)	<\$60K (n=177)	\$60K-<\$120K (n=114)	\$120K+ (n=63)*
More convenient locations	46%	43%	49%	49%	45%	44%	57%	40%	49%	46%	51%	44%	49%	40%	43%
Shorter wait times	42%	46%	40%	37%	21%	44%	27%	45%	40%	33%	47%	44%	39%	42%	44%
Higher deposit amounts	35%	33%	38%	36%	40%	34%	40%	42%	31%	41%	37%	32%	38%	30%	38%
Ability to return without depot staff	30%	27%	31%	35%	41%	31%	27%	30%	31%	36%	33%	27%	26%	34%	33%
Different hours of operation	21%	21%	23%	21%	11%	22%	16%	26%	18%	25%	15%	21%	20%	26%	17%
Electronic refunds instead of cash	21%	21%	25%	16%	20%	20%	23%	21%	20%	22%	24%	20%	18%	25%	24%
Don't know	4%	4%	3%	5%	4%	3%	9%	2%	6%	4%	2%	5%	2%	5%	3%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.

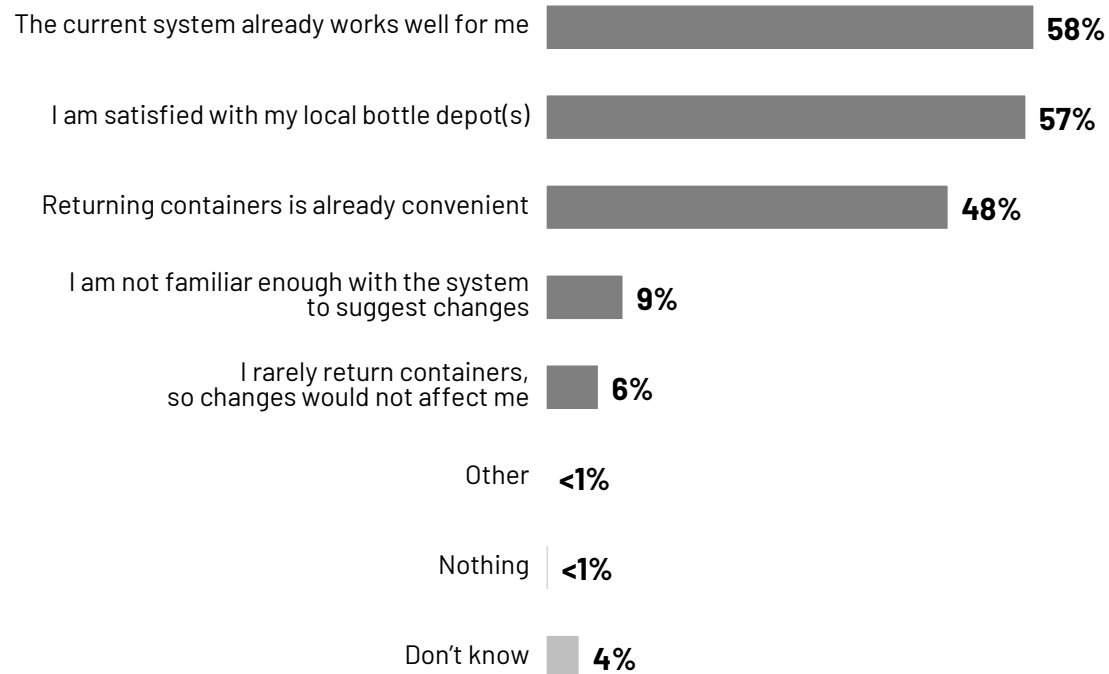
Base: Returning beverage containers in Alberta could be made easier
Q29a. In your opinion, which of the following would have the greatest impact on making it easier to return beverage containers in Alberta? Select up to three.

/ ## - Statistically higher / lower vs. Total

Reasons do not think returning beverage containers could be simplified

(partial coded open-end)(among those saying returning beverage containers could not be made easier)

- Among Albertans who believe that the process for returning beverage containers is already optimal (e.g., cannot be made easier), the primary reasons cited include:
 - "The current system already works well for me" (58%)
 - "I am satisfied with my local bottle depot(s)" (57%)
 - "Returning containers is already convenient" (48%)



Base: Returning beverage containers in Alberta could not be made easier (n=340)
Q29b. Which of the following best explains why you do not think returning beverage containers in Alberta could be made easier than it is today? Select up to three.

Reasons do not think returning beverage containers could be simplified by demographic group (1/2) (partial coded open-end)(among those saying returning beverage containers could not be made easier)

- Older Albertans (55+ years) are more inclined to highlight factors such as the current system’s effectiveness, satisfaction with their local bottle depot, and the convenience of returning containers as reasons for not needing changes to the current process.

Total mentions 3% or higher.	TOTAL (n=340)	GENDER		AGE			REGION					
		Male (n=163)	Female (n=176)	18-34 (n=77)*	35-54 (n=112)	55+ (n=151)	City of Edmonton (n=70)*	City of Calgary (n=88)*	Smaller Cities North (n=47)*	Smaller Cities South (n=49)*	Rural North (n=50)*	Rural South (n=36)*
The current system already works well for me	58%	60%	57%	50%	51%	69%	59%	54%	64%	61%	59%	51%
I am satisfied with my local bottle depot(s)	57%	55%	60%	48%	49%	70%	51%	57%	62%	61%	48%	75%
Returning containers is already convenient	48%	47%	49%	39%	43%	58%	44%	47%	54%	55%	41%	49%
I am not familiar enough with the system to suggest changes	9%	7%	11%	14%	11%	5%	10%	13%	8%	6%	5%	8%
I rarely return containers, so changes would not affect me	6%	6%	6%	14%	4%	3%	7%	7%	2%	5%	7%	11%
Don't know	4%	5%	3%	3%	8%	1%	6%	5%	2%	4%	2%	0%

* Small base size (<100), interpret with caution.

Base: Returning beverage containers in Alberta could not be made easier
029b. Which of the following best explains why you do not think returning beverage containers in Alberta could be made easier than it is today? Select up to three.

/ ## - Statistically higher / lower vs. Total

Reasons do not think returning beverage containers could be simplified by demographic group (2/2) (partial coded open-end)(among those saying returning beverage containers could not be made easier)

- These same factors are also more likely to be mentioned by households without children under the age of 18.
- Satisfaction with local bottle depots is higher among those living in detached houses.

Total mentions 3% or higher.	TOTAL (n=340)	HOUSING TYPE ¹				OWN OR HAVE ACCESS TO VEHICLE		HOUSEHOLD COMPOSITION		NUMBER OF YEARS LIVING IN ALBERTA			HOUSEHOLD INCOME		
		Detached house (n=203)	Lower density (n=53)*	Multi-residence (n=61)*	Other (n=21)*	Yes (n=312)	No (n=28)*	With children (n=94)*	Without children (n=246)	10 or less (n=47)*	11-20 (n=36)*	21+ (n=257)	<\$60K (n=133)	\$60K-<\$120K (n=134)	\$120K+ (n=51)*
		The current system already works well for me	58%	58%	59%	57%	63%	60%	41%	45%	63%	53%	59%	59%	55%
I am satisfied with my local bottle depot(s)	57%	62%	44%	47%	72%	58%	44%	47%	61%	55%	49%	59%	54%	57%	64%
Returning containers is already convenient	48%	46%	44%	53%	55%	48%	41%	39%	52%	37%	44%	51%	46%	48%	54%
I am not familiar enough with the system to suggest changes	9%	8%	10%	14%	4%	9%	7%	14%	7%	12%	8%	9%	12%	9%	3%
I rarely return containers, so changes would not affect me	6%	4%	11%	9%	9%	6%	14%	7%	6%	14%	12%	4%	6%	9%	2%
Don't know	4%	5%	2%	4%	0%	3%	10%	7%	3%	7%	0%	4%	4%	3%	6%

¹ Lower density includes duplex, triplex, fourplex, townhouse, and rowhouse.
Multi-residence includes apartment and condominium.
Other includes mobile home, farm/acreage/rural, and other.

* Small base size (<100), interpret with caution.

Base: Returning beverage containers in Alberta could not be made easier
029b. Which of the following best explains why you do not think returning beverage containers in Alberta could be made easier than it is today? Select up to three.

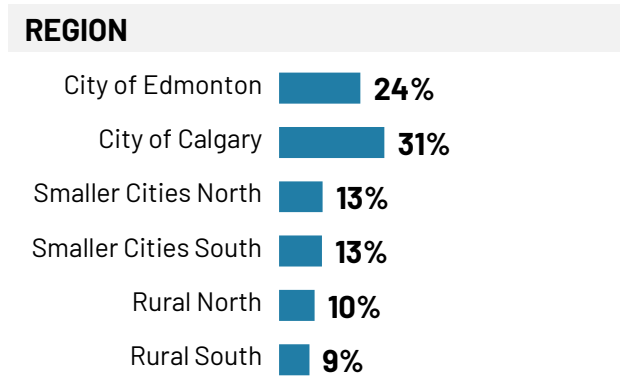
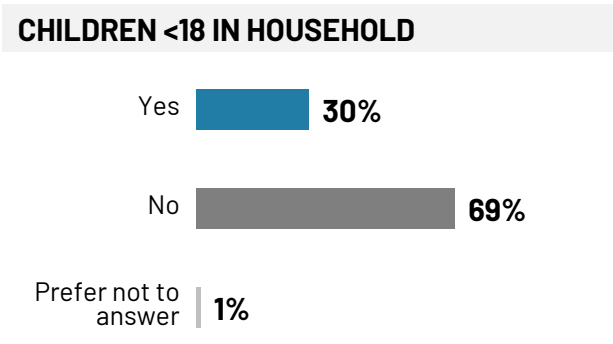
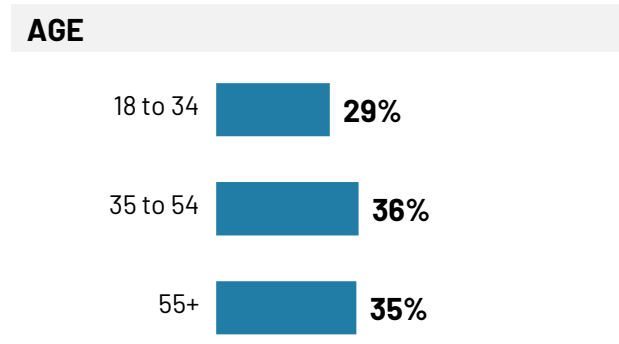
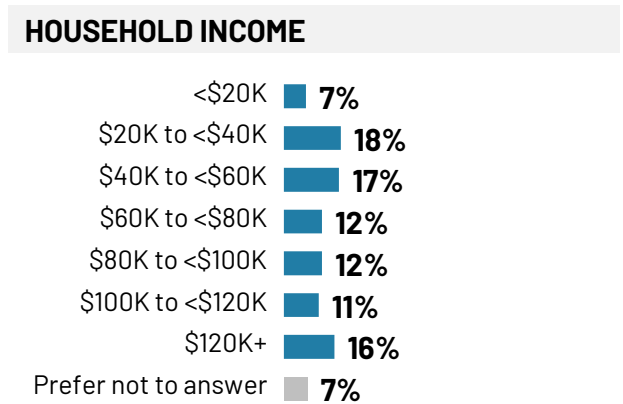
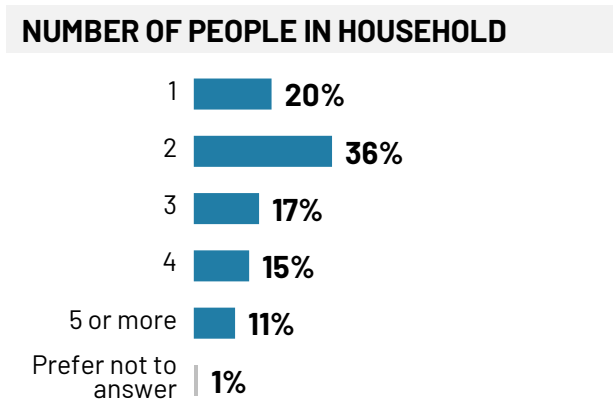
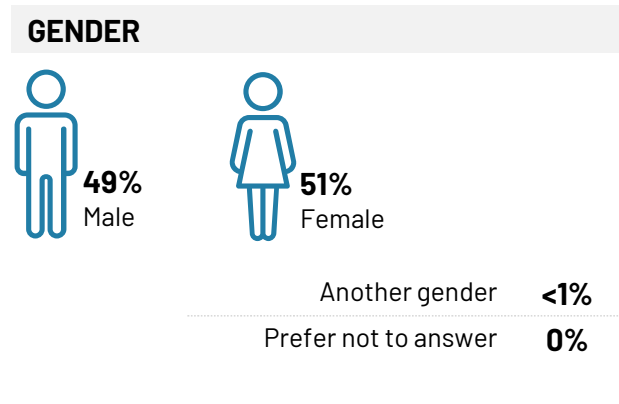
/ ## - Statistically higher / lower vs. Total





04
**WEIGHTED SAMPLE
CHARACTERISTICS**

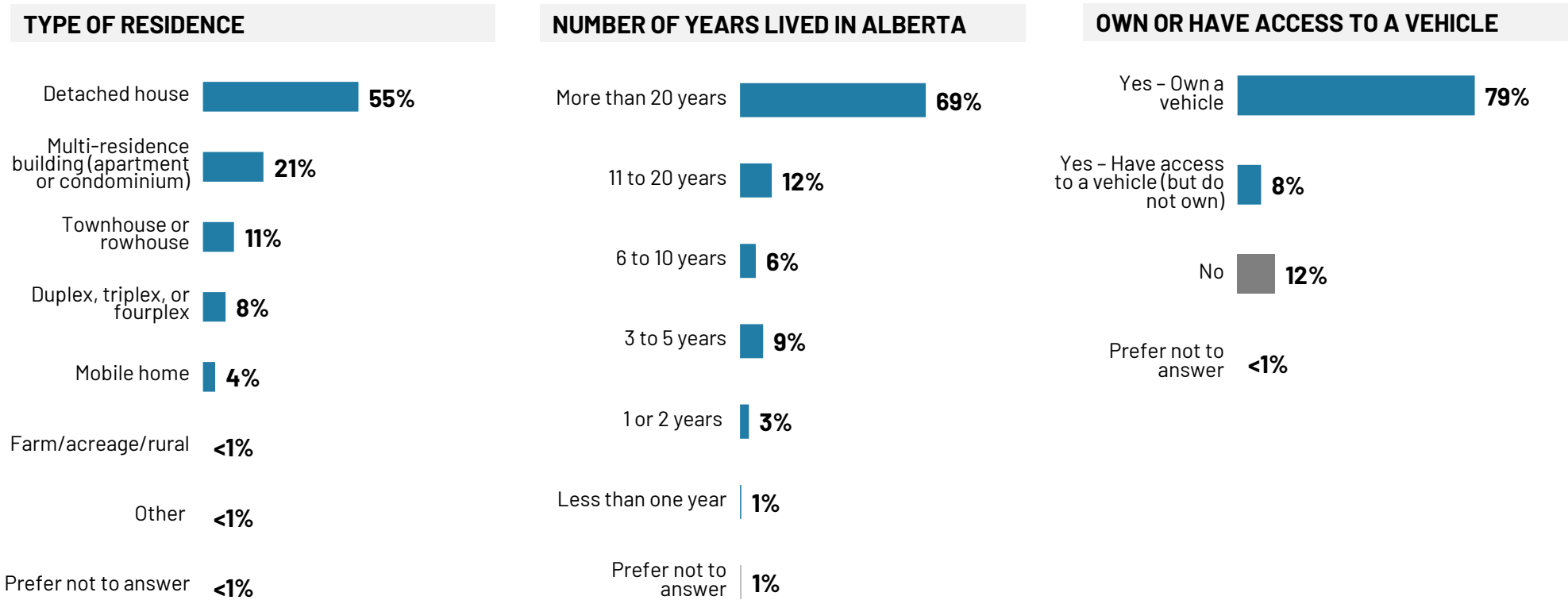
Weighted Sample Characteristics (1/2)



Base: All Albertans (n=1023)



Weighted Sample Characteristics (2/2)



Base: All Albertans (n=1023)

