

BEVERAGE CONTAINER RECYCLING IN HIGHER DENSITY AREAS

Beverage Container
Management Board

December 17, 2024



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Recycling in Higher Density Areas |
December 2024



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Objectives and Methodology

1

OBJECTIVES

- This report presents the findings of an online survey conducted on behalf of the Beverage Container Management Board.
- The main objective of the survey is to better understand beverage container recycling among those living in higher density areas (e.g., apartments with three storeys or more) of Calgary, Edmonton, Lethbridge, and Red Deer.

2

METHODOLOGY

- Ipsos conducted an online panel survey with 435 adult (18+ years) residents of Calgary, Edmonton, Lethbridge, and Red Deer living in apartments with three storeys or more.
 - n=201 City of Calgary
 - n=203 City of Edmonton
 - n=17 City of Lethbridge
 - n=14 City of Red Deer
- The survey was conducted between December 5 and 8, 2024.
- The final sample was weighted to ensure that the age/gender and regional composition reflects that of the actual study population according to the 2021 Census.
- The precision of Ipsos polls containing online data is measured using a credibility interval. Overall results based on a sample size of 435 are accurate to within $\pm 5.8\%$, 19 times out of 20. The credibility interval will be wider among subsets of the population.

EXECUTIVE SUMMARY

Executive Summary

1

Just over half (51%) say they usually return their used (empty) beverage containers to a bottle depot for a refund.

2

Among those who don't usually return their used containers to a bottle depot, the two most frequently mentioned reasons are "recycle items through blue bin / bottle drives, etc. instead" (32%) and "bottle depot is too far away / in an inconvenient location" (30%).

3

Storage is an issue in collecting used containers for a majority (70%) of respondents.

4

Awareness of the refundable deposit amount is low. Only 30% correctly specify 10 cents as the refundable deposit on beverage containers that are one litre or less in size, while 15% correctly specify 25 cents as the refundable deposit on beverage containers that are more than one litre in size.

5

Respondents are most likely to prefer recycling their used containers by returning them to a bottle depot themselves for an immediate refund (32%).

DETAILED FINDINGS

Empty Beverage Container Behaviours

Just over half (51%) say they usually return their used (empty) beverage containers to a bottle depot for a refund.

Another 27% put them in their building's blue recycling bin, 13% put them in the garbage, 7% donate to charity, and 2% dispose of them another way.



51%

Return to a bottle
depot for a refund



27%

Put in your building's
blue recycling bin



13%

Put in
the garbage



7%

Donate
to charity



2%

Other

Base: All respondents (n=435)

Q1. What does your household do with your used (empty) beverage containers **most often**? Select one response.

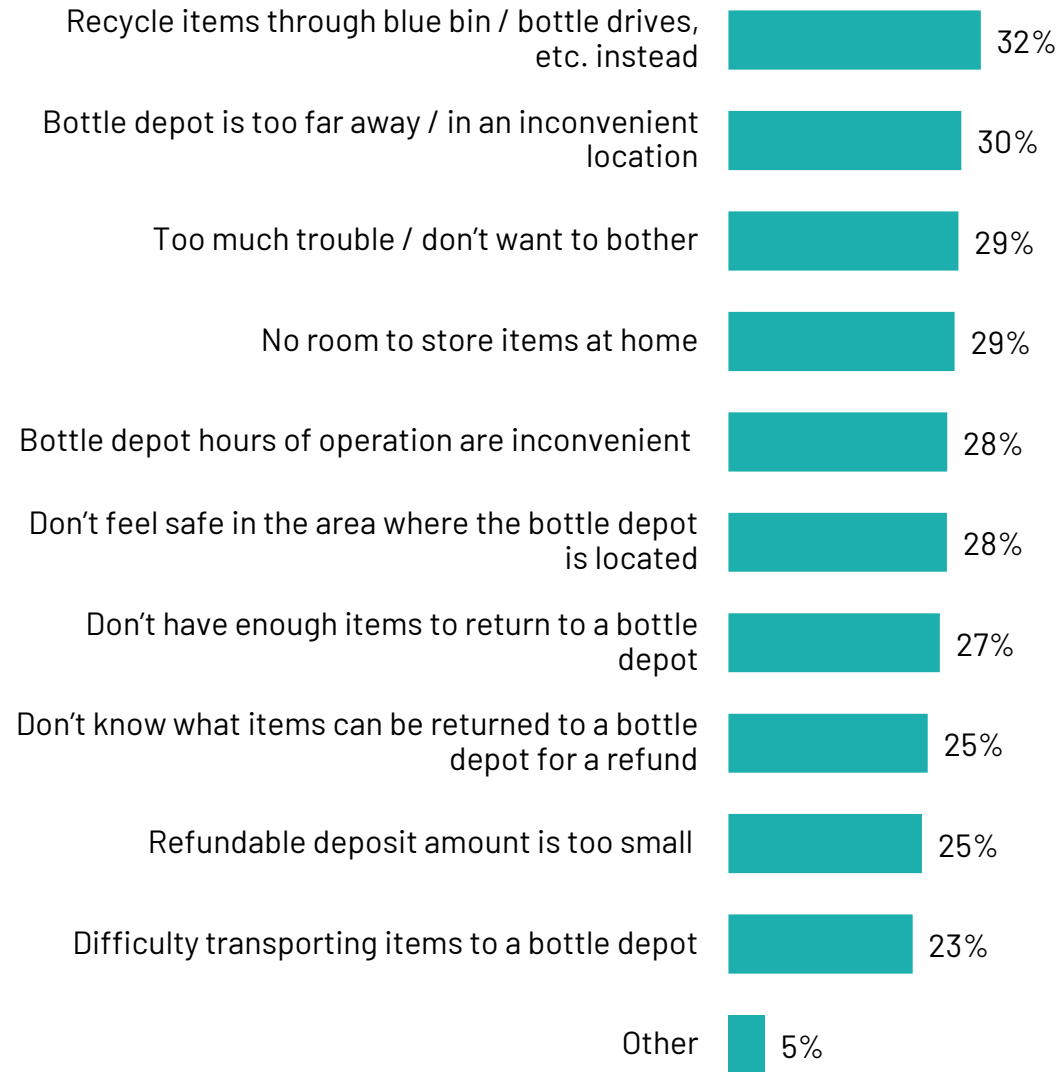
Reasons for Not Returning Empty Beverage Containers to a Bottle Depot

Those who don't usually return their used (empty) beverage containers to a bottle depot for a refund attribute this to a variety of reasons.

The two most frequently mentioned reasons are "recycle items through blue bin / bottle drives, etc. instead" (32%) and "bottle depot is too far away / in an inconvenient location" (30%).

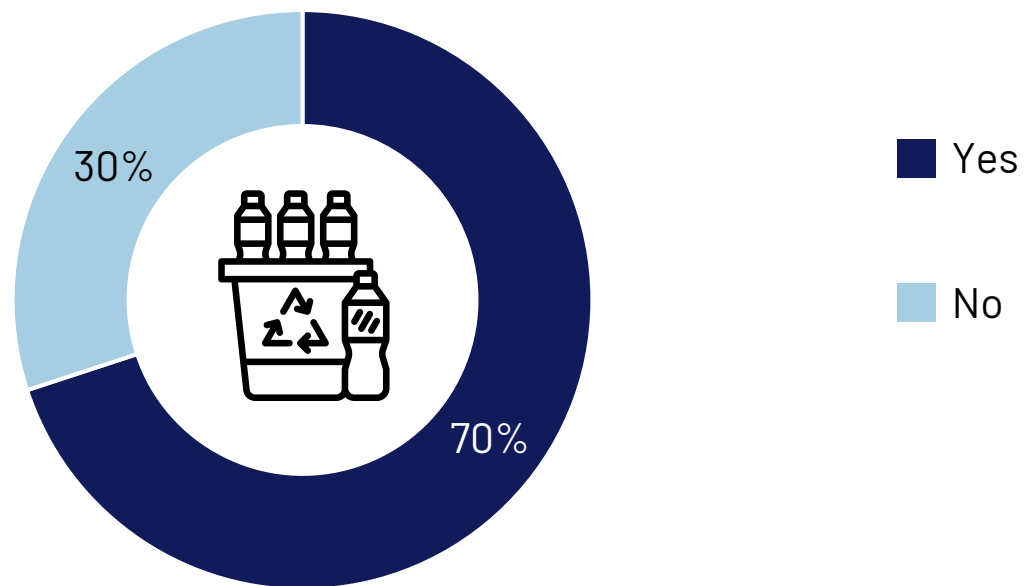
Base: Don't return used (empty) beverage containers to a bottle depot for a refund most often (n=222)

Q2. Why doesn't your household usually return your used (empty) beverage containers to a bottle depot for a refund? *Select all that apply.*



Storage an Issue in Collecting Empty Beverage Containers

A majority (70%) of respondents say that storage is an issue in collecting used (empty) beverage containers before taking them to a bottle depot for a refund.



Base: All respondents (n=435)

Q3. Is storage an issue for you in collecting used (empty) beverage containers before taking them to a bottle depot for a refund? *Select one response.*

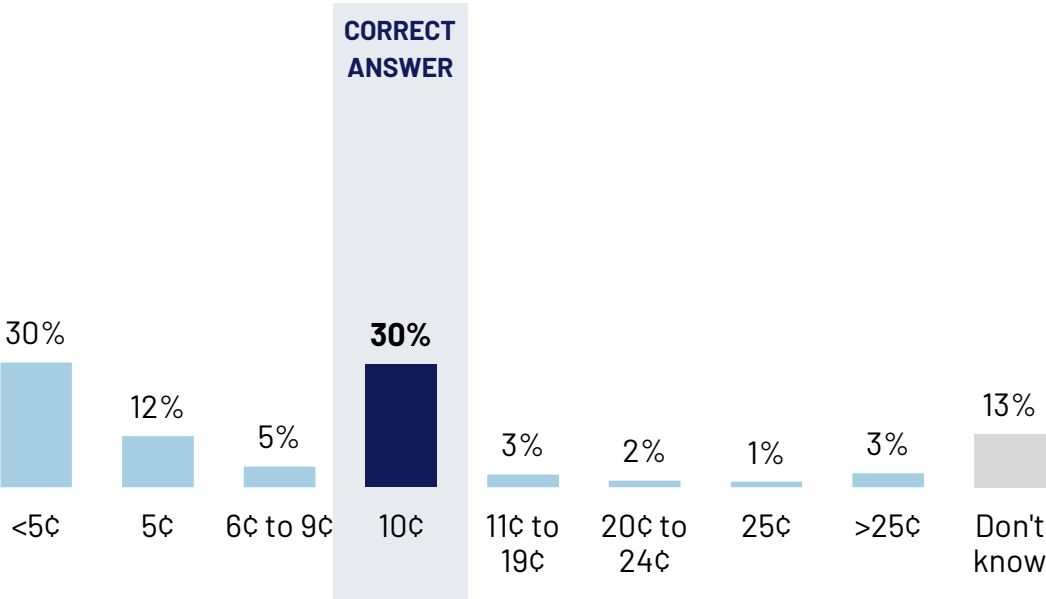


Awareness of Refundable Deposit Amount

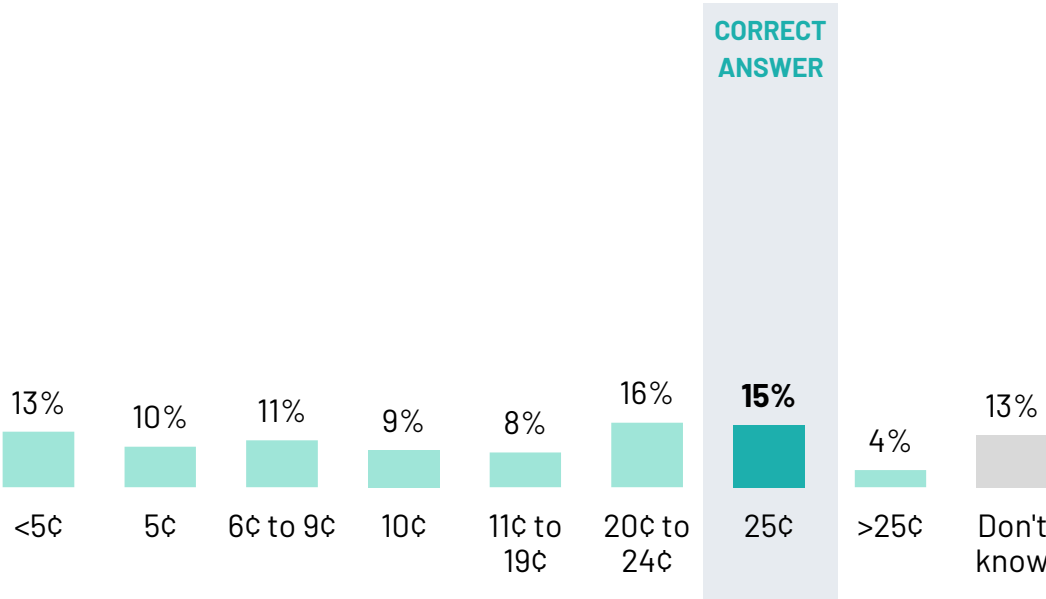
Awareness of the refundable deposit amount is low. Only 30% correctly specify 10 cents as the refundable deposit on beverage containers that are one litre or less in size, while 15% correctly specify 25 cents as the refundable deposit on beverage containers that are more than one litre in size.

Awareness is only marginally higher among those saying they usually return their used (empty) containers to a bottle depot for a refund (33% for containers that are one litre or less in size, 19% for containers that are more than one litre in size).

Beverage Containers That Are One Litre or Less in Size



Beverage Containers That Are More Than One Litre in Size



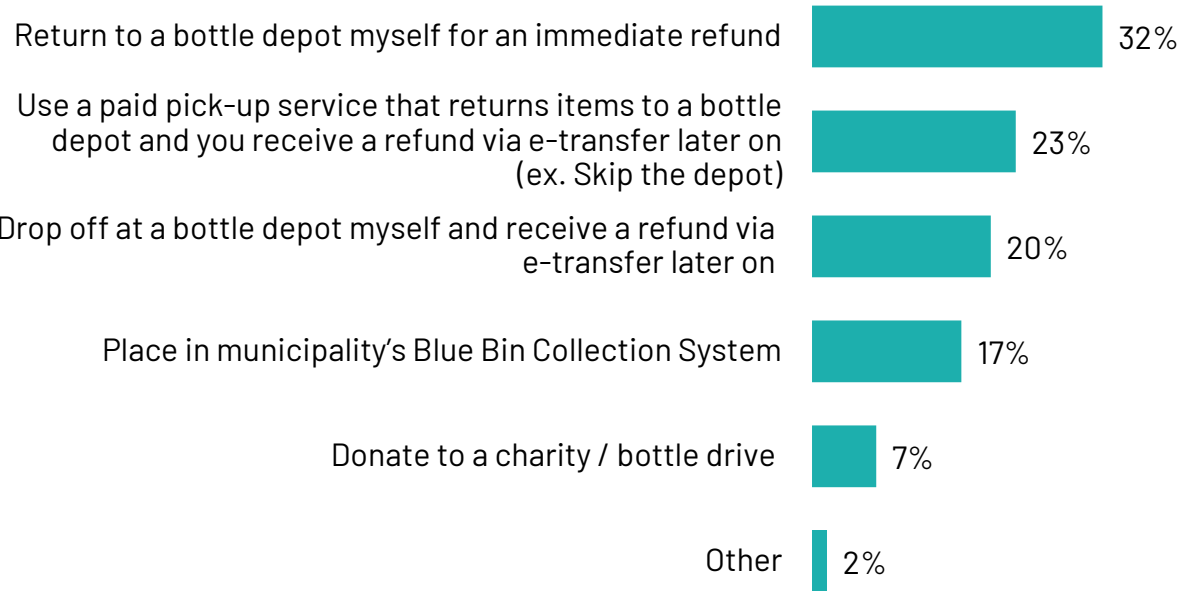
Base: All respondents (n=435)
Q4a. To the best of your knowledge, what is the refundable deposit for each of the following? - Beverage containers that are **one litre or less** in size
Q4b. To the best of your knowledge, what is the refundable deposit for each of the following? - Beverage containers that are **more than one litre** in size



Preferred or Ideal Method of Recycling Empty Beverage Containers

Respondents are most likely to say they would prefer to recycle their used (empty) beverage containers by returning them to a bottle depot themselves for an immediate refund (32%).

This is followed by using a paid pick-up service and receiving a refund via e-transfer later on (23%) and dropping the items off at a bottle depot themselves and receiving a refund via e-transfer later on (20%).



Base: All respondents (n=435)
Q5. What is your **preferred or ideal** method of recycling your used (empty) beverage containers? *Select one response.*



WEIGHTED SAMPLE CHARACTERISTICS

Weighted Sample Characteristics

Gender

	Total
Male	54%
Female	46%
Another gender	<1%
Prefer not to answer	0%

Age

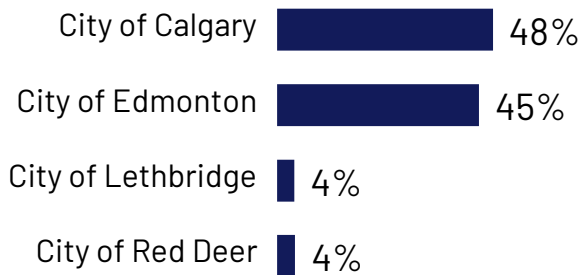
	Total
18 to 24	3%
25 to 34	31%
35 to 44	37%
45 to 54	11%
55 to 64	9%
65+	9%

Housing Tenure

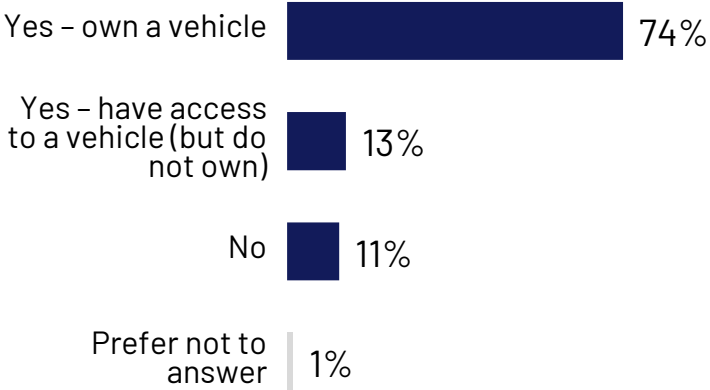


- Own
- Rent
- Prefer not to answer

City



Own/Have Access to Vehicle

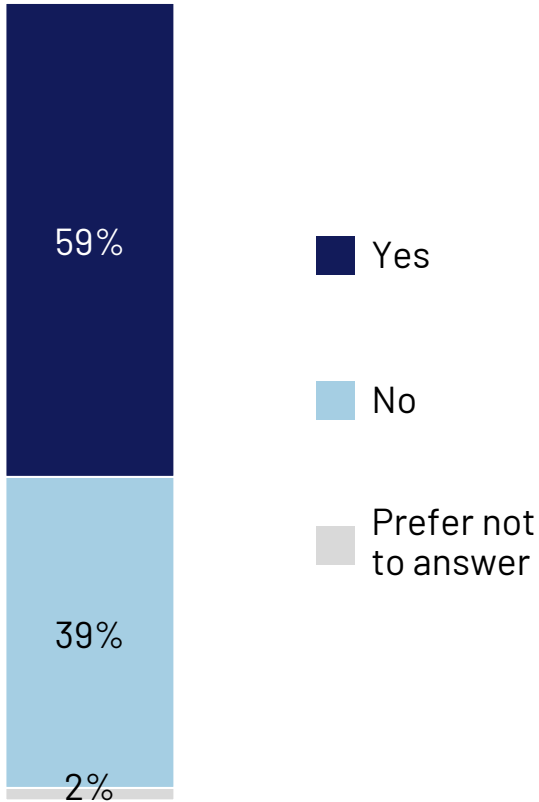


Weighted Sample Characteristics (cont.)

Years Living in City

	Total
5 years or less	12%
6 to 10 years	12%
11 to 15 years	9%
16 to 20 years	13%
21 to 25 years	7%
26 to 30 years	12%
31 to 35 years	13%
36 to 40 years	7%
41+ years	14%
Prefer not to answer	<1%
Average number of years	24.4

Children in Household



Household Income

