

BEVERAGE CONTAINER RECYCLING

2022 SURVEY OF ALBERTANS

Beverage Container Management Board

REPORT

May 12, 2022

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The logo for the Beverage Container Management Board (bcmb) features the lowercase letters 'bcmb' in a blue, sans-serif font. A green leaf-like shape is integrated behind the letter 'c'.

Contents

03 INTRODUCTION

07 EXECUTIVE SUMMARY

19 ENVIRONMENTAL ATTITUDES AND BEHAVIOURS

28 BEVERAGE CONTAINER RECYCLING AWARENESS AND BEHAVIOURS

65 BOTTLE DEPOTS

86 THE OVERALL RETURN RATE

99 WEIGHTED SAMPLE CHARACTERISTICS

102 APPENDIX: SURVEY QUESTIONNAIRE

INTRODUCTION

Objectives



This report presents the findings of the Beverage Container Management Board's 2022 Beverage Container Recycling Survey of Albertans. BCMB has been conducting this research on a regular basis since 2007.

The main purpose of the survey is to better understand Albertans' attitudes, awareness, and actions related to beverage container recycling.

Key research objectives of the 2022 survey were to assess:

- Knowledge regarding what can be returned for a refund
- Current recycling or redemption of beverage containers
- Satisfaction and importance of various aspects of bottle depots
- Possible ways to increase Albertans' recycling
- Potential changes in usage of bottle depots should features of the bottle depot expand and/or change
- Changes in attitudes, awareness, and actions from 2020

Insight gained by this research will help guide the development of policies and programs that enable the recycling of beverage containers in Alberta.

Methodology



Between March 14 and 30, 2022, Ipsos conducted a total of 1,000 online interviews with a representative sample of Albertans aged 18 years or older. The average interview length was 17 minutes.

Interviews were stratified by region (City of Edmonton, City of Calgary, Smaller Cities North, Smaller Cities South, Rural North, Rural South) to ensure a reliable sample size within each region for analysis. The final data were weighted to ensure the overall sample's regional and age/gender composition reflects that of the actual Alberta population aged 18 years or older according to Statistics Canada Census data.

The precision of online surveys is measured using a credibility interval. With a sample of 1,000, results are considered accurate to within ± 3.5 percentage points, 19 times out of 20, of what they would have been had the entire population of Albertans aged 18 years or older been polled. The margin of error is larger within regions and for other sub-groupings of the survey population.

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

Region	Number of Interviews (n)	Maximum Margin of Error
City of Edmonton	236	$\pm 7.3\%$
City of Calgary	295	$\pm 6.5\%$
Smaller Cities North ¹	129	$\pm 9.8\%$
Smaller Cities South ²	125	$\pm 10.0\%$
Rural North	115	$\pm 10.4\%$
Rural South	100	$\pm 11.2\%$
TOTAL	1,000	$\pm 3.5\%$

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.

Interpreting and Viewing the Results



To be consistent with past surveys, results are presented for the overall weighted sample of adult Albertans.

Some totals in the report may not add to 100%. Some summary statistics (e.g., total satisfied) may not match their component parts. The numbers are correct, and the apparent errors are due to rounding.

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

TRACKING TO PREVIOUS SURVEYS

Where possible, this year's results have been compared to past BCMB Beverage Container Recycling Surveys conducted in 2020, 2018, and 2016. Comparing the year-over-year results allows BCMB to understand how Albertans' attitudes, awareness, and actions are changing over time. Results from surveys prior to 2016 can be found in older reports.

Arrows (▲▼) are used to denote significant differences between 2022 and 2020.

EXECUTIVE SUMMARY

Executive Summary

ENVIRONMENTAL ATTITUDES AND BEHAVIOURS

Perceptions of personal environmental performance remain high although many recognize they could be doing more. Overall, 89% of Albertans say they are doing a good job protecting the environment, on par with 2020. Most of these describe their performance as 'somewhat good' (64%) rather than 'very good' (25%), indicating there is still room for improvement.

After dipping in 2020, this year's results show an overall rebound in Albertans' recognition of how individual actions can benefit the environment. Recycling empty beverage containers is seen as having the second most significant benefit overall. The perceived environmental benefit has increased for seven of the 10 evaluated activities this year, pointing to an increased acknowledgement of individual environmental responsibility. *Recycling empty beverage containers* places second overall, with two-thirds (66%) of Albertans saying this has a 'significant' environmental benefit (e.g., rating a 7 or a 6 on a 7-point scale). This is up 6 points from 2020.

Reducing waste and litter continue to be the two most understood environmental benefits of beverage container recycling, although awareness has eroded slightly this year. More than nine-in-ten Albertans say they are aware that recycling beverage containers *reduces the amount of waste going to landfills* (94%, down 3 points from 2020) and *reduces litter* (93%, down 3 points). Relatively fewer are aware that recycling beverage containers *reduces energy consumption from the manufacturing of beverage containers from raw materials* (79%), *reduces greenhouse gas emissions from the manufacturing of beverage containers from raw materials* (78%), *reduces wildlife habitat loss through landfill usage* (75%), and *reduces fresh water usage in the production of raw materials* (68%).

The reasons for recycling beverage containers have not changed, with the greatest emphasis placed on reducing litter and waste. The two main personal motivators for recycling beverage containers continue to be *reduces litter* (67% 'very important', e.g., rated a 7 or a 6 on a 7-point scale) and *reduces the amount of waste going to landfills* (67%). Other benefits include *reduces wildlife habitat loss through landfill usage* (58%), *reduces fresh water usage in the production of raw materials* (57%), *reduces greenhouse gas emissions from the manufacturing of beverage containers from raw materials* (54%), and *reduces energy consumption from the manufacturing of beverage containers from raw materials* (51%). This year's results are statistically similar to 2020.

Executive Summary

BEVERAGE CONTAINER RECYCLING AWARENESS AND BEHAVIOURS

Beverage container purchasing patterns are shifting. The past two years have seen a number of notable changes in the types of beverage containers that Albertans are purchasing. With the last survey conducted in February 2020, prior to the WHO declaring COVID-19 a global pandemic, it is likely that the changes noted in this year's survey are at least partly attributable to the ongoing pandemic. For example, work from home orders, temporary business closures, restrictions on social gatherings, and other government measures to slow the spread of COVID-19 may have resulted in fewer opportunities for consumers to purchase the types of items they typically would. Additionally, some consumers may have switched to purchasing larger size or bulk items in response to more time being spent at home.

While the pandemic may also partly explain some of the shifts seen in dairy container purchasing habits (for example, the uptick in International Delight may be because people are drinking more coffee at home), there are likely other contributing factors as well. These include a change in preferences, an overall decline in Canadians' dairy consumption, increased understanding and management of dairy intolerances, and greater availability of dairy-alternatives.

The types of containers with a statistically significant change in purchasing (past six months) this year as compared to 2020 include:

Soft Drink and Juice Containers	Adult Beverage Containers	Dairy Containers	Non-Redeemable Containers
Juice cartons more than one litre in size (52%, up 10 points)	Beer – bottles or cans (52%, down 14 points)	Milk cartons – refrigerated (68%, down 15 points)	Soup cartons (49%, down 8 points)
Juice cartons – refrigerated or tetra paks (46%, down 9 points)	Bag-in-a-Box wine (13%, up 4 points)	Milk jugs (67%, down 7 points)	
Glass bottles – juice, soft drink or water (35%, down 26 points)		Liquid cream containers (48%, down 12 points)	
Juice cans more than one litre in size (28%, up 8 points)		International Delight (non-dairy creamer) (35%, up 5 points)	
Foil juice pouches (15%, up 4 points)		Milk tetra paks (21%, up 5 points)	

Executive Summary

BEVERAGE CONTAINER RECYCLING AWARENESS AND BEHAVIOURS (cont.)

Awareness of refundable beverage containers has declined. While still strong overall, Albertans this year are generally less likely to be aware of the types of beverage containers that can be returned to a bottle depot for a refund. Drops in awareness are seen across all categories of containers. Two notable exceptions are *liquid meal replacements* and *bag-in-a-box wine*, which have both increased in awareness (up 15 points and 6 points, respectively).

Overall, awareness is lowest for the following types of containers, with less than half saying they are aware that these can be returned to a bottle depot for a refund:

- *International Delight (non-dairy creamer)* (36%, no change)
- *Bag-in-a-box wine* (37%, up 6 points)
- *Foil juice pouches* (43%, no change)
- *Juice cans* (45%, down 8 points)

Moreover, there continue to be some Albertans who incorrectly think that *soup cartons* (27%), *cooking oil bottles* (14%), and *plastic windshield wiper fluid containers* (14%) can be returned to a bottle depot for a refund. The percentage saying they think *plastic windshield wiper fluid containers* can be returned is up 6 points this year.

Executive Summary

BEVERAGE CONTAINER RECYCLING AWARENESS AND BEHAVIOURS (cont.)

Reported recycling and/or redemption of beverage containers remains strong. However, those saying they have returned for a refund is at an all-time low after peaking in 2020. Overall, 96% of Albertans report having recycled and/or returned beverage containers for a refund in the past six months, on par with 2020. However, there has been a 10-point drop in reported redemption, which now sits at an all-time low of 82%. The decline in redemption is likely at least partly attributable to COVID-19 public health measures and restrictions.

While drops in redemption are observed across all categories of eligible containers, the biggest impact has been on soft drink and juice containers, with five of the eight types of evaluated containers seeing lower redemption rates this year as compared to 2020 (of the remaining three types of containers, no tracking information is available for two and one has not changed). The overall biggest decline in reported redemption is for *juice cans more than one litre in size*, which is down 23 points to now stand at 39% (the lowest of all evaluated redeemable containers).

Of note, non-redeemable *soup cartons* continue to be returned by nearly one-quarter (22%) of past six-month purchasers, on par with 2020.

Among the container types with some of the lower return rates, the frequency of reported redemption is lower for International Delight, ceramic containers, and cannabis beverage containers than other types of containers. Compared to 2020, increases in redemption frequency are seen for both bag-in-a-box wine and International Delight. Three-quarters or more of past six-month purchasers say they redeem the following types of containers 'always' or 'most of the time': *juice cartons more than one litre in size* (84%, on par with 2020), *milk and cream containers* (82%, on par with 2020), *bag-in-a-box wine* (77%, up 19 points), and *juice cans more than one litre in size* (74%, on par with 2020). The frequency of redemption is notably lower for *International Delight (non-dairy creamer)* (59%, up 8 points), *ceramic containers* (53%, no tracking information available), and *cannabis beverage containers* (44%, no tracking information available).

Lack of awareness continues to be the main reason for not returning items more often. Past six-month purchasers who said they return each type of container to a depot only 'once in a while' or 'never' were asked why their household doesn't return these items to a bottle depot for a refund more often. As with 2020, lack of awareness ('didn't know you could return them to a bottle depot for a refund') is consistently mentioned as the number one reason across most items – this is particularly the case for *International Delight (non-dairy creamer)* (67%), *bag-in-a-box wine* (60%), and *ceramic containers* (58%). The one exception is *cannabis beverage containers*, where the main reason for not returning more often is 'do not buy/do not buy very often' (32%).

Executive Summary

BEVERAGE CONTAINER RECYCLING AWARENESS AND BEHAVIOURS (cont.)

Fewer report having a community bottle depot this year. Overall, 86% of Albertans say there is a bottle depot in their local community, down 6 points from 2020. The reported drop in bottle depots may be reflective of operational challenges posed by the COVID-19 pandemic. It is also possible that respondents are simply less aware of their local bottle depot this year.

Those without a local bottle depot most often take their empty beverage containers to a depot outside of their local community (60%, on par with 2020).

Awareness of the refundable deposit amount for beverage containers has declined this year. Overall, 49% of Albertans correctly specify 10 cents as the refundable deposit on beverage containers that are *one litre or less in size*. This is down 5 points from 2020 and represents a new all-time low. A total of 44% of Albertans correctly specify 25 cents as the refundable deposit for beverage containers that are *more than one litre in size*. This is down directionally from 2020 although this change is not statistically significant.

Knowing the correct deposit value would have a positive effect on redemption for a sizeable percentage of Albertans who are currently unaware. Among those unable to cite the refundable deposit value for beverage containers that are *one litre or less in size*, 44% say that knowing the correct deposit value would make them more likely to return containers for a refund. Knowing the correct deposit value would have a slightly bigger effect on redemption of beverage containers that are *more than one litre in size*, with 51% saying that they would be more likely to return these types of containers if they knew the correct deposit. This year's results are on par with 2020.

Recall of retail information about refundable deposits is up this year, with cash register receipts and product shelves the most commonly recalled locations. Overall, one-third (34%) of Albertans say they recall seeing information at retail stores that identifies the refundable deposit value on beverage containers. Recall is up 9 points from 2020. A total of 30% recall seeing information at a 'grocery store', 16% at a 'liquor store', 12% at a 'convenience store' and 6% at a 'gas station'.

When asked where they specifically recalled seeing this information at retail stores, six-in-ten (60%) say 'on the cash register receipt' (on par with 2020) and 49% say 'on the shelf where the product is placed' (up 19 points).

Executive Summary

BOTTLE DEPOTS

Awareness of the Depot logo continues to inch up. Overall, 61% of those whose household has returned containers to a depot say they have seen the Depot logo prior to now. While this is statistically on par with 2022, it is up directionally, continuing an upward trend since 2016.

Awareness of the regulation of bottle depots remains stable. Half (50%) say they are aware that bottle depots in Alberta are regulated by a central body to ensure consistent standards across locations, in line with previous years.

Regulation continues to be seen as important, although less so than previous years. Overall, eight-in-ten (80%) say it is important (rating of a 7, 6, or 5 on a 7-point scale) for bottle depots to be regulated to ensure consistent standards. While a majority (58%) say this is 'very important' (rating of a 7 or 6), this is down 7 points from 2020, reversing an upward trend that has been observed the past few years of surveying.

The frequency of returning empty beverage containers to a bottle depot has generally remained consistent over the past few years although there has been a slight bump in weekly visits. Similar to previous years, three-in-ten (30%) Albertans say their household returns containers to a bottle depot at least once a month, including 5% 'weekly', 8% 'every couple of weeks', and 17% 'monthly'. The percentage of weekly trips is up 4 points this year. Among those whose households have returned items for a refund, 85% say they have personally visited a depot in the past six months, on par with 2020. However, there has been a slight bump in 'weekly' visits, up 4 points.

The ability to easily recycle beverage containers and the inconvenience of having to bring them to a bottle depot are the main reasons for not redeeming (at all or more often). Among the small percentage (5%) of Albertans saying their household 'never' returns beverage containers to a bottle depot, most (58%) indicate that they recycle these containers instead. Inconvenience is also a contributing factor (28%), followed by lack of awareness (16%), issues with depots (9%), and inadequate value (7%). These findings are in line with 2020.

Among households that only infrequently return containers (less than every couple of months), the number one reason for not returning empty beverage containers to a bottle depot more often is inconvenience (58%). Two-in-ten (19%) say they recycle them instead, 13% cite issues with depots, and 12% refer to value. Mentions of depot issues are up 9 points this year and mainly refer to the distance of depot locations. There has also been an increase in value mentions (up 6 points), with a greater emphasis being placed on saving gas or fuel (likely reflecting the recent spike in gas prices).

Executive Summary

BOTTLE DEPOTS (cont.)

Nearly four-in-ten continue to bring unacceptable containers to bottle depots. Among households who have returned containers within the past year, 36% say they have brought a container to a bottle depot that was not accepted. This is statistically unchanged from 2020.

Bottle depot employees appear to be doing a better job of explaining why some containers are ineligible for a refund. Most (59%) of those who brought a container to a bottle depot that was not accepted say they were told by a depot employee that they could not accept the container because they can only accept containers that are registered by manufacturers in Alberta. This is up 12 points from 2020, although results are not directly comparable due to differences in question wording.

The top three barriers to using bottle depots continue to be too few depots, lack of transportation, and time consuming. Albertans identify a variety of barriers that might get in the way of people using bottle depots. The three most frequently mentioned barriers (coded open-ends) are “not enough depots/too far away” (23%), “lack of transportation/not accessible” (21%), and “time consuming/long line-ups” (18%), on par with 2020.

This year, Albertans are slightly more likely to make an isolated trip to a bottle depot rather than including it as part of a series of errands. Among those who have personally returned containers in the past six months, 52% say they usually visit a bottle depot as an ‘isolated trip’ while 48% say their visit is ‘part of a series of errands’. While this year’s results are statistically unchanged from 2020, the proportions are flipped – e.g., in 2020, it was slightly more common for people to visit bottle depots as ‘part of a series of errands’ rather than an ‘isolated trip’. With people generally staying home more during the pandemic, the opportunity to visit bottle depots as part of their regular errands may be reduced.

Convenience is mainly dictated by proximity to home. Considering the bottle depot they use most often, 73% of those who have personally returned containers in the past six months say the location is convenient because it is ‘close to home’. This is statistically unchanged from 2020.

Consistent with previous years, half travel 10 minutes or less to their bottle depot, which roughly aligns with what they say is a reasonable amount of time to drive. Overall, 48% of past six-month visitors say it takes them 10 minutes or less to drive to the bottle depot they use most often, on par with 2020. Just over half (55%) say driving to a bottle depot should take 10 minutes or less, unchanged from 2020.

Albertans are more tolerant of slightly longer wait times at bottle depots this year. On average, Albertans say it is reasonable to wait up to 11.6 minutes to be served at a bottle depot. This is up from 9.5 minutes in 2020.

Executive Summary

BOTTLE DEPOTS (cont.)

Accuracy of the refundable amount and convenience of the location remain the two most important factors when selecting a depot to visit. However, the emphasis placed on cleanliness, appearance, and automation is growing. Of the 10 evaluated attributes, nine receive an overall important score (rating of a 7, 6, or 5 on a 7-point scale) of more than 60%. The one exception is *the bottle depot is highly automated*, which is important to half (50%) of those who have visited a depot in the past six months.

Looking at 'very important' ratings (i.e., rating of a 7 or a 6) shows that the two most important factors when deciding which bottle depot to go to are *the refundable deposit amount you get back is accurate* (72%) and *the convenience of the location of the bottle depot* (66%). These also received the highest 'very important' ratings in 2020. This is followed by *the waiting time to be served at the bottle depot* (55%), *the hours of operation of the bottle depot* (55%), *the safety of the area in which the bottle depot is located* (53%), and *the quality of customer service at the bottle depot* (51%).

Relatively less emphasis is placed on *the cleanliness of the bottle depot* (47%), *there is a computerized system where you can view the screen to see a breakdown of your refund* (43%), *the overall appearance of the bottle depot* (35%), and *the bottle depot is highly automated* (28%). While these attributes continue to score lower than the other evaluated items, this year's results show an increased emphasis on *cleanliness* (up 10 points), *overall appearance* (up 6 points), and *automation* (up 9 points), which may speak to COVID-19 health and safety concerns.

Satisfaction with bottle depots remains strong and has even improved in some instances. Overall satisfaction (rating of a 7, 6, or 5 on a 7-point scale) tops the 80% mark for six attributes, and more than three-quarters are satisfied with another three attributes. The one attribute scoring relatively lower is *the bottle depot is highly automated*, but even this is rated satisfactory by the majority (62%) of past six-month users.

Looking at 'very satisfied' ratings (i.e., rating of a 7 or a 6) shows that the most satisfactory item is *the refundable deposit amount you get back is accurate* (70%), followed by *the safety of the area in which the bottle depot is located* (67%), *the convenience of the location of the bottle depot* (63%), *the hours of operation of the bottle depot* (62%), *the quality of customer service at the bottle depot* (62%), *the waiting time to be served at the bottle depot* (59%), *there is a computerized system where you can view the screen to see a breakdown of your refund* (57%), *the overall appearance of the bottle depot* (54%), and *the cleanliness of the bottle depot* (50%). The item scoring the lowest is *the bottle depot is highly automated* (40%).

Compared to 2020, Albertans this year are more likely to say they are 'very satisfied' with *overall appearance* (up 8 points), *cleanliness* (up 6 points), and *automation* (up 9 points), which may at least partly reflect pandemic improvements.

Executive Summary

THE OVERALL RETURN RATE

Most do not provide any specific suggestions for things BCMB can do to increase Albertans' beverage container recycling. Of the few suggestions that are provided, expanding the program to accept more types of containers and improving bottle depots top the list. Overall, 74% of Albertans are unable to identify anything BCMB can do to increase the number of empty beverage containers that they return to bottle depots (44% “nothing”, 30% “don't know”). Of the open-ended suggestions that are provided, the two most frequently mentioned are “expand program to accept more types of containers” (8%) and “improve bottle depots” (8%). This year's results are statistically consistent with 2020.

Expanding depot services beyond beverage containers continues to appeal to the majority of Albertans. Seven-in-ten (69%) say they would ‘very likely’ (rating of a 7 or a 6 on a 7-point scale) take other recyclable items to bottle depots if they were accepted, on par with 2020. Of all evaluated features, this is the one generating the most interest.

There is growing interest in a recycling pick-up service for containers. Overall, 46% of Albertans say they would be more likely to recycle their containers with a bottle depot if it offered a pick-up service, where they got paid later and did not have to wait in line, for a percentage of their total refund. This is up 8 points from 2020, possibly reflecting behaviour changes brought about by the pandemic.

Few have used a pick-up or collection service for their containers in the past 12 months. Of those who have, most would do so again. One-in-ten (12%) say they have utilized a pick-up or collection service in the past 12 months where their containers were picked up from their home and they got paid later. Pricing varies considerably – for example, while 32% paid a fee of \$10 or less, 14% paid \$51 or more. Most (84%) of those who used this type of pick-up service say they would do so again, with the main reason being “easy to use/convenient” (29% coded-open ends). Only 16% say they would not use this service again, explaining “it is costly” (19% coded open-ends).

Interest in online accounts is mild but growing. This year, 29% of Albertans say they would be ‘very interested’ (rating of a 7 or a 6 on a 7-point scale) in a service where they could drop off their beverage containers at a bottle depot and have the refund deposited into an online account, rather than waiting in line. This is up 5 points from 2020. Nearly four-in-ten (38%) say they are not interested (rating of 1, 2, or 3) in such a service, down 8 points from 2020. When asked why, the three most frequently mentioned open-ended responses are “concerned about accuracy of count/refund” (20%), “prefer cash” (19%), and “don't want to provide online banking information” (15%). Tracking information is unavailable for this question.

Executive Summary

THE OVERALL RETURN RATE (cont.)

There continues to be a lack of knowledge around the collection rate for beverage containers. The average guess is 59%, on par with 2020. The percentage admitting they 'don't know' is up 7 points this year. Only 8% think the collection rate is more than 80%.

Perceptions of the actual collection rate have slipped although remain positive overall. When told the actual collection rate in 2021 was 84%, six-in-ten (59%) deem this as being 'excellent' (rating of a 7 or a 6 on a 7-point scale). This is down 7 points from 2020.

Executive Summary

KEY OBSERVATIONS

Recognition of the environmental benefit of recycling empty beverage containers has improved. The growing public acknowledgement of the importance of beverage container recycling is a sign Albertans are open to conversations and initiatives aimed at enabling the recycling of beverage containers in the province.

There have been significant changes in a number of key metrics this year, which are likely at least partly explained by the ongoing COVID-19 pandemic. With public health restrictions and measures now loosening, the next survey will be an opportunity to see if these changes are maintained or if people revert to their pre-pandemic habits.

In the meantime, there is an opportunity for increased public education around the types of beverage containers that are refundable and the refundable deposit amount.

Overall perceptions of bottle depots are mainly positive. Opportunities for improvement include cleanliness, computerized systems, overall appearance, and automation.

To encourage Albertans to use bottle depots more often, ensure locations are convenient and consider expanding the types of items accepted. There is also growing interest in a pick-up service and online accounts.

ENVIRONMENTAL ATTITUDES AND BEHAVIOURS

A person wearing a red beanie, a green jacket, and a backpack with a plaid bag is standing on a rocky outcrop, looking out over a vast, hazy landscape of rolling hills and valleys under a cloudy sky. The person is seen from behind, and the landscape is filled with rolling hills and valleys, with a mix of green and brown vegetation. The sky is blue with scattered white clouds.

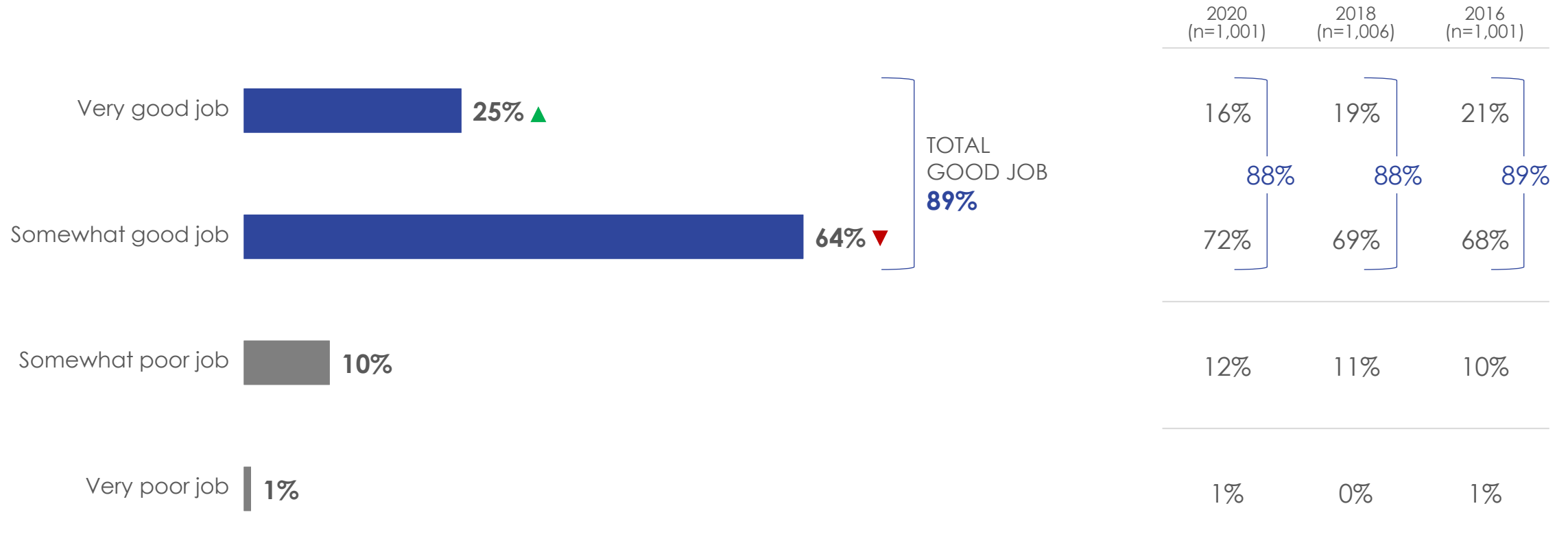
Personal Performance

Perceptions of personal environmental performance remain high although many recognize they could be doing more. Overall, 89% of Albertans say they are doing a good job protecting the environment, on par with 2020. Most of these describe their performance as 'somewhat good' (64%) rather than 'very good' (25%), indicating there is still room for improvement. Notably, the percentage saying 'very good' is up 9 percentage points from 2020 to mark a new all-time high. One-in-ten (11%) admit they are doing a poor job (1% 'very poor', 10% 'somewhat poor') protecting the environment.

- Albertans who are more likely to rate their personal environmental performance as good (combined 'very/somewhat good' responses) are:
 - Those living in detached houses (91% vs. a low of 84% among both multi-residence buildings and duplexes/triplexes/fourplexes)
 - Homeowners (91% vs. 84% of renters)
- Perceptions of personal environmental performance are statistically similar among those who have/have not personally returned beverage containers to a bottle depot (90% vs. 88%).

Personal Performance

PERSONAL PERFORMANCE WHEN IT COMES TO PROTECTING THE ENVIRONMENT



Base: All respondents (n=1,000)
 Q1. To begin, how would you rate your own personal performance when it comes to protecting the environment?

Perceived Impact of Environmental Behaviours

After dipping in 2020, this year's results show an overall rebound in Albertans' recognition of how individual actions can benefit the environment. Recycling empty beverage containers is seen as having the second most significant benefit overall. Of the evaluated activities, *ensuring hazardous materials are not thrown down the drain or sewer (e.g., paint, pesticides, oil, and chemicals)* continues to be seen as having the most 'significant' environmental benefit (73% rate this as a 7 or a 6 on a 7-point scale, on par with 2020).

This is followed by:

- **Recycling empty beverage containers (66%, up 6 points)**
- *Recycling scrap electronics (63%, up 7 points)*
- *Recycling newspapers, cardboard and other paper (61%, up 6 points)*
- *Composting food and garden waste (59%, up 10 points)*
- *Making a conscious effort to reduce water consumption (55%, no statistical change)*
- *Reducing electrical usage at home – for example, by turning off lights or unplugging electronics (53%, up 9 points)*
- *Utilizing energy-efficient light bulbs (52%, up 6 points)*
- *Reducing car use by using public transit, walking, biking or carpooling (52%, up 5 points)*
- *Utilizing solar power or other alternative means of producing energy (51%, no statistical change)*

Older Albertans are more likely to say that *recycling empty beverage containers* has a 'significant' environmental benefit (72% of 55+ years vs. 59% of 18-34 years, 66% of 35-54 years).

Perceived Impact of Environmental Behaviours

BENEFITS THE ENVIRONMENT

■ RATED 6 + 7 – A SIGNIFICANT BENEFIT TO THE ENVIRONMENT

■ RATED 5

SIGNIFICANT BENEFIT (% RATING 6 + 7)

			2022 (n=1,000)	2020 (n=1,001)	2018 (n=1,006)	2016 (n=1,001)	
Ensuring hazardous materials are not thrown down the drain or sewer (e.g. paint, pesticides, oil, chemicals)	73%	14%	87%	73%	72%	76%	81%
Recycling empty beverage containers	66%	18%	84%	66%▲	60%	67%	72%
Recycling scrap electronics	63%	21%	84%	63%▲	56%	62%	67%
Recycling newspapers, cardboard and other paper	61%	21%	82%	61%▲	55%	65%	68%
Composting food and garden waste	59%	20%	79%	59%▲	49%	54%	50%
Making a conscious effort to reduce water consumption	55%	22%	77%	55%	52%	59%	62%
Utilizing energy-efficient light bulbs	52%	25%	77%	52%▲	46%	52%	-
Reducing electrical usage at home - for example, by turning off lights or unplugging electronics	53%	22%	75%	53%▲	44%	52%	54%
Reducing car use by using public transit, walking, biking or carpooling	52%	22%	74%	52%▲	47%	54%	56%
Utilizing solar power or other alternative means of producing energy	51%	21%	72%	51%	48%	54%	-

Base: All respondents (n=1,000)

Q2. What follows is a list of things some people do to protect the environment. To the best of your knowledge, how much does each of these activities benefit the environment?

Awareness of Environmental Benefits

Reducing waste and litter continue to be the two most understood environmental benefits of beverage container recycling, although awareness has eroded slightly this year. More than nine-in-ten Albertans say they are aware that recycling beverage containers *reduces the amount of waste going to landfills* (94%, down 3 points from 2020) and *reduces litter* (93%, down 3 points).

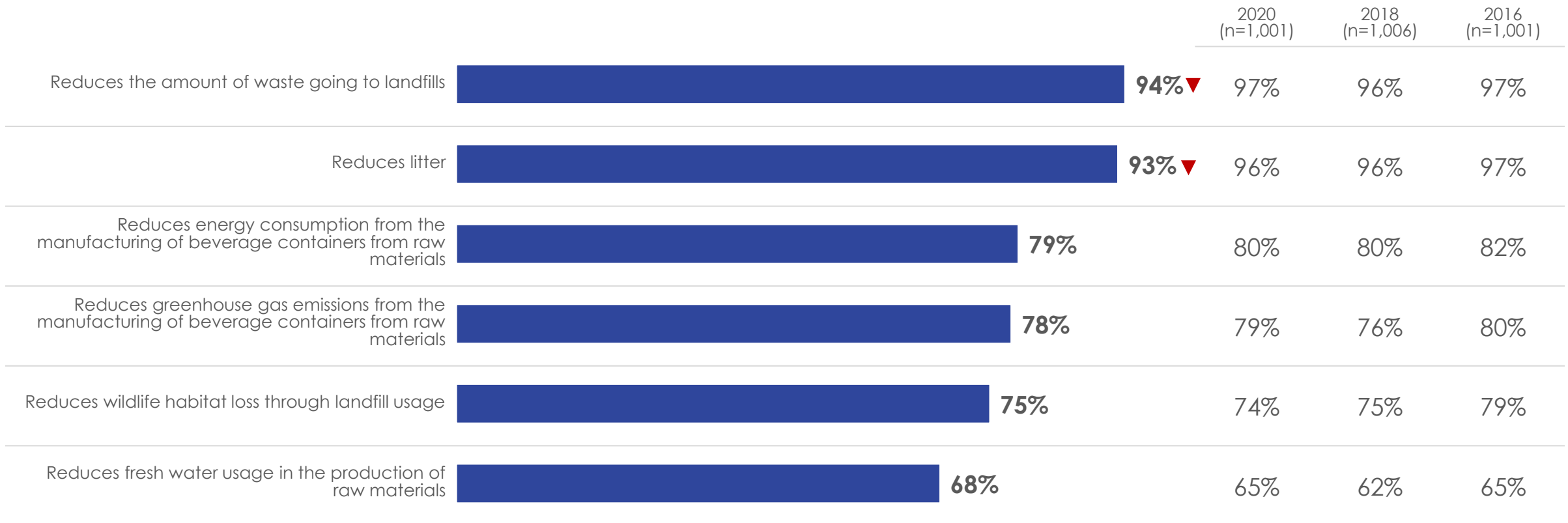
Relatively fewer (but still a majority) say they are aware of the following environmental benefits of recycling beverage containers. Awareness is on par with 2020 in all instances.

- *Reduces energy consumption from the manufacturing of beverage containers from raw materials* (79%)
- *Reduces greenhouse gas emissions from the manufacturing of beverage containers from raw materials* (78%)
- *Reduces wildlife habitat loss through landfill usage* (75%)
- *Reduces fresh water usage in the production of raw materials* (68%)

Those who have lived in Alberta for more than 10 years tend to be more aware of the environmental benefits of beverage container recycling.

Awareness of Environmental Benefits

AWARE OF BENEFIT



Base: All respondents (n=1,000)

Q2a. As you may know, recycling **beverage containers** can have a number of environmental benefits. For each benefit listed below, please indicate if you knew of this benefit prior to now.

Importance of Environmental Benefits

The reasons for recycling beverage containers have not changed, with the greatest emphasis placed on reducing litter and waste. The two main personal motivators for recycling beverage containers continue to be *reduces litter* (67% 'very important', e.g., rated a 7 or a 6 on a 7-point scale) and *reduces the amount of waste going to landfills* (67%).

Other benefits include:

- *Reduces wildlife habitat loss through landfill usage* (58%)
- *Reduces fresh water usage in the production of raw materials* (57%)
- *Reduces greenhouse gas emissions from the manufacturing of beverage containers from raw materials* (54%)
- *Reduces energy consumption from the manufacturing of beverage containers from raw materials* (51%)

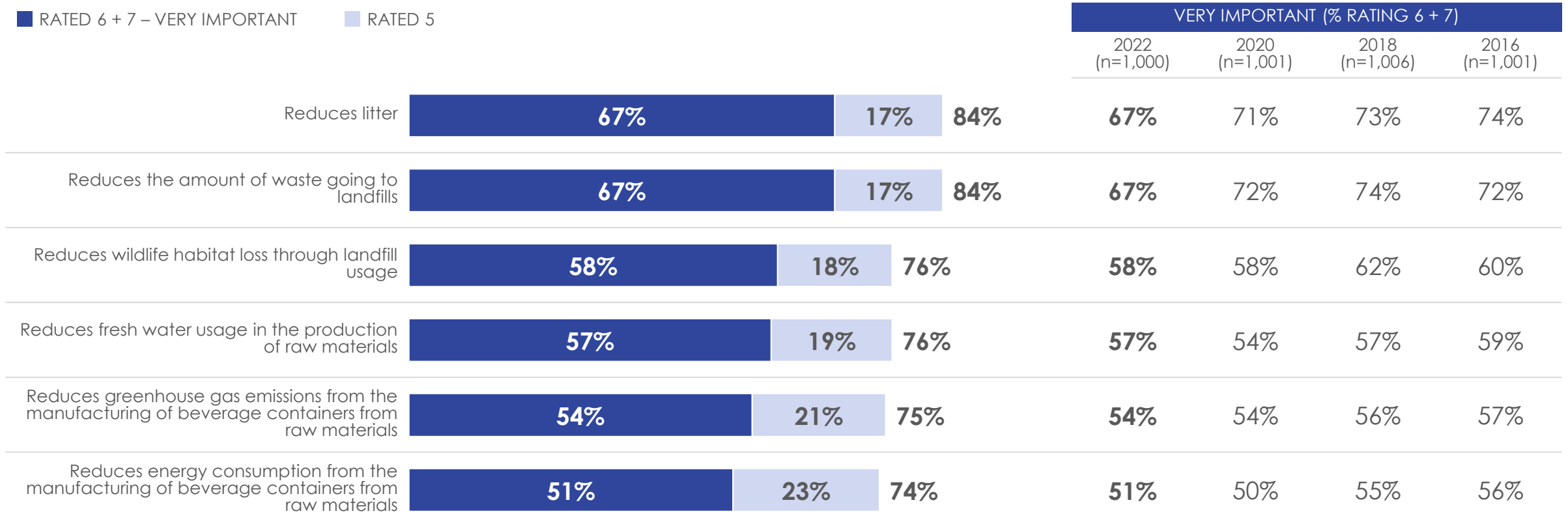
This year's results are statistically similar to 2020.

The environmental benefits of beverage container recycling tend to be more important to older Albertans (55+ years of age) and women.

Importance of Environmental Benefits

IMPORTANCE OF BENEFIT

■ RATED 6 + 7 – VERY IMPORTANT ■ RATED 5



Base: All respondents (n=1,000)

Q2b. As you may know, recycling **beverage containers** can have a number of environmental benefits. For each benefit listed below, please indicate, for you personally, how important is this reason for recycling beverage containers.

BEVERAGE CONTAINER RECYCLING AWARENESS AND BEHAVIOURS



Household Purchases of Beverage Containers

Beverage container purchasing patterns are shifting. The past two years have seen a number of notable changes in the types of beverage containers that Albertans are purchasing. With the last survey conducted in February 2020, prior to the WHO declaring COVID-19 a global pandemic, it is likely that the changes noted in this year's survey are at least partly attributable to the ongoing pandemic. For example, work from home orders, temporary business closures, restrictions on social gatherings, and other government measures to slow the spread of COVID-19 may have resulted in fewer opportunities for consumers to purchase the types of items they typically would. Additionally, some consumers may have switched to purchasing larger size or bulk items in response to more time being spent at home.

% purchased
past 6 months

Soft Drink and Juice Containers

- *Aluminum or metal cans – juice, soft drink or water* (80%, no change)
- *Plastic bottles – juice, soft drink or water+* (71%, no tracking information available)
- *Juice cartons more than one litre in size* (52%, up 10 points)
- *Juice cartons – refrigerated or tetra paks* (46%, down 9 points)
- *Plastic jugs – juice, soft drink or water+* (46%, no tracking information available)
- *Glass bottles – juice, soft drink or water* (35%, down 26 points)
- *Juice cans more than one litre in size* (28%, up 8 points)
- *Foil juice pouches* (15%, up 4 points)

Adult Beverage Containers

- *Wine bottles++* (60%, no tracking information available)
- *Liquor bottles – glass or plastic++* (55%, no tracking information available)
- *Beer – bottles or cans* (52%, down 14 points)
- *Cannabis beverage containers* (27%, no tracking information available)
- *Bag-in-a-Box wine* (13%, up 4 points)

Household Purchases of Beverage Containers (cont.)

Beverage container purchasing patterns are shifting. While the pandemic may also partly explain some of the shifts seen in dairy container purchasing habits (for example, the uptick in International Delight may be because people are drinking more coffee at home), there are likely other contributing factors as well. These include a change in preferences, an overall decline in Canadians' dairy consumption, increased understanding and management of dairy intolerances, and greater availability of dairy-alternatives.

**% purchased
past 6 months**

Dairy Containers

- *Milk cartons – refrigerated* (68%, down 15 points)
- *Milk jugs* (67%, down 7 points)
- *Liquid cream containers* (48%, down 12 points)
- *International Delight (non-dairy creamer)* (35%, up 5 points)
- *'Milk to go' containers* (26%, no change)
- *Single serve yogurt drinks in plastic bottles* (24%, no change)
- *Milk tetra paks* (21%, up 5 points)
- *Liquid meal replacements – bottles or cans* (16%, no change)

Other Types of Containers

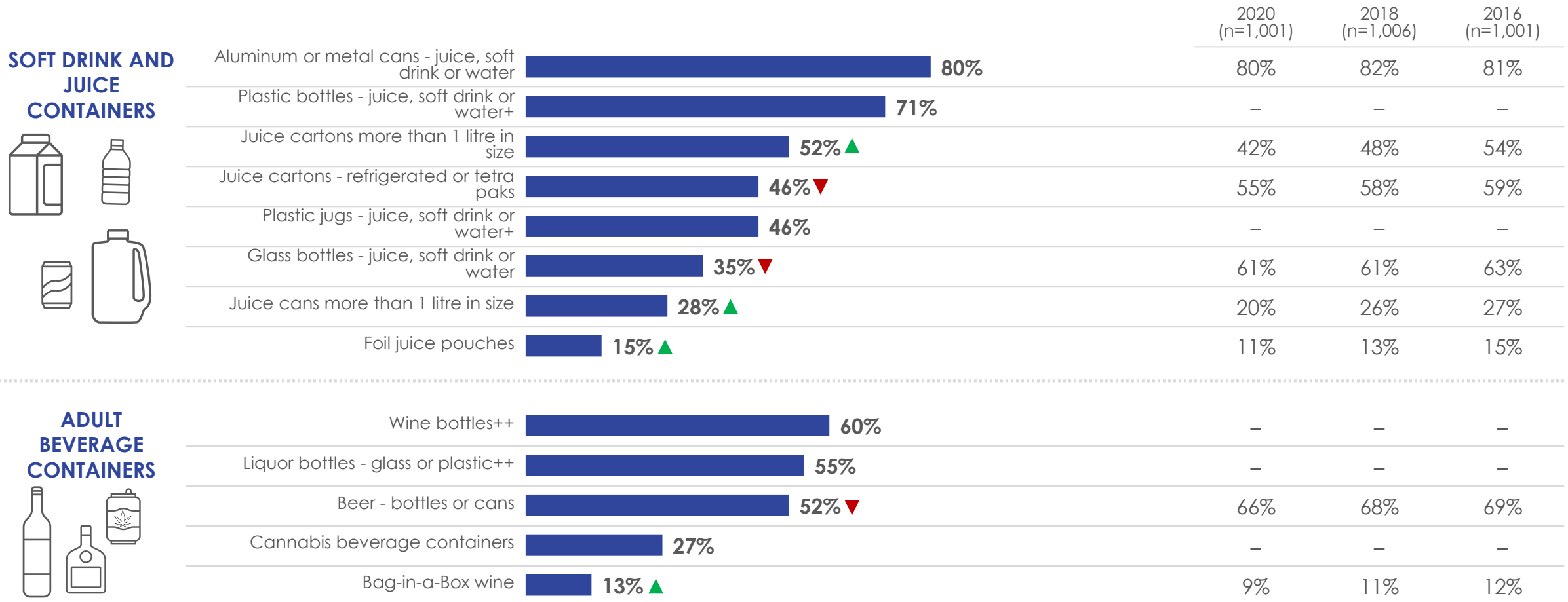
- *Ceramic containers* (16%, no tracking information available)

Non-Redeemable Containers

- *Soup cartons* (49%, down 8 points)

Household Purchases of Beverage Containers

TYPES OF BEVERAGES/BEVERAGE CONTAINERS/CONTAINERS PURCHASED IN PAST 6 MONTHS



+ Plastic bottles and plastic jugs were combined in previous years.

++ Wine bottles and liquor bottles were combined in previous years.

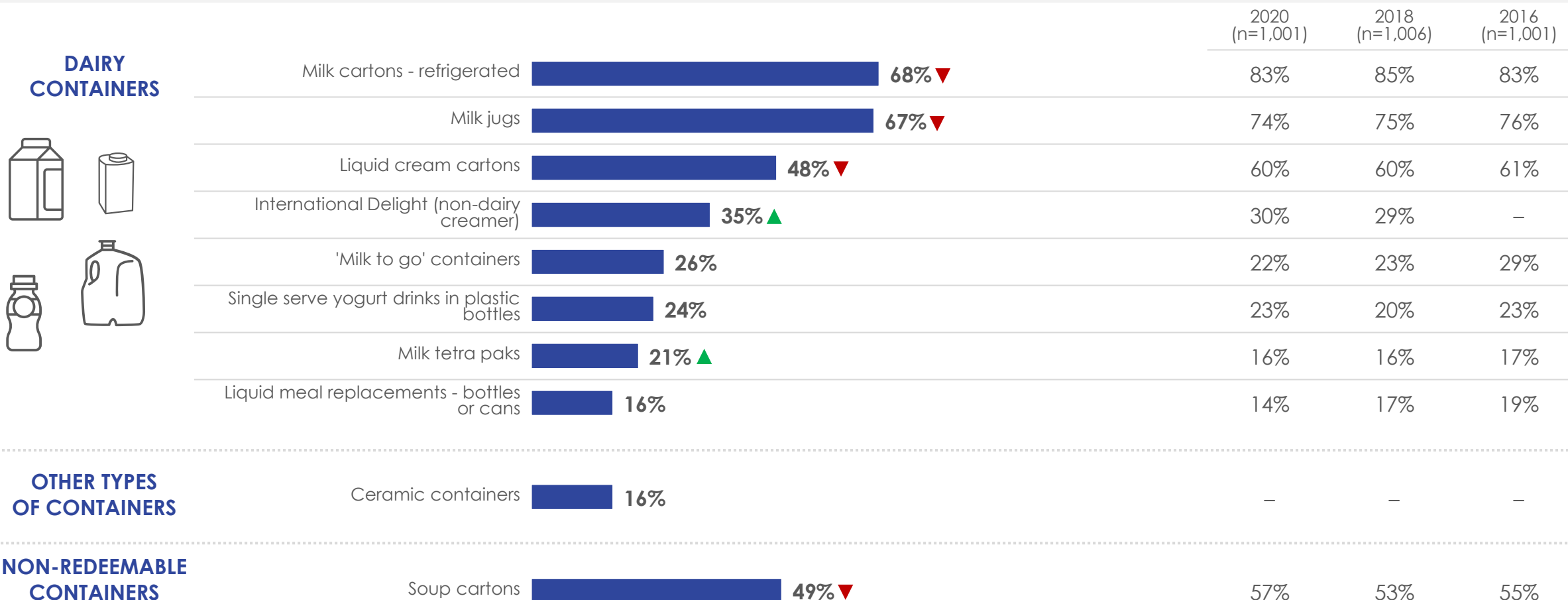
Base: All respondents (n=1,000)

Q4. Thinking about the **past 6 months**, please indicate if your household has purchased the following types of beverages/beverage containers/containers.

(cont.)

Household Purchases of Beverage Containers (cont.)

TYPES OF BEVERAGES/BEVERAGE CONTAINERS/CONTAINERS PURCHASED IN PAST 6 MONTHS



Base: All respondents (n=1,000)

Q4. Thinking about the **past 6 months**, please indicate if your household has purchased the following types of beverages/beverage containers/containers.

Awareness of Refundable Beverage Containers

Soft Drink and Juice Containers

Awareness of the types of soft drink and juice containers that can be returned for a refund has dropped but is still strong overall – with some exceptions.

Despite some dips in awareness, most Albertans are aware that the following types of soft drink and juice containers can be returned to a bottle depot for a refund:

- *Plastic soft drink bottles* (96%, down 3 points)
- *Soft drink cans* (95%, down 4 points)
- *Plastic juice bottles+* (92%, no tracking information available)
- *Glass juice bottles* (88%, down 5 points)
- *Juice cartons from the refrigerated section of the store* (88%, no change)
- *Plastic juice jugs+* (83%, no tracking information available)
- *Juice tetra paks* (79%, down 9 points)

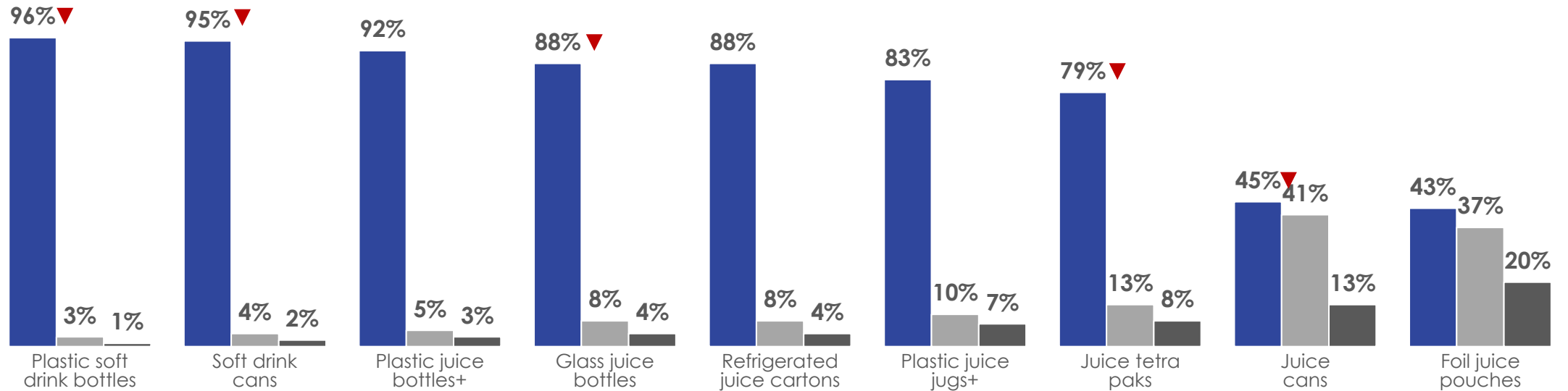
Less than half are aware that *juice cans* (45%, down 8 points) and *foil juice pouches* (43%, no change) can be returned for a refund.

Older Albertans (55+ years of age), women, and those who have lived in Alberta for more than 20 years tend to be more aware of the types of soft drink and juice containers that can be returned to a bottle depot for a refund.

Awareness of Refundable Beverage Containers

SOFT DRINK AND JUICE CONTAINERS

■ YES ■ NO ■ NOT SURE



	2020 (n=1,001)	2018 (n=1,006)	2016 (n=1,001)
Plastic soft drink bottles	99%	98%	98%
Soft drink cans	99%	98%	98%
Plastic juice bottles+	-	-	-
Glass juice bottles	93%	93%	92%
Refrigerated juice cartons	90%	91%	88%
Plastic juice jugs+	-	-	-
Juice tetra paks	88%	89%	87%
Juice cans	53%	56%	58%
Foil juice pouches	46%	47%	50%

+ Plastic juice bottles and plastic juice jugs were combined in previous years.

Base: All respondents (n=1,000)

Q3. To the best of your knowledge, please indicate if each of the following types of empty containers can be returned to a bottle depot for a refund.

Awareness of Refundable Beverage Containers

Water and Adult Beverage Containers

Most are aware that water and adult beverage containers can be returned for a refund. Bag-in-a-box wine continues to be the one exception, although awareness has improved this year. A strong majority of Albertans are aware that the following types of water and adult beverage containers can be returned to a bottle depot for a refund:

- *Plastic water bottles* (95%, no change)
- *Beer cans* (94%, down 4 points)
- *Beer bottles* (94%, down 4 points)
- *Wine bottles+* (92%, no tracking information available)
- *Liquor bottles (glass or plastic)+* (92%, no tracking information available)
- *Cannabis drink cans* (86%, no tracking information available)

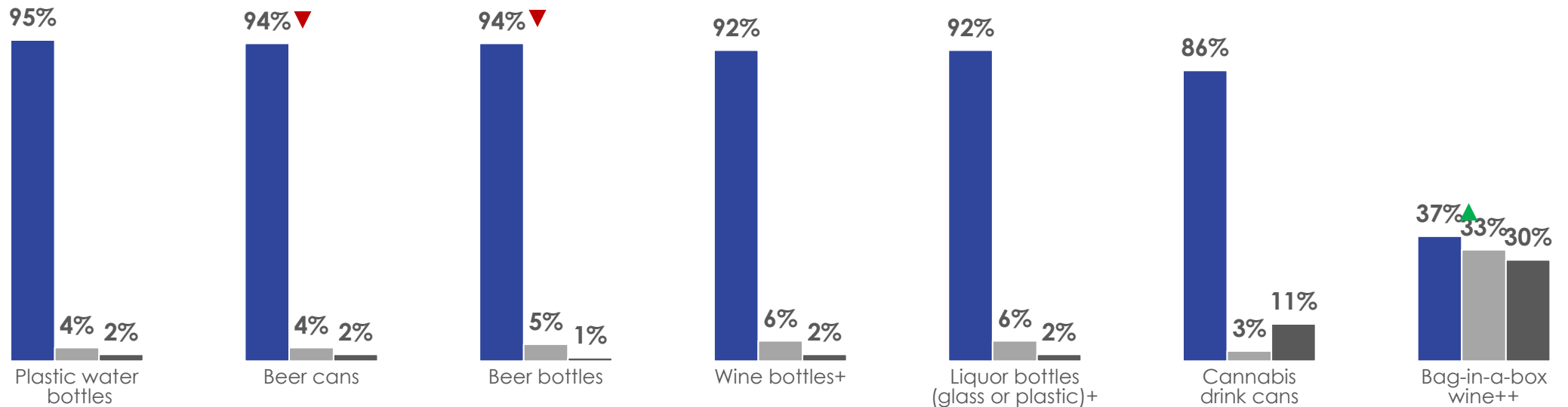
Only 37% are aware that *bag-in-a-box wine* can be returned for a refund. However, awareness is up 6 points from 2020.

Again, older Albertans (55+ years of age), women, and those who have lived in Alberta for more than 20 years tend to be more aware of the types of water and adult beverage containers that can be returned to a bottle depot for a refund.

Awareness of Refundable Beverage Containers

WATER AND ADULT BEVERAGE CONTAINERS

■ YES ■ NO ■ NOT SURE



% YES	2020 (n=1,001)							
	Plastic water bottles	Beer cans	Beer bottles	Wine bottles+	Liquor bottles (glass or plastic)+	Cannabis drink cans	Bag-in-a-box wine++	
	2020 (n=1,001)	96%	98%	98%	-	-	-	31%
	2018 (n=1,006)	97%	99%	98%	-	-	-	35%
2016 (n=1,001)	95%	97%	97%	-	-	-	38%	

+ Wine bottles and liquor bottles were combined in previous years.

++Prior to 2016 – Bag-in-a-box wine or juice.

Base: All respondents (n=1,000)

Q3. To the best of your knowledge, please indicate if each of the following types of empty containers can be returned to a bottle depot for a refund.

Awareness of Refundable Beverage Containers

Dairy Containers

Awareness of the eligibility of dairy containers varies. Despite some drops from 2020, most Albertans are aware that the following types of dairy containers can be returned to a bottle depot for a refund:

- *Milk jugs* (91%, down 4 points)
- *Milk cartons from the refrigerated section of the store* (85%, down 4 points)
- *'Milk to go' containers* (85%, no change)
- *Milk tetra paks* (72%, no change)
- *Cartons of liquid cream* (70%, down 11 points)

Fewer are aware that *single serve yogurt drinks in plastic bottles* (54%) and *liquid meal replacements in plastic bottles or metal cans* (51%) can be returned for a refund. While awareness of *single serve yogurt drinks in plastic bottles* has not statistically changed from 2020, there has been a 15-point increase in awareness of *liquid meal replacements*.

Only a minority (36%) are aware that *International Delight (non-dairy creamer)* can be returned for a refund, the lowest of all evaluated redeemable containers. Awareness is on par with 2020.

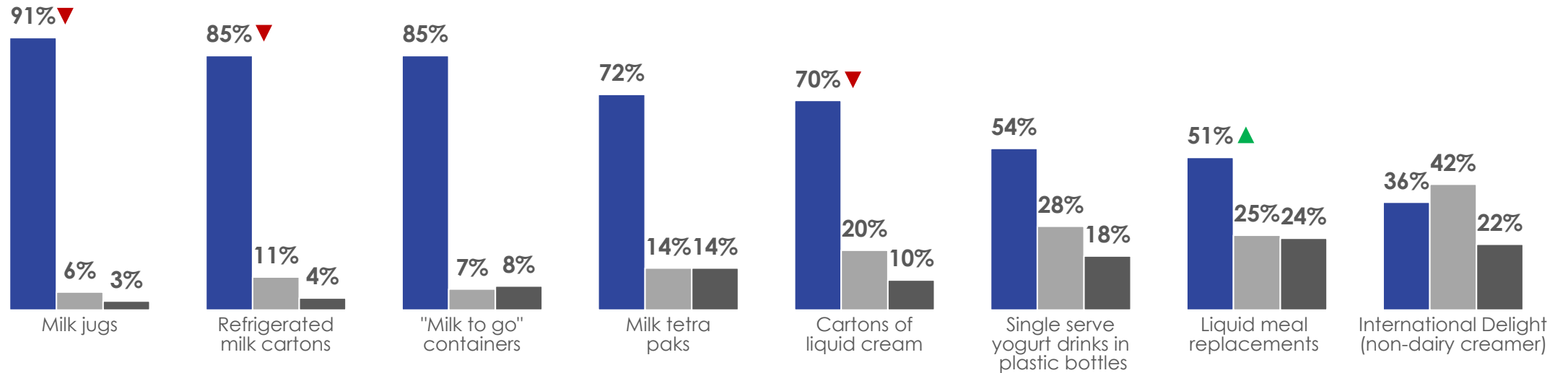
Awareness of the eligibility of dairy containers varies by age. For example, while awareness of *milk jugs*, *milk cartons from the refrigerated section of the store*, *milk tetra paks*, *'milk to go' containers*, and *cartons of liquid cream* is higher among older Albertans (55+ years of age), younger Albertans (18-34 years of age) demonstrate a higher awareness of *International Delight (non-dairy creamer)*, *single serve yogurt drinks in plastic bottles*, and *liquid meal replacements in plastic bottles or metal cans*.

Women are more likely than men to be aware of the eligibility of several types of dairy containers. Awareness also tends to be higher among those who have lived in Alberta for more than 20 years.

Awareness of Refundable Beverage Containers

DAIRY CONTAINERS

■ YES ■ NO ■ NOT SURE



% YES	2020 (n=1,001)								
	2020 (n=1,001)	95%	89%	82%	68%	81%	49%	36%	33%
	2018 (n=1,006)	95%	89%	81%	68%	77%	50%	39%	30%
2016 (n=1,001)	93%	88%	80%	69%	81%	56%	42%	-	

Base: All respondents (n=1,000)

Q3. To the best of your knowledge, please indicate if each of the following types of empty containers can be returned to a bottle depot for a refund.

▲ ▼ Significantly higher / lower than 2020.

Awareness of Refundable Beverage Containers

Other Types of Containers and Non-Redeemable Containers

Most are aware that ceramic containers are eligible for a refund, although less so than many other types of containers. Overall, 59% of Albertans are aware that *ceramic containers* can be returned to a bottle depot for a refund. No tracking information is available for this item.

- Unlike other types of containers, awareness is statistically similar regardless of age, gender, and number of years living in Alberta.

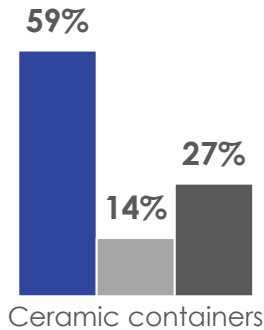
While the majority of Albertans are correct in their assessment of three types of non-redeemable containers, some misconceptions persist. Just over one-quarter (27%) incorrectly think that *soup cartons* can be returned to a bottle depot for a refund, on par with 2020. Another 14% incorrectly think *cooking oil bottles+* can be returned (no change), while 14% incorrectly think *plastic windshield wiper fluid containers* can be returned (up 6 points).

- Younger Albertans (18-34 years of age) are more likely to think that these types of containers can be redeemed.
- More than half (53%) of those who have lived in Alberta for 5 years or less think that *soup cartons* can be returned to a bottle depot.

Awareness of Refundable Beverage Containers

OTHER TYPES OF CONTAINERS

■ YES ■ NO ■ NOT SURE



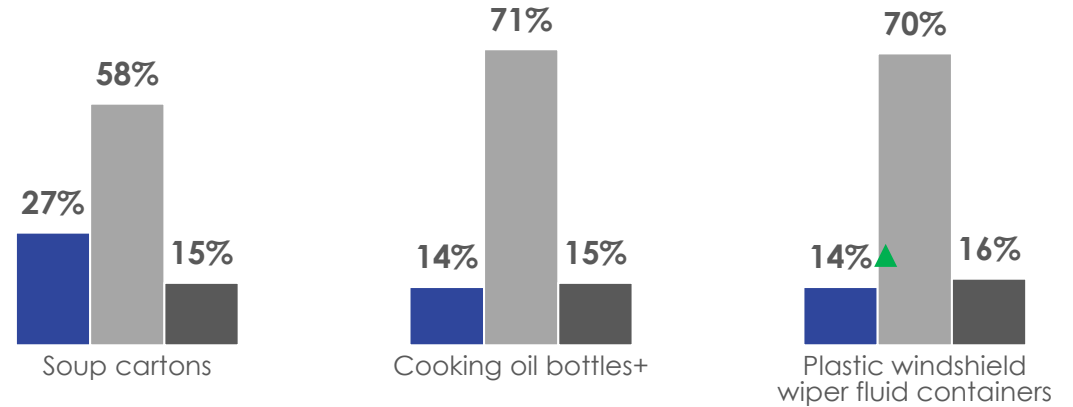
% YES	Year	Sample Size
-	2020	(n=1,001)
-	2018	(n=1,006)
-	2016	(n=1,001)

+ Prior to 2022, question asked about olive oil bottles.
Base: All respondents (n=1,000)

Q3. To the best of your knowledge, please indicate if each of the following types of empty containers can be returned to a bottle depot for a refund.

NON-REDEEMABLE CONTAINERS

■ YES ■ NO ■ NOT SURE



% YES	Year	Soup cartons	Cooking oil bottles+	Plastic windshield wiper fluid containers
24%	2020	24%	16%	8%
26%	2018	26%	17%	9%
31%	2016	31%	-	-

▲ ▼ Significantly higher / lower than 2020.

Incidence of Beverage Container Recycling and Redemption by Type of Container

Most of those who have purchased redeemable beverage containers recycle and/or return them for a refund. Among those who have purchased each type of redeemable beverage container within the past six months, the reported incidence of recycling and/or redeeming is highest for *glass bottles – juice, soft drink or water (98%), beer – bottles or cans (98%), and wine bottles (98%)* and lowest for *juice cans more than one litre in size (84%)*.

Redemption of several types of containers is down this year. Of the evaluated types of soft drink and juice containers, past six-month purchasers are most likely to say they have redeemed *aluminum or metal cans – juice, soft drink or water (84%, down 5 points from 2020)*. The biggest drop in redemption is seen for *juice cans more than one litre in size*, which is down 23 points to now sit at 39%, making it the least likely to be redeemed of all eligible items. When it comes to adult beverage containers, reported redemption ranges from a high of 87% for *beer – bottles or cans (down 6 points)* to a low of 67% for *cannabis beverage containers (no tracking information available)*.

**% returned
for a refund
past 6 months**

Soft Drink and Juice Containers

- *Aluminum or metal cans – juice, soft drink or water (84%, down 5 points)*
- *Plastic bottles – juice, soft drink or water+ (81%, no tracking information available)*
- *Juice cartons more than one litre in size (79%, down 6 points)*
- *Glass bottles – juice, soft drink or water (78%, down 11 points)*
- *Juice cartons – refrigerated or tetra paks (78%, down 8 points)*
- *Plastic jugs – juice, soft drink or water+ (77%, no tracking information available)*
- *Foil juice pouches (76%, no change)*
- *Juice cans more than one litre in size (39%, down 23 points)*

Adult Beverage Containers

- *Beer – bottles or cans (87%, down 6 points)*
- *Wine bottles++ (85%, no tracking information available)*
- *Liquor bottles – glass or plastic++ (84%, no tracking information available)*
- *Bag-in-a-Box wine (69%, no change)*
- *Cannabis beverage containers (67%, no tracking information available)*

+ Plastic bottles and plastic jugs were combined in previous years.
++ Wine bottles and liquor bottles were combined in previous years

Incidence of Beverage Container Recycling and Redemption by Type of Container (cont.)

Redemption of dairy containers is more stable, except for milk jugs which has declined this year. While *milk jugs* continue to be the most redeemed type of dairy container overall (82% of past six-month purchasers), reported redemption has dropped 8 points from 2020. *International Delight (non-dairy creamer)* remains the least returned type of dairy container (50%), on par with 2020 but showing steady incremental improvement over the past few years.

% returned
for a refund
past 6 months

Dairy Containers

- *Milk jugs* (82%, down 8 points)
- *Milk cartons – refrigerated* (81%, no change)
- *Liquid cream containers* (79%, no change)
- *'Milk to go' containers* (74%, no change)
- *Single serve yogurt drinks in plastic bottles* (67%, no change)
- *Milk tetra paks* (66%, no change)
- *Liquid meal replacements – bottles or cans* (59%, no change)
- *International Delight (non-dairy creamer)* (50%, no change)

Other Types of Containers

- *Ceramic containers* (70%, no tracking information available)

Non-Redeemable Containers

- *Soup cartons* (22%, no change)

Those who are 35+ years of age tend to be more likely to return redeemable beverage containers for a refund. Redemption is even higher among those who are 55+ years for several items.

Residents without curbside recycling are more likely than those with curbside recycling to redeem certain types of containers, including *liquor bottles* (91% vs. 83%), *aluminum or metal cans* (90% vs. 83%), *plastic bottles* (87% vs. 80%), *glass bottles* (88% vs. 76%), and *'milk to go' containers* (92% vs. 71%).

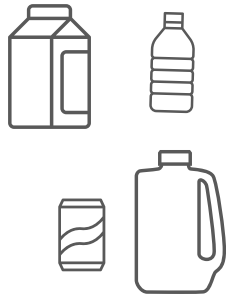
Incidence of Beverage Container Recycling and Redemption by Type of Container

PAST 6 MONTHS

■ RECYCLED AND/OR RETURNED FOR A REFUND

■ RETURNED FOR A REFUND

SOFT DRINK AND JUICE CONTAINERS



	RECYCLED AND/OR RETURNED FOR A REFUND	RETURNED FOR A REFUND	RETURNED FOR A REFUND		
			2020	2018	2016
Glass bottles - juice, soft drink or water	98%	78%▼	89%	89%	89%
Aluminum or metal cans - juice, soft drink or water	97%	84%▼	89%	84%	88%
Plastic bottles - juice, soft drink or water+	97%	81%	-	-	-
Plastic jugs - juice, soft drink or water+	96%	77%	-	-	-
Juice cartons more than 1 litre in size	95%	79%▼	85%	83%	86%
Juice cartons - refrigerated or tetra paks	94%	78%▼	86%	83%	84%
Foil juice pouches	89%	76%	82%	81%	76%
Juice cans more than 1 litre in size	84%	39%▼	62%	61%	66%

ADULT BEVERAGE CONTAINERS



Beer - bottles or cans	98%	87%▼	93%	88%	89%
Wine bottles++	98%	85%	-	-	-
Liquor bottles - glass or plastic++	97%	84%	-	-	-
Bag-in-a-Box wine	91%	69%	61%	60%	64%
Cannabis beverage containers	91%	67%	-	-	-

(cont.)

+ Plastic bottles and plastic jugs were combined in previous years.

++ Wine bottles and liquor bottles were combined in previous years.

Base: Purchased in the past 6 months (n=varies)

Q5a. Has your household recycled or returned these for a refund in the past 6 months?

Incidence of Beverage Container Recycling and Redemption by Type of Container (cont.)

PAST 6 MONTHS

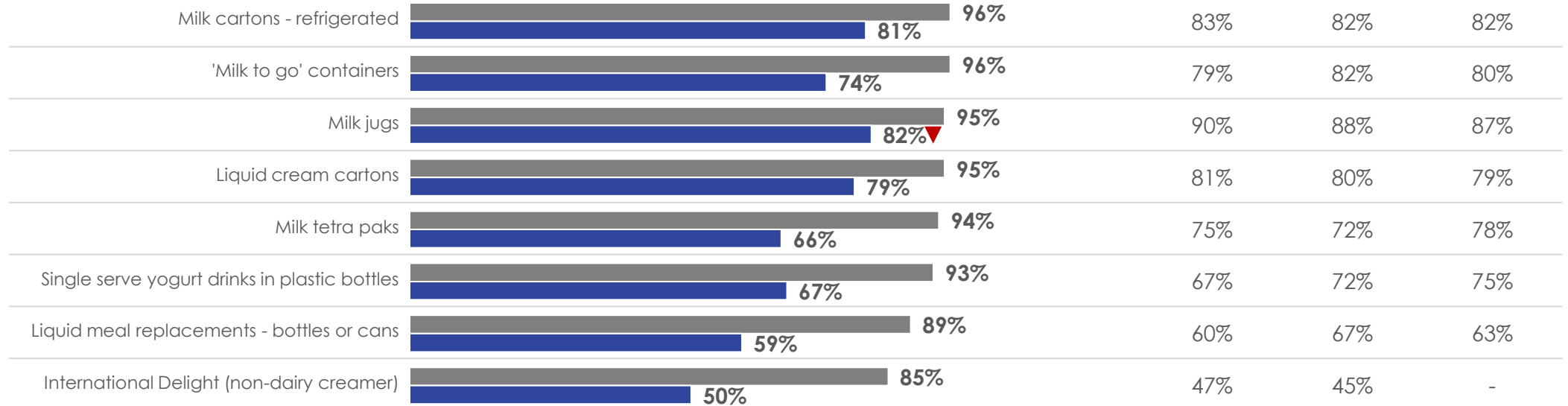
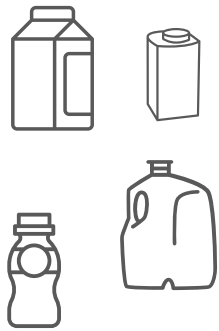
■ RECYCLED AND/OR RETURNED FOR A REFUND

■ RETURNED FOR A REFUND

RETURNED FOR A REFUND

2020 2018 2016

DAIRY CONTAINERS



OTHER TYPES OF CONTAINERS



NON-REDEEMABLE CONTAINERS



Base: Purchased in the past 6 months (n=varies)
Q5a. Has your household recycled or returned these for a refund in the past 6 months?

Overall Incidence of Beverage Container Recycling and Redemption

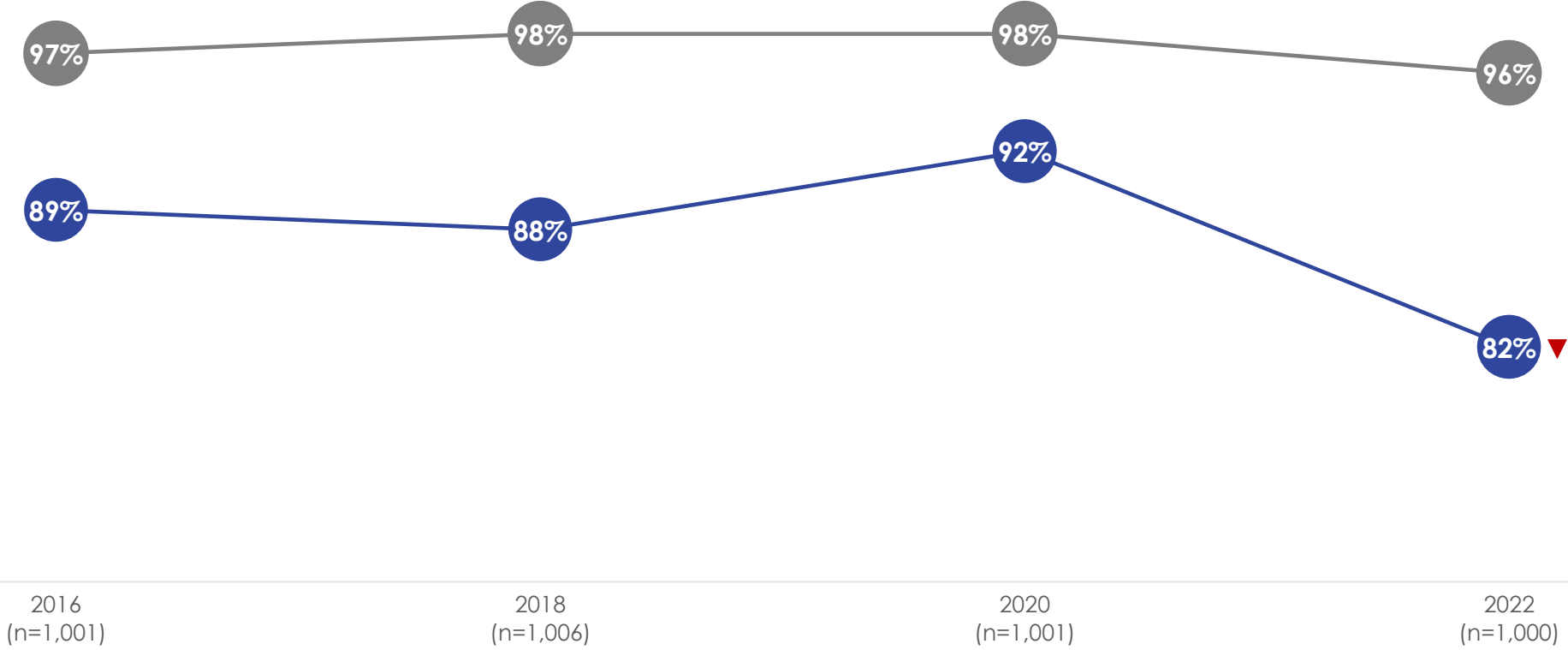
Reported recycling and/or redemption of beverage containers remains strong. However, those saying they have returned for a refund is at an all-time low after peaking in 2020. Overall, 96% of Albertans report having recycled and/or returned beverage containers for a refund in the past six months, on par with 2020. However, there has been a 10-point drop in reported redemption, which now sits at an all-time low of 82%. The decline in redemption is likely at least partly attributable to COVID-19 public health measures and restrictions.

- Reported redemption is higher among:
 - Those living in Rural South and Smaller Cities South (92% and 90% vs. 77% of City of Calgary, 78% of City of Edmonton, 85% of Rural North, 87% of Smaller Cities North)
 - Older Albertans (92% of 55+ years vs. 71% of 18-34 years, 84% of 35-54 years)
 - Women (85% vs. 80% of men)
 - Those living in detached houses or duplexes/triplexes/fourplexes (88% and 86% vs. 65% of multi-residence buildings, 71% of townhouses/rowhouses)
 - Homeowners (84% vs. 75% of renters)
 - Those who own or have access to a vehicle (84% and 91% vs. 59% of those without access to a vehicle)
 - Those who have lived in Alberta for more than 10 years (includes 87% of more than 20 years and 84% of 11-20 years vs. 54% of 5 years or less, 63% of 6-10 years)

Overall Incidence of Beverage Container Recycling and Redemption

PAST 6 MONTHS

■ RECYCLED AND/OR RETURNED FOR A REFUND ■ RETURNED FOR A REFUND



Base: All respondents (n=1,000)
Q5a. Has your household recycled or returned these for a refund in the past 6 months?

Tracking Behaviours with Empty Beverage Containers

Fewer are saying they most often return several types of soft drink and juice containers this year, with the biggest drop seen for juice cans more than one litre in size. Eight-in-ten (80%) past six-month purchasers say they most often return *aluminum or metal cans – juice, soft drink or water* to a bottle depot for a refund, the highest of all evaluated types of soft drink and juice containers. Reported redemption is down 6 points from 2020. This is followed by *plastic bottles – juice, soft drink or water* (77%, no tracking information available), *juice cartons more than one litre in size* (75%, down 8 points), *juice cartons – refrigerated or tetra paks* (75%, down 8 points), *glass bottles – juice, soft drink or water* (74%, down 13 points), *plastic jugs – juice, soft drink or water* (71%, no tracking information available), and *foil juice pouches* (66%, no change). Only one-third (32%) say they most often return *juice cans more than one litre in size*, down 24 points.

Beer bottles or cans, wine bottles, and liquor bottles are more likely than cannabis beverage containers and bag-in-a-box wine to be returned most often. Eight-in-ten past six-month purchasers say they most often return the following types of adult beverage containers to a bottle depot for a refund: *beer – bottles or cans* (82%, down 9 points), *wine bottles* (80%, no tracking information available), and *liquor bottles – glass or plastic* (80%, no tracking information available). Redemption of *cannabis beverage containers* (63%, no tracking information available) and *bag-in-a-box wine* (62%, no change) is lower.

The percentage saying they most often return dairy containers has generally remained stable, except for milk jugs which is down this year. Just over three-quarters (78%) of past six-month purchasers say they most often return *milk jugs* to a bottle depot for a refund, down 11 points from 2020. This is followed by *milk cartons – refrigerated* (77%, no change), *liquid cream containers* (76%, no change), *'milk to go' containers* (67%, no change), *single serve yogurt drinks in plastic bottles* (62%, no change), *milk tetra paks* (60%, no change), and *liquid meal replacements – bottles or cans* (52%, no change). Fewer than half (44%) say they most often return *International Delight (non-dairy creamer)* to a bottle depot for a refund, on par with 2020.

Redemption of ceramic containers is common, although there is still room for improvement. Six-in-ten (61%) of those who purchased *ceramic containers* in the past six months say they most often return them to a bottle depot for a refund. No tracking information is available for this item.

A handful continue to try and return non-redeemable soup cartons to bottle depots. Overall, 16% of those who purchased *soup cartons* in the past six months say they most often return them to a bottle depot for a refund.

Tracking Behaviours with Empty Beverage Containers

SOFT DRINK AND JUICE CONTAINERS

	GLASS BOTTLES – JUICE, SOFT DRINK OR WATER		ALUMINUM OR METAL CANS – JUICE, SOFT DRINK OR WATER		PLASTIC BOTTLES – JUICE, SOFT DRINK OR WATER++		PLASTIC JUGS – JUICE, SOFT DRINK OR WATER++	
	2022 (n=326)	2020 (n=614)	2022 (n=784)	2020 (n=806)	2022 (n=700)	2020 (n=n/a)	2022 (n=416)	2020 (n=n/a)
Return to a bottle depot for a refund	74%▼	87%	80%▼	86%	77%	-	71%	-
Recycle via a blue box/blue cart or curb side recycling	9%▲	4%	6%	7%	6%	-	11%	-
Recycle via recycling bins in public areas	6%▲	1%	2%	2%	5%	-	5%	-
Recycle via municipal sorting stations+	2%	-	1%	-	1%	-	1%	-
Donate to a charity	2%	2%	3%	2%	3%	-	2%	-
Leave for bottle collectors	1%	1%	2%	1%	1%	-	1%	-
Dispose of it in the garbage	4%▲	1%	3%	1%	4%	-	4%	-
Don't know	3%	4%	3%	1%	3%	-	5%	-

(cont.)

+ Recycle via municipal sorting stations was not included prior to 2022.

++ Plastic bottles and plastic jugs were combined in previous years.

Base: Purchased in the past 6 months (n=varies)

Q5b. What does your household do with this type of empty beverage container **most often**?

Tracking Behaviours with Empty Beverage Containers

SOFT DRINK AND JUICE CONTAINERS (CONT.)

	JUICE CARTONS MORE THAN 1 LITRE IN SIZE		JUICE CARTONS – REFRIGERATED OR TETRA PAKS		FOIL JUICE POUCHES		JUICE CANS MORE THAN 1 LITRE IN SIZE	
	2022 (n=483)	2020 (n=429)	2022 (n=455)	2020 (n=544)	2022 (n=125)	2020 (n=117)	2022 (n=255)	2020 (n=220)
Return to a bottle depot for a refund	75% ▼	83%	75% ▼	83%	66%	75%	32% ▼	56%
Recycle via a blue box/blue cart or curbside recycling	9%	9%	9%	8%	8%	12%	27%	25%
Recycle via recycling bins in public areas	3%	1%	2%	1%	3%	1%	8% ▲	3%
Recycle via municipal sorting stations+	1%	-	2%	-	1%	-	6%	-
Donate to a charity	1%	2%	1%	2%	2%	0%	2%	1%
Leave for bottle collectors	1% ▲	0%	2% ▲	<1%	2%	0%	1%	1%
Dispose of it in the garbage	5%	3%	5%	2%	9%	6%	14%	9%
Don't know	5%	3%	4%	4%	9%	6%	11%	5%

+ Recycle via municipal sorting stations was not included prior to 2022.

Base: Purchased in the past 6 months (n=varies)

Q5b. What does your household do with this type of empty beverage container **most often**?

Tracking Behaviours with Empty Beverage Containers

ADULT BEVERAGE CONTAINERS

	BEER – BOTTLES OR CANS		WINE BOTTLES++		LIQUOR BOTTLES – GLASS OR PLASTIC++		BAG-IN-A-BOX WINE		CANNABIS BEVERAGE CONTAINERS	
	2022 (n=507)	2020 (n=654)	2022 (n=589)	2020 (n=n/a)	2022 (n=528)	2020 (n=n/a)	2022 (n=127)	2020 (n=99)*	2022 (n=256)	2020 (n=n/a)
Return to a bottle depot for a refund	82%▼	91%	80%	-	80%	-	62%	53%	63%	-
Recycle via a blue box/blue cart or curbside recycling	6%▲	3%	7%	-	6%	-	16%	20%	9%	-
Recycle via recycling bins in public areas	2%	1%	1%	-	2%	-	3%	4%	6%	-
Recycle via municipal sorting stations+	<1%	-	1%	-	1%	-	2%	-	2%	-
Donate to a charity	2%	2%	3%	-	3%	-	4%	1%	2%	-
Leave for bottle collectors	2%▲	<1%	2%	-	2%	-	0%	1%	1%	-
Dispose of it in the garbage	2%▲	<1%	2%	-	3%	-	6%	10%	9%	-
Don't know	3%	2%	3%	-	3%	-	7%	11%	8%	-

+ Recycle via municipal sorting stations was not included prior to 2022.

++ Wine bottles and liquor bottles were combined in previous years.

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

Base: Purchased in the past 6 months (n=varies)

Q5b. What does your household do with this type of empty beverage container **most often**?

Tracking Behaviours with Empty Beverage Containers

DAIRY CONTAINERS

	MILK CARTONS – REFRIGERATED		“MILK TO GO” CONTAINERS		MILK JUGS		LIQUID CREAM CARTONS	
	2022 (n=692)	2020 (n=845)	2022 (n=230)	2020 (n=210)	2022 (n=665)	2020 (n=737)	2022 (n=487)	2020 (n=617)
Return to a bottle depot for a refund	77%	81%	67%	76%	78%▼	89%	76%	78%
Recycle via a blue box/blue cart or curb side recycling	10%	8%	9%	13%	8%	6%	11%	10%
Recycle via recycling bins in public areas	1%	1%	6%	4%	3%▲	1%	2%	1%
Recycle via municipal sorting stations+	1%	-	4%	-	1%	-	1%	-
Donate to a charity	3%	2%	1%	1%	3%	1%	2%	2%
Leave for bottle collectors	1%▲	<1%	0%	0%	1%	<1%	1%	<1%
Dispose of it in the garbage	5%	5%	8%▲	3%	3%▲	2%	4%	6%
Don't know	3%	3%	5%	3%	4%▲	1%	3%	3%

(cont.)

+ Recycle via municipal sorting stations was not included prior to 2022.

Base: Purchased in the past 6 months (n=varies)

Q5b. What does your household do with this type of empty beverage container **most often**?

Tracking Behaviours with Empty Beverage Containers

DAIRY CONTAINERS (CONT.)

	MILK TETRA PAKS		SINGLE SERVE YOGURT DRINKS IN PLASTIC BOTTLES		LIQUID MEAL REPLACEMENTS – BOTTLES OR CANS		INTERNATIONAL DELIGHT (NON-DAIRY CREAMER)	
	2022 (n=187)	2020 (n=150)	2022 (n=203)	2020 (n=216)	2022 (n=136)	2020 (n=149)	2022 (n=329)	2020 (n=292)
Return to a bottle depot for a refund	60%	63%	62%	65%	52%	57%	44%	44%
Recycle via a blue box/blue cart or curbside recycling	12%	17%	10% ▼	18%	11% ▼	22%	24%	28%
Recycle via recycling bins in public areas	8%	4%	9%	5%	10%	4%	5%	5%
Recycle via municipal sorting stations+	1%	-	4%	-	1%	-	2%	-
Donate to a charity	3%	1%	2%	<1%	2%	1%	2%	<1%
Leave for bottle collectors	3%	0%	<1%	<1%	5%	1%	1%	0%
Dispose of it in the garbage	8%	2%	6%	9%	11%	9%	11%	14%
Don't know	5% ▼	13%	7% ▲	2%	8%	7%	9%	8%

+ Recycle via municipal sorting stations was not included prior to 2022.

Base: Purchased in the past 6 months (n=varies)

Q5b. What does your household do with this type of empty beverage container **most often**?

Tracking Behaviours with Empty Beverage Containers

OTHER TYPES OF CONTAINERS

	CERAMIC CONTAINERS
	2022 (n=146)
Return to a bottle depot for a refund	61%
Recycle via a blue box/blue cart or curb side recycling	8%
Recycle via recycling bins in public areas	4%
Recycle via municipal sorting stations+	2%
Donate to a charity	4%
Leave for bottle collectors	2%
Dispose of it in the garbage	12%
Don't know	7%

NON-REDEEMABLE CONTAINERS

	SOUP CARTONS	
	2022 (n=498)	2020 (n=579)
Return to a bottle depot for a refund	16%	17%
Recycle via a blue box/blue cart or curb side recycling	45%	48%
Recycle via recycling bins in public areas	4%	7%
Recycle via municipal sorting stations+	4%	-
Donate to a charity	1%	<1%
Leave for bottle collectors	2% ▲	<1%
Dispose of it in the garbage	20%	20%
Don't know	8%	7%

+ Recycle via municipal sorting stations was not included prior to 2022.

Base: Purchased in the past 6 months (n=varies)

Q5b. What does your household do with this type of empty beverage container **most often**?

Frequency of Returning Lower Return Rate Containers and Reasons for Not Returning Items to Bottle Depot More Often

Among the container types with some of the lower return rates, the frequency of reported redemption is lower for International Delight, ceramic containers, and cannabis beverage containers than other types of containers. Compared to 2020, increases in redemption frequency are seen for both bag-in-a-box wine and International Delight. Among Albertans who have purchased each item in the past six months, three-quarters or more say they redeem the following types of containers 'always' or 'most of the time': *juice cartons more than one litre in size* (84%, on par with 2020), *milk and cream containers* (82%, on par with 2020), *bag-in-a-box wine* (77%, up 19 points), and *juice cans more than one litre in size* (74%, on par with 2020). The frequency of redemption is notably lower for *International Delight (non-dairy creamer)* (59%, up 8 points), *ceramic containers* (53%, no tracking information available), and *cannabis beverage containers* (44%, no tracking information available).

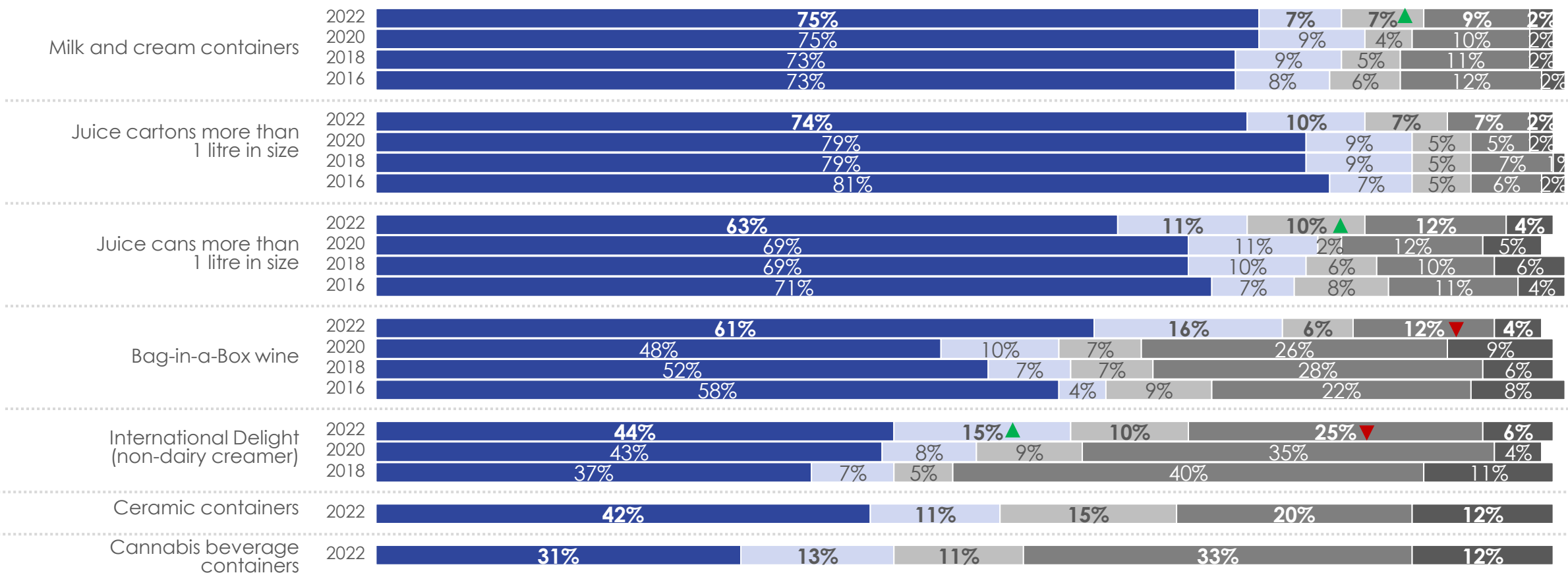
Lack of awareness continues to be the main reason for not returning items more often. Past six-month purchasers who said they return each type of container to a depot only 'once in a while' or 'never' were asked why their household doesn't return these items to a bottle depot for a refund more often. Lack of awareness ('didn't know you could return them to a bottle depot for a refund') is consistently mentioned as the number one reason across most items – this is particularly the case for *International Delight (non-dairy creamer)* (67%), *bag-in-a-box wine* (60%), and *ceramic containers* (58%). The one exception is *cannabis beverage containers*, where the main reason for not returning more often is 'do not buy/do not buy very often' (32%).

Compared to 2020, there has been an increase in the percentage saying 'the bottle depot is too far away' for both *milk and cream containers* (up 8 points) and *International Delight (non-dairy creamer)* (up 8 points). Mentions of 'recycle them through blue box/municipal programs/bottle drives, etc. instead' for *International Delight (non-dairy creamer)* are down 11 points this year. All other results are statistically consistent with 2020.

Frequency of Returning Lower Return Rate Containers

FREQUENCY OF RETURN

■ ALWAYS ■ MOST OF THE TIME ■ ONCE IN A WHILE ■ NEVER ■ DON'T KNOW



Base: Purchased in the past 6 months (n=varies)
 Q6aNEW. How often does your household return each of the following to a bottle depot for a refund?

Reasons for Not Returning Item to Bottle Depot More Often

REASONS FOR NOT RETURNING

	MILK AND CREAM CONTAINERS		JUICE CARTONS MORE THAN 1 LITRE IN SIZE		JUICE CANS MORE THAN 1 LITRE IN SIZE		BAG-IN-A-BOX WINE		INTERNATIONAL DELIGHT (NON-DAIRY CREAMER)		CERAMIC CONTAINERS	CANNABIS BEVERAGE CONTAINERS
	2022 (n=122)	2020 (n=134)	2022 (n=55)*	2020 (n=42)**	2022 (n=54)*	2020 (n=33)**	2022 (n=24)**	2020 (n=31)**	2022 (n=114)	2020 (n=121)	2022 (n=48)**	2022 (n=111)
Didn't know you could return them to a bottle depot for a refund	40%	38%	37%	36%	29%	47%	60%	53%	67%	71%	58%	26%
Recycle them through blue box/municipal programs/ bottle drives, etc. instead	19%	21%	16%	21%	14%	19%	11%	17%	6%▼	17%	6%	7%
Too much trouble/don't want to bother	15%	13%	14%	11%	17%	13%	0%	7%	7%	6%	9%	11%
The bottle depot is too far away	11%▲	3%	13%	5%	14%	3%	11%	13%	8%▲	<1%	11%	8%
Too time consuming	4%	6%	6%	8%	1%	3%	10%	0%	5%	1%	9%	4%
Donate to charity	2%	3%	0%	5%	3%	6%	0%	0%	0%	0%	0%	1%
Leave them for bottle collectors	2%	1%	1%	0%	2%	0%	0%	0%	0%	0%	0%	0%
The bottle depot doesn't accept them	1%	5%	0%	0%	1%	2%	0%	2%	2%	1%	0%	0%
Do not buy/do not buy very often	0%	1%	3%	6%	8%	0%	2%	3%	2%	1%	5%	32%
No refund provided (at our bottle depot)	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	7%	3%	12%	3%	15%	0%	2%	3%	6%	2%	5%	35%
Don't know	4%	4%	2%	4%	9%	3%	6%	0%	0%	2%	2%	9%

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

** Very small base size (<50), interpret with extreme caution.

Base: Redeem once in a while or never (n=varies)

Q6bNEW. Why doesn't your household return these items/return them more often to a [bottle depot for a refund?](#)

Community Bottle Depot

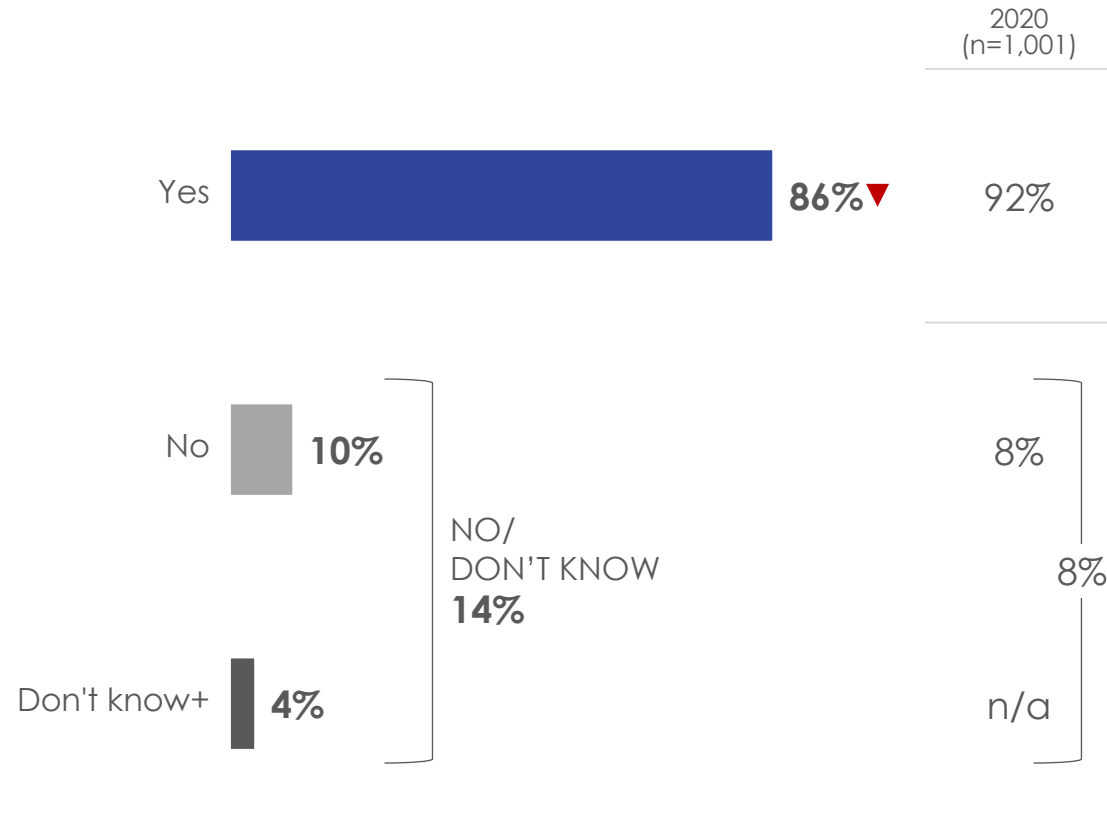
Fewer report having a community bottle depot this year. Overall, 86% of Albertans say there is a bottle depot in their local community, down 6 points from 2020. The reported drop in bottle depots may be reflective of operational challenges posed by the COVID-19 pandemic. It is also possible that respondents are simply less aware of their local bottle depot this year.

- Those living in Smaller Cities South and Smaller Cities North are more likely to say there is a bottle depot in their local community (98% and 97% vs. 79% of City of Calgary, 83% City of Edmonton, 86% of Rural North, 91% of Rural South).

Those without a local bottle depot most often take their empty containers to a depot outside their community. Among those who do not have a local bottle depot, six-in-ten (60%) say they 'take their empty beverage containers to a bottle depot outside of their local community'. Other alternatives include 'put them in the blue box/bag/cart for recycling' (18%), 'donate them' (10%), 'put them in the garbage' (9%), and 'take them to municipal sorting stations' (3%). This year's results are statistically consistent with 2020.

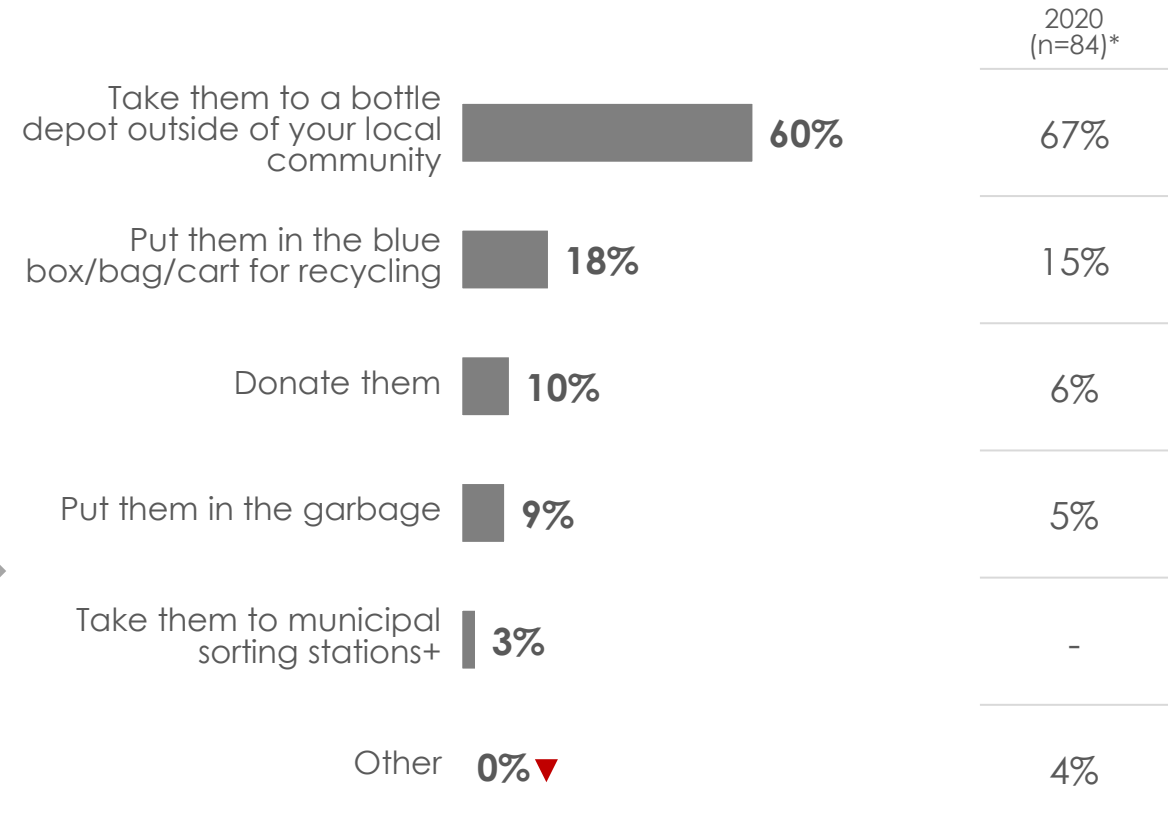
Community Bottle Depot

BOTTLE DEPOT IN COMMUNITY



+ Don't know was not included as a response option prior to 2022.
 Base: All respondents (n=1,000)
 Q6c. Do you have a bottle depot in your local community?

EMPTY BEVERAGE CONTAINER ACTION



+ Take them to municipal sorting stations was not included prior to 2022.
 * Small base size (<100), interpret with caution.
 Base: Do not have a bottle depot in local community or don't know (n=128)
 Q6d. What do you do with your empty beverage containers most often?

Refundable Deposit Amount on Beverage Containers

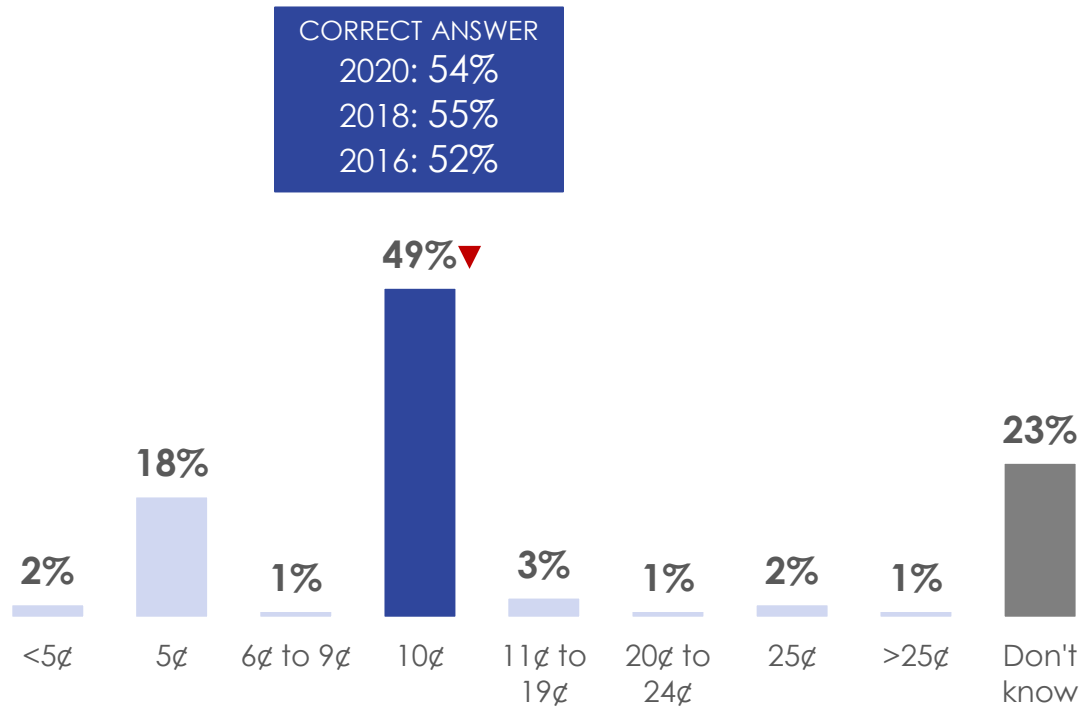
Awareness of the refundable deposit amount for beverage containers has declined this year. Overall, 49% of Albertans correctly specify 10 cents as the refundable deposit on beverage containers that are *one litre or less in size*. This is down 5 points from 2020 and represents a new all-time low. Awareness of the refundable amount is higher among those who have personally returned beverage containers to a bottle depot than those who have not (53% vs. 36%). The average perceived refundable deposit for beverage containers that are *one litre or less in size* is 9.7 cents and the median is 10.0 cents.

A total of 44% of Albertans correctly specify 25 cents as the refundable deposit for beverage containers that are *more than one litre in size*. This is down directionally from 2020 although this change is not statistically significant. Again, awareness of the refundable amount is higher among those who have personally returned beverage containers than those who have not (49% vs. 34%). The average perceived refundable deposit for beverage containers that are *more than one litre in size* is 20.9 cents and the median is 25.0 cents.

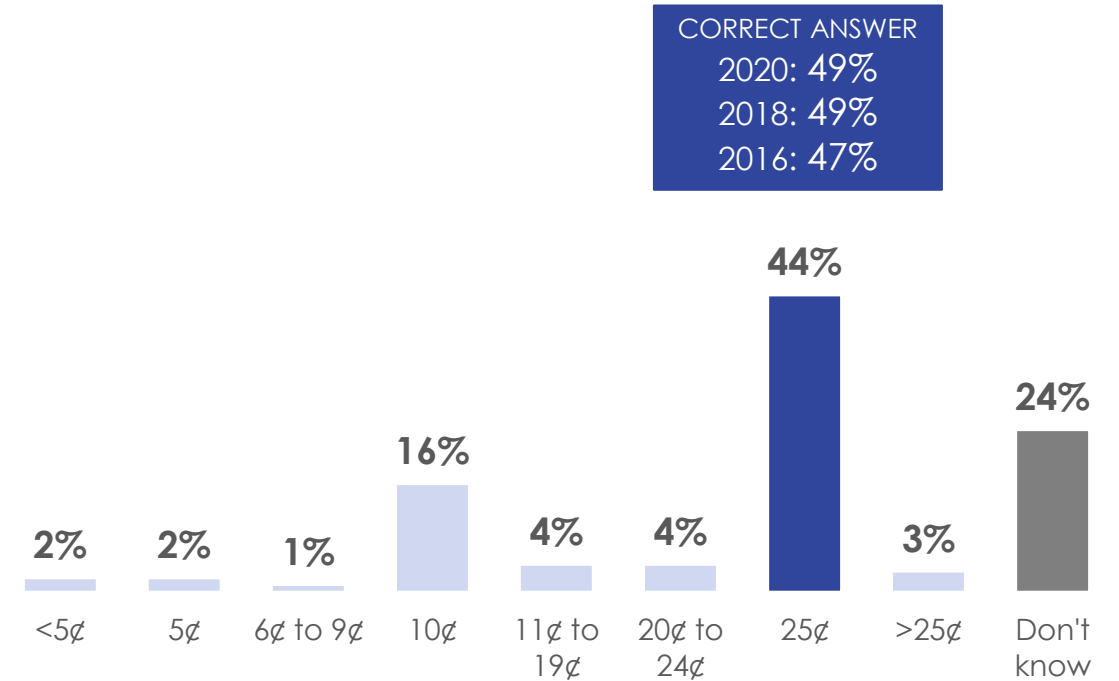
In both instances, awareness of the refundable deposit value is higher among Albertans who are 35+ years of age and those who have lived in Alberta for more than 20 years.

Refundable Deposit Amount on Beverage Containers

BEVERAGE CONTAINERS THAT ARE 1 LITRE OR LESS IN SIZE



BEVERAGE CONTAINERS THAT ARE MORE THAN 1 LITRE IN SIZE



Base: All respondents – 2022 (n=1,000), 2020 (n=1,001), 2018 (n=1,006), 2016 (n=1,001)
Q7a/b. To the best of our knowledge, what is the refundable deposit for the following?

Anticipated Effect of Knowing the Refundable Deposit for Beverage Containers

Knowing the correct deposit value would have a positive effect on redemption for a sizeable percentage of Albertans who are currently unaware. Among those unable to cite the refundable deposit value for beverage containers that are *one litre or less in size*, 44% say that knowing the correct deposit value would make them more likely (31% 'much more likely', 13% 'somewhat more likely') to return containers for a refund. Half (51%) say it would make no difference, while 2% say it would make them less likely to return their empty beverage containers to a bottle depot. This year's results are statistically consistent with 2020.

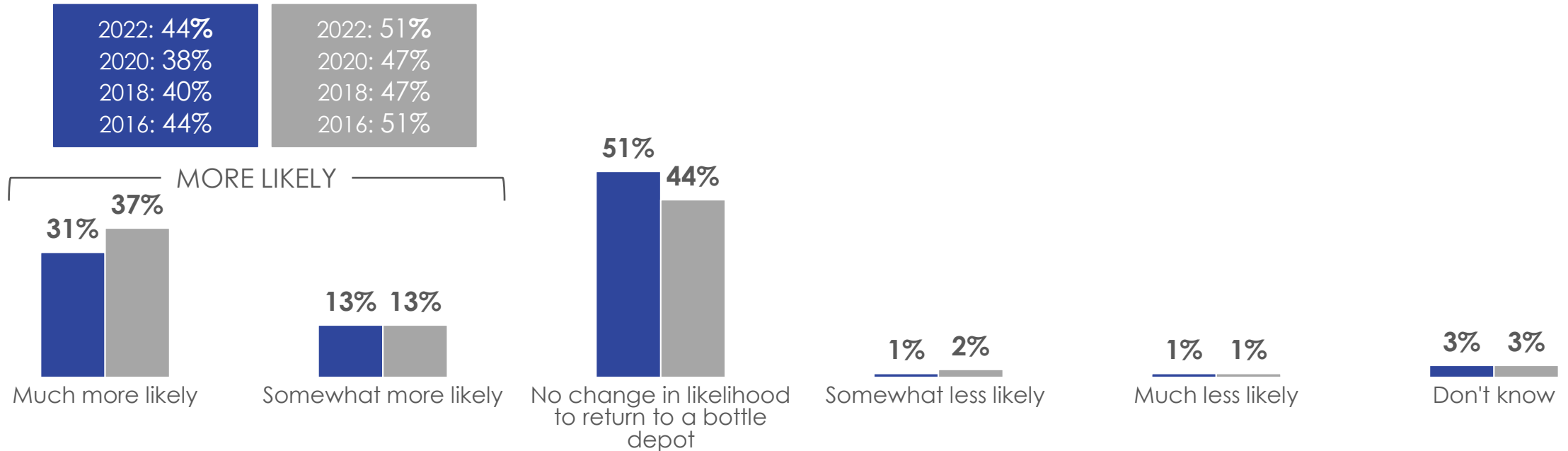
Knowing the correct deposit value would have a slightly bigger effect on redemption of beverage containers that are *more than one litre in size*, with 51% saying that they would be more likely (37% 'much more likely', 13% 'somewhat more likely') to return these types of containers if they knew the correct deposit. A total of 44% say it would make no difference, while 3% say it would make them less likely to return their empty beverage containers to a bottle depot. Again, these findings are on par with 2020.

Younger Albertans (18-34 years of age) and those with children living at home are more likely to be influenced by the refundable deposit amount.

Anticipated Effect of Knowing the Refundable Deposit for Beverage Containers

LIKELIHOOD OF RETURNING TO A BOTTLE DEPOT AFTER KNOWING CORRECT AMOUNT

■ 1 LITRE OR LESS ■ MORE THAN 1 LITRE



Base: Unaware of deposit value – 10¢ (2022 n=488), 25¢ (2022 n=541)

Q8a. In fact, the refundable deposit for all beverage containers that are **one litre or less** in size is **10¢**. Knowing this would you be more likely or less likely to return your empty beverage containers to a **bottle depot**, or would it have no change on your behaviour?

Q8b. In fact, the refundable deposit for all beverage containers that are **more than one litre** in size is **25¢**. Knowing this would you be more likely or less likely to return your empty beverage containers to a **bottle depot**, or would it have no change on your behaviour?

Recall of Information About Refundable Deposits

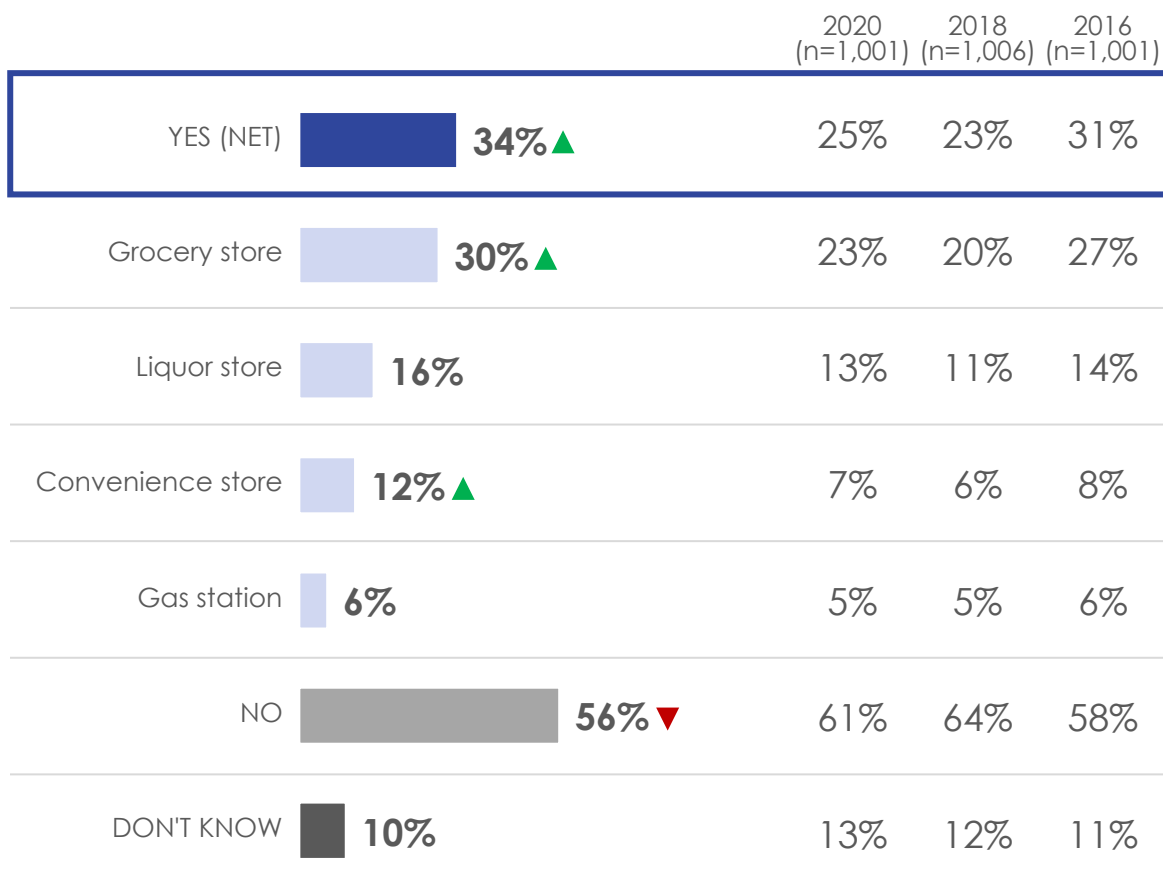
Recall of retail information about refundable deposits is up this year, with cash register receipts and product shelves the most commonly recalled locations. Overall, one-third (34%) of Albertans say they recall seeing information at retail stores that identifies the refundable deposit value on beverage containers. Recall is up 9 points from 2020. A total of 30% recall seeing information at a 'grocery store', 16% at a 'liquor store', 12% at a 'convenience store' and 6% at a 'gas station'.

- Overall recall is higher among:
 - Those living in the City of Calgary (41% vs. 24% of Smaller Cities South, 25% of Rural South, 32% of Rural North, 33% of City of Edmonton, 37% of Smaller Cities North)
 - Younger Albertans (53% of 18-34 years vs. 22% of 55+ years, 28% of 35-54 years)
 - Those with household incomes of \$100K+ (41% vs. 28% of <\$40K, 26% of \$40K-<\$60K, 37% of \$60K-<\$100K)
 - Those with curbside recycling (37% vs. 26% of those without)
 - Those with children under the age of 18 living at home (includes 69% of those with children under 6 vs. 28% of those without and 45% of those with children between 6 and 17 vs. 31% of those without)
 - Those who have lived in Alberta for 20 years or less (includes 54% of 5 years or less, 56% of 6-10 years, and 42% of 11-20 years vs. 28% of more than 20 years)

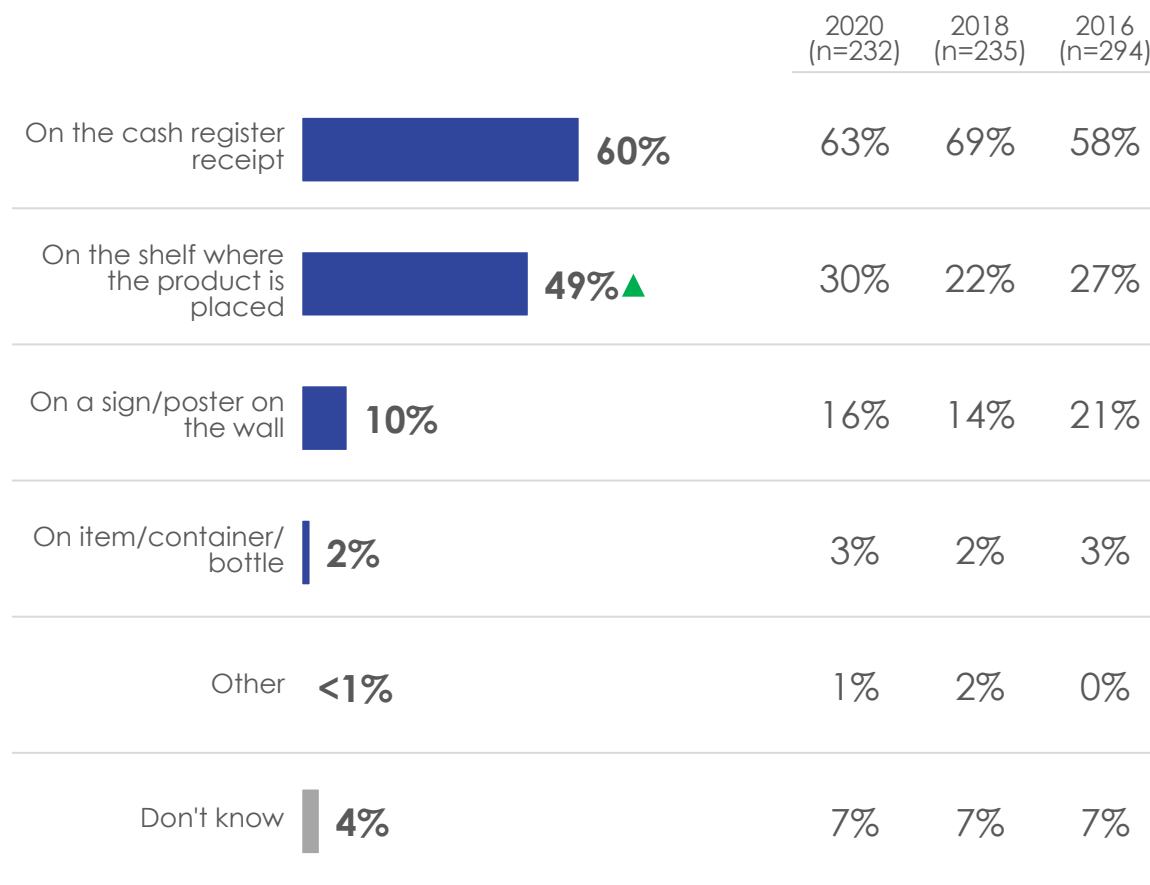
When asked where they specifically recalled seeing this information at retail stores, six-in-ten (60%) say 'on the cash register receipt' (on par with 2020) and 49% say 'on the shelf where the product is placed' (up 19 points). Other mentions include 'on a sign/poster on the wall' (10%) and 'on item/container/bottle' (2%), both on par with 2020.

Recall of Information About Refundable Deposits

SEEN INFORMATION



LOCATION OF INFORMATION



Base: All respondents (n=1,000)

Q9a. Do you recall seeing any information in the following types of retail stores that identifies the refundable deposit value on beverage containers you purchase?

Base: Recall seeing information (n=297)

Q9b. Where do you recall seeing information in a retail store that identifies the refundable deposit value on beverage containers you purchase?

BOTTLE DEPOTS



- CRUSHED
- NO LABELS
- DIRTY BOT

Awareness and Importance of Regulation

Awareness of the Depot logo continues to inch up. Overall, 61% of those whose household has returned containers to a depot say they have seen the Depot logo prior to now. While this is statistically on par with 2022, it is up directionally, continuing an upward trend since 2016.

- Claimed awareness is higher among those who are <55 years of age (includes 70% of 35-54 years and 69% of 18-34 years vs. 43% of 55+ years), men (67% vs. 56% of women), those with household incomes of \$100K+ (70% vs. 58% of <\$40K, 48% of \$40K-<\$60K, 62% of \$60K-<\$100K), those who have personally returned containers to a bottle depot (65% vs. 41% of those who have not), and those with children under the age of 18 living at home (includes 72% of those with children under 6 vs. 59% of those without and 74% of those with children between 6 and 17 vs. 58% of those without).

Awareness of the regulation of bottle depots remains stable. Half (50%) say they are aware that bottle depots in Alberta are regulated by a central body to ensure consistent standards across locations, in line with previous years.

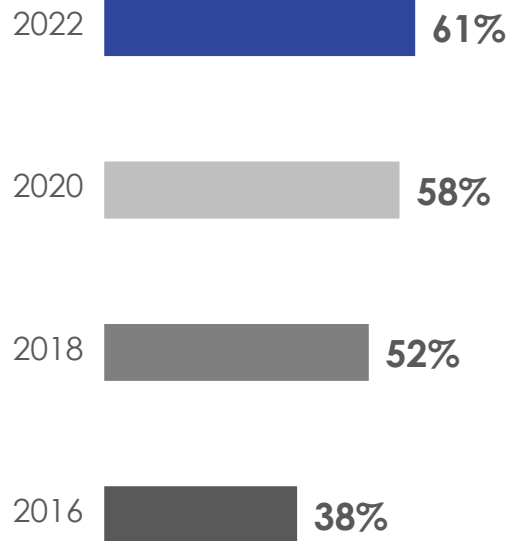
- Regionally, those living in the City of Edmonton are the *least* likely to be aware of bottle depot regulation (38% vs. 61% of Rural South, 58% of Rural North, 54% of City of Calgary, 53% of Smaller Cities North, 45% of Smaller Cities South).
- Claimed awareness is higher among older Albertans (57% of 55+ years vs. 46% of 35-54 years, 47% of 18-34 years), men (55% vs. 45% of women), homeowners (55% vs. 36% of renters), and those who have personally returned containers to a bottle depot (53% vs. 36% of those who have not).

Regulation continues to be seen as important, although less so than previous years. Overall, eight-in-ten (80%) say it is important (rating of a 7, 6, or 5 on a 7-point scale) for bottle depots to be regulated to ensure consistent standards. While a majority (58%) say this is 'very important' (rating of a 7 or 6), this is down 7 points from 2020, reversing an upward trend that has been observed the past few years of surveying.

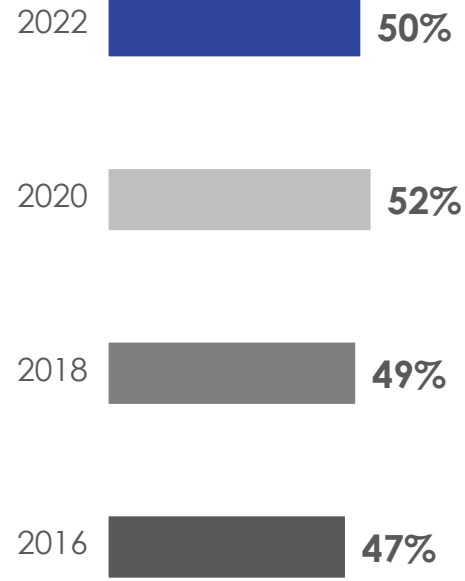
- Regionally, those living in Rural South are the *least* likely to say regulation is 'very important' (45% vs. 62% of Smaller Cities South, 61% of City of Calgary, 61% of Rural North, 60% of Smaller Cities North, 55% of City of Edmonton).
- The percentage saying regulation is 'very important' is higher among older Albertans (69% of 55+ years vs. 48% of 18-34 years, 57% of 35-54 years), women (62% vs. 54% of men), those with curbside recycling (60% vs. 53% of those without), and those who have personally returned containers to a bottle depot (60% vs. 50% of those who have not).

Awareness and Importance of Regulation

AWARE OF DEPOT LOGO

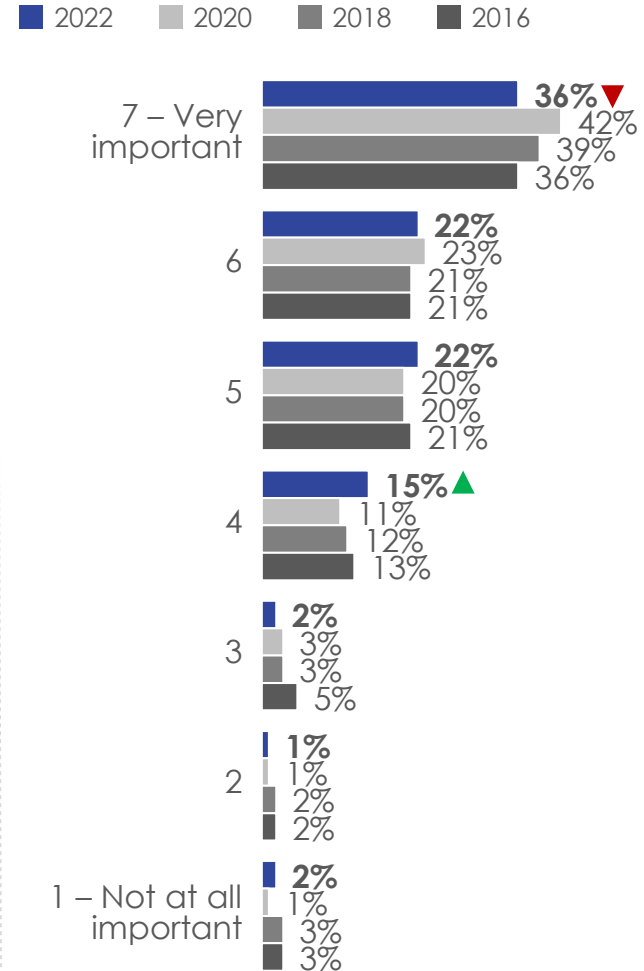


AWARE OF REGULATION



Base: Household has returned containers to a depot – 2022 (n=950), 2020 (n=952), 2018 (n=940), 2016 (n=944)
 Q13c. Prior to now, have you ever seen this logo?
 Q13a. Prior to now, were you aware that all bottle depots in Alberta are regulated by a central body to ensure consistent standards across locations?
 Q13b. As you may know, the Beverage Container Management Board, or BCMB, is responsible for regulating the recycling of empty beverage containers in Alberta. For you personally, how important is it that all bottle depots are regulated to ensure consistent standards?

IMPORTANCE OF REGULATION



TOP2BOX IMPORTANT
 2022: 58% ▼
 2020: 65%
 2018: 60%
 2016: 57%

▲ ▼ Significantly higher / lower than 2020.

Frequency of Visitation and Reasons for Not Returning Beverage Containers or Not Redeeming More Often

The frequency of returning empty beverage containers to a bottle depot has generally remained consistent over the past few years although there has been a slight bump in weekly visits. Similar to previous years, three-in-ten (30%) Albertans say their household returns containers to a bottle depot at least once a month, including 5% 'weekly', 8% 'every couple of weeks', and 17% 'monthly'. The percentage of weekly trips is up 4 points this year. The plurality (38%) make the trip 'every couple of months', while 21% go 'a couple of times a year', 3% go 'once a year or less', and 5% say their household 'never' returns empty beverage containers to a bottle depot.

Among those whose households have returned items for a refund, 85% say they have personally visited a depot in the past six months, on par with 2020. However, there has been a slight bump in 'weekly' visits, up 4 points.

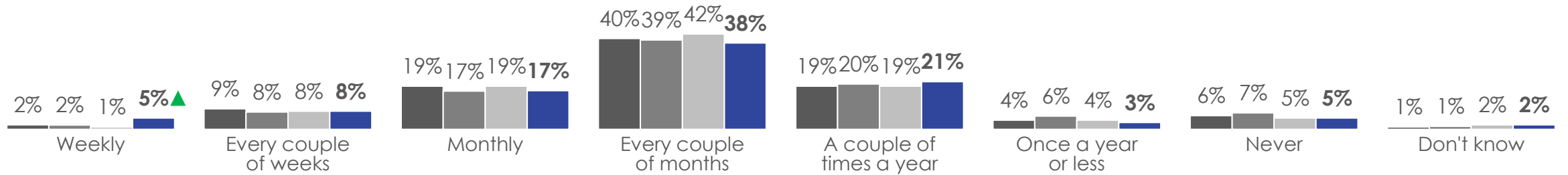
The ability to easily recycle beverage containers and the inconvenience of having to bring them to a bottle depot are the main reasons for not redeeming (at all or more often). Among the small percentage (5%) of Albertans saying their household 'never' returns beverage containers to a bottle depot, most (58%) indicate that they recycle these containers instead. Inconvenience is also a contributing factor (28%), followed by lack of awareness (16%), issues with depots (9%), and inadequate value (7%). These findings are in line with 2020.

Among households that only infrequently return containers (less than every couple of months), the number one reason for not returning empty beverage containers to a bottle depot more often is inconvenience (58%). Two-in-ten (19%) say they recycle them instead, 13% cite issues with depots, and 12% refer to value. Mentions of depot issues are up 9 points this year and mainly refer to the distance of depot locations. There has also been an increase in value mentions (up 6 points), with a greater emphasis being placed on saving gas or fuel (likely reflecting the recent spike in gas prices).

Frequency of Visitation

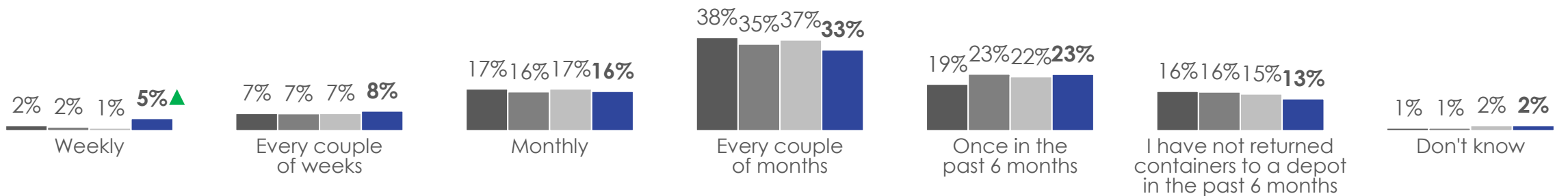
FREQUENCY OF HOUSEHOLD VISITATION TO A BOTTLE DEPOT

■ 2016 (n=1,001) ■ 2018 (n=1,006) ■ 2020 (n=1,001) ■ 2022 (n=1,000)



FREQUENCY OF PERSONAL VISITATION TO A BOTTLE DEPOT IN PAST 6 MONTHS

■ 2016 (n=944) ■ 2018 (n=940) ■ 2020 (n=952) ■ 2022 (n=950)



Base: All respondents (n=1,000)

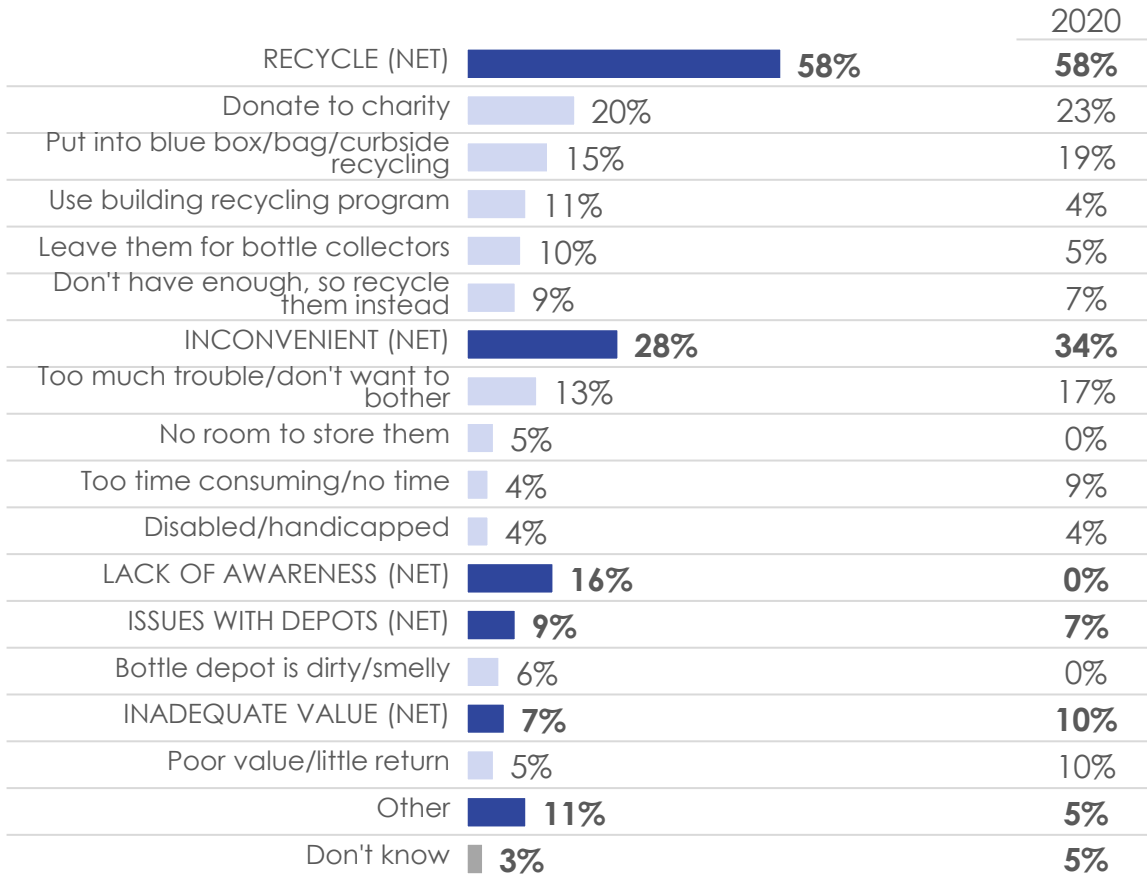
Q11. How often does your household return empty beverage containers to a bottle depot?

Base: Household has returned for refund (n=950)

Q13. Thinking about the past **6 months**, approximately how often have you **personally** returned empty beverage containers to a bottle depot?

Reasons for Not Returning Beverage Containers or Not Redeeming More Often

REASONS FOR NOT REDEEMING



Note: Only responses of 4% or more are shown.

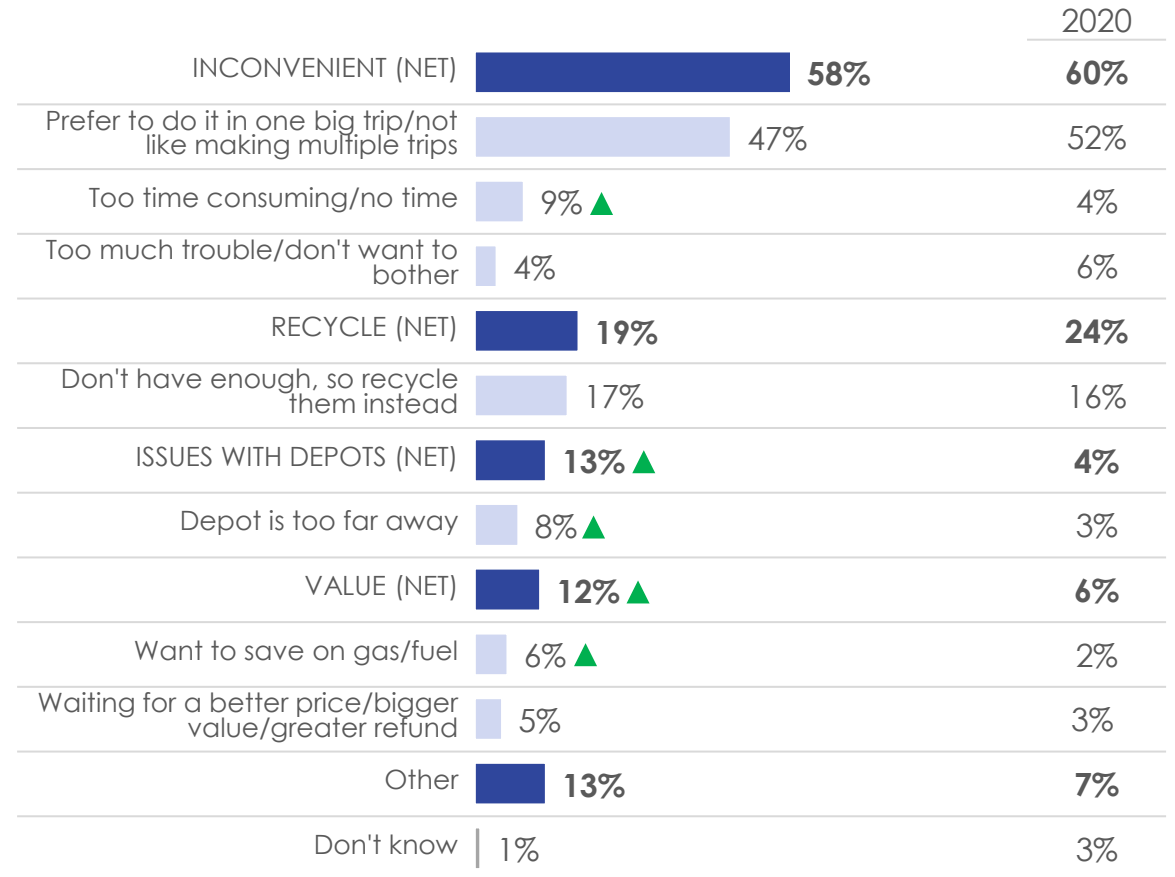
* Small base size (<100), interpret with caution.

* Very small base size (<50), interpret with caution.

Base: Household never returns containers – 2022 (n=50)*; 2020 (n=49)**

Q12a. Why doesn't your household currently return empty beverage containers to a bottle depot for a refund?

REASONS FOR NOT REDEEMING MORE OFTEN



Note: Only responses of 4% or more are shown.

Base: Household returns containers less than every couple of months – 2022 (n=252); 2020 (n=247)

Q12b. Why doesn't your household return empty beverage containers to a bottle depot for a refund more often?

Unacceptable Containers at Bottle Depot

Nearly four-in-ten continue to bring unacceptable containers to bottle depots. Among households who have returned containers within the past year, 36% say they have brought a container to a bottle depot that was not accepted. This is statistically unchanged from 2020.

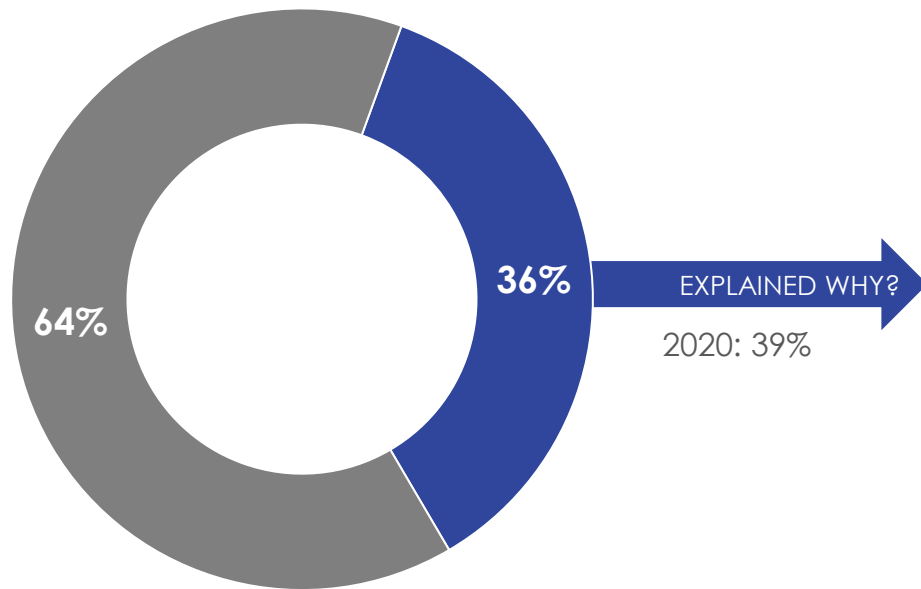
- The incidence of bringing ineligible containers to a bottle depot for a refund is higher among:
 - Those living in Rural South and the City of Calgary (46% and 42% vs. 26% of Smaller Cities South, 28% of Smaller Cities North, 35% of City of Edmonton, 36% of Rural North)
 - Younger Albertans (44% of 18-34 years vs. 31% of 55+ years, 34% of 35-54 years)
 - Men (41% vs. 31% of women)
 - Those with curbside recycling (39% vs. 29% of those without)

Bottle depot employees appear to be doing a better job of explaining why some containers are ineligible for a refund. Most (59%) of those who brought a container to a bottle depot that was not accepted say they were told by a depot employee that they could not accept the container because they can only accept containers that are registered by manufacturers in Alberta. This is up 12 points from 2020, although results are not directly comparable due to differences in question wording.

Unacceptable Containers at Bottle Depot

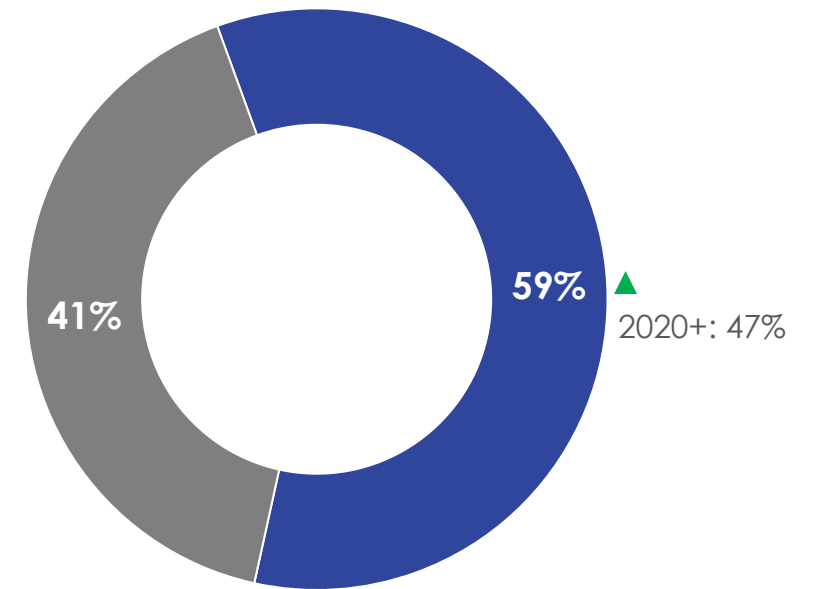
DEPOT NOT ACCEPTING A CONTAINER

■ YES ■ NO



EMPLOYEE EXPLAINED WHY NOT ACCEPTED

■ YES ■ NO



Base: Household has returned containers within past year – 2022 (n=932), 2020 (n=939)
Q12c. Within the past year, have you brought a container to a bottle depot that the bottle depot did not accept?

+ 2020 question wording "Did the depot employee explain why they could not accept the container?"
Base: Brought container to a bottle depot that they did not accept – 2022 (n=320), 2020 (n=361)
Q12d. Did the depot employee explain that they could not accept the container because they can only accept containers that are registered by manufacturers for sale in Alberta?

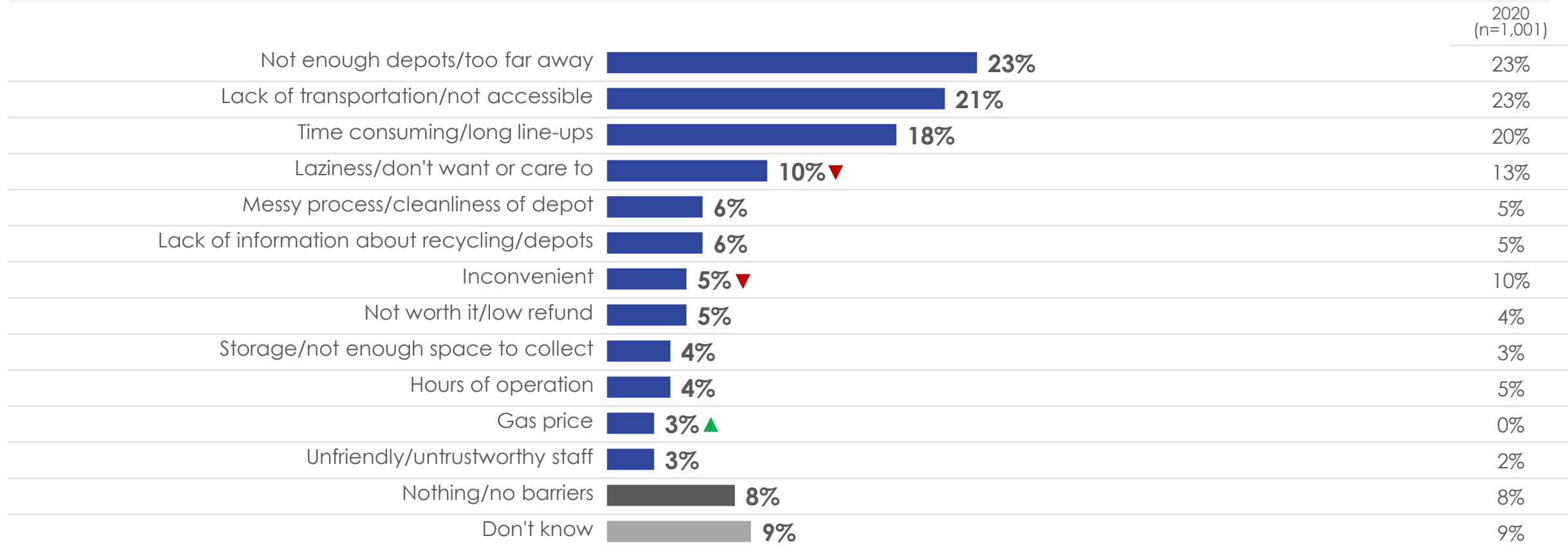
Barriers to Using Bottle Depots

The top three barriers to using bottle depots continue to be too few depots, lack of transportation, and time consuming. Albertans identify a variety of barriers that might get in the way of people using bottle depots. The three most frequently mentioned barriers (coded open-ends) are “not enough depots/too far away” (23%), “lack of transportation/not accessible” (21%), and “time consuming/long line-ups” (18%). Only 8% say there are no barriers to Albertans using bottle depots. These results are consistent with 2020.

- Regionally, mentions of “not enough depots/too far away” are higher among those living in Rural South (36% vs. 18% of Smaller Cities South, 20% of Smaller Cities North, 21% of City of Calgary, 24% of City of Edmonton, 27% of Rural North). Mentions of “time consuming/long line-ups” are particularly high among those living in Smaller Cities North (28% vs. 15% of City of Calgary, 15% of Rural North, 17% of City of Edmonton, 17% of Rural South, 19% of Smaller Cities South).
- “Lack of transportation/not accessible” is more of a barrier to women (25%) than men (18%).

Barriers to Using Bottle Depots

BARRIERS IN THE WAY OF ALBERTANS USING BOTTLE DEPOTS



Note: Only responses of 3% or more are shown.

Base: All respondents (n=1,000)

Q12e. What barriers might get in the way of Albertans using bottle depots?

Travelling to a Bottle Depot and Reason Location is Convenient

This year, Albertans are slightly more likely to make an isolated trip to a bottle depot rather than including it as part of a series of errands. Among those who have personally returned containers in the past six months, 52% say they usually visit a bottle depot as an 'isolated trip' while 48% say their visit is 'part of a series of errands'. While this year's results are statistically unchanged from 2020, the proportions are flipped – e.g., in 2020, it was slightly more common for people to visit bottle depots as 'part of a series of errands' rather than an 'isolated trip'. With people generally staying home more during the pandemic, the opportunity to visit bottle depots as part of their regular errands may be reduced.

- Regionally, those living in Rural South are more likely to say they visit a bottle depot as 'part of a series of errands' (64% vs. 44% of City of Edmonton, 45% of Smaller Cities North, 47% of Smaller Cities South, 48% of City of Calgary, 51% of Rural North).
- Analysis by other demographic groups shows that those who are more likely to visit a bottle depot as an 'isolated trip' are <55 years of age (includes 56% of 18-34 years and 53% of 35-54 years vs. 45% of 55+ years), men (58% vs. 46% of women), those with household incomes of \$100K+ (57% vs. 45% of <\$40K, 47% of \$40K-<\$60K, 53% of \$60K-<\$100K), and those with children under the age of 18 living at home (includes 65% of those with children under 6 vs. 49% of those without and 61% of those with children between 6 and 17 vs. 49% of those without).
- Conversely, those who are more likely to visit a bottle depot as 'part of a series of errands' are older (55% of 55+ years vs. 44% of 18-34 years, 47% of 35-54 years), women (54% vs. 42% of men), those with household incomes of <\$40K (55% vs. 43% of \$100K+, 47% of \$60K-<\$100K, 53% of \$40K-<\$60K), and those without children under the age of 18 living at home (includes 51% of those without children under 6 vs. 35% of those with and 51% of those without children between 6 and 17 vs. 39% of those with).

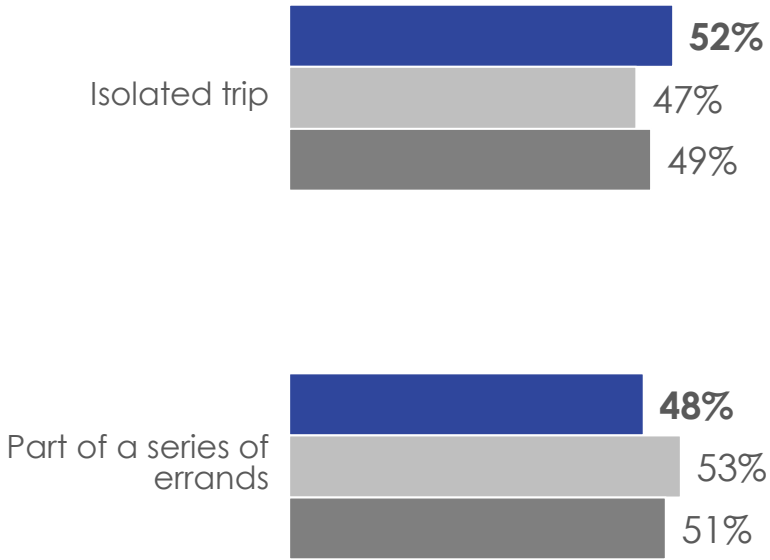
Convenience is mainly dictated by proximity to home. Considering the bottle depot they use most often, 73% of those who have personally returned containers in the past six months say the location is convenient because it is 'close to home'. This is statistically unchanged from 2020. Only 3% mention 'depot attributes', down 4 points from 2020.

- 'Close to home' is more of a factor for those living in the City of Edmonton (81%), City of Calgary (78%), Smaller Cities North (78%), and Smaller Cities South (70%). In comparison, only 54% of Rural South and 56% of Rural North mention proximity to home.
- Rather, those living in Rural North and Rural South are more likely to say the location is convenient because 'it is the only bottle depot in or near the town/area where I live' (48% and 41% vs. 4% of City of Calgary, 5% of City of Edmonton, 18% of Smaller Cities North, 18% of Smaller Cities South).

Travelling to a Bottle Depot and Reason Location is Convenient

ERRANDS OR ISOLATED TRIP

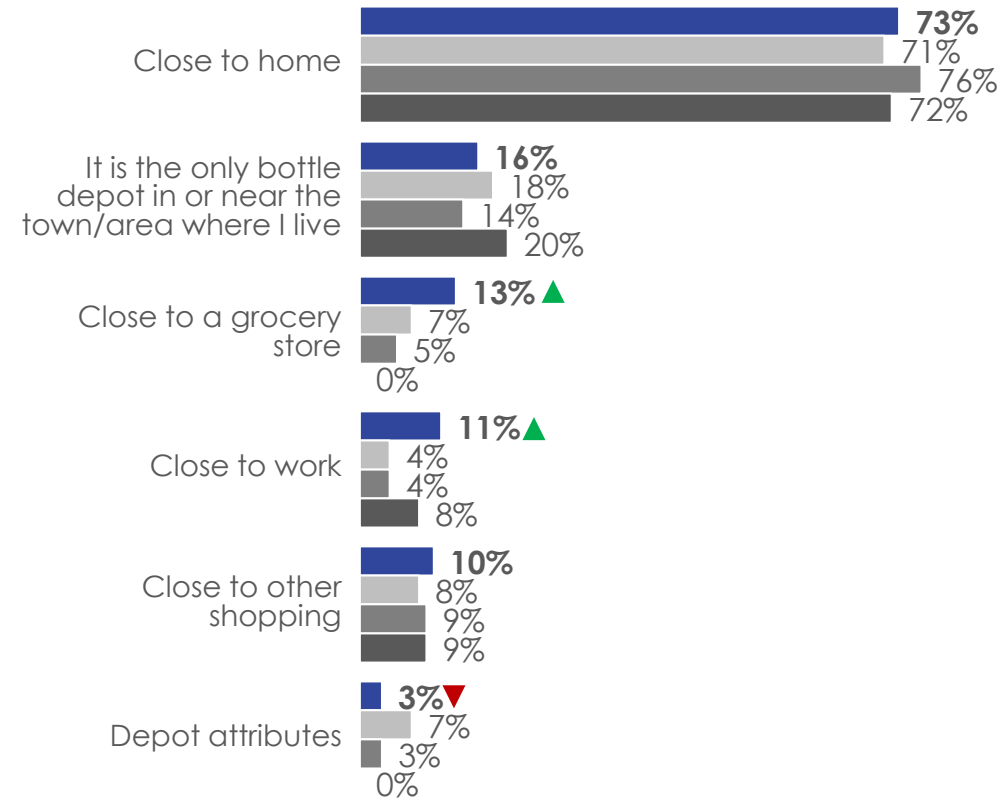
■ 2022 (n=807) ■ 2020 (n=799) ■ 2018 (n=778)



Base: Personally returned containers in past 6 months (n=807)
 Q16.2NEW When you visit a bottle depot, is it usually part of a series of errands, or an isolated trip?

REASON THE LOCATION IS CONVENIENT

■ 2022 (n=807) ■ 2020 (n=799) ■ 2018 (n=778) ■ 2016 (n=788)



Note: Only 2022 responses of 3% or more shown.
 Base: Personally returned containers in past 6 months (n=807)
 Q16.1NEW Thinking about the bottle depot you use most often, what makes the location convenient for you?

Actual and Reasonable Driving Times to a Bottle Depot

Consistent with previous years, half travel 10 minutes or less to their bottle depot, which roughly aligns with what they say is a reasonable amount of time to drive. Overall, 48% of past six-month visitors say it takes them 10 minutes or less to drive to the bottle depot they use most often, on par with 2020. Another 35% say it takes 11 to 20 minutes and 16% say it takes more than 20 minutes.

- As might be expected, rural Albertans report longer travel times. For example, 8% of those living in Rural North and Rural South report drive times of more than 30 minutes, compared to 0% of Smaller Cities North, 1% of City of Edmonton, 2% of Smaller Cities South, and 3% of City of Calgary.

For the most part, the actual travel time corresponds with Albertans' assessment of reasonable travel time. A total of 55% say driving to a bottle depot should take 10 minutes or less, unchanged from 2020. Another 32% say 11 to 20 minutes and 9% say more than 20 minutes. Albertans' tolerance for drives of more than 20 minutes is up 6 points this year. On average, Albertans suggest a reasonable drive time of 13.8 minutes.

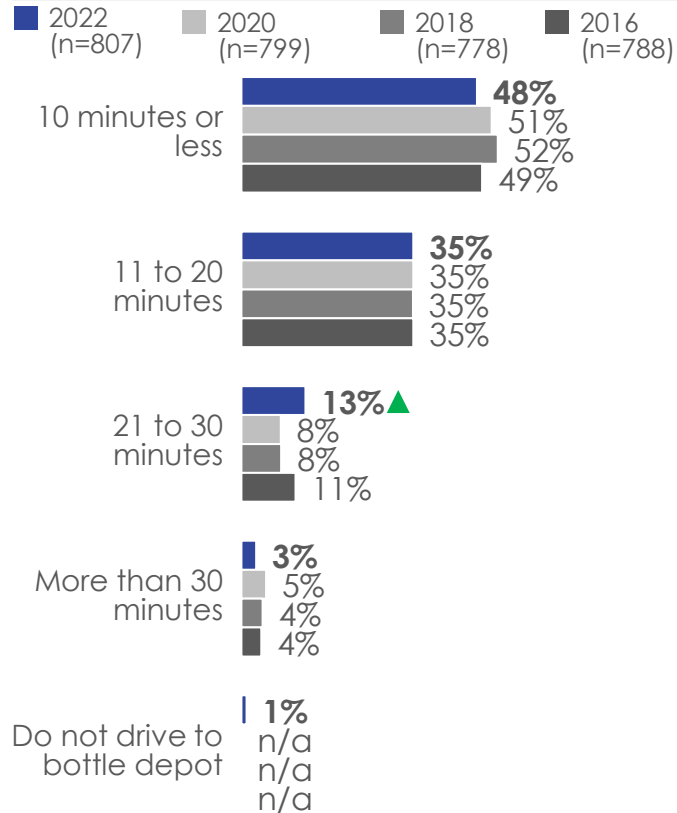
- Those living in rural Alberta are more tolerant of longer drive times (average of 16.3 minutes among those living in both Rural North and Rural South vs. 12.3 minutes of City of Edmonton, 12.7 minutes of Smaller Cities South, 13.6 minutes of Smaller Cities North, 13.7 minutes of City of Calgary).
- Younger Albertans are also more tolerant of longer drive times (average of 15.1 minutes among those who are 18-34 years vs. 13.0 minutes of 35-54 years, 13.3 minutes of 55+ years).

Albertans are more tolerant of slightly longer wait times at bottle depots this year. On average, Albertans say it is reasonable to wait up to 11.6 minutes to be served at a bottle depot. This is up from 9.5 minutes in 2020.

- Rural North residents are more tolerant of longer wait times (average of 13.1 minutes vs. 10.7 minutes of City of Calgary, 10.7 minutes of Smaller Cities South, 11.8 minutes of City of Edmonton, 12.2 minutes of Smaller Cities North, 12.5 minutes of Rural South).
- Younger Albertans are also more tolerant of longer wait times (average of 13.4 minutes among those who are 18-34 years vs. 10.5 minutes of 55+ years, 10.9 minutes of 35-54 years).

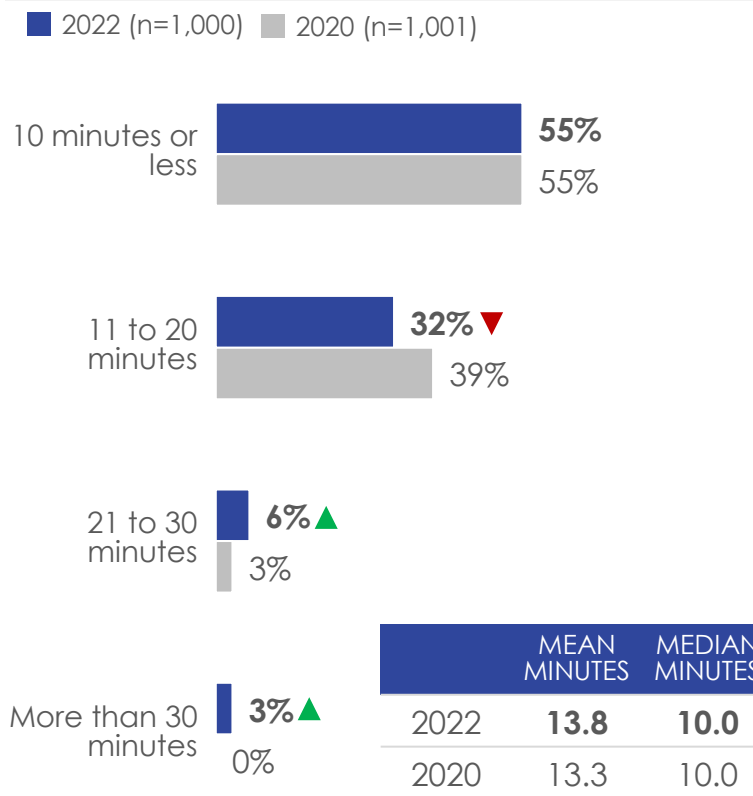
Actual and Reasonable Driving Times to a Bottle Depot

ACTUAL DRIVE TIME TO DEPOT+



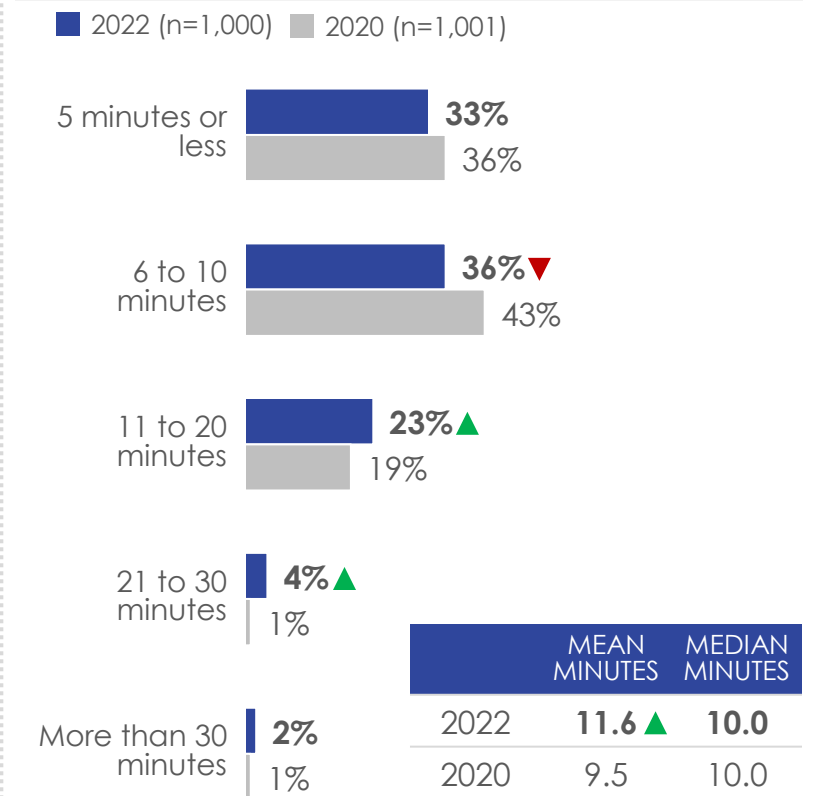
+ Question wording prior to 2022 "On average, how long does it take you to **get** to the bottle depot you most often use?"
 Base: Personally returned containers in past 6 months (n=807)
 Q16. On average, how long does it take you to drive to the bottle depot you most often use?

REASONABLE DRIVE TIME TO DEPOT+



+Question wording prior to 2022 "What would be a reasonable amount of time to **get** to a bottle depot from your home residence?"
 Base: All respondents (n=1,000)
 Q16e. What would be a reasonable amount of time to drive to a bottle depot from your home residence?

REASONABLE WAIT TIME TO BE SERVED



Base: All respondents (n=1,000)
 Q16d. What would be a reasonable amount of time to wait to be served at a bottle depot?

Importance of and Satisfaction with Bottle Depot Attributes

Accuracy of the refundable amount and convenience of the location remain the two most important factors when selecting a depot to visit. However, the emphasis placed on cleanliness, appearance, and automation is growing. Of the 10 evaluated attributes, nine receive an overall important score (rating of a 7, 6, or 5 on a 7-point scale) of more than 60%. The one exception is *the bottle depot is highly automated*, which is important to half (50%) of those who have visited a depot in the past six months.

Looking at 'very important' ratings (i.e., rating of a 7 or a 6) shows that the two most important factors when deciding which bottle depot to go to are *the refundable deposit amount you get back is accurate* (72%) and *the convenience of the location of the bottle depot* (66%). These also received the highest 'very important' ratings in 2020. This is followed by *the waiting time to be served at the bottle depot* (55%), *the hours of operation of the bottle depot* (55%), *the safety of the area in which the bottle depot is located* (53%), and *the quality of customer service at the bottle depot* (51%).

Relatively less emphasis is placed on *the cleanliness of the bottle depot* (47%), *there is a computerized system where you can view the screen to see a breakdown of your refund* (43%), *the overall appearance of the bottle depot* (35%), and *the bottle depot is highly automated* (28%). While these attributes continue to score lower than the other evaluated items, this year's results show an increased emphasis on *cleanliness* (up 10 points), *overall appearance* (up 6 points), and *automation* (up 9 points), which may speak to COVID-19 health and safety concerns.

Satisfaction with bottle depots remains strong and has even improved in some instances. Overall satisfaction (rating of a 7, 6, or 5 on a 7-point scale) tops the 80% mark for six attributes, and more than three-quarters are satisfied with another three attributes. The one attribute scoring relatively lower is *the bottle depot is highly automated*, but even this is rated satisfactory by the majority (62%) of past six-month users.

Looking at 'very satisfied' ratings (i.e., rating of a 7 or a 6) shows that the most satisfactory item is *the refundable deposit amount you get back is accurate* (70%), followed by *the safety of the area in which the bottle depot is located* (67%), *the convenience of the location of the bottle depot* (63%), *the hours of operation of the bottle depot* (62%), *the quality of customer service at the bottle depot* (62%), *the waiting time to be served at the bottle depot* (59%), *there is a computerized system where you can view the screen to see a breakdown of your refund* (57%), *the overall appearance of the bottle depot* (54%), and *the cleanliness of the bottle depot* (50%). The item scoring the lowest is *the bottle depot is highly automated* (40%).

Compared to 2020, Albertans this year are more likely to say they are 'very satisfied' with *overall appearance* (up 8 points), *cleanliness* (up 6 points), and *automation* (up 9 points), which may at least partly reflect pandemic improvements.

Importance of Bottle Depot Attributes

TOTAL IMPORTANCE

■ RATED 6 + 7 – VERY IMPORTANT ■ RATED 5

			VERY IMPORTANT (% RATING 6 + 7)				
			2022 (n=807)	2020 (n=799)	2018 (n=778)	2016 (n=788)	
Refundable deposit amount you get back is accurate	72%	16%	88%	72%	76%	73%	-
Convenience of the location	66%	19%	85%	66%	62%	67%	61%
Waiting time to be served	55%	24%	79%	55%	50%	55%	49%
Hours of operation of the bottle depot	55%	23%	78%	55%	54%	53%	54%
Quality of customer service	51%	27%	78%	51%	54%	50%	46%
Safety of area in which bottle depot is located	53%	22%	75%	53%	49%	49%	51%
Cleanliness of the bottle depot	47%	26%	73%	47% ▲	37%	40%	35%
Computerized system to view screen to see a breakdown of your refund	43%	27%	70%	43%	44%	39%	-
Overall appearance of the bottle depot	35%	26%	61%	35% ▲	29%	30%	29%
Bottle depot is highly automated	28%	22%	50%	28% ▲	19%	21%	-

Base: Personally returned containers in past 6 months (n=807)

Q14. Please indicate how important each of the following factors are to you when deciding which bottle depot to go to.

Satisfaction with Bottle Depot Attributes

TOTAL SATISFACTION

■ RATED 6 + 7 – VERY SATISFIED ■ RATED 5

				VERY SATISFIED (% RATING 6 + 7)			
	RATED 6 + 7 – VERY SATISFIED	RATED 5	TOTAL	2022 (n=807)	2020 (n=799)	2018 (n=778)	2016 (n=788)
Refundable deposit amount you get back is accurate	70%	17%	87%	70%	71%	66%	-
Safety of area in which bottle depot is located	67%	20%	87%	67%	64%	61%	61%
Convenience of the location	63%	23%	86%	63%	65%	66%	62%
Hours of operation	62%	23%	85%	62%	60%	61%	60%
Quality of customer service	62%	21%	83%	62%	58%	57%	57%
Waiting time to be served	59%	24%	83%	59%	62%	59%	58%
Overall appearance of the bottle depot	54%	24%	78%	54% ▲	46%	44%	42%
Computerized system to view screen to see a breakdown of your refund	57%	19%	76%	57%	53%	49%	-
Cleanliness of the bottle depot	50%	26%	76%	50% ▲	44%	40%	39%
Bottle depot is highly automated	40%	22%	62%	40% ▲	31%	31%	-

Base: Personally returned containers in past 6 months (n=807)

Q15. Thinking about your **most recent** experience returning empty beverage containers to a bottle depot, please indicate your satisfaction with each of the following.

Action Grid Analysis

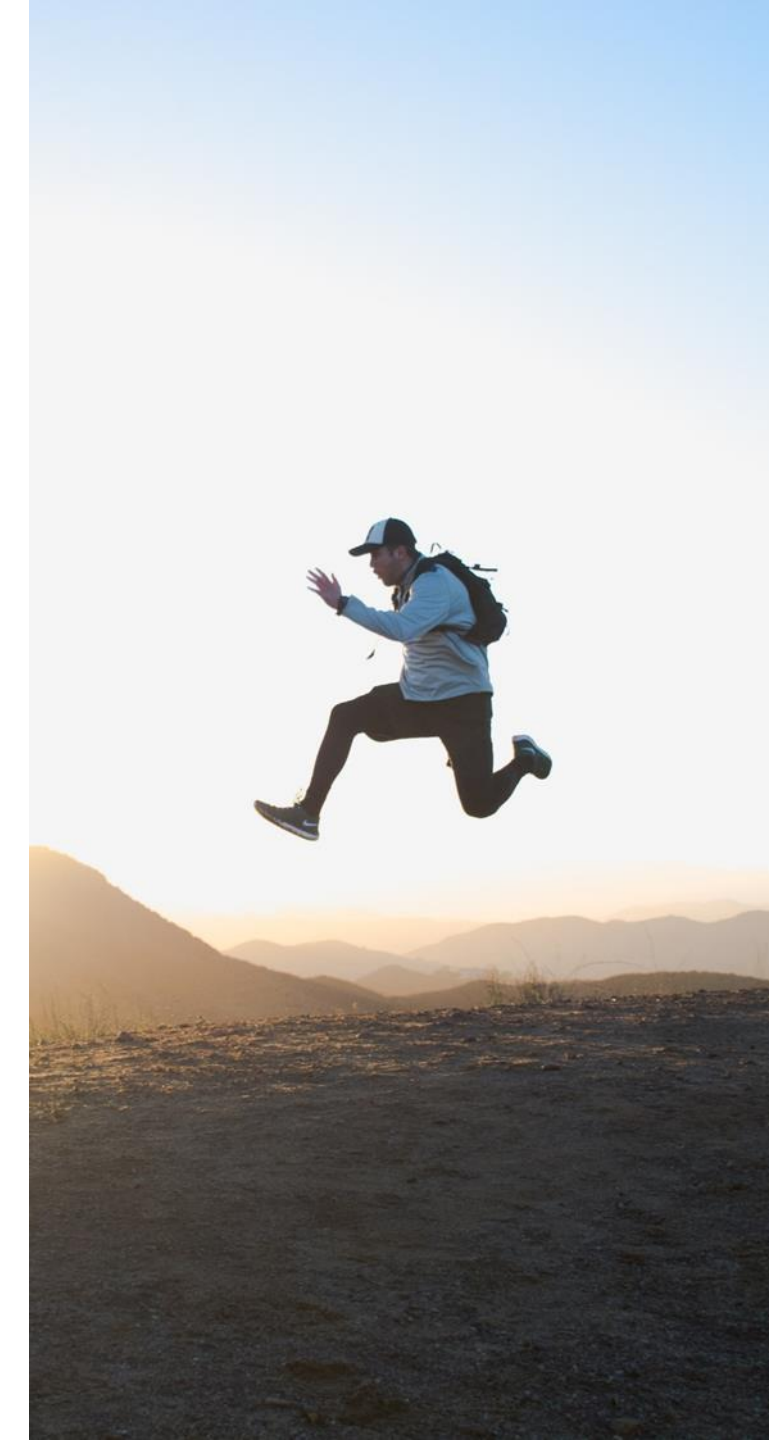
In order to help BCMB prioritize future efforts to improve various aspects of bottle depots, an **Action Grid** analysis was undertaken to identify primary weaknesses and primary strengths. An Action Grid is a two-dimensional graph that considers both importance and performance (i.e., satisfaction).

Attributes fall into one of four quadrants:

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

The line of delineation is calculated by taking the average of the ‘very important/satisfied’ scores (i.e., rating of a 7 or a 6) for both importance and satisfaction. Therefore, these lines will shift from year to year.

It is important to keep in mind that both importance and satisfaction are relative rather than based on a pre-defined measure – thus, items in the upper half of the Action Grid are relatively more important and those in the lower half are relatively less important.



Action Grid Analysis

STRENGTHS

Bottle depots have five **Primary Strengths** this year, including *the refundable deposit amount you get back is accurate, the convenience of the location of the bottle depot, the hours of operation of the bottle depot, the waiting time to be served at the bottle depot, and the safety of the area in which the bottle depot is located*. Satisfaction with these attributes should be maintained.

The quality of customer service at the bottle depot is also a strength but sits of on the border of being a **Primary/Latent Strength**.

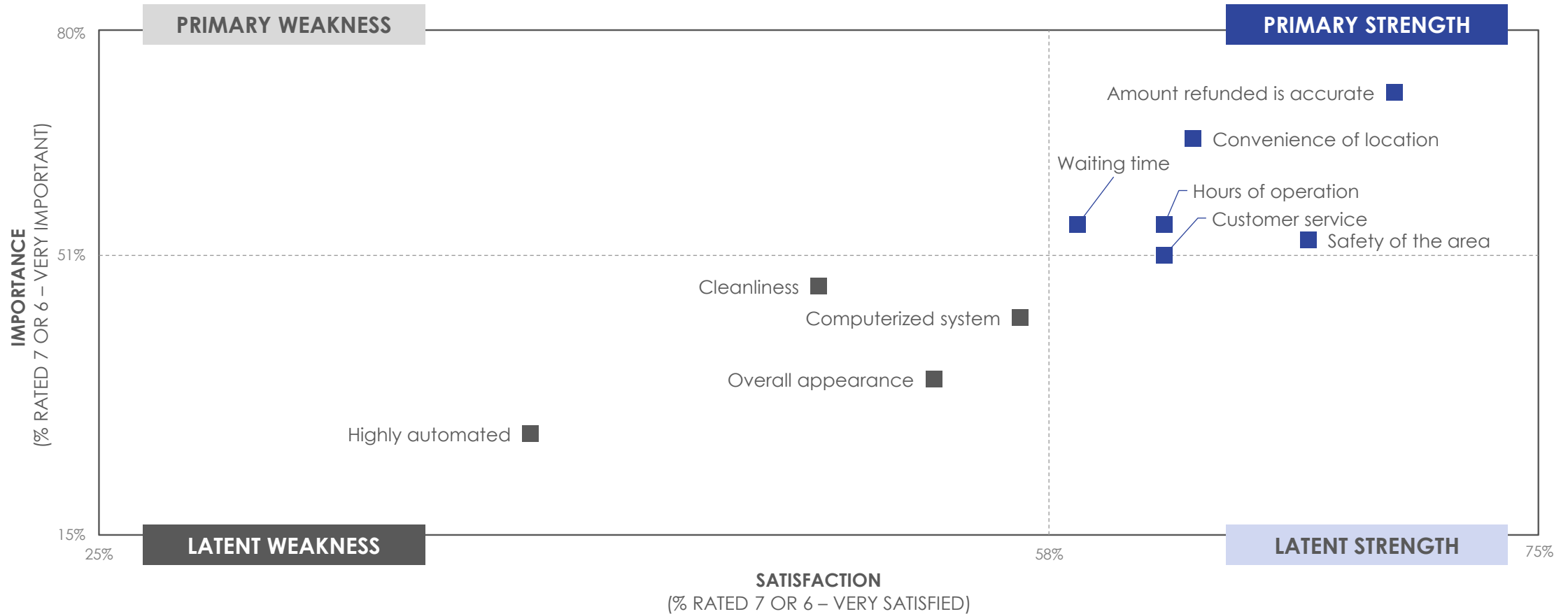
WEAKNESSES

At this time, there are no **Primary Weaknesses** that need to be addressed.

Latent Weaknesses include *the cleanliness of the bottle depot, there is a computerized system where you can view the screen to see a breakdown of your refund, the overall appearance of the bottle depot, and the bottle depot is highly automated*. While satisfaction is comparatively lower, so too is importance.

ACTION GRID ANALYSIS

2022 – IMPORTANCE (T2B) VS. SATISFACTION (T2B)



Base: Personally returned containers in past 6 months (n=807)

Q14. Please indicate how important each of the following factors are to you when deciding which bottle depot to go to.

Q15. Thinking about your **most recent** experience returning empty beverage containers to a bottle depot, please indicate your satisfaction with each of the following.

Satisfaction with Bottle Depot Attributes by Region

There are some regional variations in satisfaction with bottle depots. In general, satisfaction tends to be higher in Smaller Cities South and lower in rural areas. Satisfaction is also comparatively lower in the City of Edmonton for several attributes.

	VERY SATISFIED (% RATING 6 + 7)					
	City of Edmonton [A] (n=179)	City of Calgary [B] (n=245)	Smaller Cities North [C] (n=100)	Smaller Cities South [D] (n=107)	Rural North [E] (n=93)*	Rural South [F] (n=83)*
Refundable deposit amount you get back is accurate	64%	76% AF	74%	78% AF	66%	57%
Safety of area in which bottle depot is located	59%	72% AF	70%	77% AEF	60%	57%
Convenience of the location	59%	65% E	67%	75% AEF	51%	54%
Hours of operation	59%	71% AEF	61%	67% EF	48%	48%
Quality of customer service	53%	65% A	62%	72% A	57%	59%
Waiting time to be served	57%	64% E	52%	70% ACE	48%	57%
Overall appearance of the bottle depot	50%	62% AEF	50%	66% AEF	39%	37%
Computerized system to view screen to see a breakdown of your refund	57% EF	66% CEF	50%	74% ACEF	41%	33%
Cleanliness of the bottle depot	45%	54% E	49%	69% ABCEF	36%	39%
Bottle depot is highly automated	40% EF	45% EF	40% E	59% ABCEF	20%	22%

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

Base: Personally returned containers in past 6 months (n=807)

Q15. Thinking about your **most recent** experience returning empty beverage containers to a bottle depot, please indicate your satisfaction with each of the following.

ABCDEF: means the group next to the letter is significantly higher than the group represented by the letter.

THE OVERALL RETURN RATE



Opportunities for Improvement

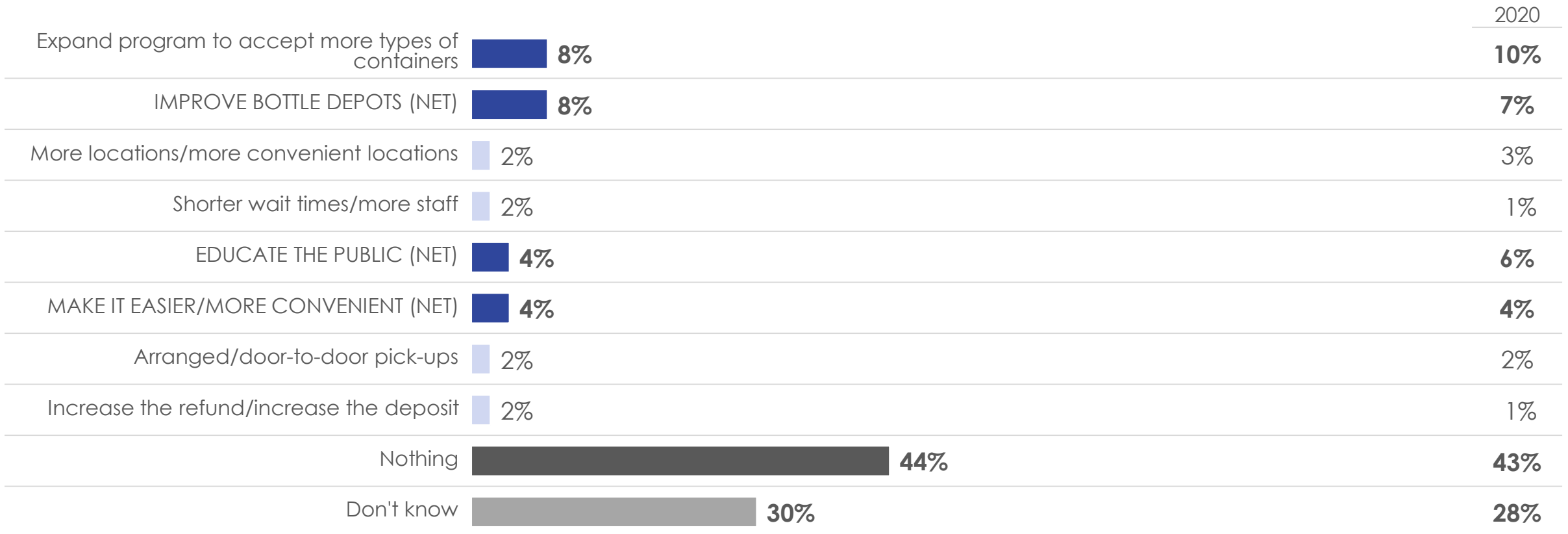
Most do not provide any specific suggestions for things BCMB can do to increase Albertans' beverage container recycling. Of the few suggestions that are provided, expanding the program to accept more types of containers and improving bottle depots top the list. Overall, 74% of Albertans are unable to identify anything BCMB can do to increase the number of empty beverage containers that they return to bottle depots (includes 44% saying “nothing” and 30% saying “don’t know”).

Of the open-ended suggestions that are provided, the two most frequently mentioned are “expand program to accept more types of containers” (8%) and “improve bottle depots” (8%). All other suggestions are mentioned by less than 5% of respondents.

This year's results are statistically consistent with 2020.

Opportunities for Improvement

OPPORTUNITIES FOR INCREASING THE RETURN RATE FOR BEVERAGE CONTAINERS



Note: Only individual responses of 2% or more are shown.

Base: All respondents – 2022 (n=1,000); 2020 (n=1,001)

Q17. Other than increasing the refund or deposit, what could the Beverage Container Management Board do to increase the number of empty beverage containers that you return to bottle depots?

Features to Increase Use of Bottle Depots

Other Recyclables

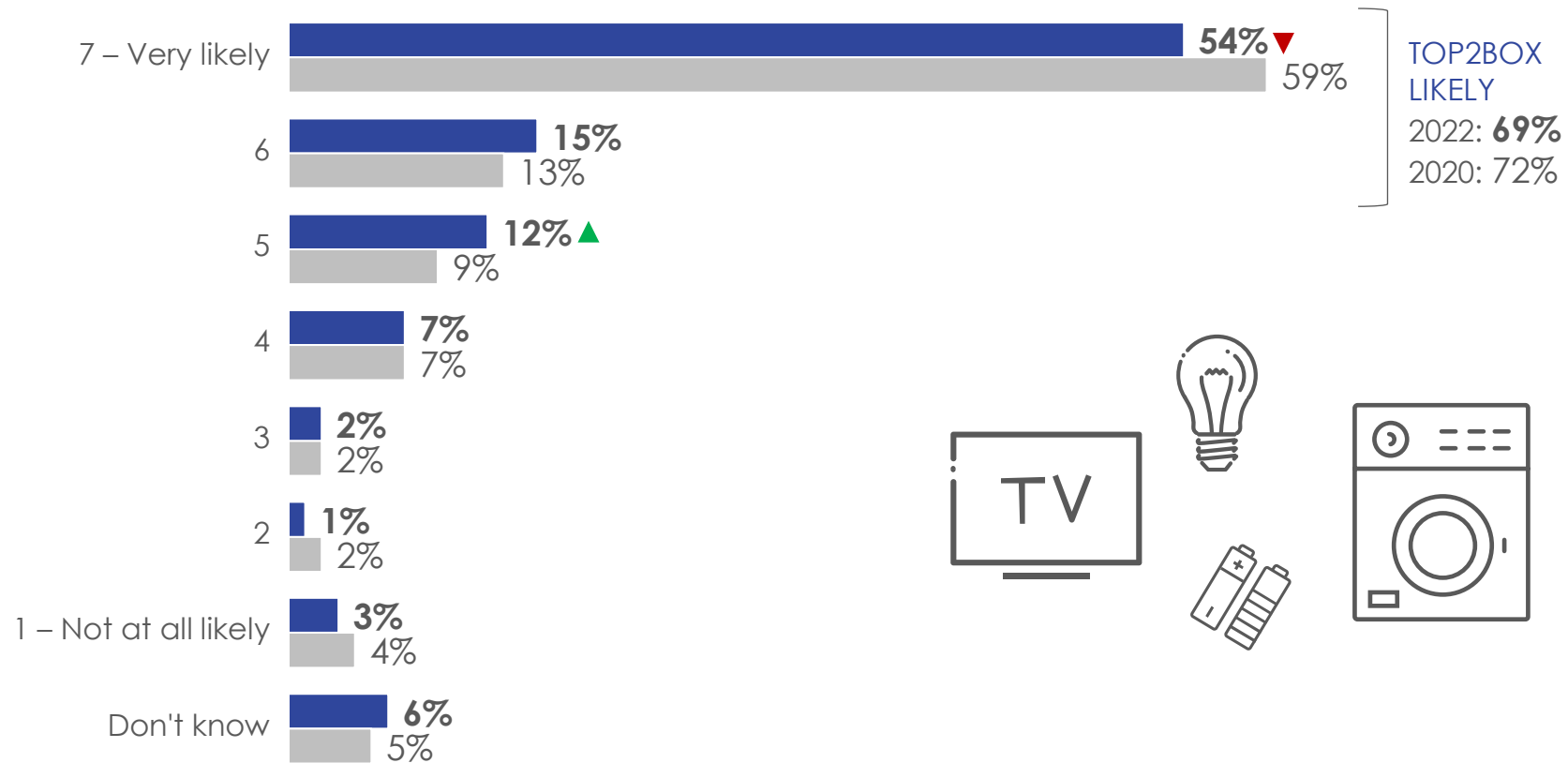
Expanding depot services beyond beverage containers continues to appeal to the majority of Albertans. Seven-in-ten (69%) say they would 'very likely' (rating of a 7 or a 6 on a 7-point scale) take other recyclable items to bottle depots if they were accepted, on par with 2020. Of all evaluated features, this is the one generating the most interest.

- Likelihood is highest among:
 - Older Albertans (78% of 55+ years vs. 61% of 18-34 years, 69% of 35-54 years)
 - Homeowners (73% vs. 58% of renters)
 - Those who own or have access to a vehicle (71% and 78% vs. 43% of those without)
 - Those who have personally returned containers to a bottle depot (75% vs. 59% of those who have not)
 - Those who rate their personal environmental performance as very good (73% vs. 60% of poor, 69% of somewhat good)

Features to Increase Use of Bottle Depots – Other Recyclables

LIKELIHOOD OF TAKING OTHER ITEMS TO DEPOT

■ 2022 (1,000) ■ 2020 (n=1,001)



Base: All respondents (n=1,000)
 Q12f. If bottle depots in your area accepted more recyclable items besides beverage containers, how likely would you be to take them there?

Features to Increase Use of Bottle Depots

Pick-Up Service

There is growing interest in a recycling pick-up service for containers. Overall, 46% of Albertans say they would be more likely to recycle their containers with a bottle depot if it offered a pick-up service, where they got paid later and did not have to wait in line, for a percentage of their total refund. This is up 8 points from 2020, possibly reflecting behaviour changes brought about by the pandemic.

- Interest is higher among those living in the City of Calgary and Smaller Cities North (53% and 51% vs. 35% of Rural North, 35% of Rural South, 39% of Smaller Cities South, 45% of City of Edmonton), younger Albertans (65% of 18-34 years vs. 27% of 55+ years, 46% of 35-54 years), those living in multi-residence buildings or townhouses/rowhouses (57% and 54% vs. 41% of detached house, 53% of duplexes/triplexes/fourplexes), renters (60% vs. 42% of homeowners), those without access to a vehicle (66% vs. 44% of vehicle owners, 56% of those with access to a vehicle), those with children under the age of 18 living at home (includes 63% of those with children under 6 vs. 43% of those without and 58% of those with children between 6 and 17 vs. 42% of those without), and those who have lived in Alberta for 20 years or less (includes 62% of 5 years or less, 70% of 6-10 years, and 58% of 11-20 years vs. 39% of more than 20 years).

Few have used a pick-up or collection service for their containers in the past 12 months. Of those who have, most would do so again. One-in-ten (12%) say they have utilized a pick-up or collection service in the past 12 months where their containers were picked up from their home and they got paid later.

- Reported usage is higher among those living in the City of Calgary and the City of Edmonton (19% and 14% vs. 3% of Rural South, 5% of Smaller Cities South, 8% of Rural North, 11% of Smaller Cities North), younger Albertans (25% of 18-34 years vs. 3% of 55+ years, 9% of 35-54 years), those with household incomes of \$60K+ (includes 18% of \$60K-<\$100K and 16% of \$100K+ vs. 6% of <\$40K-<\$60K, 7% of <\$40K), those living in townhouses/rowhouses (31% vs. 10% of detached houses, 12% of duplexes/triplexes/fourplexes, 12% of multi-residence buildings), those with curbside recycling (15% vs. 7% of those without), and those with children under the age of 18 living at home (includes 37% of those with children under 6 vs. 8% of those without and 27% of those with children between 6 and 17 vs. 8% of those without).

Pricing varies considerably. For example, while one-third (32%) paid a fee of \$10 or less, 14% paid \$51 or more. The average fee is \$33.20. The median fee is \$20.00. One-quarter (26%) are unsure how much they paid for this service.

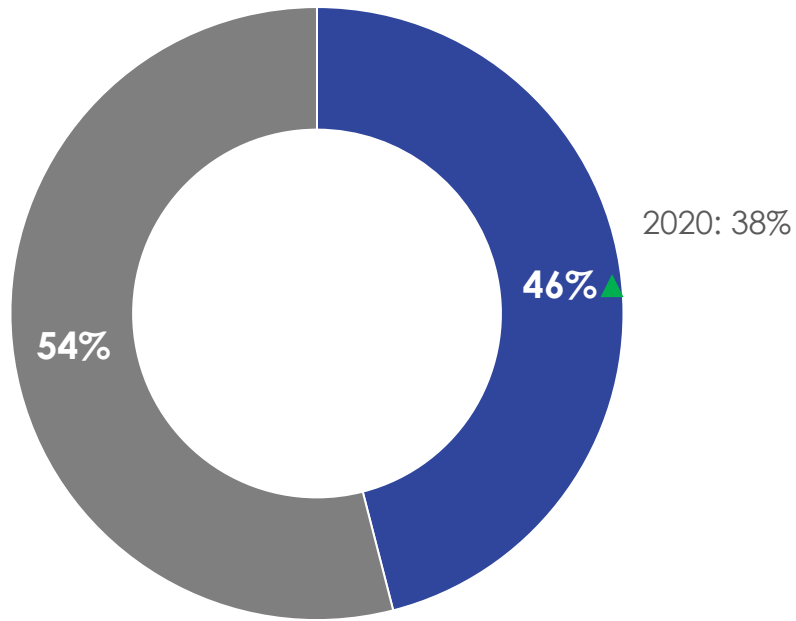
Most (84%) of those who used this type of pick-up service say they would do so again. Among these respondents, the main reason for doing so is “easy to use/convenient” (29% coded-open ends). Only 16% say they would not use this service again, with the main reason being “it is costly” (19% coded open-ends). However, these results should be interpreted with caution due to small sample sizes.

Tracking information is unavailable for these questions.

Features to Increase Use of Bottle Depots – Pick-up Service

LIKELIHOOD TO USE PICK-UP SERVICE

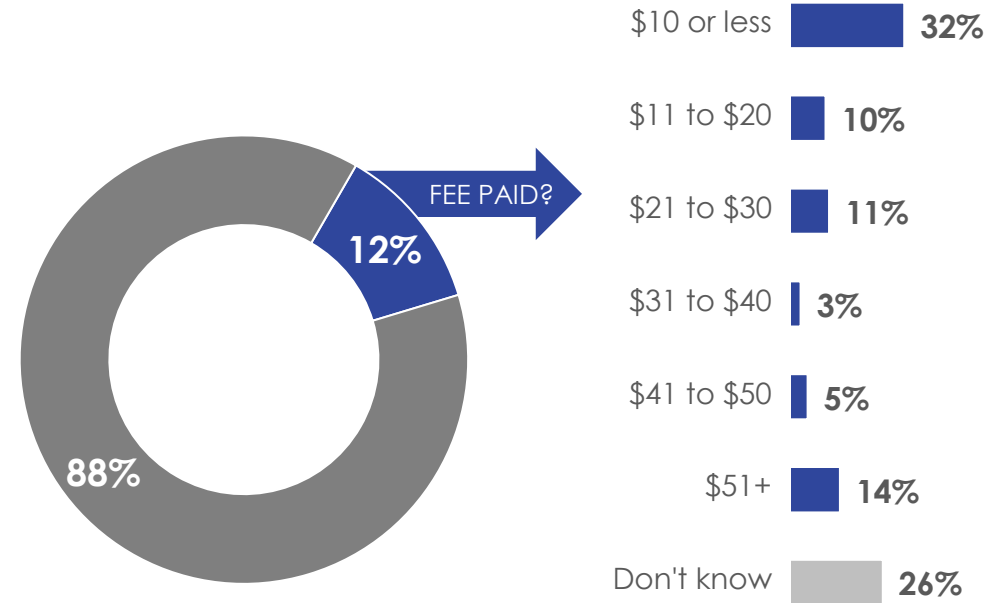
■ YES ■ NO



Base: All respondents – 2022 (n=1,000), 2020 (n=1,001)
 Q12g. If bottle depots in your area offered a pick-up service, where you got paid later and did not have to wait in line, for a percentage of your total refund, would you be more likely to recycle your containers with that bottle depot?

P12M PICK-UP SERVICE USE + FEE TO USE

■ YES – USED PICK-UP/ COLLECTION SERVICE ■ NO



MEAN FEE	MEDIAN FEE
\$33.20	\$20.00

NEW 2022
 Base: All respondents (n=1,000)
 Q12h. In the past 12 months, have you utilized a pick-up or collection service where your containers were picked up from your home and you got paid later?

* Small base size (<100), interpret with caution.
 Base: Utilized pick-up or collection service in past 12 months (n=99)*
 Q12i. What fee did you pay to utilize the collection service?

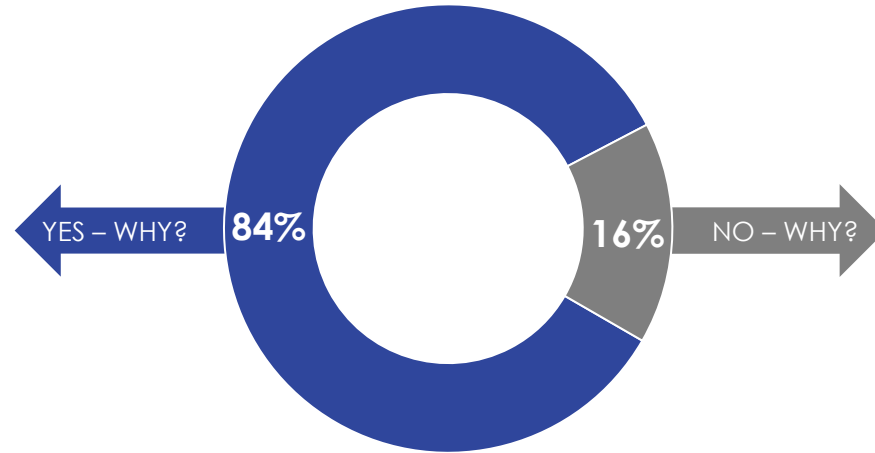
▲ ▼ Significantly higher / lower than 2020.

Reasons Would / Would Not Use Collection Service Again

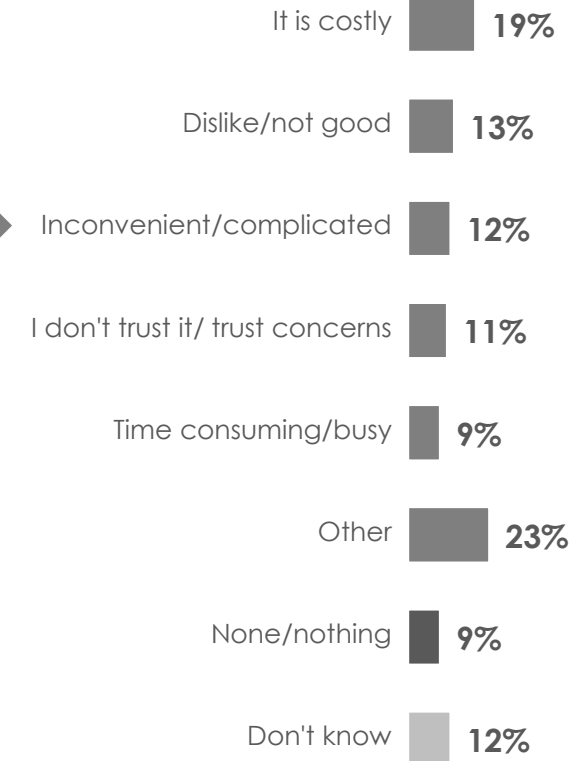
LIKELIHOOD TO USE COLLECTION SERVICE AGAIN



NEW 2022
 Note: Only individual responses of 3% or more are shown.
 * Small base size (<100), interpret with caution.
 Base: Would use collection service again (n=81)*
 Q12k. Why would you use a collection service again?



NEW 2022
 * Small base size (<100), interpret with caution.
 Base: Utilized pick-up or collection service in past 12 months (n=99)*
 Q12j. Would you use a collection service again?



NEW 2022
 ** Very small base size (<50), interpret with extreme caution.
 Base: Would not use collection service again (n=18)**
 Q12l. Why would you not use a collection service again?

Features to Increase Use of Bottle Depots

Online Accounts

Interest in online accounts is mild but growing. This year, 29% of Albertans say they would be ‘very interested’ (rating of a 7 or a 6 on a 7-point scale) in a service where they could drop off their beverage containers at a bottle depot and have the refund deposited into an online account, rather than waiting in line. This is up 5 points from 2020.

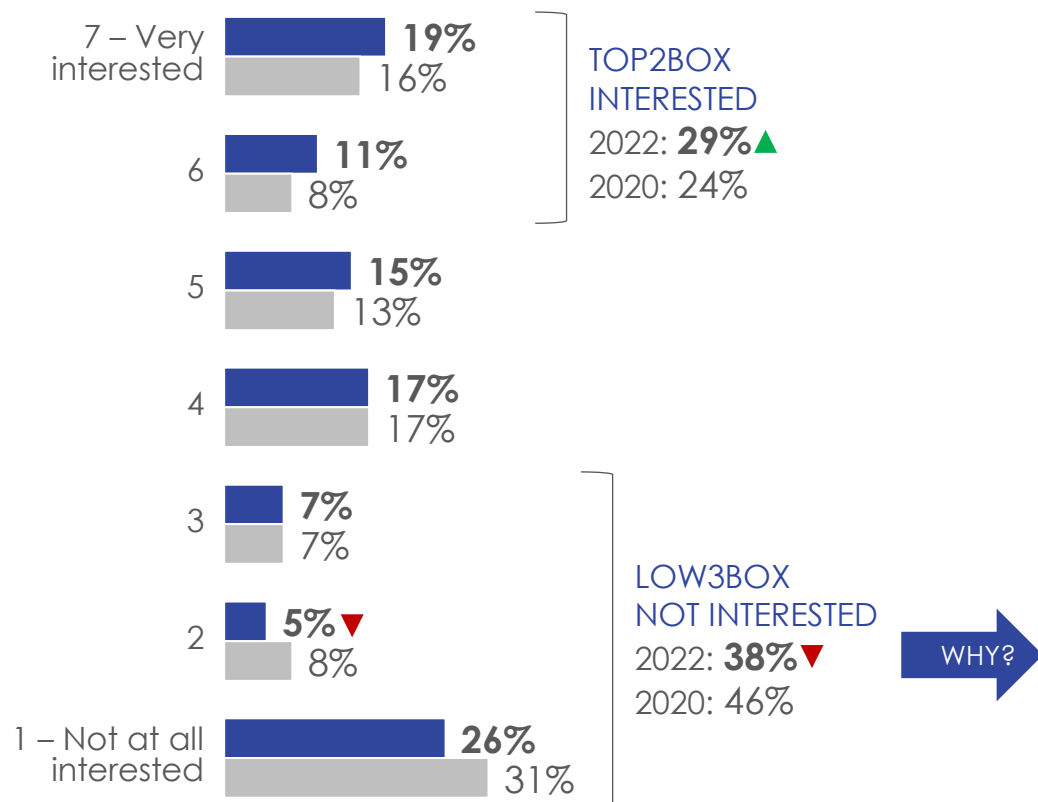
- Regionally, interest is higher among those living in the City of Calgary and the City of Edmonton (37% and 30% vs. 19% of Smaller Cities South, 21% of Rural South, 28% of Smaller Cities North, 29% of Rural North).
- Interest is also higher among younger Albertans (47% of 18-34 years vs. 10% of 55+ years, 31% of 35-54 years), those not living in detached houses (includes 45% of duplexes/triplexes/fourplexes, 40% of townhouses/rowhouses, and 36% of multi-residence buildings vs. 24% of detached houses), those who have not personally returned containers to a bottle depot (38% vs. 29% of those who have), those with children under the age of 18 living at home (includes 50% of those with children under 6 vs. 26% of those without and 39% of those with children between 6 and 17 vs. 27% of those without), and those who have lived in Alberta for 20 years or less (includes 55% of 5 years or less, 47% of 6-10 years, and 38% of 11-20 years vs. 23% of more than 20 years).

Nearly four-in-ten (38%) say they are not interested (rating of 1, 2, or 3) in such a service, down 8 points from 2020. When asked why, the three most frequently mentioned open-ended responses are “concerned about accuracy of count/refund” (20%), “prefer cash” (19%), and “don’t want to provide online banking information” (15%). Other responses include “don’t trust it/untrustworthy” (10%) and “prefer to do it myself in-person” (10%), among others. Tracking information is unavailable for this question.

Features to Increase Use of Bottle Depots – Online Account

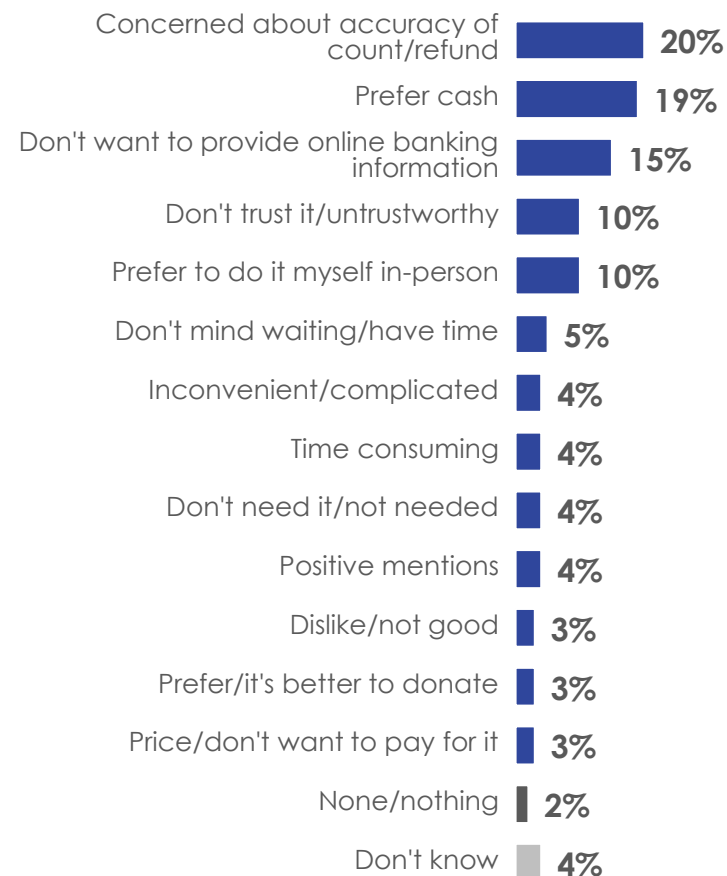
INTEREST IN ONLINE ACCOUNT

■ 2022 (n=1,000) ■ 2020 (n=1,001)



Base: All respondents (n=1,000)
Q16f. How interested would you be in a service where you could drop your beverage containers off at a bottle depot and have the refund deposited into an online account, rather than waiting in line?

REASONS WHY NOT INTERESTED



NEW 2022
Note: Only individual responses of 3% or more are shown.
Base: Not interested in service (n=434)
Q16g. Why are you not interested in this type of drop off service?

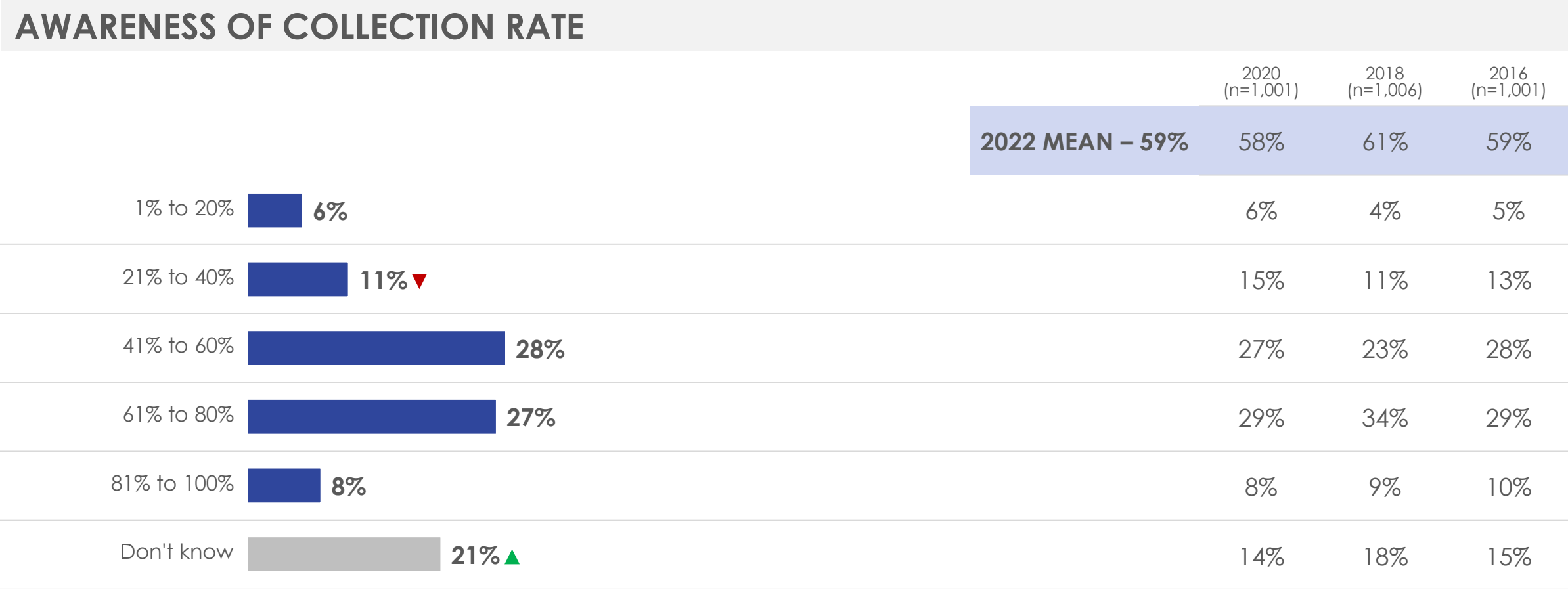
Awareness of the Overall Collection Rate for Beverage Containers

There continues to be a lack of knowledge around the overall collection rate for beverage containers. The average guess is 59%, on par with 2020. The percentage admitting they 'don't know' is up 7 points this year. Only 8% think the collection rate is more than 80%.

Perceptions of the actual collection rate have slipped although remain positive overall. When told the actual collection rate in 2021 was 84%, six-in-ten (59%) deem this as being 'excellent' (rating of a 7 or a 6 on a 7-point scale). This is down 7 points from 2020.

- Those saying this collection rate is excellent are more likely to:
 - Be younger (69% of 18-34 years vs. 53% of 35-54 years, 57% of 55+ years)
 - Have household incomes of \$100K+ (65% vs. 51% of <\$40K, 55% of \$40K-<\$60K, 62% of \$60K-<\$100K)

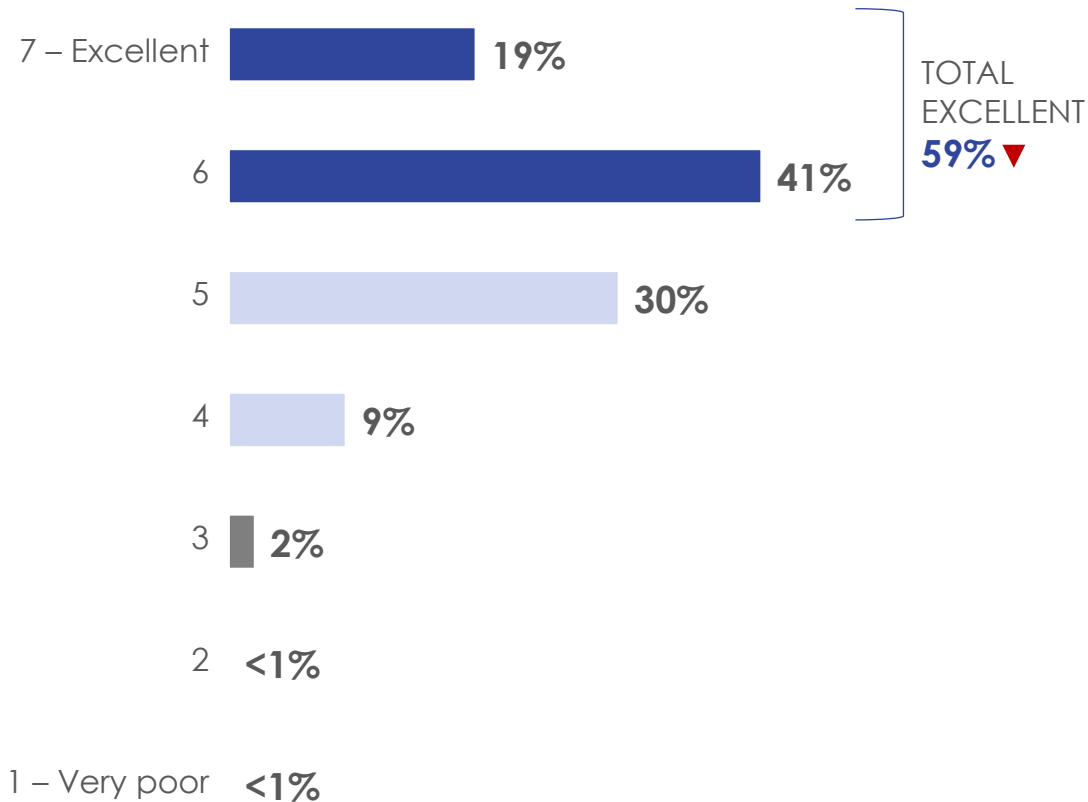
Awareness of the Overall Collection Rate for Beverage Containers



Base: All respondents (n=1,000)
 Q18. What percentage of beverage containers sold in Alberta do you think are recycled or returned to bottle depots every year?

Rating of 2021 Overall Collection Rate

ASSESSMENT OF ACTUAL COLLECTION RATE



	2020 (n=1,001)	2018 (n=1,006)	2016 (n=1,001)
7 – Excellent	23%	19%	21%
6	43%	44%	42%
TOTAL EXCELLENT	66%	64%	63%
5	26%	29%	28%
4	6%	5%	7%
3	1%	1%	2%
2	1%	<1%	1%
1 – Very poor	1%	1%	1%

Base: All respondents (n=1,000)
Q19. In 2021, the overall collection rate for beverage containers in Alberta was 84%. Would you say this is ...?

WEIGHTED SAMPLE CHARACTERISTICS

A large, dense crowd of people, likely at a country music festival, is shown from a high-angle, rear perspective. Many individuals are wearing cowboy hats in various styles and colors, including tan, white, black, and straw. The crowd is diverse in age and appearance, and the overall atmosphere suggests a large-scale outdoor event.

2022 Weighted Sample Characteristics

TYPE OF RESIDENCE

Detached house	60%
Multi-residence building	17%
Townhouse or rowhouse	11%
Duplex, Triplex, or Fourplex	8%
Mobile home	3%
Other	1%
Prefer not to answer	1%

OWN OR RENT RESIDENCE

Own	74%
Rent	23%
Parents own/living with parents	2%
Prefer not to answer	1%

OWN OR HAVE ACCESS TO VEHICLE

Own	89%
Have access	5%
No	6%

MULTI-FAMILY RECYCLING FACILITIES

Yes	29%
No	59%
Don't know	12%

Base: Live in multi-residence building, townhouse or mobile home (n=153)

CURBSIDE RECYCLING

Yes	68%
No	28%
Don't know	4%

BEVERAGE CONTAINER RECYCLING AT WORK

Yes	47%
No	9%
Do not work outside home	39%
Don't know	5%

Base: All respondents (n=1,000)

2022 Weighted Sample Characteristics

GENDER

Male	50%
Female	50%
Another gender	<1%

AGE

18 to 24 years	8%
25 to 34 years	24%
35 to 54 years	37%
55 years or older	32%
<i>MEAN YEARS</i>	41.5

HOUSEHOLD SIZE

1 person	21%
2 people	35%
3 people	21%
4 or more people	22%
Prefer not to answer	1%

REGION

City of Edmonton	24%
City of Calgary	32%
Smaller Cities North	13%
Smaller Cities South	12%
Rural North	11%
Rural South	9%

NUMBER OF CHILDREN (<18) IN HOUSEHOLD

None	60%
1	21%
2	14%
3	4%
4 or more	1%
Prefer not to answer	1%

TENURE IN ALBERTA

More than 20 years	69%
11 to 20 years	15%
6 to 10 years	8%
3 to 5 years	5%
1 or 2 years	1%
Less than 1 year	1%

HOUSEHOLD INCOME

<\$20,000	4%
\$20,000 to <\$40,000	11%
\$40,000 to <\$60,000	13%
\$60,000 to <\$80,000	12%
\$80,000 to <\$100,000	15%
\$100,000 to <\$120,000	12%
\$120,000 and over	20%
Prefer not to answer	12%

Base: All respondents (n=1,000)

APPENDIX: SURVEY QUESTIONNAIRE

- Overall, how satisfied are you with the service you received? 1 2 3 4 5
- How did you hear about us?
- To what extent did the services meet your expectations? 1 2 3 4 5
- How courteous and attentive was our staff? 1 2 3 4 5
- Did you receive services in the time expected? 1 2 3 4 5
- How do we compare against similar businesses? 1 2 3 4 5
- Would you use our services again? 1 2 3 4 5
- How could we have served you better?
- How likely is it that you would refer a friend to us? 1 2 3 4 5

SUBMIT

Appendix: Survey Questionnaire

BCMB: 2022 Survey of Albertans
Final Questionnaire

**Beverage Container Management Board
2022 Survey of Albertans
FINAL Questionnaire**

General Attitudes

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

Please select one response only

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

2. What follows is a list of things some people do to protect the environment. To the best of your knowledge, how much does each of these activities benefit the environment?

Please select one response for each item

[ACROSS TOP OF GRID]
1 – No benefit to the environment
2
3
4
5
6
7 – A significant benefit to the environment

[DOWN SIDE OF GRID] [RANDOMIZE ORDER]
Recycling empty beverage containers
Recycling newspapers, cardboard and other paper
Recycling scrap electronics
Making a conscious effort to reduce water consumption
Reducing car use by using public transit, walking, biking or carpooling
Ensuring hazardous materials are not thrown down the drain or sewer (e.g. paint, pesticides, oil and chemicals)
Composting food and garden waste
Reducing electrical usage at home – for example, by turning off lights or unplugging electronics
Utilizing energy-efficient light bulbs
Utilizing solar power or other alternative means of producing energy

Page 1 of 17

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Final Questionnaire

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

PLEASE SET UP GRID AS FOLLOWS.

A) Did you know of this benefit prior to now?	B) For you personally, how important is this reason for recycling beverage containers
DROP-DOWN BOX	DROP-DOWN BOX

[ACROSS TOP OF GRID – FIRST ROW]
A) Did you know of this benefit prior to now?

[DROP DOWN BOX]
Yes
No

[ACROSS TOP OF GRID – FIRST ROW]
B) For you personally, how important is this reason for recycling beverage containers?

[DROP DOWN BOX]
1 – Not at all important
2
3
4
5
6
7 – Very important

[DOWN SIDE OF GRID] [RANDOMIZE ORDER]
Reduces litter
Reduces the amount of waste going to landfills
Reduces greenhouse gas emissions from the manufacturing of beverage containers from raw materials
Reduces energy consumption from the manufacturing of beverage containers from raw materials
Reduces fresh water usage in the production of raw materials
Reduces wildlife habitat loss through landfill usage

Page 2 of 17

Appendix: Survey Questionnaire (cont.)

BCMB: 2022 Survey of Albertans
Final Questionnaire

Beverage Container Recycling Awareness and Behaviours

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

Please select one response for each item

[ACROSS TOP OF GRID]

Yes
No
Not sure

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

Plastic soft drink bottles
Plastic juice bottles
Plastic juice jugs
Plastic windshield wiper fluid containers
Soft drink cans
Juice cans
Cannabis drink cans
Glass juice bottles
Cooking oil bottles
Juice cartons from the refrigerated section of the store
Juice tetra paks (cardboard containers that do not require refrigeration until after they are opened)
Soup cartons
Plastic water bottles
Foil juice pouches
Milk jugs
Milk cartons from the refrigerated section of the store
Milk tetra paks (cardboard containers that do not require refrigeration until after they are opened)
"Milk to go" containers
Cartons of liquid cream
International Delight (non-dairy creamer)
Single serve yogurt drinks in plastic bottles
Liquid meal replacements in plastic bottles or metal cans
Beer bottles
Beer cans
Bag-in-a-Box wine
Wine bottles
Liquor bottles (glass or plastic)
Ceramic containers

BCMB: 2022 Survey of Albertans
Final Questionnaire

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

Please select one response for each item

[ACROSS TOP OF GRID]

Yes
No
Don't know

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

Plastic bottles – juice, soft drink or water
Plastic jugs – juice, soft drink or water
Glass bottles – juice, soft drink or water
Aluminum or metal cans – juice, soft drink or water
Juice cans more than 1 litre in size
Juice cartons – refrigerated or tetra paks
Juice cartons more than 1 litre in size
Soup cartons
Foil juice pouches
Milk jugs
Milk cartons – refrigerated
Milk tetra paks
"Milk to go" containers
Liquid cream cartons
International Delight (non-dairy creamer)
Single serve yogurt drinks in plastic bottles
Liquid meal replacements – bottles or cans
Beer – bottles or cans
Wine bottles
Liquor bottles – glass or plastic
Bag-in-a-Box wine
Ceramic containers
Cannabis beverage containers

Appendix: Survey Questionnaire (cont.)

BCMB: 2022 Survey of Albertans
Final Questionnaire

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

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

PLEASE SET UP GRID AS FOLLOWS.

A) Has your household recycled or returned these for a refund in the past 6 months? <i>Please select one response only</i>					B) What does your household do with this type of empty beverage container most often ? <i>Please select one response only</i>
Yes – Recycled only (did not return to bottle depot for refund)	Yes – Returned to a bottle depot for a refund only	Yes – Have recycled and have returned to a bottle depot for a refund	No – Have not recycled or returned for a refund	Don't know	DROP-DOWN BOX

[ACROSS TOP OF GRID – FIRST ROW]

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

Please select one response only

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

Yes – Recycled **only** (did not return to bottle depot for refund)

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

Yes – Have recycled **and** have returned to a bottle depot for a refund

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

Don't know

[ACROSS TOP OF GRID – FIRST ROW]

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

Please select one response only

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

DROP-DOWN BOX:

Dispose of it in the garbage

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

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

Recycle via municipal sorting stations [PROGRAMMER NOTE: RESPONDENT CAN ONLY SELECT IF 'YES-RECYCLED ONLY' OR 'YES – HAVE RECYCLED AND HAVE RETURNED FOR A REFUND' SELECTED IN Q5A]

BCMB: 2022 Survey of Albertans
Final Questionnaire

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

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

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

Don't know

[DOWN SIDE OF GRID]

[INSERT ITEMS SELECTED 'YES' IN Q4]

[ASK Q6ANEW IF 'YES' TO ANY TYPE OF MILK OR CREAM CONTAINER OR JUICE CANS MORE THAN 1 LITRE IN SIZE OR JUICE CARTONS MORE THAN 1 LITRE IN SIZE OR BAG-IN-A-BOX WINE OR INTERNATIONAL DELIGHT OR CERAMIC CONTAINERS OR CANNABIS BEVERAGE CONTAINERS IN Q4, ELSE SKIP TO Q6C]

~~6A-DELETED~~

~~6B-DELETED~~

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

Please select one response for each item

[ACROSS TOP OF GRID]

Always

Most of the time

Once in a while

Never

Don't know

[DOWN SIDE OF GRID]

[INSERT IF SELECTED 'YES' IN Q4]

Milk and cream containers

International Delight (non-dairy creamer)

Juice cans more than 1 litre in size

Juice cartons more than 1 litre in size

Bag-in-a-Box wine

Ceramic containers

Cannabis beverage containers

[ASK 6BNEW IF ONCE IN A WHILE OR NEVER TO ANY ITEM IN 6ANEW, ELSE SKIP TO Q6C]

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

Please select the main reason for each item

[ACROSS TOP OF GRID]

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

Appendix: Survey Questionnaire (cont.)

BCMB: 2022 Survey of Albertans
Final Questionnaire

Milk and cream containers
International Delight (non-dairy creamer)
Juice cans more than 1 litre in size
Juice cartons more than 1 litre in size
Bag-in-a-Box wine
Ceramic containers
Cannabis beverage containers

[DOWN SIDE OF GRID]

Didn't know you could return them to a bottle depot for a refund
Too much trouble/ don't want to bother
The bottle depot is too far away
Too time consuming
Recycle them through blue box/ municipal programs/ bottle drives, etc. instead
Other (Please specify)
Don't know

6C. Do you have a bottle depot in your local community?

Please select one response only

Yes
No
Don't know

[ASK 6D IF 6C="NO" or "DON'T KNOW"]

6D. What do you do with your empty beverage containers most often?

Please select one response only

Take them to a bottle depot outside of your local community
Donate them
Put them in the blue box/bag/cart for recycling
Take them to municipal sorting stations
Put them in the garbage
Other [PLEASE SPECIFY] _____

Beverage Container Deposits

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

Please enter a numeric value in cents

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

[NUMERIC RESPONSE. RANGE: 0 TO 200] c
Don't know

Page 7 of 17

BCMB: 2022 Survey of Albertans
Final Questionnaire

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

[NUMERIC RESPONSE. RANGE: 0 TO 200] c
Don't know

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

8. A. In fact, the refundable deposit for all beverage containers that are one litre or less in size is 10c. Knowing this would you be more likely or less likely to return your empty beverage containers to a bottle depot, or would it have no change on your behaviour?

Please select one response only

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

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

8B. In fact, the refundable deposit for all beverage containers that are more than one litre in size is 25c. Knowing this would you be more likely or less likely to return your empty beverage containers to a bottle depot, or would it have no change on your behaviour?

Please select one response only

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

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

Please select all that apply

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

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

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

Page 8 of 17

Appendix: Survey Questionnaire (cont.)

BCMB: 2022 Survey of Albertans
Final Questionnaire

Please select all that apply

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

10. DELETED

Bottle Depots

[ASK ALL]

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

Please select one response only

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

[ASK Q12A IF NEVER SELECTED IN Q11.]

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

Please be detailed and specific in your response

[VERBATIM RESPONSE]

[SKIP TO Q13A]

[ASK Q12B IF Q11='A COUPLE OF TIMES A YEAR' OR 'ONCE A YEAR OR LESS']

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

Please be detailed and specific in your response

[VERBATIM RESPONSE]

[ASK Q12C IF Q11='WEEKLY', 'EVERY COUPLE OF WEEKS', 'MONTHLY', 'EVERY COUPLE OF MONTHS', 'A COUPLE OF TIMES A YEAR' OR 'ONCE A YEAR OR LESS', ELSE SKIP TO Q12E]

12C. Within the past year, have you brought a container to a bottle depot that the bottle depot did not accept?

Page 9 of 17

BCMB: 2022 Survey of Albertans
Final Questionnaire

Please select one response only

Yes
No

[ASK 12D IF Q12C=YES]

12D. Did the depot employee explain that they could not accept the container because they can only accept containers that are registered by manufacturers for sale in Alberta?

Please select one response only

Yes
No

[ASK ALL]

12E. What barriers might get in the way of Albertans using bottle depots?

Please be detailed and specific in your response

[VERBATIM RESPONSE]

12F. If bottle depots in your area accepted more recyclable items besides beverage containers, how likely would you be to take them there?

Please select one response only

1 – Not at all likely
2
3
4
5
6
7 – Very likely
Don't know

12G. If bottle depots in your area offered a pick-up service, where you got paid later and did not have to wait in line, for a percentage of your total refund, would you be more likely to recycle your containers with that bottle depot?

Please select one response only

Yes
No

12H. In the past 12 months, have you utilized a pick-up or collection service where your containers were picked up from your home and you got paid later?

Page 10 of 17

Appendix: Survey Questionnaire (cont.)

BCMB: 2022 Survey of Albertans
Final Questionnaire

Please select one response only

Yes
No

[IF 'YES' IN Q12H, CONTINUE. IF 'NO', GO TO 13A]

12I. What fee did you pay to utilize the collection service?

Please enter a numeric value in dollars

[NUMERIC RESPONSE. RANGE: 0 TO 1000] \$
Don't know

12J. Would you use a collection service again?

Please select one response only

Yes
No

[IF 'YES' IN Q12J, ASK Q12K. IF 'NO' IN Q12J, ASK Q12L.]

12K. Why would you use a collection service again?

Please be detailed and specific in your response

[VERBATIM RESPONSE]

12L. Why would you not use a collection service again?

Please be detailed and specific in your response

[VERBATIM RESPONSE]

[CONTINUE WITH Q13A]

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

Please select one response only

Yes
No

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

Page 11 of 17

BCMB: 2022 Survey of Albertans
Final Questionnaire

Please select one response only

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

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

Please select one response only



Yes
No

[IF NEVER SELECTED IN Q11, SKIP TO Q16D]

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

Please select one response only

Weekly
Every couple of weeks
Monthly
Every couple of months
Once in the past 6 months
I have **not** returned empty beverage containers to a bottle depot in the past 6 months
Don't know

[IF I HAVE NOT RETURNED EMPTY BEVERAGE CONTAINERS OR DON'T KNOW IN Q13, SKIP TO Q16D, ELSE CONTINUE WITH Q14]

14. Please indicate how important each of the following factors are to you when deciding which bottle depot to go to.

Please select one response for each item

[ACROSS TOP OF GRID]

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

Page 12 of 17

Appendix: Survey Questionnaire (cont.)

BCMB: 2022 Survey of Albertans
Final Questionnaire

[DOWN SIDE OF GRID] [RANDOMIZE ORDER]

The convenience of the location of the bottle depot
The safety of the area in which the bottle depot is located
The waiting time to be served at the bottle depot
The quality of customer service at the bottle depot
The overall appearance of the bottle depot
The cleanliness of the bottle depot
The hours of operation of the bottle depot
The refundable deposit amount you get back is accurate
There is a computerized system where you can view the screen to see a breakdown of your refund
The bottle depot is highly automated

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

Please select one response for each item

[ACROSS TOP OF GRID]

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

[DOWN SIDE OF GRID] [RANDOMIZE ORDER]

The convenience of the location of the bottle depot
The safety of the area in which the bottle depot is located
The waiting time to be served at the bottle depot
The quality of customer service at the bottle depot
The overall appearance of the bottle depot
The cleanliness of the bottle depot
The hours of operation of the bottle depot
The refundable deposit amount you got back was accurate
There is a computerized system where you can view the screen to see a breakdown of your refund
The bottle depot is highly automated

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

Please select one response only

10 minutes or less
11 to 20 minutes
21 to 30 minutes
More than 30 minutes
Do not drive to bottle depot
Don't know

Page 13 of 17

BCMB: 2022 Survey of Albertans
Final Questionnaire

16.1 DELETED

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

Please select all that apply

Close to home
Close to work
Close to a grocery store
Close to other shopping
Close to child's school
It is the only bottle depot in or near the town/area where I live
Other (Please specify)

16.2 NEW. When you visit a bottle depot, is it usually part of a series of errands, or an isolated trip?

Please select one response only

Isolated trip
Series of errands

16.2 DELETED

16A. DELETED

16B. DELETED

16C. DELETED

16D. What would be a reasonable amount of time to wait to be served at a bottle depot?

_____ minutes [ALLOW 0-100]

16E. What would be a reasonable amount of time to drive to a bottle depot from your home residence?

_____ minutes [ALLOW 0-500]

16F. How interested would you be in a service where you could drop your beverage containers off at a bottle depot and have the refund deposited into an online account, rather than waiting in line?

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

Page 14 of 17

Appendix: Survey Questionnaire (cont.)

BCMB: 2022 Survey of Albertans
Final Questionnaire

[IF ANSWERED 1, 2, or 3 IN Q16F, ASK 16G. IF 4, 5, 6, 7, GO TO NEXT QUESTION]

16G. Why are you not interested in this type of drop off service?

Please be detailed and specific in your response

[VERBATIM RESPONSE]

Opportunities for improvement

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

Please be detailed and specific in your response

[VERBATIM RESPONSE]

Nothing
Don't know

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

Please enter a number from 0 to 100

[NUMERIC RESPONSE. RANGE: 0 TO 100] %
Don't know

19. In 2021, the overall collection rate for beverage containers in Alberta was 84%. Would you say this is...?

Please select one response only

7 – Excellent
6
5
4
3
2
1 – Very poor

Demographic Profile

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

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

Please select one response only

Page 15 of 17

BCMB: 2022 Survey of Albertans
Final Questionnaire

Detached house
Duplex, Triplex, or Fourplex
Townhouse or rowhouse
Multi-residence building (apartment or condominium)
Mobile home
Other (Please specify)
Prefer not to answer

21. Do you own or rent your residence?

Please select one response only

Own
Rent
Other (Please specify)
Prefer not to answer

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

Please select one response only

Yes
No
Don't know

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

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

Please select one response only

Yes
No
Don't know

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

Please select one response only

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

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

Please select one response only

Page 16 of 17

Appendix: Survey Questionnaire (cont.)

BCMB: 2022 Survey of Albertans
Final Questionnaire

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

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

Please select one response only

DROP-DOWN BOX [RANGE: 1 to 20]
Prefer not to answer [BELOW DROP-DOWN BOX]

[ASK Q27 IF TWO OR MORE IN Q26]

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

Please select one response for each item

Under the age of 6 [DROP-DOWN BOX. RANGE: 0 TO 10]
Between the ages of 6 and 17 [DROP-DOWN BOX. RANGE: 0 TO 10]
Prefer not to answer [BELOW DROP-DOWN BOXES]

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

Please select one response only

More than 20 years
11 to 20 years
6 to 10 years
3 to 5 years
1 or 2 years
Less than one year
Prefer not to answer

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

Please select one response only

Less than \$20,000
\$20,000 to less than \$40,000
\$40,000 to less than \$60,000
\$60,000 to less than \$80,000
\$80,000 to less than \$100,000
\$100,000 to less than \$120,000
\$120,000 and over
Prefer not to answer

Thank you very much for participating in this survey!

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