

BEVERAGE CONTAINER RECYCLING

2024 SURVEY OF ALBERTANS

Beverage Container Management Board

FINAL REPORT

June 6, 2024

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INTRODUCTION



Objectives



This report presents the findings of the Beverage Container Management Board's 2024 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 2024 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
- How attitudes, awareness and actions are changing over time

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 February 14 and March 1, 2024, Ipsos conducted a total of 1,002 online interviews with a representative sample of Albertans aged 18 years or older. The average interview length was 18 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 the most recent Statistics Canada Census data.

The precision of online surveys is measured using a credibility interval. With a sample of 1,002, 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	226	$\pm 7.4\%$
City of Calgary	319	$\pm 6.3\%$
Smaller Cities North ¹	128	$\pm 9.9\%$
Smaller Cities South ²	121	$\pm 10.2\%$
Rural North	110	$\pm 10.7\%$
Rural South	98	$\pm 11.3\%$
TOTAL	1,002	$\pm 3.5\%$
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



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 2022, 2020 and 2018. 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 2018 can be found in older reports.

Arrows (▲▼) are used to denote significant differences between 2024 and 2022.

EXECUTIVE SUMMARY

Executive Summary

ENVIRONMENTAL ATTITUDES AND BEHAVIOURS

Albertans continue to feel they are doing a good job protecting the environment overall but recognize there is room for improvement. A total of 86% say they are personally doing a good job protecting the environment, on par with 2022. Of these, most (69%) describe their performance as 'somewhat good' rather than 'very good' (17%), acknowledging there is more they could be doing in this regard. The percentage saying 'very good job' has declined 8 percentage points after peaking in 2022.

Nearly two-thirds believe that recycling empty beverage containers has a significant environmental benefit. Overall, 65% say that *recycling empty beverage containers* provides a 'significant' benefit to the environment, consistent with 2022.

Albertans are generally aware of the environmental benefits of beverage container recycling although some benefits continue to be more widely recognized than others. Nearly all are aware that recycling beverage containers *reduces litter* (96%, up 3 points from 2022) and *reduces the amount of waste going to landfills* (95%). Recognition of the impact on wildlife habitat loss is growing, with 82% aware that recycling beverage containers *reduces wildlife habitat loss by keeping beverage containers out of landfills*. This is up 7 points from 2022, although year-over-year comparisons should be interpreted with caution due to changes in question wording.

In comparison, slightly fewer are aware that recycling beverage containers *reduces energy consumption from the manufacturing of beverage containers from raw materials* (79%) and *reduces greenhouse gas emissions from the manufacturing of beverage containers from raw materials* (76%). The overall lowest level of awareness is for *reduces fresh water usage in the production of raw materials* (67%).

Reducing litter is seen as the most important reason for recycling beverage containers, followed by reducing landfill waste and wildlife habitat loss. Overall, 71% of Albertans say *reduces litter* is a 'very important' reason for recycling beverage containers. Other 'very important' reasons include *reduces the amount of waste going to landfills* (68%) and *reduces wildlife habitat loss by keeping beverage containers out of landfills* (60%).

Approximately half are motivated by *reduces fresh water usage in the production of raw materials* (53%), *reduces greenhouse gas emissions from the manufacturing of beverage containers from raw materials* (51%) and *reduces energy consumption from the manufacturing of beverage containers from raw materials* (50%).

This year's results are statistically similar to 2022.

Executive Summary

BEVERAGE CONTAINER RECYCLING AWARENESS AND BEHAVIOURS

Aluminum/metal cans and plastic bottles have the highest purchase incidence of all types of beverage containers. In the past six months, 81% of Albertans say they have purchased *aluminum or metal cans – juice, soft drink or water* and 74% say they have purchased *plastic bottles – juice, soft drink or water*. The next highest purchase incidence is seen for *milk cartons – refrigerated* (70%) and *milk jugs* (67%), followed by *wine bottles* (56%) and *beer – bottles or cans* (50%). All other types of beverage containers have been purchased by fewer than half of Albertans in the past six months.

The shifts in beverage container purchasing noted in 2022 have been largely maintained this year. The 2022 survey saw a number of notable changes in the types of beverage containers that Albertans are purchasing, with the COVID-19 pandemic and changing preferences both suggested as possible contributing factors. This year's results show no significant change for many of these items, pointing to sustained changes in purchasing behaviour. Exceptions to this have been highlighted in the paragraph below.

The purchase incidence of several types of beverage containers has dropped this year. Compared to 2022, statistically fewer Albertans this year say they purchased each of the following types of beverage containers in the past six months:

- *Liquor bottles – glass or plastic* (47%, down 8 points)
- *Juice cans more than 1 litre in size* (23%, down 5 points – a reversal of trends noted in 2022)
- *Milk tetra paks* (16%, down 5 points – a reversal of trends noted in 2022)
- *Liquid cream cartons* (43%, down 5 points – this is the second consecutive quarter where purchase incidence has declined)
- *Liquid meal replacements – bottles or cans* (12%, down 4 points)
- *Ceramic containers* (11%, down 4 points)

There are no types of beverage containers where purchase incidence has increased this year as compared to 2022.

Executive Summary

BEVERAGE CONTAINER RECYCLING AWARENESS AND BEHAVIOURS (cont.)

While most Albertans generally know the types of empty containers that can be returned to a bottle depot for a refund, awareness continues to be lower for some types of containers. Awareness of refundable beverage containers is generally strong, with the majority of Albertans correctly identifying which containers are refundable across all categories of containers. Notable exceptions include:

- *Juice cans* (45%)
- *Foil juice pouches* (45%)
- *Crystal beverage containers* (44%)
- *Bag-in-a-box wine* (35%)
- *International Delight (non-dairy creamer)* (35%)

Moreover, there continue to be some Albertans who incorrectly think that *soup cartons* (25%), *cooking oil bottles* (11%) and *plastic windshield wiper fluid containers* (10%) can be returned to a bottle depot for a refund. However, there has been some improvement here since 2022, with the percentage saying *plastic windshield wiper fluid containers* can be returned down 4 points and the percentage saying *cooking oil bottles* can be returned down 3 points.

Executive Summary

BEVERAGE CONTAINER RECYCLING AWARENESS AND BEHAVIOURS (cont.)

Reported recycling and/or redemption of beverage containers is stable and strong. The percentage saying they have returned for a refund has rebounded from a pandemic low. Overall, 96% of Albertans say they have recycled and/or returned beverage containers for a refund in the past six months, unchanged from 2022. Reported redemption fell during the pandemic but has increased 6 points this year to currently sit at 88%.

Most types of beverage containers are returned for redemption by the majority of past six-month purchasers, with the highest rate of redemption reported for *liquor bottles – glass or plastic* (89%). Conversely, less than half (41%) say they have returned *juice cans more than 1 litre in size* for a refund in the past six months. Other types of containers that are less likely to be returned are *bag-in-a-box wine* (57%) and *International Delight (non-dairy creamer)* (59%). It is also of note that non-redeemable *soup cartons* continue to be returned by more than two-in-ten (21%) past six-month purchasers.

The 2022 survey was conducted in the midst of the COVID-19 pandemic and saw drops in redemption across all categories of eligible containers which were suggested to be at least partly attributable to public health measures and restrictions. With the pandemic now behind us, reported redemption is up statistically for several types of containers, including:

- *Liquid meal replacements – bottles or cans* (76%, up 17 points)
- *Cannabis beverage containers* (81%, up 14 points)
- *International Delight (non-dairy creamer)* (59%, up 9 points)
- *Plastic jugs – juice, soft drink or water* (84%, up 7 points)
- *Plastic bottles – juice, soft drink or water* (87%, up 6 points)
- *Liquor bottles – glass or plastic* (89%, up 5 points)
- *Aluminum or metal cans – juice, soft drink or water* (88%, up 4 points)

Executive Summary

BEVERAGE CONTAINER RECYCLING AWARENESS AND BEHAVIOURS (cont.)

Among the container types with some of the lower return rates, the frequency of reported redemption is substantially lower for cannabis beverage containers and ceramic containers. The frequency of returning cannabis beverage containers is down this year. Among Albertans who have purchased each item in the past six months, at least eight-in-ten say they redeem *milk and cream containers* (82%) and *juice cartons more than one litre in size* (80%) 'always' or 'most of the time'. This drops to 69% for *juice cans more than one litre in size*, 69% for *bag-in-a-box wine*, 66% for *crystal beverage containers* and 58% for *International Delight (non-dairy creamer)*. Fewer than half say they redeem *cannabis beverage containers* (30%) and *ceramic containers* (47%) 'always' or 'most of the time'. The percentage saying they redeem *cannabis beverage containers* 'always' or 'most of the time' is down 14 points this year as compared to 2022.

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)* (65%) and *ceramic containers* (62%). 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' (38%).

Most say there is a bottle depot in their community. Nine-in-ten (90%) Albertans report having a bottle depot in their local community, up 4 points from 2022.

The majority of those without a local bottle depot say they take their empty containers to a depot outside their community. Those without a local bottle depot are most likely to say they 'take their empty beverage containers to a bottle depot outside of their local community' (54%, on par with 2022). Other alternatives include 'put them in the blue box/bag/cart for recycling' (15%), 'put them in the garbage' (14%), 'donate them' (10%) and 'take them to municipal sorting stations' (4%).

Executive Summary

BEVERAGE CONTAINER RECYCLING AWARENESS AND BEHAVIOURS (cont.)

Awareness of the refundable deposit amount has grown. Over half (56%) of Albertans correctly specify 10 cents as the refundable deposit on beverage containers that are *one litre or less in size*, up 7 points from the low reported in 2022. Slightly fewer (48%) are aware that the refundable deposit for beverage containers that are *more than one litre in size* is 25 cents. This is up directionally from 2022 although this change is not statistically significant.

Knowing the correct deposit value would have more of a positive effect on redemption of larger containers. Among those unable to cite the refundable deposit value for beverage containers that are *one litre or less in size*, 37% say that knowing the correct deposit value would make them more likely to return containers for a refund, down 7 points from 2022. Knowing the correct deposit value would have a bigger effect on redemption of beverage containers that are *more than one litre in size*, with 45% saying that they would be more likely to return these types of containers if they knew the correct deposit. This is also down directionally from 2022 although this difference is not statistically significant.

Three-in-ten recall seeing information about the refundable deposit value at retail stores, most often on the cash register receipt. Overall, 30% of Albertans say they recall seeing information at retail stores that identifies the refundable deposit value on beverage containers, on par with 2022. A total of 25% recall seeing information at a 'grocery store' (down 5 points), 15% at a 'liquor store', 10% at a 'convenience store' and 6% at a 'gas station'.

When asked where they specifically recalled seeing this information at retail stores, over half (55%) say 'on the cash register receipt', on par with 2022. Other mentions include 'on the shelf where the product is placed' (38%, down 11 points), 'on a sign/poster on the wall' (24%, up 14 points) and 'on item/container/bottle' (4%).

Executive Summary

BOTTLE DEPOTS

Awareness of the Depot logo continues to grow. Two-thirds (66%) of those whose household has returned containers to a depot say they have seen the Depot logo prior to now, up 5 points from 2022. Awareness of the Depot logo has been steadily increasing year-over-year.

Just over half are aware that bottle depots in Alberta are regulated. A total of 52% 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.

Most think regulation is important. Overall, eight-in-ten (80%) say it is important for bottle depots to be regulated to ensure consistent standards, including 58% saying 'very important'. This year's results are similar to 2022.

Albertans typically return empty beverage containers to a bottle depot every couple of months, with more than one-quarter going at least once a month. Overall, 27% say their household returns containers to a bottle depot at least once a month, including 3% 'weekly', 6% 'every couple of weeks' and 18% 'monthly'. The plurality (43%) make the trip 'every couple of months', while 19% go 'a couple of times a year', 4% go 'once a year or less' and 5% say their household 'never' returns empty beverage containers to a bottle depot. The frequency of returning empty beverage containers has generally remained consistent over the past few years.

Most of those who do not return their empty beverage containers say they recycle them instead. Inconvenience also plays a role. Among the small percentage (5%) of Albertans saying their household 'never' returns empty beverage containers to a bottle depot, 53% say they "recycle" them and 40% say it is "inconvenient" to return (coded open-ends). Other reasons include "issues with depots" (13%) and "lack of awareness" (11%). This year's results are similar to 2022. However, caution should be used when interpreting these results due to small sample sizes.

Among households that only infrequently return containers (less than every couple of months), half (50%) say they "recycle" them instead, up 31 points from 2022. Another 38% cite "inconvenience" (down 20 points), while 13% refer to "value" and 9% point to "issues with depots".

Executive Summary

BOTTLE DEPOTS (cont.)

More than one-third continue to bring unacceptable containers to the bottle depot. 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, unchanged from 2022.

Among these respondents, only half say the depot employee explained why their container was ineligible for a refund, down from 2022. Half (50%) of those who brought a container to a bottle depot that was not accepted say the depot employee explained that they could not accept the container because they can only accept containers that are registered by manufacturers in Alberta. This is down 9 points from 2022.

The number one barrier to using bottle depots is the lack of nearby options. Other barriers include lack of transportation and time-consuming. When asked what barriers might get in the way of Albertans using bottle depots, three-in-ten (30%) mention “not enough depots/too far away” on an open-ended basis, up 7 points from 2022. The next most frequently mentioned barriers are “lack of transportation/not accessible” (22%) and “time consuming/long line-ups” (18%). Only 8% say there are no barriers to Albertans using bottle depots.

Albertans are split on whether they visit a bottle depot as part of a series of errands or an isolated trip. Among those who have personally returned containers in the past six months, 51% say they usually visit a bottle depot as ‘part of a series of errands’ and 49% say their visit is an ‘isolated trip’. While this year’s results are statistically unchanged from 2022, the proportions are flipped – e.g., in 2022, it was slightly more common for people to visit bottle depots as an ‘isolated trip’ rather than ‘part of a series of errands’. This may have been at least partly attributable to the COVID-19 pandemic when people were staying home more often and generally less likely to be out running errands. In comparison, this year’s results are more consistent with what was reported pre-pandemic.

Convenience is mainly dictated by proximity to home. Considering the bottle depot they use most often, 76% of those who have personally returned containers in the past six months say the location is convenient because it is ‘close to home’, on par with 2022.

Most drive 10 minutes or less to reach the bottle depot they visit most often, which roughly aligns with what they say is a reasonable amount of time to drive. Overall, 53% of past six-month visitors say it takes them 10 minutes or less to drive to the bottle depot they use most often, while 55% say driving to a bottle depot should take 10 minutes or less. This year’s results are on par with 2022.

Albertans’ tolerance for waiting to be served at a bottle depot has dropped. On average, Albertans say it is reasonable to wait up to 10.4 minutes to be served at a bottle depot, down from 11.6 minutes in 2022.

Executive Summary

BOTTLE DEPOTS (cont.)

Accuracy and convenience continue to be the most important factors when deciding which bottle depot to visit. Of the 10 evaluated attributes, nine receive an overall importance score of more than 60%. The one exception is *bottle depot is highly automated*, which is important to fewer than half (45%) of those who have visited a depot in the past six months.

Looking at 'very important' ratings shows that the two most important factors overall are *refundable deposit amount you get back is accurate* (72%) and *convenience of the location of the bottle depot* (67%). This is followed by *safety of the area in which the bottle depot is located* (58%), *hours of operation of the bottle depot* (55%), *quality of customer service at the bottle depot* (53%) and *waiting time to be served at the bottle depot* (53%).

Relatively less emphasis is placed on *there is a computerized system where you can view the screen to see a breakdown of your refund* (46%), *cleanliness of the bottle depot* (45%), *overall appearance of the bottle depot* (34%) and *bottle depot is highly automated* (25%).

This year's results are statistically similar to 2022.

Satisfaction with bottle depots remains strong. Overall satisfaction tops the 80% mark for six attributes, and more than seven-in-ten are satisfied with another three attributes. The one attribute scoring relatively lower is *bottle depot is highly automated*, but even this is rated satisfactory by the majority (60%) of past six-month users.

Looking at 'very satisfied' ratings shows that the most satisfactory item overall is *refundable deposit amount you get back is accurate* (70%), followed by *convenience of the location of the bottle depot* (67%), *safety of the area in which the bottle depot is located* (67%), *quality of customer service at the bottle depot* (62%), *waiting time to be served at the bottle depot* (62%) and *hours of operation of the bottle depot* (60%).

Relatively fewer say they are satisfied with *there is a computerized system where you can view the screen to see a breakdown of your refund* (57%), *overall appearance of the bottle depot* (51%) and *cleanliness of the bottle depot* (50%). The item scoring the lowest is *bottle depot is highly automated* (40%).

This year's results are statistically similar to 2022.

Executive Summary

THE OVERALL RETURN RATE

Most do not provide any specific suggestions for things BCMB can do to increase the return rate for beverage containers. Of the few suggestions that are provided, expanding the program to accept more types of containers tops the list. Overall, 73% 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 47% saying “nothing” and 26% saying “don’t know”). Of the open-ended suggestions that are provided, the most frequently mentioned is “expand program to accept more types of containers” (9%). This is followed by “improve bottle depots” (6%), “make it easier/more convenient” (4) and “educate the public” (4%). This year’s results are on par with 2022.

Expanding depot services beyond beverage containers continues to appeal to the majority of Albertans. More than two-thirds (68%) say they would be ‘very likely’ to take other recyclable items to bottle depots if they were accepted, on par with 2022. Of all the evaluated features to increase use of bottle depots, this is the one generating the most interest.

Interest in pick-up services has declined. Just over four-in-ten (41%) 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 down 5 points from 2022, when interest in this type of service may have peaked as a result of the pandemic.

Past usage of pick-up services has also dropped. Fewer than one-in-ten (8%) 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, down 4 points from 2022. Again, this type of service may have been particularly appealing during the pandemic when people were trying to avoid spending time in public places.

While most (69%) of those who used this type of pick-up service say they would do so again, this is down 15 points from 2022. The main reason for using such a service again is “easy to use/convenient” (54% coded open-ends). Just over three-in-ten (31%) say they would not use this service again, up 15 points from 2022. The main reason for not using such a service again is “prefer to do it myself in-person” (27% coded open-ends). Caution should be used when interpreting these results due to small sample sizes.

Just over one-quarter are interested in an online account. Overall, 27% of Albertans say they would be ‘very interested’ 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 statistically consistent with 2022. Four-in-ten (40%) say they are not interested in such a service, citing a variety of reasons led by “prefer cash” (19%).

Executive Summary

THE OVERALL RETURN RATE (cont.)

There continues to be a lack of knowledge around the overall collection rate for beverage containers. The average guess is 57%, on par with 2022. Only 7% think the collection rate is more than 80%.

Perceptions of the actual collection rate are positive overall. When told that the actual collection rate in 2022 was 83%, more than six-in-ten (61%) say this is 'excellent', statistically similar to 2022.

Executive Summary

KEY OBSERVATIONS

1

Reported redemption has rebounded coming out of the COVID-19 pandemic. While the overall incidence of beverage container redemption hit an all-time low in 2022, this has improved this year, with reported redemption up significantly for several types of containers.

2

Albertans generally know which containers can be returned for a refund although awareness continues to be lower for some types of containers. Specifically, only a minority are aware that *juice cans*, *foil juice pouches*, *crystal beverage containers*, *bag-in-a-box wine* and *International Delight (non-dairy creamer)* can be returned for a refund, suggesting ongoing messaging on this issue may be of value.

3

More than one-third continue to bring unacceptable containers to the bottle depot, further underscoring the need for continued public education in this area. This includes ensuring depot employees are explaining why they cannot accept certain containers.

4

Awareness of the refundable deposit amount has grown but remains relatively low overall. While Albertans are more likely to know the refundable deposit amount for containers that are *one litre or less in size* than for containers that are *more than one litre in size*, there is room to grow awareness of the refundable deposit amount for both types of containers. One opportunity to grow awareness may be increased partnerships with retail stores, as only a minority of Albertans are currently able to recall seeing any information about the refundable deposit value at retail locations.

Executive Summary

KEY OBSERVATIONS (cont.)

5

Awareness of the Depot logo continues to grow.

6

The three main barriers to using bottle depots are lack of nearby options, lack of transportation and time-consuming. Ensuring depot locations are conveniently located, accessible and efficiently operated is important to encourage use of these facilities.

7

Overall satisfaction with bottle depots remains strong. Service highlights include accurate deposits, convenient locations, safety, customer service, waiting times and hours of operation. Opportunities for improvement include automation, cleanliness, overall appearance and computerized systems.

8

Expanding depot services beyond beverage containers continues to appeal to the majority of Albertans, while around one-quarter are interested in online accounts. Interest in pick-up services has declined, which may be at least partly explained by shifting needs coming out of the COVID-19 pandemic.

ENVIRONMENTAL ATTITUDES AND BEHAVIOURS

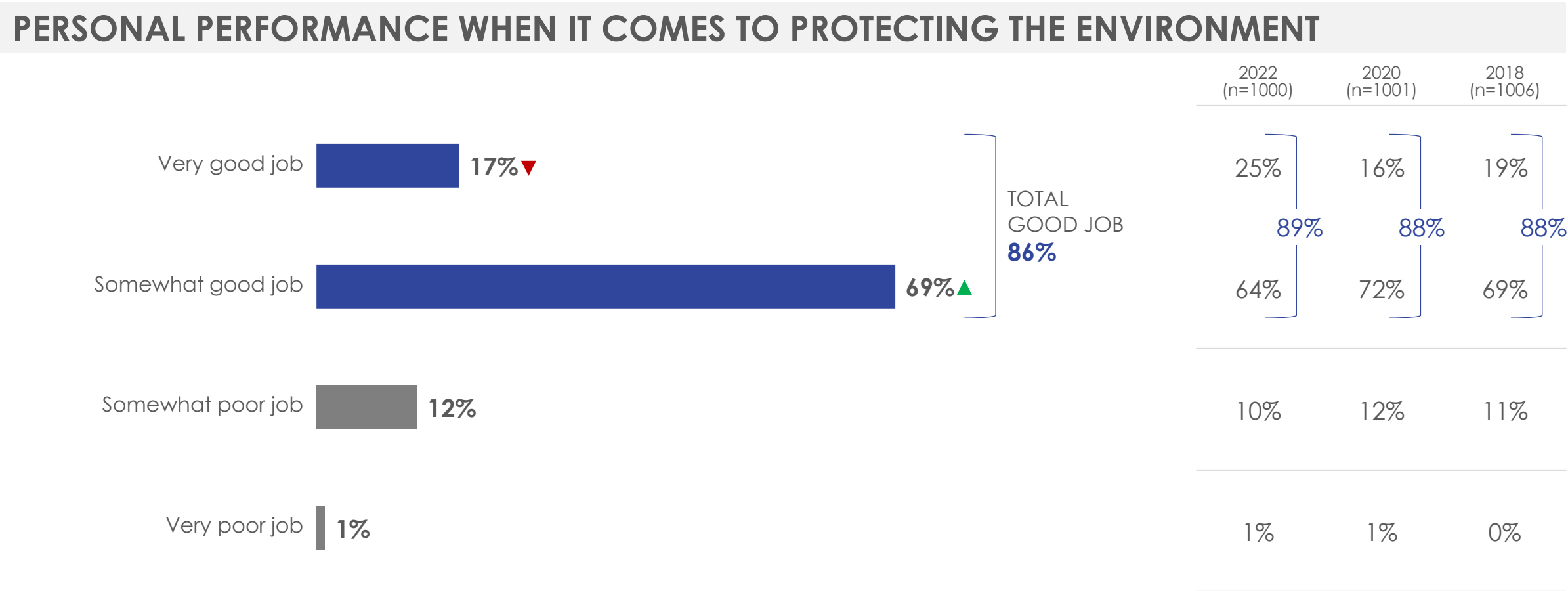


Personal Performance Protecting Environment

Albertans continue to feel they are doing a good job protecting the environment overall but recognize there is room for improvement. A total of 86% say they are personally doing a good job protecting the environment, on par with 2022. Of these, most (69%) describe their performance as 'somewhat good' rather than 'very good' (17%), acknowledging there is more they could be doing in this regard. The percentage saying 'very good job' has declined 8 percentage points after peaking in 2022.

- Older Albertans are more likely to say they are doing a good job protecting the environment (90% of 55+ years versus 84% of 35-54 years, 85% of 18-34 years).
- Perceptions are statistically similar among those who have/have not personally returned empty beverage containers to a bottle depot (88% versus 84%).

Personal Performance Protecting Environment



Base: All respondents (n=1002)
Q1. To begin, how would you rate your own personal performance when it comes to protecting the environment?

Perceived Impact of Environmental Behaviours

The proper disposal of hazardous materials is seen as having the most significant environmental benefit. Recycling empty beverage containers places second, unchanged from 2022. Nearly three-quarters (73%) of Albertans say *ensuring hazardous materials are not thrown down the drain or sewer (e.g., paint, pesticides, oil and chemicals)* has a 'significant' environmental benefit (e.g., rated as a 7 or a 6 on a 7-point scale where 7 equals 'a significant benefit to the environment' and 1 equals 'no benefit to the environment').

The next highest scoring activity is **recycling empty beverage containers**, with 65% of Albertans saying this has a 'significant' environmental benefit.

- Those who are more likely to say recycling empty beverage containers has a 'significant' environmental benefit include:
 - Older Albertans (71% of 55+ years versus 61% of 18-34 years, 63% of 35-54 years)
 - Those who have lived in Alberta for 5 years or less (73% versus 54% of 6-10 years, 61% of 11-20 years, 66% of more than 20 years)

Other activities that are deemed as having a 'significant' environmental benefit by a majority of Albertans are *recycling scrap electronics* (62%), *recycling newspapers, cardboard and other paper* (59%), *composting food and garden waste* (54%) and *making a conscious effort to reduce water consumption* (53%).

Fewer (less than half) attach environmental significance to *reducing electrical usage at home – for example, by turning off lights or unplugging electronics* (49%), *utilizing energy-efficient light bulbs* (49%), *reducing car use by using public transit, walking, biking or carpooling* (46%) and *utilizing solar power or other alternative means of producing energy* (46%).

Compared to 2022, the perceived environmental significance has statistically decreased for *reducing car use by using public transit, walking, biking or carpooling* (down 6 points), *composting food and garden waste* (down 5 points) and *utilizing solar power or other alternative means of producing energy* (down 5 points).

Perceived Impact of Environmental Behaviours

BENEFITS THE ENVIRONMENT

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

■ RATED 5

SIGNIFICANT BENEFIT (% RATING 6 + 7)

				2024 (n=1002)	2022 (n=1000)	2020 (n=1001)	2018 (n=1006)
Ensuring hazardous materials are not thrown down the drain or sewer (e.g. paint, pesticides, oil, chemicals)	73%	14%	87%	73%	73%	72%	76%
Recycling empty beverage containers	65%	17%	82%	65%	66%	60%	67%
Recycling scrap electronics	62%	18%	80%	62%	63%	56%	62%
Recycling newspapers, cardboard and other paper	59%	21%	80%	59%	61%	55%	65%
Making a conscious effort to reduce water consumption	53%	22%	75%	53%	55%	52%	59%
Composting food and garden waste	54%	20%	74%	54%▼	59%	49%	54%
Reducing electrical usage at home - for example, by turning off lights or unplugging electronics	49%	24%	73%	49%	53%	44%	52%
Utilizing energy-efficient light bulbs	49%	24%	73%	49%	52%	46%	52%
Reducing car use by using public transit, walking, biking or carpooling	46%	19%	65%	46%▼	52%	47%	54%
Utilizing solar power or other alternative means of producing energy	46%	19%	65%	46%▼	51%	48%	54%

Base: All respondents (n=1002)

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

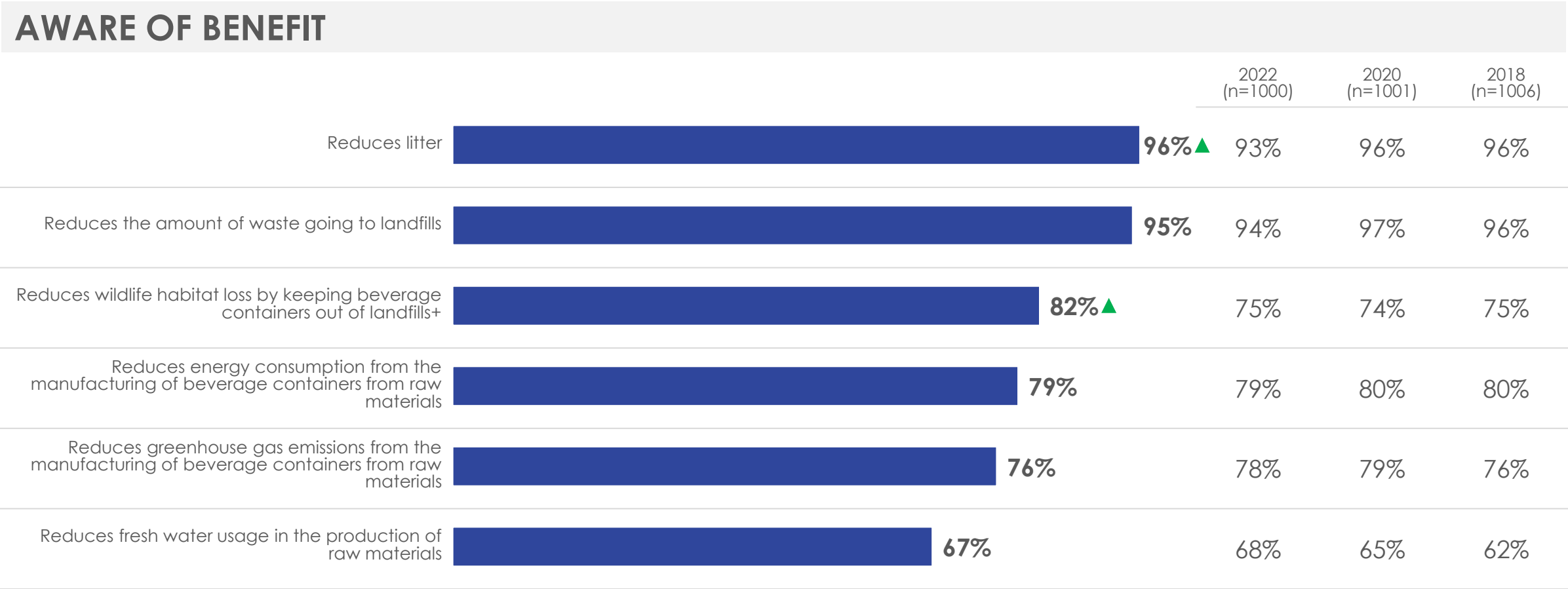
Albertans are generally aware of the environmental benefits of beverage container recycling although some benefits continue to be more widely recognized than others. Nearly all are aware that recycling beverage containers *reduces litter* (96%, up 3 points from 2022) and *reduces the amount of waste going to landfills* (95%). These two benefits have consistently placed above all others year-over-year.

Recognition of the impact on wildlife habitat loss is growing, with 82% aware that recycling beverage containers *reduces wildlife habitat loss by keeping beverage containers out of landfills*. This is up 7 points from 2022, although year-over-year comparisons should be interpreted with caution due to changes in question wording.

In comparison, slightly fewer are aware that recycling beverage containers *reduces energy consumption from the manufacturing of beverage containers from raw materials* (79%) and *reduces greenhouse gas emissions from the manufacturing of beverage containers from raw materials* (76%). The overall lowest level of awareness is for *reduces fresh water usage in the production of raw materials* (67%).

- Awareness of all three of the above benefits is higher among men than women.
 - *Reduces energy consumption from the manufacturing of beverage containers from raw materials* (83% versus 75%)
 - *Reduces greenhouse gas emissions from the manufacturing of beverage containers from raw materials* (83% versus 70%)
 - *Reduces fresh water usage in the production of raw materials* (71% versus 63%)

Awareness of Environmental Benefits



+ Wording updated in 2024.
Base: All respondents (n=1002)
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

Reducing litter is seen as the most important reason for recycling beverage containers, followed by reducing landfill waste and wildlife habitat loss.

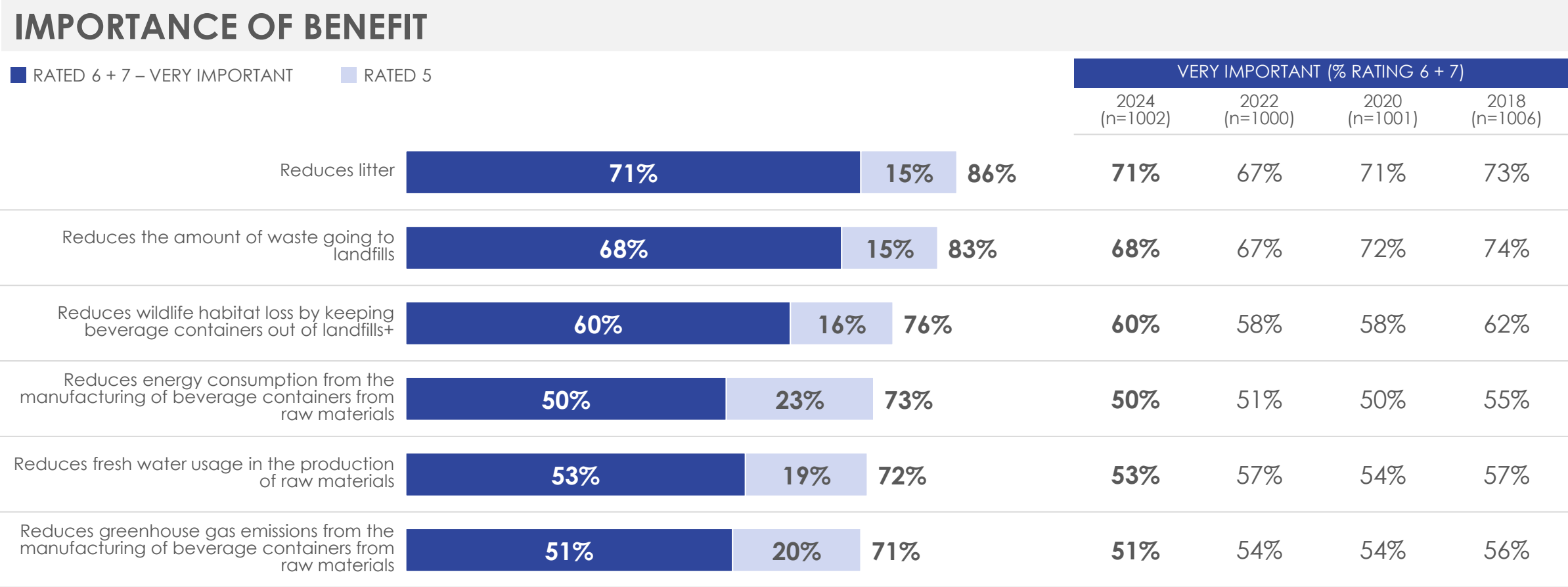
Overall, 71% of Albertans say *reduces litter* is a 'very important' reason (e.g., rated as a 7 or a 6 on a 7-point scale where 7 equals 'very important' and 1 equals 'not at all important') for recycling beverage containers. Other 'very important' reasons include *reduces the amount of waste going to landfills* (68%) and *reduces wildlife habitat loss by keeping beverage containers out of landfills* (60%).

Approximately half are motivated by *reduces fresh water usage in the production of raw materials* (53%), *reduces greenhouse gas emissions from the manufacturing of beverage containers from raw materials* (51%) and *reduces energy consumption from the manufacturing of beverage containers from raw materials* (50%).

This year's results are statistically similar to 2022.

Older Albertans (55+ years of age) and women are generally more likely to acknowledge the importance of these environmental benefits.

Importance of Environmental Benefits



+ Wording updated in 2024.
Base: All respondents (n=1002)
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

Aluminum/metal cans and plastic bottles have the highest purchase incidence of all types of beverage containers. In the past six months, 81% of Albertans say they have purchased *aluminum or metal cans – juice, soft drink or water* and 74% say they have purchased *plastic bottles – juice, soft drink or water*. The next highest purchase incidence is seen for *milk cartons – refrigerated* (70%) and *milk jugs* (67%), followed by *wine bottles* (56%) and *beer – bottles or cans* (50%). All other types of beverage containers have been purchased by fewer than half of Albertans in the past six months.

The shifts in beverage container purchasing noted in 2022 have been largely maintained this year. The 2022 survey saw a number of notable changes in the types of beverage containers that Albertans are purchasing, with the COVID-19 pandemic and changing preferences both suggested as possible contributing factors. This year's results show no significant change for many of these items, pointing to sustained changes in purchasing behaviour. Exceptions to this have been highlighted in the paragraph below.

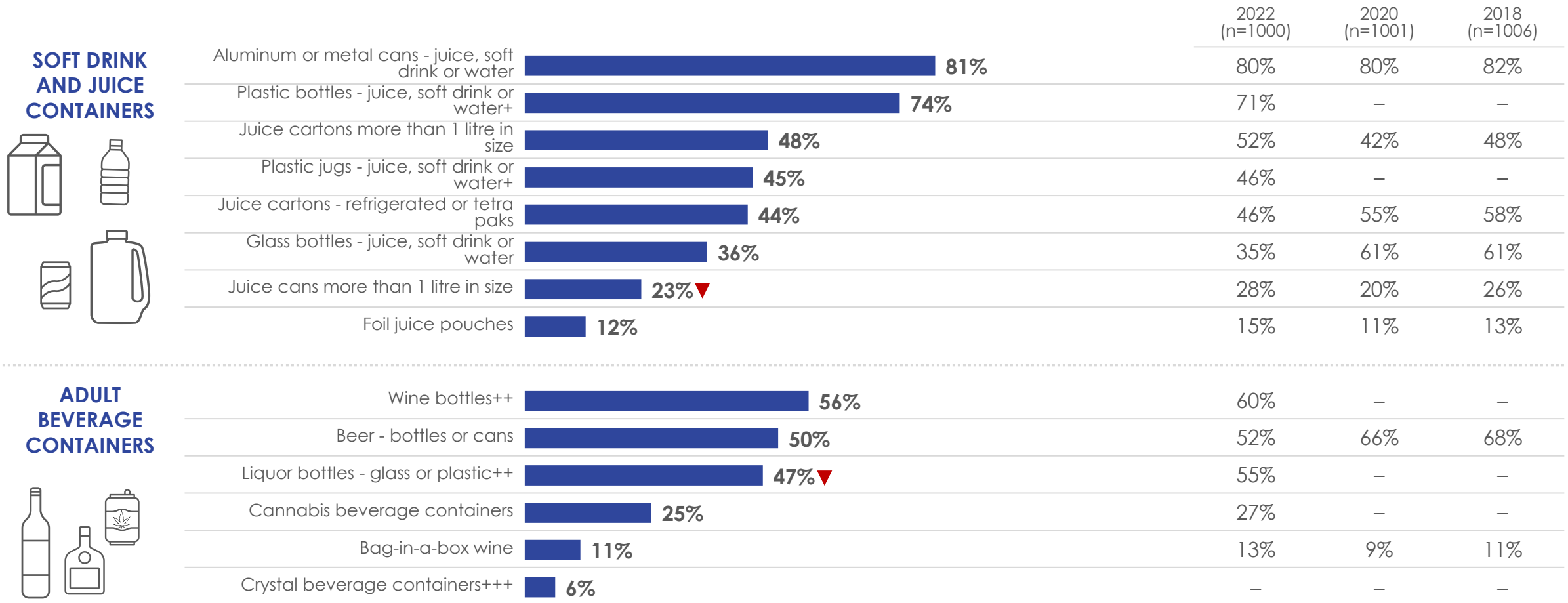
The purchase incidence of several types of beverage containers has dropped this year. Compared to 2022, statistically fewer Albertans this year say they purchased each of the following types of beverage containers in the past six months:

- *Liquor bottles – glass or plastic* (47%, down 8 points)
- *Juice cans more than 1 litre in size* (23%, down 5 points – a reversal of trends noted in 2022)
- *Milk tetra paks* (16%, down 5 points – a reversal of trends noted in 2022)
- *Liquid cream cartons* (43%, down 5 points – this is the second consecutive quarter where purchase incidence has declined)
- *Liquid meal replacements – bottles or cans* (12%, down 4 points)
- *Ceramic containers* (11%, down 4 points)

There are no types of beverage containers where purchase incidence has increased this year as compared to 2022.

Household Purchases of Beverage Containers

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



+ Plastic bottles and plastic jugs were combined prior to 2022.

++ Wine bottles and liquor bottles were combined prior to 2022.

+++ Crystal beverage containers – new item in 2024.

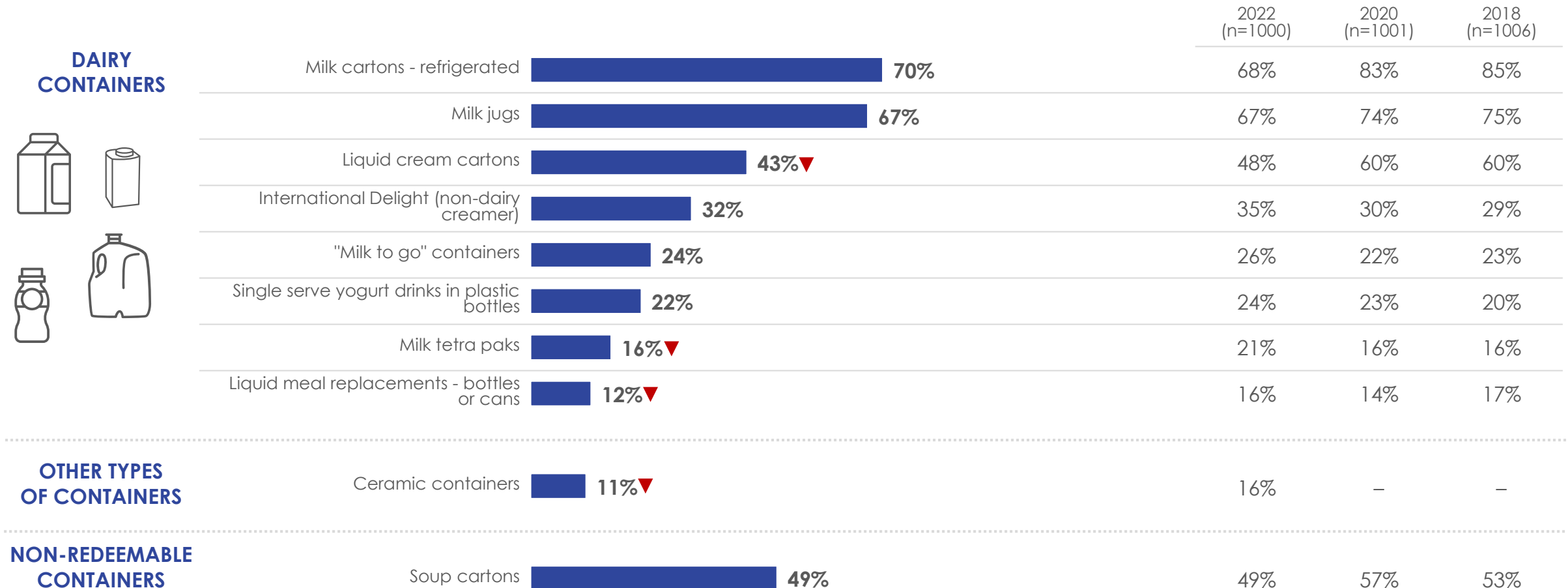
Base: All respondents (n=1002)

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=1002)

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

Most are aware of the types of soft drink and juice containers that can be returned to a bottle depot for a refund – notable exceptions are juice cans and foil juice pouches. A strong majority of Albertans say the following types of empty soft drink and juice containers can be returned to a bottle depot for a refund:

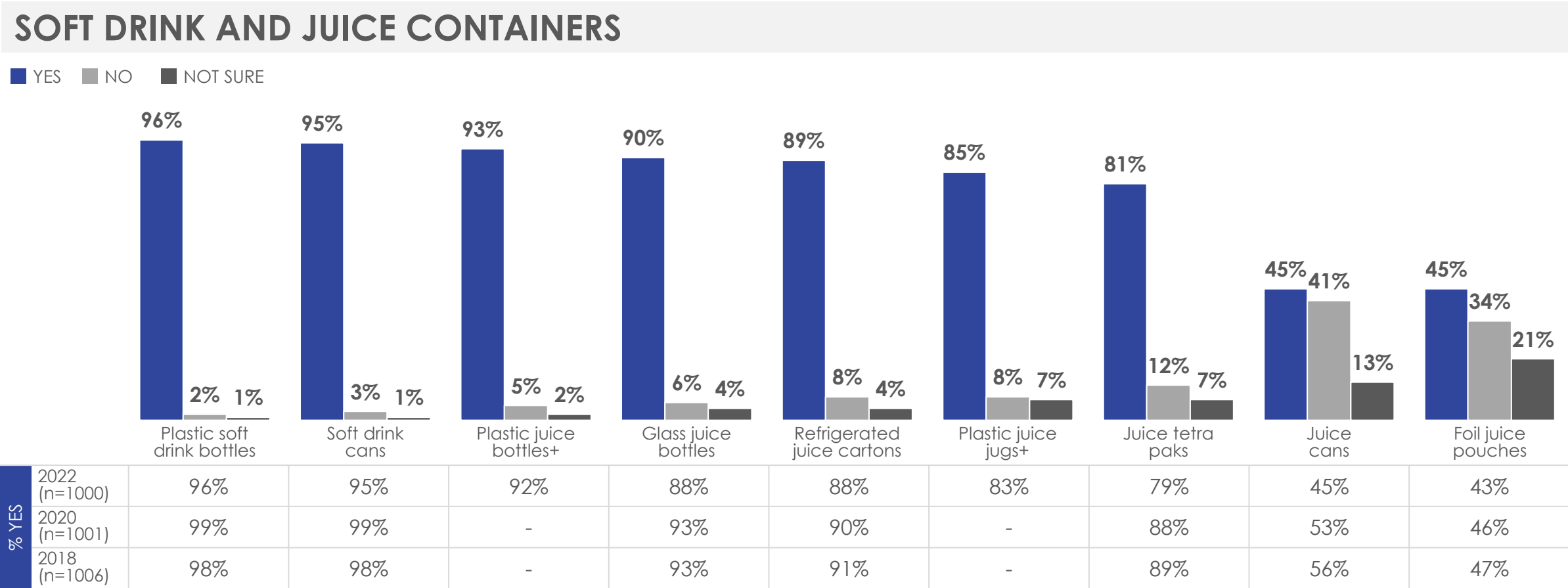
- Plastic soft drink bottles (96%)
- Soft drink cans (95%)
- Plastic juice bottles (93%)
- Glass juice bottles (90%)
- Juice cartons from the refrigerated section of the store (89%)
- Plastic juice jugs (85%)
- Juice tetra paks (81%)

Fewer than half are aware that *juice cans* (45%) and *foil juice pouches* (45%) can be returned for a refund.

Awareness of the types of soft drink and juice containers that are refundable dipped in 2022. While small increases are seen for some items this year, these differences are not statistically significant.

Awareness is generally higher among those who are 35+ years of age and those who have lived in Alberta for more than 10 years.

Awareness of Refundable Beverage Containers



+ Plastic juice bottles and plastic juice jugs were combined in previous years.
Base: All respondents (n=1002)
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

Awareness of refundable water and adult beverage containers is generally high – notable exceptions are crystal beverage containers and bag-in-a-box wine. Most Albertans are aware that the following types of water and adult beverage containers can be returned to a bottle depot for a refund:

- *Beer bottles (95%)*
- *Beer cans (95%)*
- *Plastic water bottles (95%)*
- *Liquor bottles (glass or plastic) (92%)*
- *Wine bottles (92%)*
- *Cannabis drink cans (87%)*

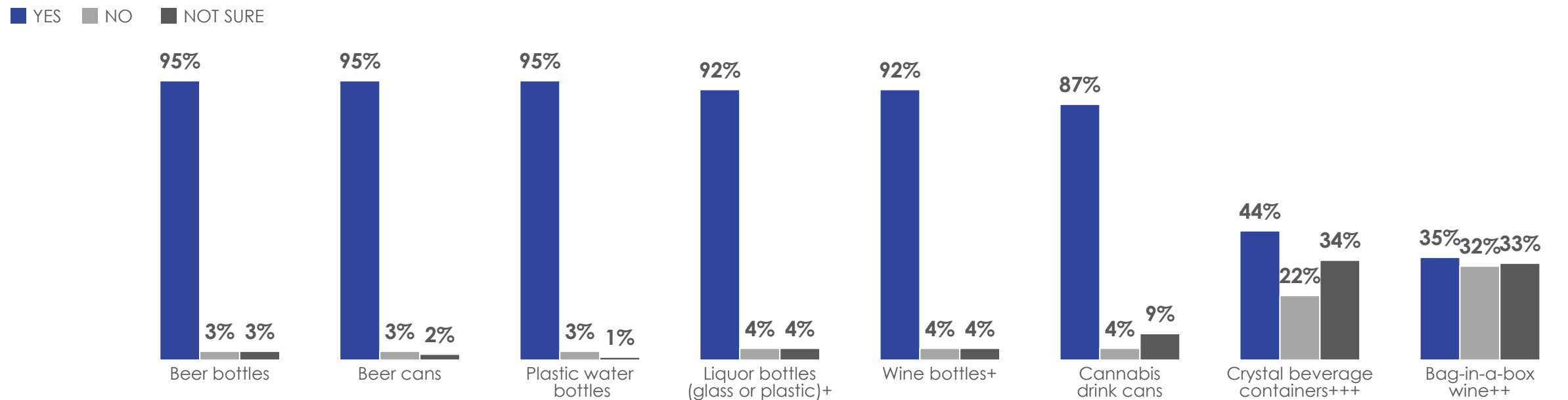
Fewer than half are aware that *crystal beverage containers (44%)* and *bag-in-a-box wine (35%)* can be returned for a refund.

This year's results are statistically consistent with 2022.

Awareness tends to be higher among those who are 35+ years of age and those who have lived in Alberta for more than 20 years.

Awareness of Refundable Beverage Containers

WATER AND ADULT BEVERAGE CONTAINERS



% YES	2022 (n=1000)	94%	94%	95%	92%	92%	86%	-	37%
	2020 (n=1001)	98%	98%	96%	-	-	-	-	31%
	2018 (n=1006)	98%	99%	97%	-	-	-	-	35%

+ Wine bottles and liquor bottles were combined in previous years.
++Prior to 2016 – Bag-in-a-box wine or juice.
+++ Crystal beverage containers – new item in 2024.
Base: All respondents (n=1002)
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 – highest for milk jugs, lowest for International Delight. Nearly all (94%) Albertans are aware that *milk jugs* can be returned to a bottle depot for a refund.

Relatively high levels of awareness are also seen for:

- *Milk cartons from the refrigerated section of the store* (87%)
- *“Milk to go” containers* (86%)
- *Milk tetra paks* (76%)
- *Cartons of liquid cream* (73%)

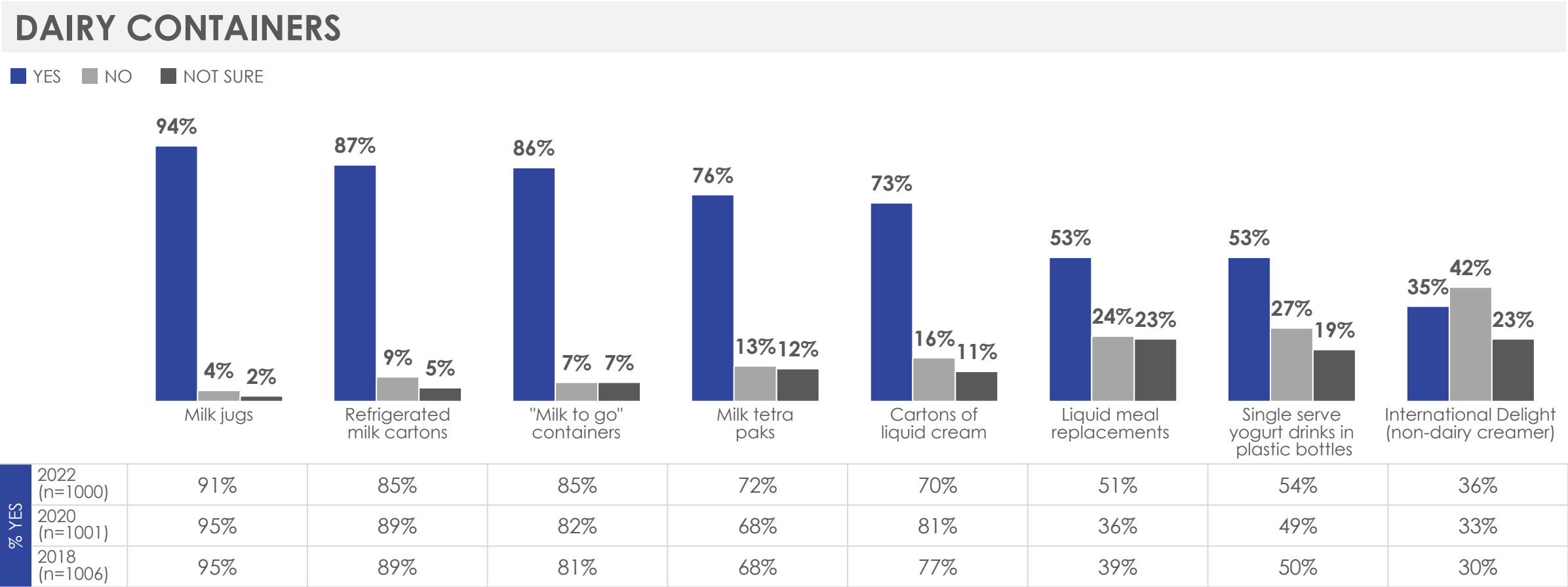
Fewer (but still a majority) are aware that *liquid meal replacements in plastic bottles or metal cans* (53%) and *single serve yogurt drinks in plastic bottles* (53%) and can be returned for a refund.

Only a minority (35%) are aware that *International Delight (non-dairy creamer)* can be returned for a refund.

This year's results are statistically consistent with 2022.

Awareness is generally higher among those who are 35+ years of age and those who have lived in Alberta for more than 10 years.

Awareness of Refundable Beverage Containers



Base: All respondents (n=1002)
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

Other Types of Containers and Non-Redeemable Containers

Most are aware that ceramic containers are eligible for a refund. Overall, 62% of Albertans are aware that *ceramic containers* can be returned to a bottle depot for a refund, on par with 2022.

The majority of Albertans are aware that cooking oil bottles, plastic windshield wiper fluid containers and soup cartons cannot be returned to a bottle depot for a refund. More than seven-in-ten correctly say that *cooking oil bottles* (73%) and *plastic windshield wiper fluid containers* (71%) are ineligible for a refund. The percentage saying these items can be returned has dropped this year as compared to 2022.

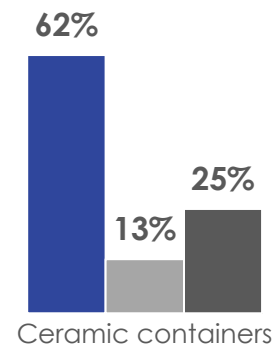
- 10% say *plastic windshield wiper fluid containers* can be returned, down 4 points
- 11% say *cooking oil bottles* can be returned, down 3 points

A total of 61% say *soup cartons* cannot be returned to a bottle depot for a refund, on par with 2022. One-quarter (25%) continue to believe these are eligible for a refund.

Awareness of Refundable Beverage Containers

OTHER TYPES OF CONTAINERS

■ YES
■ NO
■ NOT SURE



% YES	2022 (n=1000)	59%
	2020 (n=1001)	-
	2018 (n=1006)	-

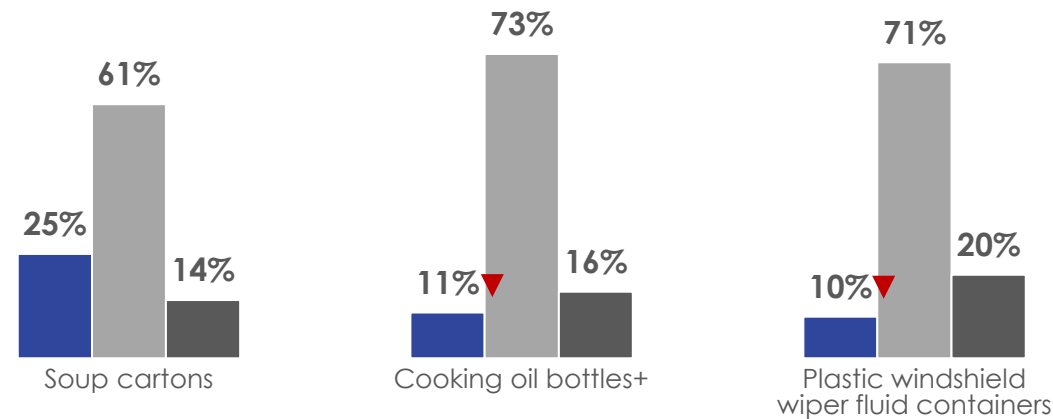
+ Prior to 2022, question asked about olive oil bottles.

Base: All respondents (n=1002)

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	2022 (n=1000)	27%	14%	14%
	2020 (n=1001)	24%	16%	8%
	2018 (n=1006)	26%	17%	9%

▲
▼
 Significantly higher / lower than 2022.

Incidence of Beverage Container Recycling and Redemption by Type of Container

Most of those who purchase 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 exceeds the 80% mark for all eligible categories, ranging from a high of 97% for *plastic bottles – juice, soft drink or water, liquor bottles – glass or plastic, beer – bottles or cans and wine bottles* to a low of 82% for *juice cans more than one litre in size*.

The reported incidence of redemption varies by type of beverage container. Juice cans more than 1 litre in size are the least likely to be redeemed overall. Most types of beverage containers are returned for redemption by the majority of past six-month purchasers, with the highest rate of redemption reported for *liquor bottles – glass or plastic* (89%). Conversely, less than half (41%) say they have returned *juice cans more than 1 litre in size* for a refund in the past six months. Other types of containers that are less likely to be returned are *bag-in-a-box wine* (57%) and *International Delight (non-dairy creamer)* (59%). It is also of note that non-redeemable *soup cartons* continue to be returned by more than two-in-ten (21%) past six-month purchasers.

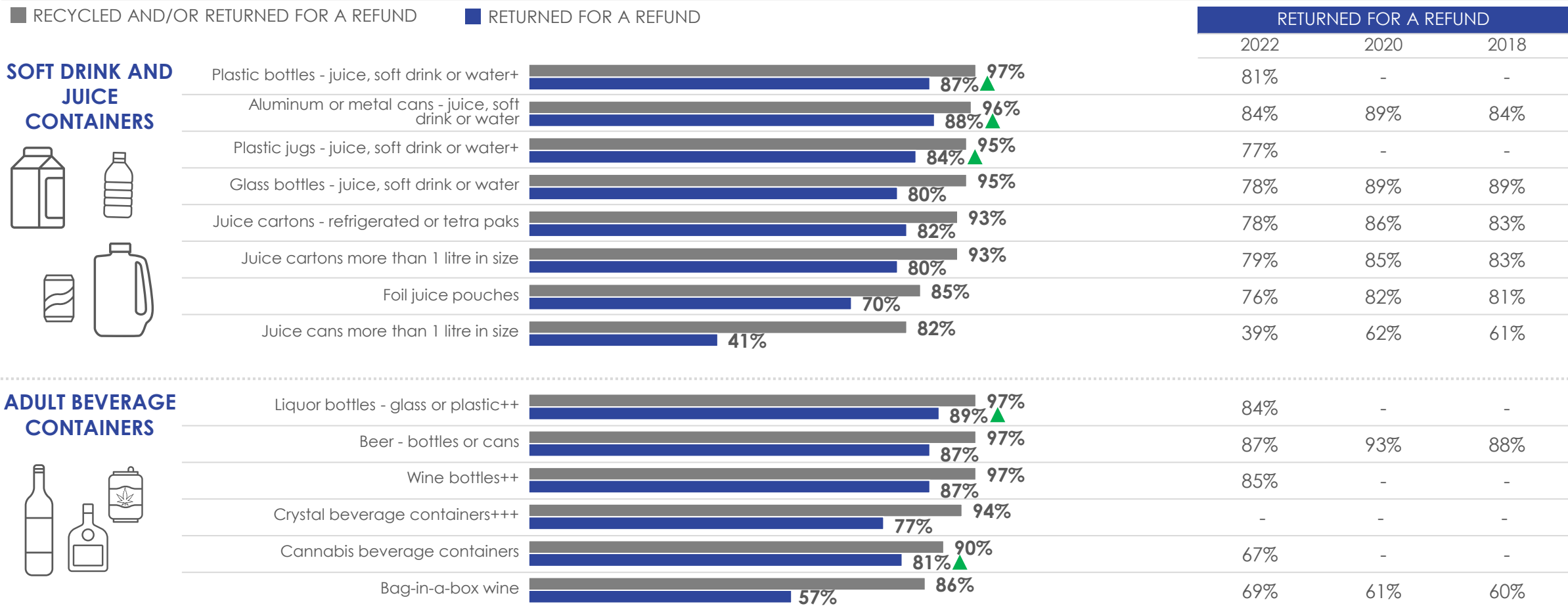
Redemption has rebounded coming out of the pandemic. The 2022 survey was conducted in the midst of the COVID-19 pandemic and saw drops in redemption across all categories of eligible containers which were suggested to be at least partly attributable to public health measures and restrictions. With the pandemic now behind us, reported redemption is up statistically for several types of containers, including:

- *Liquid meal replacements – bottles or cans* (76%, up 17 points)
- *Cannabis beverage containers* (81%, up 14 points)
- *International Delight (non-dairy creamer)* (59%, up 9 points)
- *Plastic jugs – juice, soft drink or water* (84%, up 7 points)
- *Plastic bottles – juice, soft drink or water* (87%, up 6 points)
- *Liquor bottles – glass or plastic* (89%, up 5 points)
- *Aluminum or metal cans – juice, soft drink or water* (88%, up 4 points)

Those who are 55+ years of age tend to be more likely to return redeemable beverage containers for a refund.

Incidence of Beverage Container Recycling and Redemption by Type of Container

PAST 6 MONTHS



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

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

+++ Crystal beverage containers – new item in 2024.

* Small base size for crystal beverage containers (<50), interpret with caution.

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?

43 – © Ipsos

(cont.)

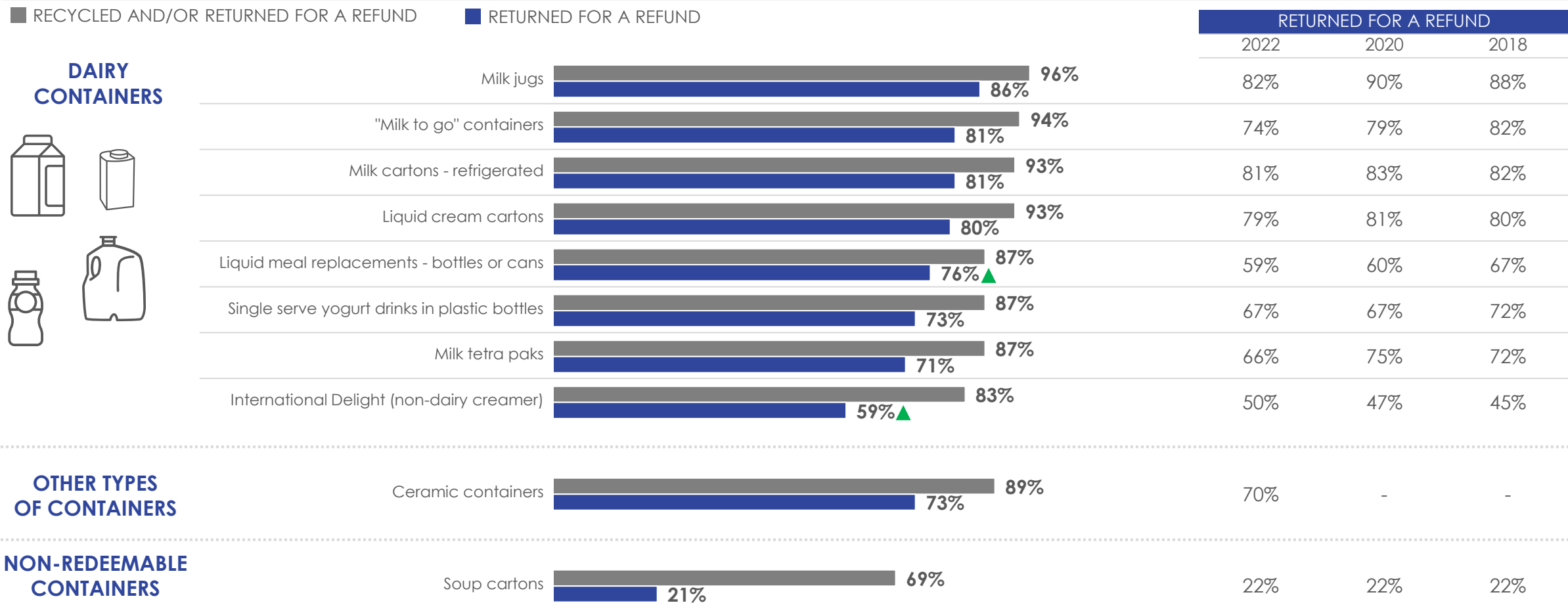
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Significantly higher / lower than 2022.

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

PAST 6 MONTHS



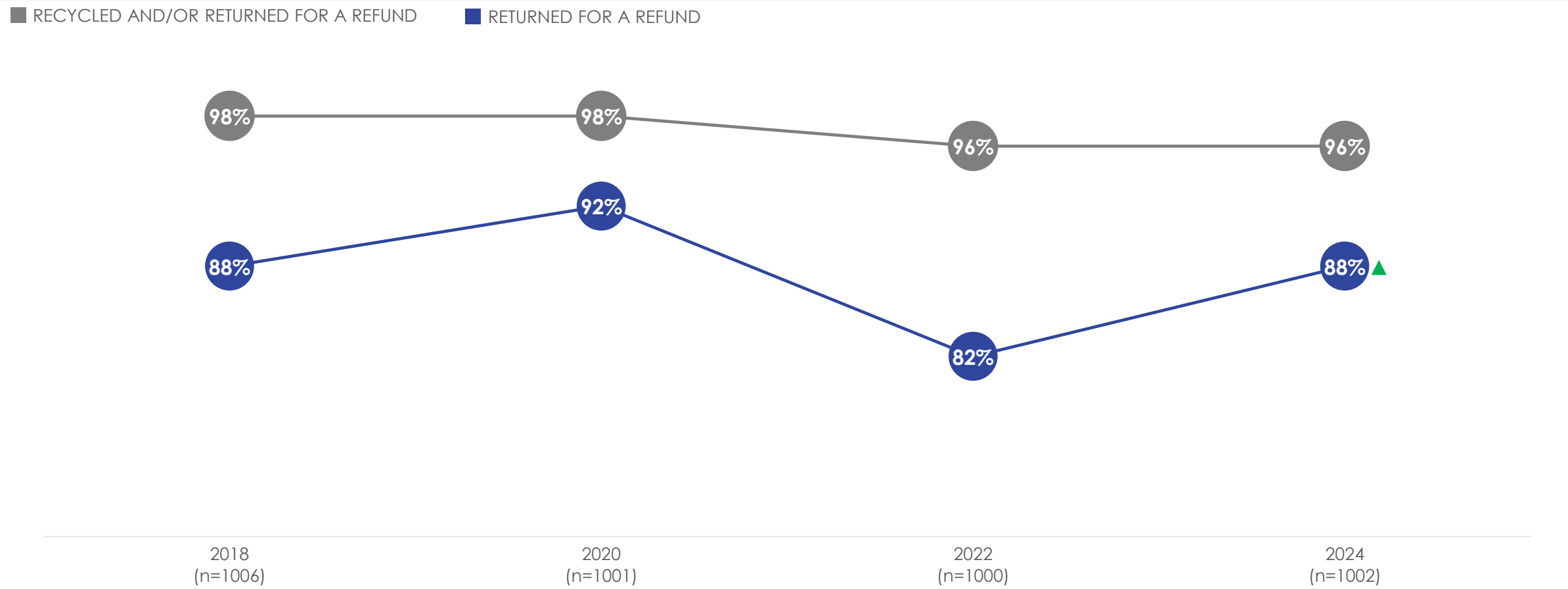
Overall Incidence of Beverage Container Recycling and Redemption

Reported recycling and/or redemption of beverage containers is stable and strong. The percentage saying they have returned for a refund has rebounded from a pandemic low. Overall, 96% of Albertans say they have recycled and/or returned beverage containers for a refund in the past six months, unchanged from 2022. Reported redemption fell during the pandemic but has increased 6 points this year to currently sit at 88%.

- Reported redemption is higher among:
 - Those living in Smaller Cities North (96% versus 85% of City of Calgary, 87% of City of Edmonton, 87% of Rural North, 89% of Rural South, 92% of Smaller Cities South)
 - Older Albertans (93% of 55+ years versus 83% of 18-34 years, 88% of 35-54 years)
 - Those with household incomes of \$60K+ (includes 91% of \$60K-<\$100K and 90% of \$100K+ versus 82% of <\$40K, 88% of \$40K-<\$60K)
 - Those living in lower density housing types (includes 91% of detached houses, 89% of townhouses/rowhouses and 86% of duplexes/triplexes/fourplexes versus 77% of multi-residence buildings)
 - Homeowners (90% versus 85% of renters)
 - Those who own a vehicle (92% versus 66% of those without access to a vehicle, 78% of those with access to a vehicle)
 - Those who have lived in Alberta for more than 5 years (includes 91% of 6-10 years, 90% of 11-20 years and 89% of more than 20 years versus 79% of 5 years or less)

Overall Incidence of Beverage Container Recycling and Redemption

PAST 6 MONTHS



Base: All respondents (n=1002)
Q5a. Has your household recycled or returned these for a refund in the past 6 months?

Tracking Behaviours with Empty Beverage Containers

The percentage saying they most often return soft drink and juice containers for a refund holds steady. Among past six-month purchasers, the percentage saying they most often return various types of soft drink and juice containers to a bottle depot for a refund stands at 83% for *aluminum or metal cans – juice, soft drink or water*, 81% for *plastic bottles – juice, soft drink or water*, 77% for *plastic jugs – juice, soft drink or water*, 77% for *juice cartons – refrigerated or tetra paks*, 74% for *juice cartons more than 1 litre in size*, 73% for *glass bottles – juice, soft drink or water* and 61% for *foil juice pouches*. Significantly fewer (32%) say they most often return *juice cans more than 1 litre in size*. This year's results are on par with 2022.

More say they are returning cannabis beverage containers most often. The percentage of past six-month purchasers saying they most often return various types of adult beverage containers to a bottle depot for a refund stands at 84% for *liquor bottles – glass or plastic*, 83% for *wine bottles*, 82% for *beer – bottles or cans*, 75% for *cannabis beverage containers*, 69% for *crystal beverage containers* and 53% for *bag-in-a-box wine*. The percentage saying they most often return *cannabis beverage containers* is up 12 points from 2022.

International Delight also sees an increase in the percentage saying they return these most often. The percentage of past six-month purchasers saying they most often return various types of dairy containers to a bottle depot for a refund stands at 81% for *milk jugs*, 77% for *milk cartons – refrigerated*, 76% for *liquid cream containers*, 75% for *“milk to go” containers*, 69% for *single serve yogurt drinks in plastic bottles*, 65% for *liquid meal replacements – bottles or cans*, 65% for *milk tetra paks* and 53% for *International Delight (non-dairy creamer)*. The percentage saying they most often return *International Delight (non-dairy creamer)* is up 9 points this year.

Most continue to say they redeem ceramic containers most often. More than six-in-ten (64%) of those who purchased ceramic containers in the past six months say they most often return them to a bottle depot for a refund, on par with 2022.

A handful continue to try and return non-redeemable soup cartons to bottle depots. Overall, 15% of those who purchased soup cartons in the past six months say they most often return them to a bottle depot for a refund, statistically unchanged from 2022.

Tracking Behaviours with Empty Beverage Containers

SOFT DRINK AND JUICE CONTAINERS

	PLASTIC BOTTLES – JUICE, SOFT DRINK OR WATER+		ALUMINUM OR METAL CANS – JUICE, SOFT DRINK OR WATER		PLASTIC JUGS – JUICE, SOFT DRINK OR WATER+		GLASS BOTTLES – JUICE, SOFT DRINK OR WATER	
	2024 (n=737)	2022 (n=700)	2024 (n=803)	2022 (n=784)	2024 (n=441)	2022 (n=416)	2024 (n=336)	2022 (n=326)
Return to a bottle depot for a refund	81%	77%	83%	80%	77%	71%	73%	74%
Recycle via a blue box/blue cart or curb side recycling	7%	6%	5%	6%	7%	11%	10%	9%
Recycle via recycling bins in public areas	2%▼	5%	1%	2%	3%	5%	1%▼	6%
Recycle via municipal sorting stations	2%	1%	1%	1%	1%	1%	5%	2%
Donate to a charity	2%	3%	3%	3%	2%	2%	2%	2%
Leave for bottle collectors	1%	1%	1%	2%	1%	1%	1%	1%
Dispose of it in the garbage	3%	4%	3%	3%	3%	4%	5%	4%
Don't know	2%	3%	2%	3%	4%	5%	3%	3%

(cont.)

+ 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 – REFRIGERATED OR TETRA PAKS		JUICE CARTONS MORE THAN 1 LITRE IN SIZE		FOIL JUICE POUCHES		JUICE CANS MORE THAN 1 LITRE IN SIZE	
	2024 (n=447)	2022 (n=455)	2024 (n=474)	2022 (n=483)	2024 (n=117)	2022 (n=125)	2024 (n=226)	2022 (n=255)
Return to a bottle depot for a refund	77%	75%	74%	75%	61%	66%	32%	32%
Recycle via a blue box/blue cart or curb side recycling	8%	9%	9%	9%	6%	8%	31%	27%
Recycle via recycling bins in public areas	1%	2%	1%	3%	3%	3%	4%	8%
Recycle via municipal sorting stations	1%	2%	1%	1%	2%	1%	7%	6%
Donate to a charity	2%	1%	3%	1%	3%	2%	1%	2%
Leave for bottle collectors	1%	2%	1%	1%	1%	2%	1%	1%
Dispose of it in the garbage	6%	5%	7%	5%	15%	9%	18%	14%
Don't know	4%	4%	3%	5%	8%	9%	6%	11%

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

	LIQUOR BOTTLES – GLASS OR PLASTIC+		BEER – BOTTLES OR CANS		WINE BOTTLES+		CRYSTAL BEVERAGE CONTAINERS++		CANNABIS BEVERAGE CONTAINERS		BAG-IN-A-BOX WINE	
	2024 (n=486)	2022 (n=528)	2024 (n=490)	2022 (n=507)	2024 (n=568)	2022 (n=589)	2024 (n=48)*	2022 (n=n/a)	2024 (n=258)	2022 (n=256)	2024 (n=106)	2022 (n=127)
Return to a bottle depot for a refund	84%	80%	82%	82%	83%	80%	69%	-	75%▲	63%	53%	62%
Recycle via a blue box/blue cart or curb side recycling	5%	6%	5%	6%	5%	7%	8%	-	8%	9%	12%	16%
Recycle via recycling bins in public areas	1%	2%	1%	2%	2%	1%	4%	-	0%▼	6%	4%	3%
Recycle via municipal sorting stations	1%	1%	2%▲	0%	1%	1%	0%	-	2%	2%	6%	2%
Donate to a charity	3%	3%	3%	2%	3%	3%	0%	-	2%	2%	4%	4%
Leave for bottle collectors	2%	2%	1%	2%	1%	2%	5%	-	1%	1%	1%	0%
Dispose of it in the garbage	2%	3%	3%	2%	2%	2%	9%	-	6%	9%	15%▲	6%
Don't know	3%	3%	3%	3%	3%	3%	5%	-	7%	8%	5%	7%

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

++ Crystal beverage containers – new item in 2024.

* Small base size (<50), 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 JUGS		"MILK TO GO" CONTAINERS		MILK CARTONS – REFRIGERATED		LIQUID CREAM CARTONS	
	2024 (n=686)	2022 (n=665)	2024 (n=239)	2022 (n=230)	2024 (n=709)	2022 (n=692)	2024 (n=458)	2022 (n=487)
Return to a bottle depot for a refund	81%	78%	75%	67%	77%	77%	76%	76%
Recycle via a blue box/blue cart or curb side recycling	7%	8%	7%	9%	9%	10%	10%	11%
Recycle via recycling bins in public areas	3%	3%	3%	6%	2%	1%	1%	2%
Recycle via municipal sorting stations	1%	1%	2%	4%	2%	1%	1%	1%
Donate to a charity	2%	3%	4%	1%	2%	3%	2%	2%
Leave for bottle collectors	1%	1%	1%	0%	1%	1%	2%	1%
Dispose of it in the garbage	2%	3%	4%	8%	5%	5%	5%	4%
Don't know	3%	4%	3%	5%	3%	3%	4%	3%

(cont.)

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.)

	LIQUID MEAL REPLACEMENTS – BOTTLES OR CANS		SINGLE SERVE YOGURT DRINKS IN PLASTIC BOTTLES		MILK TETRA PAKS		INTERNATIONAL DELIGHT (NON-DAIRY CREAMER)	
	2024 (n=118)	2022 (n=136)	2024 (n=213)	2022 (n=203)	2024 (n=157)	2022 (n=187)	2024 (n=320)	2022 (n=329)
Return to a bottle depot for a refund	65%	52%	69%	62%	65%	60%	53%▲	44%
Recycle via a blue box/blue cart or curb side recycling	9%	11%	12%	10%	9%	12%	22%	24%
Recycle via recycling bins in public areas	3%	10%	1%	9%	4%	8%	3%	5%
Recycle via municipal sorting stations	2%	1%	2%	4%	2%	1%	2%	2%
Donate to a charity	3%	2%	0%	2%	2%	3%	0%	2%
Leave for bottle collectors	2%	5%	2%	0%	1%	3%	1%	1%
Dispose of it in the garbage	12%	11%	8%	6%	8%	8%	14%	11%
Don't know	4%	8%	6%	7%	8%	5%	5%	9%

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	
	2024 (n=112)	2022 (n=146)
Return to a bottle depot for a refund	64%	61%
Recycle via a blue box/blue cart or curb side recycling	11%	8%
Recycle via recycling bins in public areas	3%	4%
Recycle via municipal sorting stations	0%	2%
Donate to a charity	4%	4%
Leave for bottle collectors	2%	2%
Dispose of it in the garbage	9%	12%
Don't know	8%	7%

NON-REDEEMABLE CONTAINERS

	SOUP CARTONS	
	2024 (n=496)	2022 (n=498)
Return to a bottle depot for a refund	15%	16%
Recycle via a blue box/blue cart or curb side recycling	43%	45%
Recycle via recycling bins in public areas	3%	4%
Recycle via municipal sorting stations	4%	4%
Donate to a charity	1%	1%
Leave for bottle collectors	1%	2%
Dispose of it in the garbage	27%▲	20%
Don't know	7%	8%

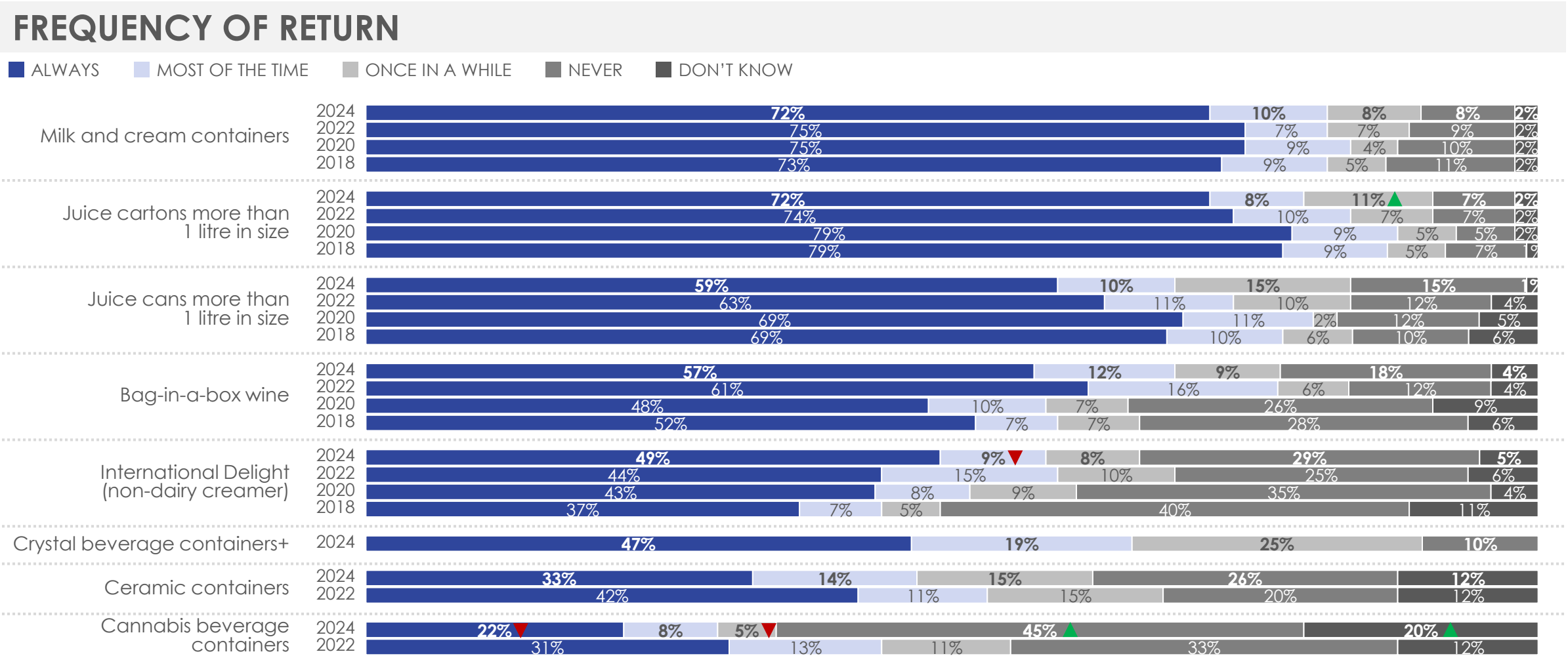
Base: Purchased in the past 6 months (n=varies)
 Q5b. What does your household do with this type of empty beverage container **most often**?

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 substantially lower for cannabis beverage containers and ceramic containers. The frequency of returning cannabis beverage containers is down this year. Among Albertans who have purchased each item in the past six months, at least eight-in-ten say they redeem *milk and cream containers* (82%) and *juice cartons more than one litre in size* (80%) 'always' or 'most of the time'. This drops to 69% for *juice cans more than one litre in size*, 69% for *bag-in-a-box wine*, 66% for *crystal beverage containers* and 58% for *International Delight (non-dairy creamer)*. Fewer than half say they redeem *cannabis beverage containers* (30%) and *ceramic containers* (47%) 'always' or 'most of the time'. The percentage saying they redeem *cannabis beverage containers* 'always' or 'most of the time' is down 14 points this year as compared to 2022.

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)* (65%) and *ceramic containers* (62%). 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' (38%).

Frequency of Returning Lower Return Rate Containers



+ Crystal beverage containers – new item in 2024.
* Small base size for crystal beverage containers (<50), interpret with caution.
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)		CRYSTAL BEVERAGE CONTAINERS+	CERAMIC CONTAINERS		CANNABIS BEVERAGE CONTAINERS	
	2024 (n=142)	2022 (n=122)	2024 (n=77)*	2022 (n=55)*	2024 (n=57)*	2022 (n=54)*	2024 (n=31)**	2022 (n=24)**	2024 (n=118)	2022 (n=114)	2024 (n=14)**	2024 (n=43)**	2022 (n=48)**	2024 (n=129)	2022 (n=111)
Didn't know you could return them to a bottle depot for a refund	33%	40%	31%	37%	41%	29%	44%	60%	65%	67%	34%	62%	58%	28%	26%
Recycle them through blue box/municipal programs/bottle drives, etc. instead	27%	19%	20%	16%	22%	14%	12%	11%	15% ▲	6%	33%	5%	6%	11%	7%
Too much trouble/don't want to bother	12%	15%	17%	14%	13%	17%	17%	0%	5%	7%	7%	9%	9%	4%	11%
Too time consuming	8%	4%	7%	6%	4%	1%	4%	10%	3%	5%	12%	6%	9%	1%	4%
Bottle depot is too far away	6%	11%	10%	13%	8%	14%	0%	11%	3%	8%	10%	8%	11%	2% ▼	8%
Donate to charity	2%	2%	1%	0%	0%	3%	0%	0%	0%	0%	0%	2%	0%	0%	1%
Do not buy/do not buy very often	2%	0%	6%	3%	2%	8%	6%	2%	0%	2%	0%	4%	5%	38%	32%
Leave them for bottle collectors	1%	2%	0%	1%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Bottle depot doesn't accept them	1%	1%	2%	0%	0%	1%	6%	0%	3%	2%	0%	0%	0%	0%	0%
No refund provided (at our bottle depot)	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	2%	7%	4%	12%	4%	15%	0%	2%	4%	6%	5%	0%	5%	1%	35%
Don't know	5%	4%	3%	2%	6%	9%	11%	6%	3%	0%	0%	4%	2%	16%	9%

+ Crystal beverage containers – new item in 2024.

* Small base size (<50), interpret with 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

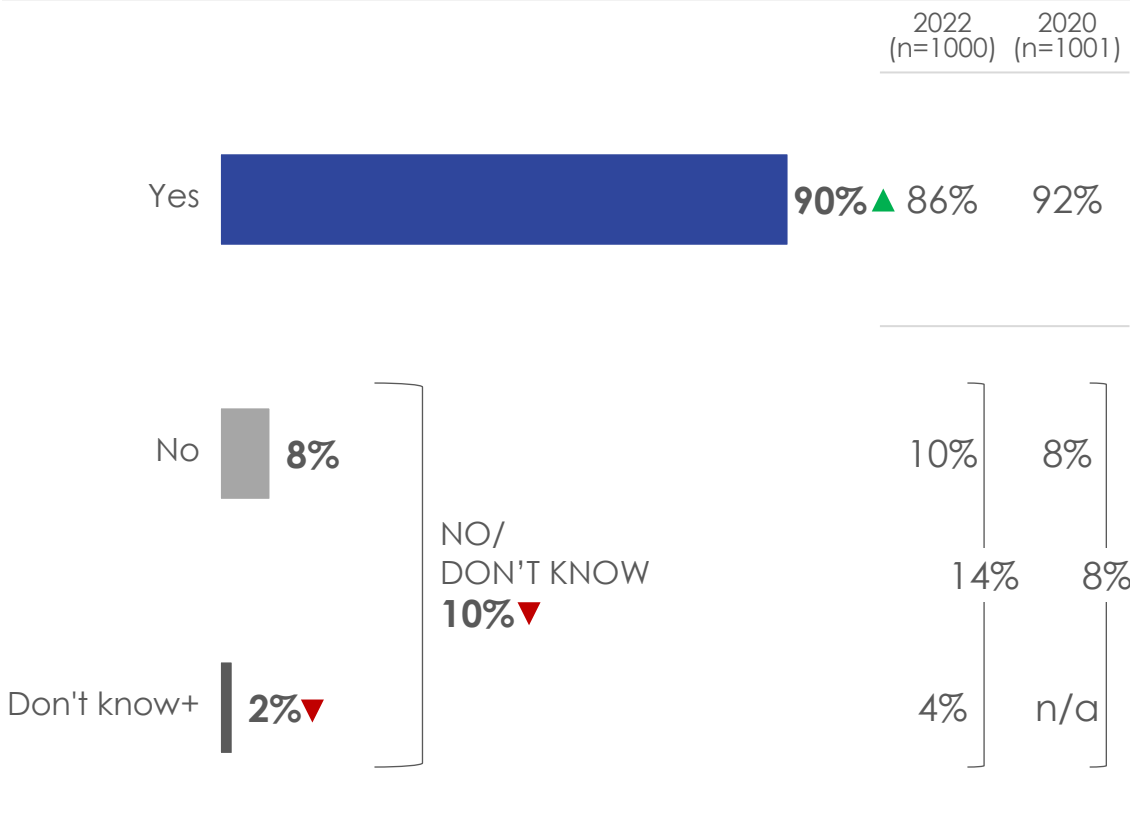
Most say there is a bottle depot in their community. Nine-in-ten (90%) Albertans report having a bottle depot in their local community, up 4 points from 2022.

- Regionally, those living in Smaller Cities North and Smaller Cities South are more likely to say there is a bottle depot in their community (99% and 97% versus 82% of City of Calgary, 90% of City of Edmonton, 90% of Rural North, 90% of Rural South).
- Awareness of community bottle depots is also higher among:
 - Those with household incomes of \$100K+ (94% versus 85% of <\$40K, 91% of \$40K-<\$60K, 89% of \$60K-<\$100K)
 - Those living in detached houses (93% versus 79% of multi-residence buildings, 87% of townhouses/rowhouses, 88% of duplexes/triplexes/fourplexes)
 - Homeowners (91% versus 86% of renters)
 - Those who own or have access to a vehicle (92% and 87% versus 71% of those without access to a vehicle)
 - Those who have lived in Alberta for 6-20 years (97% versus 82% of 5 years or less, 89% of more than 20 years)

The majority of those without a local bottle depot say they take their empty containers to a depot outside their community. Those without a local bottle depot are most likely to say they 'take their empty beverage containers to a bottle depot outside of their local community' (54%, on par with 2022). Other alternatives include 'put them in the blue box/bag/cart for recycling' (15%), 'put them in the garbage' (14%), 'donate them' (10%) and 'take them to municipal sorting stations' (4%).

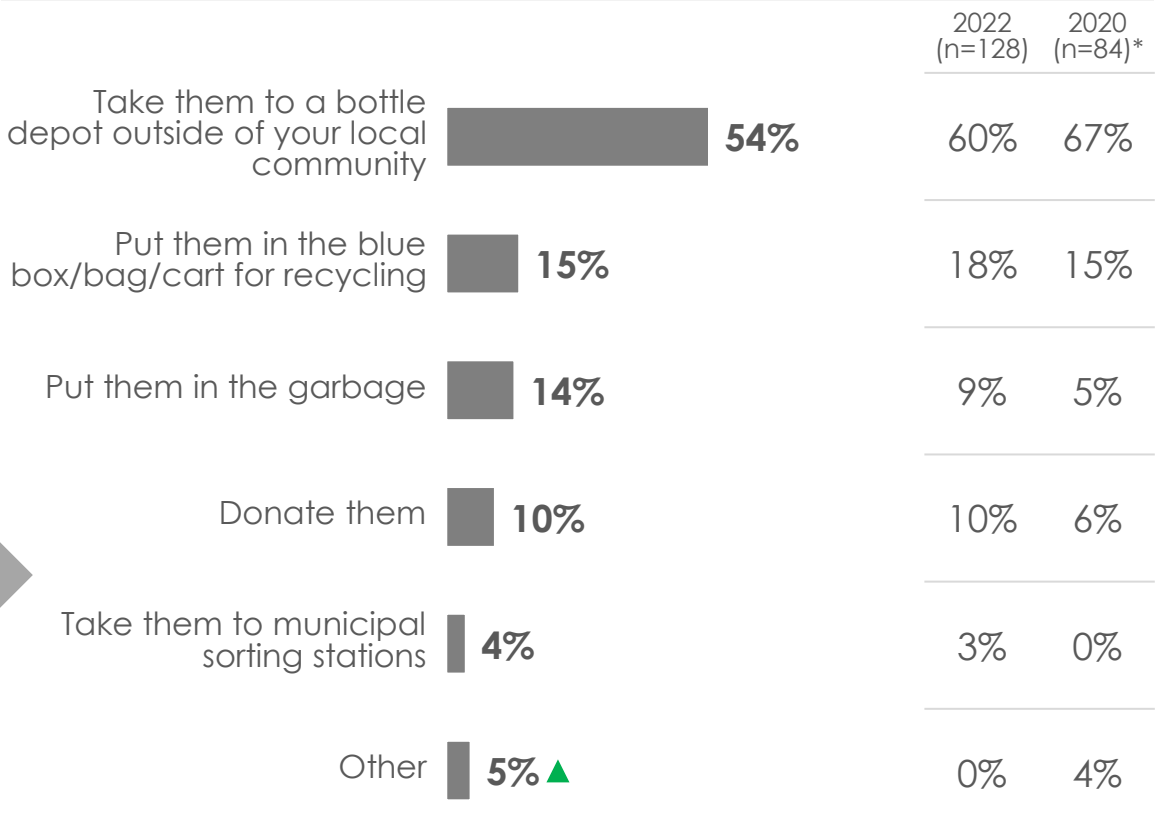
Community Bottle Depot

BOTTLE DEPOT IN COMMUNITY



+ Don't know was not included as a response option prior to 2022.
Base: All respondents (n=1002)
Q6c. Do you have a bottle depot in your local community?

EMPTY BEVERAGE CONTAINER ACTION



* Small base size (<100), interpret with caution.
Base: Do not have a bottle depot in local community or don't know (n=108)
Q6d. What do you do with your empty beverage containers most often?

Refundable Deposit Amount on Beverage Containers

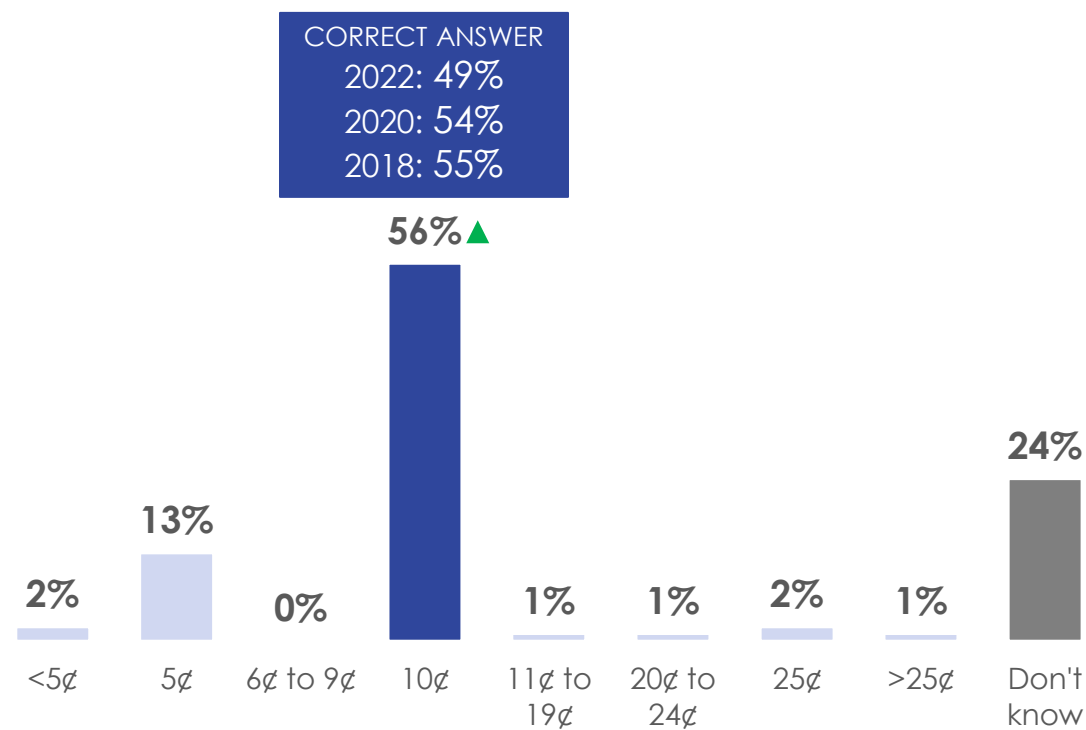
Awareness of the refundable deposit amount has grown. Over half (56%) of Albertans correctly specify 10 cents as the refundable deposit on beverage containers that are *one litre or less in size*, up 7 points from the low reported in 2022. Awareness of the refundable amount is higher among those who have personally returned empty beverage containers to a bottle depot than those who have not (60% versus 49%). The average perceived refundable deposit for beverage containers that are *one litre or less in size* is 10.3 cents and the median is 10.0 cents.

When asked about the refundable deposit for beverage containers that are *more than one litre in size*, 48% of Albertans correctly identify this as 25 cents. This is up directionally from 2022 although this change is not statistically significant. Again, awareness of the refundable amount is higher among those who have personally returned empty beverage containers than those who have not (52% versus 38%). The average perceived refundable deposit for beverage containers that are *more than one litre in size* is 23.1 cents and the median is 25.0 cents.

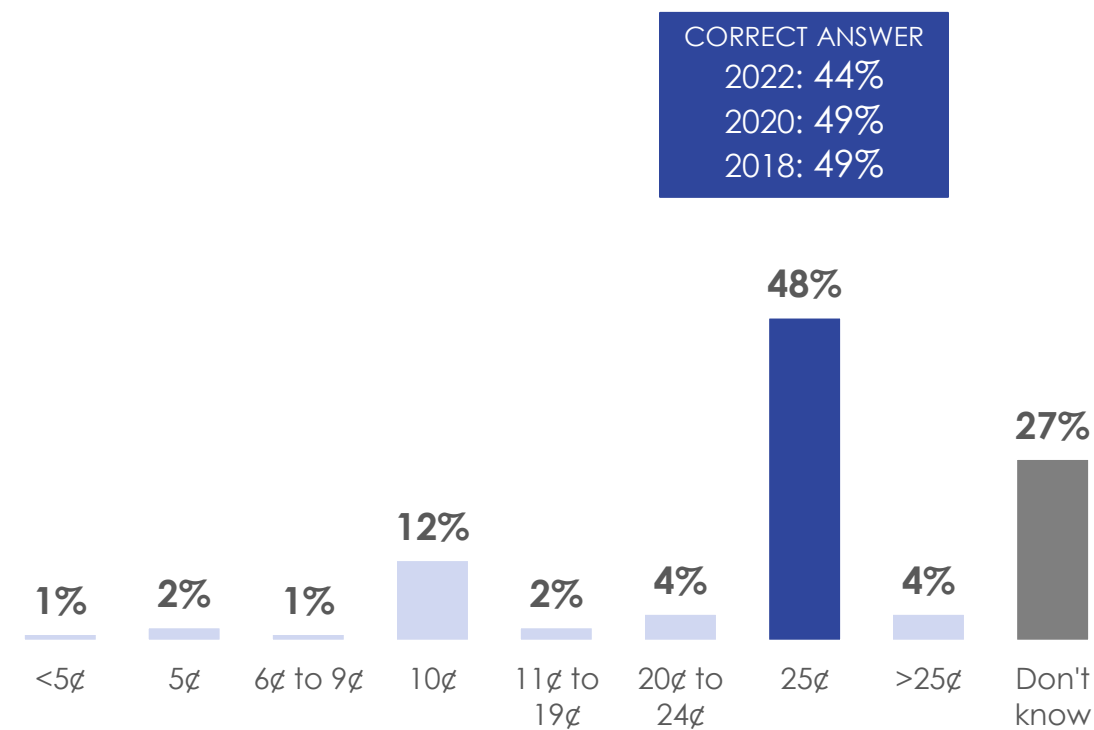
In both instances, awareness of the refundable deposit value is higher among men and those who have lived in Alberta for more than 20 years.

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 – 2024 (n=1,002), 2022 (n=1000), 2020 (n=1001), 2018 (n=1006)
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

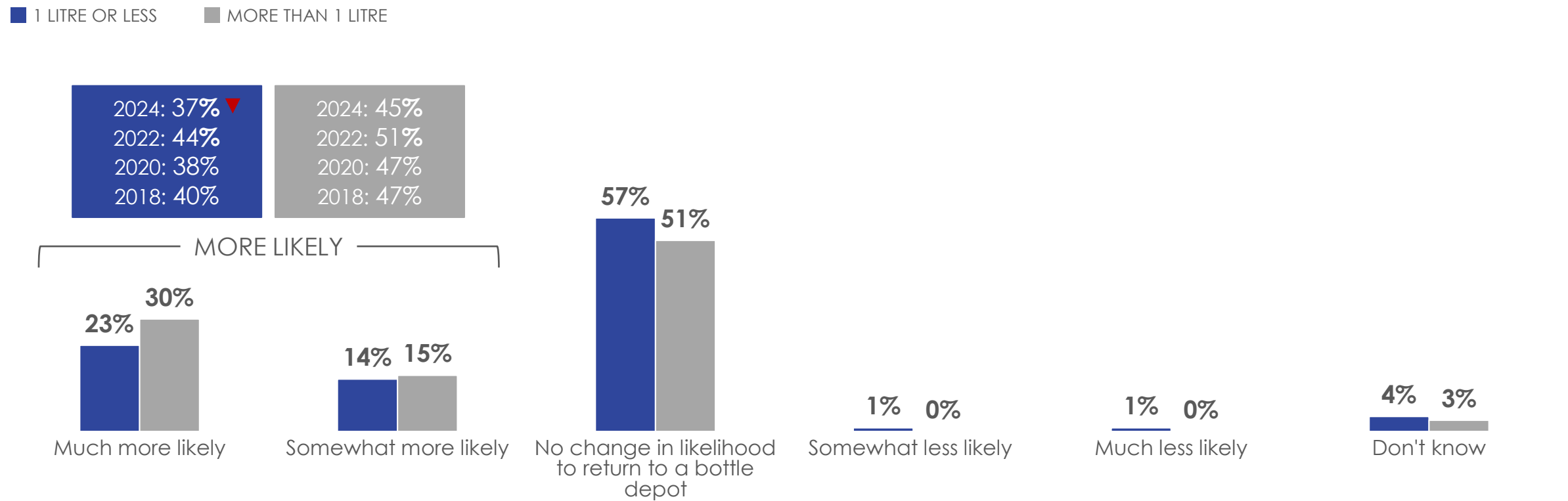
Knowing the correct deposit value would have more of a positive effect on redemption of larger containers. Among those unable to cite the refundable deposit value for beverage containers that are *one litre or less in size*, 37% say that knowing the correct deposit value would make them more likely (combined 'much/somewhat more likely' responses) to return containers for a refund, down 7 points from 2022. Most (57%) 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.

Knowing the correct deposit value would have a bigger effect on redemption of beverage containers that are *more than one litre in size*, with 45% saying that they would be more likely to return these types of containers if they knew the correct deposit. This is also down directionally from 2022 although this difference is not statistically significant. Half (51%) say it would make no difference, while 1% say it would make them less likely to return their empty beverage containers to a bottle depot.

Albertans who are <55 years of age and those who have lived in Alberta for 5 years or less 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



Base: Unaware of deposit value – 10¢ (2024 n=434), 25¢ (2024 n=512)
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

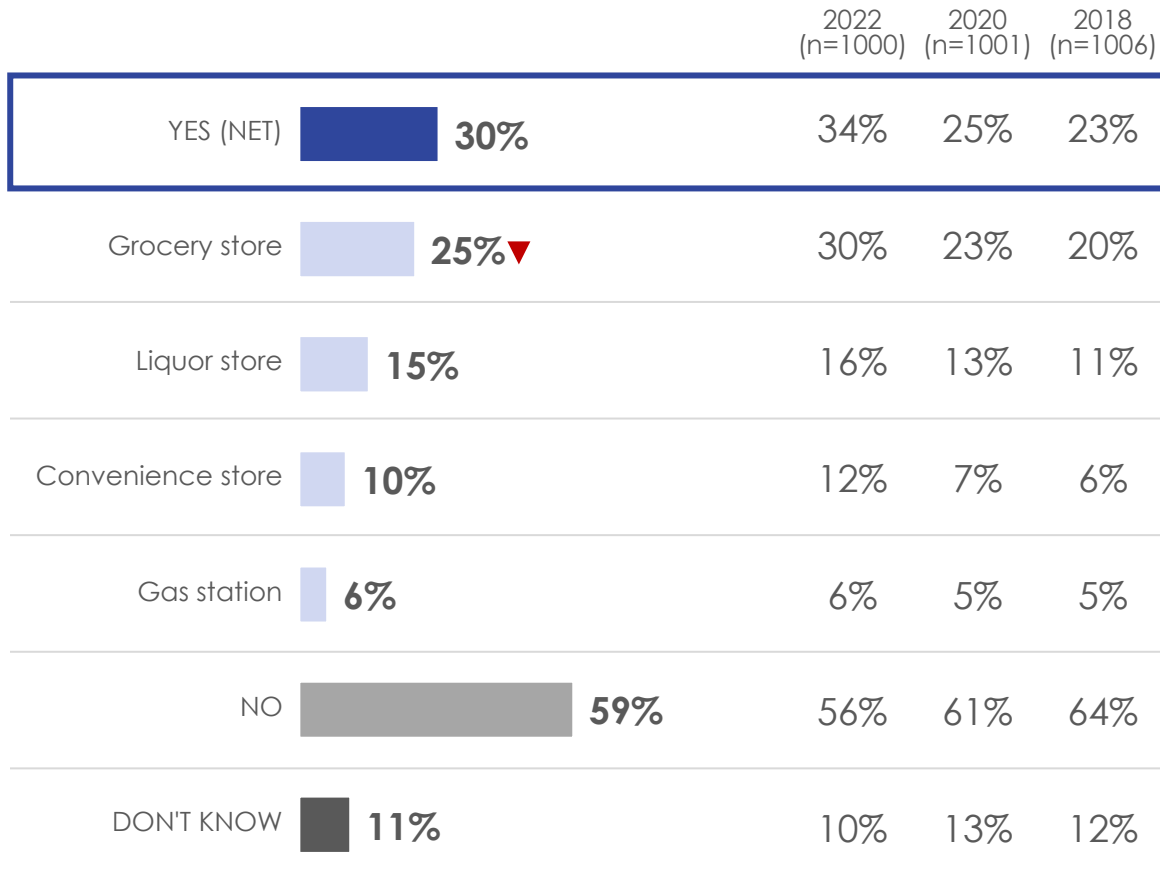
Three-in-ten recall seeing information about the refundable deposit value at retail stores, most often on the cash register receipt. Overall, 30% of Albertans say they recall seeing information at retail stores that identifies the refundable deposit value on beverage containers, on par with 2022. A total of 25% recall seeing information at a 'grocery store' (down 5 points), 15% at a 'liquor store', 10% at a 'convenience store' and 6% at a 'gas station'.

- Overall recall is higher among:
 - Those living in the City of Calgary (36% versus 23% of Smaller Cities North, 25% of Smaller Cities South, 26% of Rural North, 26% of Rural South, 32% of City of Edmonton)
 - Those <55 years of age (includes 39% of 18-34 years and 32% of 35-54 years versus 21% of 55+ years)
 - Men (33% versus 27% of women)
 - Those with household incomes of <\$40K (40% versus 28% of <\$100K+, 29% of \$60K-<\$100K, 30% of \$40K-<\$60K)
 - Those who have personally returned empty beverage containers to a bottle depot (32% versus 22% of those who have not)
 - Those who have lived in Alberta for 10 years or less (includes 48% of 5 years or less and 47% of 6-10 years versus 26% of more than 20 years, 34% of 11-20 years)

When asked where they specifically recalled seeing this information at retail stores, over half (55%) say 'on the cash register receipt', on par with 2022. Other mentions include 'on the shelf where the product is placed' (38%, down 11 points), 'on a sign/poster on the wall' (24%, up 14 points) and 'on item/container/bottle' (4%).

Recall of Information About Refundable Deposits

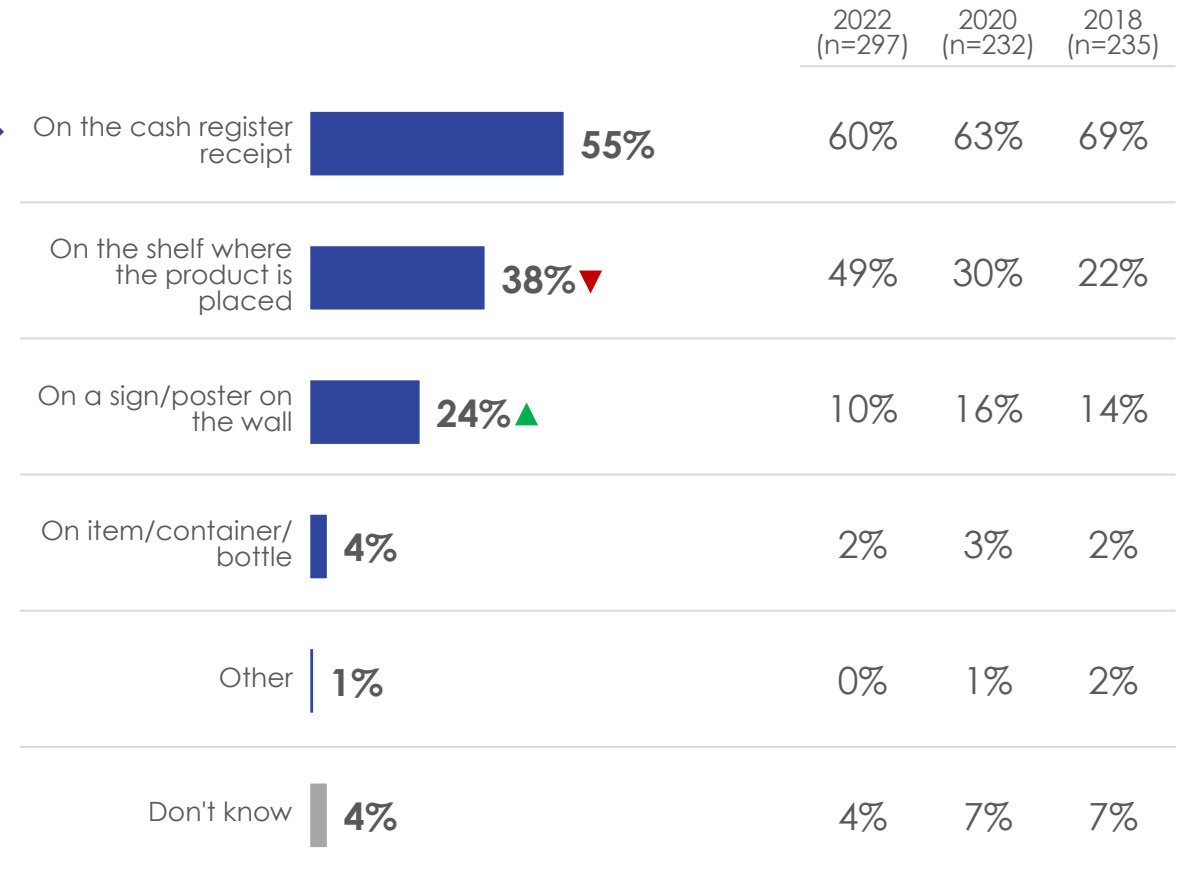
SEEN INFORMATION



Base: All respondents (n=1002)

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?

LOCATION OF INFORMATION



Base: Recall seeing information (n=285)

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

▲▼ Significantly higher / lower than 2022.

BOTTLE DEPOTS



Awareness and Importance of Regulation

Awareness of the Depot logo continues to grow. Two-thirds (66%) of those whose household has returned containers to a depot say they have seen the Depot logo prior to now, up 5 points from 2022. Awareness of the Depot logo has been steadily increasing year-over-year.

- Claimed awareness is higher among:
 - Those who are <55 years of age (includes 77% of 35-54 years and 72% of 18-34 years versus 51% of 55+ years)
 - Men (72% versus 61% of women)
 - Those who have personally returned empty beverage containers to a bottle depot (69% versus 45% of those who have not)

Just over half are aware that bottle depots in Alberta are regulated. A total of 52% 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.

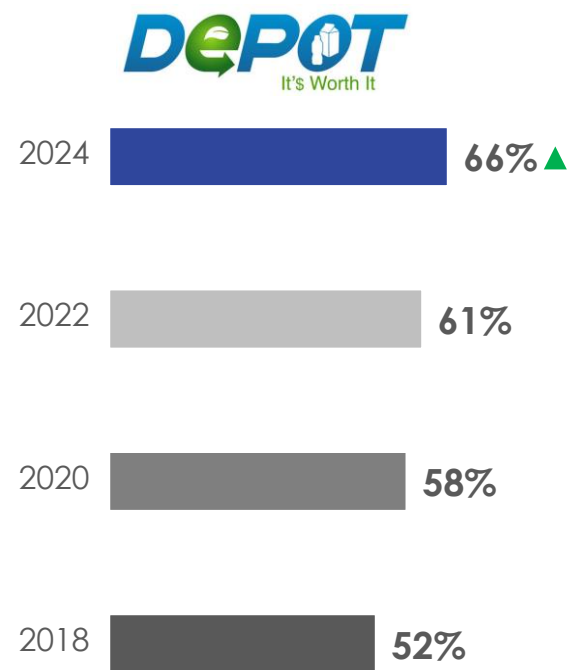
- Claimed awareness is higher among:
 - Those living in Rural North (61% versus 46% of City of Calgary, 50% of Smaller Cities North, 52% of Rural South, 54% of City of Edmonton, 54% of Smaller Cities South)
 - Older Albertans (62% of 55+ years versus 41% of 18-34 years, 50% of 35-54 years)
 - Those who have personally returned empty beverage containers to a bottle depot (55% versus 40% of those who have not)
 - Those who have lived in Alberta for more than 5 years (includes 54% of more than 20 years, 51% of 11-20 years and 52% of 6-10 years versus 34% of 5 years or less)

Most think regulation is important. Overall, eight-in-ten (80%) say it is important (rating of a 7, 6, or 5 on a 7-point scale where 7 equals 'very important' and 1 equals 'not at all important') for bottle depots to be regulated to ensure consistent standards, including 58% saying 'very important' (rating of a 7 or 6). This year's results are similar to 2022.

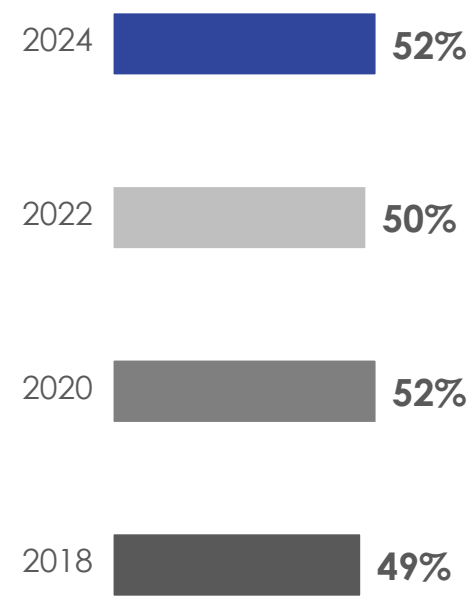
- The percentage saying regulation is 'very important' is higher among:
 - Those living in Rural North (69% versus 53% of Rural South, 55% of City of Calgary, 55% of Smaller Cities South, 57% of Smaller Cities North, 61% of City of Edmonton)
 - Older Albertans (71% of 55+ years versus 43% of 18-34 years, 57% of 35-54 years)
 - Women (62% versus 54% of men)

Awareness and Importance of Regulation

AWARE OF DEPOT LOGO

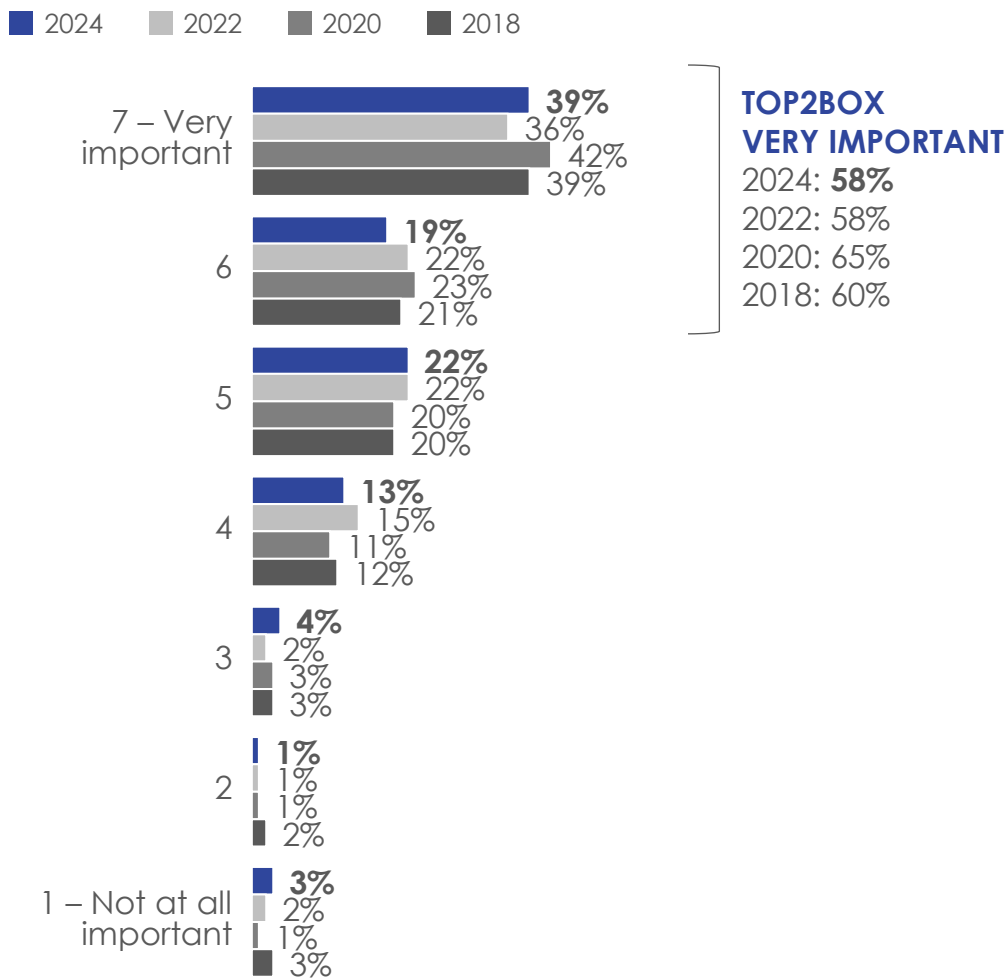


AWARE OF REGULATION



Base: Household has returned containers to a depot – 2024 (n=954), 2022 (n=950), 2020 (n=952), 2018 (n=940)
 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



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

Albertans typically return empty beverage containers to a bottle depot every couple of months, with more than one-quarter going at least once a month.

Overall, 27% say their household returns containers to a bottle depot at least once a month, including 3% 'weekly', 6% 'every couple of weeks' and 18% 'monthly'. The plurality (43%) make the trip 'every couple of months', while 19% go 'a couple of times a year', 4% go 'once a year or less' and 5% say their household 'never' returns empty beverage containers to a bottle depot. The frequency of returning empty beverage containers has generally remained consistent over the past few years.

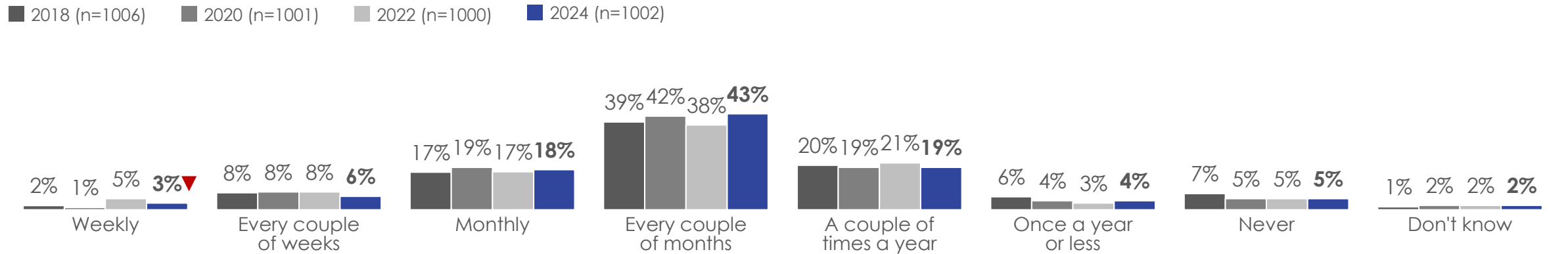
Among those whose households have returned items for a refund, 84% say they have personally visited a depot in the past six months, on par with 2022.

Most of those who do not return their empty beverage containers say they recycle them instead. Inconvenience also plays a role. Among the small percentage (5%) of Albertans saying their household 'never' returns empty beverage containers to a bottle depot, 53% say they "recycle" them and 40% say it is "inconvenient" to return (coded open-ends). Other reasons include "issues with depots" (13%) and "lack of awareness" (11%). This year's results are similar to 2022. However, caution should be used when interpreting these results due to small sample sizes.

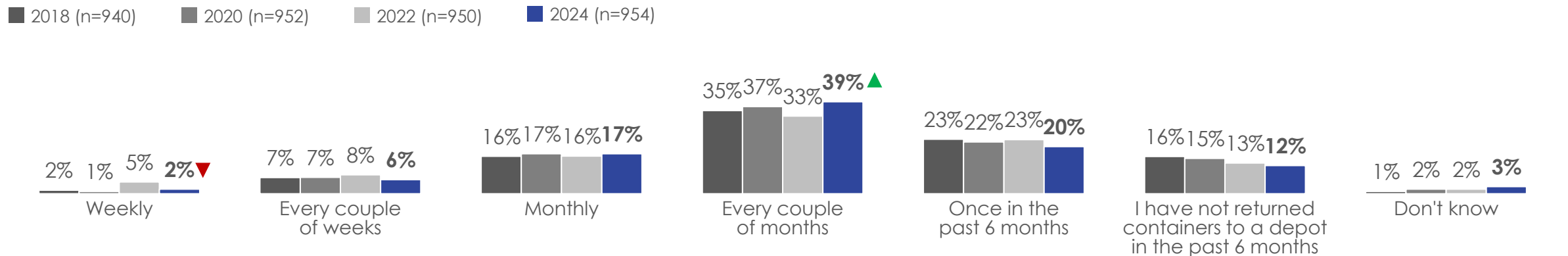
Among households that only infrequently return containers (less than every couple of months), half (50%) say they "recycle" them instead, up 31 points from 2022. Another 38% cite "inconvenience" (down 20 points), while 13% refer to "value" and 9% point to "issues with depots".

Frequency of Visitation

FREQUENCY OF HOUSEHOLD VISITATION TO A BOTTLE DEPOT



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



Base: All respondents (n=1002)
Q11. How often does your household return empty beverage containers to a bottle depot?
Base: Household has returned for refund (n=954)
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				
		2022	2020	
RECYCLE (Net)	<div><div></div></div> 53%	58%	58%	
Donate to charity	<div><div></div></div> 30%	20%	23%	
Put into blue box/bag/curbside recycling	<div><div></div></div> 16%	15%	19%	
Don't have enough, so recycle them instead	<div><div></div></div> 5%	9%	7%	
INCONVENIENT (Net)	<div><div></div></div> 40%	28%	34%	
Too much trouble/don't want to bother	<div><div></div></div> 23%	13%	17%	
Do not have a car/do not drive	<div><div></div></div> 9%	3%	0%	
No room to store them	<div><div></div></div> 6%	5%	0%	
Prefer to do it in one big trip	<div><div></div></div> 5%	1%	4%	
ISSUES WITH DEPOTS (Net)	<div><div></div></div> 13%	9%	7%	
Depot is too far away	<div><div></div></div> 5%	3%	3%	
Bottle depot is dirty/smelly	<div><div></div></div> 4%	6%	0%	
Questionable location/don't trust where the depot is located	<div><div></div></div> 4%▲	0%	0%	
LACK OF AWARENESS (Net)	<div><div></div></div> 11%	16%	0%	
Not aware of program/location of depots	<div><div></div></div> 9%	16%	0%	
DO RETURN THEM (Net)	<div><div></div></div> 4%▲	0%	6%	

Note: Only 2024 responses of 4% or more are shown.
* Small base size (<100), interpret with caution.
Base: Household never returns containers – 2024 (n=48)*, 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				
		2022	2020	
RECYCLE (NET)	<div><div></div></div> 50%▲	19%	24%	
Don't have enough, so recycle them instead	<div><div></div></div> 43%▲	17%	16%	
Donate to charity	<div><div></div></div> 6%▲	1%	6%	
INCONVENIENT (NET)	<div><div></div></div> 38%▼	58%	60%	
Prefer to do it in one big trip/not like making multiple trips	<div><div></div></div> 29%▼	47%	52%	
Too much trouble/don't want to bother	<div><div></div></div> 5%	4%	6%	
VALUE (NET)	<div><div></div></div> 13%	12%	6%	
Waiting for a better price/bigger value/greater refund	<div><div></div></div> 6%	5%	3%	
Want to save on gas/fuel	<div><div></div></div> 6%	6%	2%	
ISSUES WITH DEPOTS (NET)	<div><div></div></div> 9%	13%	4%	
Depot is too far away	<div><div></div></div> 6%	8%	3%	
Don't know	<div><div></div></div> 1%	1%	3%	

Note: Only 2024 responses of 4% or more are shown.
Base: Household returns containers less than every couple of months – 2024 (n=245), 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?

▲▼ Significantly higher / lower than 2022.



Unacceptable Containers at Bottle Depot

More than one-third continue to bring unacceptable containers to the bottle depot. 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, unchanged from 2022.

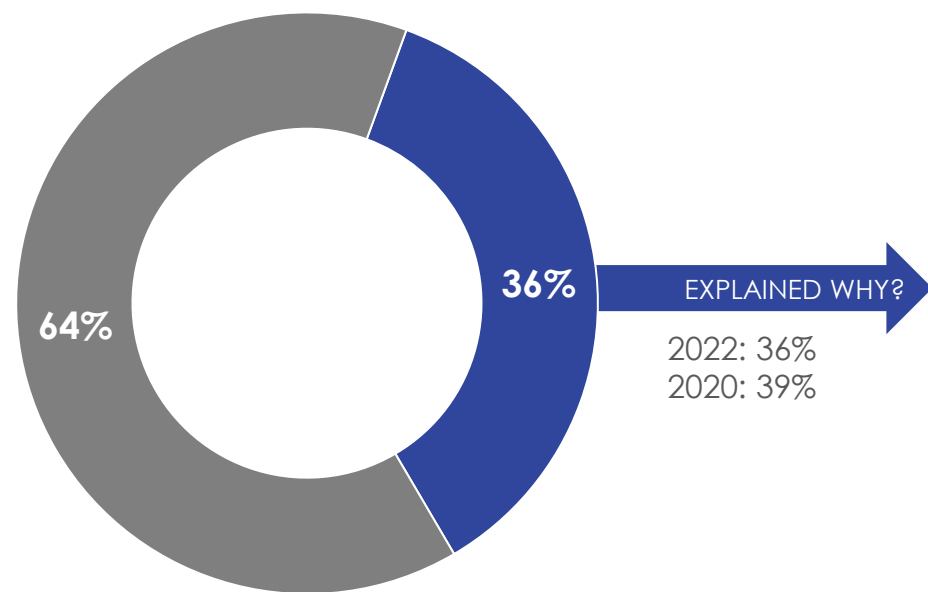
Among these respondents, only half say the depot employee explained why their container was ineligible for a refund, down from 2022. Half (50%) of those who brought a container to a bottle depot that was not accepted say the depot employee explained that they could not accept the container because they can only accept containers that are registered by manufacturers in Alberta. This is down 9 points from 2022.

- Those living in the Rural South, Smaller Cities South and Smaller Cities North are more likely to say they received an explanation of why their container was ineligible (66%, 62% and 61% versus 42% of City of Calgary, 42% of Rural North, 45% of City of Edmonton).

Unacceptable Containers at Bottle Depot

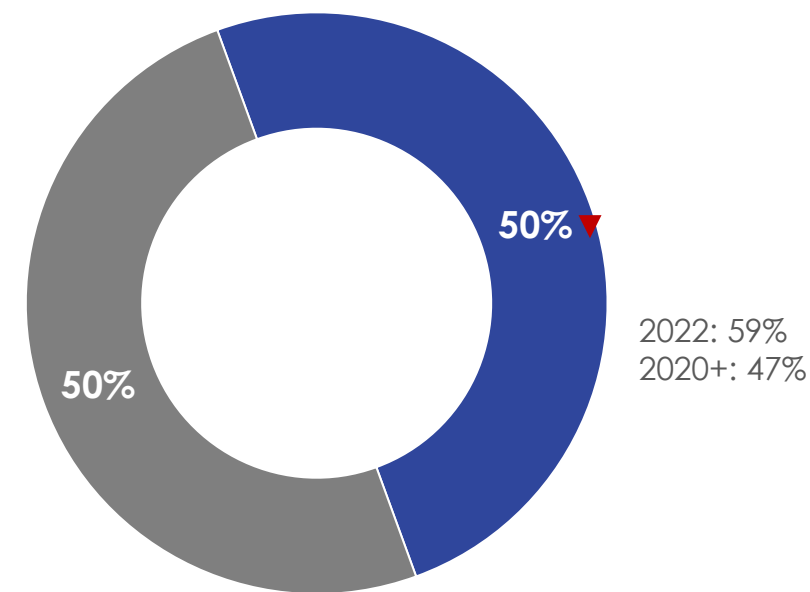
DEPOT NOT ACCEPTING A CONTAINER

■ YES ■ NO



EMPLOYEE EXPLAINED WHY NOT ACCEPTED

■ YES ■ NO



Base: Household has returned containers within past year – 2024 (n=939), 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 – 2024 (n=341), 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 number one barrier to using bottle depots is the lack of nearby options. Other barriers include lack of transportation and time-consuming. When asked what barriers might get in the way of Albertans using bottle depots, three-in-ten (30%) mention “not enough depots/too far away” on an open-ended basis, up 7 points from 2022. The next most frequently mentioned barriers are “lack of transportation/not accessible” (22%) and “time consuming/long line-ups” (18%). Only 8% say there are no barriers to Albertans using bottle depots.

- Regionally, mentions of “not enough depots/too far away” are highest among those living in the Rural South (40% versus 27% of City of Calgary, 28% of City of Edmonton, 29% of Rural North, 31% of Smaller Cities South, 32% of Smaller Cities North). Mentions of “lack of transportation/not accessible” are higher in the City of Edmonton (28% versus 14% of Rural North, 16% of Smaller Cities North, 22% of Rural South, 23% of City of Calgary, 25% of Smaller Cities South).
- “Lack of transportation/not accessible” is also more likely to be mentioned by women (28% versus 17% of men) and those without access to a vehicle (33% versus 22% of those who own a vehicle and 22% of those with access to a vehicle).

Barriers to Using Bottle Depots

BARRIERS IN THE WAY OF ALBERTANS USING BOTTLE DEPOTS

		2022 (n=1000)	2020 (n=1001)
Not enough depots/too far away	30%▲	23%	23%
Lack of transportation/not accessible	22%	21%	23%
Time consuming/long line-ups	18%	18%	20%
Laziness/don't want or care to	11%	10%	13%
Inconvenient	8%▲	5%	10%
Lack of information about recycling/depots	7%	6%	5%
Hours of operation	5%	4%	5%
Not worth it/low refund	5%	5%	4%
Messy process/cleanliness of depot	4%	6%	5%
Storage/not enough space to collect	4%	4%	3%
Some types of containers are not accepted	3%	2%	0%
Unfriendly/untrustworthy staff	3%	3%	2%
Nothing/no barriers	8%	8%	8%
Don't know	8%	9%	9%

Note: Only 2024 responses of 3% or more are shown.

Base: All respondents (n=1002)

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

Travelling to a Bottle Depot and Reason Location is Convenient

Albertans are split on whether they visit a bottle depot as part of a series of errands or an isolated trip. Among those who have personally returned containers in the past six months, 51% say they usually visit a bottle depot as 'part of a series of errands' and 49% say their visit is an 'isolated trip'. While this year's results are statistically unchanged from 2022, the proportions are flipped – e.g., in 2022, it was slightly more common for people to visit bottle depots as an 'isolated trip' rather than 'part of a series of errands'. This may have been at least partly attributable to the COVID-19 pandemic when people were staying home more often and generally less likely to be out running errands. In comparison, this year's results are more consistent with what was reported pre-pandemic.

- Albertans who are more likely to visit a bottle depot as part of a 'series of errands' are 35+ years of age (includes 56% of 55+ years and 52% of 35-54 years versus 43% of 18-34 years), women (56% versus 46% of men) and those without curbside recycling (60% versus 48% of those with curbside recycling).
- Conversely, those who are more likely to visit a bottle depot as an 'isolated trip' are younger (57% of 18-34 years versus 44% of 55+ years, 48% of 35-54 years), men (54% versus 44% of women) and have curbside recycling (52% versus 40% of those without curbside recycling).

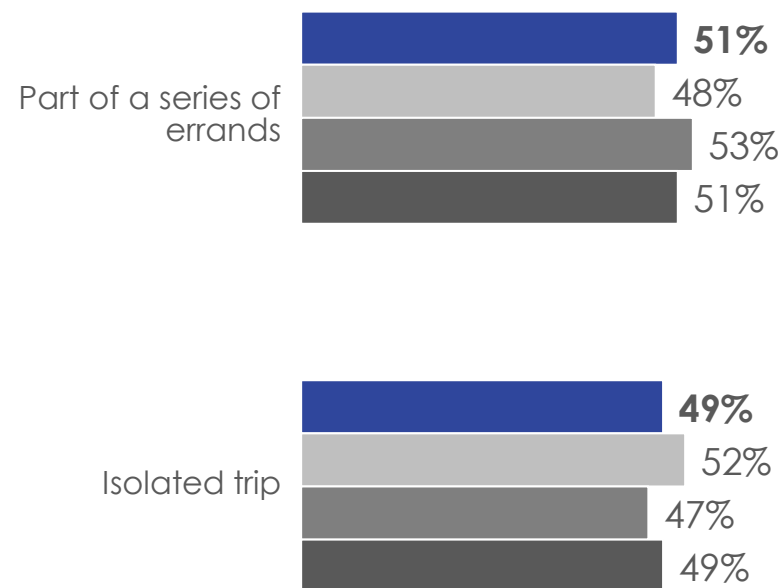
Convenience is mainly dictated by proximity to home. Considering the bottle depot they use most often, 76% of those who have personally returned containers in the past six months say the location is convenient because it is 'close to home', on par with 2022. All other reasons are mentioned much less frequently, including 'it is the only bottle depot in or near the town/area where I live' (16%), 'close to a grocery store' (10%), 'close to other shopping' (10%) and 'close to work' (6%, down 5 points).

- 'Close to home' is more of a factor for those living in the larger cities (includes 85% of City of Edmonton and 85% of City of Calgary versus 52% of Rural North, 61% of Smaller Cities North, 70% of Rural South, 78% of Smaller Cities South).
- Conversely, mentions of 'it is the only bottle depot in or near the town/area where I live' are higher among those living in rural areas (includes 48% of Rural North and 37% of Rural South versus 3% of City of Edmonton, 5% of City of Calgary, 17% of Smaller Cities South, 24% of Smaller Cities North).

Travelling to a Bottle Depot and Reason Location is Convenient

ERRANDS OR ISOLATED TRIP

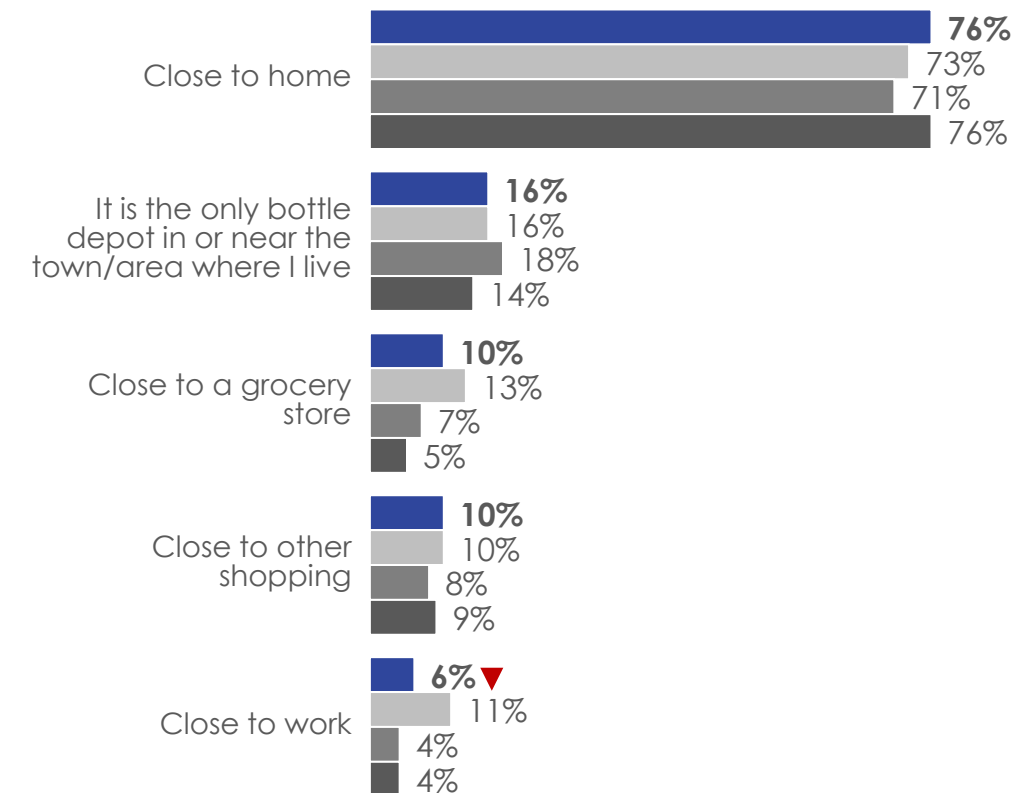
■ 2024 (n=809) ■ 2022 (n=807) ■ 2020 (n=799) ■ 2018 (n=778)



Base: Personally returned containers in past 6 months (n=809)
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

■ 2024 (n=809) ■ 2022 (n=807) ■ 2020 (n=799) ■ 2018 (n=778)



Note: Only 2024 responses of 3% or more shown.
Base: Personally returned containers in past 6 months (n=809)
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

Most drive 10 minutes or less to reach the bottle depot they visit most often, which roughly aligns with what they say is a reasonable amount of time to drive. Overall, 53% 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 2022. Another 32% say it takes 11 to 20 minutes and 13% say it takes more than 20 minutes.

- Those living in the north report longer drive times. For example, 10% of those living in Smaller Cities North and 7% of those living in Rural North report drive times of more than 30 minutes, compared to 2% of City of Edmonton, 2% of City of Calgary, 3% of Smaller Cities South and 3% of Rural South.

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 2022. Another 38% say 11 to 20 minutes and 4% say more than 20 minutes. On average, Albertans suggest a reasonable drive time of 12.9 minutes.

- Longer drive times are more acceptable to:
 - Those living in the Rural North (average of 16.5 minutes versus 11.8 minutes of City of Edmonton, 11.8 minutes of City of Calgary, 12.9 minutes of Smaller Cities South, 13.7 minutes of Smaller Cities North, 14.8 minutes of Rural South)
 - Older Albertans (average of 13.4 minutes among those who are 55+ years versus 12.2 minutes of 18-34 years, 13.1 minutes of 24-43 years)
 - Those without curbside recycling (average of 15.4 minutes versus 12.0 minutes of those with curbside recycling)
 - Those who have lived in Alberta for more than 20 years (average of 13.4 minutes versus 11.2 minutes of 5 years or less, 12.4 minutes of 6-10 years, 12.2 minutes of 11-20 years)

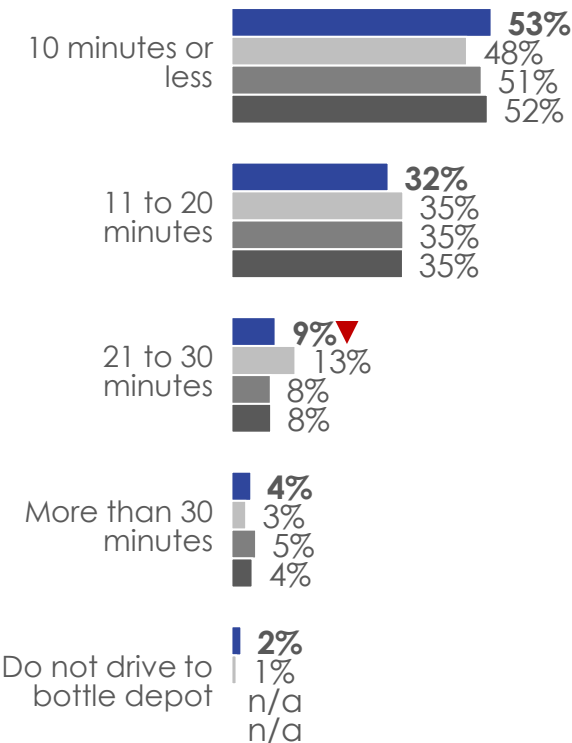
Albertans' tolerance for waiting to be served at a bottle depot has dropped. On average, Albertans say it is reasonable to wait up to 10.4 minutes to be served at a bottle depot, down from 11.6 minutes in 2022.

- Longer wait times are more acceptable to those living in the Rural North (average of 12.8 minutes versus 9.2 minutes of City of Calgary, 9.6 minutes of Rural South, 10.2 minutes of Smaller Cities South, 10.7 minutes of City of Edmonton, 11.7 minutes of Smaller Cities North).

Actual and Reasonable Driving Times to a Bottle Depot

ACTUAL DRIVE TIME TO DEPOT+

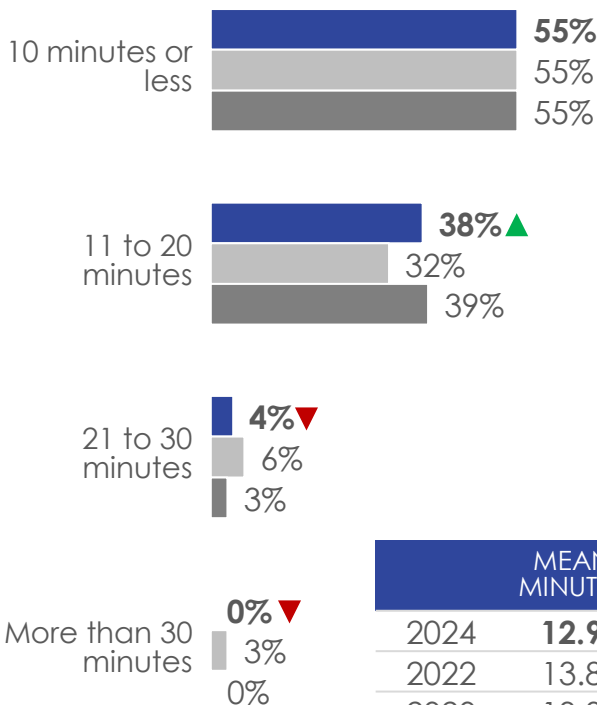
■ 2024 (n=809) ■ 2022 (n=807) ■ 2020 (n=799) ■ 2018 (n=778)



+ 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=809)
Q16. On average, how long does it take you to drive to the bottle depot you most often use?

REASONABLE DRIVE TIME TO DEPOT+

■ 2024 (n=1002) ■ 2022 (n=1000) ■ 2020 (n=1001)

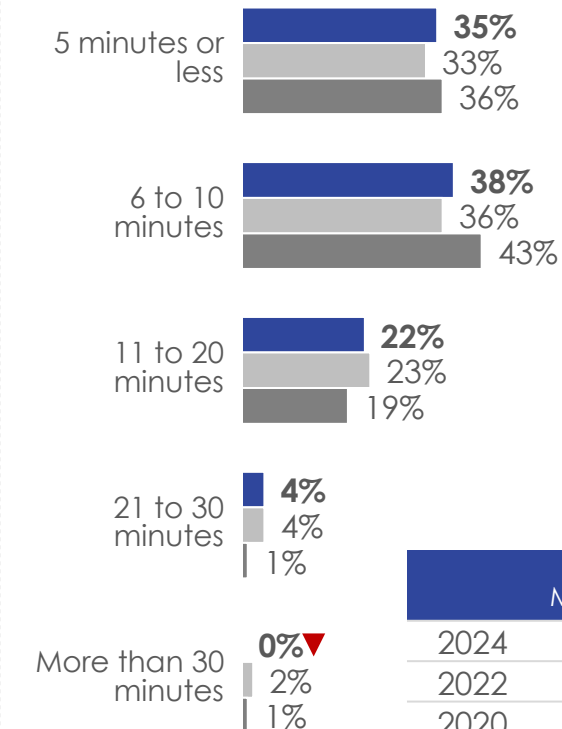


+Question wording prior to 2022 "What would be a reasonable amount of time to **get** to a bottle depot from your home residence?"
Base: All respondents (n=1002)
Q16e. What would be a reasonable amount of time to drive to a bottle depot from your home residence?

	MEAN MINUTES	MEDIAN MINUTES
2024	12.9	10.0
2022	13.8	10.0
2020	13.3	10.0

REASONABLE WAIT TIME TO BE SERVED

■ 2024 (n=1002) ■ 2022 (n=1000) ■ 2020 (n=1001)



Base: All respondents (n=1002)
Q16d. What would be a reasonable amount of time to wait to be served at a bottle depot?

	MEAN MINUTES	MEDIAN MINUTES
2024	10.4▼	10.0
2022	11.6	10.0
2020	9.5	10.0

Importance of and Satisfaction with Bottle Depot Attributes

Accuracy and convenience continue to be the most important factors when deciding which bottle depot to visit. Of the 10 evaluated attributes, nine receive an overall importance score (rating of a 7, 6, or 5 on a 7-point scale where 7 equals 'very important' and 1 equals 'not at all important') of more than 60%. The one exception is *bottle depot is highly automated*, which is important to fewer than half (45%) 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 overall are *refundable deposit amount you get back is accurate* (72%) and *convenience of the location of the bottle depot* (67%). This is followed by *safety of the area in which the bottle depot is located* (58%), *hours of operation of the bottle depot* (55%), *quality of customer service at the bottle depot* (53%) and *waiting time to be served at the bottle depot* (53%).

Relatively less emphasis is placed on *there is a computerized system where you can view the screen to see a breakdown of your refund* (46%), *cleanliness of the bottle depot* (45%), *overall appearance of the bottle depot* (34%) and *bottle depot is highly automated* (25%).

This year's results are statistically similar to 2022.

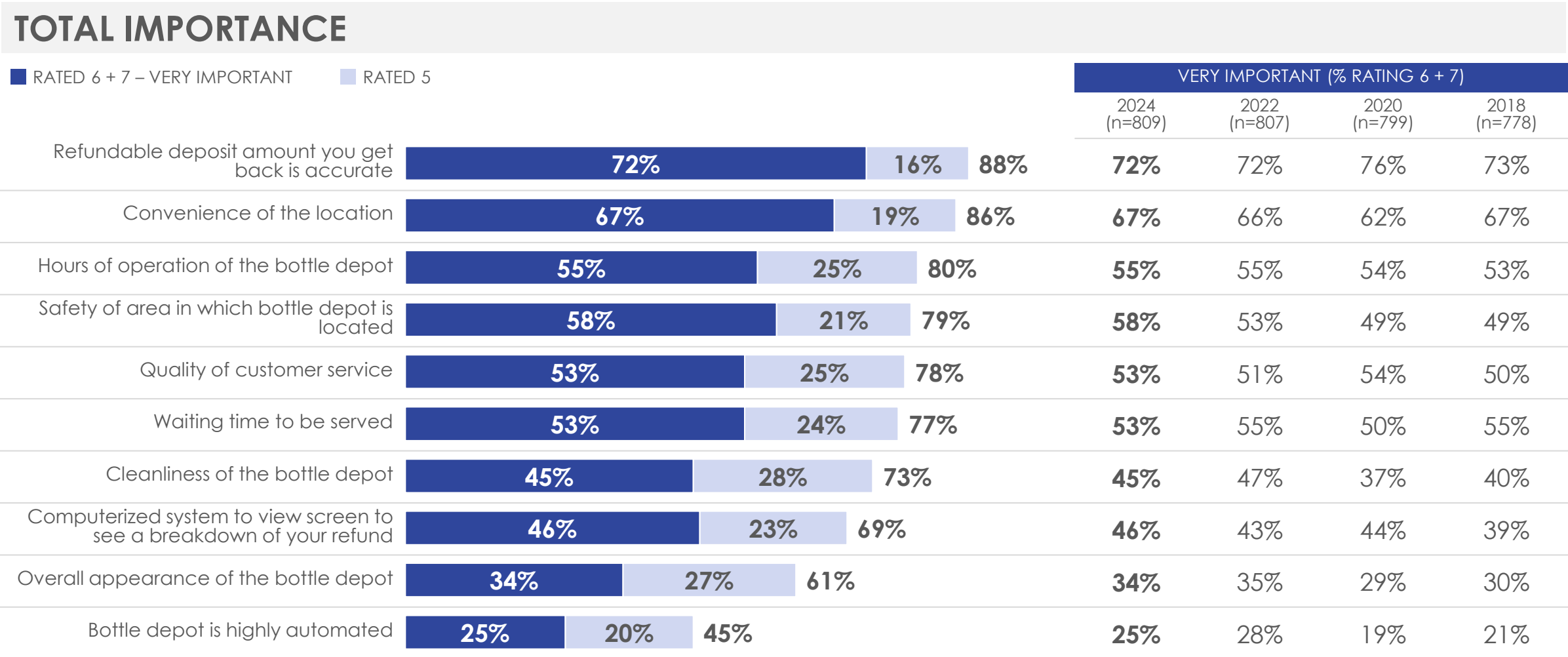
Satisfaction with bottle depots remains strong. Overall satisfaction (rating of a 7, 6, or 5 on a 7-point scale where 7 equals 'very satisfied' and 1 equals 'not at all satisfied') tops the 80% mark for six attributes, and more than seven-in-ten are satisfied with another three attributes. The one attribute scoring relatively lower is *bottle depot is highly automated*, but even this is rated satisfactory by the majority (60%) 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 overall is *refundable deposit amount you get back is accurate* (70%), followed by *convenience of the location of the bottle depot* (67%), *safety of the area in which the bottle depot is located* (67%), *quality of customer service at the bottle depot* (62%), *waiting time to be served at the bottle depot* (62%) and *hours of operation of the bottle depot* (60%).

Relatively fewer say they are satisfied with *there is a computerized system where you can view the screen to see a breakdown of your refund* (57%), *overall appearance of the bottle depot* (51%) and *cleanliness of the bottle depot* (50%). The item scoring the lowest is *bottle depot is highly automated* (40%).

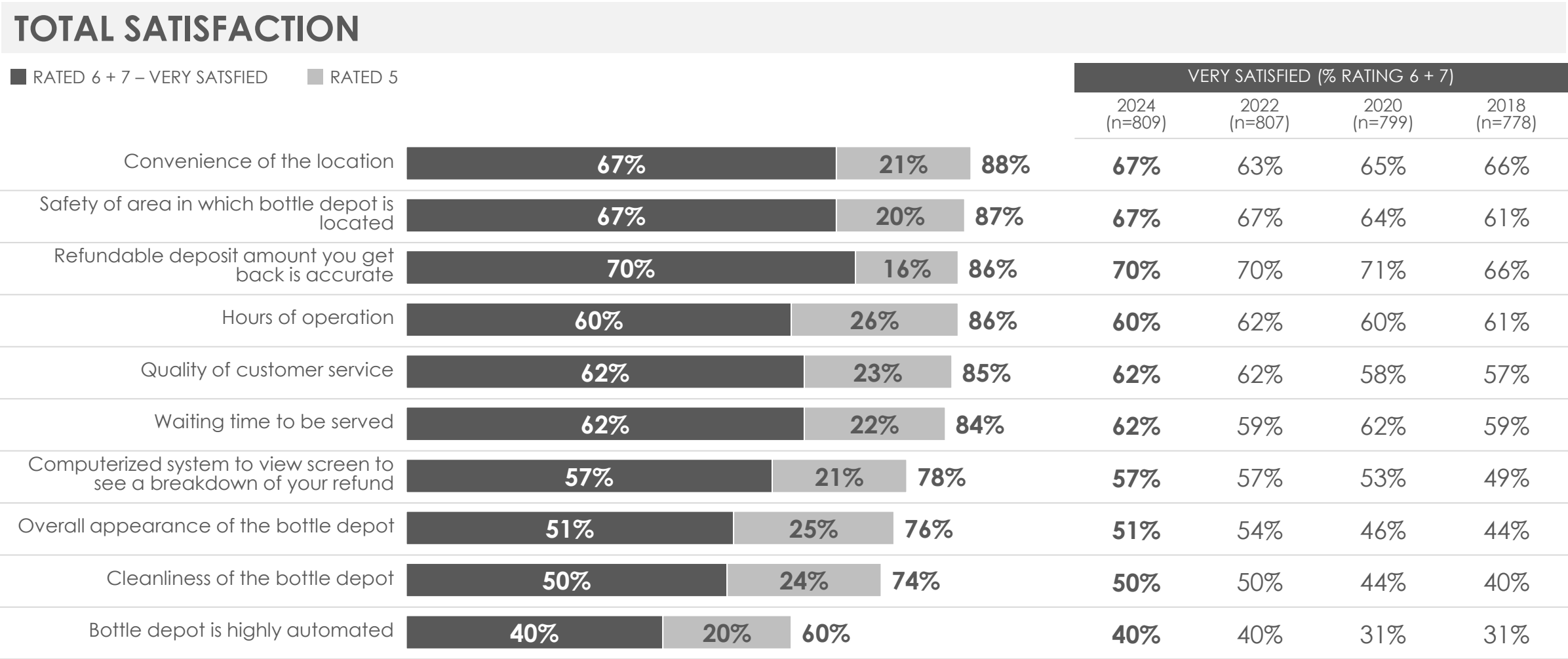
This year's results are statistically similar to 2022.

Importance of Bottle Depot Attributes



Base: Personally returned containers in past 6 months (n=809)
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



Base: Personally returned containers in past 6 months (n=809)
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 bottle depots.
- **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 six **Primary Strengths** this year, including:

- *Refundable deposit amount you get back is accurate*
- *Convenience of the location of the bottle depot*
- *Safety of the area in which the bottle depot is located*
- *Quality of customer service at the bottle depot*
- *Waiting time to be served at the bottle depot*
- *Hours of operation of the bottle depot*

There are no **Latent Strengths** this year.

WEAKNESSES

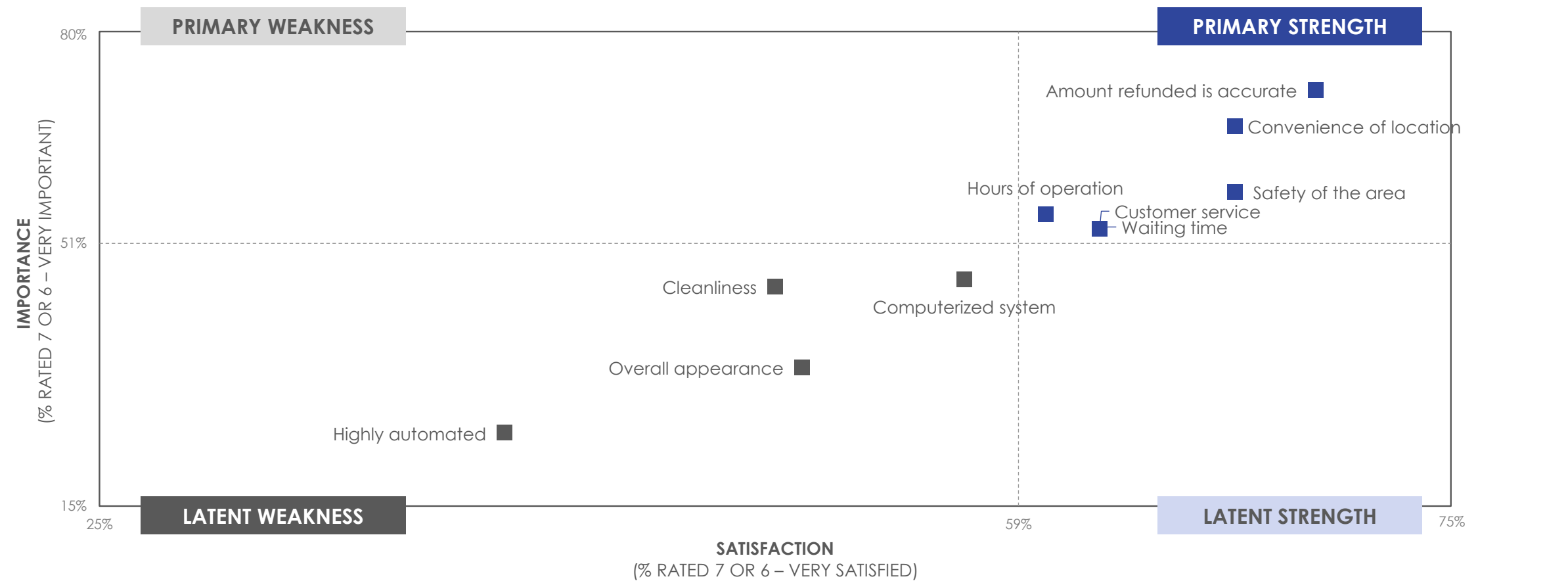
At this time, there are no **Primary Weaknesses** that need to be addressed.

Latent Weaknesses include:

- *There is a computerized system where you can view the screen to see a breakdown of your refund*
- *Overall appearance of the bottle depot*
- *Cleanliness of the bottle depot*
- *Bottle depot is highly automated*

ACTION GRID ANALYSIS

2024 – IMPORTANCE (T2B) VS. SATISFACTION (T2B)



Base: Personally returned containers in past 6 months (n=809)
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. For example, those living in the Rural South tend to be more satisfied in some areas, especially as compared to those living in larger urban centres such as the City of Edmonton and the City of Calgary.

	VERY SATISFIED (% RATING 6 + 7)					
	City of Edmonton [A] (n=182)	City of Calgary [B] (n=254)	Smaller Cities North [C] (n=105)	Smaller Cities South [D] (n=102)	Rural North [E] (n=85)*	Rural South [F] (n=81)*
Refundable deposit amount you get back is accurate	71%	69%	67%	75%	68%	75%
Convenience of the location	70%	63%	68%	68%	72%	66%
Safety of area in which bottle depot is located	64%	62%	68%	72%	69%	80% AB
Quality of customer service	59%	55%	60%	68% B	74% B	74% AB
Waiting time to be served	61%	56%	63%	70% B	62%	72% B
Hours of operation	61%	58%	60%	65%	61%	49%
Computerized system to view screen to see a breakdown of your refund	58%	56%	60%	63% E	45%	58%
Overall appearance of the bottle depot	50%	49%	44%	57%	50%	60%
Cleanliness of the bottle depot	49%	46%	45%	55%	53%	63% BC
Bottle depot is highly automated	42%	41%	41%	44%	28%	37%

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

Base: Personally returned containers in past 6 months (n=809)

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.

OVERALL RETURN RATE



Opportunities for Improvement

Most do not provide any specific suggestions for things BCMB can do to increase the return rate for beverage containers. Of the few suggestions that are provided, expanding the program to accept more types of containers tops the list. Overall, 73% 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 47% saying “nothing” and 26% saying “don’t know”).

Of the open-ended suggestions that are provided, the most frequently mentioned is “expand program to accept more types of containers” (9%). This is followed by “improve bottle depots” (6%), “make it easier/more convenient” (4) and “educate the public” (4%).

This year’s results are on par with 2022.

Opportunities for Improvement

OPPORTUNITIES FOR INCREASING THE RETURN RATE FOR BEVERAGE CONTAINERS				2022	2020
Expand program to accept more types of containers	<div><div></div></div> 9%			8%	10%
IMPROVE BOTTLE DEPOTS (NET)	<div><div></div></div> 6%			8%	7%
Vending machine returns	<div><div></div></div> 2%			1%	1%
MAKE IT EASIER/MORE CONVENIENT (NET)	<div><div></div></div> 4%			4%	4%
Arranged/door-to-door pick-ups	<div><div></div></div> 2%			2%	2%
Make the process easier/more convenient	<div><div></div></div> 2%			1%	1%
EDUCATE THE PUBLIC (NET)	<div><div></div></div> 4%			4%	6%
Increase awareness of what types of containers can be returned	<div><div></div></div> 2%			1%	1%
Increase the refund/increase the deposit	<div><div></div></div> 2%			2%	1%
Offer incentive programs/rewards/prizes	<div><div></div></div> 2%			1%	1%
Nothing	<div><div></div></div> 47%			44%	43%
Don't know	<div><div></div></div> 26%			30%	28%

Note: Only 2024 responses of 2% or more are shown.
 Base: All respondents – 2024 (n=1002), 2022 (n=1000); 2020 (n=1001)
 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

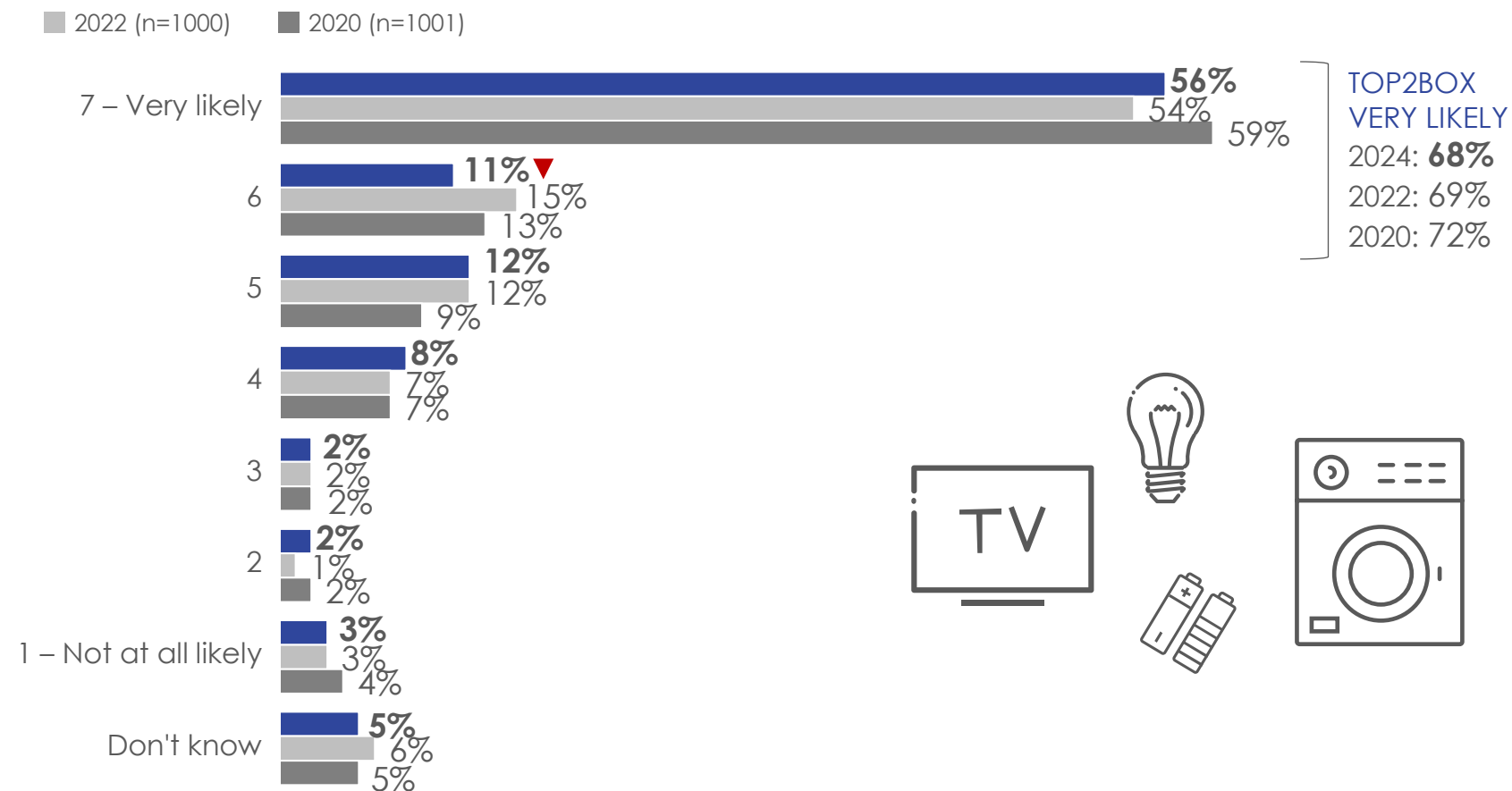
Other Recyclables

Expanding depot services beyond beverage containers continues to appeal to the majority of Albertans. More than two-thirds (68%) say they would be 'very likely' (rating of a 7 or a 6 on a 7-point scale where 7 equals 'very likely' and 1 equals 'not at all likely') to take other recyclable items to bottle depots if they were accepted, on par with 2022. Of all the evaluated features to increase use of bottle depots, this is the one generating the most interest.

- Likelihood is highest among:
 - Those living in the south (includes 77% of Rural South and 75% of Smaller Cities South versus 61% of Smaller Cities North, 63% of City of Calgary, 68% of Rural North, 69% of City of Edmonton)
 - Older Albertans (77% of 55+ years versus 57% of 18-34 years, 67% of 35-54 years)
 - Those *not* living in multi-residence buildings (includes 75% of townhouses/rowhouses, 69% of detached houses and 66% of duplexes/triplexes/fourplexes versus 57% of multi-residence buildings)
 - Those with curbside recycling (71% versus 62% of those without curbside recycling)
 - Those who own or have access to a vehicle (69% and 70% versus 49% of those without access to a vehicle)
 - Those who have personally returned empty beverage containers to a bottle depot (72% versus 58% of those who have not)

Features to Increase Use of Bottle Depots – Other Recyclables

LIKELIHOOD OF TAKING OTHER ITEMS TO DEPOT



Base: All respondents (n=1002)
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

Interest in pick-up services has declined. Just over four-in-ten (41%) 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 down 5 points from 2022, when interest in this type of service may have peaked as a result of the pandemic.

- Interest is higher among:
 - Those living in Smaller Cities North and the City of Calgary (49% and 46% versus 27% of Rural South, 34% of Rural North, 38% of City of Edmonton, 39% of Smaller Cities South)
 - Younger Albertans (57% of 18-34 years versus 26% of 55+ years, 43% of 35-54 years)
 - Those *not* living in detached houses (includes 52% of duplexes/triplexes/fourplexes, 49% of multi-residence buildings and 48% of townhouses/rowhouses versus 37% of detached houses)
 - Renters (58% versus 35% of homeowners)
 - Those without access to a vehicle (78% versus 37% of vehicle owners, 45% of those with access to a vehicle)
 - Those who have not personally returned empty beverage containers to a bottle depot (52% versus 38% of those who have)
 - Those who have lived in Alberta for 5 years or less (74% versus 34% of more than 20 years, 50% of 11-20 years, 53% of 6-10 years)

Features to Increase Use of Bottle Depots

Pick-Up Service (cont.)

Past usage of pick-up services has also dropped. Fewer than one-in-ten (8%) 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, down 4 points from 2022. Again, this type of service may have been particularly appealing during the pandemic when people were trying to avoid spending time in public places.

- Reported usage is higher among:
 - Those living in Smaller Cities North (16% versus 2% of Smaller Cities South, 7% of City of Edmonton, 7% of Rural North, 8% of Rural South, 9% of City of Calgary)
 - Those <55 years of age (includes 13% of 18-34 years and 10% of 35-54 years versus 2% of 55+ years)
 - Men (10% versus 6% of women)
 - Those living in townhouses/rowhouses or duplexes/triplexes/fourplexes (17% and 15% versus 3% of multi-residence buildings, 7% of detached houses)

Those who reported using such a service were asked a series of follow-up questions, the results of which are summarized below. Caution should be used when interpreting these results due to small sample sizes.

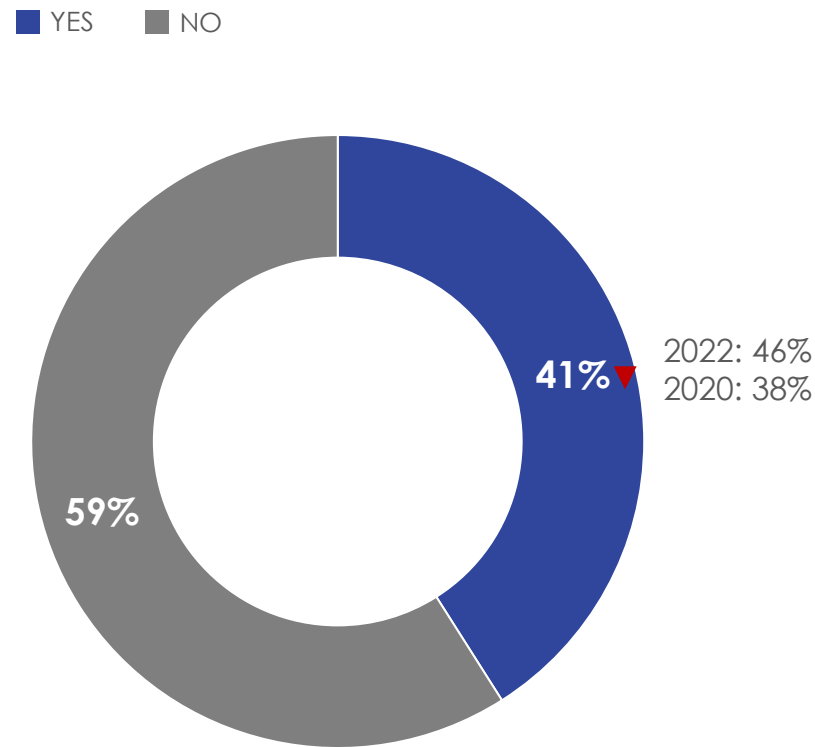
Among those who did use such a service, pricing varies significantly, with an average fee of \$31.70 and a median fee of \$10.00. One-third (32%) are unsure how much they paid.

While most (69%) of those who used this type of pick-up service say they would do so again, this is down 15 points from 2022. The main reason for using such a service again is “easy to use/convenient” (54% coded open-ends).

Just over three-in-ten (31%) say they would not use this service again, up 15 points from 2022. The main reason for not using such a service again is “prefer to do it myself in-person” (27% coded open-ends).

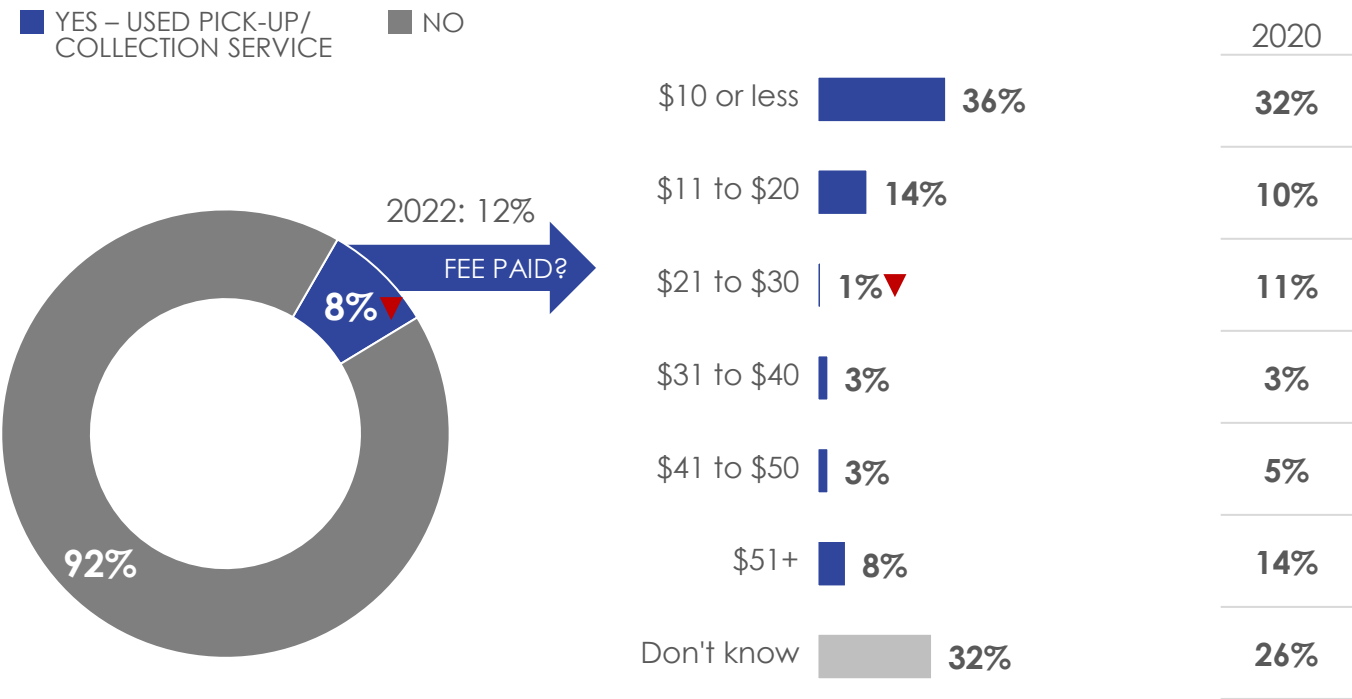
Features to Increase Use of Bottle Depots – Pick-up Service

LIKELIHOOD TO USE PICK-UP SERVICE



Base: All respondents – 2024 (n=1002), 2022 (n=1000), 2020 (n=1001)
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?

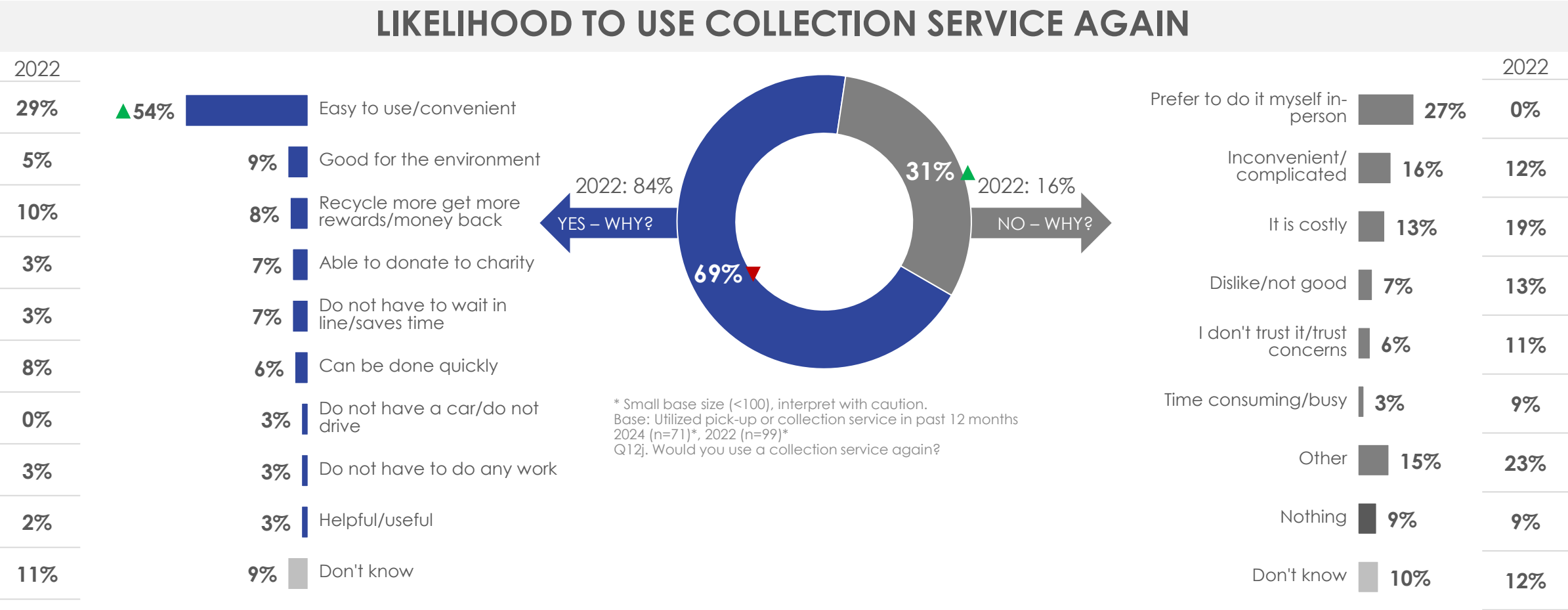
P12M PICK-UP SERVICE USE + FEE TO USE



	MEAN FEE	MEDIAN FEE
2024	\$31.70	\$10.00
2022	\$33.20	\$20.00

Base: All respondents 2024 (n=1002), 2022 (n=1000)
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 2024 (n=71)*, 2022 (n=99)*
Q12i. What fee did you pay to utilize the collection service?

Reasons Would / Would Not Use Collection Service Again



Note: Only 2024 responses of 3% or more are shown.
* Small base size (<100), interpret with caution.
Base: Would use collection service again 2024 (n=51)*, 2022 (n=81)*
Q12k. Why would you use a collection service again?

* Small base size (<100), interpret with caution.
Base: Would not use collection service again 2024 (n=20)*, 2022 (n=18)*
Q12l. Why would you not use a collection service again?

Features to Increase Use of Bottle Depots

Online Accounts

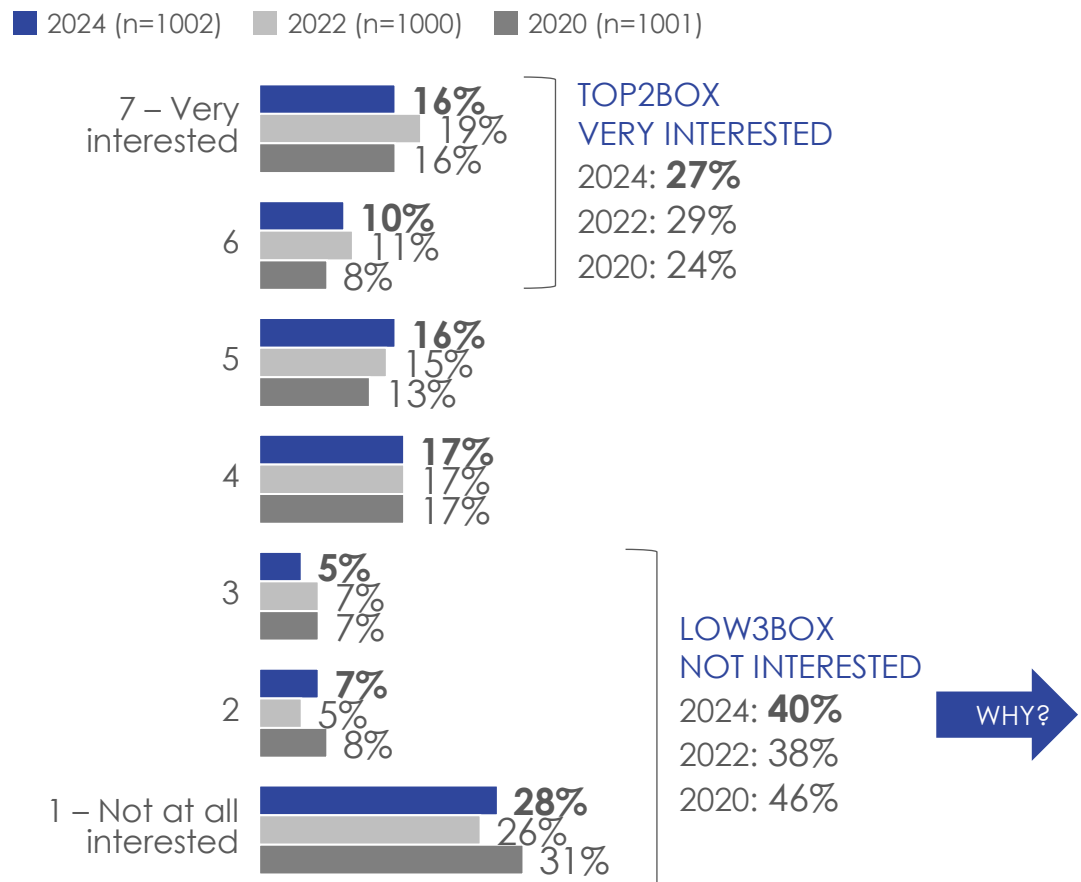
Just over one-quarter are interested in an online account. Overall, 27% of Albertans say they would be 'very interested' (rating of a 7 or a 6 on a 7-point scale where 7 equals 'very interested' and 1 equals 'not at all interested') in a service where they could drop off their beverage containers at a bottle depot and have the refund deposited into an online account, rather than waiting in line. This is statistically consistent with 2022.

- Interest is higher among:
 - Those <55 years of age (includes 35% of 18-34 years and 33% of 35-54 years versus 14% of 55+ years)
 - Those living in duplexes/triplexes/fourplexes and townhouses/rowhouses (40% and 36% versus 23% of detached houses, 28% of multi-residence buildings)
 - Renters (37% versus 23% of homeowners)
 - Those with children under the age of 18 living at home (includes 45% of those with children under 6 versus 24% of those without and 38% of those with children between 6 and 17 versus 24% of those without)
 - Those who have lived in Alberta for 20 years or less (includes 48% of 5 years or less, 36% of 6-10 years and 37% of 11-20 years versus 21% of more than 20 years)

Four-in-ten (40%) say they are not interested (rating of 1, 2, or 3) in such a service, citing a variety of reasons including "prefer cash" (19% coded open-ends), "don't trust it/untrustworthy" (15%, up 5 points from 2022), "prefer to do it myself in-person" (15%, up 5 points), "don't want to provide online banking information" (14%) and "concerned about accuracy of count/refund" (12%, down 8 points).

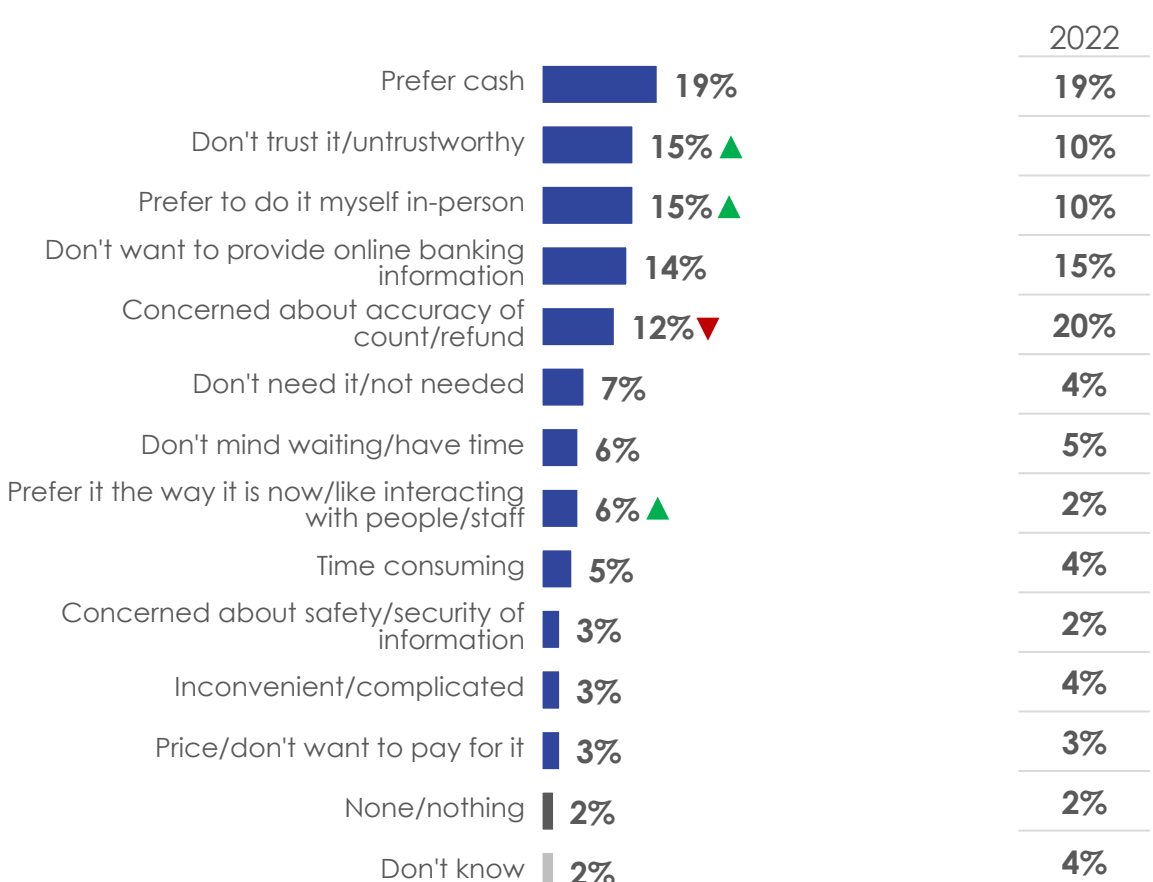
Features to Increase Use of Bottle Depots – Online Account

INTEREST IN ONLINE ACCOUNT



Base: All respondents 2024 (n=1002), 2022 (n=1000)
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



Note: Only 2024 responses of 3% or more are shown.
Base: Not interested in service 2024 (n=426), 2022 (n=434)
Q16g. Why are you not interested in this type of drop off service?

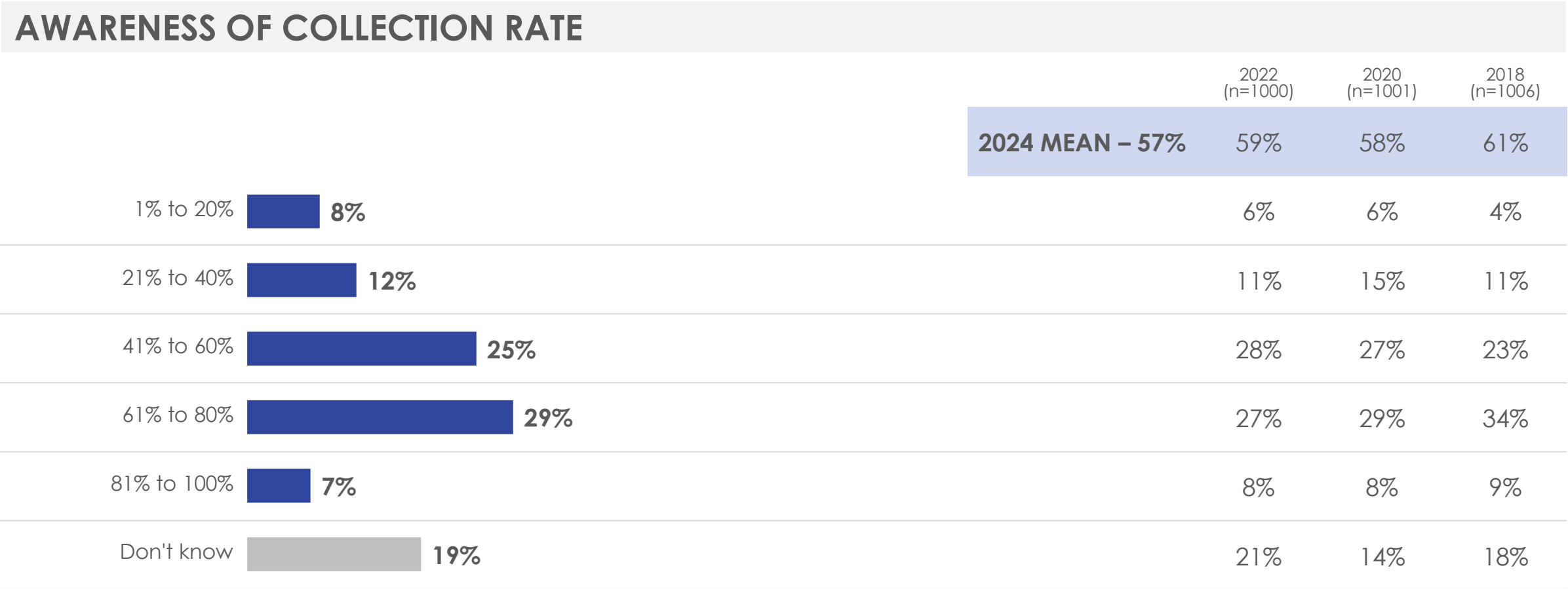
Awareness of the Overall Collection Rate for Beverage Containers

There continues to be a lack of knowledge around the overall collection rate for beverage containers. The average guess is 57%, on par with 2022. Only 7% think the collection rate is more than 80%.

Perceptions of the actual collection rate are positive overall. When told that the actual collection rate in 2022 was 83%, more than six-in-ten (61%) say this is 'excellent' (rating of a 7 or a 6 on a 7-point scale where 7 equals 'excellent' and 1 equals 'very poor'). This is statistically similar to 2022.

- Those saying this collection rate is 'excellent' are more likely to:
 - Live in Smaller Cities South (70% versus 56% of Rural South, 57% of Smaller Cities North, 58% of Rural North, 59% of City of Calgary, 63% of City of Edmonton)
 - Have lived in Alberta for 5 years or less (76% versus 59% of more than 20 years, 58% of 11-20 years, 63% of 6-10 years)

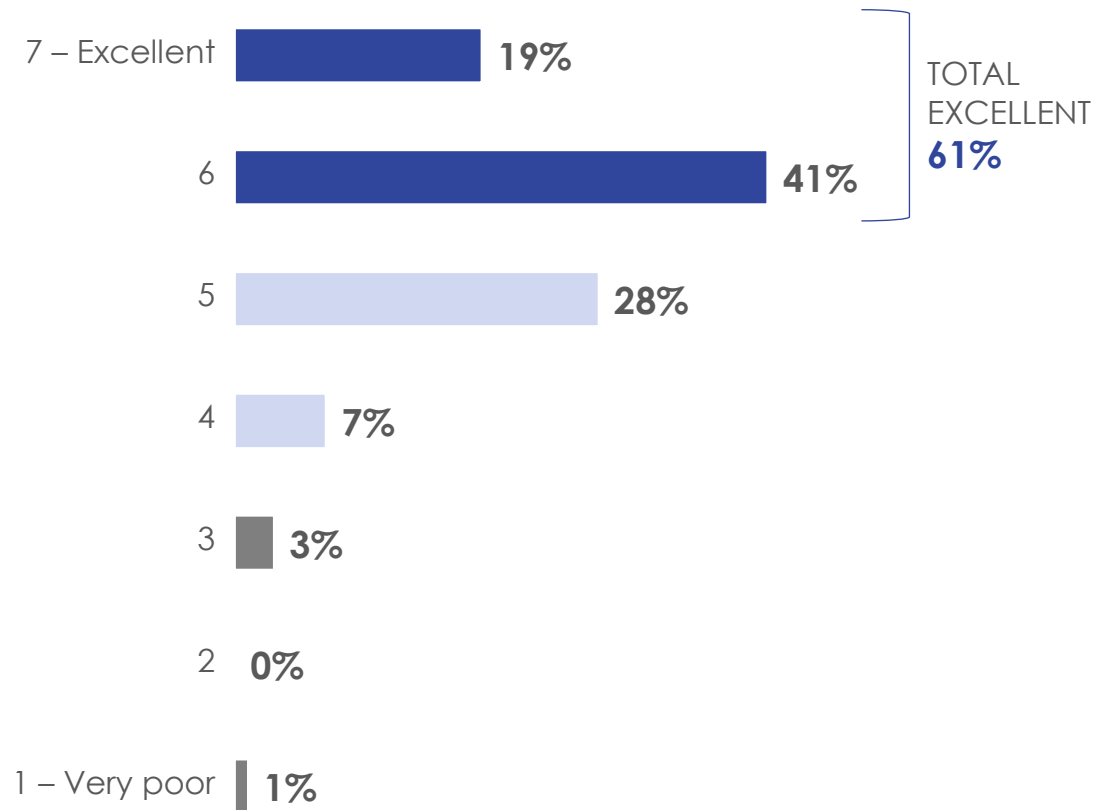
Awareness of the Overall Collection Rate for Beverage Containers



Base: All respondents (n=1002)
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



2022 (n=1000)	2020 (n=1001)	2018 (n=1006)
19%	23%	19%
59%	66%	64%
41%	43%	44%
30%	26%	29%
9%	6%	5%
2%	1%	1%
0%	1%	0%
0%	1%	1%

* Wording updated in 2024
Base: All respondents (n=1002)
Q19. In 2022, the overall collection rate for beverage containers in Alberta was 83%. Would you say this is ...?

WEIGHTED SAMPLE CHARACTERISTICS

2024 Weighted Sample Characteristics

TYPE OF RESIDENCE

Detached house	63%
Multi-residence building	16%
Townhouse or rowhouse	11%
Duplex, triplex, or fourplex	8%
Mobile home	2%
Other	0%
Prefer not to answer	0%

MULTI-FAMILY RECYCLING FACILITIES

Yes	27%
No	66%
Don't know	7%

Base: Live in multi-residence building, townhouse or mobile home (n=139)

Base: All respondents (n=1002)

OWN OR RENT RESIDENCE

Own	74%
Rent	24%
Parents own/living with parents	1%
Co-op	0%
Other	0%
Prefer not to answer	1%

CURBSIDE RECYCLING

Yes	67%
No	29%
Don't know	4%

OWN OR HAVE ACCESS TO VEHICLE

Own	84%
Have access	8%
No	8%
Prefer not to answer	0%

BEVERAGE CONTAINER RECYCLING AT WORK

Yes	45%
No	11%
Do not work outside home	41%
Don't know	4%

2024 Weighted Sample Characteristics

GENDER

Male	49%
Female	50%
Another gender	1%
Prefer not to answer	0%

AGE

18 to 24 years	7%
25 to 34 years	22%
35 to 54 years	36%
55 years or older	35%
MEAN YEARS	42.4

HOUSEHOLD SIZE

1 person	21%
2 people	38%
3 people	18%
4 or more people	22%
Prefer not to answer	1%

Base: All respondents (n=1002)

REGION

City of Edmonton	24%
City of Calgary	31%
Smaller Cities North	13%
Smaller Cities South	13%
Rural North	10%
Rural South	9%

NUMBER OF CHILDREN (<18) IN HOUSEHOLD

None	63%
1	17%
2	14%
3	4%
4 or more	1%
Prefer not to answer	2%

TENURE IN ALBERTA

More than 20 years	71%
11 to 20 years	13%
6 to 10 years	5%
3 to 5 years	3%
1 or 2 years	4%
Less than 1 year	4%
Prefer not to answer	0%

HOUSEHOLD INCOME

<\$20,000	4%
\$20,000 to <\$40,000	14%
\$40,000 to <\$60,000	13%
\$60,000 to <\$80,000	14%
\$80,000 to <\$100,000	14%
\$100,000 to <\$120,000	11%
\$120,000 and over	20%
Prefer not to answer	10%

APPENDIX: SURVEY QUESTIONNAIRE

Appendix: Survey Questionnaire

BCMB: 2024 Survey of Albertans
Final Questionnaire

Beverage Container Management Board
2024 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

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BCMB: 2024 Survey of Albertans
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 by keeping beverage containers out of landfills

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Appendix: Survey Questionnaire (cont.)

BCMB: 2024 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
Crystal beverage containers

BCMB: 2024 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
Crystal beverage containers

Appendix: Survey Questionnaire (cont.)

BCMB: 2024 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: 2024 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 OR CRYSTAL BEVERAGE CONTAINERS IN Q4, ELSE SKIP TO Q6C]

~~6. – A. 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

Crystal 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]

Appendix: Survey Questionnaire (cont.)

BCMB: 2024 Survey of Albertans
Final Questionnaire

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

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
Crystal 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

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BCMB: 2024 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

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Appendix: Survey Questionnaire (cont.)

BCMB: 2024 Survey of Albertans
Final Questionnaire

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

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

Please select all that apply

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

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]

BCMB: 2024 Survey of Albertans
Final Questionnaire

[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?

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

Appendix: Survey Questionnaire (cont.)

BCMB: 2024 Survey of Albertans
Final Questionnaire

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?

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

BCMB: 2024 Survey of Albertans
Final Questionnaire

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

Please select one response only

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

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

Please select one response only



Yes
No

[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

Appendix: Survey Questionnaire (cont.)

BCMB: 2024 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

BCMB: 2024 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

Appendix: Survey Questionnaire (cont.)

BCMB: 2024 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 2022, the overall collection rate for beverage containers in Alberta was 83%. Would you say this is...?

Please select one response only

7 – Excellent
6
5
4
3
2
1 – Very poor

Demographic Profile

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

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

Please select one response only

BCMB: 2024 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

Appendix: Survey Questionnaire (cont.)

BCMB: 2024 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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