



**2018 Depot Exit Interview Survey
Final Report**

August 31, 2018

Prepared for:

Beverage Container Management Board



Table of Contents

Executive summary..... 4

1.0 Introduction..... 4

2.0 Methodology..... 6

3.0 Analysis of results..... 9

 3.1 Depot customer demographics..... 9

 3.2 Customer Depot experience..... 13

 3.3 Customer satisfaction with Depot experience..... 15

 3.4 Awareness of Depot branding and signage..... 20

 3.5 Customer behaviour and views related to Depots..... 21

 3.6 Views on “quick-drop” service..... 24

4.0 Conclusion 25

Appendix A: Questionnaire

List of Tables

Table 1. Completed surveys by Depot.....	6
Table 2. Distance travelled to Depot summary statistics in kilometres.....	12
Table 3. Summary statistics of time spent in Depot in minutes.....	13
Table 4. Refund summary statistics by Depot classification in dollars	14
Table 5. Satisfaction rating with overall Depot experience on a scale from 1 (not satisfied) to 7 (very satisfied)	15
Table 6. Satisfaction rating for time spent in Depot on a scale from 1 (not satisfied) to 7 (very satisfied).....	16
Table 7. Why customers chose to come to the Depot location ($n = 1,212$).....	18
Table 8. What do you like about this particular Depot that would make you return? ($n = 1,212$).....	18
Table 9. Areas for improvement. ($n = 1,212$)	19
Table 10. Where customers saw the Depot logo ($n = 1,212$).....	20
Table 11. Number of planned stops summary statistics	21
Table 12. How did you first learn to take containers back to a Depot? ($n = 1,212$).....	22

List of Figures

Figure 1. Locations of surveyed Depots within Calgary	7
Figure 2. Locations of surveyed Depots within Lethbridge	7
Figure 3. Customer gender ($n = 1,212$).....	9
Figure 4. Geographic distribution of Calgary Depot customers.....	10
Figure 5. Geographic distribution of Lethbridge Depot customers	11
Figure 6. Distribution of distances by Depot classification ($n = 850$).....	12
Figure 7. Distribution of time spent in by Depot classification ($n = 1,119$).....	13
Figure 8. Distribution of refunds by Depot classification ($n = 1,073$).....	14
Figure 9. Distribution of overall satisfaction by Depot classification ($n = 1,202$)	15
Figure 10. Satisfaction with time spent in depot ($n = 1,199$).....	16
Figure 11: Relationship between length of time in the Depot, average refund size, and satisfaction	17
Figure 12: Do you recall seeing the Depot logo? ($n = 1,212$)	20
Figure 13. Did you come to the Depot today as part of a series of errands or as your primary destination? ($n = 1,212$)	21
Figure 14: Who generally makes the beverage purchases in your household? ($n = 1,212$)	21
Figure 15. Have you ever brought back a container to a Depot that the Depot worker would not accept? ($n = 1,212$).....	22
Figure 16: If yes, did the Depot worker explain why they would not accept the container? ($n = 624$)	23
Figure 17: Did you know that all Depots in Alberta are regulated? ($n = 1,212$)	23
Figure 18. Does it make a difference to you whether Depots are regulated? ($n = 1,212$)	23
Figure 19. If a service was offered where you could drop off your containers without waiting in line and collect your money later, would you use this service? ($n = 1,212$).....	24

Executive summary

The 2018 Beverage Container Management Board (BCMB) customer surveys covered 20 Depots in Calgary, Lethbridge, and surrounding areas. The survey provided insight into Depot customer demographics, details of the Depot experience, satisfaction with the Depot experience, awareness of branding and signage, customer behaviours and views related to Depots, regulation of Depots, and customer views about a “quick-drop” service. In total, 1,212 customers were surveyed.

Only about half of customers were aware that all the Depots are regulated, but about 60% felt that was important. Roughly two-thirds of customers noticed the logo during their visit. About half of customers indicated they would use a quick-drop service if available, with most preferring cash pick up in such a scenario.

Depot customers are more often male than female. As was the case in previous years, customers continue to be highly satisfied with their experience in the Depot and the time it took to receive services with the majority of customers giving the highest possible satisfaction rating. Over 60% of customers indicated that no improvements were needed or did not respond to a question asking for possible improvements.

The most common reason for choosing a particular Depot was proximity, but good service and friendly staff were also frequently mentioned. Most visits were concluded within 20 minutes with a refund of about \$40 or less. Customers were about equally split on whether the trip to the Depot was the primary destination or part of a series of errands, with three being the most common number of errands on a trip. Customers returning bottles were about equally split between being either the primary purchaser or sharing that responsibility, with only 9% indicating it was someone else.

1.0 Introduction

The Beverage Container Management Board (BCMB) has conducted an exit survey annually since 2013. The survey provides valuable information to understand customer perception around Depots and customer behaviour, and to identify areas of improvement. The success of the BCMB rests on the public returning empty containers to Depots; as a result, it is crucial to gauge customer perception and behaviour to understand how to promote their uptake of the system and increase beverage container return rates.

The 2018 Depot Exit Interview Survey covered 20 Depots in Calgary, Lethbridge, and surrounding areas. The survey provided insight into the following key areas:

- ▶ ***Depot customer demographics:*** gender and region (determined by postal code)
- ▶ ***details of their Depot experience:*** total refund amount and the total amount of time spent in the Depot, from when they enter the Depot to when they exit with their refund
- ▶ ***satisfaction with their Depot experience:*** satisfaction with time spent in the Depot, satisfaction with their overall experience with the Depot, reasons for choosing the Depot, aspects of the Depot they like that make them want to return, and areas for improvement for the Depot

- ▶ ***awareness of Depot branding and signage:*** awareness of the Depot logo and of signage displaying refund amount for various container sizes
- ▶ ***customer behaviour and views related to Depots:*** whether the visit to the Depot was part of a series of errands or an isolated “trip,” who controls the recycling in the household, how they first learned to take containers back to the Depot, whether they have brought back containers that were not accepted, and their awareness of the fact that Depots in Alberta are regulated
- ▶ ***thoughts about a new service to drop off containers and receive payment later (“quick-drop” service):*** including whether they would use this service and their preferred form of payment if such a service existed

Section 2.0 describes the methodology used to complete the surveys in detail, Section 3.0 analyzes the results of the survey, and Section 4.0 concludes the report.

2.0 Methodology

The exit interview surveys took place on August 11th and 18th, 2018. Surveys were conducted at 20 Depots in total, including 12 locations in metropolitan Calgary (metro), seven in urban locations outside Calgary (urban), and one rural location.

Table 1 lists each Depot and the number of surveys completed at each Depot. The target of 60 completions was met or exceeded in each Depot. In total, 1,212 customers were surveyed, including 720 in metro Depots, 432 in urban Depots, and 60 in one rural Depot (Taber). Given that Taber was the only rural Depot surveyed this year, no conclusions are drawn regarding rural Depots as a class throughout the report.

Table 1. Completed surveys by Depot			
Depot	Classification	Location	Completed surveys
Ability Bottle Depot - North	Urban	Lethbridge	62 ¹
Ability Bottle Depot - South	Urban	Lethbridge	70 ²
Airdrie Bottle Depot	Urban	Airdrie	60
Beddington Heights Bottle Depot	Metro	Calgary	60
Bowness Bottle Depot	Metro	Calgary	60
Chinook Bottle Depot	Metro	Calgary	60
Deerfoot Bottle Depot	Metro	Calgary	60
GPS Container Depot Ltd.	Urban	Lethbridge	60
GPS Container Depot Ltd. - West	Urban	Lethbridge	60
Happy Can Bottle Depot	Metro	Calgary	60
Moneyback Container Shack	Metro	Calgary	60
Okotoks Bottle Depot	Urban	Okotoks	60
REDI Bottle Depot	Urban	Medicine Hat	60
Saddleridge Bottle Depot	Metro	Calgary	60
Sage Hill Bottle Depot	Metro	Calgary	60
Spy Hill Bottle Depot	Metro	Calgary	60
Taber Container Depot	Rural	Taber	60
Uptown Depot Ltd.	Metro	Calgary	60
Vecova Bottle Depot	Metro	Calgary	60
Walden Bottle Depot	Metro	Calgary	60
Total			1,212
1 – Multiple customers were simultaneously being surveyed, resulting in two additional surveys.			
2 – Surveyors at this location erroneously completed the additional survey forms provided to account for possible lost, damaged, or incomplete forms.			

Figure 1 and Figure 2 illustrate the geographic distribution of the Depots within Calgary and Lethbridge, respectively.

Figure 1. Locations of surveyed Depots within Calgary

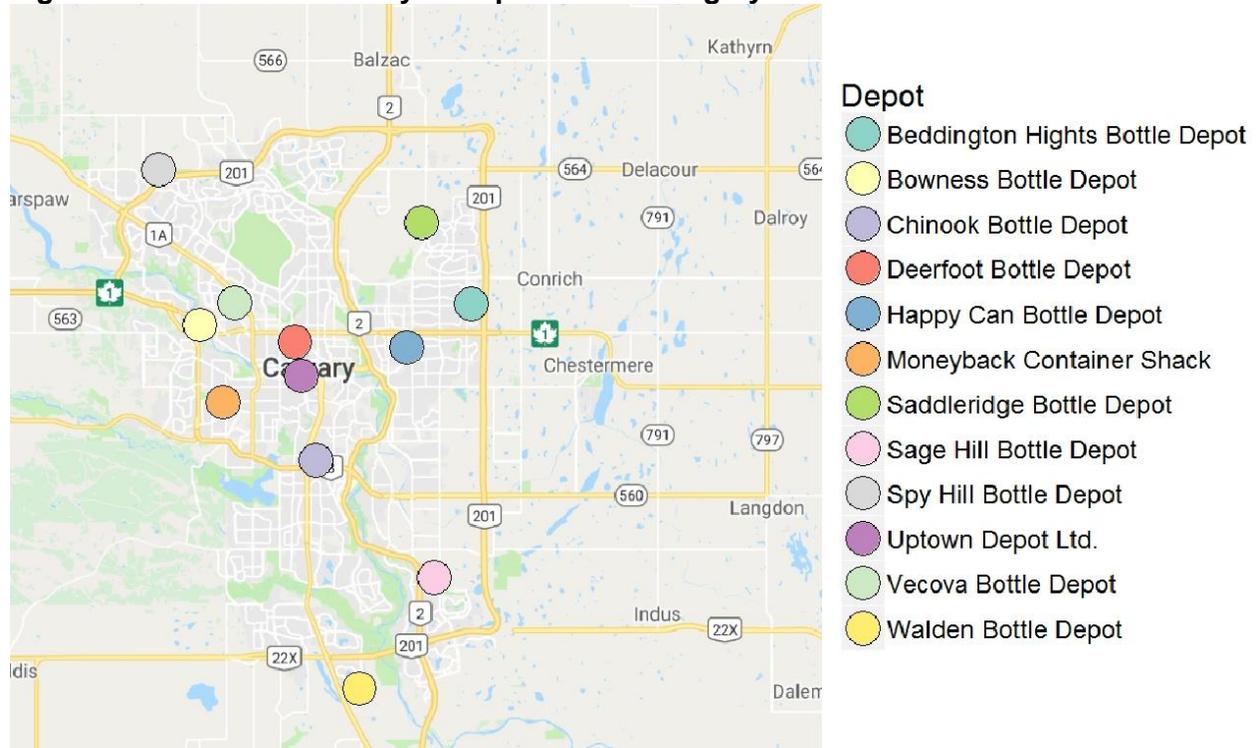
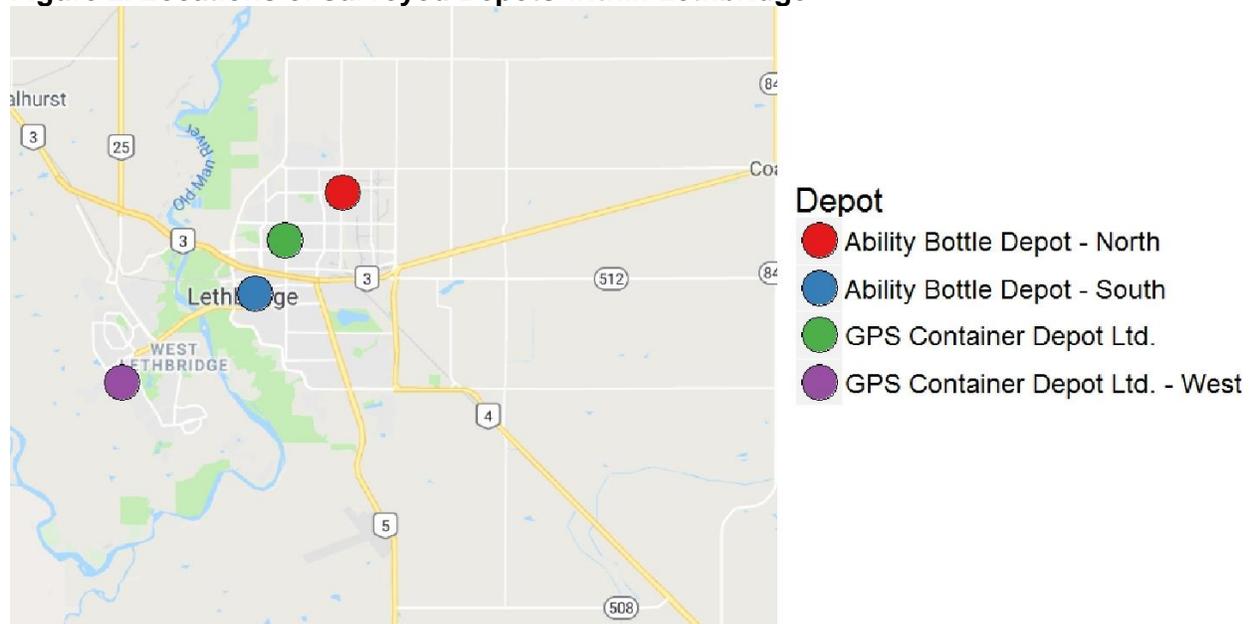


Figure 2. Locations of surveyed Depots within Lethbridge



At metro locations, teams of two interviewers were assigned to each Depot, moving on to new locations within Calgary as they completed a location. Due to the longer driving distances and slower anticipated traffic, urban and rural locations were assigned a single interviewer for the entire day, or until the target of 60 surveys was completed. On August 11th, all Depots outside Calgary were completed by individual interviewers, and four teams of two and a project manager worked on the Depots in Calgary. On August 18th, six interviewers were assigned to complete the small number of incomplete surveys within Calgary.

The survey interview protocol was as follows:

- ▶ Interviewers set up at the entrance of each Depot with clipboards and a sign indicating the distribution of a Depot survey.
- ▶ Interviewers asked customers if they would like to complete a short (less than five-minute) survey about the Depot in exchange for a \$5 gift certificate to Tim Horton's.
- ▶ If the customer said yes, interviewers wrote down the name of the Depot, the time that the customer was entering the Depot, and the gender of the customer. They then instructed the customer to come back to see them to complete the survey after they had completed their business in the Depot. Interviewers asked each customer for their name, wrote it down on a separate Post-it note, and attached it to their survey (this was simply to keep track of which survey they needed to give back to the customer when they returned).
- ▶ When each customer returned to their interviewer after finishing in the Depot, interviewers wrote the time they exited the Depot on their survey before handing it over with a pen for the customer to complete the rest themselves.
- ▶ When customers finished filling out their surveys, interviewers provided a \$5 gift card to Tim Horton's.
- ▶ Finally, interviewers removed the Post-it notes and stored the completed surveys.

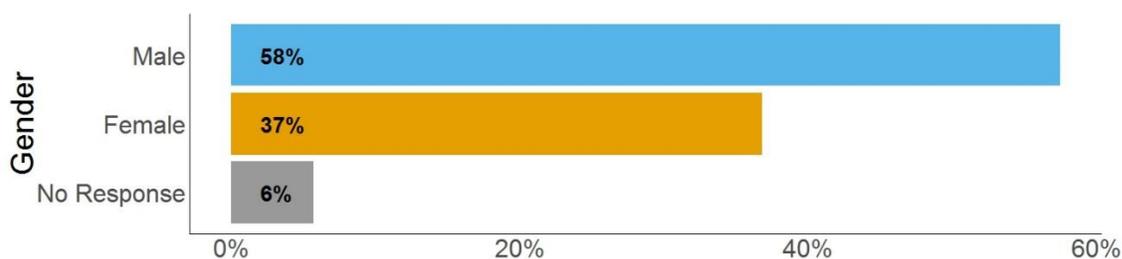
3.0 Analysis of results

Below we present the key findings of the survey, which includes Depot customer demographics, details of the Depot experience, satisfaction with the Depot experience, awareness of branding and signage, customer recycling and Depot use, and customer thoughts about a “quick-drop” service.

3.1 Depot customer demographics

Depot customers were more frequently male (58%) than female (37%) (Figure 3). This represents a higher proportion of males compared to the general Alberta population, which is approximately 51% male.¹

Figure 3. Customer gender ($n = 1,212$)



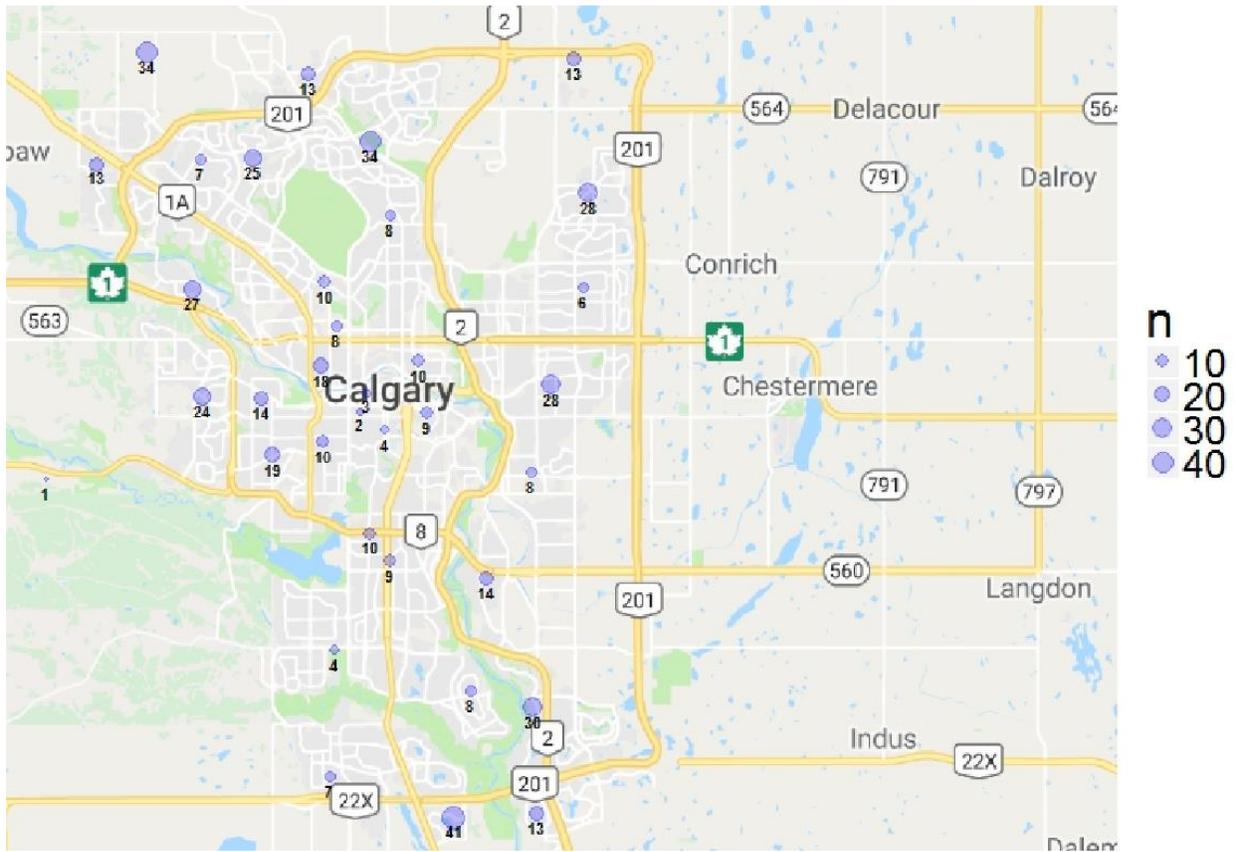
Note: Due to rounding, values may not sum to 100%

The majority of customers (78%) provided their six-character postal code, providing an understanding of the geographic distribution of Depot customers. Figure 4 and

¹ <http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/demo31e-eng.htm>

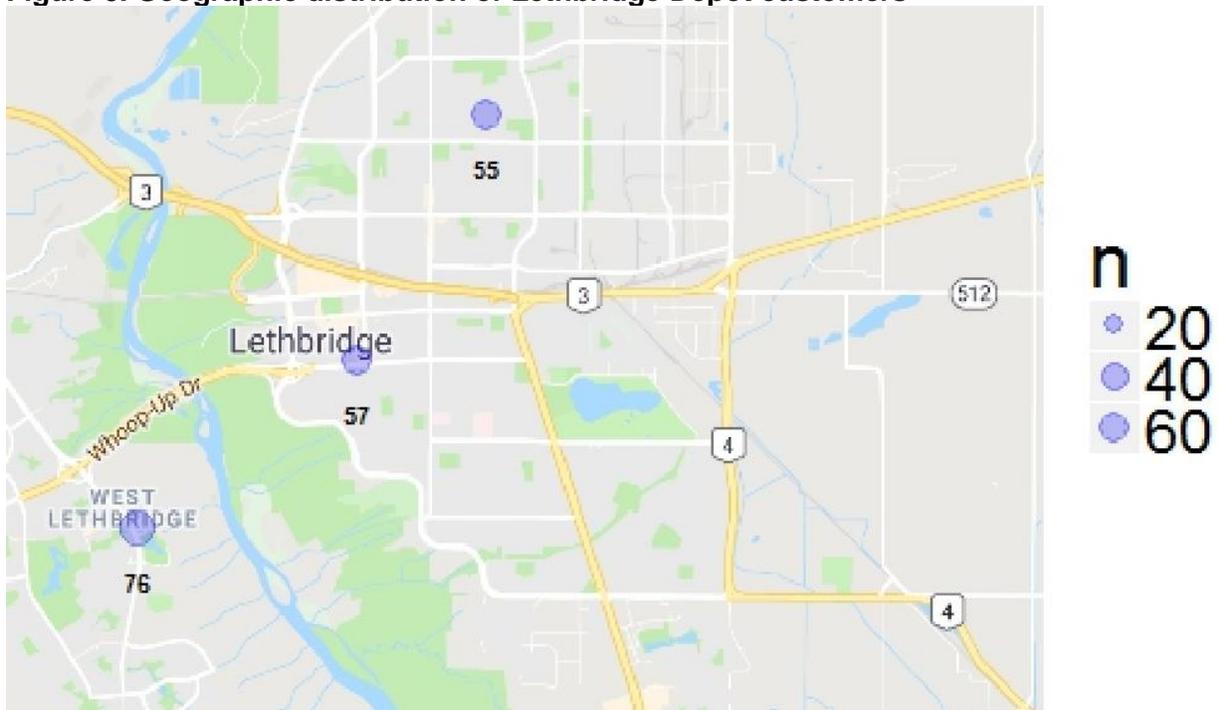
Figure 5 below illustrate the rough geographic distribution of customers surveyed within Calgary and Lethbridge Depots, respectively. Each blue dot corresponds to a three-character postal code with size proportional to the number of customers residing in that postal code. These visualizations do not include the small number of customers who provided an unknown postal code or customers too far to include on the scale of the map. Additional detail on locations outside of Calgary and Lethbridge is available on the individual Depot reports.

Figure 4. Geographic distribution of Calgary Depot customers



Note: Some remote customers are not depicted on the map.

Figure 5. Geographic distribution of Lethbridge Depot customers



Note: Some remote customers are not depicted on the map.

Customer postal codes, along with the Google Maps Application Programming Interface (API), allow for an approximate calculation of the average distance customers travelled to reach the Depots, assuming they travelled to the Depot from their home. The Google Maps API was able to calculate distance for the majority of postal codes provided, with less than a third (29%) of postal codes failing to produce a valid distance.

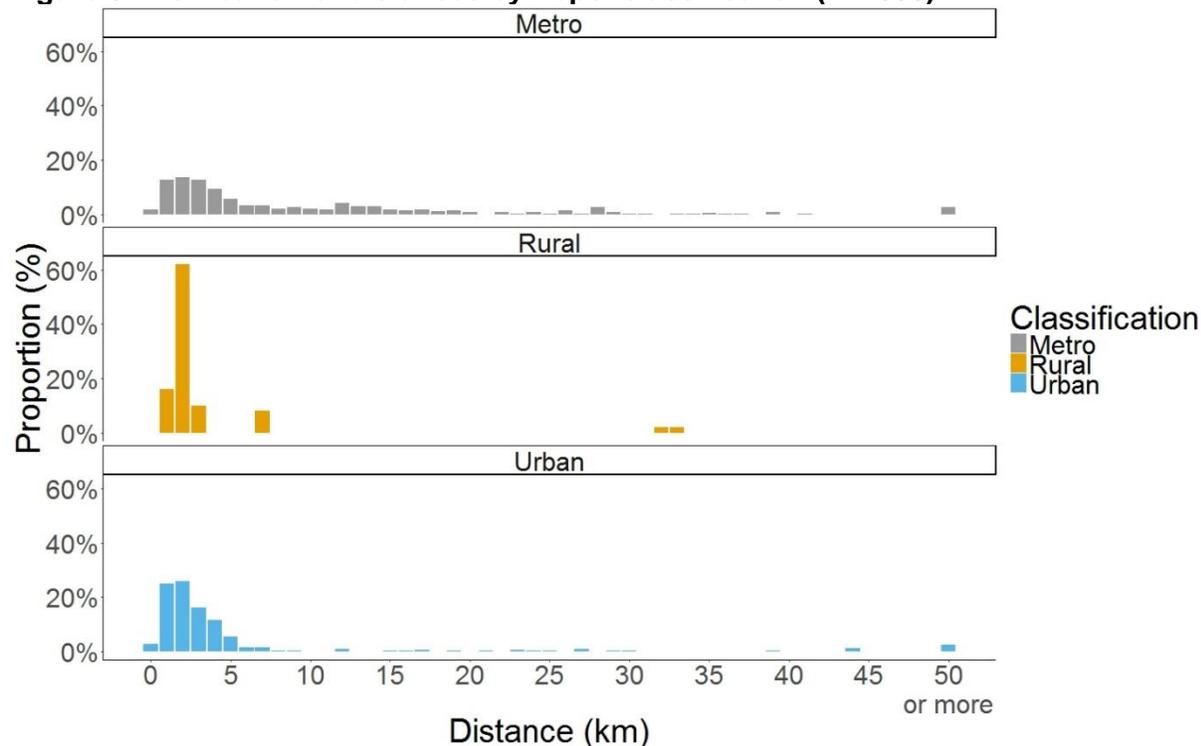
Table 2 calculates summary statistics for distance travelled. Large individual values can skew the arithmetic mean, making it a poor estimate of “typical” value. We therefore provide the mode (the most frequent response) and median (the middle value) throughout to better understand the average or typical response.

Table 2. Distance travelled to Depot summary statistics in kilometres				
Classification	Median	Mode	Mean	Max
Metro	4.5	4.1	15.2	658.1
Rural	1.8	1.7	3.5	33.4
Urban	2.3	1.5	8.3	427.2

Note: High maximum distances were verified as belonging to valid postal codes out of province.

The distribution of distances for each Depot classification is shown in Figure 6. As indicated, in most cases, regardless if in a metro, urban, or rural classification, the majority of people in each centre travelled less than five kilometres.

Figure 6. Distribution of distances by Depot classification (n = 850)



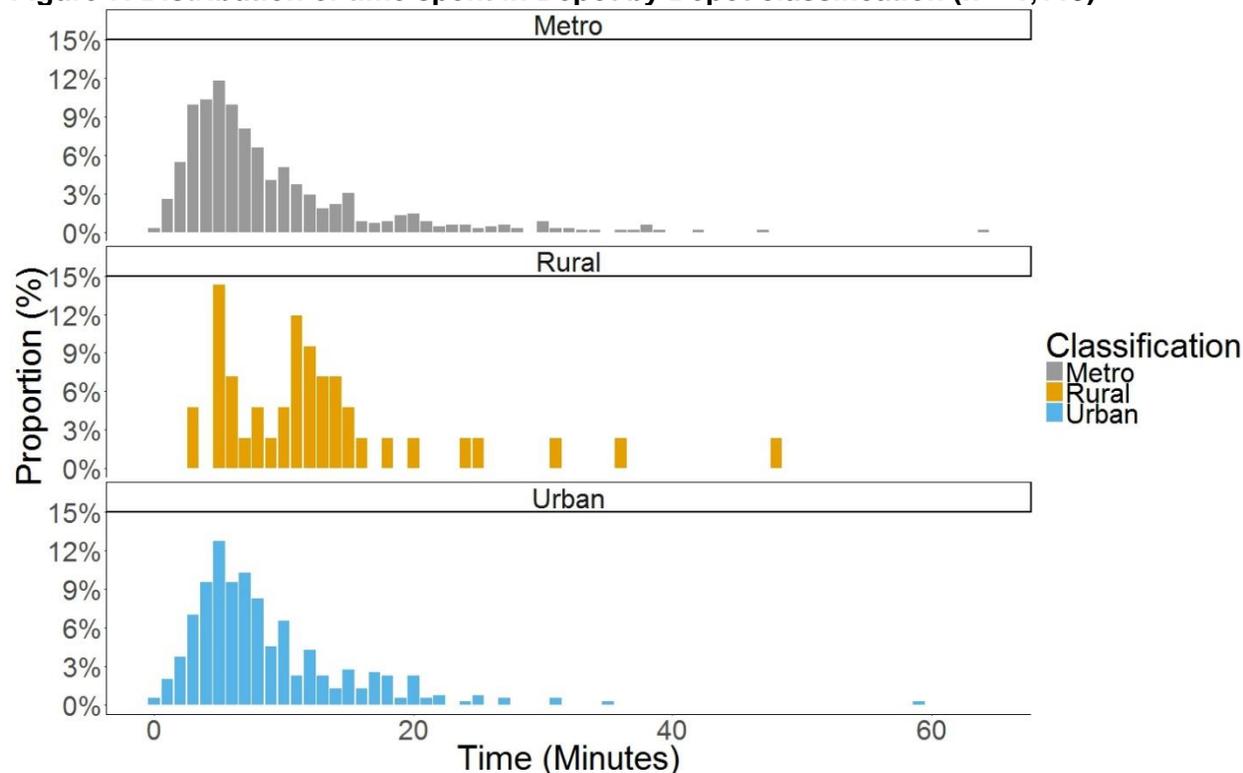
3.2 Customer Depot experience

Interviewers recorded the time that each customer entered the Depot and also recorded the time that they returned to complete the rest of the survey. The amount of time spent in a Depot varied substantially from customer to customer, with a minimum time of one minute in a Depot and a maximum time of 64 minutes. Visits were most commonly concluded within five to seven minutes (Table 3).

Table 3. Summary statistics of time spent in Depot in minutes				
Classification	Median	Mode	Mean	Max
Metro	6	5	8.8	64
Rural	11	5	12.8	48
Urban	7	5	8.6	59

The bulk of visits were concluded in less than 20 minutes (83%). Figure 7 shows the full distribution of visit times.

Figure 7. Distribution of time spent in Depot by Depot classification (n = 1,119)



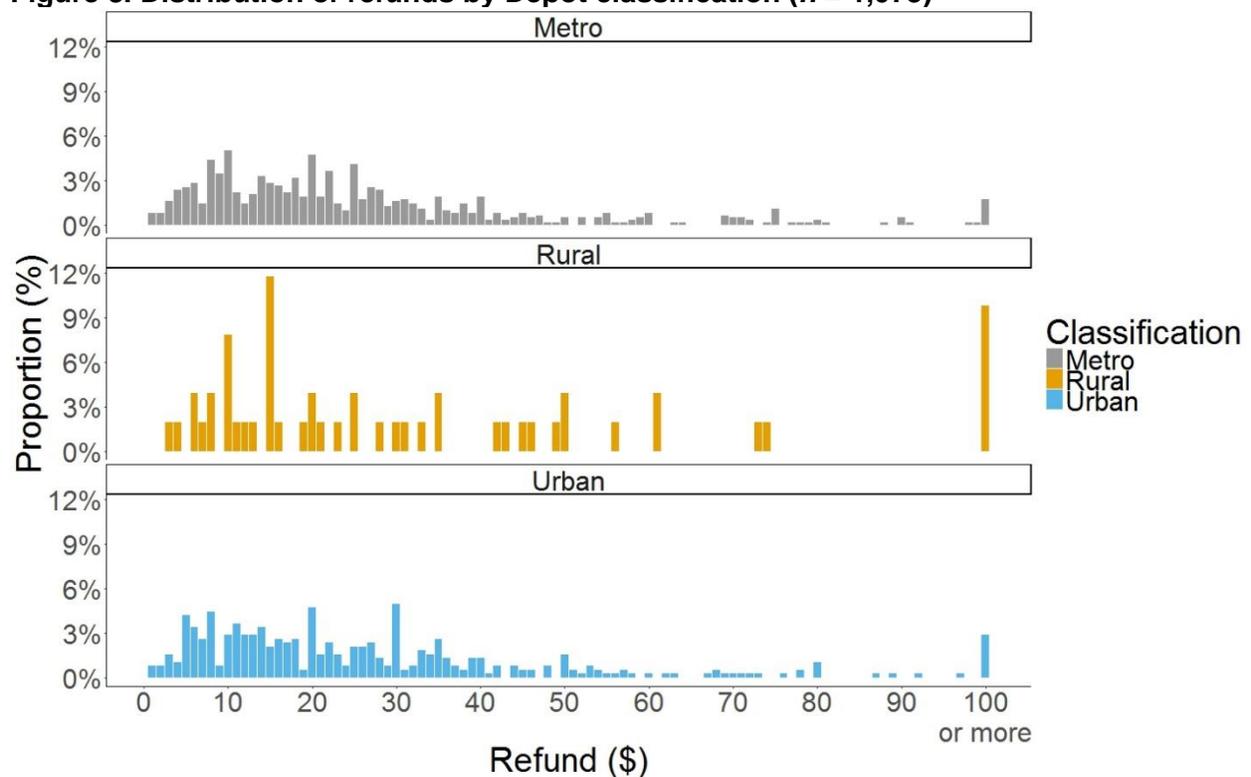
Note: Individuals with missing or inconsistent time information (e.g., entry time after exit) were removed.

The total refund cited by respondents ranged from a minimum of \$1 to a maximum of \$300. Refunds for metro customers were somewhat lower than urban customers (Table 4).

Table 4. Refund summary statistics by Depot classification in dollars				
Classification	Median	Mode	Mean	Max
Metro	\$20.00	\$10.00	\$26.60	\$250.00
Rural	\$23.10	\$15.20	\$34.90	\$125.30
Urban	\$20.40	\$30.00	\$28.30	\$300.00

About two-thirds of refunds fell between \$6 and \$41 (66%). The full distribution of refunds are shown in Figure 8.

Figure 8. Distribution of refunds by Depot classification (n = 1,073)



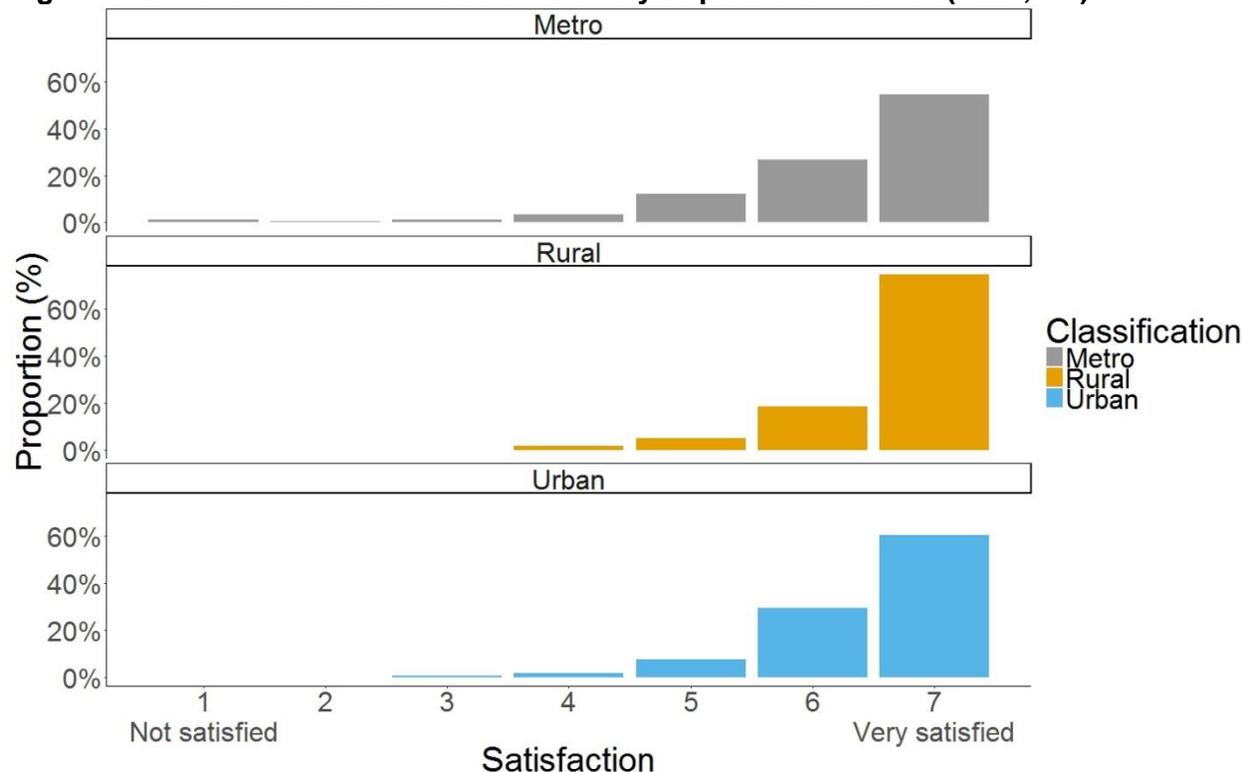
3.3 Customer satisfaction with Depot experience

Customers indicated very high levels of satisfaction with their experiences at Depots. Customers rated their overall experience with the Depot on scale from 1 (not satisfied) to 7 (very satisfied). The most common response was 7, and the average response was above 6.2 for all classifications of Depots (Table 5).

Table 5. Satisfaction rating with overall Depot experience on a scale from 1 (not satisfied) to 7 (very satisfied)				
Classification	Median	Mode	Mean	Max
Metro	7	7	6.2	7
Rural	7	7	6.7	7
Urban	7	7	6.5	7

Figure 9 show the strong positive satisfaction ratings, with most customers (82%) giving a rating of six or higher.

Figure 9. Distribution of overall satisfaction by Depot classification (n = 1,202)



Customers had similarly high ratings of their satisfaction with the time spent in the Depot. They were asked to rate their satisfaction with their time spent in each Depot (from entering the Depot to receiving their refund) on a scale from 1 (not satisfied) to 7 (very satisfied). Customers in metro and urban Depots had similar average levels of satisfaction with their time spent in the Depot.

Table 6. Satisfaction rating for time spent in Depot on a scale from 1 (not satisfied) to 7 (very satisfied)				
Classification	Median	Mode	Mean	Max
Metro	7	7	6.2	7
Rural	7	7	6.5	7
Urban	7	7	6.4	7

Figure 10. Satisfaction with time spent in Depot by Depot classification (n = 1,199).

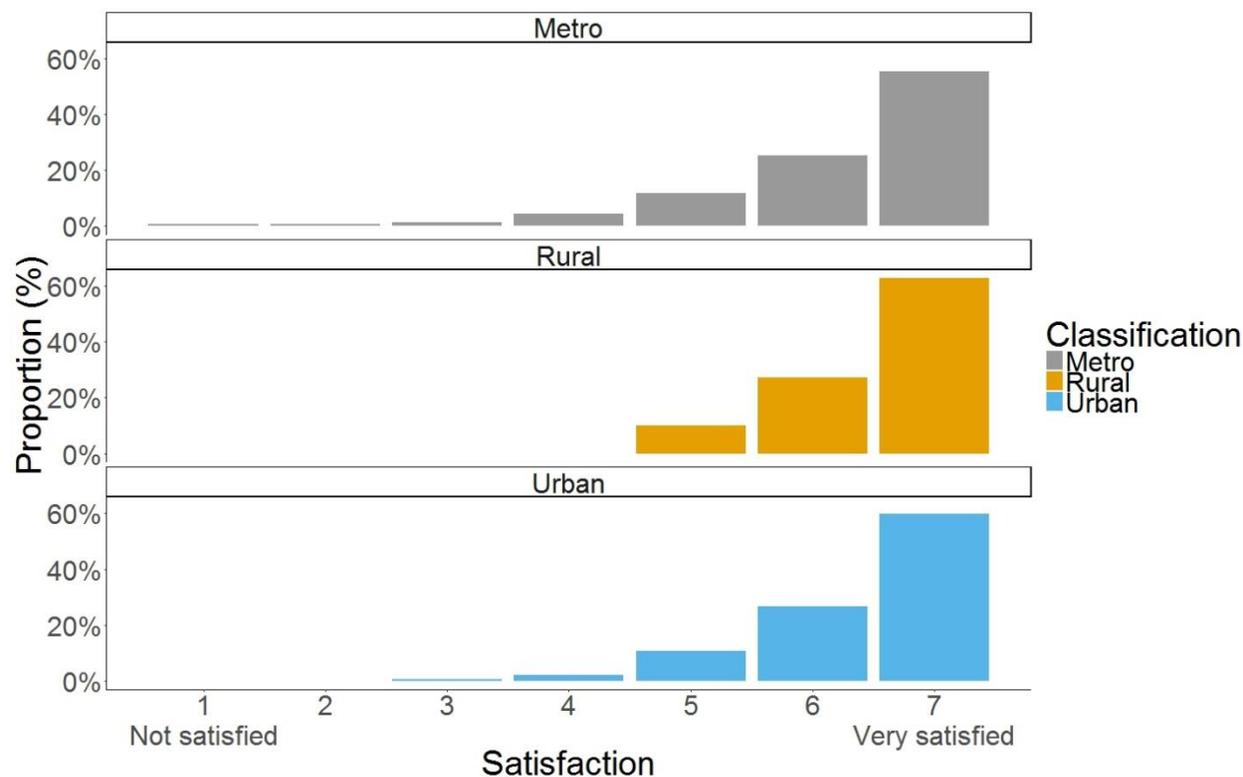
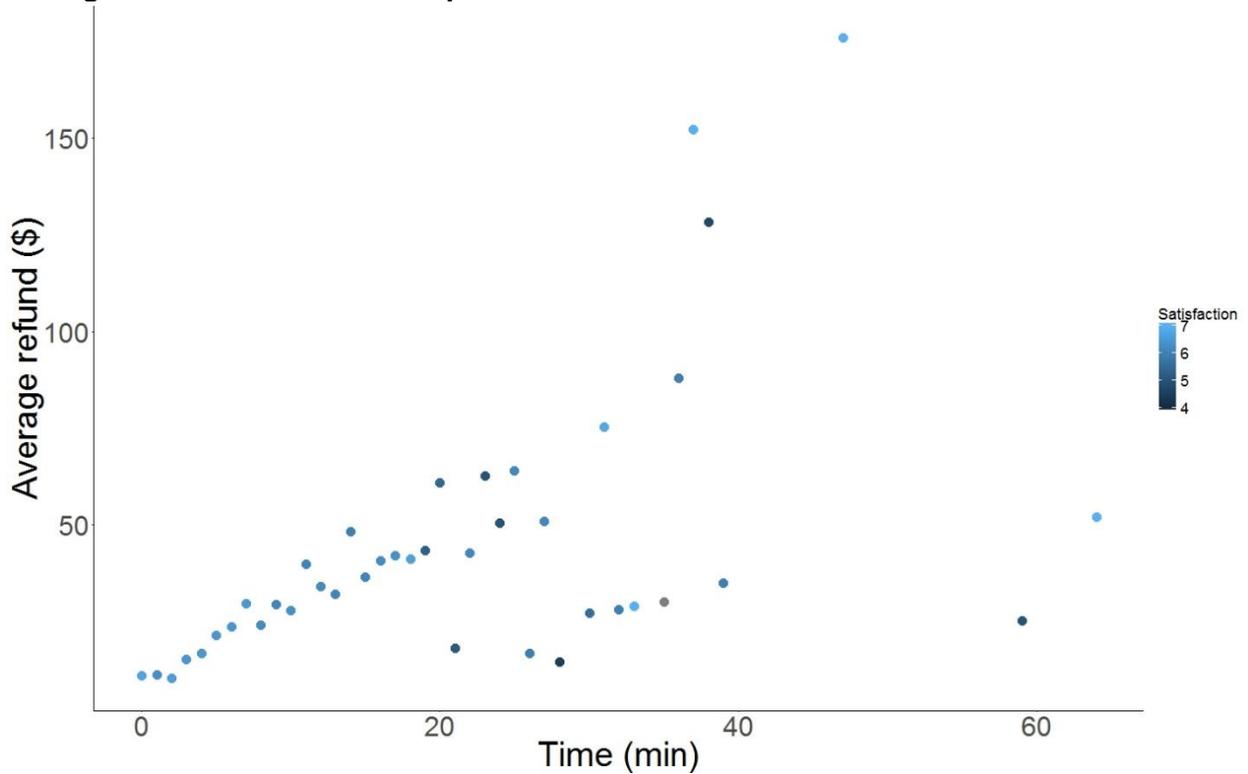


Figure 11 illustrates the relationship between the length of time customers spent in the Depot, the average refund received, and the average satisfaction rating with their time spent in the Depot. There is a small but predictable shift from satisfied (lighter dots) towards less satisfied (darker dots) ratings as time increases, suggesting people prefer faster refunds in general.

Figure 11: Relationship between length of time in the Depot, average refund size, and average satisfaction with time spent



When asked about why they chose to come to the particular Depot location, the most important factor by far was proximity, with almost half of the customers (46%) indicating that the Depot was close to home and almost one in five (17%) indicating that the Depot was closest to them or the only Depot available in the area. Customers also commonly cited fast and efficient service (10%), friendly, helpful, and courteous staff (10%), and convenience (9%) as aspects of the Depot that contribute to their choice of Depot (Table 7).

Table 7. Why customers chose to come to the Depot location (n = 1,212)	
Response	%
Close to home / local	46%
Fast / quick / efficient	10%
Good staff – friendly, helpful, courteous	10%
Location / convenient location	9%
Great service / the best service	8%
Closest Depot / only Depot in area	8%
Always come here / my preferred location / habit	7%
Convenience – had time / drive thru / easy / parking	6%
Clean	4%
Close to business, errands, campground	4%
Return / sell / get rid of bottles	4%
Honest / accurate / fair	3%
Support the community / the cause	3%
Recommendation of others / came with others / Google review	1%
Other	3%
Don't know	<1%
No response	2%
Note: Multiple responses accepted.	

When asked about what customers liked about the Depots that makes them want to return, about a third of customers (36%) indicated that fast service was important. Customers also commonly referred to the proximity and convenience of the Depot (31%) and friendly staff (30%) as aspects of the Depot that keep them coming back (Table 8).

Table 8. What do you like about this particular Depot that would make you return? (n = 1,212)	
Response	%
Fast / efficient service / quick	36%
Location / close to Depot / convenient	31%
Great staff – friendly, courteous, kind, helpful	30%
Good service / general satisfaction	14%
Clean / hand washing station / no smell	13%
Accurate refunds / honest	6%
Easy / easy process / organized	5%
Electronic systems	2%
Supporting a good cause	2%
Easy access – drive thru / walk-in options / windows	2%
Professional / experienced / effective	1%
Habit / always come here	1%
Hours	1%

Nothing / not returning	1%
Other	4%
Don't know	<1%
No response	4%
Note: Multiple responses accepted.	

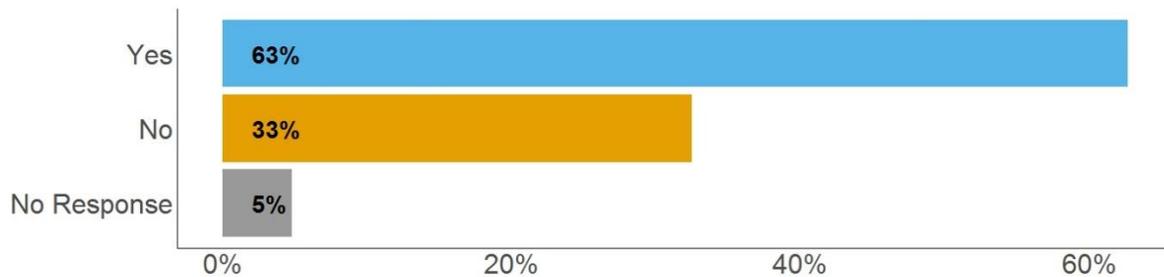
Customers were also asked to provide areas for improvement for the Depots. Most respondents indicated that there were no improvements required (30%) or they did not provide a response/did not know (32%), which is consistent with the overall high levels of satisfaction with the Depots described in the previous questions above. However, some respondents did provide some areas for improvement, which are described in Table 9 below. Respondents' suggestions varied substantially, but the most common suggestion related to providing more parking (5%), improving the smell (4%), and making more lines, stations, windows, stalls, lanes, and bays to return beverage containers available (4%).

Table 9. Areas for improvement (n = 1,212)	
Response	%
None needed / nothing / all seems good	30%
Better parking / more parking	5%
Improve smell – better ventilation	4%
More lines / stations / windows / stalls / lanes / bays available	4%
Longer hours – open later, earlier, Sunday	3%
Faster speed of service / shorter line ups	3%
Cleaner / empty garbage cans frequently	3%
Bigger space / size issues	2%
Accuracy / better counts	2%
Friendlier service / better customer service	2%
More employees / staff	2%
Better entrance – auto door, ramps, steps	1%
Better / more carts	1%
Esthetics / amenities – lighting, music, pop machines	1%
Better hand wash station / hand sanitizer	<1%
Better signage	<1%
Increase accepted products / blue bin for bags, cans not accepted	<1%
Other	8%
Don't know / not sure	3%
No response	29%
Note: Multiple responses accepted.	

3.4 Awareness of Depot branding and signage

Customers indicated a high level of awareness of Depot branding, with almost two-thirds (63%) indicating that they recalled seeing the Depot logo (Figure 12).

Figure 12: Do you recall seeing the Depot logo? (n = 1,212)



Those who indicated that they remembered seeing the logo provided a variety of locations (Table 10). Customers were most likely to indicate that they saw the logo outside the Depot, such as on the side of the building or in the parking lot (26%). The next most common response was that they saw the logo inside (12%) or at the Depot (9%), but did not specify the location. Other commonly cited locations include signage (6%), advertisements (6%), and at the door or entrance of the Depot (5%).

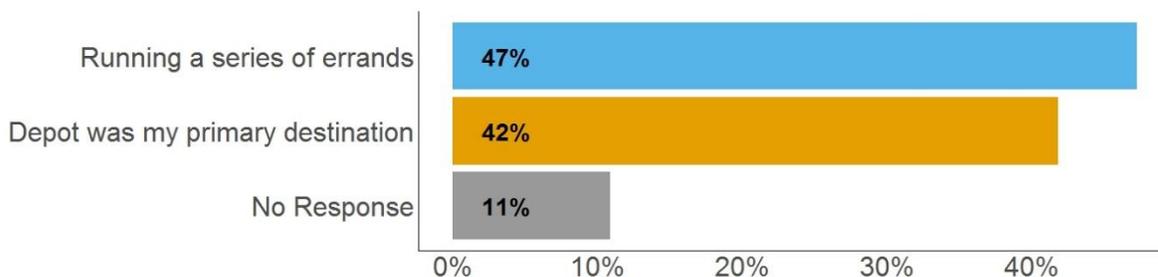
Response	%
Outside of Depot(s) (includes other Depots)	26%
Inside the Depot	12%
At Depot(s) (unspecified)	9%
Signs / signage (unspecified)	6%
Advertisements – newspapers, flyers, TV	6%
Door / entrance	5%
Trucks / vehicles	4%
Outdoor signs / billboards / bus bench	4%
Online / website	3%
Everywhere	2%
Recycling bins / containers	2%
On employee uniform	1%
Computer screen / monitors	<1%
Other	12%
Unsure / did not remember	3%
No response	13%

Note: Multiple responses accepted.

3.5 Customer behaviour and views related to Depots

Customers visiting the Depots were relatively evenly split between those for whom the Depot was their primary destination (42%) and those who were running a series of errands (47%) (Figure 13).

Figure 13. Did you come to the Depot today as part of a series of errands or as your primary destination? (n = 1,212)

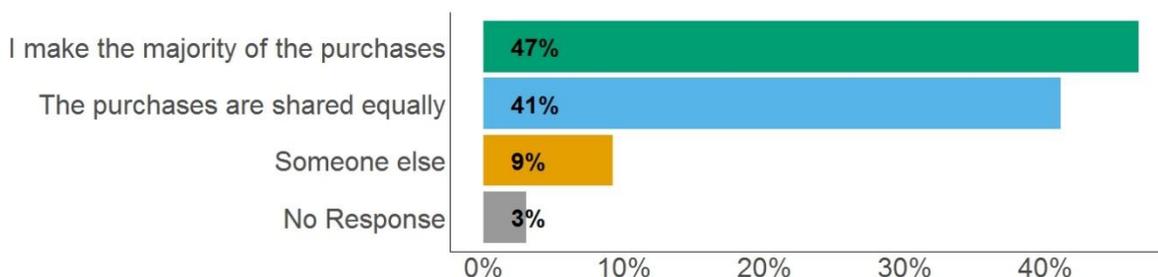


Those who indicated they were running a series of errand were asked how many stops they intended to make. The most common answer was three, although some reported planning to make as many as 10 or 20 stops (Table 11).

Table 11. Number of planned stops summary statistics				
Classification	Median	Mode	Mean	Max
Metro	3	3	2.8	20
Rural	3	3	2.8	9
Urban	3	3	2.9	10

When asked who generally makes the beverage purchases in their household, customers were equally likely to indicate that they make the majority of the purchases (47%) or that the purchases are shared equally among others in the household (41%), with 9% indicating it was someone else (Figure 14).

Figure 14: Who generally makes the beverage purchases in your household? (n = 1,212)



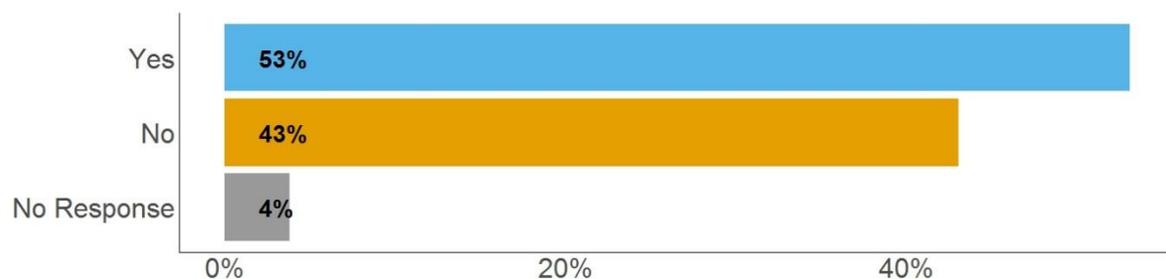
Customers provided a wide variety of responses when asked how they first learned to take containers back to a Depot. The most common theme was that they learned long ago; for example, taught by family (18%), learned decades / years ago (8%), always known (7%), or learned as a child (8%). See Table 12 for the full spectrum of responses.

Table 12. How did you first learn to take containers back to a Depot? (n = 1,212)	
Response	%
Taught by family / parents / home	18%
Suggestions from friends / neighbours / colleagues	10%
As a child	8%
Decades ago / years ago	8%
Always been doing it / always known / all my life	7%
Advertising	6%
Proximity – saw it / drove by it	4%
Wanted money / need money / for extra money / saving	4%
Word of mouth / common knowledge / people talk	3%
Internet / online	3%
When you had to pay the deposit / to get deposit back	3%
School	2%
Desire to recycle / through recycling	2%
Chore or task done to earn spending money	2%
When I moved to Alberta	1%
Environmental initiatives / recycling programs / bottle drives	1%
Help the environment	1%
When Alberta started to recycle	<1%
Other	5%
Can't recall	4%
No response	12%

Note: Multiple responses allowed.

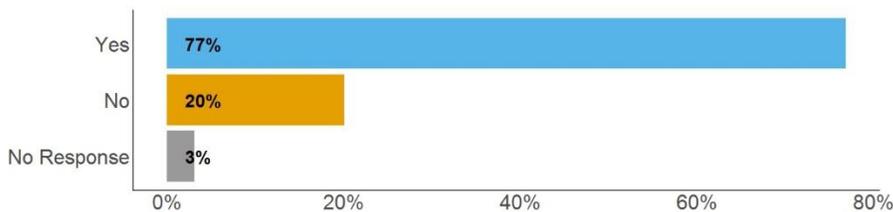
About half (53%) of the customers had brought back a bottle that was not accepted (Figure 15).

Figure 15. Have you ever brought back a container to a Depot that the Depot worker would not accept? (n = 1,212)



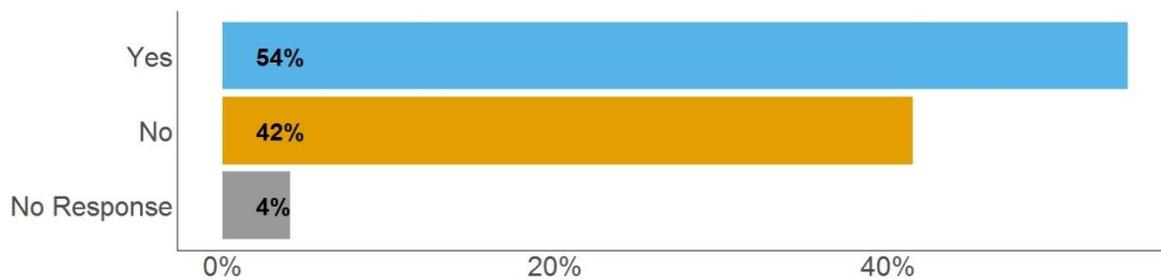
Of the customers that had a container that was not accepted, most (77%) indicated that the reasons for the decision were explained (Figure 16).

Figure 16: If yes, did the Depot worker explain why they would not accept the container? (n = 644)



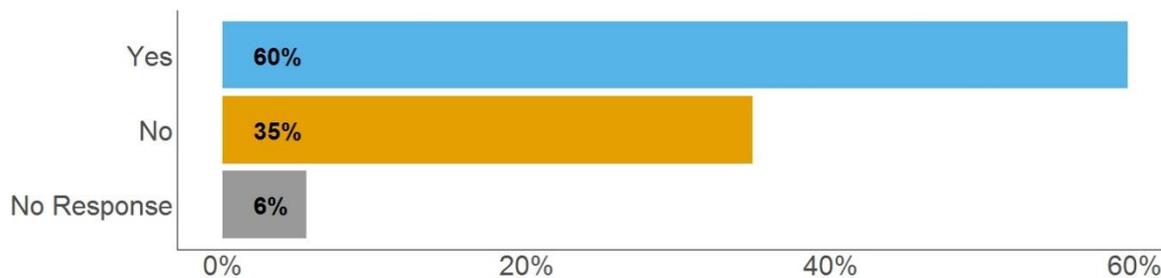
Customers were split evenly in terms of their knowledge that all Depots in Alberta are regulated. In particular, half (54%) indicated that they were aware of this, while almost half (42%) indicated that they were not aware (Figure 17).

Figure 17: Did you know that all Depots in Alberta are regulated? (n = 1,212)



The majority (60%) indicated that it does make a difference to them whether Depots are regulated. See Figure 18.

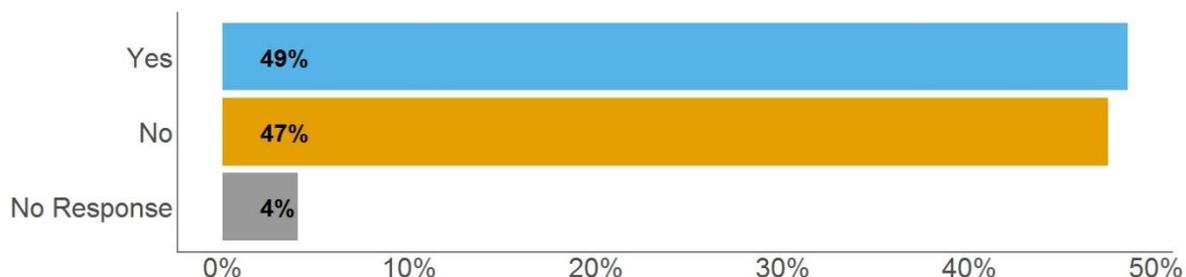
Figure 18. Does it make a difference to you whether Depots are regulated? (n = 1,212)



3.6 Views on “quick-drop” service

Customers were asked about whether they would use a “quick-drop” service where they could drop their containers off without waiting in line and collect their money at a later date. Customers were divided about whether they would use such a service, with half (49%) indicating that they would, a similar proportion (47%) indicating that they would not, and 4% providing no response (Figure 19).

Figure 19. If a service was offered where you could drop off your containers without waiting in line and collect your money later, would you use this service? (n = 1,212)



Most people indicated that they would like to be paid by cash if such a service were available (Table 13).

Response	%
Cash pick up	71%
Debit	19%
PayPal (electronic)	17%
Cheque mailed	4%
No response	1%
Note: Multiple responses accepted.	

4.0 Conclusion

The 2018 Depot Exit Interview Survey suggests that Depot customers are more often male than female. Although there was variation in the customers' Depot experiences in terms of the time spent during their visit and the refund size, the vast majority of customers were in the Depot for less than 20 minutes, and received a refund of \$40 or less.

When asked why they chose the particular Depot location to return their beverage containers, by far the most common explanation was that the Depot was close to the customer's home. Overall, customers were highly satisfied with their time spent in the Depots and their overall experience with the Depot. When explaining the reason for their satisfaction, most cited the locations of the Depots, followed by fast and efficient service, and friendly staff. Only about four out of ten customers provided some suggestions for improvement. These suggestions varied widely, with the most common suggestions related to making more parking available and additional lines / stations / windows / stalls / lanes / bays to return beverage containers. Other suggestions included improving cleanliness, increasing space, extending hours, and increasing speed of service.

Customers indicated high levels of awareness of Depot branding, with well over half indicating they recalled seeing the Depot logo. Customers were most likely to indicate that they saw the logo outside the Depots, such as on the side of the building or in the parking lot.

The survey provided the following insights into customer behaviour and views related to Depots:

- ▶ Customers were relative evenly split on whether their trip to the Depot was part of a series of errands they were completing or an isolated "trip."
- ▶ When asked who generally makes the beverage purchases in their household, customers were equally likely to indicate that they make the majority of the purchases or the purchases are shared equally among others in the household, with only 9% indicating it was someone else.
- ▶ By far, the most common ways that customers learned to take containers back to Depots was being taught by family and learning as a child.
- ▶ About half customers indicated that they have brought containers back to a Depot that the Depot worker would not accept. In the vast majority of these cases, the Depot worker explained to the customer why they would not accept the container.
- ▶ Half of the customers surveyed were aware that Depots in Alberta are regulated and a little over half indicated that it does make a difference to them whether Depots are regulated.

Customers were divided about whether they would use a "quick-drop" service where they could drop their containers off without waiting in line and collect their money at a later date, with half indicating that they would use the service and the other half indicating that they would not. Of those indicating that they would use the service, the most preferred form of payment, if such a service existed, would be cash pick up.

Appendix A: Questionnaire

SURVEYOR USE ONLY

Depot Name: _____ Survey # _____

Time in: _____ Time out: _____ Gender: _____

All the information you provide to us will be used in aggregate and is being collected by the Beverage Container Management Board to strengthen Alberta's beverage container recycling industry. All data collection, storage, and processing will comply with the Canadian Privacy Act.

1. How would you rate your overall experience with this Depot?
(Please circle the appropriate number)

Not Satisfied		Very Satisfied				
1	2	3	4	5	6	7

2. Would you mind sharing your postal code for statistical purposes? _____

3. How satisfied are you with the time you spent in the Depot, from entering the Depot to receiving your refund? (Please circle the appropriate number)

Not Satisfied		Very Satisfied				
1	2	3	4	5	6	7

4. We'd like to know what your refund was, would you be willing to share it? \$ _____

5. Why did you choose to come to this location today (Depot)? Please Explain: _____

6. Which of the following best describes your visit to this Depot today? (Please circle the appropriate answer)

Visiting as part of running a series of errands | Visiting this Depot was my primary destination

If *series of errands* how many stops do you plan on making for this trip? _____

7. Who generally makes the beverage purchases in your household? (Please circle the appropriate answer)

I make the majority of the purchases | The purchases are shared equally | Someone else

8. What do you like about this Depot that would make you return? Please Explain: _____

9. Where could this Depot improve? Please Explain: _____

10. How did you first learn to take containers back to a Depot? Please Explain: _____

11. Do you recall seeing the Depot logo (shown to the right)?
(Please circle the appropriate answer)



Yes | No

If **YES**, please explain where you noticed the Depot logo:

12. If a service was offered where you could drop off your containers without waiting in line and collect your money later, would you use this service? (Please circle the appropriate answer)

Yes | No

If **YES**, what would your preferred form of payment be? (Please circle the appropriate answer)

Cash pick up | Cheque pick up | Debit | PayPal (electronic)

13. Have you ever brought back a container to a Depot that the Depot worker would not accept? (Please circle the appropriate answer)

Yes | No

If **YES**, Did the Depot worker explain why they could not accept the container? (Please circle the appropriate answer)

Yes | No

14. Did you know that all Depots in Alberta are regulated? (Please circle the appropriate answer)

Yes | No

15. Does it make a difference to you whether Depots are regulated? (Please circle the appropriate answer)

Yes | No

**We appreciate you taking the time to complete this survey.
Please return your completed questionnaire to the surveyor.**

1. How did you first learn to take containers back to a Depot? Please Explain.

2. Do you recall seeing the Depot logo?

- ₁ Yes ₂ No



11a. If **YES**, please explain where you noticed the Depot logo?

3. If you could choose, what day of the week and what time of day would you choose to return your containers to a Depot? Please Explain.

4. If a service was offered where you could drop off your containers without waiting in line and collect your money later, would you use this service?

- ₁ Yes ₂ No

13a. If **YES**, what would your preferred form of payment be?

- ₁ Cash pick up ₂ Cheque mailed ₃ Debit ₄ PayPal

5. Have you ever brought back a container to a Depot that the Depot worker would not accept?

- ₁ Yes ₂ No

14a. If **YES**, did the Depot worker explain why they could not accept the container?

- ₁ Yes ₂ No

6. Did you know that all Depots in Alberta are regulated?

- ₁ Yes ₂ No

7. Does it make a difference to you whether Depots are regulated?

- ₁ Yes ₂ No

**We appreciate you taking the time to complete this survey.
Please return your completed questionnaire to the surveyor.**