



# Ipsos Reid Public Affairs



Ministry of  
Environment

## Consumer Awareness Survey of Industry Led Product Stewardship Programs in British Columbia

*Final Report*

# Table of Contents

|  |    |
|--|----|
| Background and Information                       | 3  |
| Methodology                                      | 4  |
| Regional Definitions                             | 5  |
| Interpreting and Viewing Results                 | 6  |
| Awareness and Participation                      | 7  |
| Experience with Product Stewardship Programs     | 41 |
| Knowledge of Product Stewardship Programs        | 68 |
| Future Additions to Product Stewardship Programs | 77 |
| RCBC's Recycling Hotline and Website             | 86 |
| Preferred Recycling Fee Scenario                 | 92 |

## Background and Information

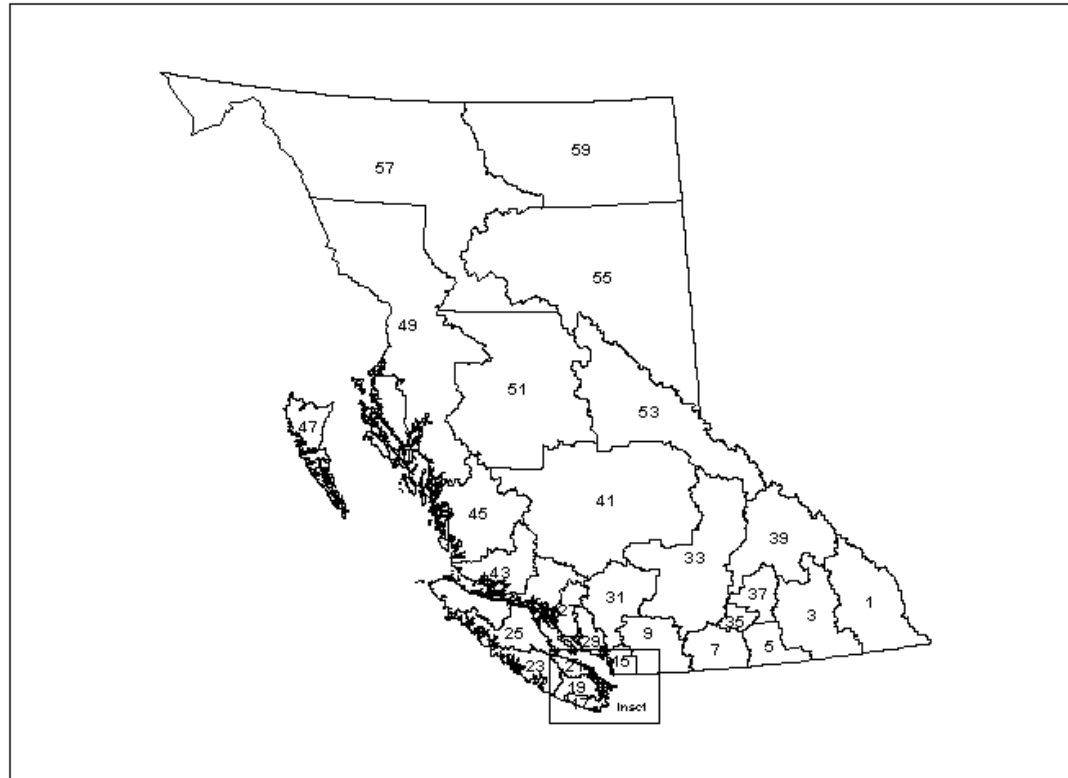
- ◆ The main objective of conducting this survey is to gain a baseline measure of consumer awareness of Industry Led Product Stewardship Programs in British Columbia.
- ◆ In reviewing the results, it should be noted that this survey is a measure of consumer awareness of Industry Product Stewardship in BC, and does not reflect the actual recovery rate of products, thus these results cannot be extrapolated to calculate the actual amount of products recycled.
- ◆ For information on what is actually recycled in BC, please see the annual reports, delivered by each of the stewardship agencies. Stewardship agencies links can be found on the Ministry of Environment site at <http://www.env.gov.bc.ca/epd/recycling/resources/links.htm>.
- ◆ For questions on recycling options, locations near you, and community-based recycling initiatives, please visit the Recycling Council of British Columbia's homepage at [www.rcbc.bc.ca](http://www.rcbc.bc.ca), or contact them on the recycling hotline 604-RECYCLE (732-9253) in Lower Mainland or 1-800-667-4321 (rest of BC) or e-mail at [hotline@rcbc.bc.ca](mailto:hotline@rcbc.bc.ca).
- ◆ For information on government recycling policy and regulation visit [www.recycling.gov.bc.ca](http://www.recycling.gov.bc.ca).

## Methodology

- ◆ This report presents the results from an online survey conducted by Ipsos Reid on behalf of the British Columbia Ministry of Environment. Interviewing was conducted between December 10 and December 18, 2008 inclusive.
- ◆ The target sample size for this research was 1,000. We exceeded our target number of completed surveys by 10.5% and completed 1,105 surveys.
- ◆ The margin of error for a sample size of 1,105 is  $\pm 2.95\%$ , 95 times out of 100.

## Regional Definitions

- ◆ The results for this study are presented graphically first as a whole (Provincial Total) and then the results are presented in tabular format by regional sub-group: Interior BC, Lower Mainland, North BC and Vancouver Island. These regions are defined by BC Stats information. *Source <http://www.bcstats.gov.bc.ca/data/pop/maps/rdmap.asp>*



- ◆ "Lower Mainland" includes regional districts 15 and 9. "Vancouver Island" includes Vancouver Island and the Gulf Islands. "Northern BC" includes regional districts 41, 45, 47, 49, 51, 53, 55, 57, and 59. "Interior BC" includes all of the remaining regional districts.

## Interpreting and Viewing Results

- ◆ Please note that throughout this report where sub-group differences are shown there are green and red triangles presented with the results. A green triangle (▲) denotes a higher than average result and a red triangle (▼) denotes a lower than average result. These results are statistically significant.
- ◆ In normal English, the term ‘significant’ means ‘important’. In Statistics, the term significant means that there is a true mathematical difference that is not due to chance. As such, findings may be ‘true’ without being ‘important’.
- ◆ We have discussed some of the statistically significant results throughout the report. However, while all statistically significant results are labeled, not all differences warrant discussion.
- ◆ The results for this study are presented graphically first as a whole (Provincial Total) and then the results are presented in tabular format by regional sub-group: Interior BC, Lower Mainland, North BC and Vancouver Island. In reading these tables please note that the columns represent the responses of that group only.
- ◆ Please note that some “Totals” in this report may seem off due to rounding error. For example, 35% and 24% might add to 60% (not 59%). With decimals, the component percentages might be 35.4% (rounds down to 35%) and 24.2% (rounds down to 24%), making the total 59.6%, which rounds up to 60%. All percentages shown are correct.



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**Awareness and Participation**

## Reasons for Recycling

- ◆ A strong majority (80%) of BC residents provided reasons why they participate in non-curbide recycling. These verbatim responses can be found in the Product Stewardship Verbatim Report.
- ◆ Two-in-ten (17%) BC residents say they do not participate in non-curbide recycling as they only use curbside recycling services.
- ◆ Only 4% admit they don't recycle at all.
  - Residents of North BC are more likely to admit to not recycling.



## Awareness and Participation (Continued)

### Recycling Information Sources

- ◆ If looking for information on how to reuse or recycle a product that could not be recycled through the local curbside recycling program, 41% say they would look for information from the municipality or regional district.
- ◆ One-quarter (25%) of BC residents would look for recycling information on the internet.
  - Lower Mainland residents are more likely to look to the internet for this information.
- ◆ Other sources of information include the retailer from whom they purchased the product (9%) and the Yellow Pages (9%).
- ◆ Meanwhile, one-in-ten (9%) say they wouldn't know where to look for information on non-curbside recycling.
  - Residents of North BC are more likely to say they do not know where to look for recycling information.

## Awareness and Participation (Continued)

### Familiarity with How to Recycle Products

- ◆ Of all the recyclable products tested, BC residents are by far the most familiar with how to recycle beverage containers.
  - Almost all (97%) residents say they are familiar with how to recycle beverage containers and specifically 84% say they are ‘very familiar’.
- ◆ Relatively fewer BC residents are familiar with how to recycle paints (70%) and electronics (69%).
  - One-third say they are ‘very familiar’ with how to recycle these products (35% paints and 33% electronics).
  - Residents of Interior BC are more familiar with how to recycle paints than those who live elsewhere.
- ◆ Six-in-ten BC residents are familiar with how to recycle tires (63%), used lubricating oil, filters and containers (63%) and lead acid batteries (62%).
  - Three-in-ten are ‘very familiar’ with how to recycle these items (31% tires, 30% used lubricating oil, filters and containers and 32% lead-acid batteries).
- ◆ Just over one-half of BC residents are familiar with how to recycle pharmaceuticals (55%) and solvents, flammable liquids, gasoline and pesticides (53%).
  - Residents of Interior BC are more likely to be familiar with how to recycle these products.

## Awareness and Participation (Continued)

### Awareness of Product Stewardship Programs

- ◆ Seven-in-ten (69%) BC residents have heard of Encorp Pacific Canada.
  - Residents of the Lower Mainland are the most likely to have heard of Encorp Pacific Canada whereas residents of Interior BC are the least likely to have heard of Encorp Pacific Canada.
- ◆ Following distantly, 15% of BC residents have heard of Brewers Distributor Ltd.
- ◆ One-in-ten have heard of BC Used Oil Management Association (10%), Tire Stewardship BC (9%) and the Electronics Stewardship Association of BC (9%).
- ◆ Fewer BC residents have heard of Medication Return Program (7%), Western Canada Computer Industry Association (6%), Post Consumer Pharmaceutical Stewardship Association (5%) and Product Care Association (3%).
- ◆ One-quarter (23%) say that they have not heard of any of the Product Stewardship Programs tested.
  - Lower Mainland residents have higher awareness of Product Stewardship Programs than residents of other areas.

## Awareness and Participation (Continued)

### Awareness of Recycling Products Through Stewardship Programs

- ◆ A strong majority (87%) of BC residents are aware that beverage containers can be recycled through Product Stewardship Programs.
- ◆ Fewer (66%) are aware that electronics can be recycled through Product Stewardship Programs and six-in-ten know that they can recycle paints (59%) and lead-acid batteries (58%) through Product Stewardship Programs.
- ◆ Just over one-half are aware that used lubricating oil, filters and containers (54%) and tires (53%) can be recycled through a Product Stewardship Program.
- ◆ Four-in-ten are aware that they can recycle solvents and flammable liquids, gasoline and pesticides (40%) and pharmaceuticals (39%) through Product Stewardship Programs.

## Awareness and Participation (Continued)

### Products Recycled

- ◆ A strong majority (88%) of BC residents have recycled beverage containers through a non-curbside service in BC in the last five years.
- ◆ Far fewer have used one of these services to recycle electronics (45%) or paints (42%).
  - Residents of Northern BC are significantly less likely to have used a non-curbside service to recycle electronics.
  - Residents of Interior BC are significantly more likely to have used a non-curbside service to recycle paints.
- ◆ One-third of BC residents have recycled lead-acid batteries (34%), tires (32%) and used lubricating oil, filters and containers (31%) using a non-curbside service in the last five years.
  - Lower Mainland residents are significantly less likely to have used a non-curbside service to recycle used lubrication oil, filters and containers.
- ◆ One-quarter (25%) of BC residents have personally recycled pharmaceuticals through a non-curbside service and 18% have used a non-curbside service to recycle solvents, flammable liquids, gasoline or pesticides in the last five years.

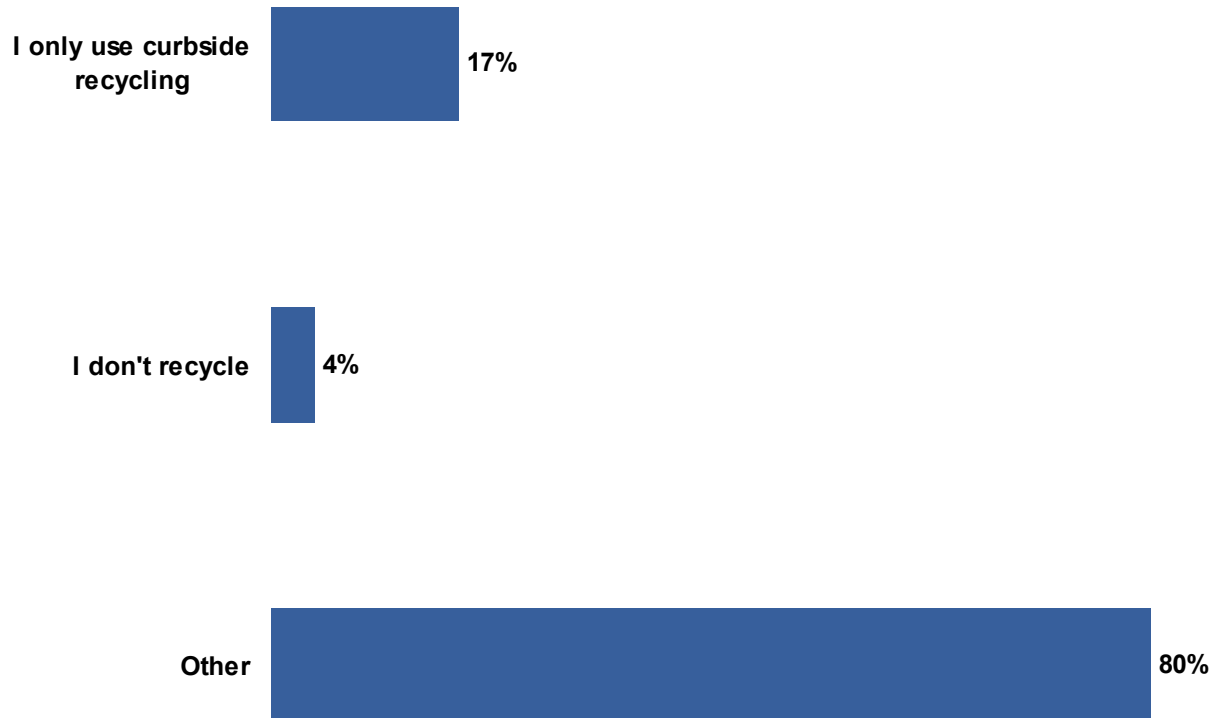
## Awareness and Participation (Continued)

### Reasons for Not Recycling

- ◆ Reasons for not recycling the assorted products vary depending on the product.
- ◆ For all of the products, two of the most prominent reasons why they have not been recycled are simply that they don't have the product or it is still being used.
- ◆ For almost all of the products, not knowing where to take it to be recycled was in the top two reasons for not recycling the product.
  - The one exception is beverage containers.
- ◆ There are some regional differences for not recycling the various products.
  - Northern BC residents are significantly more likely to not recycle electronics because they don't have anywhere close to take them, and significantly less likely to say they have not recycled lead-acid batteries or tires because they don't have these items.

# Reasons for Participating in Non-Curbside Recycling

*Q1. In general, what are the main reasons why you participate in non-curbside recycling?*



Base: All respondents (n=1,105)

*Note: Detailed verbatim responses can be found under a separate cover*

# Sources of Non-Curbside Recycling Information by Region

*Q1. In general, what are the main reasons why you participate in non-curbside recycling?*

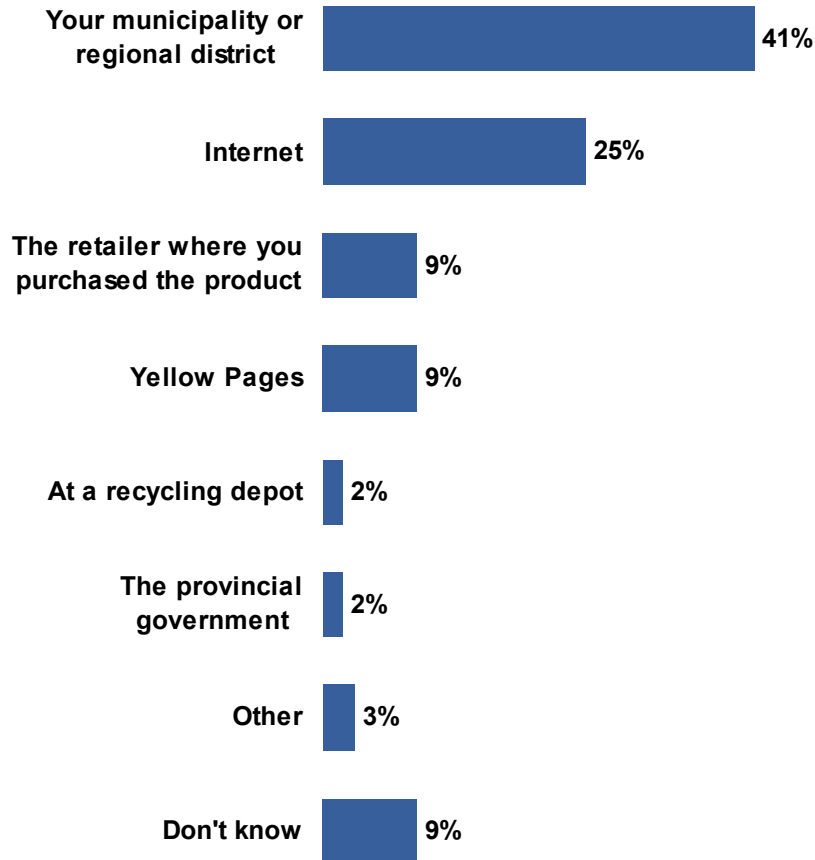
|                               | Interior BC<br>(n=220) | Lower Mainland<br>(n=431) | North BC<br>(n=241) | Vancouver Island<br>(n=213) |
|-------------------------------|------------------------|---------------------------|---------------------|-----------------------------|
| I only use curbside recycling | 16%                    | 20%                       | 5%                  | 23%                         |
| I don't recycle               | 3%                     | 2%                        | ▲ 9%                | 1%                          |
| Other                         | 81%                    | 78%                       | 86%                 | 76%                         |

Base: All respondents (n=1,105)



# Sources of Non-Curbside Recycling Information

**Q2. Where would you first look for information if you wanted to reuse or recycle a product that could not be recycled through your local curbside recycling program?**



Base: All respondents (n=1,105)

# Sources of Non-Curbside Recycling Information by Region

**Q2. Where would you first look for information if you wanted to reuse or recycle a product that could not be recycled through your local curbside recycling program?**

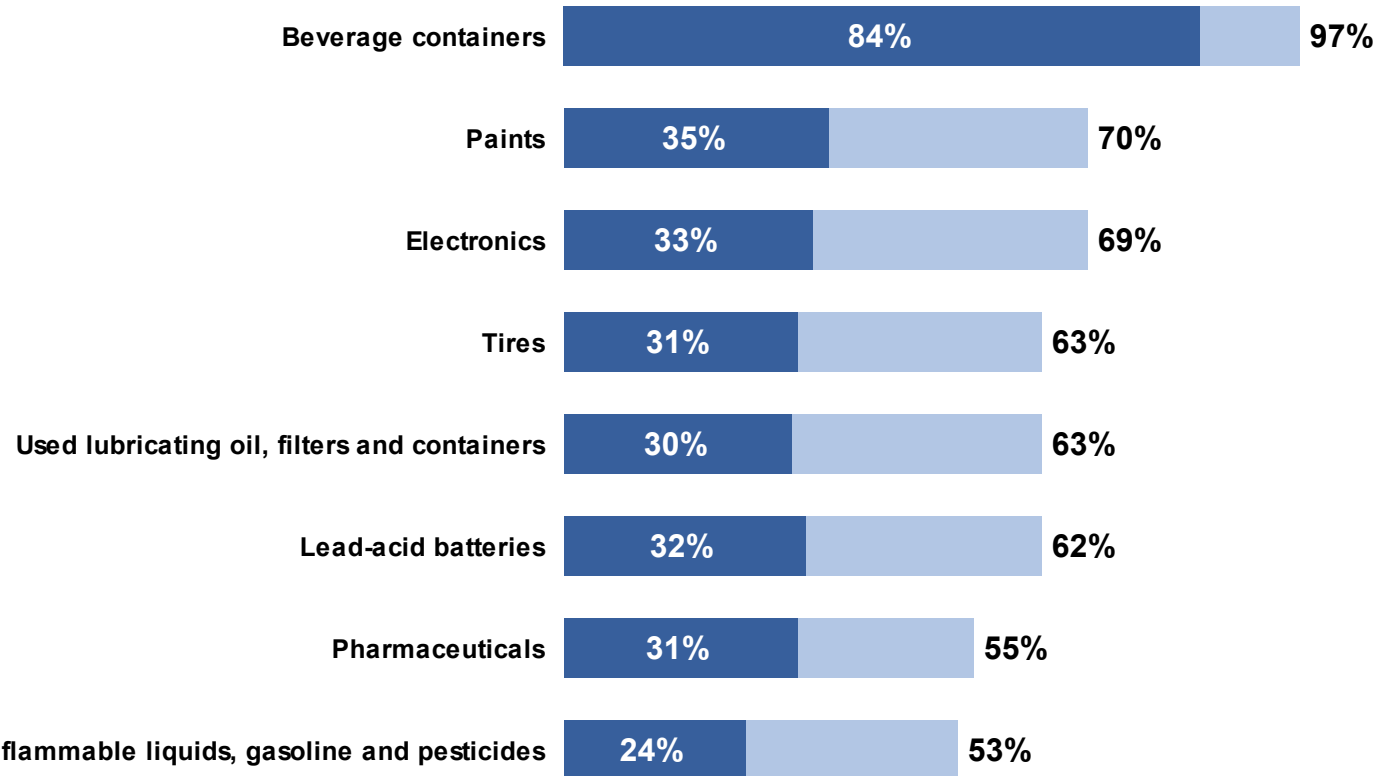
|  | Interior BC<br>(n=220) | Lower Mainland<br>(n=431) | North BC<br>(n=241) | Vancouver Island<br>(n=213) |
|--|------------------------|---------------------------|---------------------|-----------------------------|
| Your municipality or regional district       | 50%                    | 33%                       | 40%                 | 46%                         |
| Internet                                     | 18%                    | ▲ 34%                     | 17%                 | 23%                         |
| The retailer where you purchased the product | 10%                    | 9%                        | 11%                 | 9%                          |
| Yellow Pages                                 | 9%                     | 9%                        | 10%                 | 9%                          |
| At a recycling depot                         | 1%                     | 3%                        | 3%                  | 3%                          |
| The provincial government                    | 1%                     | 3%                        | 2%                  | 2%                          |
| Other  | 5%                     | 2%                        | 2%                  | 3%                          |
| Don't know                                   | 7%                     | 8%                        | ▲ 15%               | 7%                          |

Base: All respondents (n=1,105)

# Familiarity with How to Recycle Certain Products

*Q3. How familiar are you with how to go about recycling each of the products listed below?*

■ Very familiar ■ Somewhat familiar



Base: All respondents (n=1,105)

# Familiarity with How to Recycle Certain Products by Region

*Q3. How familiar are you with how to go about recycling each of the products listed below?*

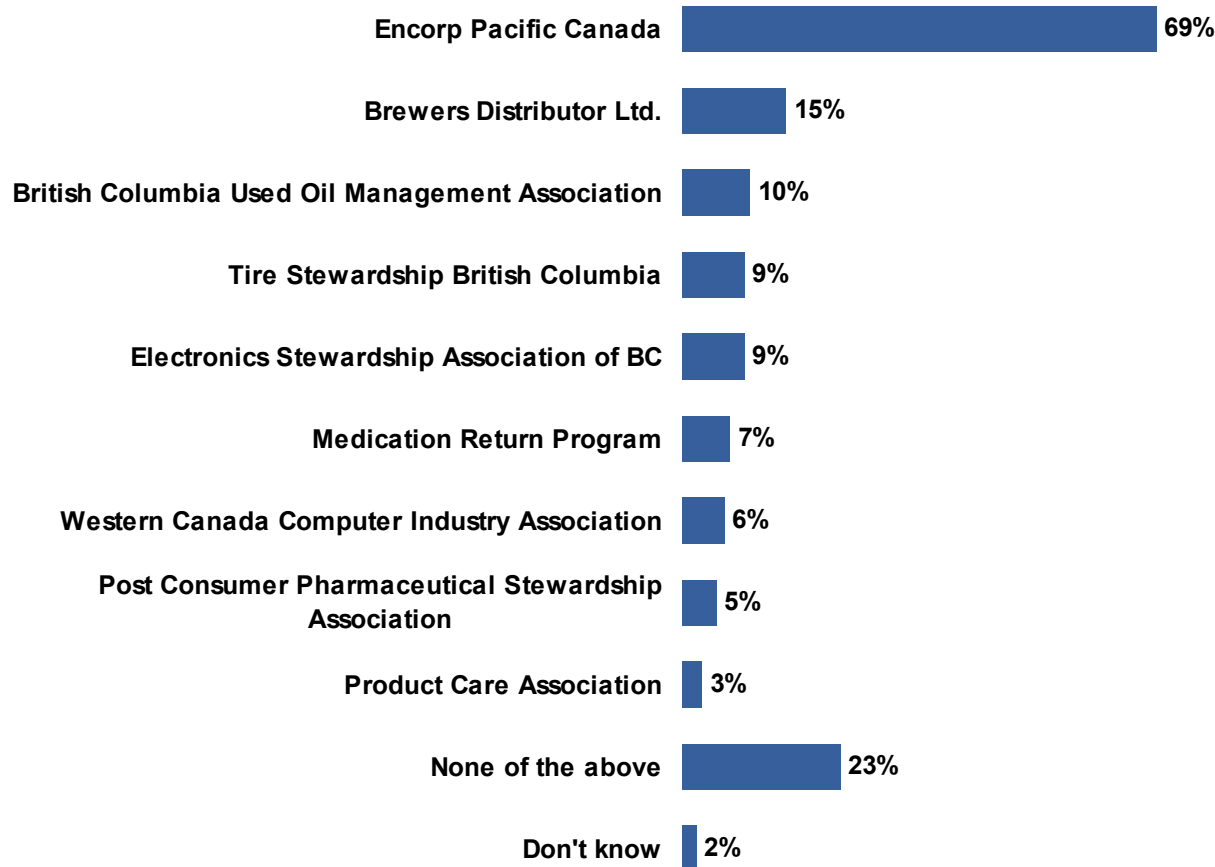
**Very/Somewhat Familiar**

|  | Interior BC<br>(n=220) | Lower Mainland<br>(n=431) | North BC<br>(n=241) | Vancouver Island<br>(n=213) |
|--|------------------------|---------------------------|---------------------|-----------------------------|
| <b>Beverage containers</b>   | <b>98%</b>             | <b>96%</b>                | <b>98%</b>          | <b>99%</b>                  |
| <b>Paints</b>  | <b>▲ 78%</b>           | <b>70%</b>                | <b>68%</b>          | <b>62%</b>                  |
| <b>Electronics</b>   | <b>76%</b>             | <b>70%</b>                | <b>61%</b>          | <b>68%</b>                  |
| <b>Used lubricating oil, filters<br/>and containers</b>                | <b>70%</b>             | <b>58%</b>                | <b>68%</b>          | <b>61%</b>                  |
| <b>Tires</b>   | <b>72%</b>             | <b>54%</b>                | <b>69%</b>          | <b>62%</b>                  |
| <b>Lead-acid batteries</b>   | <b>71%</b>             | <b>56%</b>                | <b>68%</b>          | <b>60%</b>                  |
| <b>Pharmaceuticals</b>   | <b>▲ 66%</b>           | <b>52%</b>                | <b>53%</b>          | <b>52%</b>                  |
| <b>Solvents and flammable<br/>liquids, gasoline and<br/>pesticides</b> | <b>▲ 67%</b>           | <b>49%</b>                | <b>51%</b>          | <b>47%</b>                  |

Base: All respondents (n=1,105)

# Familiarity with Recycling Programs and Organizations

**Q4. Listed below are some recycling programs and organizations that are part of Product Stewardship Programs in BC. Before today, which of these programs or organizations had you heard of?**



Base: All respondents (n=1,105)

# Familiarity with Recycling Programs and Organizations by Region

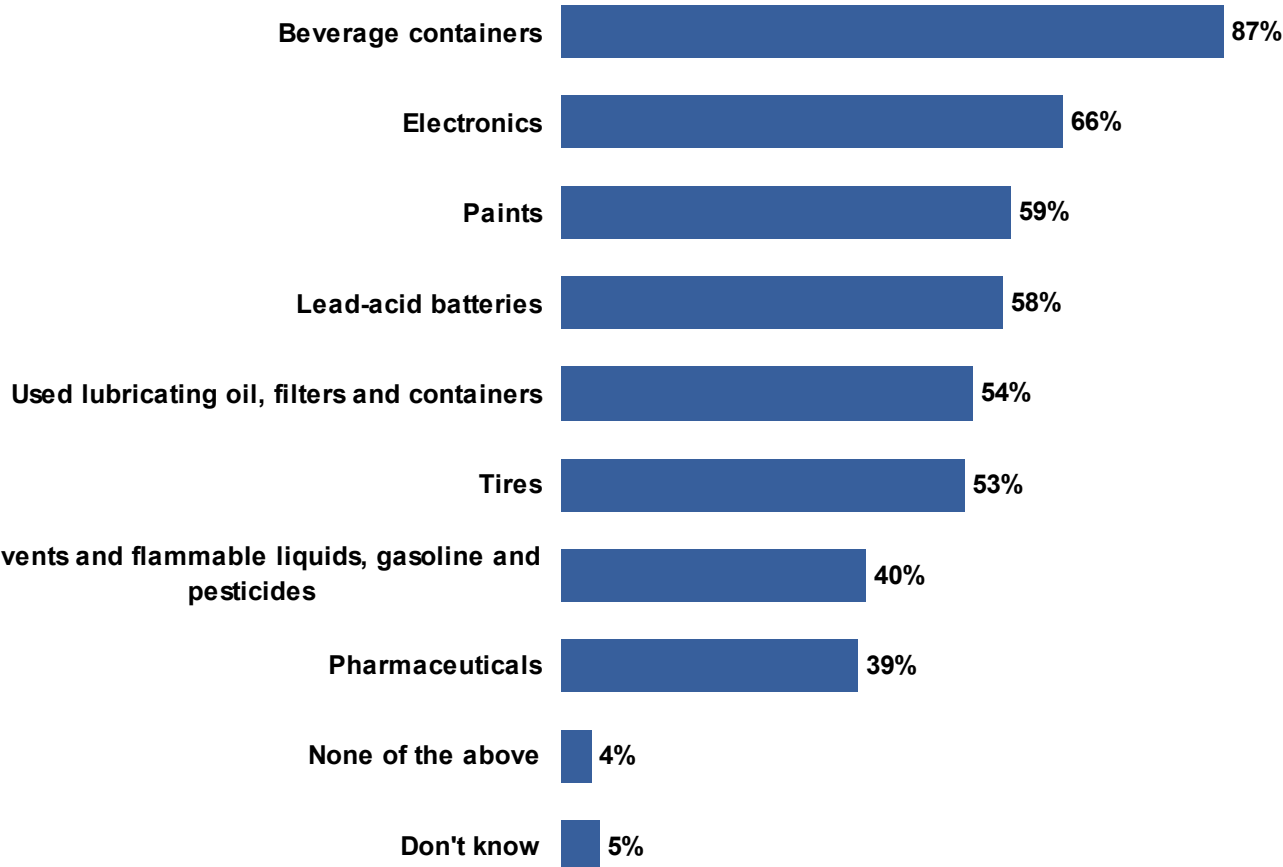
**Q4. Listed below are some recycling programs and organizations that are part of Product Stewardship Programs in BC. Before today, which of these programs or organizations had you heard of?**

|  | Interior BC<br>(n=220) | Lower Mainland<br>(n=431) | North BC<br>(n=241) | Vancouver Island<br>(n=213) |
|--|------------------------|---------------------------|---------------------|-----------------------------|
| Encorp Pacific Canada                                | ▼ 55%                  | ▲ 79%                     | 67%                 | 65%                         |
| Brewers Distributor Ltd.                             | 17%                    | 15%                       | 11%                 | 16%                         |
| BC Used Oil Management Association                   | 13%                    | 10%                       | 10%                 | 9%                          |
| Tire Stewardship BC                                  | 12%                    | 8%                        | 10%                 | 8%                          |
| Electronics Stewardship Association of BC            | 7%                     | 11%                       | 6%                  | 7%                          |
| Medication Return Program                            | 7%                     | 7%                        | 5%                  | 8%                          |
| Western Canada Computer Industry Association         | 7%                     | 7%                        | 4%                  | 5%                          |
| Post Consumer Pharmaceutical Stewardship Association | 6%                     | 6%                        | 3%                  | 5%                          |
| Product Care Association                             | 2%                     | 4%                        | 3%                  | 4%                          |
| None of the above                                    | 34%                    | ▼ 15%                     | 25%                 | 28%                         |
| Don't know   | 3%                     | 2%                        | 2%                  | 2%                          |

Base: All respondents (n=1,105)

# Familiarity with Recycling Through Product Stewardship Programs

*Q5. Industry product stewardship programs in B.C. allow many different products to be recycled. Before today, which of the following products did you know could be recycled through these programs?*



Base: All respondents (n=1,105)

# Familiarity with Recycling Through Product Stewardship Programs

*Q5. Industry product stewardship programs in B.C. allow many different products to be recycled. Before today, which of the following products did you know could be recycled through these programs?*

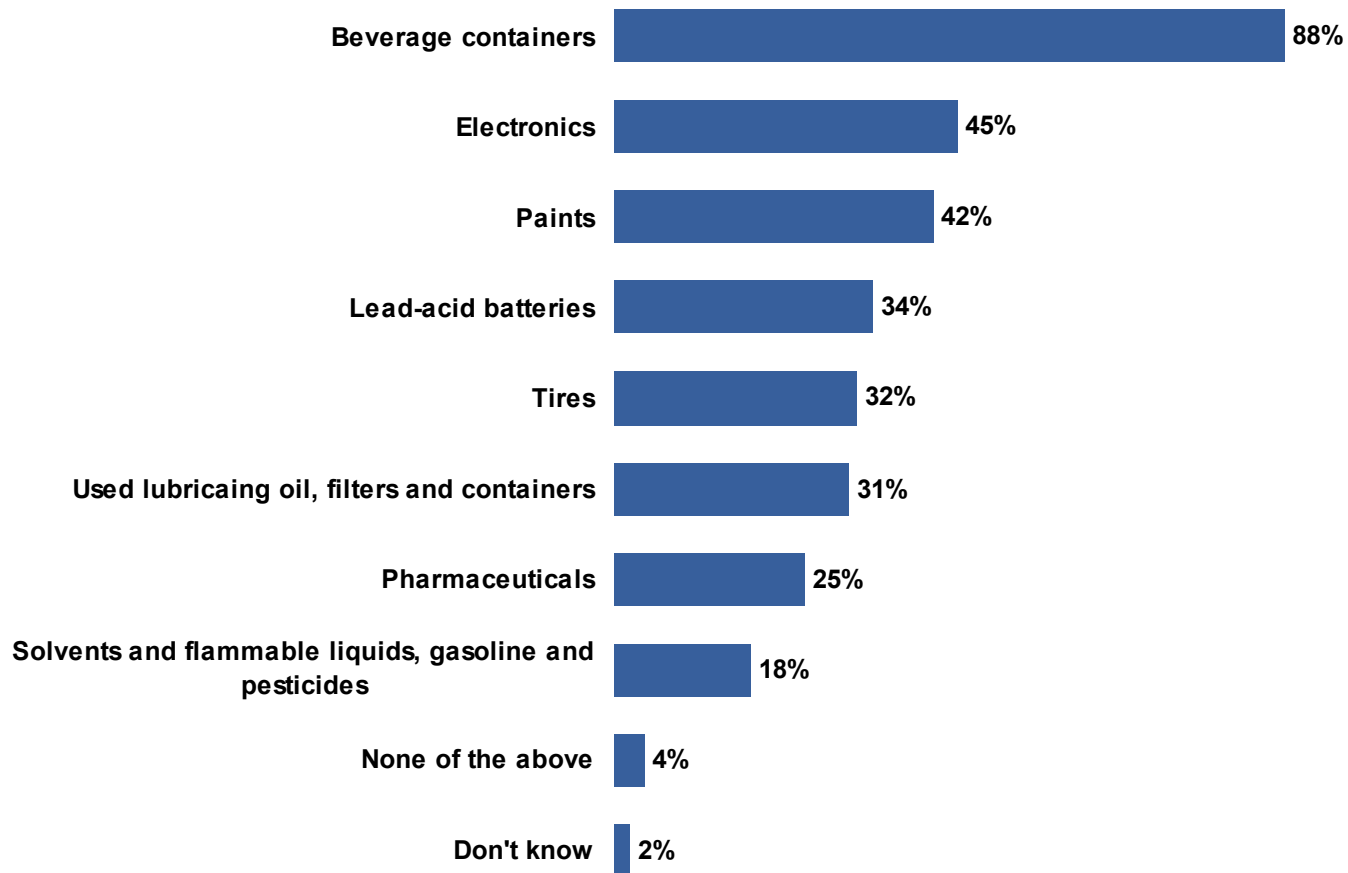
|  | Interior BC<br>(n=220) | Lower Mainland<br>(n=431) | North BC<br>(n=241) | Vancouver Island<br>(n=213) |
|--|------------------------|---------------------------|---------------------|-----------------------------|
| <b>Beverage containers</b>                                     | <b>82%</b>             | <b>89%</b>                | <b>87%</b>          | <b>90%</b>                  |
| <b>Electronics</b>   | <b>71%</b>             | <b>68%</b>                | <b>▼ 57%</b>        | <b>67%</b>                  |
| <b>Paints</b>  | <b>61%</b>             | <b>60%</b>                | <b>57%</b>          | <b>57%</b>                  |
| <b>Lead-acid batteries</b>                                     | <b>63%</b>             | <b>56%</b>                | <b>56%</b>          | <b>57%</b>                  |
| <b>Used lubricating oil, filters and containers</b>            | <b>59%</b>             | <b>50%</b>                | <b>57%</b>          | <b>54%</b>                  |
| <b>Tires</b>   | <b>59%</b>             | <b>50%</b>                | <b>55%</b>          | <b>53%</b>                  |
| <b>Solvents and flammable liquids, gasoline and pesticides</b> | <b>47%</b>             | <b>38%</b>                | <b>38%</b>          | <b>39%</b>                  |
| <b>Pharmaceuticals</b>   | <b>46%</b>             | <b>37%</b>                | <b>34%</b>          | <b>40%</b>                  |
| <b>None of the above</b>                                       | <b>7%</b>              | <b>3%</b>                 | <b>6%</b>           | <b>2%</b>                   |
| <b>Don't know</b>  | <b>7%</b>              | <b>4%</b>                 | <b>6%</b>           | <b>6%</b>                   |

Base: All respondents (n=1,105)



# Products Recycled in the Last Five Years

**Q6. Which of these products have you personally recycled through a non-curbside service in B.C. in the last five years?**



Base: All respondents (n=1,105)

## Products Recycled in the Last Five Years by Region

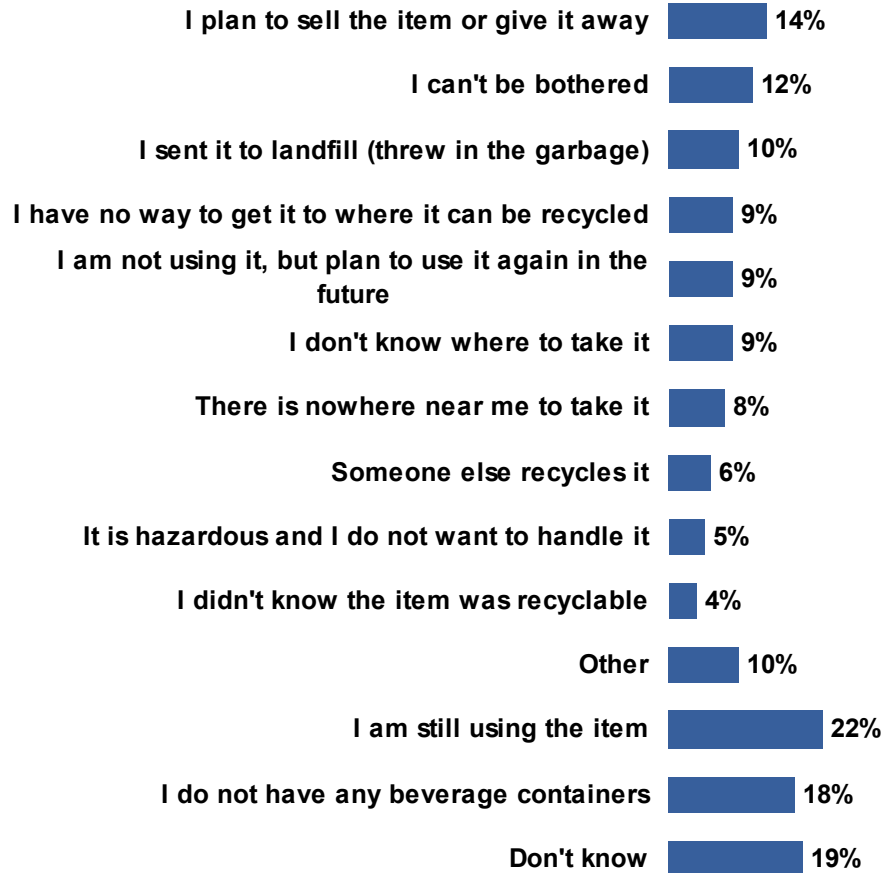
*Q6. Which of these products have you personally recycled through a non-curbside service in B.C. in the last five years?*

|  | Interior BC<br>(n=220) | Lower Mainland<br>(n=431) | North BC<br>(n=241) | Vancouver Island<br>(n=213) |
|--|------------------------|---------------------------|---------------------|-----------------------------|
| <b>Beverage containers</b>   | <b>93%</b>             | <b>83%</b>                | <b>95%</b>          | <b>86%</b>                  |
| <b>Electronics</b>   | <b>57%</b>             | <b>44%</b>                | <b>▼ 34%</b>        | <b>48%</b>                  |
| <b>Paints</b>  | <b>▲ 52%</b>           | <b>39%</b>                | <b>39%</b>          | <b>40%</b>                  |
| <b>Lead-acid batteries</b>   | <b>43%</b>             | <b>27%</b>                | <b>39%</b>          | <b>35%</b>                  |
| <b>Tires</b>   | <b>45%</b>             | <b>20%</b>                | <b>39%</b>          | <b>33%</b>                  |
| <b>Used lubricating oil, filters<br/>and containers</b>                | <b>38%</b>             | <b>▼ 23%</b>              | <b>39%</b>          | <b>33%</b>                  |
| <b>Pharmaceuticals</b>   | <b>30%</b>             | <b>23%</b>                | <b>23%</b>          | <b>24%</b>                  |
| <b>Solvents and flammable<br/>liquids, gasoline and<br/>pesticides</b> | <b>26%</b>             | <b>15%</b>                | <b>17%</b>          | <b>19%</b>                  |
| <b>None of the above</b>   | <b>3%</b>              | <b>4%</b>                 | <b>3%</b>           | <b>6%</b>                   |
| <b>Don't know</b>  | <b>-</b>               | <b>3%</b>                 | <b>1%</b>           | <b>1%</b>                   |

Base: All respondents (n=1,105)

# Reasons for Not Recycling Beverage Containers

*Q7. What is the main reason(s) that you have not recycled beverage containers?*



Base: Have not recycled beverage containers (n=129)

# Reasons for Not Recycling Beverage Containers by Region

**Q7. What is the main reason(s) that you have not recycled beverage containers?**

|   | Interior BC<br>(n=15**) | Lower Mainland<br>(n=72*) | North BC<br>(n=13**) | Vancouver Island<br>(n=29**) |
|---|-------------------------|---------------------------|----------------------|------------------------------|
| I plan to sell the item or give it away                   | 13%                     | 14%                       | 8%                   | 17%                          |
| I can't be bothered                                       | 7%                      | 13%                       | 15%                  | 10%                          |
| I sent it to landfill (threw in the garbage)              | 7%                      | 7%                        | 23%                  | 14%                          |
| I have no way to get it to where it can be recycled       | 7%                      | 3%                        | 23%                  | 21%                          |
| I am not using it, but plan to use it again in the future | 7%                      | 10%                       | 8%                   | 7%                           |
| I don't know where to take it                             | 20%                     | 3%                        | 15%                  | 14%                          |
| There is nowhere near me to take it                       | 7%                      | 7%                        | 8%                   | 10%                          |
| Someone else recycles it                                  | 7%                      | 6%                        | 8%                   | 7%                           |
| It is hazardous and I do not want to handle it            | 7%                      | 3%                        | 8%                   | 7%                           |
| I didn't know the item was recyclable                     | 4%                      | 1%                        | 8%                   | 7%                           |
| Other   | 10%                     | 11%                       | -                    | 10%                          |
| I am still using the item                                 | 20%                     | 24%                       | 31%                  | 14%                          |
| I do not have any beverage containers                     | 13%                     | 22%                       | 8%                   | 14%                          |
| Don't know  | 19%                     | 19%                       | 23%                  | 21%                          |

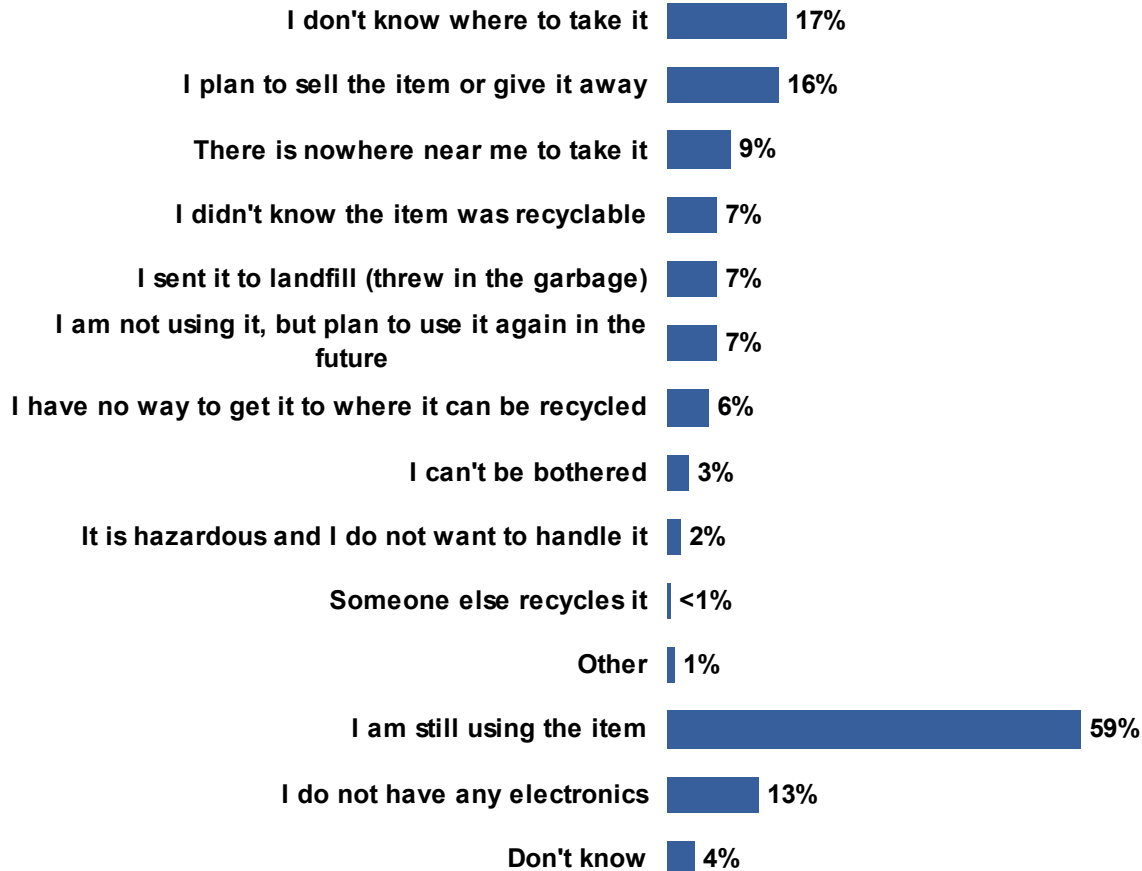
*\*Small base size (<100), interpret with caution.*

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

Base: Have not recycled beverage containers (n=129)

# Reasons for Not Recycling Electronics

*Q7. What is the main reason(s) that you have not recycled electronics?*



Base: Have not recycled electronics (n=603)

# Reasons for Not Recycling Electronics by Region

Q7. What is the main reason(s) that you have not recycled electronics?

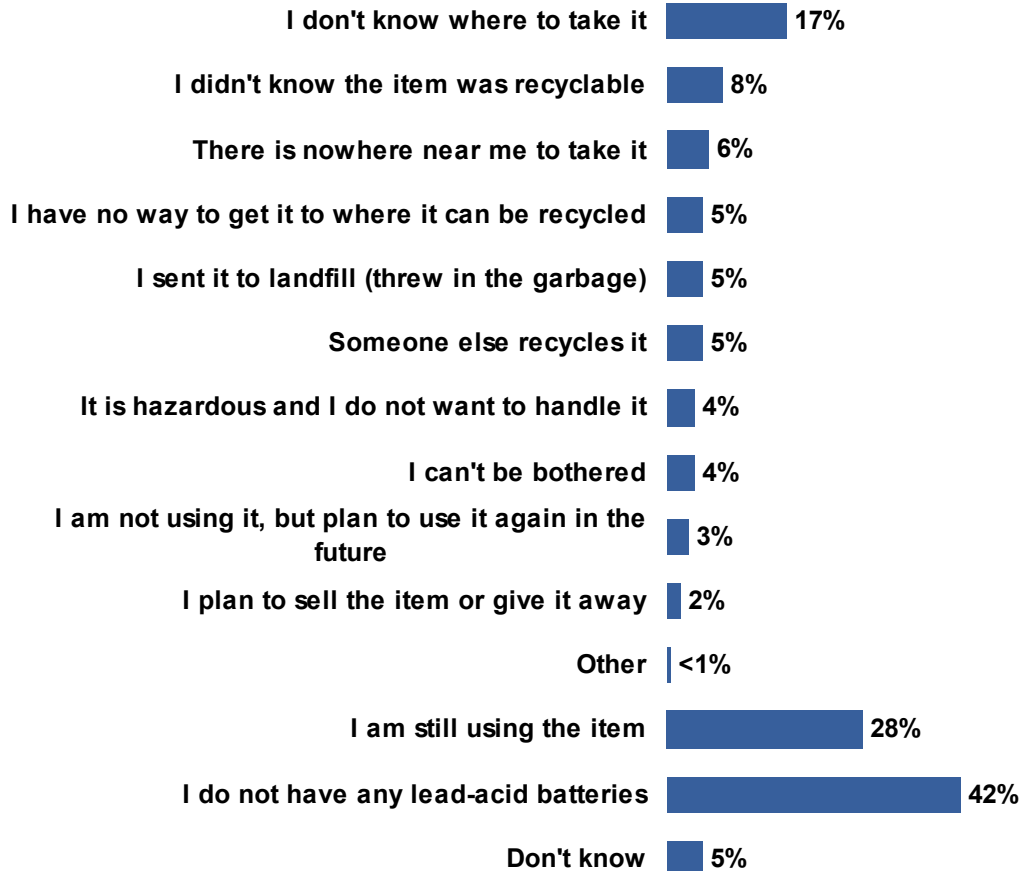
|   | Interior BC<br>(n=95*) | Lower Mainland<br>(n=240) | North BC<br>(n=158) | Vancouver<br>Island<br>(n=110) |
|---|------------------------|---------------------------|---------------------|--------------------------------|
| I don't know where to take it                             | 18%                    | 15%                       | 20%                 | 14%                            |
| I plan to sell the item or give it away                   | 13%                    | 16%                       | 15%                 | 18%                            |
| There is nowhere near me to take it                       | 5%                     | 8%                        | ▲ 15%               | 5%                             |
| I didn't know the item was recyclable                     | 3%                     | 10%                       | 7%                  | 5%                             |
| I sent it to landfill (threw in the garbage)              | 3%                     | 8%                        | 10%                 | 2%                             |
| I am not using it, but plan to use it again in the future | 4%                     | 8%                        | 5%                  | 8%                             |
| I have no way to get it to where it can be recycled       | 1%                     | 8%                        | 6%                  | 7%                             |
| I can't be bothered                                       | -                      | 5%                        | 4%                  | 2%                             |
| It is hazardous and I do not want to handle it            | -                      | 5%                        | -                   | -                              |
| Someone else recycles it                                  | -                      | -                         | 1%                  | 1%                             |
| Other   | -                      | <1%                       | 1%                  | 1%                             |
| I am still using the item                                 | 62%                    | 59%                       | 54%                 | 63%                            |
| I do not have any electronics                             | 7%                     | 15%                       | 13%                 | 16%                            |
| Don't know  | 1%                     | 5%                        | 4%                  | 1%                             |

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

Base: Have not recycled electronics (n=603)

# Reasons for Not Recycling Lead-acid Batteries

*Q7. What is the main reason(s) that you have not recycled lead-acid batteries?*



Base: Have not recycled lead-acid batteries (n=726)

# Reasons for Not Recycling Lead-acid Batteries by Region

*Q7. What is the main reason(s) that you have not recycled lead-acid batteries?*

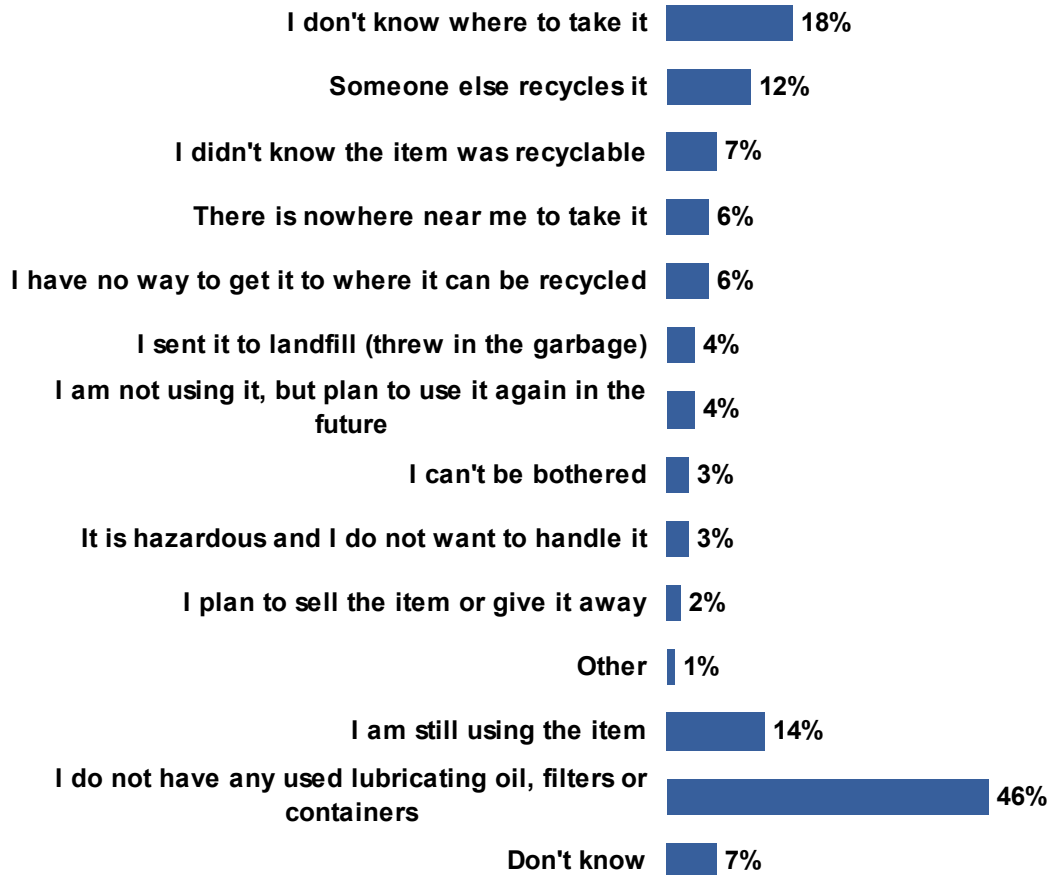
|   | Interior BC<br>(n=126) | Lower Mainland<br>(n=314) | North BC<br>(n=147) | Vancouver<br>Island<br>(n=139) |
|---|------------------------|---------------------------|---------------------|--------------------------------|
| I don't know where to take it                             | 13%                    | 16%                       | 18%                 | 20%                            |
| I didn't know the item was recyclable                     | 8%                     | 8%                        | 6%                  | 9%                             |
| There is nowhere near me to take it                       | 5%                     | 5%                        | 10%                 | 5%                             |
| I have no way to get it to where it can be recycled       | 2%                     | 6%                        | 5%                  | 4%                             |
| I sent it to landfill (threw in the garbage)              | 5%                     | 4%                        | 7%                  | 4%                             |
| Someone else recycles it                                  | 6%                     | 5%                        | 3%                  | 4%                             |
| It is hazardous and I do not want to handle it            | 2%                     | 5%                        | 3%                  | 5%                             |
| I can't be bothered                                       | 1%                     | 5%                        | 3%                  | 5%                             |
| I am not using it, but plan to use it again in the future | 2%                     | 4%                        | 3%                  | 2%                             |
| I plan to sell the item or give it away                   | 2%                     | 4%                        | 1%                  | 1%                             |
| Other   | 1%                     | -                         | -                   | 1%                             |
| I am still using the item                                 | 27%                    | 26%                       | 33%                 | 26%                            |
| I do not have any lead-acid batteries                     | 41%                    | 49%                       | ▼ 29%               | 42%                            |
| Don't know  | 3%                     | 6%                        | 6%                  | 1%                             |

Base: Have not recycled lead-acid batteries (n=726)



# Reasons for Not Recycling Used Lubricating Oil, Filters and Containers

**Q7. What is the main reason(s) that you have not recycled lubricating oil, filters or containers?**



Base: Have not recycled used lubricating oil, filters and containers (n=759)

# Reasons for Not Recycling Used Lubricating Oil, Filters and Containers by Region

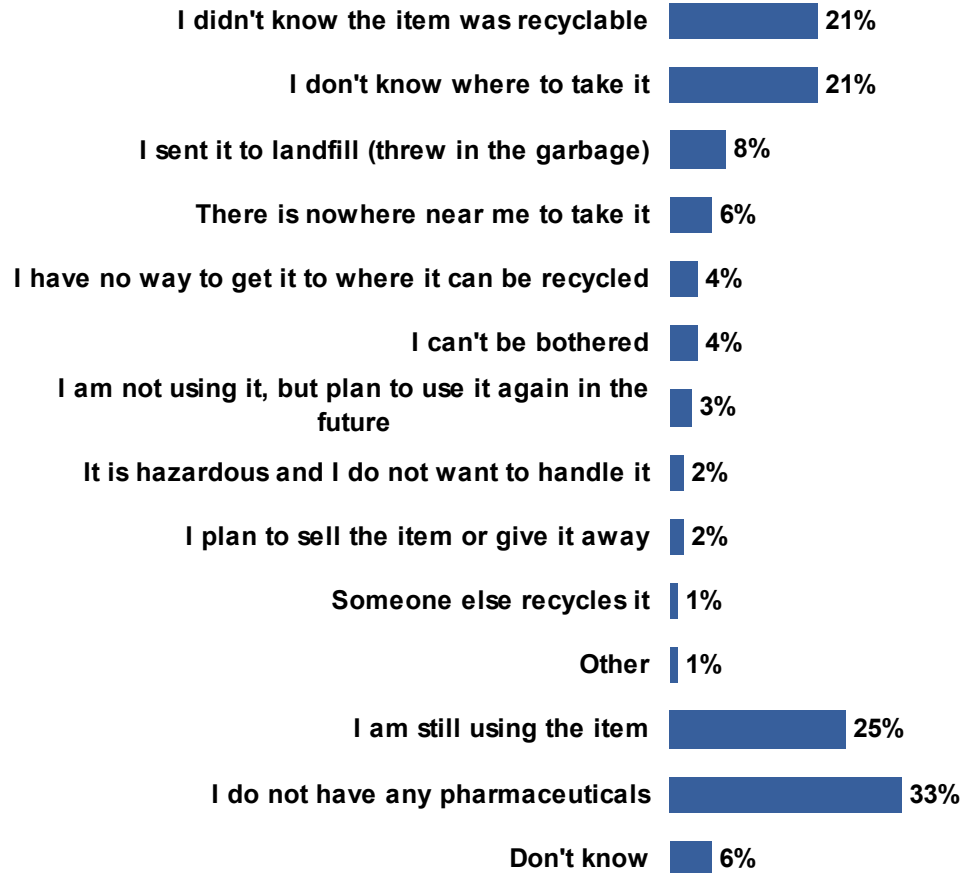
*Q7. What is the main reason(s) that you have not recycled lubricating oil, filters or containers?*

|   | Interior BC<br>(n=136) | Lower Mainland<br>(n=333) | North BC<br>(n=148) | Vancouver<br>Island<br>(n=142) |
|---|------------------------|---------------------------|---------------------|--------------------------------|
| I don't know where to take it                                 | 19%                    | 16%                       | 21%                 | 16%                            |
| Someone else recycles it                                      | 13%                    | 11%                       | 12%                 | 11%                            |
| I didn't know the item was recyclable                         | 8%                     | 8%                        | 4%                  | 6%                             |
| There is nowhere near me to take it                           | 10%                    | 6%                        | 8%                  | 3%                             |
| I have no way to get it to where it can be recycled           | 4%                     | 8%                        | 3%                  | 5%                             |
| I sent it to landfill (threw in the garbage)                  | 3%                     | 5%                        | 4%                  | 4%                             |
| I am not using it, but plan to use it again in the future     | 4%                     | 4%                        | 3%                  | 4%                             |
| I can't be bothered   | 3%                     | 4%                        | 1%                  | 2%                             |
| It is hazardous and I do not want to handle it                | 3%                     | 4%                        | 1%                  | 2%                             |
| I plan to sell the item or give it away                       | 1%                     | 4%                        | -                   | 1%                             |
| Other   | 1%                     | <1%                       | 1%                  | 1%                             |
| I am still using the item                                     | 8%                     | 17%                       | 16%                 | 11%                            |
| I do not have any used lubricating oil, filters or containers | 41%                    | 52%                       | 32%                 | 51%                            |
| Don't know  | 4%                     | 7%                        | 12%                 | 4%                             |

Base: Have not recycled used lubricating oil, filters and containers (n=759)

# Reasons for Not Recycling Pharmaceuticals

*Q7. What is the main reason(s) that you have not recycled pharmaceuticals?*



Base: Have not recycled pharmaceuticals (n=832)

# Reasons for Not Recycling Pharmaceuticals by Region

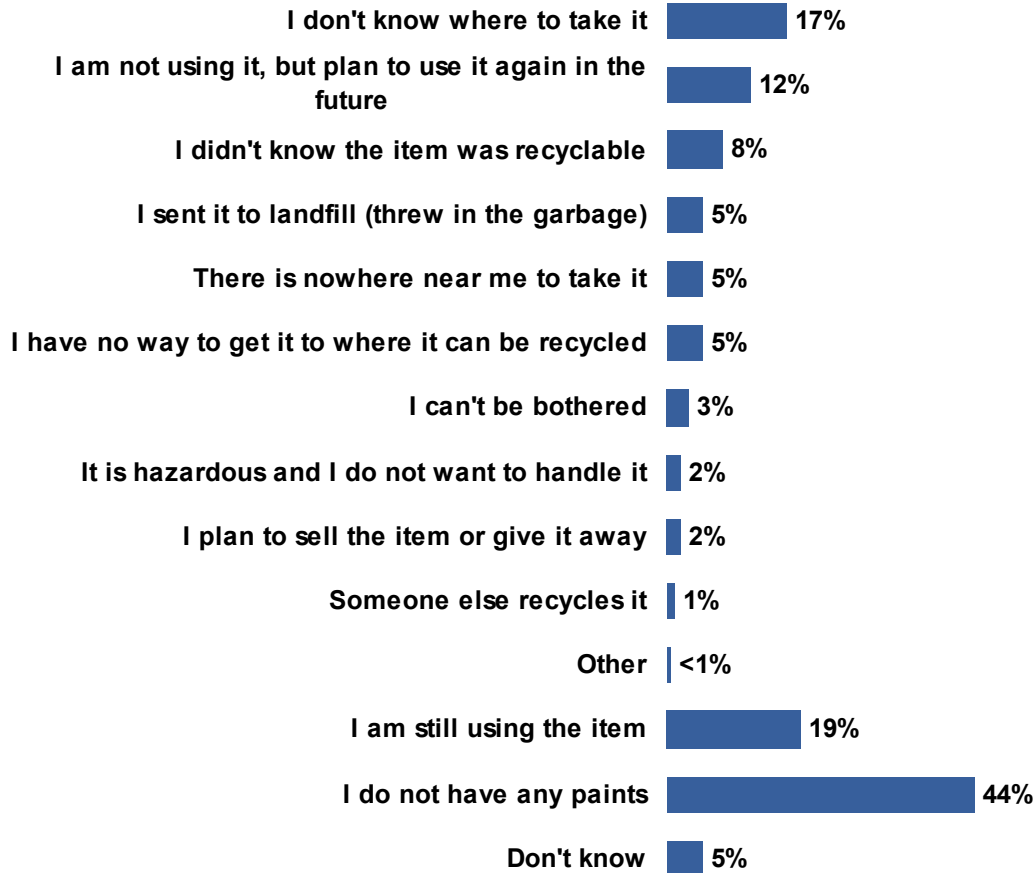
*Q7. What is the main reason(s) that you have not recycled pharmaceuticals?*

|   | Interior BC<br>(n=154) | Lower Mainland<br>(n=332) | North BC<br>(n=185) | Vancouver<br>Island<br>(n=161) |
|---|------------------------|---------------------------|---------------------|--------------------------------|
| I didn't know the item was recyclable                     | 23%                    | 20%                       | 24%                 | 20%                            |
| I don't know where to take it                             | 19%                    | 23%                       | 21%                 | 17%                            |
| I sent it to landfill (threw in the garbage)              | 6%                     | 11%                       | 6%                  | 7%                             |
| There is nowhere near me to take it                       | 6%                     | 5%                        | 9%                  | 3%                             |
| I have no way to get it to where it can be recycled       | 3%                     | 6%                        | 3%                  | 3%                             |
| I can't be bothered                                       | 3%                     | 7%                        | 2%                  | 3%                             |
| I am not using it, but plan to use it again in the future | 1%                     | 4%                        | 4%                  | 4%                             |
| It is hazardous and I do not want to handle it            | 1%                     | 3%                        | -                   | 2%                             |
| I plan to sell the item or give it away                   | 1%                     | 4%                        | 1%                  | -                              |
| Someone else recycles it                                  | 2%                     | 1%                        | 1%                  | 3%                             |
| Other   | -                      | <1%                       | 1%                  | 1%                             |
| I am still using the item                                 | 23%                    | 25%                       | 21%                 | 29%                            |
| I do not have any pharmaceuticals                         | 30%                    | 35%                       | 28%                 | 37%                            |
| Don't know  | 7%                     | 6%                        | 6%                  | 4%                             |

Base: Have not recycled pharmaceuticals (n=832)

# Reasons for Not Recycling Paints

*Q7. What is the main reason(s) that you have not recycled paints?*



Base: Have not recycled paints (n=645)

# Reasons for Not Recycling Paints by Region

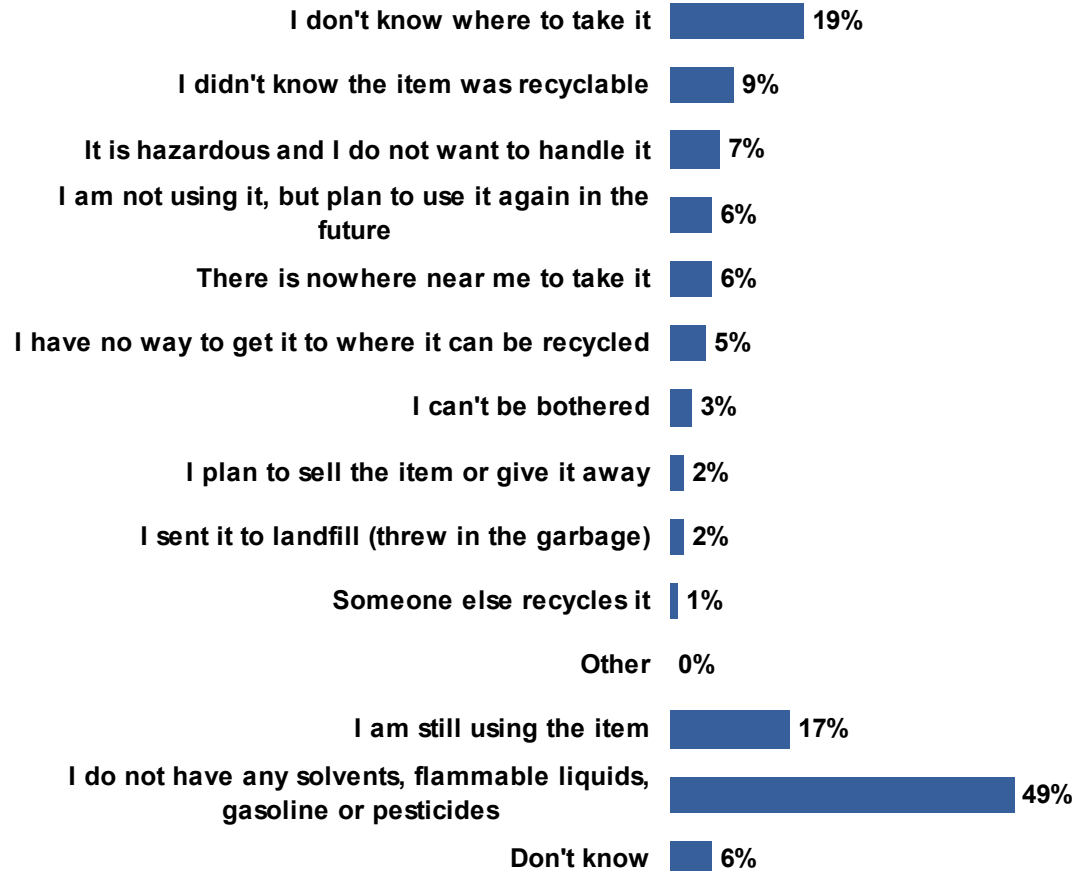
*Q7. What is the main reason(s) that you have not recycled paints?*

|   | Interior BC<br>(n=106) | Lower<br>Mainland<br>(n=264) | North BC<br>(n=148) | Vancouver<br>Island<br>(n=127) |
|---|------------------------|------------------------------|---------------------|--------------------------------|
| I don't know where to take it                             | 14%                    | 17%                          | 18%                 | 19%                            |
| I am not using it, but plan to use it again in the future | 11%                    | 14%                          | 16%                 | 6%                             |
| I didn't know the item was recyclable                     | 10%                    | 9%                           | 4%                  | 8%                             |
| I sent it to landfill (threw in the garbage)              | 8%                     | 5%                           | 4%                  | 4%                             |
| There is nowhere near me to take it                       | 3%                     | 5%                           | 7%                  | 4%                             |
| I have no way to get it to where it can be recycled       | 4%                     | 4%                           | 3%                  | 8%                             |
| I can't be bothered                                       | 1%                     | 4%                           | 2%                  | 2%                             |
| It is hazardous and I do not want to handle it            | 2%                     | 3%                           | -                   | 2%                             |
| I plan to sell the item or give it away                   | 1%                     | 4%                           | -                   | -                              |
| Someone else recycles it                                  | 1%                     | 1%                           | 1%                  | 1%                             |
| Other   | -                      | -                            | 1%                  | -                              |
| I am still using the item                                 | 22%                    | 18%                          | 19%                 | 18%                            |
| I do not have any paints                                  | 37%                    | 49%                          | 39%                 | 46%                            |
| Don't know  | 5%                     | 6%                           | 7%                  | 1%                             |

Base: Have not recycled paints (n=645)

# Reasons for Not Recycling Solvents and Flammable Liquids, Gasoline and Pesticides

*Q7. What is the main reason(s) that you have not recycled solvents, flammable liquids, gasoline or pesticides?*



Base: Have not recycled solvents and flammable liquids, gasoline and pesticides (n=904)

# Reasons for Not Recycling Solvents and Flammable Liquids, Gasoline and Pesticides by Region

Q7. What is the main reason(s) that you have not recycled solvents, flammable liquids, gasoline or pesticides?

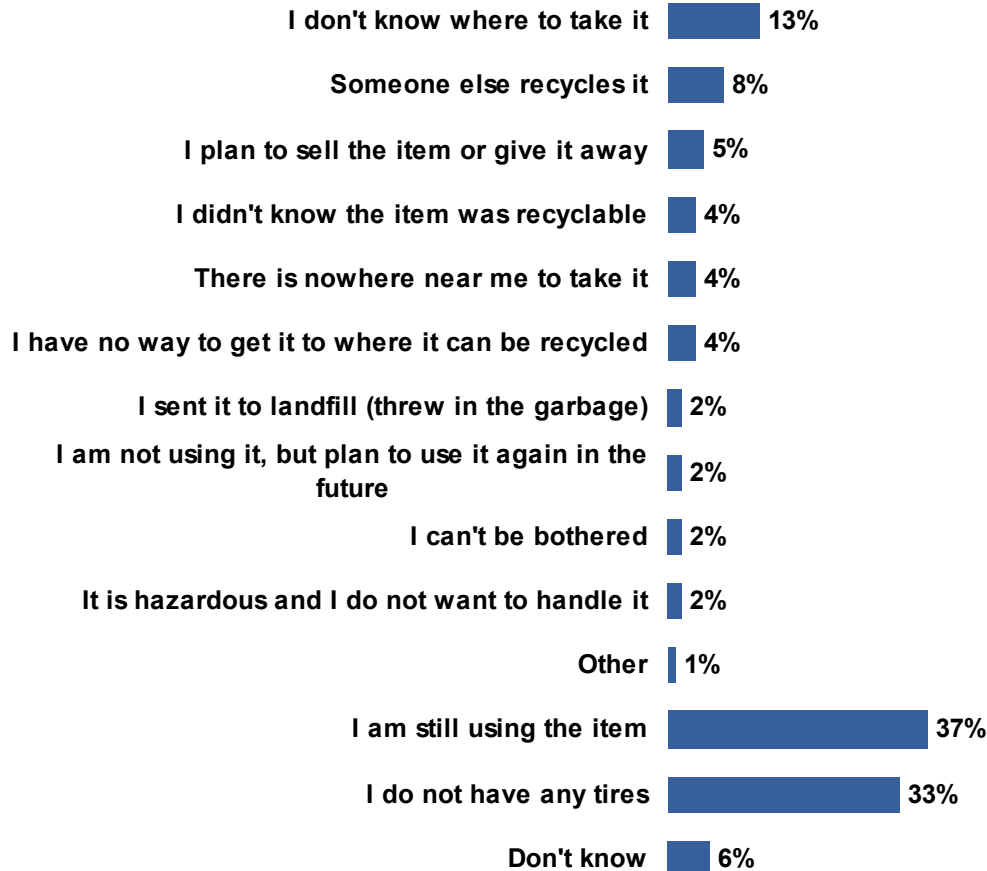
|   | Interior BC<br>(n=164) | Lower<br>Mainland<br>(n=368) | North BC<br>(n=200) | Vancouver<br>Island<br>(n=172) |
|---|------------------------|------------------------------|---------------------|--------------------------------|
| I don't know where to take it   | 18%                    | 18%                          | 22%                 | 17%                            |
| I didn't know the item was recyclable                                 | 5%                     | 10%                          | 8%                  | 10%                            |
| It is hazardous and I do not want to handle it                        | 7%                     | 10%                          | 2%                  | 5%                             |
| I am not using it, but plan to use it again in the future             | 7%                     | 7%                           | 6%                  | 6%                             |
| There is nowhere near me to take it                                   | 4%                     | 5%                           | 8%                  | 5%                             |
| I have no way to get it to where it can be recycled                   | 3%                     | 6%                           | 4%                  | 6%                             |
| I can't be bothered   | 2%                     | 4%                           | 3%                  | 3%                             |
| I plan to sell the item or give it away                               | -                      | ▲ 4%                         | 1%                  | 1%                             |
| I sent it to landfill (threw in the garbage)                          | 2%                     | 4%                           | 1%                  | -                              |
| Someone else recycles it  | 1%                     | <1%                          | 1%                  | 1%                             |
| Other   | -                      | -                            | -                   | -                              |
| I am still using the item   | 17%                    | 16%                          | 21%                 | 13%                            |
| I do not have any solvents, flammable liquids, gasoline or pesticides | 45%                    | 54%                          | 40%                 | 55%                            |
| Don't know  | 7%                     | 7%                           | 6%                  | 5%                             |

Base: Have not recycled solvents and flammable liquids, gasoline and pesticides (n=904)



# Reasons for Not Recycling Tires

*Q7. What is the main reason(s) that you have not recycled tires?*



Base: Have not recycled tires (n=753)

# Reasons for Not Recycling Tires by Region

*Q7. What is the main reason(s) that you have not recycled tires?*

|   | Interior BC<br>(n=122) | Lower<br>Mainland<br>(n=343) | North BC<br>(n=146) | Vancouver<br>Island<br>(n=142) |
|---|------------------------|------------------------------|---------------------|--------------------------------|
| I don't know where to take it                             | 15%                    | 13%                          | 14%                 | 11%                            |
| Someone else recycles it                                  | 11%                    | 8%                           | 6%                  | 6%                             |
| I plan to sell the item or give it away                   | 5%                     | 7%                           | 4%                  | 3%                             |
| I didn't know the item was recyclable                     | 3%                     | 6%                           | 3%                  | 5%                             |
| There is nowhere near me to take it                       | 1%                     | 4%                           | 7%                  | 2%                             |
| I have no way to get it to where it can be recycled       | 3%                     | 4%                           | 3%                  | 4%                             |
| I sent it to landfill (threw in the garbage)              | -                      | 4%                           | 3%                  | 1%                             |
| I am not using it, but plan to use it again in the future | 3%                     | 2%                           | 3%                  | 1%                             |
| I can't be bothered                                       | 1%                     | 3%                           | 1%                  | 1%                             |
| It is hazardous and I do not want to handle it            | 1%                     | 3%                           | -                   | 2%                             |
| Other   | -                      | 1%                           | 1%                  | 1%                             |
| I am still using the item                                 | 38%                    | 33%                          | 46%                 | 36%                            |
| I do not have any tires                                   | 30%                    | 39%                          | ▼ 19%               | 34%                            |
| Don't know  | 4%                     | 7%                           | 7%                  | 5%                             |

Base: Have not recycled tires (n=753)



# Ipsos Reid Public Affairs



Ministry of  
Environment

**Experience with Product Stewardship Programs**

# Experience with Product Stewardship Programs

## Type of Service Used for Non-Curbside Recycling

- ◆ For many of the products tested, by far the most popular recent recycling experience involved using a drop off site or depot followed distantly by returning the product to the retailer. The few exceptions are:
  - Use of a drop off site or depot (43%) and retailer return (32%) is more evenly divided among those who recycled lead-acid batteries.
  - A strong majority of those who have recycled pharmaceuticals returned them to the retailer (84%).
  - Among those who recycled paints and solvents, flammable liquids, gasoline or pesticides, use of a landfill/transfer station (18% paints and 15% solvents, flammable liquids, gasoline or pesticides) followed use of a drop-off site or depot (71% paints and 61% solvents, flammable liquids, gasoline or pesticides) as the second most used service.
    - The use of a mobile service to pick the paints up is more common among residents of Interior BC.
  - Six-in-ten (61%) of those who recycled tires returned them to the retailer. Two-in-ten (18%) used a drop-off site or depot.

## Experience with Product Stewardship Programs (Continued)

### Convenience of Non-Curbside Recycling Process

- ◆ The large majority of respondents who used a non-curbside recycling service to recycle any of the products found the process convenient.
- ◆ Almost all respondents who have recycled pharmaceuticals find the process convenient (97%).
- ◆ A strong majority of respondents who have recycled beverage containers (91%), lead-acid batteries (87%), tires (86%), used lubricating oil, filters and containers (85%), paints (85%) and electronics (85%) find the process convenient.
  - Lower Mainland residents are significantly less likely to find the paints recycling process convenient.
- ◆ Three-quarters (73%) of respondents who have recycled solvents, flammable liquids, gasoline or pesticides find the process convenient.

## Experience with Product Stewardship Programs (Continued)

### Satisfaction with Non-Curbside Recycling Process

- ◆ The majority of respondents who used a non-curbside recycling service to recycle any of the products were satisfied with the overall experience.
- ◆ Almost all respondents who have recycled pharmaceuticals (97%) are satisfied with the recycling process.
- ◆ A strong majority of respondents who have recycled beverage containers (93%), lead-acid batteries (91%), electronics (89%), paints (88%), tires (87%) and used lubricating oil, filters and containers (87%) are satisfied with the process.
- ◆ Eight-in-ten (79%) of respondents who have recycled solvents, flammable liquids, gasoline or pesticides are satisfied with the recycling process.

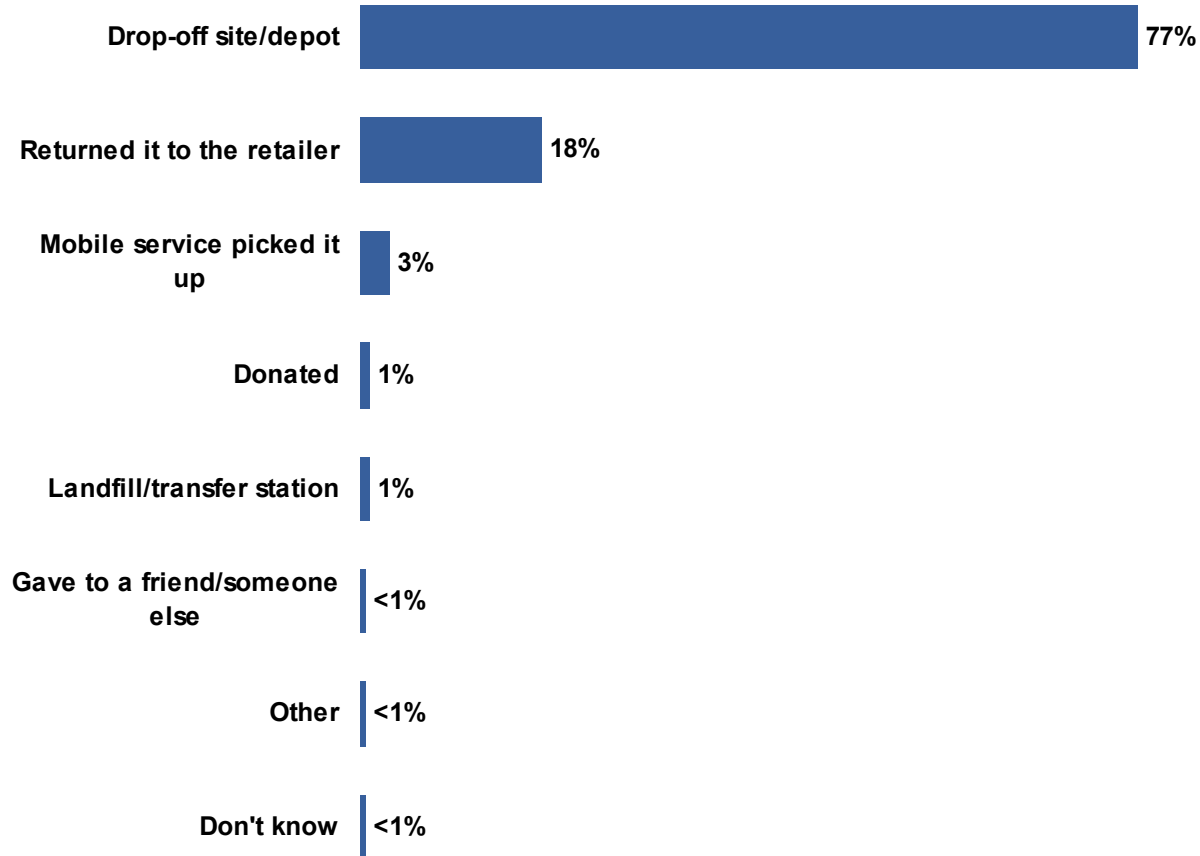
## Experience with Product Stewardship Programs (Continued)

### Payment of Fees for Non-Curbside Service

- ◆ The majority of BC residents did not have to pay a fee the last time they used a non-curbside recycling service.
  - One-third (32%) of those who recycled tires say they paid a fee.
  - Two-in-ten (22%) say they paid a fee to recycle lead-acid batteries, 17% paid a fee to recycle used lubricating oil, filters and containers and 16% paid a fee to recycle electronics.
  - One-in-ten paid a fee to recycle solvents, flammable liquids, gasoline or pesticides (13%), paints (13%) and beverage containers (7%).
  - Less than 1% say they paid a fee to recycle pharmaceuticals.

# Last Recycling Service Used for Beverage Containers

*Q8. When you last recycled beverage containers, what service did you use?*



Base: Have recycled beverage containers (n=976)



# Last Recycling Service Used for Beverage Containers by Region

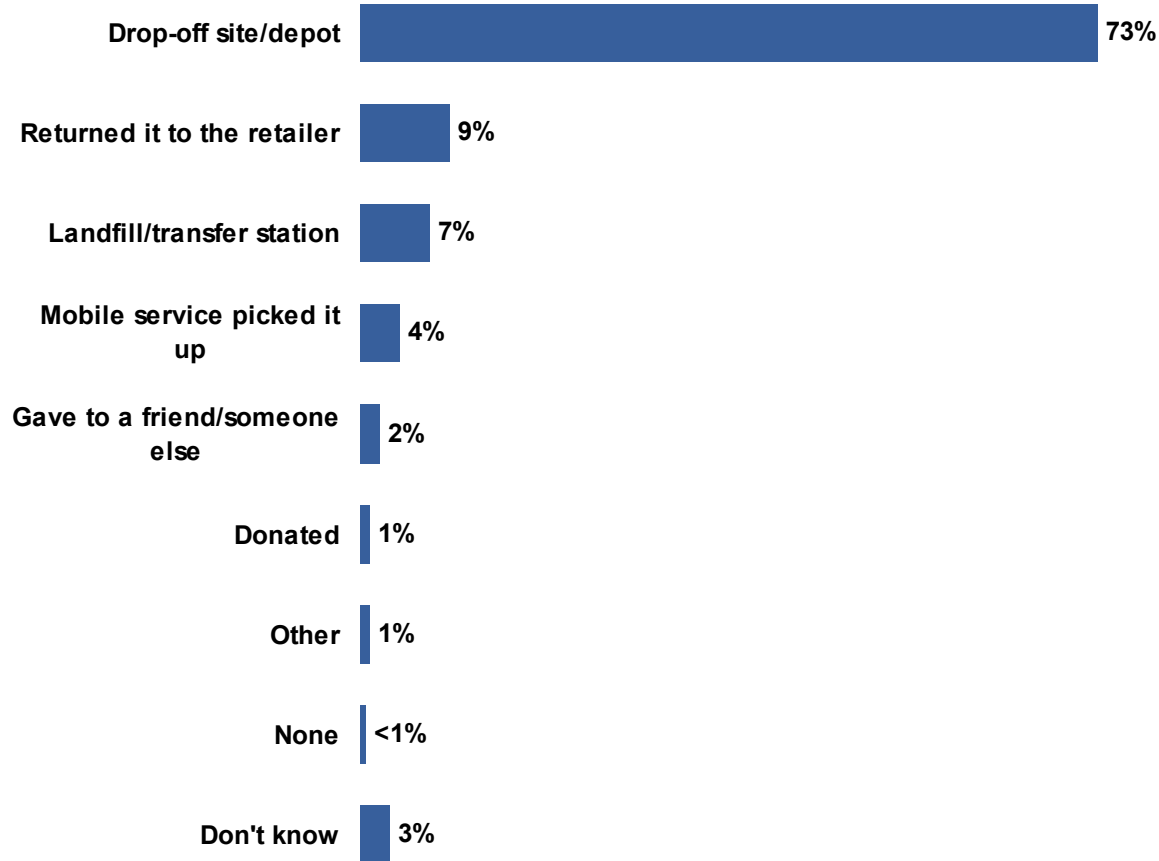
*Q8. When you last recycled beverage containers, what service did you use?*

|                               | Interior BC<br>(n=205) | Lower Mainland<br>(n=359) | North BC<br>(n=228) | Vancouver Island<br>(n=184) |
|-------------------------------|------------------------|---------------------------|---------------------|-----------------------------|
| Drop-off site/depot           | 84%                    | 71%                       | 82%                 | 76%                         |
| Returned it to the retailer   | 11%                    | 23%                       | 15%                 | 19%                         |
| Mobile service picked it up   | 1%                     | 5%                        | -                   | 3%                          |
| Donated                       | 3%                     | 1%                        | 2%                  | 1%                          |
| Landfill/transfer station     | 1%                     | -                         | 1%                  | 1%                          |
| Gave to a friend/someone else | -                      | <1%                       | <1%                 | 1%                          |
| Other                         | -                      | 1%                        | -                   | -                           |
| Don't know                    | 1%                     | <1%                       | -                   | -                           |

Base: Have recycled beverage containers (n=976)

# Last Recycling Service Used for Electronics

**Q8. When you last recycled electronics such as computers, printers, monitors and televisions, what service did you use?**



Base: Have recycled electronics (n=502)

## Last Recycling Service Used for Electronics by Region

*Q8. When you last recycled electronics such as computers, printers, monitors and televisions, what service did you use?*

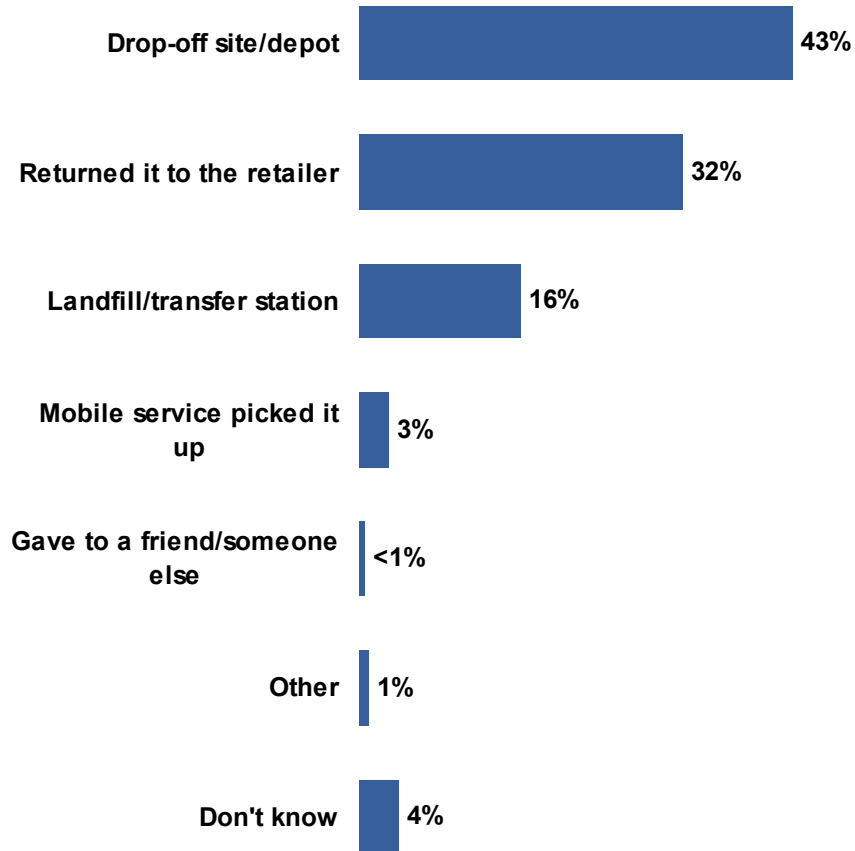
|                               | Interior BC<br>(n=125) | Lower Mainland<br>(n=191) | North BC<br>(n=83*) | Vancouver Island<br>(n=103) |
|-------------------------------|------------------------|---------------------------|---------------------|-----------------------------|
| Drop-off site/depot           | 66%                    | 75%                       | 75%                 | 78%                         |
| Returned it to the retailer   | 8%                     | 11%                       | 6%                  | 10%                         |
| Landfill/transfer station     | 10%                    | 3%                        | 8%                  | 9%                          |
| Mobile service picked it up   | 6%                     | 6%                        | 1%                  | 1%                          |
| Gave to a friend/someone else | 2%                     | 3%                        | 5%                  | 1%                          |
| Donated                       | 1%                     | -                         | 2%                  | -                           |
| Other                         | 1%                     | -                         | 1%                  | 1%                          |
| None                          | -                      | 1%                        | -                   | -                           |
| Don't know                    | 6%                     | 3%                        | 1%                  | 1%                          |

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

Base: Have recycled electronics (n=502)

# Last Recycling Service Used for Lead-Acid Batteries

*Q8. When you last recycled lead-acid batteries, what service did you use?*



Base: Have recycled lead-acid batteries (n=379)

# Last Recycling Service Used for Lead-Acid Batteries by Region

*Q8. When you last recycled lead-acid batteries, what service did you use?*

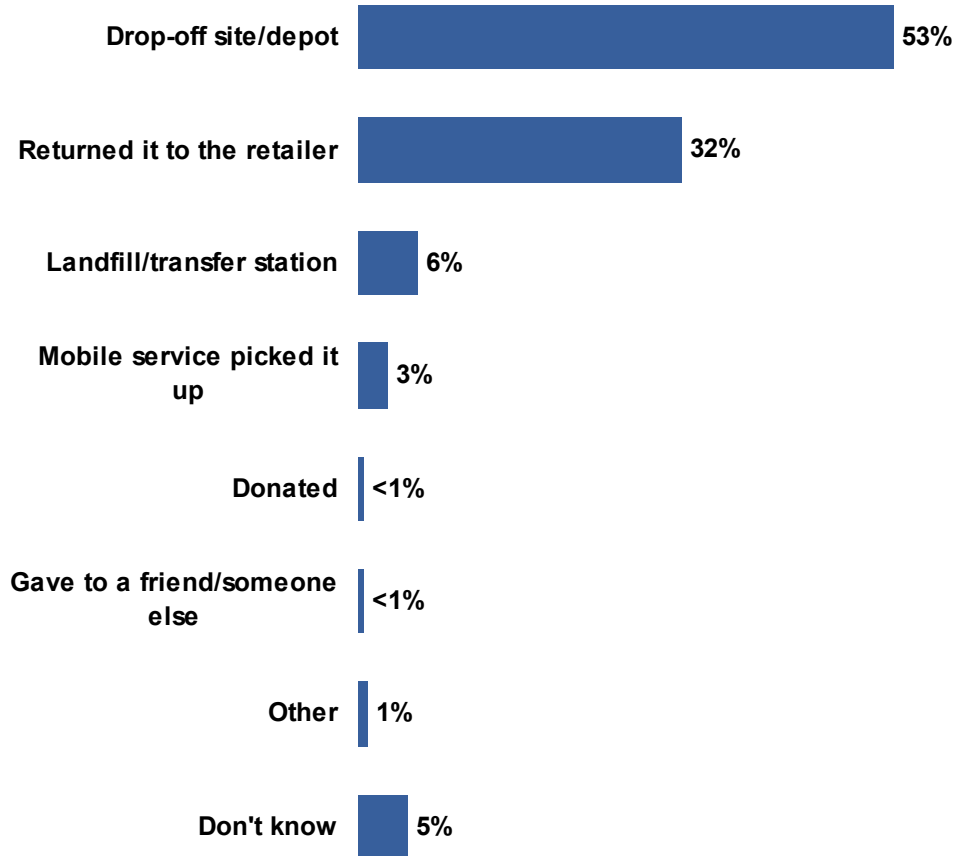
|                               | Interior BC<br>(n=94*) | Lower Mainland<br>(n=117) | North BC<br>(n=94*) | Vancouver Island<br>(n=74*) |
|-------------------------------|------------------------|---------------------------|---------------------|-----------------------------|
| Drop-off site/depot           | 51%                    | 44%                       | 32%                 | 42%                         |
| Returned it to the retailer   | 28%                    | 29%                       | 37%                 | 37%                         |
| Landfill/transfer station     | 16%                    | 13%                       | 26%                 | 10%                         |
| Mobile service picked it up   | 1%                     | 3%                        | 4%                  | 7%                          |
| Gave to a friend/someone else | -                      | 1%                        | -                   | -                           |
| Other                         | 1%                     | 3%                        | -                   | -                           |
| Don't know                    | 3%                     | 7%                        | 1%                  | 5%                          |

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

Base: Have recycled lead-acid batteries (n=379)

# Last Recycling Service Used for Used Lubricating Oil, Filters and Containers

**Q8. When you last recycled used lubricating oil, filters and containers, what service did you use?**



Base: Have recycled used lubricating oil, filters and containers (n=346)

# Last Recycling Service Used for Used Lubricating Oil, Filters and Containers by Region

**Q8. When you last recycled used lubricating oil, filters and containers, what service did you use?**

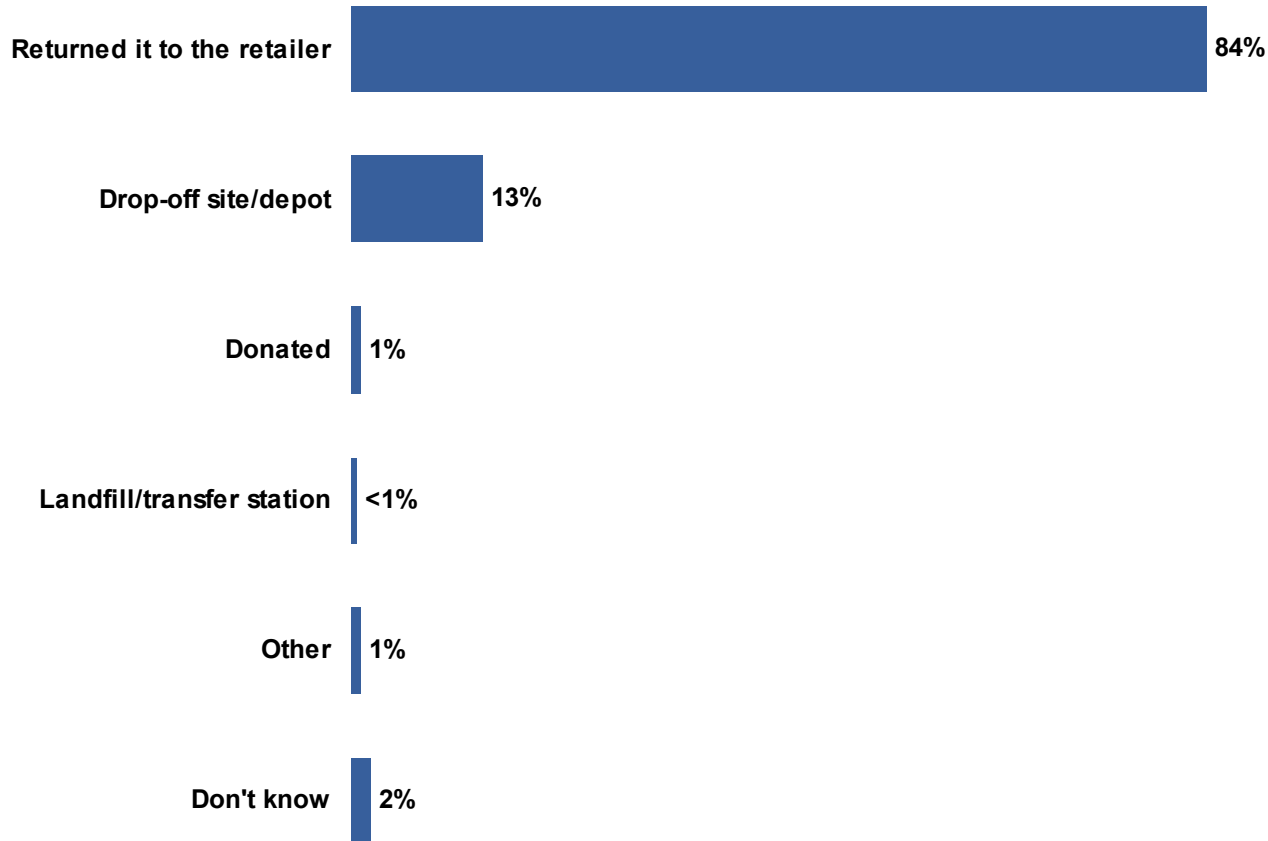
|                               | Interior BC<br>(n=84*) | Lower Mainland<br>(n=98*) | North BC<br>(n=93*) | Vancouver Island<br>(n=71*) |
|-------------------------------|------------------------|---------------------------|---------------------|-----------------------------|
| Drop-off site/depot           | 60%                    | 54%                       | 53%                 | 45%                         |
| Returned it to the retailer   | 25%                    | 32%                       | 28%                 | 44%                         |
| Landfill/transfer station     | 6%                     | 3%                        | 12%                 | 3%                          |
| Mobile service picked it up   | 6%                     | 3%                        | 1%                  | -                           |
| Donated                       | -                      | -                         | 1%                  | -                           |
| Gave to a friend/someone else | -                      | 1%                        | -                   | -                           |
| Other                         | 1%                     | 1%                        | -                   | 1%                          |
| Don't know                    | 2%                     | 6%                        | 5%                  | 7%                          |

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

Base: Have recycled used lubricating oil, filters and containers (n=346)

# Last Recycling Service Used for Pharmaceuticals

*Q8. When you last recycled pharmaceuticals, what service did you use?*



Base: Have recycled pharmaceuticals (n=273)



# Last Recycling Service Used for Pharmaceuticals by Region

*Q8. When you last recycled pharmaceuticals, what service did you use?*

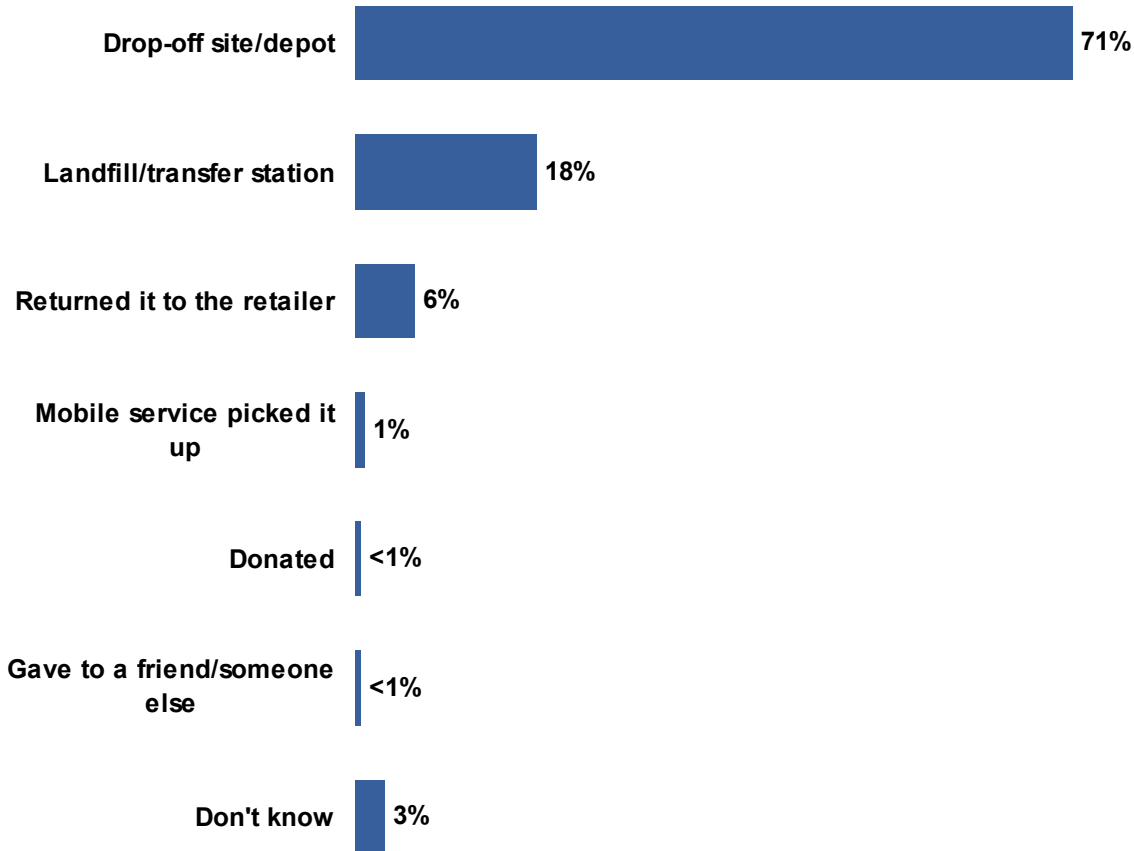
|                                    | Interior BC<br>(n=66*) | Lower Mainland<br>(n=99*) | North BC<br>(n=56*) | Vancouver Island<br>(n=52*) |
|------------------------------------|------------------------|---------------------------|---------------------|-----------------------------|
| <b>Returned it to the retailer</b> | <b>80%</b>             | <b>87%</b>                | <b>88%</b>          | <b>79%</b>                  |
| <b>Drop-off site/depot</b>         | <b>12%</b>             | <b>11%</b>                | <b>13%</b>          | <b>15%</b>                  |
| <b>Donated</b>                     | <b>-</b>               | <b>1%</b>                 | <b>-</b>            | <b>4%</b>                   |
| <b>Landfill/transfer station</b>   | <b>-</b>               | <b>1%</b>                 | <b>-</b>            | <b>-</b>                    |
| <b>Other</b>                       | <b>3%</b>              | <b>-</b>                  | <b>-</b>            | <b>-</b>                    |
| <b>Don't know</b>                  | <b>5%</b>              | <b>-</b>                  | <b>-</b>            | <b>2%</b>                   |

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

Base: Have recycled pharmaceuticals (n=273)

# Last Recycling Service Used for Paints

*Q8. When you last recycled paints, what service did you use?*



Base: Have recycled paints (n=460)

## Last Recycling Service Used for Paints by Region

*Q8. When you last recycled paints, what service did you use?*

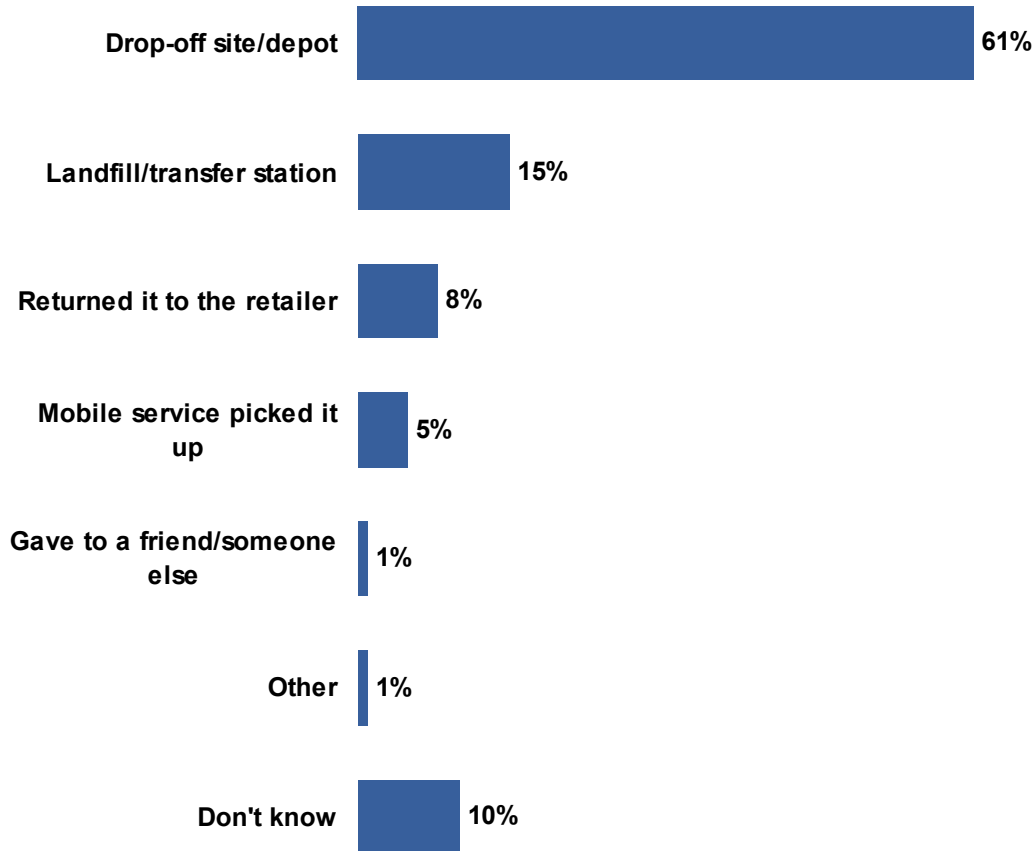
|                               | Interior BC<br>(n=114) | Lower Mainland<br>(n=167) | North BC<br>(n=93*) | Vancouver Island<br>(n=86*) |
|-------------------------------|------------------------|---------------------------|---------------------|-----------------------------|
| Drop-off site/depot           | 68%                    | 74%                       | 68%                 | 71%                         |
| Landfill/transfer station     | 18%                    | 17%                       | 25%                 | 14%                         |
| Returned it to the retailer   | 5%                     | 5%                        | 7%                  | 11%                         |
| Mobile service picked it up   | ▲ 5%                   | -                         | -                   | -                           |
| Donated                       | 1%                     | -                         | -                   | -                           |
| Gave to a friend/someone else | 1%                     | -                         | -                   | -                           |
| Don't know                    | 3%                     | 4%                        | 1%                  | 5%                          |

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

Base: Have recycled paints (n=460)

# Last Recycling Service Used for Solvents and Flammable Liquids, Gasoline and Pesticides

**Q8. When you last recycled solvents and flammable liquids, gasoline and pesticides, what service did you use?**



Base: Have recycled solvents and flammable liquids, gasoline and pesticides (n=201)

# Last Recycling Service Used for Solvents and Flammable Liquids, Gasoline and Pesticides by Region

**Q8. When you last recycled solvents and flammable liquids, gasoline and pesticides, what service did you use?**

|                               | Interior BC<br>(n=56*) | Lower Mainland<br>(n=63*) | North BC<br>(n=41**) | Vancouver Island<br>(n=41**) |
|-------------------------------|------------------------|---------------------------|----------------------|------------------------------|
| Drop-off site/depot           | 61%                    | 68%                       | 59%                  | 54%                          |
| Landfill/transfer station     | 16%                    | 18%                       | 17%                  | 10%                          |
| Returned it to the retailer   | 5%                     | 3%                        | 10%                  | 17%                          |
| Mobile service picked it up   | 7%                     | -                         | 7%                   | 5%                           |
| Gave to a friend/someone else | 2%                     | -                         | -                    | -                            |
| Other                         | -                      | -                         | -                    | 5%                           |
| Don't know                    | 9%                     | 11%                       | 7%                   | 10%                          |

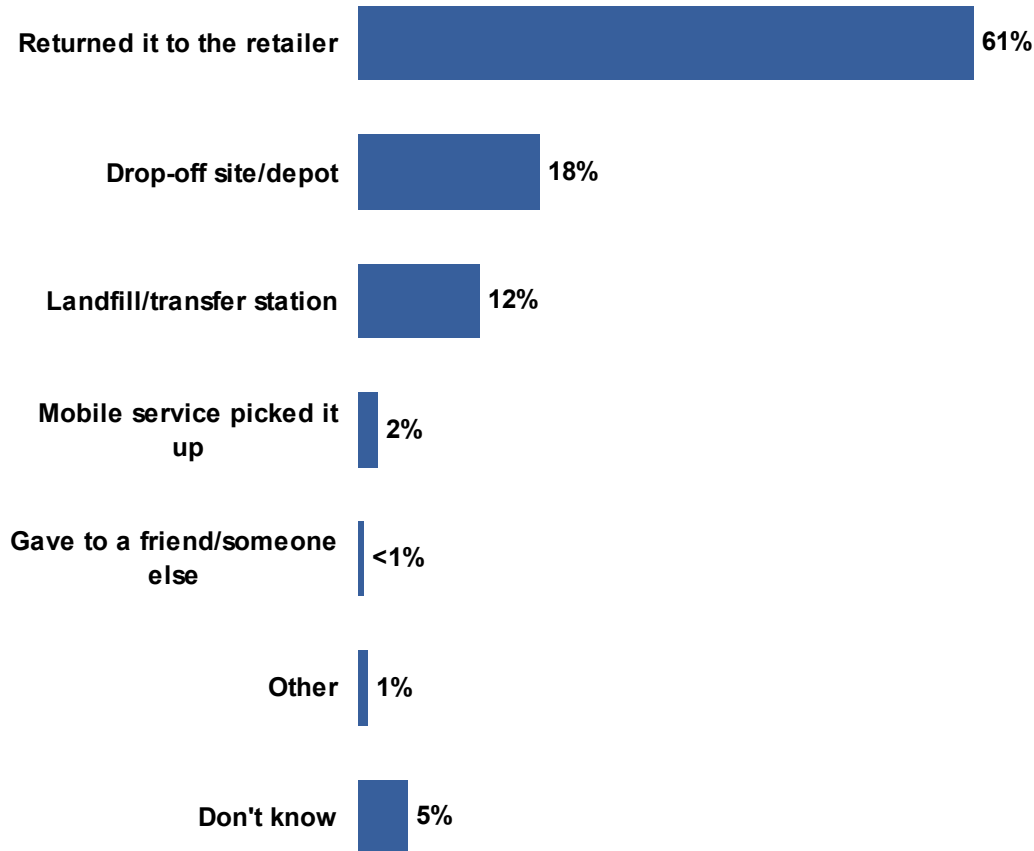
*\*Small base size (<100), interpret with caution.*

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

Base: Have recycled solvents and flammable liquids, gasoline and pesticides (n=201)

# Last Recycling Service Used for Tires

*Q8. When you last recycled tires, what service did you use?*



Base: Have recycled tires (n=352)

# Last Recycling Service Used for Tires by Region

*Q8. When you last recycled tires, what service did you use?*

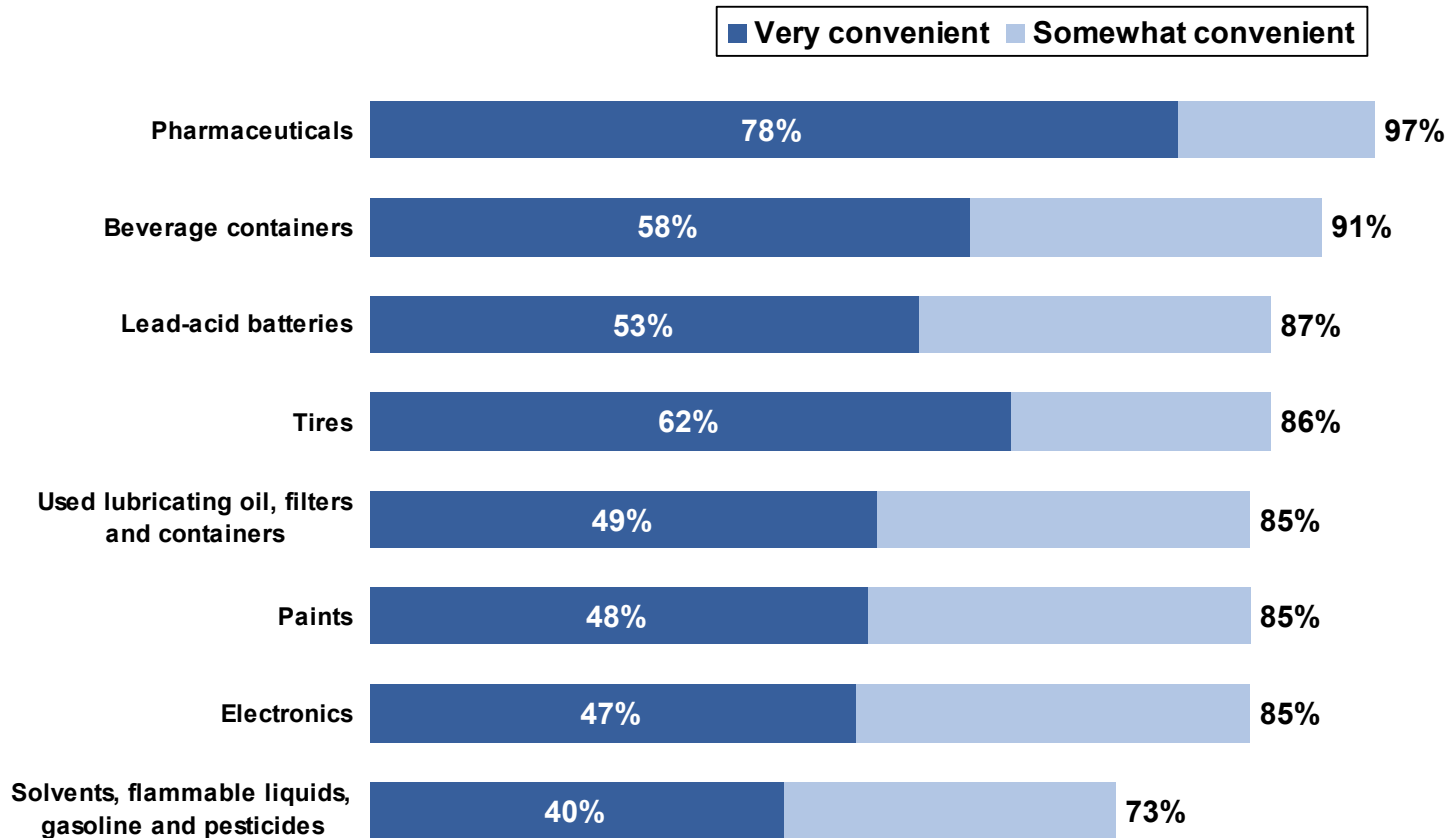
|                               | Interior BC<br>(n=98*) | Lower Mainland<br>(n=88*) | North BC<br>(n=95*) | Vancouver Island<br>(n=71*) |
|-------------------------------|------------------------|---------------------------|---------------------|-----------------------------|
| Returned it to the retailer   | 55%                    | 59%                       | 65%                 | 66%                         |
| Drop-off site/depot           | 16%                    | 26%                       | 16%                 | 14%                         |
| Landfill/transfer station     | 20%                    | 3%                        | 13%                 | 11%                         |
| Mobile service picked it up   | 2%                     | 3%                        | -                   | 4%                          |
| Gave to a friend/someone else | -                      | 1%                        | -                   | -                           |
| Other                         | 1%                     | -                         | 1%                  | -                           |
| Don't know                    | 5%                     | 7%                        | 5%                  | 4%                          |

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

Base: Have recycled tires (n=352)

# Convenience of Last Recycling Process

Q9. When you last recycled [insert from Q6], how convenient was the process?



Base: Have recycled specific product



# Convenience of Last Recycling Process by Region

Q9. When you last recycled [insert from Q6], how convenient was the process?

**Very/Somewhat Convenient**

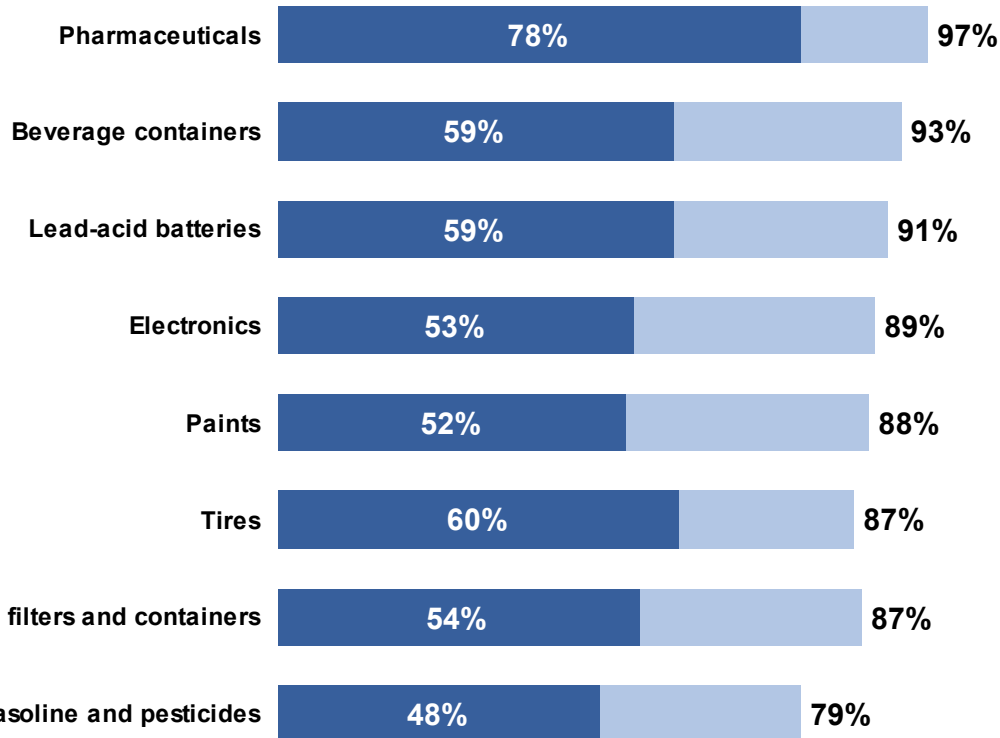
|  | Interior BC | Lower Mainland | North BC | Vancouver Island |
|--|-------------|----------------|----------|------------------|
| Pharmaceuticals                                      | 94%         | 98%            | 100%     | 94%              |
| Beverage containers                                  | 89%         | 94%            | 90%      | 91%              |
| Lead-acid batteries                                  | 81%         | 84%            | 95%      | 88%              |
| Tires  | 88%         | 84%            | 85%      | 89%              |
| Used lubricating oil, filters and containers         | 85%         | 81%            | 88%      | 86%              |
| Paints   | 89%         | ▼77%           | 89%      | 88%              |
| Electronics  | 83%         | 87%            | 88%      | 80%              |
| Solvents, flammable liquids, gasoline and pesticides | 71%         | 71%            | 73%      | 76%              |

Base: Have recycled specific product

# Satisfaction with Last Recycling Experience

*Q10. When you last recycled [insert from Q6], how satisfied were you with the overall experience?*

■ Very Satisfied ■ Somewhat satisfied



Base: Have recycled specific product

# Satisfaction with Last Recycling Experience by Region

Q10. When you last recycled [insert from Q6], how satisfied were you with the overall experience?

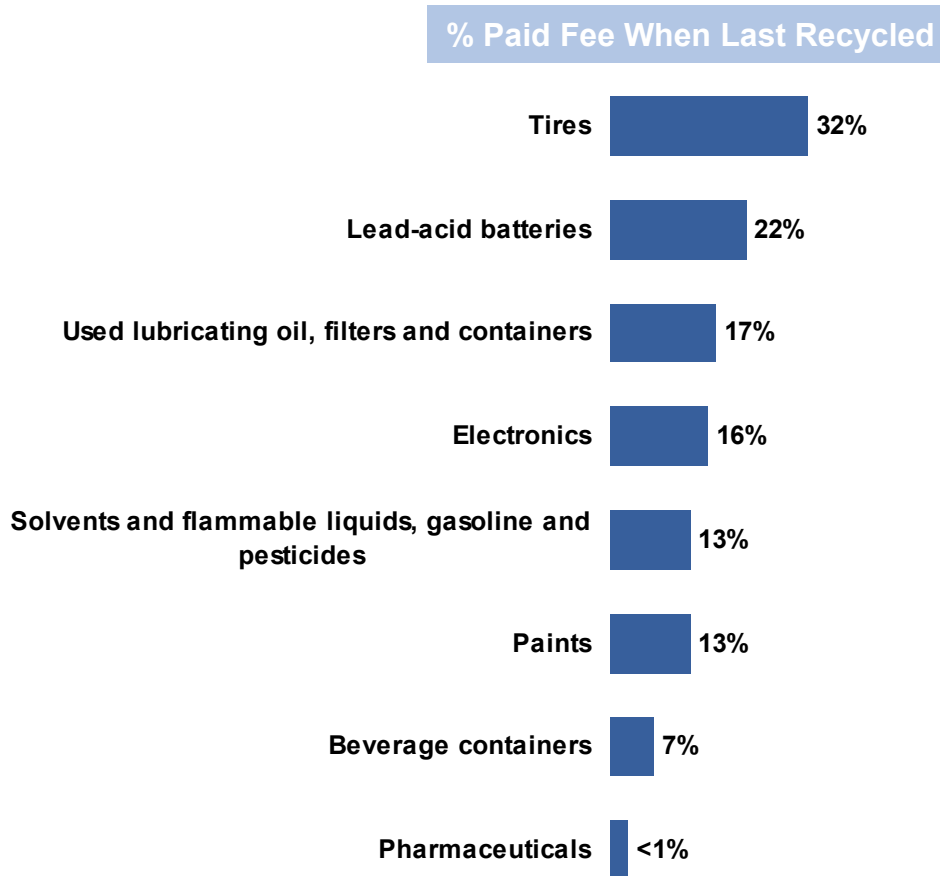
**Very/Somewhat Satisfied**

|   | Interior BC | Lower Mainland | North BC | Vancouver Island |
|---|-------------|----------------|----------|------------------|
| Pharmaceuticals   | 94%         | 98%            | 100%     | 98%              |
| Beverage containers                                     | 92%         | 94%            | 93%      | 94%              |
| Lead-acid batteries                                     | 90%         | 89%            | 97%      | 87%              |
| Electronics   | 84%         | 92%            | 88%      | 88%              |
| Paints  | 90%         | 87%            | 86%      | 90%              |
| Tires   | 87%         | 86%            | 84%      | 90%              |
| Used lubricating oil, filters and containers            | 88%         | 85%            | 90%      | 85%              |
| Solvents and flammable liquids, gasoline and pesticides | 80%         | 81%            | 76%      | 76%              |

Base: Have recycled specific product

# Recycling Fee Payment

**Q11. When you last recycled [insert from Q6], did you have to pay a fee (i.e. at the time of drop-off or pick-up, not when you made the initial product purchase)?**



Base: Have recycled specific product

## Recycling Fee Payment by Region

**Q11. When you last recycled [insert from Q6], did you have to pay a fee (i.e. at the time of drop-off or pick-up, not when you made the initial product purchase)?**

### Paid Fee When Last Recycled

|  | Interior BC | Lower Mainland | North BC   | Vancouver Island |
|--|-------------|----------------|------------|------------------|
| <b>Tires</b>   | <b>42%</b>  | <b>31%</b>     | <b>24%</b> | <b>28%</b>       |
| <b>Lead-acid batteries</b>                                     | <b>25%</b>  | <b>24%</b>     | <b>17%</b> | <b>24%</b>       |
| <b>Used lubricating oil, filters and containers</b>            | <b>13%</b>  | <b>22%</b>     | <b>14%</b> | <b>20%</b>       |
| <b>Electronics</b>   | <b>17%</b>  | <b>13%</b>     | <b>13%</b> | <b>21%</b>       |
| <b>Solvents and flammable liquids, gasoline and pesticides</b> | <b>21%</b>  | <b>8%</b>      | <b>10%</b> | <b>15%</b>       |
| <b>Paints</b>  | <b>13%</b>  | <b>13%</b>     | <b>13%</b> | <b>15%</b>       |
| <b>Beverage containers</b>                                     | <b>8%</b>   | <b>9%</b>      | <b>6%</b>  | <b>5%</b>        |
| <b>Pharmaceuticals</b>   | <b>2%</b>   | <b>3%</b>      | <b>4%</b>  | <b>2%</b>        |

Base: Have recycled specific product



# Ipsos Reid Public Affairs



Ministry of  
Environment

**Knowledge of Product Stewardship Programs**

# Knowledge of Product Stewardship Programs

## Funding of Non-Curbside Recycling Programs

- ◆ When asked who they believe is responsible for funding Product Stewardship Programs, no single organization stands out to BC residents.
- ◆ Four-in-ten (41%) think the Provincial Government is responsible for funding Product Stewardship Programs.
- ◆ One-third (33%) think it is consumers, and 25% think municipalities and 23% think product manufacturers are responsible for funding Product Stewardship Programs.
- ◆ Meanwhile 15% say it is the responsibility of product retailers, and less than 1% believe it is contractors or private companies who are responsible for funding Product Stewardship Programs.
- ◆ One-third (32%) admit they do not know who is responsible for funding Product Stewardship Programs.

## Knowledge of Programs (Continued)

### Operation of Non-Curbside Recycling Programs

- ◆ One-third (36%) of BC residents believe municipalities are responsible for operating Product Stewardship Programs and two-in-ten (22%) think the Provincial Government is responsible.
- ◆ One-third (35%) admit they don't know who is responsible for actually operating Product Stewardship Programs.

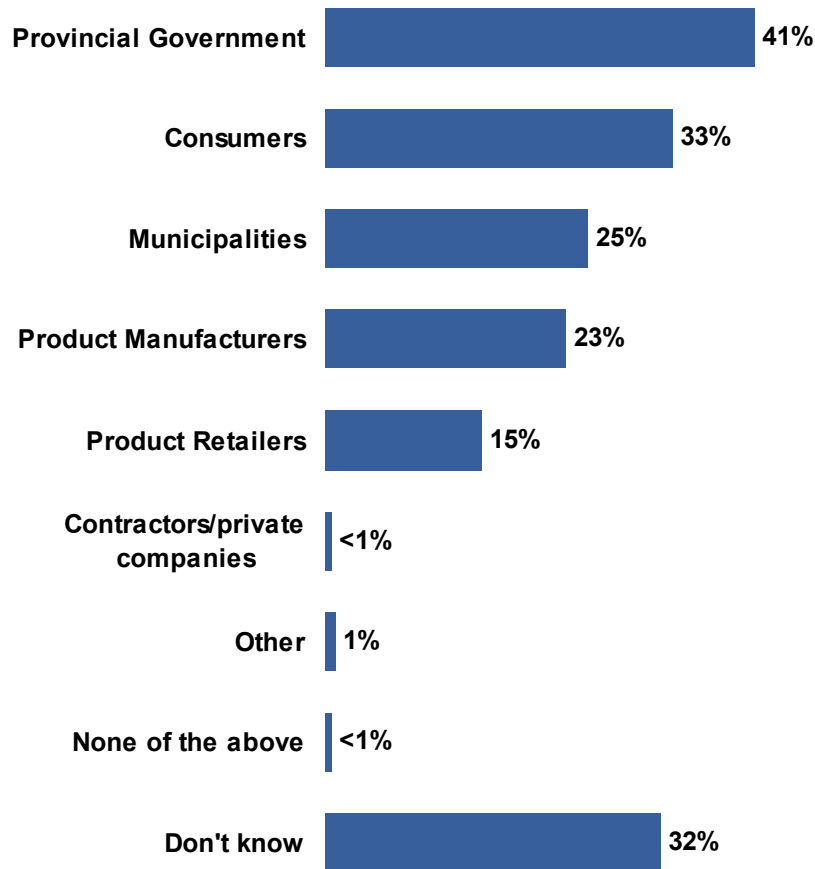
### Management of Product Life-Cycle

- ◆ Four-in-ten (37%) BC residents believe that the Provincial Government is responsible for ensuring that producers manage their products through the entire life cycle of that product.
- ◆ Fewer say that it is the responsibility of product manufacturers (16%) and municipalities (12%).
- ◆ The largest group of respondents answered that they don't know (44%) who is responsible for ensuring that producers manage their products through their entire life cycle.



# Responsibility for Funding Product Stewardship Programs

*Q12. To the best of your knowledge, who is responsible for funding (i.e. paying for) these programs?*



Base: All respondents (n=1,105)

# Responsibility for Funding Product Stewardship Programs by Region

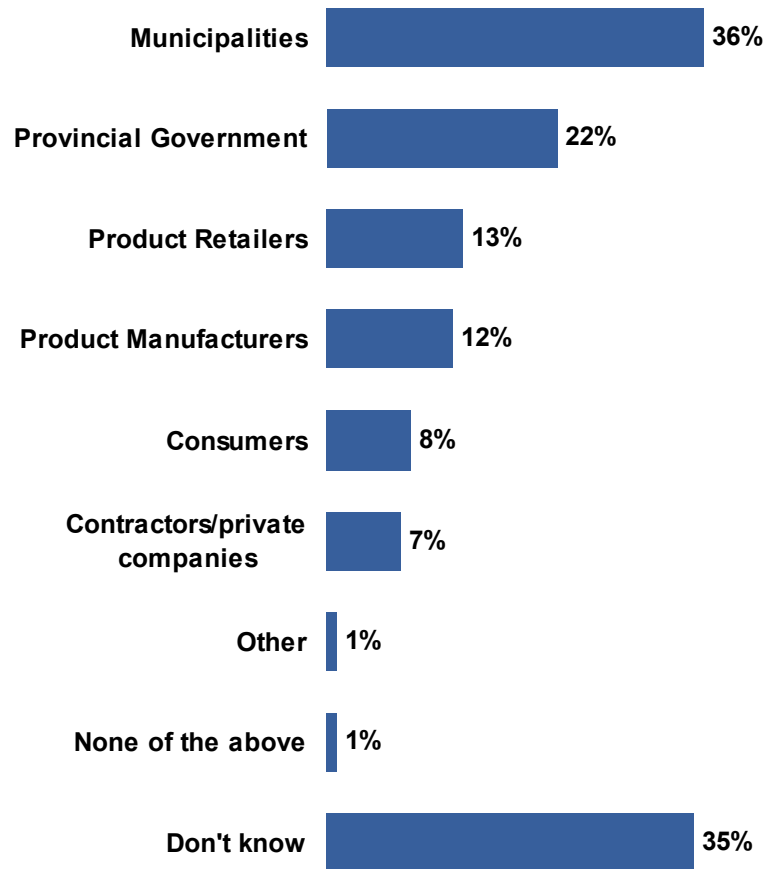
*Q12. To the best of your knowledge, who is responsible for funding (i.e. paying for) these programs?*

|                                      | Interior BC<br>(n=220) | Lower Mainland<br>(n=431) | North BC<br>(n=241) | Vancouver Island<br>(n=213) |
|--------------------------------------|------------------------|---------------------------|---------------------|-----------------------------|
| <b>Provincial Government</b>         | <b>42%</b>             | <b>38%</b>                | <b>39%</b>          | <b>45%</b>                  |
| <b>Consumers</b>                     | <b>34%</b>             | <b>31%</b>                | <b>34%</b>          | <b>35%</b>                  |
| <b>Municipalities</b>                | <b>26%</b>             | <b>23%</b>                | <b>20%</b>          | <b>32%</b>                  |
| <b>Product Manufacturers</b>         | <b>20%</b>             | <b>23%</b>                | <b>22%</b>          | <b>26%</b>                  |
| <b>Product Retailers</b>             | <b>15%</b>             | <b>17%</b>                | <b>13%</b>          | <b>14%</b>                  |
| <b>Contractors/private companies</b> | <b>1%</b>              | <b>&lt;1%</b>             | <b>&lt;1%</b>       | <b>1%</b>                   |
| <b>Other</b>                         | <b>-</b>               | <b>1%</b>                 | <b>&lt;1%</b>       | <b>1%</b>                   |
| <b>None of the above</b>             | <b>-</b>               | <b>1%</b>                 | <b>&lt;1%</b>       | <b>-</b>                    |
| <b>Don't know</b>                    | <b>31%</b>             | <b>33%</b>                | <b>36%</b>          | <b>25%</b>                  |

Base: All respondents (n=1,105)

# Responsibility for Operating Product Stewardship Programs

**Q13. To the best of your knowledge, who is responsible for actually operating (i.e. collecting, transporting, recycling) these programs?**



Base: All respondents (n=1,105)

# Responsibility for Operating Product Stewardship Programs by Region

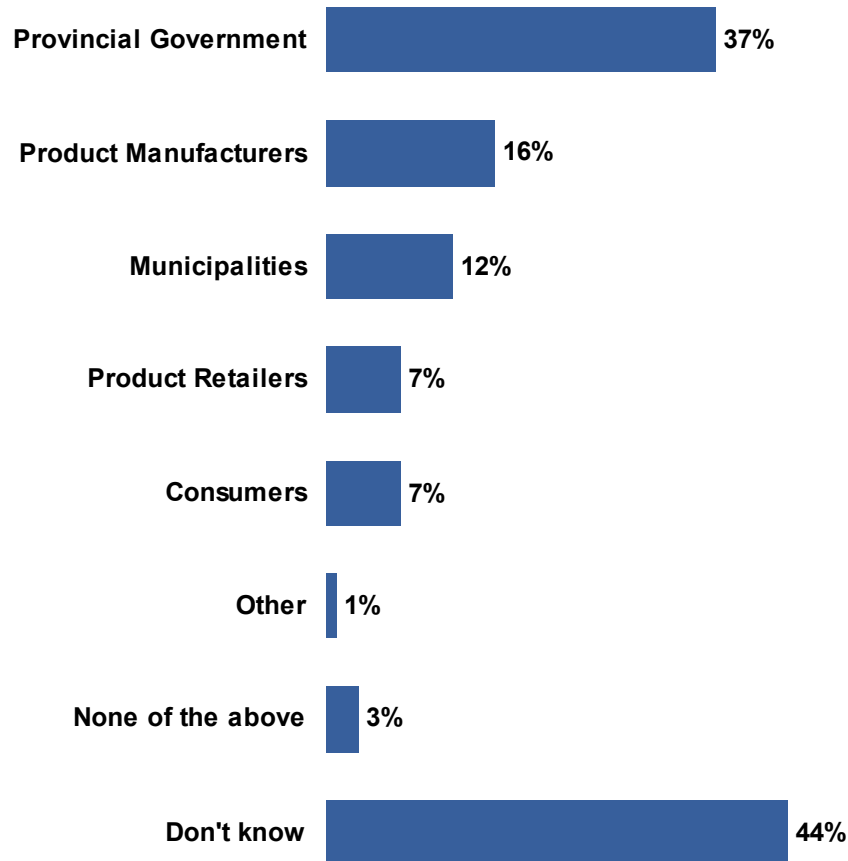
*Q13. To the best of your knowledge, who is responsible for actually operating (i.e. collecting, transporting, recycling) these programs?*

|                                      | Interior BC<br>(n=220) | Lower Mainland<br>(n=431) | North BC<br>(n=241) | Vancouver Island<br>(n=213) |
|--------------------------------------|------------------------|---------------------------|---------------------|-----------------------------|
| <b>Municipalities</b>                | <b>37%</b>             | <b>35%</b>                | <b>32%</b>          | <b>40%</b>                  |
| <b>Provincial Government</b>         | <b>21%</b>             | <b>25%</b>                | <b>18%</b>          | <b>19%</b>                  |
| <b>Product Retailers</b>             | <b>11%</b>             | <b>14%</b>                | <b>14%</b>          | <b>11%</b>                  |
| <b>Product Manufacturers</b>         | <b>11%</b>             | <b>14%</b>                | <b>10%</b>          | <b>11%</b>                  |
| <b>Consumers</b>                     | <b>4%</b>              | <b>7%</b>                 | <b>12%</b>          | <b>9%</b>                   |
| <b>Contractors/private companies</b> | <b>9%</b>              | <b>7%</b>                 | <b>5%</b>           | <b>7%</b>                   |
| <b>Other</b>                         | <b>1%</b>              | <b>1%</b>                 | <b>2%</b>           | <b>2%</b>                   |
| <b>None of the above</b>             | <b>1%</b>              | <b>1%</b>                 | <b>1%</b>           | <b>-</b>                    |
| <b>Don't know</b>                    | <b>34%</b>             | <b>33%</b>                | <b>39%</b>          | <b>35%</b>                  |

Base: All respondents (n=1,105)

# Responsibility for Ensuring Product Life Cycle Management

**Q14. To the best of your knowledge, who is responsible for ensuring that producers manage their products through the entire life cycle of that product?**



Base: All respondents (n=1,105)

# Responsibility for Ensuring Product Life Cycle Management by Region

*Q14. To the best of your knowledge, who is responsible for ensuring that producers manage their products through the entire life cycle of that product?*

|                              | Interior BC<br>(n=220) | Lower Mainland<br>(n=431) | North BC<br>(n=241) | Vancouver Island<br>(n=213) |
|------------------------------|------------------------|---------------------------|---------------------|-----------------------------|
| <b>Provincial Government</b> | <b>40%</b>             | <b>38%</b>                | <b>33%</b>          | <b>37%</b>                  |
| <b>Product Manufacturers</b> | <b>16%</b>             | <b>18%</b>                | <b>11%</b>          | <b>20%</b>                  |
| <b>Municipalities</b>        | <b>11%</b>             | <b>13%</b>                | <b>10%</b>          | <b>14%</b>                  |
| <b>Product Retailers</b>     | <b>6%</b>              | <b>9%</b>                 | <b>4%</b>           | <b>10%</b>                  |
| <b>Consumers</b>             | <b>5%</b>              | <b>8%</b>                 | <b>7%</b>           | <b>7%</b>                   |
| <b>Other</b>                 | <b>1%</b>              | <b>1%</b>                 | <b>&lt;1%</b>       | <b>1%</b>                   |
| <b>None of the above</b>     | <b>4%</b>              | <b>2%</b>                 | <b>4%</b>           | <b>2%</b>                   |
| <b>Don't know</b>            | <b>42%</b>             | <b>44%</b>                | <b>48%</b>          | <b>42%</b>                  |

Base: All respondents (n=1,105)



# Ipsos Reid Public Affairs



Ministry of  
Environment

**Future Additions to Product Stewardship Programs**

# Future Additions to Product Stewardship Programs

## Additions to Product Stewardship Programs in BC

- ◆ The large majority (76%) of BC residents say that they have not heard of any future plans to add more products to the Product Stewardship Programs in the province. An additional 13% of residents are unsure if they have heard of such plans or not.
- ◆ This leaves just 11% who say that they have heard of plans to add more products to the Product Stewardship Programs in BC.

## Products to be Added to Product Stewardship Programs

- ◆ However, the proportion of those aware of future additions to Product Stewardship Programs is reduced further when residents were asked to comment on the specifics of what they may have heard about potential additions to the program. Most (60%) who claim to have heard something about additions say they do not recall what products are to be added.
- ◆ The products mentioned by the remaining residents are for the most part already included in Product Stewardship Programs, namely plastics, electronics, beverage containers, milk containers and batteries. However, all products mentioned were identified by less than 10%.



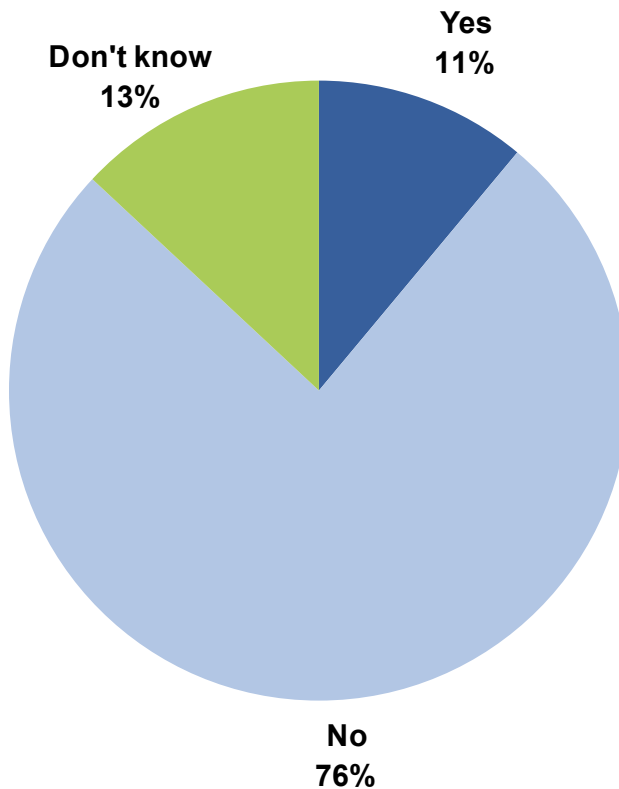
# Future Additions to Product Stewardship Programs

## Desired Additions to Product Stewardship Programs

- ◆ When all residents were then asked about what products they wish to see added to Product Stewardship Programs in BC, there were few suggestions offered. To begin with, many residents (63%) say they have no suggestions or don't know of any products to add. Then, many of the suggestions offered by residents are products that already fall into current stewardship programs.

# Heard About Product Stewardship Program Additions

**Q15. Have you read, seen or heard anything about plans to add more products to the product stewardship programs in B.C.?**

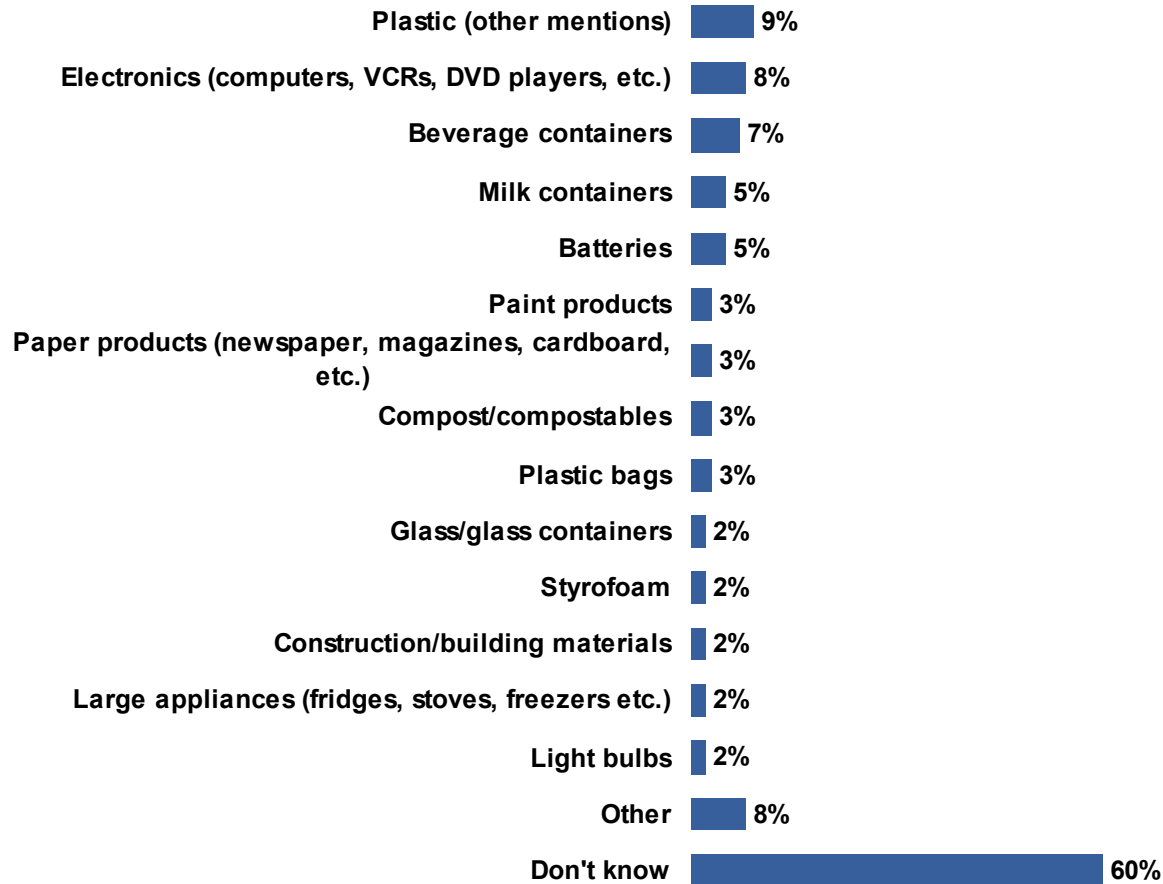


|            | Interior BC<br>(n=220) | Lower<br>Mainland<br>(n=431) | North BC<br>(n=241) | Vancouver<br>Island<br>(n=213) |
|------------|------------------------|------------------------------|---------------------|--------------------------------|
| Yes        | 8%                     | ▲ 16%                        | 6%                  | 9%                             |
| No         | 79%                    | 72%                          | 81%                 | 78%                            |
| Don't know | 13%                    | 12%                          | 13%                 | 14%                            |

Base: All respondents (n=1,105)

# Products Heard of Being Added to Product Stewardship Programs

**Q16. Which product(s)?**



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

**Base:** Have read, seen or heard anything about adding more products to stewardship program (n=120)

# Products Heard of Being Added to Product Stewardship Programs by Region

Q16. Which product(s)?

|  | Interior BC<br>(n=18**) | Lower Mainland<br>(n=70*) | North BC<br>(n=14**) | Vancouver Island<br>(n=18**) |
|--|-------------------------|---------------------------|----------------------|------------------------------|
| Plastic (other mentions)                               | 6%                      | 7%                        | 21%                  | 11%                          |
| Electronics (computers, VCRs, DVD players, etc.)       | -                       | 13%                       | -                    | -                            |
| Beverage containers                                    | -                       | 10%                       | -                    | 6%                           |
| Milk containers  | 6%                      | 6%                        | -                    | 6%                           |
| Batteries  | -                       | 7%                        | 7%                   | -                            |
| Paint products   | -                       | 6%                        | -                    | -                            |
| Paper products (newspaper, magazines, cardboard, etc.) | 6%                      | -                         | 7%                   | 6%                           |
| Compost/compostables                                   | -                       | 3%                        | -                    | 6%                           |
| Plastic bags   | -                       | -                         | 7%                   | 11%                          |
| Glass/glass containers                                 | -                       | 3%                        | -                    | -                            |
| Styrofoam  | -                       | 1%                        | -                    | 6%                           |
| Construction/building materials                        | -                       | 1%                        | -                    | 6%                           |
| Large appliances (fridges, stoves, freezers etc.)      | -                       | 3%                        | -                    | -                            |
| Light bulbs  | -                       | 3%                        | -                    | -                            |
| Other  | 6%                      | 6%                        | 14%                  | 11%                          |
| Don't know   | 78%                     | 53%                       | 57%                  | 72%                          |

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

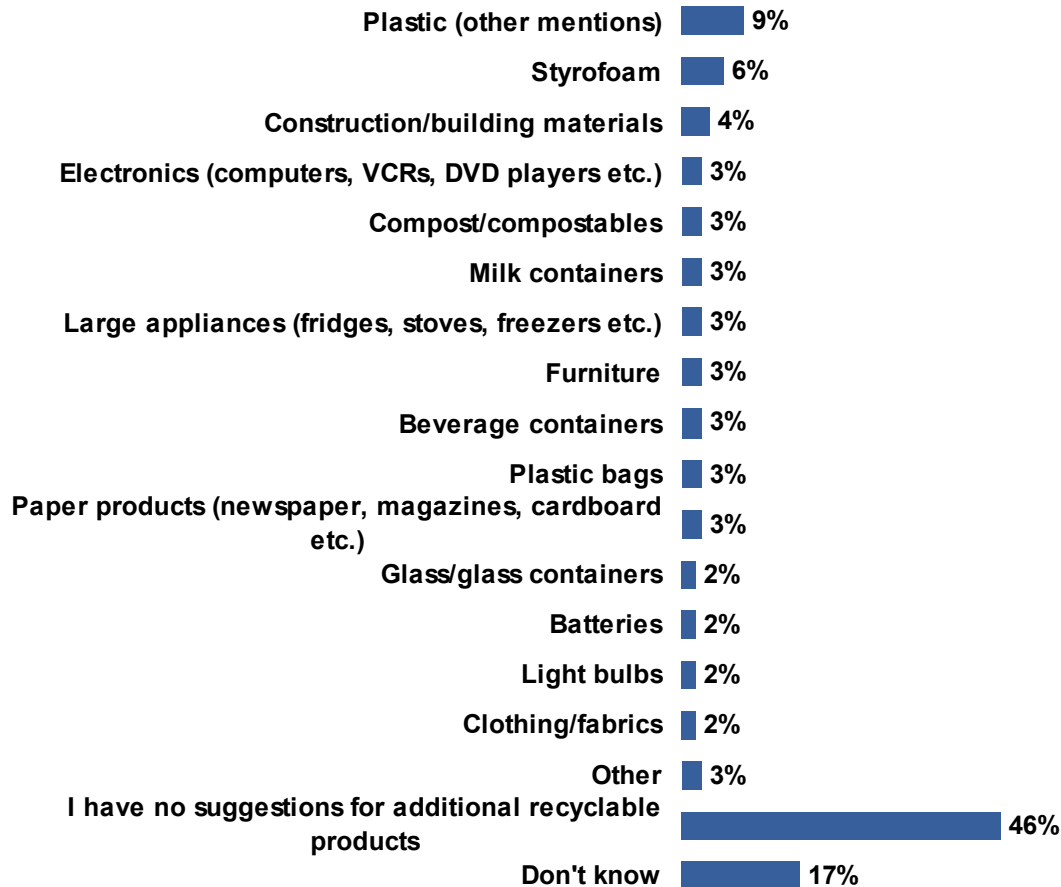
\*\* Very small base size (<50), interpret with extreme caution.

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

Base: Have read, seen or heard anything about adding more products to stewardship program (n=120)

# Desired Additions to BC's Product Stewardship Programs

**Q17. Thinking of products in your home or items you have thrown out in the past, what other products would you like to see added to B.C.'s industry stewardship programs?**



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

Base: All respondents (n=1,105)

# Desired Additions to BC's Product Stewardship Programs by Region

**Q17. Thinking of products in your home or items you have thrown out in the past, what other products would you like to see added to B.C.'s industry stewardship programs?**

|   | Interior BC<br>(n=220) | Lower Mainland<br>(n=431) | North BC<br>(n=241) | Vancouver Island<br>(n=213) |
|---|------------------------|---------------------------|---------------------|-----------------------------|
| Plastic (other mentions)                          | 11%                    | 8%                        | 12%                 | 8%                          |
| Styrofoam   | 8%                     | 5%                        | 3%                  | 9%                          |
| Construction/building materials                   | 3%                     | 5%                        | 3%                  | 4%                          |
| Electronics (computers, VCRs, DVD players etc.)   | 4%                     | 5%                        | 2%                  | 1%                          |
| Compost/compostables                              | 1%                     | 3%                        | 3%                  | 5%                          |
| Milk containers                                   | 2%                     | 3%                        | 3%                  | 5%                          |
| Large appliances (fridges, stoves, freezers etc.) | 3%                     | 4%                        | 2%                  | 2%                          |
| Furniture   | 5%                     | 3%                        | 3%                  | 1%                          |
| Beverage containers                               | 3%                     | 2%                        | 5%                  | 1%                          |
| Plastic bags                                      | 2%                     | 3%                        | 3%                  | 4%                          |

**Note:** Only responses of 2% or more (Provincial Total) are shown.

Base: All respondents (n=1,105)

## Desired Additions to BC's Product Stewardship Programs by Region (Continued)

**Q17. Thinking of products in your home or items you have thrown out in the past, what other products would you like to see added to B.C.'s industry stewardship programs)?**

|  | Interior BC<br>(n=220) | Lower Mainland<br>(n=431) | North BC<br>(n=241) | Vancouver Island<br>(n=213) |
|--|------------------------|---------------------------|---------------------|-----------------------------|
| Paper products<br>(newspaper, magazines,<br>cardboard etc.)    | 3%                     | 2%                        | 3%                  | 2%                          |
| Glass/glass containers   | 3%                     | 1%                        | 5%                  | 2%                          |
| Batteries  | 2%                     | 3%                        | 2%                  | 1%                          |
| Light bulbs  | 1%                     | 2%                        | 2%                  | 1%                          |
| Clothing/fabrics   | 2%                     | 2%                        | 1%                  | 2%                          |
| Other  | 4%                     | 4%                        | 1%                  | 2%                          |
| I have no suggestions for<br>additional recyclable<br>products | 45%                    | 46%                       | 44%                 | 50%                         |
| Don't know   | 16%                    | 18%                       | 18%                 | 14%                         |

**Note: Only responses of 2% or more (Provincial Total) are shown.**

**Base: All respondents (n=1,105)**



# Ipsos Reid Public Affairs



Ministry of  
Environment

**RCBC's Recycling Hotline and Website**



# RCBC's Recycling Hotline and Website

## Awareness of Council of BC's Hotline and Website

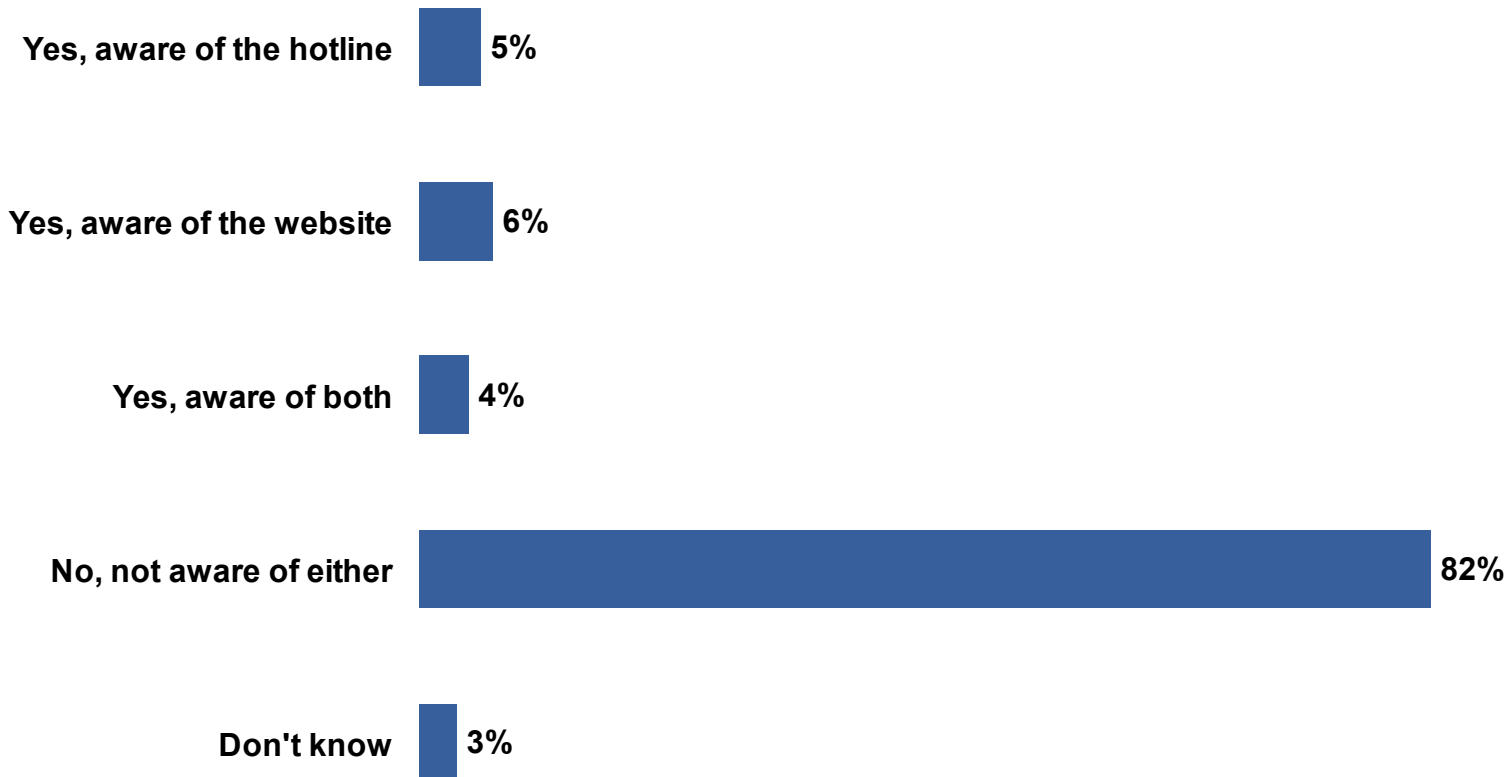
- ◆ The large majority (82%) of BC residents are unaware of either RCBC's Recycling Hotline or the website operated by the Recycling Council of British Columbia.
- ◆ Just 5% say they are aware of the RCBC's Recycling Hotline while 6% they are aware of the Recycling Council of British Columbia website. Only 4% of BC residents say they are aware of both RCBC's hotline and website.

## Calling the RCBC Hotline

- ◆ Among the few who are aware of the Recycling Hotline operated by the Recycling Council of British Columbia, 44% have called the hotline.
- ◆ Among those aware of the Recycling Council of British Columbia website, 51% say they have visited it.

## Awareness of RCBC's Hotline and/or Website

*Q18. Before today, were you aware of the B.C. Recycling Hotline or website operated by the Recycling Council of British Columbia?*



Base: All respondents (n=1,105)

## Awareness of RCBC's Hotline and/or Website by Region

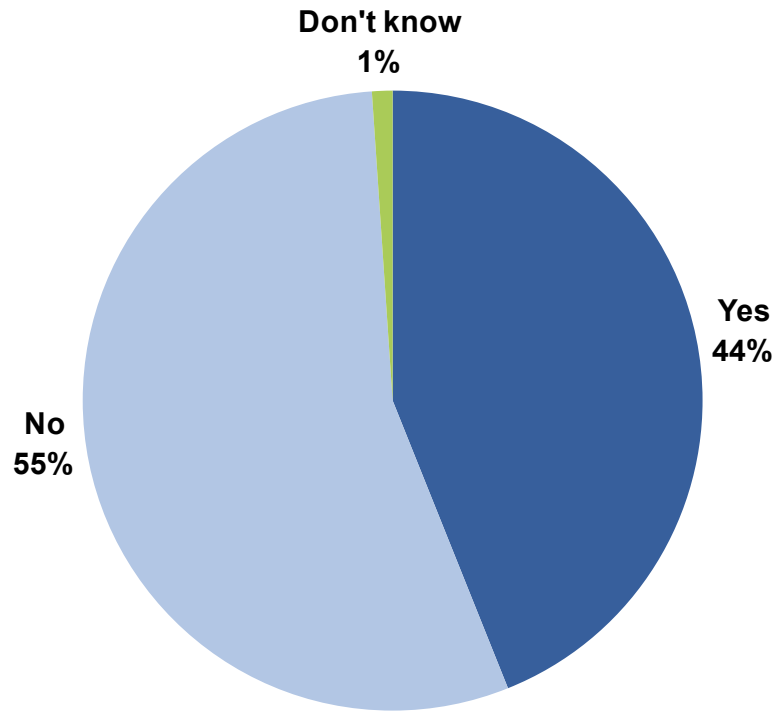
*Q18. Before today, were you aware of the B.C. Recycling Hotline or website operated by the Recycling Council of British Columbia?*

|                           | Interior BC<br>(n=220) | Lower Mainland<br>(n=431) | North BC<br>(n=241) | Vancouver Island<br>(n=213) |
|---------------------------|------------------------|---------------------------|---------------------|-----------------------------|
| Yes, aware of the hotline | 5%                     | 8%                        | 2%                  | 2%                          |
| Yes, aware of the website | 5%                     | 8%                        | 4%                  | 7%                          |
| Yes, aware of both        | 3%                     | ▲ 7%                      | 2%                  | 2%                          |
| No, not aware of either   | 83%                    | 74%                       | 90%                 | 87%                         |
| Don't know                | 4%                     | 3%                        | 2%                  | 1%                          |

Base: All respondents (n=1,105)

# Called RCBC's Recycling Hotline

Q19. Have you ever called the B.C. Recycling Hotline operated by the Recycling Council of British Columbia?



|            | Interior BC<br>(n=17**) | Lower Mainland<br>(n=61*) | North BC<br>(n=10**) | Vancouver Island<br>(n=10**) |
|------------|-------------------------|---------------------------|----------------------|------------------------------|
| Yes        | 24%                     | 51%                       | 30%                  | 50%                          |
| No         | 77%                     | 49%                       | 60%                  | 50%                          |
| Don't know | -                       | -                         | 10%                  | -                            |

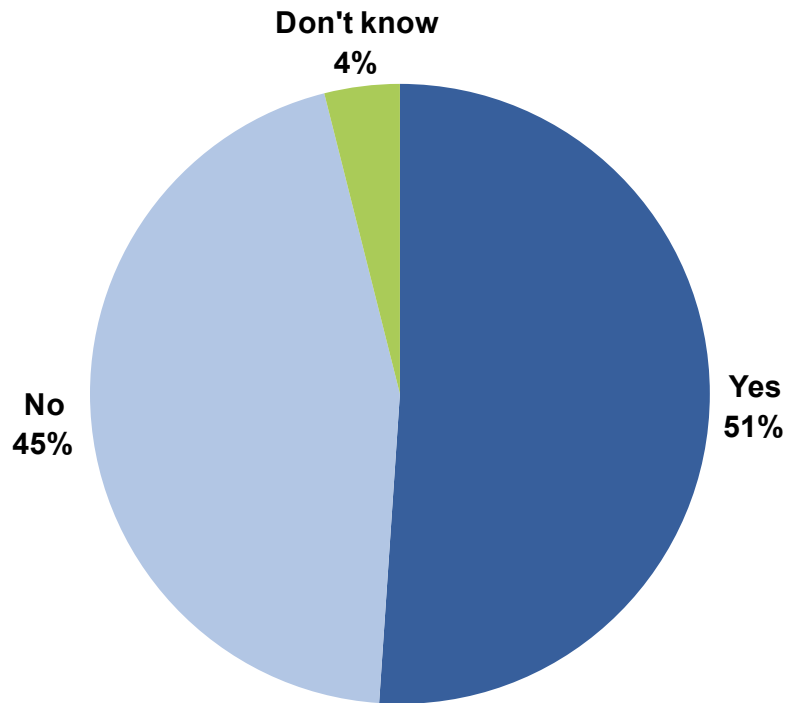
Base: Aware of hotline (n=98\*)

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

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

## Visited RCBC's Website

Q20. Have you ever visited the website operated by the Recycling Council of British Columbia?



|            | Interior BC<br>(n=17**) | Lower Mainland<br>(n=64*) | North BC<br>(n=15**) | Vancouver Island<br>(n=19**) |
|------------|-------------------------|---------------------------|----------------------|------------------------------|
| Yes        | 47%                     | 53%                       | 40%                  | 58%                          |
| No         | 47%                     | 44%                       | 53%                  | 42%                          |
| Don't know | 6%                      | 3%                        | 7%                   | -                            |

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

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

Base: Aware of website (n=115)



# Ipsos Reid Public Affairs



Ministry of  
Environment

**Preferred Recycling Fee Scenario**

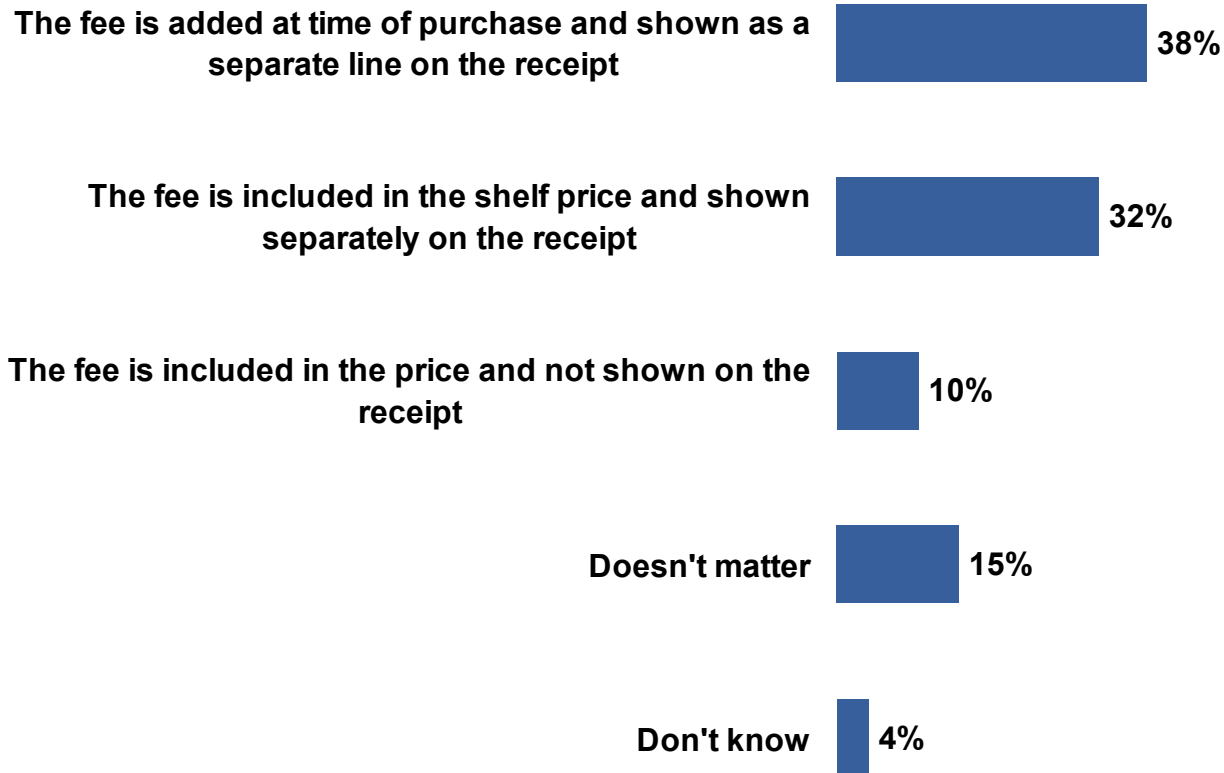
# Preferred Recycling Fee Scenario

## Preferred Format of Recycling Fee on Receipts

- ◆ Respondents were presented with three possible scenarios for how they would prefer to see the recycling fee presented to them at the time of purchase. The options were:
  - The fee is added at time of purchase and shown as a separate line on the receipt
  - The fee is included in the shelf price and shown separately on the receipt
  - The fee is included in the price and not shown on the receipt.
- ◆ The majority of residents (70%) prefer to see the recycling as a separate line on their receipts. There is a split however, as to how residents want to have the total presented to them:
  - Four-in-ten (38%) would like to see the recycling fee added at the time of purchase and shown as a separate line on the receipt.
  - Three-in-ten (32%) would like the fee included in the shelf price and then shown separately on the receipt.
- ◆ Just one-in-ten (10%) do not want the recycling fee line added to their receipt.
- ◆ Meanwhile 15% say that it doesn't really matter to them how the recycling fee is presented and 4% are unsure of how they would like to see it presented..

## Preferred Recycling Fee Scenario

**Q21. Some producers choose to charge a recycling fee on products at the time of purchase to cover the cost of their recycling program. As a consumer, which of the following scenarios do you prefer?**



Base: All respondents (n=1,105)



## Preferred Recycling Fee Scenario by Region

**Q21. Some producers choose to charge a recycling fee on products at the time of purchase to cover the cost of their recycling program. As a consumer, which of the following scenarios do you prefer?**

|  | Interior BC<br>(n=220) | Lower Mainland<br>(n=431) | North BC<br>(n=241) | Vancouver Island<br>(n=213) |
|--|------------------------|---------------------------|---------------------|-----------------------------|
| The fee is added at time or purchase and shown as a separate line on the receipt | 37%                    | 42%                       | 32%                 | 37%                         |
| The fee is included in the shelf price and shown separately on the receipt       | 29%                    | 33%                       | 35%                 | 32%                         |
| The fee is included in the price and not shown on the receipt                    | 12%                    | 8%                        | 11%                 | 13%                         |
| Doesn't matter   | 17%                    | 13%                       | 20%                 | 15%                         |
| Don't know   | 6%                     | 4%                        | 3%                  | 4%                          |

Base: All respondents (n=1,105)