



# MINISTRY OF ENVIRONMENT

## CONSUMER AWARENESS SURVEY OF

### INDUSTRY LED PRODUCT STEWARDSHIP PROGRAMS IN BRITISH COLUMBIA

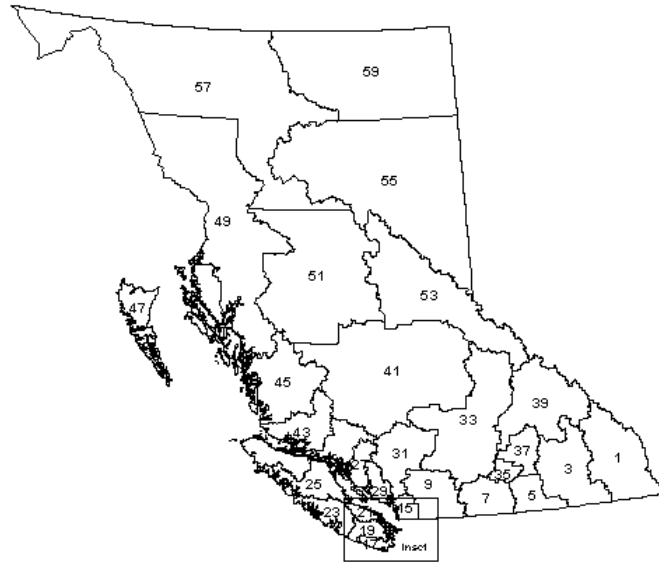


- The main objective of conducting this survey is to measure consumer awareness of Industry led Product Stewardship Programs in British Columbia.
- In reviewing the results, it is worth noting that mentions of the products recycled in this survey are based on consumer awareness of the recycling programs, and 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 contact the Recycling Council of British Columbia at [www.rcbc.bc.ca](http://www.rcbc.bc.ca).
- For information on government recycling policy and regulation visit [www.recycling.gov.bc.ca](http://www.recycling.gov.bc.ca).

- 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 January 29 and February 17, 2015 inclusive.
- The target sample size for this research was 1,200. We exceeded our target number of completed surveys and completed 1,243 surveys.
- The precision of Ipsos online surveys is measured using a Bayesian credibility interval. In this case, the survey is accurate to within  $\pm 3.2$  percentage points, 19 times out of 20, had the entire population of British Columbia been polled.

## 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.

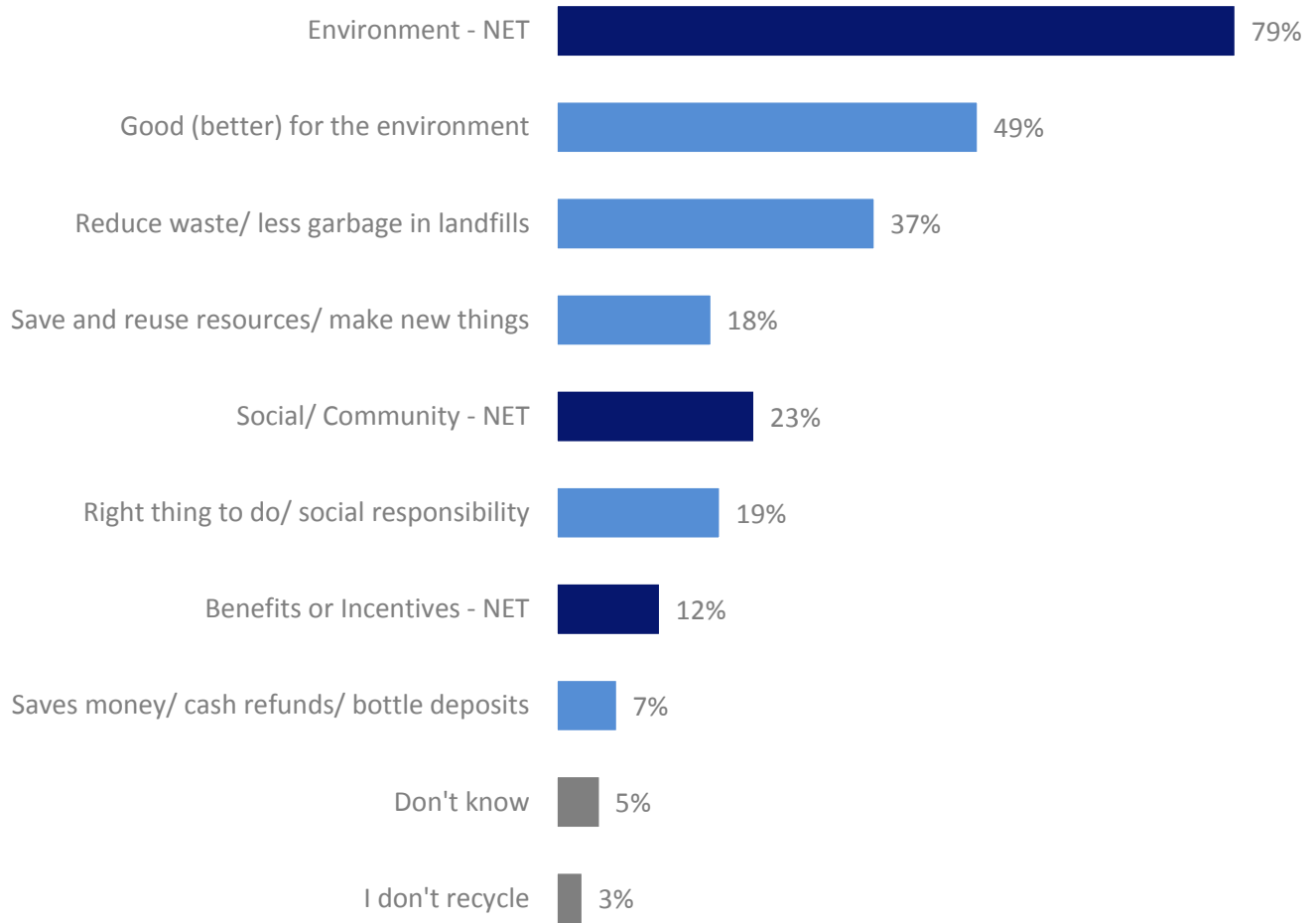


Map source <http://www.bcstats.gov.bc.ca/data/pop/maps/rdmap.asp>

- "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.



# REASONS FOR RECYCLING

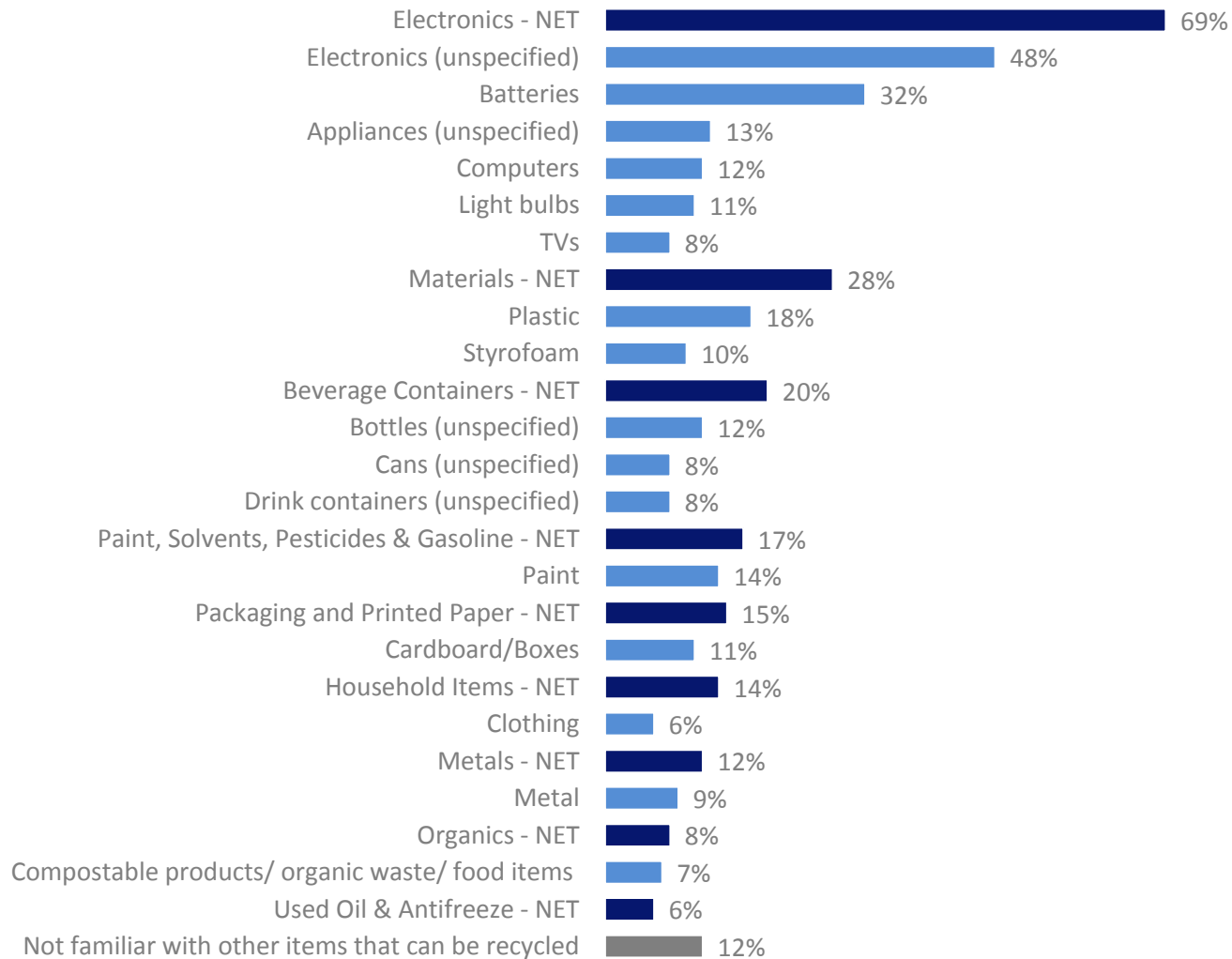


Note: Total mentions less <5% not shown.

Q1. In general, what are the main reasons why you recycle?  
Base: All respondents (n=1243)

# **AWARENESS OF RECYCLABLE PRODUCTS**

# UNAIDED AWARENESS OF RECYCLABLE PRODUCTS

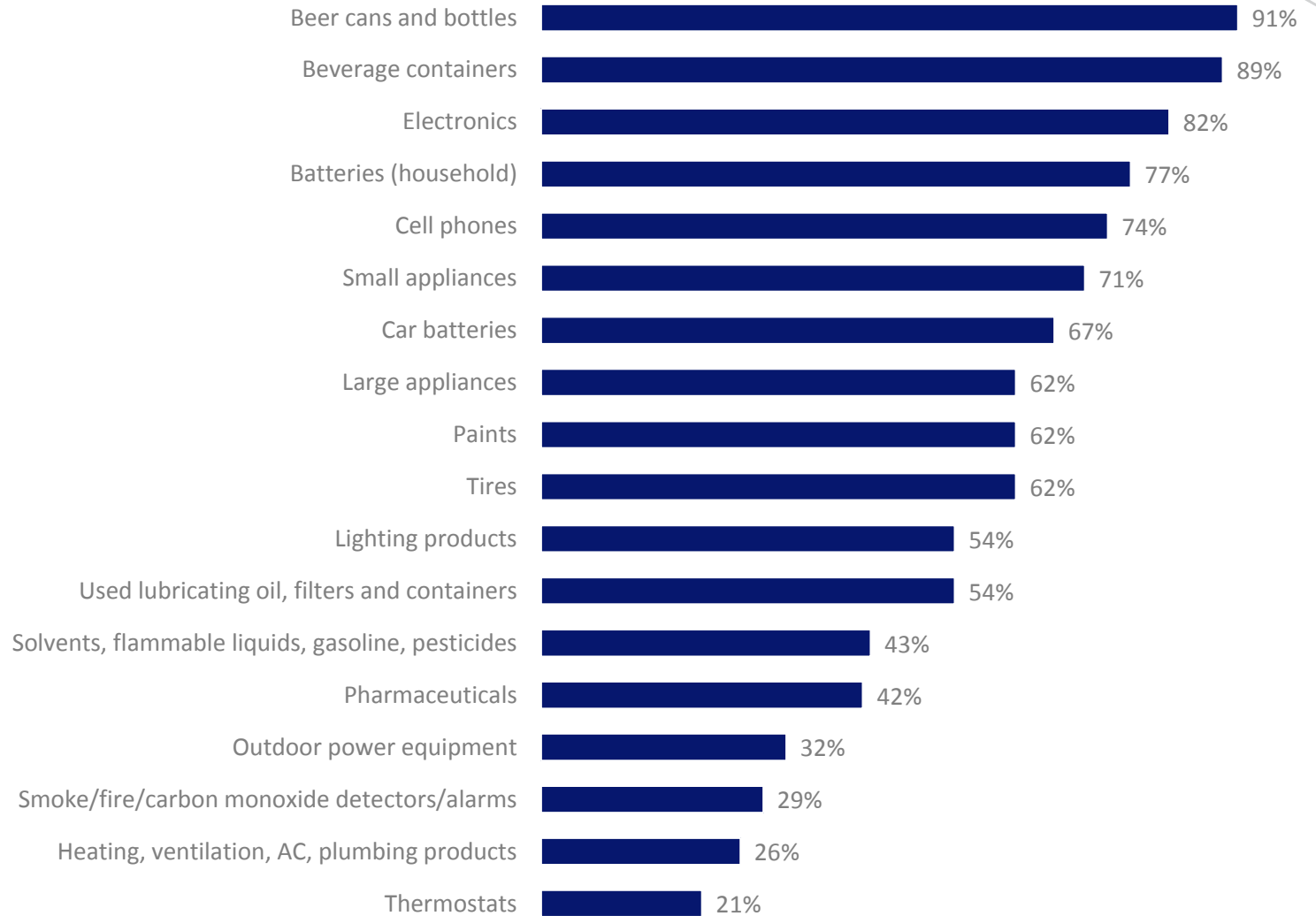


Note: Total mentions of 5% or less not shown.

Q2. Aside from typical blue box materials (e.g. tin cans, glass jars, paper), what other products are you aware of that can be recycled or returned through other channels or locations (e.g., recycling depots, returned to retailers)? Please list items that you believe can be returned for recycling.  
 Base: All respondents (n=1243)



# AIDED AWARENESS OF RECYCLABLE PRODUCTS



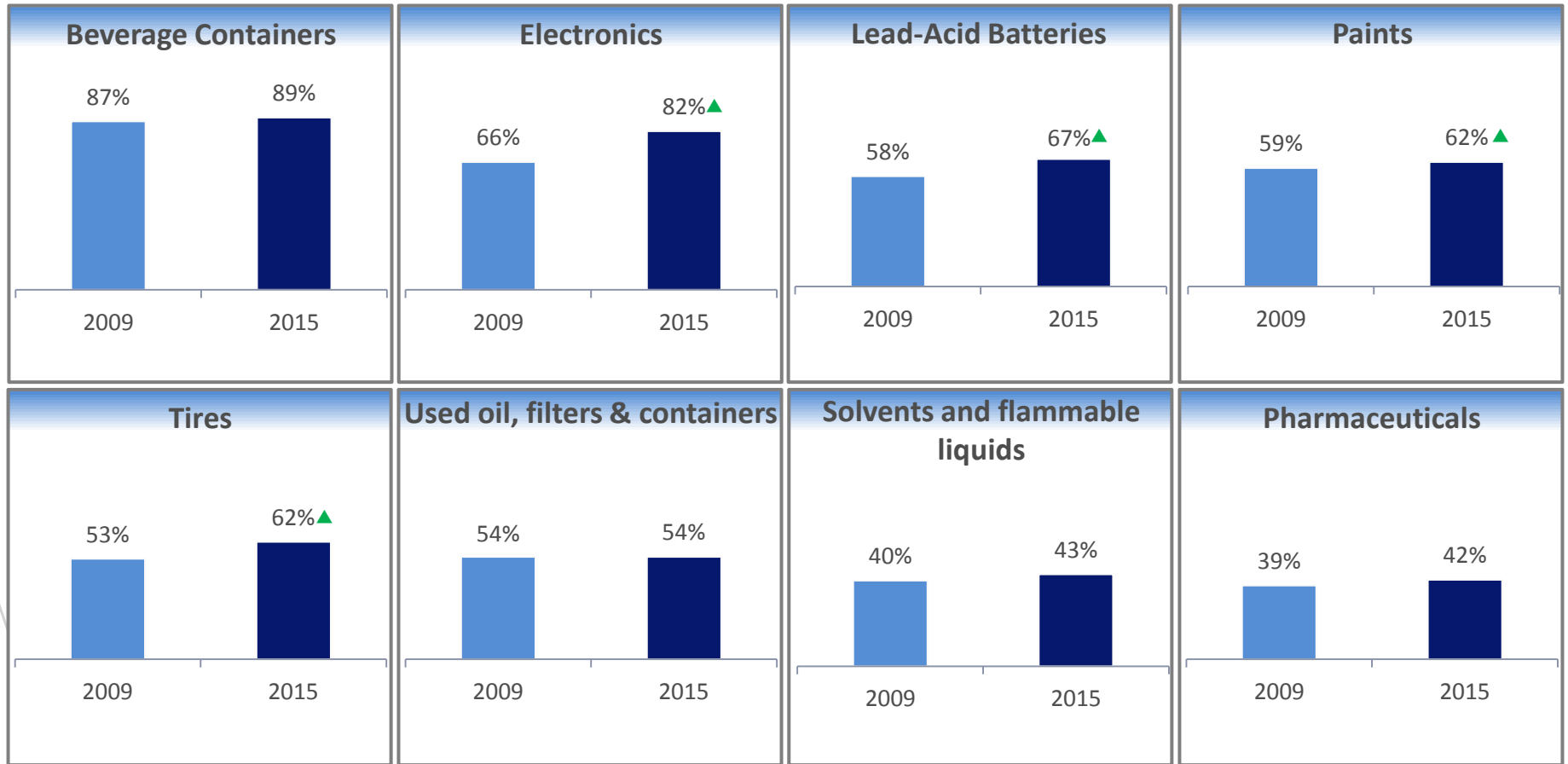
Q3. Industry product stewardship programs in B.C. allow many different products to be recycled. Before today, which of the following products did you know could be recycled through these programs?

Base: All respondents (n=1243)



# AIDED AWARENESS OF RECYCLABLE PRODUCTS

-- Comparison with Baseline Results



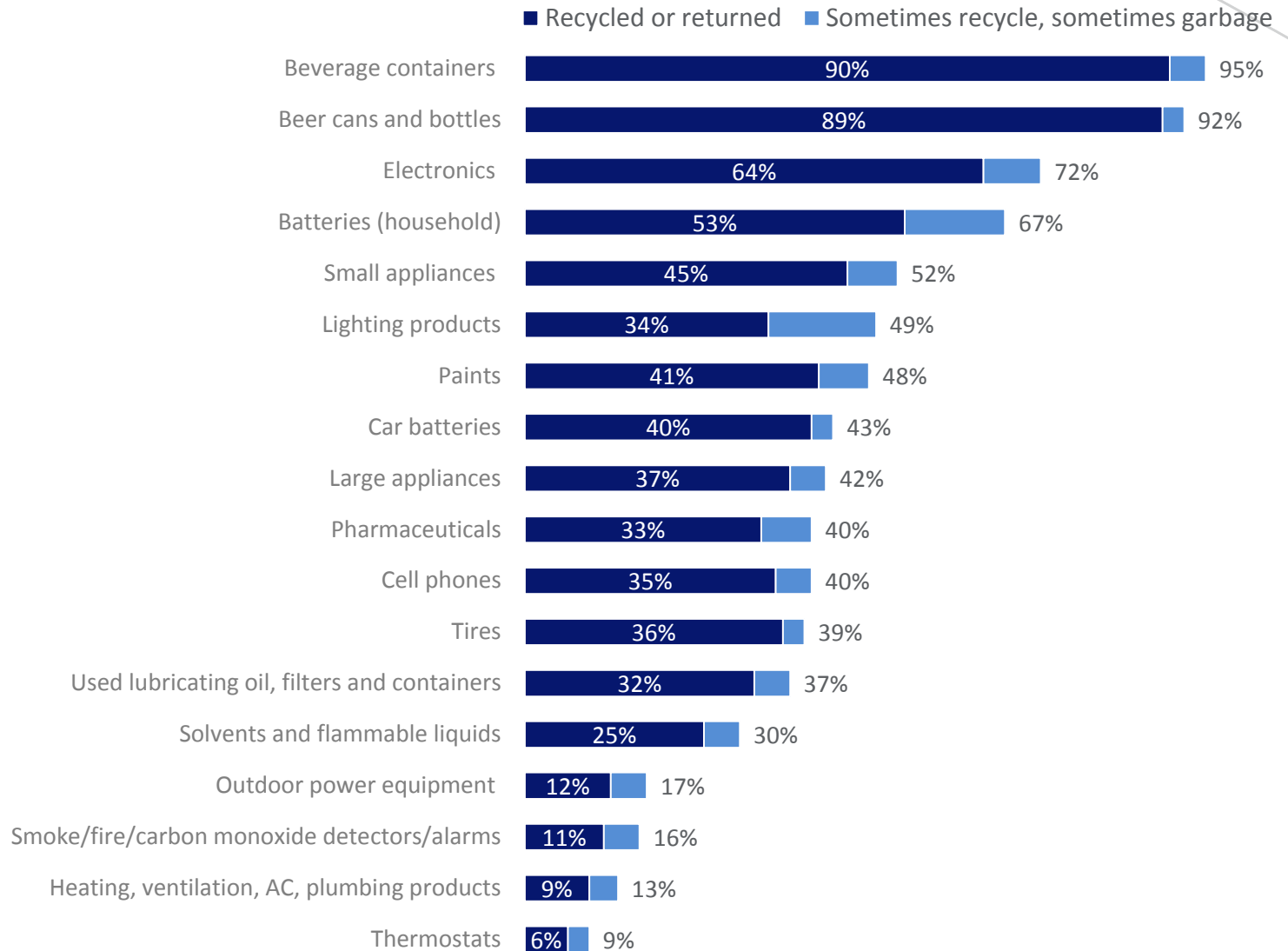
▲ Denotes a statistically significant difference that is higher than the baseline

Q3. 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 2009 (n=1105); 2015 (n=1243)

# PREVALENCE OF RECYCLING PRODUCTS

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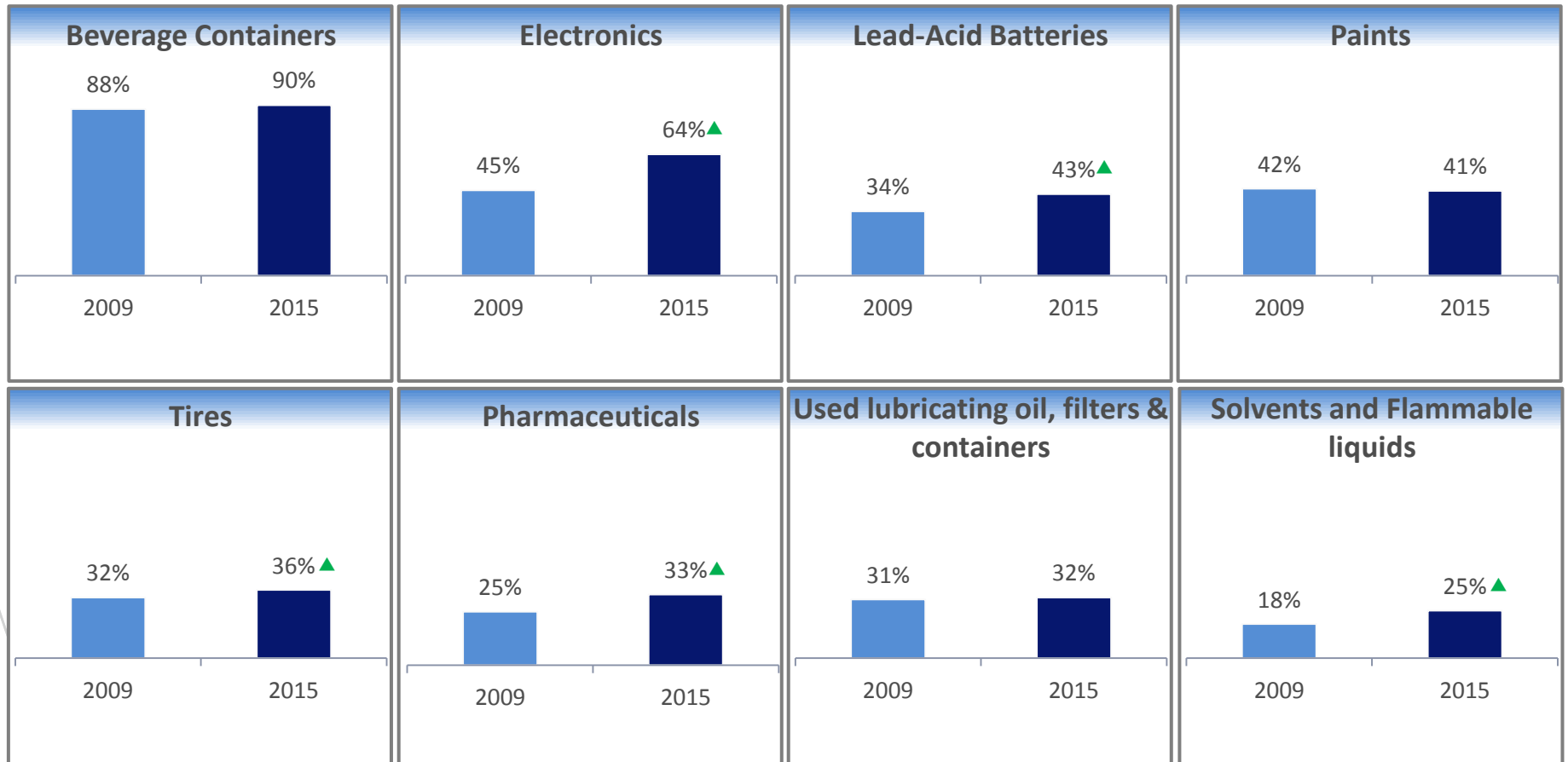
Q4. In the last few years, which of these products have you personally recycled and which ones have you thrown in the garbage?

Base: All respondents (n=1243)



# PREVALENCE OF RECYCLING PRODUCTS

-- Comparison with Baseline Results



▲ Denotes a statistically significant difference that is higher than the baseline

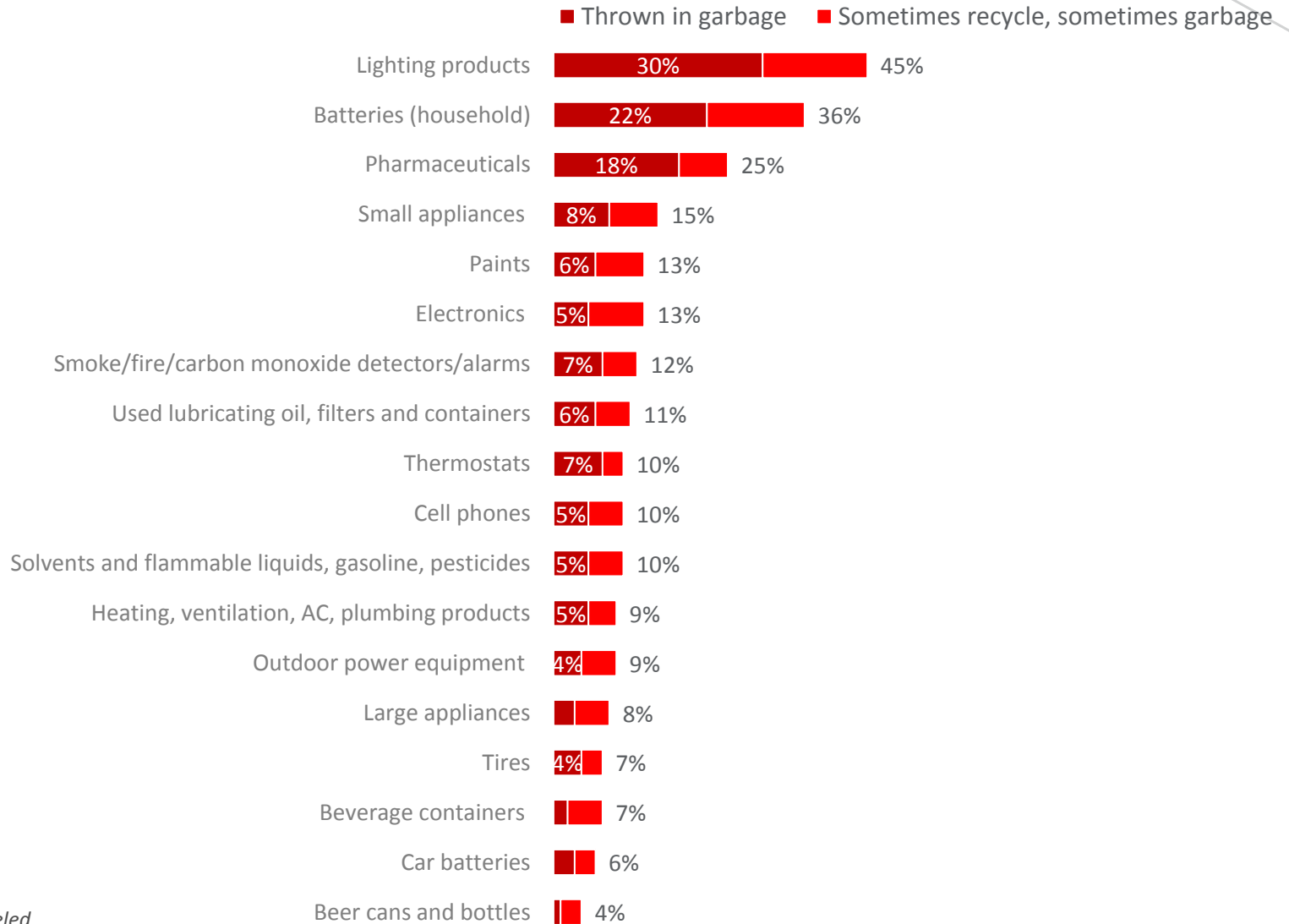
Note: Question wording for baseline was "Which of these products have you personally recycled through a non-curbside service in B.C. in the last five years?"

Q4. In the last few years, which of these products have you personally recycled and which ones have you thrown in the garbage?

Base: All respondents 2009 (n=1105); 2015 (n=1243)

# **PREVALENCE OF THROWING PRODUCTS IN GARBAGE**

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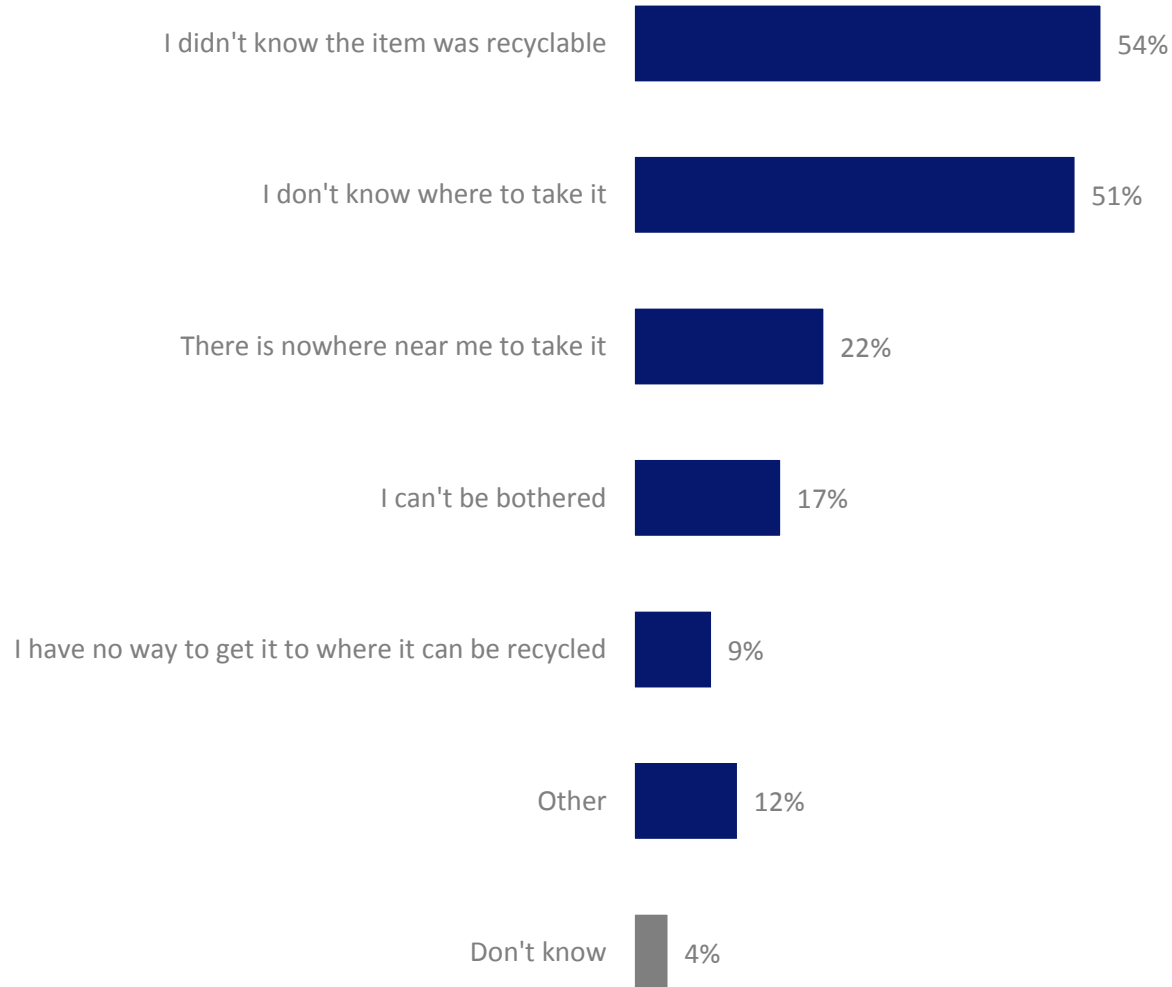


Note: Values <4% not labeled

# REASONS FOR THROWING OUT/NOT RECYCLING PRODUCTS

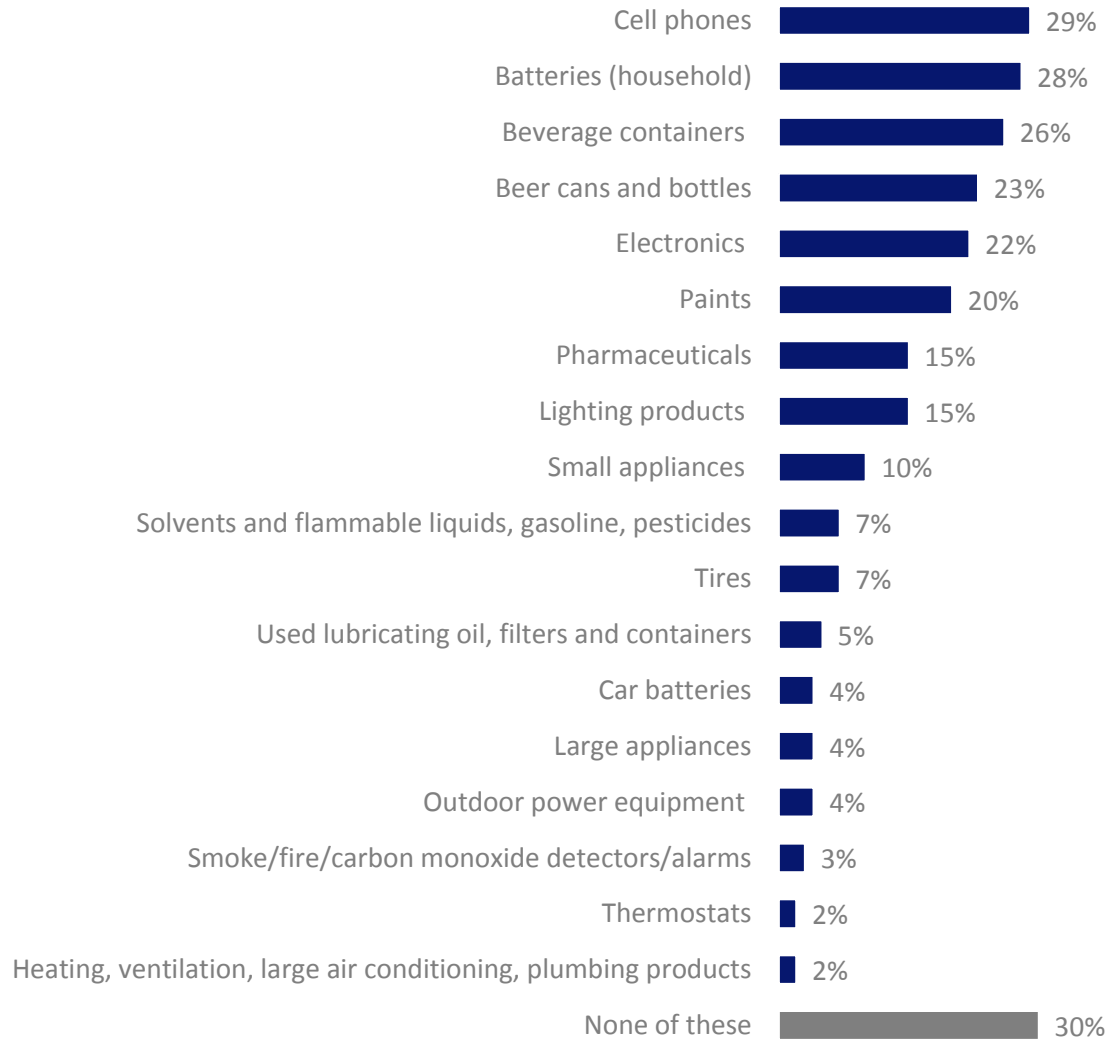


# MAIN REASONS FOR THROWING OUT- ANY PRODUCT



**INCIDENCE OF  
PRODUCTS IN HOME  
(NOT IN USE; COULD  
BE RECYCLED)**

# PRODUCTS AT HOME – NOT YET RECYCLED

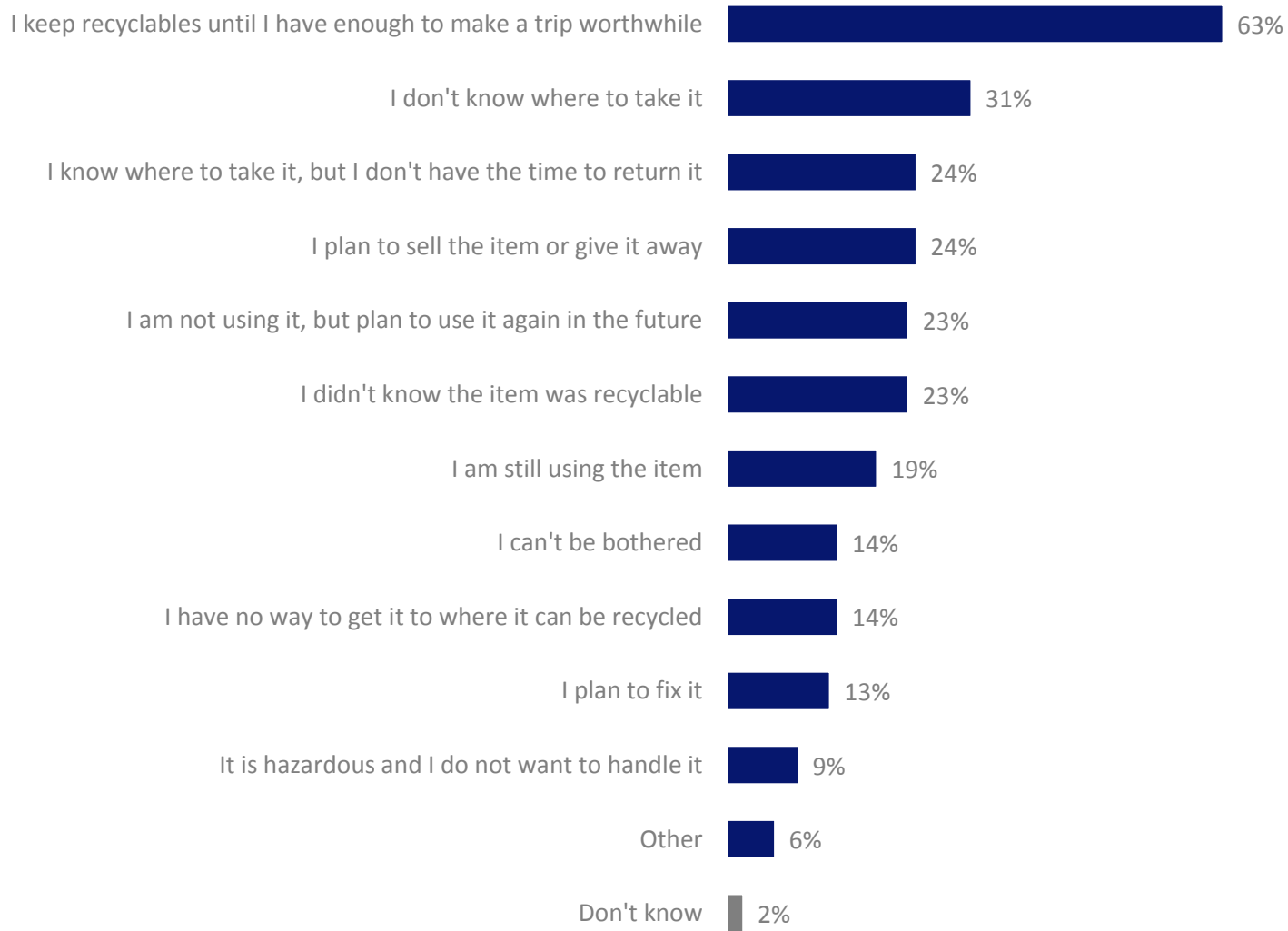


Q6. Which of the following products do you currently have in your home that are no longer in use/broken/expired that you have not returned for recycling?

Base: All respondents (n=1243)

# **REASONS FOR NOT (YET) RECYCLING UNUSED PRODUCTS**

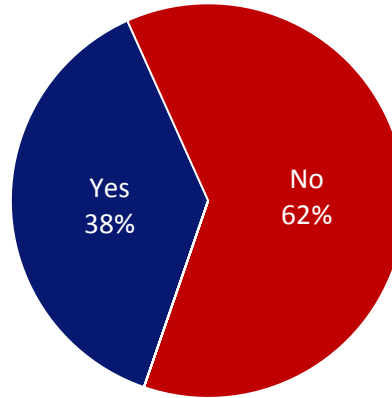
# MAIN REASONS FOR NOT (YET) RECYCLING – ANY PRODUCT



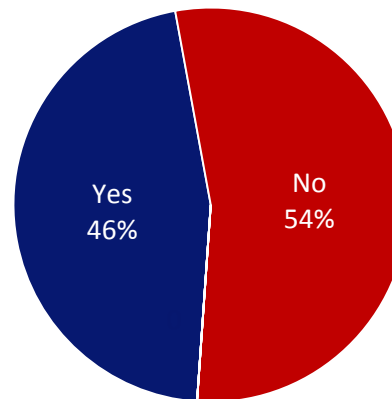
# RECYCLING AS PART OF PURCHASE DECISION

# CONSIDERATION OF RECYCLING IN PURCHASE DECISION

Recyclability of Product  
Part of Purchase Decision



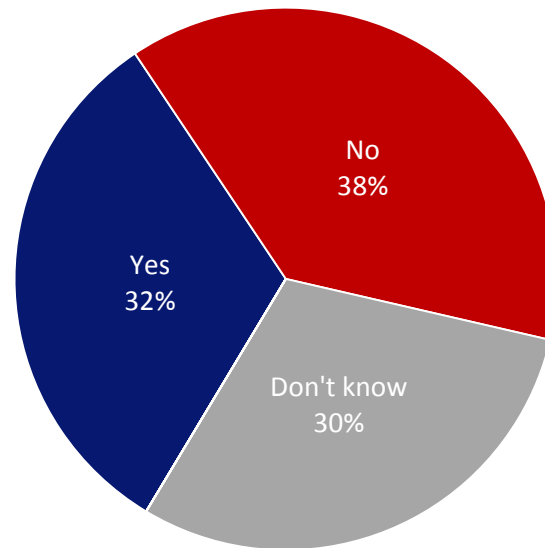
Recyclability of Packaging  
Part of Purchase Decision



Q11. When making a purchase, do you consider the recyclability of the product as part of your purchase decision?

Q12. When making a purchase, do you consider the recyclability of the packaging that the product comes in as part of your purchasing decision?

Base: All respondents (n=1243)



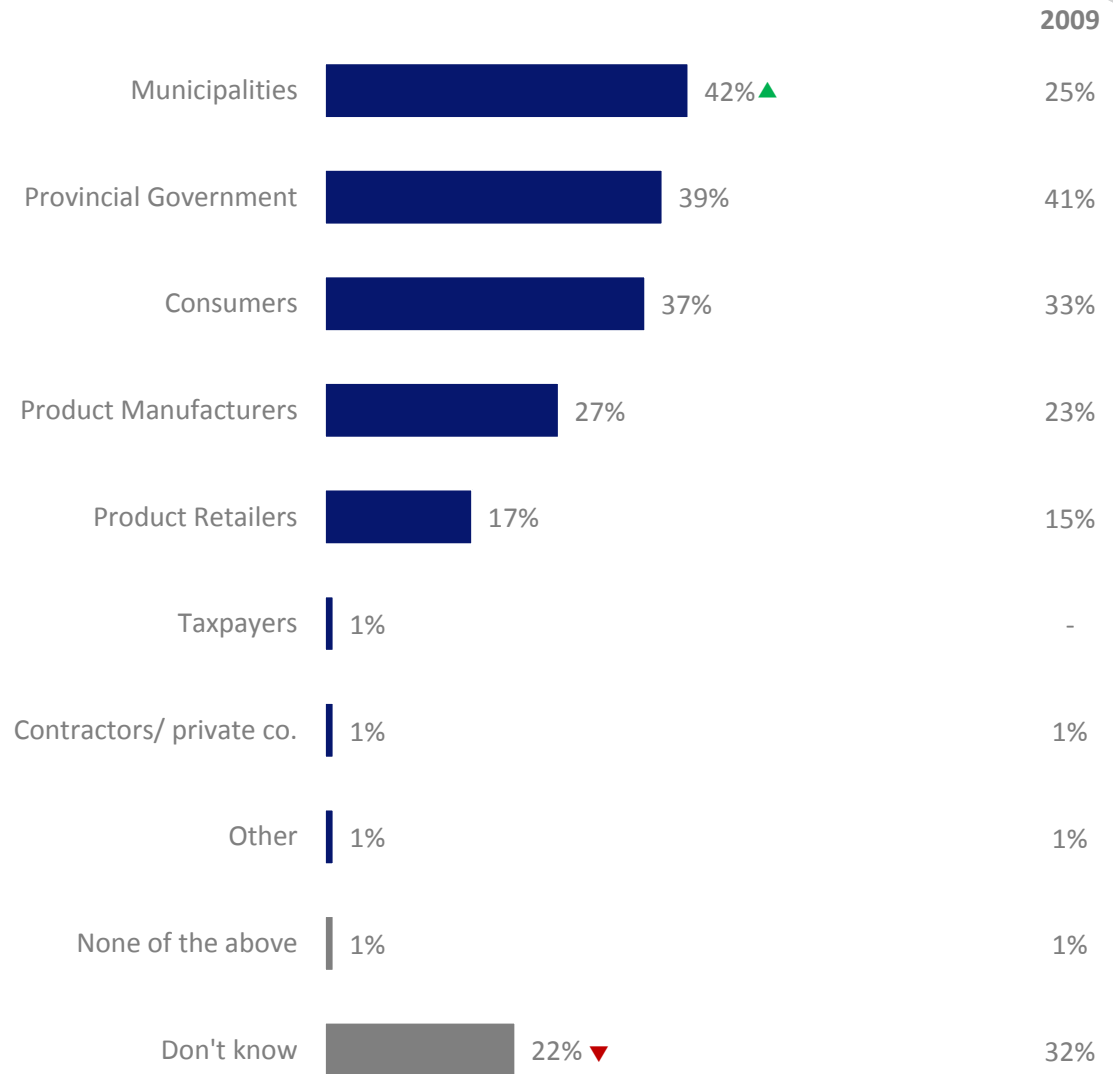




# **AWARENESS OF PROGRAMS AND SERVICES**



# PERCEIVED RESPONSIBILITY FOR FUNDING PRODUCT STEWARDSHIP PROGRAMS



▲ Denotes a statistically significant difference that is higher than the baseline

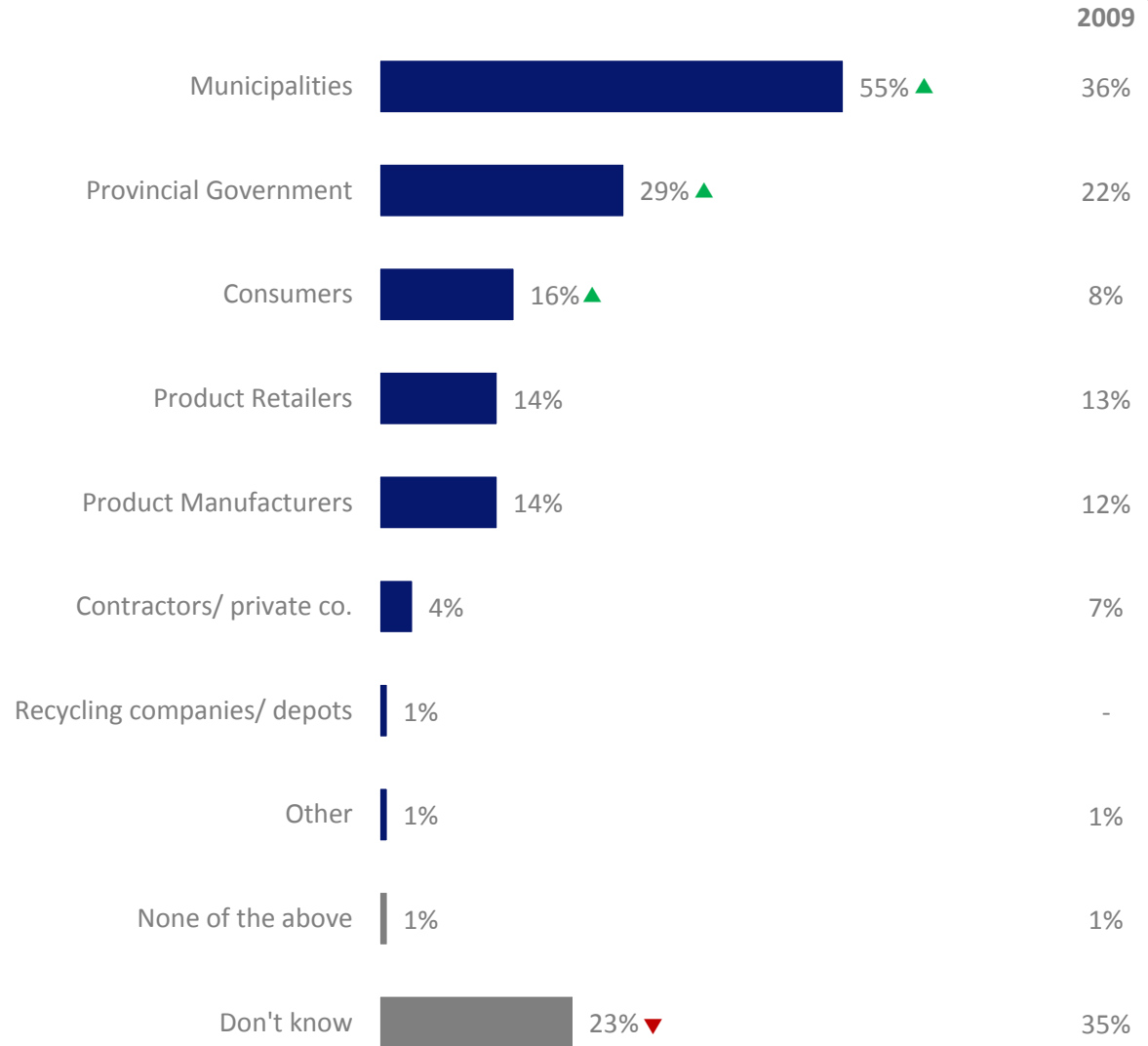
▼ Denotes a statistically significant difference that is lower than the baseline

Q9. To the best of your knowledge, who is responsible for funding (i.e. paying for) these programs?

Base: All respondents (n=1243)



# PERCEIVED RESPONSIBILITY FOR OPERATING PRODUCT STEWARDSHIP PROGRAMS



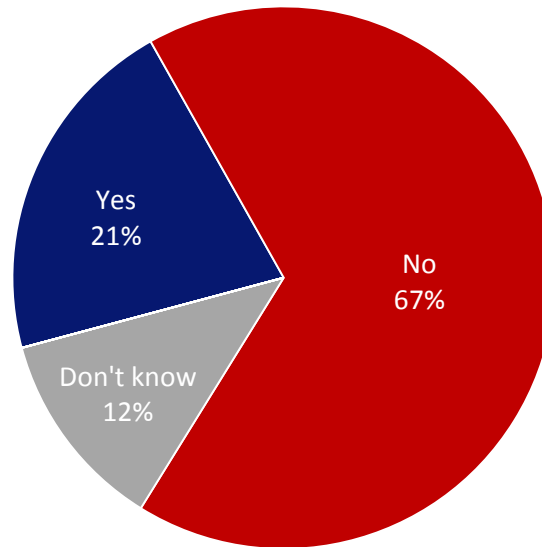
▲ Denotes a statistically significant difference that is higher than the baseline

▼ Denotes a statistically significant difference that is lower than the baseline

Q10. To the best of your knowledge, who is responsible for actually operating (i.e. collecting, transporting, recycling) these programs?

Base: All respondents (n=1243)

# AWARENESS OF PROGRAM IMPLEMENTED IN MAY 2014 FOR PACKAGING AND PRINTED PAPER

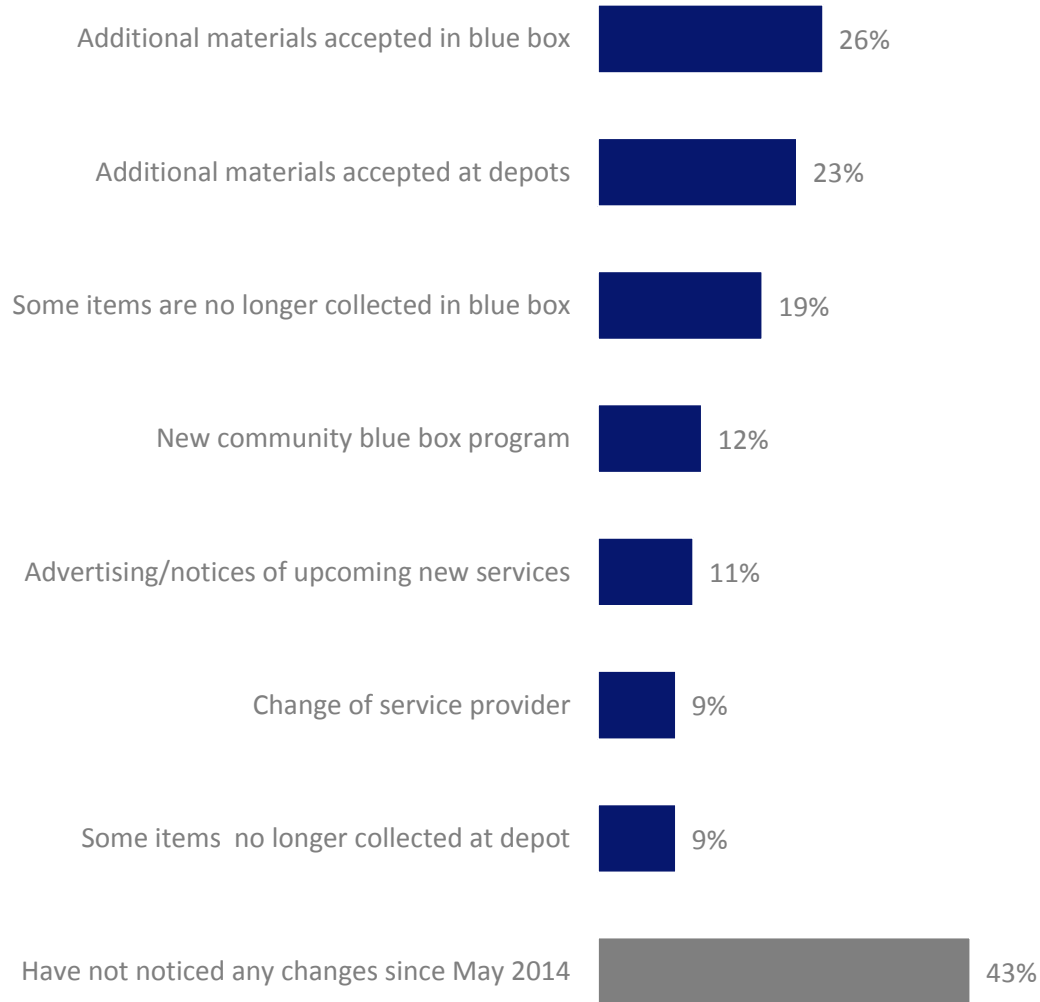


Q15. Were you aware that an industry product stewardship program for all packaging and printed paper was implemented in B.C. in May 2014, shifting the responsibility for the management of these materials from local governments to the producers of packaging and printed paper?

Base: All respondents (n=1243)



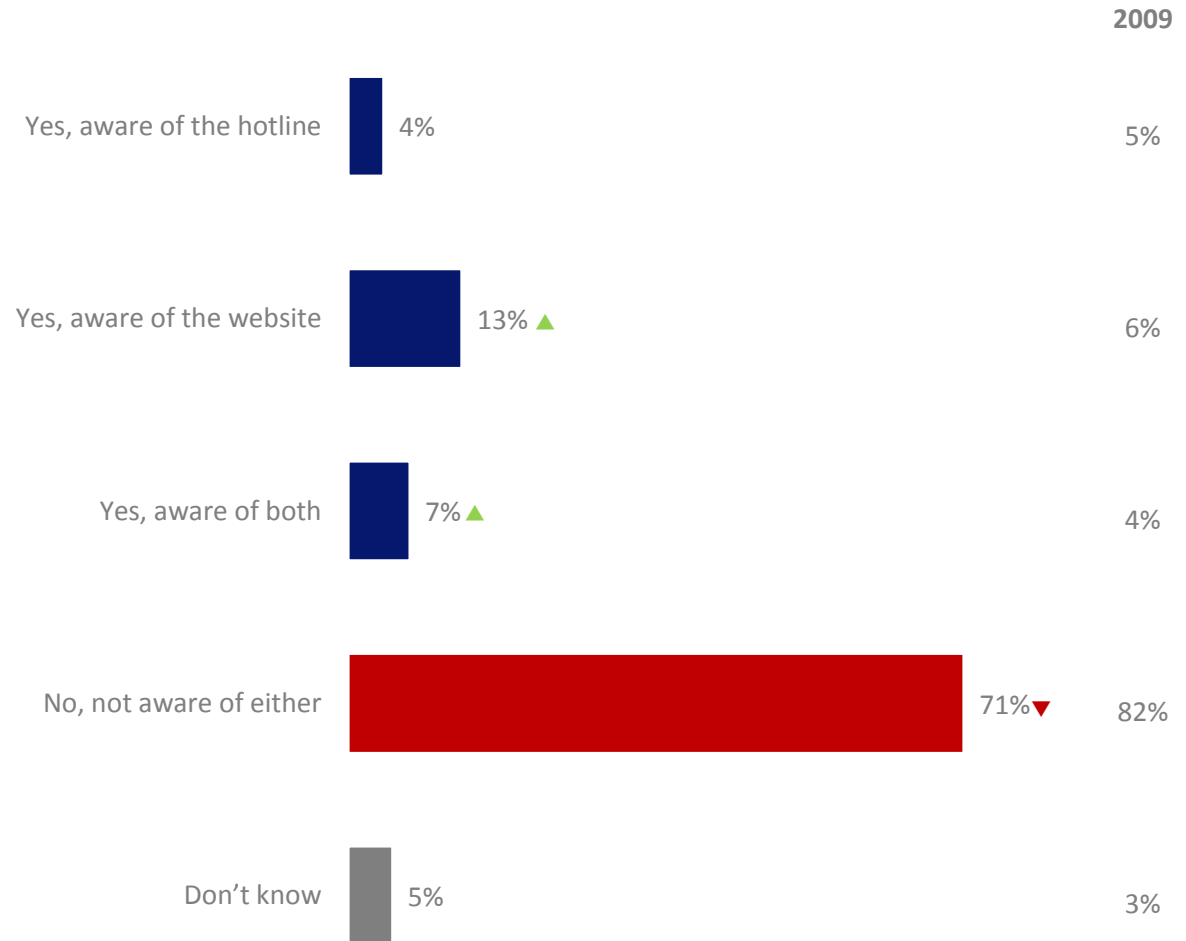
# CHANGES NOTICED SINCE PROGRAM IMPLEMENTED IN MAY 2014 FOR PACKAGING AND PRINTED PAPER



Note: Total mentions less <5% not shown.

Q16. Since May 2014, what changes have you noticed in the services provided to you for the diversion of blue box materials?  
Base: All respondents (n=1243)

# AWARENESS OF HOTLINE AND WEBSITE



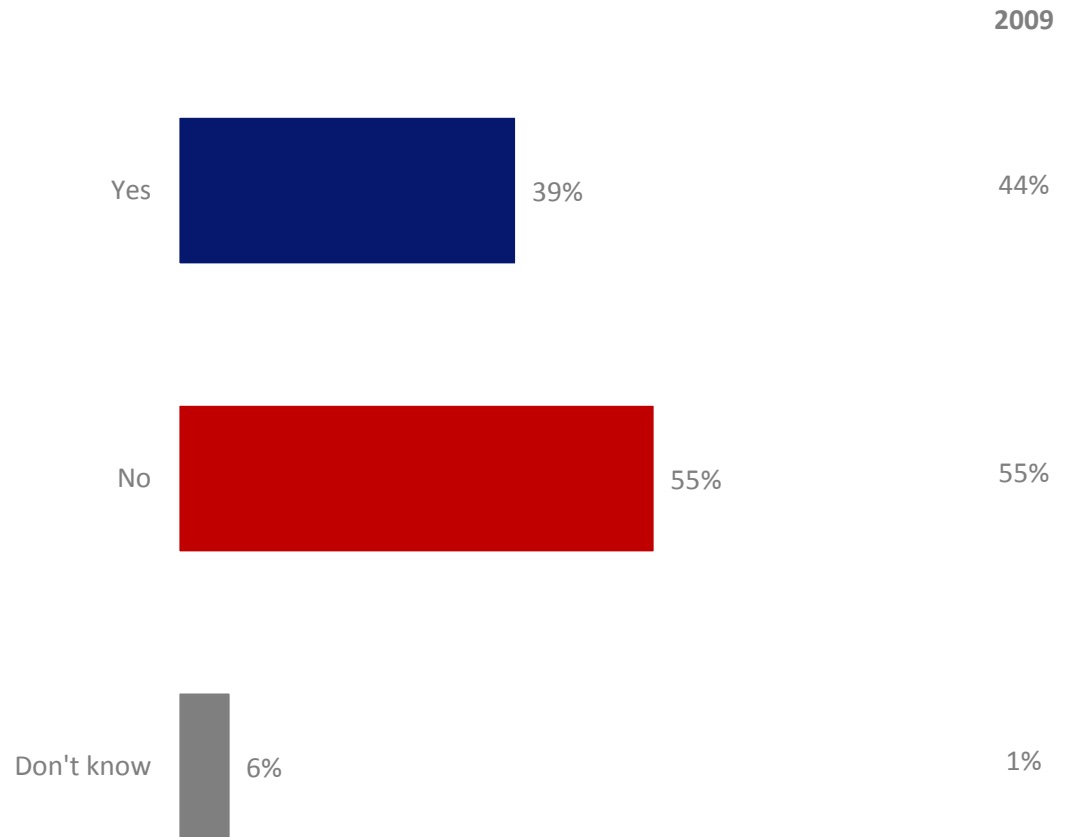
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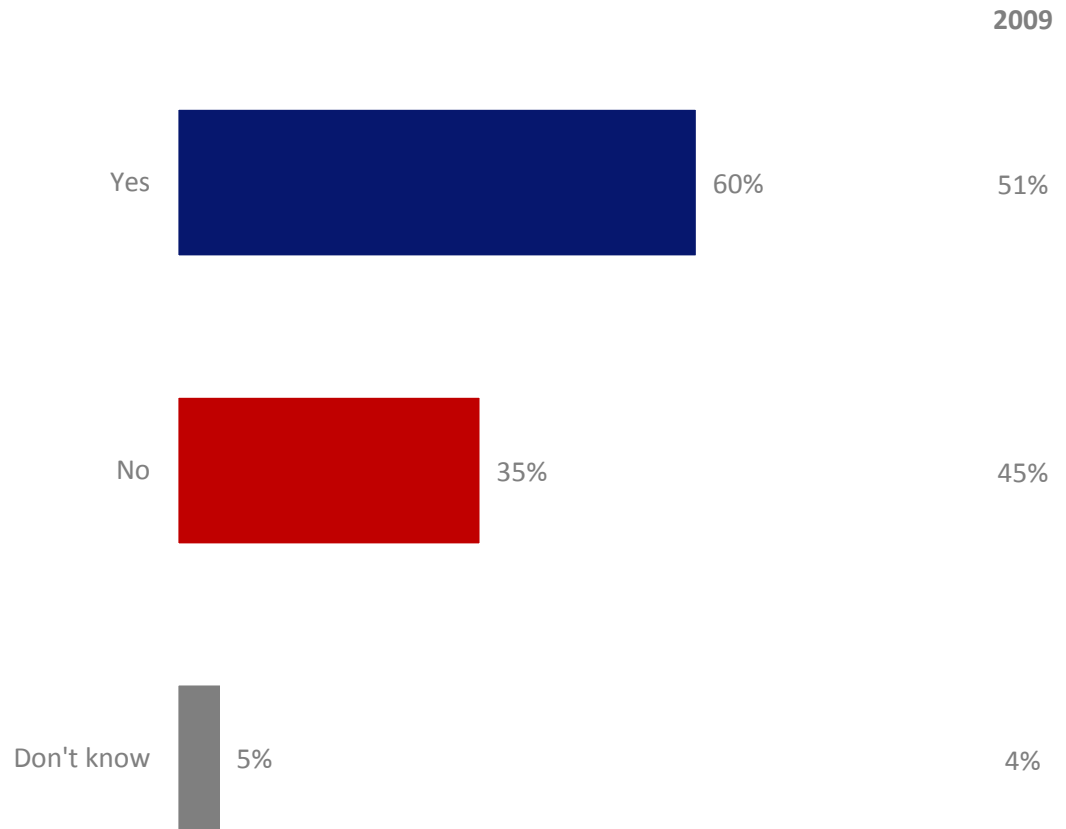
▼ Denotes a statistically significant difference that is lower than the baseline

Q17. Before today, were you aware of the B.C. Recycling Hotline or website operated by the Recycling Council of British Columbia?

Base: All respondents. 2009 (n=1105); 2015 (n=1243)

# RECYCLING COUNCIL OF BRITISH COLUMBIA HOTLINE USAGE

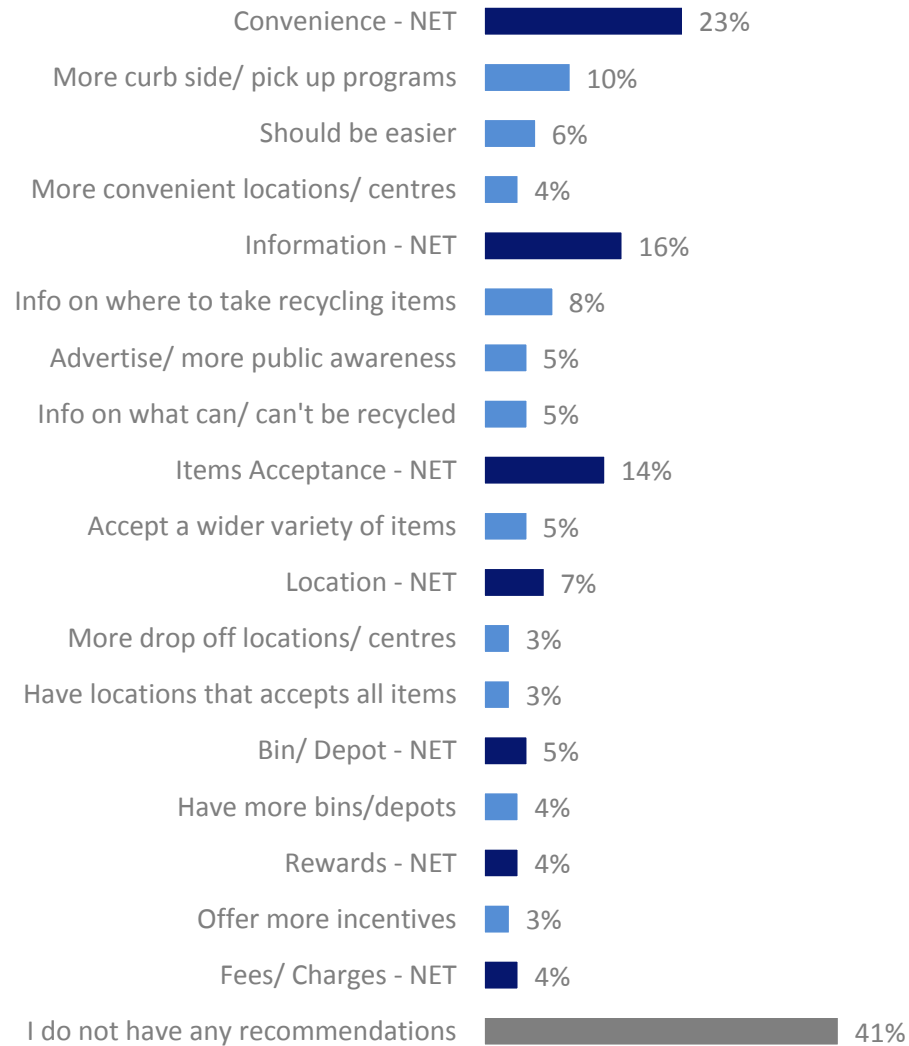






# **RECOMMENDATIONS FOR COMMUNITY RECYCLING AND STEWARDSHIP PROGRAMS**

# RECOMMENDATIONS FOR RECYCLING IN COMMUNITY



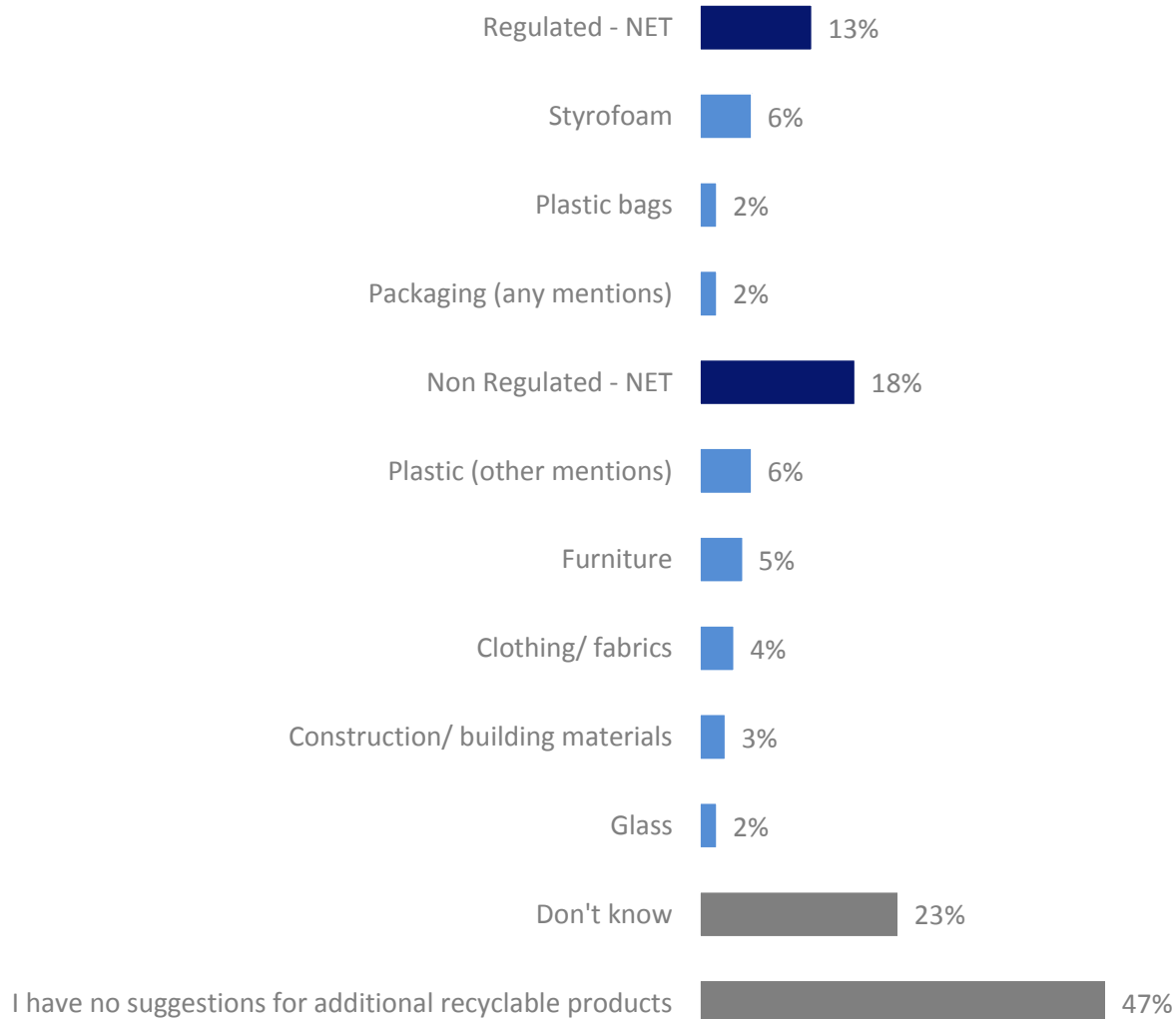
Note: Total mentions less than 3% not shown.

Q8. If you could make any recommendations to enhance your likelihood of recycling or your experience with recycling in your community what would they be?

Base: All respondents (n=1243)



# RECOMMENDED PRODUCTS TO ADD TO STEWARDSHIP PROGRAMS



Q14. 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?  
Base: All respondents (n=1243)