



**Ministry of Environment and Climate Change Strategy**

# **Consumer Awareness Survey of Extended Producer Responsibility (EPR) Programs in BC**

**September 27, 2018**

Prepared by:  
**NRG Research Group**



Suite 1380-1100 Melville Street  
Vancouver, BC V6E 4A6

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- Reasons related to the environment are predominantly why people recycle.
- Over four in five consider themselves knowledgeable about the impacts of not recycling.
- Overall awareness of what products can be recycled through Extended Producer Responsibility (EPR) programs has increased from 2015, most notably among many of the less well known products (e.g. thermostats).
- Products with high turnover (i.e. beverage containers, etc.) are the most likely to be recycled/returned. The types of items most likely to be thrown in the garbage are polystyrene (referred to in the survey under the trade name *Styrofoam*), lighting products, batteries and pharmaceuticals.
  - Among those who have thrown these types of items in the garbage, the primary reasons for not recycling them is they did not know the item was recyclable and did not know where to take it to be recycled.
- The leading areas that consumers recommend to enhance their likelihood or their experience with recycling relate to convenience (e.g. curbside pickup of all recyclables), information (e.g. more information on what is recyclable) and location (e.g. more accessible locations for recycling depots).
- The perception of who is responsible for funding the EPR programs tends to be spread across municipalities, the provincial government and consumers. While the perception of who is responsible for operating the EPR programs is primarily linked to municipalities, with the provincial government a distant second.

- Under half (44%) of respondents consider the recyclability of the product as part of their purchase decision. When making a purchase, half of respondents consider the recyclability of the packaging as part of their purchase decision.
  - Over one-third (36%) feel their purchasing decisions for products and packaging have an impact on the design and manufacturing of those items.
- Half of respondents would first do an online search to look for information if they wanted to reuse/recycle a product that could not be recycled through their local curbside recycling program.
- Two in five respondents recall receiving/seeing some educational information about recycling in the past year.
  - The message most often recalled from the information received/seen refers to the items that can and can't be recycled.
- Far more respondents are aware of the Recycling Council of British Columbia's (RCBC) recycling website (17%) than the hotline (5%) with another 5% aware of both. Overall awareness of these sources of information remains low, with seven in ten (69%) not aware of either.
  - Just over one-third (36%) of respondents who are aware of RCBC's Recycling Hotline have ever called it.
  - Two-thirds (65%) of respondents who are aware of RCBC's Recycling website have ever visited it, which is a significant increase from 2015.

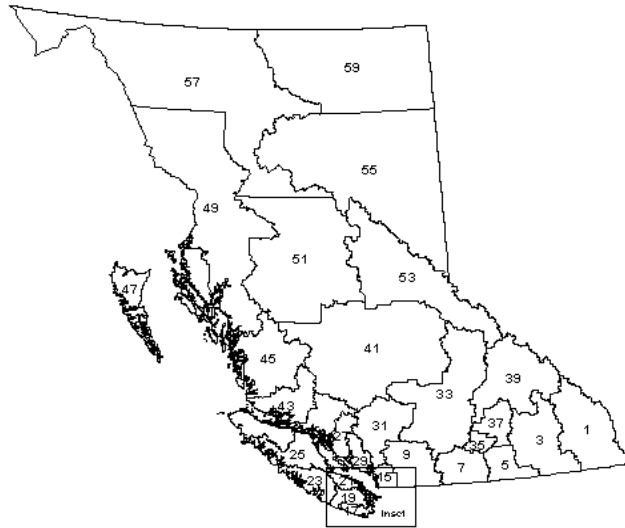
- The main objective of conducting this survey is to measure consumer awareness of Extended Producer Responsibility (EPR) Programs in British Columbia.
- In reviewing the results, it is worth noting that mentions of the products recycled in this survey are based on consumer awareness of the recycling programs, and these results cannot be extrapolated to calculate the actual amount of products recycled.
- For information on recycling options, locations near you, and community-based recycling initiatives, please contact the Recycling Council of British Columbia (RCBC): <http://www.rcbc.bc.ca>.
- For information on the provincial government's policy with respect to waste reduction and extended producer responsibility, please visit: [www.recycling.gov.bc.ca](http://www.recycling.gov.bc.ca).
- For information on the stewardship agencies and their programs/services please visit their collective site: <http://www.bcrecycles.ca/>.

- This report presents the results from an online survey conducted by NRG Research Group on behalf of the British Columbia Ministry of Environment and Climate Change Strategy. Interviewing was conducted between February 19 and 27, 2018 inclusive.
- The overall target sample size for this research was 1,200 total interviews, allocated by region as specified by the Ministry. Data collection was done via Research Now's online general population panel sample. Research Now is a leading supplier of online general population research panel sample (<https://www.researchnow.com/>). A total of 1,214 interviews were completed, distributed across four regions of the province as per the table below.

Region	Quota	Completed
Vancouver Island	200	203
Lower Mainland	600	616
North	200	202
Interior	200	193
<b>Total</b>	<b>1,200</b>	<b>1,214</b>

- The completed surveys for the Interior are slightly below quota due to the revision in the regional allocation used in the 2015 study where the Lower Mainland includes the Fraser Valley. See the map on the following slide for further details.

- 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>

- The final allocation used for reporting "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.
- When the quotas were set up the StatsCan definition of the GVRD/Lower Mainland (CD 15) was used to classify the Lower Mainland region. Thus Abbotsford and the Fraser Valley areas were classified as South Central BC and included within the Interior region during the data collection phase.

- When reviewing the regional allocation used in the previous report, it became apparent that Abbotsford and the Fraser Valley areas were classified within the Lower Mainland, so these areas were re-allocated to be within the Lower Mainland to be consistent with 2015. This resulted in the number of surveys considered completed in the Interior being reduced by 7 as these were now included in the Lower Mainland.
- The table below shows the unweighted and weighted counts of completed surveys as well as the proportion of weighted surveys by region, based on the 2015 regional allocation. Weighting was based on population by region, age and gender as per Statistics Canada 2016 census data.

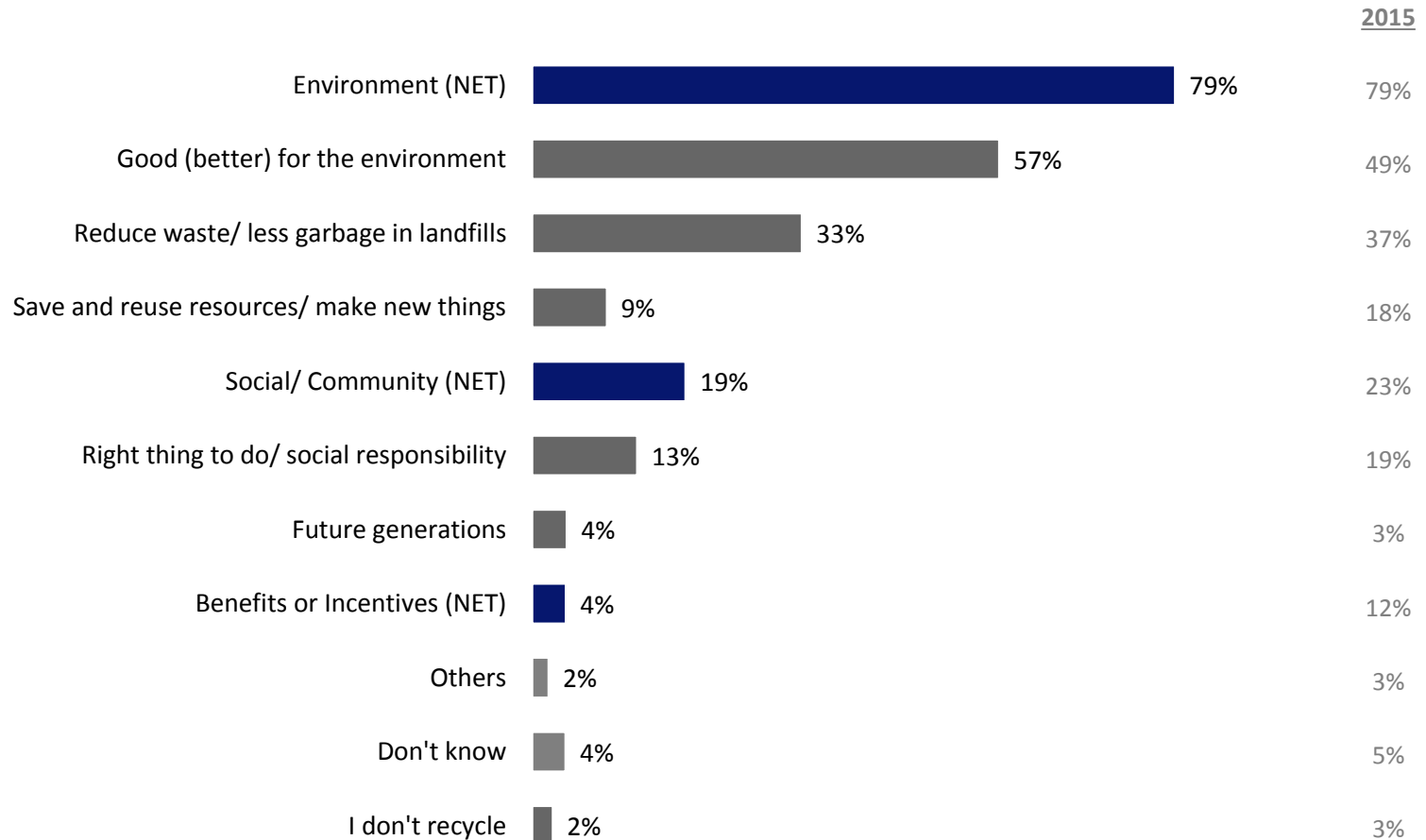
Region	Unweighted N	Weighted N	Weighted Pct.
Vancouver Island	203	200	16.5%
Lower Mainland	616	719	59.2%
North	202	79	6.5%
Interior	193	216	17.8%
<b>Total</b>	<b>1,214</b>	<b>1,214</b>	



# Awareness and Participation of Extended Producer Responsibility Programs

# Reasons for Recycling (General – open-ended)

Reasons related to the environment are predominantly why people recycle, including 57% who say it's “good (better) for the environment” as the top mentioned reason.



Note: Total mentions <2% not shown.

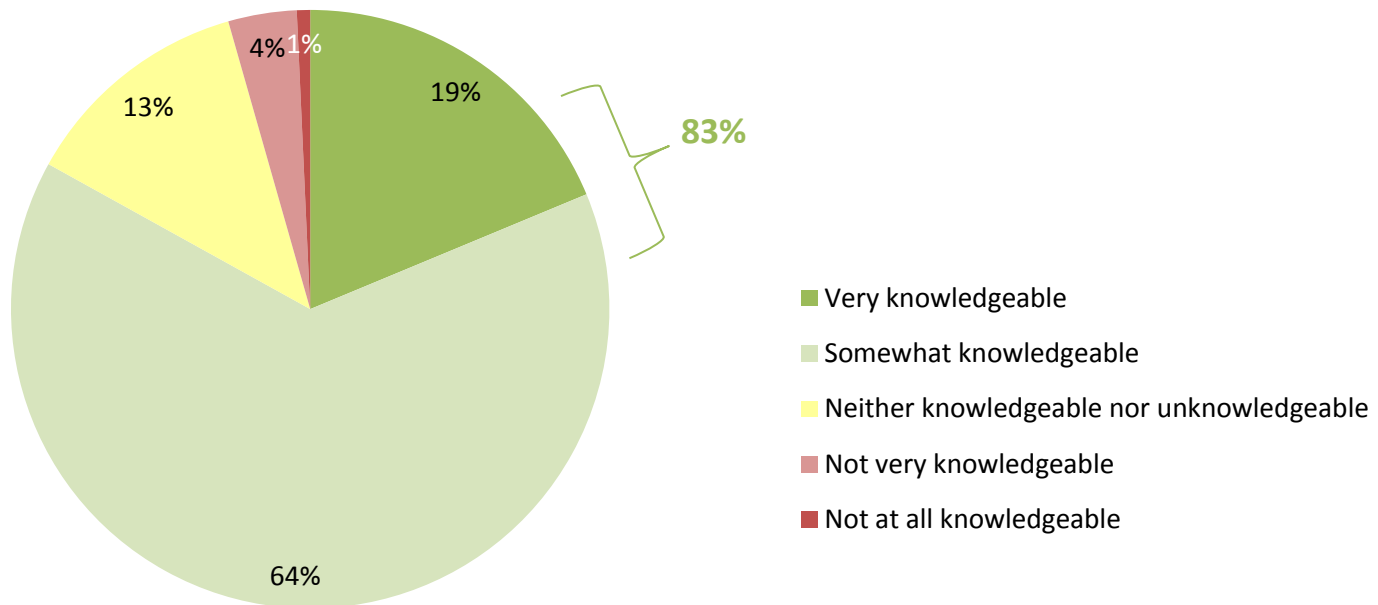
Q1. In general, what are the main reasons why you recycle?

Base: All respondents (n=1,214)

Note: NET represents the combined total of all mentions in each of the categories, with the most mentioned reasons shown separately below each of these nets.

# Knowledge Level of Impacts of NOT Recycling

Over four in five (83%) consider themselves knowledgeable about the impacts of NOT recycling. Almost two-thirds (64%) of respondents feel “somewhat knowledgeable” while another one-in-five (19%) consider themselves “very knowledgeable” about the impacts of not recycling.

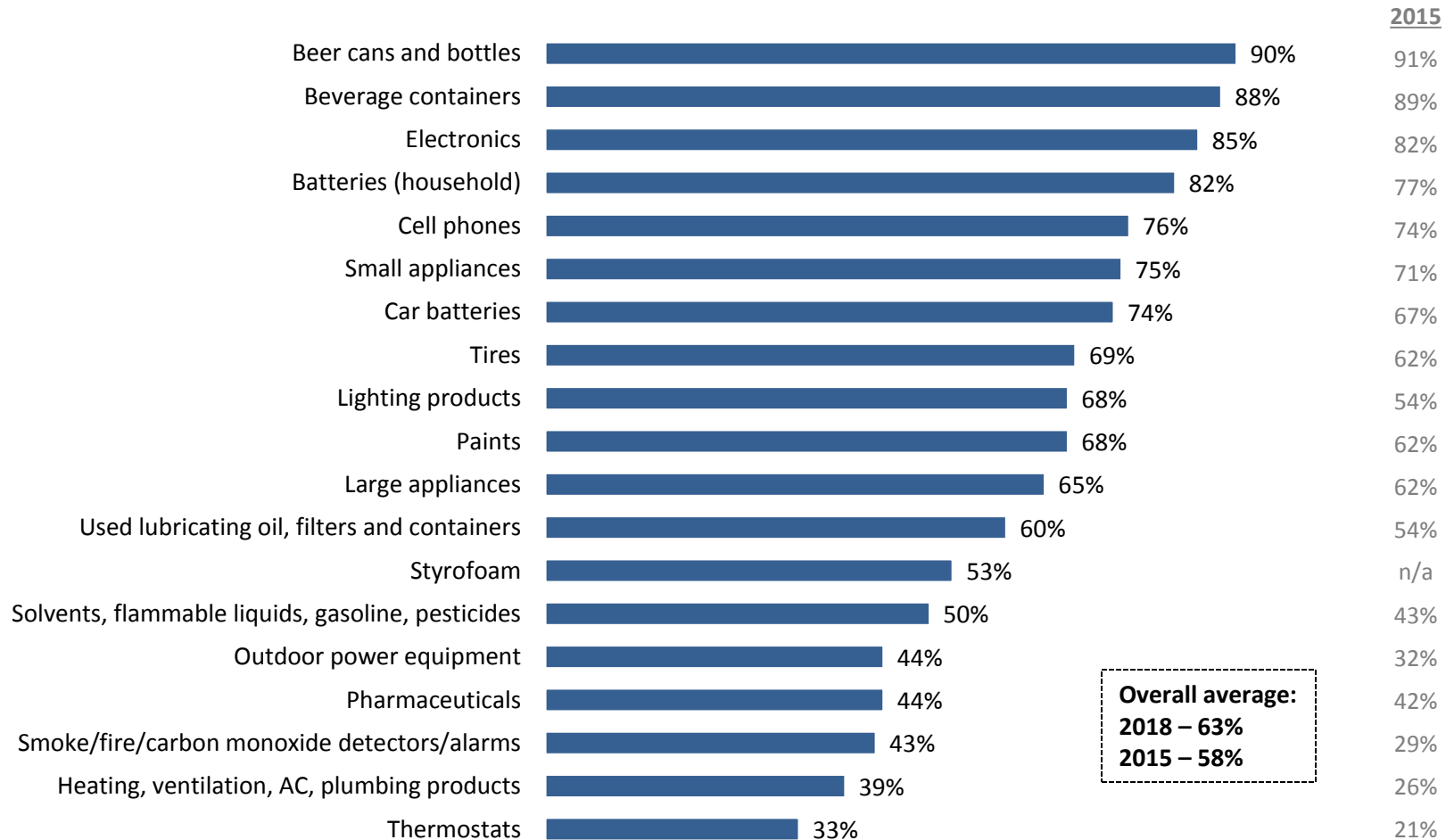


Q2a. How knowledgeable do you consider yourself to be about the impacts of NOT recycling?

Base: All respondents (n=1,214)

# Aided Awareness of Recyclable Products

Overall awareness of what products can be recycled through EPR programs has increased significantly (from an average of 58% in 2015 to 63% in 2018). Some of the less well known products have seen the largest increases in awareness, yet many of these remain relatively low, particularly thermostats (33%).



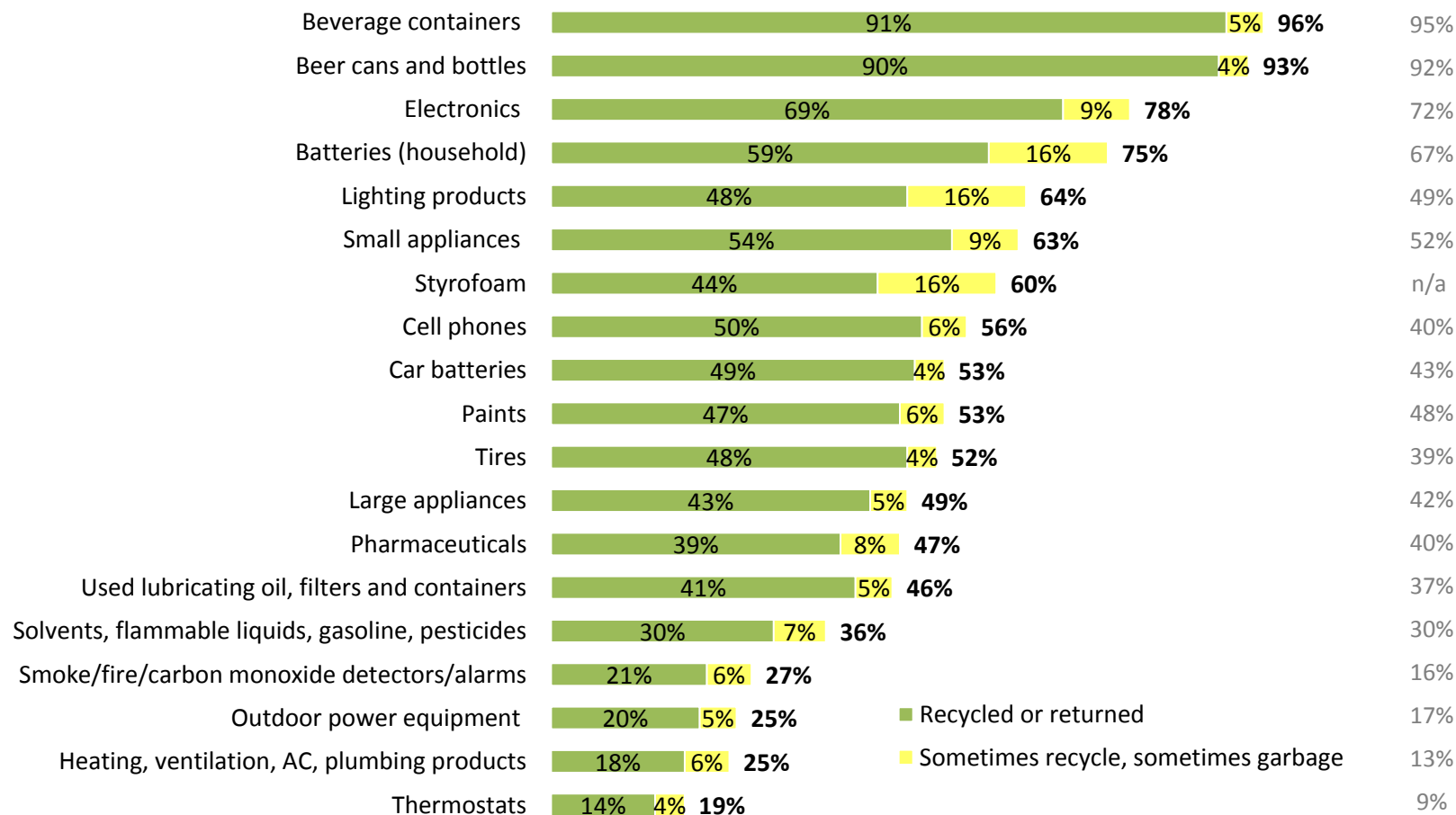
Q3. Extended Producer Responsibility programs in B.C. allow many different products to be recycled. Before today, which of the following products did you know could be recycled through these programs?

Base: All respondents (n=1,214)

# Prevalence of Recycling Products

Products with high turnover, such as beverage containers, are the most likely to be recycled/ returned, with polystyrene (identified as *Styrofoam* in the survey) and pharmaceuticals being the most notable exceptions.

**2015**

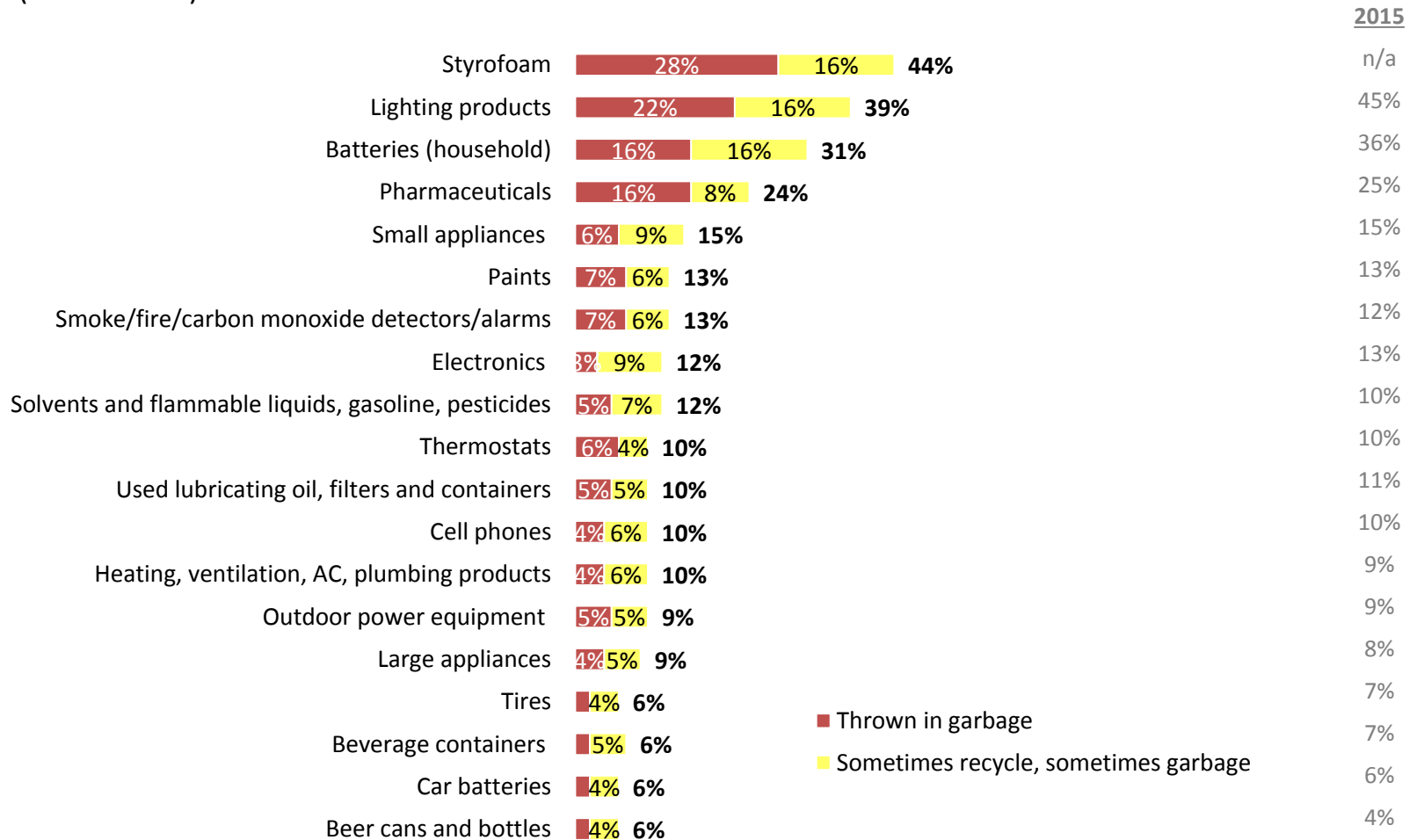


Q4. In the last few years, which of these products have you personally recycled and which ones have you thrown in the garbage?

Base: All respondents (n=1,214)

# Prevalence of Throwing Products in Garbage

The products most likely to be thrown in the garbage are led by polystyrene (again, “Styrofoam” in the survey, 28%) and lighting products (22%), followed by household batteries and pharmaceuticals (both at 16%).



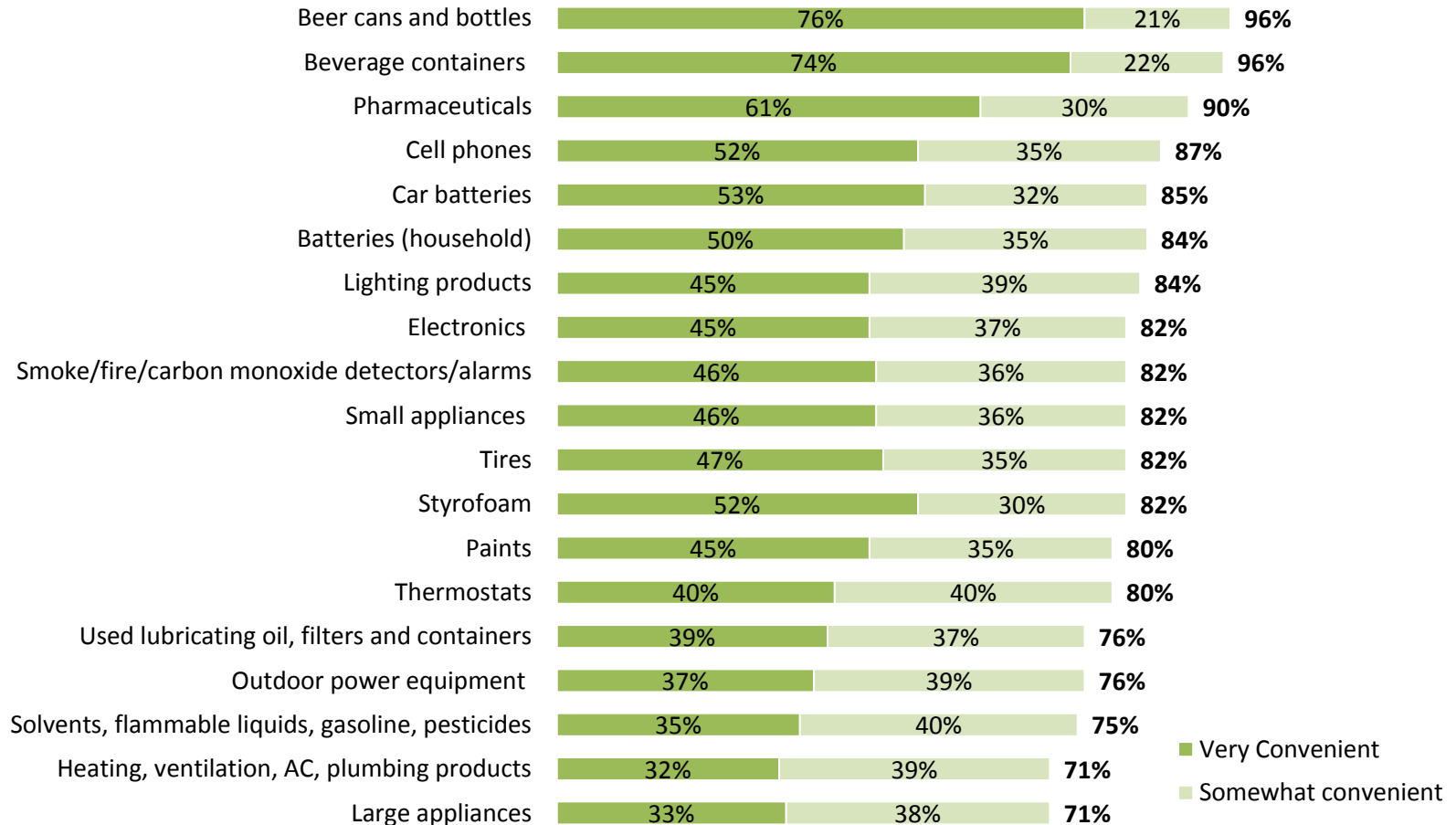
Note: Numbers less than 3% are not displayed in the bar.

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=1,214)

# Convenience of Recycling: Type of Product

Convenience of the recycling process is rated very highly across most products that people have recycled or returned, although relatively less so for HVAC/plumbing and large appliances (with 71% rating both these as either “very convenient” or “somewhat convenient”).

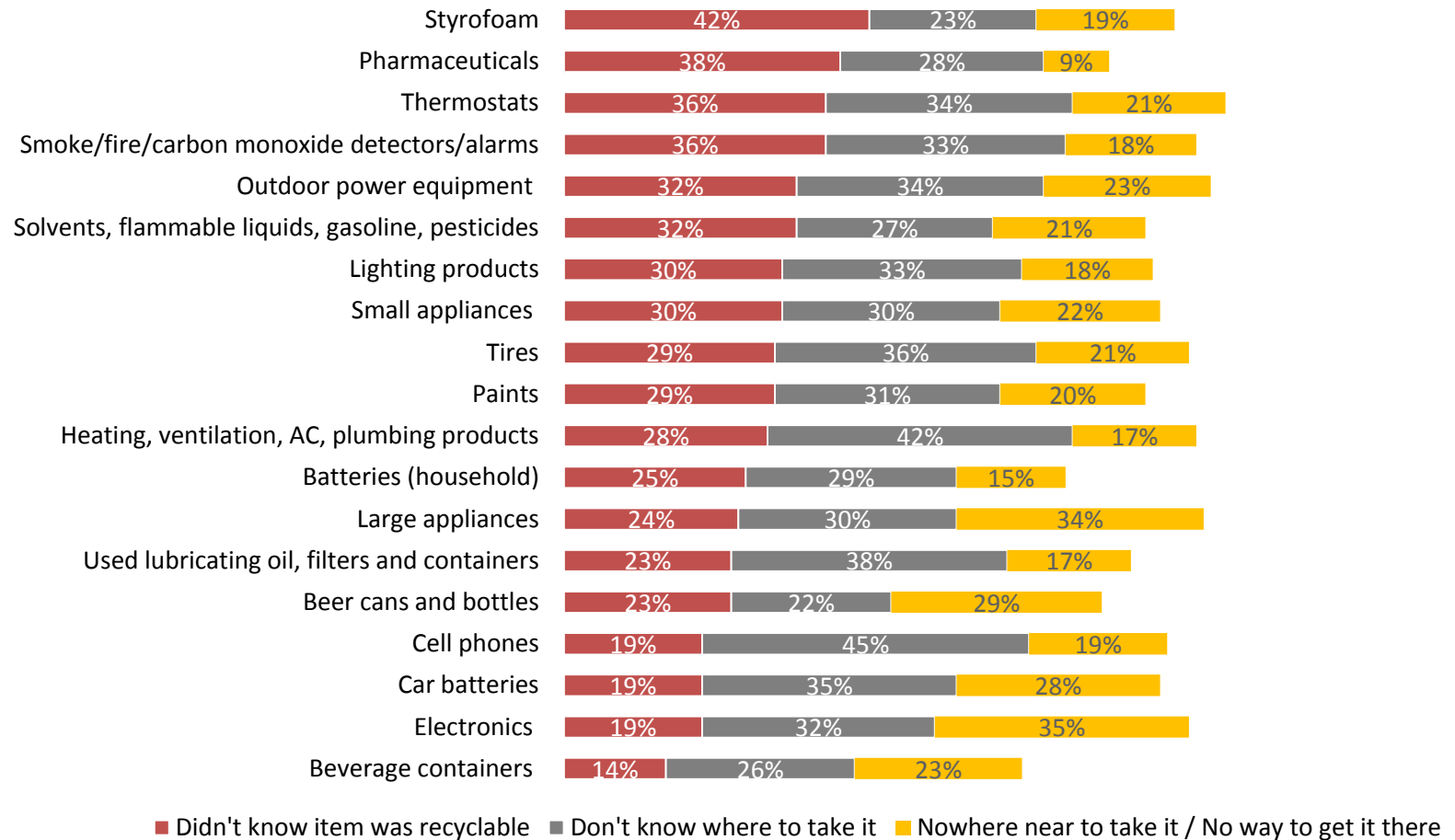


Q4a. When you last recycled each of these types of products, how convenient was the process?

Base: Those that “recycled or returned” or “sometimes recycle, sometimes garbage” each of these items

# Reasons for Not Recycling Specific Items

Among those who have thrown these items in the garbage, a leading reason for not recycling polystyrene (“*Styrofoam*”) and pharmaceuticals as well as thermostats and various detectors/alarms is people “didn't know item was recyclable.” Not knowing where to take the item was also a strong reason for not recycling these items.



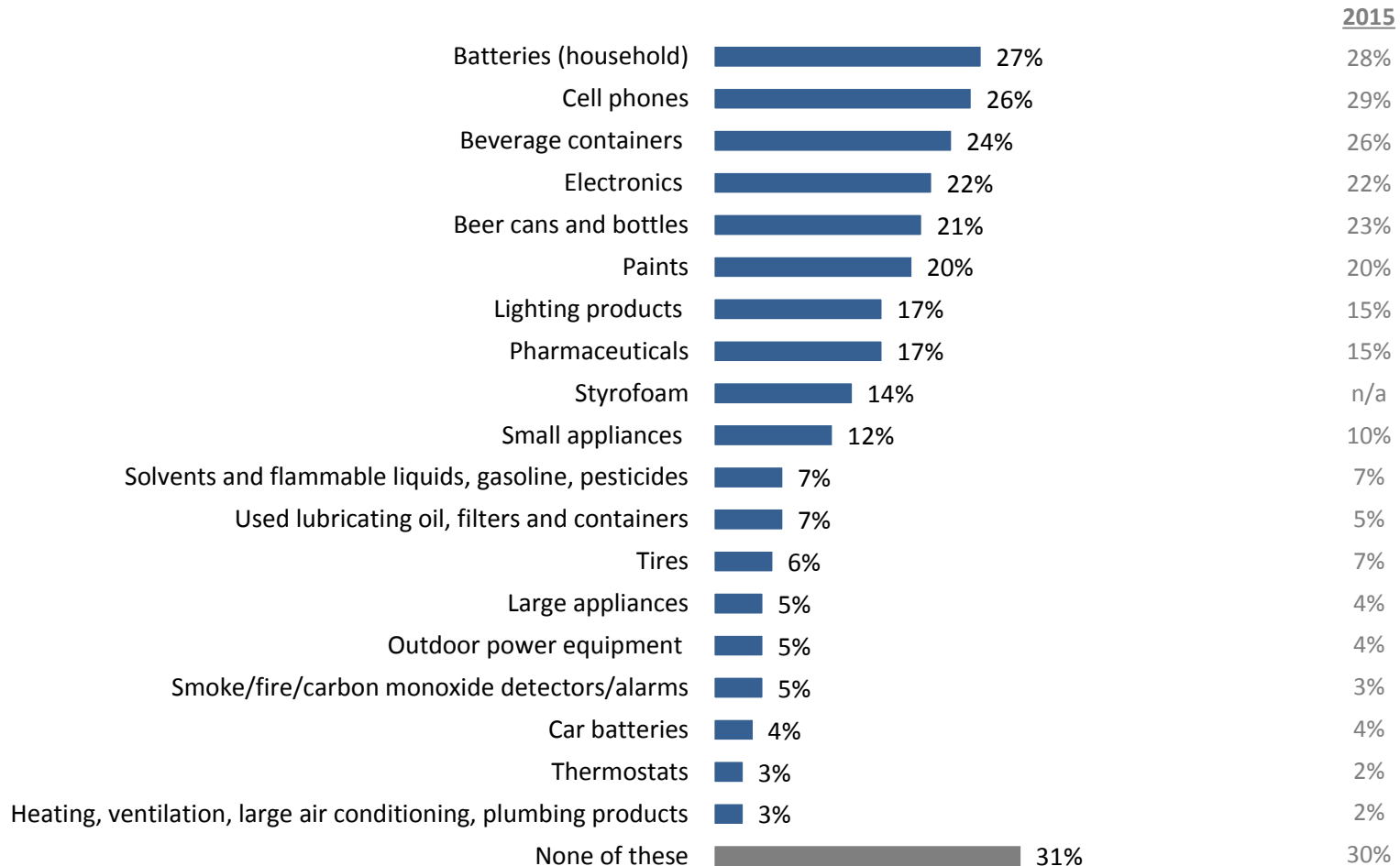
Q5. What is the main reason(s) that you have not recycled the following items?

Base: All respondents who have either selected “Thrown in garbage “or “Sometimes recycle, sometimes garbage” at Q4



# Products at Home – Not Yet Recycled

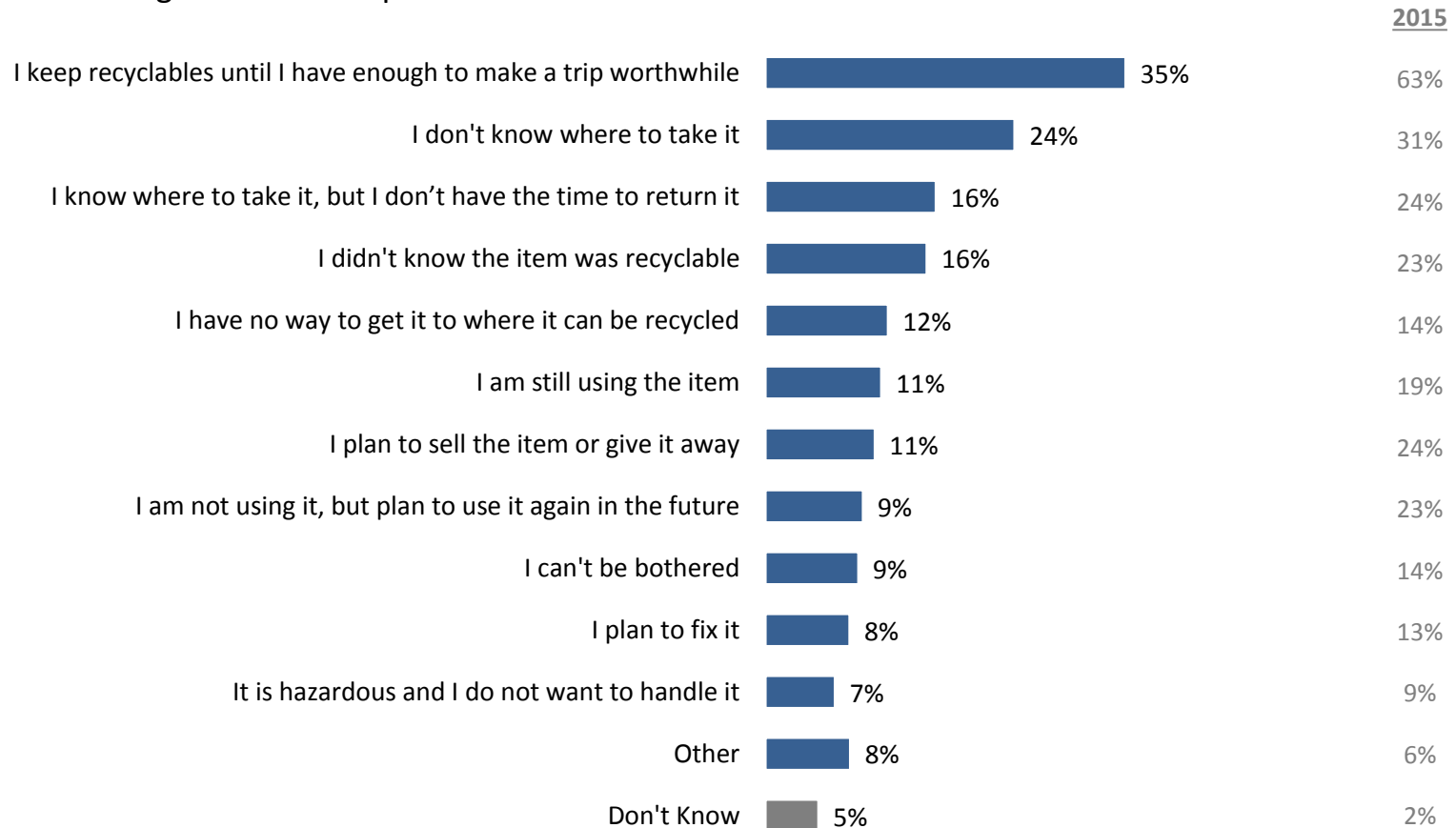
There are a range of items that consumers have in their home that are no longer in use that they have not returned for recycling, led by batteries (27%), cell phones (26%) and beverage containers (24%). This profile is very consistent with results from 2015.



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: Total but excludes those that selected 'I have not owned or used this item' at Q4

# Main Reasons for Not Recycling – Any Product

The main reasons for not recycling the items being assessed include “I keep recyclables until I have enough to make a trip worthwhile” (35% average mentions across all products), followed by “I don't know where to take it” (24% average mentions). Far fewer reasons for not recycling were selected this year compared to 2015, with the largest drop being for people not keep recyclables until they have enough to make a trip worthwhile.

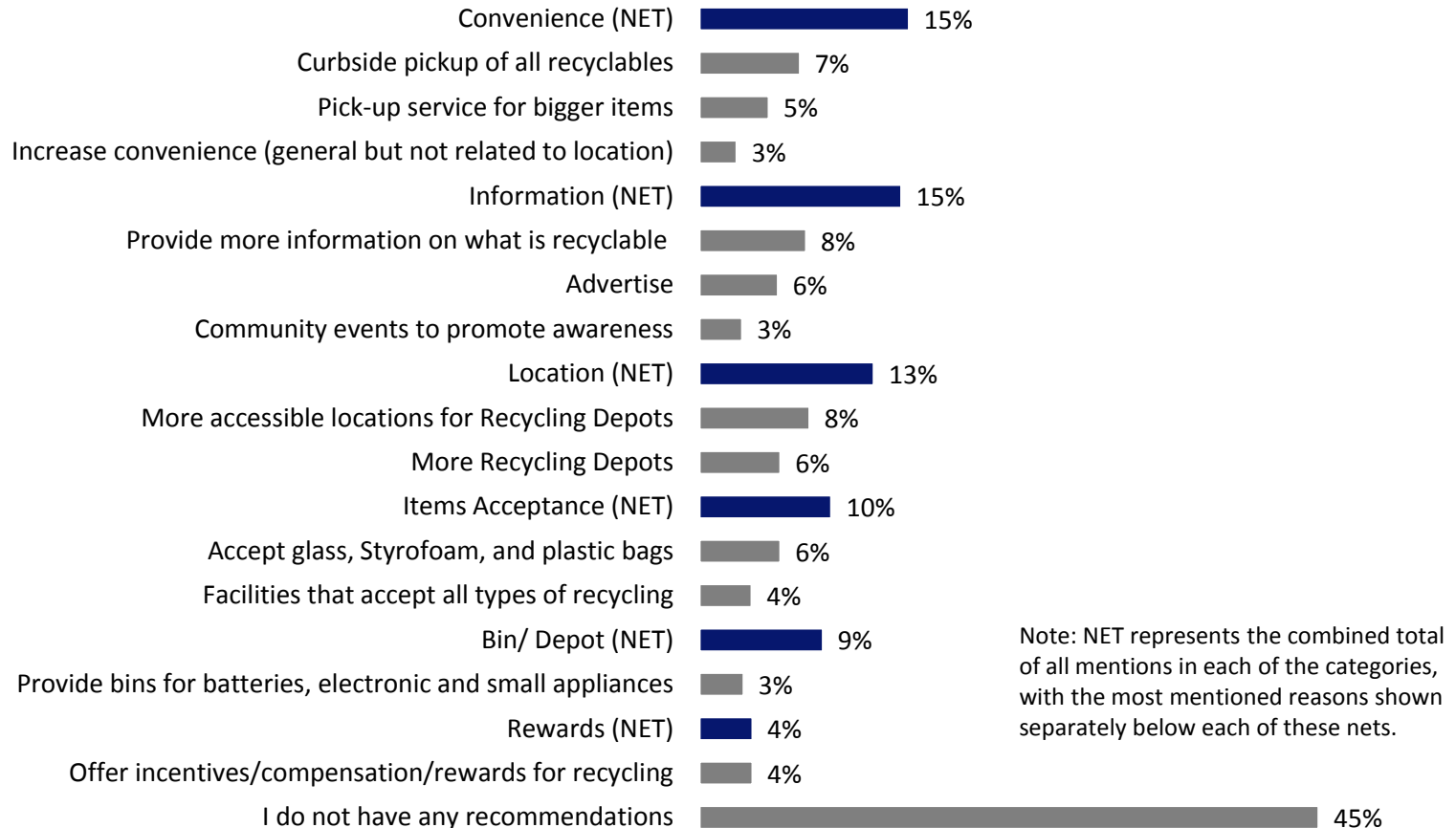


Q7. What is the main reason(s) that you have not recycled the following items?

Base: Respondents with an unused, broken, expired recyclable product in the home

# Recommendations for Recycling in Community

The leading areas that receive recommendations to enhance their likelihood of recycling or experience with recycling relate to convenience, information and location. Almost half of respondents (45%) do not have any recommendations to enhance their likelihood of recycling.



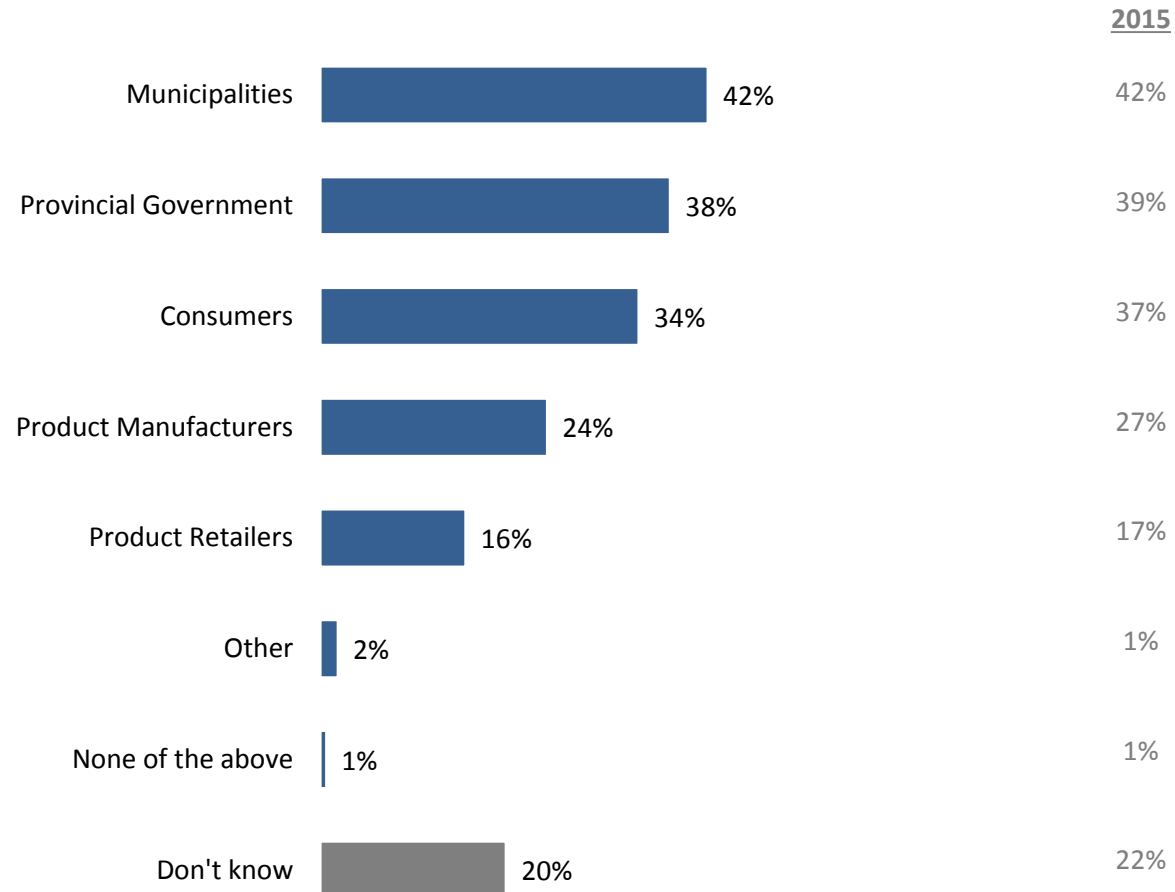
Note: Total mentions less <3% not shown.

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?

# Knowledge of Programs

# Perceived Responsibility for Funding Stewardship Programs

The perception of who is responsible for funding the EPR programs tends to be spread across municipalities (42%), provincial government (38%) and consumers (34%). These results are very similar to those obtained in 2015.

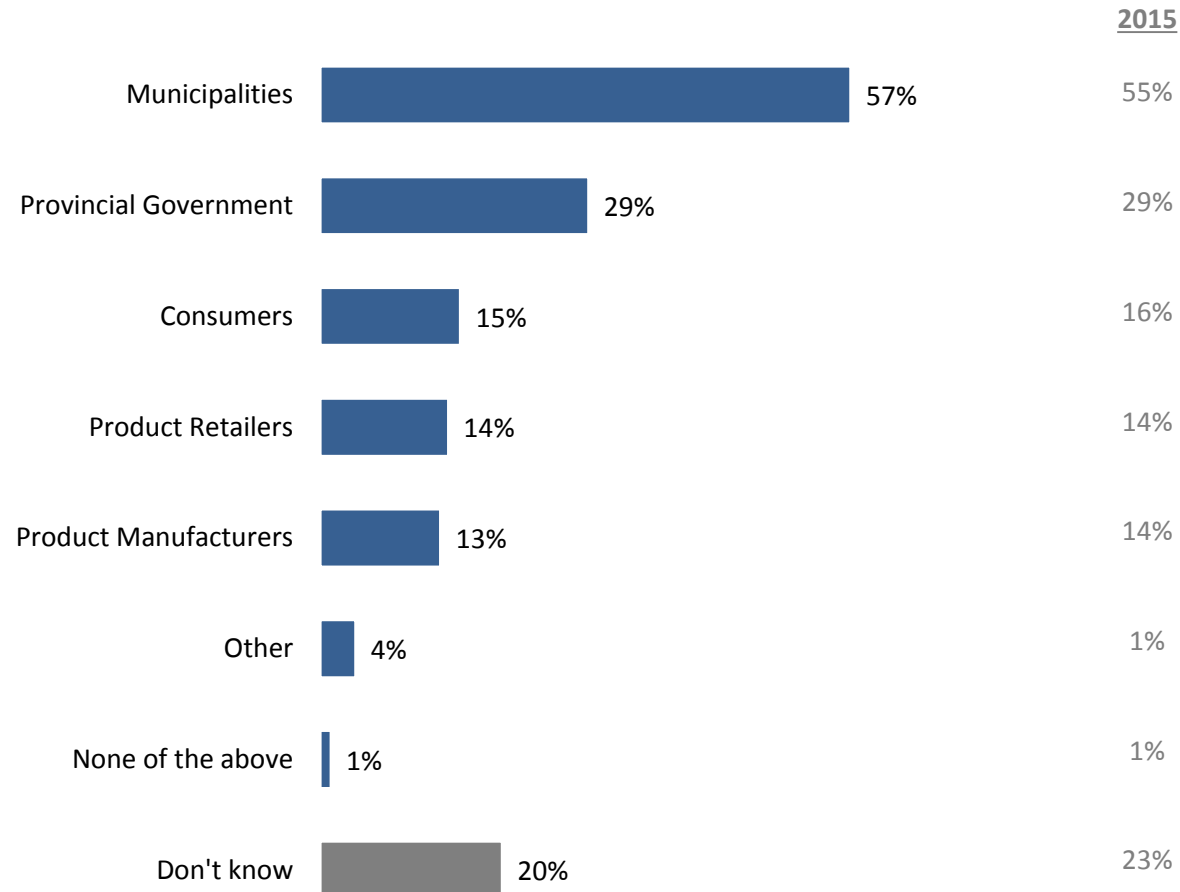


Q9. To the best of your knowledge, who is responsible for funding (i.e. paying for) these programs? *Please select all that apply.*

Base: All respondents (n=1,214)

# Perceived Responsibility for Operating Stewardship Programs

The perception of who is responsible for operating the EPR programs goes to the municipalities (57%), with the provincial government a distant second (29%). This perspective is also consistent with 2015.



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

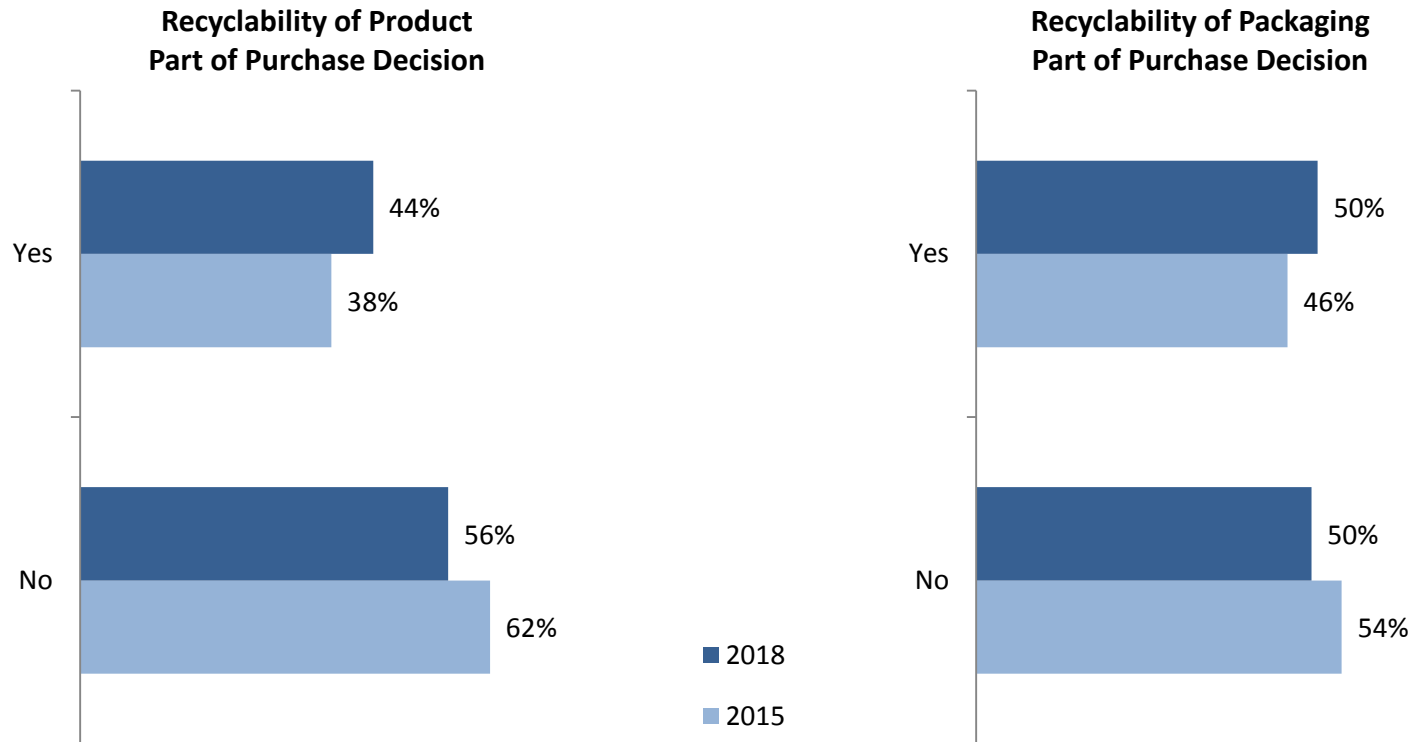
Base: All respondents (n=1,214)

# Consumer Behaviour and Recycling

# Consideration of Recycling in Purchase Decision

Just under half (44%) of respondents consider the recyclability of the product as part of their purchase decision, an increase of 6% from 2015.

When making a purchase, half of respondents consider the recyclability of the packaging as part of their purchase decision, an increase of 4% from 2015.



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?

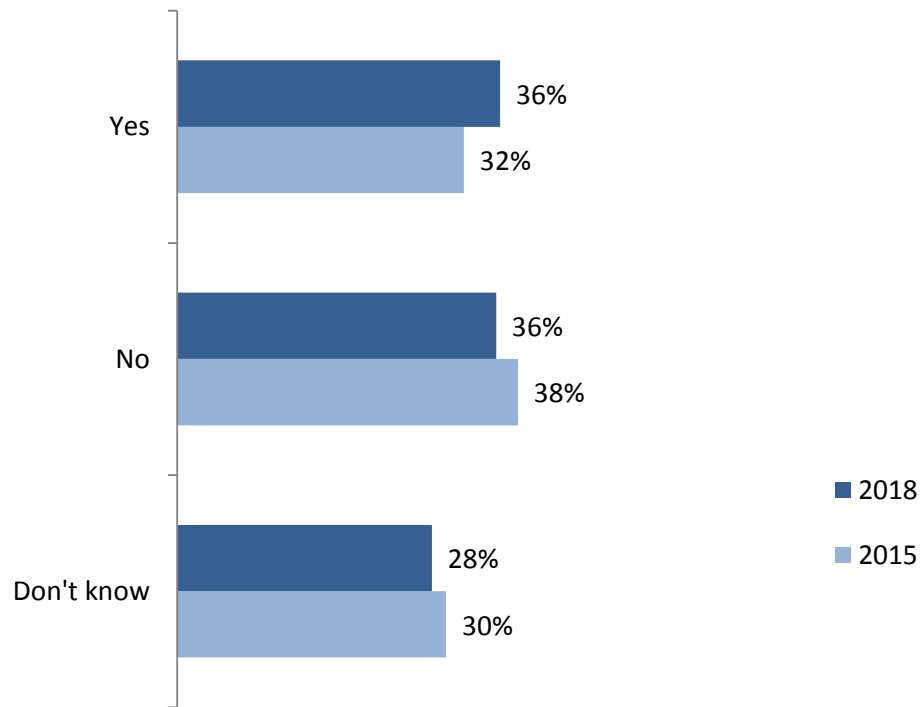
Base: All respondents (n=1,214)



# Impact of Purchase Decision on Design and Manufacturing

Just over one-third (36%) of respondents feel their purchasing decisions for products and packaging have an impact on the design and manufacturing of those items. This is an increase of 4% from 2015.

However, the same proportion (36%) feel their purchasing decisions have no impact on the design and manufacturing of items, while just over one-quarter (28%) say they don't know.

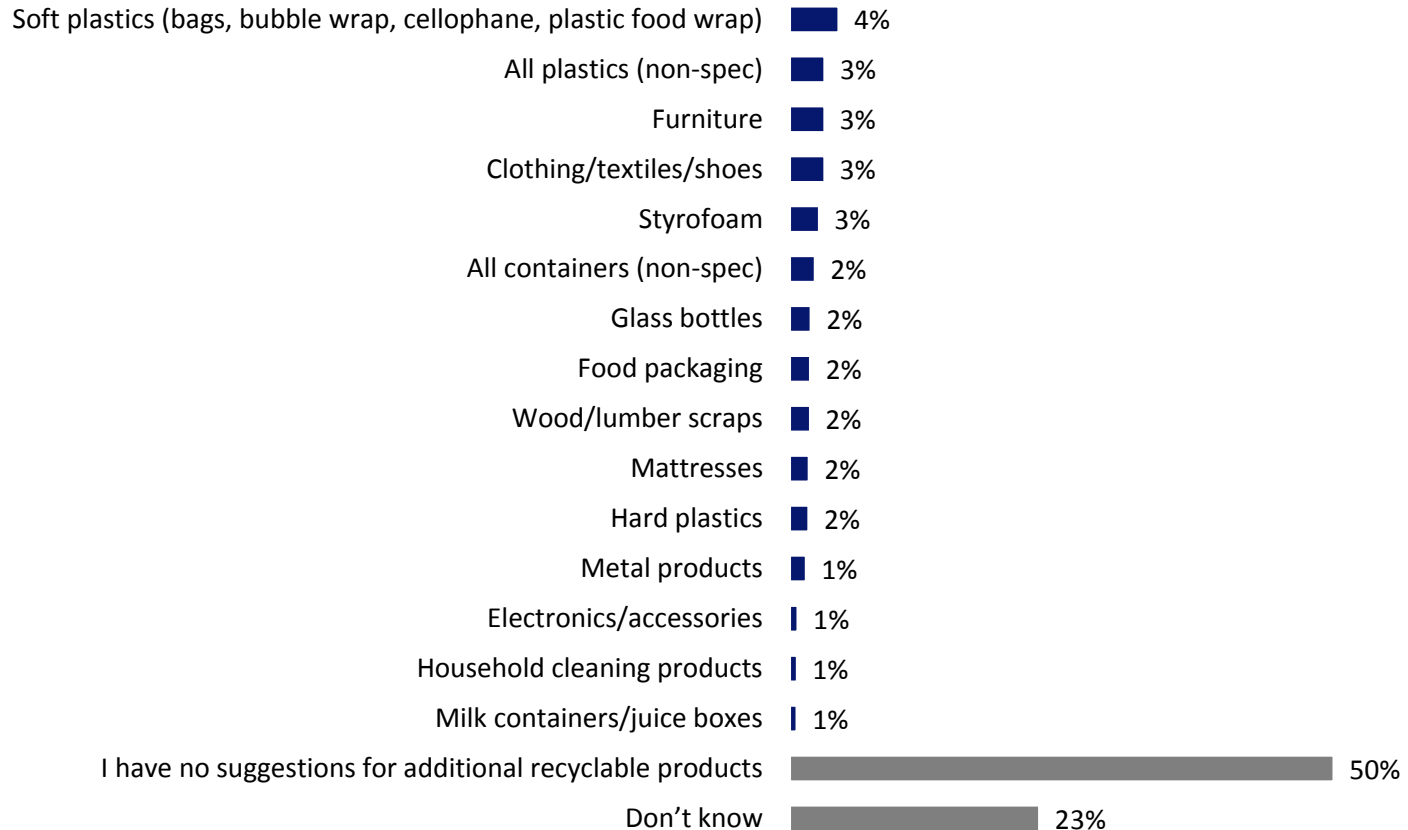


Q13. Do you feel your purchasing decision for products and packaging have an impact on the design and manufacturing of those items?

Base: All respondents (n=1,214)

# Recommended Products to add to Stewardship Programs

There are no significant mentions of products to add to the EPR programs, although plastics tend to be cited more than anything else. Half (50%) say they have no suggestions for other products they would you like to see added to the EPR programs while another one-quarter (23%) don't know.



*Note: Only mentions >1% are shown.*

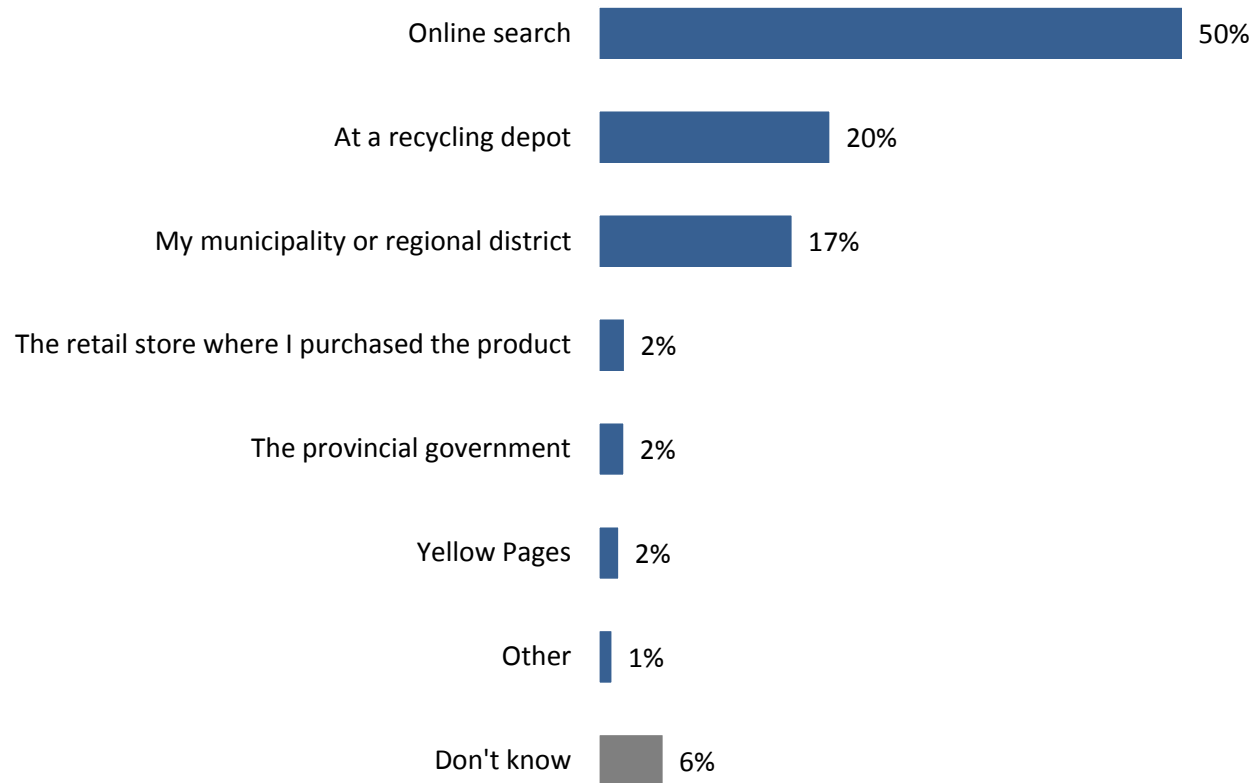
Q14. Thinking of products in your home or items you have thrown out in the past, what other products would you like to see added to B.C.'s extended producer responsibility programs?

Base: All respondents (n=1,214)

# Recycling Education

# Where First Look for Information About Recycling a Product

Half of respondents would first do an online search to look for information if they wanted to reuse/recycle a product that could not be recycled through their local curbside recycling program.

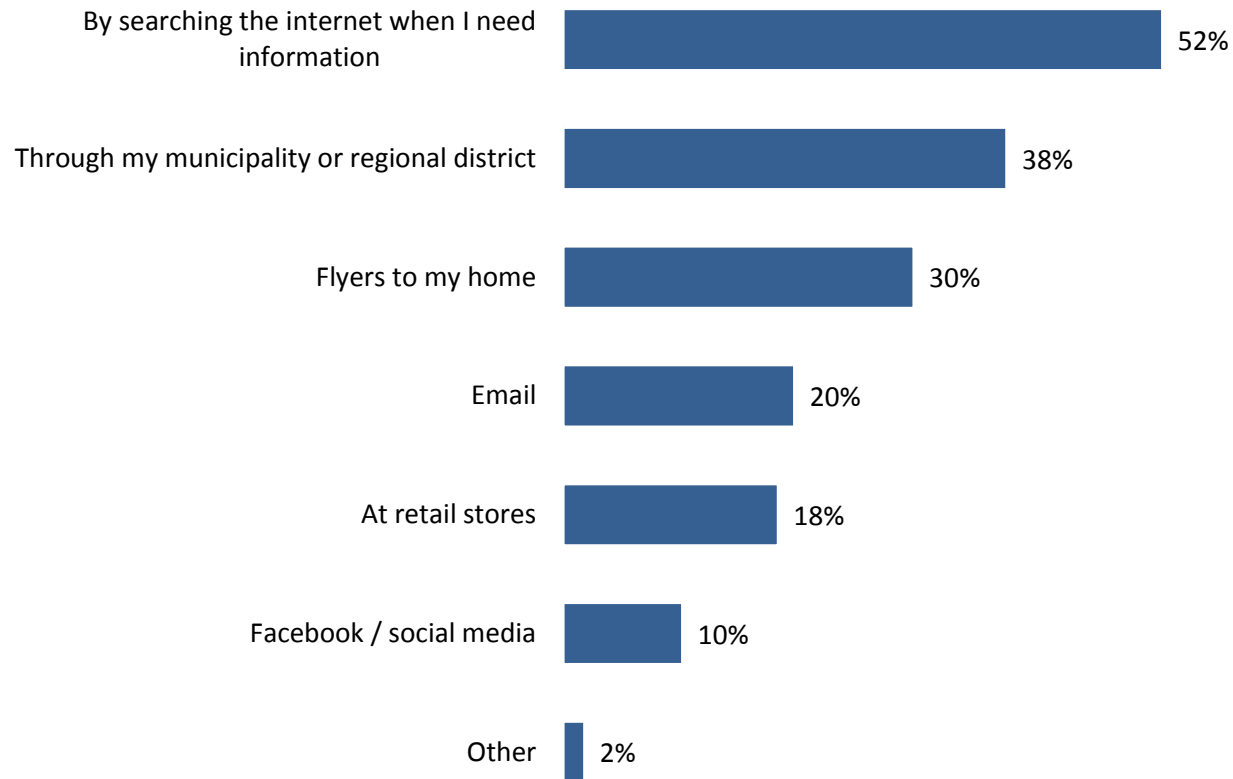


Q15. Where would you first look for information if you wanted to reuse or recycle a product that could not be recycled through your local curbside recycling program?

Base: All respondents (n=1,214)

# Preference for Receiving Recycling Educational Information

One half (52%) prefer to search the internet when they need it, followed by obtaining it through their municipality or regional district (38%) and receiving flyers at home (30%).



Q16. What is your preference for receiving recycling educational information? *Please select all that apply.*

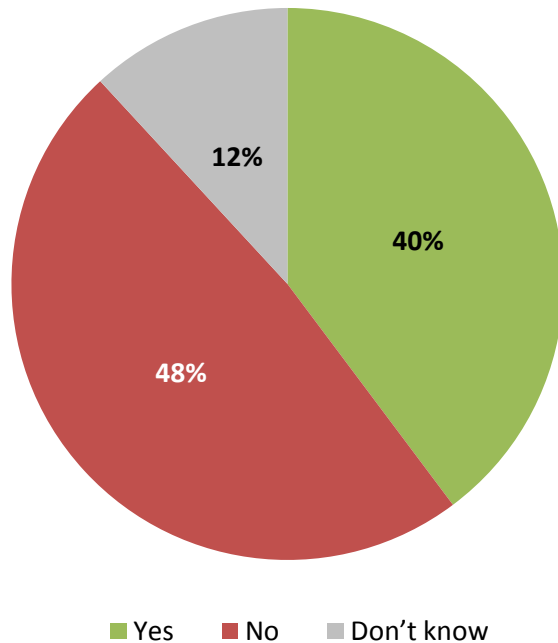
Base: All respondents (n=1,214)

# Recall Educational Information about Recycling in Past Year

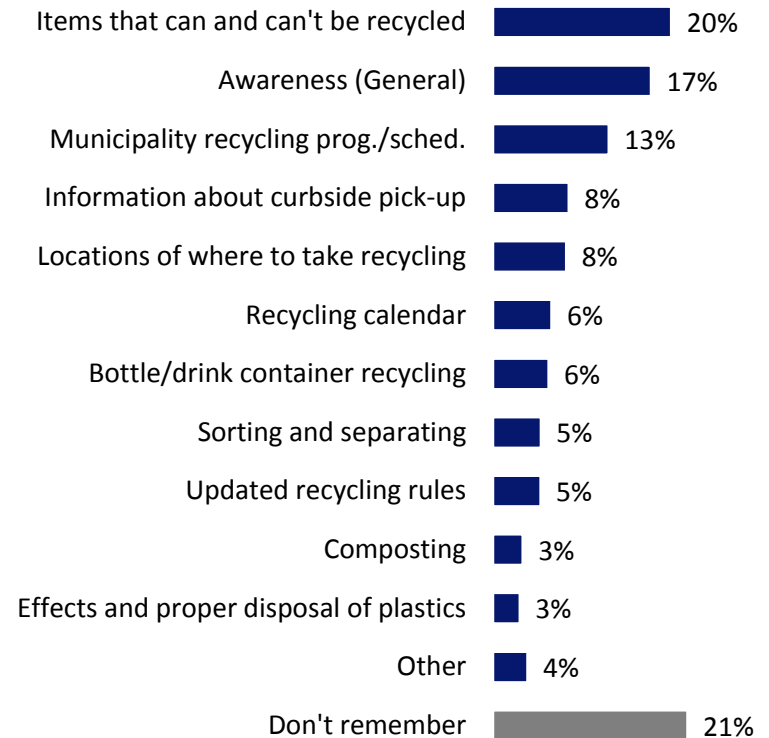
Two in five (40%) respondents recall receiving/seeing some educational information about recycling in the past year.

The message most often recalled from the educational information refers to “items that can and can't be recycled” (20%) and “municipality recycling program/schedule” (13%).

**Received or seen any educational information about recycling in the past year**



**Subject of educational information about recycling received/saw**



Q16b. In the past year have you received or seen any educational information about recycling? Base: All respondents (n=1,214)

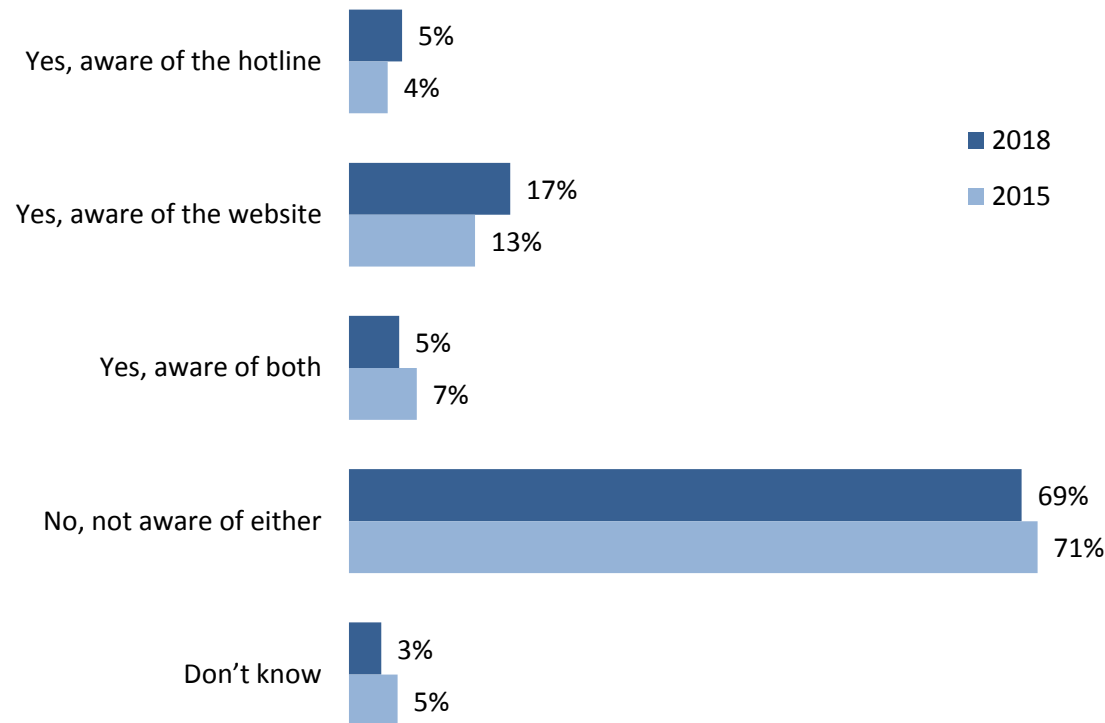
Q16c. What was the subject of the educational information about recycling you received/saw? Base: Recall receiving/seeing educational information about recycling in the past year (n=483)

# Recycling Council of BC website/hotline

# Awareness of Recycling Council of BC Hotline/Website

Far more respondents are aware of the Recycling Council of BC website (17%) than the hotline (5%), with awareness of the website also increasing more than the hotline compared to 2015. The proportion of those who are aware of both sources is similar to 2015.

Overall awareness of these sources of information remains low with seven in ten (69%) not aware of either the Recycling Council of BC website or hotline, which is consistent with 2015.



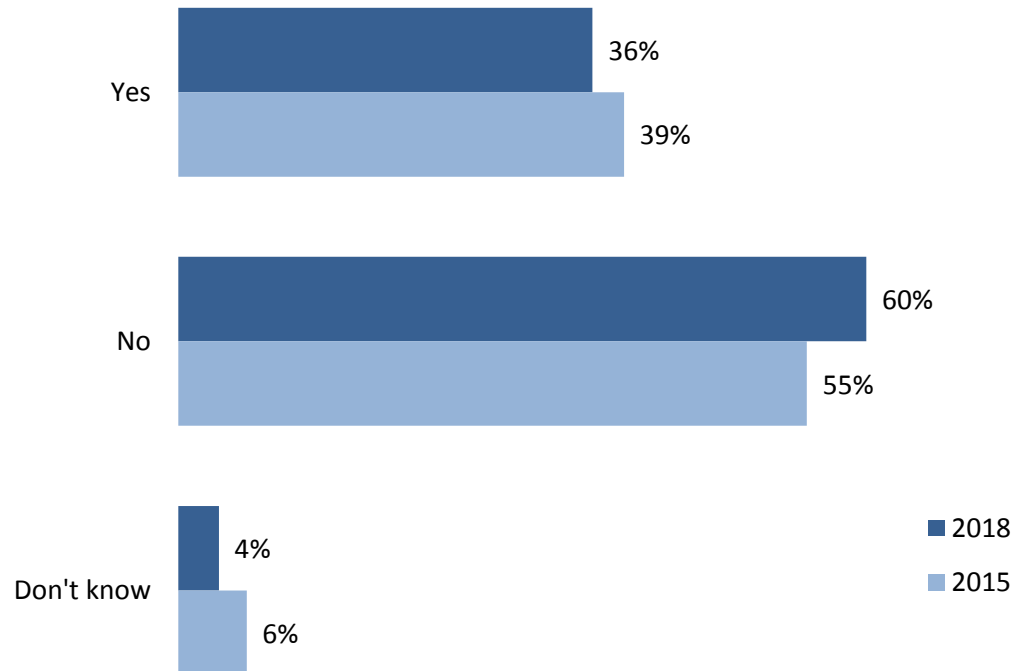
Q17. Before today, were you aware of the B.C. Recycling Hotline or website operated by the Recycling Council of British Columbia?

Base: All respondents. 2018 (n=1,214); 2015 (n=1,243)



# Recycling Council of British Columbia Hotline Usage

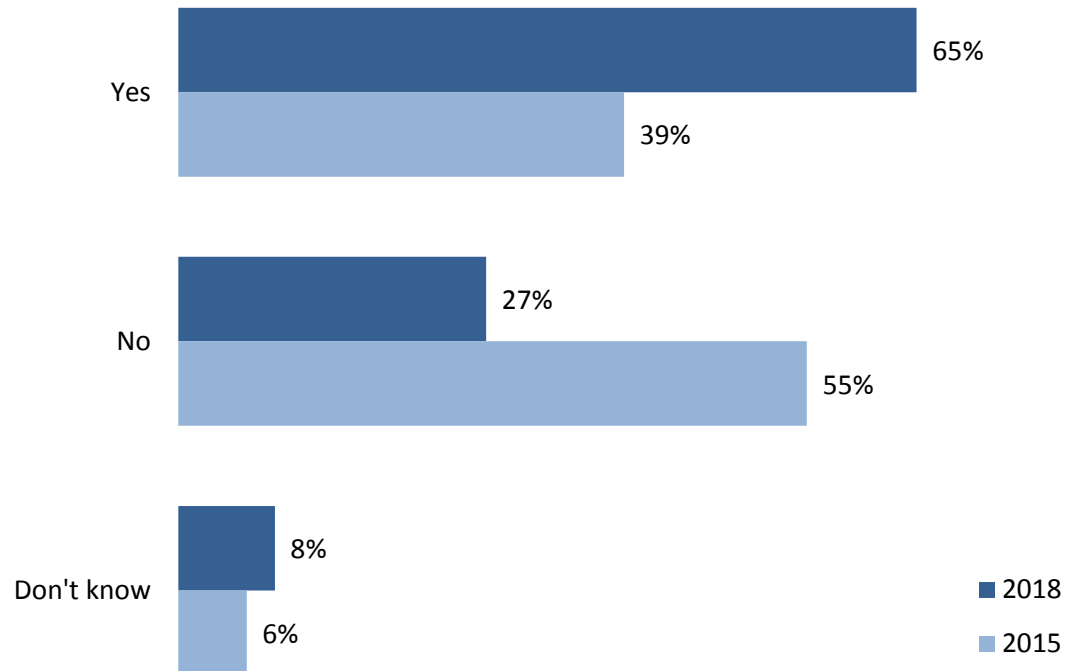
Just over one-third (36%) of respondents who are aware of the Recycling Council of BC hotline have ever called it. This is fairly consistent with 2015, although directionally lower, among those aware of the hotline.



Q18. Have you ever called the B.C. Recycling Hotline operated by the Recycling Council of British Columbia?  
Base: Aware of Hotline - 2018 (n=129), 2015 (n=143)

# Recycling Council of British Columbia Website Usage

Two-thirds (65%) of respondents who are aware of the Recycling Council of BC website have ever visited it. This is far higher than in 2015 (39%) among those aware of this website.

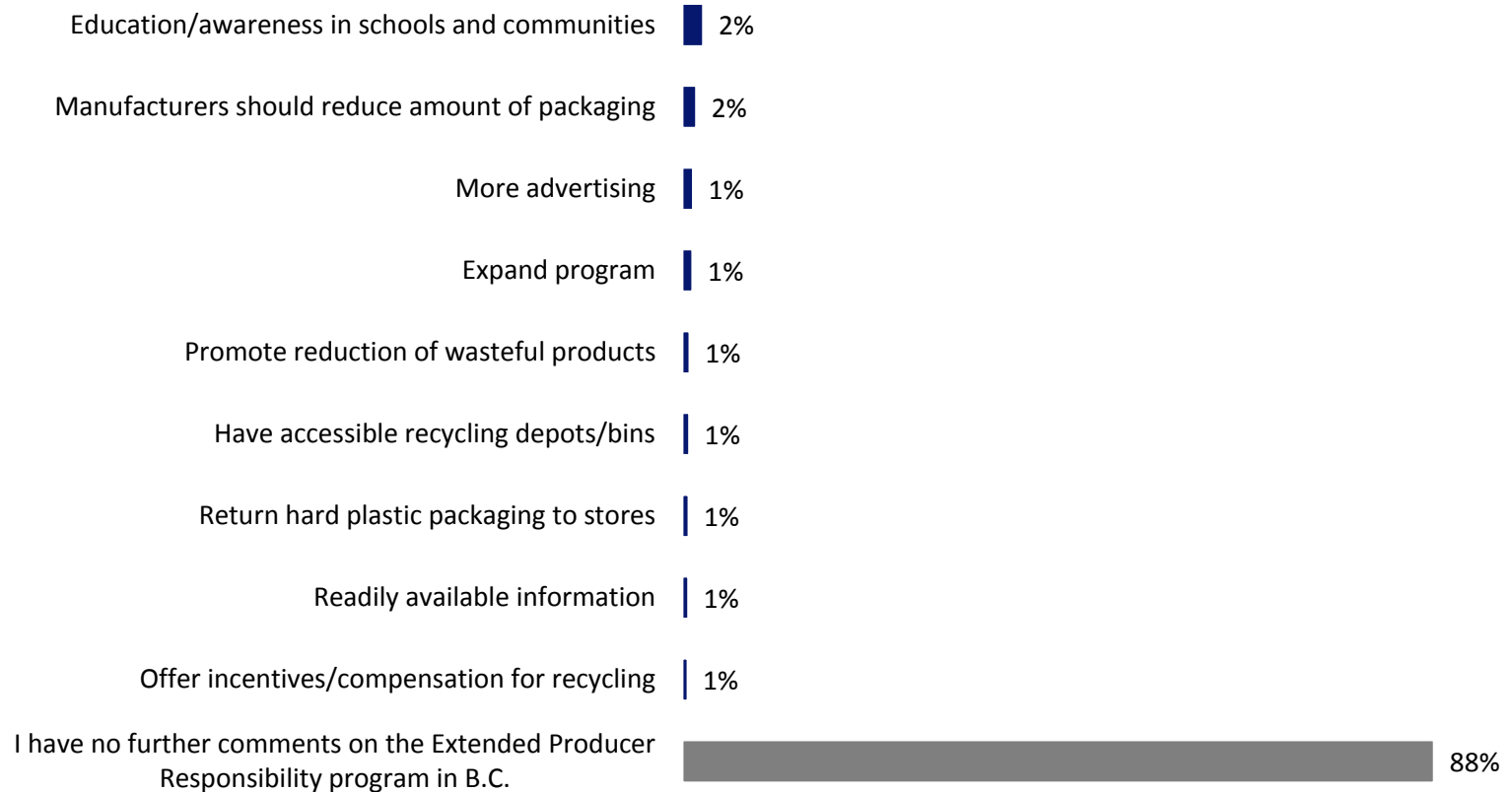


Q19. Have you ever visited the website operated by the Recycling Council of British Columbia?

Base: Aware of Hotline - 2018 (n=265), 2015 (n=143)

# Additional comments about Extended Producer Responsibility program

The vast majority of respondents do not have any further comments about the Extended Producer Responsibility program. The few that do refer to “education/awareness in schools and communities” and “manufacturers should reduce amount of packaging.”



Q20. Do you have any additional comments on the Extended Producer Responsibility program in B.C.?

Base: All respondents (n=1,214)

# APPENDIX

## 2018 Questionnaire

Ministry of Environment  
Consumer Awareness Survey of Extended Producer Responsibility  
Programs in BC  
Final – February 15, 2018

[ALL PROGRAMMING SKIPS MEAN TO SKIP TO PNOTE BEFORE QUESTION INDICATED]

## YEAR

What is your year of birth?

Select Year [Single Punch Dropdown PREQUAL]

Dropdown:

Later than 2000 [TERMINATE]

\_20002000

...

\_19401940

Earlier than 1940

QUOTAGERANGE (hidden question) - optional

QUOTAGERANGE "this is a dummy question that will hold age breaks" for the quotas that should be defined by the PM.

18-24

25-34

35-44

45-54

55+

## RESP\_GENDER

What is your gender?

\_1 Male

\_2 Female

What is your postal code? (example: ABA-BAB)

[TERMINATE IF POSTAL CODE DOES NOT START WITH THE LETTER V]

GROUP INTO APPROPRIATE REGION, TRACK QUOTAS

Lower Mainland (600)

Vancouver Island (200)

Interior (200)

North (200)

## [INTRO SCREEN]

Welcome and thank you for participating in this survey.

Many communities in British Columbia have curbside blue box recycling services. This survey is **NOT ABOUT** these blue box services.

Instead, this survey **IS ABOUT Extended Producer Responsibility programs** in British Columbia formerly known as industry-led product stewardship programs. Extended Producer Responsibility is an environmental management strategy guided by the principle that whoever designs, produces, sells or uses a product takes responsibility for minimizing that product's environmental impact. These program services include taking a product that is no longer in use to a recycling depot, organized round up/collection days, and the return of products to retailers, and at times through reverse logistic with contractors doing work in your home.

## AWARENESS AND PARTICIPATION

Q1. In general, what are the main reasons why you recycle? *Please feel free to list more than one reason.*

[OPEN END] (To be coded)

I don't recycle

Don't know

Q2a. How knowledgeable do you consider yourself to be about the impacts of NOT recycling? *Please select one response*

Very knowledgeable

Somewhat knowledgeable

Neither knowledgeable nor unknowledgeable

Not very knowledgeable

Not at all knowledgeable

Q3. Extended Producer Responsibility 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? *Please select all that you think can be returned for recycling.*

[RANDOMIZE LIST]

Batteries (household)

Beer cans and bottles

Beverage containers (e.g., juice, water, pop, wine, alcohol)

Car batteries

Cell phones

Electronics such as computers, printers, monitors, televisions, stereos, speakers, gaming equipment  
 Heating, ventilation, large air conditioning, plumbing products  
 Used lubricating oil, filters and containers  
 Large appliances  
 Lighting products (e.g., light bulbs, lamps, fixtures)  
 Outdoor power equipment (e.g., leaf blower, lawn mower)  
 Pharmaceuticals  
 Paints  
 Small appliances (e.g., microwave oven, toaster oven, blender)  
 Solvents and flammable liquids, gasoline, pesticides  
 Smoke/fire/carbon monoxide detectors/alarms  
 Styrofoam (e.g., packaging, food containers)  
 Tires  
 Thermostats  
 None of these

Q4. In the last few years, which of these products have you personally recycled and which ones have you thrown in the garbage? *Please select one response per row.*

**[COLUMNS]**

Recycled or returned  
 Sometimes recycle, sometimes garbage  
 Thrown in garbage  
 I have not owned or used this item  
 Neither

**[ROWS] [RANDOMIZE LIST]**

Batteries (household)  
 Beer cans and bottles  
 Beverage containers (e.g., juice, water, pop, wine, alcohol)  
 Car batteries  
 Cell phones  
 Electronics such as computers, printers, monitors, televisions, stereos, speakers, gaming equipment  
 Heating, ventilation, large air conditioning, plumbing products  
 Used lubricating oil, filters and containers  
 Large appliances  
 Lighting products (e.g., light bulbs, lamps, fixtures)  
 Outdoor power equipment (e.g., leaf blower, lawn mower)  
 Pharmaceuticals  
 Paints  
 Small appliances (e.g., microwave oven, toaster oven, blender)  
 Solvents and flammable liquids, gasoline, pesticides  
 Smoke/fire/carbon monoxide detectors/alarms  
 Styrofoam (e.g., packaging, food containers)  
 Tires  
 Thermostats

Q4a. When you last recycled each of these types of products, how convenient was the process?

**[COLUMNS]**

Very Convenient  
 Somewhat convenient  
 Not convenient  
 Don't know

**[ROWS]**

**[INSERT ITEMS WHERE "RECYCLED OR RETURNED" AND "SOMETIMES RECYCLE, SOMETIMES GARBAGE" WAS SELECTED IN Q4] [RANDOMIZE LIST]**

Batteries (household)  
 Beer cans and bottles  
 Beverage containers (e.g., juice, water, pop, wine, alcohol)  
 Car batteries  
 Cell phones  
 Electronics such as computers, printers, monitors, televisions, stereos, speakers, gaming equipment  
 Heating, ventilation, large air conditioning, plumbing products  
 Used lubricating oil, filters and containers  
 Large appliances  
 Lighting products (e.g., light bulbs, lamps, fixtures)  
 Outdoor power equipment (e.g., leaf blower, lawn mower)  
 Pharmaceuticals  
 Paints  
 Small appliances (e.g., microwave oven, toaster oven, blender)  
 Solvents and flammable liquids, gasoline, pesticides  
 Smoke/fire/carbon monoxide detectors/alarms  
 Styrofoam (e.g., packaging, food containers)  
 Tires  
 Thermostats

Q5. What is the main reason(s) that you have **not recycled** the following items? *Please select all that apply.*

**[COLUMNS]**

I can't be bothered  
 I didn't know the item was recyclable  
 I don't know where to take it  
 There is nowhere near me to take it  
 I have no way to get it to where it can be recycled  
 Other  
 Don't know

## [ROWS]

[INSERT ITEMS WHERE "THROWN IN GARBAGE" AND "SOMETIMES RECYCLE, SOMETIMES GARBAGE" WAS SELECTED IN Q4] [RANDOMIZE LIST]

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? *Please select all that apply.*

[RANDOMIZE] [EXCLUDE THOSE ITEMS WHERE "I HAVE NOT OWNED OR USED THIS ITEM" WAS SELECTED IN Q4]

Batteries (household)  
Beer cans and bottles  
Beverage containers (e.g., juice, water, pop, wine, alcohol)  
Car batteries  
Cell phones  
Electronics such as computers, printers, monitors, televisions, stereos, speakers, gaming equipment  
Heating, ventilation, large air conditioning, plumbing products  
Used lubricating oil, filters and containers  
Large appliances  
Lighting products (e.g., light bulbs, lamps, fixtures)  
Outdoor power equipment (e.g., leaf blower, lawn mower)  
Pharmaceuticals  
Paints  
Small appliances (e.g., microwave oven, toaster oven, blender)  
Solvents and flammable liquids, gasoline, pesticides  
Smoke/fire/carbon monoxide detectors/alarms  
Styrofoam (e.g., packaging, food containers)  
Tires  
Thermostats  
None of these

Q7. What is the main reason(s) that you have not recycled the following items?  
*Please select all that apply.*

## [COLUMNS]

[INSERT ITEMS SELECTED IN Q6]

## [ROWS - RANDOMIZE]

I am still using the item  
I am not using it, but plan to use it again in the future  
I plan to sell the item or give it away  
I plan to fix it  
I keep recyclables until I have enough to make a trip worthwhile  
I can't be bothered  
I didn't know the item was recyclable  
I don't know where to take it

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It is hazardous and I do not want to handle it  
I know where to take it, but I don't have the time to return it  
I have no way to get it to where it can be recycled  
Other  
Don't know

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?

[OPEN ENDED] (To be coded)

I do not have any recommendations

## KNOWLEDGE OF PROGRAMS

Aside from the blue box and other packaging collection programs, the next few questions are about who funds, operates and regulates extended producer responsibility programs here in B.C.

[Q9 AND Q10 TO BE SHOWN ON THE SAME SCREEN - ROTATE Q9 AND Q10]

Q9. To the best of your knowledge, who is responsible for funding (i.e. paying for) these programs? *Please select all that apply.*

Provincial Government  
Product Manufacturers  
Product Retailers  
Consumers  
Municipalities  
Other (specify)  
None of the above  
Don't know

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

Provincial Government  
Product Manufacturers  
Product Retailers  
Consumers  
Municipalities  
Other (specify)  
None of the above  
Don't know

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## GENERAL QUESTIONS ON CONSUMER BEHAVIOUR AND RECYCLING

### [Q11 AND Q12 CAN BE ON SAME SCREEN – ROTATE Q11 AND Q12]

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

Yes  
No

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

Yes  
No

Q13. Do you feel your purchasing decision for products and packaging have an impact on the design and manufacturing of those items?

Yes  
No  
Don't know

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 extended producer responsibility programs?

### [OPEN END] (To be coded)

I have no suggestions for additional recyclable products  
Don't know

## RECYCLING EDUCATION

Q15. 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?  
*Please select one.*

### [RANDOMIZE]

My municipality or regional district  
The retail store where I purchased the product  
At a recycling depot  
The provincial government  
Yellow Pages  
Online search  
Other (please specify \_\_\_\_\_)  
Don't know

Q16. What is your preference for receiving recycling educational information?  
*Please select all that apply.*

### [RANDOMIZE]

Facebook/ social media  
Email  
At retail stores  
Flyers to my home  
By searching the internet when I need information  
Through my municipality or regional district  
Other (please specify) \_\_\_\_\_

Q16b. In the past year have you received or seen any educational information about recycling?

Yes  
No  
Don't know

### [IF CODE 1 IN Q16B ASK Q16C, OTHERWISE SKIP TO Q17]

Q16c. What was the subject of the educational information about recycling you received/saw? *Please be as specific as possible*

### [OPEN END]

Don't remember

## RECYCLING HOTLINE

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

Yes, aware of the hotline  
Yes, aware of the website  
Yes, aware of both  
No, not aware of either  
Don't know

### [ASK Q18 IF AWARE OF HOTLINE – CODES 1 or 3 IN Q17 CONTINUE. IF CODE 2 SKIP TO Q19. IF NO OR DK, SKIP TO 20]

Q18. Have you ever called the B.C. Recycling Hotline operated by the Recycling Council of British Columbia? *Please select one.*

Yes  
No  
Don't know

### [IF CODE 1 IN Q17 SKIP TO Q20, OTHERWISE CONTINUE]



[ASK Q19 IF AWARE OF WEBSITE – IF CODE 2 OR 3 IN Q17, OTHERWISE SKIP TO Q20]

Q19. Have you ever visited the website operated by the Recycling Council of British Columbia? *Please select one.*

Yes  
No  
Don't know

## ADDITIONAL QUESTION

[ASK ALL]

Q20. Do you have any additional comments on the Extended Producer Responsibility program in B.C.?

[OPEN END] (*not to be coded*)

I have no further comments on the Extended Producer Responsibility program in B.C.

## CONCLUSION

Thank you for participating in this survey! Your feedback will help the Province of British Columbia monitor and improve the effectiveness of Extended Producer Responsibility programs.

In British Columbia, Extended Producer Responsibility formerly known as industry-led product stewardship is a government strategy that places 100% responsibility for product life cycle management on the producer and consumers of a product, and not on the general taxpayer or local government. Stewardship agencies provide services beyond the municipal programs such as curb side recycling.

This approach requires producers to collect and recycle leftover or used products as well as to stimulate the redesign of these products to make them less harmful and easier to recycle. It is the active role of the product producers, retailers and consumers to participate in product stewardship programs to ensure proper environmental management of products occurs at their end of life.

For information on recycling options, locations near you, and community-based recycling initiatives, please contact:

The Recycling Council of British Columbia (RCBC)

Hotline: 1-800-667-4321

For B.C.'s Lower Mainland: 1-604-732-9253

<http://www.rcbc.bc.ca>

For information on the provincial government's policy with respect to waste reduction and extended producer responsibility, please visit:

[www.recycling.gov.bc.ca](http://www.recycling.gov.bc.ca)

For information on the stewardship agencies and their programs/services please visit their collective site:

<http://www.bcrecycles.ca/>

[REDIRECT TO <http://www.rcbc.bc.ca>]