



# Highlights: A Survey of Ontario and Quebec Residents Who Have Access to Curbside Recycling

## OBJECTIVES AND METHODOLOGY

The purpose of the research was to help the Carton Council of Canada gain a deeper understanding of recycling knowledge, attitudes and practices in Ontario and Quebec, with a focus on food and beverage carton recycling. It is expected that the research results will inform efforts to position and grow carton recycling within the larger framework of recycling and waste management.

The research was based on an online self-completed survey of 1,000 adult residents in each of Quebec and Ontario (total n=2,000). Participation of the survey was limited to people who have access to curbside recycling. According to results of the survey screening question, approximately 89% of the original sample considers it has access to curbside recycling, including 90% in Ontario and 88% in Quebec. Note: this is based on respondents' perception of whether they have access to curbside recycling or not. Actual access could possibly differ.

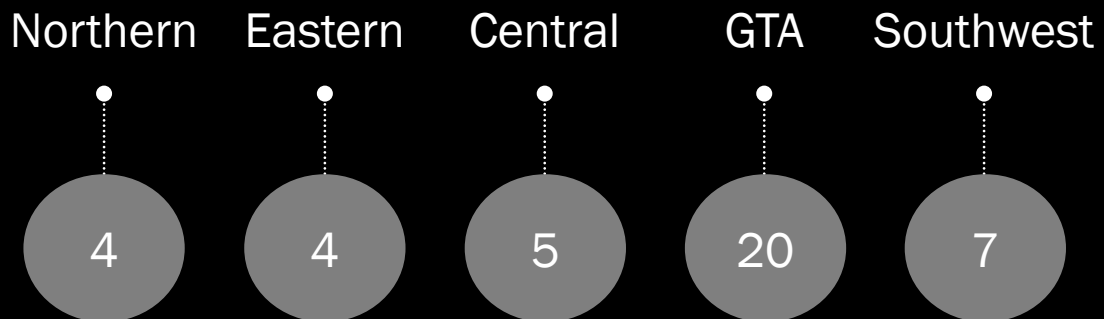
Data collection took place between between May 27 and June 2, 2016.

Soft population target quotas were set for age, gender and major provincial regions in order to achieve demographic balance in the sample. The data presented in this report is unweighted.

# PROFILE



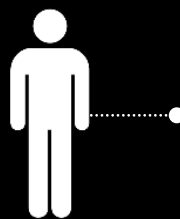
## ONTARIO (40)



## QUEBEC (60)



n=409



49



51



38

18-35



19

35-44



17

45-54



16

55-64



10

65+

39

High School

27

College

32

University

All figures are percent (%) value



## BARRIERS AND POTENTIAL APPROACHES FOR ADDRESSING THEM

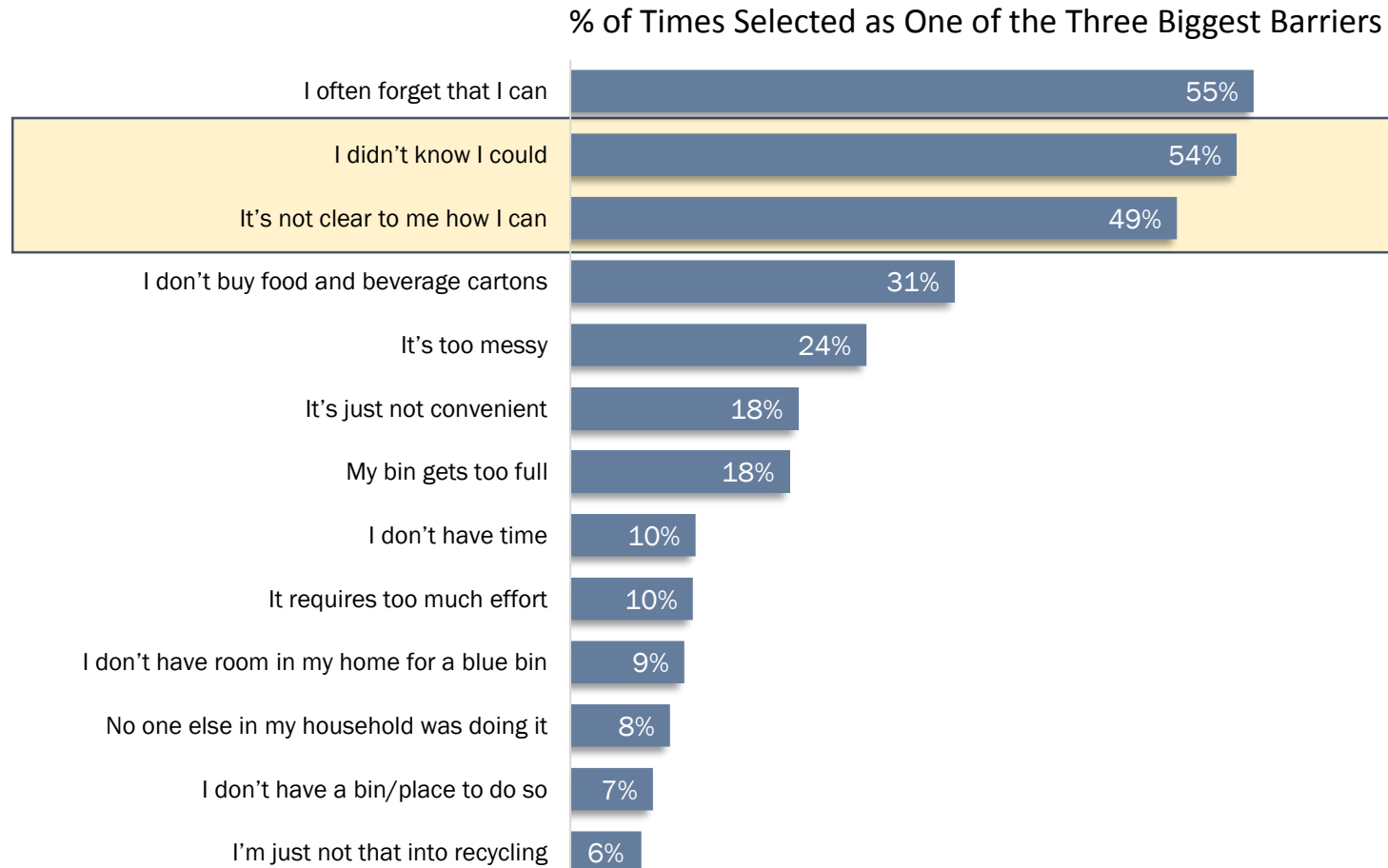
The main barrier to regular carton recycling is a lack of knowledge and awareness. Lack of will/commitment (“I’m not into recycling”) and logistical barriers (e.g., “bin too full”) are much less significant.

- “I forget” (55%)
- “I didn’t know I could” (54%)
- “I’m not sure how” (49%)
- “I don’t have time” (10%)

Among people who do not regularly recycle food and beverage cartons, “easy to identify recycling information so you know an item is recyclable” is the approach most often identified as likely to encourage them to recycle cartons (selected by 62%). A “better understanding of benefits of recycling”, comes in a distant second, chosen by 39%.

# PLEASE SELECT THE THREE BIGGEST BARRIERS

(IF DO NOT ALWAYS RECYCLE FOOD AND BEVERAGE CARTONS)



Older Canadians are the most likely to not know they can recycle food and beverage cartons, and are generally uncertain how to do so.

Quebec residents are the least aware of recycling programs and/or forget most often.

Among alternate responses, Canadians generally feel limited by access to recycling – i.e. outside building, difficult to find, etc.



## REMOVING BARRIERS TO CARTON RECYCLING

In addition to delving into the issues of barriers with respondents who do not always recycle their food and beverage cartons, the survey explored the appeal and potential effectiveness of a range of approaches for improving carton recycling rates.

Overall, the approach that respondents selected most often as making them more likely to recycle food and beverage cartons is “easy to identify recycling information so you know an item is recyclable” (62% overall and 75% among the 55+ years of age cohort). Although they were conducted in different markets, this finding is consistent with other survey results that point to a lack of knowledge and awareness about the recyclability of food and beverage cartons as the key impediment to boosting recycling rates. Our research shows that this is especially true in Quebec and among older people. It is also very noteworthy that relatively few people (15%) think that “there isn’t anything” that would make them more likely to recycle their cartons.

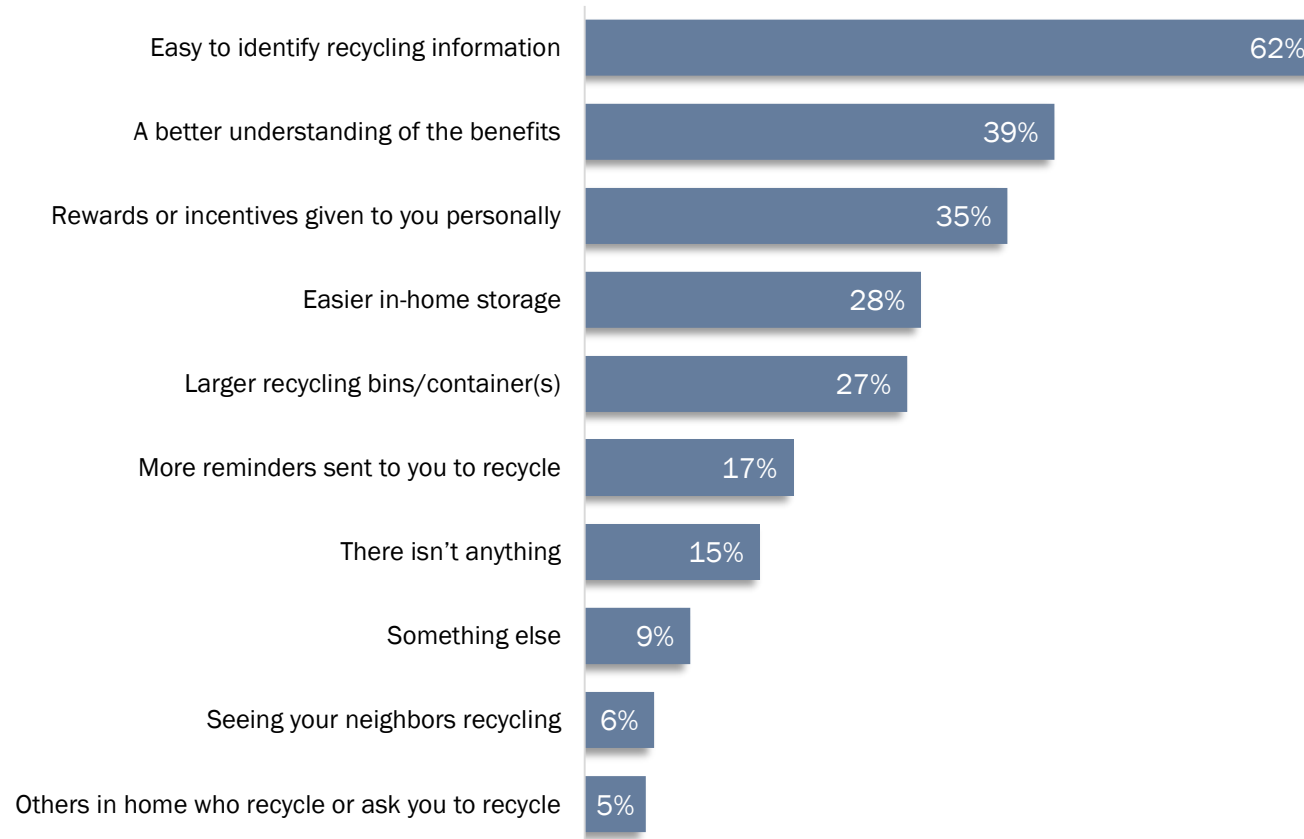
Other than the top suggestion of clearly identifying cartons as recyclable, we find that quite a few people (39%) feel that having a “better understanding of the benefits of recycling cartons” would make them more likely to recycle this material, with Quebecers (48%) being much more likely to gravitate to this approach. A similar proportion (35%) thinks that they would be more likely to recycle their cartons if they received “rewards or incentives” for doing so. Easier in-home storage for holding onto/collecting recyclable before collection day, selected by 28% overall, is particularly popular among those under 35 years of age (38%) and Ontarians (37%).

# WHAT WOULD MAKE YOU MORE LIKELY TO RECYCLE CARTONS?

(IF DO NOT ALWAYS RECYCLE FOOD AND BEVERAGE CARTONS)



(Select All That Apply)



Older people would be more likely to recycle cartons if easy to identify recycling information was available.

Quebec residents are more likely than Ontarians to say that having a better understanding of the benefits of recycling would encourage them to take action, whereas Ontario residents are more likely than their counterparts in Quebec to say that in-home storage and larger recycling bins / containers would encourage them to recycle.

Among alternate responses, Canadians would recycle cartons more with better in-home storage that limits smell, etc.