



Ipsos Reid

# *Milk Containers*

## 2008 Consumer Awareness Research Study

Sandy Sigmund  
Director Marketing & Program Development  
Encorp Pacific (Canada)

Nobody's Unpredictable

# Content

---

## ◆ Findings

- *Program Knowledge: Locations to Recycle Milk Containers*
- *No Deposit Knowledge*
- *Return and Recycle Habits: Use of Locations and Beverage Container Disposal*
- *Experience with Bottle Depots*
- *Encorp / Return-It Brand Awareness*

## ◆ Summary



# Introduction

---

## Purpose

- ◆ Understand and track changes to consumer access to milk recycling programs in BC:
  - Program knowledge of milk container recycling at Return-It Depots
  - Awareness and specific knowledge about **“Encorp”** and **“Return-It”**.

## Methodology

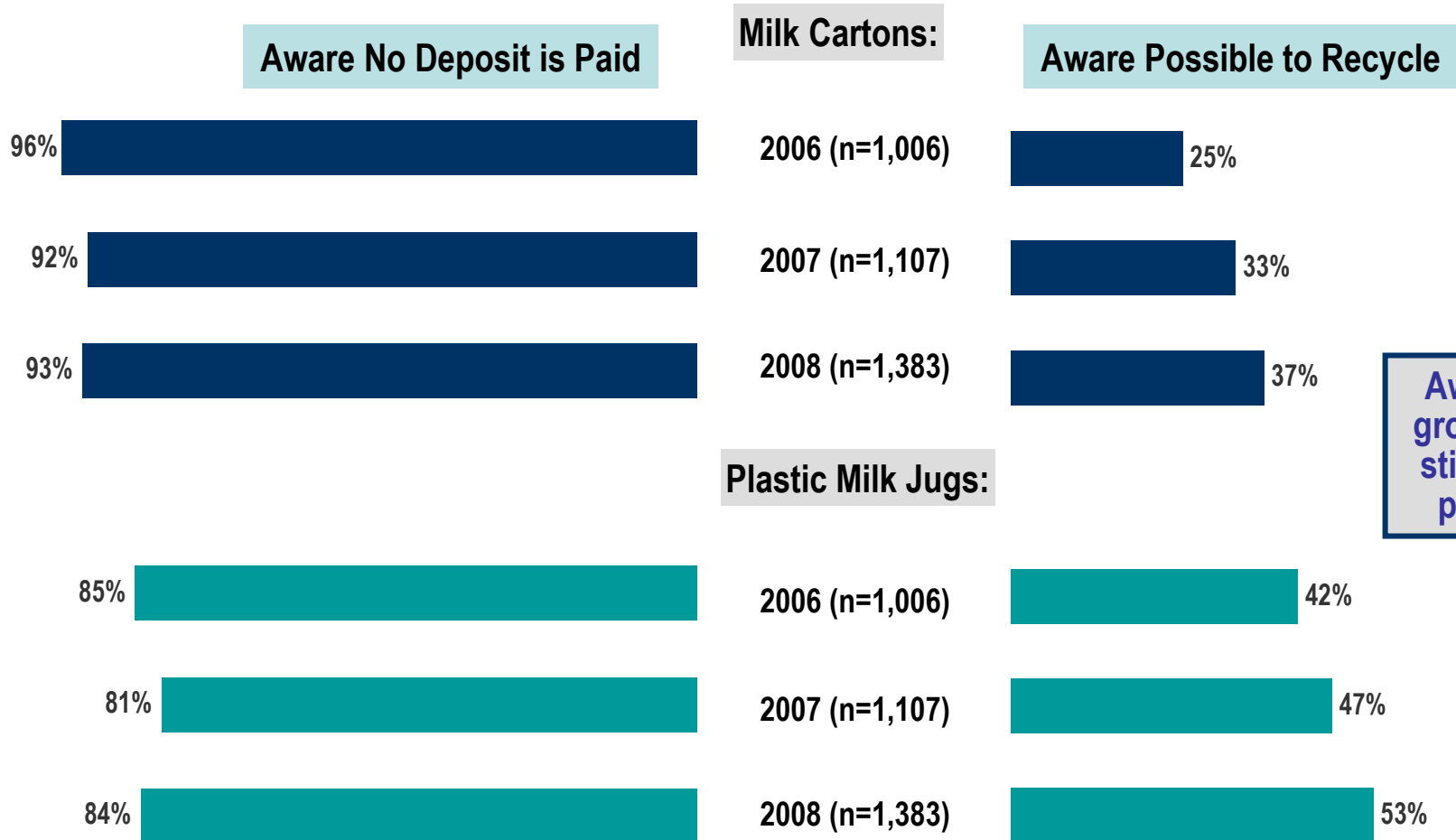
- ◆ First year for dual-methodology: total of 1,387 BC residents 18 years+:
  - 601 by telephone; and
  - 786 online.
- ◆ Data weighted to category incidence and Statistics Canada (region, age, gender, income).
- ◆ Fieldwork November 21 - December 3rd, 2008



# Specific Knowledge about Milk Containers Recycling

QA5. To the best of your knowledge, do you pay a deposit on ...? What about on ...?

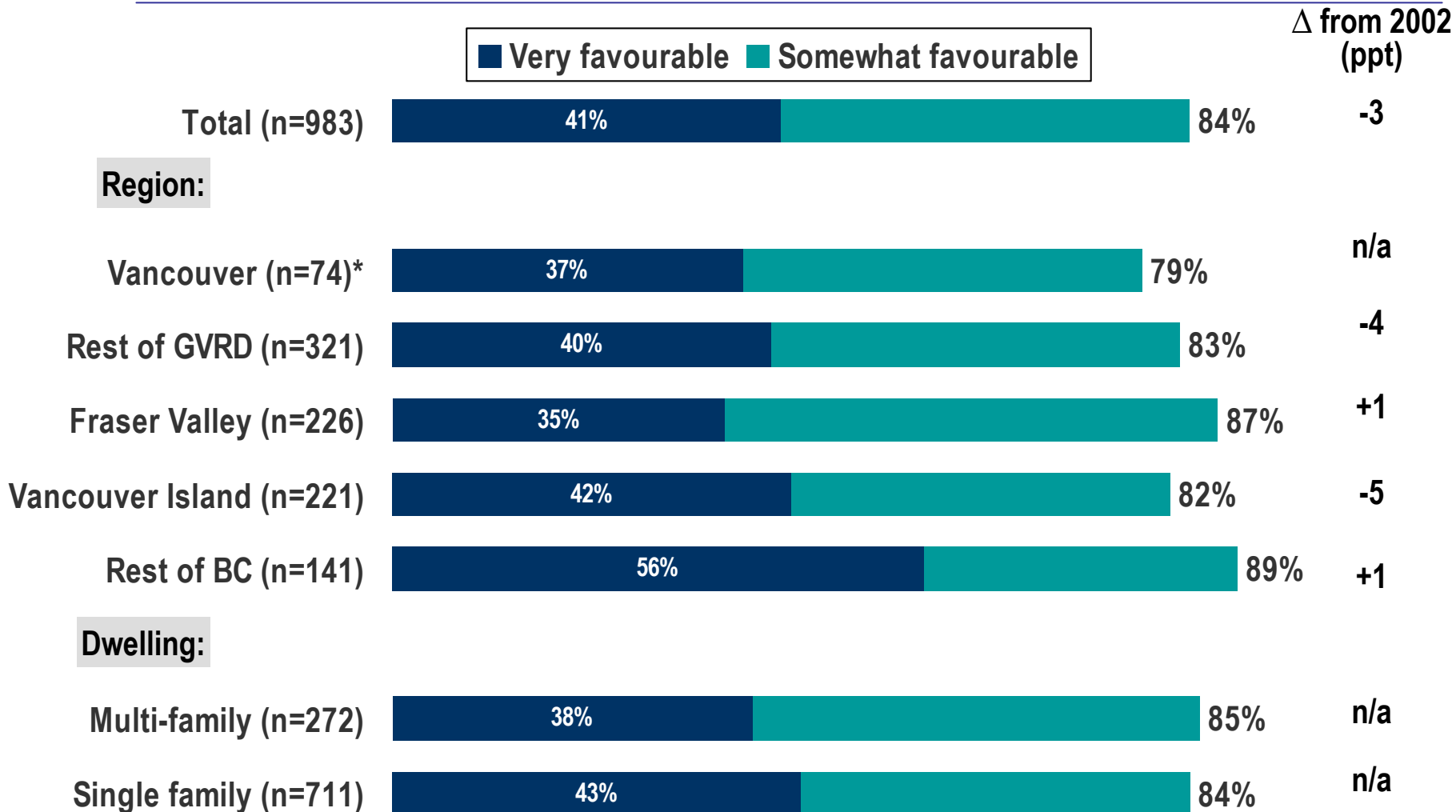
QA6. To the best of your knowledge, is it possible to recycle ... at a bottle depot? What about ...?



**Awareness growing, but still upward potential.**



# Rating of Experience with Bottle Depots (2008)



\*QB11. Based on your most recent experience at a bottle depot, which of the following better describes your impressions of the depot you last visited?



# Unaided Reasons for a Favourable Experience with Bottle Depots (2008)

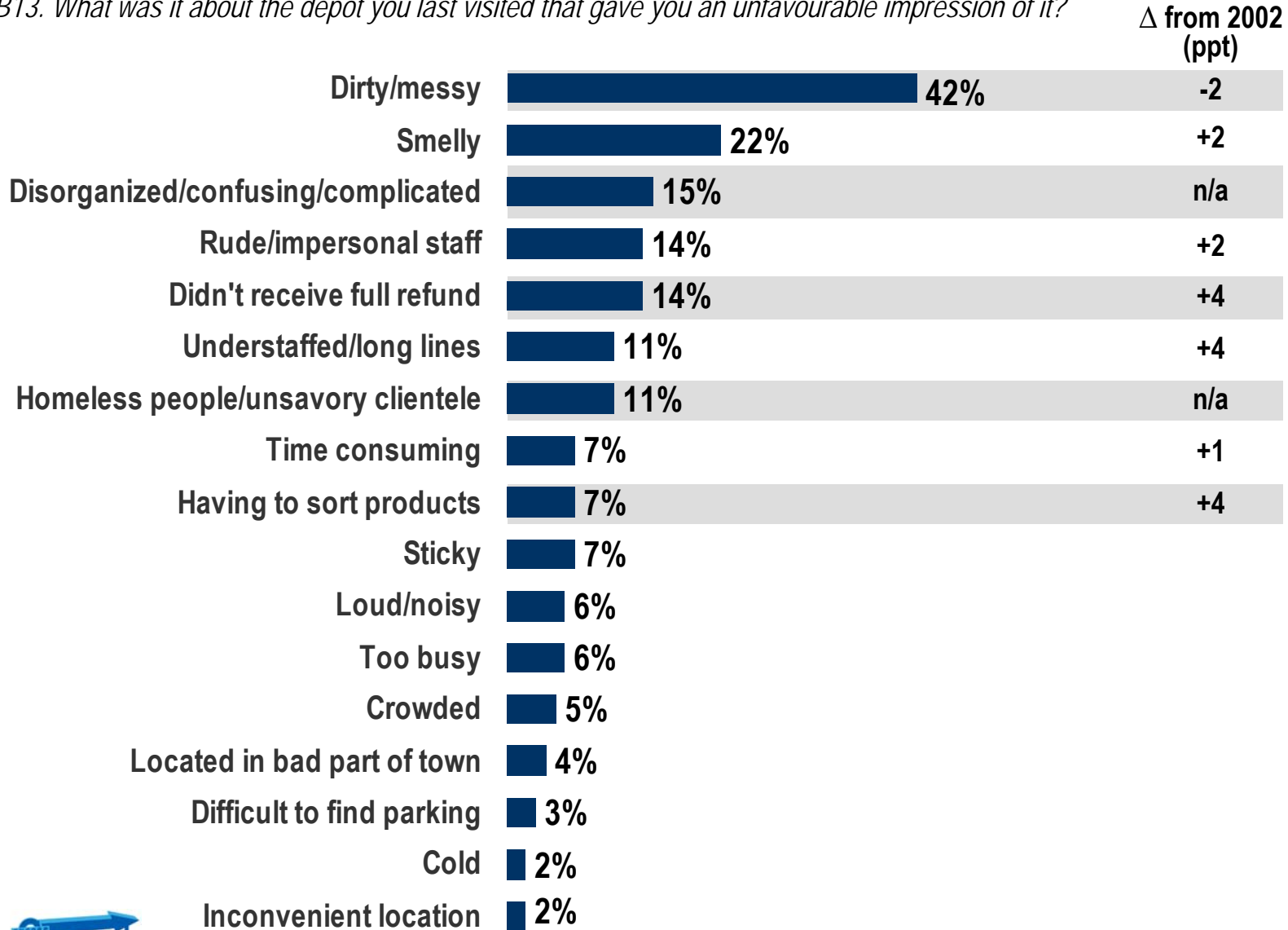
QB12. What was it about the depot you last visited that gave you a favourable impression of it?

		Δ from 2002 (ppt)
Fast/speedy service	32%	+7
Efficient/well organized	30%	-3
Friendly/courteous staff	26%	-1
Clean	20%	+1
Helpful staff	15%	+2
Get a refund/money back	10%	+7
Good location	7%	+2
Good service	7%	+4
Easy/easy to use	7%	n/a
Take everything	6%	n/a
Adequate facilities for sorting items	6%	n/a
Convenient (unspecified)	2%	-1
Facilities/supplies for cleaning/washing hands	2%	n/a
Support recycling	1%	-2



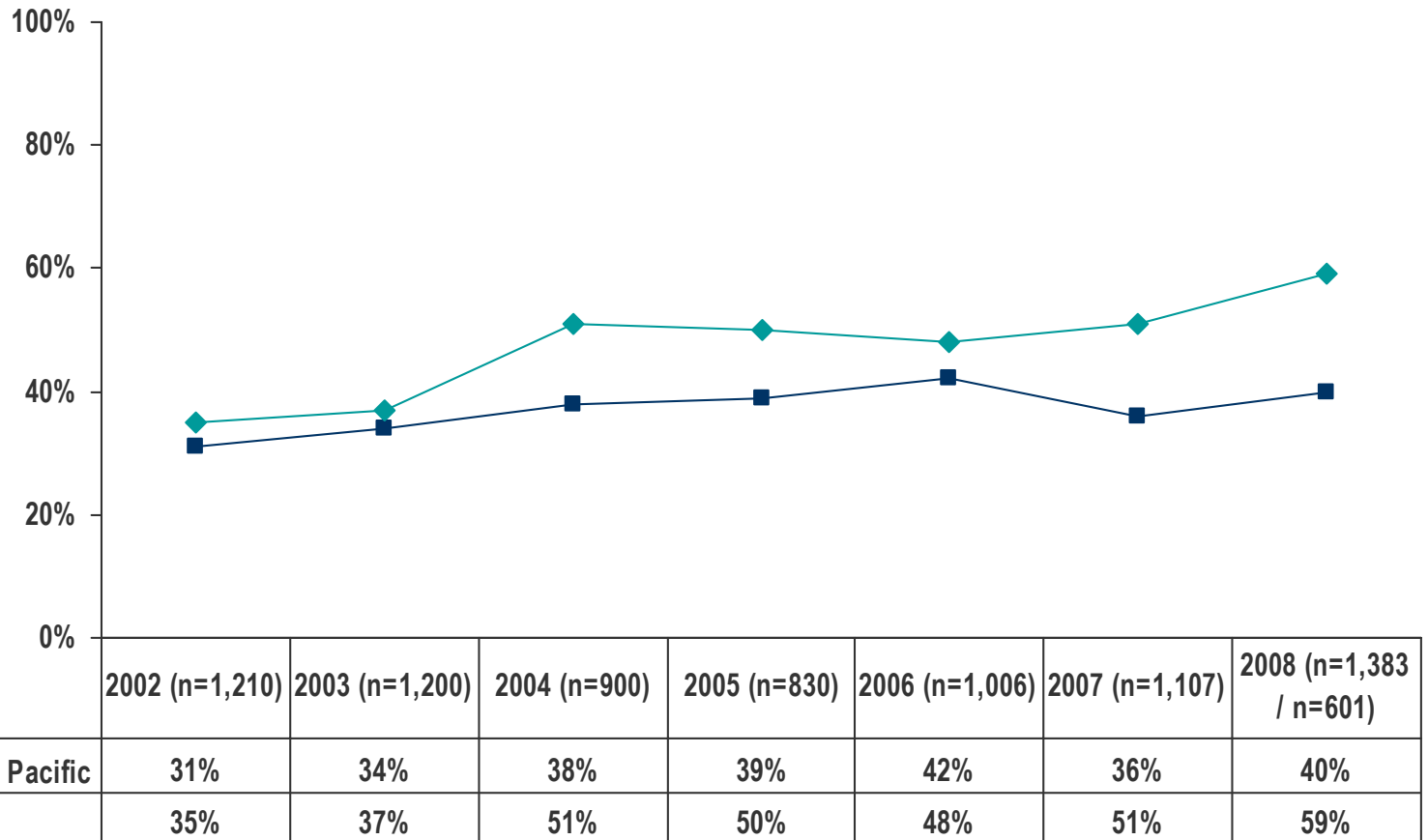
# Unaided Reasons for a Unfavourable Experience with Bottle Depots (2008)

QB13. What was it about the depot you last visited that gave you an unfavourable impression of it?



# Aided Awareness of Encorp and Return-It

QE2. Have you heard of ...? How about ...?



# Summary

---

Awareness milk containers are recyclable continues to increase over time.

Still opportunity to further increase awareness (2/3 not aware for milk cartons and half for plastic jugs).

Recycling is strong and largely stable.

Still, many do not recycle on occasion, especially out of home

Bottle depots are highly recognized, well used and experiences are favourable.

Vancouver residents awareness and behaviours remain more “challenging” than elsewhere.

Awareness of Encorp is stable while recognition of Return-It milk continues to grow.



## Summary cont.

---

**Recycling is strong and largely stable.**

◆ Still, many do not recycle **on occasion**, especially **out of home**

**Bottle depots are highly recognized, well used and experiences are favourable.**

**Vancouver residents awareness and behaviours remain more “challenging” than elsewhere.**

**Awareness of Encorp is stable while recognition of Return-It continues to grow.**

