

# RCBC



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## 20 Questions on Recycling in BC

In April 2017, RCBC conducted a province-wide survey exploring attitudes towards recycling in BC. Here are some of the preliminary findings:

### Respondent Information (total participants = 304)

- Largest percentage of respondents from urban areas (46.6%), followed by suburban areas (28.5%), and then rural areas. (24.8%)  $n=298$
- Overwhelming majority (95.3%) describe themselves as being aware of recycling programs in BC. (Medium awareness = 43.7%, High awareness = 51.7%)  $n=302$
- More than three-quarters of respondents (76.7%) have access to curbside recycling collection.  $n=303$
- Majority aware of the RCBC Online Recyclepedia (76%) and the RCBC Hotline Service (71.9%). Minority aware of the RCBC Recyclepedia mobile app. (41.8%)  $n=146$

### Attitudes towards Recycling

- Vast majority of respondents (89.4%) found recycling convenient in their communities. (All cases = 14.2%, Most cases = 39.6%, Some cases = 35.6%)  $n=303$
- Most popular suggestion for increasing recycling convenience was for “one stop depots” (71.1%), followed by curbside collection (  $n= 291$
- Most requested items to add for curbside collection include plastic bags, soft plastics, “Styrofoam”, glass, and batteries.  $n=257$
- Two-thirds of respondents (66.4%) interested in what happens to materials in recycling programs.  $n=298$
- Priorities during product purchase = Durability (weighed average = 2.65) > Cost (2.61) > Convenience (2.50) > Location (2.21) > Recyclability (2.11) > Eco Fee considerations (1.63)  $n=303$

### Stewardship Programs Participation & Awareness

- Stewardship program participation (Top 5): Used beverage containers (98.0%), packaging and printed paper (95.0%), beer containers (86.0%), electronics (84.7%), household batteries (68.4%)  $n=301$
- Stewardship program participation (Bottom 5): Old thermostats (16.3%), electrical outdoor power equipment (23.6%), smoke alarms (33.2%), motor oil (38.2%), and tires (38.5%)  $n=301$
- Steward brand awareness (Top 5): Encorp Return-it (93.6%), RecycleBC (85.2%), EPRA BC (70.3%), Brewers Distributors Ltd. (65%), Medications Return (58.0%)  $n=283$
- Steward brand awareness (Bottom 5): Switch the Stat (20.9%), OPEIC (23.0%), AlarmRecycle (29.7%), MARR (36.0%), Canadian Battery Association (40.6%)  $n=283$
- Perceived ease access to stewardship program (Top 5): Beer containers, packaging and printed paper, used beverage containers, expired medication, end-of-life electronics  $n=154$
- Perceived ease of access to stewardship program (Bottom 5): Smoke alarms, thermostats, light bulbs, motor oil, large appliances  $n=154$

*A more detailed analysis will be forthcoming pending further data analysis.*