

**RRFB NOVA SCOTIA:  
2008 PUBLIC OPINION RESEARCH**

Bristol Omnifacts Research

June, 2008



## Table of Contents

---

Research Objectives.....	1
Methodology .....	1
Key Findings & Recommendations.....	2
Detailed Results.....	4
CURRENT PARTICIPATION.....	4
Overall Recycling .....	4
Beverage Container Program.....	5
Returns to Enviro-Depots.....	6
Composting.....	7
Clear Bags for Garbage .....	9
AWARENESS, REPUTATION AND BRANDING .....	12
Beverage Container Program.....	12
Enviro-Depots .....	13
RRFB Nova Scotia .....	14
LOOKING AHEAD.....	16
Information Sources .....	16
Industry Participation, New Programs & Fees.....	17
Focus Group Summary.....	20
Evaluation of Households .....	20
Evaluation of Nova Scotia .....	21
Knowledge and Increasing Participation .....	22
RRFB Nova Scotia Awareness, Reputation and Identity.....	23

## Research Objectives

---

Research objectives for the 2008 public opinion study included:

- Measuring Nova Scotians' awareness, attitudes and behaviour regarding the "4Rs: Reduce, Reuse, Recycle, Recovery" and composting;
- Assess public awareness, knowledge and attitudes regarding RRFB Nova Scotia and its work;
- Assess Nova Scotians' attitudes about industry's and the public's roles and responsibilities regarding environmental stewardship -- and environmental fees; and
- Gather quantitative data that will help inform RRFB Nova Scotia's corporate reputation/communications planning, as well as its re-branding strategy.

## Methodology

---

Bristol Omnifacts Research conducted a 15-minute telephone survey with 700 adult Nova Scotians between June 7<sup>th</sup> and June 19<sup>th</sup>, 2008 for a margin of error of  $\pm 3.7$ <sup>1</sup> at a 95% confidence level. A stratified regional sample was drawn to ensure geographic representation across the province. A second stage of sample selection screened households for the adult in the household who was the next person to celebrate a birthday.

Gender distribution was observed and data was weighted by age to account for typical underrepresentation from the younger demographic. Seven respondents who refused to provide their age are not included in the final data tables, bringing the total to 693 surveys. RRFB Nova Scotia's seven waste-resource management regions were collapsed into the following four geographic areas:

- Cape Breton;
- Northern & Eastern parts of the province;
- Halifax Regional Municipality (HRM); and
- Valley, South Shore and Western parts of the province.

Following data collection, four focus groups were held with adults aged 25 to 54 across the province between June 23<sup>rd</sup> and June 26<sup>th</sup> 2008. One group was held in each of the following communities: Halifax, Yarmouth, Kentville, and Sydney.

---

<sup>1</sup> These calculations assume the situation of maximum probability ( $p = .5$ ) and minimum variability in the survey results. As probability approaches 0 or 1, the level of precision will improve; in cases where variability is greater, a lower level of precision will be accepted.



## Key Findings & Recommendations

---

**The majority of Nova Scotians are engaged in recycling and composting.** 91% always recycle, 76% always compost, and 63% always return their beverage containers to an ENVIRO-DEPOT™. Most households ensure that beverage containers that are not returned directly to an ENVIRO-DEPOT™ make their way into the recycling stream through other means. Sorting waste and using green bins for organics have become the norm in most Nova Scotian homes. However, this does not necessarily mean that they are all participating in recycling and composting programs correctly.

**Knowledge about recycling programs is more “good” than “excellent”.** In total only about one-third of Nova Scotians gave themselves a score of “excellent” while over half gave themselves a score of “good” for their knowledge of the beverage container program specifically. During focus group discussions about other aspects of recycling programs, people’s knowledge of the programs was sometimes questioned by other participants. In some cases, people realized that they had been doing something wrong for years. Because rules and guidelines have changed over time, and vary by municipality, a detailed refresher on “what goes where” would bolster personal confidence and compliance.

**Existing means of receiving information about recycling and composting are preferred.** Most Nova Scotians are currently receiving information from municipal flyers and information sheets, and prefer this means above all others. However, given the previous finding, the content of these materials needs to be reviewed and improved. Focus group participants clarified that they wanted more comprehensive and detailed information on their information sheet/flyer.

**Users of clear bags for garbage are more supportive of them than non-users.** Support for the use of clear bags for garbage is 81% for users and 50% for non-users (overall average of 63% across Nova Scotia). Keeping with this logic, introducing clear bags across the province (making everyone a user) has the potential to improve the overall support.

**Awareness and evaluations of Enviro-Depots are positive.** 87% of Nova Scotians mentioned Enviro-Depots or the name of their local depot as the place to return their bottles. Up to 80% of the population visit an ENVIRO-DEPOT™ to return their beverage containers. There is an opportunity to cross-promote additional items that can be returned to an ENVIRO-DEPOT™ either in conjunction with the beverage container recycling program promotion or on-site.

**There are limits on the number and types of things people will recycle.** Focus group discussions surrounding how much people will do led to a discussion on the results of asking too much of residents. Specifically, dumping in unauthorized areas and road-side litter seem to be increasing, which people attribute directly to an increase in waste restrictions. Most people were genuinely willing to participate, but wanted to see more positive reinforcement for their recycling efforts, and see penalties for those who break the rules. Showing tangible results of recycling efforts is an example of reinforcing the positive. This could mean seeing an investment that has been made with the money from the Deposit-Refund Program.



**Some regional and age differences were observed.** The largest effort to improve overall knowledge and participation in recycling and composting programs should pay particular attention to the area of HRM and to Nova Scotians aged 18 to 34 where scores are lower.

**Awareness of RRFB Nova Scotia is mostly limited to the presence of the logo on information sheets.** Only a small portion of the population (5%) named RRFB Nova Scotia as one of the organizations/groups responsible for recycling programs in Nova Scotia without any assistance. With a little help, 39% have some awareness of the brand. However, over half of those with awareness were unable to link it to any specific activities or programs. Upon prompting, focus group participants recalled perhaps seeing RRFB Nova Scotia's logo on municipal flyers and information sheets but being unaware of the organization. To be recognized and understood, RRFB Nova Scotia must enhance and expand its current communications and advertising initiatives.

**RRFB Nova Scotia's reputation is largely neutral.** Focus group participants were unable to provide any perceptions of RRFB Nova Scotia other than observing that the name is unclear. Because knowledge of the existing name is not strong, rebranding initiatives should be easier. In the focus groups, there was no association – positive, neutral or negative – of RRFB Nova Scotia to specific recycling programs.

**A new name for RRFB Nova Scotia should be clear, action-oriented, and focused on the positive.** Names that included “recycle” and “recovery” were stronger than names including the word “waste”. Including “Nova Scotia” in the name gives a sense of uniformity and ownership.

**There is a demand for industry and business to become more accountable and engaged in provincial recycling and waste reduction programs.** Focus group participants clearly want the business sector to step up and take a much larger role in the 3R's, from sorting their own waste (and their customers'), to using recyclable packaging and reducing packaging. In their opinion, this needs to be legislated and enforced, and is the responsibility of government.



## Detailed Results

---

The following section of the report outlines the results of each question asked in the quantitative survey questionnaire. The results are organized into three sections:

- Current Participation;
- Awareness, Reputation and Branding; and,
- Looking Ahead.

Throughout this report, graphic representations are used to depict overall data results. Notable differences across age, gender and geographic region are included in the accompanying text. Cross-tabulated data tables by each of these three independent variables are included as appendices to the report.

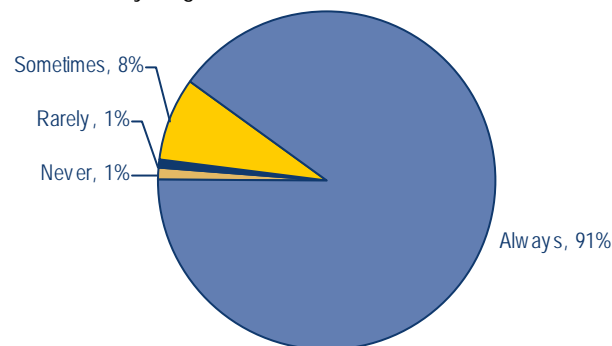
For some results, a subset of the population is used. Subsets are used when a respondent must meet one or more qualifying criteria before he/she can be asked a question. For example, only respondents who participate in recycling are asked about the materials they recycle. For specific details on the qualifications required for inclusion in the subset, please refer to the survey questionnaire (included as an appendix).

### CURRENT PARTICIPATION

#### Overall Recycling

Overall, there seems to be high levels of participation in recycling across Nova Scotia. Approximately 9 in 10 Nova Scotians (or 91%) say that, at the current time, their household “always” recycles. This rate is lower in the HRM region when compared to the other regions, with 85% describing their participation this way and 12% indicating that they “sometimes” recycle (the average rate for the other regions is 94-95%). Younger Nova Scotians (ages 18-35 years old) are also less likely to be loyal recyclers, with only 78% “always” recycling. This suggests that efforts to improve overall provincial participation should be focussed toward Nova Scotians under the age of 35 and in the area of HRM for the greatest impact.

Figure 1. Frequency of household recycling



When asked to list the types of materials that households recycle, the most commonly named materials were beverage containers, with 94% of Nova Scotians indicating that they recycle these containers. Residents of the Eastern and Northern regions were less likely to mention recycling their beverage containers (86%), while all (100%) of Cape Bretoners mentioned beverage containers as one of the items they recycle. Newspapers were mentioned by more than two-thirds of Nova Scotians as being one of the things that their household recycles; this number was higher for females (76%) compared to males (57%) and in Eastern/Northern and HRM regions (74% and 71%). Plastics were mentioned by 48% of Nova Scotians and paper products were mentioned by 46%. *(Note that participants were not prompted; percentages represent top-of-mind, unaided mentions)*

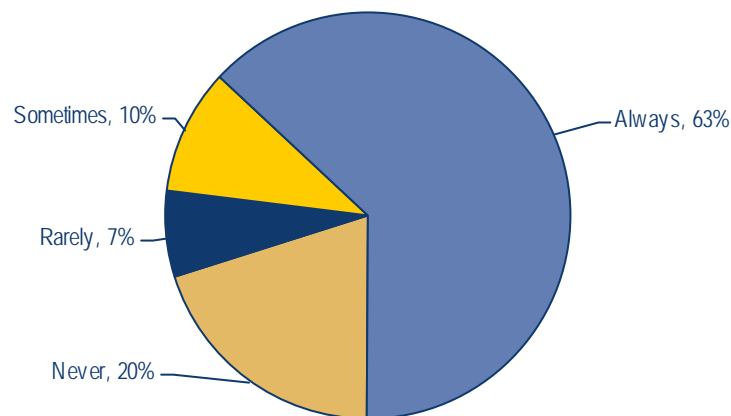
Regional differences in program availability certainly contribute to the variation in participation, but localized promotional activities to educate residents on the types of items that can be recycled may need to be considered where programs exist, yet participation is low.

Not included in the following figure are electronics products, which were mentioned by 3% of the overall population who recycles. Younger Nova Scotians (18-35 years old) were more likely to be recycling these products, with 12% mentioning it compared 3-4% of the older age categories.

## Beverage Container Program

Almost two-thirds (63%) of Nova Scotians always take their beverage containers to an ENVIRO-DEPOT™ for recycling, while one-fifth (20%) never return them and 7% rarely do so. Participation is lower in HRM, with 30% never returning their bottles to an ENVIRO-DEPOT™. Females are less likely than males to always return their beverage containers (59% vs 68%) and younger Nova Scotians are less likely (50% for 18-34 age category) than older Nova Scotians (65% for 35-54 age group; 63% for 55+ age group) to always return their containers.

Figure 2. Frequency of returning beverage containers to an ENVIRO-DEPOT™ for recycling



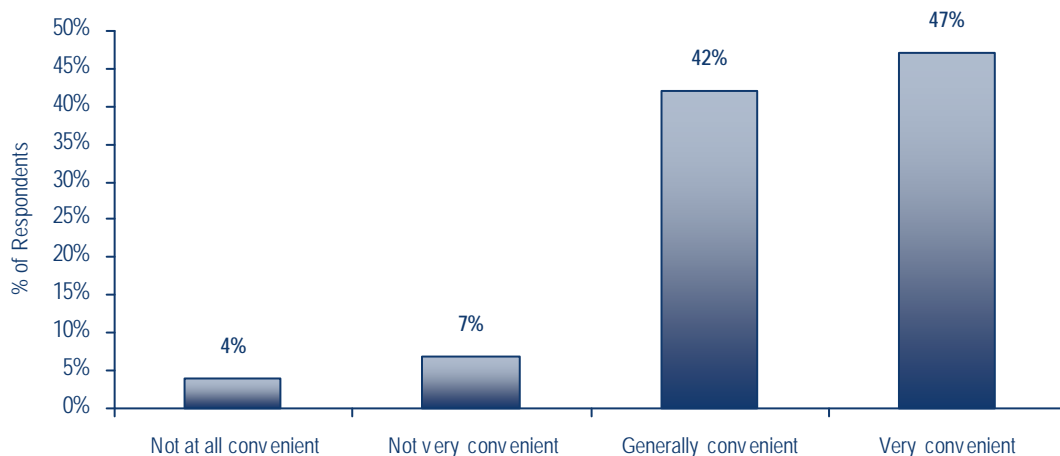
When the 27% of Nova Scotians who never or rarely return their beverage containers were asked about their reasons, the following explanations were cited:

- 48% give their containers away or to a charity
- 15% do not have many recyclables
- 10% say that curbside recycling is easier
- 9% say that it costs too much to travel to the depot and/or it is too far away
- 5% say it is too much of a hassle
- 6% could not give a particular reason

These responses suggest that the majority of those who rarely or never return their bottles to Enviro-Depots are still facilitating return through another means, whether it be through a third party (a charity or other individual/group) or through curbside recycling programs.

All respondents were asked to rate the convenience of the beverage container recycling program. Overall, 89% gave at least a satisfactory rating of the program, with 47% calling it “very convenient”. Regionally, 15% of residents of the Eastern/Northern area and 14% of the HRM area residents rated the program less than satisfactory (“not very” or “not at all” convenient). Six percent (6%) of the residents from the other regions gave this low evaluation. There are no notable or large differences in ratings of convenience across age or gender. While the magnitude of the lower ratings of convenience is not substantial overall, the regional differences suggest opportunities to improve the program in HRM and Eastern/Northern areas of the province.

**Figure 3.** Convenience of participation in the beverage container recycling program



## Returns to Enviro-Depots

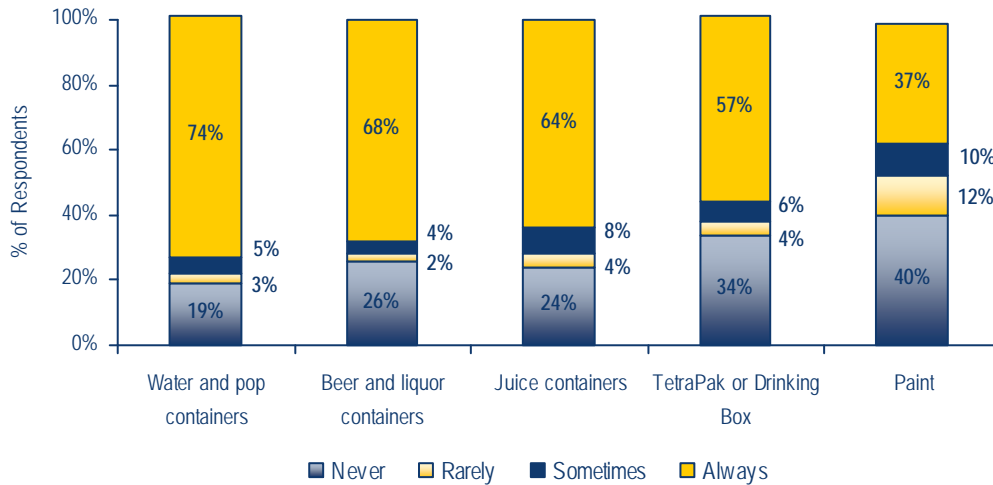
Seventy-four percent of the residents of Nova Scotia report always returning water and pop containers to Enviro-Depots, and 68% always return beer and liquor containers. About two-thirds always return their juice containers, and just over half return TetraPak drinking boxes. Return of paint is dramatically lower, with 40% saying that they “never” return paint to an ENVIRO-DEPOT™.





Note that a response of “never” may be interpreted to mean that these products are being recycled in another way (such as in a curbside blue bag, given to a charity), that they may not be recycled at all, or the household may not purchase these products (and therefore not have a need to return them).

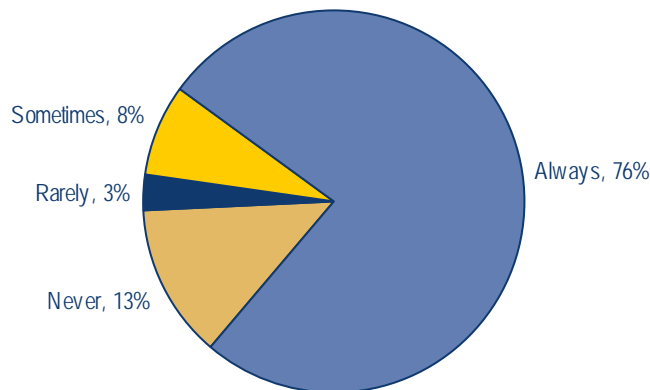
Figure 4. Frequency of returning various items to an ENVIRO-DEPOT™



## Composting

Over three-quarters of Nova Scotians indicated that they always compost their food and yard waste, as shown in the following figure. Participation in composting is stronger for females than males; 80% of females always compost compared to 71% of males. The younger demographic (18-34) are also less likely to ‘always’ compost (65%) while Valley, South Shore and Western parts of the province are more likely than others to ‘always’ participate (83%).

Figure 5. Frequency of composting food and yard waste

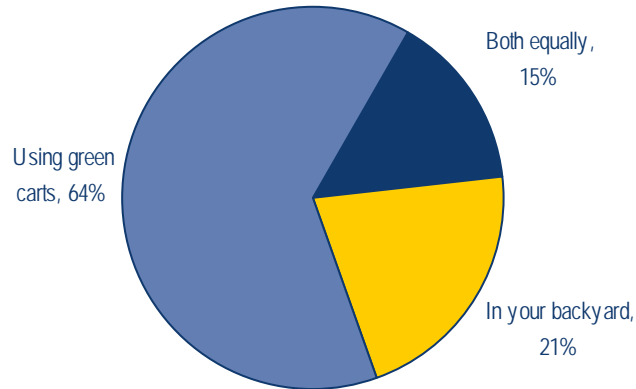


The most common primary method of composting for those who compost is green carts with 79% of Nova Scotian households, either solely using green carts or using green carts in conjunction with



backyard composting. A total of 36% use backyard composters either alone or equally with green carts. Less than 1% of the population mentioned other approaches to composting, including Bio-solo bags, feeding their waste to animals, and using a container under their sink (which presumably would be transferred to another location). Given the nature of housing in HRM, it is not surprising that the region is less likely to be using backyard compost piles as their primary means of composting (31%), and are more likely to be users of green bins (89%). Females and younger Nova Scotians (18-34) are also more likely to lean toward green bins.

Figure 6. Primary method of household composting

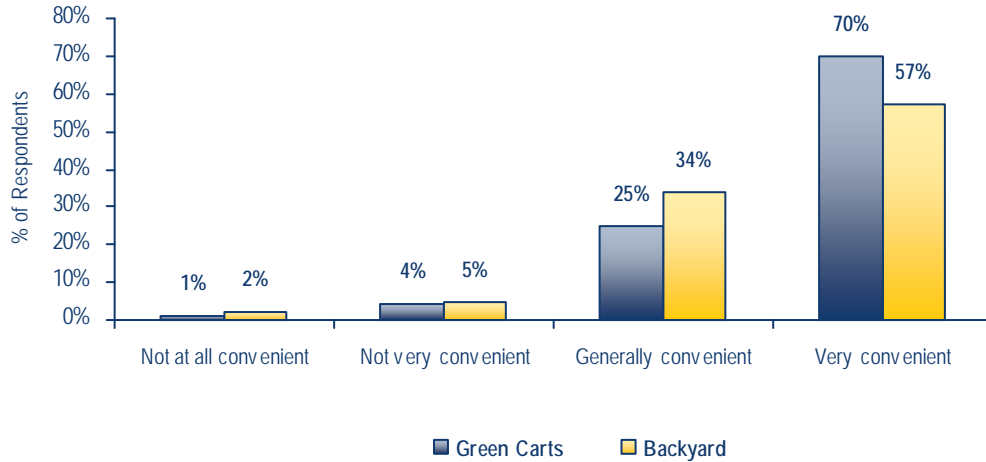


Users of each method rated the convenience of their method (those who use both equally rated both). As the following figure depicts, neither one was evaluated as more inconvenient than the other. However, green cart composting was more likely than backyard composting to be evaluated as a “very convenient” method.

Females rated the convenience of green carts more favourably than males with 72% of females and 66% of males calling it “very convenient”. Regionally, ratings of “very convenient” in Eastern/Northern and Cape Breton were higher (80% and 73%, respectively) than in HRM and Valley/South Shore/Western parts of the province (67% and 65%, respectively).



Figure 7. Convenience of composting methods



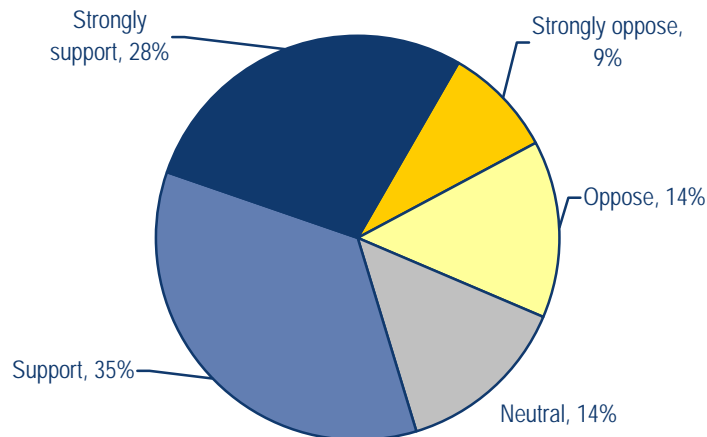
### Clear Bags for Garbage

According to the survey, 43% of Nova Scotians believe they live in communities that require the use of clear bags for garbage. The geographic variation in requirements across the province is evident in the responses to this question by region.

- Valley/South Shore/Western: 69% of the population live in communities that require clear bags
- Eastern/Northern: 61% require clear bags
- Cape Breton: 34% require clear bags
- Area of HRM: 15% require clear bags

There were no differences in response to this question by gender, but there are differences across age categories where 33% of the 18-34 age group and 45% of the 55 and over age group believe that clear bags are required by their communities.

Figure 8. Support of mandatory use of clear bags for garbage

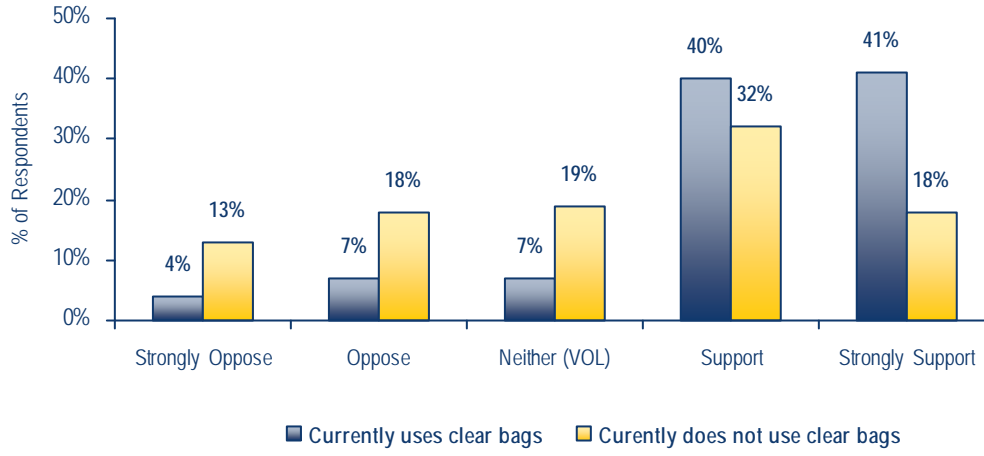


Looking at the overall support of and opposition of the mandatory use of clear bags for garbage, 23% of Nova Scotians oppose or strongly oppose the idea, 14% are neutral on the issue, and 63% support or strongly support the use of clear bags.

As the following figure demonstrates, support varies between those who are currently participating in the program and those who are not. For example, of those whose communities require clear bags, 81% are supportive and 11% oppose the program. For those who are not required to use clear bags, support falls to 50% and opposition is 31%. There is only a slight bit more opposition from the younger age category (18-34) with 29% opposing the program, and regional differences mirror the differences in existing participation in the program.



Figure 9. Support of mandatory use of clear bags for garbage

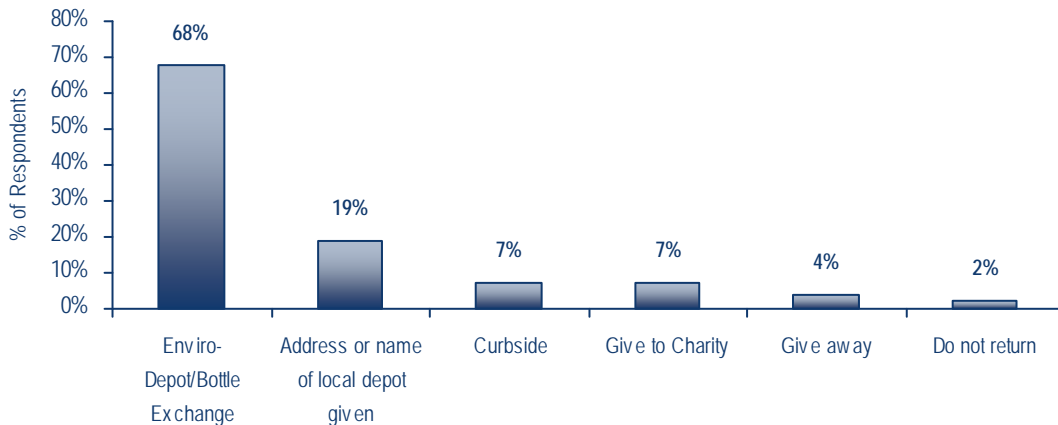


## AWARENESS, REPUTATION AND BRANDING

### Beverage Container Program

Prior to being asked specific questions or naming either RRFB Nova Scotia or Enviro-Depots, respondents were asked where they go to return their beverage containers for a refund. Just more than two-thirds were able to identify Enviro-Depots/Bottle Exchanges, and 19% gave either an address or the name of a local depot, for a total of 87% who could identify a location to return their beverage containers for a refund. Awareness of Enviro-Depots/Bottle Exchanges is lower in HRM (62%) and highest in Eastern/Northern (76%) and Cape Breton (73%). Residents in Valley/South Shore/Western parts of the province were more likely than other areas to give the name or address of their depot. (Note that multiple responses were accepted for this question.)

Figure 10. Location for returning beverage containers for refund



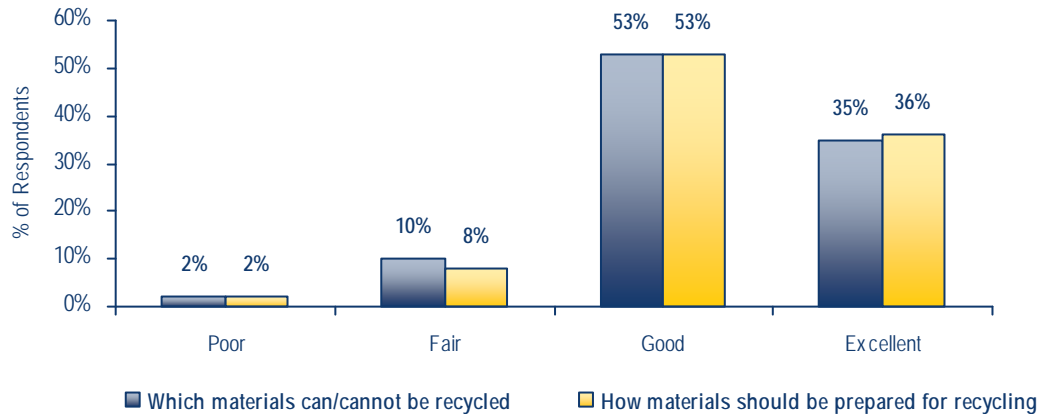
A large majority of Nova Scotians (88-89%) say that their knowledge of the beverage container recycling program is “good” or “excellent”, both in terms of what can and cannot be recycled and how the materials should be prepared for recycling. However, only about one-third feel confident enough in their knowledge of the program to give themselves a score of “excellent”. (See figure 11 on the following page.)

Residents in Eastern/Northern and Cape Breton regions feel the most confident in knowing what can/cannot be recycled (43% and 39% giving scores of “excellent” respectively). Females were also more likely to feel their knowledge is excellent (42%) compared to males (27%) about what can/cannot be recycled.

The story is similar for knowledge of how to prepare beverage containers for recycling. Females are, again, more confident than males (42% of females saying “excellent” versus 30% of males giving the same assessment), and Cape Bretoners feel more confident in their knowledge than other regions.



**Figure 11.** Rating their understanding of the beverage container recycling program in terms of knowing: which beverage containers can and cannot be recycled and how beverage containers should be prepared for recycling



## Enviro-Depots

After being given a brief overview of Enviro-Depots, all respondents were asked to score their local depot on a 10-point scale for five attributes: location, hours of operation, materials they accept, neatness/ cleanliness and customer service. Despite being given a description, 12% to 19% of respondents were unable to give ratings for the attributes, likely because those people do not often visit an ENVIRO-DEPOT™. Specifically, the proportions of “don’t know” responses were:

- Location – 12%
- Hours of operation – 19%
- Materials they accept – 16%
- Neatness and cleanliness – 18%
- Customer service – 15%

The mean scores in the figure on the following page are for those who gave an evaluation for that attribute. Overall, the Enviro-Depots scored best on customer service and lowest on neatness and cleanliness, although the range of scores is within one point and the variations across the regions are also small as shown in Figures 12 and 13. To look at the magnitude of this one-point difference in another way, 23% of all respondents gave a score of 10 out of 10 on neatness and cleanliness, but 43% gave the same score for customer service. The proportion of respondents who gave perfect scores for the other three attributes varied only slightly from 36% to 39%.



Figure 12. Ratings for Enviro-Depots Overall

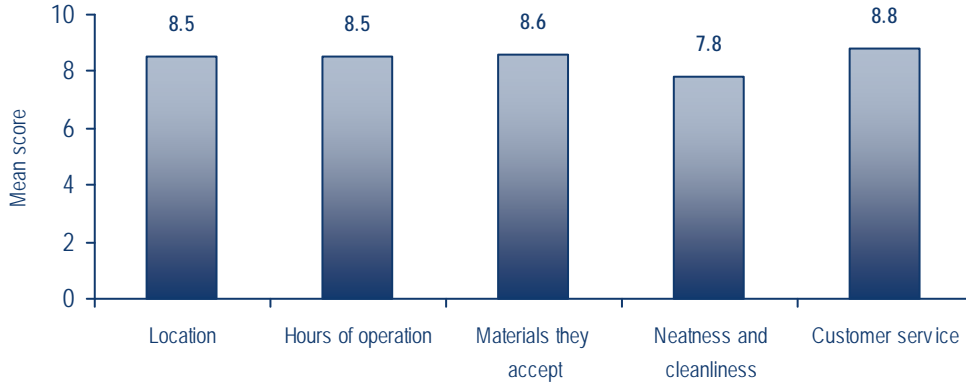
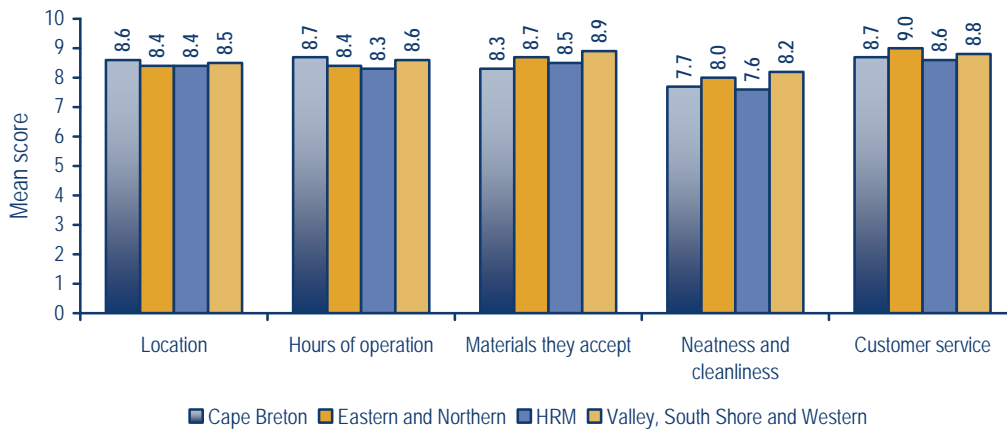


Figure 13. Ratings for Enviro-Depots by Region



## RRFB Nova Scotia

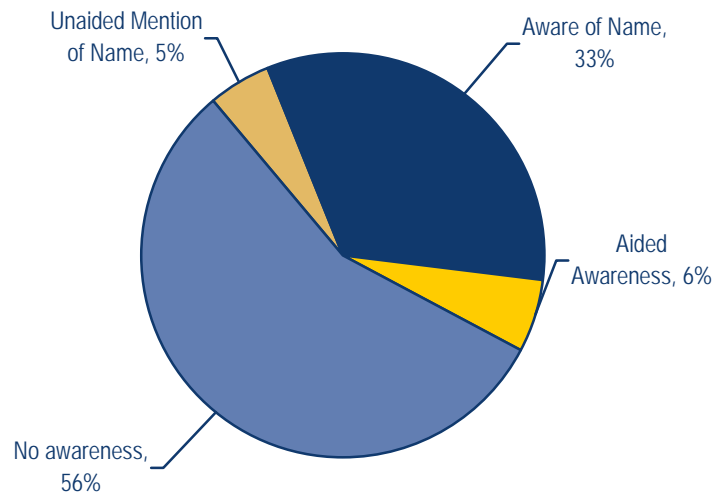
When asked which organizations, if any, are responsible for recycling programs on a province-wide basis, 70% could not name any, 10% mentioned their regional municipality and 8% mentioned the provincial government. A total of 5% mentioned RRFB Nova Scotia and/or Resource Recovery Fund Board Nova Scotia by name, which is not far from Environment Canada, Waste Check/Waste Management, and the Nova Scotia Department of the Environment, which were each mentioned by 2%.

When asked if they recalled seeing or hearing “anything about an organization called RRFB Nova Scotia or the Resource Recovery Fund Board”, 33% of the population had some awareness. Those who were still unaware of RRFB Nova Scotia were provided with a brief description of the organization to aid their memory. As a result of the description, another 6% indicated that they had indeed heard of the company. Figure 14 on the next page shows the levels of recall.





Figure 14. Awareness of RRFB Nova Scotia



Of the 44% of Nova Scotians who are aware of RRFB Nova Scotia, over half of them (56%) were unable to identify the sorts of programs or activities that RRFB Nova Scotia participates in and/or funds. The activities that were mentioned by those with some level of awareness most often included:

- Operating recycling programs (10%)
- Operating Enviro-Depots/Recycling centres (9%)
- Public education and awareness (8%)
- Fund recycling programs/municipal programs (7%)
- Electronic/E-Waste program (7%)

Areas such as tire recycling, green carts, paint recycling, hazardous waste and “working with municipalities to promote recycling” were mentioned by a handful of people (4% or less of those with awareness; or 2% or less of the population).



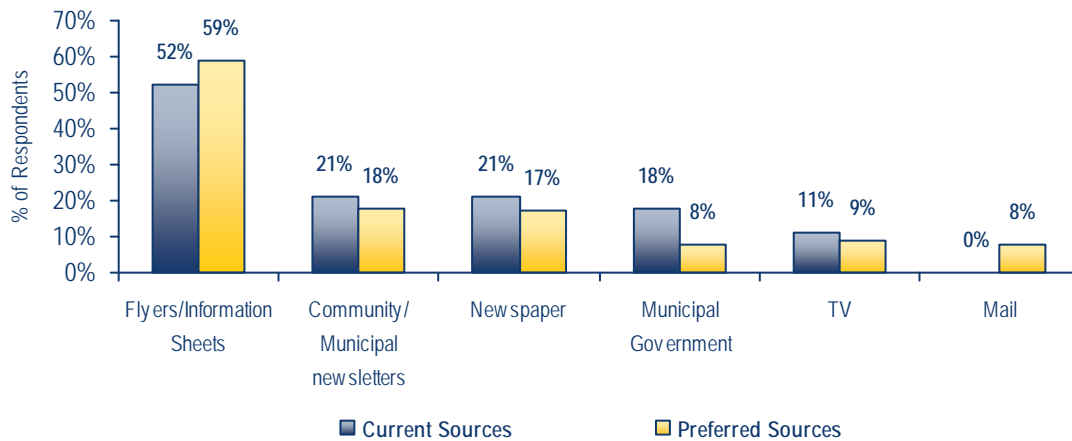
## LOOKING AHEAD

### Information Sources

At the present time, Nova Scotians indicated that they are primarily receiving their information about household recycling and composting from flyers and information sheets. About 20% of Nova Scotians are acquiring their information from community and municipal newsletters and from the newspaper. In terms of regional differences, 14% of Nova Scotians from the Valley/South Shore/Western parts of the province are more likely to mention relying on calendars (1% for Cape Breton), word-of-mouth and radio are mentioned more often in Cape Breton (11% and 10%, respectively), community/municipal newsletters are more common in Eastern/Northern (33%), and residents of Cape Breton and HRM are currently more likely to look to their TV for information (17% and 16%, respectively).

Looking ahead, these sources were also mentioned as the preferred means of receiving information about recycling and composting, indicating that there is no major demand for changes to the ways messages are communicated.

**Figure 15.** Top 6 current and preferred sources of information about household recycling and composting (unaided mentions)



Should it be feasible to tailor communications regionally, the following grid highlights the top preferences for information on recycling and composting in each region:

Cape Breton	Eastern/Northern	HRM	Valley/South Shore/Western
Flyer/information sheets (60%)	Flyer/information sheets (59%)	Flyer/information sheets (57%)	Flyer/information sheets (60%)
Newspaper (28%)	Community/municipal newsletters (21%)	Community/municipal newsletters (16%)	Community/municipal newsletters (19%)
TV (13%)	Newspaper (16%)	Newspaper (15%)	Newspaper (15%)
Mail (13%)	TV (11%)	Internet/ Websites (13%)	Calendars (9%)
Community/municipal newsletters (12%)	Municipal government (11%)	TV (10%)	Municipal government (8%)



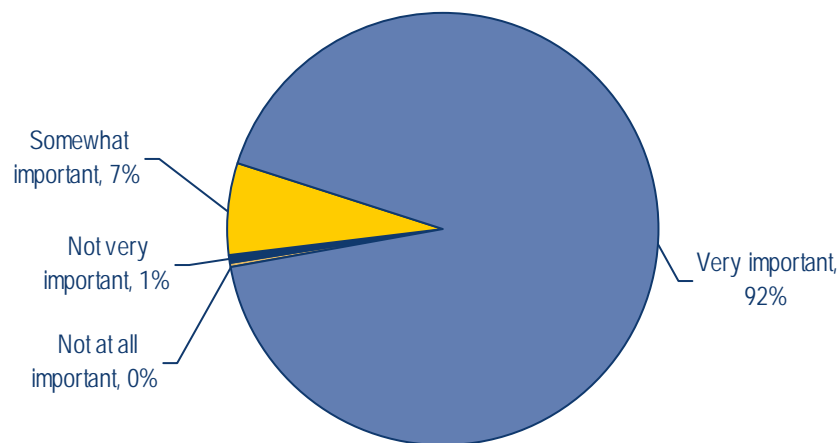
## Industry Participation, New Programs & Fees

Respondents were given the following information before being asked about the importance of industry contributing to waste management:

“At the present time, the provincial government has signed agreements with several industries in Nova Scotia including the paint, electronics and beverage industries to develop programs to recycle their products.”

A total of 92% of Nova Scotians feel it is very important that industry contributes toward waste management.

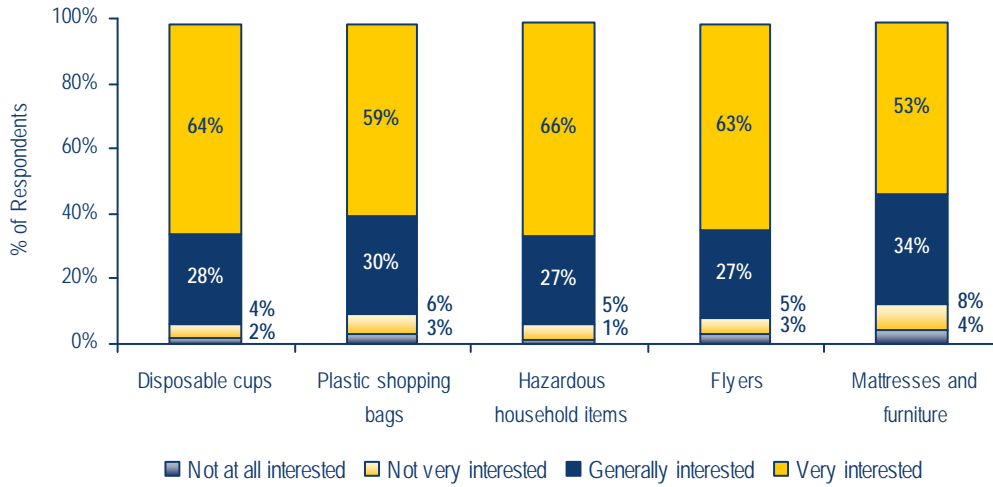
**Figure 16.** Importance of industry contributions to the management of waste



Participants were then told that “the province is working with various industries to create new programs to reduce waste in Nova Scotia”. Interest in new waste management programs for five categories of materials, including: a) disposable cups, b) plastic shopping bags, c) hazardous household items (in the survey, this was read as “household items like pesticides, used oil containers and filters, flammable materials and used medications”), d) flyers, and mattresses, and e) furniture, was then gauged. Interest in all programs was quite high.

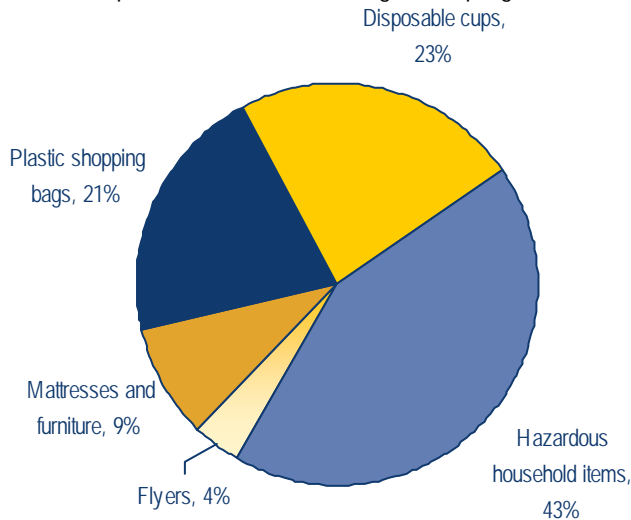


Figure 17. Interest in new waste management programs



Of the five categories, hazardous household items (“household items like pesticides, used oil containers and filters, flammable materials and used medications”) were put at the top of the list by the largest group of Nova Scotians (43%). Disposable cups such as coffee and fast-food cups and plastic shopping bags were deemed “most important” by 23% and 21%, respectively. Regionally, disposable cups received more attention in Cape Breton (35%) than other regions (20-23%).

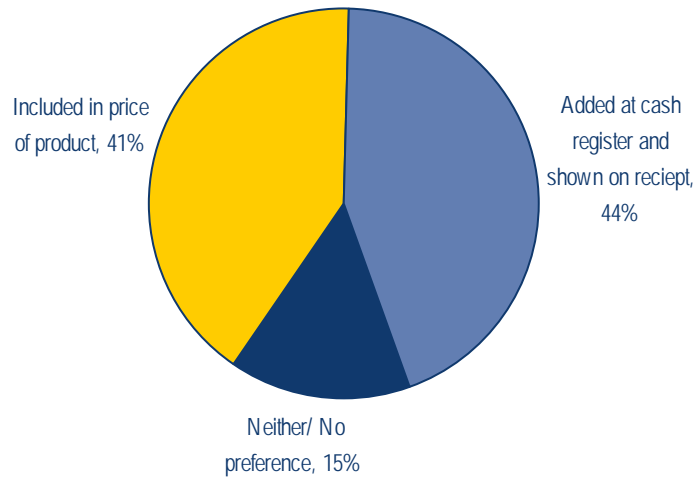
Figure 18. Prioritizing: The most important new waste management program



Looking ahead to the possibility of incorporating an environmental fee into a new recycling program for industry, Nova Scotians are split on whether it should be included in the price of the product or if it should be added separately at the cash register. Regional, gender and age differences for this question are not sizeable enough to draw significant conclusions.



Figure 19. Preference for environmental fee



## Focus Group Summary

---

The following section summarizes the main results of the four focus group sessions that occurred across the province. Groups were held on the following dates in the following locations:

- Halifax: Monday, June 23<sup>rd</sup> (9 participants)
- Yarmouth: Tuesday, June 24<sup>th</sup> (5 participants)
- Kentville: Tuesday, June 24<sup>th</sup> (9 participants)
- Sydney: Thursday, June 26<sup>th</sup> (10 participants)

These discussions added context and depth to the survey results previously outlined.

The conversation began by defining the “3R’s”, which most participants could do with a fair degree of ease. “Composting” was added to the 3R’s as the main topic of conversation. Throughout the groups, the term “recycling” was often used to describe these activities.

### Evaluation of Households

Participants gave relatively positive evaluations of how their households were doing in terms of the 3R’s. The following table summarizes the number of people who gave various scores:

<i>Score out of 10</i>	<b>Halifax</b>	<b>Yarmouth</b>	<b>Kentville</b>	<b>Sydney</b>
<b>9 or 10</b>	1	0	1	3
<b>7 or 8</b>	6	3	7	7
<b>6 or lower</b>	2	2	1	0

While scores were relatively high, most felt that there were times they slipped and that their score wasn’t higher because: 1) they weren’t always sure if they were recycling all the things they should or if they were doing it the proper way; 2) they knew that other family members were not participating fully; 3) they felt there were more opportunities to reduce their consumption and recycle more products; 4) it was inconvenient.

There was much debate among participants about whether various items are recyclable or not. During the discussion, some people who had given themselves high scores and felt confident in their knowledge of their local recycling program were given new information from fellow participants. For example, some noted that tops must be removed from beverage containers while others were unaware, some mentioned that they put Tim Hortons coffee cups in their recycling bag while others said they put them in the garbage, and some thought they had to pay to drop off their old electronics. They recognized that there are municipal differences which only added to the confusion. As a result of these debates, some people realized they were doing some things wrong and felt their scores should be lowered.

A number of people noted that the residents of their household do not all participate equally in the 3R’s. In these households, there is typically one person who corrects the activities of others by resorting garbage, or who serves as the household information-source for “what goes where”.



Despite having an “expert”, they realized that there were still things that slipped by them and may end up in the garbage rather than in a blue bag.

Participants felt that by doing things like driving, reducing energy consumption, and purchasing products with materials that cannot be recycled, they are not doing all that they can to reduce their consumption. There is some frustration about the limits on the types of materials that can be recycled in some regions (i.e. only plastics with #1 and #2 can be recycled in Halifax). They also place some of the responsibility on manufacturers to provide packaging that can be recycled.

One barrier that was also a major discussion point for all groups was convenience, especially for those who gave themselves lower scores. For renters and small-home owners especially, scheduling often means keeping household recyclables inside their living space (often in a closet) for up to 2 weeks, which – even if recyclables are clean – usually leads to an unfavourable odour. It is also inconvenient for these individuals to gather enough beverage containers to make a trip to their local ENVIRO-DEPOT™ worth their effort. Those who live in small spaces also expressed concern about the number of different bins and bags needed for sorting. Others discussed the strict requirements on the size of wood and cardboard bundles as requiring extra effort. Several participants were also landlords or owners of apartments, and mentioned the challenges they have with getting their tenants to comply with the rules. One owner mentioned that she pays more for the removal of blue bags than black bags, so there is no incentive for her to increase compliance.

All groups talked about the added effort they were putting into sorting and preparing their waste. Participants in Kentville in particular talked about being close to reaching a breaking point with their waste handling requirements. Across groups, participants noted reasons for or examples of garbage being rejected and left by the side of the road; this lead to both embarrassment (of neighbours thinking they are not recycling) and inconvenience (needing to re-sort and wait another two weeks to put it out). People felt they were being punished for what they deemed to be little things (green bin being too heavy, bundle of sticks a few inches too long) although they were genuinely trying their best. The repercussions of rules getting more strict have been evidenced by some participants; unidentified garbage bags (which presumably belong to neighbours) being added to their own curbside garbage, bags being tossed along secluded roads (mentioned specifically in Cape Breton), and wayward bags being put into business-owned bins/dumpsters.

## Evaluation of Nova Scotia

Participants were also asked to evaluate how Nova Scotia is doing overall in regards to waste management in the context of the rest of Canada. The following table summarizes the number of people who gave various scores:

<i>Score out of 10</i>	Halifax	Yarmouth	Kentville	Sydney
<b>9 or 10</b>	4	3	1	0
<b>7 or 8</b>	4	1	3	4
<b>6 or lower</b>	1	1	5	6

Opinions were largely that Nova Scotia is doing better than places such as Alberta where there are no recycling programs, but not as good as places like southern Ontario and PEI who have had



comprehensive programs for some time. The major barriers to giving Nova Scotia higher scores were: 1) inconsistency of programs between municipalities, 2) litter/garbage in public spaces; and 3) businesses not being forced to participate.

Looking inside the province, common opinion is that HRM is less strict than other parts of the province, which brings the average score down. Also, visual evidence of garbage along the sides of highways and on secluded roads suggests that there are still people who are not participating, which brings down the average score. Perceived lack of contribution from businesses and industry also prevented people from giving higher scores. For example, people mentioned not seeing sorting bins at restaurants and other public places, and office buildings not being forced to recycle. People are concerned that their personal and household contributions are in vain when they take into account the volume of waste that is still going to landfills from businesses.

## Knowledge and Increasing Participation

As previously mentioned, most people think they are generally doing a pretty good job with the 3Rs; they adhere to the rules of sorting and number/type of bags, they compost the majority of their food and yard waste (items such as fish, chicken and meat are sometimes disposed of in a black bag due to smell and the attraction of insects), and many mentioned using cloth or reusable shopping bags rather than plastic bags, yet they acknowledge that they may not know for sure how to handle some items. Batteries are an example of a product that is commonly incorrectly disposed-of.

Suggested methods of providing information echoed the findings from the survey, with the majority preferring the existing information sheets they receive from their municipality. However, they see an opportunity to also provide more detailed information as a supplement to this piece. Other suggestions included short PSAs on television and radio to “remind” people of how to recycle items and provide quick and helpful tips, and advertising directly on products (such as a color-coded stickers that identify how to dispose of the material – blue for blue bags, etc).

Participants were asked for possible explanations for a recent slight drop in beverage container returns. Suggested reasons included:

- Returning via another method (including in bluebags, donating to charity) rather than returning via an ENVIRO-DEPOT™
- Keeping for other uses (homemade beer and wine)
- Burning for heat

Many participants felt that the 10¢ deposit and 5¢ return value for beverage containers may have gained universal acceptance, thereby de-valuing the deposit. However, no participants could cite a reason to put beverage containers into the garbage rather than a blue bag at the least. Groups brainstormed ideas to increase the return rate on bottles. The following is a summarized list:

- Increase deposit and return value – concern with this is elasticity of the price and whether people would buy less product as a result of a perceived price increase (beverage industry might suffer as a result). The refund value would remain 5¢ less than the deposit price.





- Make deposit and return value equal – while they acknowledged that this option would remove a revenue stream from the program, they felt that the province should be able to fund the program from the profits they should be receiving from the sale of the returned beverage containers. The use and purpose of the 5¢ that is retained by the province is unclear overall.
- Implement a tax incentive – allow residents to claim their bottle returns on their income tax return (this would mean getting a receipt each time bottles are returned).
- Add a coloured sticker to all bottles – this would be a reminder to return the bottle, and include the value of the container.
- A scaled value for returns – depending on the number of bottles that are returned, the price would vary up to a maximum amount. Fewer bottles = lower price per bottle; more bottles = higher price per bottle. This might encourage hoarding, but may increase diligence in keeping bottles.

Participants also brainstormed on ideas to increase overall participation in the 3R's. A common theme throughout the groups was adding pressure and/or legislating businesses and industries to reduce packaging and to abide by the same level of standards set for households. Education was also key to increasing overall participation. They noted school-based education as being highly important to wide-scale and generational change of behaviour. Positive reinforcement was also preferred to punishment. However, most felt that monitoring, policing and tracking – especially of large and repeat offenders – needed to be improved overall, but not to the extent that honest and small errors would be over-penalized. The idea of clear bags was not received well in Halifax.

## **RRFB Nova Scotia Awareness, Reputation and Identity**

Of all participants across all four groups, only one person identified RRFB Nova Scotia as one of the groups responsible for the province-wide recycling programs. Most could only go so far as to say “municipal and provincial governments” and several mentioned the name of their local depot or program. When given the name, several people in each group had a vague recollection of the name as “I think their logo is on the information sheet we get from the municipality” but could not provide further information about RRFB Nova Scotia. When given the full name and a brief description, people still found it very difficult to provide any impressions or perceived reputation. Perceptions were mostly neutral with some confusion about the name. They had difficulty understanding how “fund” and “board” were incorporated into the program, which led to speculation and discussion about how the money that is collected from bottles might be used.

Four ideas for new names were considered and participants were mostly consistent in their assessments:

- Recovery Nova Scotia – more likely to be associated with addiction, gambling or health care programs than with waste and recycling.
- Recycle Nova Scotia – a focus on the positive action of recycling, but it sounds like a program rather than an organization. Also, worry that it will be interpreted to mean that there is something wrong with the province, so it needs to be recycled. The word “recycle” means more than just recycling – includes things like composting.



- Wasteless Nova Scotia – sounds like a weight-loss program (“waistless”). As one word, it seems to be promising no waste which is unreasonable. Works better as two words. Also, focuses on the waste, which feels negative.
- Waste Diversion Nova Scotia – also focuses on the negative aspect of waste rather than the positive action of recycling. It suggests more than recycling, but feels mechanical; want it to feel more aspirational.

There was a preference for “Nova Scotia” as opposed to the initials “NS”. The above feedback and direction should be considered and incorporated into a formal re-branding exercise.



## APPENDIX A: SURVEY INSTRUMENT

### **RRFB NOVA SCOTIA: 2008 PUBLIC OPINION SURVEY**

## 2008 Public Opinion Survey

French Translation Required: **No**

Data Collection Method: **Telephone**

Prize Draw: **No**

Survey Population and Sample Source: **General Population 18 years and older – 700 randomly through the province**

Weighting Required: **No**

### **TELEPHONE INTRODUCTION**

Hello, my name is \_\_\_\_\_ from Omnifacts Bristol Research a professional research firm in Atlantic Canada. Today we are conducting a survey on recycling and composting in Nova Scotia. May I please speak with the person in your household who is 18 years of age or older and whose birthday comes next?

**IF NOT AVAILABLE, ARRANGE FOR A CALL-BACK.**

**IF YES, REPEAT INTRODUCTION AND ADD:** Please be assured that we are not selling or promoting any products or services but are simply interested in your opinions. This survey will take about **15** minutes to complete depending on your answers. Do you have a few minutes to answer the questions?

Yes **CONTINUE**

No Is there a more convenient time for me to call back? **ARRANGE CALL-BACK**

**IF RESPONDENT AGREES TO CONTINUE, ADD:** This call may be monitored for quality purposes. If a respondent questions the validity of the survey, the call or our organization please state:

Omnifacts Bristol Research has been conducting research studies in Canada and abroad for 30 years. We are a Member of the Canadian Marketing Research Intelligence Association (MRIA) which is responsible for regulating marketing research practices in Canada. Omnifacts Bristol adheres very strictly to all guidelines of professionalism and privacy as outlined by the MRIA.

This study is registered with the Association. If you would like to contact the MRIA to verify the legitimacy of this research study or our company please call 1-800-554-9996 toll free and reference survey Number: 7433-0001.

**If a respondent questions the confidentiality of the information that they are providing please state the following:**

As a member of the Marketing Research Intelligence Association (MRIA) we adhere to strict standards of privacy and confidentiality. Our data is presented in aggregate form. Information will never be released to our client or any other third party in a manner that could be used in an attempt to disclose your identity.



**I would like to start with questions on recycling**

1a. Which of the following best describes how often you or others in your household currently recycle?

- Always .....1
  - Sometimes.....2
  - Rarely .....3
  - Never .....4
  - Refused (VOL).....8
  - Don't Know/Not Sure (VOL) .....9
- GO TO Q10  
GO TO Q10  
GO TO Q10

1b. What types of things does your household recycle?  
DO NOT READ LIST – PROBE AND CODE AS MANY AS APPLY

- Beverage Containers.....001
- Newspaper.....002
- Paint.....003
- Tires.....004
- Electronics .....005
- Other (Specify): \_\_\_\_\_.....006
- Refused (VOL).....998
- Don't Know/Not Sure (VOL) .....999

10. If you want a refund for recycling your beverage containers, where do you go?  
**(NOTE to Interviewer: Prompt for name of the location; Enviro-Depots and Bottle Exchanges are the same thing)**

- Enviro Depot/Bottle Exchanges.....001
  - RRFB Nova Scotia .....002
  - Other (Please Specify): \_\_\_\_\_.....003
  - Refused (VOL).....998
  - Don't Know/Not Sure (VOL) .....999
- GO TO Q11

**IF Enviro-Depot not mentioned, READ:** At present there are 84 Enviro-Depots® located throughout Nova Scotia where Nova Scotians can receive refunds for recyclable beverage containers.

11. How often do you bring beverage containers to an Enviro-Depot® for recycling?

- Always .....1
  - Sometimes.....2
  - Rarely .....3
  - Never .....4
  - Refused (VOL).....8
  - Don't Know/Not Sure (VOL) .....9
- GO TO Q2  
GO TO Q2  
GO TO Q2  
GO TO Q2  
GO TO Q2

**If no to Q11:** Is there any particular reason why you <recall Q11 response> bring beverage containers to an Enviro-Depot?

PROBE AND RECORD ANSWER VERBATIM

---



---



2. How convenient do you and others in your household find it to participate in the beverage container recycling program? Would you say overall it is...?

- Very convenient.....1
- Generally convenient.....2
- Not very convenient.....3
- Not at all convenient.....4
- It depends (VOL) .....5
- Refused (VOL).....8
- Don't Know/Not Sure (VOL) .....9

3. Would you say your understanding of the beverage container recycling program is excellent, good, only fair or poor in terms of knowing...

- a) Which materials can and cannot be recycled
- b) How materials should be prepared for recycling

- Excellent.....4
- Good.....3
- Only Fair.....2
- Poor.....1
- Don't know (VOL) .....8
- Refused (VOL).....9

12. I am going to read you a list of items and would like you to tell me if and how often you return them to an Enviro-Depot. Do you always, sometimes, rarely or never return them?

- a) Water and pop containers
- b) Beer or Liquor containers
- c) Juice cartons
- e) Paint
- f) Tetra Pak or Drinking Box containers

- Always .....1
- Sometimes.....2
- Rarely .....3
- Never .....4
- Refused (VOL).....8
- Don't Know/Not Sure (VOL) .....9

13. How would you rate your local Enviro-Depot® for each of the following areas? Please use a 10-point scale where 10 is excellent and 1 is poor (1 – 10 with a don't know option):

**ROTATE ORDER**

- a) Its location
- b) The hours of operation
- c) The materials they accept
- d) Neatness and cleanliness
- e) Customer service



**Now I would like to talk about composting**

4a. Which of the following best describes how often you or others in your household currently compost food and yard waste? Is it...? READ CHOICES

- Always .....1
  - Sometimes.....2
  - Rarely .....3
  - Never .....4
  - Refused (VOL).....8
  - Don't Know/Not Sure (VOL) .....9
- GO TO Q5a  
GO TO Q5a  
GO TO Q5a

4b. What is your household's primary method of composting? Is it... (ROTATE)

- Using green carts .....1
- In your back yard .....2
- Other (VOL): Specify \_\_\_\_\_ .....4
- Both equally (VOL) .....3
- Refused (VOL).....8
- Don't Know/Not Sure (VOL) .....9

**ASK Q4c IF "Green Carts" or "Both" in Q4b**

4c. How convenient do you and others in your household find it to participate in composting using green carts? Would you say overall it is...?

- Very convenient.....1
- Generally convenient.....2
- Not very convenient.....3
- Not at all convenient.....4
- It depends (VOL) .....5
- Refused (VOL).....8
- Don't Know/Not Sure (VOL) .....9

**ASK Q4d IF "Backyard" or "Both" in Q4b**

4d. How convenient do you and others in your household find it to participate in backyard composting? Would you say overall it is...?

- Very convenient.....1
- Generally convenient.....2
- Not very convenient.....3
- Not at all convenient.....4
- It depends (VOL) .....5
- Refused (VOL).....8
- Don't Know/Not Sure (VOL) .....9

**My next two questions are about curb side garbage pick-up.**

5a. Does your community require the use of clear bags for garbage? (IF NECESSARY: That is, for waste that is not recyclable or compostable?)

- Yes.....1
- No .....2
- Refused (VOL).....8
- Don't Know/Not Sure (VOL) .....9



5b. Which of the following best describes how strongly you support or oppose the mandatory use of clear bags for garbage? Do you...? READ CHOICES

- Strongly support .....1
- Support .....2
- Neither support nor oppose (VOL) .....3
- Oppose .....4
- Strongly oppose.....5
- Refused (VOL).....8
- Don't Know/Not Sure (VOL) .....9

6. What are your main sources of information about household recycling and composting?

DO NOT READ AND RECORD AS MANY AS APPLY; PROMPT FOR OTHERS

- Flyers/ information sheet(s) .....001
- Newspaper.....002
- Municipal Government.....003
- Local waste help-line .....004
- TV .....005
- Community/municipal newsletters .....006
- The Internet/Websites .....007
- School Children .....008
- Other (Specify): .....009
- Refused (VOL).....998
- Don't Know/Not Sure (VOL) .....999

7. How would you prefer to receive information about household recycling and composting?

DO NOT READ AND RECORD AS MANY AS APPLY; PROMPT FOR OTHERS

- Flyers/ information sheet(s) .....001
- Newspaper.....002
- Municipal Government.....003
- Local waste help-line .....004
- TV .....005
- Community/municipal newsletters .....006
- The Internet/Websites .....007
- School Children .....008
- Other (Specify): .....009
- Refused (VOL).....998
- Don't Know/Not Sure (VOL) .....999





**Awareness and Evaluation of RRFB**

14. Which organizations, if any, are responsible for recycling programs on a province-wide basis?  
(Do not read list; select all that apply; prompt for any others?)

- Resource Recovery Fund Board Nova Scotia.....001 GO TO Q17
- RRFB Nova Scotia .....002 GO TO Q17
- Clean Nova Scotia Foundation.....003
- NS Department of Environment .....004
- Environment Canada .....005
- Provincial Government .....006
- Other (Please specify: ) .....007
- Refused (VOL).....998
- Don't Know/Not Sure (VOL) .....999

15. (If RRFB not mentioned in Q14:) Do you recall seeing or hearing anything about an organization called RRFB Nova Scotia, or the Resource Recovery Fund Board?

- Yes.....1 GO TO Q17
- No .....2
- Refused (VOL).....8
- Don't Know/Not Sure (VOL) .....9

16. RRFB Nova Scotia is a non-profit corporation in Nova Scotia that runs the Enviro-Depots and several provincial recycling programs. Have you ever seen or heard of the organization?

- Yes.....1
- No .....2 GO TO Q20
- Refused (VOL).....8 GO TO Q20
- Don't Know/Not Sure (VOL) .....9 GO TO Q20

17. To the best of your knowledge, what sort of programs and activities does RRFB Nova Scotia either participate in or sponsor? (Do not read list; select all that apply; prompt for any others?) Prompt: For example are you familiar with any special collections? Are you aware of any of their communication efforts?

- Fund recycling programs programs/municipal programs .....001
- Operate recycling programs .....002
- Operate Enviro-Depots®/recycling centres .....003
- Operate tire recycling program .....004
- Public education and awareness.....005
- Work with industry to promote recycling.....006
- Work with municipalities to promote recycling.....007
- Operate beverage container recycling program .....008
- Offer grants to encourage new products out of recycled materials 009
- Paint Recycling .....010
- Electronic/e-waste Program .....011
- Other (specify) .....012
- Refused (VOL).....998
- Don't know/Not sure (VOL).....999



**Industry Responsibility**

The next couple of questions are about industry responsibility and waste management. At present, the provincial government has signed agreements with several industries in Nova Scotia including the paint, electronics and the beverage industry to develop programs to recycle their products.

20. In your opinion, how important is it that industry contributes to the management of waste? Is it...

- Not at all important .....1
- Not very important .....2
- Somewhat important.....3
- Very important .....4
- Refused (VOL).....8
- Don't Know/Not Sure (VOL) .....9

9a. The province is working with various industries to create new programs to reduce waste in Nova Scotia. I'd like you to rate your level of interest in new programs aimed at each of the following types of waste (ROTATE):

- a) Disposable cups such as coffee and fast-food cups
- b) Plastic shopping bags
- c) Household items like pesticides, used oil containers and filters, flammable materials and used medications
- d) Flyers
- e) Mattresses and furniture

- Very interested .....1
- Generally interested .....2
- Not very interested .....3
- Not at all interested.....4
- It depends (VOL) .....5
- Refused (VOL).....8
- Don't Know/Not Sure (VOL) .....9

9b. And of those five types of waste, in your opinion which one is the most important to address?  
(REPEAT LIST AS NECESSARY)

- Disposable cups such as coffee and fast-food cups .....1
- Plastic shopping bags.....2
- Household items like pesticides, used oil containers and filters, flammable materials and used medications .....3
- Flyers.....5
- Mattresses and furniture.....6
- All equally (VOL).....7
- None (VOL).....6
- Refused (VOL).....8
- Don't Know/Not Sure (VOL) .....9



21. Some industry programs include an environmental fee, paid by the consumer, which is used to cover the cost of recycling. Which one of the following two options would you most prefer: (ROTATE)

An environmental fee that is added at the cash register and shown separately on the receipt? .....	1
An environmental fee that is included in the price of the product?.....	2
Neither/ No preference (VOL).....	3
Refused (VOL).....	8
Don't Know/Not Sure (VOL) .....	9

### Demographics

The following information will be used only to help us analyse the results and will be kept in the strictest confidence.

- D1. In what year were you born?

Year Born \_\_\_\_\_

- Prefer not to say – Would you mind telling us into which of the following categories does your age fall?

- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 or older
- Prefer not to say

- D5. What is the highest level of education you have completed?

- Elementary school (grades 1-8)
- Some high school
- Graduated high school/vocational school
- Some community or technical college
- Graduated community or technical college
- Some University
- Completed University
- Post-graduate training/degree
- Prefer not to say



D2. Which of the following broad income categories best describes your total household income before taxes in 2007? Would it be...

- Up to \$20,000
- Between \$20,000 and \$34,999
- Between \$35,000 and \$49,999
- Between \$50,000 and \$64,999
- Between \$65,000 and \$79,999
- \$80,000 or more
- Prefer not to say (VOL)
- Don't know/ Not sure (VOL)

D8 (Observe Gender)

- Male
- Female

That's all the questions I have today. Thank you for your participation.



## APPENDIX B: DISCUSSION OUTLINE

### **RRFB NOVA SCOTIA: 2008 PUBLIC OPINION FOCUS GROUPS**

# FOLLOW-UP FOCUS GROUPS

## DISCUSSION OUTLINE

### June 23-26, 2008

#### Introduction (10-15 minutes)

- Introduction of myself
- Explanation of the process, confidentiality, taping, mirror/ back room, etc.
- Self-introduction by participants (including first name, occupation)

#### Overall Evaluations (30-35 minutes)

We're going to start by talking about the 3R's. Are you familiar with the 3R's? What are they? Composting is closely associated with the 3Rs so let's include composting in our conversation about the 3Rs.

But before we get too deep into the conversation, I'd like you to do a bit of an evaluation. First, how would you say that you and your family are doing with the 3Rs? *[Have them write their number down]* Use a scale of 1 to 10 with 1 being the lowest end of the scale and 10 being the highest.

And how would you rate Nova Scotians for how we're doing overall, in comparison to other provinces? *[same scale; write down number]* It's okay if you don't really know what's happening elsewhere; I'm looking for your perceptions here.

#### *Collect scores and discuss*

Family scores – what are you thinking about when you gave your score? What do the 3Rs mean for you and your family? How did you make your evaluation of where you stand?

Why not 10's/why not perfect? What is keeping you from a higher score? **Probe barriers.** What would give you a higher score?

*If scores are all high:* Do you ever slip? Are there times you don't do what you're supposed to? Why is that?

Scores for Nova Scotians – What kinds of things were you thinking about when you gave that score? How do you evaluate? Does your way of thinking about this topic change when you start thinking on a larger scale?

- Who is involved in making your score what it is? Who impacts whether that score increases or decreases?
- *Probe on why they are different/the same as their personal scores*
- Again, why not 10's/why not perfect? **Probe barriers.**
- What are other Nova Scotians doing that you are not (or vice versa – what are you doing that they are not)?

Can these scores be improved? What would need to happen for a higher score?

Is it actually important that they be higher than they are, or are they good scores as-is? Why/why not? Are there trade-offs that we have to make to improve these scores? *(Probe appetite/fatigue for doing more)*



### Personal knowledge (15-20 minutes)

I want to go back to your personal scores and talk a bit more about them.

What kinds of things does your family do that you would say fall under the category of the 3Rs? i.e. What programs exist locally? How do you participate in them?

*Probe for knowledge of programs:* There are slightly different rules in different parts of the province for how to handle your household waste. What are the rules or programs here? What do you know about them?

Do you feel like we are doing enough? Are there other things that we could be doing? What kinds of things are keeping people from doing more?

Do you know what people should be doing? If not, what do you want to know? Who should be telling you? And in what way? (*Probe for format, type, content of information*)

### RRFB and Other Players (15-20 minutes)

We just recently did a survey and asked who are the people that are responsible for the province-wide recycling programs. There were many different responses. Can you come up with a quick list?

How are they doing? Do they seem to be making the best choices for us? What kinds of characteristics or qualities would you use to describe these groups/organizations?

Have you ever heard of RRFB or the Resource Recovery Fund Board?

They are the people who oversee the enviro-depots (where you return your bottles and other recyclables) and several provincial recycling programs.

What impressions do you have of them? Who they are? What they do? I'm just looking for perceptions here. How would you describe their reputation?

### Increasing Participation & New Name (30-35 minutes)

Going back to your personal activities, are there some things you recycle more than others? What are they? What's getting in the way of recycling some things that you're not recycling as much?

We know that people are not returning beverage containers as much as they used to. The majority still get returned, but the return rate has dropped slightly. Any idea why?

I'd like you to break into groups and work on quick two things, and come back with your 2 or 3 best ideas:

1) Improving return of beverage containers - Imagine that only about 80% of the beverage containers that are sold are actually returned. What can we do to get all of them back?

2) What can be done to improve participation in recycling overall? These are things like composting, sorting garbage properly, disposing of hazardous materials properly... In doing this, also consider new things that we could be doing? (encourage people to think outside the box)

*Collect ideas. Test other ideas for increasing beverage return if not raised including: Increasing value of return (and the price of the deposit), use of clear bags for garbage*

Finally, we have a couple of options to run by you as a new name for RRFB. I want to get some quick, gut reactions to these ideas. These are not final suggestions; just ideas.

### Closing and Thanks (5 minutes)



APPENDIX C: Detailed Data Tables By Region

**RRFB NOVA SCOTIA:  
2008 PUBLIC OPINION SURVEY**



**Q1A: Which of the following best describes how often you or others in your household currently recycle?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	691	105	137	273	176
Never	1%	0%	1%	1%	0%
Rarely	1%	0%	0%	1%	0%
Sometimes	8%	6%	6%	12%	4%
Always	91%	94%	94%	85%	95%

*Don't knows and refusals have been excluded*

**Q1B: What types of things does your household recycle?  
SUBSET: Respondents from households that currently recycle.**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	682	104	134	268	176
Beverage Containers	94%	100%	86%	96%	92%
Newspaper	68%	61%	74%	71%	62%
Plastics / Plastic Products	48%	37%	61%	49%	44%
Paper / Paper Products	46%	43%	32%	53%	46%
Food / Compost	27%	33%	12%	31%	29%
Glass	8%	5%	8%	11%	6%
Metals	7%	4%	4%	8%	10%
Paint	5%	5%	6%	5%	4%
Anything that can be recycled	5%	5%	10%	2%	4%
Electronics	3%	4%	5%	3%	2%
Tires	2%	1%	3%	1%	2%
Clothing	2%	2%	1%	1%	2%
Styrofoam	1%	0%	0%	0%	3%
Containers in general	1%	0%	1%	1%	1%
Appliances	1%	1%	2%	0%	0%
Batteries	1%	0%	0%	1%	1%
Household products	0%	0%	1%	1%	0%
Gardening products	0%	0%	0%	0%	1%

*Don't knows and refusals have been excluded*



**Q10: If you want a refund for recycling your beverage containers, where do you go?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	642	97	127	249	169
Enviro Depot/Bottle Exchanges	68%	73%	76%	62%	67%
Address or name of local depot given	19%	23%	18%	13%	26%
Curbside	7%	3%	5%	12%	5%
Give to charity	7%	7%	9%	8%	2%
Give them away	4%	5%	2%	6%	5%
Does not return beverage containers	2%	3%	2%	4%	1%
RRFB Nova Scotia	0%	0%	1%	0%	0%

*Don't knows and refusals have been excluded*

**Q11A: How often do you bring beverage containers to an Enviro-Depot for recycling?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	685	101	138	272	174
Always	63%	67%	65%	56%	69%
Sometimes	10%	14%	11%	10%	7%
Rarely	7%	4%	9%	4%	10%
Never	20%	15%	15%	30%	14%

*Don't knows and refusals have been excluded*



**Q11B: Is there any particular reason why you rarely or never bring beverage containers to an Enviro-Depot?**

**SUBSET: Respondents who rarely or never bring beverage containers to an Enviro-Depot.**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	178	17	30	94	37
Give them away	31%	56%	15%	29%	34%
Give them to a charity	17%	10%	20%	19%	13%
Don't have many recyclables	15%	7%	28%	10%	21%
Curbside is easier	10%	17%	15%	5%	14%
It costs too much to get there / Too far away	9%	10%	3%	15%	2%
No Particular Reason	6%	0%	0%	6%	12%
Too much hassle	5%	0%	2%	8%	5%
Taken care of by buildings	3%	0%	0%	7%	0%
Did not know about it	2%	0%	8%	1%	0%
Church refunds	1%	0%	4%	0%	0%
They have inconvenient hours	1%	0%	3%	0%	0%
Don't get enough money for them	1%	0%	2%	1%	0%

*Don't knows and refusals have been excluded*

**Q2: How convenient do you and others in your household find it to participate in the beverage container recycling program? Would you say overall it is...?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	674	105	132	266	171
Not at all convenient	4%	2%	4%	5%	2%
Not very convenient	7%	4%	11%	9%	4%
Generally convenient	42%	44%	40%	40%	44%
Very convenient	47%	48%	44%	46%	50%
It depends (VOL)	1%	2%	1%	0%	1%

*Don't knows and refusals have been excluded*



**Q3A: Would you say your understanding of the beverage container recycling program is excellent, good, fair or poor in terms of knowing which materials can and cannot be recycled?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	690	105	138	271	176
Poor	2%	3%	1%	2%	2%
Fair	10%	11%	9%	11%	9%
Good	53%	47%	47%	57%	56%
Excellent	35%	39%	43%	30%	33%

*Don't knows and refusals have been excluded*

**Q3B: Would you say your understanding of the beverage container recycling program is excellent, good, fair or poor in terms of knowing how materials should be prepared for recycling?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	681	103	133	269	176
Poor	2%	2%	2%	2%	4%
Fair	8%	7%	9%	8%	9%
Good	53%	48%	52%	56%	52%
Excellent	36%	43%	37%	33%	36%

*Don't knows and refusals have been excluded*

**Q12A: Do you always, sometimes, rarely or never return WATER AND POP CONTAINERS to an Enviro-Depot?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	689	104	137	272	176
Never	19%	16%	18%	25%	13%
Rarely	3%	4%	3%	2%	5%
Sometimes	5%	5%	4%	6%	3%
Always	74%	75%	76%	68%	79%

*Don't knows and refusals have been excluded*



**Q12B: Do you always, sometimes, rarely or never return BEER & LIQUOR CONTAINERS to an Enviro-Depot?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	667	102	134	265	166
Never	27%	27%	23%	30%	24%
Rarely	2%	4%	1%	2%	2%
Sometimes	4%	5%	8%	3%	1%
Always	67%	65%	68%	64%	73%

*Don't knows and refusals have been excluded*

**Q12C: Do you always, sometimes, rarely or never return JUICE CONTAINERS to an Enviro-Depot?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	676	103	132	266	175
Never	24%	26%	23%	30%	15%
Rarely	4%	2%	4%	5%	5%
Sometimes	8%	9%	12%	8%	4%
Always	64%	62%	61%	57%	76%

*Don't knows and refusals have been excluded*

**Q12E: Do you always, sometimes, rarely or never return PAINT to an Enviro-Depot?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	634	94	127	255	158
Never	40%	41%	43%	37%	42%
Rarely	12%	13%	13%	13%	10%
Sometimes	10%	10%	8%	13%	7%
Always	37%	36%	36%	37%	40%

*Don't knows and refusals have been excluded*



**Q12F: Do you always, sometimes, rarely or never return TETRA PAK OR DRINKING BOX CONTAINERS to an Enviro-Depot?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	657	101	131	261	164
Never	34%	37%	38%	38%	23%
Rarely	4%	1%	5%	4%	3%
Sometimes	6%	5%	3%	7%	6%
Always	57%	57%	54%	51%	68%

*Don't knows and refusals have been excluded*

**Q13: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for each of the following areas?  
Mean Values**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Its location	8.5	8.6	8.4	8.4	8.5
The hours of operation	8.5	8.7	8.4	8.3	8.6
The materials they accept	8.6	8.3	8.7	8.5	8.9
Neatness and cleanliness	7.8	7.7	8.0	7.6	8.2
Customer service	8.8	8.7	9.0	8.6	8.8

*Don't knows and refusals have been excluded*

**Q13A: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for ITS LOCATION?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	693	105	139	273	176
1 - Poor	1%	1%	1%	1%	1%
2	1%	1%	1%	1%	1%
3	1%	0%	1%	1%	1%
4	1%	3%	0%	1%	1%
5	5%	3%	4%	6%	4%
6	4%	5%	6%	2%	3%
7	7%	5%	8%	9%	4%
8	18%	17%	17%	15%	24%
9	11%	9%	8%	13%	13%
10 - Excellent	39%	47%	40%	37%	37%
Don't Know	12%	9%	13%	14%	10%
Refused	0%	0%	0%	1%	0%



**Q13B: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for THE HOURS OF OPERATION?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	693	105	139	273	176
1 - Poor	1%	0%	1%	1%	2%
2	0%	1%	1%	0%	0%
3	1%	2%	2%	0%	0%
4	1%	0%	2%	2%	1%
5	4%	6%	6%	3%	3%
6	2%	1%	1%	3%	3%
7	7%	5%	3%	11%	4%
8	18%	15%	16%	17%	22%
9	9%	9%	10%	9%	10%
10 - Excellent	36%	47%	37%	31%	36%
Don't Know	19%	14%	19%	21%	17%
Refused	1%	0%	2%	1%	1%

**Q13C: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for THE MATERIALS THEY ACCEPT?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	693	105	139	273	176
1 - Poor	1%	0%	1%	1%	1%
2	0%	2%	0%	1%	0%
3	1%	2%	0%	1%	1%
4	1%	0%	2%	1%	0%
5	3%	8%	2%	2%	3%
6	2%	1%	1%	3%	0%
7	6%	7%	5%	10%	2%
8	21%	19%	22%	21%	22%
9	11%	8%	11%	9%	15%
10 - Excellent	37%	36%	39%	34%	42%
Don't Know	16%	16%	16%	18%	13%
Refused	1%	1%	1%	0%	1%



**Q13D: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for NEATNESS AND CLEANLINESS?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	693	105	139	273	176
1 - Poor	1%	1%	1%	1%	1%
2	1%	2%	1%	1%	1%
3	1%	1%	0%	2%	0%
4	2%	3%	1%	4%	1%
5	7%	9%	10%	6%	4%
6	6%	6%	4%	8%	4%
7	11%	12%	12%	14%	7%
8	22%	19%	22%	20%	27%
9	8%	2%	11%	5%	11%
10 - Excellent	23%	31%	23%	20%	24%
Don't Know	18%	14%	17%	20%	19%
Refused	0%	0%	0%	1%	0%

**Q13E: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for CUSTOMER SERVICE?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	693	105	139	273	176
1 - Poor	1%	0%	1%	1%	1%
2	1%	2%	1%	0%	0%
3	1%	0%	0%	1%	1%
4	1%	2%	0%	0%	0%
5	2%	5%	1%	2%	3%
6	2%	3%	2%	3%	1%
7	6%	5%	9%	7%	4%
8	16%	12%	12%	20%	18%
9	12%	11%	15%	6%	17%
10 - Excellent	43%	50%	45%	39%	42%
Don't Know	15%	9%	16%	19%	13%
Refused	1%	1%	0%	0%	1%





**Q4A: Which of the following best describes how often you or others in your household currently compost food and yard waste? Is it...?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	689	105	136	272	176
Never	13%	18%	9%	15%	10%
Rarely	3%	4%	6%	2%	1%
Sometimes	8%	6%	7%	12%	6%
Always	76%	73%	79%	71%	83%

*Don't knows and refusals have been excluded*

**Q4B: What is your household's primary method of composting? Is it...?  
SUBSET: Respondents that always, sometimes or rarely compost.**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	601	89	125	226	161
Using green carts	64%	58%	61%	69%	62%
In your back yard	21%	30%	27%	11%	24%
Both equally (VOL)	15%	12%	12%	20%	13%
Separate container under sink	0%	0%	0%	0%	0%
Bio-solo bags	0%	0%	0%	0%	1%
Feed it too animals	0%	0%	0%	0%	1%

*Don't knows and refusals have been excluded*

**Q4C: How convenient do you and others in your household find it to participate in composting using green carts? Would you say overall it is...?  
SUBSET: Respondents that always, sometimes or rarely compost and use only green carts or both green carts and their backyard equally for composting.**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	481	63	92	203	123
Not at all convenient	1%	1%	1%	2%	1%
Not very convenient	4%	7%	3%	3%	4%
Generally convenient	25%	20%	17%	27%	30%
Very convenient	70%	73%	80%	67%	65%
It depends (VOL)	0%	0%	0%	1%	0%

*Don't knows and refusals have been excluded*



**Q4D: How convenient do you and others in your household find it to participate in backyard composting? Would you say overall it is...?**  
**SUBSET: Respondents that always, sometimes or rarely compost and use only their backyard or both green carts and their backyard equally for composting.**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	199	35	48	59	57
Not at all convenient	2%	3%	5%	0%	2%
Not very convenient	5%	10%	3%	2%	6%
Generally convenient	34%	36%	41%	27%	35%
Very convenient	57%	47%	52%	71%	55%
It depends (VOL)	1%	3%	0%	0%	2%

*Don't knows and refusals have been excluded*

**Q5A: Does your community require the use of clear bags for garbage?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	655	100	131	253	171
Yes	43%	34%	61%	15%	69%
No	57%	66%	39%	85%	31%

*Don't knows and refusals have been excluded*

**Q5B: Which of the following best describes how strongly you support or oppose the mandatory use of clear bags for garbage? Do you...?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	673	102	135	265	171
Strongly oppose	9%	13%	4%	10%	8%
Oppose	14%	13%	10%	21%	8%
Neither support nor oppose (VOL)	14%	16%	13%	14%	14%
Support	35%	31%	37%	33%	40%
Strongly support	28%	27%	36%	22%	30%

*Don't knows and refusals have been excluded*



**Q6: What are your main sources of information about household recycling and composting?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	661	98	133	262	168
Flyers / Information sheet(s)	52%	52%	59%	46%	54%
Community / Municipal newsletters	21%	13%	33%	20%	19%
Newspaper	21%	26%	22%	20%	20%
Municipal Government	18%	18%	17%	19%	16%
TV	11%	17%	9%	16%	5%
The Internet / Websites	9%	8%	3%	16%	6%
Calendars	8%	1%	9%	5%	14%
Word of mouth	6%	11%	3%	6%	7%
Radio	6%	10%	5%	2%	8%
Local waste help-line	5%	5%	4%	2%	9%
Personal Knowledge	3%	5%	2%	3%	3%
School Children	3%	3%	6%	2%	2%
Depot	2%	2%	2%	1%	4%
Phone book	1%	0%	0%	3%	0%
Waste check	1%	0%	0%	0%	3%
Random advertising	1%	1%	0%	1%	1%
At my work site	1%	0%	0%	1%	2%
Contact number	1%	0%	0%	2%	0%
Mail	0%	1%	0%	0%	1%
Magazine	0%	0%	1%	0%	1%
Poster	0%	0%	0%	1%	0%
Product labels	0%	0%	0%	0%	1%
Hotline	0%	1%	0%	0%	0%

*Don't knows and refusals have been excluded*



**Q7: How would you prefer to receive information about household recycling and composting?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	633	91	125	253	164
Flyers / Information sheet(s)	59%	60%	59%	57%	60%
Community / Municipal newsletters	18%	12%	21%	16%	19%
Newspaper	17%	28%	16%	15%	15%
TV	9%	13%	11%	10%	6%
Mail	8%	13%	5%	9%	7%
Municipal Government	8%	8%	11%	5%	8%
The Internet / Websites	7%	3%	5%	13%	5%
Calendars	5%	3%	5%	4%	9%
Local waste help-line	3%	4%	6%	0%	4%
Radio	2%	1%	0%	3%	4%
Word of mouth	2%	3%	1%	2%	1%
Email	1%	1%	0%	3%	0%
Depot	1%	0%	1%	0%	3%
School Children	1%	1%	0%	1%	1%
Contact number	1%	0%	0%	2%	0%
Fridge Magnet	1%	1%	1%	1%	0%
Phone book	1%	0%	0%	1%	1%
Product labels	0%	0%	0%	0%	1%
Waste check	0%	0%	0%	0%	1%
Personal Knowledge	0%	0%	0%	1%	0%
Random advertising	0%	0%	0%	0%	0%
At my work site	0%	0%	0%	0%	0%

*Don't knows and refusals have been excluded*



**Q14: Which organizations, if any, are responsible for recycling programs on a province-wide basis?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	693	105	139	273	176
Don't Know (VOL)	70%	67%	74%	68%	71%
Regional Municipalities	10%	13%	12%	14%	4%
Provincial Government	8%	4%	6%	10%	8%
RRFB Nova Scotia	3%	6%	4%	1%	2%
Environment Canada	2%	1%	2%	1%	3%
Waste Check / Waste Management	2%	1%	1%	1%	4%
NS Department of Environment	2%	0%	2%	1%	3%
Resource Recovery Fund Board Nova Scotia	2%	1%	1%	3%	1%
Local Enviro Depot / Pick up services	1%	0%	0%	0%	5%
Enviro Depots	1%	1%	1%	1%	2%
Clean Nova Scotia Foundation	1%	0%	1%	2%	1%
ACAP	1%	6%	0%	0%	0%
Charities / Volunteer associations	1%	1%	0%	1%	1%
Refused (VOL)	0%	3%	0%	0%	0%
Atlantic Stewardships	0%	0%	0%	0%	0%
Recycling Association of Nova Scotia	0%	0%	0%	0%	0%
Compost Consumer Waste	0%	0%	0%	0%	0%
Ecology Jackson Centre	0%	0%	0%	0%	0%
Capital District Health Authority	0%	0%	0%	0%	0%

**Q15: Do you recall seeing or hearing anything about an organization called RRFB Nova Scotia, or the Resource Recovery Fund Board?**

**SUBSET: Respondents that did not mention RRFB in Q14.**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	641	94	128	253	166
Yes	36%	29%	45%	38%	31%
No	64%	71%	55%	62%	69%

*Don't knows and refusals have been excluded*



**Q16: RRFB Nova Scotia is a non-profit corporation in Nova Scotia that runs Enviro-Depots and several provincial recycling programs.**

**Have you ever seen or heard of the organization?**

**SUBSET: Respondents that did not mention RRFB in Q14 and those that have not seen or heard anything about it.**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	399	65	68	155	111
Yes	10%	7%	10%	11%	10%
No	90%	93%	90%	89%	90%

*Don't knows and refusals have been excluded*



**Q17: To the best of your knowledge, what sort of programs and activities does RRFB Nova Scotia either participate in or sponsor?**  
**SUBSET: Respondents that mentioned RRFB in Q14 and those that have seen or heard anything about it.**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	308	40	70	128	70
Don't know / Not sure (VOL)	59%	57%	48%	63%	63%
Operate recycling programs	10%	7%	10%	7%	16%
Operate Enviro-Depots® / Recycling centres	9%	9%	13%	6%	9%
Public education and awareness	8%	4%	5%	10%	9%
Fund recycling programs programs/municipal programs	7%	4%	12%	9%	2%
Electronic / E-waste Program	7%	15%	8%	6%	3%
Operate tire recycling program	4%	0%	6%	7%	2%
Green Carts / Composting	4%	5%	4%	2%	7%
Work with municipalities to promote recycling	4%	0%	10%	2%	3%
Paint Recycling	4%	6%	4%	4%	3%
Operate beverage container recycling program	3%	2%	3%	3%	1%
Roadside / Beach clean ups	2%	2%	1%	1%	3%
Hazardous waste clean up and handling	1%	0%	4%	1%	0%
Blue Bins / Bags	1%	0%	4%	0%	0%
Work with industry to promote recycling	1%	0%	3%	0%	0%
Offer grants to encourage new products out of recycled matter	1%	0%	1%	0%	2%
Recycling collection	1%	5%	0%	0%	0%
Furniture recycling programs	0%	4%	0%	0%	0%
Auto recycling programs	0%	0%	0%	1%	0%
Manage water resource programs	0%	1%	0%	0%	0%



**Q20: In your opinion, how important is it that industry contributes to the management of waste? Is it...?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	686	103	138	272	173
Very important	92%	90%	92%	94%	91%
Somewhat important	7%	10%	6%	5%	8%
Not very important	0%	0%	1%	1%	0%
Not at all important	0%	0%	1%	0%	1%

*Don't knows and refusals have been excluded*

**Q9A: How would you rate your level of interest in new programs aimed at DISPOSABLE CUPS SUCH AS COFFEE AND FAST-FOOD CUPS?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	680	102	137	268	173
Not at all interested	2%	1%	1%	4%	1%
Not very interested	4%	4%	6%	5%	3%
Generally interested	28%	21%	32%	30%	28%
Very interested	64%	73%	61%	60%	68%
It depends (VOL)	1%	1%	1%	1%	0%

*Don't knows and refusals have been excluded*

**Q9B: How would you rate your level of interest in new programs aimed at PLASTIC SHOPPING BAGS?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	670	98	131	270	171
Not at all interested	3%	3%	3%	4%	2%
Not very interested	6%	4%	7%	8%	5%
Generally interested	30%	28%	31%	26%	35%
Very interested	59%	65%	56%	61%	57%
It depends (VOL)	1%	0%	3%	1%	1%

*Don't knows and refusals have been excluded*





**Q9C: How would you rate your level of interest in new programs aimed at HOUSEHOLD ITEMS LIKE PESTICIDES, USED OIL CONTAINERS AND FILTERS, FLAMMABLE MATERIALS AND USED MEDICATIONS?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	682	102	138	268	174
Not at all interested	1%	0%	2%	2%	1%
Not very interested	5%	5%	4%	7%	4%
Generally interested	27%	28%	26%	28%	28%
Very interested	66%	65%	68%	64%	67%
It depends (VOL)	0%	1%	1%	0%	0%

*Don't knows and refusals have been excluded*

**Q9D: How would you rate your level of interest in new programs aimed at FLYERS?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	654	99	128	261	166
Not at all interested	3%	3%	2%	4%	4%
Not very interested	5%	4%	5%	6%	4%
Generally interested	27%	27%	28%	27%	26%
Very interested	63%	65%	64%	61%	63%
It depends (VOL)	2%	0%	1%	2%	3%

*Don't knows and refusals have been excluded*

**Q9E: How would you rate your level of interest in new programs aimed at MATTRESSES AND FURNITURE?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	660	103	127	262	168
Not at all interested	4%	0%	4%	4%	5%
Not very interested	8%	5%	7%	10%	7%
Generally interested	34%	32%	25%	36%	40%
Very interested	53%	60%	64%	47%	48%
It depends (VOL)	2%	3%	1%	2%	1%

*Don't knows and refusals have been excluded*



**Q9BB: And of those five types of waste, in your opinion which on is the most important to address?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	626	93	125	255	153
Household items like pesticides, used oil containers and filters, flammable materials and used medications	43%	35%	45%	43%	46%
Disposable cups such as coffee and fast-food cups	23%	35%	20%	23%	20%
Plastic shopping bags	21%	16%	18%	21%	24%
Mattresses and furniture	9%	13%	12%	7%	7%
Flyers	4%	0%	4%	6%	3%

*Don't knows and refusals have been excluded*

**Q21: Some industry programs include an environmental fee, paid by the consumer, which is used to cover the cost of recycling. Which one of the following two options would you most prefer?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	662	99	135	262	166
An environmental fee that is added at the cash register and shown separately on the receipt	44%	38%	46%	46%	41%
An environmental fee that is included in the price of the product	41%	45%	37%	42%	42%
Neither / No preference (VOL)	15%	17%	17%	12%	17%

*Don't knows and refusals have been excluded*

**Gender**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	693	105	139	273	176
Male	44%	41%	39%	49%	43%
Female	56%	59%	61%	51%	57%



**D5: What is the highest level of education you have completed?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	693	105	139	273	176
Elementary school (grades 1-8)	3%	5%	3%	2%	4%
Some high school	10%	15%	8%	5%	16%
Graduated high school or vocational school	24%	24%	23%	20%	28%
Some community or technical college	5%	3%	8%	3%	6%
Graduated community or technical college	20%	17%	24%	21%	17%
Some University	8%	12%	5%	9%	6%
Completed University	19%	15%	18%	24%	15%
Post-graduate training or degree	10%	6%	10%	13%	7%
Prefer not to say (VOL)	1%	4%	1%	1%	0%

**D2: Which of the following broad income categories best describes your total household income before taxes in 2007? Would it be...?**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	693	105	139	273	176
Up to \$20,000	14%	17%	11%	10%	19%
Between \$20,000 and \$34,999	17%	16%	22%	11%	23%
Between \$35,000 and \$49,999	16%	18%	17%	17%	15%
Between \$50,000 and \$64,999	12%	13%	13%	11%	12%
Between \$65,000 and \$79,999	7%	7%	6%	11%	4%
\$80,000 or more	16%	9%	16%	21%	12%
Prefer not to say (VOL)	18%	19%	16%	20%	16%

**Age**

	Total	Region			
		Cape Breton	Eastern and Northern	HRM	Valley, South Shore and Western
Total (N)	693	105	139	273	176
18-34	6%	4%	6%	9%	2%
35-54	35%	35%	32%	39%	32%
55 or older	59%	61%	63%	52%	66%



APPENDIX D: Detailed Data Tables By Age Category

**RRFB NOVA SCOTIA:  
2008 PUBLIC OPINION SURVEY**

**Q1A: Which of the following best describes how often you or others in your household currently recycle?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	691	100	278	313
Never	1%	2%	0%	1%
Rarely	1%	4%	1%	0%
Sometimes	8%	16%	8%	7%
Always	91%	78%	90%	93%

*Don't knows and refusals have been excluded*

**Q1B: What types of things does your household recycle?  
SUBSET: Respondents from households that currently recycle.**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	682	98	275	309
Beverage Containers	94%	93%	91%	96%
Newspaper	68%	66%	70%	67%
Plastics / Plastic Products	48%	32%	58%	44%
Paper / Paper Products	46%	51%	51%	42%
Food / Compost	27%	24%	27%	27%
Glass	8%	5%	11%	7%
Metals	7%	3%	9%	6%
Paint	5%	7%	7%	3%
Anything that can be recycled	5%	2%	8%	3%
Electronics	3%	12%	4%	3%
Tires	2%	4%	0%	2%
Clothing	2%	2%	2%	1%
Styrofoam	1%	0%	1%	1%
Containers in general	1%	1%	0%	1%
Appliances	1%	2%	0%	1%
Batteries	1%	1%	1%	0%
Household products	0%	0%	1%	0%
Gardening products	0%	0%	0%	1%

*Don't knows and refusals have been excluded*



**Q10: If you want a refund for recycling your beverage containers, where do you go?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	642	90	260	292
Enviro Depot/Bottle Exchanges	68%	71%	71%	66%
Address or name of local depot given	19%	12%	21%	19%
Curbside	7%	14%	6%	7%
Give to charity	7%	3%	6%	7%
Give them away	4%	3%	4%	5%
Does not return beverage containers	2%	4%	2%	2%
RRFB Nova Scotia	0%	0%	0%	0%

*Don't knows and refusals have been excluded*

**Q11A: How often do you bring beverage containers to an Enviro-Depot for recycling?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	685	99	275	311
Always	63%	50%	65%	63%
Sometimes	10%	20%	13%	7%
Rarely	7%	7%	6%	7%
Never	20%	24%	16%	22%

*Don't knows and refusals have been excluded*



**Q11B: Is there any particular reason why you rarely or never bring beverage containers to an Enviro-Depot?  
SUBSET: Respondents who rarely or never bring beverage containers to an Enviro-Depot.**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	178	29	60	89
Give them away	31%	18%	31%	32%
Give them to a charity	17%	4%	21%	17%
Don't have many recyclables	15%	10%	5%	20%
Curbside is easier	10%	22%	14%	8%
It costs too much to get there / Too far away	9%	16%	10%	7%
No Particular Reason	6%	12%	3%	6%
Too much hassle	5%	8%	11%	2%
Taken care of by buildings	3%	0%	3%	4%
Did not know about it	2%	6%	0%	2%
Church refunds	1%	0%	0%	1%
They have inconvenient hours	1%	0%	0%	1%
Don't get enough money for them	1%	4%	1%	0%

*Don't knows and refusals have been excluded*

**Q2: How convenient do you and others in your household find it to participate in the beverage container recycling program? Would you say overall it is...?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	674	99	275	300
Not at all convenient	4%	5%	3%	4%
Not very convenient	7%	6%	10%	6%
Generally convenient	42%	47%	41%	41%
Very convenient	47%	42%	46%	48%
It depends (VOL)	1%	0%	0%	1%

*Don't knows and refusals have been excluded*



**Q3A: Would you say your understanding of the beverage container recycling program is excellent, good, fair or poor in terms of knowing which materials can and cannot be recycled?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	690	100	278	312
Poor	2%	4%	1%	2%
Fair	10%	12%	10%	10%
Good	53%	54%	56%	52%
Excellent	35%	30%	33%	36%

*Don't knows and refusals have been excluded*

**Q3B: Would you say your understanding of the beverage container recycling program is excellent, good, fair or poor in terms of knowing how materials should be prepared for recycling?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	681	99	276	306
Poor	2%	6%	2%	2%
Fair	8%	15%	9%	7%
Good	53%	51%	55%	52%
Excellent	36%	28%	34%	39%

*Don't knows and refusals have been excluded*

**Q12A: Do you always, sometimes, rarely or never return WATER AND POP CONTAINERS to an Enviro-Depot?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	689	100	277	312
Never	19%	17%	15%	21%
Rarely	3%	6%	2%	3%
Sometimes	5%	8%	7%	3%
Always	74%	69%	76%	73%

*Don't knows and refusals have been excluded*





**Q12B: Do you always, sometimes, rarely or never return BEER & LIQUOR CONTAINERS to an Enviro-Depot?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	667	100	272	295
Never	27%	19%	18%	33%
Rarely	2%	5%	2%	2%
Sometimes	4%	7%	3%	4%
Always	67%	69%	77%	62%

*Don't knows and refusals have been excluded*

**Q12C: Do you always, sometimes, rarely or never return JUICE CONTAINERS to an Enviro-Depot?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	676	98	274	304
Never	24%	26%	19%	26%
Rarely	4%	6%	4%	4%
Sometimes	8%	14%	9%	7%
Always	64%	53%	68%	63%

*Don't knows and refusals have been excluded*

**Q12E: Do you always, sometimes, rarely or never return PAINT to an Enviro-Depot?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	634	96	254	284
Never	40%	55%	36%	41%
Rarely	12%	10%	15%	11%
Sometimes	10%	8%	12%	9%
Always	37%	28%	37%	39%

*Don't knows and refusals have been excluded*

**Q12F: Do you always, sometimes, rarely or never return TETRA PAK OR DRINKING BOX CONTAINERS to an Enviro-Depot?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	657	97	271	289
Never	34%	30%	22%	42%
Rarely	4%	6%	4%	3%
Sometimes	6%	11%	8%	4%
Always	57%	52%	66%	52%

*Don't knows and refusals have been excluded*



**Q13: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for each of the following areas?**

**Mean Values**

	Total	Age		
		18-34	35-54	55 or older
Its location	8.5	8.2	8.3	8.6
The hours of operation	8.5	7.8	8.1	8.8
The materials they accept	8.6	8.3	8.5	8.7
Neatness and cleanliness	7.8	7.5	7.6	8.0
Customer service	8.8	8.4	8.5	8.9

*Don't knows and refusals have been excluded*

**Q13A: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for ITS LOCATION?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	693	100	279	314
1 - Poor	1%	0%	2%	1%
2	1%	2%	1%	1%
3	1%	1%	1%	1%
4	1%	1%	2%	1%
5	5%	7%	5%	4%
6	4%	9%	5%	2%
7	7%	6%	10%	5%
8	18%	12%	17%	19%
9	11%	11%	11%	12%
10 - Excellent	39%	36%	38%	40%
Don't Know	12%	15%	8%	14%
Refused	0%	0%	1%	0%



**Q13B: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for THE HOURS OF OPERATION?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	693	100	279	314
1 - Poor	1%	0%	1%	1%
2	0%	1%	1%	0%
3	1%	2%	2%	0%
4	1%	2%	2%	1%
5	4%	5%	6%	4%
6	2%	6%	4%	1%
7	7%	17%	10%	4%
8	18%	15%	20%	17%
9	9%	8%	8%	10%
10 - Excellent	36%	24%	33%	40%
Don't Know	19%	19%	13%	22%
Refused	1%	0%	1%	1%

**Q13C: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for THE MATERIALS THEY ACCEPT?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	693	100	279	314
1 - Poor	1%	2%	0%	1%
2	0%	0%	1%	0%
3	1%	0%	1%	0%
4	1%	1%	1%	1%
5	3%	4%	4%	2%
6	2%	5%	2%	1%
7	6%	12%	7%	5%
8	21%	19%	23%	20%
9	11%	9%	10%	12%
10 - Excellent	37%	33%	38%	37%
Don't Know	16%	16%	11%	19%
Refused	1%	0%	0%	1%



**Q13D: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for NEATNESS AND CLEANLINESS?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	693	100	279	314
1 - Poor	1%	1%	1%	1%
2	1%	0%	3%	0%
3	1%	4%	0%	1%
4	2%	2%	2%	3%
5	7%	8%	7%	6%
6	6%	7%	8%	4%
7	11%	16%	12%	10%
8	22%	16%	27%	20%
9	8%	6%	6%	8%
10 - Excellent	23%	22%	20%	25%
Don't Know	18%	18%	13%	21%
Refused	0%	0%	1%	0%

**Q13E: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for CUSTOMER SERVICE?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	693	100	279	314
1 - Poor	1%	1%	1%	1%
2	1%	0%	1%	0%
3	1%	0%	0%	1%
4	1%	0%	1%	0%
5	2%	7%	2%	2%
6	2%	3%	3%	2%
7	6%	11%	10%	3%
8	16%	15%	20%	14%
9	12%	12%	8%	14%
10 - Excellent	43%	33%	42%	44%
Don't Know	15%	18%	11%	17%
Refused	1%	0%	0%	1%



**Q4A: Which of the following best describes how often you or others in your household currently compost food and yard waste? Is it...?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	689	100	278	311
Never	13%	16%	9%	15%
Rarely	3%	8%	3%	2%
Sometimes	8%	11%	9%	7%
Always	76%	65%	79%	76%

*Don't knows and refusals have been excluded*

**Q4B: What is your household's primary method of composting? Is it...?**  
**SUBSET: Respondents that always, sometimes or rarely compost.**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	601	82	255	264
Using green carts	64%	76%	67%	60%
In your back yard	21%	12%	19%	23%
Both equally (VOL)	15%	11%	15%	16%
Separate container under sink	0%	1%	0%	0%
Bio-solo bags	0%	0%	0%	0%
Feed it too animals	0%	0%	0%	0%

*Don't knows and refusals have been excluded*

**Q4C: How convenient do you and others in your household find it to participate in composting using green carts? Would you say overall it is...?**

**SUBSET: Respondents that always, sometimes or rarely compost and use only green carts or both green carts and their backyard equally for composting.**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	481	71	208	202
Not at all convenient	1%	2%	2%	0%
Not very convenient	4%	5%	6%	2%
Generally convenient	25%	29%	25%	25%
Very convenient	70%	63%	66%	73%
It depends (VOL)	0%	0%	0%	0%

*Don't knows and refusals have been excluded*



**Q4D: How convenient do you and others in your household find it to participate in backyard composting? Would you say overall it is...?**

**SUBSET: Respondents that always, sometimes or rarely compost and use only their backyard or both green carts and their backyard equally for composting.**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	199	17	82	100
Not at all convenient	2%	0%	1%	3%
Not very convenient	5%	13%	5%	4%
Generally convenient	34%	40%	29%	36%
Very convenient	57%	47%	64%	54%
It depends (VOL)	1%	0%	0%	2%

*Don't knows and refusals have been excluded*

**Q5A: Does your community require the use of clear bags for garbage?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	655	92	266	297
Yes	43%	33%	41%	45%
No	57%	67%	59%	55%

*Don't knows and refusals have been excluded*

**Q5B: Which of the following best describes how strongly you support or oppose the mandatory use of clear bags for garbage? Do you...?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	673	98	275	300
Strongly oppose	9%	10%	10%	8%
Oppose	14%	19%	13%	14%
Neither support nor oppose (VOL)	14%	8%	14%	15%
Support	35%	38%	37%	34%
Strongly support	28%	25%	26%	30%

*Don't knows and refusals have been excluded*



**Q6: What are your main sources of information about household recycling and composting?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	661	94	266	301
Flyers / Information sheet(s)	52%	45%	53%	52%
Community / Municipal newsletters	21%	11%	21%	23%
Newspaper	21%	8%	27%	19%
Municipal Government	18%	9%	14%	21%
TV	11%	14%	13%	10%
The Internet / Websites	9%	34%	10%	6%
Calendars	8%	5%	7%	8%
Word of mouth	6%	12%	5%	6%
Radio	6%	1%	8%	4%
Local waste help-line	5%	6%	3%	5%
Personal Knowledge	3%	3%	3%	3%
School Children	3%	2%	3%	3%
Depot	2%	2%	3%	1%
Phone book	1%	1%	2%	0%
Waste check	1%	1%	0%	1%
Random advertising	1%	2%	1%	1%
At my work site	1%	1%	1%	1%
Contact number	1%	0%	0%	1%
Mail	0%	0%	1%	0%
Magazine	0%	1%	0%	1%
Poster	0%	0%	0%	0%
Product labels	0%	1%	0%	0%
Hotline	0%	0%	0%	0%

*Don't knows and refusals have been excluded*



**Q7: How would you prefer to receive information about household recycling and composting?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	633	91	256	286
Flyers / Information sheet(s)	59%	54%	59%	59%
Community / Municipal newsletters	18%	13%	16%	19%
Newspaper	17%	8%	18%	17%
TV	9%	5%	11%	9%
Mail	8%	11%	11%	7%
Municipal Government	8%	1%	5%	10%
The Internet / Websites	7%	21%	10%	5%
Calendars	5%	3%	4%	6%
Local waste help-line	3%	4%	2%	4%
Radio	2%	2%	2%	2%
Word of mouth	2%	3%	1%	2%
Email	1%	3%	2%	0%
Depot	1%	0%	1%	1%
School Children	1%	1%	1%	1%
Contact number	1%	0%	0%	1%
Fridge Magnet	1%	1%	1%	0%
Phone book	1%	0%	0%	1%
Product labels	0%	0%	0%	0%
Waste check	0%	1%	0%	0%
Personal Knowledge	0%	0%	0%	0%
Random advertising	0%	1%	0%	0%
At my work site	0%	1%	0%	0%

*Don't knows and refusals have been excluded*





**Q14: Which organizations, if any, are responsible for recycling programs on a province-wide basis?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	693	100	279	314
Don't Know (VOL)	70%	75%	70%	69%
Regional Municipalities	10%	8%	8%	12%
Provincial Government	8%	5%	10%	7%
RRFB Nova Scotia	3%	5%	4%	2%
Environment Canada	2%	3%	0%	3%
Waste Check / Waste Management	2%	1%	2%	2%
NS Department of Environment	2%	2%	0%	2%
Resource Recovery Fund Board Nova Scotia	2%	1%	4%	1%
Local Enviro Depot / Pick up services	1%	0%	0%	2%
Enviro Depots	1%	5%	1%	1%
Clean Nova Scotia Foundation	1%	0%	1%	1%
ACAP	1%	1%	1%	1%
Charities / Volunterer associations	1%	0%	0%	1%
Refused (VOL)	0%	0%	0%	1%
Atlantic Stewardships	0%	0%	0%	0%
Recycling Association of Nova Scotia	0%	0%	0%	0%
Compost Consumer Waste	0%	0%	0%	0%
Ecology Jackson Centre	0%	0%	0%	0%
Capital District Health Authority	0%	1%	0%	0%

**Q15: Do you recall seeing or hearing anything about an organization called RRFB Nova Scotia, or the Resource Recovery Fund Board?  
SUBSET: Respondents that did not mention RRFB in Q14.**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	641	91	252	298
Yes	36%	32%	44%	32%
No	64%	68%	56%	68%

*Don't knows and refusals have been excluded*



**Q16: RRFB Nova Scotia is a non-profit corporation in Nova Scotia that runs Enviro-Depots and several provincial recycling programs. Have you ever seen or heard of the organization?**

**SUBSET: Respondents that did not mention RRFB in Q14 and those that have not seen or heard anything about it.**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	399	63	138	198
Yes	10%	10%	8%	11%
No	90%	90%	92%	89%

*Don't knows and refusals have been excluded*



**Q17: To the best of your knowledge, what sort of programs and activities does RRFB Nova Scotia either participate in or sponsor?  
SUBSET: Respondents that mentioned RRFB in Q14 and those that have seen or heard anything about it.**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	308	41	143	124
Don't know / Not sure (VOL)	59%	63%	57%	60%
Operate recycling programs	10%	4%	11%	10%
Operate Enviro-Depots® / Recycling centres	9%	9%	10%	8%
Public education and awareness	8%	10%	10%	6%
Fund recycling programs programs/municipal programs	7%	4%	10%	6%
Electronic / E-waste Program	7%	6%	8%	6%
Operate tire recycling program	4%	0%	2%	7%
Green Carts / Composting	4%	0%	5%	4%
Work with municipalities to promote recycling	4%	0%	1%	7%
Paint Recycling	4%	6%	4%	3%
Operate beverage container recycling program	3%	3%	3%	2%
Roadside / Beach clean ups	2%	0%	3%	1%
Hazardous waste clean up and handling	1%	0%	1%	2%
Blue Bins / Bags	1%	0%	0%	2%
Work with industry to promote recycling	1%	4%	0%	1%
Offer grants to encourage new products out of recycled matter	1%	0%	1%	1%
Recycling collection	1%	0%	2%	0%
Furniture recycling programs	0%	0%	0%	1%
Auto recycling programs	0%	0%	1%	0%
Manage water resource programs	0%	3%	0%	0%

**Q20: In your opinion, how important is it that industry contributes to the management of waste? Is it...?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	686	100	278	308
Very important	92%	89%	92%	92%
Somewhat important	7%	11%	6%	7%
Not very important	0%	0%	1%	0%
Not at all important	0%	0%	1%	0%

*Don't knows and refusals have been excluded*



**Q9A: How would you rate your level of interest in new programs aimed at DISPOSABLE CUPS SUCH AS COFFEE AND FAST-FOOD CUPS?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	680	99	278	303
Not at all interested	2%	5%	2%	2%
Not very interested	4%	8%	6%	3%
Generally interested	28%	29%	29%	28%
Very interested	64%	59%	64%	65%
It depends (VOL)	1%	0%	0%	2%

*Don't knows and refusals have been excluded*

**Q9B: How would you rate your level of interest in new programs aimed at PLASTIC SHOPPING BAGS?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	670	100	274	296
Not at all interested	3%	5%	1%	4%
Not very interested	6%	8%	7%	6%
Generally interested	30%	24%	29%	31%
Very interested	59%	63%	62%	57%
It depends (VOL)	1%	0%	0%	2%

*Don't knows and refusals have been excluded*

**Q9C: How would you rate your level of interest in new programs aimed at HOUSEHOLD ITEMS LIKE PESTICIDES, USED OIL CONTAINERS AND FILTERS, FLAMMABLE MATERIALS AND USED MEDICATIONS?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	682	100	276	306
Not at all interested	1%	2%	1%	1%
Not very interested	5%	6%	6%	5%
Generally interested	27%	30%	26%	28%
Very interested	66%	61%	67%	66%
It depends (VOL)	0%	0%	0%	1%

*Don't knows and refusals have been excluded*



**Q9D: How would you rate your level of interest in new programs aimed at FLYERS?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	654	98	271	285
Not at all interested	3%	8%	2%	4%
Not very interested	5%	7%	5%	5%
Generally interested	27%	24%	29%	26%
Very interested	63%	62%	63%	63%
It depends (VOL)	2%	0%	1%	2%

*Don't knows and refusals have been excluded*

**Q9E: How would you rate your level of interest in new programs aimed at MATTRESSES AND FURNITURE?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	660	98	272	290
Not at all interested	4%	5%	5%	3%
Not very interested	8%	7%	8%	8%
Generally interested	34%	36%	35%	34%
Very interested	53%	52%	52%	53%
It depends (VOL)	2%	1%	0%	2%

*Don't knows and refusals have been excluded*

**Q9BB: And of those five types of waste, in your opinion which one is the most important to address?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	626	93	262	271
Household items like pesticides, used oil containers and filters, flammable materials and used medications	43%	54%	48%	39%
Disposable cups such as coffee and fast-food cups	23%	15%	23%	25%
Plastic shopping bags	21%	21%	19%	22%
Mattresses and furniture	9%	8%	8%	10%
Flyers	4%	2%	3%	4%

*Don't knows and refusals have been excluded*



**Q21: Some industry programs include an environmental fee, paid by the consumer, which is used to cover the cost of recycling. Which one of the following two options would you most prefer?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	662	99	269	294
An environmental fee that is added at the cash register and shown separately on the receipt	44%	46%	45%	43%
An environmental fee that is included in the price of the product	41%	44%	43%	40%
Neither / No preference (VOL)	15%	10%	12%	17%

*Don't knows and refusals have been excluded*

**Gender**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	693	100	279	314
Male	44%	46%	51%	39%
Female	56%	54%	49%	61%

**D5: What is the highest level of education you have completed?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	693	100	279	314
Elementary school (grades 1-8)	3%	0%	2%	4%
Some high school	10%	4%	6%	13%
Graduated high school or vocational school	24%	16%	25%	24%
Some community or technical college	5%	5%	5%	5%
Graduated community or technical college	20%	27%	23%	18%
Some University	8%	7%	7%	9%
Completed University	19%	26%	24%	15%
Post-graduate training or degree	10%	15%	9%	9%
Prefer not to say (VOL)	1%	0%	1%	2%



**D2: Which of the following broad income categories best describes your total household income before taxes in 2007?  
Would it be...?**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	693	100	279	314
Up to \$20,000	14%	13%	8%	17%
Between \$20,000 and \$34,999	17%	21%	12%	20%
Between \$35,000 and \$49,999	16%	16%	14%	18%
Between \$50,000 and \$64,999	12%	9%	14%	11%
Between \$65,000 and \$79,999	7%	15%	10%	5%
\$80,000 or more	16%	16%	29%	7%
Prefer not to say (VOL)	18%	9%	12%	22%

**Region**

	Total	Age		
		18-34	35-54	55 or older
Total (N)	693	100	279	314
Cape Breton	15%	12%	15%	16%
Eastern and Northern	21%	19%	19%	22%
HRM	36%	57%	40%	32%
Valley, South Shore and Western	28%	12%	25%	31%



APPENDIX E: Detailed Data Tables By Gender

**RRFB NOVA SCOTIA:  
2008 PUBLIC OPINION SURVEY**



**Q1A: Which of the following best describes how often you or others in your household currently recycle?**

	Total	Male	Female
Total (N)	691	314	377
Never	1%	1%	0%
Rarely	1%	1%	0%
Sometimes	8%	9%	7%
Always	91%	89%	92%

*Don't knows and refusals have been excluded*

**Q1B: What types of things does your household recycle?**

**SUBSET: Respondents from households that currently recycle.**

	Total	Male	Female
Total (N)	682	306	376
Beverage Containers	94%	92%	95%
Newspaper	68%	57%	76%
Plastics / Plastic Products	48%	51%	46%
Paper / Paper Products	46%	51%	41%
Food / Compost	27%	23%	30%
Glass	8%	8%	8%
Metals	7%	9%	5%
Paint	5%	4%	6%
Anything that can be recycled	5%	3%	6%
Electronics	3%	3%	4%
Tires	2%	2%	2%
Clothing	2%	1%	2%
Styrofoam	1%	2%	0%
Containers in general	1%	1%	0%
Appliances	1%	1%	0%
Batteries	1%	1%	0%
Household products	0%	1%	0%
Gardening products	0%	0%	1%

*Don't knows and refusals have been excluded*



**Q10: If you want a refund for recycling your beverage containers, where do you go?**

	Total	Male	Female
Total (N)	642	295	347
Enviro Depot/Bottle Exchanges	68%	70%	67%
Address or name of local depot given	19%	18%	20%
Curbside	7%	7%	7%
Give to charity	7%	7%	6%
Give them away	4%	3%	6%
Does not return beverage containers	2%	2%	3%
RRFB Nova Scotia	0%	0%	0%

*Don't knows and refusals have been excluded*

**Q11A: How often do you bring beverage containers to an Enviro-Depot for recycling?**

	Total	Male	Female
Total (N)	685	309	376
Always	63%	68%	59%
Sometimes	10%	9%	10%
Rarely	7%	5%	8%
Never	20%	17%	23%

*Don't knows and refusals have been excluded*



**Q11B: Is there any particular reason why you rarely or never bring beverage containers to an Enviro-Depot?  
SUBSET: Respondents who rarely or never bring beverage containers to an Enviro-Depot.**

	Total	Male	Female
Total (N)	178	73	105
Give them away	31%	30%	31%
Give them to a charity	17%	20%	15%
Don't have many recyclables	15%	23%	11%
Curbside is easier	10%	8%	11%
It costs too much to get there / Too far away	9%	6%	11%
No Particular Reason	6%	4%	7%
Too much hassle	5%	6%	4%
Taken care of by buildings	3%	2%	4%
Did not know about it	2%	1%	2%
Church refunds	1%	0%	1%
They have inconvenient hours	1%	0%	1%
Don't get enough money for them	1%	0%	1%

*Don't knows and refusals have been excluded*

**Q2: How convenient do you and others in your household find it to participate in the beverage container recycling program? Would you say overall it is...?**

	Total	Male	Female
Total (N)	674	302	372
Not at all convenient	4%	3%	4%
Not very convenient	7%	8%	7%
Generally convenient	42%	44%	39%
Very convenient	47%	44%	49%
It depends (VOL)	1%	1%	1%

*Don't knows and refusals have been excluded*

**Q3A: Would you say your understanding of the beverage container recycling program is excellent, good, fair or poor in terms of knowing which materials can and cannot be recycled?**

	Total	Male	Female
Total (N)	690	314	376
Poor	2%	2%	1%
Fair	10%	14%	6%
Good	53%	56%	51%
Excellent	35%	27%	41%

*Don't knows and refusals have been excluded*



**Q3B: Would you say your understanding of the beverage container recycling program is excellent, good, fair or poor in terms of knowing how materials should be prepared for recycling?**

	Total	Male	Female
Total (N)	681	308	373
Poor	2%	3%	2%
Fair	8%	10%	7%
Good	53%	57%	50%
Excellent	36%	30%	42%

*Don't knows and refusals have been excluded*

**Q12A: Do you always, sometimes, rarely or never return WATER AND POP CONTAINERS to an Enviro-Depot?**

	Total	Male	Female
Total (N)	689	311	378
Never	19%	15%	22%
Rarely	3%	3%	3%
Sometimes	5%	5%	4%
Always	74%	77%	72%

*Don't knows and refusals have been excluded*

**Q12B: Do you always, sometimes, rarely or never return BEER & LIQUOR CONTAINERS to an Enviro-Depot?**

	Total	Male	Female
Total (N)	667	303	364
Never	27%	20%	32%
Rarely	2%	2%	2%
Sometimes	4%	3%	5%
Always	67%	75%	61%

*Don't knows and refusals have been excluded*

**Q12C: Do you always, sometimes, rarely or never return JUICE CONTAINERS to an Enviro-Depot?**

	Total	Male	Female
Total (N)	676	307	369
Never	24%	25%	23%
Rarely	4%	4%	5%
Sometimes	8%	8%	7%
Always	64%	63%	65%

*Don't knows and refusals have been excluded*



**Q12E: Do you always, sometimes, rarely or never return PAINT to an Enviro-Depot?**

	Total	Male	Female
Total (N)	634	289	345
Never	40%	39%	41%
Rarely	12%	13%	12%
Sometimes	10%	11%	9%
Always	37%	36%	38%

*Don't knows and refusals have been excluded*

**Q12F: Do you always, sometimes, rarely or never return TETRA PAK OR DRINKING BOX CONTAINERS to an Enviro-Depot?**

	Total	Male	Female
Total (N)	657	293	364
Never	34%	31%	36%
Rarely	4%	3%	4%
Sometimes	6%	9%	3%
Always	57%	56%	57%

*Don't knows and refusals have been excluded*

**Q13: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for each of the following areas?  
Mean Values**

	Total	Male	Female
Its location	8.5	8.2	8.7
The hours of operation	8.5	8.3	8.7
The materials they accept	8.6	8.4	8.9
Neatness and cleanliness	7.8	7.7	8.0
Customer service	8.8	8.5	8.9

*Don't knows and refusals have been excluded*



**Q13A: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for ITS LOCATION?**

	Total	Male	Female
Total (N)	693	314	379
1 - Poor	1%	1%	1%
2	1%	1%	1%
3	1%	1%	1%
4	1%	2%	1%
5	5%	7%	2%
6	4%	4%	3%
7	7%	7%	6%
8	18%	20%	17%
9	11%	12%	11%
10 - Excellent	39%	33%	44%
Don't Know	12%	10%	14%
Refused	0%	0%	0%

**Q13B: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for THE HOURS OF OPERATION?**

	Total	Male	Female
Total (N)	693	314	379
1 - Poor	1%	1%	1%
2	0%	0%	0%
3	1%	1%	0%
4	1%	2%	1%
5	4%	6%	3%
6	2%	2%	2%
7	7%	8%	6%
8	18%	21%	15%
9	9%	12%	8%
10 - Excellent	36%	32%	40%
Don't Know	19%	14%	22%
Refused	1%	0%	1%



**Q13C: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for THE MATERIALS THEY ACCEPT?**

	Total	Male	Female
Total (N)	693	314	379
1 - Poor	1%	0%	1%
2	0%	1%	0%
3	1%	1%	0%
4	1%	1%	0%
5	3%	4%	3%
6	2%	2%	1%
7	6%	9%	5%
8	21%	24%	18%
9	11%	12%	10%
10 - Excellent	37%	33%	41%
Don't Know	16%	12%	19%
Refused	1%	0%	1%

**Q13D: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for NEATNESS AND CLEANLINESS?**

	Total	Male	Female
Total (N)	693	314	379
1 - Poor	1%	1%	1%
2	1%	1%	1%
3	1%	1%	1%
4	2%	2%	3%
5	7%	8%	5%
6	6%	8%	4%
7	11%	11%	11%
8	22%	26%	19%
9	8%	5%	10%
10 - Excellent	23%	23%	24%
Don't Know	18%	13%	22%
Refused	0%	0%	0%



**Q13E: Using a scale from 1 to 10 where 1 is poor and 10 is excellent, how would you rate your local Enviro-Depot for CUSTOMER SERVICE?**

	Total	Male	Female
Total (N)	693	314	379
1 - Poor	1%	1%	1%
2	1%	1%	0%
3	1%	1%	0%
4	1%	0%	1%
5	2%	4%	1%
6	2%	3%	2%
7	6%	6%	6%
8	16%	20%	13%
9	12%	13%	11%
10 - Excellent	43%	39%	46%
Don't Know	15%	11%	18%
Refused	1%	0%	1%

**Q4A: Which of the following best describes how often you or others in your household currently compost food and yard waste? Is it...?**

	Total	Male	Female
Total (N)	689	313	376
Never	13%	15%	11%
Rarely	3%	4%	2%
Sometimes	8%	10%	7%
Always	76%	71%	80%

*Don't knows and refusals have been excluded*

**Q4B: What is your household's primary method of composting? Is it...?**  
**SUBSET: Respondents that always, sometimes or rarely compost.**

	Total	Male	Female
Total (N)	601	267	334
Using green carts	64%	57%	69%
In your back yard	21%	29%	15%
Both equally (VOL)	15%	14%	16%
Separate container under sink	0%	0%	0%
Bio-solo bags	0%	0%	0%
Feed it too animals	0%	1%	0%

*Don't knows and refusals have been excluded*





**Q4C: How convenient do you and others in your household find it to participate in composting using green carts? Would you say overall it is...?**

**SUBSET: Respondents that always, sometimes or rarely compost and use only green carts or both green carts and their backyard equally for composting.**

	Total	Male	Female
Total (N)	481	193	288
Not at all convenient	1%	1%	1%
Not very convenient	4%	3%	4%
Generally convenient	25%	30%	22%
Very convenient	70%	66%	72%
It depends (VOL)	0%	0%	0%

*Don't knows and refusals have been excluded*

**Q4D: How convenient do you and others in your household find it to participate in backyard composting? Would you say overall it is...?**

**SUBSET: Respondents that always, sometimes or rarely compost and use only their backyard or both green carts and their backyard equally for composting.**

	Total	Male	Female
Total (N)	199	103	96
Not at all convenient	2%	1%	4%
Not very convenient	5%	6%	4%
Generally convenient	34%	39%	29%
Very convenient	57%	55%	60%
It depends (VOL)	1%	0%	3%

*Don't knows and refusals have been excluded*

**Q5A: Does your community require the use of clear bags for garbage?**

	Total	Male	Female
Total (N)	655	297	358
Yes	43%	42%	43%
No	57%	58%	57%

*Don't knows and refusals have been excluded*



**Q5B: Which of the following best describes how strongly you support or oppose the mandatory use of clear bags for garbage? Do you...?**

	Total	Male	Female
Total (N)	673	308	365
Strongly oppose	9%	8%	10%
Oppose	14%	16%	12%
Neither support nor oppose (VOL)	14%	16%	13%
Support	35%	32%	38%
Strongly support	28%	28%	28%

*Don't knows and refusals have been excluded*

**Q6: What are your main sources of information about household recycling and composting?**

	Total	Male	Female
Total (N)	661	292	369
Flyers / Information sheet(s)	52%	42%	60%
Community / Municipal newsletters	21%	22%	21%
Newspaper	21%	24%	19%
Municipal Government	18%	16%	19%
TV	11%	11%	12%
The Internet / Websites	9%	13%	7%
Calendars	8%	7%	8%
Word of mouth	6%	8%	5%
Radio	6%	5%	6%
Local waste help-line	5%	2%	6%
Personal Knowledge	3%	4%	3%
School Children	3%	0%	5%
Depot	2%	3%	1%
Phone book	1%	1%	1%
Waste check	1%	1%	1%
Random advertising	1%	1%	1%
At my work site	1%	1%	0%
Contact number	1%	1%	0%
Mail	0%	0%	0%
Magazine	0%	0%	1%
Poster	0%	0%	0%
Product labels	0%	0%	0%
Hotline	0%	0%	0%

*Don't knows and refusals have been excluded*



**Q7: How would you prefer to receive information about household recycling and composting?**

	Total	Male	Female
Total (N)	633	280	353
Flyers / Information sheet(s)	59%	54%	63%
Community / Municipal newsletters	18%	18%	17%
Newspaper	17%	17%	17%
TV	9%	10%	9%
Mail	8%	7%	9%
Municipal Government	8%	6%	9%
The Internet / Websites	7%	12%	4%
Calendars	5%	5%	6%
Local waste help-line	3%	2%	4%
Radio	2%	3%	2%
Word of mouth	2%	1%	2%
Email	1%	1%	1%
Depot	1%	2%	0%
School Children	1%	0%	1%
Contact number	1%	1%	0%
Fridge Magnet	1%	1%	0%
Phone book	1%	0%	1%
Product labels	0%	1%	0%
Waste check	0%	0%	1%
Personal Knowledge	0%	0%	0%
Random advertising	0%	0%	0%
At my work site	0%	0%	0%

*Don't knows and refusals have been excluded*



**Q14: Which organizations, if any, are responsible for recycling programs on a province-wide basis?**

	Total	Male	Female
Total (N)	693	314	379
Don't Know (VOL)	70%	66%	73%
Regional Municipalities	10%	9%	11%
Provincial Government	8%	9%	7%
RRFB Nova Scotia	3%	3%	2%
Environment Canada	2%	3%	1%
Waste Check / Waste Management	2%	3%	1%
NS Department of Environment	2%	2%	1%
Resource Recovery Fund Board Nova Scotia	2%	2%	1%
Local Enviro Depot / Pick up services	1%	1%	2%
Enviro Depots	1%	2%	1%
Clean Nova Scotia Foundation	1%	0%	2%
ACAP	1%	0%	1%
Charities / Volunterer associations	1%	1%	1%
Refused (VOL)	0%	0%	1%
Atlantic Stewardships	0%	0%	0%
Recycling Association of Nova Scotia	0%	0%	0%
Compost Consumer Waste	0%	0%	0%
Ecology Jackson Centre	0%	0%	0%
Capital District Health Authority	0%	0%	0%

**Q15: Do you recall seeing or hearing anything about an organization called RRFB Nova Scotia, or the Resource Recovery Fund Board?  
SUBSET: Respondents that did not mention RRFB in Q14.**

	Total	Male	Female
Total (N)	641	287	354
Yes	36%	40%	33%
No	64%	60%	67%

*Don't knows and refusals have been excluded*



**Q16: RRFB Nova Scotia is a non-profit corporation in Nova Scotia that runs Enviro-Depots and several provincial recycling programs. Have you ever seen or heard of the organization?**  
**SUBSET: Respondents that did not mention RRFB in Q14 and those that have not seen or heard anything about it.**

	Total	Male	Female
Total (N)	399	167	232
Yes	10%	12%	9%
No	90%	88%	91%

*Don't knows and refusals have been excluded*



**Q17: To the best of your knowledge, what sort of programs and activities does RRFB Nova Scotia either participate in or sponsor?**  
**SUBSET: Respondents that mentioned RRFB in Q14 and those that have seen or heard anything about it.**

	Total	Male	Female
Total (N)	308	151	157
Don't know / Not sure (VOL)	59%	59%	58%
Operate recycling programs	10%	10%	10%
Operate Enviro-Depots® / Recycling centres	9%	9%	8%
Public education and awareness	8%	4%	12%
Fund recycling programs programs/municipal programs	7%	8%	6%
Electronic / E-waste Program	7%	7%	6%
Operate tire recycling program	4%	6%	3%
Green Carts / Composting	4%	5%	3%
Work with municipalities to promote recycling	4%	2%	5%
Paint Recycling	4%	2%	5%
Operate beverage container recycling program	3%	4%	1%
Roadside / Beach clean ups	2%	0%	3%
Hazardous waste clean up and handling	1%	0%	2%
Blue Bins / Bags	1%	2%	0%
Work with industry to promote recycling	1%	0%	1%
Offer grants to encourage new products out of recycled matter	1%	1%	1%
Recycling collection	1%	1%	0%
Furniture recycling programs	0%	0%	1%
Auto recycling programs	0%	0%	0%
Manage water resource programs	0%	0%	0%

**Q20: In your opinion, how important is it that industry contributes to the management of waste? Is it...?**

	Total	Male	Female
Total (N)	686	308	378
Very important	92%	90%	94%
Somewhat important	7%	9%	6%
Not very important	0%	1%	0%
Not at all important	0%	0%	0%

*Don't knows and refusals have been excluded*



**Q9A: How would you rate your level of interest in new programs aimed at DISPOSABLE CUPS SUCH AS COFFEE AND FAST-FOOD CUPS?**

	Total	Male	Female
Total (N)	680	304	376
Not at all interested	2%	3%	2%
Not very interested	4%	3%	5%
Generally interested	28%	32%	25%
Very interested	64%	59%	68%
It depends (VOL)	1%	2%	0%

*Don't knows and refusals have been excluded*

**Q9B: How would you rate your level of interest in new programs aimed at PLASTIC SHOPPING BAGS?**

	Total	Male	Female
Total (N)	670	302	368
Not at all interested	3%	3%	3%
Not very interested	6%	8%	5%
Generally interested	30%	31%	29%
Very interested	59%	57%	61%
It depends (VOL)	1%	1%	1%

*Don't knows and refusals have been excluded*

**Q9C: How would you rate your level of interest in new programs aimed at HOUSEHOLD ITEMS LIKE PESTICIDES, USED OIL CONTAINERS AND FILTERS, FLAMMABLE MATERIALS AND USED MEDICATIONS?**

	Total	Male	Female
Total (N)	682	307	375
Not at all interested	1%	1%	1%
Not very interested	5%	6%	5%
Generally interested	27%	29%	27%
Very interested	66%	64%	68%
It depends (VOL)	0%	1%	0%

*Don't knows and refusals have been excluded*

**Q9D: How would you rate your level of interest in new programs aimed at FLYERS?**

	Total	Male	Female
Total (N)	654	292	362
Not at all interested	3%	4%	3%
Not very interested	5%	4%	6%
Generally interested	27%	29%	26%
Very interested	63%	61%	64%
It depends (VOL)	2%	2%	2%

*Don't knows and refusals have been excluded*



**Q9E: How would you rate your level of interest in new programs aimed at MATTRESSES AND FURNITURE?**

	Total	Male	Female
Total (N)	660	301	359
Not at all interested	4%	5%	3%
Not very interested	8%	8%	7%
Generally interested	34%	35%	34%
Very interested	53%	50%	55%
It depends (VOL)	2%	2%	1%

*Don't knows and refusals have been excluded*

**Q9BB: And of those five types of waste, in your opinion which on is the most important to address?**

	Total	Male	Female
Total (N)	626	289	337
Household items like pesticides, used oil containers and fillters, flammable materials and used medications	43%	47%	40%
Disposable cups such as coffee and fast-food cups	23%	21%	25%
Plastic shopping bags	21%	17%	23%
Mattresses and furniture	9%	10%	8%
Flyers	4%	4%	3%

*Don't knows and refusals have been excluded*

**Q21: Some industry programs include an environmental fee, paid by the consumer, which is used to cover the cost of recycling. Which one of the following two options would you most prefer?**

	Total	Male	Female
Total (N)	662	301	361
An environmental fee that is added at the cash register and shown separately on the receipt	44%	44%	43%
An environmental fee that is included in the price of the product	41%	42%	41%
Neither / No preference (VOL)	15%	13%	17%

*Don't knows and refusals have been excluded*





**AGE: Which of the following categories does your age fall?**

	Total	Male	Female
Total (N)	693	314	379
18-34	6%	6%	6%
35-54	35%	41%	30%
55 or older	59%	53%	64%

**D5: What is the highest level of education you have completed?**

	Total	Male	Female
Total (N)	693	314	379
Elementary school (grades 1-8)	3%	3%	3%
Some high school	10%	12%	9%
Graduated high school or vocational school	24%	24%	23%
Some community or technical college	5%	4%	6%
Graduated community or technical college	20%	16%	23%
Some University	8%	9%	7%
Completed University	19%	18%	19%
Post-graduate training or degree	10%	12%	8%
Prefer not to say (VOL)	1%	0%	2%

**D2: Which of the following broad income categories best describes your total household income before taxes in 2007? Would it be...?**

	Total	Male	Female
Total (N)	693	314	379
Up to \$20,000	14%	8%	18%
Between \$20,000 and \$34,999	17%	17%	17%
Between \$35,000 and \$49,999	16%	15%	18%
Between \$50,000 and \$64,999	12%	13%	11%
Between \$65,000 and \$79,999	7%	10%	5%
\$80,000 or more	16%	24%	9%
Prefer not to say (VOL)	18%	13%	21%

