

ENVIRONMENTAL DEFENCE CANADA

DEPOSIT RETURN SYSTEMS

MARCH 2024



METHODOLOGY

The survey was conducted with 1,500 adults living in Ontario from March 14 to 21, 2024. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.53%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding



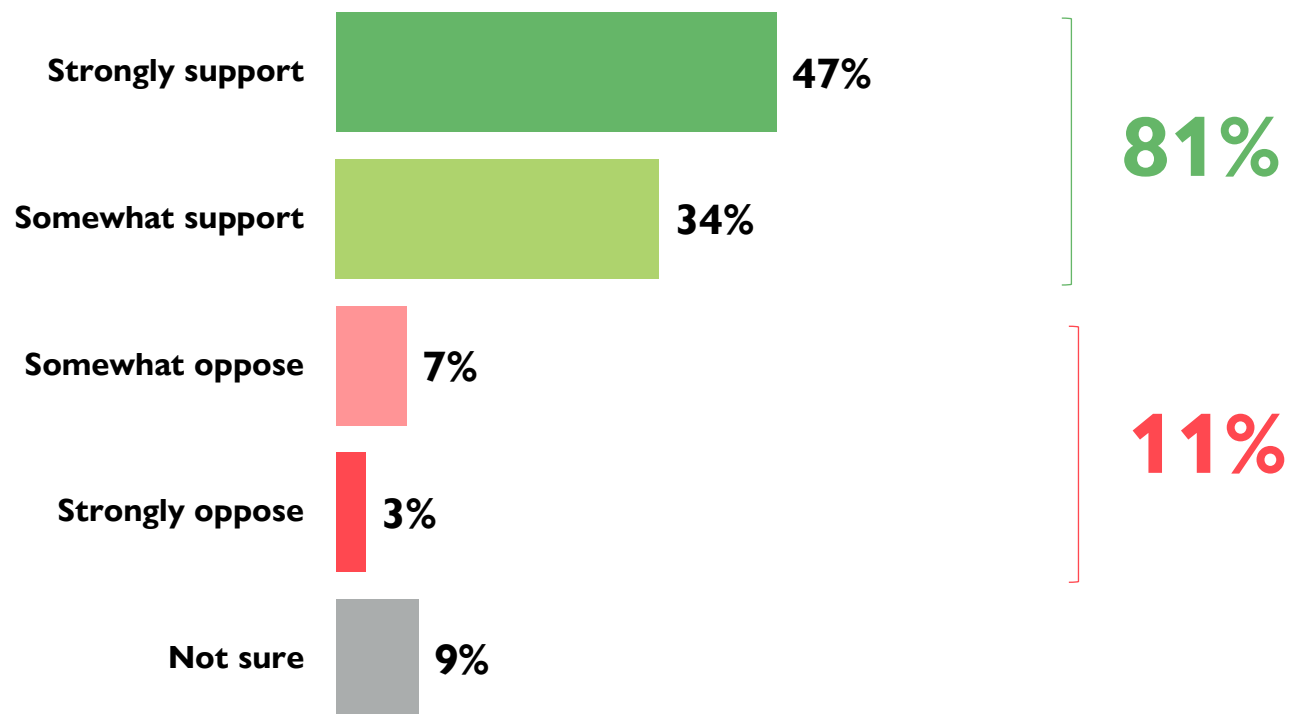
EXECUTIVE SUMMARY

- **The vast majority of Ontario residents support a deposit return system for non-alcoholic drink containers.**
 - This is supported by 81% of Ontarians, with the highest support in rural Ontario (89%), among those living in the southwest (86%) and among older residents (84%). Support is fairly cross-partisan.
- **Over half of Ontarians would prefer to see a deposit return system established in retail locations.**
 - Younger Ontarians are more likely to feel this way than their older peers, who are more likely to not have a preference in the matter, however all demographics still lean pro-deposit return system.
 - Ontarians in rural areas are slightly more inclined towards depots than others, but even the majority of this demographic prefers the retail system.



Deposit Return Systems, like the one currently used by the Beer Store and LCBO for alcoholic beverage containers (including beer bottles) charge a 10 to 20 cent deposit on each container, which is refunded when the container is returned for refill or recycling. As a result, in Ontario, many more alcoholic beverage containers are collected, and recycled or reused (79 per cent) than non-alcoholic drink containers (46 per cent). To what extent do you support or oppose the establishment of a Deposit Return System in Ontario for non-alcoholic drink containers?

THE VAST MAJORITY OF ONTARIANS SUPPORT A DEPOSIT RETURN SYSTEM FOR NON-ALCOHOLIC DRINK CONTAINERS.



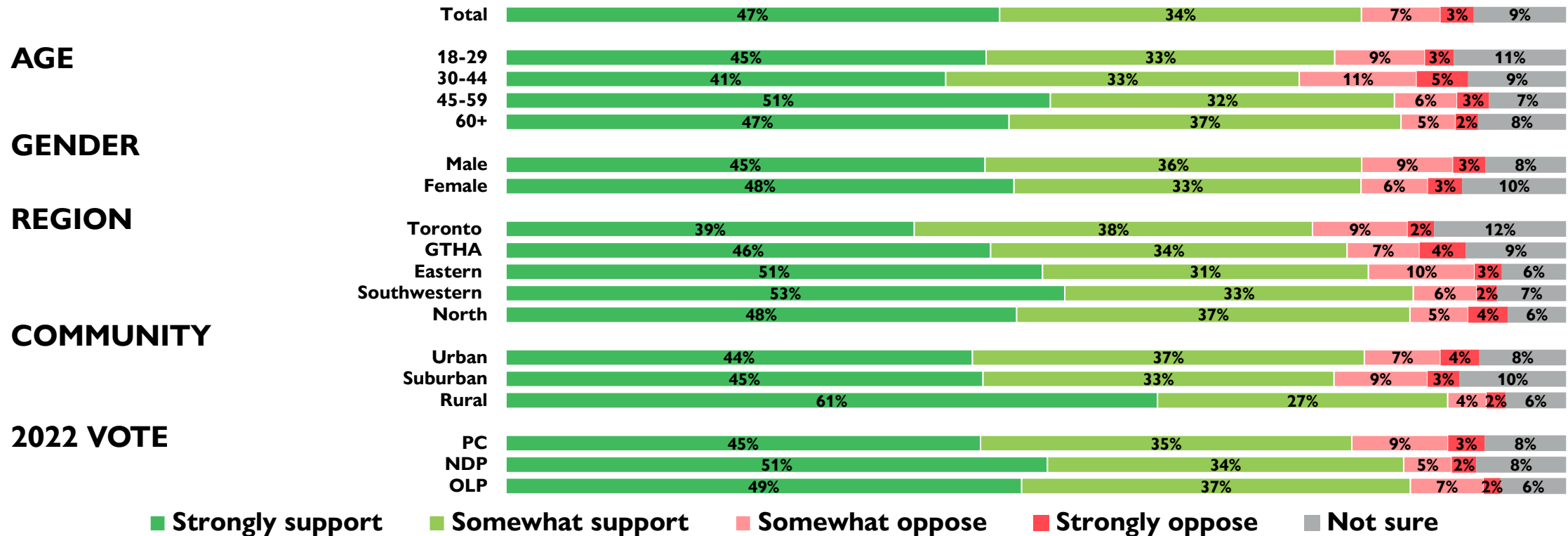
Those in rural Ontario (89%), those living in the southwest (86%) and older residents (84%) are among the most likely demographic groups to support a deposit return system.

N = 1,500



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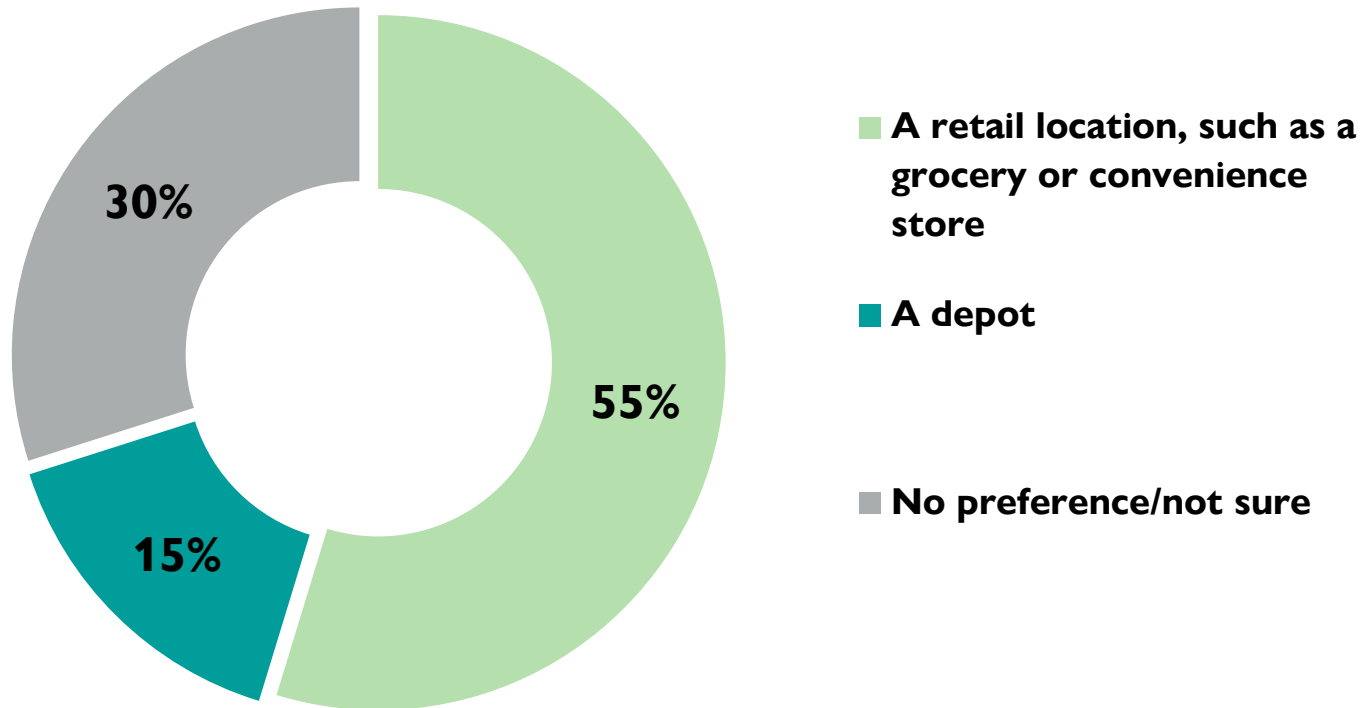


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Eight out of 10 provinces in Canada have Deposit Return Systems for both alcoholic and non-alcoholic beverage containers. Some provinces require that the consumer return empty containers to depots -- large purpose-built facilities, situated away from retailers -- to receive their deposit refund. Other systems require retailers that sell beverages (grocery stores, convenience stores, etc.) to accept empty containers and provide deposit refunds to consumers. Would you prefer to return empty beverage containers to:

OVER 1 IN 2 ONTARIANS WOULD PREFER TO SEE A DEPOSIT RETURN SYSTEM ESTABLISHED IN RETAIL LOCATIONS.



While younger individuals are more likely to prefer this system to be established in retail locations, older individuals are more likely to not have a preference on the matter.

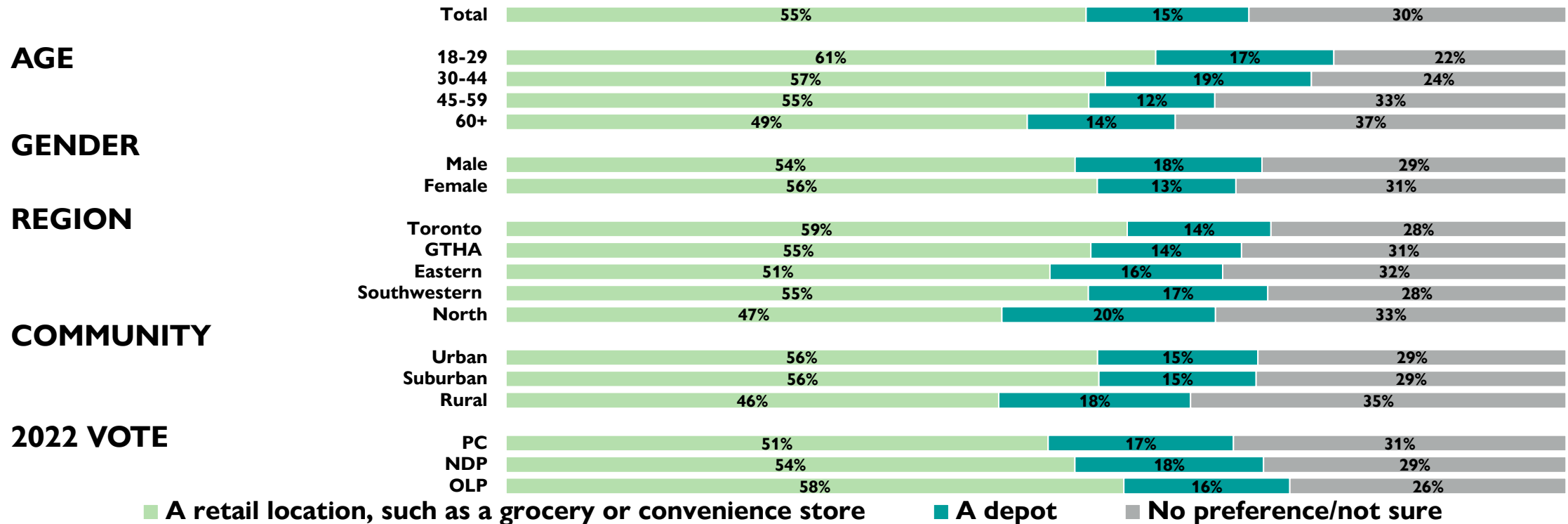
Furthermore, Ontarians in city centers and urban/suburban areas are among the most likely to prefer the system to be established in retail locations.

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