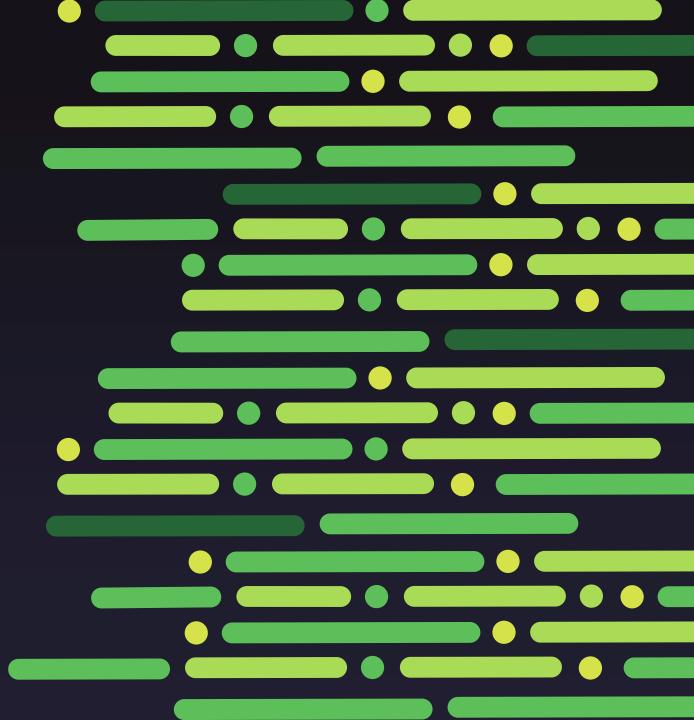


#### ENVIRONMENTAL DEFENCE CANADA DEPOSIT RETURN SYSTEMS

**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 probabilitybased 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



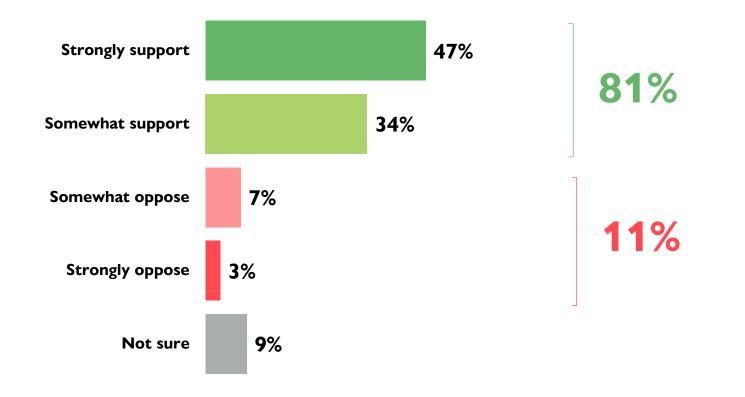
#### **EXECUTIVE SUMMARY**

- 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.

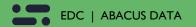


Deposit Return Systems, like the one currently used by the Beer Store and LCBO for alcoholic beverage containers (including beer bottles) charge a 10 to 20 cent deposit on each container, which is refunded when the container is returned for refill or recycling. As a result, in Ontario, many more alcoholic 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.



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.

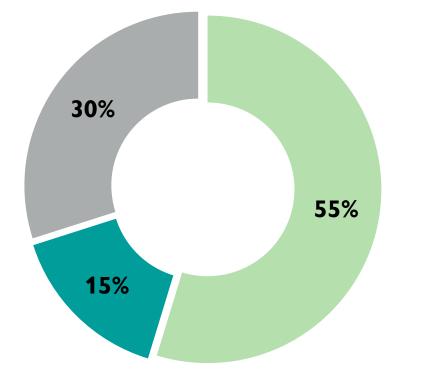
Total	47%	34%	7% 3% 9%
AGE 18-29	45%	33%	<b>9% 3%</b> 11%
30-44	41%	33%	11% 5% 9%
45-59	51%	32%	<b>6% 3% 7</b> %
60+	47%	37%	<b>5% <mark>2%</mark> 8%</b>
GENDER			
Male	45%	36%	<b>9% 3%</b> 8%
Female	48%	33%	6% <mark>3%</mark> 10%
<b>REGION</b> Toronto			
	39%	38%	<mark>9% 2%</mark> 12%
GTHA	46%	34%	<b>7% 4% 9</b> %
Eastern	51%	31%	<b>10% 3%</b> 6%
Southwestern	53%	33%	<mark>6% 2%</mark> 7%
North	48%	37%	<b>5% 4% 6%</b>
COMMUNITY			
Urban	44%	37%	7% 4% 8%
Suburban	45%	33%	<b>9% 3%</b> 10%
Rural	<b>61%</b>	27%	<b>4% 2%</b> 6%
<b>2022 VOTE</b>			
	45%	35%	<b>9% 3%</b> 8%
NDP	51%	34%	<b>5% 2%</b> 8%
OLP	<b>49</b> %	37%	7% 2% 6%
Strongly support So	newhat support Somewhat oppose	Strongly oppose	Not sure

N = 1,500



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 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.



A retail location, such as a grocery or convenience store

A depot

No preference/not sure

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.





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.

Total	55%	15%	30%	
AGE 18-29	61%	17%	22%	
30-44	57%	19%	24%	
45-59	55%	12%	33%	
60+	49%	14%	37%	
GENDER				
Male	54%	18%	29%	
Female	56%	13%	31%	
DECION				
<b>REGION</b> Toronto	59%	14%	28%	
GTHA	55%	14%	31%	
Eastern	51%	16%	32%	
Southwestern	55%	17%	28%	
North	47%	20%	33%	
COMMUNITY				
Urban	56%	15%	29%	
Suburban	56%	15%	29%	
Rural	46%	18%	35%	
2022 VOTE PC	51%	17%	31%	
NDP	54%	18%	29%	
OLP	58%	16%	26%	
A retail location, such as a grocery or convenience store A depot No preference/not sure			e/not sure	

