

2012 Public Opinion Survey

- Research Report -

Prepared for:

Resource Recovery Fund Board of Nova Scotia

Prepared by:



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Methodology

During April 2012, MQO completed a public opinion survey with Nova Scotians on behalf of the Resource Recovery Fund Board (RRFB) of Nova Scotia. This research was the last phase of a three-phase research project. The data and information collected from the three phases of research will inform RRFB's marketing and communication strategies for 2012/2013. It will provide a benchmark whereby future campaigns and initiatives can be measured against for overall effectiveness.

1. The first phase involved five tele-online focus groups with RRFB Stakeholders, including RRFB employees, RRFB board members, Enviro-Depots, municipalities and regional chairs/NSE. The objective was to gather directional and exploratory information to gain a deeper insight into Stakeholder perceptions of RRFB's brand position within the Province and to strengthen the phase two quantitative survey that represents the greater Stakeholder group.
2. The second phase' telephone interviews mirrored the questions posed during the focus groups but allowed all willing Stakeholders to participate. The objective among the greater Stakeholder population was to assess their overall perception of RRFBs brand position in terms of the organizations role in environmental stewardship, education and awareness programs and program funding. In total, 156 interviews were conducted between March 3rd and 27th, 2012 and interviews lasted, on average, 13 minutes.
3. The final phase of the research involved a telephone survey with Nova Scotians 18 years of age and older. This final phase assessed overall awareness of RRFB and RRFB programs, and participation in recycling programs within the household and at work. In total, 703 surveys were conducted between April 20th and May 1st, 2012. The data was representative by age, gender and region. The survey was on average, 14 minutes.

Data for the phase 3 research was weighted by age and gender according to Statistics Canada's 2006 Nova Scotia population statistics. To identify differences, statistical tests of significance have been completed at the 95% confidence level. Essentially, when comparing two values obtained from different populations, a statistical test will guide us to be confident that any apparent difference between the values is statistically real or significant.¹ Each question was analyzed by age, gender, region and dwelling (owners vs. renters). **Throughout this report, differences are noted and highlighted only if they are statistically significant.** Where this occurs, we can say that we are 95% confident that the difference between the values in question exists in the population and is not simply due to uncontrollable sampling error. It is important to note that the term 'significant' is used to denote statistically significant differences, and is not synonymous with 'important.'

¹ What may seem to be a difference between percentages may simply be the result of sampling error or the margin of error associated with the sample size, and not a real or significant difference in the population.

Demographic Profile

As shown below, a full range of demographics were represented in this study. The majority of respondents work full time, are 35+, earn an annual household income between \$25,000-\$75,000, own their home and have completed university or community college.

Gender		Age	
Male	43%	18-34	26%
Female	57%	35-54	39%
Employment Status		55+	35%
Work full time (at least 35 hours per week)	44%	Annual Household Income	
Part time (at least 35 hours per week)	9%	Less than \$25,000	10%
Self-employed	6%	\$25,000 to less than \$45,000	20%
Unemployed but looking for work	3%	\$45,000 to less than \$75,000	20%
Unemployed but not looking for work	2%	\$75,000 to less than \$100,000	15%
Student	4%	\$100,000 to less than \$150,000	12%
Homemaker	5%	\$150,000 or more	7%
Retired	23%	Refused	16%
Disabled	1%	Education	
Dwelling		Less than high school	7%
Own a house (single family or duplex)	72%	Completed high school	16%
Rent a house (single family or duplex)	5%	Some University or Community College	19%
Rent an apartment	12%	Completed University or Community College	42%
Own an apartment or condominium	3%	Post Graduate Students	14%
Live with a parent or relative	6%		

During analysis, MQO identified similarities between two respondent categories. The majority of 18-34 year olds are renters. And the majority of respondents 55 years of age or older own their home. Significant differences between age and type of dwelling have been noted throughout the report. Readers should be cognizant that opinions are likely a product of age and circumstance combined.

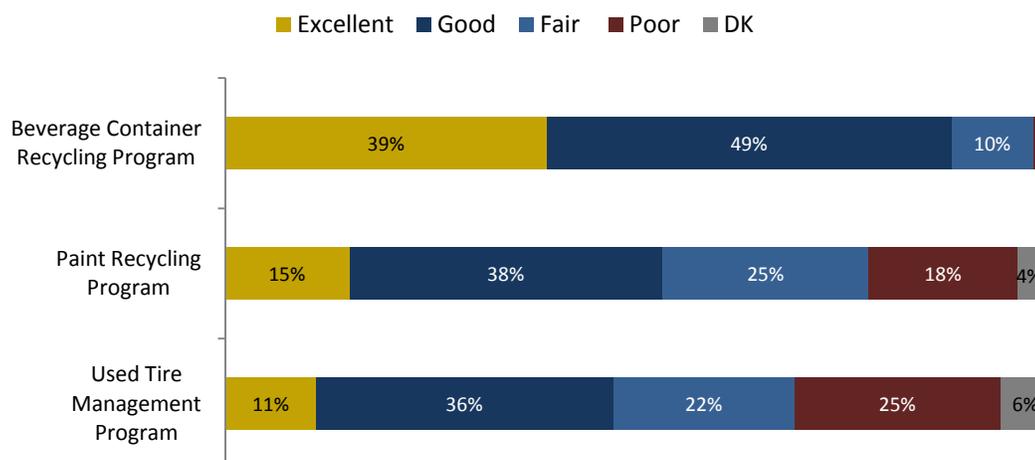
Age Profile by Dwelling		
	Owners n=564	Renters n=101
18-34	17%	44%
35-54	42%	39%
55+	41%	17%

Program Knowledge

Respondents were first asked to rate their knowledge and awareness of environmental programs within Nova Scotia.

Of the three programs measured, Nova Scotians are most familiar with the Beverage Container Recycling Program with 88% rating their level of understanding in terms of knowing which materials can and cannot be recycled 'good' or 'excellent'. This is followed by the Paint Recycling Program (53%) and the used Tire Management Program (47%). These results compared to the 2008 *Public Opinion Research* conducted on behalf of RRFB.

Chart 1: Understanding of Recycling Programs



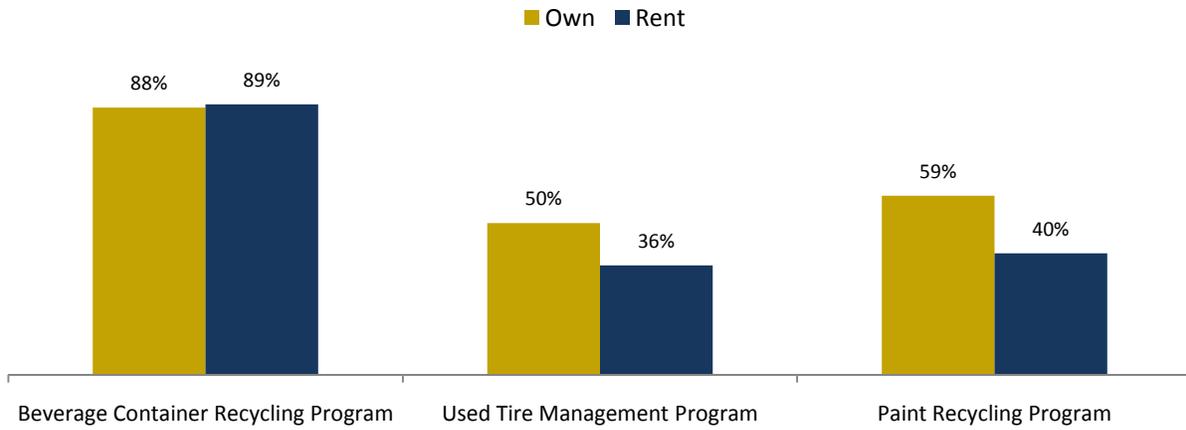
When level of understanding was analyzed by gender, females were more likely to rate their understanding of the Used Beverage Container Program 'good' or 'excellent'. Additionally, as age increases respondents become more aware of the Used Tire and Paint Recycling Program.

Table 1: Understanding of Recycling Programs
- % rating 'good' or 'excellent' -

	Males n=303	Females n=400	18-34 n=94	35-54 n=265	55+ n=344
Beverage Container Program	85%	92%	86%	88%	89%
Used Tire Management Program	48%	45%	30%	47%	58%
Paint Recycling Program	50%	56%	32%	53%	69%

Furthermore, people who own their dwelling (a house or condominium) have a better understanding of the Paint Recycling and the Used Tire Program.

Chart 2: Understanding of Recycling Programs by Renters vs. Owners*:



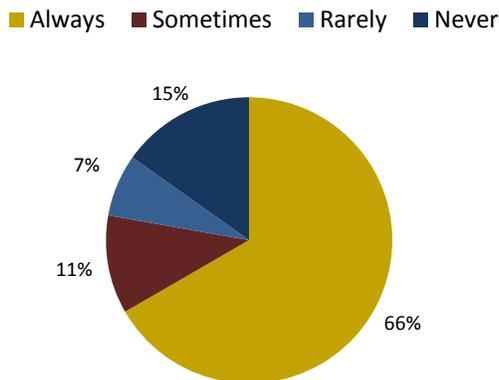
**Owners': those who said they own a house or condominium; 'Renters': those who said they rent a house or condominium.*

Household Participation

Just over three-quarters of respondents 'always' (66%) or 'sometimes' (11%) bring their containers to an Enviro-Depot for recycling. These results are consistent with the *2008 Public Opinion Research* results.

In this study, participation does not vary by age and gender. However, those who own their dwelling bring their beverage containers to an Enviro-Depot for recycling more frequently (always: 70%; sometimes: 10%) than those who currently rent (always: 50%; sometimes: 12%).

Chart 3: Frequency of Bringing Containers to an Enviro-Depot



Those respondents that 'rarely' or 'never' bring their bottles to an Enviro-Depot do not because they *give them away to friends or family* (25%), they *put them curbside* (19%), it is *too much hassle to take them there* and/or because they *give them to charity* (14%). For the most part, the deterrents offered were similar to those offered in the 2008 research. However, Respondents in the 2012 research are more likely to say "curbside is easier" (2008: 10%; 2012: 19%) or "it is too much hassle to take their containers to an Enviro-Depot" (2008: 5%; 2012: 17%).

Table 2: Reasons they 'Rarely' or 'Never' Bring Beverage Containers to an Enviro-Depot

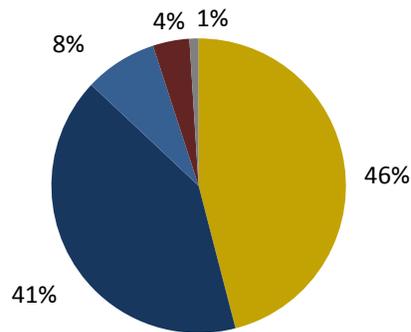
	n=157
Give them away	25%
Curbside is easier	19%
Too much hassle	17%
Don't have many	16%
Give them to charity	14%
Not enough refund	4%
Inconvenient hours / too far away / neither one around	4%
Taken care of by building they are in	4%
Costs too much getting there and back	3%
Miscellaneous mentions	5%
Don't Know/Not Sure (VOL)	3%

*Multiple responses allowed

Overall, respondents find it convenient to participate in the Beverage Container Recycling Program with 87% rating the program 'very' or 'generally convenient'. Females are more likely than males to say it is 'very convenient' to participate in the program (females: 53%; males: 38%). The results did not differ by age or between owners and renters. These results are consistent with the findings in the *2008 Public Opinion Research*.

Chart 4: Convenience to Participate in the Beverage Container Recycling Program

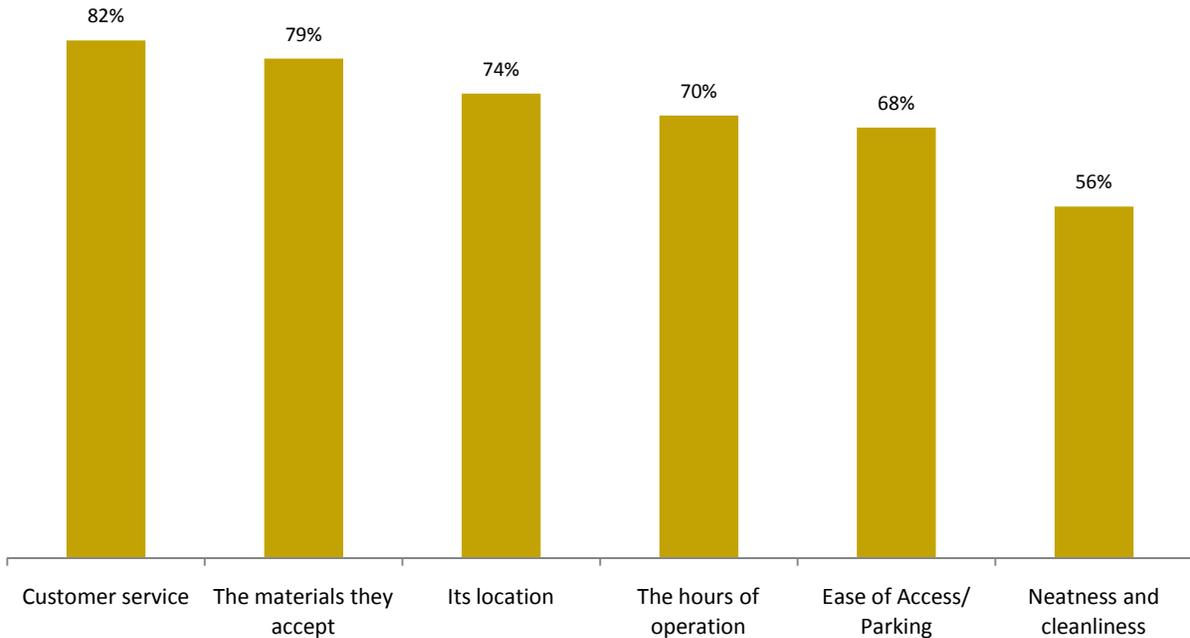
■ Very convenient ■ Generally convenient ■ Not very convenient ■ Not at all convenient ■ DK



Those respondents who take their containers to an Enviro-Depot (n=567) at least 'rarely' were asked to rate Enviro-Depots on a variety of service dimensions using a 10-point scale where 1 was *poor* and 10 was *excellent*. Respondents rate the Enviro-Depots highest for 'customer service' (82%), the 'materials they accept' (79%) and 'location' (74%) and lowest for 'neatness and cleanliness' (56%).

Although 2012 ratings compared to 2008 ratings, for the five service dimensions measured in both waves (location, hours, materials they accept, neatness and cleanliness and customer service), about 2 in 10 respondents in 2008 were unable to rate the Enviro-Depots for each of the dimensions whereas the strong majority of the 2012 respondents were able to provide a rating for each service dimension.

Chart 5: Rating of Enviro-Depots*
Subset: Those who said they 'always', 'sometimes' or 'rarely' visit an Enviro Depot (n=589)
 - % rating an 8 or higher on a 10-point scale -



**Don't knows and refusals have been excluded*

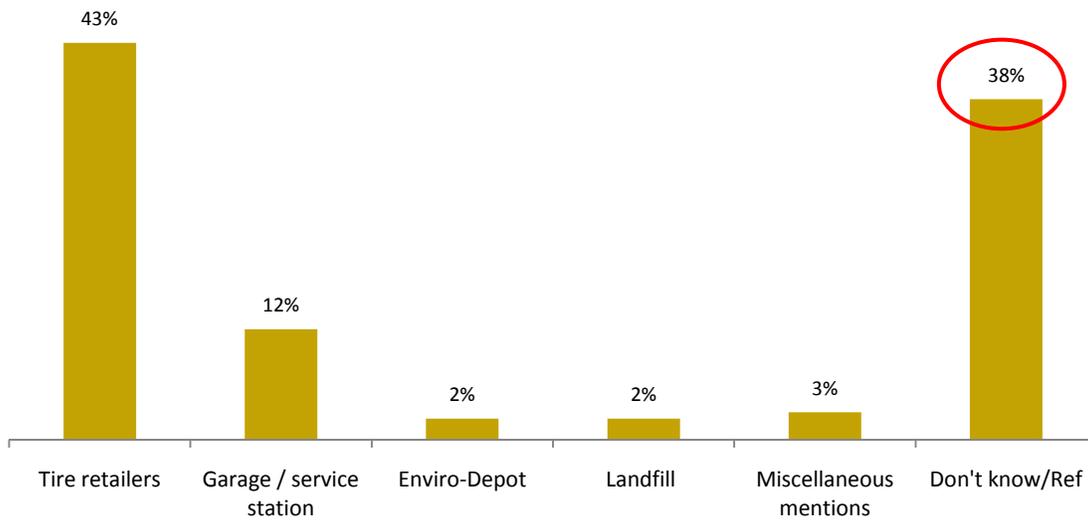
As shown in Table 3, females and older respondents are more likely to rate Enviro-Depots an 8 or higher for most of the service dimensions tested.

Table 3: Rating of Enviro-Depot*					
Subset: Those who said they 'always', 'sometimes' or 'rarely' visit an Enviro-Depot (n=589)					
% rating an 8 or higher on a 10-point scale					
	Male n=257	Female n=332	18 - 34 n=79	35 - 54 n=233	55 or older n=277
Its location	70%	77%	63%	71%	85%
The hours of operation	68%	73%	52%	73%	81%
The materials they accept	73%	84%	75%	77%	84%
Neatness and cleanliness	52%	60%	38%	56%	69%
Customer service	78%	86%	71%	80%	93%
Ease of Access/ Parking	64%	72%	53%	68%	80%

**Don't knows and refusals have been excluded*

Just over a third of respondents are unsure where to go to recycle their tires. Forty-three percent would take them to tire retailers and 12% would take them to a garage or service station. Renters are significantly more likely to say they are unsure where to go to recycle tires (owners: 30%; renters: 61%). Likewise, owners are more likely to say they would take their old tires to a tire retailer for recycling (owners: 50%; renters: 22%).

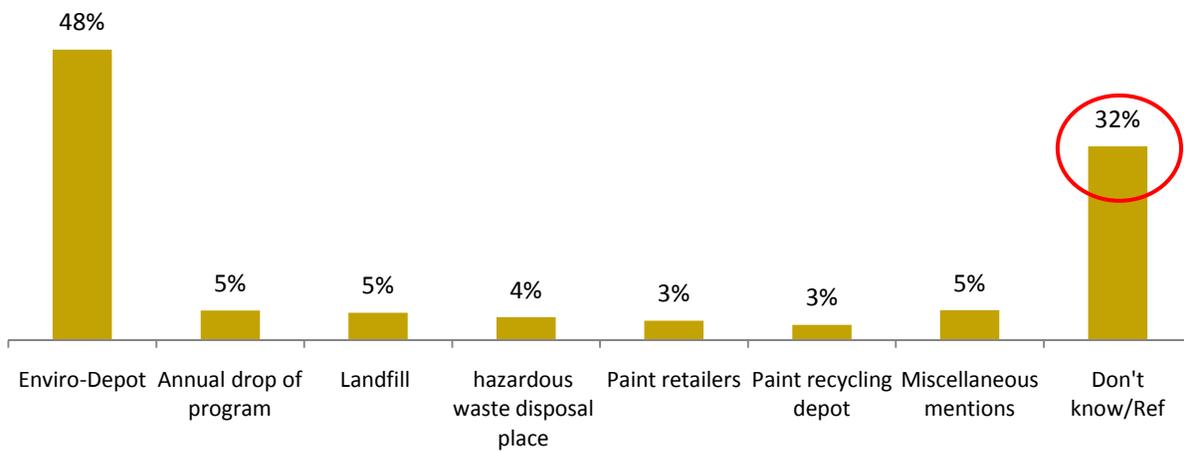
Chart 6: Where to Recycle Tires (unaided)



**Multiple responses allowed*

One-third of respondents are unsure where to go to recycle their paint. Forty-eight percent would take paint to an Enviro-Depot for recycling. Renters are significantly more likely to say they are unsure where to go to recycle their paint (owners: 26%; renters: 47%) and owners are more likely to say they would go to an Enviro-Depot to recycle their paint (owners: 48%; renters: 30%).

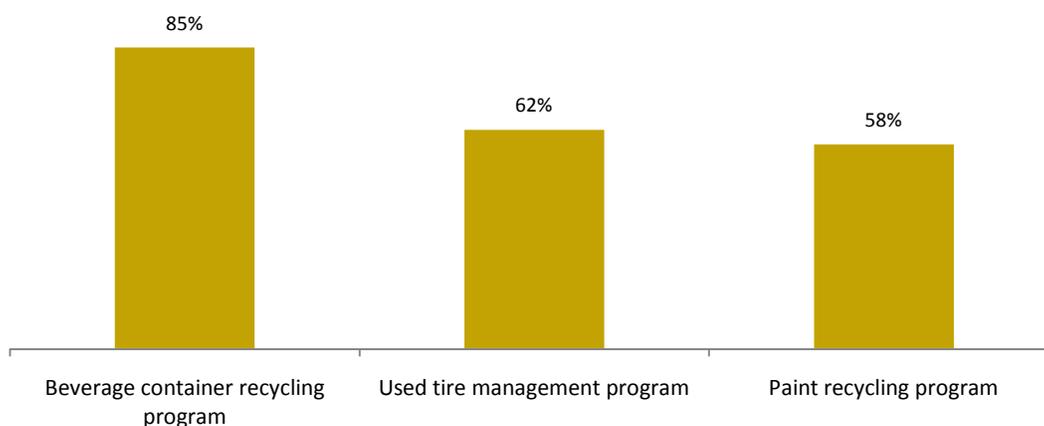
Chart 7: Where to Recycle Paint (unaided)



**Multiple responses allowed*

Of the three programs measured, respondents rate the Beverage Container Recycling Program best at reducing the waste going to landfills. That being said, about three in ten are unable to rate the tire and paint program.

Chart 8: Success of Reducing Waste Going to Landfills*
- % rating an 8+ on a 10-point scale -



*Don't knows and refusals have been excluded

The majority of respondents (58%) are unsure which organizations are responsible for recycling programs on a province-wide basis. Sixteen percent said the *municipalities* are responsible, 9% said *Nova Scotia Environment*, 4% said *RRFB* and 4% said *waste check/waste management*.

Males and respondents 35 years of age and older were more likely than females to mention *RRFB* as the organization responsible for province-wide recycling programs. Respondents in 2008 were more likely to answer "don't know" compared to 2012 respondents (2008: 70%; 2012: 58%). Likewise, compared to 2008, 2012 respondents were more likely to list *municipalities* (2008: 10%; 2012: 16%) and *Nova Scotia Environment* (2008: 2%; 2012: 9%) as responsible organizations.

Table 4: Organizations Responsible for Province-Wide Recycling Programs (unaided)*

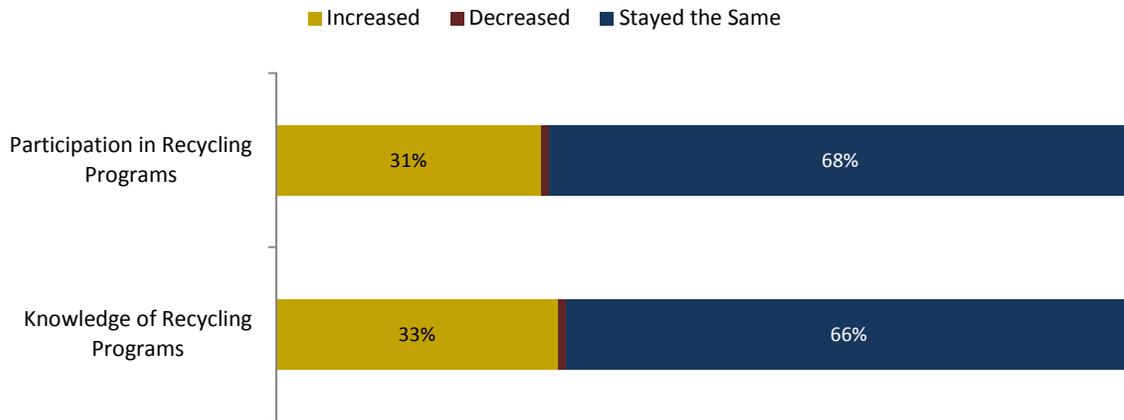
	Overall n=703	Male n=303	Female n=400	18 - 34 n=94	35 - 54 n=265	55 or older n=344
Municipalities	16%	16%	17%	12%	18%	18%
Nova Scotia Environment	9%	10%	8%	9%	7%	12%
RRFB Nova Scotia	4%	8%	1%	0%	7%	5%
Waste check/Waste management	4%	5%	3%	9%	3%	1%
Enviro - Depot	4%	4%	2%	7%	2%	2%
Government	3%	3%	2%	0%	3%	3%
Environment Canada	2%	2%	2%	1%	3%	1%
Charities/Volunteer Organizations	2%	1%	3%	1%	3%	3%
ACAP	1%	0%	1%	1%	0%	1%

ACES	1%	1%	1%	2%	0%	1%
Private companies	1%	1%	1%	0%	1%	1%
Clean Nova Scotia	1%	1%	0%	1%	0%	1%
Miscellaneous mentions	0%	4%	3%	5%	2%	1%
Don't Know	58%	54%	62%	62%	56%	58%

*Multiple responses allowed

One-third of people say their knowledge of, and participation in, recycling programs has increased in the past year. Females are more likely than males to report that their participation (females: 35%; males: 27%) and knowledge (females: 37%; males: 28%) has increased.

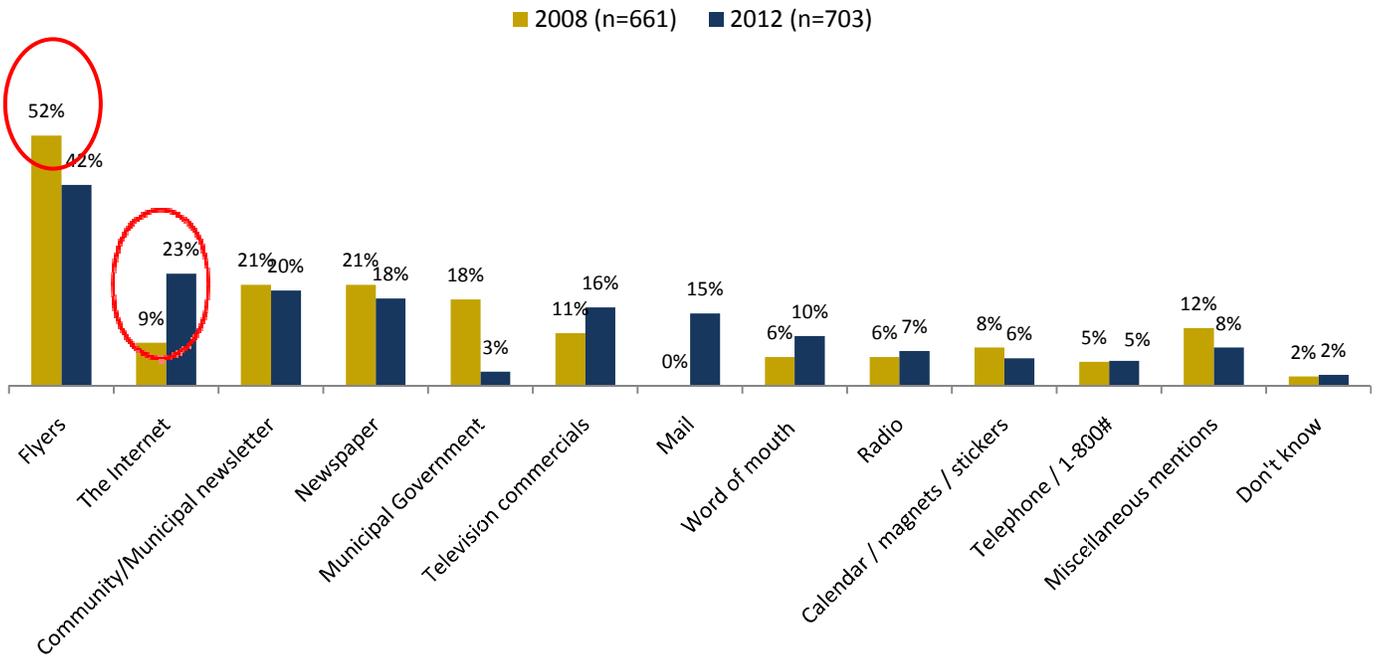
Chart 9: Participation & Knowledge of Recycling Programs Compared to One Year Ago



Just under half of respondents list flyers as their main source of information about household recycling and composting programs. Other sources of information include the *internet* (23%), *community newsletters* (20%) and *newspapers* (18%).

As shown in chart 5, whereas flyers were more popular information sources in 2008, the Internet has become increasingly popular in 2012.

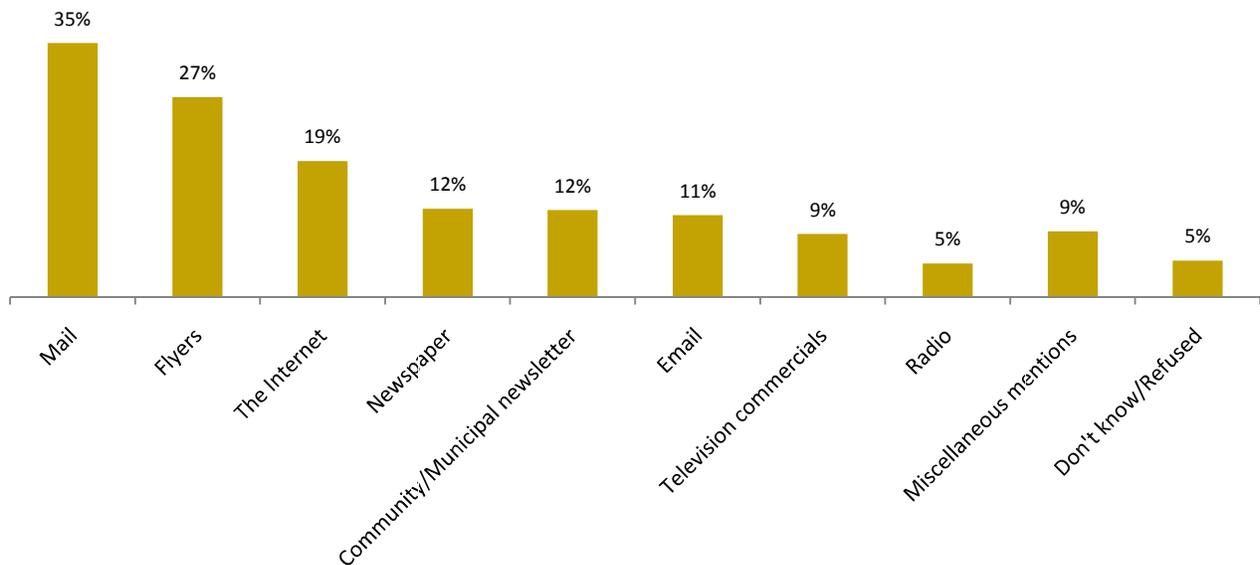
Chart 10: Main Sources of Information about Recycling and Composting



*Multiple responses allowed

Respondents generally prefer to receive their recycling and composting information at home as they list mail and flyers as their preferred sources of information.

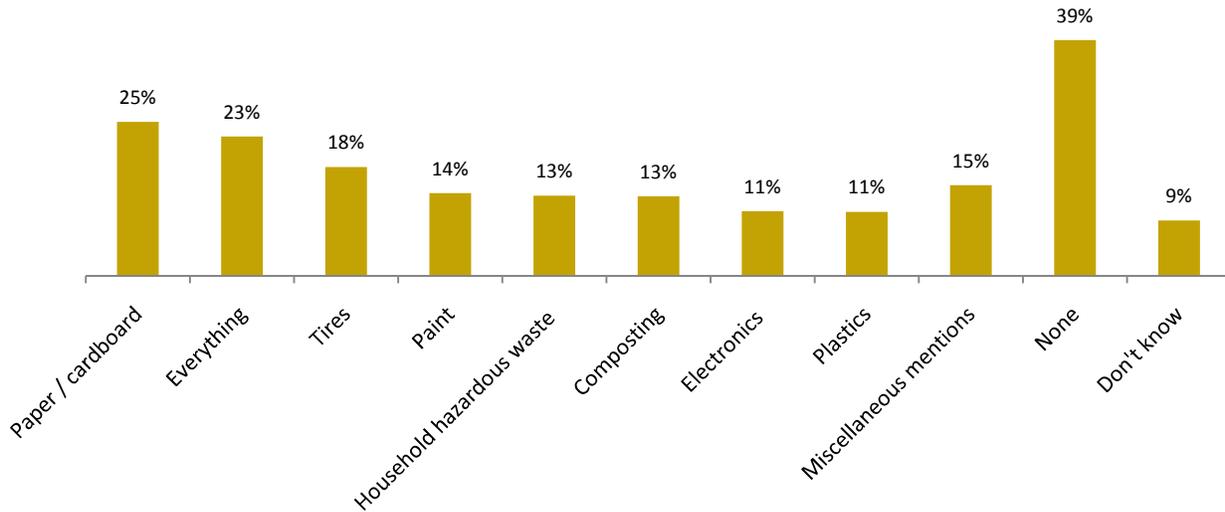
Chart 11: How Respondents Prefer to Receive Information about Recycling and Composting



*Multiple responses allowed

In general, respondents are satisfied with the amount of recycling information they currently have with 39% saying they do not want to receive more information. However, those that would like more information say they want to know more about recycling paper, tires and paint and just under a quarter want more information on recycling in general (i.e. everything).

Chart 12: Recycling Programs Nova Scotians Want More Information On

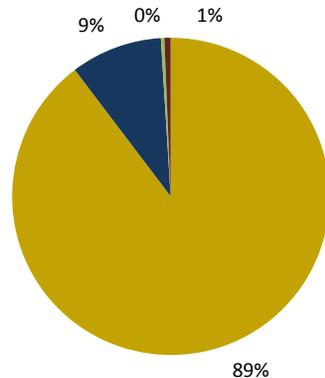


**Multiple responses allowed*

Virtually all respondents (98%) recycle ‘always’ or ‘sometimes’. Only 1% ‘never’ recycles. When analyzed by age, respondents who were 35 years of age or older are more likely to say their household ‘always’ recycles (18-34: 83%; 35-54: 91%; 55+: 92%). These results were consistent when compared to 2008 research findings.

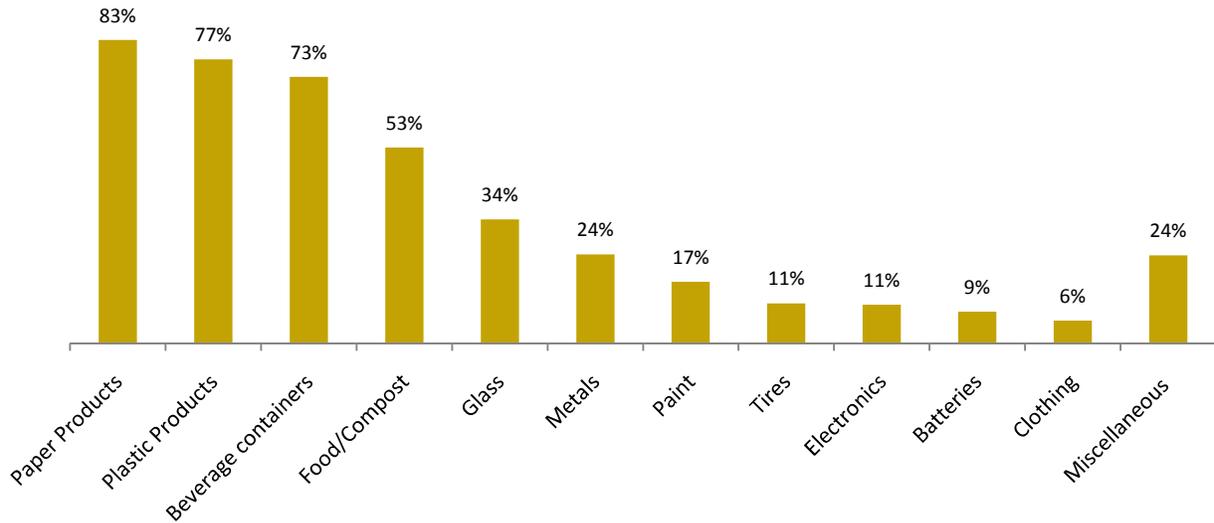
Chart 13: How Often the Household Recycles

Always Sometimes Rarely, or Never



Most respondents that do recycle (n=697), recycles paper (83%), plastics (77%) and beverage containers (73%). Very few respondents recycle tires, electronics, batteries or clothing.

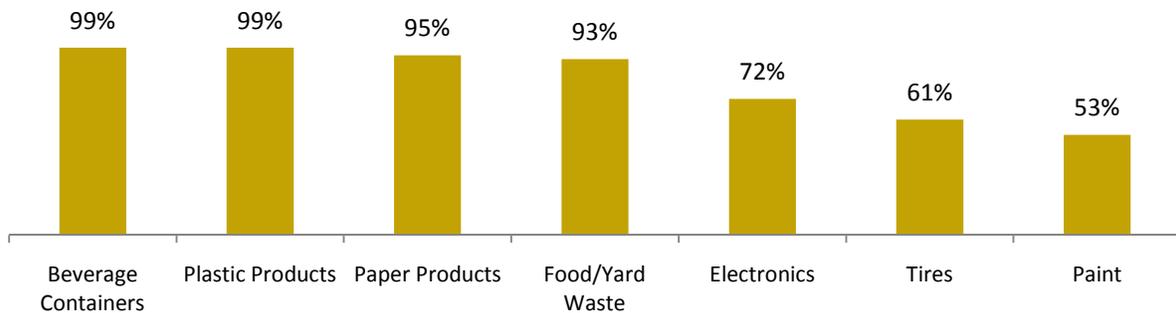
Chart 14: Types of Materials Nova Scotians Recycle (Unaided)



*Multiple responses allowed

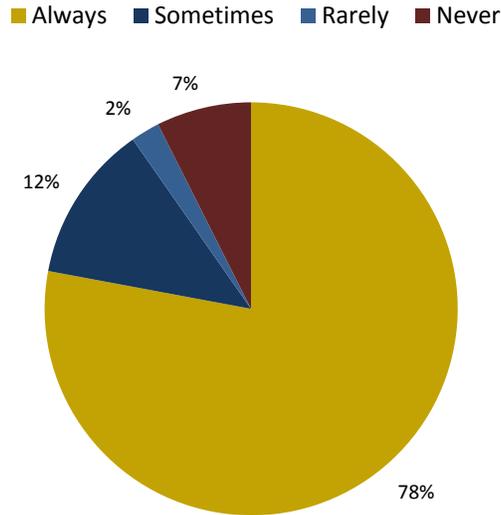
As shown in Chart 15, respondents reported a higher level of participation when they are asked specifically about each program.

Chart 15: Types of Materials Nova Scotians Recycle (aided)
 Subset: Those respondents who 'always', 'sometimes' or 'rarely' recycle (general) (n=697)
 - % say they 'always' or 'sometimes' recycle___ -



The strong majority of respondents say their household (90%) ‘always’ or ‘sometimes’ composts. Not surprisingly, people who own their dwelling are more likely than those who rent to say their household ‘always’ or ‘sometimes’ composts (owners: 91%; renters: 82%). Frequency of composting in 2012 remains consistent when compared the 2008 research findings.

Chart 16: Frequency of Composting



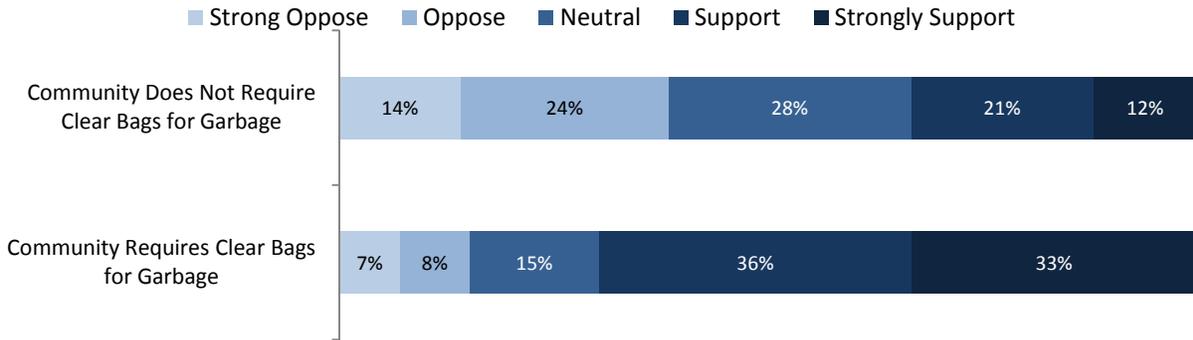
Sixty-five percent of those that do compost use a green cart, 20% use a bin in the back yard and 18% have a separate container under their sink.

Table 5: Household's Methods of Composting (unaided)*						
SUBSET: Those who said 'Compost' 'Always', 'Sometimes' or 'Rarely'						
	Overall	Male	Female	18 - 34	35 - 54	55 +
	n=670	n=288	n=382	n=88	n=256	n=326
Use Green carts	65%	67%	63%	67%	72%	56%
In the back yard	20%	17%	22%	15%	19%	24%
Separate container under sink	18%	13%	22%	19%	15%	19%
Feed it to animals	9%	6%	12%	12%	8%	9%
Bio-solo bags	8%	5%	10%	8%	7%	8%
Miscellaneous mentions	4%	3%	4%	5%	4%	4%
Don't know/Refused	2%	2%	2%	2%	1%	4%

*Multiple responses allowed

Half of the respondents live in a community that currently requires the use of clear bags (49%). Not surprisingly, those that live in communities that require clear bags tend to support the program more than those living in communities that do not require the use of clear bags.

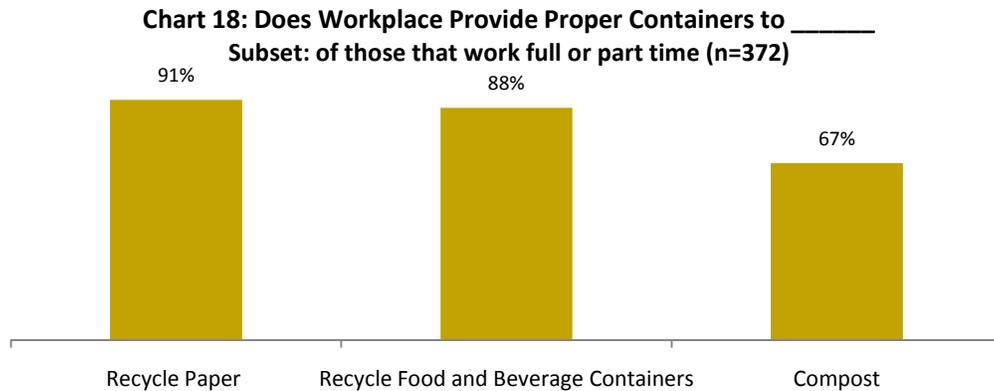
Chart 17: Support for Clear Bag System
 - Those that live in a community that currently require clear bags vs. those that live in a community that does not require clear bags -



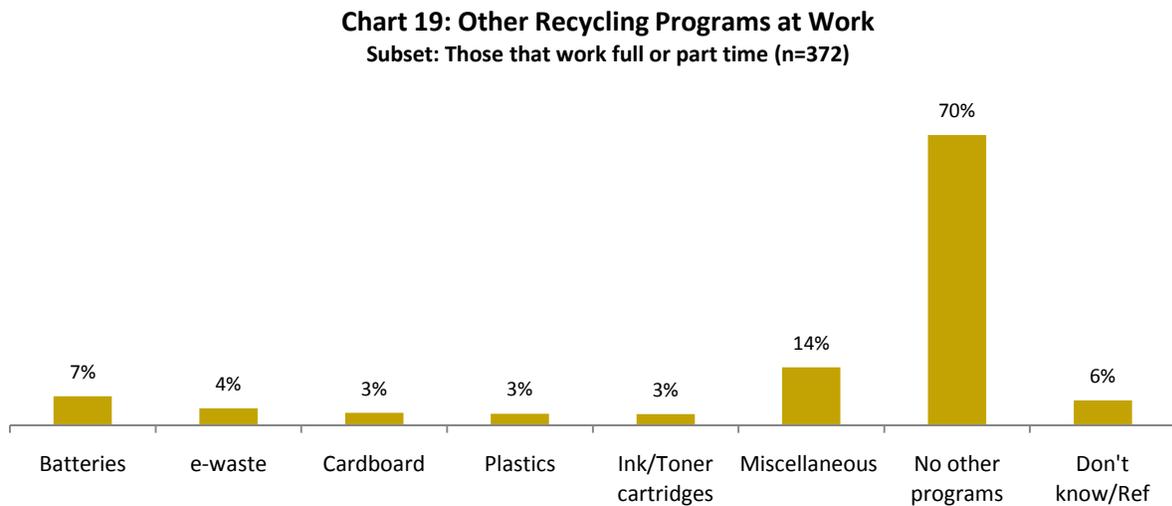
Workplace Participation

The survey explored recycling and composting access and participation in the workplace.

The majority of respondents who work full or part time (53% of respondents) stated they have access to proper containers to recycle paper and food and beverage containers in their workplace. Sixty-seven percent said their workplace provides a compost bin container.



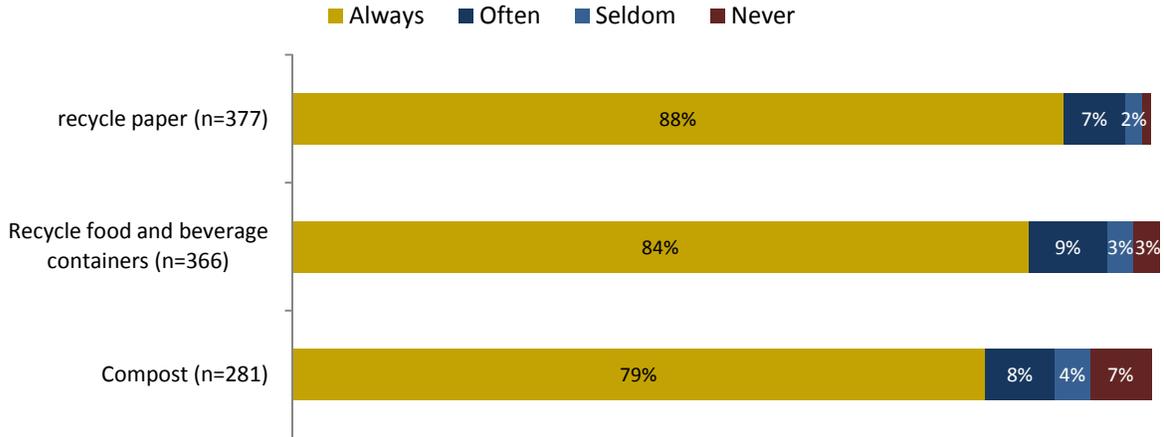
In addition to the three programs measured above, 7% of employed respondents said they have a battery recycling program at work and 4% have an electronics recycling program at work.



*Multiple responses allowed

The majority of respondents that have access to recycling and compost bins at work say they participate in the programs 'always' or 'often'.

Chart 20: Participation at Work
Subset: Of those who said their work provides bins

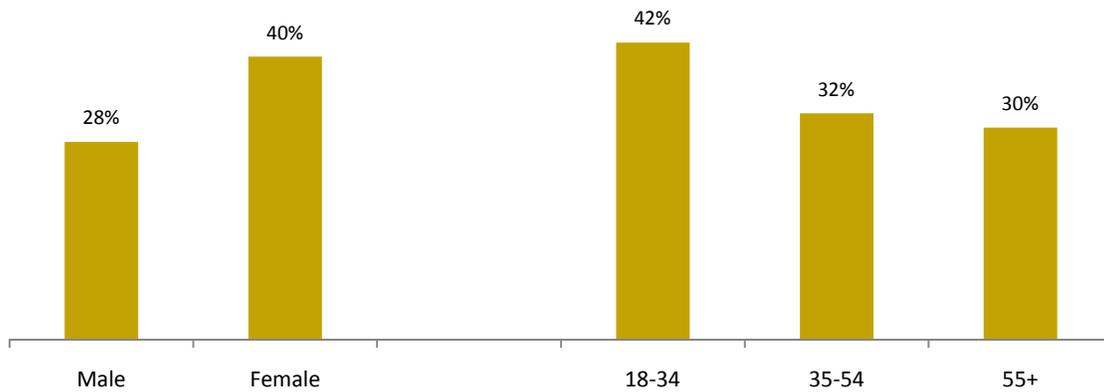


Awareness of RRFB

In this last section of the survey, respondents were asked about their level of awareness of RRFB and RRFB programs.

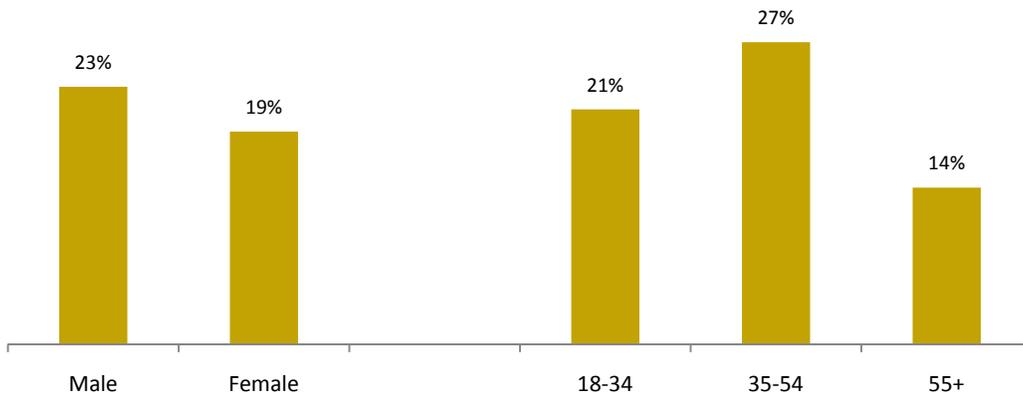
Thirty-four percent (n=239) of respondents have heard about the website reduceyourwaste.ca. Females and 18-34 year olds were most likely to have heard about the website.

Chart 21: Ever Heard About "reduceyourwaste.ca" by Age and Gender



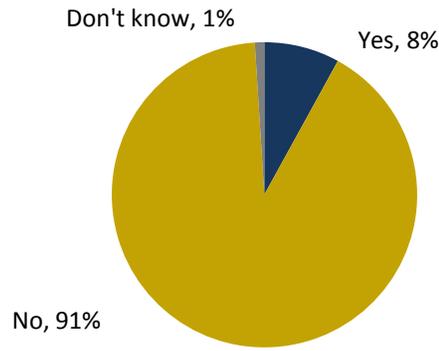
Of those that are aware (n=233), 21% have visited the website before. Respondents 55 years of age and older are least likely to have visited the website.

Chart 22: Ever Visited "reduceyourwaste.ca" by Age and Gender



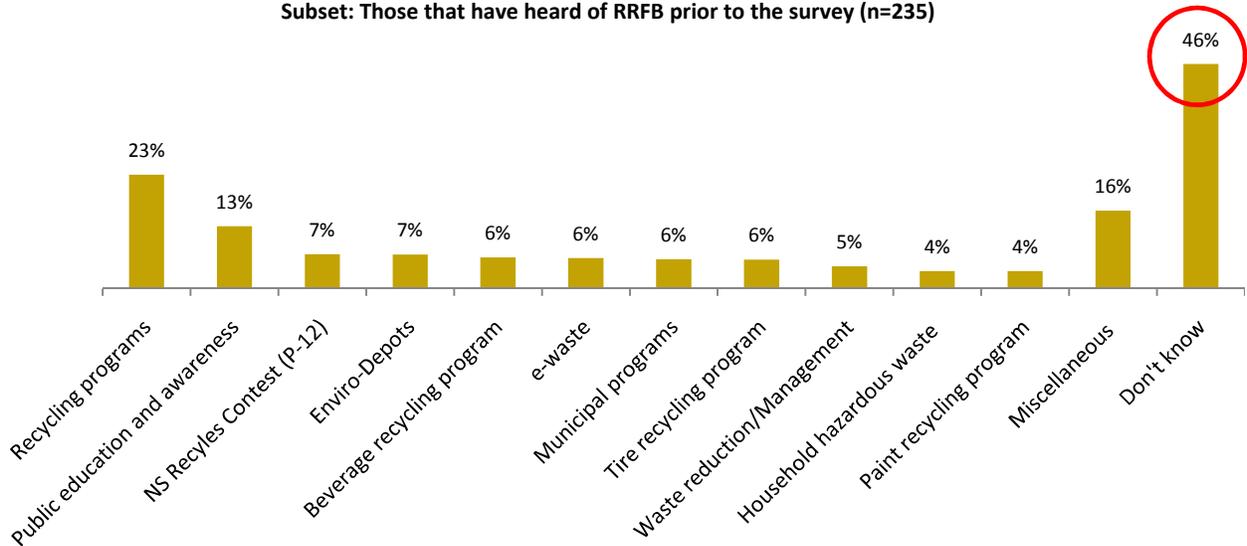
Eight percent (n=57) are aware of the *Reduce Your Waste* Facebook page. Fourteen percent have visited it before. These results did not differ by age or gender.

Chart 23: Ever Heard about the Facebook page "Reduce Your Waste"



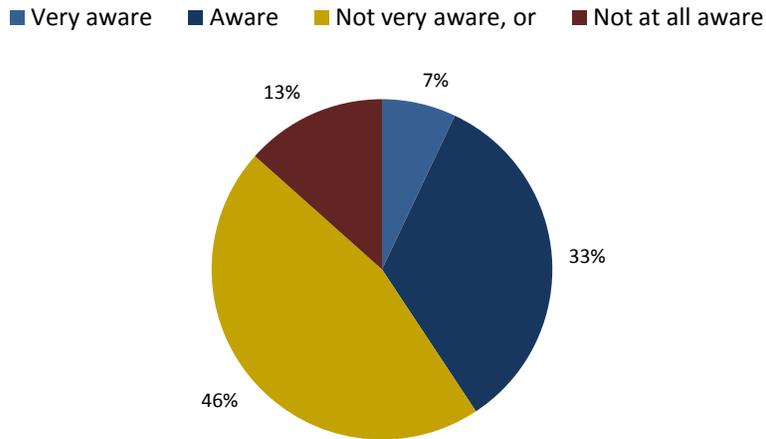
Three-in-ten respondents (31%) have heard about RRFB prior to the survey. However, 46% of those that have heard about RRFB are unfamiliar with the programs or activities RRFB participates in or sponsors. Twenty-three percent of respondents associate RRFB with *recycling programs* and 13% associate them with *public education and awareness*.

Chart 24: The Programs and Activities RRFB Participates in or Sponsors (unaided)
 Subset: Those that have heard of RRFB prior to the survey (n=235)



Awareness of RRFB’s contribution to Nova Scotia’s environment is mixed among those that have heard about RRFB prior to this survey with about half saying they are ‘not very aware’. Males are more likely than Females to say they are ‘very aware’ of RRFB and its contribution to Nova Scotia’s environment (males: 13%; females: 1%).

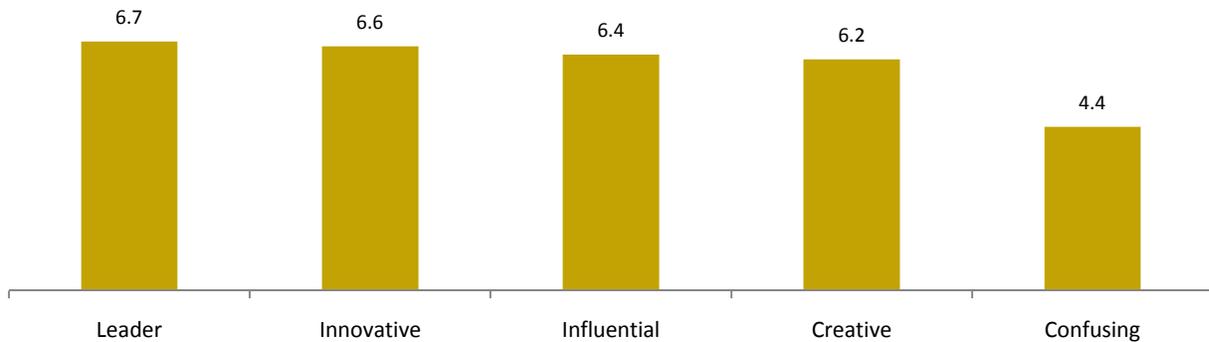
Chart 25: Awareness of RRFB and its contribution to Nova Scotia’s Environment
 Subset: Those that have heard of RRFB prior to the survey (n=235)



Twenty-four percent of respondents are unable to rate RRFB’s reputation within Nova Scotia. Of those that are able to rate RRFB’s reputation, just under half (46%) rate RRFB an 8 or higher on a 10-point reputation scale.

Lastly, aware respondents were asked to rate how well five key words describes RRFB using a 10-point scale where 1 *does not describe RRFB at all* and 10 *describes RRFB very well*. Ratings for all words are just above neutral.

Chart 26: Mean Ratings of RRFB
 Subset: That have heard of RRFB prior to the survey (n=235)



Conclusions

The following is a summary of the key research findings that emerged from the *2012 Public Opinion Survey*. Where appropriate, references are made to the first two research phases.

Knowledge

As stakeholders projected, respondents are most familiar with the Beverage Container Program while only half said they are familiar with the Used Tire and Paint Recycling Program. It does appear that program knowledge is related to lifestyle and circumstance with dwelling owners being more familiar with the paint and tire program than those who rent their dwelling.

Household Participation

It does appear that Nova Scotians are more familiar with programs they need on a daily basis than those programs that they would use on an as-needed basis. For example, whereas the strong majority of Nova Scotians are familiar with the Beverage Container Program and take their bottles to an Enviro-Depot or give them away to friends or family, about a third of respondents are not familiar with the paint and tire program.

There is an opportunity to educate Nova Scotians on programs like the tire and paint programs, however, before investing in awareness, RRFB should do research to better understand this group of Nova Scotians (those that are unfamiliar with the programs). For example, do these respondents own or rent a home/condo? Do they own a vehicle? Have they painted in the past 12-24 months? Do they typically hire painters? How do they typically dispose of their tires and/or paint (if applicable)? Depending on the outcome of this research RRFB can better target their messages and can determine if increasing awareness will improve participation in these programs.

There is an obvious discrepancy between reported levels of participation (i.e. compost, food and beverage containers, paper products, etc) and what RRFB is seeing in landfills. It is unclear what is causing this discrepancy. As current research results compare with past research results, it is unlikely that respondents are purposely over-reporting participation levels. To gain a deeper understanding of the issues, MQO recommends targeting future research to specific issues. For example, if RRFB's mandate is to reduce to the solid waste disposal rate going to landfills to 300 kg per person, per year by 2015, it would be important to ask questions like "How many bags of garbage do you throw away each week?", "How large are your garbage bags?" "How do you manage compostable items such as tissues, paper towel, cereal boxes, shoe boxes, yard waste or food in containers (i.e. peanut butter in a jar)?" "How do you manage paper items such as egg cartons, glossy magazines, phone books, hard cover books?" This would best be achieved from further quantitative research and would be complemented by qualitative research.

Clear Bag Program

Respondents who live in communities that require the use of clear bags show a higher level of support for this program compared to those living in communities that do not require the use of clear bags. This does suggest that if clear bags are implemented in more Nova Scotian communities, support would also likely improve after community members adjust to the program.

Workplace Participation

Working (full or part time) Nova Scotians who have access to recycling containers at work (i.e. paper, compost and food and beverage containers) report using these containers on a regular basis. If RRFB can further improve employer participation it would in turn encourage people to be more environmentally conscious at work. It should be noted here that this information was collected from employees and not with employers. Therefore, RRFB would need to better audit Nova Scotian employers (either through a quantitative survey or through an onsite visit) to determine if they are actually providing sufficient recycling programs to their employees. As we've seen, there is often a perception that recycling options are available but these items may all end up in a landfill if not managed at the distribution point (i.e. haulers).

Past Year Progress

One-third of respondents said their knowledge of, and participation in, recycling programs has increased in the past year.

Respondents received most of their recycling and composting knowledge through flyers, the Internet and community newspapers. Respondent preference is to receive this information at home (through mail/flyer delivery). This may be of interest to RRFB when planning future marketing messages and initiatives. It is unlikely that unaware Nova Scotians will seek out more information on their own therefore RRFB should consider not only the message itself but how best to deliver the message to Nova Scotian households.

Furthermore, it appears regulated and/or enforced practices (i.e. Blue Bag Program), not only increases participation among Nova Scotians but improves support for such practices. This identifies an opportunity to build a better position for recycling as a benefit for Nova Scotians, rather than just a practice you "have" to participate in.

Awareness of RRFB

As suspected by Stakeholders, awareness of RRFB and RRFB programs is generally low among Nova Scotians. As well, most of those that have heard about RRFB prior to the survey are generally not very familiar with RRFB mandates or their contribution to Nova Scotia's environment. In fact, the majority of respondents could not name an organization that is responsible for recycling programs on a province-wide basis. Those that did name an organization gave most credit to the municipalities and the Department of Nova Scotia Environment.

As mentioned after the second phase of research, many Stakeholders agree that RRFB should be more visible in the province. However, they need to see the value of investing financial resources in marketing and communication efforts associated with increasing RRFB's profile. Stakeholders would need to clearly understand how raising RRFB's profile will positively impact the Stakeholder community.

2012 Survey Results Compared to 2008 Survey Results

For the most part, awareness and participation remained the same as that found in 2008. However, more respondents were able to rate Enviro-Depots in 2012 compared to 2008 and respondents are now more likely to acquire information through the Internet instead of through the mail and flyers, as seen in 2008.

Appendix A: Questionnaire

INTRODUCTION

Hello, my name is _____ from MQO Research a professional research firm in Atlantic Canada. Today we are conducting a survey to understand Nova Scotians' opinions and perceptions of recycling programs in the Province. May I please speak with someone in your household who is 18 years of age or older?

IF NOT AVAILABLE, ARRANGE FOR A CALLBACK.

IF YES, REPEAT INTRODUCTION AND ADD: *This survey will take about 15 minutes to complete depending on your answers. Do you have a few minutes to answer the questions?*

Yes.....1 **CONTINUE**
No.....2 *Is there a more convenient time for me to call back?*
ARRANGE FOR A CALLBACK OR THANK AND TERMINATE.

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:

MQO Research has been conducting research studies in Canada and abroad for 30 years. We are a Gold Seal Member of the Canadian Marketing Research Intelligence Association (MRIA) which is responsible for regulating marketing research practices in Canada. MQO 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: 0227.

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.

Screening Questions

S1. Gender: BY OBSERVATION

Male 1
Female 2

S2. Into which of the following categories does your age fall? **READ LIST**

- 18 – 34 1
- 35 – 54 2
- 55 or older 3

VOLUNTARY

- Refused 8

Section A: Knowledge

First a few questions on your knowledge and awareness of environmental programs.

1. Would you say your understanding of Nova Scotia’s _____ is __ *scale*__ in terms of knowing which materials can and cannot be recycled? **READ & ROTATE LIST. READ SCALE**

- a. Beverage container recycling program
- b. Used tire management program
- c. Paint recycling program

- Excellent 01
- Good 02
- Fair, or 03
- Poor 04
- Refused (VOL) 97

2. 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 Exchanges01 **SKIP TO Q3**
- RRFB Nova Scotia02 **CONTINUE TO Q3 INTRO**
- Other (Please Specify): _____03 **CONTINUE TO Q3 INTRO**
- Refused (VOL)97 **CONTINUE TO Q3 INTRO**
- Don't Know/Not Sure (VOL)98 **CONTINUE TO Q3 INTRO**

IF Enviro-Depot not mentioned IN Q2, READ: At present there are 83 Enviro-Depots® located throughout Nova Scotia where Nova Scotians can receive refunds for recyclable beverage containers.

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

- Always 01 **SKIP TO Q4**
- Sometimes02 **SKIP TO Q4**
- Rarely 03 **CONTINUE**
- Never04 **CONTINUE**

- Refused (VOL)97 **SKIP TO Q4**
- Don't Know/Not Sure (VOL) 98 **SKIP TO Q4**

3b. **[If RARELY or NEVER IN Q3 ASK]:** Is there any particular reason why you <recall Q3 response> bring beverage containers to an Enviro-Depot? **PROBE AND RECORD ANSWER VERBATIM**

- Refused (VOL)97
- Don't Know/Not Sure (VOL) 98

4. 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 convenient01
- Generally convenient02
- Not very convenient03
- Not at all convenient 04
- It depends (VOL)05

- Refused (VOL)97
- Don't Know/Not Sure (VOL)98

5. **[ASK IF ALWAYS, SOMETIMES OR RARELY IN Q3, ELSE SKIP TO Q6]** 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? **READ LIST**

- a. Its location
- b. The hours of operation
- c. The materials they accept
- d. Neatness and cleanliness
- e. Customer service
- f. Ease of Access/ Parking

_____ (1-10)

- Don't know..... 99
- Refused 98

6. If you want to recycle your _____, where do you go? **DO NOT READ. CHECK ALL THAT APPLY.**

- a. tires
- b. paint

Enviro-Depot.....	01
Bottle Exchanges.....	02
Tire retailers.....	03
Other (specify _____).....	07
Refused	97
Don't Know/Not Sure.....	98

7. How successful has each of these programs been at reducing the waste going to landfill? Please use a 10-point scale where 1 is not at all successful and 10 is very successful? **READ SCALE**

- a. Beverage container recycling program _____(1-10)
- b. Used tire management program _____(1-10)
- c. Paint recycling program _____(1-10)

Refused (VOL)	97
Don't Know/Not Sure (VOL).....	98

8. Which organizations, if any, are responsible for recycling programs on a province-wide basis? Any others? **DO NOT READ. CHECK ALL THAT APPLY.**

Municipalities.....	01
Nova Scotia Environment (Provincial)	02
Resource Recovery Fund Board (RRFB Nova Scotia)	03
Environment Canada.....	04
Other (specify _____).....	05
Refused	97
Don't Know/Not Sure.....	98

9. Compared to one year ago, would you say your **knowledge** of recycling programs has _____? **READ LIST**

Increased.....	01
Decreased, or	02
Stayed the same.....	03

VOLUNTARY

Don't know.....	99
Refused	98

10. Compared to one year ago, would you say your participation in recycling programs has _____? **READ LIST**

Increased.....	01
Decreased, or	02
Stayed the same.....	03
VOLUNTARY	
Don't know.....	99
Refused	98

11. What are your main sources of information about household recycling and composting programs? Any others? **DO NOT READ. CHECK ALL THAT APPLY. PROBE FOR DETAIL**

Television commercials.....	01
Newspaper.....	02
Community/Municipal newsletter.....	03
Flyers/Information sheets.....	04
Email.....	05
Radio	06
The internet/Websites.....	07
Social media (Facebook and Twitter).....	08
Mail	09
Other (specify _____).....	09
Refused	97
Don't Know/Not Sure.....	98

12. How would you prefer to receive information about household recycling and composting programs? Any other ways? **DO NOT READ. CHECK ALL THAT APPLY**

Television commercials.....	01
Newspaper.....	02
Community/Municipal newsletter.....	03
Flyers/Information sheets.....	04
Email.....	05
Radio	06
The internet/Websites.....	07
Social media (Facebook and Twitter).....	08
Mail	09
Other (specify _____).....	09
Refused	97
Don't Know/Not Sure.....	98

13. What, if any, recycling programs would you like to receive more information on?Any others? **PROBE FOR DETAIL**

PROBE: How would you like to receive this information?	
Refused	97
Don't Know/Not Sure.....	98

Section B: Current Participation

Now a few questions ask about your current participation in recycling and composting programs.

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

READ SCALE

- Always 01 **CONTINUE**
- Sometimes 02 **CONTINUE**
- Rarely, or 03 **CONTINUE**
- Never..... 04 **SKIP TO Q17**

- Refused (VOL) 97 **CONTINUE**
- Don't Know/Not Sure (VOL)..... 98 **CONTINUE**

15. What types of materials does your household recycle? Any others? **DO NOT READ LIST.**

CHECK ALL THAT APPLY

- Beverage containers 01
- Newspaper/Paper/Paper Products..... 02
- Plastics/Plastic Products 03
- Food/Compost 04
- Glass 05
- Metals 06
- Paint 07
- Electronics..... 08
- Tires..... 09
- Clothing..... 10
- Appliances..... 11
- Batteries..... 12
- Cell Phone 13
- Other (specify _____)..... 14
- Refused 97
- Don't Know/Not Sure..... 98

16. How often does your household recycle _____? Would you say __scale_? **READ & ROTATE**

LIST AND SCALE

- a. Beverage containers
- b. Plastics/Plastic Products
- c. Newspaper/Paper/Paper Product
- d. Food Waste/Yard Waste
- f. Paint
- g. Electronics
- h. Tires

Always	01
Sometimes	02
Rarely, or	03
Never.....	04
Refused (VOL)	97
Don't Know/Not Sure (VOL).....	98
17. [IF SAY NEVER TO Q 16D SKIP TO Q19] Which of the following best describes how often you or others in your household compost? READ SCALE	
Always	01
Sometimes	02
Rarely, or	03
Never.....	04
Refused (VOL)	97
Don't Know/Not Sure (VOL).....	98
18. [ASK IF COMPOST IS Q15 OR SAID ALWAYS, SOMETIMES OR RARELY IN Q17] What is your household's primary method of composting? Is it... READ LIST. CHECK ALL THAT APPLY	
Using green carts	01
In your back yard.....	02
Both (green cart and in your back yard) equally.....	03
Separate container under sink.....	04
Bio-solo bags.....	05
Feed it to animals.....	06
Refused (VOL)	97
Don't Know/Not Sure (VOL).....	98
19. Why doesn't your household _____? Any other reasons? READ LIST	
a. [ASK IF NEVER IN Q14] Recycle	
b. [ASK IF NEVER IN Q17] Compost	
Refused (VOL)	97
Don't Know/Not Sure (VOL).....	98
20. Does your community require the use of clear bags for garbage?	
Yes.....	01
No.....	02
VOLUNTARY	
Don't know.....	99
Refused	98

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

Strongly oppose	01
Oppose.....	02
Neither support nor oppose	03
Support, or.....	04
Strongly support	05
Refused (VOL)	97
Don't Know/Not Sure (VOL).....	98

22. Does your workplace provide the proper containers to allow you to _____ at work?
READ LIST

- a. compost
- b. recycle food and beverage containers
- c. recycle paper

Yes.....	01
No.....	02

VOLUNTARY

Don't know.....	99
Refused	98

23. Are there any other recycling programs available to you at work?

Yes (specify _____).....	01
No.....	02
Don't know.....	99
Refused	98

24. **[ASK FOR EACH 'YES' IN Q22]** Do you __ SCALE__ _____ at work? **READ LIST**

- a. compost
- b. recycle food and beverage containers
- c. recycle paper

Always	01
Often	02
Seldom, or.....	03
Never.....	04

VOLUNTARY

Don't know.....	99
Refused	98

Section C: Awareness of RRFB

Now a few questions about advertising programs aimed at waste reduction.

25. Have you ever heard about the website “reduceyourwaste.ca”?
- | | | |
|------------------|----|--------------------|
| Yes..... | 01 | |
| No..... | 02 | SKIP TO Q27 |
| VOLUNTARY | | |
| Don’t know..... | 99 | SKIP TO Q27 |
| Refused | 98 | SKIP TO Q27 |

26. Have you ever visited the website reduceyourwaste.ca?
- | | | |
|------------------|----|--|
| Yes..... | 01 | |
| No..... | 02 | |
| VOLUNTARY | | |
| Don’t know..... | 99 | |
| Refused | 98 | |

27. Have you ever heard about the Facebook page called Reduce Your Waste?
- | | | |
|------------------|----|--------------------|
| Yes..... | 01 | |
| No..... | 02 | SKIP TO Q29 |
| VOLUNTARY | | |
| Don’t know..... | 99 | SKIP TO Q29 |
| Refused | 98 | SKIP TO Q29 |

28. Have you ever visited the Facebook page called Reduce Your Waste?
- | | | |
|------------------|----|--|
| Yes..... | 01 | |
| No..... | 02 | |
| VOLUNTARY | | |
| Don’t know..... | 99 | |
| Refused | 98 | |

Now a few questions about your knowledge of the Resource Recovery Fund Board of Nova Scotia, also known as RRFB Nova Scotia.

29. **[ASK IF DID NOT MENTION 03 IN Q8)** Before this survey, have you ever seen or heard about RRFB Nova Scotia?
- | | | |
|--------------------------------|----|--------------------|
| Yes..... | 01 | CONTINUE |
| No..... | 02 | SKIP TO Q35 |
| Refused (VOL) | 97 | SKIP TO Q35 |
| Don’t Know/Not Sure (VOL)..... | 98 | SKIP TO Q35 |

30. To the best of your knowledge, what sort of programs and activities does RRFB Nova Scotia either participate in or sponsor? Any others? **DO NOT READ LIST**

Recycling programs.....	01
Enviro-Depots/Recycling centres.....	02
Public education and awareness	03
Fund recycling programs/municipal programs.....	04
Electronic/e-waste.....	05
Tire recycling program.....	06
Paint recycling program.....	07
Beverage recycling program	08
Household hazardous waste program.....	09
Sharps recycling program	10
Offer grants or funding for innovative waste reduction methods in Nova Scotia	11
Nova Scotia Recycles Contest (School Program).....	12
Mobius Award Program.....	13
Other (specify_____)	14
Refused (VOL)	97
Don't Know/Not Sure (VOL).....	98

31. Based on what you know or may have heard, are you _____ of RRFB and its contribution to Nova Scotia's environment? **READ SCALE**

Very aware.....	01
Aware.....	02
Not very aware, or	03
Not at all aware.....	04
VOLUNTARY	
Don't know.....	99
Refused	98

32. Using a 10-point scale where 1 is poor and 10 is excellent, how would you rate the RRFB's reputation within Nova Scotia?

_____ (1-10)

Don't know.....	99
Refused	98

33. Using a scale of 1 to 10 where 1 is does not describe RRFB at all and 10 is describes RRFB very well. Please rate how well each of the following words describes RRFB. **READ & ROTATE**

- a. Innovative
- b. Creative
- c. Influential
- d. Leader
- e. Confusing

_____ (1-10)

Don't know..... 99
 Refused 98

34. **[ASK IF YES TO Q25 OR 27]** Before today, were you aware that RRFB operates the Reduce Your Waste website and or Facebook page?

Yes..... 01
 No..... 02

VOLUNTARY

Don't know..... 99
 Refused 98

Section D: Demographics

Lastly, a few questions about yourself to help us analyze the results.

35. What is your current work status? Are you? **READ LIST**

Working full time (at least 35 hours per week) 01
 Working part time (less than 35 hours per week) 02
 Self employed 03
 Unemployed but looking for work 04
 Unemployed but not looking for work 05
 Student..... 06
 Homemaker 07
 Retired..... 08
 Other (specify _____) (VOL)..... 09
 Refused (VOL) 97
 Don't Know/Not Sure (VOL)..... 98

36. Which of the following broad income categories best describes your total annual household income (that is, everyone combined, before taxes)? Is it... **READ LIST**

- Less than \$25,00001
- \$25,000 to less than \$45,000.....02
- \$45,000 to less than \$75,000.....03
- \$75,000 to less than \$100,000,04
- \$100,000 to less than \$150,000, or05
- \$150,000 or more.....06

- Refused (VOL)97
- Don't Know/Not Sure (VOL).....98

37. Which of the following categories best represents the highest level of education you have had an opportunity to obtain? **READ LIST**

- Less than high school01
- Completed high school02
- Some University or Community College03
- Completed University or Community College04
- Post graduate studies05
- Refused (VOL)97
- Don't Know/Not Sure (VOL).....98

38. Next I would like to ask you a question about where you live. Do you currently **READ LIST**

- Own a house (single family or duplex).....01
- Rent a house (single family or duplex).....02
- Rent an apartment.....03
- Own an apartment or condominium04
- Live with a parent or relative05
- Live in public housing.....06

- VOLUNTARY**
- Refused97

That is all the questions I have for you today. Thank you for your time.

Appendix B: Tables by Age & Gender

S2: Into which of the following categories does your age fall?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
18 - 34	26%	26%	25%	100%	0%	0%
35 - 54	39%	40%	39%	0%	100%	0%
55 or older	35%	34%	36%	0%	0%	100%

Q1: Would you say your understanding of Nova Scotia's _____ is ____ in terms of knowing which materials can and cannot be recycled?

	Total	Gender		Age category			
		Male	Female	18 - 34	35 - 54	55 or older	
Total Unweighted (N)	703	303	400	94	265	344	
Beverage container recycling program	Excellent	39%	33%	45%	37%	38%	41%
	Good	49%	52%	47%	49%	50%	48%
	Fair	10%	13%	7%	13%	10%	7%
	Poor	2%	1%	2%	1%	2%	2%
	Don't Know /Not Sure (VOL)	1%	1%	0%	0%	0%	2%
Used tire management program	Excellent	11%	13%	8%	5%	9%	16%
	Good	36%	35%	37%	25%	38%	42%
	Fair	22%	20%	25%	28%	23%	17%
	Poor	25%	26%	24%	40%	23%	16%
	Don't Know /Not Sure (VOL)	6%	6%	6%	1%	6%	9%
Paint recycling program	Excellent	15%	15%	15%	5%	15%	23%
	Good	38%	35%	41%	27%	38%	46%
	Fair	25%	23%	26%	30%	28%	18%
	Poor	18%	22%	14%	36%	15%	8%
	Don't Know /Not Sure (VOL)	4%	5%	3%	2%	4%	5%

Q2: If you want a refund for recycling your beverage containers, where do you go?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Enviro Depot/Bottle Exchanges	73%	73%	74%	79%	73%	69%
RRFB Nova Scotia	1%	1%	1%	1%	1%	1%
Address or name of local depot given	14%	14%	14%	10%	15%	16%
Put them to the curb	2%	1%	2%	2%	1%	2%
Give to charity	2%	3%	1%	3%	1%	3%
Give them away	2%	1%	2%	0%	1%	4%
Does not return beverage containers	1%	1%	0%	0%	1%	1%
Take them to depot or store (no name mentioned)	2%	2%	3%	2%	2%	3%
Miscellaneous mentions	1%	1%	1%	0%	2%	2%
Refused (VOL)	0%	0%	0%	0%	0%	1%
Don't Know/Not Sure (VOL)	7%	7%	7%	6%	7%	7%

Q3B: Is there any particular reason why you rarely or never bring beverage containers to an Enviro-Depot?**SUBSET: Those who said 'Rarely' or 'Never' to Q3.**

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	157	74	83	21	55	81
Give them away	25%	22%	29%	28%	21%	27%
Give them to charity	14%	17%	11%	14%	14%	15%
Don't have many	16%	18%	14%	19%	10%	19%
Curbside is easier	19%	14%	25%	24%	18%	17%
Costs too much getting there and back	3%	2%	3%	0%	4%	4%
No particular reason	1%	1%	1%	0%	2%	1%
Too much hassle / don't drive	17%	19%	15%	9%	25%	14%
Taken care of by building they are in	4%	3%	4%	5%	0%	6%
Taken care of by someone else in family	1%	0%	2%	0%	2%	1%
Inconvenient hours / too far away / neither one around	4%	8%	0%	5%	6%	1%
Not enough refund	4%	6%	2%	5%	6%	2%
Miscellaneous mentions	3%	3%	2%	0%	7%	0%
Don't Know/Not Sure (VOL)	3%	1%	4%	5%	0%	4%

Q4: How convenient do you and others in your household find it to participate in the beverage container recycling program?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Very convenient	46%	38%	53%	41%	44%	53%
Generally convenient	41%	47%	36%	46%	45%	34%
Not very convenient	8%	9%	6%	10%	7%	7%
Not at all convenient	4%	4%	3%	3%	3%	5%
It depends (VOL)	0%	0%	0%	0%	0%	0%
Don't Know/Not Sure (VOL)	1%	1%	1%	1%	2%	1%

**Q5: How would you rate your local Enviro-Depot for each of the following areas?
SUBSET: Those who said 'Always', 'Sometimes' or 'Rarely' to Q3.**

	Total	Gender		Age category			
		Male	Female	18 - 34	35 - 54	55 or older	
Total Unweighted (N)	589	257	332	79	233	277	
Its location	1 - Poor	1%	1%	1%	0%	2%	0%
	2	1%	1%	1%	1%	2%	0%
	3	1%	2%	0%	2%	0%	0%
	4	2%	3%	1%	3%	2%	1%
	5	6%	5%	7%	10%	7%	3%
	6	5%	5%	5%	4%	6%	3%
	7	9%	11%	8%	15%	9%	6%
	8	19%	16%	21%	20%	16%	20%
	9	13%	13%	13%	15%	12%	13%
	10 - Excellent	39%	37%	42%	25%	42%	47%
	Don't know (VOL)	3%	4%	3%	4%	2%	4%
Refused (VOL)	0%	1%	0%	0%	0%	1%	
The hours of operation	1 - Poor	1%	0%	2%	1%	1%	1%
	2	1%	1%	1%	1%	1%	0%
	3	2%	2%	2%	5%	1%	0%
	4	1%	1%	1%	3%	1%	0%
	5	6%	5%	6%	8%	6%	4%
	6	6%	8%	4%	11%	4%	4%
	7	11%	13%	10%	14%	12%	9%
	8	23%	23%	23%	19%	27%	22%
	9	15%	14%	16%	19%	12%	16%
	10 - Excellent	27%	26%	28%	9%	30%	37%
	Don't know (VOL)	7%	7%	8%	10%	6%	7%
Refused (VOL)	0%	0%	0%	0%	0%	0%	
The materials they accept	1 - Poor	0%	0%	0%	0%	0%	0%
	2	1%	1%	0%	2%	0%	0%

	3	1%	0%	1%	0%	1%	1%
	4	0%	1%	0%	0%	1%	0%
	5	4%	4%	4%	5%	5%	4%
	6	5%	6%	3%	6%	5%	4%
	7	8%	12%	5%	9%	10%	6%
	8	24%	24%	23%	20%	25%	24%
	9	15%	14%	16%	18%	14%	15%
	10 - Excellent	36%	30%	41%	31%	35%	41%
	Don't know (VOL)	6%	7%	5%	9%	5%	5%
	Refused (VOL)	0%	1%	0%	0%	0%	1%
Neatness and cleanliness	1 - Poor	1%	2%	1%	4%	1%	0%
	2	2%	3%	1%	2%	2%	1%
	3	2%	2%	2%	3%	2%	1%
	4	2%	3%	1%	1%	3%	2%
	5	11%	12%	10%	17%	11%	6%
	6	8%	10%	6%	10%	7%	7%
	7	16%	15%	17%	20%	16%	12%
	8	21%	20%	21%	15%	20%	26%
	9	12%	13%	11%	11%	10%	14%
	10 - Excellent	19%	15%	23%	8%	23%	24%
	Don't know (VOL)	6%	5%	8%	9%	6%	6%
	Refused (VOL)	0%	0%	0%	0%	0%	1%
Customer service	1 - Poor	1%	1%	0%	0%	1%	0%
	2	1%	2%	0%	2%	0%	0%
	3	1%	2%	1%	4%	0%	0%
	4	1%	1%	1%	1%	0%	1%
	5	3%	2%	4%	4%	4%	2%
	6	2%	4%	1%	2%	3%	1%
	7	8%	10%	7%	13%	10%	3%
	8	23%	26%	21%	24%	21%	25%
	9	18%	16%	19%	20%	15%	19%
	10 - Excellent	36%	31%	41%	19%	40%	45%
	Don't know (VOL)	6%	5%	6%	10%	4%	4%
	Refused (VOL)	0%	0%	0%	0%	0%	1%
Ease of Access/ Parking	1 - Poor	1%	1%	1%	3%	0%	0%
	2	2%	3%	1%	2%	2%	0%
	3	2%	3%	1%	2%	3%	1%
	4	4%	4%	4%	8%	3%	2%
	5	7%	6%	7%	11%	5%	5%
	6	6%	7%	6%	4%	7%	7%
	7	9%	10%	8%	14%	9%	4%
	8	19%	19%	18%	15%	20%	20%
	9	11%	10%	11%	9%	9%	14%
	10 - Excellent	36%	32%	40%	26%	37%	43%
	Don't know (VOL)	4%	4%	3%	5%	4%	3%
	Refused (VOL)	0%	0%	0%	0%	0%	1%

**Q5: How would you rate your local Enviro-Depot for each of the following areas?
SUBSET: Those who said 'Always', 'Sometimes' or 'Rarely' to Q3.
% Indicating 8 or higher**

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Its location	74%	70%	77%	63%	71%	85%
The hours of operation	70%	68%	73%	52%	73%	81%
The materials they accept	79%	73%	84%	75%	77%	84%
Neatness and cleanliness	56%	52%	60%	38%	56%	69%
Customer service	82%	78%	86%	71%	80%	93%
Ease of Access/ Parking	68%	64%	72%	53%	68%	80%

Don't knows and refusals have been excluded

**Q5: How would you rate your local Enviro-Depot for each of the following areas?
SUBSET: Those who said 'Always', 'Sometimes' or 'Rarely' to Q3.
Mean Values**

		Total	Gender		Age category		
			Male	Female	18 - 34	35 - 54	55 or older
Its location	N	567	245	322	76	228	263
	Mean	8.3	8.1	8.4	7.8	8.2	8.8
The hours of operation	N	548	240	308	71	220	257
	Mean	8.0	8.0	8.1	7.2	8.1	8.6
The materials they accept	N	556	238	318	72	222	262
	Mean	8.5	8.3	8.7	8.3	8.4	8.7
Neatness and cleanliness	N	550	244	306	72	220	258
	Mean	7.5	7.2	7.7	6.7	7.5	8.0
Customer service	N	559	244	315	71	223	265
	Mean	8.5	8.3	8.8	7.9	8.5	9.0
Ease of Access/ Parking	N	566	246	320	75	225	266
	Mean	8.0	7.8	8.2	7.3	8.0	8.6

Don't knows and refusals have been excluded

Q6A: If you want to recycle your tires, where do you go?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Enviro-Depot	2%	3%	2%	3%	2%	2%
Bottle Exchanges	0%	0%	0%	0%	0%	0%
Tire retailers	43%	46%	41%	25%	46%	53%
Landfill / depot facility	2%	3%	2%	2%	3%	2%

Address or name of depot given	1%	1%	2%	1%	1%	1%
Waste management place/hazardous waste disposal place or sit	0%	0%	0%	0%	0%	0%
Garage / service station	12%	12%	12%	4%	15%	14%
Don't have car or tires	1%	1%	1%	1%	0%	1%
Don't recycle tires / leave them around	1%	0%	1%	2%	0%	0%
At work	0%	1%	0%	0%	1%	0%
Miscellaneous mentions	1%	1%	1%	1%	0%	1%
Refused (VOL)	1%	1%	0%	1%	0%	1%
Don't Know/Not Sure (VOL)	38%	36%	39%	59%	34%	25%

Q6B: If you want to recycle your paint, where do you go?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	645	277	368	86	248	311
Enviro-Depot	37%	37%	37%	31%	39%	39%
Bottle Exchanges	3%	3%	2%	1%	4%	3%
Paint retailers	3%	2%	5%	1%	4%	4%
Landfill / depot facility	5%	5%	4%	1%	6%	6%
Painters take it / give it to someone	1%	0%	1%	0%	0%	1%
Paint recycling depot	3%	2%	3%	0%	3%	4%
Program set up once or twice a year for drop off/collections	5%	4%	6%	1%	5%	8%
Address or name of depot given	8%	11%	5%	6%	9%	8%
Put it out beside garbage to be picked up	2%	2%	2%	1%	1%	3%
Waste management place/hazardous waste disposal place or sit	4%	5%	3%	5%	4%	3%
Don't recycle paint / store it to use later	2%	2%	2%	0%	2%	2%
At work	0%	0%	0%	0%	0%	0%
Miscellaneous mentions	1%	0%	1%	0%	0%	2%
Refused (VOL)	1%	1%	2%	4%	0%	0%
Don't Know/Not Sure (VOL)	32%	31%	33%	52%	28%	21%

Q7: How successful has each of these programs been at reducing the waste going to landfill?

	Total	Gender		Age category			
		Male	Female	18 - 34	35 - 54	55 or older	
Total Unweighted (N)	703	303	400	94	265	344	
Beverage container recycling program	1 - Not at all successful	1%	0%	1%	0%	0%	1%
	2	0%	0%	0%	0%	0%	0%
	3	0%	0%	1%	0%	1%	0%
	4	1%	1%	0%	1%	0%	0%
	5	2%	2%	2%	1%	2%	2%
	6	3%	3%	2%	4%	1%	3%
	7	8%	10%	7%	12%	7%	7%
	8	22%	26%	19%	27%	18%	22%
	9	18%	18%	17%	17%	19%	17%
	10 - Very successful	40%	32%	48%	31%	45%	41%
	Refused (VOL)	0%	1%	0%	0%	0%	0%
Don't Know /Not Sure (VOL)	6%	8%	4%	6%	6%	5%	
Used tire management program	1 - Not at all successful	2%	3%	1%	4%	1%	2%
	2	1%	2%	0%	2%	1%	0%
	3	1%	2%	0%	1%	2%	1%
	4	2%	2%	1%	2%	2%	1%
	5	7%	6%	8%	14%	3%	6%
	6	4%	5%	4%	5%	5%	2%
	7	9%	9%	10%	12%	11%	6%
	8	14%	12%	15%	8%	15%	17%
	9	9%	10%	9%	9%	10%	9%
	10 - Very successful	20%	20%	19%	7%	23%	24%
	Refused (VOL)	0%	1%	0%	0%	0%	0%
Don't Know /Not Sure (VOL)	31%	29%	33%	36%	27%	32%	
Paint recycling program	1 - Not at all successful	1%	2%	0%	2%	1%	1%
	2	1%	1%	0%	1%	1%	0%
	3	2%	2%	1%	2%	2%	0%
	4	1%	1%	1%	2%	1%	1%
	5	8%	8%	8%	12%	7%	6%
	6	6%	7%	5%	5%	7%	6%
	7	12%	14%	10%	14%	14%	9%
	8	14%	14%	15%	10%	14%	17%
	9	8%	6%	9%	6%	7%	9%
	10 - Very successful	20%	19%	21%	11%	21%	26%
	Refused (VOL)	0%	1%	0%	0%	0%	1%
Don't Know /Not Sure (VOL)	27%	26%	27%	35%	25%	23%	

**Q7: How successful has each of these programs been at reducing the waste going to landfill?
% Indicating 8 or higher**

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Beverage container recycling program	85%	83%	87%	81%	88%	85%
Used tire management program	62%	59%	64%	37%	66%	74%
Paint recycling program	58%	53%	62%	41%	56%	70%

Don't knows and refusals have been excluded

**Q7: How successful has each of these programs been at reducing the waste going to landfill?
Mean Values**

		Total	Gender		Age category		
			Male	Female	18 - 34	35 - 54	55 or older
Beverage container recycling program	N	664	277	387	88	250	326
	Mean	8.8	8.6	8.9	8.6	8.9	8.7
Used tire management program	N	484	218	266	60	192	232
	Mean	7.7	7.5	7.8	6.5	7.9	8.2
Paint recycling program	N	521	226	295	61	198	262
	Mean	7.7	7.4	7.9	6.9	7.6	8.2

Don't knows and refusals have been excluded

Q8: Which organizations, if any, are responsible for recycling programs on a province-wide basis?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Municipalities	16%	16%	17%	12%	18%	18%
Nova Scotia Environment (Provincial)	9%	10%	8%	9%	7%	12%
Resource Recovery Fund Board (RRFB Nova Scotia)	4%	8%	1%	0%	7%	5%
Environment Canada	2%	2%	2%	1%	3%	1%
Charities / volunteer organizations	2%	1%	3%	1%	3%	3%
Government	3%	3%	2%	0%	3%	3%
Waste check / waste management	4%	5%	3%	9%	3%	1%
Enviro - Depot	3%	3%	2%	6%	1%	2%
ACAP	1%	0%	1%	1%	0%	1%
ACES	1%	1%	1%	2%	0%	1%
Private companies	1%	1%	1%	0%	1%	1%
Clean Nova Scotia	1%	1%	0%	1%	0%	1%
Garages for tires	0%	0%	0%	0%	0%	0%
Retailers for paint	0%	0%	0%	0%	0%	0%
BFI	0%	0%	0%	0%	0%	0%
County	0%	0%	1%	0%	0%	1%
Mount William landfill	0%	0%	0%	0%	0%	0%
Seller	0%	0%	0%	0%	1%	0%

Nova Recycling	0%	0%	0%	0%	0%	0%
Tire program	0%	0%	0%	0%	0%	1%
Beverage program	0%	0%	1%	1%	0%	0%
Electronics program	0%	0%	0%	0%	0%	0%
Local recycling depot	1%	1%	0%	1%	1%	0%
Tim Horton's	0%	0%	0%	0%	0%	0%
Garbage collection people	0%	1%	0%	0%	1%	0%
Junkyard	0%	0%	1%	1%	0%	0%
Green Island Program	0%	0%	0%	0%	0%	0%
Colchester Bale Field Facility and Renewable Resources	0%	0%	0%	0%	0%	0%
Atlantic Electronics Depot	0%	1%	0%	1%	0%	0%
Efficiency Nova Scotia	0%	0%	0%	0%	0%	0%
Green Nova Scotia	0%	0%	0%	0%	0%	0%
RCMP	0%	1%	0%	1%	0%	0%
Canadian Tire	0%	0%	0%	0%	0%	0%
Hardware stores	0%	0%	0%	0%	0%	0%
Re-up	0%	0%	0%	0%	0%	0%
Re Group	0%	0%	0%	0%	0%	0%
Mankind	0%	0%	0%	0%	0%	0%
Nova Scotia Power	0%	1%	0%	1%	0%	0%
Green waste	0%	0%	1%	1%	0%	0%
Fast food establishments	0%	0%	0%	0%	0%	0%
Pepsi Cola	0%	0%	0%	0%	0%	0%
Coca cola	0%	0%	0%	0%	0%	0%
Kent Building Supplies	0%	0%	0%	0%	0%	0%
College action centre	0%	0%	0%	0%	0%	0%
Archies bottle exchange	0%	0%	0%	0%	0%	0%
Bluenose	0%	0%	0%	0%	0%	0%
Refused (VOL)	0%	0%	0%	0%	0%	0%
Don't Know/Not Sure (VOL)	58%	54%	62%	62%	56%	59%

Q9: Compared to one year ago, would you say your knowledge of recycling programs has _____?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Increased	33%	28%	37%	36%	30%	33%
Decreased or	1%	1%	1%	2%	1%	1%
Stayed the same	66%	71%	61%	61%	69%	66%
Don't know (VOL)	0%	0%	0%	0%	0%	0%

Q10: Compared to one year ago, would you say your participation in recycling programs has _____?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Increased	31%	27%	35%	37%	32%	26%
Decreased or	1%	1%	1%	1%	1%	1%
Stayed the same	68%	72%	64%	62%	67%	73%
Don't know (VOL)	0%	0%	0%	0%	0%	0%

Q11: What are your main sources of information about household recycling and composting programs?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Television commercials	16%	14%	18%	17%	16%	16%
Newspaper	18%	18%	18%	10%	14%	29%
Community/Municipal newsletter	20%	16%	23%	14%	17%	28%
Flyers/Information sheets	42%	33%	50%	41%	46%	38%
Email	0%	0%	1%	0%	0%	1%
Radio	7%	7%	8%	5%	9%	7%
The internet/Websites	23%	26%	21%	36%	27%	9%
Social media (Facebook and Twitter)	1%	1%	0%	0%	1%	1%
Mail	15%	13%	17%	11%	17%	16%
Calendar / magnets / stickers	6%	4%	7%	2%	6%	8%
Word of mouth - Family, friends, meetings, school	10%	12%	8%	16%	10%	7%
Depot	2%	2%	3%	2%	2%	3%
Telephone / telephone book / 1-800#	5%	4%	6%	4%	6%	5%
None / don't need anything else	0%	0%	0%	0%	0%	1%
Municipalities / government	3%	3%	3%	2%	2%	4%
RRFB	1%	1%	1%	0%	1%	0%
Waste check / Waste management / local landfill sites	1%	1%	1%	1%	1%	1%
Mass media (News, community channel, magazines/books, advert	1%	1%	1%	0%	1%	1%
Miscellaneous mentions	3%	3%	2%	2%	3%	3%
Refused (VOL)	0%	1%	0%	1%	0%	0%
Don't Know/Not Sure (VOL)	2%	4%	1%	3%	1%	3%

Q12: How would you prefer to receive information about household recycling and composting programs?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Television commercials	9%	8%	9%	11%	8%	8%
Newspaper	12%	14%	10%	6%	11%	18%
Community/Municipal newsletter	12%	9%	14%	7%	9%	18%
Flyers/Information sheets	27%	27%	28%	23%	30%	28%
Email	11%	12%	11%	10%	17%	6%
Radio	5%	5%	5%	6%	5%	3%
The internet/Websites	19%	22%	16%	32%	18%	10%
Social media (Facebook and Twitter)	1%	1%	1%	2%	1%	1%
Mail	35%	32%	37%	32%	33%	39%
Calendar / magnets / stickers	2%	2%	3%	1%	2%	3%
Word of mouth - Family, friends, meetings, school	1%	2%	1%	2%	1%	2%
Depot	0%	0%	1%	0%	0%	1%
Telephone / telephone book / 1-800#	2%	1%	2%	1%	1%	2%
None / don't need anything else	1%	1%	1%	0%	0%	2%
Municipalities / government	0%	0%	1%	1%	0%	0%
Waste check / Waste management / local landfill sites and or	0%	0%	1%	0%	0%	1%
Mass media (News, community channel, magazines/books, advert	1%	0%	1%	0%	2%	0%
Miscellaneous mentions	1%	2%	1%	1%	1%	2%
Refused (VOL)	1%	1%	1%	1%	0%	1%
Don't Know/Not Sure (VOL)	4%	4%	3%	3%	4%	4%

Q13: What, if any, recycling programs would you like to receive more information on? Any others?

-All responses-

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Household hazardous waste (Paint, cleaners, batteries, oil,	13%	14%	13%	16%	13%	12%
Tires	18%	19%	18%	25%	16%	15%
Electronics (Cell phones, hearing aids)	11%	10%	11%	14%	12%	7%
Information on everything/list of do's and don'ts/locations/	23%	24%	23%	30%	22%	19%
Composting	13%	10%	16%	21%	14%	7%
Paint	14%	11%	16%	28%	12%	5%
Plastics	11%	11%	10%	15%	11%	7%
Styrofoam	2%	3%	2%	1%	2%	4%
Paper / cardboard	25%	22%	29%	33%	24%	22%
Building and renovation materials (Wood, carpet, gyprock, etc	2%	2%	2%	1%	3%	2%
Household items (furniture, mattresses)	2%	2%	2%	3%	1%	2%
Recycling bottles/beverage / green bins / blue bags	2%	1%	3%	2%	2%	2%
Metals (Car parts, appliances, lawnmowers)	3%	3%	2%	2%	3%	3%
Garbage / heavy garbage	1%	1%	2%	3%	0%	1%
Mass media (News, community channel, magazines/books, advert	1%	0%	1%	0%	1%	1%
Miscellaneous mentions	2%	3%	2%	1%	3%	2%
None (VOL)	39%	42%	36%	22%	40%	50%
Refused (VOL)	0%	1%	0%	1%	0%	1%
Don't know (VOL)	9%	8%	11%	7%	9%	10%

Q14: Which of the following best describes how often you or others in your household recycle?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Always	89%	87%	91%	83%	91%	92%
Sometimes	9%	11%	8%	17%	8%	5%
Rarely, or	0%	1%	0%	0%	0%	1%
Never	1%	1%	0%	0%	0%	2%
Refused (VOL)	0%	0%	0%	0%	0%	0%
Don't Know/Not Sure (VOL)	0%	0%	0%	0%	0%	1%

Q15: What types of materials does your household recycle?
SUBSET: Those who didn't say 'Never' to Q14.

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	697	299	398	94	265	338
Beverage containers	73%	71%	74%	71%	70%	76%
Newspaper/Paper/Paper Products	83%	78%	87%	81%	83%	84%
Plastics/Plastic Products	77%	78%	77%	75%	83%	72%
Food/Compost	53%	48%	58%	51%	55%	53%
Glass	34%	34%	33%	30%	35%	36%
Metals	24%	27%	22%	20%	24%	28%
Paint	17%	16%	18%	10%	19%	20%
Electronics	11%	10%	11%	7%	13%	10%
Tires	11%	9%	12%	10%	11%	12%
Clothing	6%	4%	8%	3%	5%	10%
Appliances	4%	3%	4%	1%	5%	4%
Batteries	9%	9%	8%	7%	9%	10%
Cell Phone	2%	1%	2%	1%	1%	3%
Cardboard / boxboard	5%	6%	3%	7%	4%	4%
Everything that can be	3%	4%	1%	3%	2%	2%
Cans	4%	5%	4%	3%	4%	6%
Furniture	1%	0%	1%	0%	1%	1%
Yard waste	1%	1%	1%	0%	1%	1%
Oils	1%	1%	1%	0%	2%	0%
Building and renovation materials (Wood, carpet, gyproc, etc	1%	0%	1%	0%	1%	0%
Miscellaneous mentions	4%	3%	4%	4%	3%	4%
Don't know (VOL)	0%	0%	0%	0%	0%	1%

Q16: How often does your household recycle _____?
SUBSET: Those who didn't say 'Never' to Q14.

		Total	Gender		Age category		
			Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)		697	299	398	94	265	338
Beverage containers	Always	95%	95%	95%	91%	97%	95%
	Sometimes	4%	4%	4%	9%	1%	3%
	Rarely	1%	1%	1%	0%	1%	1%
	Never	0%	0%	0%	0%	0%	1%
	Refused (VOL)	0%	0%	0%	0%	0%	0%
Plastics/Plastic Products	Always	88%	87%	89%	77%	91%	93%
	Sometimes	11%	12%	10%	22%	7%	6%
	Rarely	1%	1%	1%	1%	1%	0%
	Never	1%	1%	1%	0%	1%	1%
	Don't Know /Not Sure (VOL)	0%	0%	0%	0%	0%	0%
Newspaper /Paper/Paper Product	Always	86%	83%	89%	75%	91%	90%
	Sometimes	9%	9%	9%	20%	4%	7%
	Rarely	2%	3%	1%	4%	2%	1%
	Never	2%	4%	1%	1%	4%	1%
	Refused (VOL)	0%	0%	0%	0%	0%	0%
	Don't Know /Not Sure (VOL)	0%	0%	0%	0%	0%	0%
Food Waste/Yard Waste	Always	85%	86%	84%	78%	87%	89%
	Sometimes	8%	7%	9%	13%	7%	6%
	Rarely	2%	2%	2%	3%	2%	1%
	Never	3%	2%	5%	4%	3%	2%
	Refused (VOL)	0%	0%	0%	0%	0%	0%
	Don't Know /Not Sure (VOL)	1%	3%	0%	2%	1%	1%
Paint	Always	50%	51%	49%	35%	51%	60%
	Sometimes	9%	7%	11%	8%	11%	9%
	Rarely	11%	12%	11%	11%	11%	12%
	Never	19%	18%	19%	30%	18%	11%
	Refused (VOL)	2%	3%	1%	5%	1%	1%
	Don't Know /Not Sure (VOL)	8%	9%	8%	12%	7%	7%
Electronics	Always	57%	60%	55%	39%	63%	65%
	Sometimes	15%	12%	17%	21%	14%	10%
	Rarely	14%	13%	14%	22%	12%	9%
	Never	10%	9%	11%	13%	8%	10%
	Refused (VOL)	0%	0%	0%	0%	0%	0%
	Don't Know /Not Sure (VOL)	4%	6%	3%	4%	3%	6%
Tires	Always	55%	55%	55%	36%	58%	66%
	Sometimes	6%	4%	8%	5%	7%	5%
	Rarely	8%	8%	8%	12%	7%	6%
	Never	20%	22%	19%	33%	19%	12%
	Refused (VOL)	1%	2%	0%	2%	1%	1%
	Don't Know /Not Sure (VOL)	9%	9%	10%	12%	7%	10%

Q17: Which of the following best describes how often you or others in your household compost?

SUBSET: Those who didn't say 'Never' to 'Food Waste/Yard Waste' in Q16.

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	672	291	381	88	254	330
Always	78%	76%	80%	72%	80%	80%
Sometimes	12%	13%	12%	22%	10%	9%
Rarely	2%	3%	2%	2%	2%	3%
Never	7%	9%	6%	5%	9%	8%
Don't Know/Not Sure (VOL)	0%	0%	0%	0%	0%	1%

Q18: What is your household's primary method of composting? Is it...

SUBSET: Those who said 'Compost' to Q15 or 'Always', 'Sometimes' or 'Rarely' to Q17.

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	670	288	382	88	256	326
Using green carts	65%	67%	63%	67%	72%	56%
In your back yard	20%	17%	22%	15%	19%	24%
Both (green cart and in your back yard) equally	13%	15%	12%	9%	14%	15%
Separate container under sink	18%	13%	22%	19%	15%	19%
Bio-solo bags	8%	5%	10%	8%	7%	8%
Feed it to animals	9%	6%	12%	12%	8%	9%
Do not compost	1%	1%	1%	1%	0%	1%
Composter / special bin	1%	1%	1%	0%	0%	2%
Manure pile	0%	0%	1%	1%	0%	0%
Cardboard inserts / box / paper bags	1%	0%	1%	0%	2%	0%
Regular garbage / landfill site	1%	0%	1%	1%	0%	0%
Bin collection to be picked up	0%	0%	0%	0%	0%	1%
Miscellaneous mentions	0%	1%	0%	1%	0%	0%
Not answering question	0%	0%	0%	0%	0%	1%
Refused (VOL)	0%	0%	0%	0%	0%	0%
Don't Know/Not Sure (VOL)	2%	2%	2%	2%	1%	3%

Q20: Does your community require the use of clear bags for garbage?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Yes	49%	42%	55%	43%	50%	52%
No	49%	56%	42%	55%	47%	46%
Don't know/Not sure (VOL)	3%	2%	3%	2%	3%	2%

Q21: Which of the following best describes how strongly you support or oppose the mandatory use of clear bags for garbage? Do you...?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Strongly oppose	11%	12%	9%	15%	11%	7%
Oppose	16%	18%	14%	18%	16%	14%
Neither support nor oppose	21%	22%	21%	23%	18%	23%
Support, or	28%	25%	31%	25%	29%	30%
Strongly support	23%	21%	24%	19%	24%	24%
Refused (VOL)	0%	0%	0%	0%	0%	0%
Don't know /Not sure (VOL)	1%	1%	1%	0%	2%	1%

Q22: Does your workplace provide the proper containers to allow you to _____ at work?SUBSET: Those who are working full time or part time.

	Total	Gender		Age category			
		Male	Female	18 - 34	35 - 54	55 or older	
Total Unweighted (N)	340	164	176	68	196	76	
compost	Yes	67%	64%	71%	63%	70%	66%
	No	31%	34%	29%	37%	28%	30%
	Don't know/Not sure (VOL)	1%	2%	1%	0%	2%	4%
Total Unweighted (N)	342	164	178	69	195	78	
recycle food and beverage containers	Yes	88%	87%	88%	85%	90%	87%
	No	11%	12%	11%	13%	10%	13%
	Don't know/Not sure (VOL)	1%	1%	1%	1%	1%	0%
Total Unweighted (N)	343	164	179	69	197	77	
recycle paper	Yes	91%	89%	93%	90%	91%	92%
	No	7%	9%	5%	7%	7%	7%
	Don't know/Not sure (VOL)	2%	2%	2%	3%	1%	1%

'Not Applicable' has been excluded.

Q23: Are there any other recycling programs available to you at work?
SUBSET: Those who didn't say 'Not Applicable' to Q22.

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	436	210	226	87	222	127
Batteries	7%	8%	6%	7%	8%	5%
Electronics (Computers, cell phone, etc.)	4%	3%	5%	5%	5%	1%
Cardboard	3%	4%	2%	2%	4%	1%
Tires	2%	3%	2%	5%	1%	2%
Not Applicable (VOL)	4%	5%	3%	2%	3%	10%
Ink cartridges / toner cartridges	3%	2%	4%	5%	2%	1%
Metal / steel	1%	2%	1%	0%	3%	0%
Paint	1%	2%	0%	0%	1%	2%
Plastics	3%	1%	5%	5%	3%	0%
Hazardous waste	2%	1%	2%	2%	1%	2%
Light bulbs	1%	1%	0%	0%	1%	0%
Oil / petroleum	1%	2%	0%	1%	1%	1%
Miscellaneous mentions	6%	6%	7%	7%	7%	4%
No other recycling programs (VOL)	66%	64%	68%	70%	65%	62%
Refused (VOL)	1%	1%	1%	0%	0%	5%
Don't Know/Not Sure (VOL)	5%	6%	5%	2%	6%	9%

Q24: Do you ___ at work?
SUBSET: Those who said 'Yes' to Q22.

	Total	Gender		Age category			
		Male	Female	18 - 34	35 - 54	55 or older	
Total Unweighted (N)	281	128	153	53	157	71	
compost	Always	79%	77%	81%	74%	83%	76%
	Often	8%	11%	5%	17%	4%	4%
	Seldom	4%	4%	3%	2%	4%	7%
	Never	7%	6%	9%	8%	6%	12%
	Refused (VOL)	0%	1%	0%	0%	1%	0%
Don't know/ Not sure (VOL)	2%	1%	2%	0%	2%	2%	
Total Unweighted (N)	366	175	191	74	197	95	
recycle food and beverage containers	Always	84%	85%	82%	80%	88%	80%
	Often	9%	7%	11%	13%	7%	6%
	Seldom	3%	5%	1%	1%	3%	7%
	Never	3%	1%	5%	6%	1%	4%
	Don't know/ Not sure (VOL)	1%	1%	1%	0%	1%	4%
Total Unweighted (N)	377	178	199	74	202	101	
recycle paper	Always	88%	86%	91%	88%	89%	88%
	Often	7%	9%	4%	9%	5%	7%
	Seldom	2%	4%	1%	1%	4%	1%
	Never	1%	0%	2%	1%	1%	1%
	Don't know/ Not sure (VOL)	1%	1%	2%	0%	2%	3%

Q25: Have you ever heard about the website “reduceyourwaste.ca”?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Yes	34%	28%	40%	42%	32%	30%
No	64%	69%	58%	58%	64%	67%
Refused (VOL)	0%	0%	0%	0%	0%	1%
Don't know/Not sure (VOL)	2%	2%	2%	0%	4%	2%

Q26: Have you ever visited the website reduceyourwaste.ca?**SUBSET: Those who said 'Yes' to Q26.**

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	233	81	152	39	87	107
Yes	21%	23%	19%	21%	27%	14%
No	78%	77%	79%	79%	71%	85%
Don't know/Not sure (VOL)	1%	0%	2%	0%	2%	1%

Q27: Have you ever heard about the Facebook page called Reduce Your Waste?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Yes	8%	6%	10%	8%	7%	9%
No	91%	94%	88%	91%	92%	90%
Refused (VOL)	0%	0%	0%	0%	0%	1%
Don't know/Not sure (VOL)	1%	0%	2%	1%	1%	1%

Q28: Have you ever visited the Facebook page called Reduce Your Waste?**SUBSET: Those who said 'Yes' to Q27.**

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	57	18	39	7	19	31
Yes	14%	4%	20%	15%	20%	10%
No	86%	96%	80%	85%	80%	90%

**Q29: Before this survey, have you ever seen or heard about RRFB Nova Scotia?
SUBSET: Those who didn't mention RRFB Nova Scotia in Q8.**

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	670	276	394	94	248	328
Yes	31%	29%	32%	28%	38%	25%
No	66%	66%	66%	69%	59%	72%
Don't know/Not sure (VOL)	3%	4%	2%	3%	3%	3%

**Q30: To the best of your knowledge, what sort of programs and activities does RRFB Nova Scotia either participate in or sponsor?
SUBSET: Those who said 'Yes' to Q29.**

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	235	107	128	26	111	98
Recycling programs	23%	28%	19%	19%	24%	25%
Enviro-Depots/Recycling centres	7%	9%	5%	4%	6%	10%
Public education and awareness	13%	13%	13%	0%	16%	17%
Fund recycling programs/municipal programs	6%	7%	5%	4%	8%	4%
Electronic/e-waste	6%	10%	3%	4%	7%	7%
Tire recycling program	6%	7%	5%	4%	5%	10%
Paint recycling program	4%	5%	2%	0%	5%	4%
Beverage recycling program	6%	9%	3%	0%	8%	7%
Household hazardous waste program	4%	5%	2%	0%	3%	8%
Sharps recycling program	0%	1%	0%	0%	0%	1%
Offer grants or funding for innovative waste reduction methods	1%	0%	2%	0%	2%	1%
Nova Scotia Recycles Contest (School Program)	7%	3%	11%	4%	8%	7%
Mobius Award Program	1%	1%	2%	0%	2%	2%
Clean-ups / adopt a highway	3%	2%	4%	4%	2%	4%
Waste reduction / waste diversion/waste management	5%	6%	3%	11%	2%	4%
Building and renovation materials(Wood, carpet, gyproc, etc)	0%	1%	0%	0%	0%	1%
Signage, calendar, cards, newsletters	2%	1%	2%	0%	2%	2%
Miscellaneous mentions	8%	12%	4%	11%	5%	11%
Other (Please specify):	0%	1%	0%	0%	0%	1%
Don't know/Not sure (VOL)	46%	41%	51%	47%	46%	46%

**Q31: Based on what you know or may have heard, are you _____ of RRFB and its contribution to Nova Scotia's environment?
SUBSET: Those who said 'Yes' to Q29.**

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	235	107	128	26	111	98
Very aware	7%	13%	1%	0%	7%	12%
Aware	33%	32%	34%	31%	35%	33%
Not very aware, or	46%	45%	46%	61%	40%	44%
Not at all aware	13%	9%	17%	8%	18%	10%
Refused (VOL)	0%	1%	0%	0%	0%	1%
Don't know /Not sure (VOL)	0%	0%	1%	0%	1%	0%

**Q32: How would you rate the RRFB's reputation within Nova Scotia?
SUBSET: Those who said 'Yes' to Q29.**

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	235	107	128	26	111	98
1 - Poor	1%	2%	1%	0%	1%	2%
2	2%	4%	1%	7%	0%	3%
3	0%	1%	0%	0%	0%	1%
4	2%	0%	4%	4%	1%	2%
5	17%	18%	16%	23%	15%	15%
6	5%	8%	2%	0%	7%	5%
7	14%	17%	10%	23%	11%	11%
8	24%	22%	27%	23%	22%	28%
9	5%	5%	5%	0%	8%	4%
10 - Excellent	6%	5%	6%	4%	8%	3%
Don't know (VOL)	23%	19%	28%	16%	26%	25%
Refused (VOL)	1%	1%	1%	0%	1%	1%

**Q32: How would you rate the RRFB's reputation within Nova Scotia?
SUBSET: Those who said 'Yes' to Q29.
% Indicating 8 or higher**

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
%8 or higher	46%	40%	53%	32%	52%	48%

Don't knows and refusals have been excluded

Q32: How would you rate the RRFB's reputation within Nova Scotia?**SUBSET: Those who said 'Yes' to Q29.****Mean Values**

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
N	175	85	90	22	81	72
Mean	6.8	6.7	7.0	6.3	7.2	6.7

Don't knows and refusals have been excluded

Q33: Please rate how well each of the following words describes RRFB?**SUBSET: Those who said 'Yes' to Q29.**

	Total	Gender		Age category			
		Male	Female	18 - 34	35 - 54	55 or older	
Total Unweighted (N)	235	107	128	26	111	98	
Innovative	1 - Does not describe RRFB at all	2%	3%	1%	0%	2%	4%
	2	1%	2%	1%	4%	0%	1%
	3	2%	3%	1%	4%	2%	2%
	4	2%	3%	1%	0%	2%	3%
	5	16%	20%	13%	27%	15%	12%
	6	9%	14%	4%	11%	6%	13%
	7	15%	15%	15%	8%	18%	14%
	8	20%	13%	25%	19%	18%	22%
	9	6%	5%	7%	4%	7%	5%
	10 - Describes RRFB very well	4%	4%	4%	4%	5%	2%
	Don't know (VOL)	22%	17%	27%	19%	25%	19%
Refused (VOL)	1%	1%	1%	0%	1%	2%	
Creative	1 - Does not describe RRFB at all	2%	3%	1%	0%	1%	4%
	2	1%	1%	1%	0%	0%	3%
	3	3%	3%	4%	4%	4%	1%
	4	4%	7%	2%	4%	5%	5%
	5	22%	25%	19%	38%	18%	17%
	6	9%	14%	3%	7%	6%	14%
	7	16%	13%	18%	23%	14%	13%
	8	12%	12%	11%	4%	13%	15%
	9	4%	3%	5%	0%	6%	2%
	10 - Describes RRFB very well	5%	5%	5%	0%	6%	6%
	Don't know (VOL)	22%	14%	31%	20%	26%	19%
Refused (VOL)	1%	1%	1%	0%	1%	1%	
Influential	1 - Does not describe RRFB at all	3%	4%	1%	0%	2%	5%
	2	3%	6%	1%	7%	1%	3%
	3	4%	5%	2%	4%	5%	2%
	4	3%	2%	5%	4%	3%	2%
	5	16%	21%	10%	19%	12%	20%
	6	5%	6%	4%	8%	3%	7%

	7	17%	19%	15%	15%	18%	17%	
	8	21%	15%	26%	24%	21%	18%	
	9	3%	4%	3%	0%	6%	1%	
	10 - Describes RRFB very well	4%	2%	6%	4%	4%	4%	
	Don't know (VOL)	20%	15%	26%	16%	23%	19%	
	Refused (VOL)	1%	1%	1%	0%	1%	1%	
Leader	1 - Does not describe RRFB at all	2%	4%	1%	0%	1%	5%	
	2	4%	7%	1%	11%	1%	3%	
	3	2%	1%	2%	0%	3%	1%	
	4	1%	1%	2%	0%	1%	3%	
	5	15%	16%	13%	19%	17%	8%	
	6	9%	13%	4%	15%	4%	12%	
	7	11%	12%	10%	8%	10%	16%	
	8	20%	19%	20%	23%	18%	20%	
	9	5%	4%	7%	4%	8%	2%	
	10 - Describes RRFB very well	9%	7%	11%	4%	11%	10%	
	Don't know (VOL)	22%	15%	28%	16%	26%	19%	
	Refused (VOL)	1%	1%	1%	0%	1%	1%	
	Confusing	1 - Does not describe RRFB at all	11%	11%	11%	0%	11%	17%
		2	12%	17%	8%	15%	14%	8%
3		7%	9%	6%	11%	5%	7%	
4		7%	6%	9%	4%	12%	2%	
5		18%	17%	19%	19%	17%	18%	
6		7%	7%	7%	12%	5%	6%	
7		5%	8%	2%	7%	4%	5%	
8		7%	5%	8%	12%	3%	8%	
9		1%	2%	1%	0%	2%	1%	
10 - Describes RRFB very well		3%	4%	2%	0%	1%	7%	
Don't know (VOL)		22%	16%	27%	20%	24%	18%	
Refused (VOL)		1%	1%	1%	0%	1%	1%	

Q33: Please rate how well each of the following words describes RRFB?

SUBSET: Those who said 'Yes' to Q29.

% Indicating 8 or higher

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Innovative	38%	27%	51%	34%	40%	37%
Creative	26%	23%	30%	5%	35%	29%
Influential	36%	25%	48%	33%	42%	29%
Leader	44%	36%	54%	37%	51%	40%
Confusing	13%	12%	15%	14%	8%	20%

Don't knows and refusals have been excluded

Q33: Please rate how well each of the following words describes RRFB?**SUBSET: Those who said 'Yes' to Q29.****Mean Values**

		Total	Gender		Age category		
			Male	Female	18 - 34	35 - 54	55 or older
Innovative	N	179	89	90	21	82	76
	Mean	6.6	6.2	7.0	6.3	6.8	6.4
Creative	N	179	92	87	21	81	77
	Mean	6.2	6.0	6.5	5.7	6.5	6.1
Influential	N	183	90	93	22	84	77
	Mean	6.4	5.9	6.9	6.1	6.7	6.0
Leader	N	180	90	90	22	81	77
	Mean	6.7	6.2	7.3	6.2	7.1	6.6
Confusing	N	182	89	93	21	83	78
	Mean	4.4	4.3	4.5	4.9	4.0	4.6

Don't knows and refusals have been excluded

Q34: Before today, were you aware that RRFB operates the Reduce Your Waste website and or Facebook page?**SUBSET: Those who said 'Yes' to Q29 and 'Yes' to Q25 or Q27.**

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	102	40	62	13	49	40
Yes	31%	43%	23%	15%	33%	44%
No	67%	54%	77%	85%	65%	56%
Don't know/Not sure (VOL)	1%	3%	0%	0%	2%	0%

Q35: What is your current work status? Are you?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Working full time (at least 35 hours per week)	44%	51%	38%	59%	60%	15%
Working part time (less than 35 hours per week)	9%	6%	11%	12%	10%	5%
Self-employed	6%	6%	6%	2%	8%	8%
Unemployed but looking for work	3%	4%	3%	4%	4%	2%
Unemployed but not looking for work	2%	1%	2%	1%	2%	1%
Student	4%	6%	2%	13%	1%	0%
Homemaker	5%	0%	9%	3%	8%	2%
Retired	23%	22%	25%	0%	3%	64%
Disabled	1%	2%	1%	0%	2%	2%
Miscellaneous mentions	2%	1%	3%	5%	0%	1%
Refused (VOL)	0%	0%	0%	0%	0%	0%

Q36: Which of the following broad income categories best describes your total annual household income (that is, everyone combined, before taxes)?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Less than \$25,000	10%	10%	11%	10%	9%	12%
\$25,000 to less than \$45,000	20%	15%	25%	23%	15%	24%
\$45,000 to less than \$75,000	20%	21%	19%	13%	23%	23%
\$75,000 to less than \$100,000	15%	17%	13%	16%	16%	12%
\$100,000 to less than \$150,000, or	12%	15%	10%	10%	17%	8%
\$150,000 or more	7%	8%	6%	13%	7%	3%
Refused (VOL)	16%	15%	16%	17%	12%	19%

Q37: Which of the following categories best represents the highest level of education you have had an opportunity to obtain?

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Less than high school	7%	7%	6%	3%	6%	10%
Completed high school	16%	18%	15%	15%	15%	19%
Some University or Community College	19%	17%	20%	22%	16%	19%
Completed University or Community College	42%	42%	43%	39%	50%	37%
Post graduate studies	14%	14%	15%	18%	12%	14%
Refused (VOL)	1%	1%	1%	2%	0%	1%

Q38: Next I would like to ask you a question about where you live. Do you currently

	Total	Gender		Age category		
		Male	Female	18 - 34	35 - 54	55 or older
Total Unweighted (N)	703	303	400	94	265	344
Own a house (single family or duplex)	72%	69%	75%	46%	79%	83%
Rent a house (single family or duplex)	5%	5%	5%	6%	7%	2%
Rent an apartment	12%	15%	10%	23%	10%	7%
Own an apartment or condominium	3%	3%	4%	3%	2%	5%
Live with a parent or relative	6%	7%	6%	20%	1%	2%
Live in public housing	0%	1%	0%	0%	1%	0%
Refused (VOL)	1%	1%	1%	1%	1%	1%

Appendix C: Tables by Dwelling

S2: Into which of the following categories does your age fall?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
18 - 34	26%	17%	44%
35 - 54	39%	42%	39%
55 or older	35%	41%	17%

Q1: Would you say your understanding of Nova Scotia's _____ is _____ in terms of knowing which materials can and cannot be recycled?

		Total	Dwelling	
			Own	Rent
Total Unweighted (N)		703	564	101
Beverage container recycling program	Excellent	39%	40%	33%
	Good	49%	48%	56%
	Fair	10%	9%	10%
	Poor	2%	1%	1%
	Don't Know /Not Sure (VOL)	1%	1%	1%
Used tire management program	Excellent	11%	12%	5%
	Good	36%	38%	31%
	Fair	22%	22%	19%
	Poor	25%	22%	37%
	Don't Know /Not Sure (VOL)	6%	6%	8%
Paint recycling program	Excellent	15%	18%	6%
	Good	38%	41%	34%
	Fair	25%	25%	25%
	Poor	18%	13%	29%
	Don't Know /Not Sure (VOL)	4%	3%	6%

Q2: If you want a refund for recycling your beverage containers, where do you go?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Enviro Depot/Bottle Exchanges	73%	74%	62%
RRFB Nova Scotia	1%	1%	0%
Address or name of local depot given	14%	16%	9%
Put them to the curb	2%	1%	5%
Give to charity	2%	2%	3%
Give them away	2%	2%	1%
Does not return beverage containers	1%	1%	1%
Take them to depot or store (no name mentioned)	2%	2%	4%
Miscellaneous mentions	1%	1%	2%
888	0%	0%	0%
Refused (VOL)	0%	1%	0%
Don't Know/Not Sure (VOL)	7%	5%	14%

Q3: How often do you bring beverage containers to an Enviro-Depot for recycling?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Always	66%	70%	50%
Sometimes	11%	10%	12%
Rarely	7%	7%	12%
Never	15%	13%	25%
Refused (VOL)	0%	0%	0%
Don't Know/Not Sure (VOL)	0%	0%	1%

Q3B: Is there any particular reason why you rarely or never bring beverage containers to an Enviro-Depot?

SUBSET: Those who said 'Rarely' or 'Never' to Q3.

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	157	107	43
Give them away	25%	24%	31%
Give them to charity	14%	15%	15%
Don't have many	16%	14%	11%
Curbside is easier	19%	23%	9%
Costs too much getting there and back	3%	3%	0%
No particular reason	1%	1%	3%
Too much hassle / don't drive	17%	18%	19%
Taken care of by building they are in	4%	3%	6%
Taken care of by someone else in family	1%	2%	0%
Inconvenient hours / too far away / neither one around	4%	2%	9%
Not enough refund	4%	5%	4%
Miscellaneous mentions	3%	3%	3%
Don't Know/Not Sure (VOL)	3%	4%	0%

Q4: How convenient do you and others in your household find it to participate in the beverage container recycling program?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Very convenient	46%	47%	39%
Generally convenient	41%	41%	39%
Not very convenient	8%	7%	15%
Not at all convenient	4%	4%	5%
It depends (VOL)	0%	0%	0%
Don't Know/Not Sure (VOL)	1%	1%	2%

**Q5: How would you rate your local Enviro-Depot for each of the following areas?
SUBSET: Those who said 'Always', 'Sometimes' or 'Rarely' to Q3.**

		Total	Dwelling	
			Own	Rent
Total Unweighted (N)		589	487	70
Its location	1 - Poor	1%	0%	3%
	2	1%	1%	1%
	3	1%	1%	2%
	4	2%	1%	8%
	5	6%	5%	9%
	6	5%	5%	3%
	7	9%	9%	8%
	8	19%	19%	20%
	9	13%	13%	11%
	10 - Excellent	39%	42%	31%
	Don't know (VOL)	3%	3%	4%
	Refused (VOL)	0%	0%	0%
	The hours of operation	1 - Poor	1%	1%
2		1%	1%	0%
3		2%	3%	0%
4		1%	0%	6%
5		6%	4%	10%
6		6%	5%	2%
7		11%	12%	8%
8		23%	23%	27%
9		15%	13%	17%
10 - Excellent		27%	30%	21%
Don't know (VOL)		7%	7%	8%
Refused (VOL)		0%	0%	0%
The materials they accept		1 - Poor	0%	0%
	2	1%	1%	0%
	3	1%	1%	0%
	4	0%	0%	2%
	5	4%	4%	8%
	6	5%	4%	7%
	7	8%	8%	11%
	8	24%	24%	18%
	9	15%	15%	19%
	10 - Excellent	36%	37%	27%
	Don't know (VOL)	6%	6%	8%
	Refused (VOL)	0%	0%	0%
	Neatness and cleanliness	1 - Poor	1%	0%
2		2%	1%	5%
3		2%	1%	4%
4		2%	1%	6%
5		11%	9%	13%

	6	8%	7%	9%
	7	16%	16%	11%
	8	21%	20%	24%
	9	12%	12%	11%
	10 - Excellent	19%	22%	7%
	Don't know (VOL)	6%	7%	5%
	Refused (VOL)	0%	0%	0%
Customer service	1 - Poor	1%	0%	1%
	2	1%	1%	0%
	3	1%	1%	3%
	4	1%	1%	2%
	5	3%	2%	7%
	6	2%	2%	3%
	7	8%	8%	11%
	8	23%	23%	23%
	9	18%	17%	20%
	10 - Excellent	36%	39%	24%
	Don't know (VOL)	6%	6%	4%
	Refused (VOL)	0%	0%	0%
	Ease of Access/ Parking	1 - Poor	1%	0%
2		2%	1%	1%
3		2%	2%	4%
4		4%	4%	3%
5		7%	4%	18%
6		6%	7%	2%
7		9%	8%	14%
8		19%	20%	15%
9		11%	11%	9%
10 - Excellent		36%	38%	26%
Don't know (VOL)		4%	4%	4%
Refused (VOL)		0%	0%	0%

Q5: How would you rate your local Enviro-Depot for each of the following areas?

SUBSET: Those who said 'Always', 'Sometimes' or 'Rarely' to Q3.

% Indicating 8 or higher

	Total	Dwelling	
		Own	Rent
Its location	74%	77%	64%
The hours of operation	70%	72%	71%
The materials they accept	79%	81%	69%
Neatness and cleanliness	56%	60%	44%
Customer service	82%	84%	70%
Ease of Access/ Parking	68%	72%	52%

Don't knows and refusals have been excluded

**Q5: How would you rate your local Enviro-Depot for each of the following areas?
SUBSET: Those who said 'Always', 'Sometimes' or 'Rarely' to Q3.
Mean Values**

		Total	Dwelling	
			Own	Rent
Its location	N	567	468	67
	Mean	8.3	8.5	7.6
The hours of operation	N	548	452	65
	Mean	8.0	8.1	7.9
The materials they accept	N	556	461	64
	Mean	8.5	8.5	8.2
Neatness and cleanliness	N	550	453	66
	Mean	7.5	7.7	6.4
Customer service	N	559	461	67
	Mean	8.5	8.6	7.9
Ease of Access/ Parking	N	566	468	67
	Mean	8.0	8.1	7.2

Don't knows and refusals have been excluded

Q6A: If you want to recycle your tires, where do you go?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Enviro-Depot	2%	3%	0%
Bottle Exchanges	0%	0%	0%
Tire retailers	43%	50%	22%
Landfill / depot facility	2%	3%	2%
Address or name of depot given	1%	1%	2%
Waste management place/hazardous waste disposal place or sit	0%	0%	0%
Garage / service station	12%	13%	8%
Don't have car or tires	1%	0%	3%
Don't recycle tires / leave them around	1%	1%	2%
At work	0%	0%	1%
Miscellaneous mentions	1%	1%	0%
Refused (VOL)	1%	1%	1%
Don't Know/Not Sure (VOL)	38%	30%	61%

Q6B: If you want to recycle your paint, where do you go?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	645	521	88
Enviro-Depot	37%	40%	26%
Bottle Exchanges	3%	3%	4%
Paint retailers	3%	4%	0%
Landfill / depot facility	5%	5%	4%
Painters take it / give it to someone	1%	1%	1%
Paint recycling depot	3%	3%	2%
Program set up once or twice a year for drop off/collections	5%	6%	1%
Address or name of depot given	8%	8%	9%
Put it out beside garbage to be picked up	2%	2%	2%
Waste management place/hazardous waste disposal place or sit	4%	4%	3%
Don't recycle paint / store it to use later	2%	2%	2%
At work	0%	0%	0%
Miscellaneous mentions	1%	1%	1%
Refused (VOL)	1%	2%	0%
Don't Know/Not Sure (VOL)	32%	26%	47%

Q7: How successful has each of these programs been at reducing the waste going to landfill?

		Total	Dwelling	
			Own	Rent
Total Unweighted (N)		703	564	101
Beverage container recycling program	1 - Not at all successful	1%	1%	0%
	2	0%	0%	0%
	3	0%	0%	1%
	4	1%	0%	2%
	5	2%	2%	0%
	6	3%	2%	4%
	7	8%	8%	8%
	8	22%	22%	23%
	9	18%	18%	19%
	10 - Very successful	40%	41%	32%
	Refused (VOL)	0%	0%	1%
	Don't Know /Not Sure (VOL)	6%	5%	9%
Used tire management program	1 - Not at all successful	2%	1%	6%
	2	1%	1%	2%
	3	1%	1%	2%
	4	2%	2%	1%
	5	7%	6%	8%
	6	4%	4%	6%
	7	9%	9%	7%
	8	14%	15%	10%

	9	9%	10%	4%
	10 - Very successful	20%	23%	9%
	Refused (VOL)	0%	0%	1%
	Don't Know /Not Sure (VOL)	31%	28%	45%
Paint recycling program	1 - Not at all successful	1%	0%	3%
	2	1%	0%	1%
	3	2%	1%	2%
	4	1%	1%	3%
	5	8%	8%	6%
	6	6%	7%	5%
	7	12%	11%	13%
	8	14%	16%	6%
	9	8%	8%	7%
	10 - Very successful	20%	23%	12%
	Refused (VOL)	0%	0%	1%
	Don't Know /Not Sure (VOL)	27%	23%	40%

Q7: How successful has each of these programs been at reducing the waste going to landfill?
% Indicating 8 or higher

	Total	Dwelling	
		Own	Rent
Beverage container recycling program	85%	86%	83%
Used tire management program	62%	67%	43%
Paint recycling program	58%	61%	42%

Don't knows and refusals have been excluded

Q7: How successful has each of these programs been at reducing the waste going to landfill?
Mean Values

		Total	Dwelling	
			Own	Rent
Beverage container recycling program	N	664	535	92
	Mean	8.8	8.8	8.6
Used tire management program	N	484	399	57
	Mean	7.7	8.0	6.5
Paint recycling program	N	521	431	62
	Mean	7.7	7.8	6.9

Don't knows and refusals have been excluded

Q8: Which organizations, if any, are responsible for recycling programs on a province-wide basis?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Municipalities	16%	17%	14%
Nova Scotia Environment (Provincial)	9%	9%	5%
Resource Recovery Fund Board (RRFB Nova Scotia)	4%	5%	2%
Environment Canada	2%	2%	1%
Charities / volunteer organizations	2%	2%	5%
Government	3%	3%	1%
Waste check / waste management	4%	4%	9%
Enviro - Depot	3%	2%	3%
ACAP	1%	0%	0%
ACES	1%	1%	2%
Private companies	1%	1%	0%
Clean Nova Scotia	1%	1%	0%
Miscellaneous mentions	5%	5%	8%
Refused (VOL)	0%	0%	0%
Don't Know/Not Sure (VOL)	58%	58%	58%

Q9: Compared to one year ago, would you say your knowledge of recycling programs has _____?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Increased	33%	31%	36%
Decreased or	1%	1%	4%
Stayed the same	66%	68%	60%
Don't know (VOL)	0%	0%	0%

Q10: Compared to one year ago, would you say your participation in recycling programs has _____?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Increased	31%	27%	46%
Decreased or	1%	0%	3%
Stayed the same	68%	72%	51%
Don't know (VOL)	0%	0%	1%

Q11: What are your main sources of information about household recycling and composting programs?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Television commercials	16%	15%	20%
Newspaper	18%	19%	13%
Community/Municipal newsletter	20%	21%	19%
Flyers/Information sheets	42%	43%	37%
Email	0%	0%	0%
Radio	7%	8%	6%
The internet/Websites	23%	23%	24%
Social media (Facebook and Twitter)	1%	0%	1%
Mail	15%	15%	17%
Calendar / magnets / stickers	6%	7%	2%
Word of mouth - Family, friends, meetings, school	10%	8%	18%
Depot	2%	2%	5%
Telephone / telephone book / 1-800#	5%	6%	1%
None / don't need anything else	0%	0%	0%
Municipalities / government	3%	3%	2%
RRFB	1%	1%	0%
Waste check / Waste management / local landfill sites and or	1%	2%	0%
Mass media (News, community channel, magazines/books)	1%	1%	0%
Miscellaneous mentions	3%	3%	3%
Refused (VOL)	0%	0%	2%
Don't Know/Not Sure (VOL)	2%	2%	4%

Q12: How would you prefer to receive information about household recycling and composting programs?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Television commercials	9%	6%	16%
Newspaper	12%	14%	8%
Community/Municipal newsletter	12%	12%	13%
Flyers/Information sheets	27%	27%	26%
Email	11%	11%	9%
Radio	5%	5%	3%
The internet/Websites	19%	17%	25%
Social media (Facebook and Twitter)	1%	1%	3%
Mail	35%	35%	34%
Calendar / magnets / stickers	2%	3%	0%
Word of mouth - Family, friends, meetings, school	1%	1%	5%
Depot	0%	0%	1%
Telephone / telephone book / 1-800#	2%	1%	3%
None / don't need anything else	1%	1%	0%
Municipalities / government	0%	1%	0%
Waste check / Waste management / local landfill sites and or	0%	1%	0%
Mass media (News, community channel, magazines/books)	1%	1%	0%
Miscellaneous mentions	1%	1%	0%
Refused (VOL)	1%	1%	0%
Don't Know/Not Sure (VOL)	4%	4%	2%

**Q13: What, if any, recycling programs would you like to receive more information on? Any others?
-All responses-**

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Household hazardous waste (Paint, cleaners, batteries, oil, Tires	13%	13%	16%
Electronics (Cell phones, hearing aids)	11%	10%	16%
Information on everything/list of do's and don'ts/locations/	23%	22%	25%
Composting	13%	12%	13%
Paint	14%	11%	22%
Plastics	11%	10%	18%
Styrofoam	2%	2%	2%
Paper / cardboard	25%	24%	31%
Building and renovation materials (Wood, carpet, gyproc, etc	2%	3%	1%
Household items (furniture, mattresses)	2%	1%	3%
Recycling bottles/beverage / green bins / blue bags	2%	2%	4%
Metals (Car parts, appliances, lawnmowers)	3%	3%	1%
Garbage / heavy garbage	1%	1%	0%
Mass media (News, community channel, magazines/books, advert	1%	1%	1%
Miscellaneous mentions	2%	2%	3%
None (VOL)	39%	43%	30%
Refused (VOL)	0%	0%	2%
Don't know (VOL)	9%	9%	8%

Q14: Which of the following best describes how often you or others in your household recycle?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Always	89%	92%	78%
Sometimes	9%	6%	20%
Rarely, or	0%	0%	1%
Never	1%	1%	1%
Refused (VOL)	0%	0%	0%
Don't Know/Not Sure (VOL)	0%	0%	0%

Q15: What types of materials does your household recycle?
SUBSET: Those who didn't say 'Never' to Q14.

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	697	559	100
Beverage containers	73%	73%	70%
Newspaper/Paper/Paper Products	83%	84%	82%
Plastics/Plastic Products	77%	79%	73%
Food/Compost	53%	54%	48%
Glass	34%	35%	35%
Metals	24%	26%	18%
Paint	17%	20%	3%
Electronics	11%	10%	12%
Tires	11%	13%	2%
Clothing	6%	7%	3%
Appliances	4%	4%	2%
Batteries	9%	10%	3%
Cell Phone	2%	2%	0%
Cardboard / boxboard	5%	3%	9%
Everything that can be	3%	3%	2%
Cans	4%	4%	8%
Furniture	1%	1%	0%
Yard waste	1%	1%	0%
Oils	1%	1%	0%
Building and renovation materials (Wood, carpet, gyproc, etc	1%	1%	0%
Miscellaneous mentions	4%	3%	6%
Don't know (VOL)	0%	0%	0%

Q16: How often does your household recycle _____?

SUBSET: Those who didn't say 'Never' to Q14.

		Total	Dwelling	
			Own	Rent
Total Unweighted (N)		697	559	100
Beverage containers	Always	95%	96%	93%
	Sometimes	4%	2%	6%
	Rarely	1%	1%	1%
	Never	0%	0%	1%
	Refused (VOL)	0%	0%	0%
Plastics/Plastic Products	Always	88%	91%	76%
	Sometimes	11%	8%	19%
	Rarely	1%	0%	3%
	Never	1%	0%	1%
	Don't Know /Not Sure (VOL)	0%	0%	0%
Newspaper/Paper/Paper Product	Always	86%	88%	78%
	Sometimes	9%	8%	14%
	Rarely	2%	2%	4%
	Never	2%	2%	4%
	Refused (VOL)	0%	0%	0%
	Don't Know /Not Sure (VOL)	0%	0%	0%
Food Waste/Yard Waste	Always	85%	89%	72%
	Sometimes	8%	6%	14%
	Rarely	2%	1%	7%
	Never	3%	3%	5%
	Refused (VOL)	0%	0%	0%
	Don't Know /Not Sure (VOL)	1%	1%	3%
Paint	Always	50%	56%	31%
	Sometimes	9%	11%	3%
	Rarely	11%	11%	10%
	Never	19%	14%	37%
	Refused (VOL)	2%	1%	9%
	Don't Know /Not Sure (VOL)	8%	7%	10%
Electronics	Always	57%	63%	44%
	Sometimes	15%	14%	10%
	Rarely	14%	11%	18%
	Never	10%	7%	22%
	Refused (VOL)	0%	0%	0%
	Don't Know /Not Sure (VOL)	4%	4%	6%
Tires	Always	55%	63%	25%
	Sometimes	6%	6%	5%
	Rarely	8%	7%	6%
	Never	20%	16%	45%
	Refused (VOL)	1%	0%	5%
	Don't Know /Not Sure (VOL)	9%	8%	15%

Q17: Which of the following best describes how often you or others in your household compost?

SUBSET: Those who didn't say 'Never' to 'Food Waste/Yard Waste' in Q16.

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	672	540	94
Always	78%	81%	63%
Sometimes	12%	10%	19%
Rarely	2%	2%	2%
Never	7%	6%	16%
Don't Know/Not Sure (VOL)	0%	0%	0%

Q18: What is your household's primary method of composting? Is it...

SUBSET: Those who said 'Compost' to Q15 or 'Always', 'Sometimes' or 'Rarely' to Q17.

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	670	538	94
Using green carts	65%	63%	67%
In your back yard	20%	22%	10%
Both (green cart and in your back yard) equally	13%	16%	8%
Separate container under sink	18%	16%	20%
Bio-solo bags	8%	6%	14%
Feed it to animals	9%	10%	4%
Do not compost	1%	0%	4%
Composter / special bin	1%	1%	0%
Manure pile	0%	0%	0%
Cardboard inserts / box / paper bags	1%	1%	1%
Regular garbage / landfill site	1%	0%	2%
Bin collection to be picked up	0%	0%	1%
Miscellaneous mentions	0%	0%	2%
Not answering question	0%	0%	0%
Refused (VOL)	0%	0%	0%
Don't Know/Not Sure (VOL)	2%	2%	5%

Q20: Does your community require the use of clear bags for garbage?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Yes	49%	50%	40%
No	49%	48%	56%
Don't know/Not sure (VOL)	3%	2%	4%

Q21: Which of the following best describes how strongly you support or oppose the mandatory use of clear bags for garbage? Do you...?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Strongly oppose	11%	10%	13%
Oppose	16%	15%	18%
Neither support nor oppose	21%	22%	20%
Support, or	28%	30%	20%
Strongly support	23%	22%	26%
Refused (VOL)	0%	0%	0%
Don't know /Not sure (VOL)	1%	1%	2%

Q22: Does your workplace provide the proper containers to allow you to _____ at work?

		Total	Dwelling	
			Own	Rent
Total Unweighted (N)		703	564	101
compost	Yes	45%	45%	43%
	No	22%	20%	32%
	Not Applicable (VOL)	30%	33%	22%
	Refused (VOL)	0%	0%	1%
	Don't know/ Not sure (VOL)	2%	2%	2%
recycle food and beverage containers	Yes	59%	59%	61%
	No	8%	7%	12%
	Not Applicable (VOL)	30%	32%	23%
	Refused (VOL)	0%	0%	1%
	Don't know/ Not sure (VOL)	2%	1%	4%
recycle paper	Yes	61%	61%	60%
	No	7%	5%	11%
	Not Applicable (VOL)	30%	32%	22%
	Refused (VOL)	0%	0%	1%
	Don't know/ Not sure (VOL)	2%	1%	6%

Q23: Are there any other recycling programs available to you at work?

SUBSET: Those who didn't say 'Not Applicable' to Q22.

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	436	339	72
Batteries	7%	7%	5%
Electronics (Computers, cell phone, etc.)	4%	3%	7%
Cardboard	3%	3%	5%
Tires	2%	1%	5%
Not Applicable (VOL)	4%	4%	6%
Ink cartridges / toner cartridges	3%	3%	4%
Metal / steel	1%	2%	1%
Paint	1%	1%	1%
Plastics	3%	2%	6%
Hazardous waste	2%	2%	0%
Light bulbs	1%	1%	1%
Oil / petroleum	1%	1%	3%
Miscellaneous mentions	6%	7%	7%
No other recycling programs (VOL)	66%	66%	59%
Refused (VOL)	1%	1%	2%
Don't Know/Not Sure (VOL)	5%	6%	5%

Q24: Do you ___ ___ at work?

SUBSET: Those who said 'Yes' to Q22.

		Total	Dwelling	
			Own	Rent
Total Unweighted (N)		281	225	40
compost	Always	79%	81%	68%
	Often	8%	7%	12%
	Seldom	4%	3%	10%
	Never	7%	8%	6%
	Refused (VOL)	0%	0%	0%
	Don't know/ Not sure (VOL)	2%	1%	4%
Total Unweighted (N)		366	290	55
recycle food and beverage containers	Always	84%	84%	84%
	Often	9%	9%	9%
	Seldom	3%	3%	3%
	Never	3%	3%	3%
	Don't know/ Not sure (VOL)	1%	1%	1%
Total Unweighted (N)		377	302	54
recycle paper	Always	88%	91%	79%
	Often	7%	5%	12%
	Seldom	2%	2%	7%
	Never	1%	1%	0%
	Don't know/ Not sure (VOL)	1%	2%	1%

**Q25: Have you ever heard about the website
“reduceyourwaste.ca”?**

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Yes	34%	35%	27%
No	64%	62%	72%
Refused (VOL)	0%	0%	0%
Don't know/Not sure (VOL)	2%	3%	1%

**Q26: Have you ever visited the website reduceyourwaste.ca?
SUBSET: Those who said 'Yes' to Q26.**

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	233	191	26
Yes	21%	20%	22%
No	78%	78%	78%
Don't know/Not sure (VOL)	1%	1%	0%

**Q27: Have you ever heard about the Facebook page called
Reduce Your Waste?**

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Yes	8%	8%	6%
No	91%	91%	92%
Refused (VOL)	0%	0%	0%
Don't know/Not sure (VOL)	1%	1%	2%

**Q28: Have you ever visited the Facebook page called Reduce
Your Waste?**

SUBSET: Those who said 'Yes' to Q27.

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	57	46	7
Yes	14%	12%	43%
No	86%	88%	57%

**Q29: Before this survey, have you ever seen or heard about RRFB
Nova Scotia?**

SUBSET: Those who didn't mention RRFB Nova Scotia in Q8.

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	670	534	99
Yes	31%	32%	24%
No	66%	65%	73%
Don't know/Not sure (VOL)	3%	3%	3%

**Q30: To the best of your knowledge, what sort of programs and activities does RRFB
Nova Scotia either participate in or sponsor?**

SUBSET: Those who said 'Yes' to Q29.

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	235	199	25
Recycling programs	23%	23%	22%
Enviro-Depots/Recycling centres	7%	7%	11%
Public education and awareness	13%	14%	6%
Fund recycling programs/municipal programs	6%	7%	6%
Electronic/e-waste	6%	6%	12%
Tire recycling program	6%	6%	6%
Paint recycling program	4%	4%	0%
Beverage recycling program	6%	7%	4%
Household hazardous waste program	4%	4%	0%
Sharps recycling program	0%	0%	0%
Offer grants or funding for innovative waste reduction methods	1%	1%	0%
Nova Scotia Recycles Contest (School Program)	7%	7%	0%
Mobius Award Program	1%	2%	0%
Clean-ups / adopt a highway	3%	2%	0%
Waste reduction / waste diversion/waste management	5%	3%	9%
Building and renovation materials(Wood,carpet,gyproc,etc)	0%	0%	0%
Signage, calendar, cards, newsletters	2%	2%	0%
Miscellaneous mentions	8%	7%	12%
Other (Please specify):	0%	0%	0%
Don't know/Not sure (VOL)	46%	48%	42%

Q31: Based on what you know or may have heard, are you _____ of RRFB and its contribution to Nova Scotia's environment?

SUBSET: Those who said 'Yes' to Q29.

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	235	199	25
Very aware	7%	7%	11%
Aware	33%	34%	18%
Not very aware, or	46%	45%	52%
Not at all aware	13%	14%	16%
Refused (VOL)	0%	0%	3%
Don't know /Not sure (VOL)	0%	1%	0%

Q32: How would you rate the RRFB's reputation within Nova Scotia?

SUBSET: Those who said 'Yes' to Q29.

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	235	199	25
1 - Poor	1%	1%	0%
2	2%	1%	12%
3	0%	0%	0%
4	2%	1%	9%
5	17%	17%	16%
6	5%	5%	7%
7	14%	12%	6%
8	24%	26%	17%
9	5%	7%	0%
10 - Excellent	6%	6%	10%
Don't know (VOL)	23%	24%	20%
Refused (VOL)	1%	1%	3%

Q32: How would you rate the RRFB's reputation within Nova Scotia?

SUBSET: Those who said 'Yes' to Q29.

% Indicating 8 or higher

	Total	Dwelling	
		Own	Rent
%8 or higher	46%	51%	34%

Don't knows and refusals have been excluded

Q32: How would you rate the RRFB's reputation within Nova Scotia?**SUBSET: Those who said 'Yes' to Q29.****Mean Values**

	Total	Dwelling	
		Own	Rent
N	175	150	18
Mean	6.8	7.0	6.0

Don't knows and refusals have been excluded

Q33: Please rate how well each of the following words describes RRFB?**SUBSET: Those who said 'Yes' to Q29.**

		Total	Dwelling	
			Own	Rent
Total Unweighted (N)		235	199	25
Innovative	1 - Does not describe RRFB at all	2%	3%	0%
	2	1%	0%	6%
	3	2%	2%	6%
	4	2%	2%	3%
	5	16%	16%	29%
	6	9%	11%	4%
	7	15%	15%	12%
	8	20%	21%	10%
	9	6%	6%	0%
	10 - Describes RRFB very well	4%	3%	4%
	Don't know (VOL)	22%	20%	23%
	Refused (VOL)	1%	1%	3%
Creative	1 - Does not describe RRFB at all	2%	2%	0%
	2	1%	1%	0%
	3	3%	2%	9%
	4	4%	5%	3%
	5	22%	22%	27%
	6	9%	8%	16%
	7	16%	15%	4%
	8	12%	12%	9%
	9	4%	4%	4%
	10 - Describes RRFB very well	5%	6%	4%
	Don't know (VOL)	22%	23%	22%
	Refused (VOL)	1%	1%	3%
Influential	1 - Does not describe RRFB at all	3%	3%	0%
	2	3%	1%	10%
	3	4%	4%	6%
	4	3%	2%	12%
	5	16%	18%	11%
	6	5%	6%	0%

	7	17%	16%	18%
	8	21%	22%	18%
	9	3%	4%	4%
	10 - Describes RRFB very well	4%	4%	0%
	Don't know (VOL)	20%	20%	20%
	Refused (VOL)	1%	1%	3%
Leader	1 - Does not describe RRFB at all	2%	3%	0%
	2	4%	1%	16%
	3	2%	2%	0%
	4	1%	1%	3%
	5	15%	16%	14%
	6	9%	9%	3%
	7	11%	10%	16%
	8	20%	19%	21%
	9	5%	6%	4%
	10 - Describes RRFB very well	9%	10%	0%
	Don't know (VOL)	22%	22%	21%
	Refused (VOL)	1%	1%	3%
	Confusing	1 - Does not describe RRFB at all	11%	13%
2		12%	10%	16%
3		7%	7%	6%
4		7%	7%	7%
5		18%	18%	21%
6		7%	7%	3%
7		5%	6%	4%
8		7%	6%	12%
9		1%	1%	4%
10 - Describes RRFB very well		3%	2%	3%
Don't know (VOL)		22%	22%	20%
Refused (VOL)		1%	1%	3%

Q33: Please rate how well each of the following words describes RRFB?

SUBSET: Those who said 'Yes' to Q29.

% Indicating 8 or higher

	Total	Dwelling	
		Own	Rent
Innovative	38%	38%	19%
Creative	26%	28%	22%
Influential	36%	38%	27%
Leader	44%	46%	32%
Confusing	13%	12%	24%

Don't knows and refusals have been excluded

Q33: Please rate how well each of the following words describes RRFB?**SUBSET: Those who said 'Yes' to Q29.****Mean Values**

		Total	Dwelling	
			Own	Rent
Innovative	N	179	156	18
	Mean	6.6	6.6	5.6
Creative	N	179	153	18
	Mean	6.2	6.3	5.8
Influential	N	183	156	19
	Mean	6.4	6.5	5.6
Leader	N	180	153	19
	Mean	6.7	6.9	5.8
Confusing	N	182	155	19
	Mean	4.4	4.4	5.0

Don't knows and refusals have been excluded

Q34: Before today, were you aware that RRFB operates the Reduce Your Waste website and or Facebook page?**SUBSET: Those who said 'Yes' to Q29 and 'Yes' to Q25 or Q27.**

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	102	86	9
Yes	31%	32%	18%
No	67%	68%	73%
Don't know/Not sure (VOL)	1%	0%	9%

Q35: What is your current work status? Are you?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Working full time (at least 35 hours per week)	44%	47%	44%
Working part time (less than 35 hours per week)	9%	8%	12%
Self-employed	6%	6%	6%
Unemployed but looking for work	3%	2%	4%
Unemployed but not looking for work	2%	1%	3%
Student	4%	0%	9%
Homemaker	5%	5%	5%
Retired	23%	27%	15%
Disabled	1%	1%	3%
Miscellaneous mentions	2%	2%	0%
Refused (VOL)	0%	0%	0%

Q36: Which of the following broad income categories best describes your total annual household income (that is, everyone combined, before taxes)?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Less than \$25,000	10%	6%	29%
\$25,000 to less than \$45,000	20%	18%	34%
\$45,000 to less than \$75,000	20%	21%	21%
\$75,000 to less than \$100,000	15%	17%	6%
\$100,000 to less than \$150,000, or	12%	15%	4%
\$150,000 or more	7%	8%	0%
Refused (VOL)	16%	16%	6%

Q37: Which of the following categories best represents the highest level of education you have had an opportunity to obtain?

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Less than high school	7%	6%	8%
Completed high school	16%	16%	18%
Some University or Community College	19%	17%	21%
Completed University or Community College	42%	44%	38%
Post graduate studies	14%	16%	13%
Refused (VOL)	1%	1%	2%

Q38: Next I would like to ask you a question about where you live. Do you currently

	Total	Dwelling	
		Own	Rent
Total Unweighted (N)	703	564	101
Own a house (single family or duplex)	72%	96%	0%
Rent a house (single family or duplex)	5%	0%	28%
Rent an apartment	12%	0%	72%
Own an apartment or condominium	3%	4%	0%
Live with a parent or relative	6%	0%	0%
Live in public housing	0%	0%	0%
Refused (VOL)	1%	0%	0%