

CROP SURVEY
ON QUEBECERS' MATERIALS RECOVERY HABITS
IN PUBLIC PLACES
WINTER 2016

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In an effort to respond to their citizens' environmental concerns, an increasing number of municipal organizations are installing materials recovery equipment in public places, including parks, arenas, libraries, sports centres and along commercial streets. In its role as the organization that represents companies who put packaging on Quebec's market and finances municipal curbside recycling programs in the province, Éco Entreprises Québec (ÉEQ) also contributes to ensuring that a maximum of recyclables are recovered.

Given that the costs of municipal services are compensated with the contributions ÉEQ pays every year in compliance with the Environment Quality Act, ÉEQ wishes to improve materials recovery both at home and in public places via its various programs and initiatives.

As one of its programs, equally financed by ÉEQ and the Government of Quebec via the Fonds vert, is specifically designed to encourage the installation of materials recovery in public places by reimbursing municipalities for a significant part of equipment costs, ÉEQ wished to gauge Quebecers' attitudes towards recycling when they are away from home.

In the first survey of its kind conducted in two stages, specifically in December 2015 and January 2016, ÉEQ and CROP Inc. asked Quebecers about their knowledge and especially their habits when it comes to materials recovery in public places.

HIGHLIGHTS

Use of materials recovery equipment outside the home

Good news! It appears that Quebecers continue to recycle even when they are away from home. According to survey results, equipment provided in public places is often used by citizens who wish to dispose of a container, packaging or printed matter. Indeed, when a recycling bin is available in a public place, 83% of respondents always use it, 15% occasionally use it and only 2% never or rarely use it.

To further encourage the trend, respondents think more equipment should be installed, as three out of four respondents (74%) all over the province say that they would recycle materials more often if the recovery equipment were available in public places.

APPENDIX – Results of the CROP survey on Quebecers’ materials recovery habits in public places

1. Use of materials recovery equipment outside the home

Question: When you are in a public place, what do you do to dispose of a recyclable item AND A RECYCLING BIN IS READILY AVAILABLE? Would you say you use the recycling bin...

Frequency	Total	Montréal CMA	Québec CMA	Rest of Quebec
Always	83%	80%	82%	88%
Occasionally	15%	16%	17%	11%
Rarely or never	2%	3%	1%	1%

Frequency	Bas-St-Laurent	Saguenay-Lac-St-Jean	Mauricie	Estrie	Outaouais
Always	89%	85%	86%	79%	93%
Occasionally	11%	13%	13%	20%	7%
Rarely or never	-	2%	1%	1%	-

Province-wide, 83% of respondents always dispose of their recyclables in recovery equipment if a bin is available in the public place they are in, while 15% do so only occasionally.

Residents in Outaouais are most likely to recycle materials when they are away from home, with 93% of residents saying that they always do so when bins are available.

2. Locations where recovery equipment is used in public places

Question: At what locations do you MOST OFTEN use recycling equipment? Would you say...

Location	Total	Montréal CMA	Québec CMA	Rest of Quebec
In shopping centres*	68%	67%	68%	69%
In parks	49%	48%	48%	52%
In the workplace*	42%	42%	49%	39%
Along commercial streets	36%	34%	39%	38%
Next to bus shelters or at metro exits	26%	37%	17%	13%
In or outside recreation centres	20%	16%	13%	28%
Along bike paths	19%	15%	18%	24%
In or outside arenas	18%	16%	12%	23%
In or outside libraries	16%	16%	17%	15%
Elsewhere	2%	1%	1%	3%

Location	Bas-St-Laurent	Saguenay-Lac-St-Jean	Mauricie	Estrie	Outaouais
In shopping centres*	59%	64%	68%	56%	68%
In parks	48%	55%	56%	58%	37%
In the workplace*	37%	39%	29%	24%	48%
Along commercial streets	30%	30%	43%	29%	32%
Next to bus shelters or at metro exits	4%	8%	10%	10%	14%
In or outside recreation centres	25%	24%	16%	19%	18%
Along bike paths	22%	29%	23%	22%	15%
In or outside arenas	32%	30%	13%	15%	17%
In or outside libraries	15%	21%	16%	11%	17%
Elsewhere	7%	3%	3%	2%	2%

Province-wide, the places where materials recovery equipment is most used are shopping centres, parks, workplaces and along commercial streets. There are some differences outside major urban centres, where people tend to recycle less when they are near bus shelters and metro exits. On the other hand, people in the regions recycle more when they are inside or outside arenas than do large city dwellers.

3. Items most often recycled outside the home

Question: Which of the following items do you MOST OFTEN place in recycling bins when you are away from home?

Products	Total	Montréal CMA	Québec CMA	Rest of Quebec
Water bottles	71%	70%	61%	75%
Newspapers and other printed matter	62%	67%	51%	58%
Milk/juice containers	47%	40%	52%	54%
Plastic soft drink bottles	39%	41%	34%	38%
Coffee cups	39%	39%	28%	41%
Juice, soft drink, beer or other cans	39%	33%	51%	45%
Plastic bags	33%	31%	16%	41%
Glass soft drink or juice bottles	29%	25%	24%	36%
Fast food containers	29%	27%	29%	30%
Other food containers	25%	21%	28%	28%
Other containers or glass jars	25%	21%	28%	31%

Location	Bas-St-Laurent	Saguenay-Lac-St-Jean	Mauricie	Estrie	Outaouais
Water bottles	75%	75%	77%	64%	64%
Newspapers and other printed matter	42%	58%	44%	58%	48%
Milk/juice containers	45%	45%	52%	52%	54%
Plastic soft drink bottles	39%	42%	39%	34%	33%
Coffee cups	54%	38%	29%	31%	51%
Juice, soft drink, beer or other cans	45%	44%	43%	34%	38%
Plastic bags	35%	39%	27%	41%	32%
Glass soft drink or juice bottles	26%	34%	30%	28%	28%
Fast food containers	46%	43%	30%	17%	39%
Other food containers	33%	33%	32%	32%	31%
Other containers or glass jars	21%	26%	27%	31%	28%

Province-wide, the item that is most often placed in recycling bins outside the home is the water bottle. The ranking of other items varies according to the region. For example, fast food containers are seldom recycled in Montréal and Québec CMAs, while such containers rank much higher on the scale in Bas-St-Laurent, Saguenay-Lac-St-Jean and Outaouais.

4. Behaviour when no recycling bins are available in public places

Question: Imagine you are in a public place in your municipality (for example, in a park, on a bike path or commercial street, near a bus shelter, arena, library or recreation centre, or elsewhere) and you wish to place a recyclable container in the appropriate bin, but none is available nearby. What would you do?

	Total	Montréal CMA	Québec CMA	Rest of Quebec
I'd hang on to the recyclable container until I get home to put it in my home recycling bin.	40%	34%	36%	48%
I'd put the recyclable container in the trash can.	28%	33%	30%	21%
I'd hang on to the recyclable container until I could locate a nearby recycling bin.	32%	33%	34%	31%

	Bas-St-Laurent	Saguenay-Lac-St-Jean	Mauricie	Estrie	Outaouais
I'd hang on to the recyclable container until I get home to put it in my home recycling bin.	40%	49%	43%	47%	32%
I'd put the recyclable container in the trash can.	28%	27%	25%	18%	28%
I'd hang on to the recyclable container until I could locate a nearby recycling bin.	32%	23%	33%	35%	39%

When recycling bins are not readily available, over two-thirds of Quebecers avoid putting recyclables in the trash can, instead making an effort to look further for a bin or taking it home for appropriate disposal.

In Saguenay-Lac-St-Jean, the proportion of people who bring the recyclable home reaches 49%, or 9% higher than the provincial average.

5. Number of recycling bins in public places

Question: Considering the recycling bins available in public places in your municipality (along commercial streets and bike paths, near bus shelters, in and around arenas, libraries, recreation centres, parks and elsewhere), do you think...

	Total	Montréal CMA	Québec CMA	Rest of Quebec
There are enough of them.	16%	18%	28%	11%
There should be more.	74%	71%	65%	82%
I don't know.	9%	11%	7%	7%

	Bas-St-Laurent	Saguenay-Lac-St-Jean	Mauricie	Estrie	Outaouais
There are enough of them.	24%	20%	15%	21%	13%
There should be more.	73%	67%	79%	72%	82%
I don't know.	3%	13%	7%	8%	5%

Almost three-quarters of Quebecers think there are too few recycling bins available in public places. An even greater proportion of Outaouais residents (82%) say that there aren't enough recycling bins available.

6. Places where more recycling bins should be available

Question: Where do you think more recycling bins should be made available?

	Total	Montréal CMA	Québec CMA	Rest of Quebec
In parks	61%	62%	62%	60%
Along commercial streets	55%	53%	56%	57%
In shopping centres*	50%	49%	55%	50%
Next to bus shelters or at metro exits	47%	56%	41%	38%
Along bike paths	42%	41%	46%	43%
In the workplace*	39%	35%	32%	44%
In or outside recreation centres	31%	30%	34%	33%
In or outside arenas	29%	29%	25%	29%
In or outside libraries	19%	18%	11%	21%

Location	Bas-St-Laurent	Saguenay-Lac-St-Jean	Mauricie	Estrie	Outaouais
In parks	66%	54%	62%	59%	54%
Along commercial streets	40%	56%	66%	45%	55%
In shopping centres*	49%	51%	53%	54%	47%
Next to bus shelters or at metro exits	21%	43%	39%	40%	40%
Along bike paths	34%	45%	39%	37%	40%
In the workplace*	50%	47%	40%	46%	40%
In or outside recreation centres	31%	21%	29%	26%	34%
In or outside arenas	27%	28%	26%	33%	23%
In or outside libraries	8%	15%	12%	15%	16%

According to 61% of respondents province-wide, more pieces of recovery equipment should be installed in parks, while a good proportion of Mauricie residents (66%) wished for more recycling bins along commercial streets.

METHODOLOGY

Questions on recycling habits were included in a CROP Inc. omnibus survey conducted online in two stages, i.e. in December 2015 and January 2016. A total of 1,412 questionnaires were completed.

Results were weighted to reflect Quebec's adult population according to respondents' sex, age, region of residence, mother tongue and level of education. A series of questions from our broad annual Panorama study (formerly known as 3SC) on values were also added to the questionnaire. That allowed us to weigh the sample according to respondents' personal values from a probability sample.

Given the nonprobability sample of the web survey, the calculation of the margin of error does not apply.