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VISIBLE FEES AND PUBLIC OPINION – SUMMARY

The experience of electronics stewardship programs in jurisdictions both across Canada and around the world indicates that consumers support visible fees on electronic products.

Visible fees allow recycling programs to be funded in a transparent manner, while also promoting consumer awareness and education about the environmental cost of recycling their purchases.

This paper summarizes the findings of several studies regarding consumer support for visible fees on electronics.

Harris/Decima: Study on Quebecers' Attitude Regarding Eco-participation when Recycling Electronic Products, January 15, 2009

A Harris/Decima research study undertaken to evaluate Quebec consumers' perception of electronics recycling found that protecting the environment is becoming a growing concern for Quebecers. Increasingly, these concerns are guiding consumers' purchasing decisions.

When asked how the fee should be displayed, 75% of Quebecers felt that it would be important for it to be clearly indicated and detailed separately from the price of the product. Furthermore, 86% of respondents indicated they would like to see the fee amount indicated on the bill.

Alberta Recycling Management Authority: 2011/12 Annual Report

Public surveys conducted by the Alberta Recycling Management Authority determined that there is strong public awareness and support of the electronics recycling program and the associated fees, and that this awareness and support has increased over time. In 2011/12, surveys indicated 93% consumer support for the program and 64% consumer support for visible fees.

Corporate Research Associates: New Brunswickers and Electronics Recycling, Summary of Public Opinion, 2010

A public opinion survey undertaken by Corporate Research Associates found that most New Brunswick consumers want recycling fees to be transparent and displayed separately from the product price. 75% of respondents supported fees being displayed separately from the product price, while 83% of respondents supported the fee amount being indicated on the receipt. The majority of consumers who supported visible fees stated that they did so because they wanted to know the amount of the fee.



Electronics Product
Stewardship Canada
www.epsc.ca

Recyclage des produits
électroniques Canada
www.rpec.ca

PricewaterhouseCoopers, Hyder Consulting: Environment Protection and Heritage Council Decision Regulatory Impact Statement – Televisions and Computers, October 2009

Australia's Environment Protection and Heritage Council commissioned a study in 2009 to assess the impact of implementing a national electronics recycling program. As part of this study, consumers were surveyed to estimate their willingness to pay for television and computer recycling. The results indicated that consumers viewed the loss of resources from current disposal methods and potential risks to human health and the environment as the most important issue, and that they were willing to pay for substantial increases in recycling. Specifically, consumers were willing to pay to \$0.50 per item sold for each percentage increase in the recycling rate of televisions and computers. This equates to between \$21-45 per unit sold, for recycling schemes delivering recycling rates of between 50-90%. A point of sale fee was implied as the payment method during this survey.