

Antifreeze Recovery *STUDY*

The Antifreeze Recovery Rates in the Province of Manitoba and indeed throughout Canada have been relatively low while sales of Antifreeze fluid have been stable as confirmed in the Environmental Handling Charge (EHC) numbers.

This brings up the question, where is the used product going?

MARRC developed and conducted through a website a detailed *Survey* that concluded in 10 days with 1251 respondents.

Antifreeze Recovery **SURVEY**

Complete the Manitoba Antifreeze Survey



Participate today to collect your
FREE Tim Horton's
Gift Card*

BEGIN SURVEY NOW

* Limit one (1) gift card per household while supplies last.
Manitoba residents only. Gift card value \$5.

**We need
your help**



HOW TO
RECYCLE
ANTIFREEZE
IN MANITOBA

Bring used and unused antifreeze
product to EcoCentres
located around Manitoba

95 Locations
in Manitoba



**Find the location
nearest you**

Antifreeze Recovery

SURVEY

The survey included a \$5.00 gift certificate from Tim Horton's to attract participants



FREE Tim Horton's
Gift Card*

Complete the Manitoba
Antifreeze Survey

To participate **visit:**

MARRC.ca/AntifreezeSurvey



This banner was advertised on Google and on Facebook to attract participants.

Google keywords included:
Antifreeze, Polyethylene, Glycol
Used Antifreeze, Used Oil, Filters,
EcoCentre,
Used Oil Recycling

* Limit one (1) gift card per household while supplies last. Manitoba residents only. Gift card value \$5.

Also being interviewed are customers at Big Box Stores along with Collectors, Processors, Retailers, Small Business Operators & Commercial Accounts.

Antifreeze Recovery

SURVEY

Complete the Manitoba **Antifreeze Survey**

Are you a Manitoba Resident

- Yes
- No

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Manitoba Antifreeze Survey

Which Manitoban City or Rural Municipality do you live in?

Your Answer

Have you purchased antifreeze in the last 5 years?

- Yes
- No

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Antifreeze Recovery

SURVEY

Manitoba Antifreeze Survey

What was the Antifreeze purchased for?

- Top-up
- OR
- Engine Flush
- Service
- Repairs
- Other

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Manitoba Antifreeze Survey

Improving Recycling in Manitoba

What could be done to make recycling antifreeze easier for you? (select all that apply)

- More information on available recycling options
- Closer recycling points
- Collection Service
- Other

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SUBMIT

Antifreeze Recovery

SURVEY RESULTS

The results are as follows:

Top-up	920	82%
Burst Hose	46	4%
Other	42	4%
Engine Flush	112	10%
TOTAL	1120	100%

Wpg.	706
<u>Rural</u>	<u>414</u>
Total	1120

Total Respondents	1251
Less NonPurchasers -	131
	<u>1120</u>

Antifreeze Recovery

SURVEY RESULTS

Results from the Survey are that 86% of the purchases are for “top-up” & burst hose ie: non-recoverable,

...which will result in a Lost in Service number in the range of 80% rather than 55%,

...leading to a recovery rate of approximately 60%