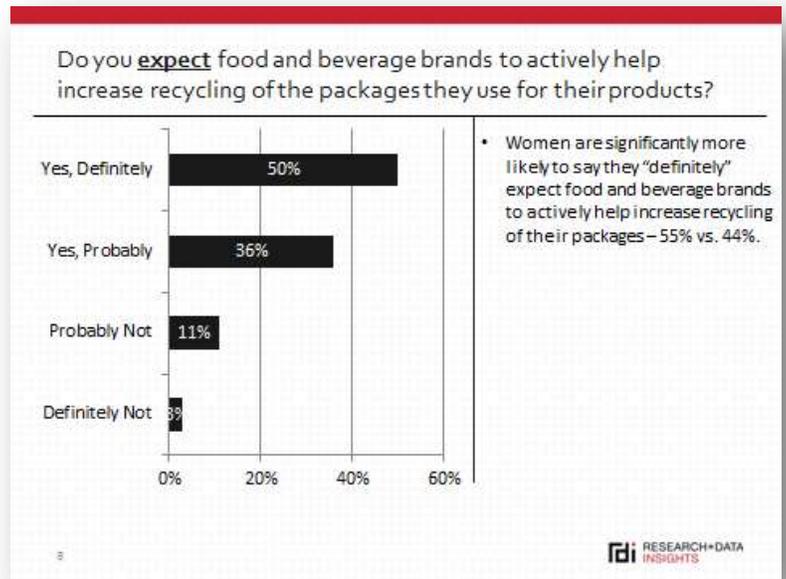


In September 2013, the Carton Council of North America (CCNA) commissioned a survey which included 1,000 American adults from across the country and looked at their awareness of carton recycling and where and how they get recycling information. The survey revealed:

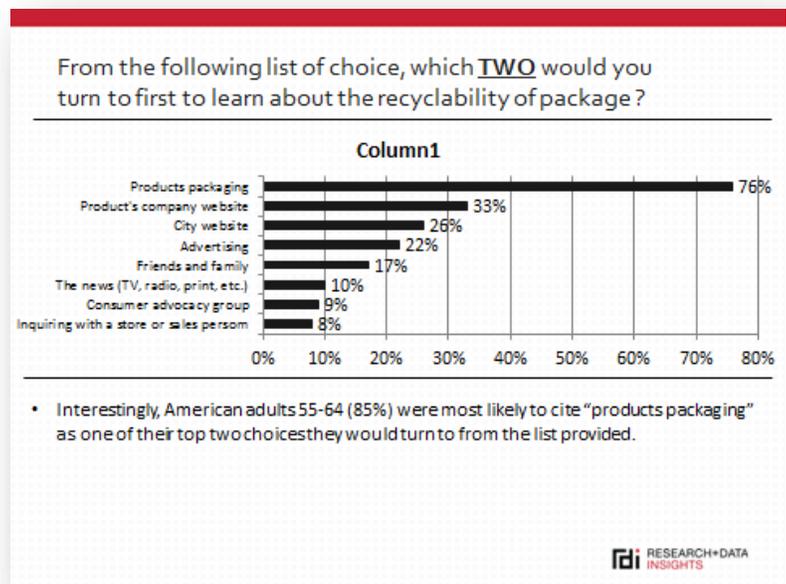
Consumers overwhelmingly expect food and beverage brands to actively help increase recycling of their package.

- A clear majority (86%), including 50% who answered “definitely”, say they expect food and beverage brands to actively help increase recycling of their packages.



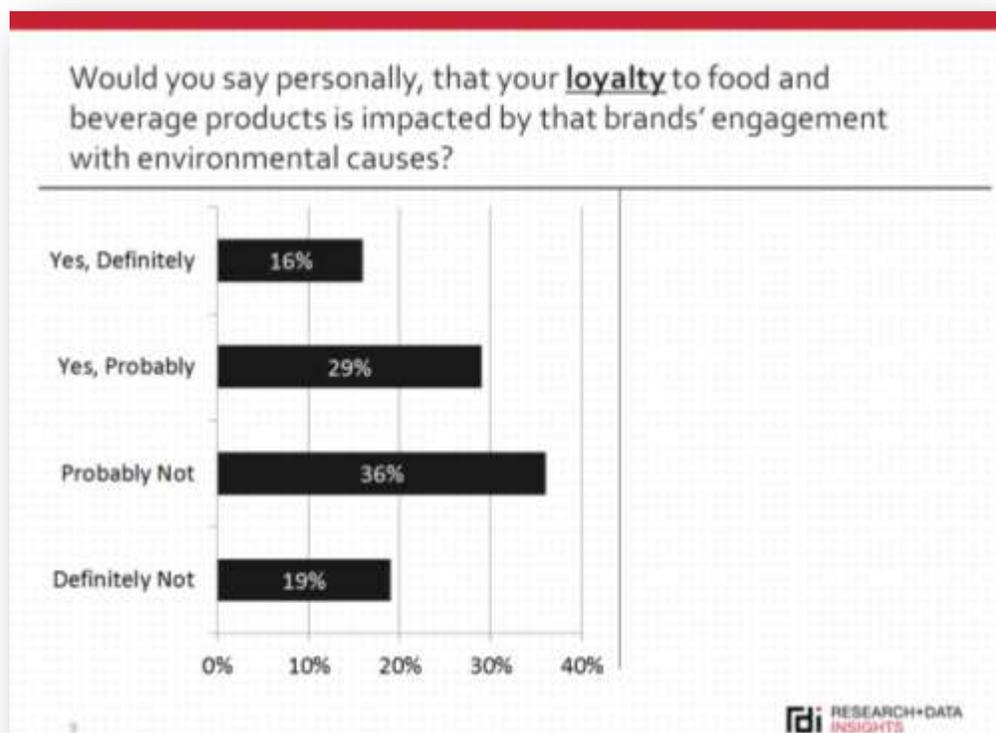
Food and beverage packaging is the first place consumers look to find out if a package is recyclable. Corporate and brand websites are also important in communicating recyclability.

- From the list of choices provided, three-quarters (76%) of U.S. adults say one of their first two places to learn if a package is recyclable would be from a “products packaging.”



The research reiterated that brand loyalty can be impacted by a company’s engagement with the environment.

- 45% say their loyalty to a food and beverage company would be impacted by that brands engagement with environmental causes.



The research was conducted on behalf of the Carton Council of North America by Research+Data Insights (RDI), RDI is an international consulting firm that provides research services to inform influential and effective communications programs. RDI leverages multi-modal opinion research to provide insights on reputation and issues management, strategic and corporate communications, and public affairs. RDI also provides leaders with valuable information on both emerging challenges and recurring problems—a task that blends strategy with insight about public issues.

The survey is based on an online survey of 1000 American adults. Responses were collected from September 19 to 22, 2013. As with all surveys, this poll may be subject to some methodological errors – coverage, non-response, and measurement errors. Because the survey did not utilize a probability sample, no estimates of sampling error have been calculated.