

CARTON COUNCIL SURVEY RECYCLING RESEARCH FINDINGS



RECYCLABLES



People • Service • Environment
WASTE SYSTEMS, INC.



Hill + Knowlton
Strategies

Project Background

- + The goal was to identify key knowledge, attitudes and beliefs about recycling and food and beverage carton recycling among the American public

2020 Methodology

- + A 10-15-minute online survey
- + 7,627 interviews were conducted with those who reported access to curbside recycling programs in their area
- + Recruitment was conducted for those in the 38 states with 30% or greater access to food and beverage carton recycling as reported and monitored by Resource Recycling Systems

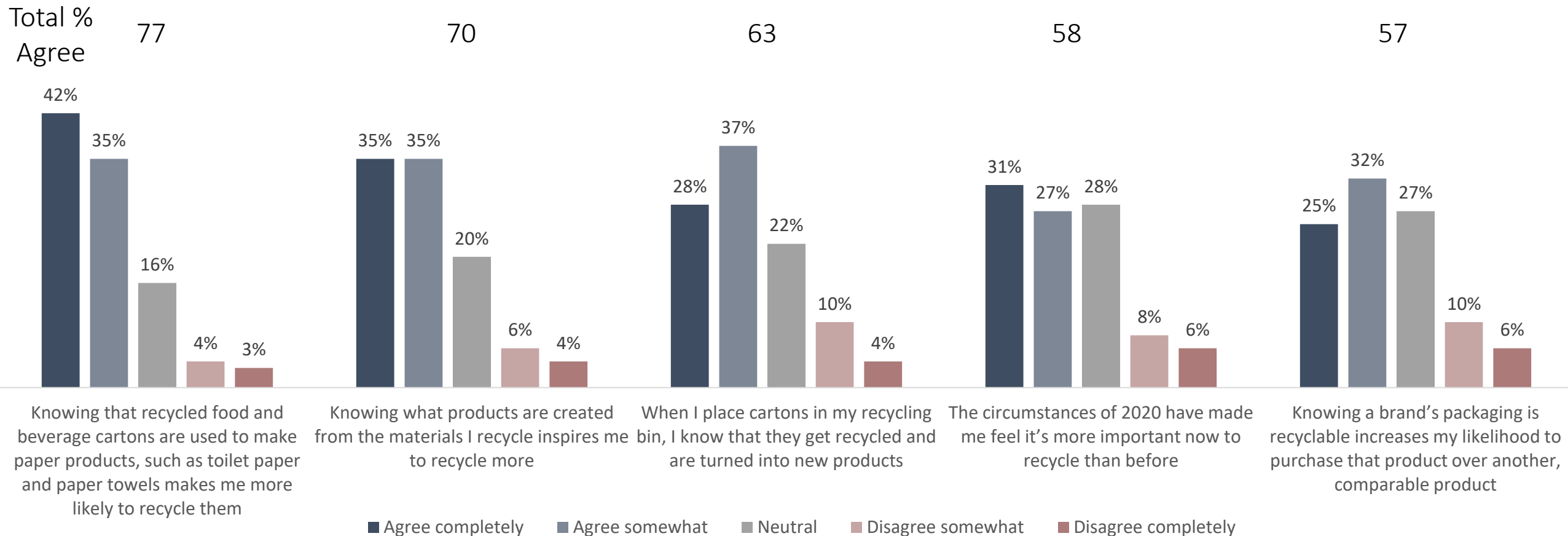
While 62% noted they were not familiar with the “Circular Economy” term, those who were have a broad understanding

What does the term Circular Economy mean to you?

- *“No waste- you get rid of something, which to you is garbage, and it's then turned into something new to be bought. The cycle continues in. It helps the economy and the environment.”*
- *“I buy something. I recycle it. It gets turned into something else. I buy that thing, recycle, it becomes something else (if possible)... so on and so forth...”*
- *“A circular economy is like upcycling of materials. What goes around ends up coming around benefiting every consumer.”*
- *“If you buy something and recycle whatever is left over, it will come back again.”*
- *“How a product or products start and end in the cyclical recycling process.”*
- *“It means it's a circle. I buy, I recycle, it's made into something else, someone buys, etc.”*
- *“Like the circle of life. We can always use something for something else”*
- *“Business models based of reusing or renewing products”*

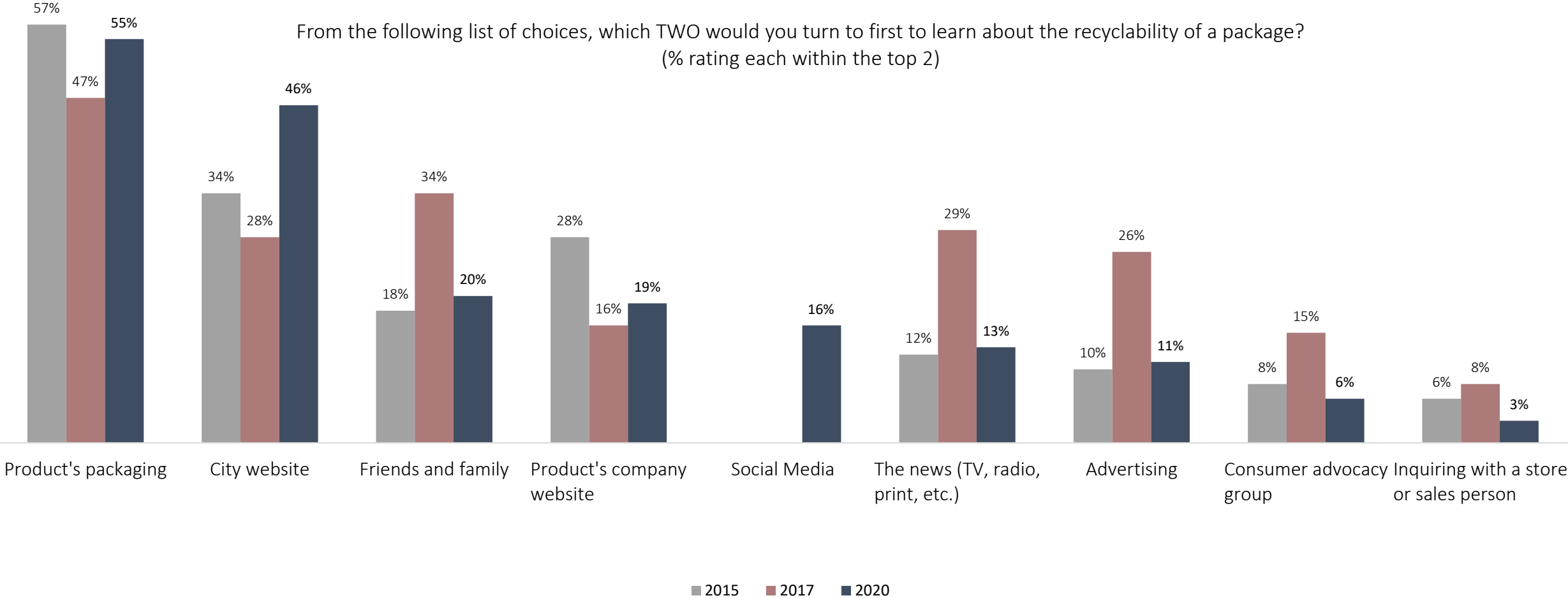
Proof of impact of recycling cartons increases likelihood to recycle

Using the scale below, how much do you agree or disagree with each of the following statements?



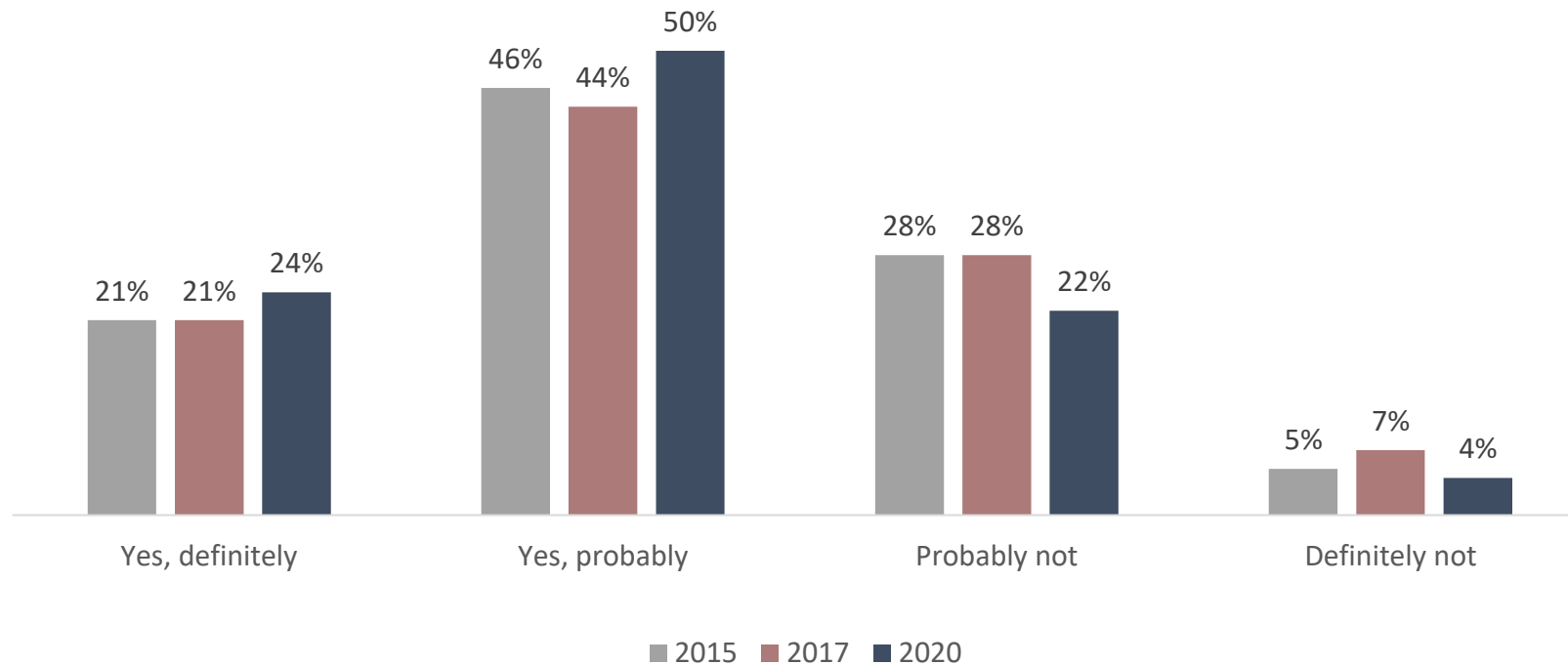
Product packaging and city websites are the sources turned to first for recycling information

From the following list of choices, which TWO would you turn to first to learn about the recyclability of a package?
(% rating each within the top 2)



Product packaging is increasingly heavily relied on as an indicator of product recyclability...

While shopping, if you noticed that a product's package did not have a symbol or language indicating it is recyclable, would you assume that package was NOT recyclable?



For questions about the research, please contact:

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