

# CARTON COUNCIL SURVEY RESEARCH FINDINGS

Surveys Conducted: December 2015

PREPARED BY

HILL+KNOWLTON  
STRATEGIES

# Project Background

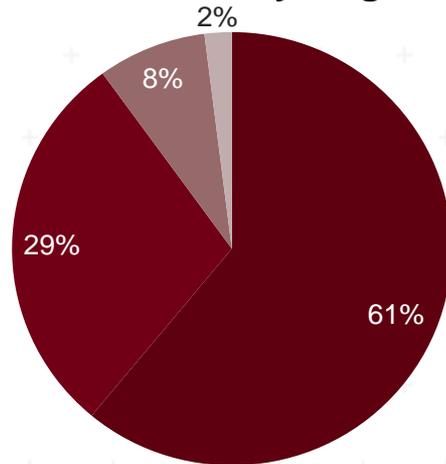
- + The goal was to identify key knowledge, attitudes and beliefs about carton recycling among the American public
- + Research was designed to guide continued activity and outreach regarding carton recycling
- + Part of this research was designed to compare findings from a 2013 survey to highlight potential trends in awareness, attitudes and recycling behaviors

## Methodology

- + A 10-15 minute online survey
- + 2,495 interviews were conducted with those who reported access to curbside recycling programs in their area
- + Oversampling was conducted in markets where Carton Council held carton recycling education campaigns, and in markets where no campaigns were held
- + The target sample was residents with access to curbside recycling that included carton recycling

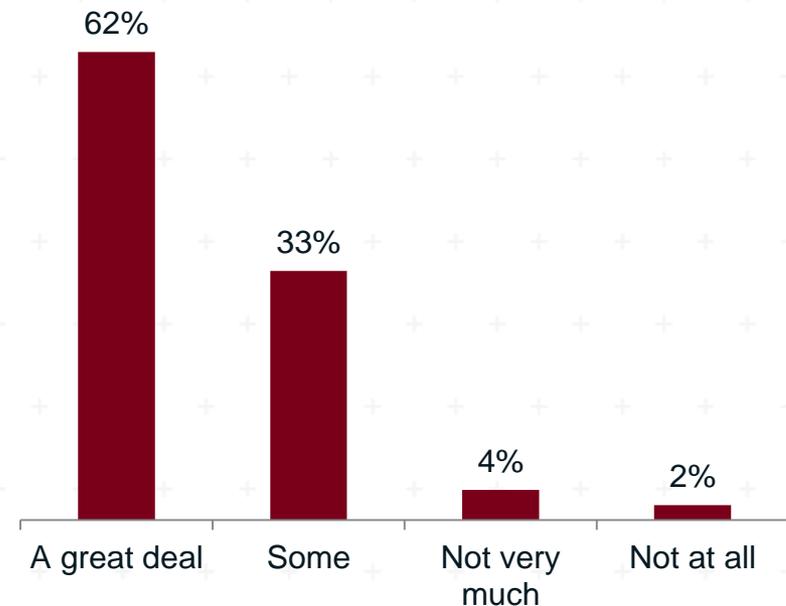
# People overwhelmingly believe recycling is important and helps the environment

From the following list of statements, which statement comes closest to describing your views on recycling?



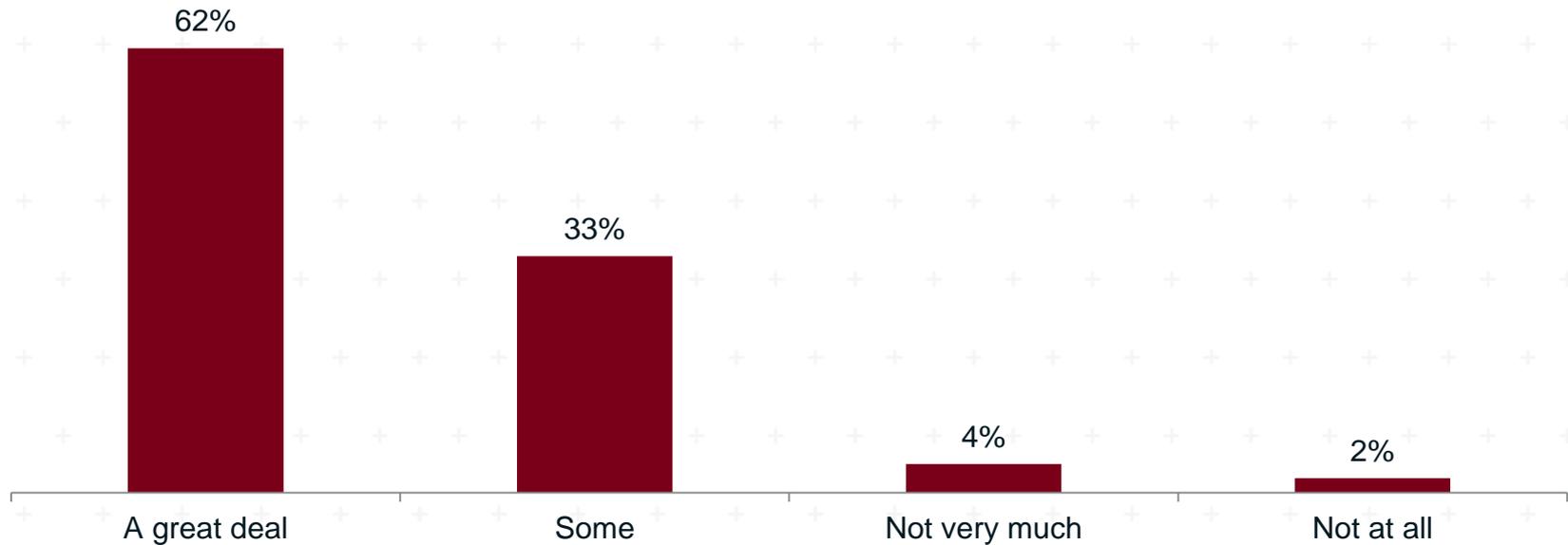
- Recycling is important and people should try to make it a priority.
- Recycling is somewhat important and people should do what they can to try and recycle.
- Recycling is somewhat important, but it is hard to consistently recycle.
- Recycling is not important/I don't care if anyone recycles.

If more people recycled their household containers, do you think it would help the environment:



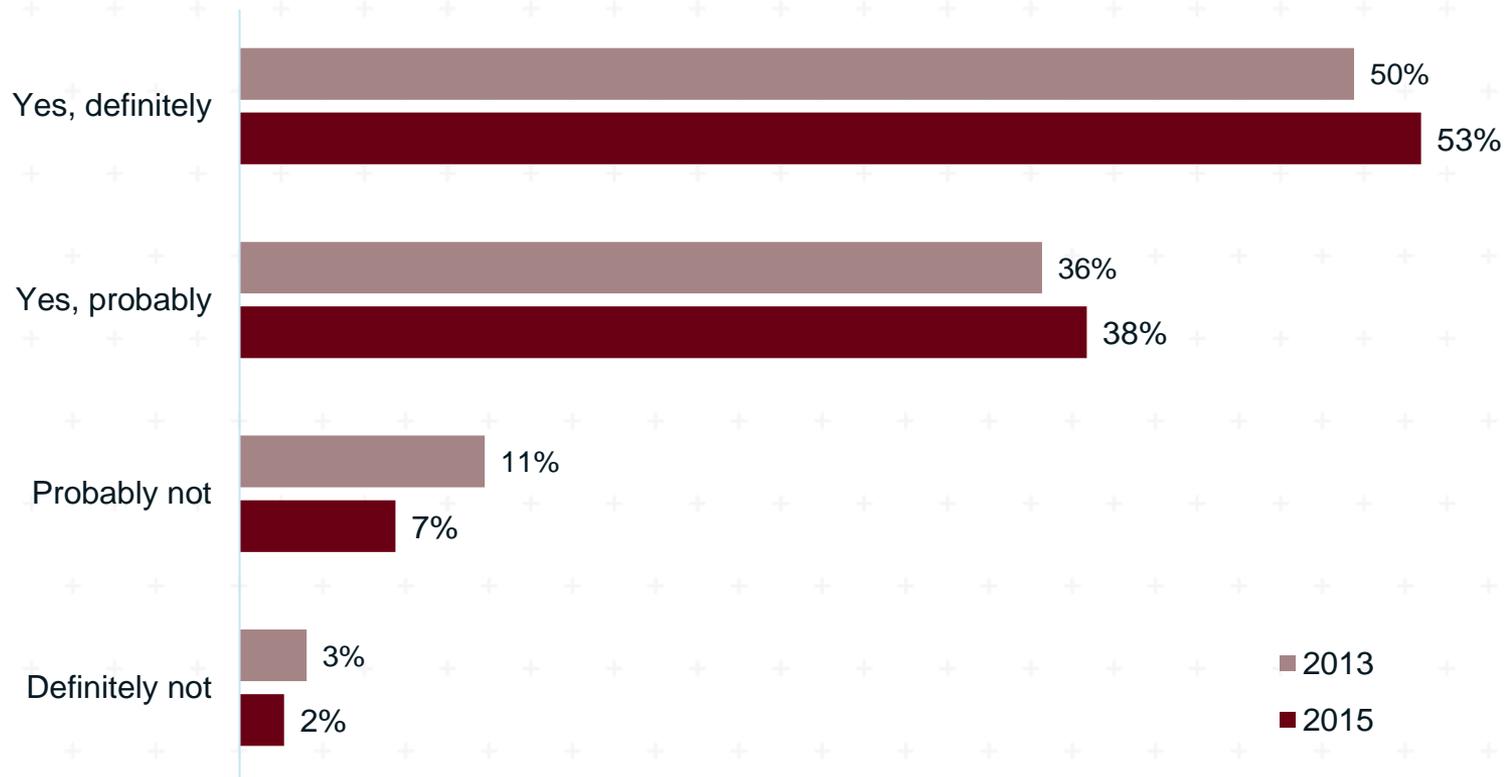
# People overwhelmingly believe if more recycling occurs, it will help the environment

If more people recycled their household containers, do you think it would help the environment?



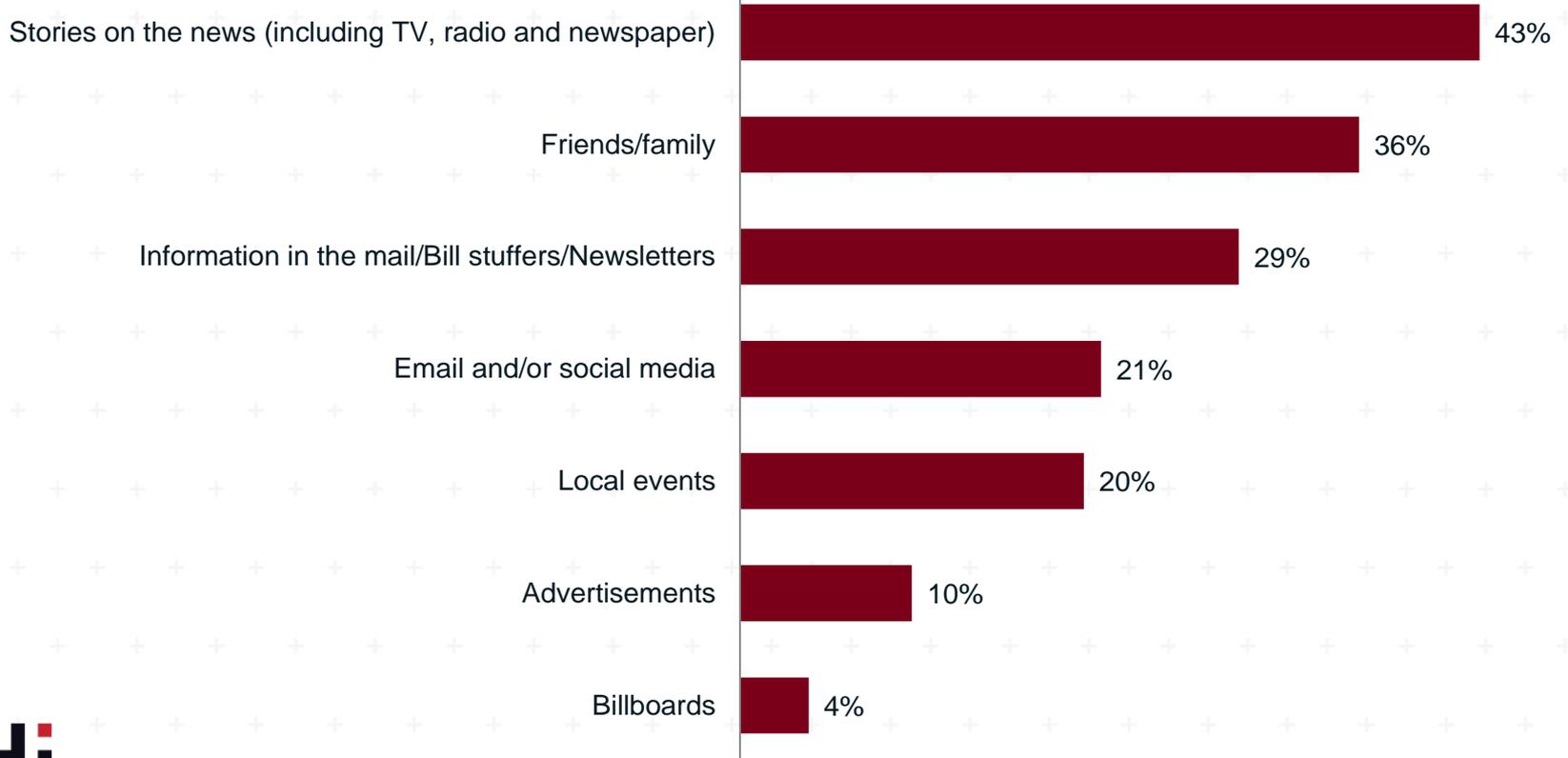
# Recycling and environmentally responsible behavior are increasingly expected

Do you expect food and beverage brands to actively help increase recycling of the packages they use for their products?



# Friends/family are trusted sources of information, which can help to normalize carton recycling

Where do you most generally get information that you trust about your community?



For questions about the research, please contact:

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