

# CARTON COUNCIL SURVEY RESEARCH FINDINGS

Surveys Conducted: December 2015

PREPARED BY

HILL+KNOWLTON  
STRATEGIES

# Project Background

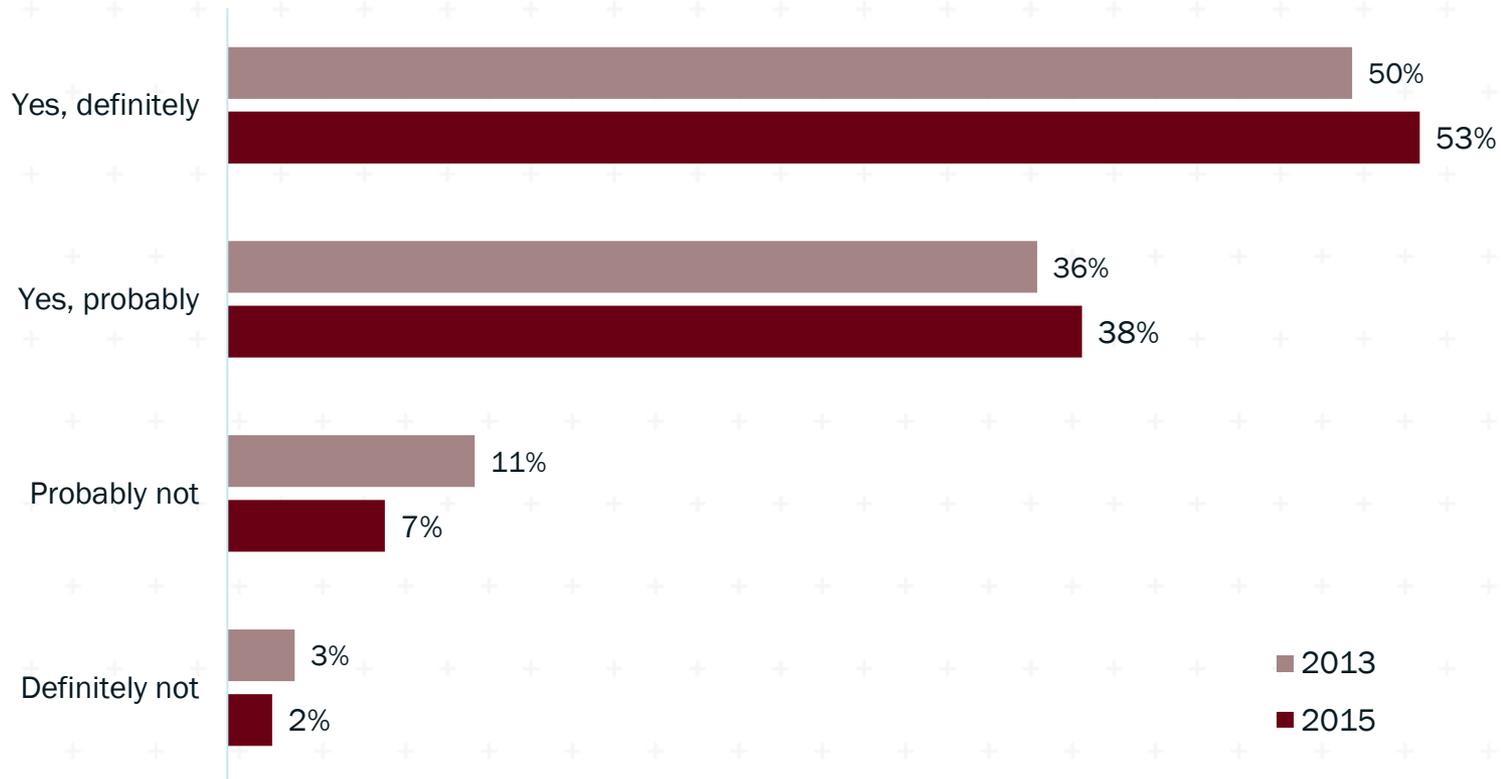
- + The goal was to identify key knowledge, attitudes and beliefs about carton recycling among the American public
- + Research was designed to guide continued activity and outreach regarding carton recycling
- + Part of this research was designed to compare findings from a 2013 survey to highlight potential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

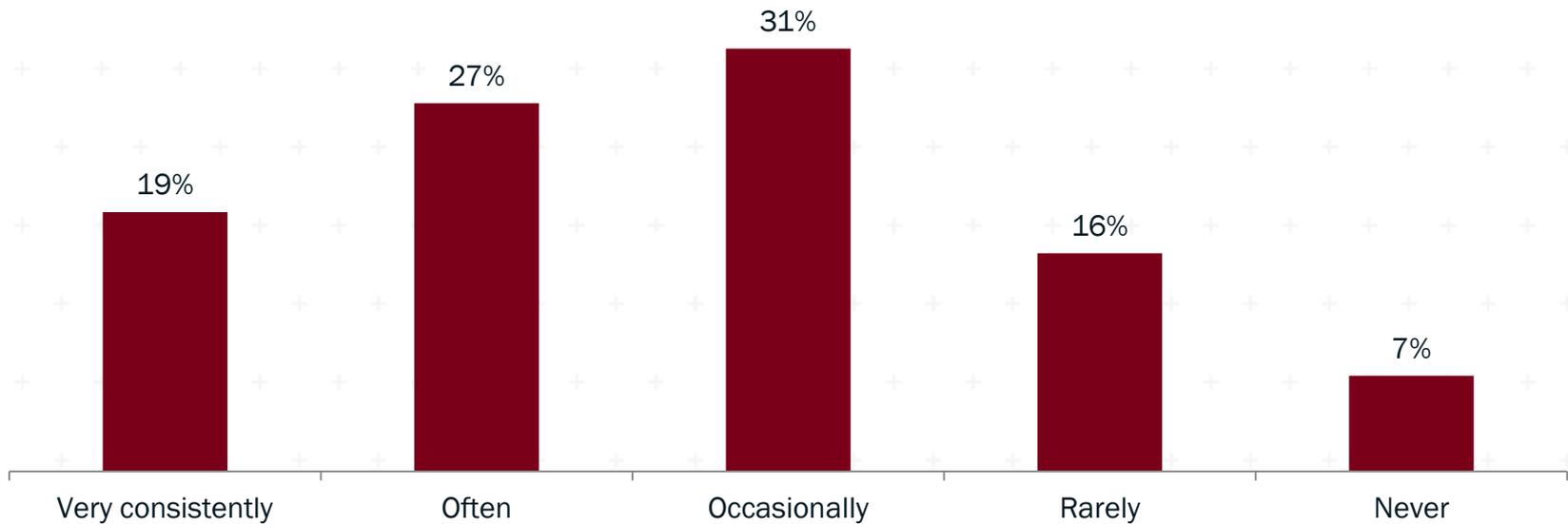
# Recycling and environmentally responsible behavior are increasingly expected

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



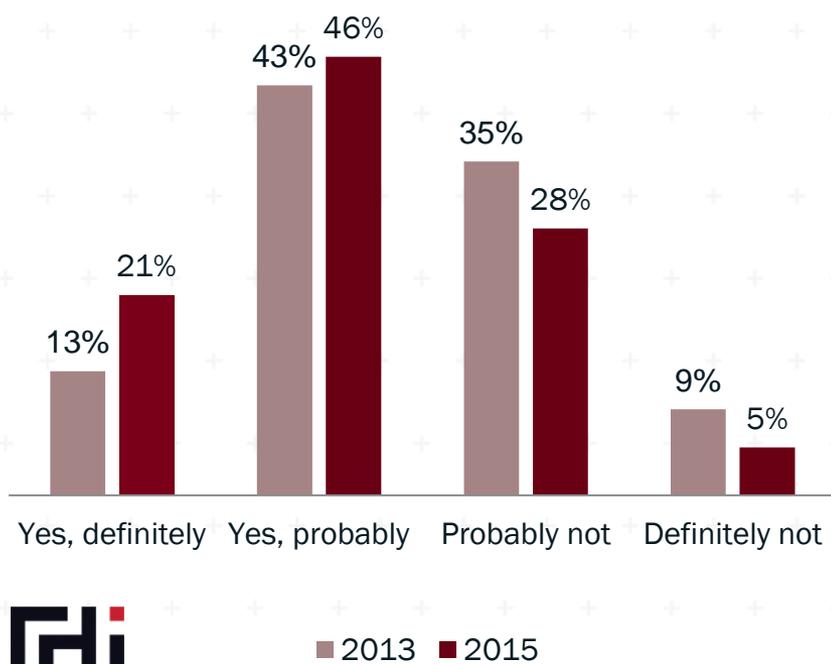
# Nearly half regularly consider the effect of their purchases on the environment

When you decide whether or not to buy something, how often do you consider the effects of your purchase on the environment along with other criteria?

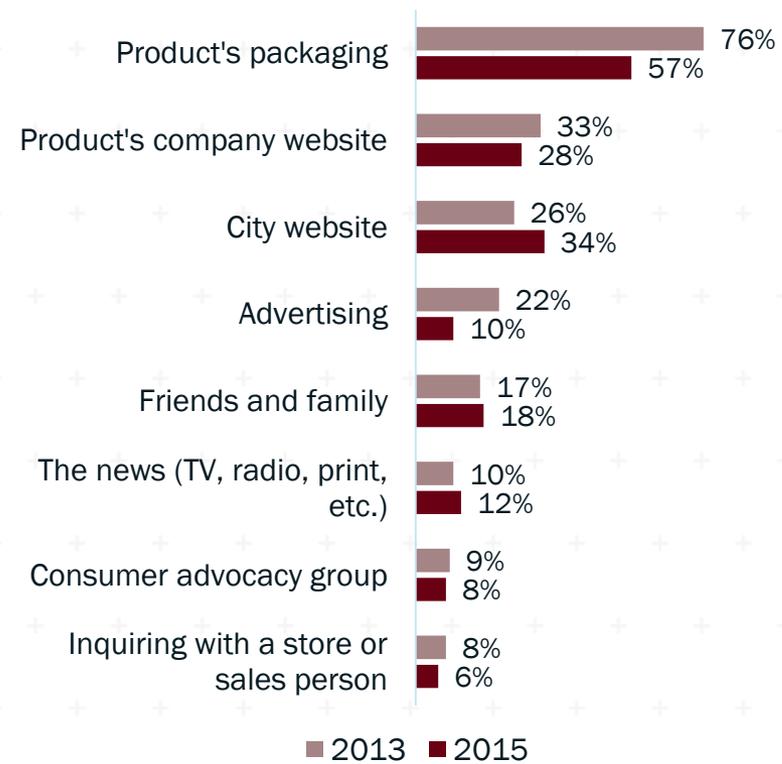


# Product packaging remains the most frequently cited source for product recycling information

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?

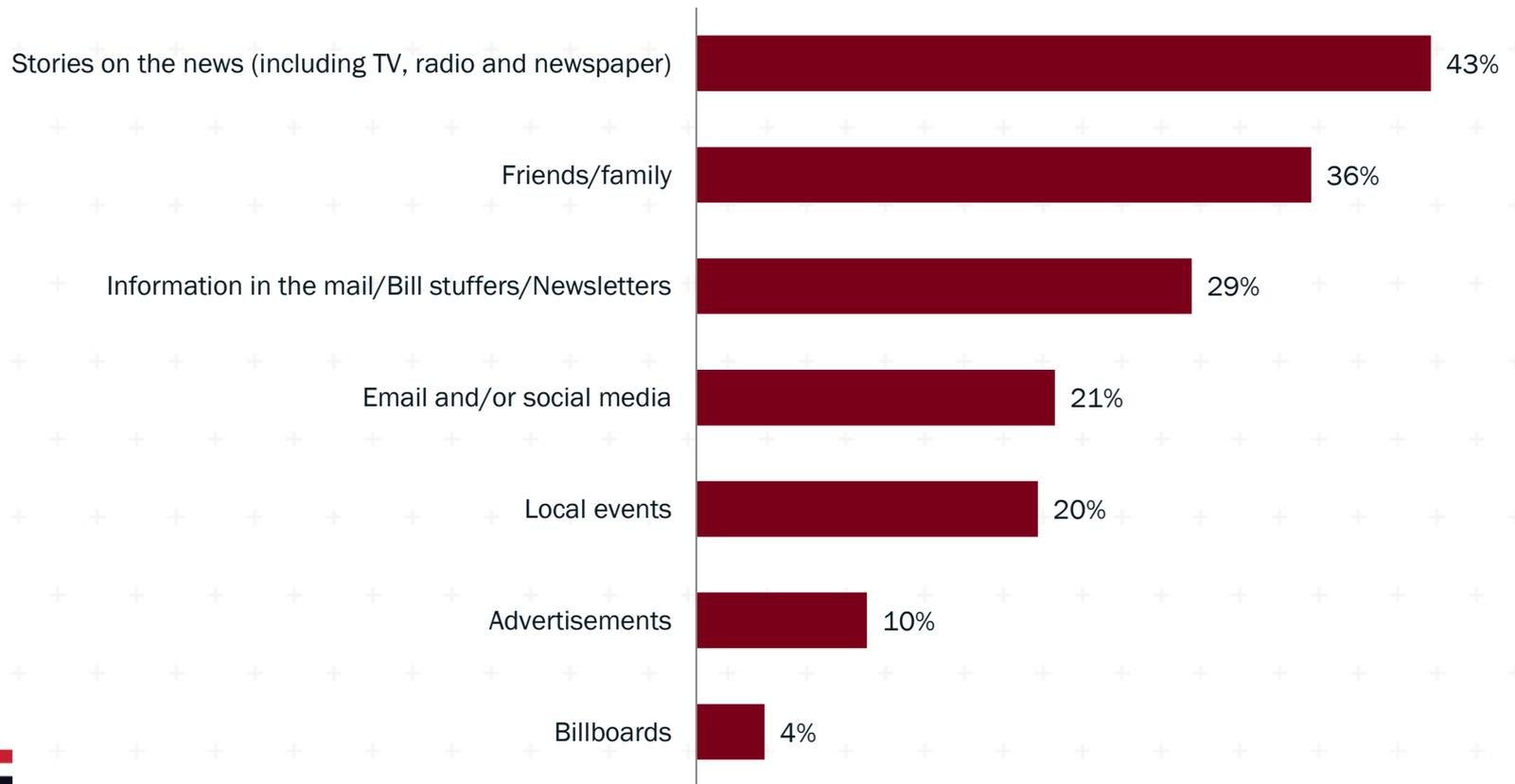


From the following list of choices, which TWO would you turn to first to learn about the recyclability of a package?



# 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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