



# CARTON COUNCIL SURVEY RECYCLING RESEARCH FINDINGS Fielded Q3 2022



Hill + Knowlton  
Strategies

# Project Background

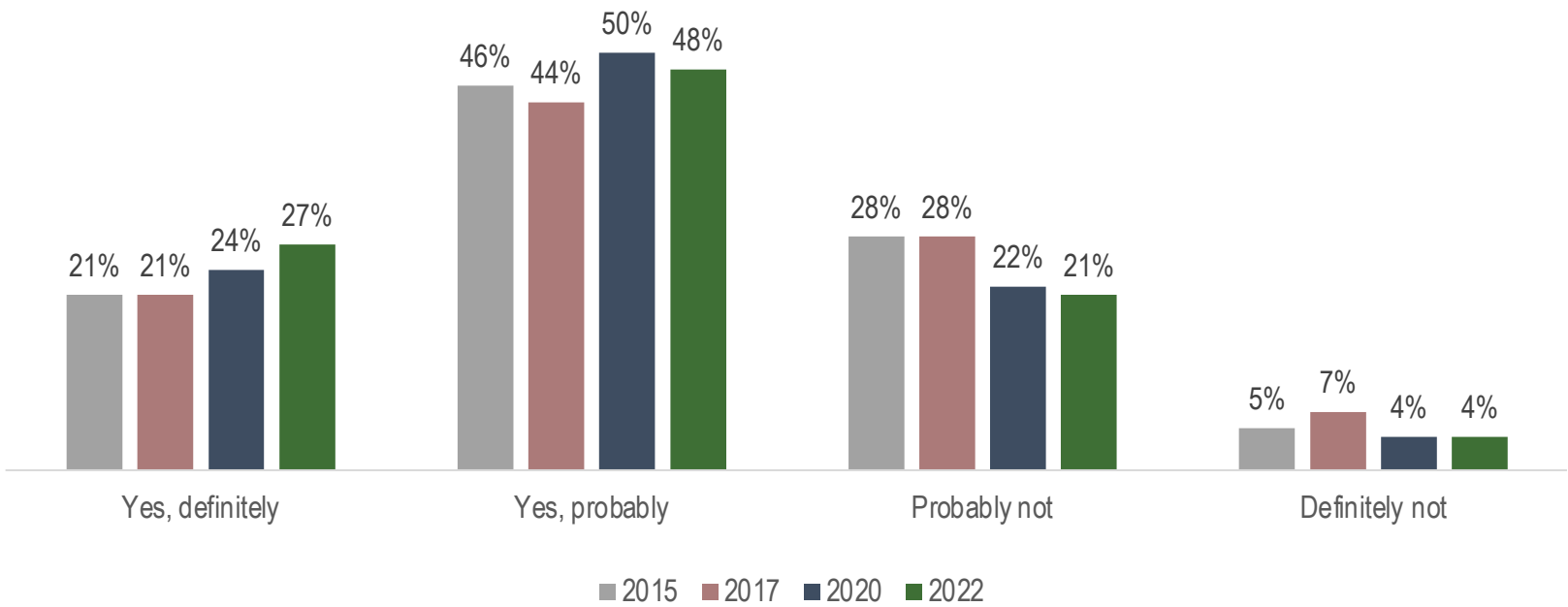
- + The goal was to identify key knowledge, attitudes and beliefs about food and beverage carton recycling among the American public
- + Research was designed to guide continued activity and outreach regarding carton recycling
- + The survey included questions from our 2015, 2017 and 2020 surveys to highlight potential trends in awareness, attitudes and recycling behaviors.
- + Questions were fielded in October 2015, December 2017, October 2020 and August 2022

## 2022 Methodology

- + A 10-15-minute online survey
- + 7,676 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

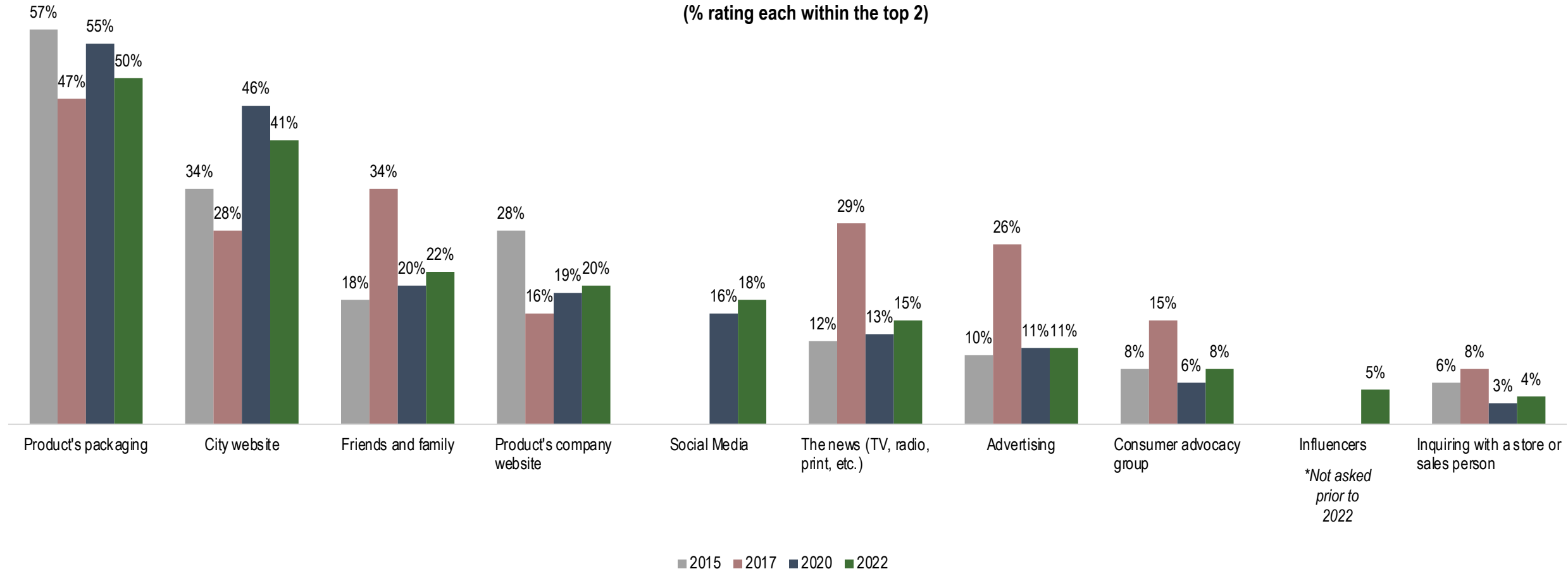
**A lack of recycling symbols result in a strong feeling that the package is not recyclable.**

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?



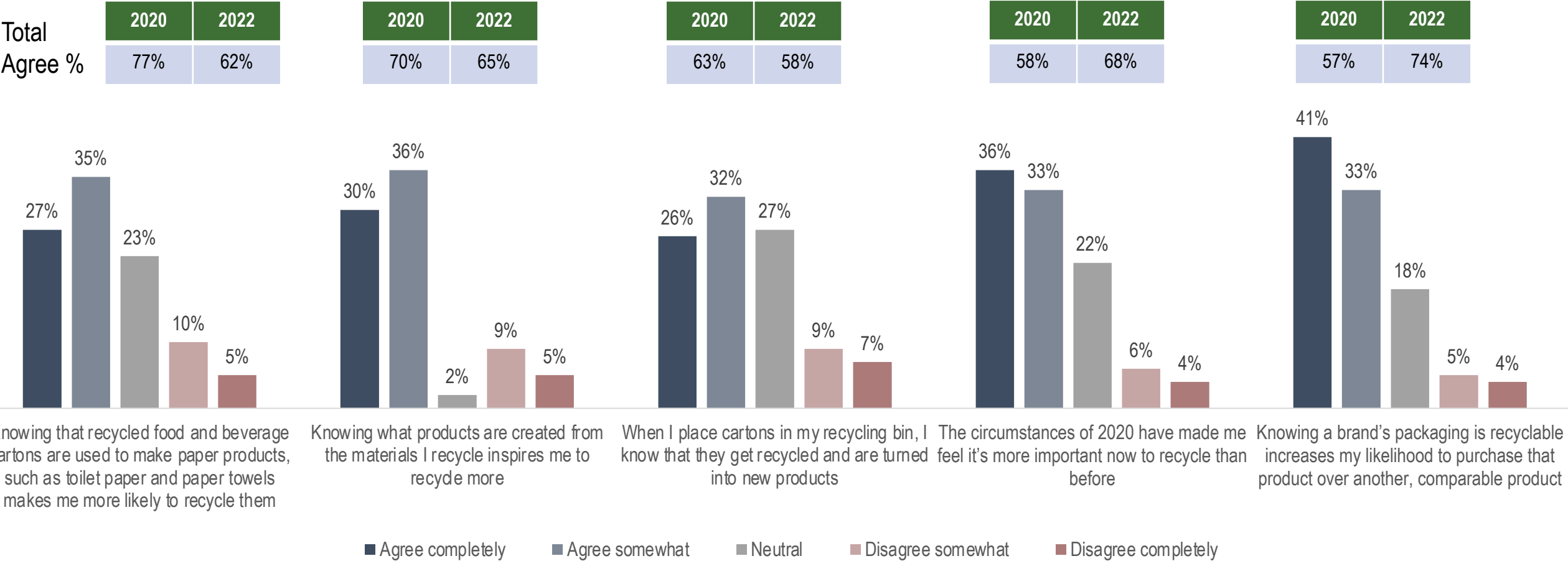
# Product packaging and city websites remain top sources for recycling information

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)



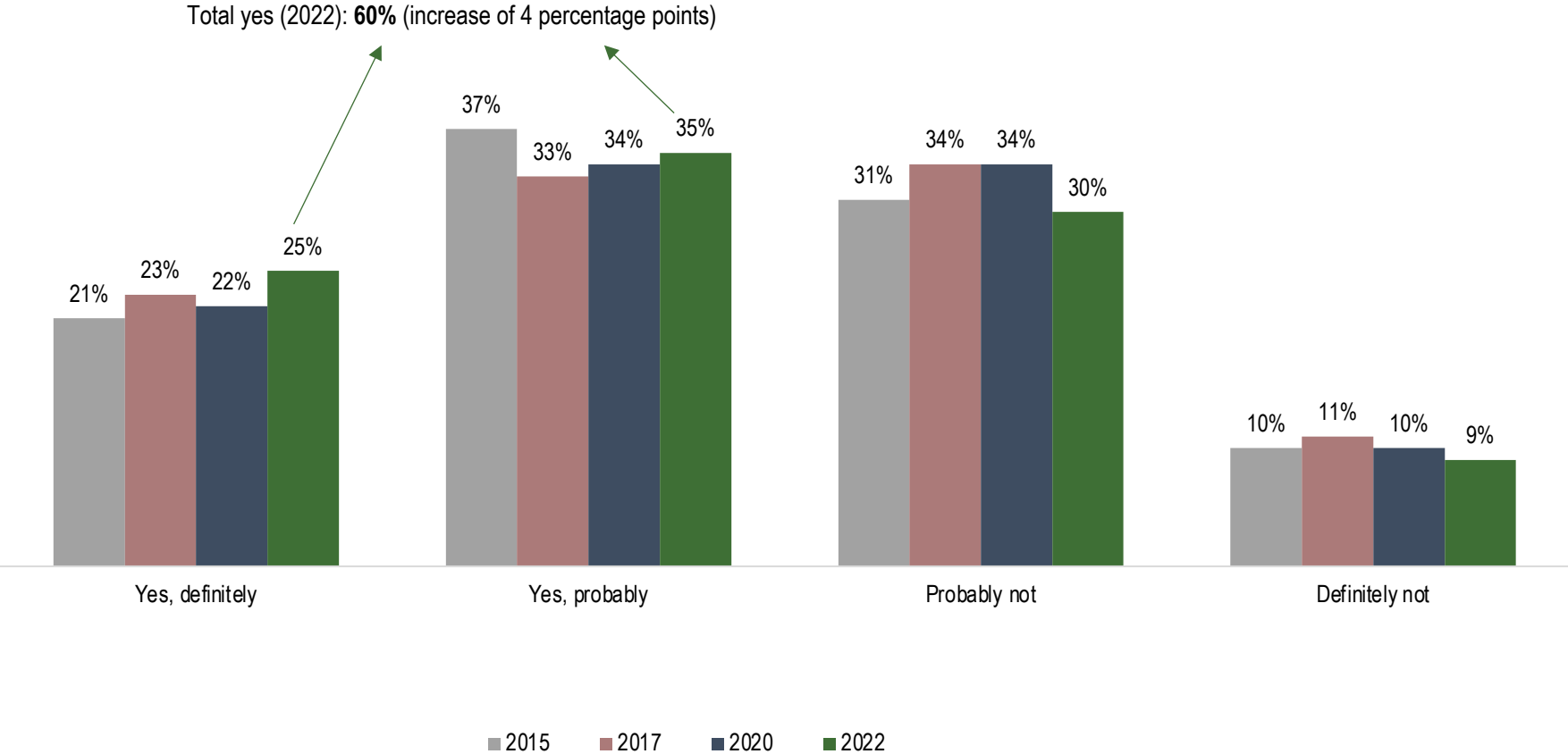
# Packaging and 2020 circumstances saw biggest increases from 2020 to current year

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



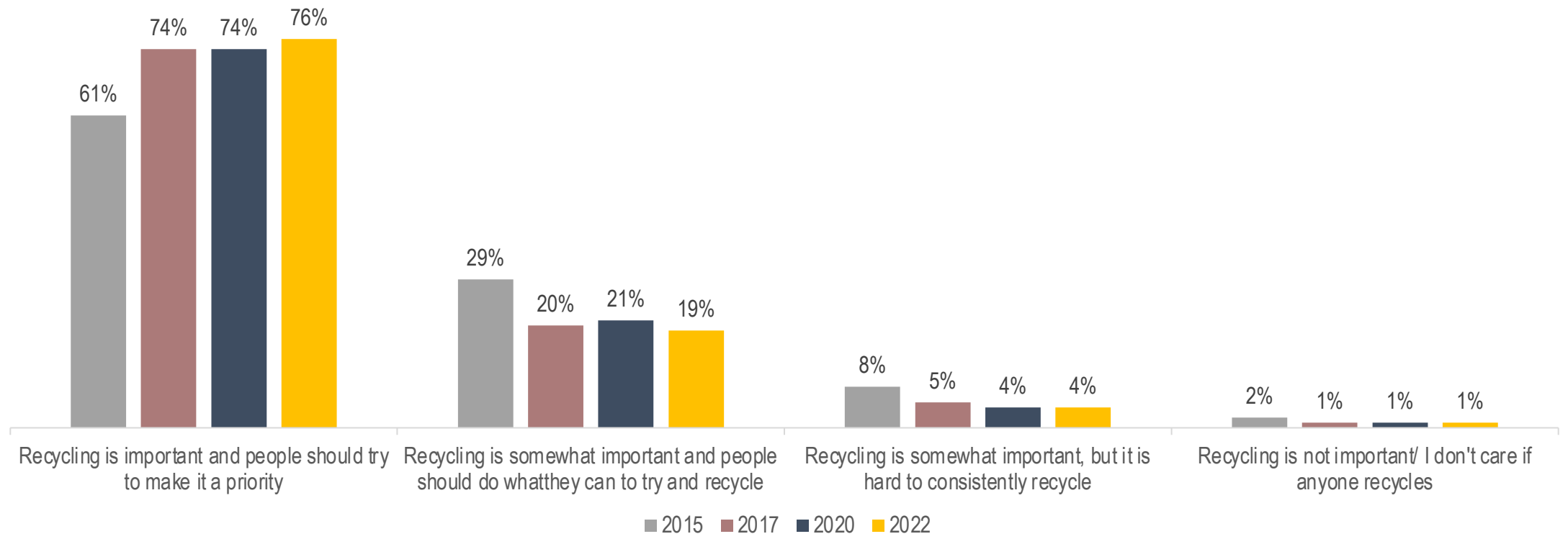
# Most respondents indicate a relationship between environmental responsibility and brand loyalty and it is increasing from previous years

Would you say personally, that your loyalty to food and beverage products is impacted by that brand's engagement with environmental causes?



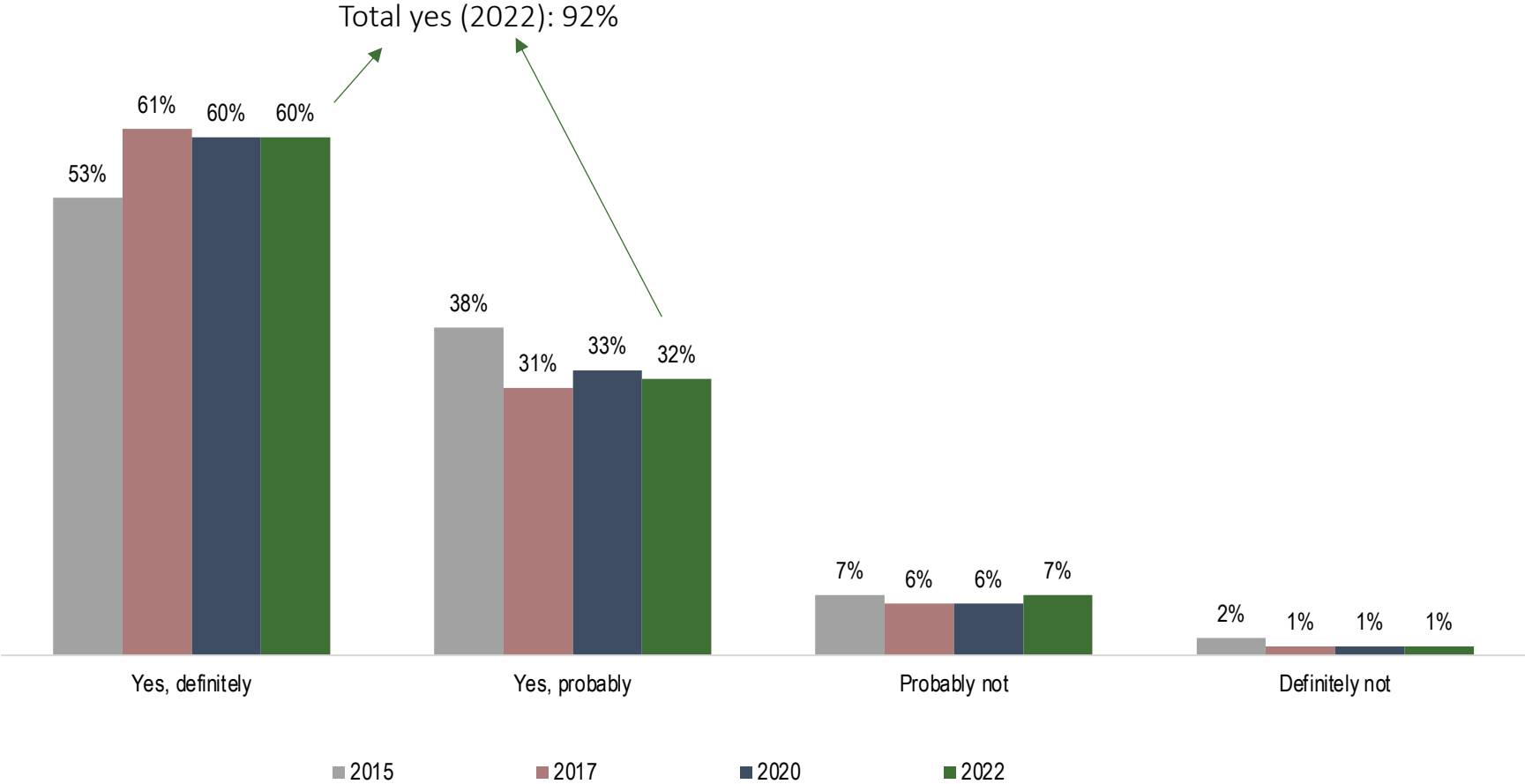
# Consumers report a steady increase in recycling importance from first fielding to current (2022).

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



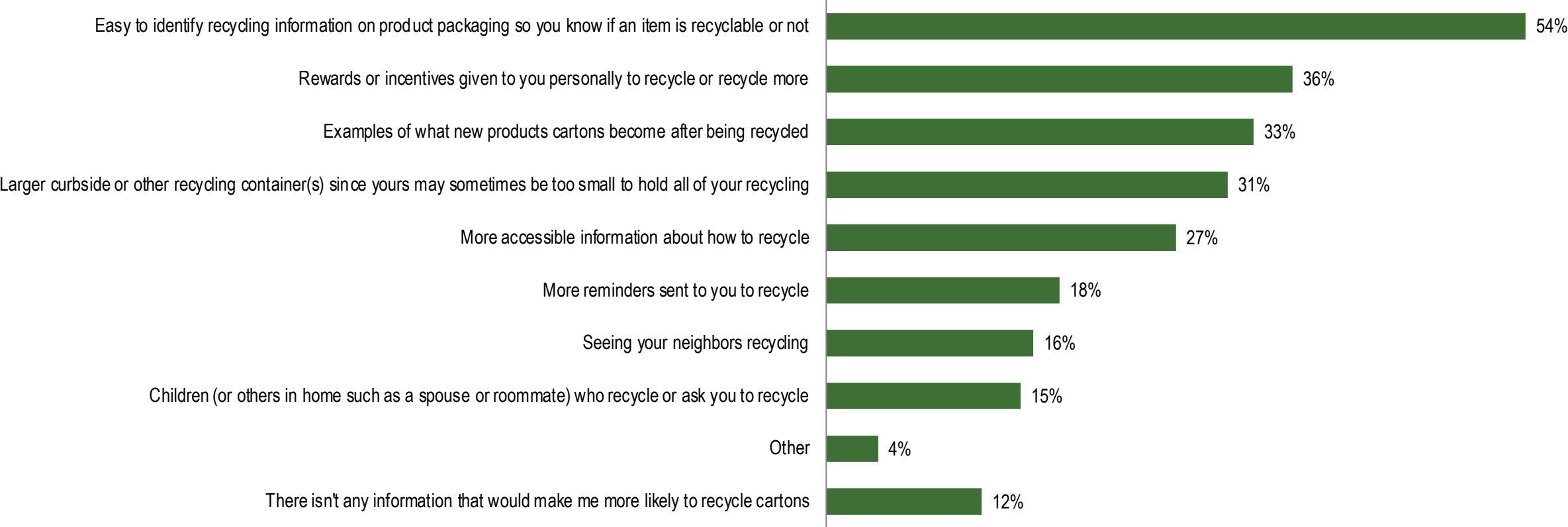
# Environmentally responsible behavior for brands continues to be expected by consumers (nearly unchanged from previous years)

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



# Recycling information on product packaging continues to be an important factor in increasing likelihood of carton recycling

Is there any information that might increase the likelihood that you would recycle cartons?  
(2022 data - asked among those that recycle their cartons)



# **Demographic sampling is consistent with previous years**

- There is a margin of error of <2%, which means we can say with 95% confidence that the real population value is within 2 percentage points above or below each data point we have in the report. The differences are small, but we can say with confidence that they reflect actual differences in the population.

*What this really means: small differences in percentage are significant.*

For questions about the research, please contact:

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