

How2Recycle[®]

Consumer Survey Report

2020



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Methodology

A **self-selecting** group of consumers take this survey on **How2Recycle.info**.

This report analyzes 8863 responses from February 2012 (survey launch) through December 31, 2019.

The term of this report is all of 2019.

Some respondents did not answer every question.

This report reflects percentages that exclude blank responses.

Percentages have been rounded to nearest whole number.



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Thank you for helping Ho

By answering these questions, you're helping the

Do you consider yourself:

- ☐ An excellent recycler
- ☐ A good recycler, but would like to do more
- ☒ Just learning about recycling

How did you find out about the How2

- ☐ Saw it on a package
- ☐ Saw it on social media
- ☐ Read about it in an article
- ☐ Heard about it from a friend

Analysis

Overall, consumers have a **positive experience with How2Recycle** and think the label is **easy to understand**.

How2Recycle is **making a difference** in consumer recycling behavior, and even experienced recyclers are **learning from the label**.

Consumers **feel more positively about brands** who use How2Recycle, even when packaging is **not recyclable**.

Consumers wish that **more brands would feature** the How2Recycle label



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Insights from 2019



70%

of customers are saying they will change their behavior as a result of the label. This is a 9% increase from the previous year.



84%

of respondents say they are or might be more likely to purchase a product with the How2Recycle label.



45%

increase in survey responses in 2019 compared to the previous year.

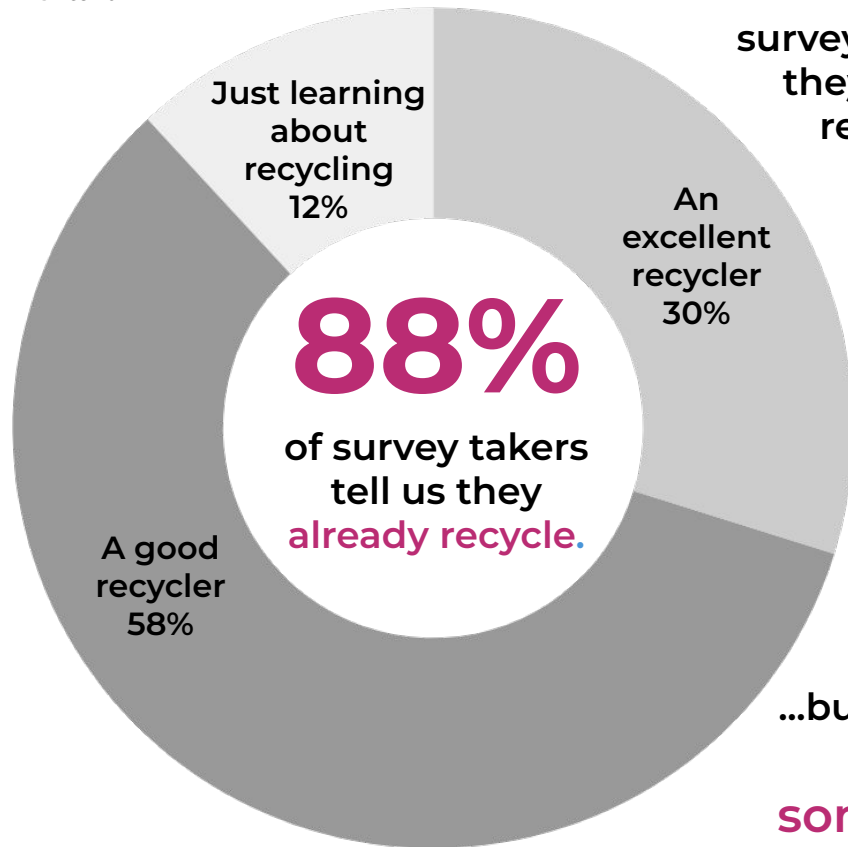


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Who is taking the How2Recycle survey?

Survey question:
"Do you consider yourself:"

N= 8832
Since 2012

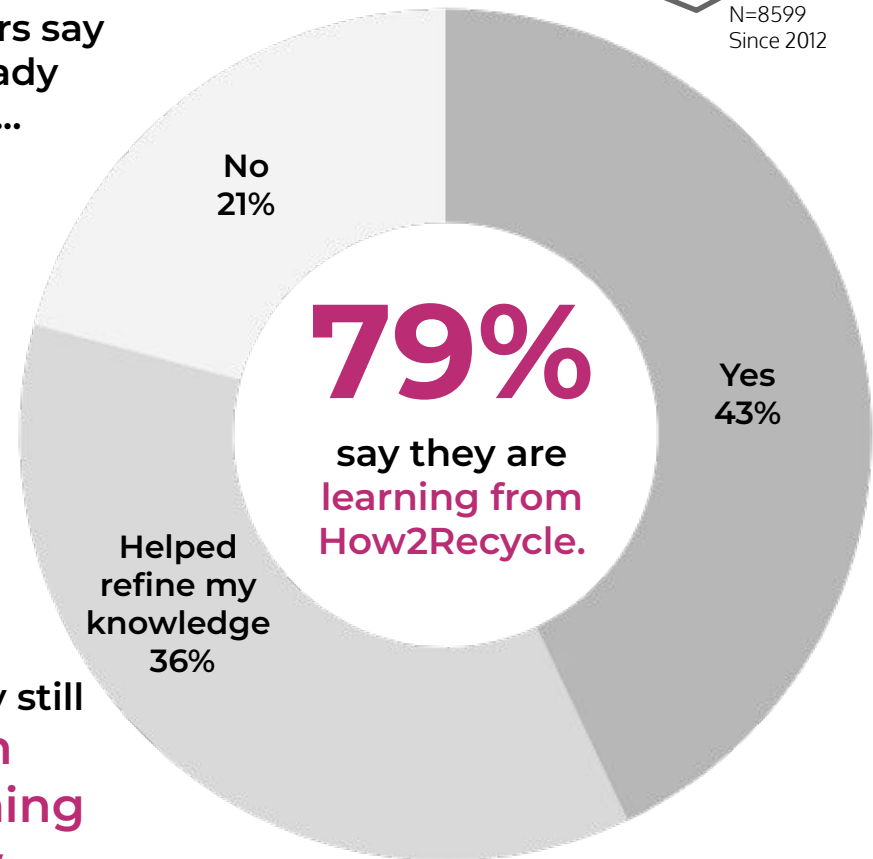


survey takers say
they already
recycle...

...but they still
learn
something
new
from the label.

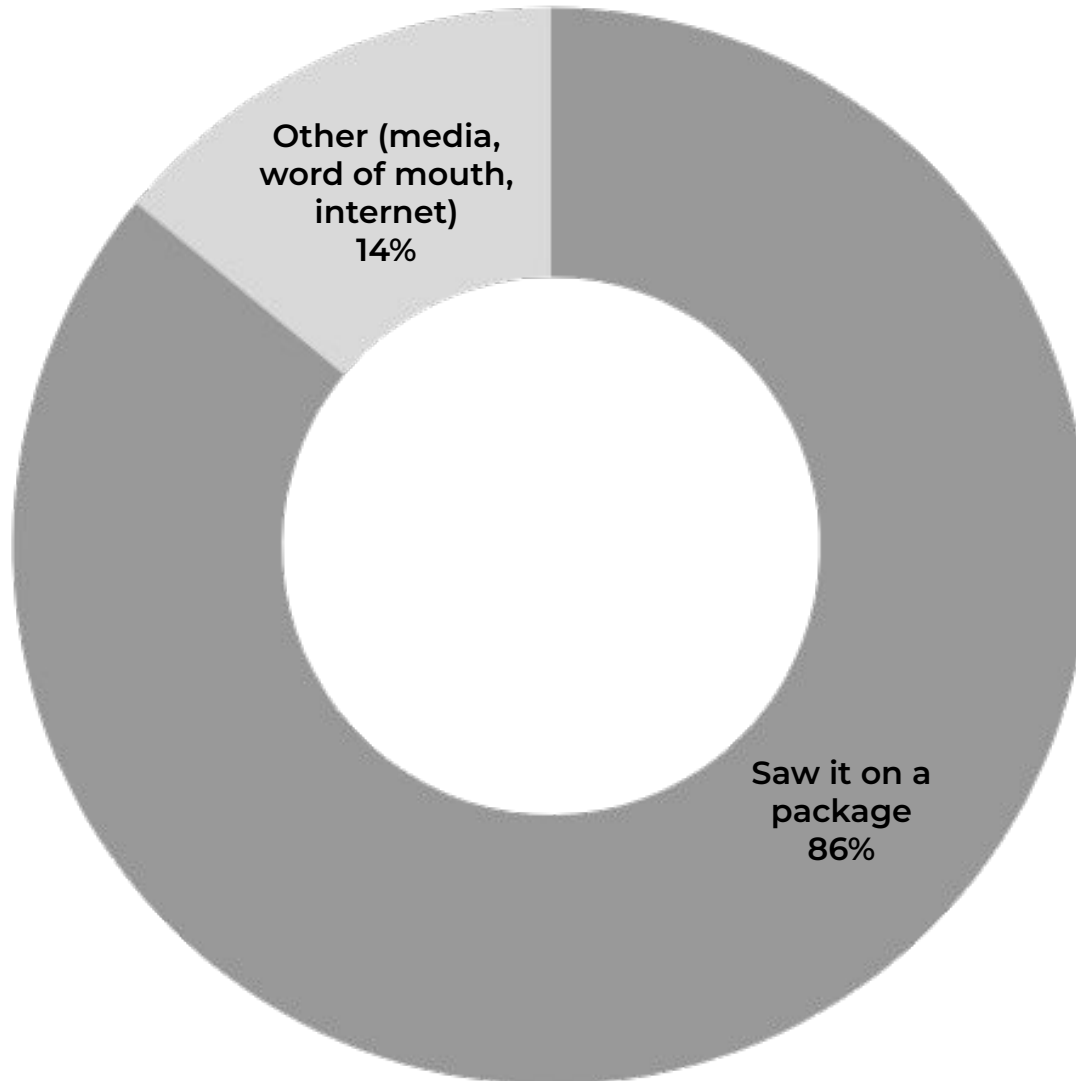
Survey question:
*"Did the label and/or website
teach you something you
didn't already know?"*

N=8599
Since 2012



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Where are they finding the How2Recycle label?



Survey question:
*"How did you find out
about How2Recycle?"*

N=8818
Since 2012

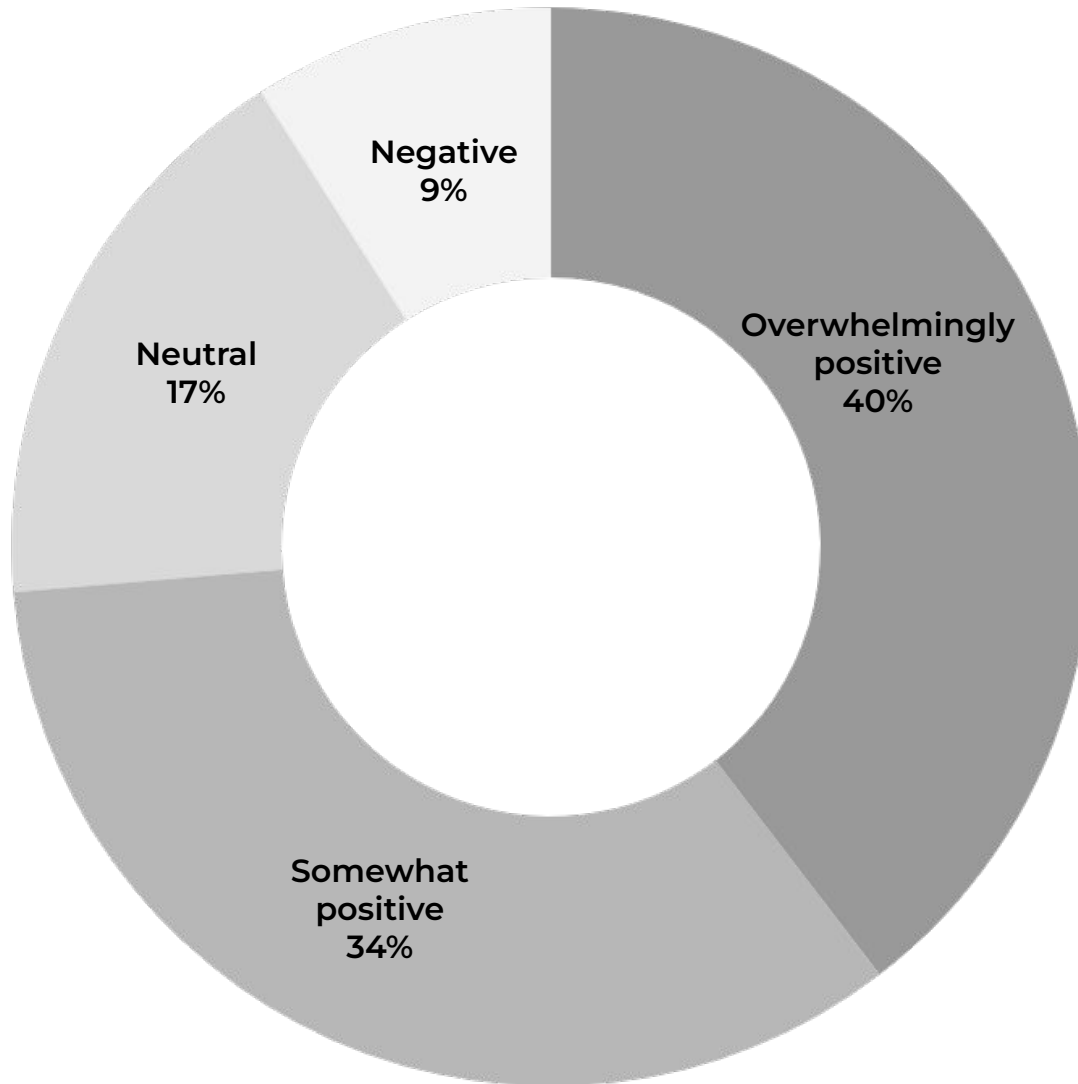
86%

of survey takers
encountered the
label **on a package.**



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How do consumers rate the How2Recycle experience?



Survey question:

"How would you describe your experience with the label?"

N=8591
Since 2012

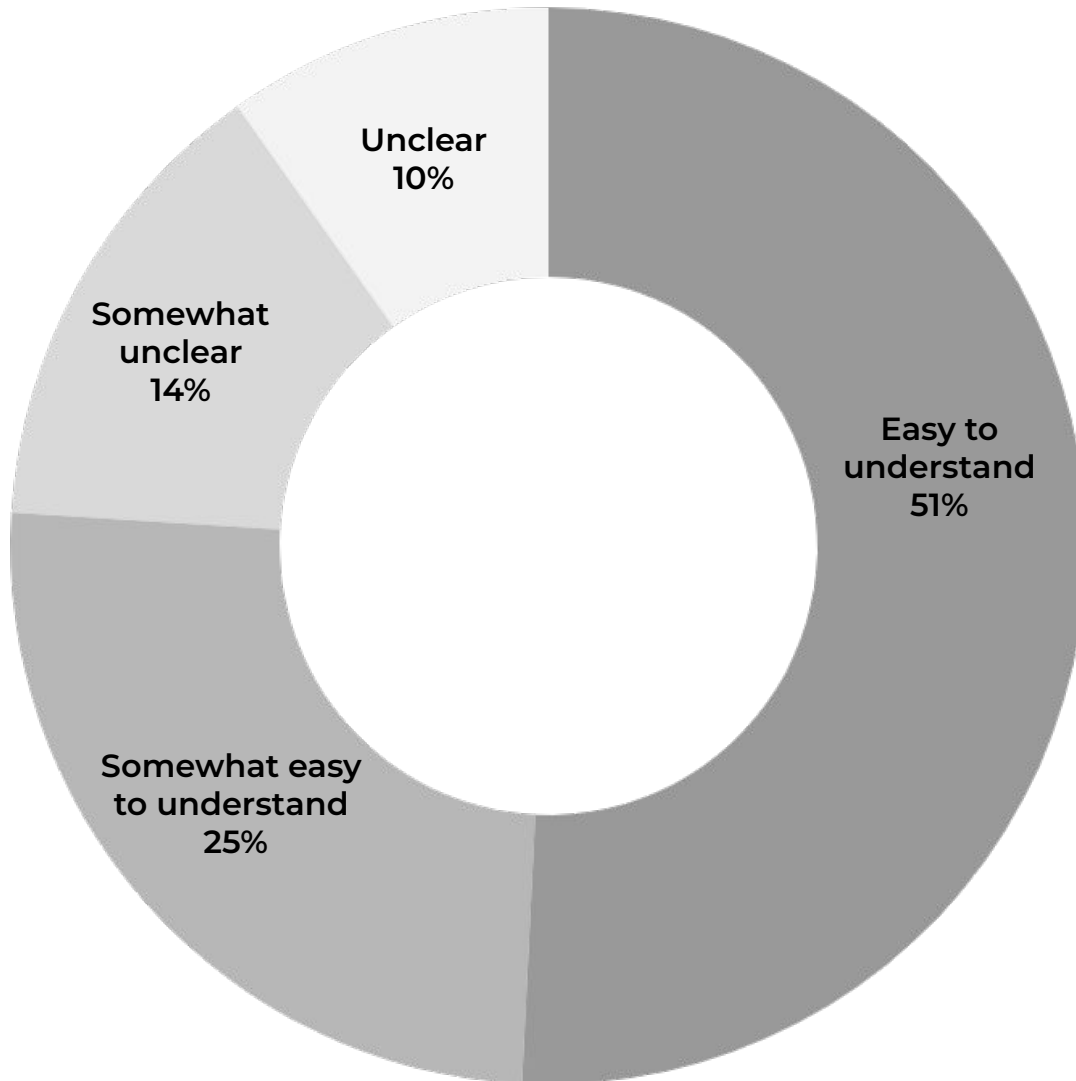
74%

Somewhat to
overwhelmingly
positive



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Do consumers think How2Recycle is easy to understand?



Survey question:
"Do you find the label:"

N=8605
Since 2012

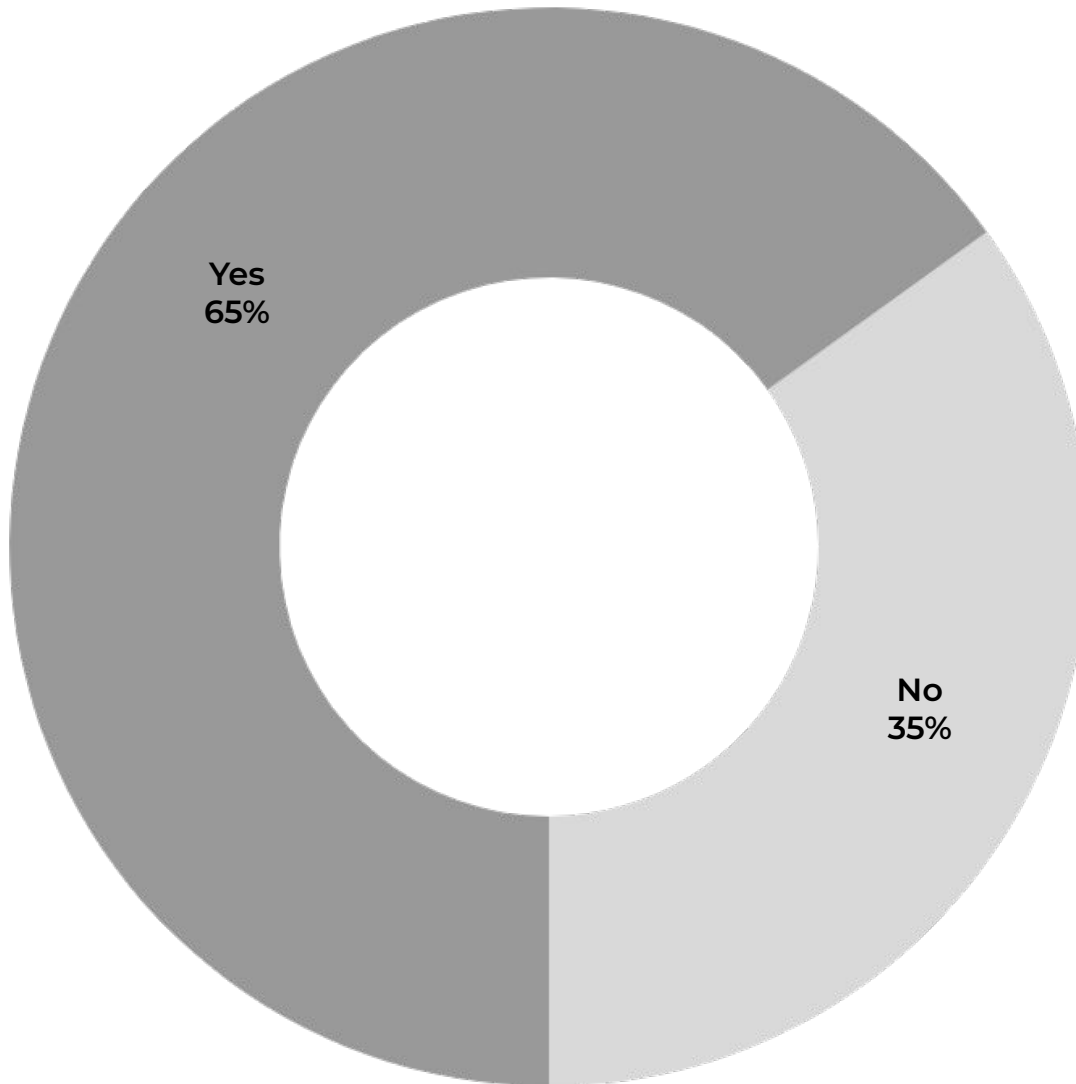
76%

Easy and somewhat
easy to understand



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Is How2Recycle changing consumer recycling behavior?



Survey question:
"Will you change your recycling behavior based on the label and/or website?"

N=8508
Since 2012

65%

Are changing their behavior because of How2Recycle

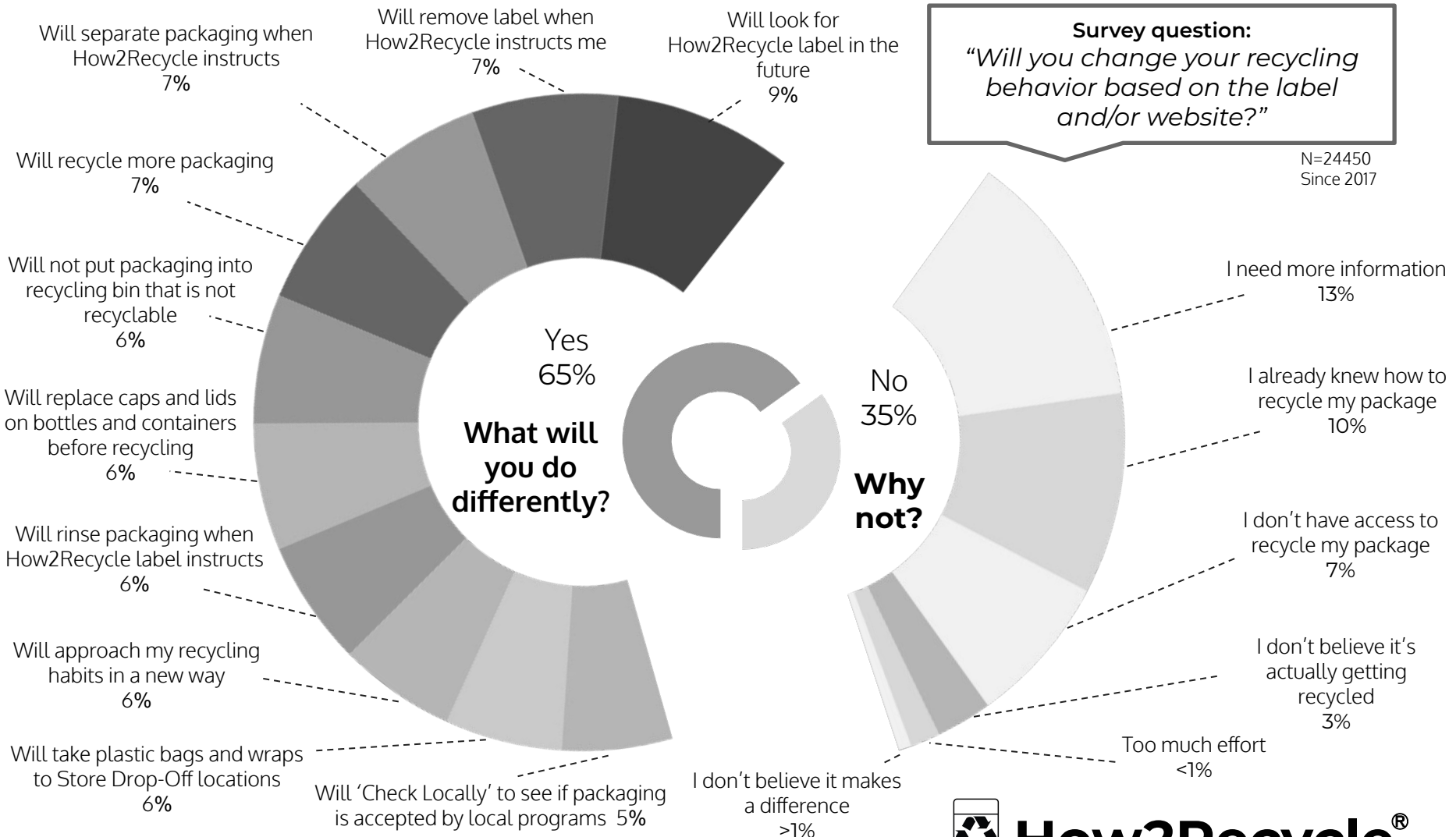


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How do some consumers change their behavior, and why don't others?

Survey question:
"Will you change your recycling behavior based on the label and/or website?"

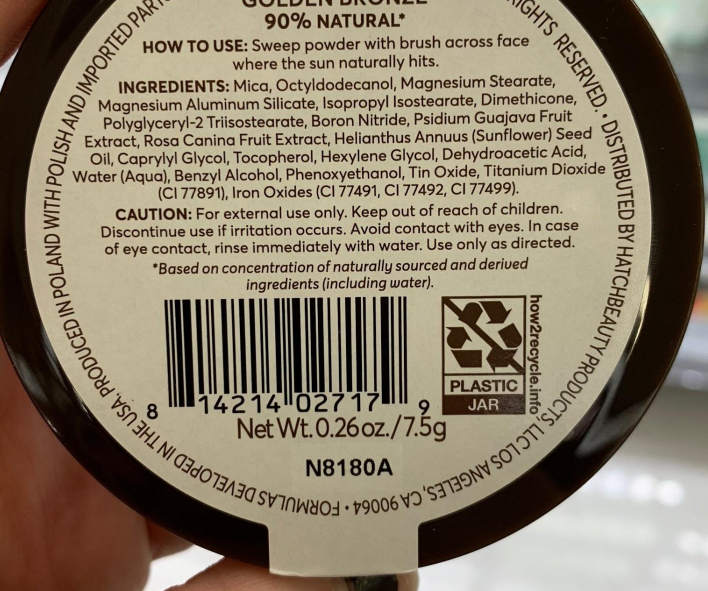
N=24450
 Since 2017



*This question was modified from a fill-in-the-blank to a check-all-that-apply approach in February 2017. Respondents could select more than one answer to this question. The N value and these percentages reflect the total number of answers provided, not the total number of respondents. Not all respondents answered this question.



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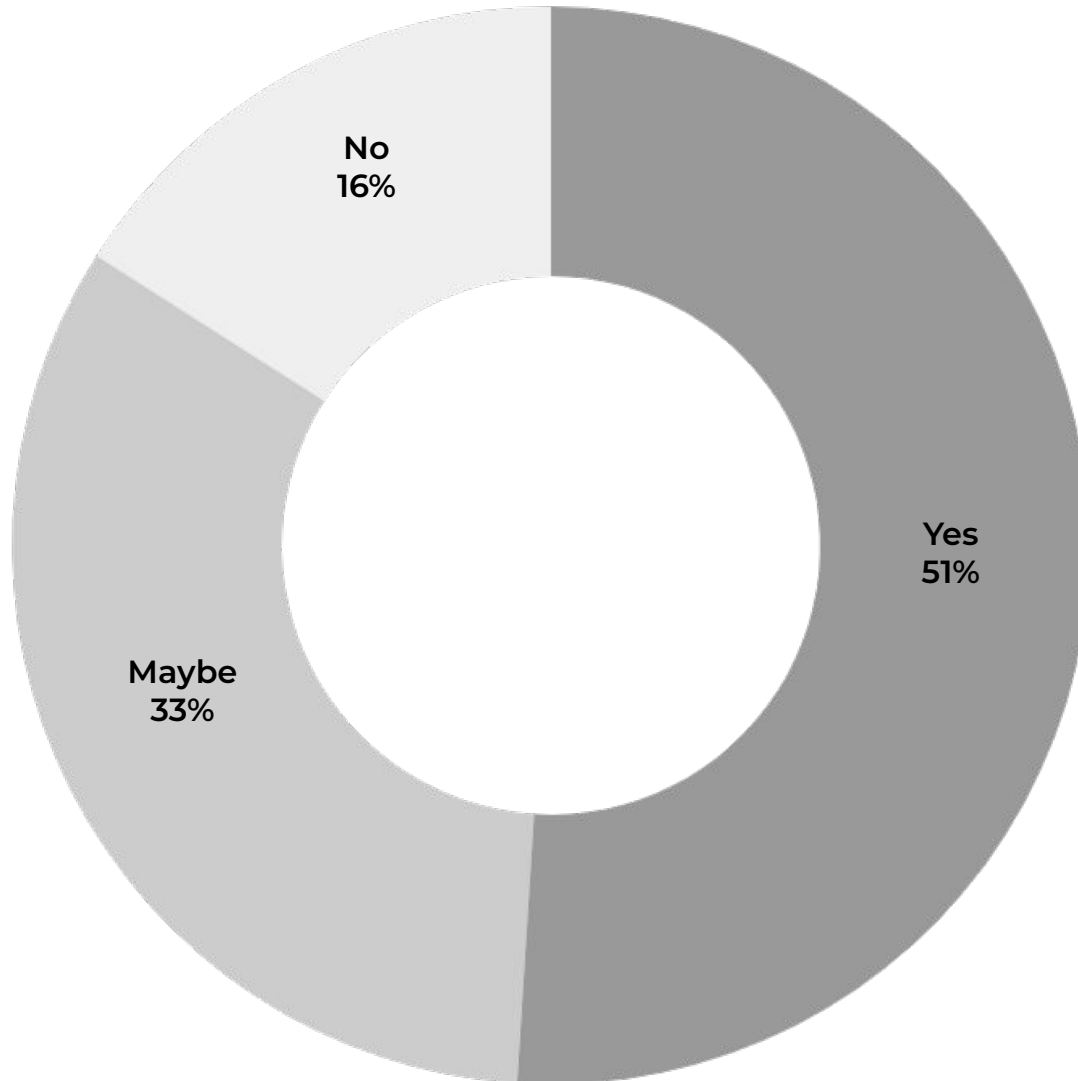
Brand experience

What are consumers' opinions of How2Recycle brand members?



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Consumers are more likely to purchase a product with the How2Recycle label



Survey question:

"Are you more likely to purchase a product that features the How2Recycle label?"

N=6427
Since 2012

84%

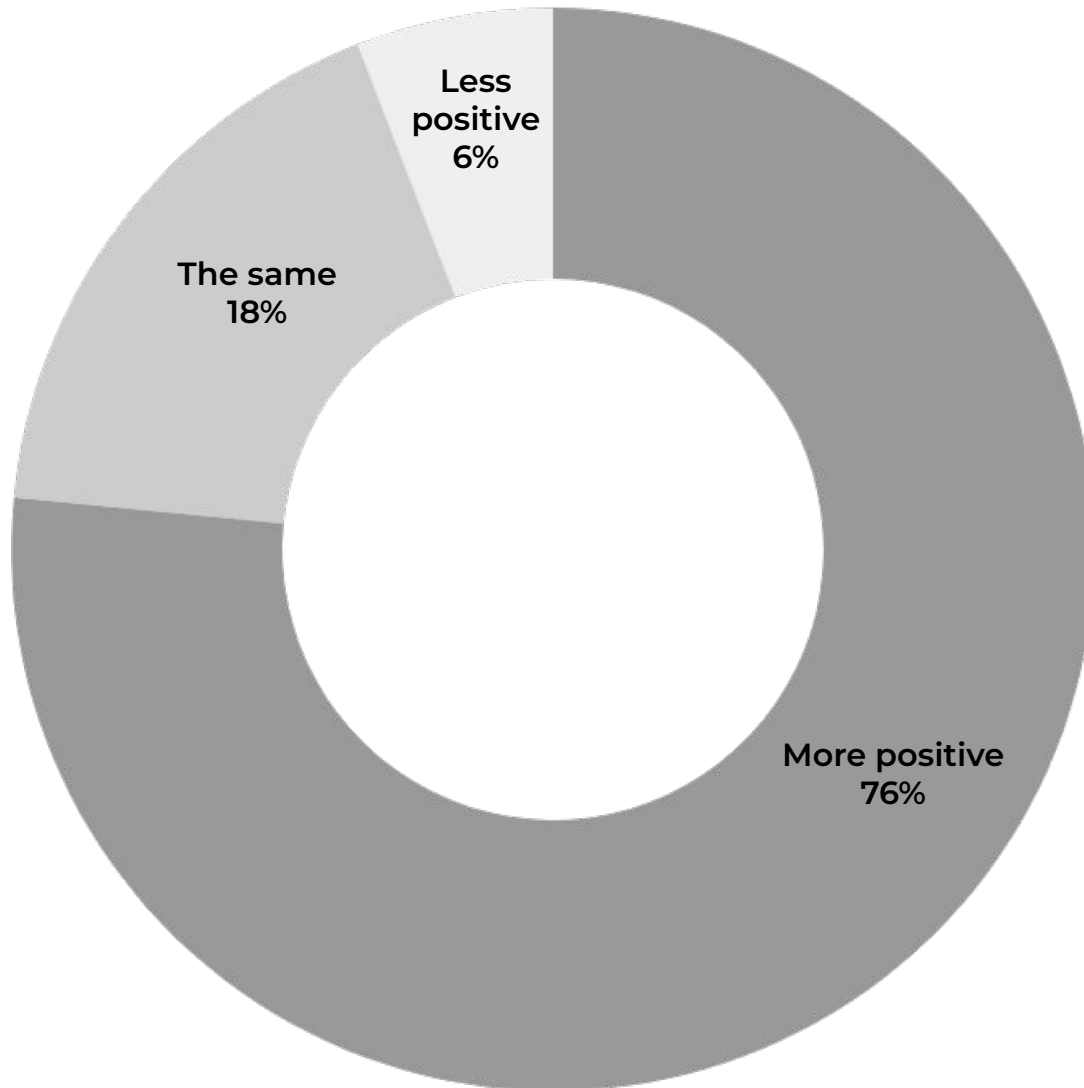
are or might be more likely to purchase a product with the How2Recycle label



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*This is a new question that was first added to the survey as of February 1, 2017.

Consumers have a more positive impression of a brand who uses How2Recycle



Survey question:

"If you saw the label on a product, is your impression of the company that makes that product:"

N=8524
Since 2012

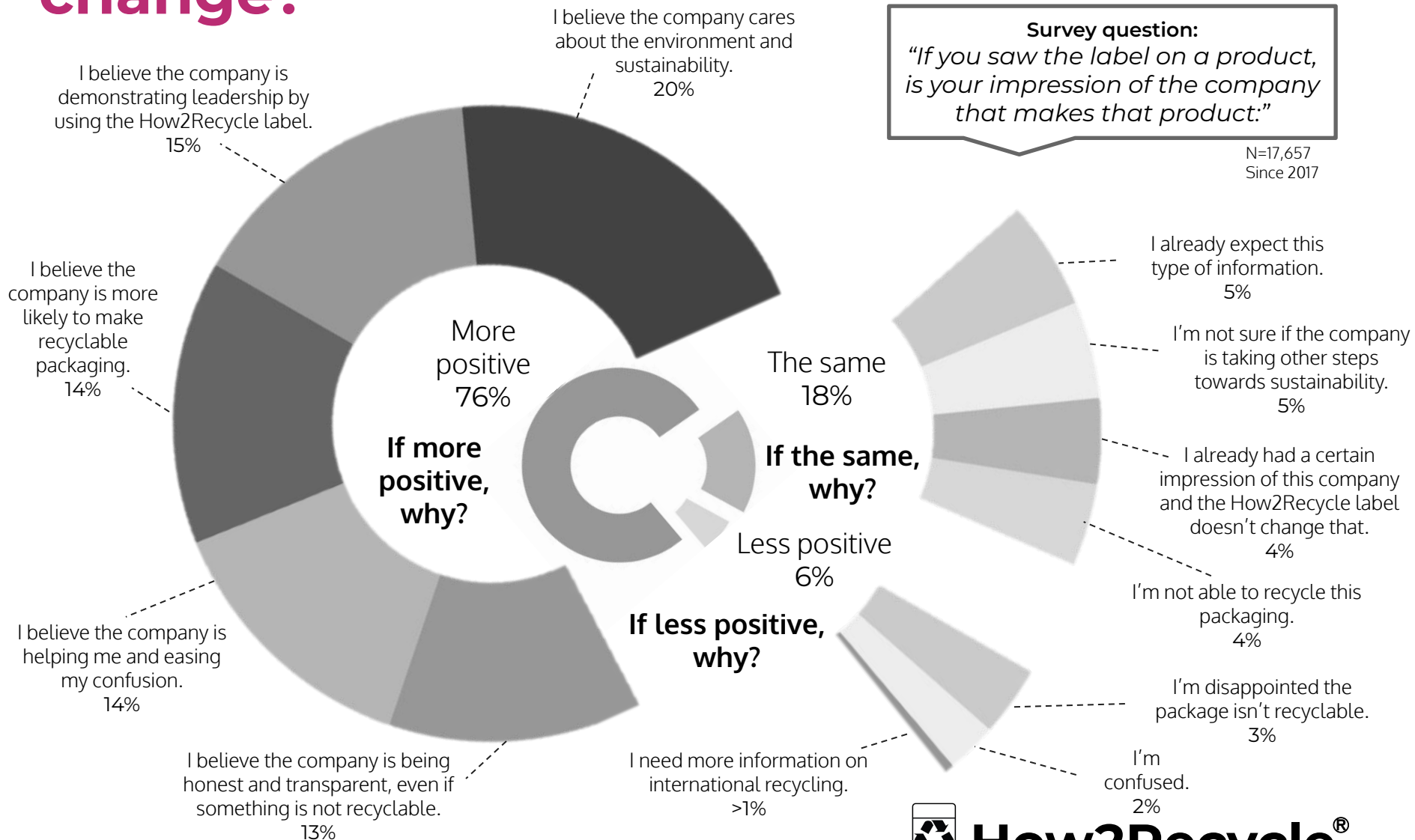
76%

like a company
more for using
How2Recycle



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Why does consumer opinion of a brand change?

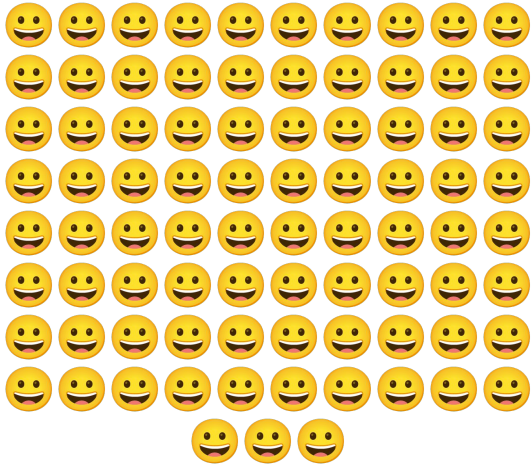


*This question was modified from a fill-in-the-blank to a check-all-that-apply approach in February 2017. Respondents could select more than one answer to this question. The N value and these percentages reflect the total number of answers provided, not the total number of respondents. Not all respondents answered this question.



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How do consumers feel about packaging that's labeled as Not Yet Recycled?*



83%

More Positive

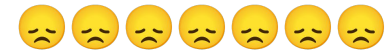
because I believe the company is being honest and transparent, even if something is not recyclable



10%

The Same

because I'm not able to recycle this packaging



7%

Less Positive

because I'm disappointed the package isn't recyclable

Survey question:
"If [your impression of a company is] more positive/the same/less positive, why?"

N=3227
Since 2017

*Based on how respondents replied to the question asking if their opinion of a brand changed, they were directed to a corresponding list of reasons why. Respondents could select more than one answer to this question, but each set of options for "More Positive," "The Same," and "Less Positive" included an option related to labeling packaging that is not recyclable. These percentages are derived from the sum of only the respondents who responded that their impression of a company was influenced in any way because of labeling packaging that is not recyclable.

KEY 😊 = 1%



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What consumers are saying this year...

"These are AMAZING!
Easy to understand
and follow! Honestly
wish that this was an
industry standard,
this would insure that
everything was
recycled properly as
the item is supposed
to be. Plus it takes the
guesswork out of it."

Oct. 24th, 2019

"Why can't everything
have the **How2Recycle**
label?! I love it!"

Sept. 2, 2019

"I'm learning that I have
quite some bad habits
when it comes to
recycling. **Thanks for**
teaching me better
habits within a 1-inch
space on packaging."

July 24, 2019

"I try my best to do
proper recycling
and help protect the
environment.

Recycling can
often be confusing
as to what is
accepted. Thank
you for having the
streamlined code
that's easy to read."

Feb. 12th, 2019

"This label is so helpful! I'm excited to tell my
friends about it - I thought I was a good
recycler, and **I think these labels will even**
improve my own habits."

June 15th, 2019



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