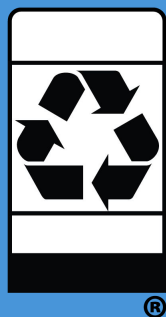


# How2Recycle<sup>®</sup>

## Consumer Survey Report

May 2019



# How2Recycle<sup>®</sup>

## Consumer Survey Report

May 2019

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# Methodology

A [self-selecting](#) group of consumers take this survey on [How2Recycle.info](#).

This report analyzes 5485 responses from February 2012 (survey launch) through December 31, 2018. The term of this report is all of 2018, which overlaps by one month (January 2018) with the term of the previous report released in March 2018.

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**.



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# Insights from 2018



**7%**

more consumers (**61%** total) are saying they will change their behavior as a result of the label.



**85%**

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



**219%**

increase in survey responses in 2018 compared to the previous year.

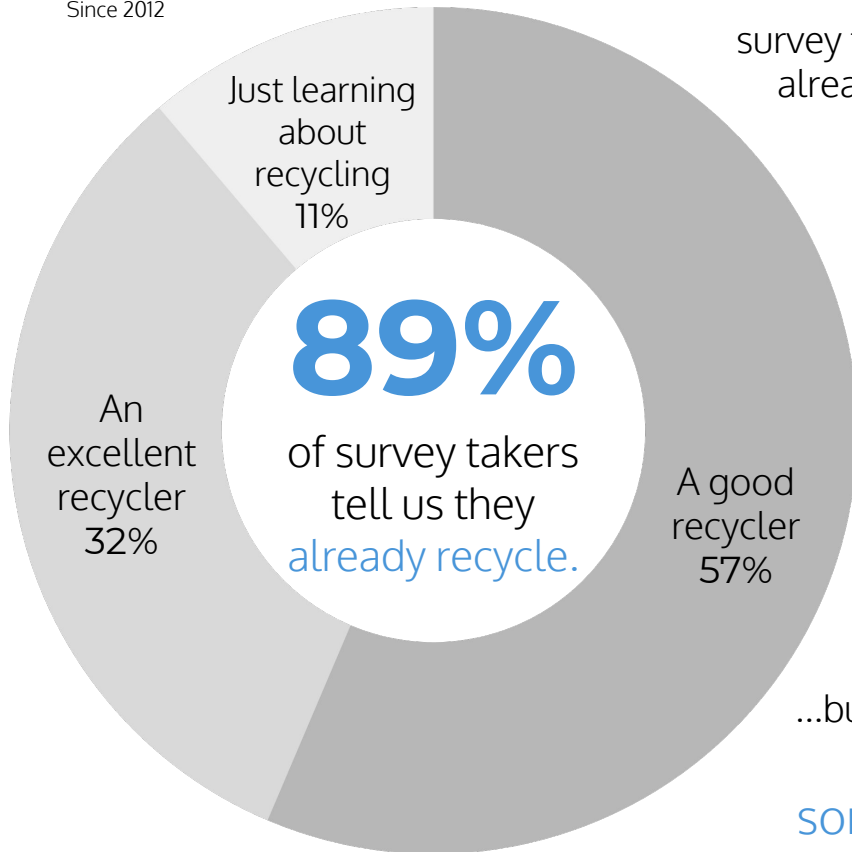


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# Who is taking the How2Recycle survey?

Survey question:  
"Do you consider yourself:"

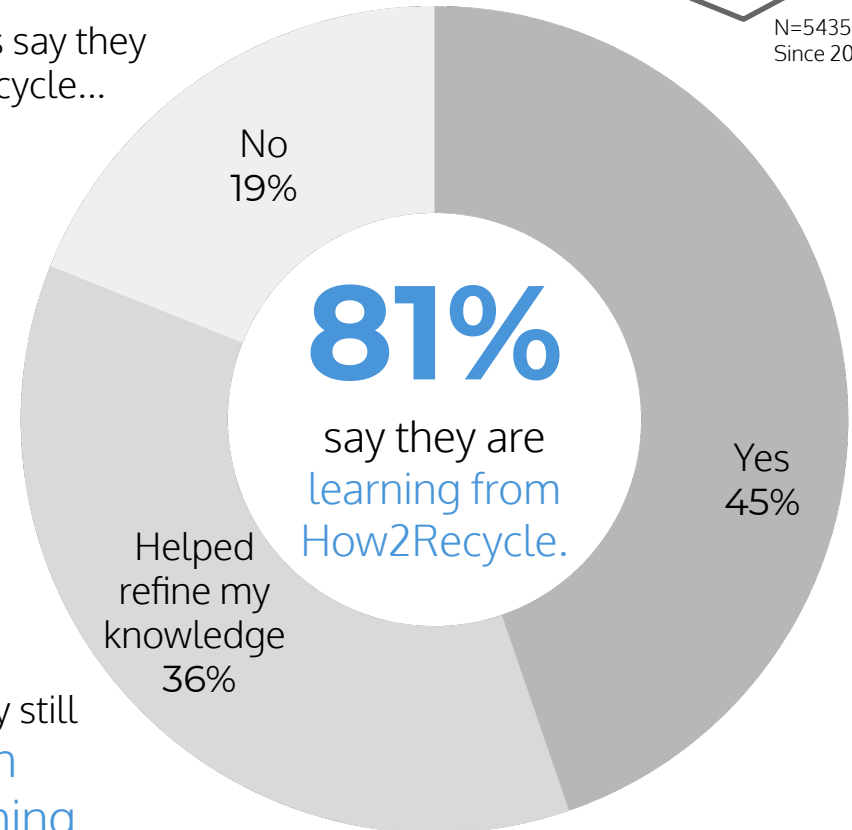
N= 5576  
Since 2012



survey takers say they already recycle...

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

N=5435  
Since 2012

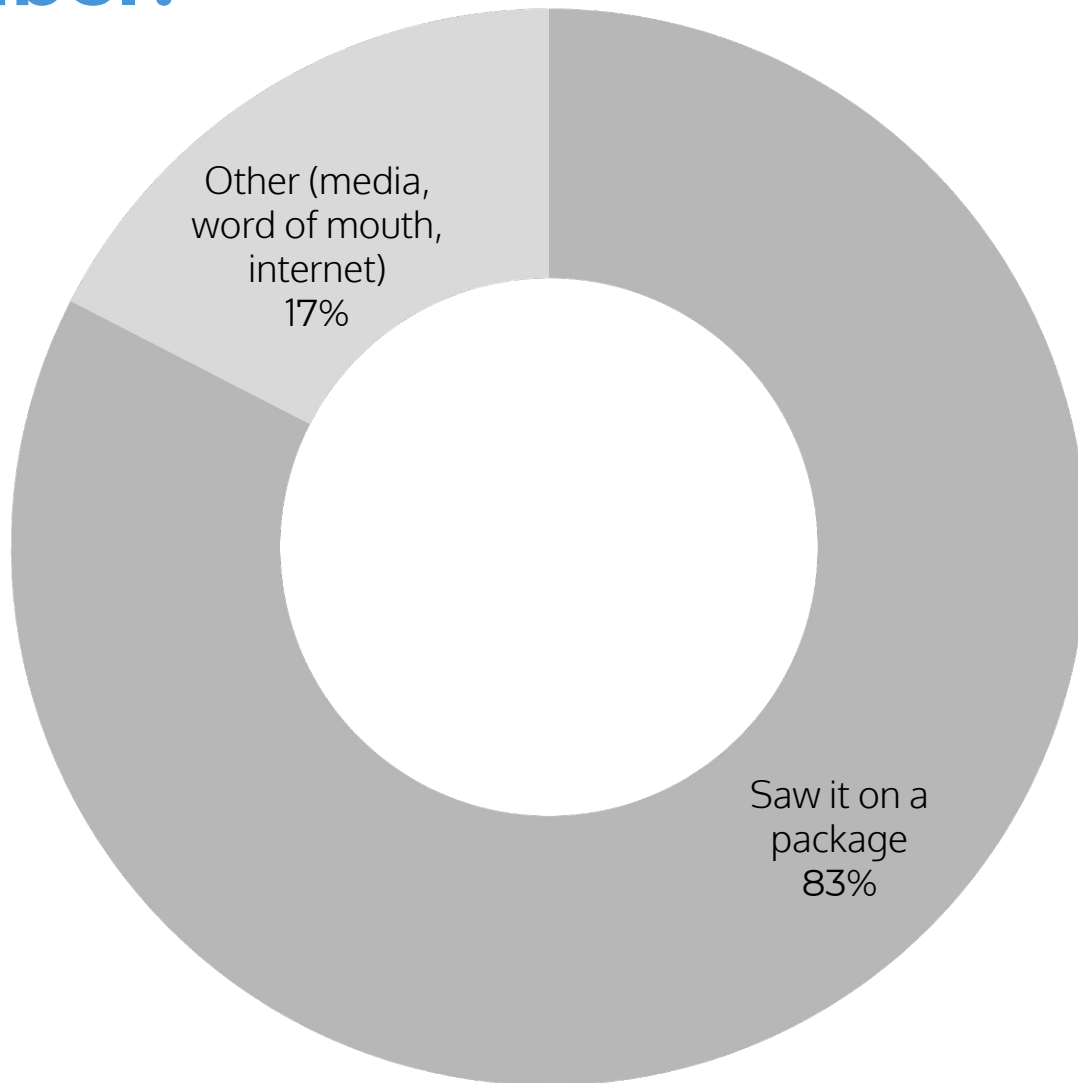


...but they still learn something new from the label.



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# Where are they finding the How2Recycle label?



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

N=5611  
Since 2012

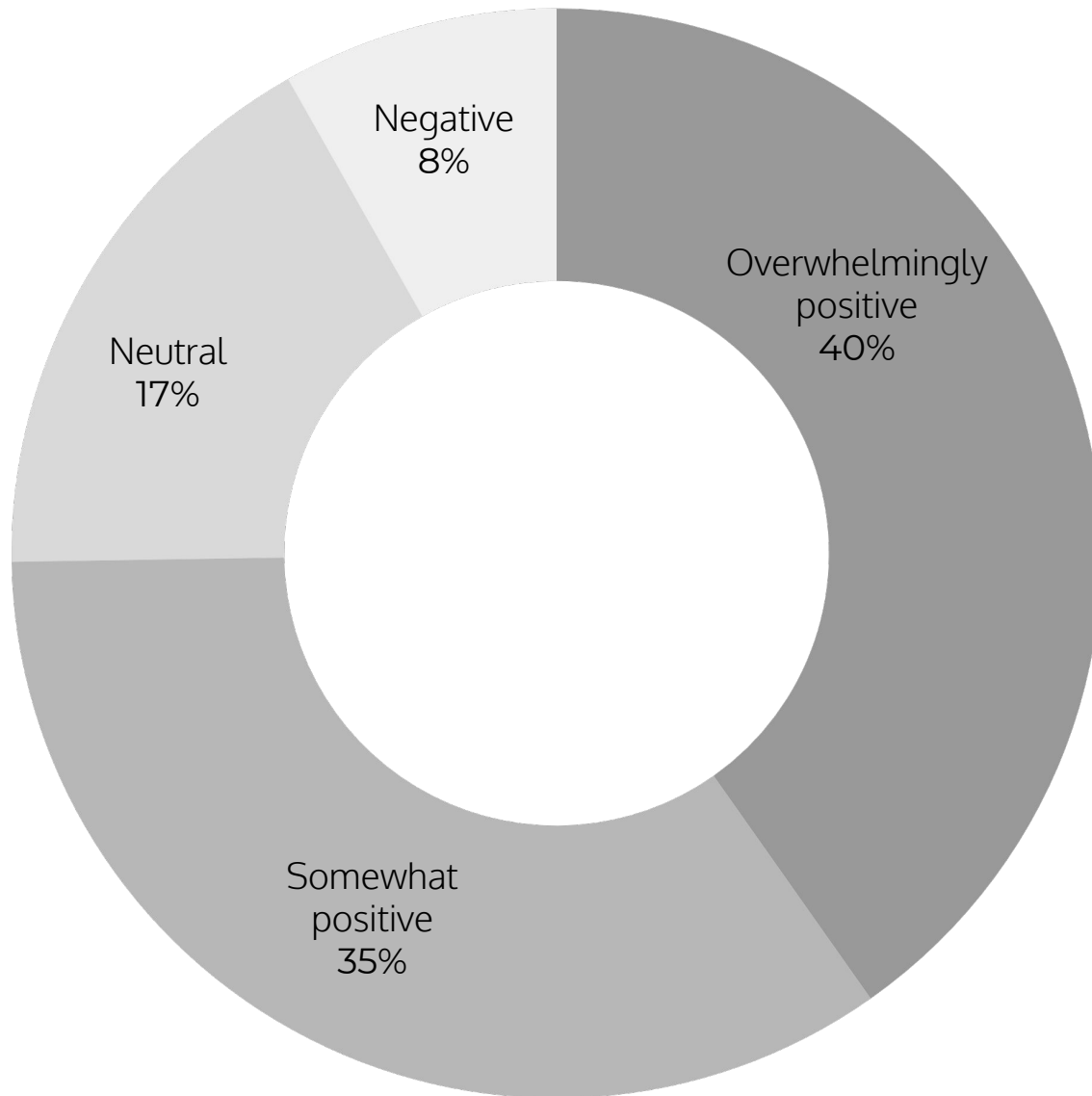
# 83%

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=5442  
Since 2012

# 75%

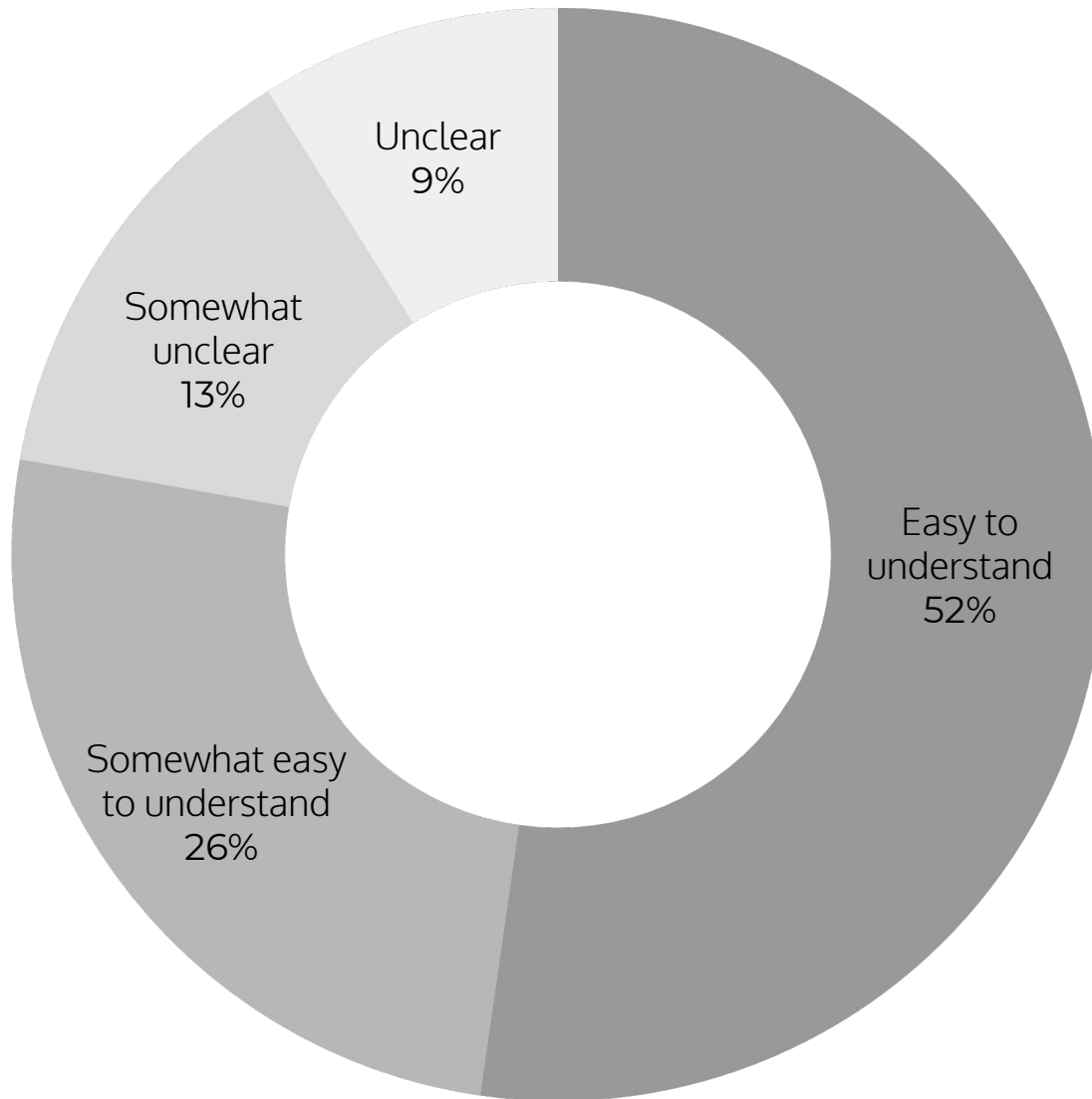
Somewhat to  
overwhelmingly  
positive



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# Do consumers think How2Recycle is easy to understand?



Survey question:  
*"Do you find the label:"*

N=5448  
Since 2012

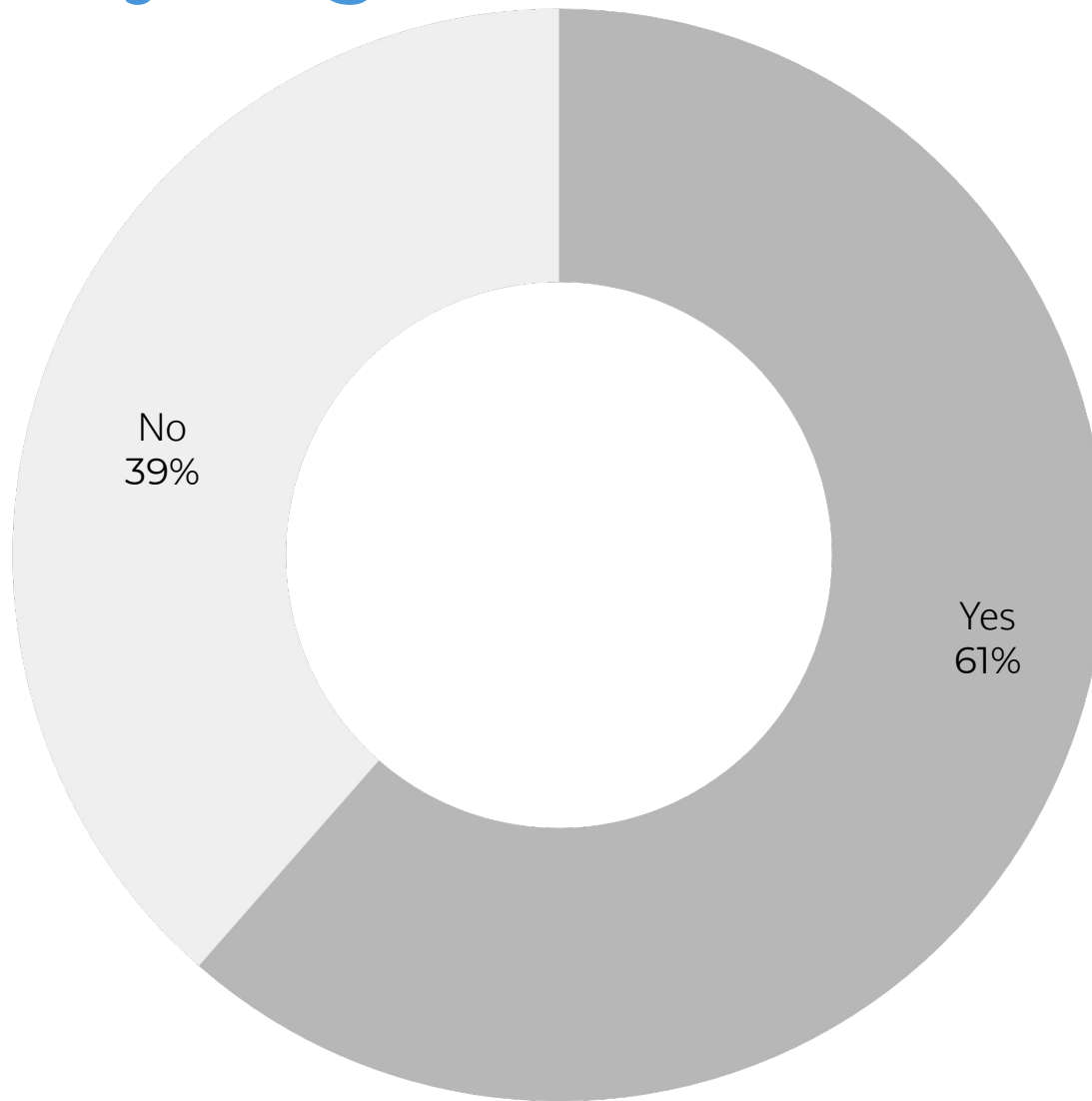
# 78%

Easy and somewhat  
easy to understand



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# Is How2Recycle changing consumer recycling behavior?



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

N=5479  
Since 2012

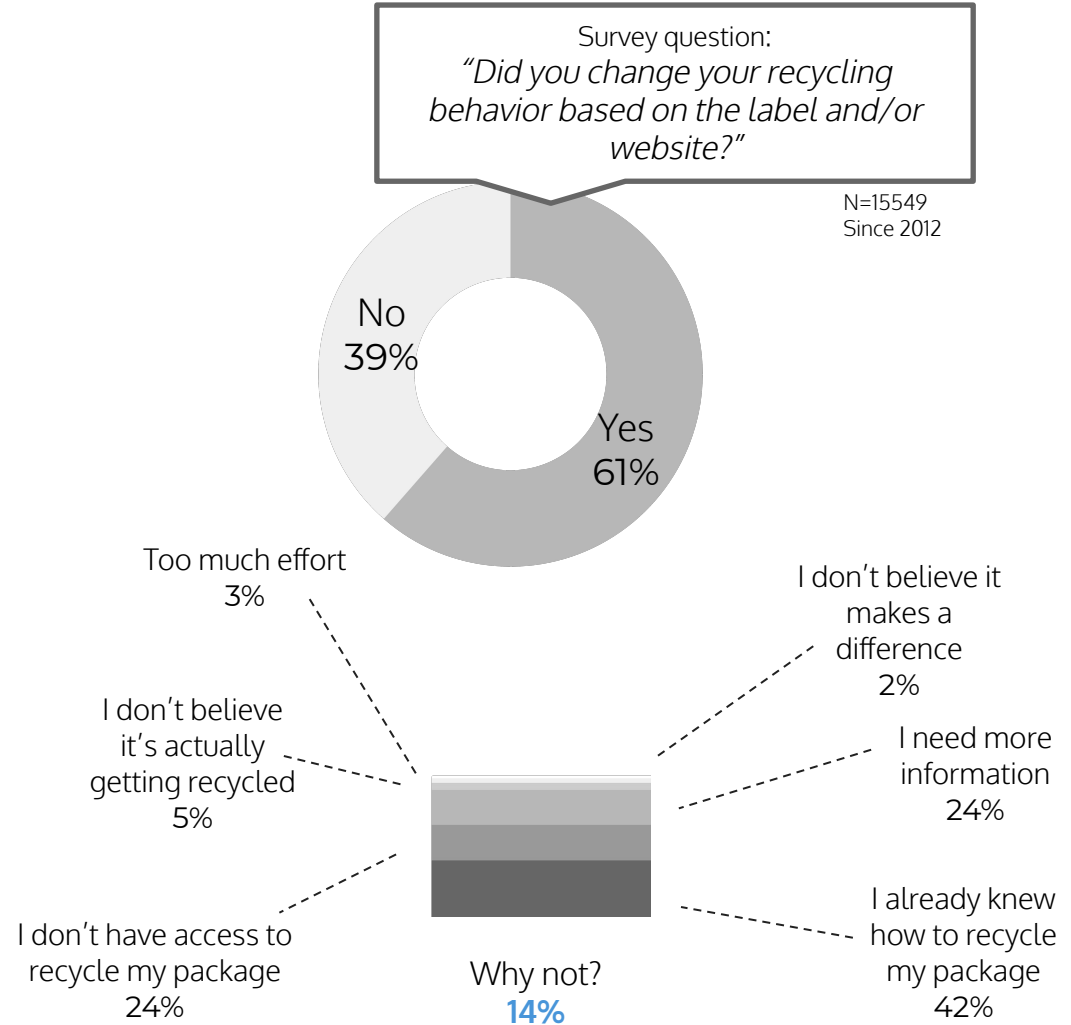
# 61%

Are changing their behavior because of How2Recycle



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



\*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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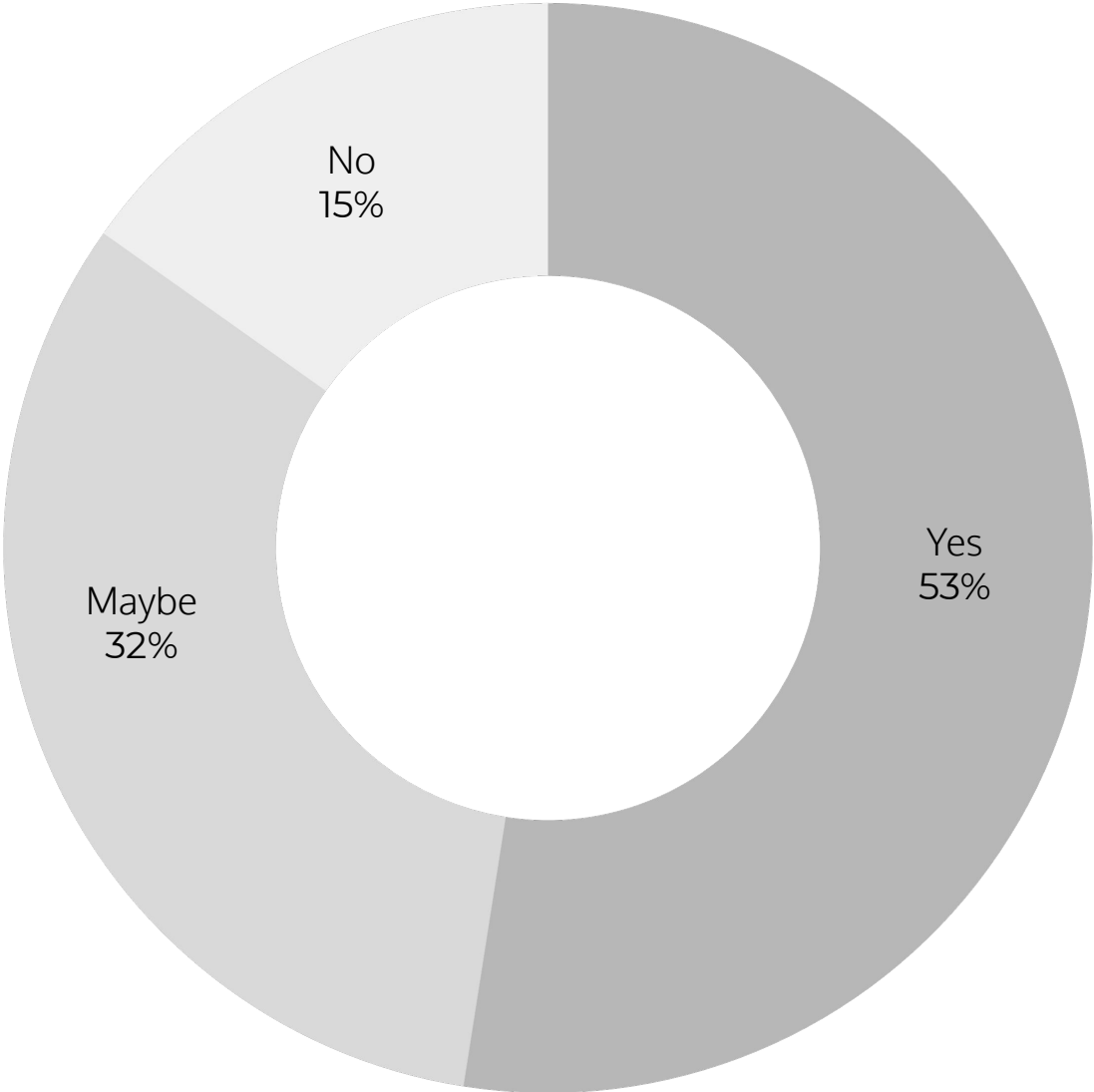
# Brand experience

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=3283  
Since 2017

# 85%

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

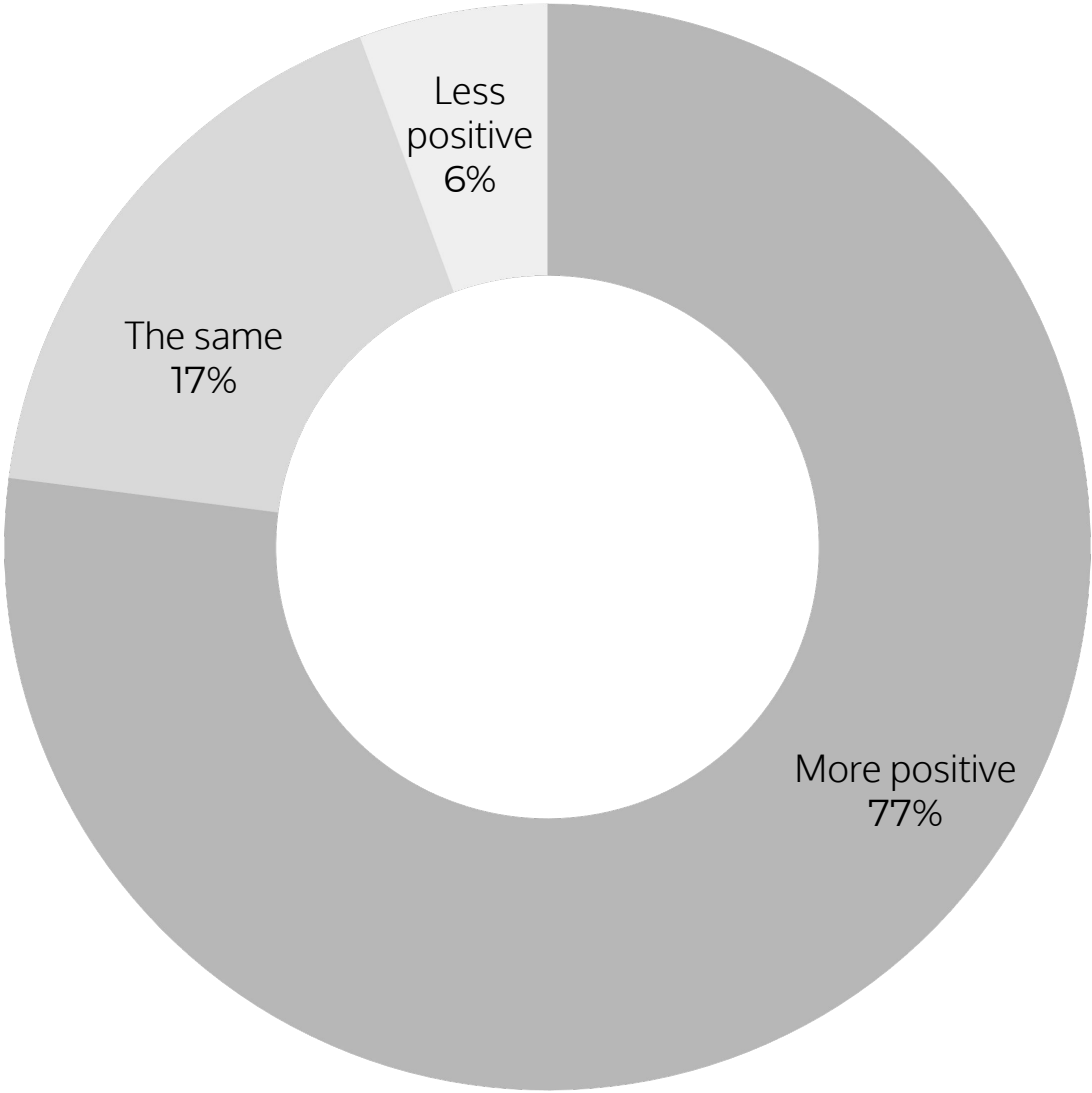


\*This is a new question that was first added to the survey as of February 1, 2017.

# 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=5386  
Since 2012



# 77%

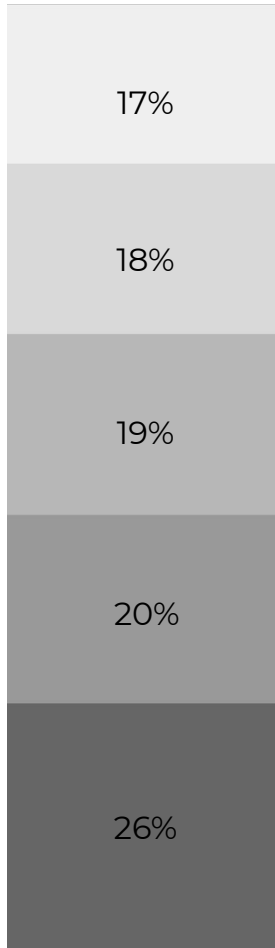
like a company **more** for using How2Recycle



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# Why does consumer opinion of a brand change?

I believe the company...



...is being honest and transparent, even if something is not recyclable.

...is helping me and easing my confusion

...is more likely to make recyclable packaging.

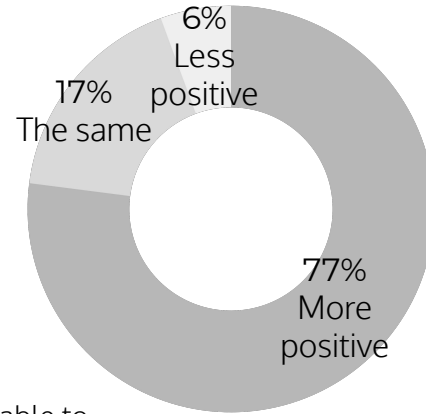
...cares about the environment and sustainability.

...is demonstrating leadership by using the How2Recycle label.

If more positive, why?  
90%

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

N=9170  
Since 2017



I already had a certain impression of the company  
24%

I'm not able to recycle this packaging  
21%

I'm not sure if the company is taking other steps towards sustainability  
26%

I need more information on international recycling  
7%

I'm confused  
42%

I'm disappointed the package isn't recyclable  
51%

I already expect this type of information  
29%

If the same, why?  
8%

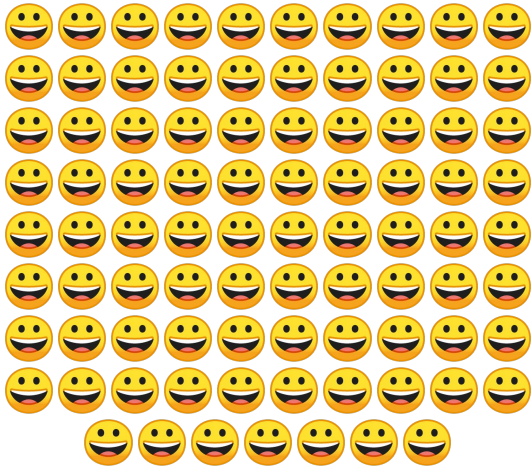
If less positive, why?  
2%

\*In order to maximize clarity, this question was modified from a fill-in-the-blank to a check-all-that-apply approach in February 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. 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?\*



87%

More Positive

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



8%

The Same

because I'm not able to recycle this packaging



5%

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=1829  
Since 2017

😊 = 1%

\*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.



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# What consumers are saying this year

“I think this is awesome! Recycling can get REALLY confusing (and I have a environmental engineering degree!!!). There really is **no way of knowing what to recycle unless the company tells us** because we don't know if they used recyclable material/coating.”

Feb 2,, 2018

“I'm far more likely to buy products with clear recycling labels... It's incredibly **helpful to have the nonrecyclable products labeled**, too.”

December 8, 2018

“If your company wants to **stand apart from the rest of the crowd**, the first thing you should do is have the how2recycle symbol on your product!”

July 29, 2018

“A great surprise that I can recycle plastic bags and shipping bubbles, shipping pillows and other clean plastic containers like bread wrappers, plastic zipper bags and more. **Makes me so happy** to be able to do this for the environment!!”

July 19th, 2018

“**I will be looking for the How2Recycle label on my purchases** for sure in the future. Because a manufacturer provides this info to the consumer makes me feel better about purchasing their product.”

March 13th, 2018

“We could **change the world** if recycling was always this easy.”

May 9th, 2018



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