

CONSUMER RECYCLING BELIEFS & BEHAVIORS



45%



Knowledge Gap

of consumers say their main barrier to recycling is lack of knowledge



would recycle more if they knew better what to recycle and how



64%

10%



Recycling Skepticism

of recyclers are “not at all” confident their plastics are being recycled

of non-recyclers are “not at all” or “not very” confident that plastics in recycling bins get recycled



50%

75%



Recycled-Content Opportunity

of consumers prefer buying from companies that use recycled materials in products or packaging

of consumers don't know which brands use recycled materials so **TELL THEM WHEN YOU DO!**



60%