



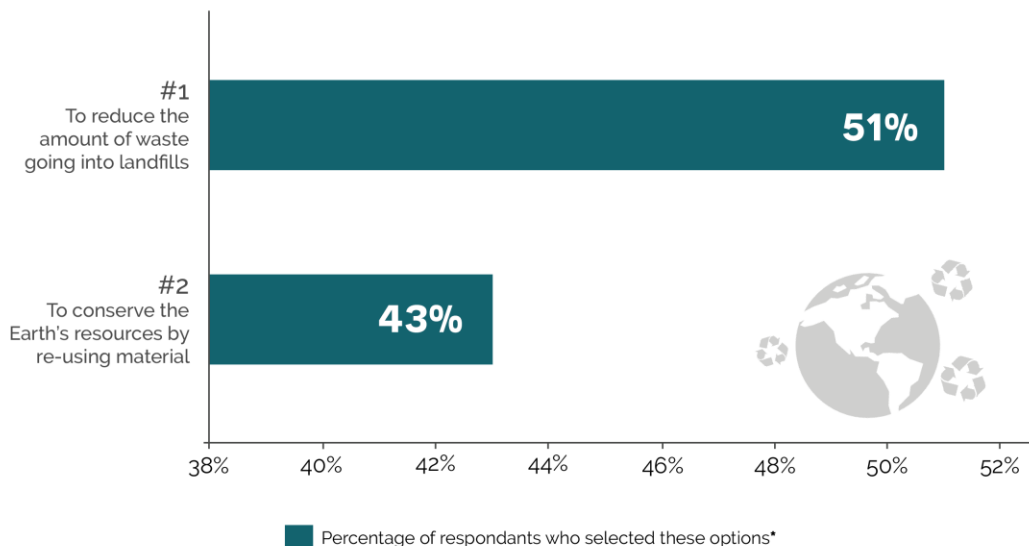
Keep America Beautiful National Recycling Survey
November 2016

Introduction: The "Consumer Tracker Recycling Survey," commissioned by Keep America Beautiful, was a quantitative study among 1,000 American adult consumers, nationally representative of the American adult population, conducted online. The focus of the survey was on measuring consumers' recycling attitudes and behaviors and, ultimately, identifying what prevents consumers from recycling. The study was conducted from Sept. 29, 2016, to Oct 7, 2016. For more detailed information on the survey, view the press release at KAB.org

The following images illustrate some of the findings from the survey, showing why people are motivated to recycle, perceptions about how recycling has changed, feelings about packaging and recyclability, and skepticism about recycling.

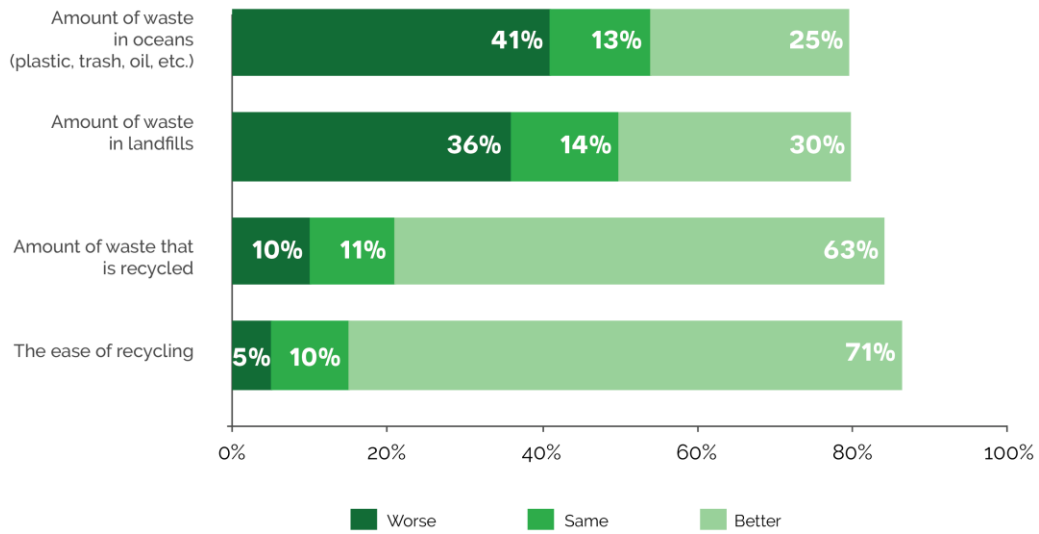
For more information about the survey, please contact Brenda Pulley at bpulley@kab.org or at 202.688.0603.

Top 2 reasons why people recycle



*Each respondent chose three options.

Percent of General Population Indicating the Following are Better, Worse, or the Same as the 1970's

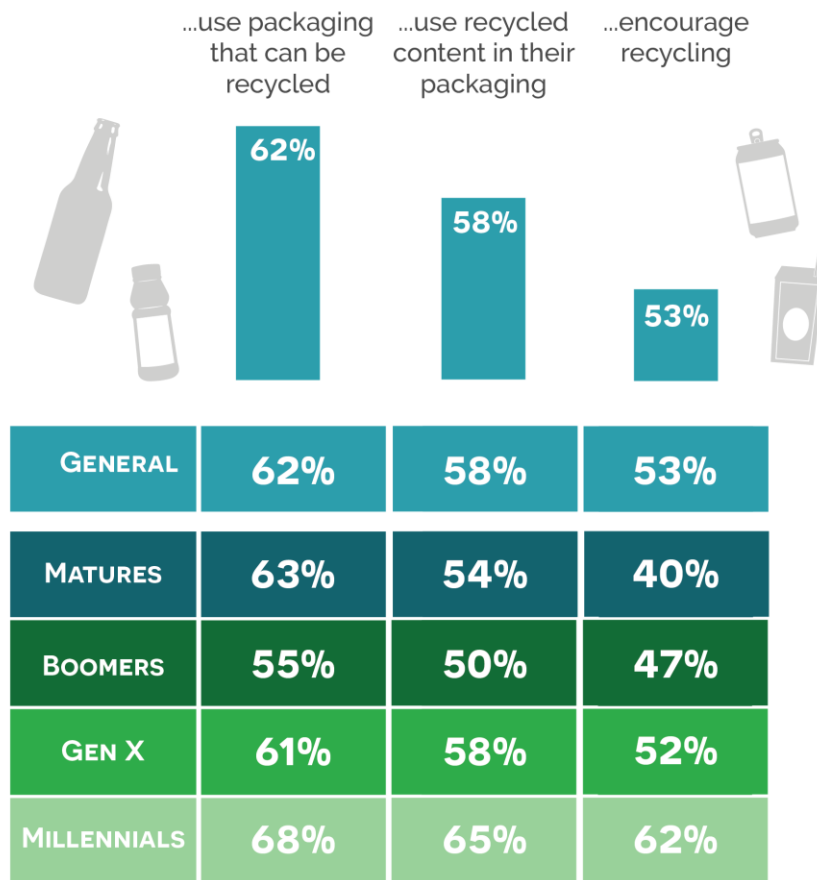


Percent of consumers who completely/somewhat agree with the following statements

	Millenials	Gen X	Boomers	Matures	General
I'm skeptical that the recycling I put on the curb actually gets recycled	43%	29%	28%	15%	33%
I'm pretty sure the trash collector puts the recycling in the same truck with the regular trash	39%	30%	18%	8%	27%
The recycling process is harmful to the environment	31%	21%	11%	5%	20%



Consumers prefer to buy from companies that...



About Keep America Beautiful

Keep America Beautiful, the nation's iconic community improvement nonprofit organization, inspires and educates people to take action every day to improve and beautify their community environment. Celebrating its 65th Anniversary in 2018, Keep America Beautiful strives to End Littering, Improve Recycling and Beautify America's Communities. Behavior change – steeped in education, research and behavioral science – is our cornerstone. We empower generations of community stewards to deliver measurable environmental, economic and social benefits. The organization is driven by more than 600 state and local affiliates, millions of volunteers, and the collaborative support of corporate partners, social and civic service organizations, academia, municipalities, elected officials, and individuals. To donate or take action, visit kab.org. Follow us on [Twitter](#) and [Instagram](#), like us on [Facebook](#), or view us on [YouTube](#).