

# TOGETHER

## **Transforming Recycling For Good**

SWNS Survey Results Summary  
Two Survey Summary (November 2018 and April 2019)  
Conducted April 2019

# Research Summary

**In April of 2019, The Partnership partnered with SWNS Research firm to survey consumers about recycling, climate change, and waste.**

- 2,000 People were surveyed (1,000 millennials and 1,000 39+)
- Survey was conducted nationally and geographically dispersed
- Revealed consumers are anxious about climate change
- Revealed some key differences in opinions about waste and recycling by age
- The following slides summarize this research and a backup is included of the previous survey results conducted in November of 2018 of 2,000 gen pop

**This information is confidential to The Partnership and its Members and should not be shared without the written consent of The Partnership.**

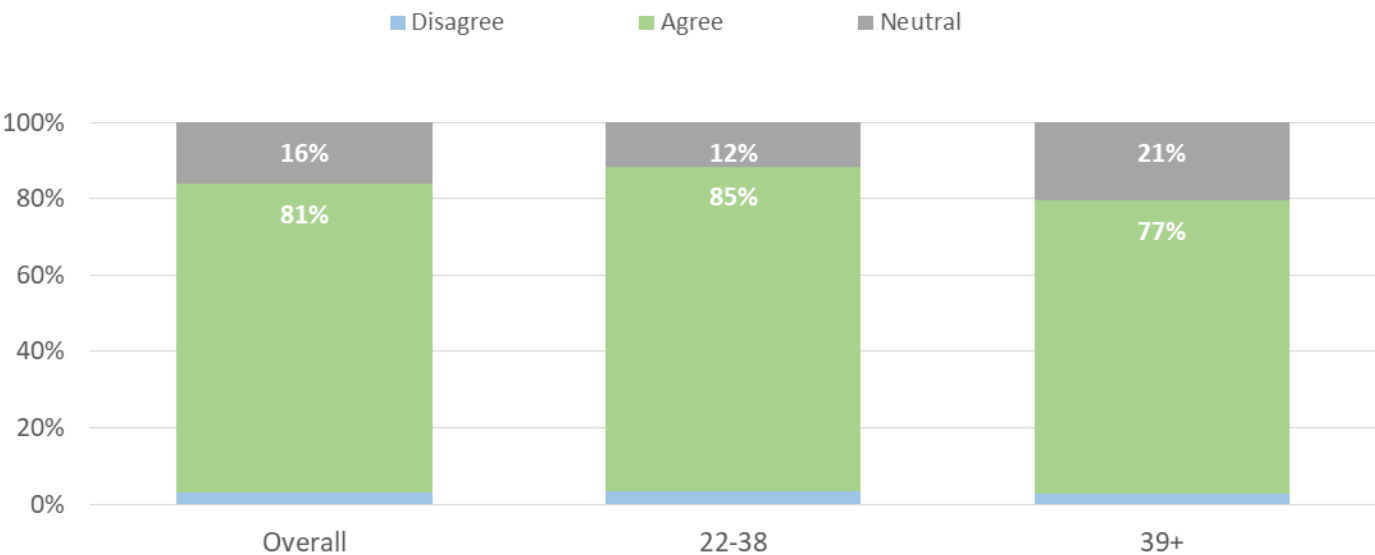
# April 2019 Research Summary

# Consumers Want to Create **Less Waste**

81%

Of consumers want to find ways to **create less waste**.

ARE LOOKING FOR WAYS TO CREATE LESS WASTE

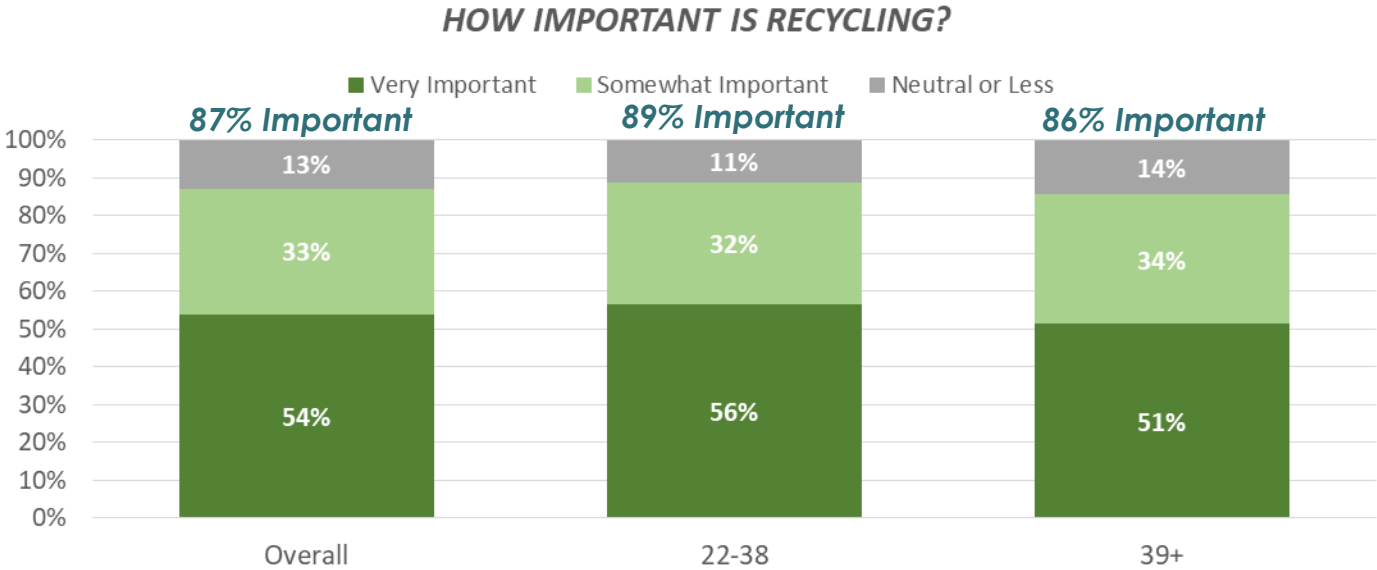


Question: To what extent do you agree or disagree with the following statement: 'I want to find ways to create less waste.'

# Consumers Feel Recycling is Important

87%

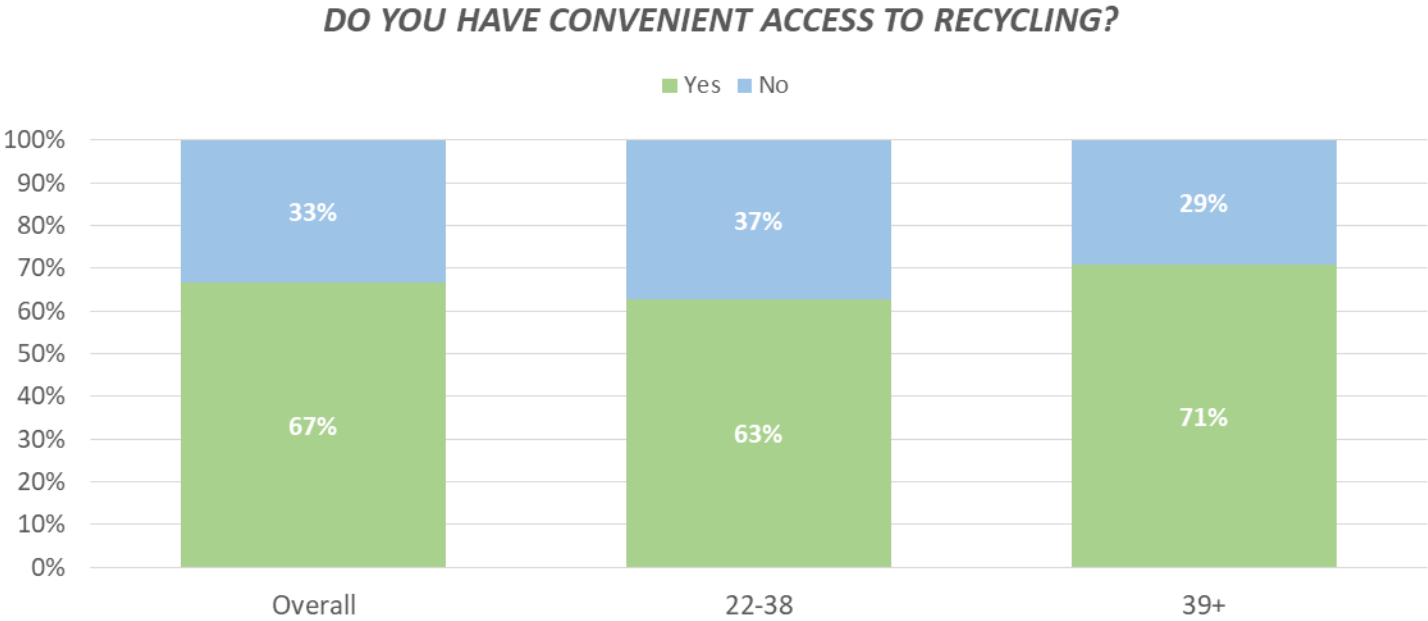
Feel recycling is important.



Question: How important is it to you to recycle?  
Answered Very Important, Important, Neutral, Not Very Important, Not Important at All

# Some Consumers Report Lacking Convenient Access

33%  
Report not having  
convenient access.

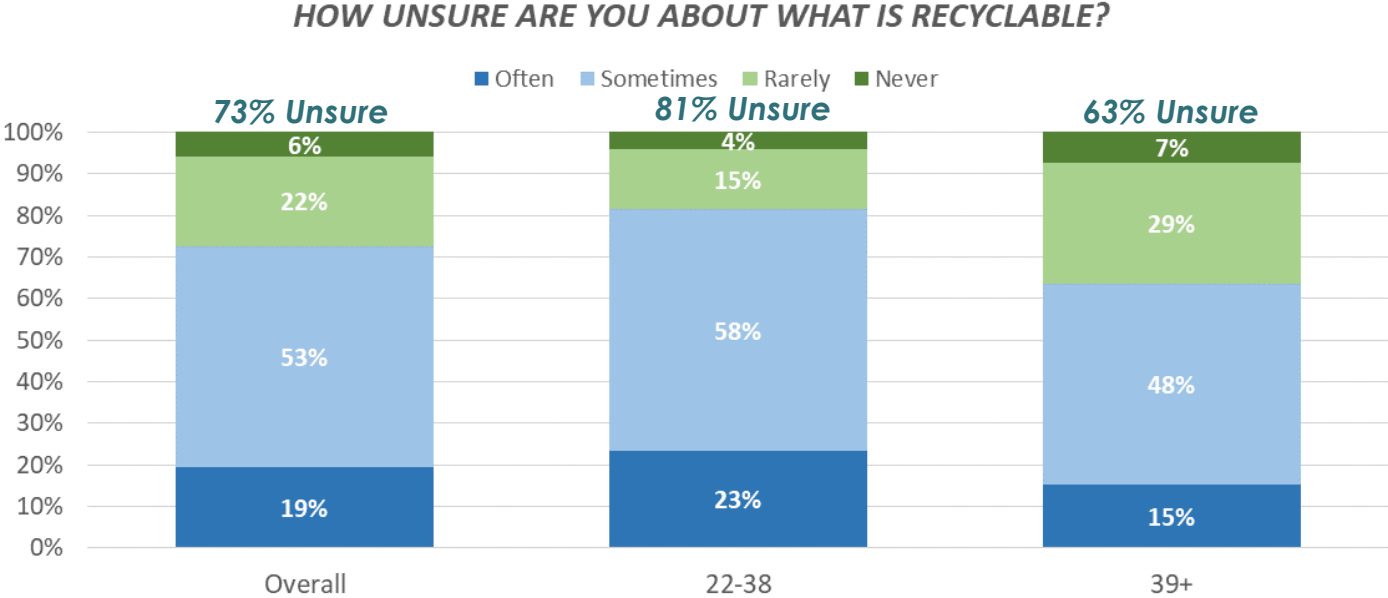


Question: Do you currently have convenient access to recycling in your area?

# Majority of Consumers Lack Clarity on What is Recyclable

73%

Are unsure about what is recyclable. Millennials are most unsure.

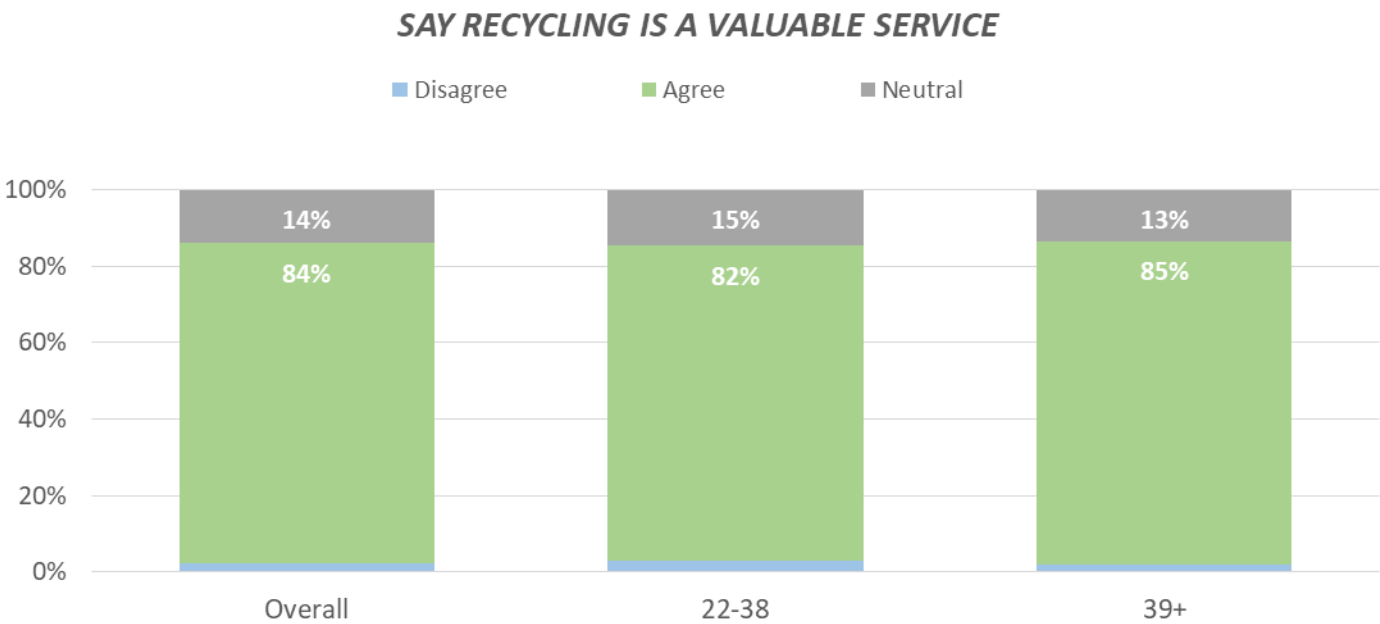


Question: How often are you unsure about what items are recyclable?

# Consumers Want Recycling to Continue

84%

Say recycling is a valuable public service.



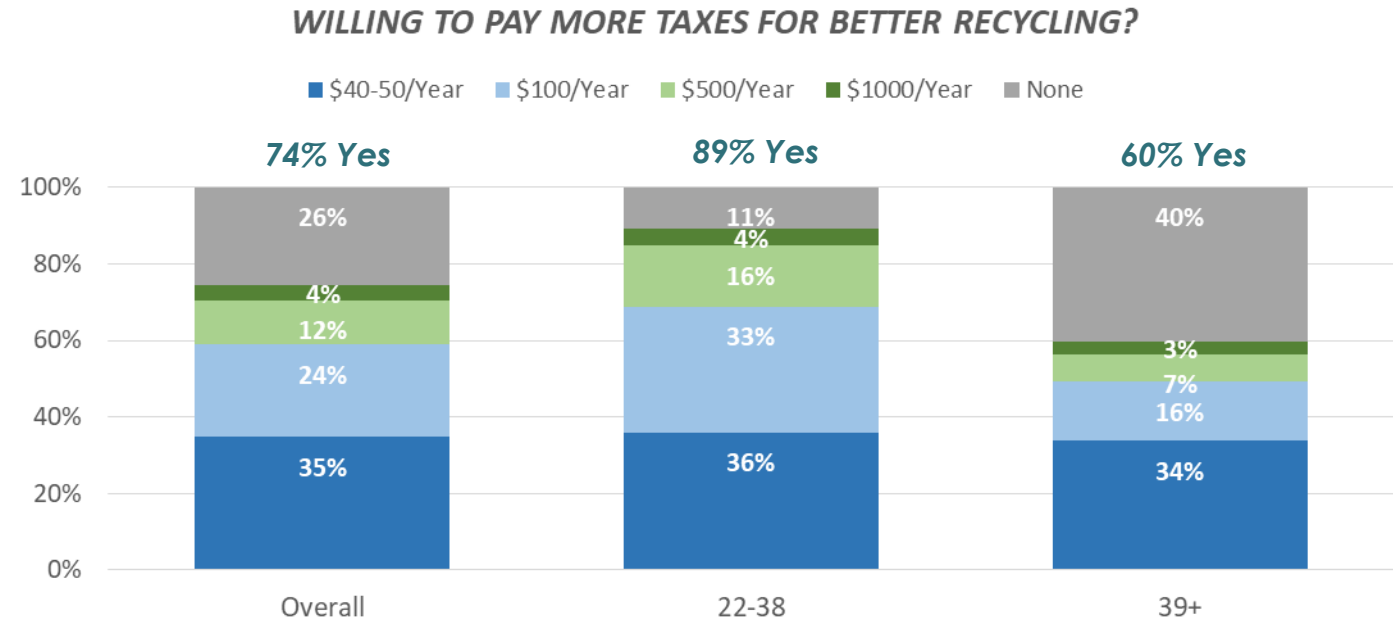
Question: To what extent do you agree or disagree with the following statement: 'Recycling is a valuable public service like trash collection and public transit.'



# Residents Are Supportive of Taxes to Improve the System

74%

Are willing pay to additional taxes for a better recycling program.



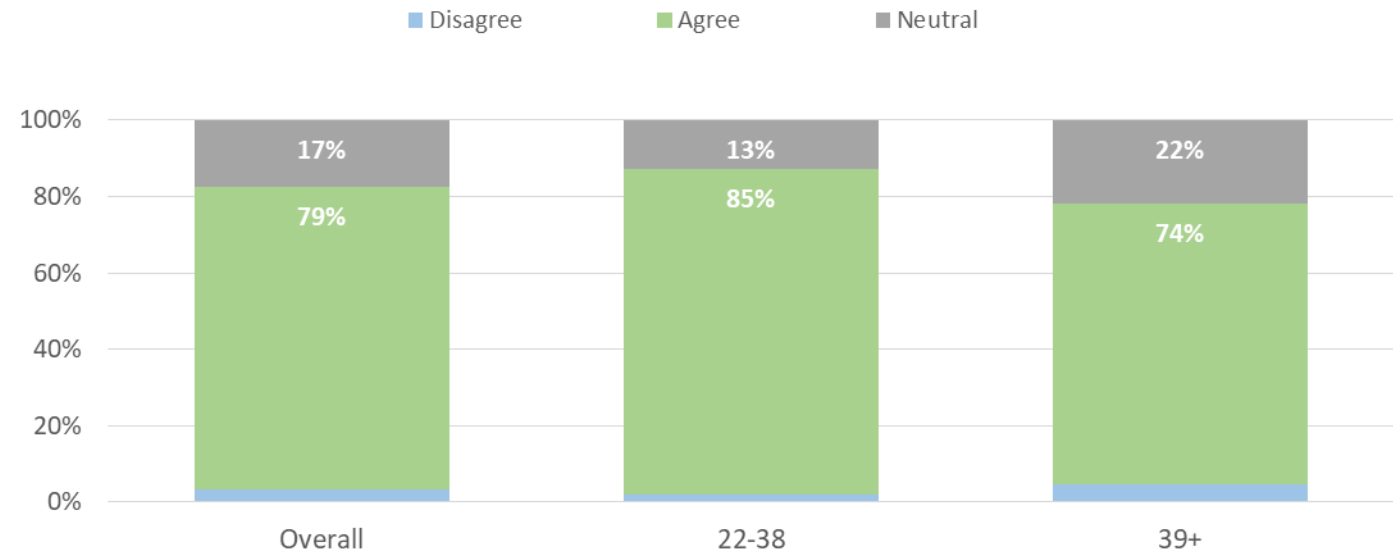
Question: I would pay \$XX per year more in taxes if it meant more efficient recycling programs for my community.

# Consumers Think Companies Should **Step Up**

**79%**

Think companies should spend at least 1% of profits to address climate change.

*COMPANIES TO SPEND AT LEAST 1% TO ADDRESS CLIMATE CHANGE*



Question: To what extent do you agree or disagree with the following statement: 'I think companies should spend at least 1% of profits to address climate change.'