

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.

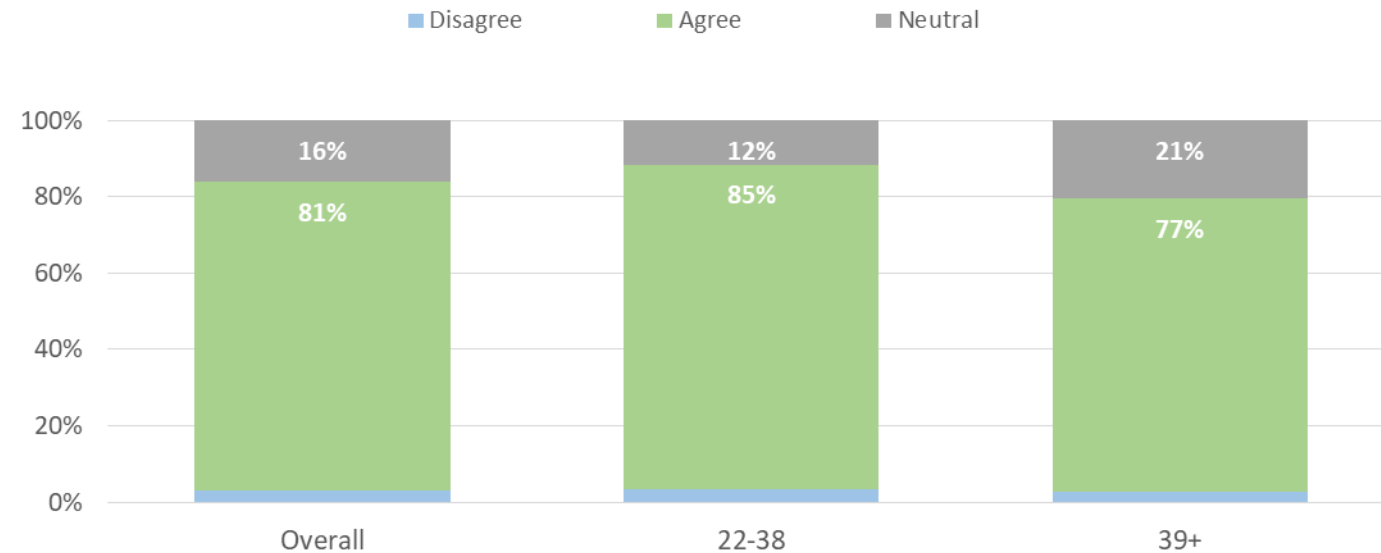
- 2,000 People were surveyed (1,000 millennials and 1,000 39+)
- Survey was conducted nationally and geographically dispersed
- Revealed consumers are anxious about climate change
- Revealed some key differences in opinions about waste and recycling by age
- The following slides summarize this research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

April 2019 Research Summary

Consumers Want to Create **Less Waste**

81%
Of consumers want to find ways to **create less waste.**

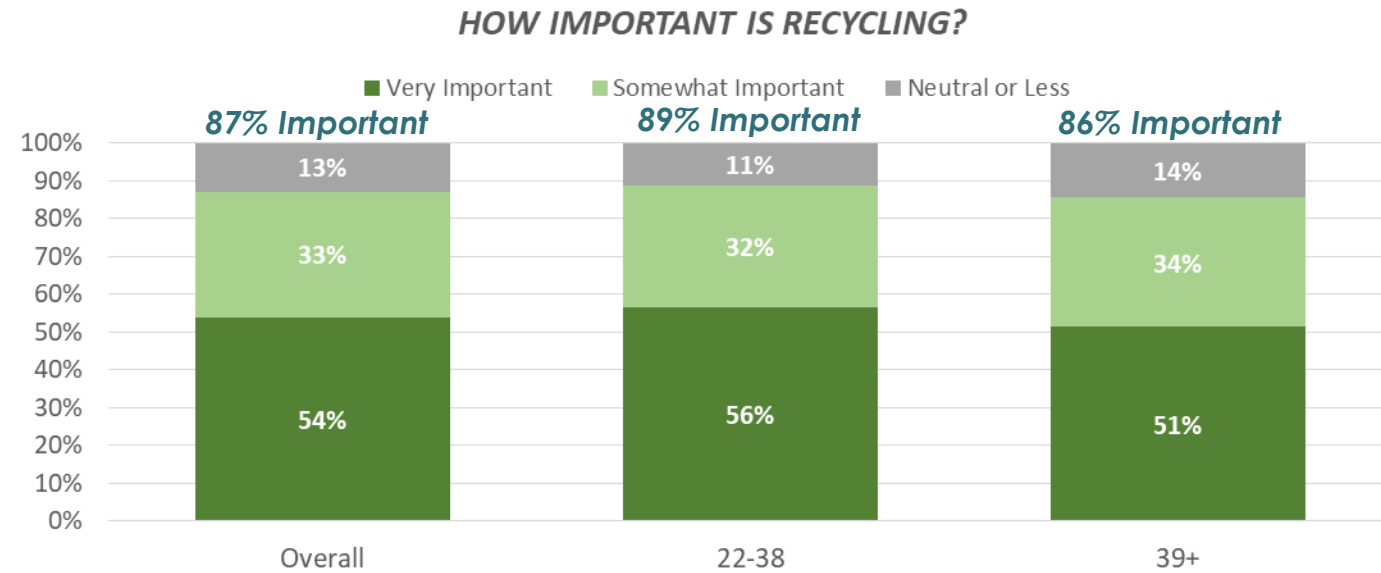
ARE LOOKING FOR WAYS TO CREATE LESS WASTE



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.

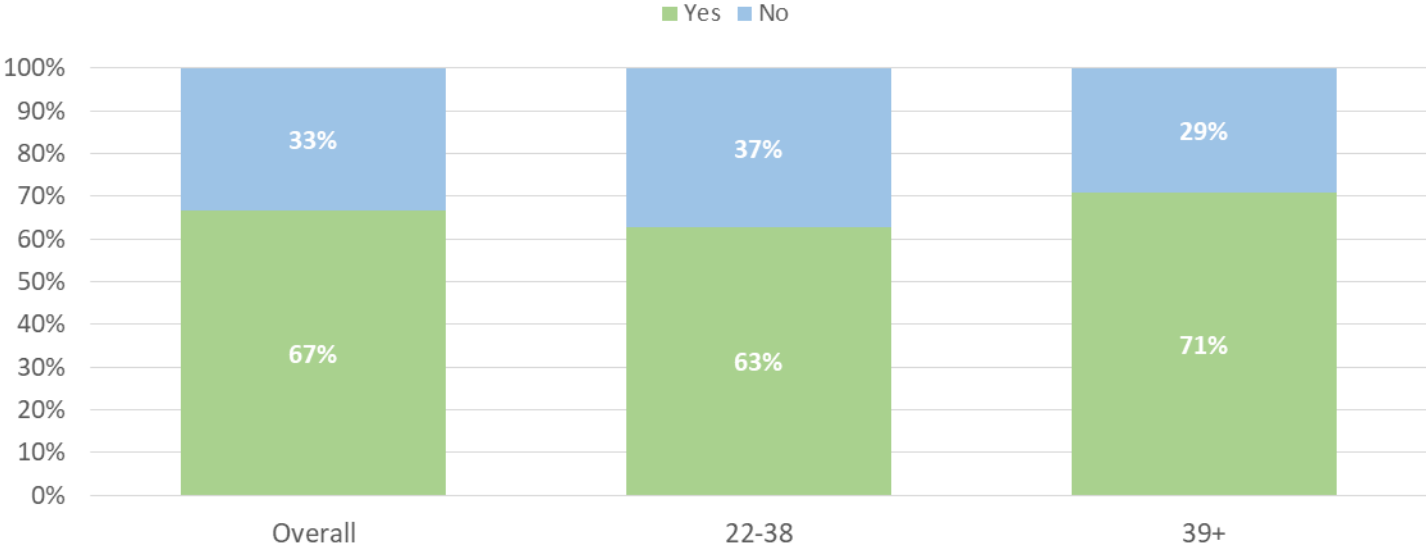


Question: How important is it to you to recycle?
Answered Very Important, Important, Neutral, Not Very Important, Not Important at All

Some Consumers Report Lacking Convenient Access

33%
Report not having
convenient access.

DO YOU HAVE CONVENIENT ACCESS TO RECYCLING?



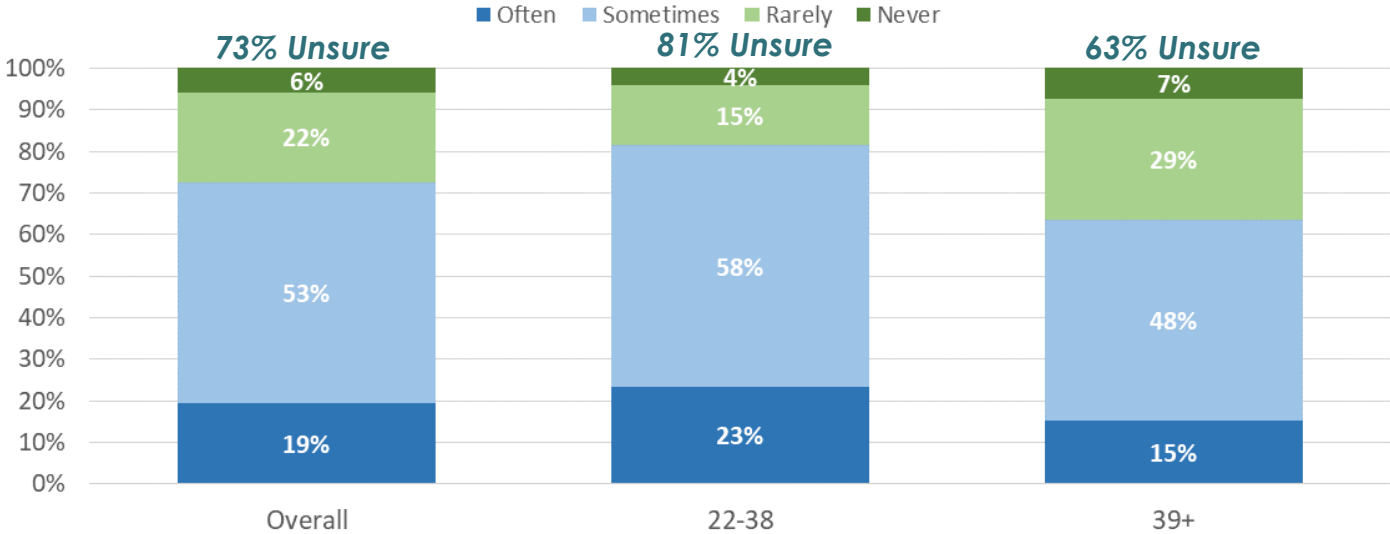
Question: Do you currently have convenient access to recycling in your area?

Majority of Consumers Lack Clarity on What is Recyclable

73%

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

HOW UNSURE ARE YOU ABOUT WHAT IS RECYCLABLE?



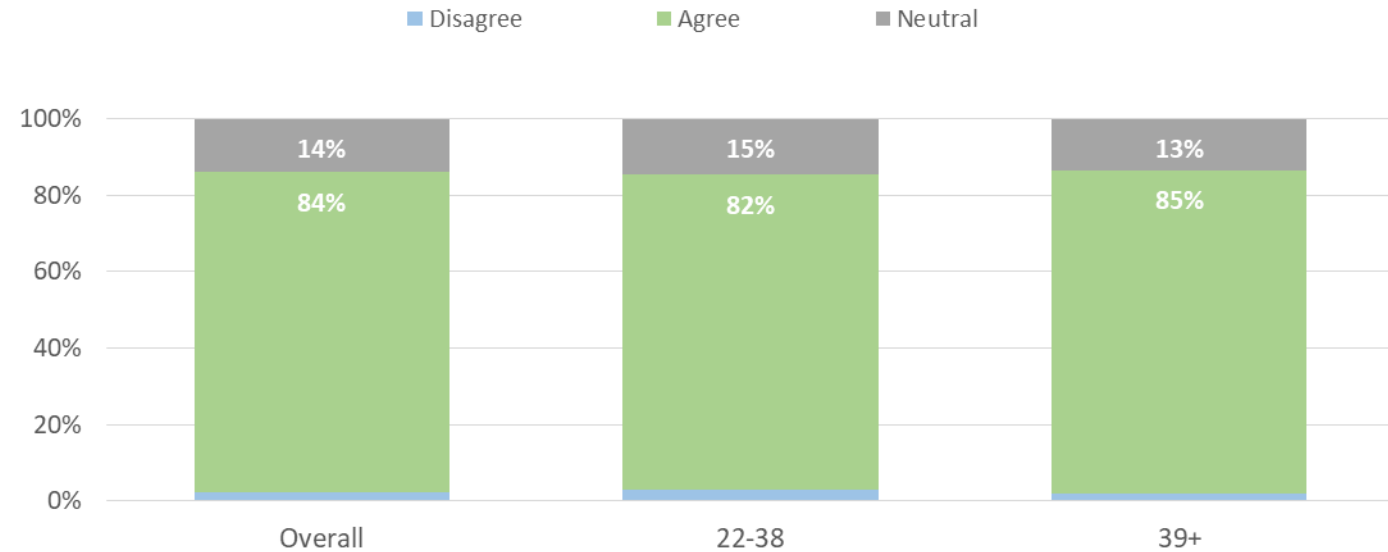
Question: How often are you unsure about what items are recyclable?

Consumers Want Recycling to Continue

84%

Say recycling is a valuable public service.

SAY RECYCLING IS A VALUABLE SERVICE



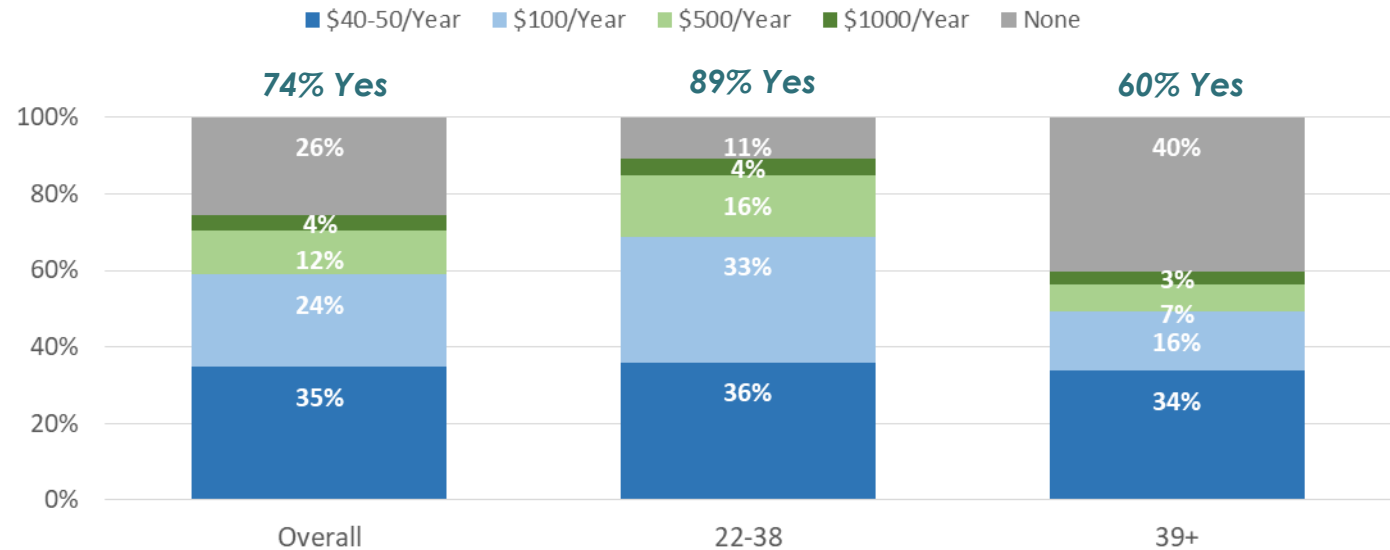
Question: To what extent do you agree or disagree with the following statement: 'Recycling is a valuable public service like trash collection and public transit.'

Residents Are Supportive of Taxes to Improve the System

74%

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

WILLING TO PAY MORE TAXES FOR BETTER RECYCLING?

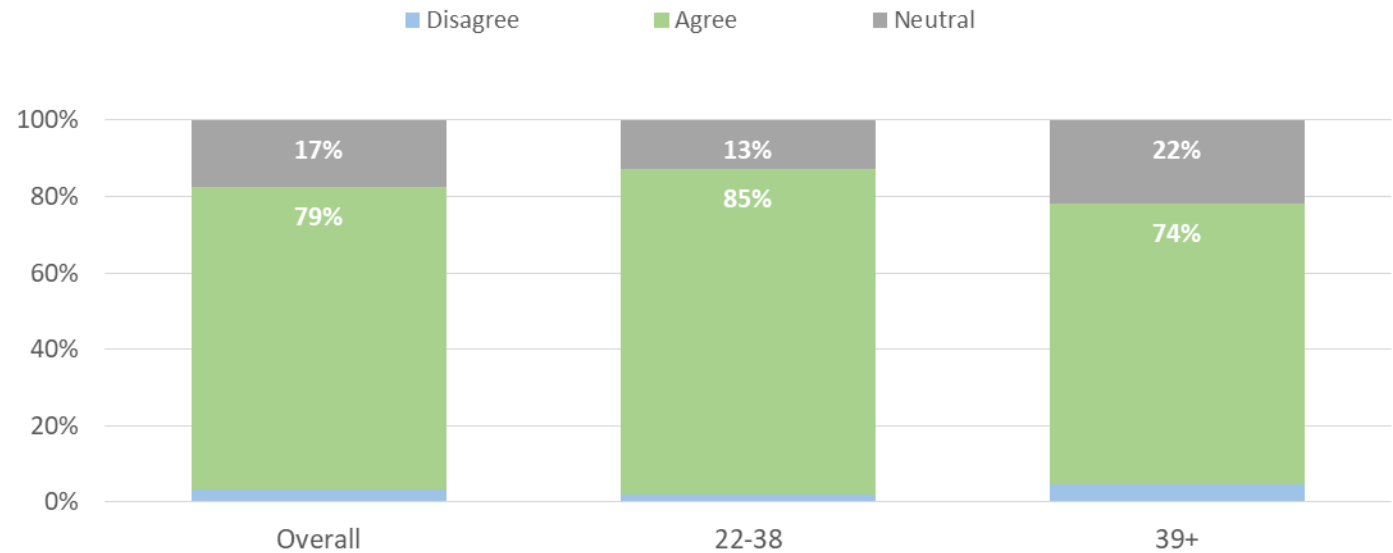


Question: I would pay \$XX per year more in taxes if it meant more efficient recycling programs for my community.

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.'