

KEEP AMERICA BEAUTIFUL

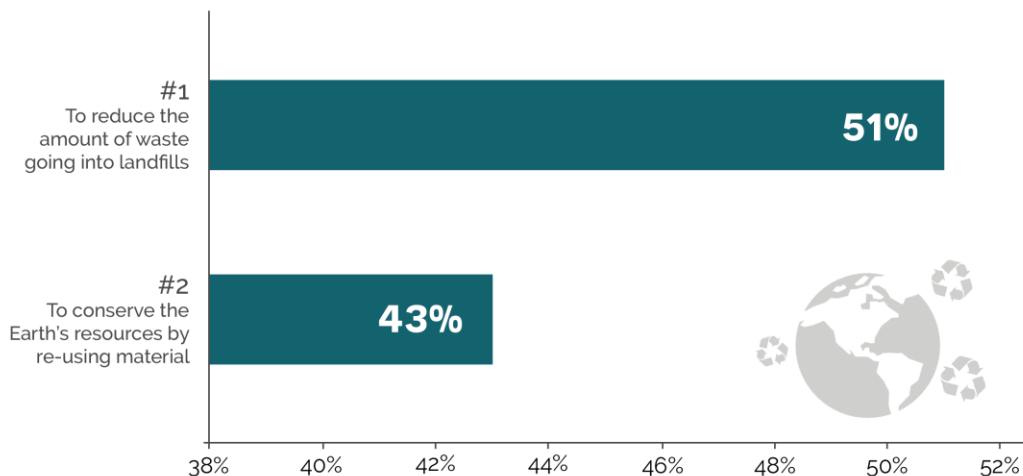
Keep America Beautiful National Recycling Survey November 2016

Introduction: The “Consumer Tracker Recycling Survey,” commissioned by Keep America Beautiful was conducted online quantitative study among 1,000 American adult consumers, nationally representative of the American adult population. The focus of the survey was on measuring consumers’ recycling attitudes and behaviors and, ultimately, what prevents consumers from recycling. The study was conducted from Sep 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.

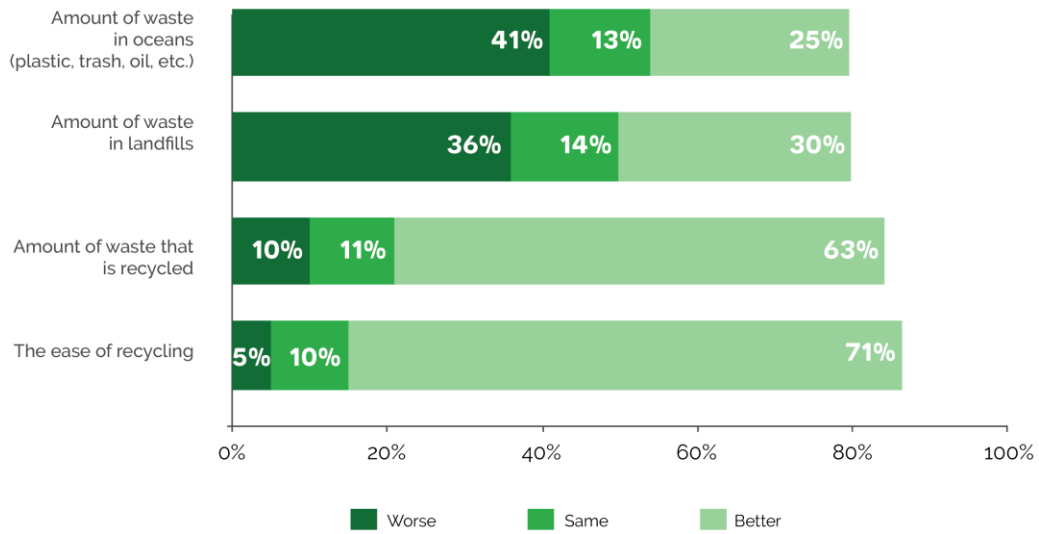
Top 2 reasons why people recycle



Percentage of respondents who selected these options*

*Each respondent chose three options.

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

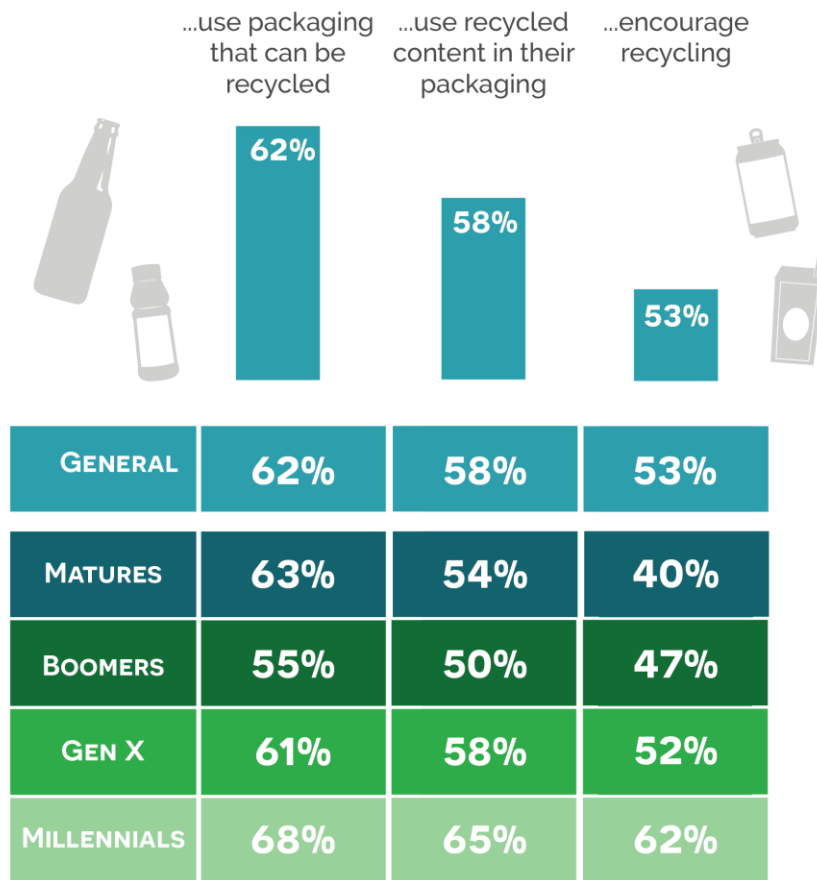


Percent of consumers who completely/somewhat agree with the following statements

	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

At Keep America Beautiful, we want to ensure that beauty is our lasting signature. A leading national nonprofit, Keep America Beautiful inspires and educates people to take action every day to improve and beautify their community environment. We envision a country where every community is a clean, green, and beautiful place to live. Established in 1953, Keep America Beautiful provides the expertise, programs and resources to help people End Littering, Improve Recycling, and Beautify America's Communities. The organization is driven by the work and passion of more than 620 community-based Keep America Beautiful affiliates, millions of volunteers, and the support of corporate partners, 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](#).