

Support for Recycling at All-Time High



94%*

of Americans are supportive of recycling

*Up from 90% in 2015

74%

of them believe recycling is important and should be made a priority



20%

of them think people should do what they can to try to recycle

6%



think it's hard to consistently recycle or that it is not important

Carton Recycling Continues to Climb



2015

50%



2017

61%



61% of respondents stated that they **always** recycle their cartons, up from 50% in 2015