

BOTTLED UP OPPORTUNITIES



There's greater demand than ever for recycled plastics. Brands are making pledges to use more recycled materials in product packaging, and shoppers are increasingly expecting it. But when it comes to their own practices, consumers are confused about which plastics can be recycled.

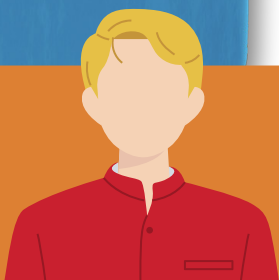


CONSUMERS GENERALLY FEEL CONFIDENT ABOUT THEIR RECYCLING KNOWLEDGE.

73% consider themselves an **expert or good** at recycling.

64% feel **confident** that they know what **types of plastics** are recyclable.

71%
MEN



58%
WOMEN



Men are more likely than women to say they **feel confident** about their knowledge of **plastics recycling**.

HOWEVER, WHEN ASKED ABOUT THEIR SPECIFIC RECYCLING PRACTICES, THERE'S CONFUSION ABOUT WHAT MATERIALS SHOULD GO IN THE CURBSIDE RECYCLING BIN.

 **59%**
correctly said **hard plastic**, like **bottles and jugs**, should go in the curbside bin.

 **61%**
incorrectly believed **flexible plastics**, like **plastic bags**, could go in curbside bins.



AND PLASTICS THAT ARE IN HIGH DEMAND FOR RECYCLING AREN'T BEING RECYCLED CONSISTENTLY.

62%
recycle **plastic water bottles**.



51%
recycle **milk jugs**.



43%
recycle **laundry detergent jugs**.



Hard plastics including water bottles, milk jugs, detergent jugs and yogurt cups all are **widely accepted for recycling** and are in **high demand from brands** that want to use recycled materials in their packaging.

Younger generations say they're **more likely to buy a product** if they know its packaging is recyclable.



By understanding which plastics can and can't go in their curbside recycling bins, consumers can support the circular economy and help create a more sustainable world now and for future generations.



For more information, visit:
www.RepublicServices.com/AmericaRecyclesDay

Sustainability in Action