



Survey: "20230120 - SS - Final - Sonoco Tillman Sustainability Consumer Survey" **total statistics**

Order details:

Responses: 1000 / 1000 fulfilled
Ordered: February 10 2023
Completed: February 14 2023
Price: \$5,900.00

Prequals:

Custom question

Target Market:

Country: United States
Language: English

Quota balancing:

Census

Gender: Males: 49%
Females: 51%
Age range: 18-24: 12%
25-34: 18%
35-44: 16%
45-54: 16%
55-64: 17%
65+: 21%

Target Market:

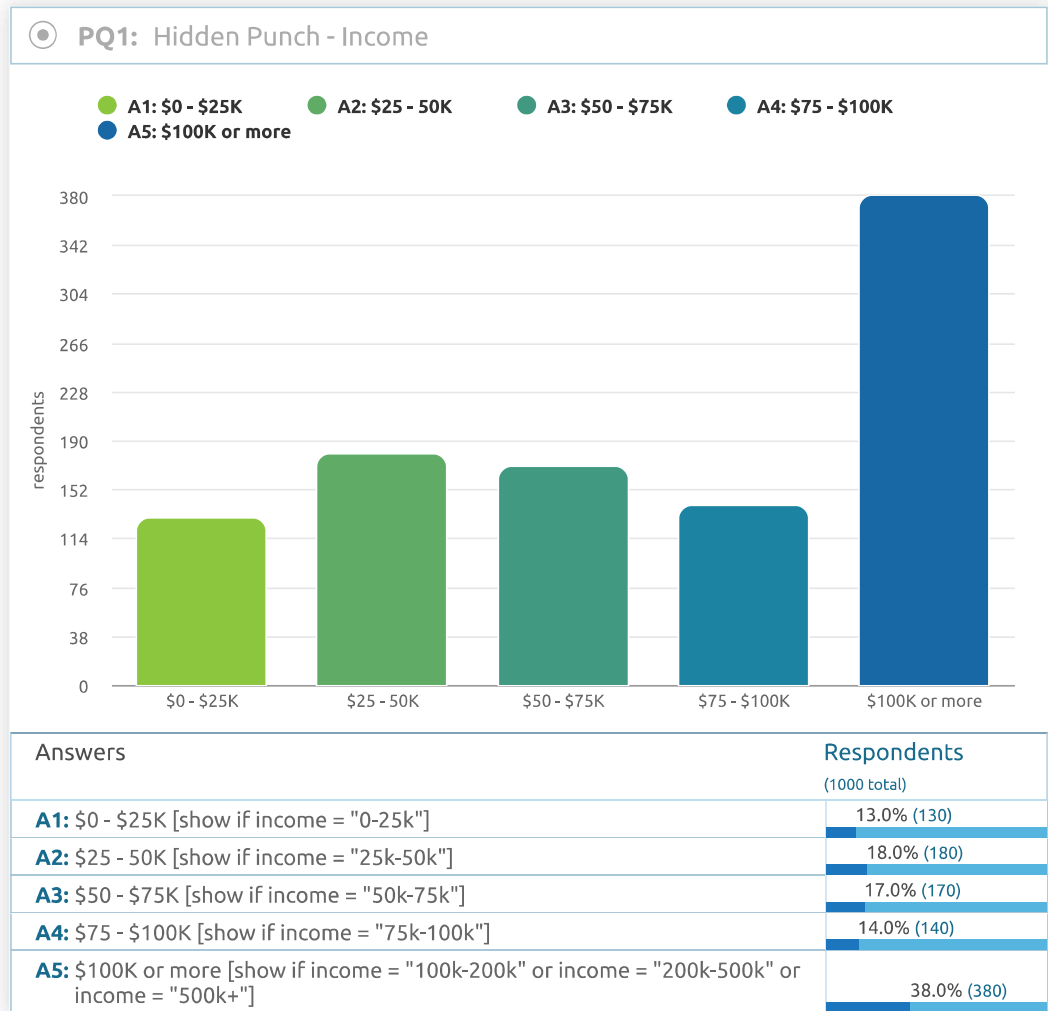
Fail by quotas (PQ1A1 max 130), (PQ1A2 max 180), (PQ1A3 max 170), (PQ1A4 max 140), (PQ1A5 max 380) after (pq1).

Thanks for your business



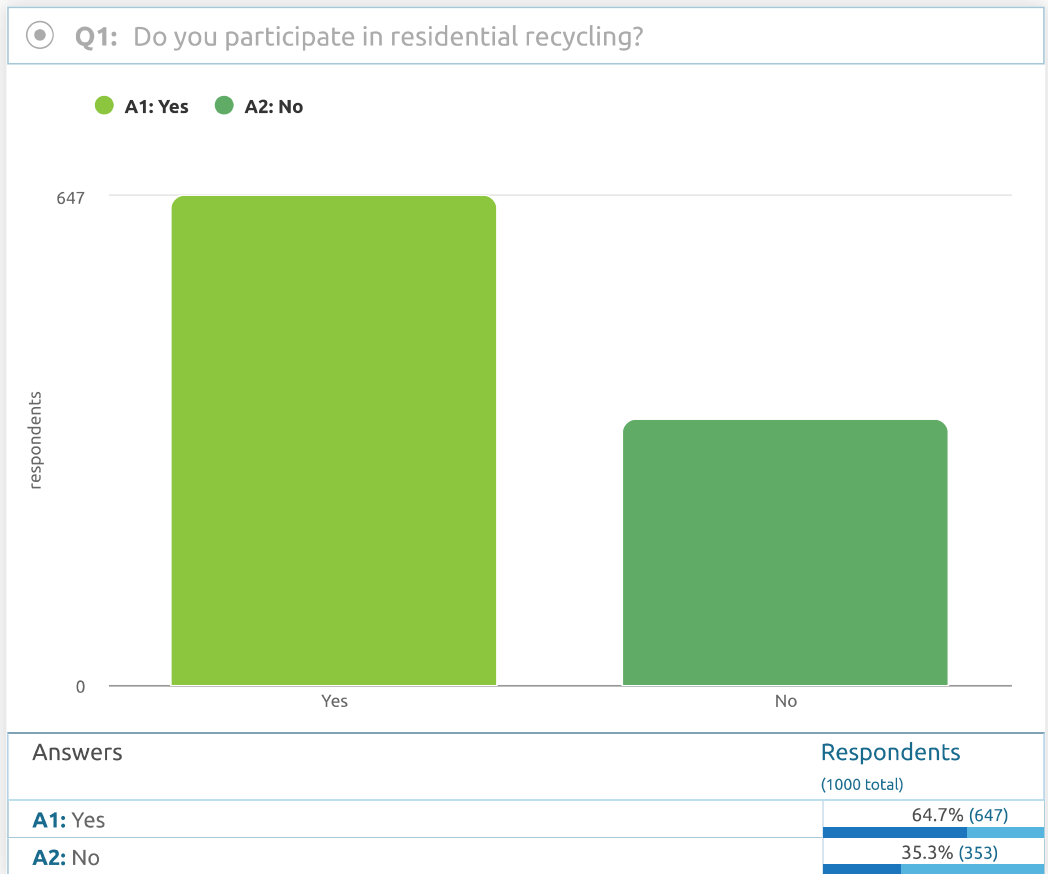


Responses: 1000 / 1000
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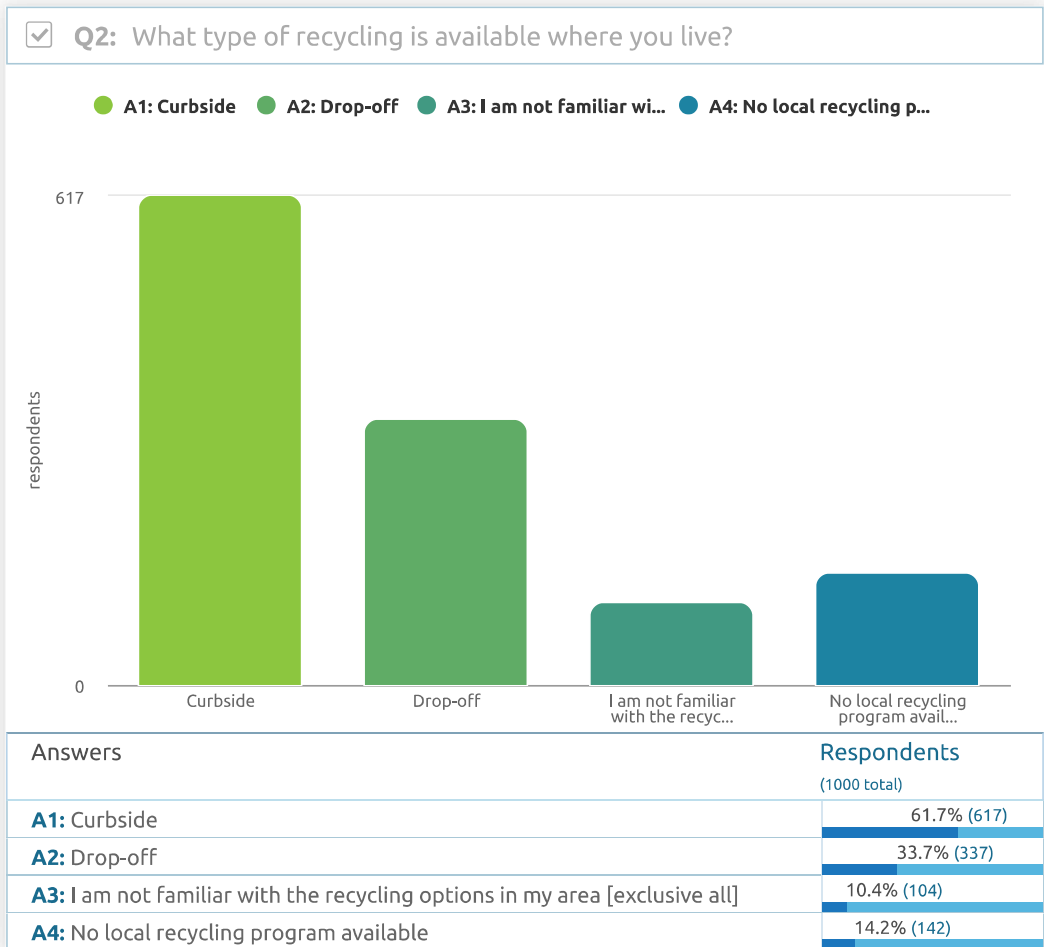


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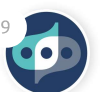
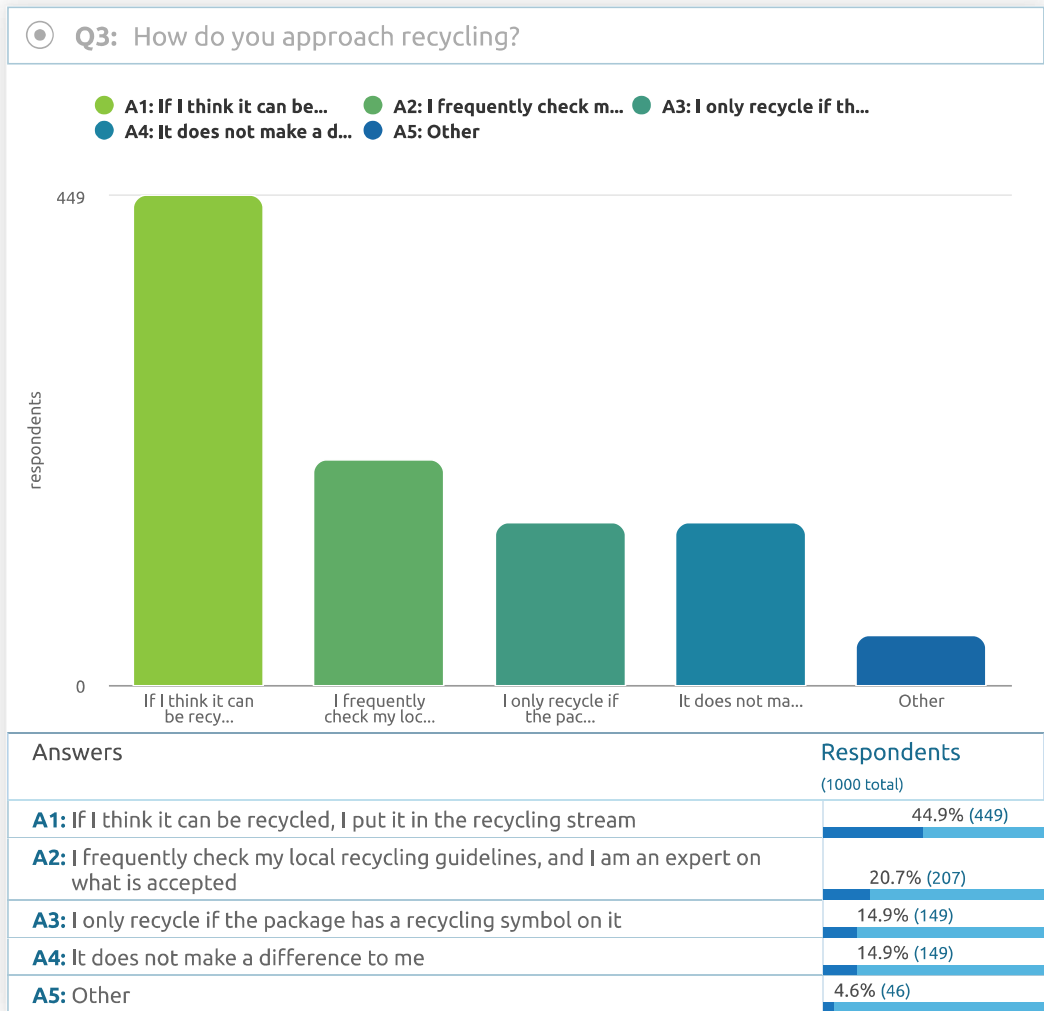


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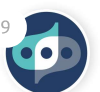
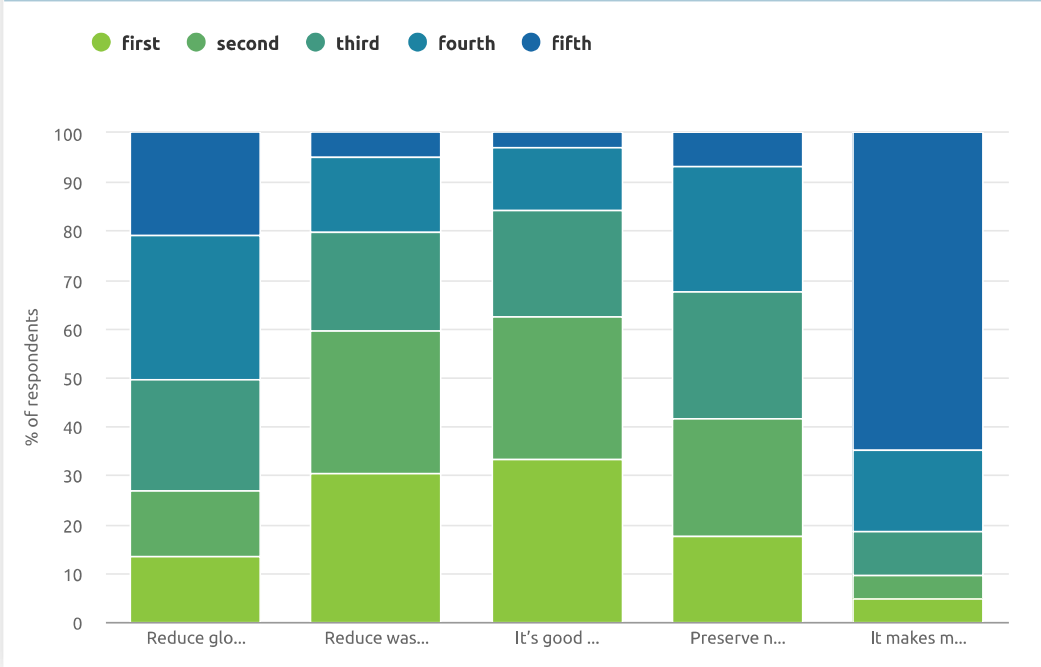
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Responses: 1000 / 1000
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Q4: Rank these reasons for recycling from most important to least important? (1 is most important, and 5 is least important.) [hide if Q1A2]



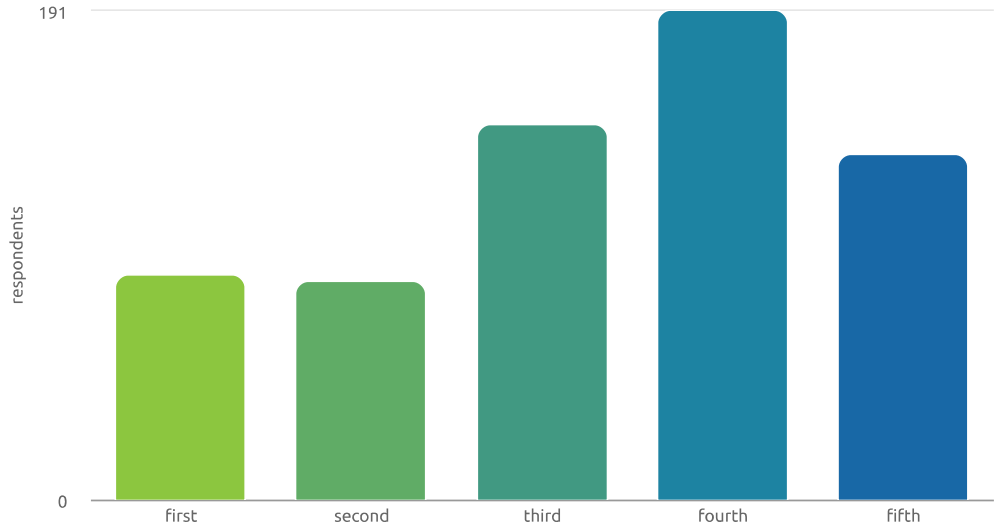


Responses: 1000 / 1000
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Q4: Rank these reasons for recycling from most important to least important? (1 is most important, and 5 is least important.) [hide if Q1A2]

1: Reduce global warming

A1: first A2: second A3: third A4: fourth A5: fifth



Positions	Respondents (647 total)
first	13.6% (88)
second	13.3% (86)
third	22.7% (147)
fourth	29.5% (191)
fifth	20.9% (135)

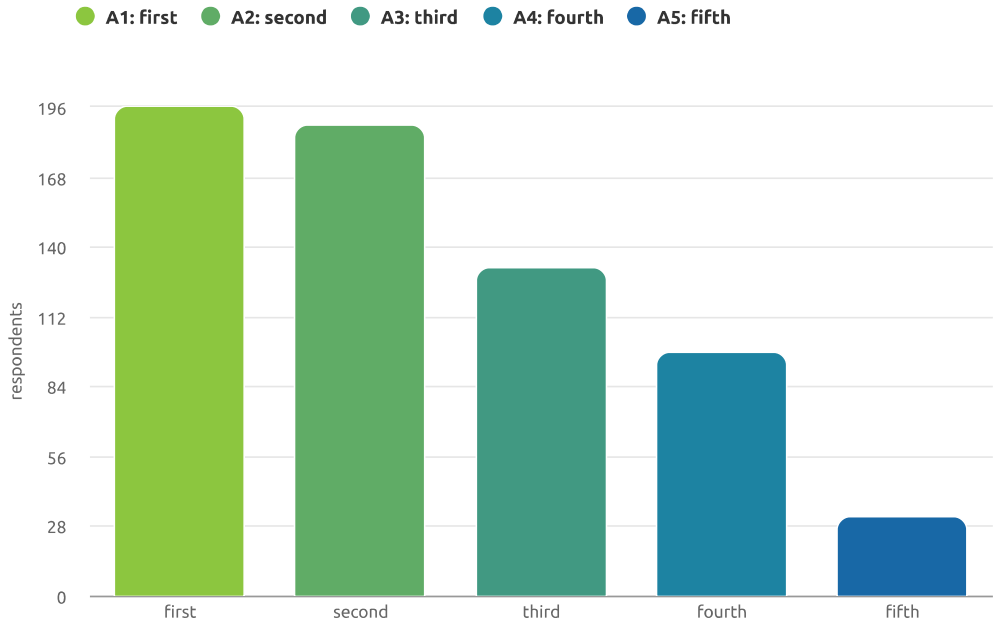




Responses: 1000 / 1000
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Q4: Rank these reasons for recycling from most important to least important? (1 is most important, and 5 is least important.) [hide if Q1A2]

2: Reduce waste in the landfill



Positions	Respondents (647 total)
first	30.3% (196)
second	29.2% (189)
third	20.4% (132)
fourth	15.1% (98)
fifth	4.9% (32)



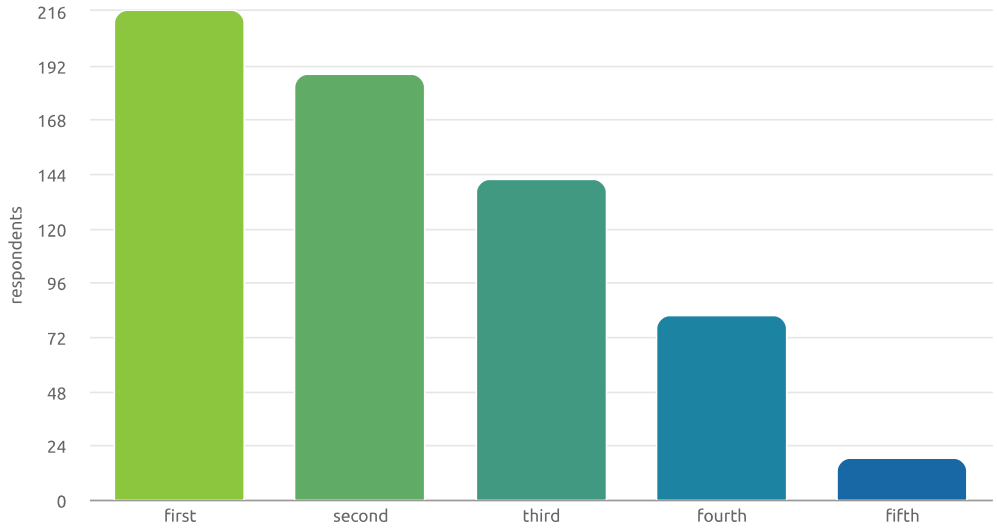


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Q4: Rank these reasons for recycling from most important to least important? (1 is most important, and 5 is least important.) [hide if Q1A2]

3: It's good for the environment

A1: first A2: second A3: third A4: fourth A5: fifth



Positions	Respondents (647 total)
first	33.4% (216)
second	29.1% (188)
third	21.9% (142)
fourth	12.7% (82)
fifth	2.9% (19)

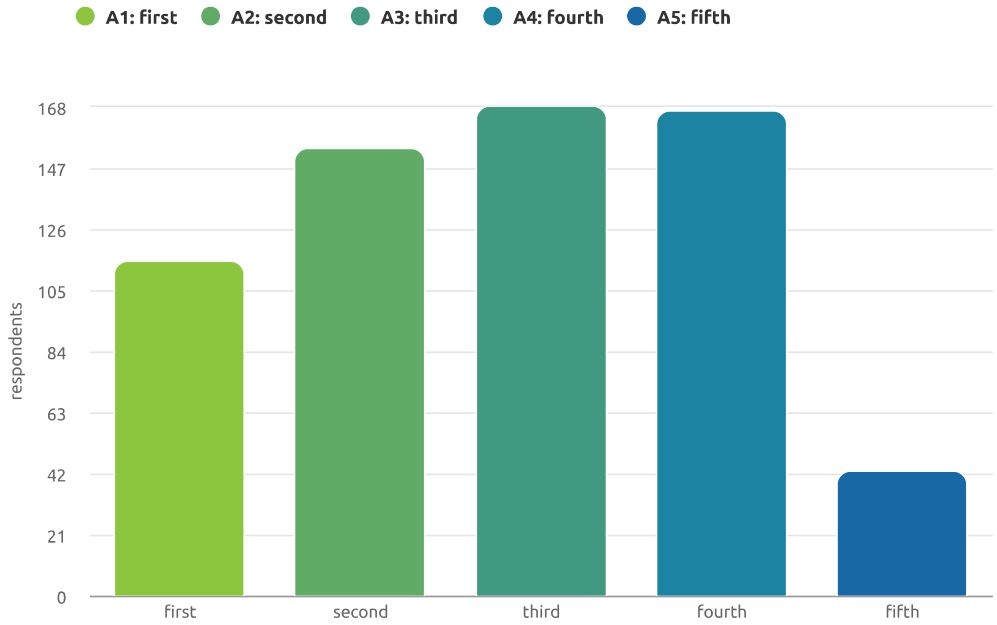




Responses: 1000 / 1000
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Q4: Rank these reasons for recycling from most important to least important? (1 is most important, and 5 is least important.) [hide if Q1A2]

4: Preserve natural resources



Positions	Respondents (647 total)
first	17.8% (115)
second	23.8% (154)
third	26.0% (168)
fourth	25.8% (167)
fifth	6.6% (43)



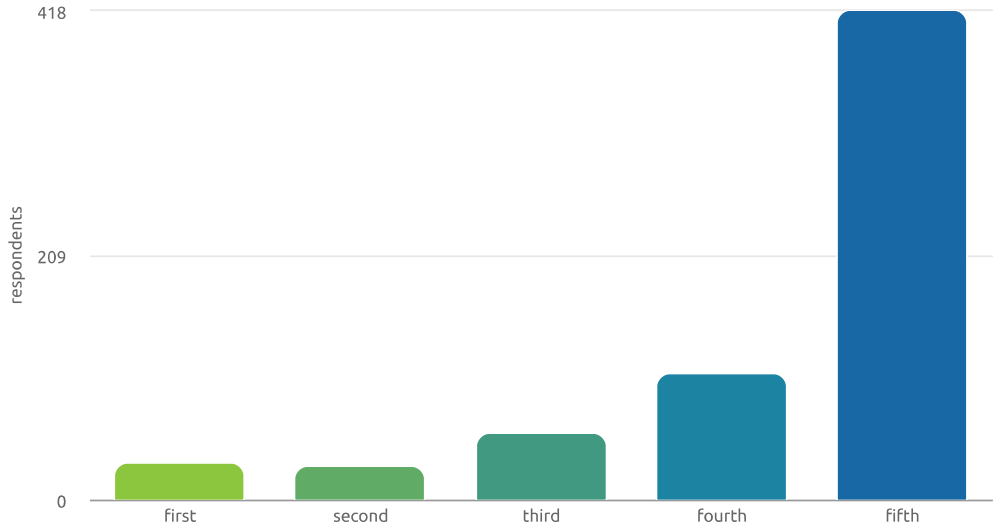


Responses: 1000 / 1000
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Q4: Rank these reasons for recycling from most important to least important? (1 is most important, and 5 is least important.) [hide if Q1A2]

5: It makes me feel good about myself

A1: first A2: second A3: third A4: fourth A5: fifth



Positions	Respondents (647 total)
first	4.9% (32)
second	4.6% (30)
third	9.0% (58)
fourth	16.8% (109)
fifth	64.6% (418)





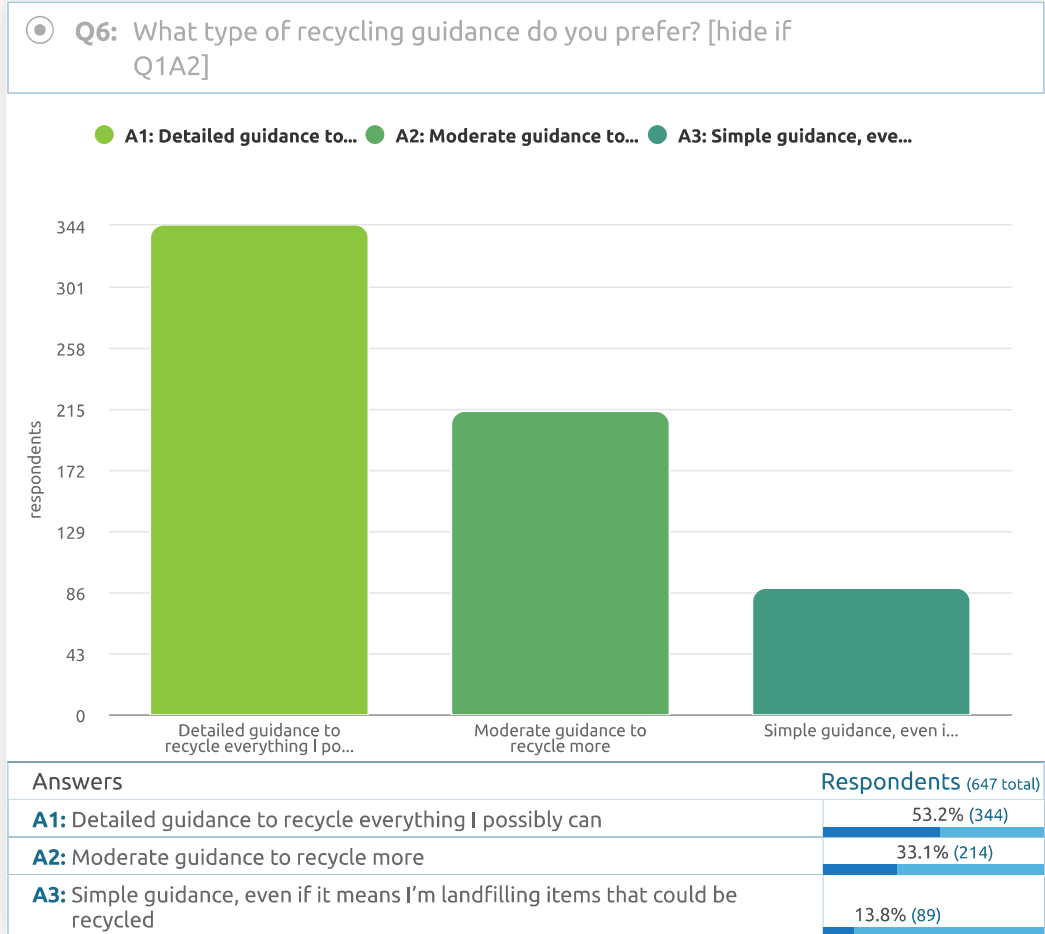
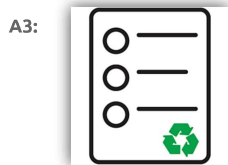
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ILLUSTRATIONS:

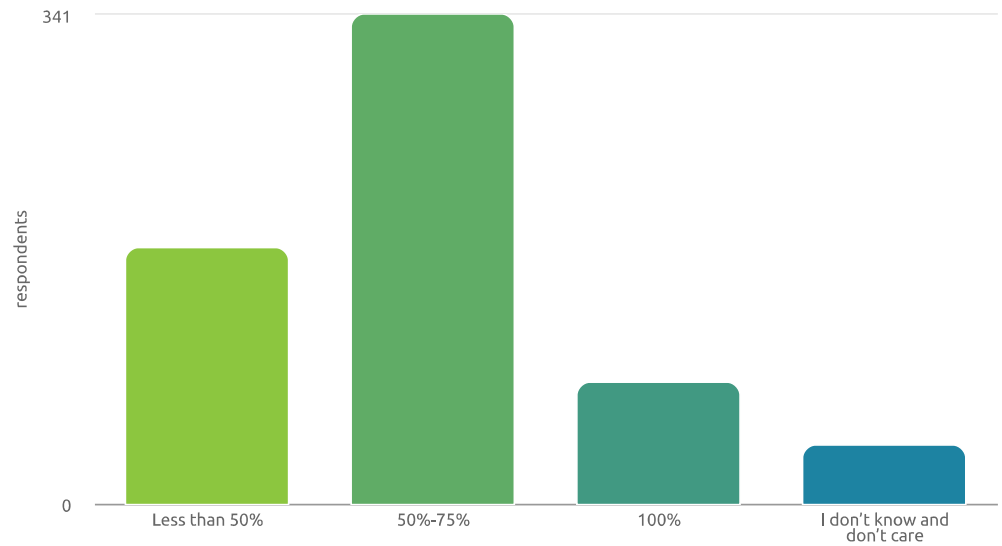




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Q7: When you recycle, what amount or portion of a package do you think is being reprocessed or recycled into material for new use. (Consider on average how much of a water bottle, soda can, or cardboard box is actually recycled?) [hide if Q1A2]

A1: Less than 50% A2: 50%-75% A3: 100% A4: I don't know and don't care



Answers	Respondents (647 total)
A1: Less than 50%	27.7% (179)
A2: 50%-75%	52.7% (341)
A3: 100%	13.1% (85)
A4: I don't know and don't care	6.5% (42)






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ILLUSTRATIONS:

Q8:



 **Q8:** For the following question, we will be asking specifically about recycling this type of package. Examples of some products that you may purchase in this package include snacks, nuts, coffee, infant formula, refrigerated dough, or beverage mix.

Responses 1000 total

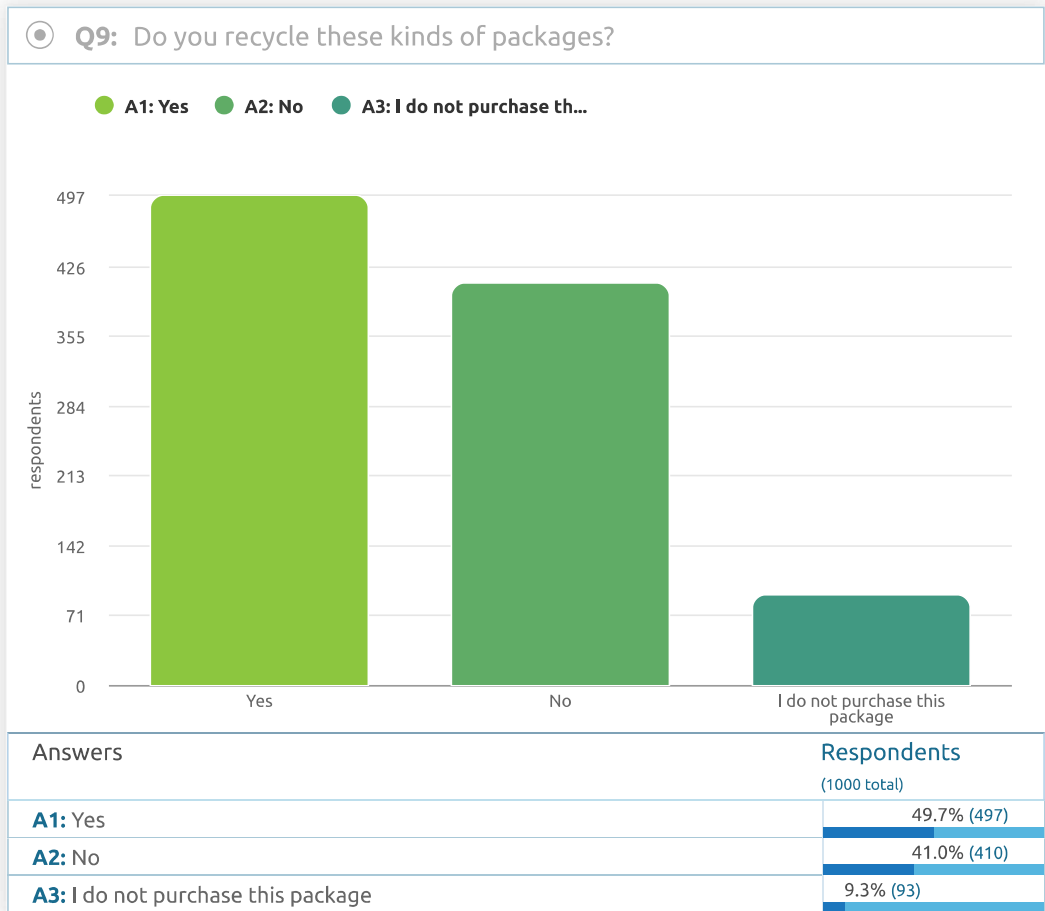




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ILLUSTRATIONS:

Q9:





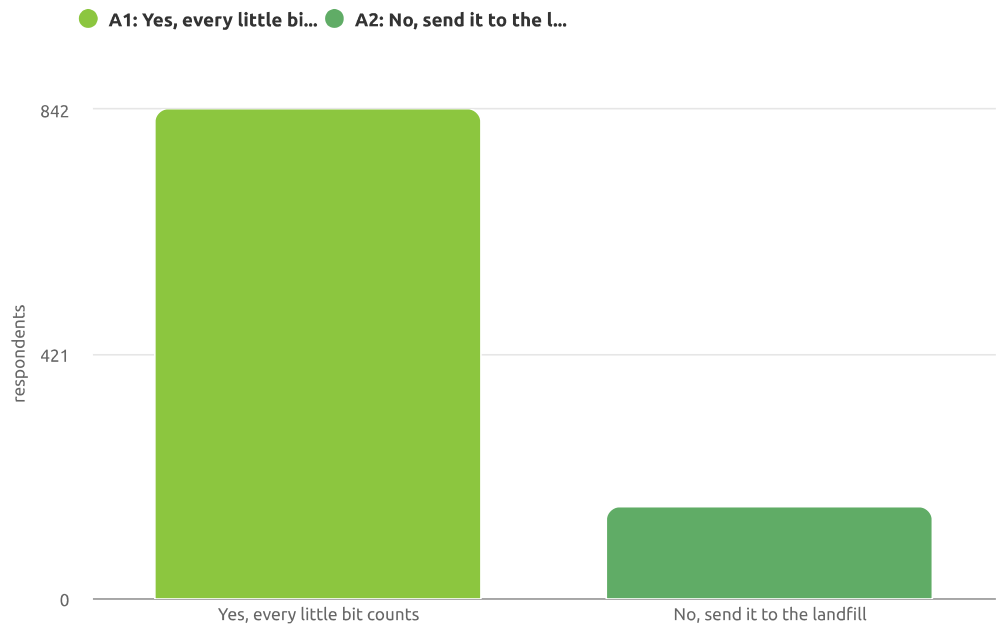
Responses: 1000 / 1000
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ILLUSTRATIONS:

Q10:



Q10: Would you want the package shown below recycled, even if only part of the package is recovered? Meaning "Material or otherwise waste that can be recycled for new use."



Answers	Respondents (1000 total)
A1: Yes, every little bit counts	84.2% (842)
A2: No, send it to the landfill	15.8% (158)

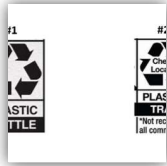




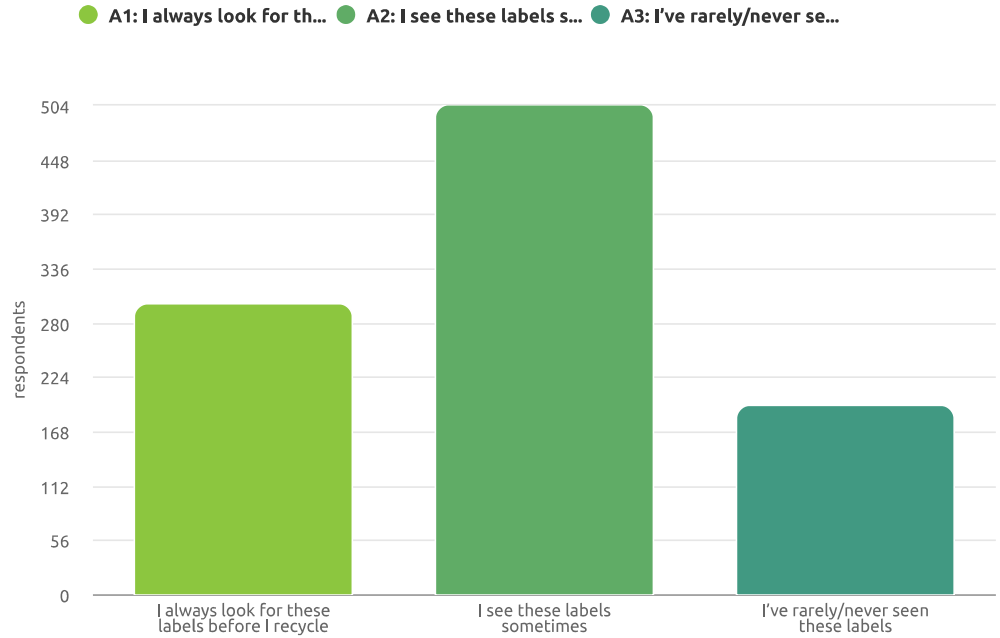
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ILLUSTRATIONS:

Q11:



Q11: How aware are you that these labels are often on packaging?



Answers	Respondents (1000 total)
A1: I always look for these labels before I recycle	30.0% (300)
A2: I see these labels sometimes	50.4% (504)
A3: I've rarely/never seen these labels	19.6% (196)

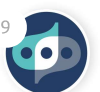
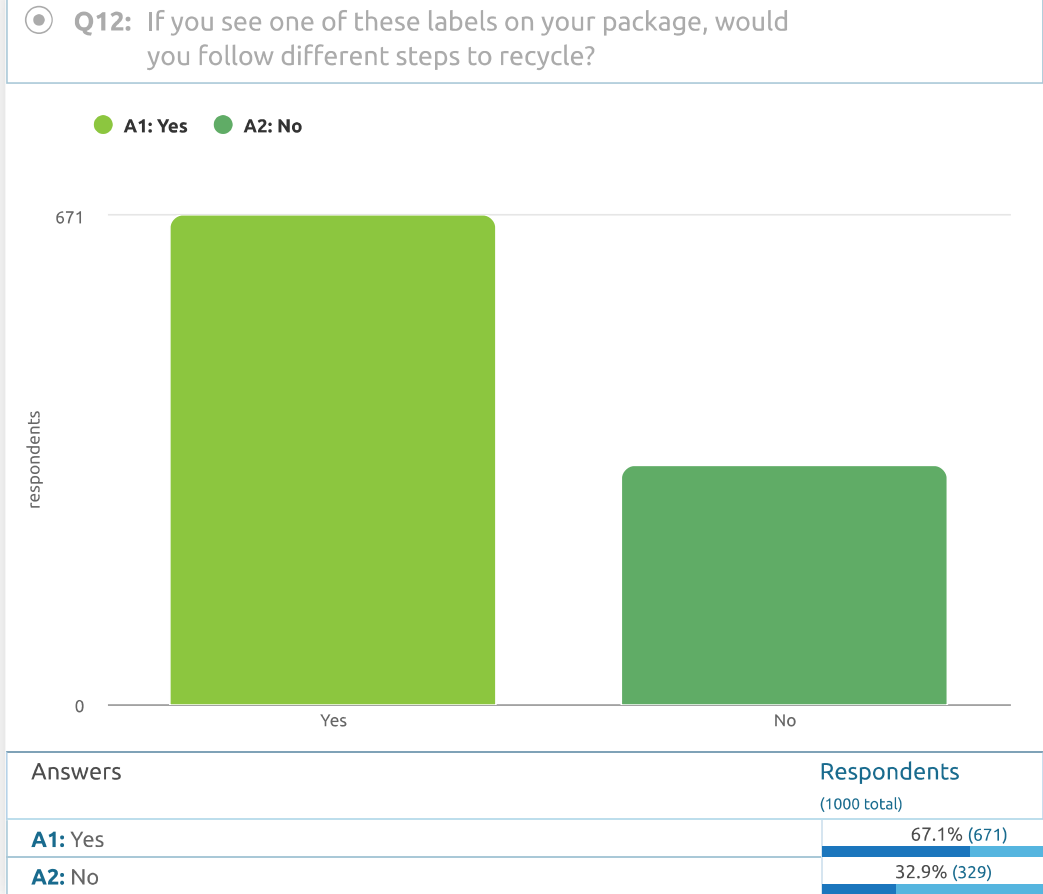
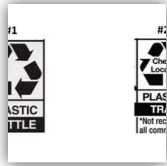




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ILLUSTRATIONS:

Q12:

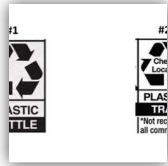




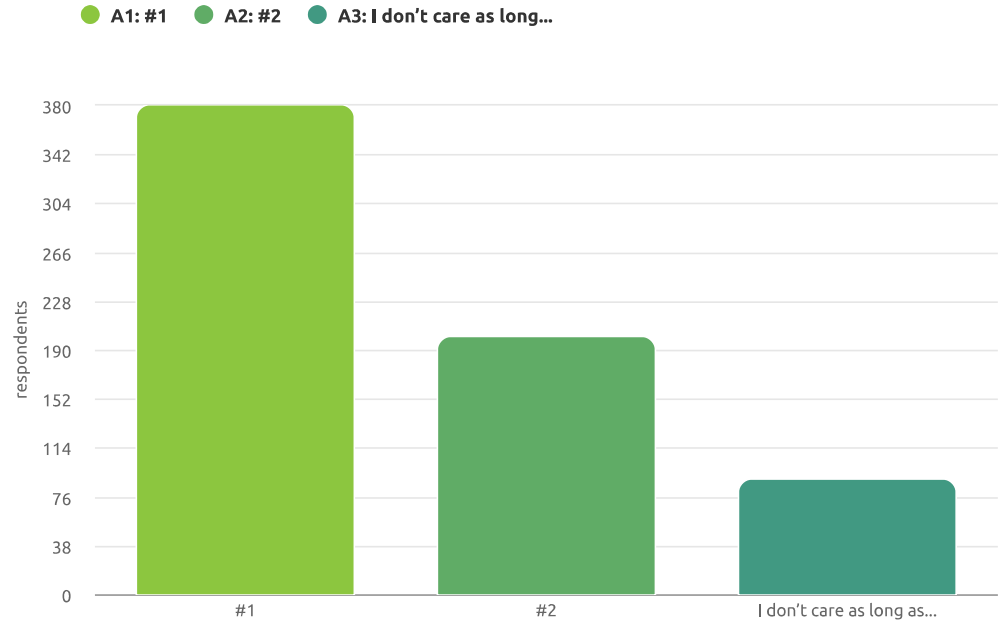
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ILLUSTRATIONS:

Q13:



Q13: If you answered "Yes" to the above, which label do you prefer? [show if Q12A1]



Answers	Respondents (671 total)
A1: #1	56.6% (380)
A2: #2	30.0% (201)
A3: I don't care as long as I see the recycle symbol	13.4% (90)



