



# ABA September National Survey Key Findings

Roughly half of Americans do not recognize that today's plastic beverage containers are 100% recyclable. Awareness is even lower among opinion elites, which is an unusual finding.

*Plastic beverage containers are 100% recyclable, including the cap.*

	Overall	Opinion Elites (16%)
<b>Generally True</b>	<b>53%</b>	<b>51%</b>
<b>Generally Untrue</b>	<b>34%</b>	<b>38%</b>
<b>Unsure</b>	<b>12%</b>	<b>10%</b>

What's more, only one in five Americans have heard much at all about the recyclability of beverage containers.

<i>Seen/Read/Heard Plastic Beverage Containers Recyclability</i>	Overall	Opinion Elites (16%)
<b>A Lot/Some</b>	<b>20%</b>	<b>14%</b>
<b>Not Much/Nothing</b>	<b>79%</b>	<b>86%</b>

**Methodology:** On behalf of the American Beverage Association, Public Opinion Strategies and David Binder Research conducted a national telephone survey from September 16-22, 2019 among N=800 registered voters nationally, including 55% of interviews being conducted via cell phone. The margin of error for this survey is ±3.46%. Bill McInturff, Nicole McCleskey, David Binder, and William Gudelunas were the primary researchers on this project. Gordon Price was the project director and Luke Jackson provided the analytical support.



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From a range of potential industry actions, making every plastic bottle 100% recyclable is the most important initiative the industry could undertake. This includes a high level of importance among opinion elites, millennials and more environmentally sensitive respondents.

<i>Most Important Now</i>	Overall	Opinion Elites (16%)	Environmentalists (32%)	Millennials (26%)
100% Recyclable	<b>48%</b>	<b>46%</b>	<b>49%</b>	<b>55%</b>
More Recycling Bins in Public Areas	<b>23%</b>	<b>24%</b>	<b>22%</b>	<b>19%</b>
Creating Educational Campaigns	<b>22%</b>	<b>21%</b>	<b>25%</b>	<b>27%</b>
Plastic Bottles into New Products	<b>21%</b>	<b>19%</b>	<b>24%</b>	<b>20%</b>
Reducing Plastic Footprint	<b>15%</b>	<b>18%</b>	<b>16%</b>	<b>19%</b>
Funding More Effective Recycling System	<b>10%</b>	<b>13%</b>	<b>10%</b>	<b>15%</b>

Combined, this sets the table for an industry campaign with the potential of introducing new and important information to the public about the industry.