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The Blue Box Program

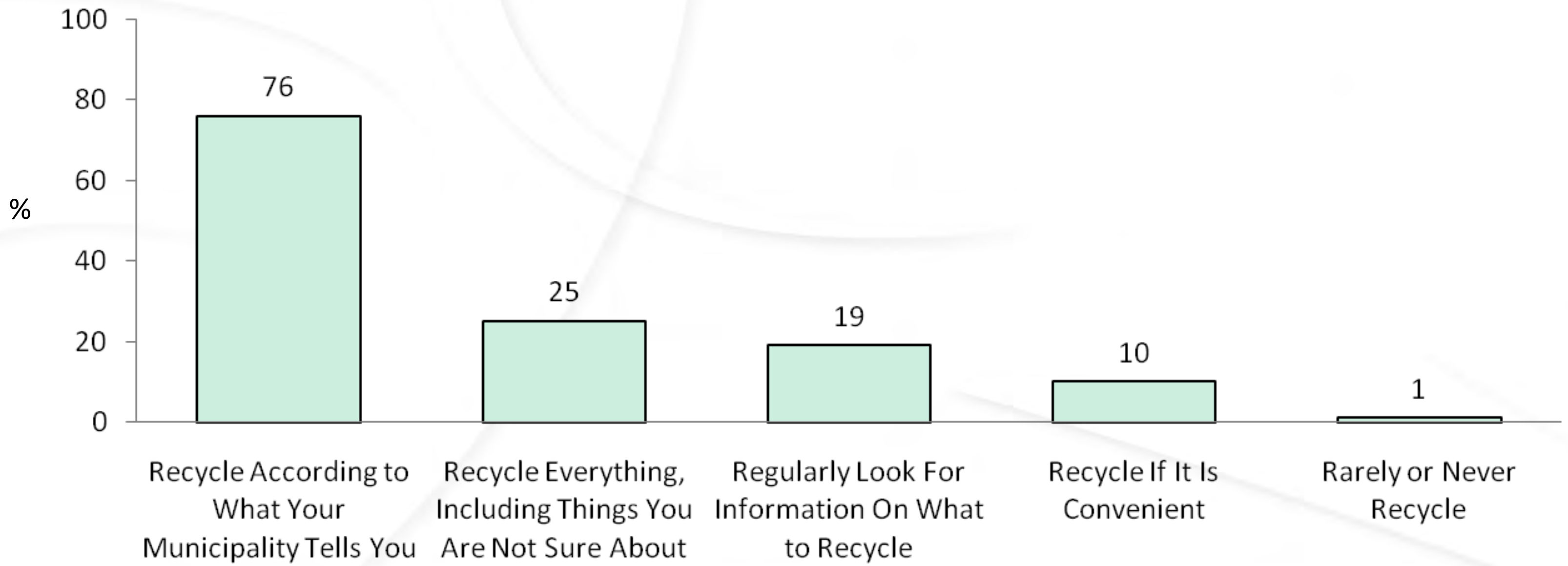
Presented to:

Stewardship Ontario

March 2011

Blue Box Recycling Habits

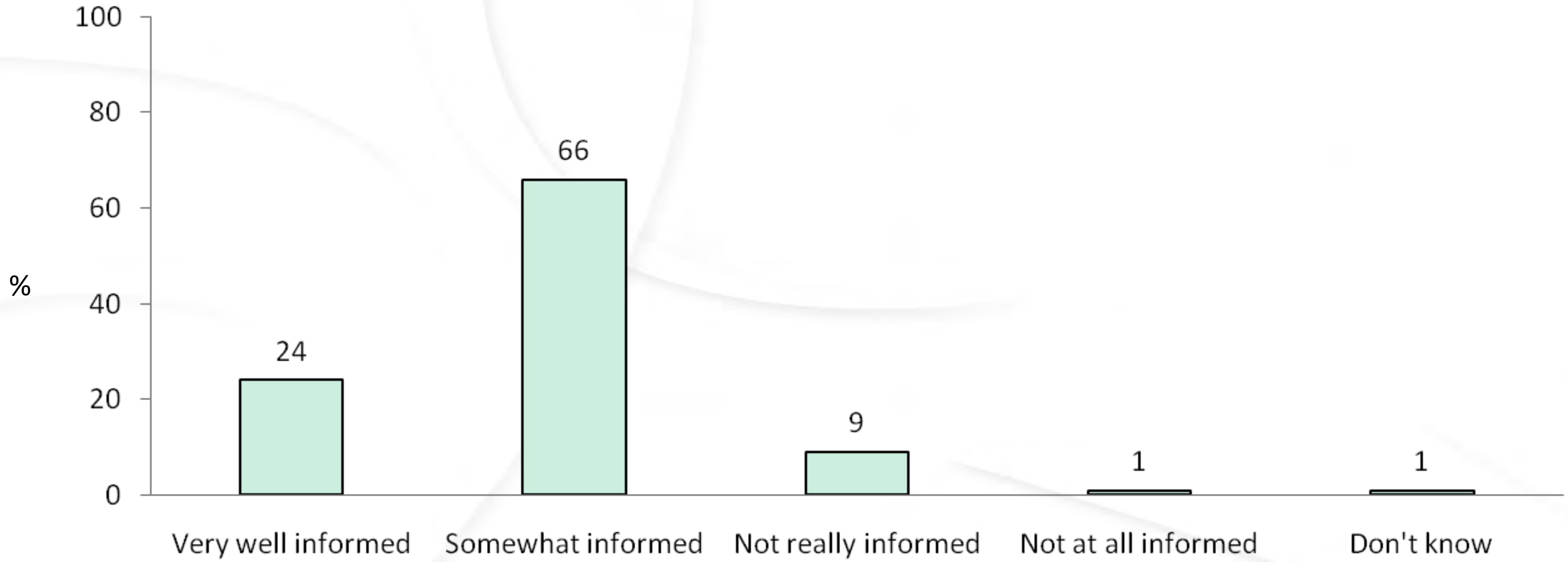
- As seen in previous studies for Stewardship Ontario, recycling is a part of a daily routine for a majority of Ontarians, but because blue box recycling is a rote behaviour, considerably fewer (only one-in-five, 19%) actually look for new information on what is recyclable.
  - Recycling vigilance increases with age. It is also more prevalent among house than apartment dwellers.
  - Convenience recyclers are more common among the under 35 segments (20% vs. 4% among the over 55 groups) and apartment than house residents (16% vs. 8%).
  - Regionally, GTA are particularly adamant about following municipal guidelines (84%). The behaviour in all other regions is comparable.



Q6. Thinking about your blue box recycling habits, would you say that you... Select all that apply.

Level of Knowledge of Product Packaging Impact on the Environment

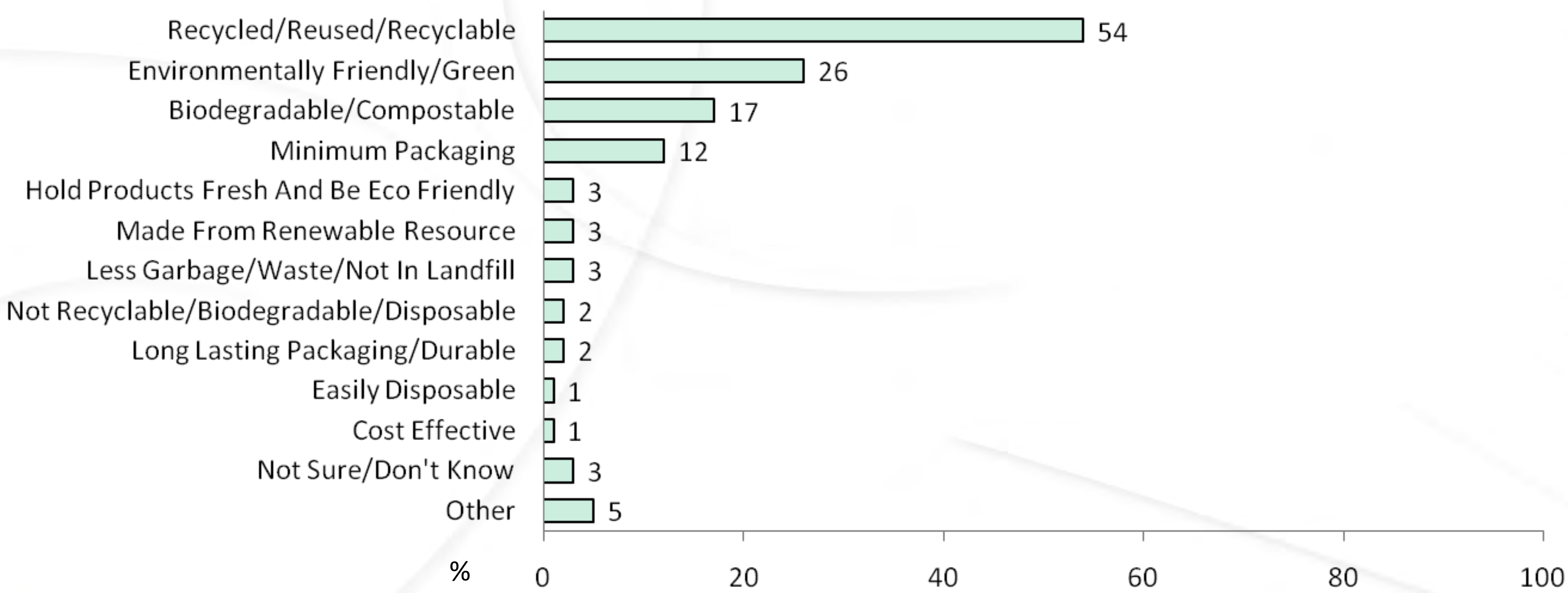
- Most Ontarians (90%) feel they know about the impact of product packaging on the environment, although only a quarter (24%) say they are very well informed.
  - Level of awareness increases with age (30% very well informed among the 55+ segment, vs. 16% among the under 35).
  - Convenience recyclers are somewhat less informed (77% vs. 90% overall).



Q7. Do you consider yourself to be well informed about the impact of product packaging on the environment?

Meaning of Sustainable Packaging

- A majority (54%) equate sustainable packaging with recyclable/reusable/recycled packaging. For another 25% it is packaging that is environmentally friendly, and for 17% it means biodegradable.
- In essence, all these characteristics are just different aspects of an environmentally conscious production.



Q12. Overall, what does the term 'sustainable packaging' in food and consumer products mean to you? [OPEN-ENDED]
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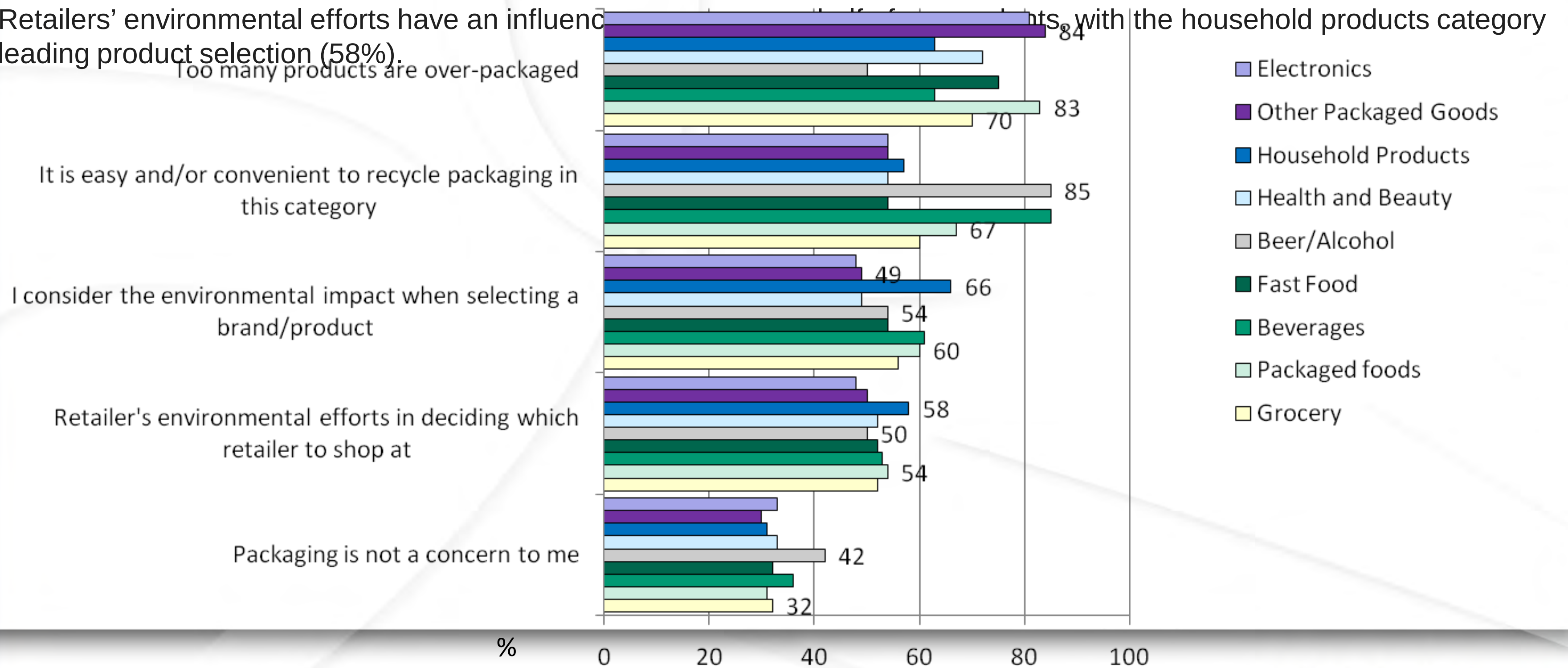
Attitudes Towards Packaging (Total agree) – All Categories

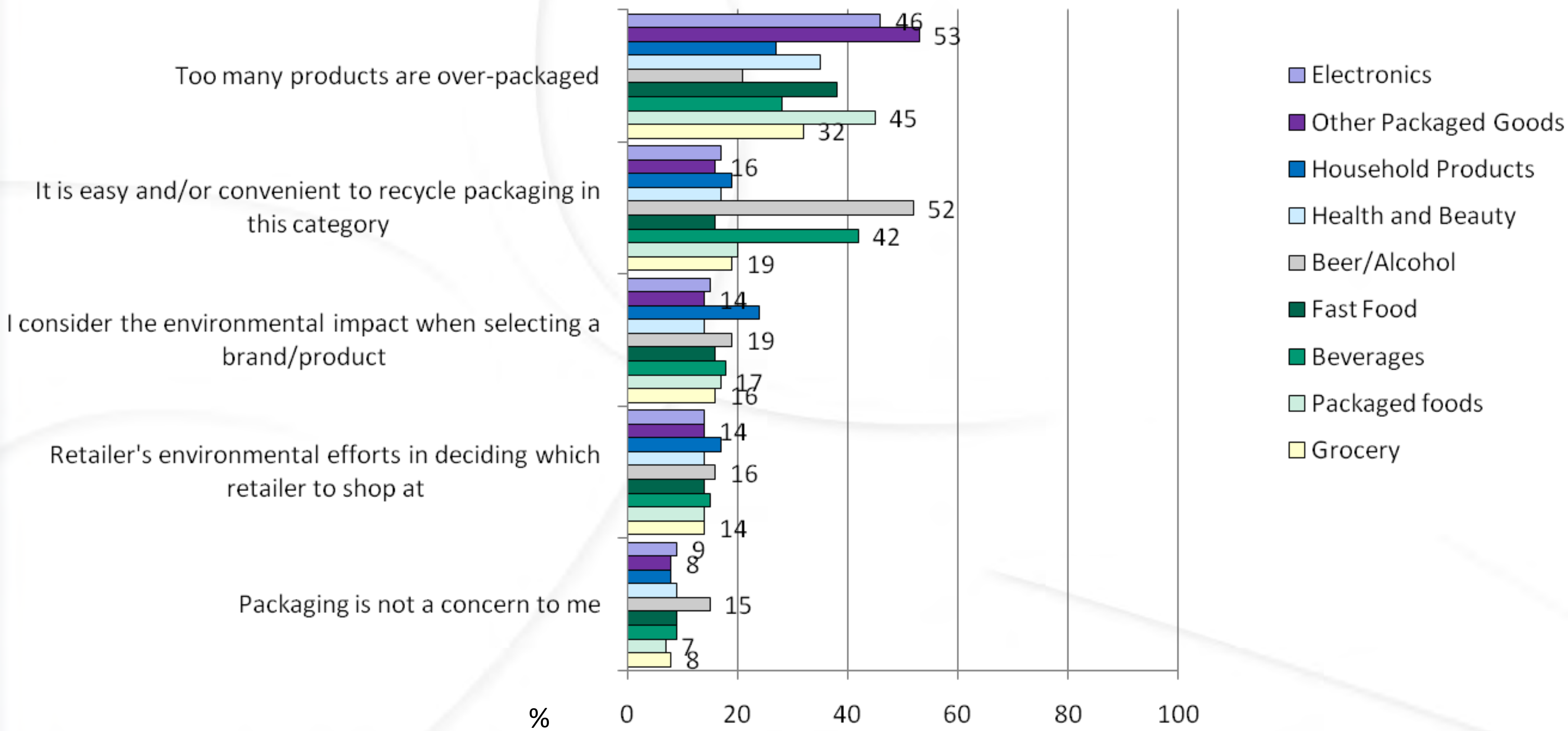
- Overall, about two-thirds (67%) feel that packaging is a concern (less so in the beer/alcohol category (58%), possibly due to the perception of more effective recycling practices through both blue box and the Beer Store).
- Looking at the overall scores, most product categories are seen as over-packaged (70% average), with the beer/alcohol category being somewhat of an exception (50%), and packaged foods/goods and electronics topping the list (84% , 83% and 81%).
- Ease/convenience of recycling is an issue for about 50%-40% of respondents across most products, except for beverages/alcohols.
- The influence of the environmental impact on product selection varies across categories. It is highest (66%) for household products as well as beverages and packaged foods (61% and 60% each), to electronics 48%, packaged goods and health/beauty products (49% each).
- Retailers' environmental efforts have an influenc … ts, with the household products category leading product selection (58%).



Q15/16. How much would you agree with the following statements as they pertain to other product categories?

Attitudes Towards Packaging (Strongly agree) – All Categories

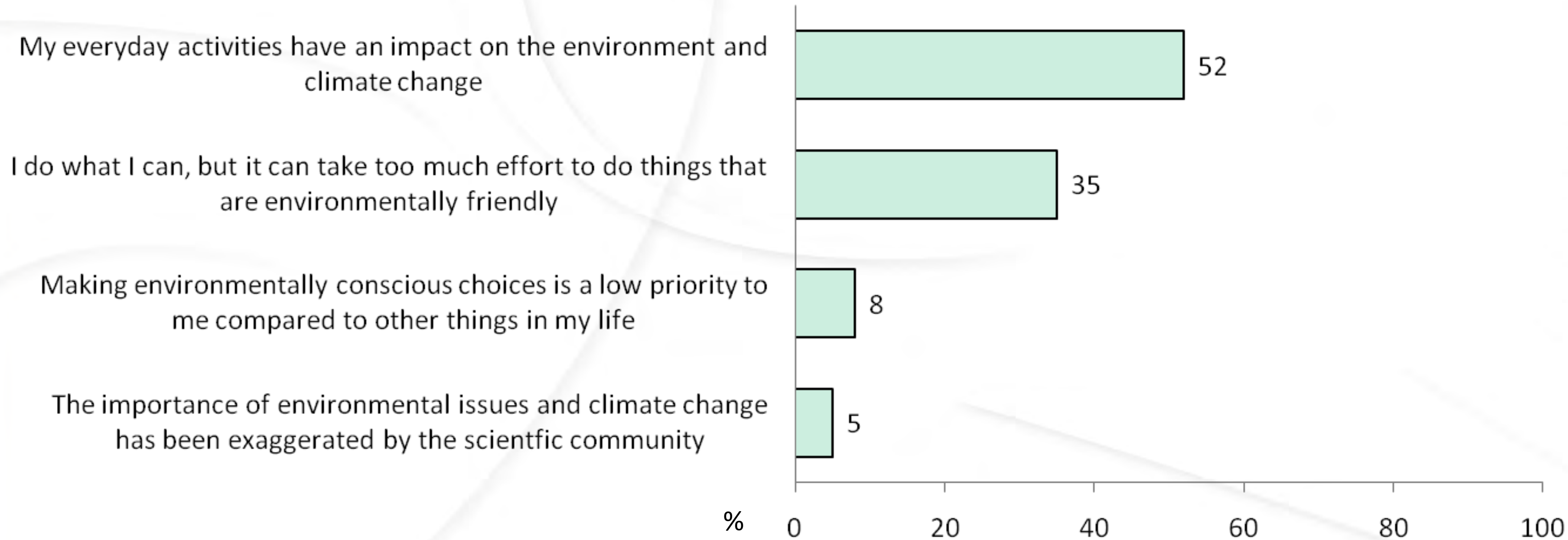
- Three categories stand out in consumers' minds as *strongly* over-packaged: Packaged goods (53%), electronics (46%), and packaged foods (45%).
- Only two categories are seen as really efficient in providing easy/convenient recycling: beverages (42%) and the beer/alcohol products (52%).



Q15/16. How much would you agree with the following statements as they pertain to other product categories?

Attitudes Towards Environmental Efforts

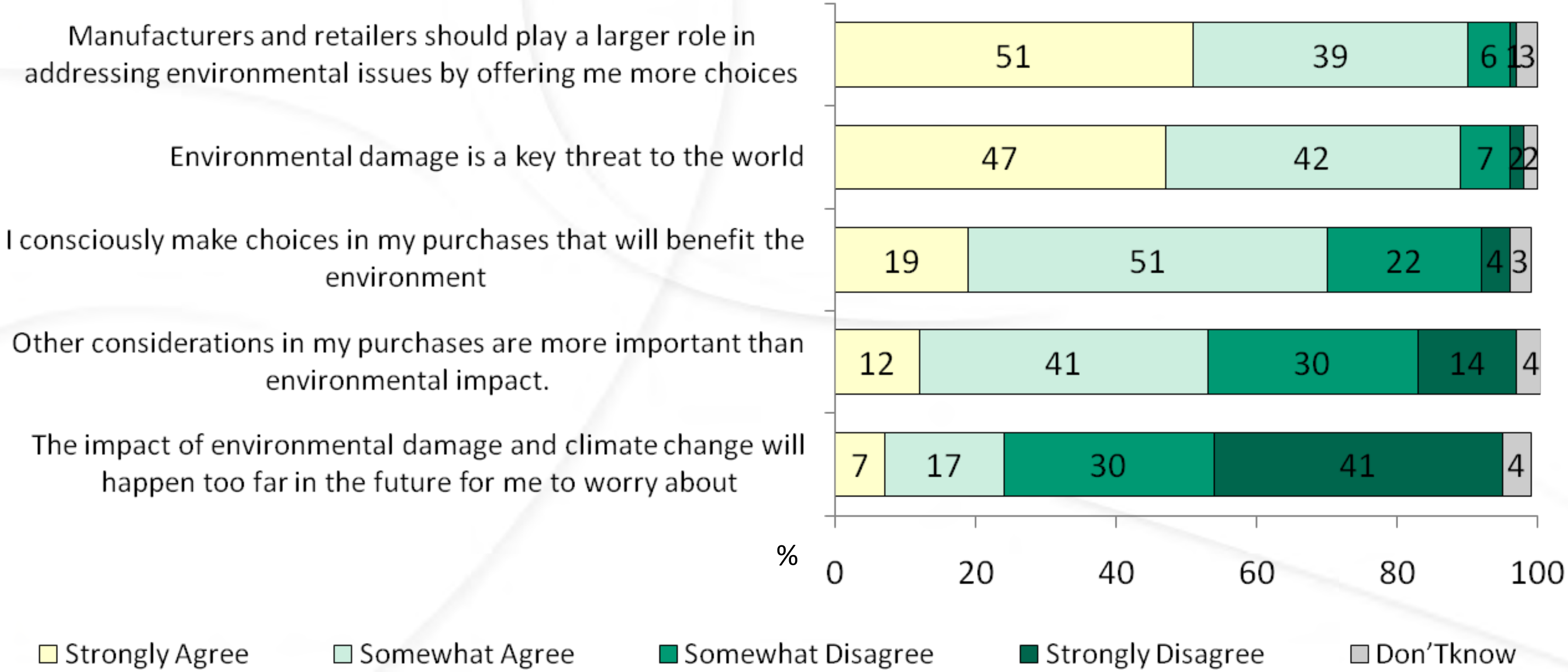
- Many (52%) believe that their behaviour can influence environmental changes (positively or negatively), although this attitude is more visible among older Ontarians (55+) 63% vs. 38% among the under 35.
- Another third (35%) do their part, even though they feel it takes too much effort to be environmentally friendly. Younger Ontarians (under 35) feel particularly strongly about this (50% vs. 24% among the 55+ segments).
- Environmental issues are not perceived as exaggerated, and few feel they are a low priority to other things.



Q17. Which one of the following opinions most closely reflects your views? Select one.

Attitudes Towards Environmental Efforts/Issues

- Most Ontarians (89%) agree that the environmental damage is a key threat to the world, and just as many (90%) feel there is a need for more environmentally friendly choices from manufacturers and retailers (51% strongly agree).
- Seven-in-ten claim to consciously choose products that are environmentally friendly (19% strongly agree).
  - These attitudes are somewhat elevated among women and older Ontarians, but the overall patterns prevail.



Q18. How much would you agree with the following statements?

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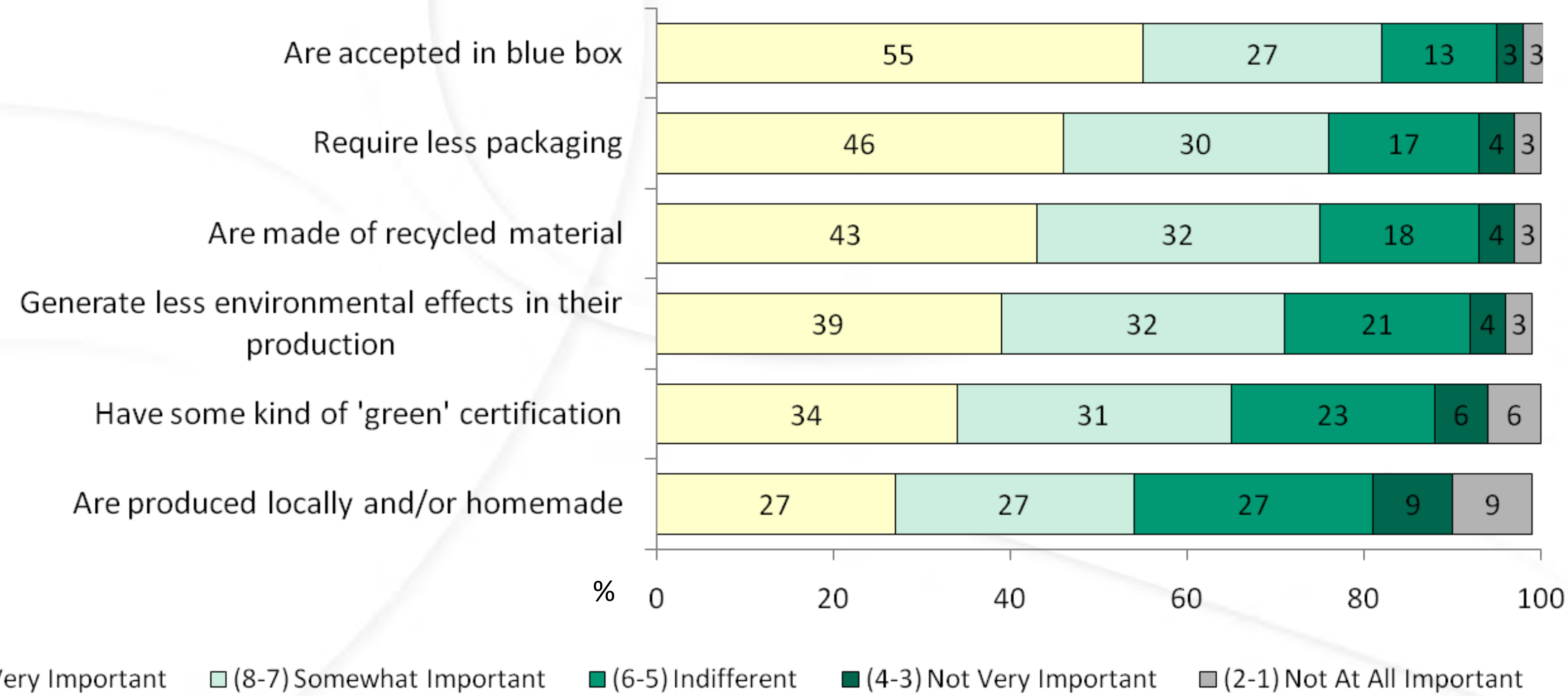
Important Factors in Determining Environmentally Friendly Products

- Consumers consider many factors when identifying whether products are environmentally friendly, but acceptance in the Blue Box stands out relative to other characteristics (55% very important), ahead of less packaging (46% very important), and the fact that products are made of recycled materials (43% very important).
  - While these attitudes are consistent across demographic groups, they are generally slightly stronger among older respondents, women, and regions outside Toronto and the GTA.



Q19. Which ones of the following factors are most important to you in determining what are environmentally friendly products? Please rate each on a scale of 1 to 10 where 1 is not at all important and 10 is very important.

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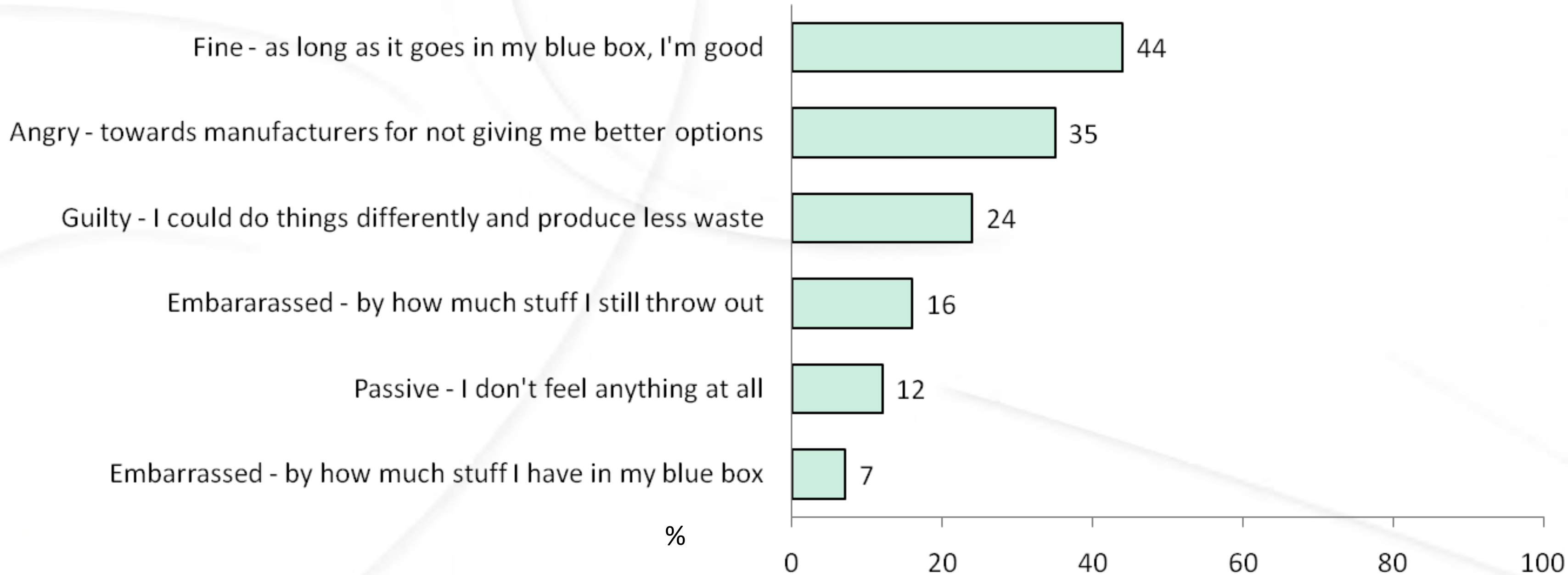
Feelings Towards Wasteful Disposal

- A relatively high number of consumers (44%) are OK with disposing wasteful packaging, as long as it goes to the blue box for recycling. This is true for all demographic groups.
- Another quarter (24%) feel they should do things differently to reduce waste.
- But there are also some angry feelings among a third of consumers (35%) toward manufacturers for not providing more environmentally friendly options.
  - This proportion increases with age (30% among the under 35 segment, vs. 40% among the 55+ groups) and is somewhat higher in rural areas (42% vs. 34%)



Q20. How do you *feel* when disposing of wasteful packaging? Select all that apply.

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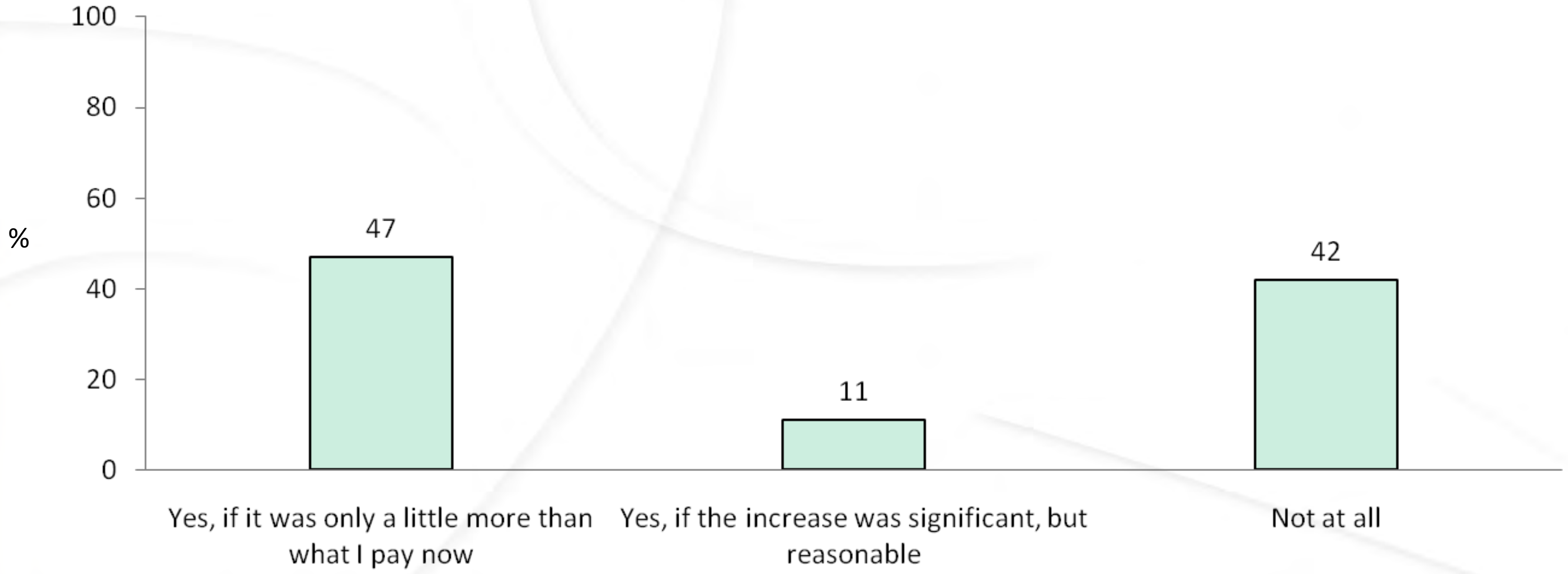
Willingness to Pay More for Biodegradable/Compostable Packaging

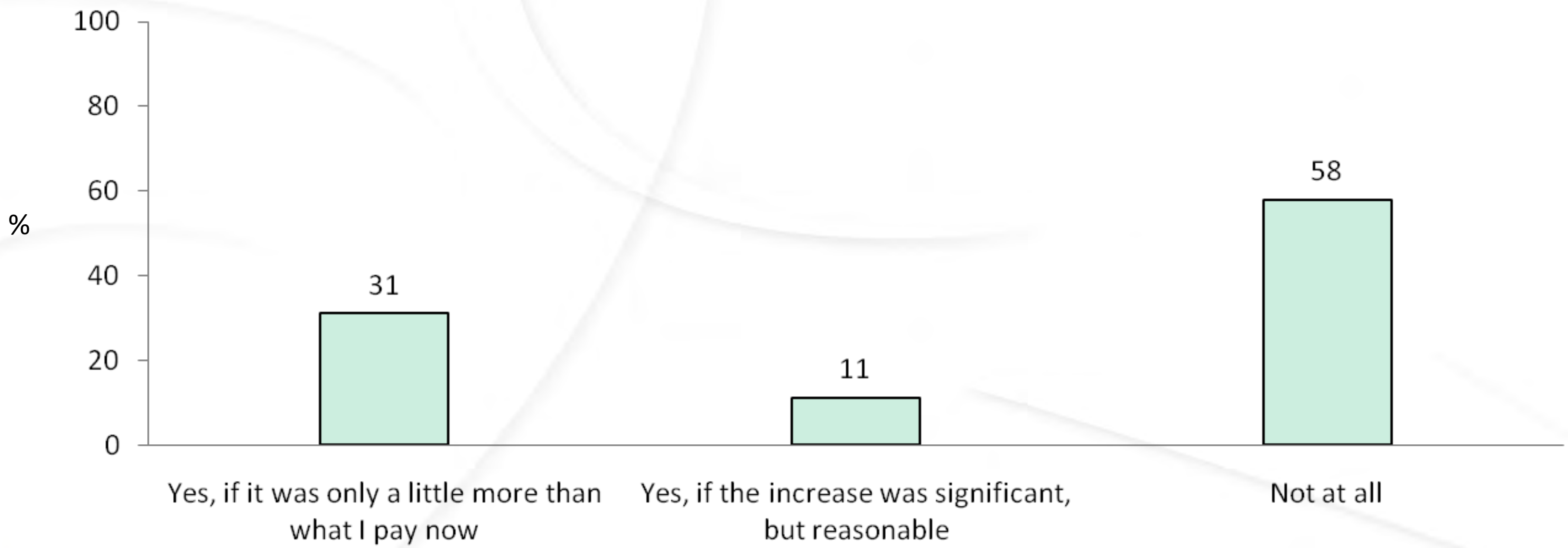
- About six-in-ten (58%) would be willing to pay more for biodegradable packaging, but a vast majority of this group (47%) would only do so if the cost was small.
  - Women are somewhat more open to the idea of paying slightly more (51% vs. 42% men), but the willingness to pay does not increase with age.
- Just over four-in-ten (42%) would not pay more for such an option.



Q21. Would you pay more for recyclable or biodegradable/compostable packaging?

Willingness to Pay More for Less Packaging

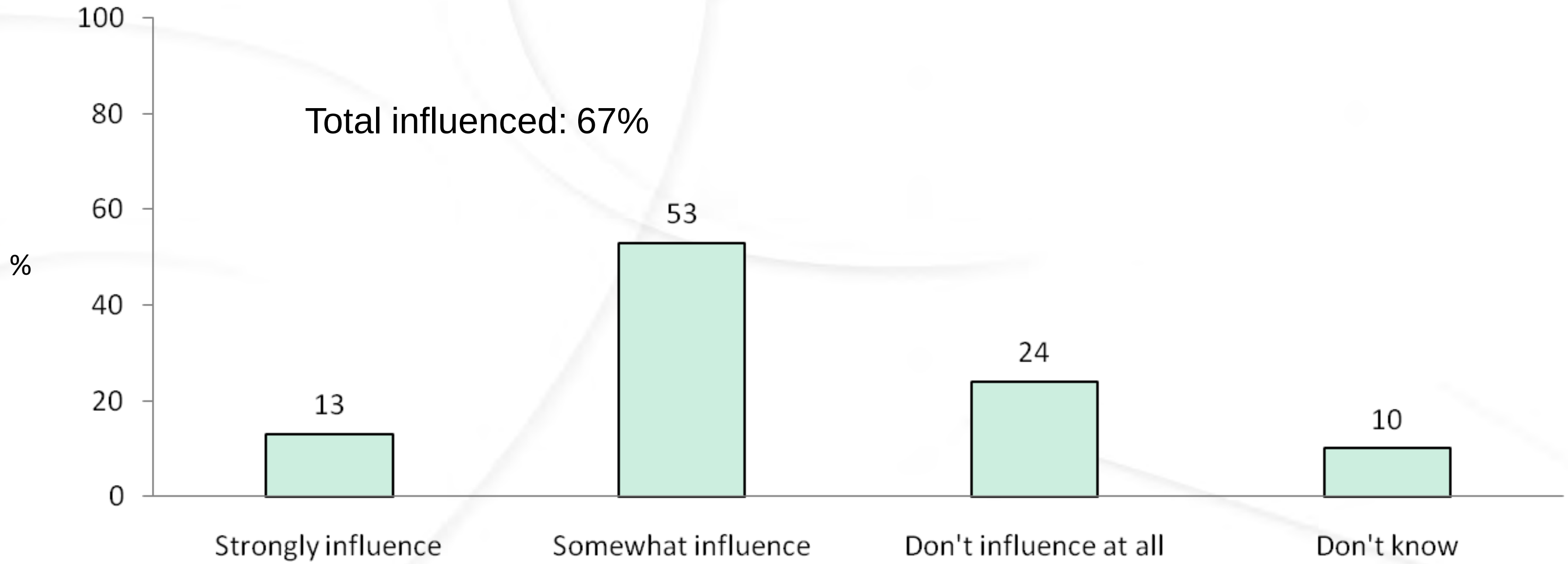
- Consumers are less open to the idea of paying more for less packaging: 42% would be willing to do so, but most (31%) would support only a small increase.
  - Again, women would be more inclined to pay (a little more) than men: 35% vs. 26%.
- Nearly six-in-ten (58%) would not be willing to pay for less packaging at all.
  - These observations hold true generally across all segments of the population.



Q22. Would you pay more for *less* packaging?

Perceptions of Environmentally-Friendly Companies as an Influencer to Purchasing

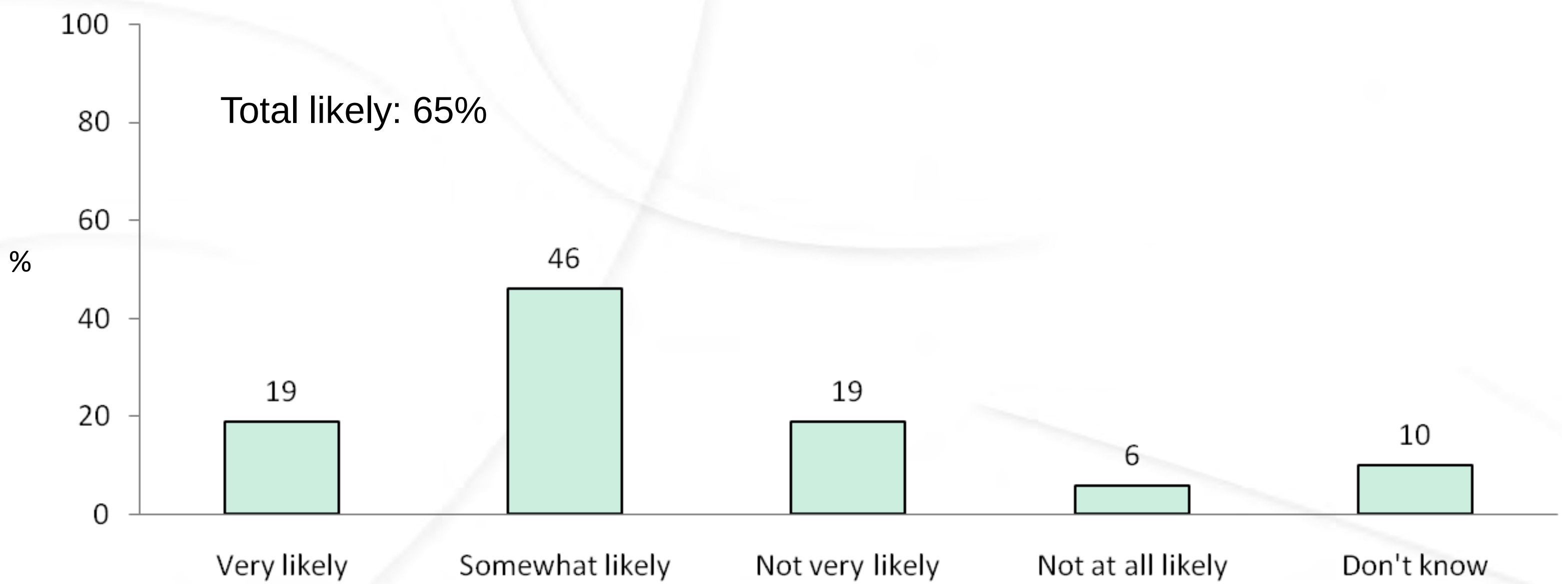
- The importance of environmental responsibility is extended to manufacturers' brands, with over two-thirds (67%) admitting (13% strongly) that their purchases are to some degree influenced by their perceptions of a company's commitment to the environment.
  - Interestingly, younger generations pay closer attention to companies' environmental image (70% among the under 35 segment, vs. 62% among those 55 and older).
  - There is also some correlation between the importance of environmental reputation and education (74% among post-graduate vs. 59% among those with high school or less).



Q23. Does your impression or perception of a company's commitment to the environment influence your decision to purchase products from that company?

Likelihood of Purchasing from Companies that do Nothing to Support the Environment

- Companies today are expected to take an active role in supporting the environment. They cannot afford to just stand by. A company's lack of pro-environment initiatives is a considerable deterrent of purchasing their products: 65% would avoid their products (19% definitely would), and only 25% wouldn't (6% definitely wouldn't).
  - There are no notable demographic differences in opinions.



Q25. If you believe a company is doing nothing to support the environment, are you more likely to actively avoid purchasing their products?

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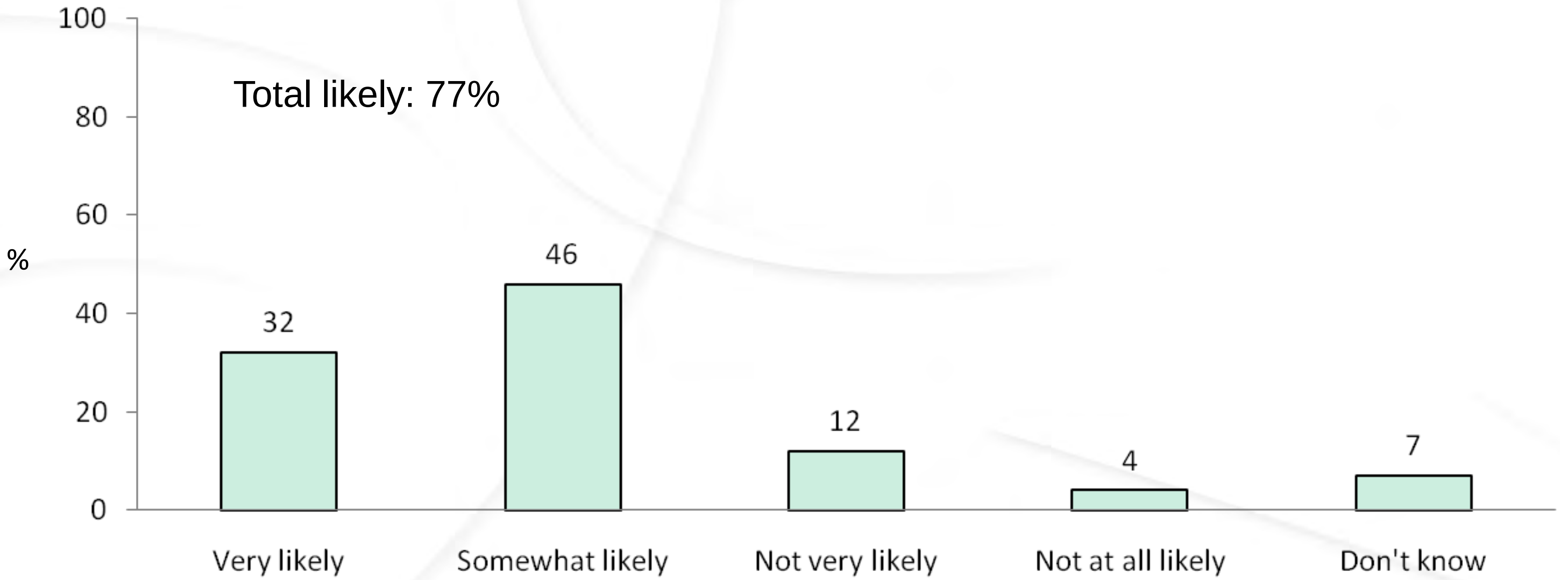
Likelihood of Purchasing from Companies that Negatively Affect the Environment

- The consequences for harming the environment can potentially be even harsher. Over seven-in-ten (77%) say they would likely avoid the offending company's products, and only 16% say they wouldn't.
  - Again, this strong perception holds across the board.



Q26. If you believe that a company's activities are negatively affecting the environment, are you more likely to actively avoid purchasing their products?

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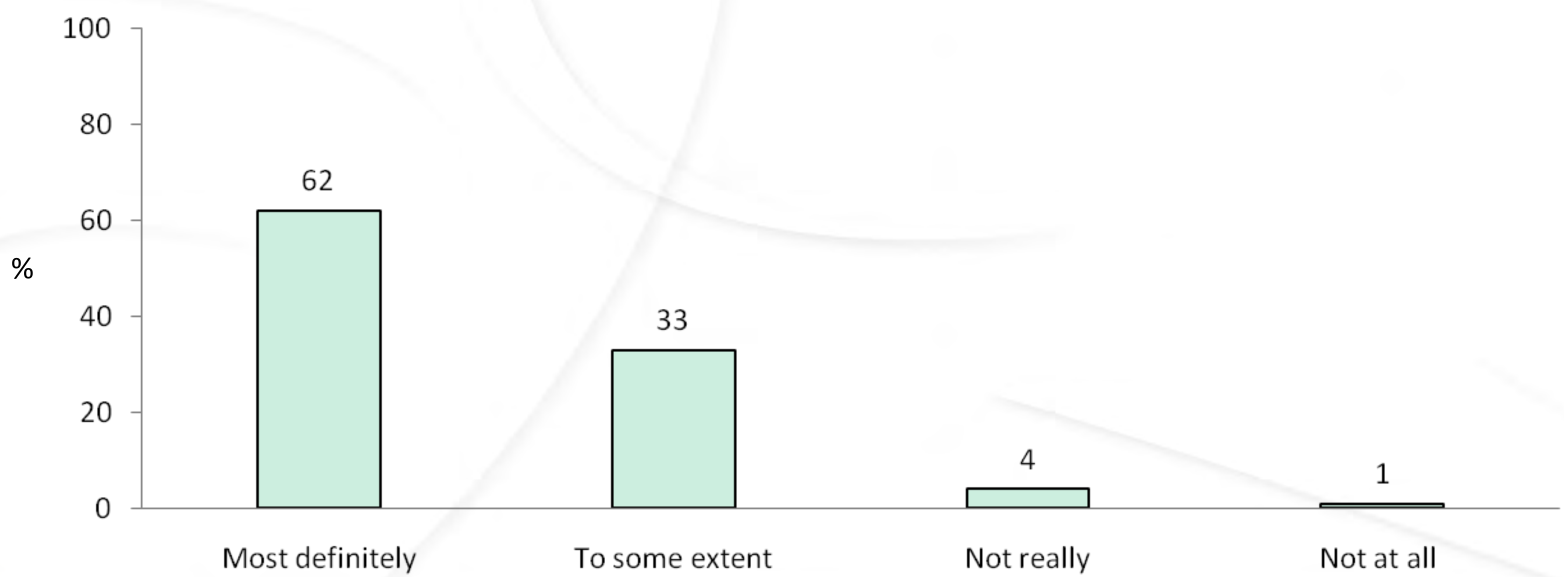
Need for Environmentally Friendly Packaging Solutions

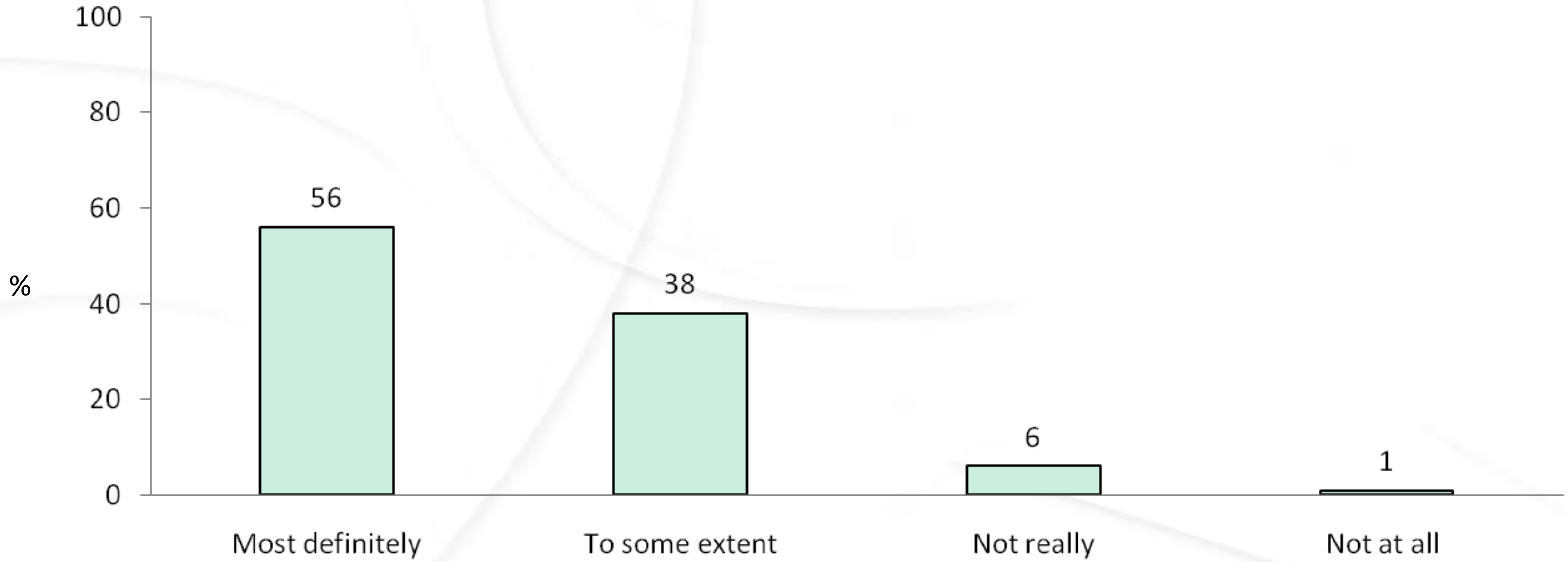
- Nearly all (95%) would want producers and retailers to find more effective 'green' solutions.
  - This need is particularly pronounced among older generations (55+): 73% feel very strongly about it, compared to 49% among the under 35 segment, as well as women: 67% strongly feel that way, vs. 55% men.



Q27. Do you wish that manufacturers and retailers found more environmentally sound packaging solutions?

Expectations from Retailers and Manufacturers and Packaging

- Similarly, most consumers (94%) expect manufacturers and retailers to reduce the impact on the environment by reducing packaging and using recyclable materials (56% have feel strongly about it).
  - Again, the bar is raised higher among older Ontarians and women.



Q28. Do you expect manufacturers and retailers of consumer products to make a positive impact by minimizing packaging and using recyclable materials?

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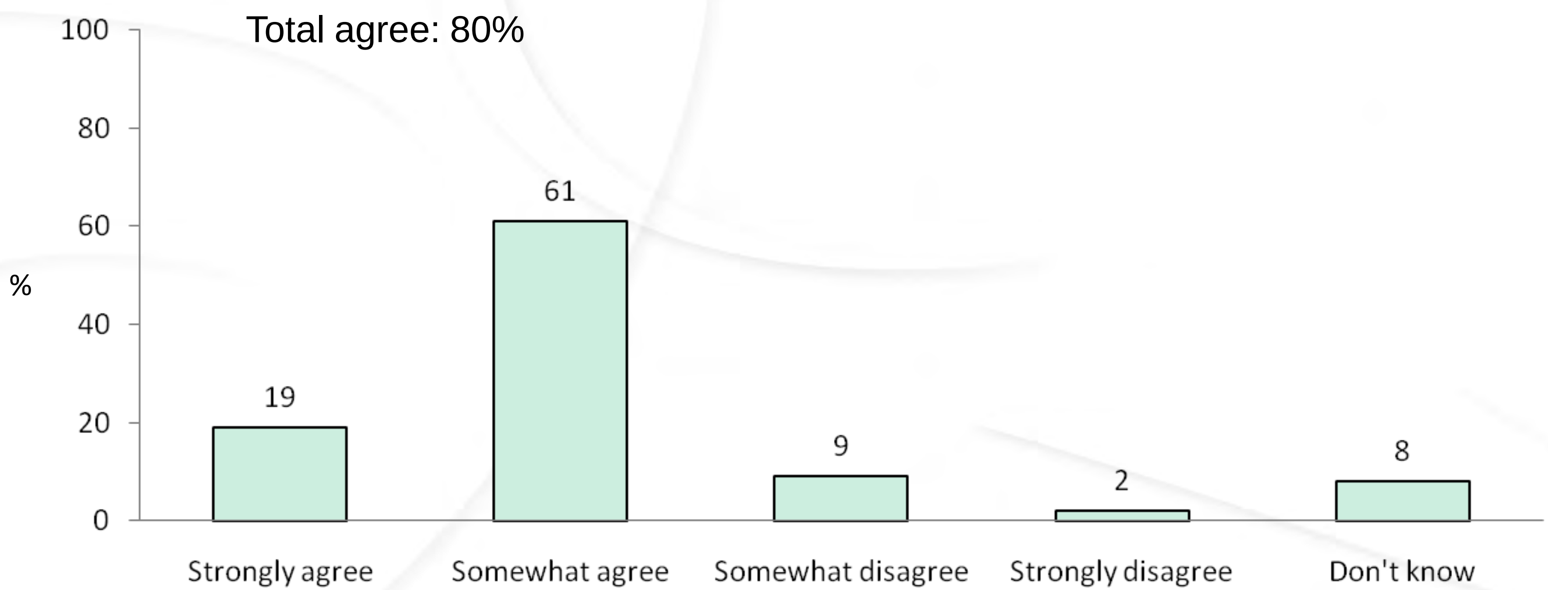
Companies' Environmental Efforts as a Positive Influence to Purchasing

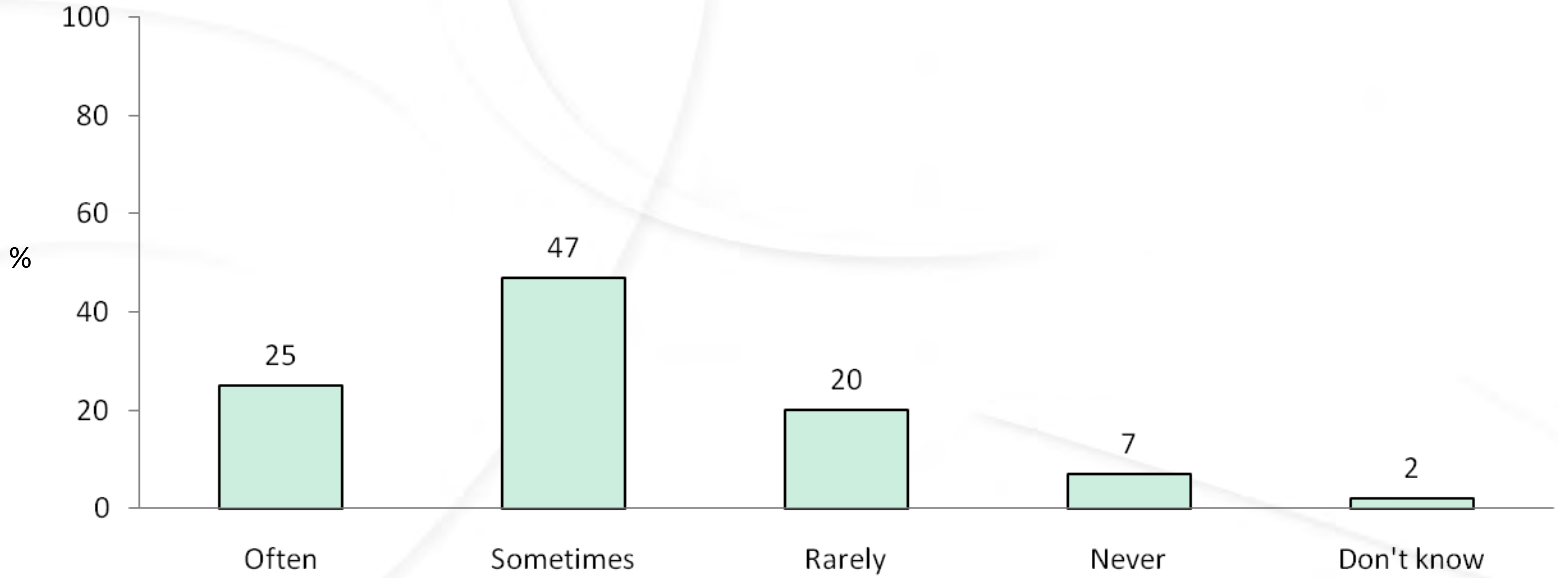
- In addition to product quality, companies' environmental claims do have a positive influence on a company's perceptions for a vast majority of Ontarians (80% agree, 19% strongly agree).
  - Gender-driven difference is particularly noticeable: 84% women agree, vs. 77% men.



Q30. Do companies' claims about reduced packaging or environmentally friendly, recyclable/recycled packaging have a positive influence on your perceptions of the company that makes them or the brand?

Blue Box – Too Much Recycling

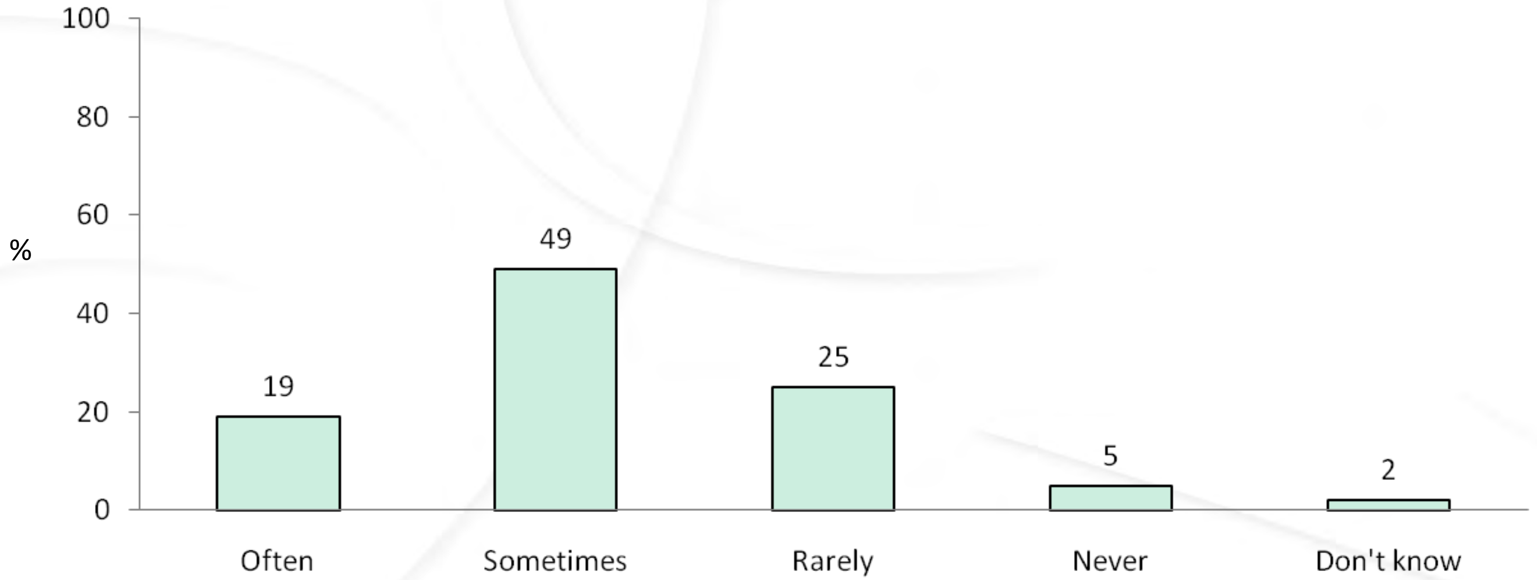
- A majority of Ontarians (72%) find they have too much Blue Box recycling (25% always).
  - It's more so among the under 55 segments (27% always vs. 20% among the over 55) and women (31% always vs. 18%) – the segments that are more diligent with recycling in general.



Q31. Thinking about your Blue Box, do you find that you have too much to put in it?

Still Too Much Garbage

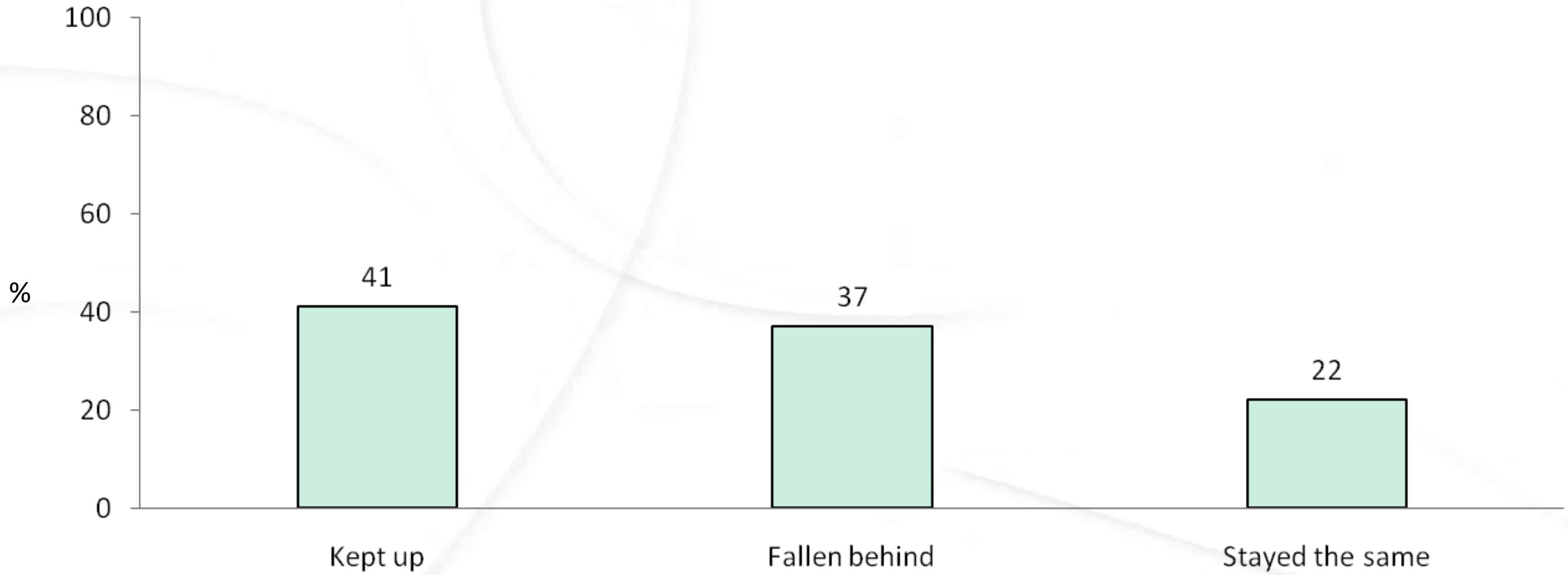
- However, the need to continue diverting packaging from garbage is obvious, as over two-thirds (68%, 19% always) find they still have too much packaging that cannot be placed in the Blue Box.
  - This is more true for rural area residents (25% always vs. 19% always in the urban centres).



Q32. Do you find that you have too much that cannot go in the blue box?

Blue Box Program Evolution

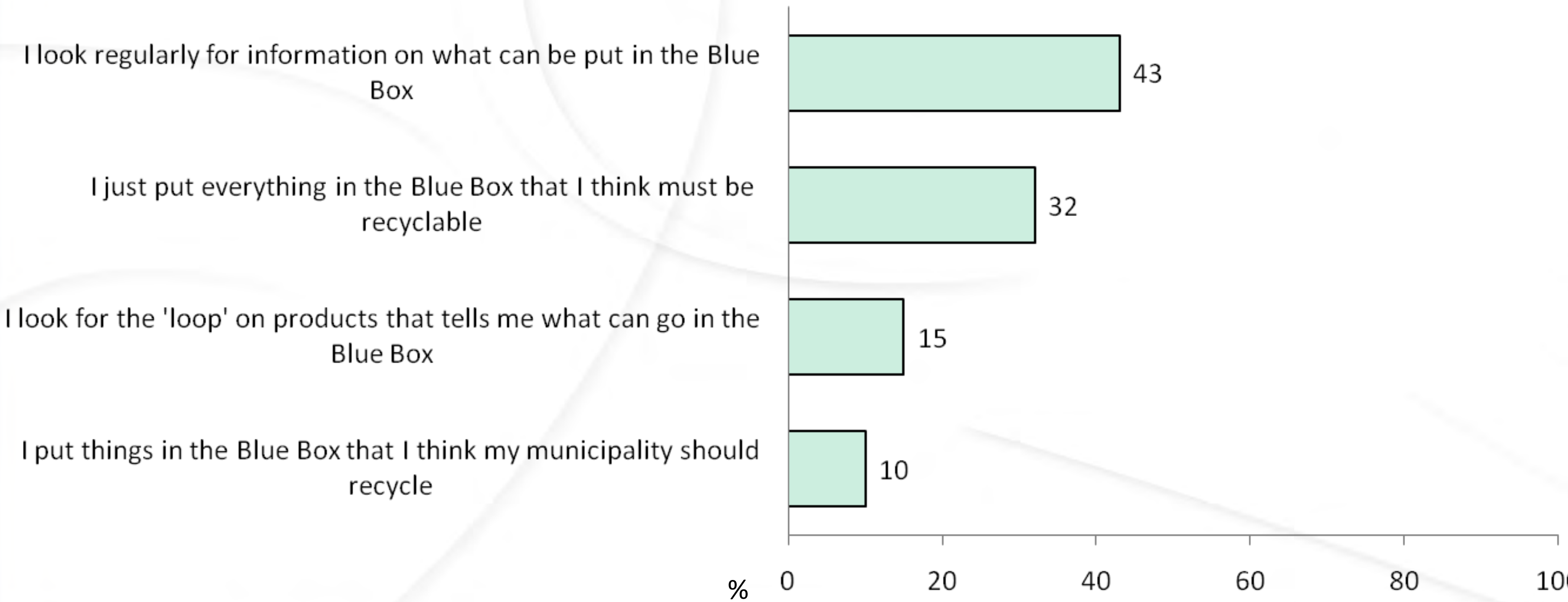
- The opinions are split whether the Blue Box Program has evolved with the increase in packaging, with 41% of the opinion that the program has kept up with the changes, and 37% feeling that it has fallen behind, which is not surprising since many find their Blue Box overflowing, and nearly just as many feel that still more needs to be done to divert packaging from the garbage.



Q34. The Blue Box program has been in place for 30 years. With the evolving range of consumer products and packaging available now, do you feel that the Blue Box program has kept up with that expansion or fallen behind? [ALLOW ONE SELECTION]

Blue Box Behaviour

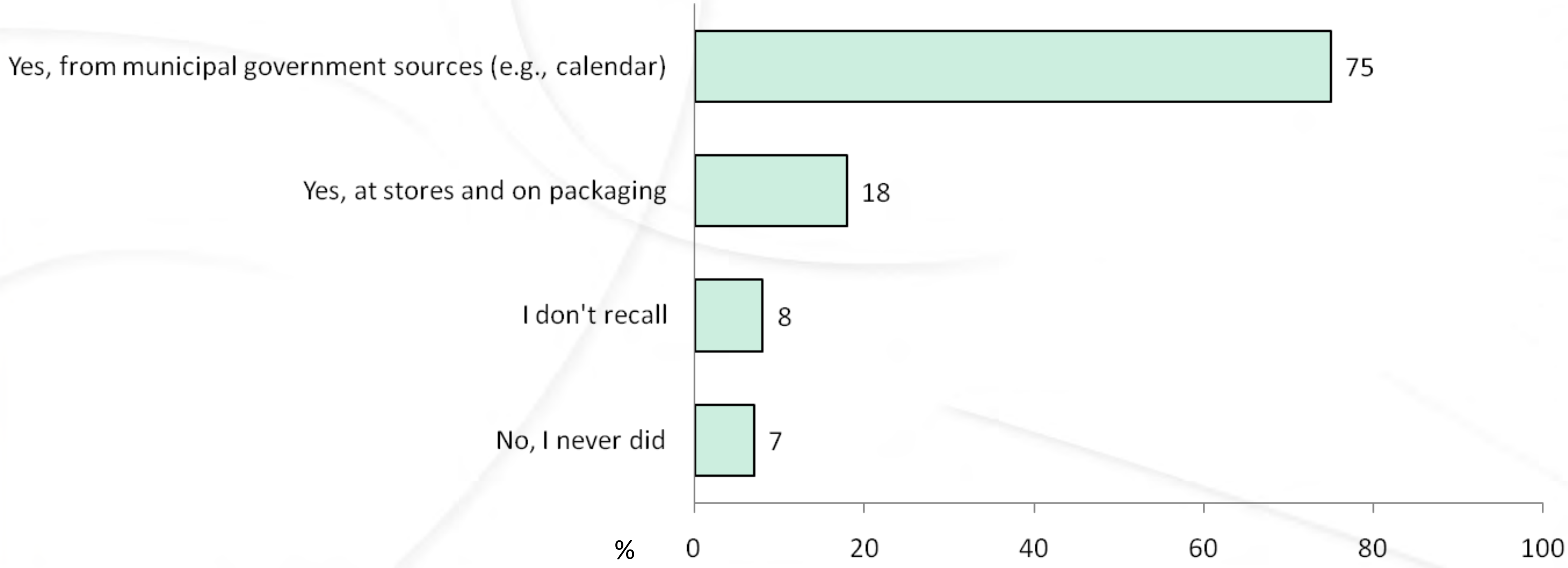
- While many (43%) are diligent with checking to see what can be put into the Blue Box, one-third (32%) just put everything they consider recyclable into the Blue Box.
- Only 15% read the labels to determine what can and cannot go in the Blue Box
- Older Ontarians (55+) are more diligent at checking what can be put in the Blue Box (53%), compared to 29% of those under 35, who are more likely to put everything in the Blue Box (44% vs. 23% among 55+)



Q35. Which of the following best reflects your behaviour: [ALLOW ONE SELECTION]

Blue Box

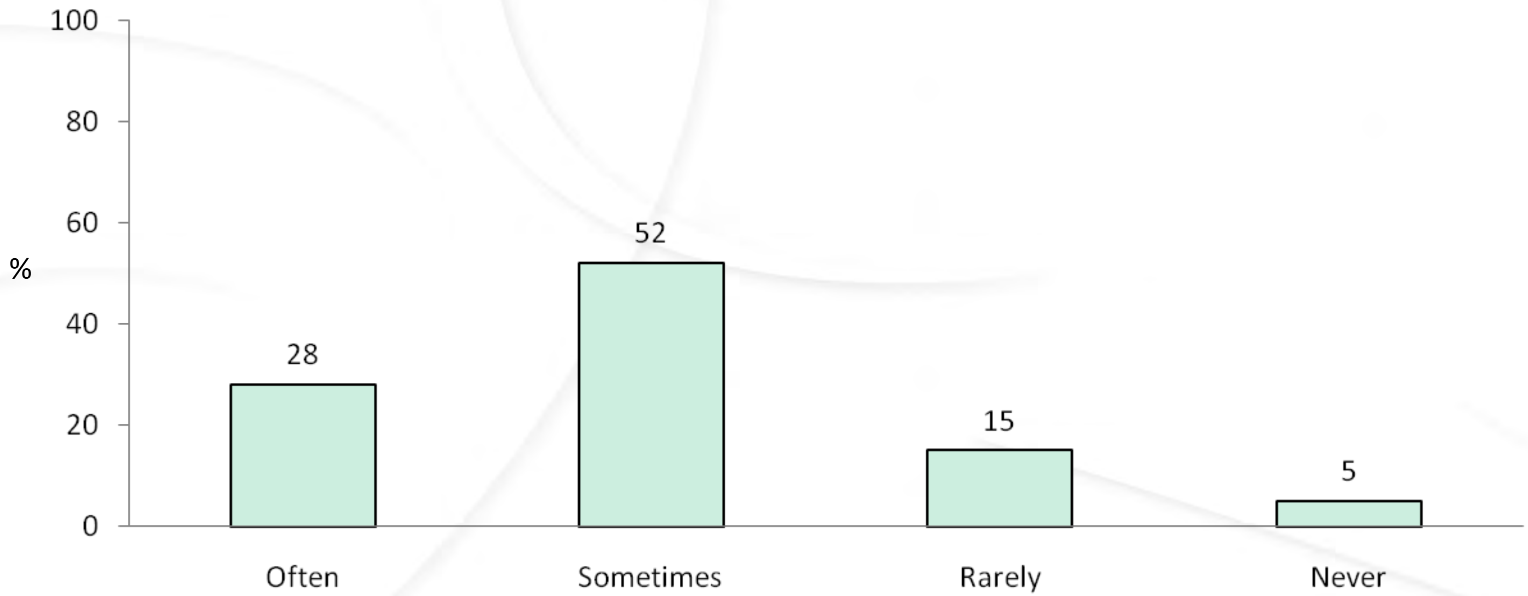
- When first using the Blue Box, most (93%) consulted information sources (mainly municipal government sources 75%) to determine what goes in the Box.
  - Use of municipal sources increases with age (62% under 35 vs. 84% over 55)
  - 77% of house-dwellers received their information from municipal sources, compared to only 68% of condo/apartment-dwellers.



Q36. When you first started using the Blue Box, did you look at what goes in it?

Accessing Information on Blue Box

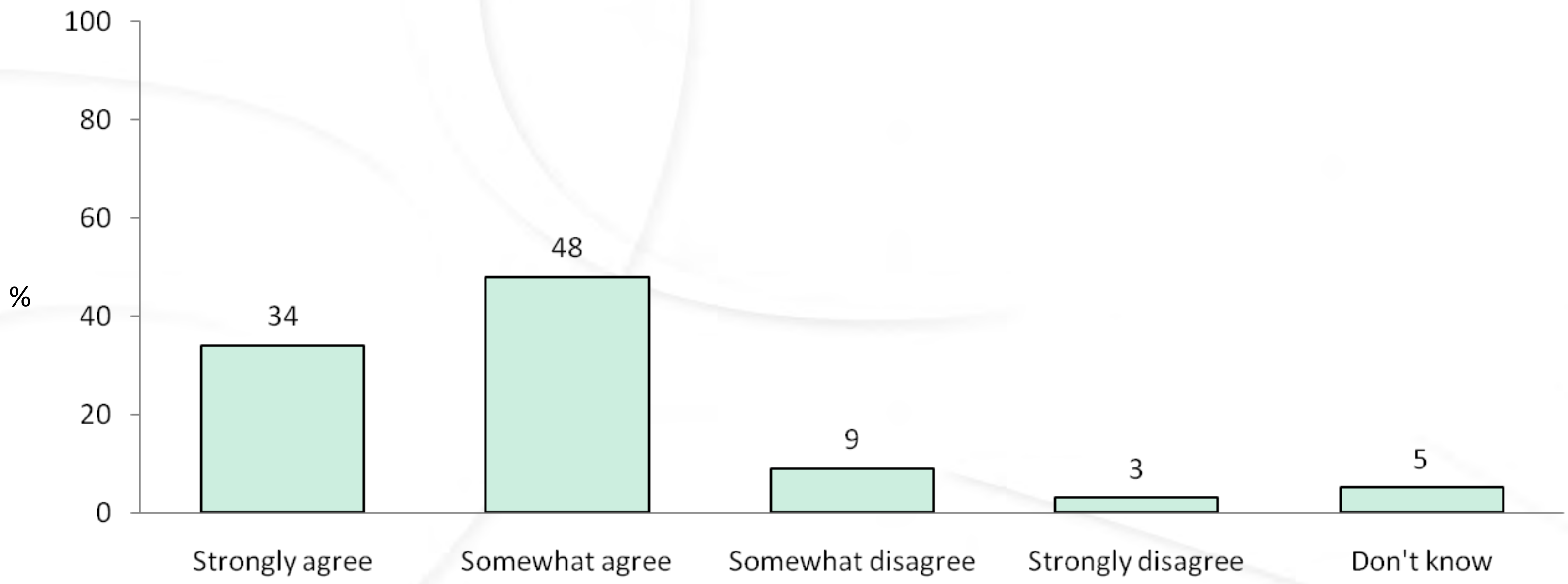
- Eight-in-ten still look at municipal information (28% often, 52% sometimes) on what can be placed in their Blue Box.
  - Only 14% under the age of 35 check often, vs. 42% for those over the age of 55.
  - House-dwellers are more likely than condo residents to frequently check the municipal sources for information on Blue Box (30% vs. 23%)



Q37. Do you still look at municipal information on what can be placed in your Blue Box?

Impact of Blue Box on Household

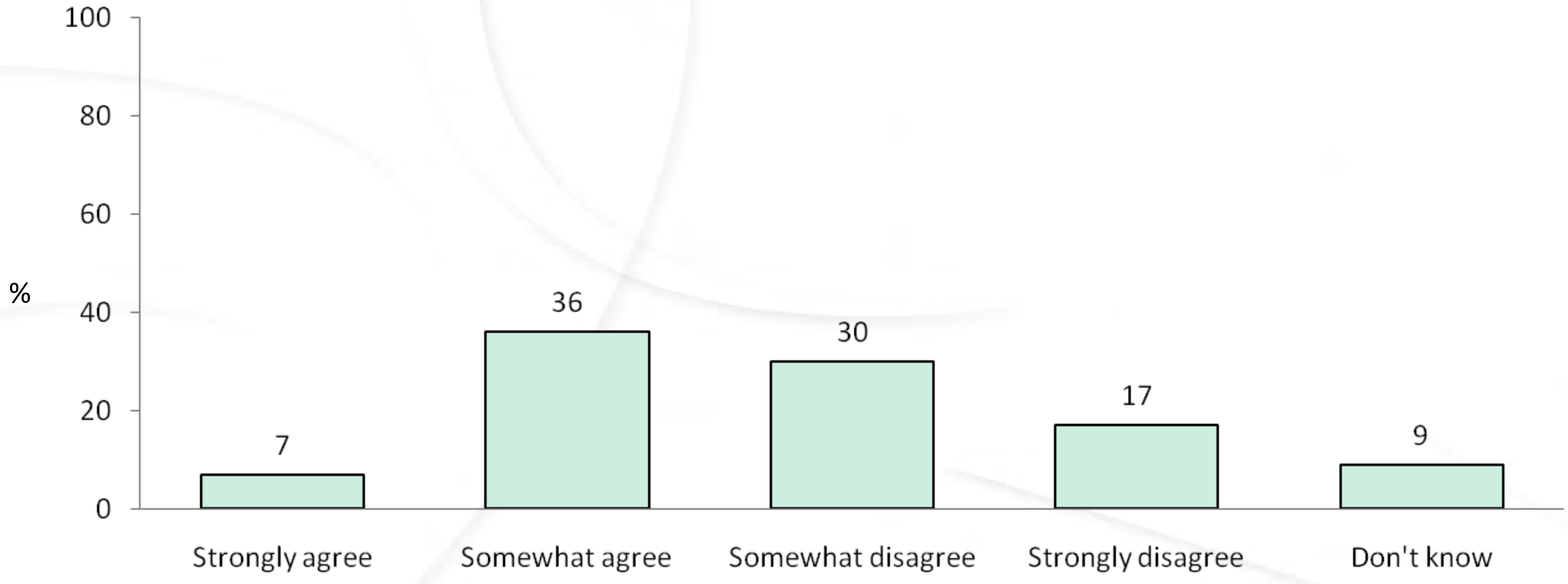
- 83% of participants agree that the introduction of the Blue Box impacted how their household operated.
  - This rate increases with age, with 86% of participants over the age of 55 agree that their household operations were impacted, compared to only 76% of younger (under 35).



Q38. when you got your first Blue Box, did it have an impact on how you operated your household?

Impact of Blue Box on Purchasing

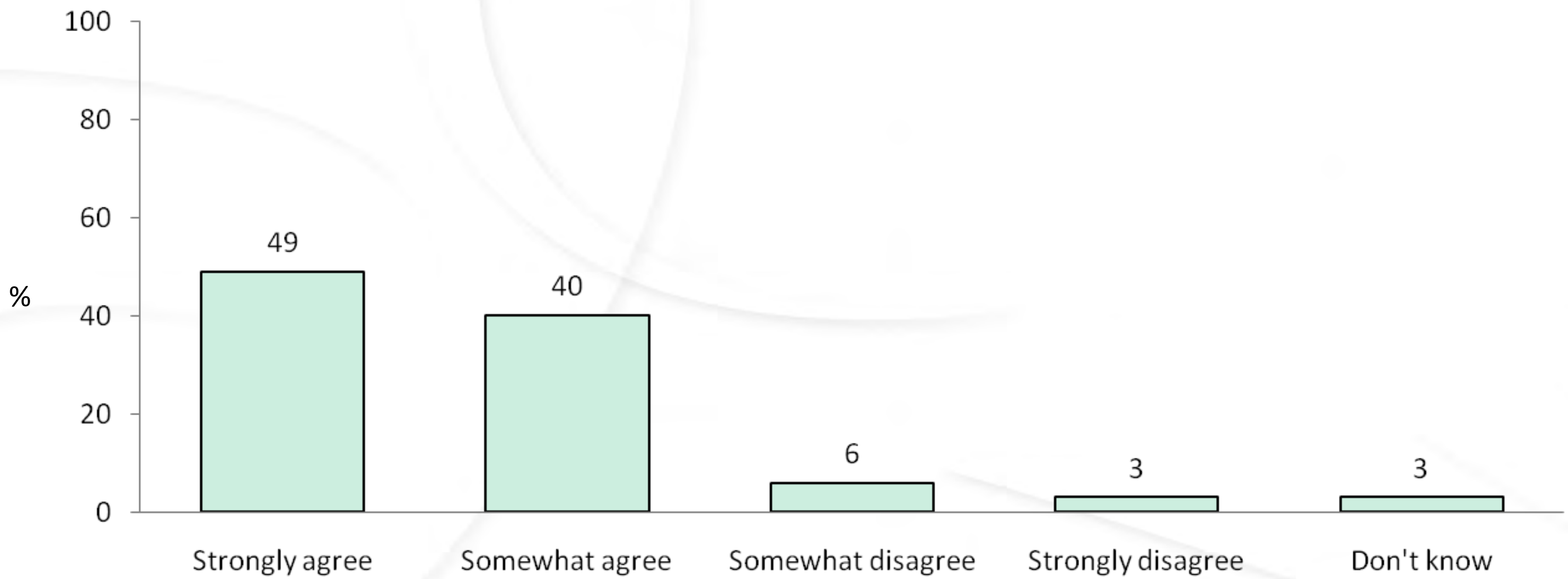
- The Blue Box has had some impact on peoples' purchasing behaviour.
- Almost half (48%, 7% strongly) agree that their initial introduction to the Blue Box program impacted the type/quantity of products they purchased.
  - This varies by region, with 50% of residents in Metro Toronto switching their purchasing behaviour, compared with only 38% in Central Ontario.



Q39. When you got your first Blue Box, did it have any impact on the type or quantity of products you purchased?

Blue Box as a Driver for Recycling

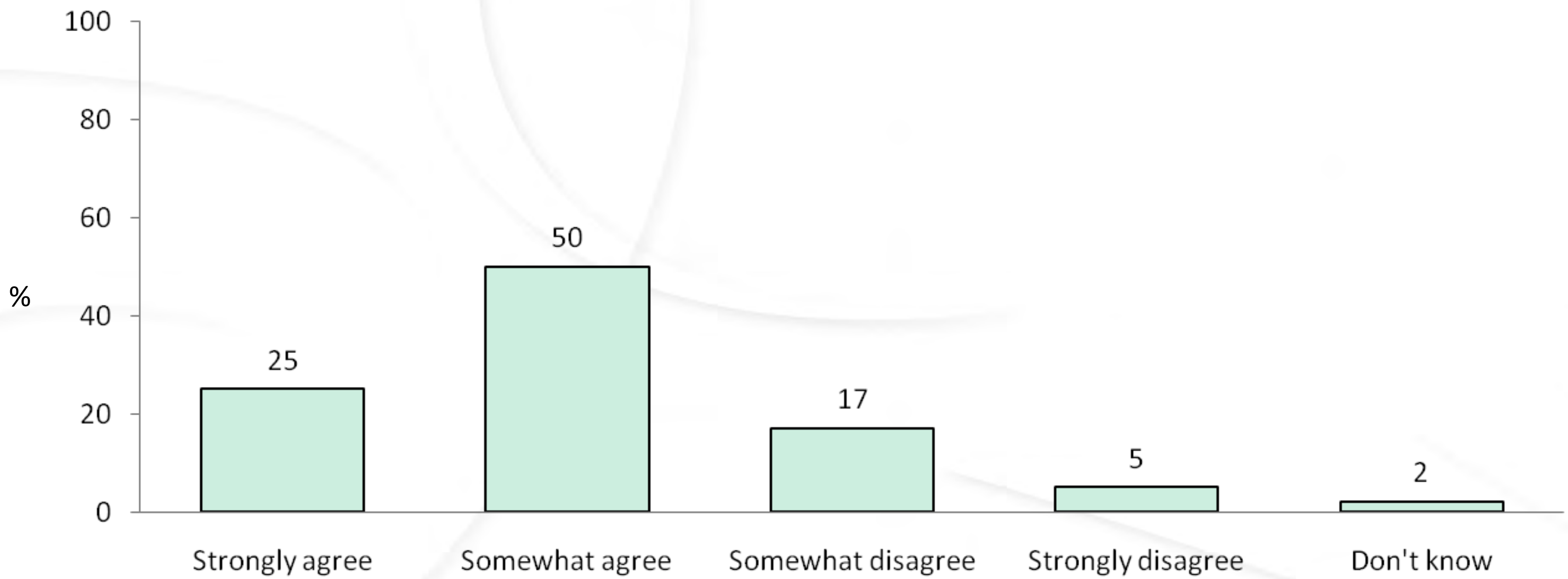
- 89% of respondents feel that the Blue Box program continues to be the main driver of their recycling habits.
  - This number increases with age, as well as among females, with 91% in both groups.
  - House-dwellers are more likely than condo or apartment dwellers to consider the Blue Box program their main driver for recycling habits (90% vs. 84%).



Q40. Would you say that the Blue Box program is still the main driver of your recycling habits?

Blue Box & Environmental Efforts

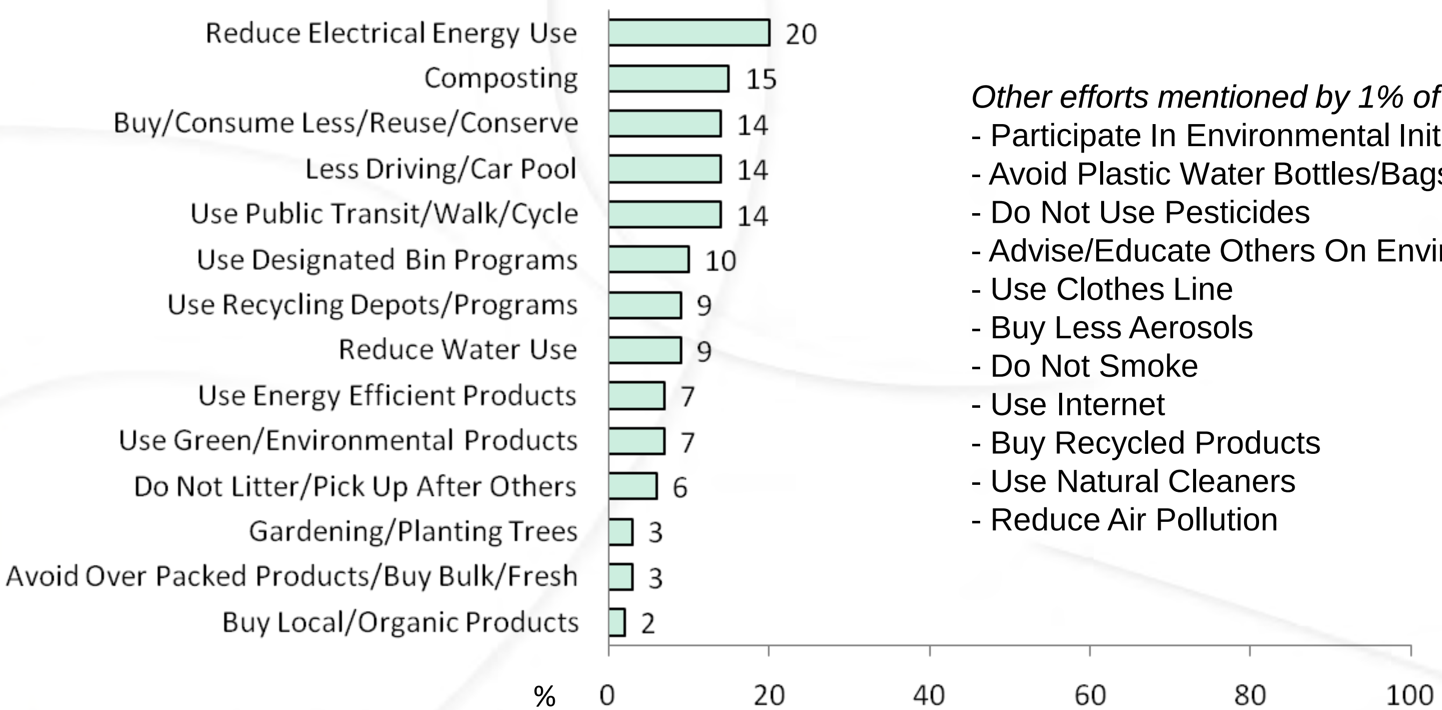
- For a majority (75%) the Blue Box is their primary environmental effort (25% strongly agree, 50% somewhat).
  - It is more so in the GTA (80% agree) than in Eastern or North-western Ontario (73% each).



Q41. Is the Blue Box the main thing you do for the environment?

Consumers' Environmental Efforts

- For a majority (60%), the environmental efforts are not limited to the Blue Box recycling. Consumers mention a wide range of activities that help reduce their negative impact on the environment. The top four efforts include a reduction in car use (28%), electricity use reduction (20%), composting (15%), conserving/buying less/reusing (14%).



Other efforts mentioned by 1% of respondents:
- Participate In Environmental Initiatives
- Avoid Plastic Water Bottles/Bags
- Do Not Use Pesticides
- Advise/Educate Others On Environment
- Use Clothes Line
- Buy Less Aerosols
- Do Not Smoke
- Use Internet
- Buy Recycled Products
- Use Natural Cleaners
- Reduce Air Pollution

Q42. Is there anything else you do in your everyday life that helps the environment? [OPEN-ENDED]

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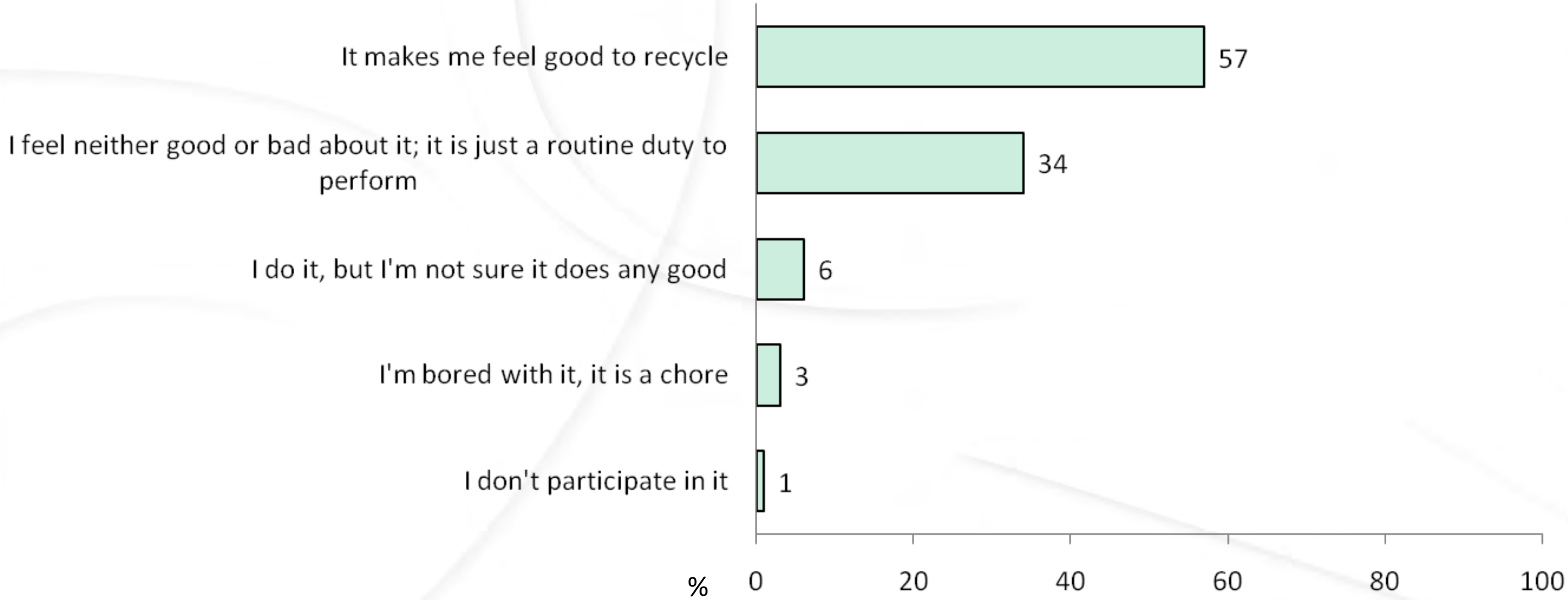
Reasons for Participation in the Blue Box Program

- Nearly six-in-ten (57%) of those who participate in the Blue Box program do so because of personal satisfaction – it makes them feel good to recycle. For over a third (34%) it has become a routine duty, with no emotional charge.
  - Older (over 55) and female participants are slightly more likely to feel good about recycling (61% and 62%), while younger (under 35) and male participants are slightly more likely to do so because of routine (39% and 38%).



Q43. Would you say that the Blue Box is a program that you participate in because:

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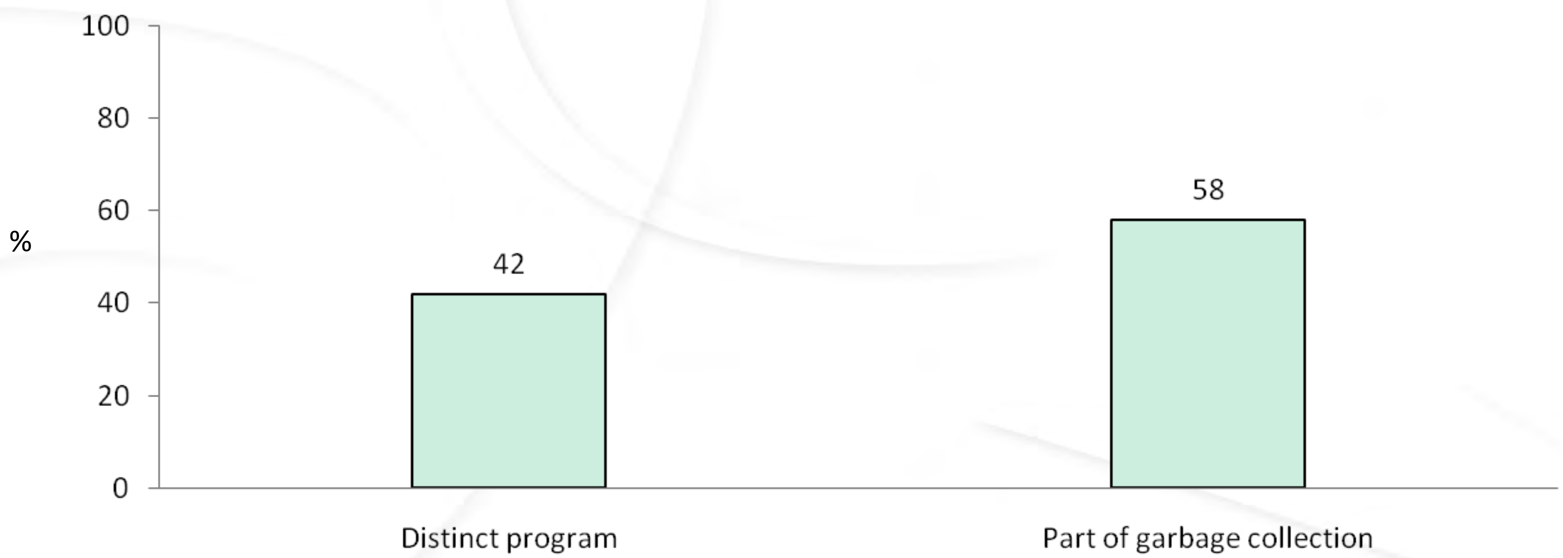
Blue Box Program Evolution

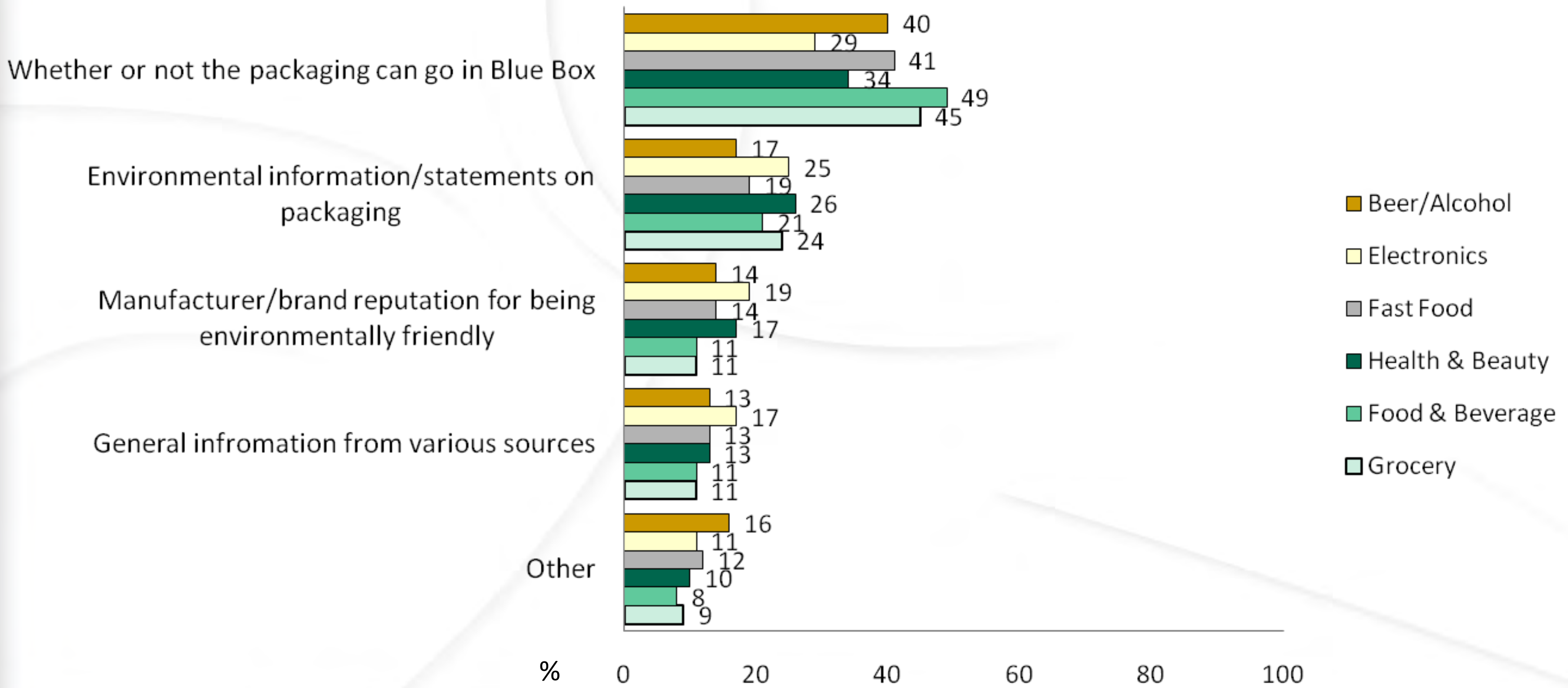
- There is a lack of clarity whether the Blue Box program is a distinct program (42%), or whether it's incorporated as part of garbage collection (58%).
  - 64% of younger Ontarians consider the Blue Box program as part of garbage collection, compared to 57% over the age of 55.
  - Just under half (48%) of residents in North Western Ontario consider the Blue Bin program as part of garbage collection, compared to 61% in the GTA.



Q44. Do you think of the Blue Box as a... [ALLOW ONE SELECTION]

Factors in Determining Product's Environmental Impact

- When determining product's environmental impact, the Blue Box consideration is the primary factor in all categories, but particularly in the grocery, food/beverage, fast food, and beer/alcohol bottles (between 49%-40%), and relatively less important in health & beauty (34%) and electronics (29%).
- Environmental impact is the second distant factor, and it stands out more in the grocery, health/beauty, and electronics segments (around 25%).
- Manufacturer/brand reputation and general information play a secondary role across all product categories.



Q45. Across the various available product categories, what is the primary factor to you in determining a product's environmental impact? [ALLOW ONE SELECTION]

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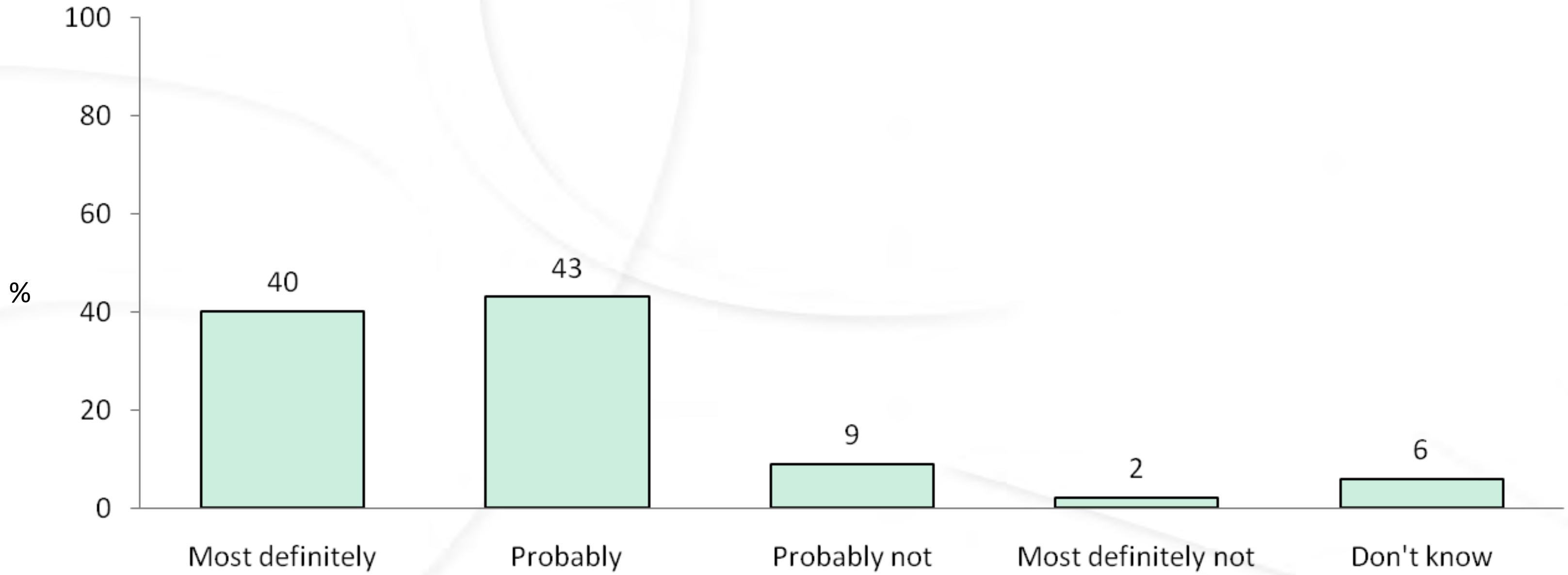
Blue Box & Product Purchasing

- The vast majority (83%) say they would select products whose packaging can be placed in the Blue Box over those that cannot, assuming the price/quality/performance were comparable.
  - Again, the same demographic variations seen throughout the report are true here: the enthusiasm toward selecting products with Blue Box friendly product packaging is higher among residents over 55, women, and house residents, although the general trends in these segments parallel the overall findings.



Q46. Assuming comparable price/quality/performance, would you choose products whose packaging can be placed in your Blue Box over those that can't?

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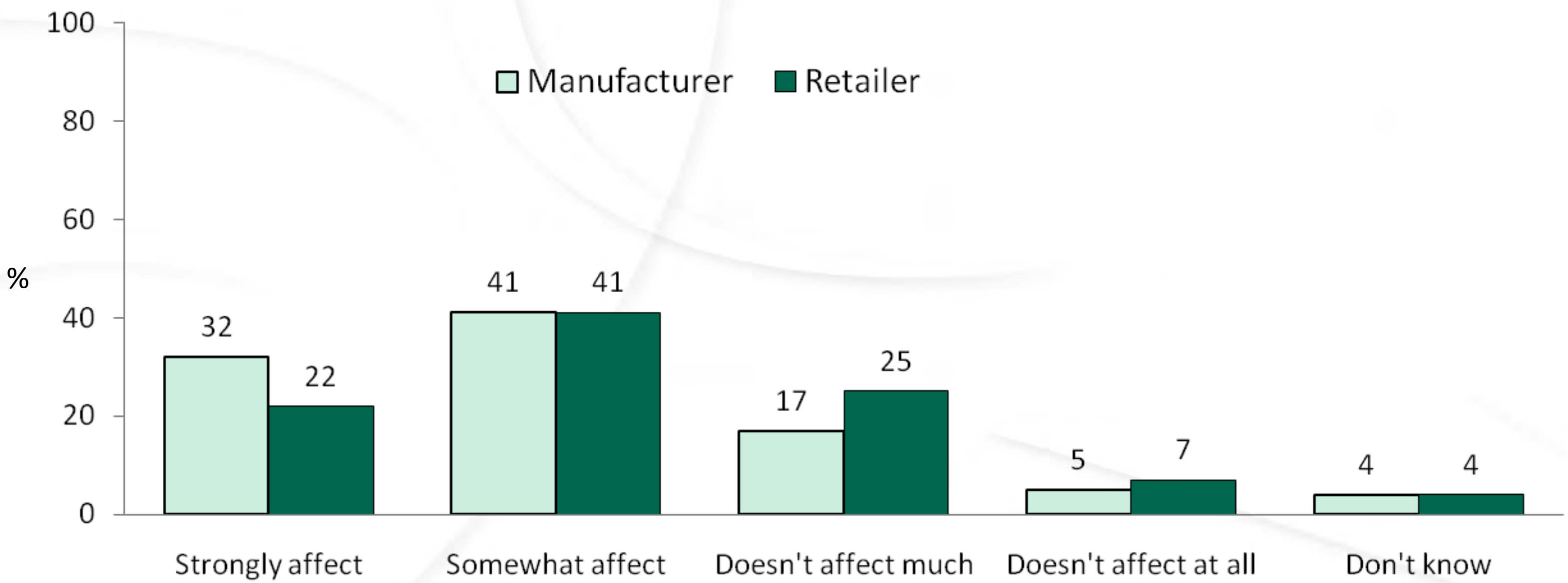
Blue Box & Product Purchasing (Manufacturer)

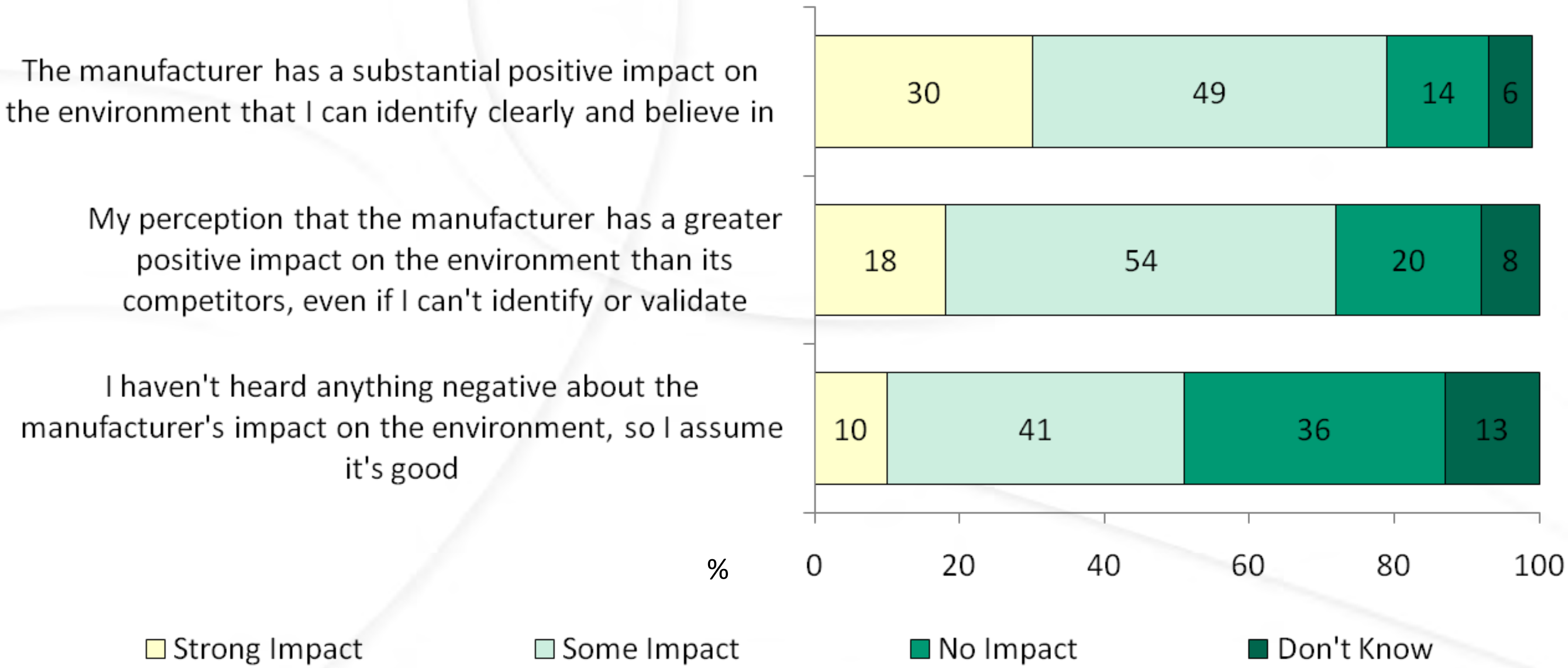
- The availability of Blue Box friendly packaging does have a considerable level of influence on consumers' perceptions of the manufacturer's environmental commitment (73% agree, 32% strongly).
- That influence is also present in relation to retailers (64% agree, 22% strongly agree), although it is relatively less pronounced than in the case of manufacturers.



Q47, Q48. How much does the ability to place packaging in your Blue Box (or not) affect your view of the manufacturers'/ retailers' commitment to environmental sustainability?

Purchasing Decisions

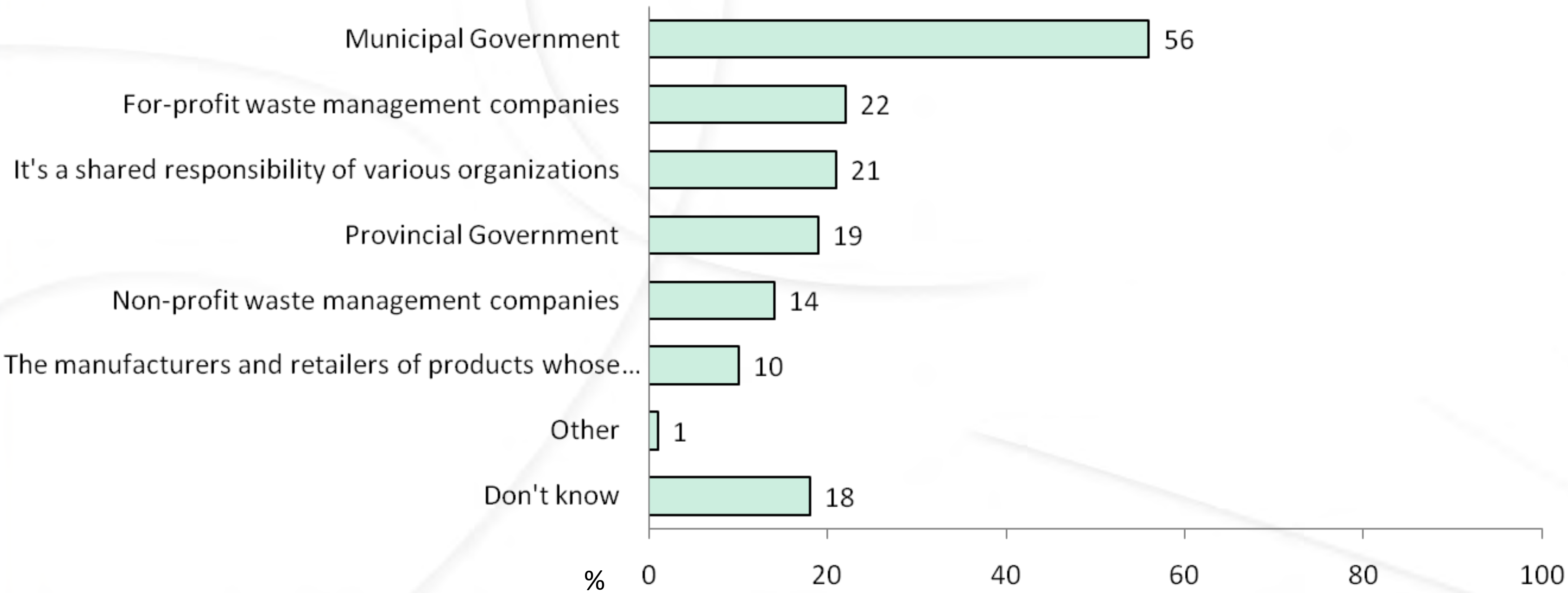
- When it comes to protecting the environment, manufacturers' action or inaction is likely to impact their bottom line, as nearly eight-in-ten (79%) agree (30% strongly agree) that a manufacturer's proven commitment and positive impact on the environment influence their purchasing decisions.
- Consumers' perceptions of manufacturers' actions (proven or not), although still considerable, have slightly less impact (72% agree, but 18% strongly).
- Just over half (52%) agree (10% strongly agree) that not hearing anything negative about the manufacturer's impact on the environment influences their purchasing decisions.



Q48. How much does each of the following have on your purchase decisions?

Awareness of Recycling Responsibilities

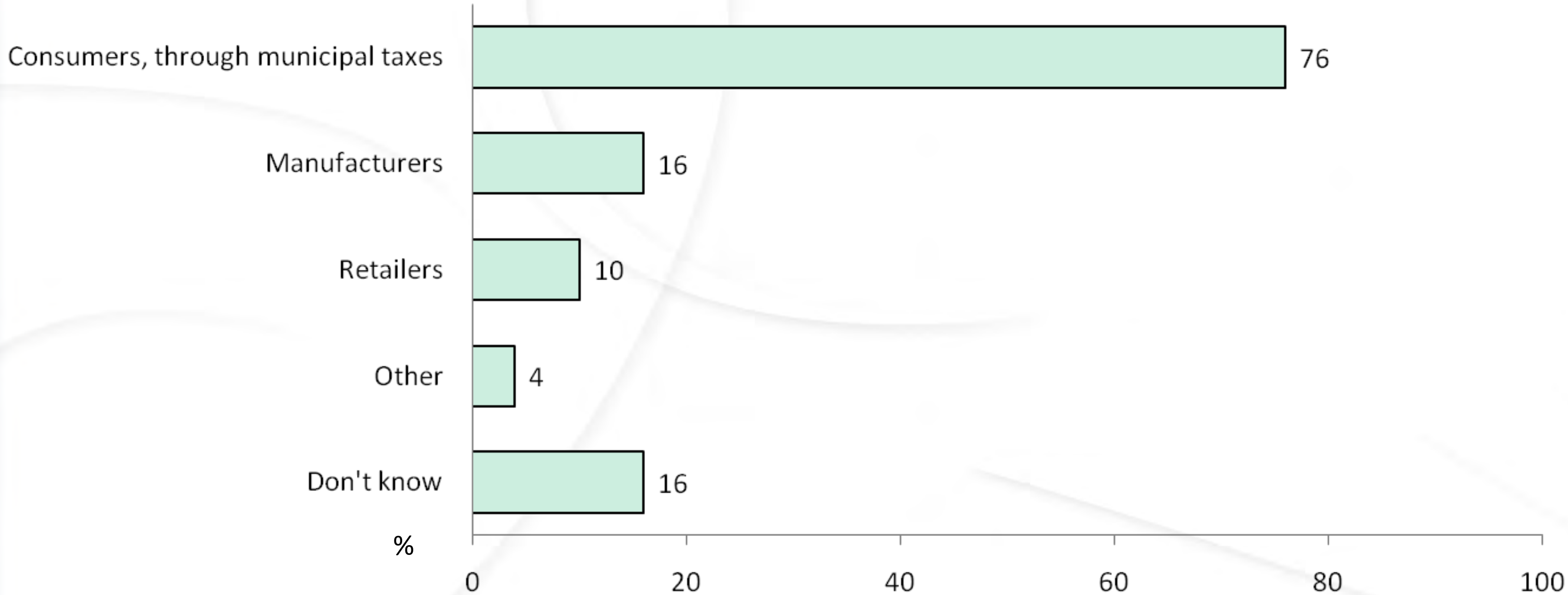
- Over half (56%) feel it is the municipal government's responsibility to recycle blue box items once they're collected. This observation is in line with previous research, which indicates that a strong link exists in consumers' minds between the recycling programs and the municipalities.
- Other responses are quite evenly spread out across various options pointing to the need for a consumer communications strategy that will inform and clarify misconceptions.



Q49. Who is responsible to recycle Blue Box items <u>after they are collected?</u> Select all that apply.

Awareness of Recycling Cost

- Three-quarters (76%) assume consumers cover the cost of recycling blue-box items through municipal taxes. This is further evidence that misconceptions related to recycling (as seen in previous studies), and the Blue Box program in particular abound.
- Conversely, only a fraction recognize manufacturers' and retailers' contribution to covering the costs (16% and 10% respectively).



Q50. Who pays for the cost of recycling blue box items? Select all that apply.

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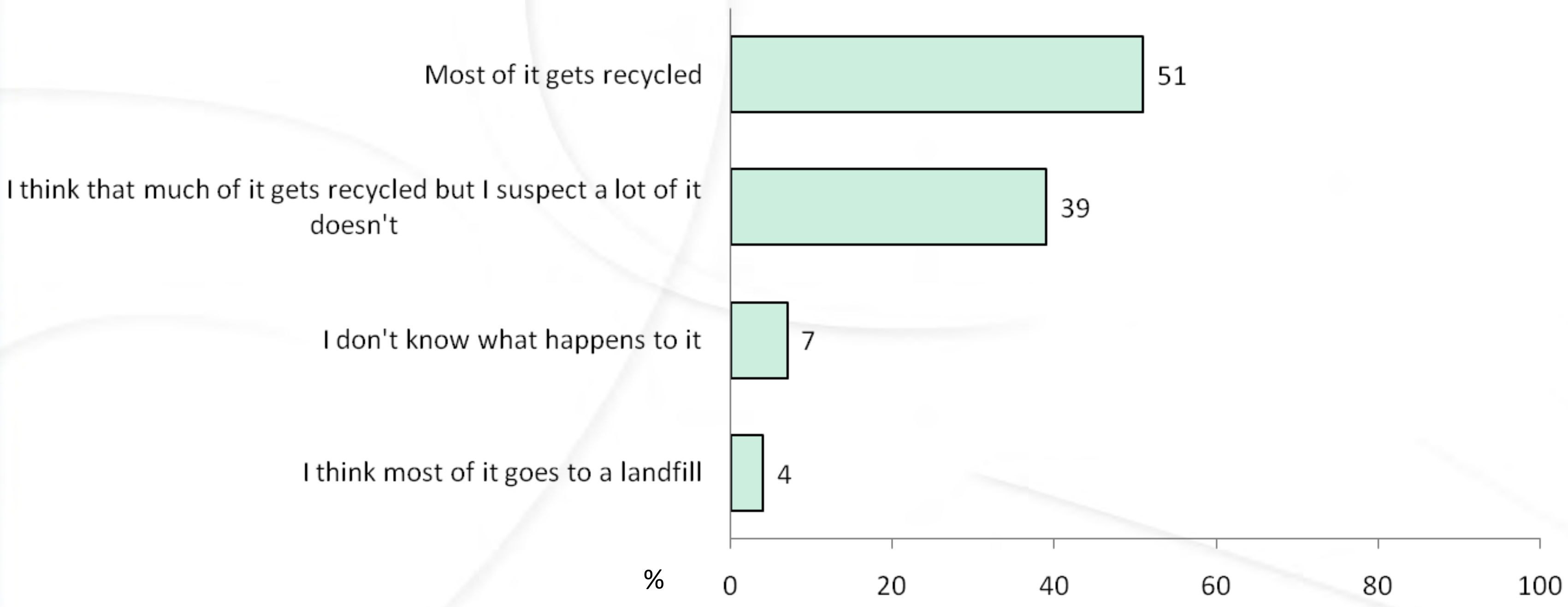
Awareness of Recycling Process

- Many (51%) believe that most Blue Box items get recycled once collected.
- However, some scepticism does exist, with nearly a fourth (39%) feeling that a lot still does not get recycled.
  - Urban dwellers are more doubtful when compared to their rural counterparts: only 42% of those in Metro Toronto believe most of their blue box items get recycled, compared to 57% of those living in North Western Ontario.



Q51. From what you know, what generally happens to blue box items after they are collected? [ALLOW ONE ANSWER]

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Thank You

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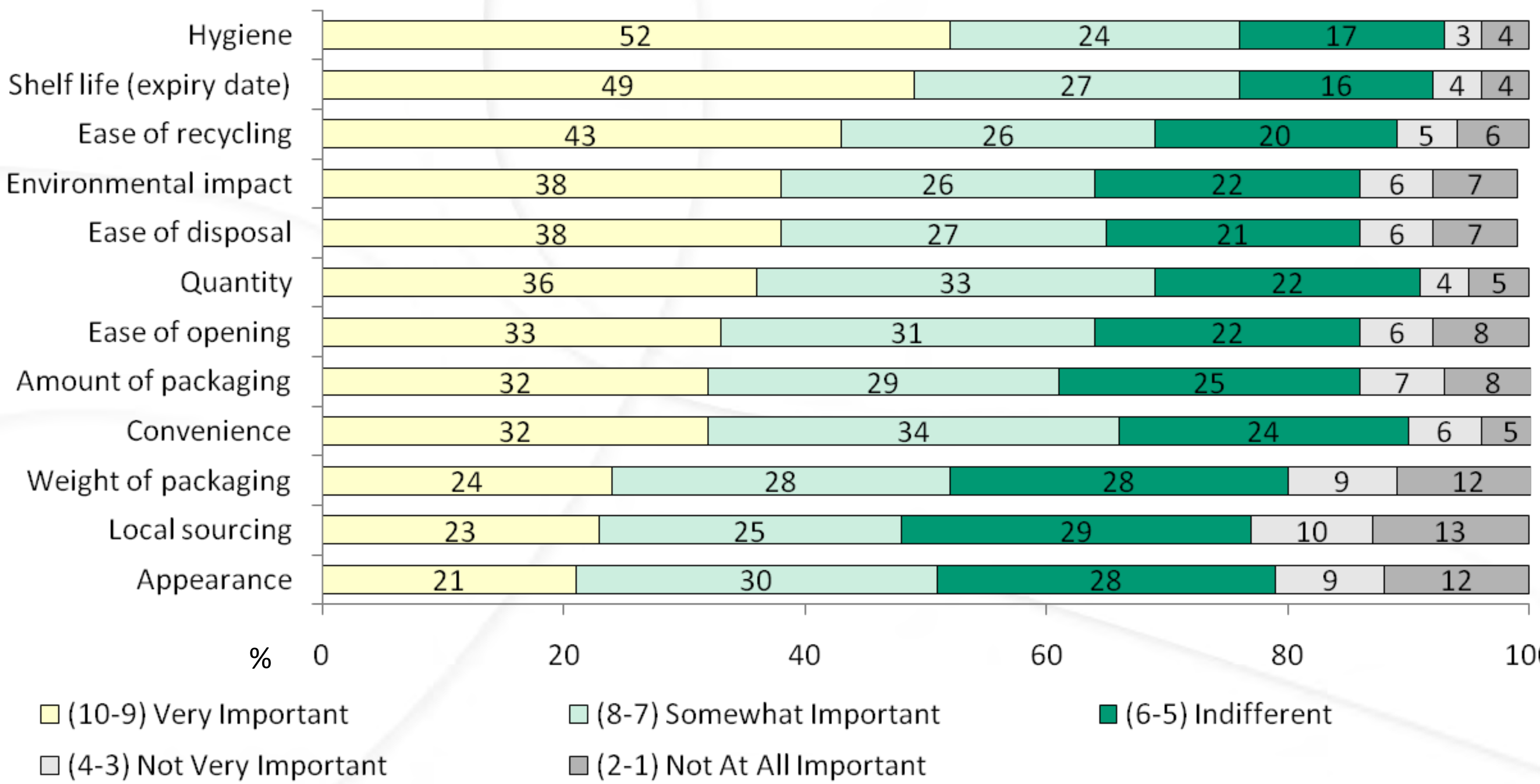
Factors influencing Purchase of Products (Beverages)

- Again, a very similar situation holds true for beverages, with hygiene and shelf life as relatively higher on the importance scale (52% and 45%), although not far ahead of ease of recycling, environmental impact, and ease of disposal (43%, 38%, and 38%).



Q13. When you consider the packaging of the products you buy in the food/beverage product categories, which factors typically play a role in your decision to purchase one product over another? Rate relative importance.

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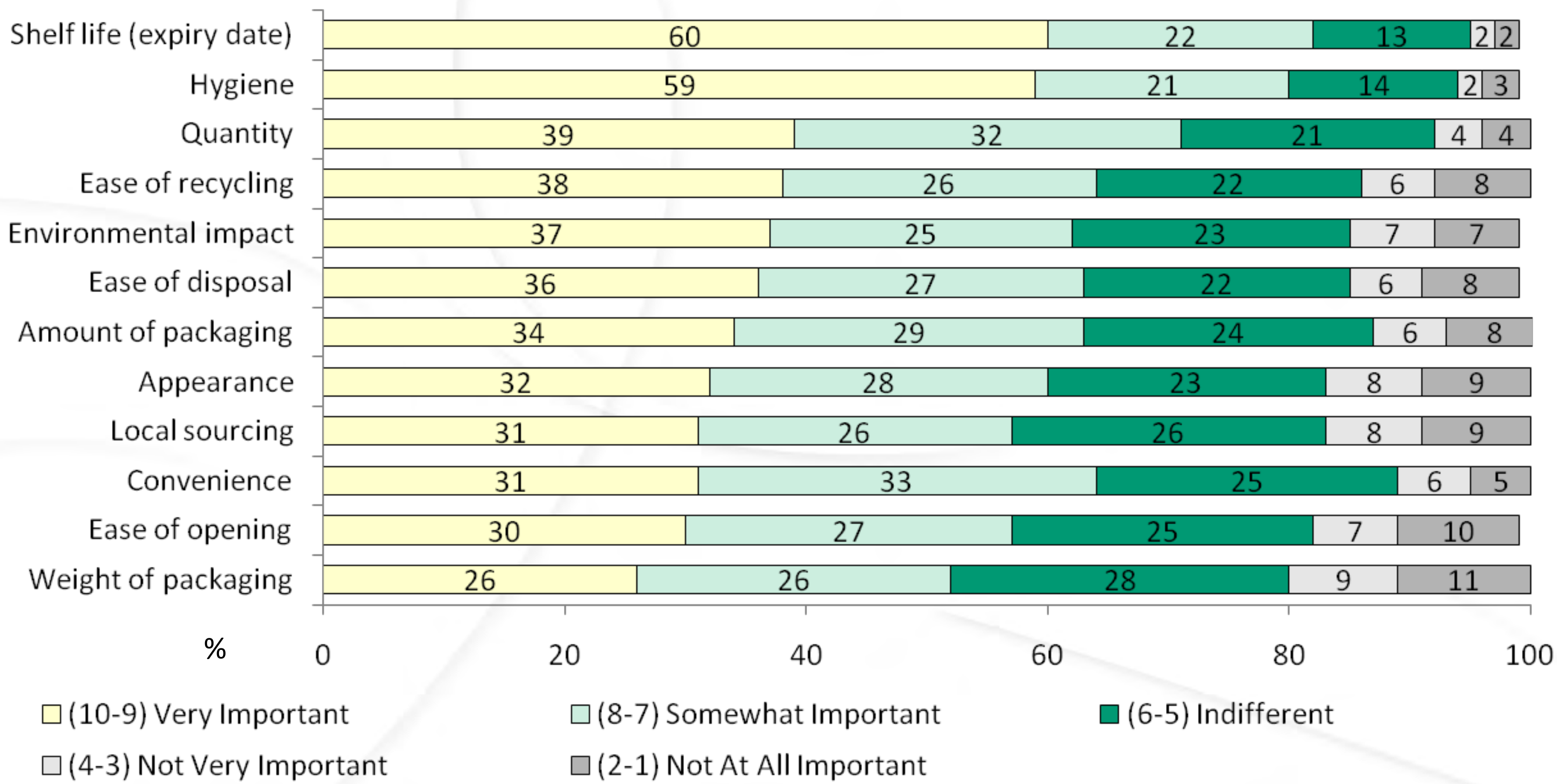
Factors influencing Purchase of Products (Grocery)

- In the grocery category, attributes related to food safety - shelf expiry and hygiene dominate (60% and 59%). Environmental factors, such as ease of recycling, environmental impact, ease of disposal, and amount of packaging are very important to between 38% and 34% of respondents, with all other characteristics (appearance, convenience, ease of opening, weight important to between a third and a quarter of respondents).



Q13. When you consider the packaging of the products you buy in the food/beverage product categories, which factors typically play a role in your decision to purchase one product over another? Rate relative importance.

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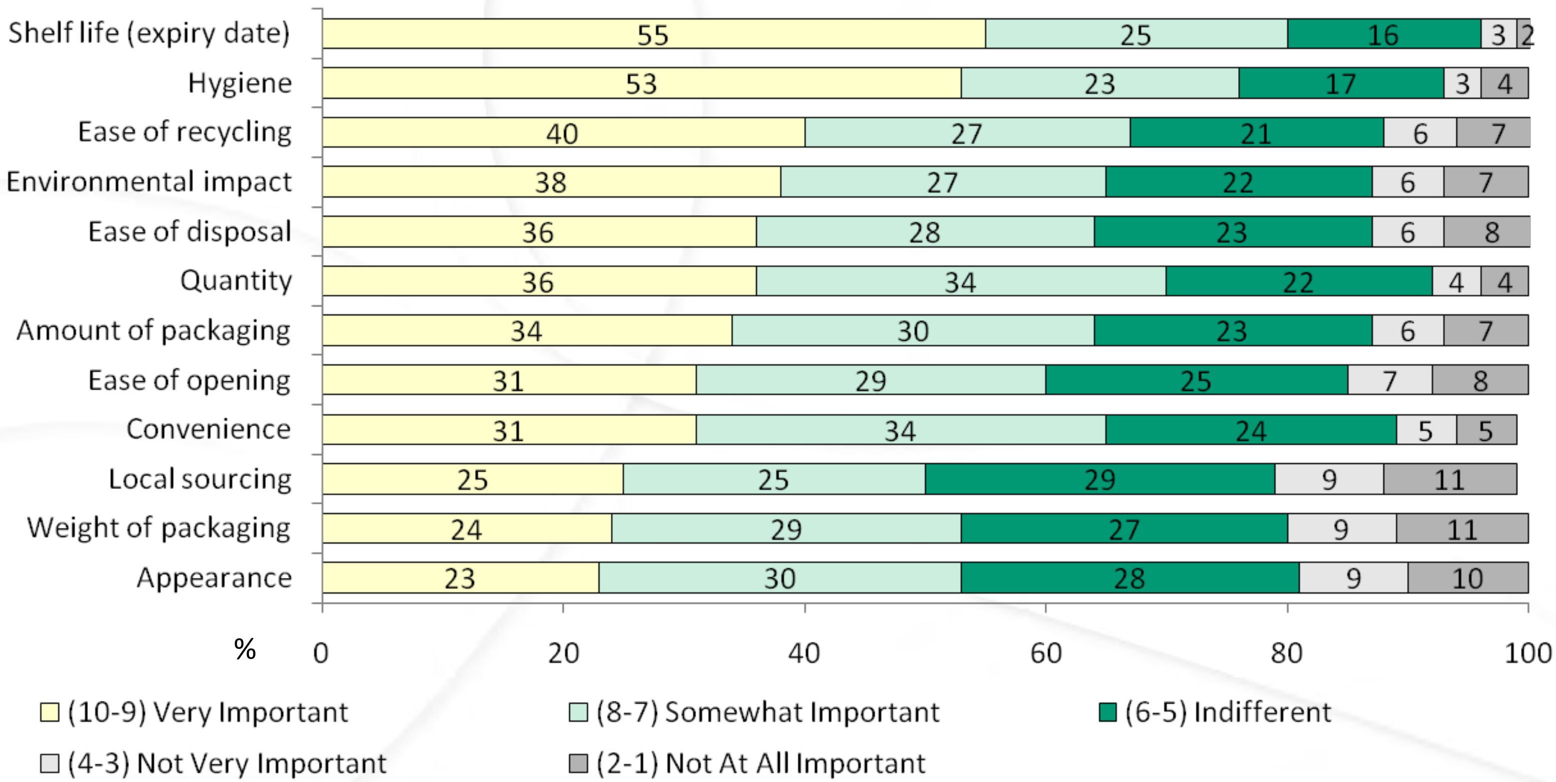
Factors influencing Purchase of Products (Packaged Foods)

- In the packaged foods, shelf life and hygiene too come out stronger than all other attributes (55% and 53%), although the gap between the other characteristics is considerably smaller, with ease of recycling and environmental impact being very important to a fourth of Ontarians. Ease of disposal and amount of packaging is further down, at 36% and 34%.



Q13. When you consider the packaging of the products you buy in the food/beverage product categories, which factors typically play a role in your decision to purchase one product over another? Rate relative importance.

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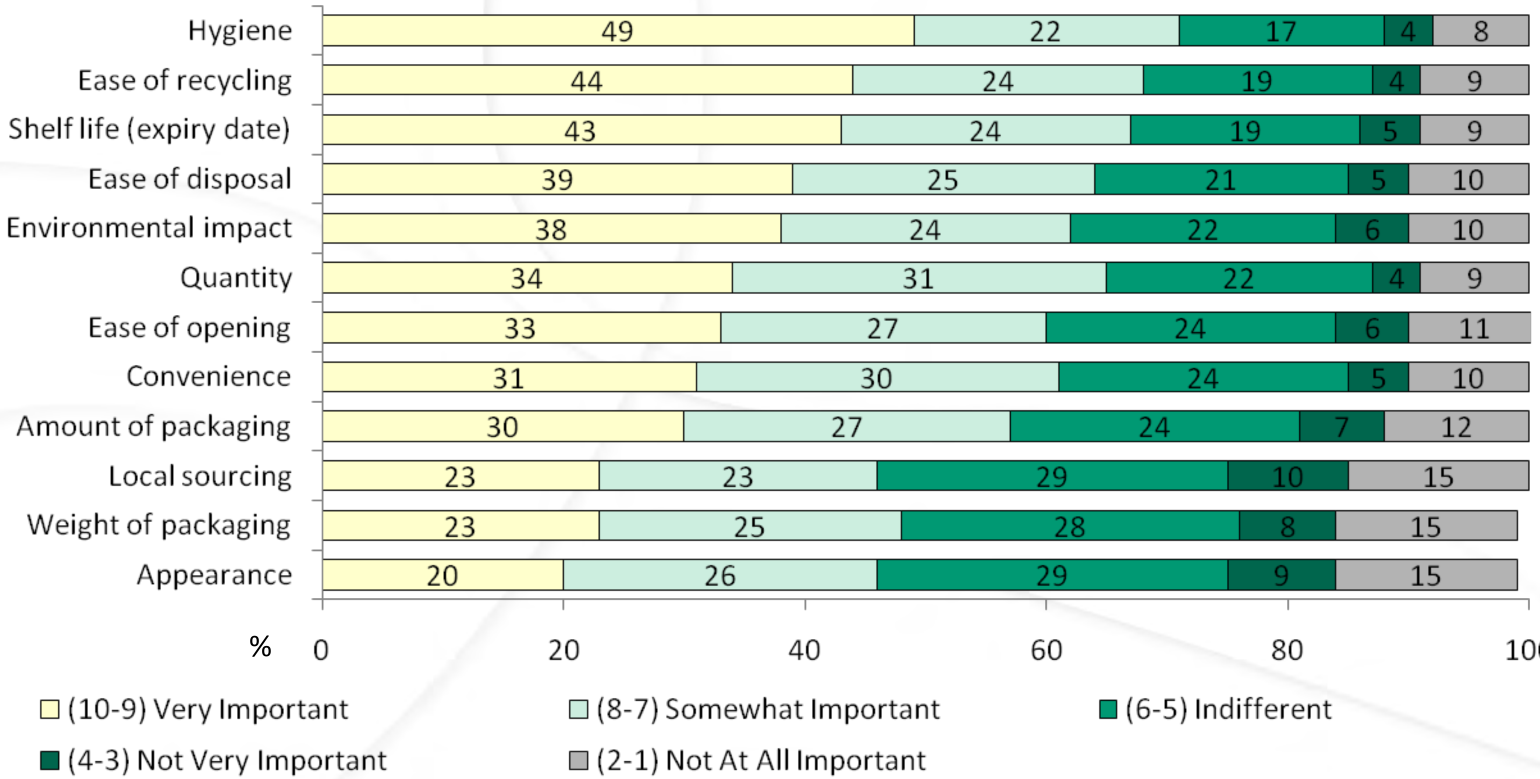
Factors influencing Purchase of Products (Beer/Alcohol Bottles & Containers)

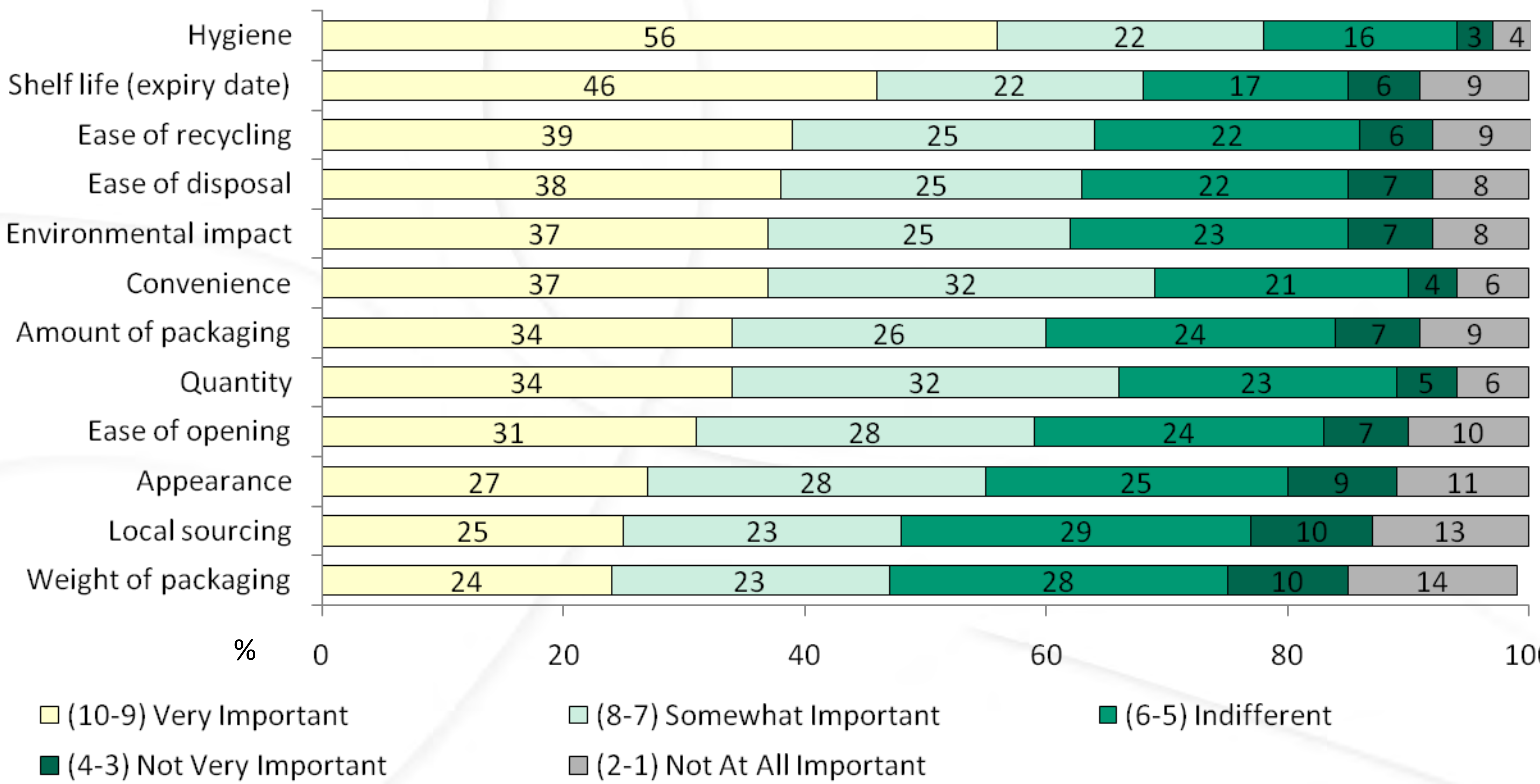
- Ease of recycling comes up quite high in the beer/alcohol bottles category (44% very important), with ease of disposal and environmental impact seen as a very important purchase criteria to about a fourth (39% and 38% respectively). Convenience plays a comparatively lesser role, as does the amount of packaging.



Q13. When you consider the packaging of the products you buy in the food/beverage product categories, which factors typically play a role in your decision to purchase one product over another? Rate relative importance.

Factors influencing Purchase of Products (Fast Food)

- Generally the same perceptions are in the fast food category, where product safety is ahead of all other factors (56% hygiene, 46% shelf life), with ease of recycling, ease of disposal, and environmental impact in the second place (39%, 38%, 37%). Amount of packaging is relatively less important (34%).



Q13. When you consider the packaging of the products you buy in the food/beverage product categories, which factors typically play a role in your decision to purchase one product over another? Rate relative importance.

Factors influencing Purchase of Products (Fast Food)

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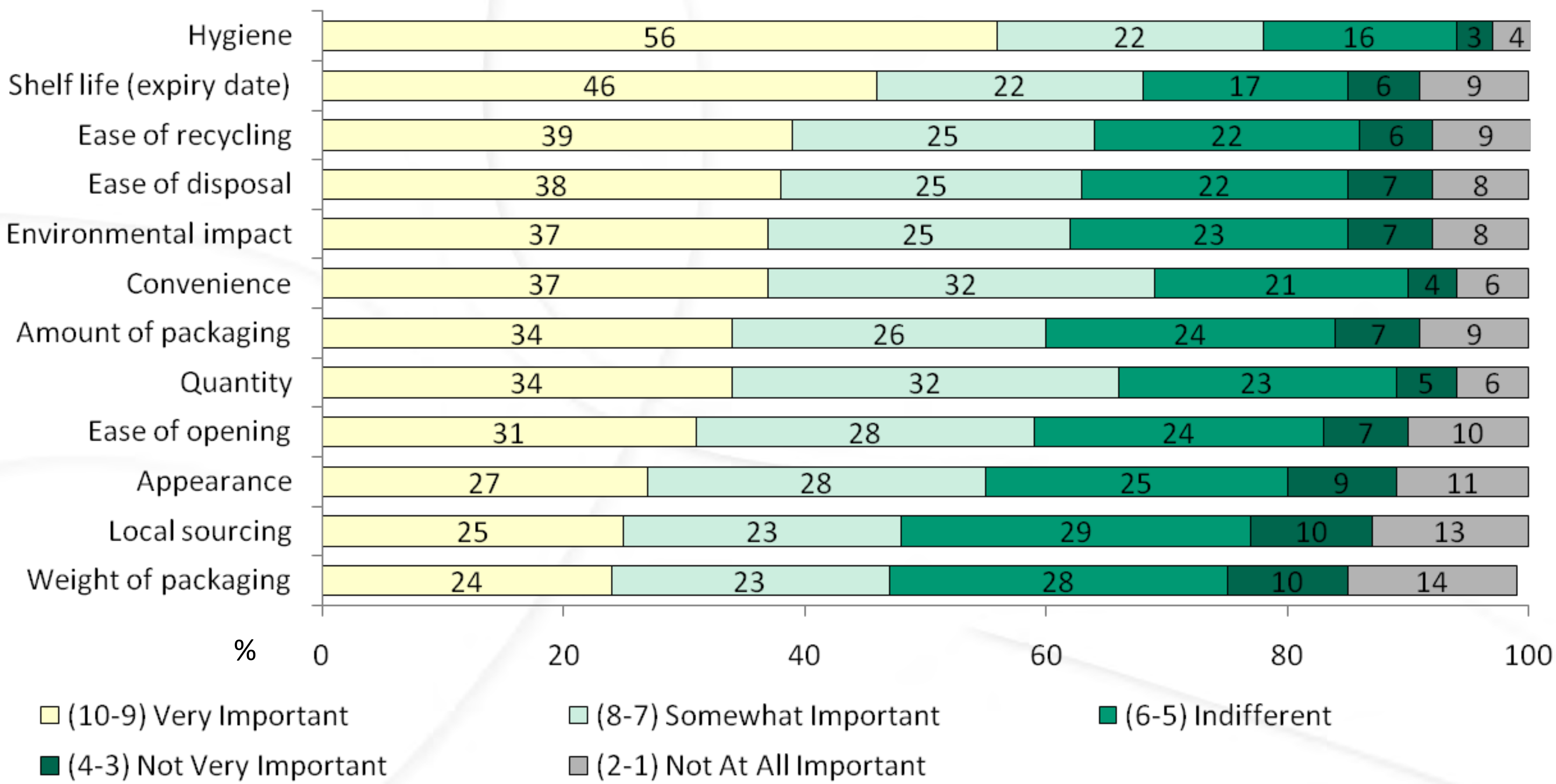

Q13. When you consider the packaging of the products you buy in the food/beverage product categories, which factors typically play a role in your decision to purchase one product over another? Rate relative importance.

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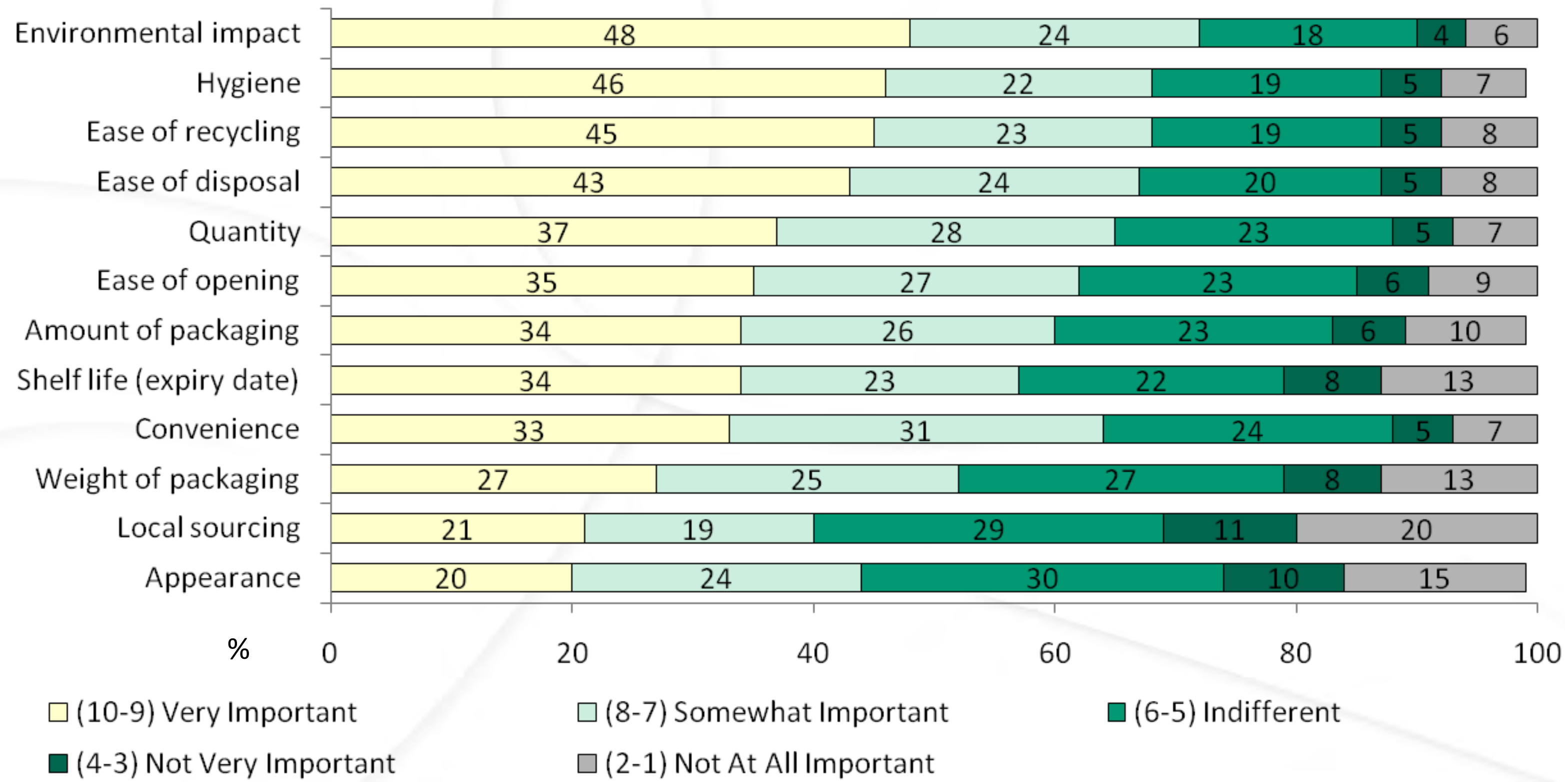
Factors influencing Purchase of Products (Household Products)

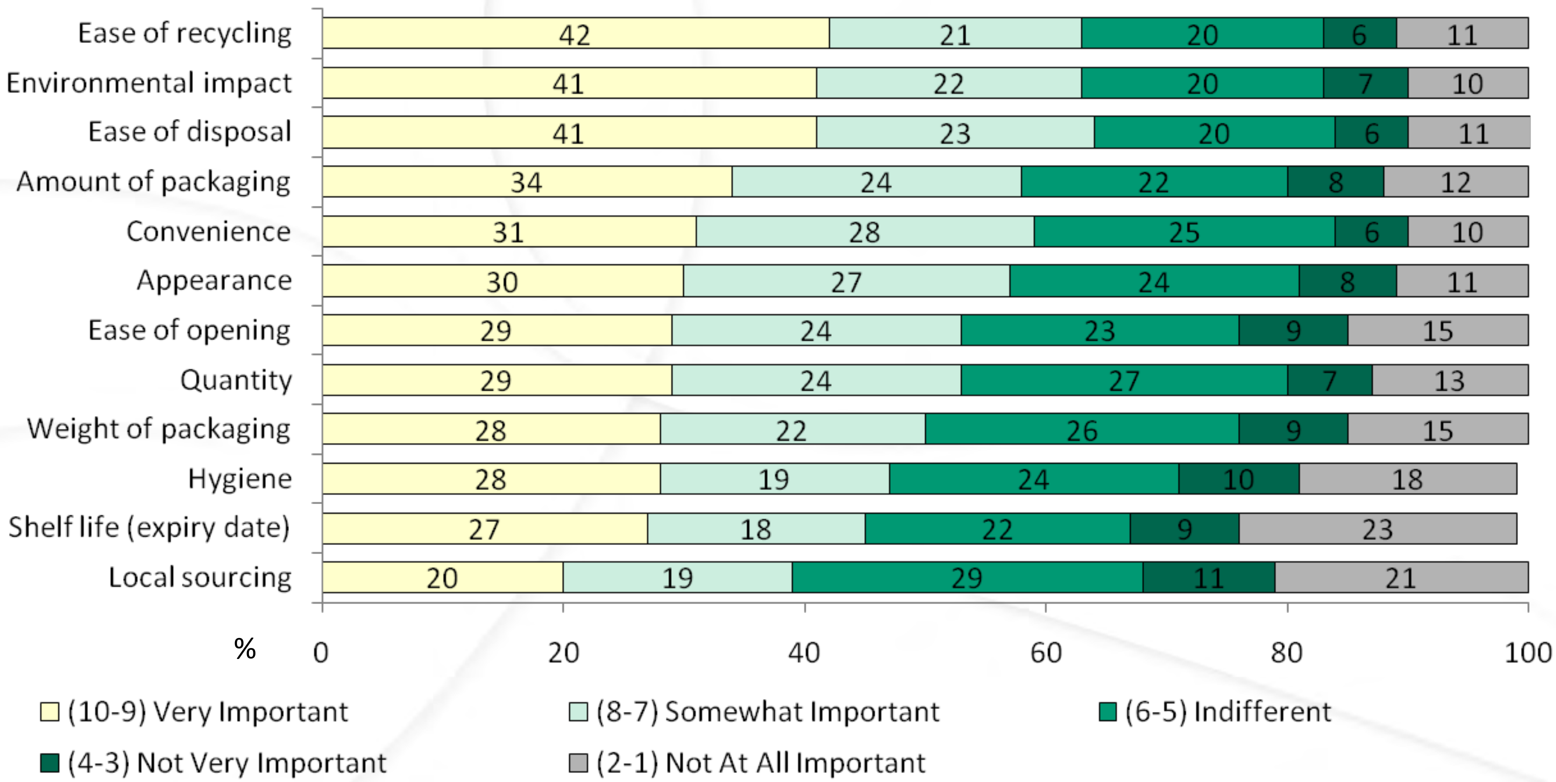
- In this category, the environmental impact and associated attributes dominate (in addition to hygiene), although comparatively, it is not as pronounced for the amount of packaging.



Q14. When you consider the packaging of the products you buy in other product categories, which factors typically play a role in your decision to purchase one product over another? Rate relative importance.

Factors influencing Purchase of Products (Electronics)

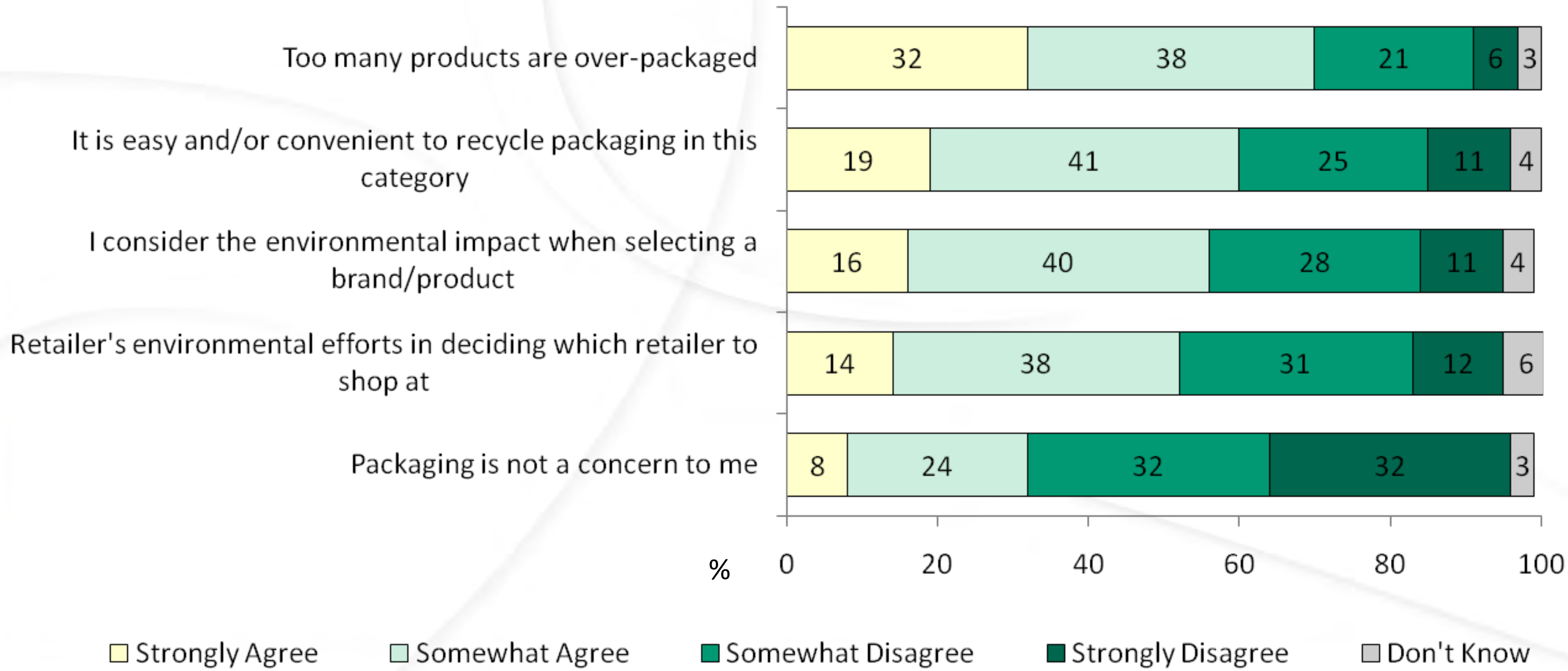
- After household products, electronics is the other category where environmental considerations play a dominant role in product selection.



Q14. When you consider the packaging of the products you buy in other product categories, which factors typically play a role in your decision to purchase one product over another? Rate relative importance.

Attitudes Towards Packaging and Product Purchase (Grocery) – Detailed Findings

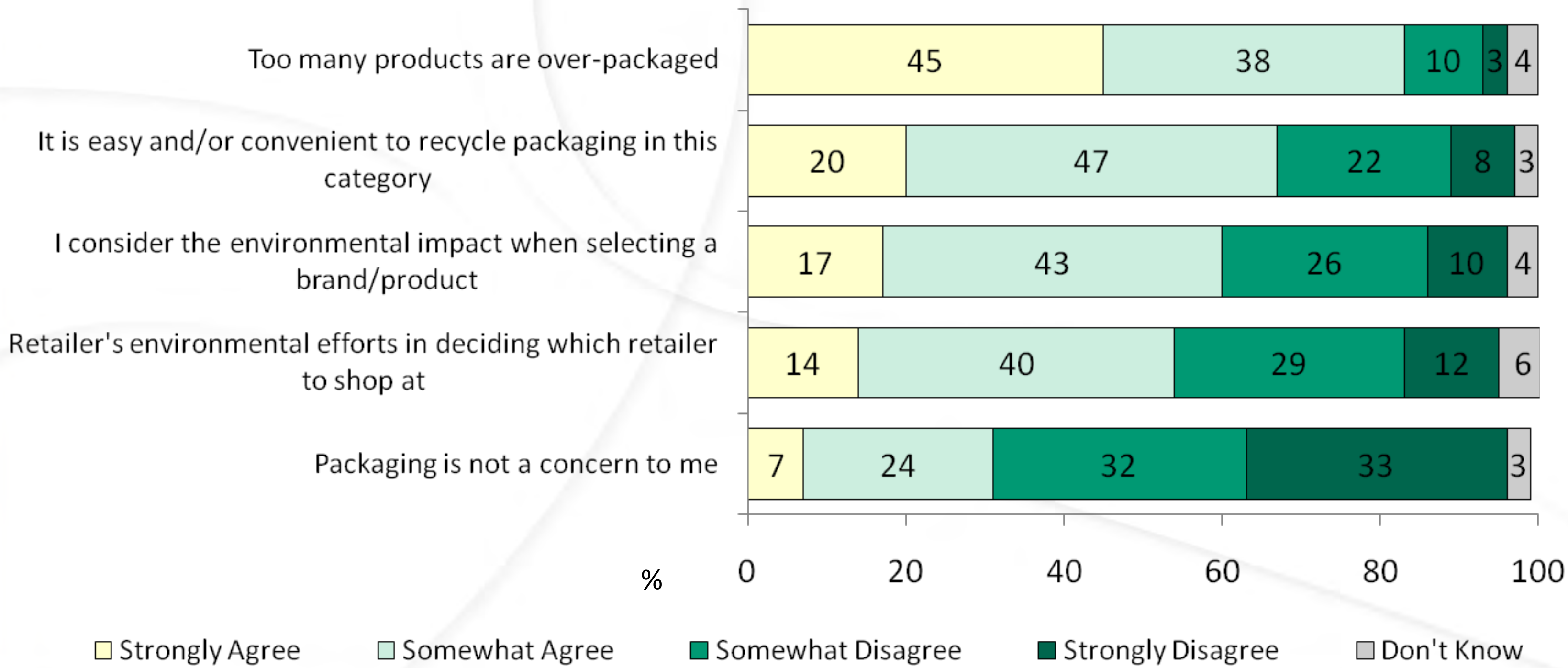
- Packaging in the grocery category is a concern for 64% of consumers.
- Consumers quite strongly feel (32% strongly agree) that in the grocery category products are over-packaged, although six-in-four think it is easy to recycle grocery packaging (19% strongly agree).
- Over half (56%) do consider the environmental impact when selecting brands/products in this category, and nearly just as many (52%) select retailers based on their environmental efforts.



Q15. How much would you agree with the following statements as they pertain to the various food products.

Attitudes Towards Packaging and Food Products (Packaged Foods) – Detailed Findings

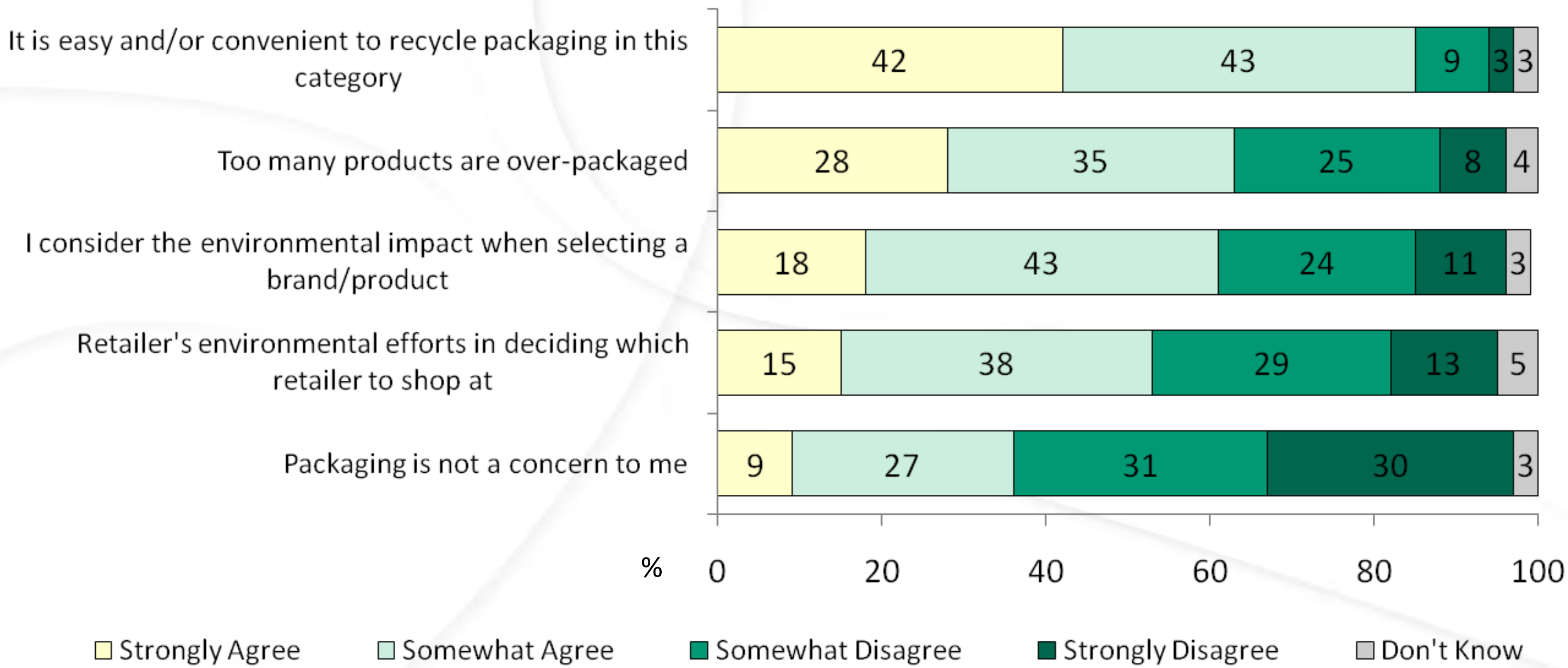
- Compared to the grocery category, considerably more consumers feel that packaged foods are over-packaged (45% strongly agree). Other attitudes in relation to ease of recycling, and environmental consideration in brand/retailer selection are similar to the grocery category.



Q15. How much would you agree with the following statements as they pertain to the various food products.

Attitudes Towards Packaging and Food Products (Beverages) – Detailed Findings

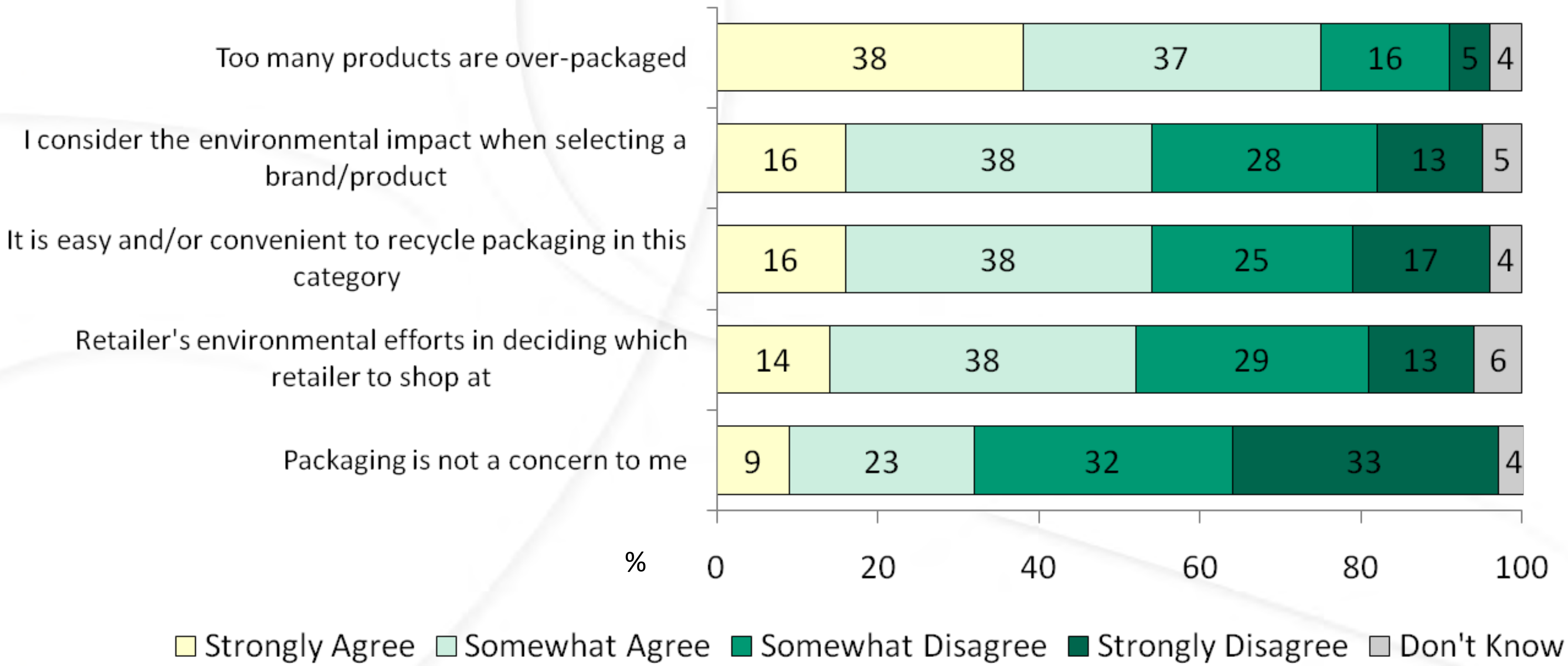
- Ease of recycling in the beverages category is well recognized. Most (85%) agree (42% strongly) that it is easy to recycle the packaging, but nearly two-thirds (63%) agree (28% strongly) that too many products are over-packaged.
- Again, other attitudes with regards to product/retailer selection and general concern with packaging are similar to those noted in previous categories.



Q15. How much would you agree with the following statements as they pertain to the various food products.

Attitudes Towards Packaging and Food Products (Fast Food) – Detailed Findings

- Product over-packaging is also a concern in the fast food category for 75% (38% strongly agree). Other attitudes related to environment are in-line with other product categories.



Q15. How much would you agree with the following statements as they pertain to the various food products.

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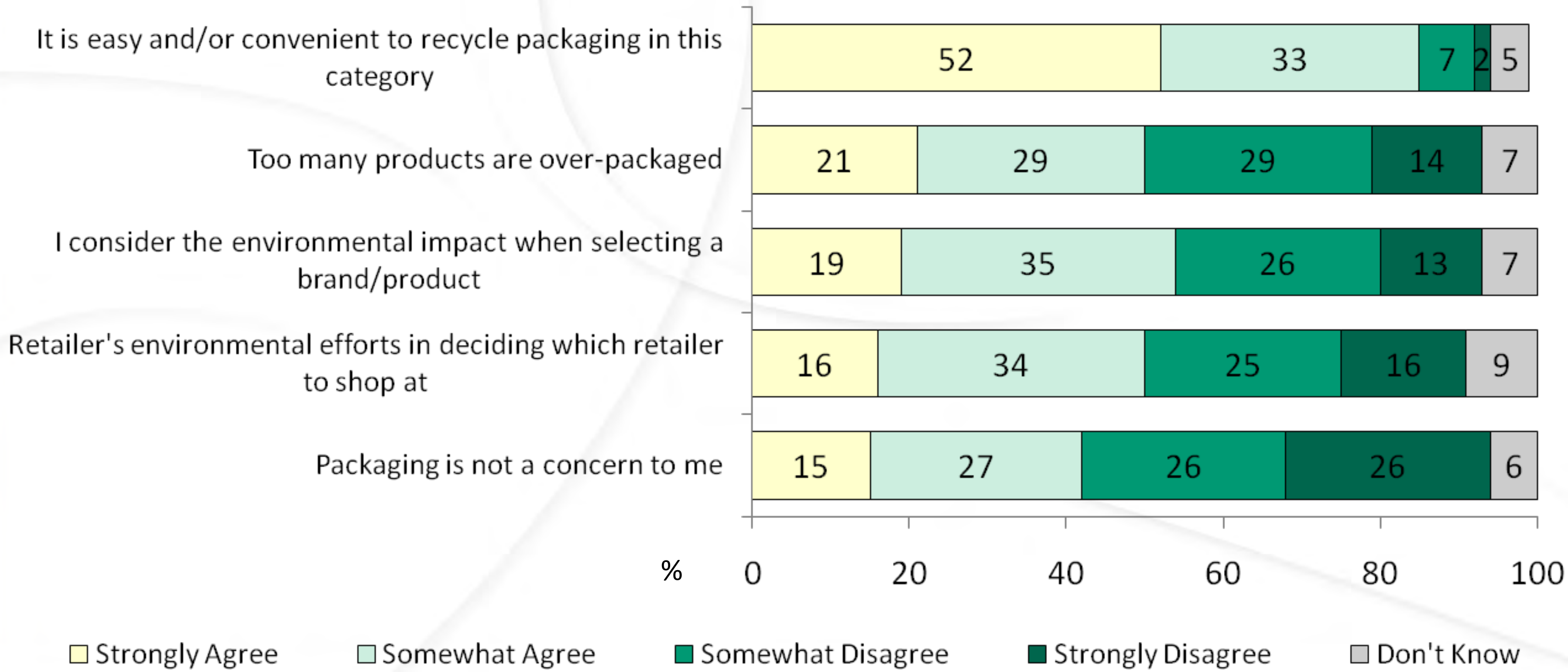
Attitudes Towards Packaging and Food Products (Beer/Alcohol Bottles & Containers) – Detailed Findings

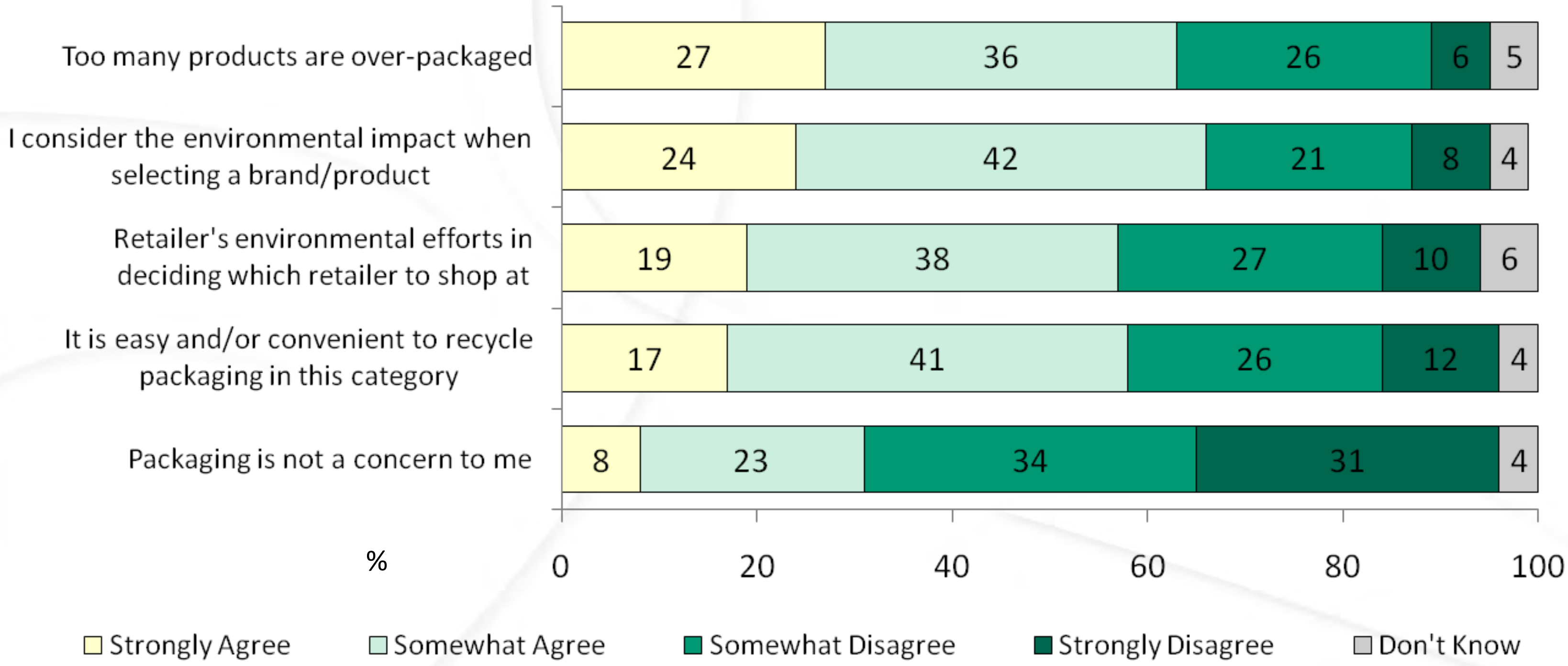
- Most consumers agree (85%, and as many as 52% strongly agree) that it is easy to recycle beer/alcohol bottles. This perception is likely influenced by the bottle return program associated with the Beer Store.
- Attitudes toward the remaining characteristics are on par with other product categories.



Q15. How much would you agree with the following statements as they pertain to the various food products.

Attitudes Towards Packaging and Other Product Categories (Household Products) – Detailed Findings

- While over six-in-ten see over-packaging in this category (63% agree), compared to many other product categories, the issue is less pronounced. However, comparatively more consumers than in other categories consider the environmental impact when buying in this category (66% agree vs. 55% across other categories*).

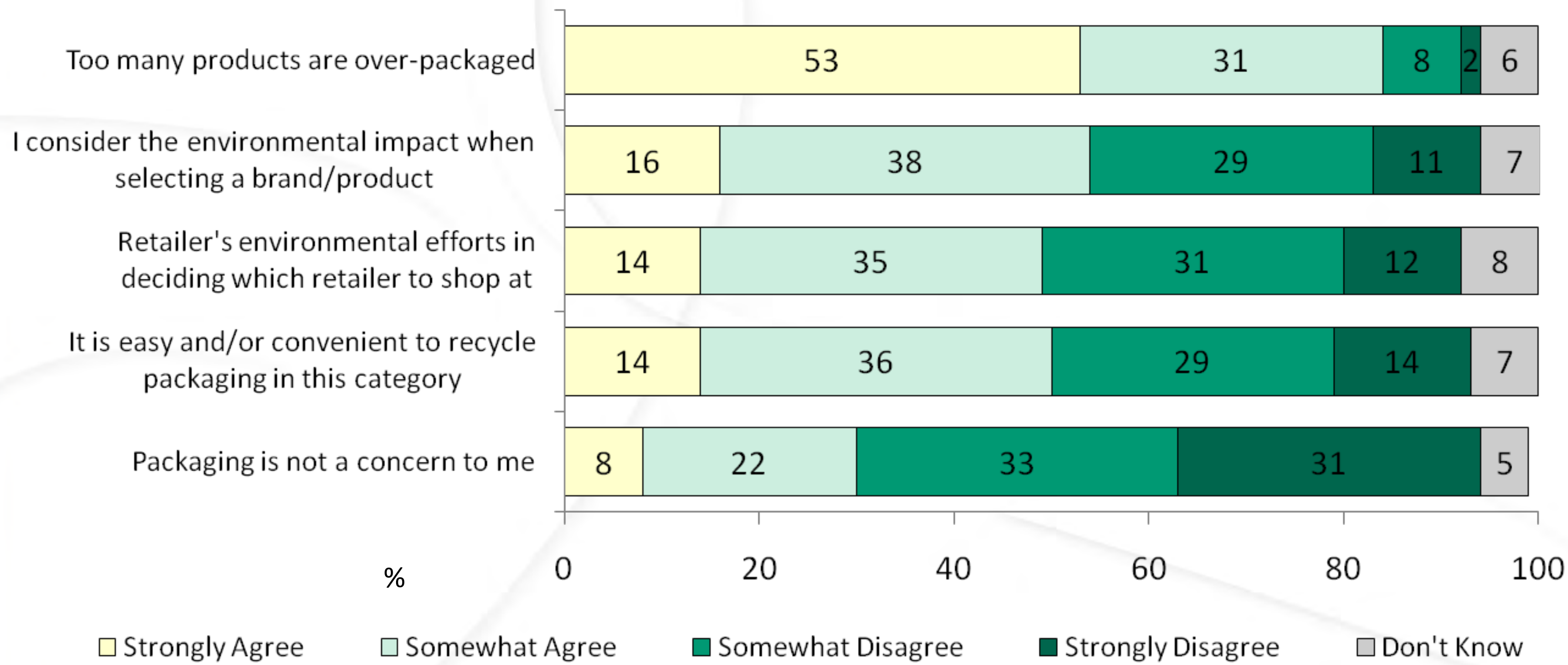


Q16. How much would you agree with the following statements as they pertain to other product categories?

*average for all categories

Attitudes Towards Packaging and Other Product Categories (Other Consumer Packaged Goods, e.g., toys) – Detailed Findings

- Over-packaging is seen as a significant concern in packaged goods (53% strongly agree, 84% in total), but this attitude is not as strongly reflected in product selection behaviour (16% strongly agree, 54% agree in total that they consider environmental impact in their purchase process).



Q16. How much would you agree with the following statements as they pertain to other product categories?

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