



FOR IMMEDIATE RELEASE

Paper & Packaging – How Life Unfolds™ Celebrates One-Year Mark with Positive Shifts in Consumer Attitudes



**PAPER +
PACKAGING
BOARD**

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McLean, VA, July 12, 2016 – One year into the national promotional campaign to increase awareness and use of paper and paper-based packaging products, consumer attitudes about the products' personal relevance and quality have held steady or seen significant improvement. Results tracked from August 2015 through May 2016 in a wave-over-wave Attitude and Usage survey show improving perceptions of paper and packaging products among the campaign's target audience.

Top findings comparing initial 2015 data to survey responses in 2016 highlight improvement in attitudes for both paper and packaging sector products:

- Among the target audience who recall seeing campaign ads, 86% of survey responses agree that even as technology becomes more advanced, paper continues to play an important role in our lives. (Up from 73% in 2015).
- Survey respondents who recall seeing campaign ads have shown significantly improved attitudes around the quality of paper-based product packaging:
 - The statement that products that come in paper-based product packaging tend to feel more premium saw significant improvement, up 14%. (2015: 52% agreed. 2016: 66% agreed).
 - In 2016, 63% think more highly of companies that package their products in paper-based packaging, up from 44% in 2015.
- Attitudes around the quality of corrugated boxes, already high, remain steady with 84% agreeing with the statement: I can rely on corrugated cardboard boxes to get my merchandise shipped/delivered safely. (83% in 2015).

To read the top 12 findings in the report, visit www.paperandpackaging.org.

About

The Paper and Packaging Board establishes and guides promotions designed to help slow the decline in paper use and expand demand for paper-based packaging products. Almost 60 U.S. manufacturers and importers of these products collectively fund the board's efforts including the Paper & Packaging – How Life Unfolds™ campaign.

www.paperandpackaging.org

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*Denotes Significant Improvement.

(Survey fielded and results compiled three times over the period of August 2016 to May 2016 by Copernicus Marketing Consulting and Research. N= 117.)