



“Rinse. Recycle. Reimagine.” **The Unilever Bathroom Recycling Index**

Unilever is launching “Rinse. Recycle. Reimagine.” a new program in partnership with Keep America Beautiful and the Ad Council designed to educate people about recycling in the bathroom, inspire them to reimagine what empty bathroom products could become through recycling, and ultimately make a small change that holds big potential to positively impact the environment.

The new “Unilever Bathroom Recycling Index,” an online survey commissioned by Unilever and conducted by KRC Research, uncovered the following about bathroom recycling habits in the United States:*

When it comes to bathroom recycling, there is a gap between knowledge and action.

- While a majority of Americans are aware that their empty bath and beauty bottles are recyclable, less than half (34%) report always bringing empty bathroom items to the recycling bin.
- In comparison, 86% of Americans claim to always recycle in general, and nearly half (46%) reported always recycling kitchen recyclables.

Confusion, misinformation... and a bit of skepticism are fueling this gap in America.

- While the majority of Americans know where they should be putting their empty bottles, 42% claim that they don't recycle because they aren't sure an item is eligible for recycling.
- More than a quarter (27%) of Americans are not convinced their recycled items can actually become something new.

There are quite a few things Americans would do before walking their empty bathroom products to the recycling bin.

- 1 in 5 (22%) Americans wouldn't walk across their home to recycle a bath or beauty bottle.
- In fact, Americans are more likely to go the distance to get a drink when thirsty, charge their phone, or answer a phone call than walk an empty plastic bottle from the bathroom to the recycling bin.

Some Americans have better bathroom recycling habits than others. Where do you fall in the index?

- The average American has 8 products in plastic bottles in their bathroom at a given time, yet only 34% of Americans always recycle these bottles when empty.
 - That's nearly 600 million plastic bottles that could end up in landfills each year.
 - *Beware of the product hoarders!* 1 in 5 Americans (20%) have more than 10 bathroom products in plastic bottles in their bathroom at a given time.
- See which U.S. metropolitan cities are leading the way when it comes to bathroom recycling, and which cities could step it up (based on those who reported always recycling bathroom products):
 1. Philadelphia (52%)
 2. New York (48%)
 3. San Francisco/Oakland/San Jose (41%) and Seattle (41%)
 4. Minneapolis (40%)
 5. Boston (39%)
 6. Los Angeles (38%)
 7. Washington, DC (37%) and Phoenix (37%)

8. Chicago (33%)
9. Houston (30%)
10. Tampa/St. Petersburg (29%)
11. Dallas/Ft. Worth (28%)
12. Detroit (26%)
13. Atlanta (23%)

When it comes to disposing of empty bath and beauty bottles responsibly, it's the men who come out on top.

- More men (80%) reported recycling their empty bathroom bottles than women (74%).
- Only 30% of women reported *always* recycling their empty bath and beauty bottles, compared to 37% of men.

Families are getting the job done when it comes to bathroom recycling.

- Parents are more likely than non-parents to recycle in the bathroom (81% vs. 74%).
- Over 2 in 5 (43%) parents cited educating their children about the importance of recycling as a reason behind why they recycle.
- Los Angeles tops the list of major U.S. cities where parents report that their children are diligent about recycling:
 1. Los Angeles (53%)
 2. Chicago (49%)
 3. Washington, D.C. (48%)
 4. New York (45%)
 5. Atlanta (43%)
 6. Dallas/Ft. Worth (42%)
 7. Houston (42%)
 8. San Francisco/Oakland/San Jose (41%)
 9. Tampa/St. Petersburg (40%)
 10. Detroit (38%)
 11. Boston (37%) and Seattle (37%)
 12. Philadelphia (36%)
 13. Phoenix (36%)
 14. Minneapolis (34%)

****About KRC Research and the Survey***

[KRC Research](#) is a global public opinion research firm. KRC Research conducted a nationally representative online survey of 5,516 American adults ages 18+ from March 9-23, 2015, to gauge consumer awareness and knowledge of bathroom-specific recycling topics and behaviors; explore the frequency of recycling personal care items in bathrooms; and understand what drives and will drive consumers to recycle their eligible bathroom items. 1,000 of the interviews were conducted among a nationally representative sample of Americans. An additional 300 interviews were conducted in each of the 15 following DMAs: New York, Los Angeles, Chicago, Philadelphia, Dallas-Fort Worth, San Francisco-Oak San Jose, Boston, Washington DC, Atlanta, Houston, Detroit, Seattle-Tacoma, Phoenix, Tampa-St. Petersburg, and Minneapolis.

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