



## Texas Recycled Newsprint Survey 2011 Survey Results

Each year, the Texas Commission on Environmental Quality (TCEQ) conducts a survey of Texas newspaper printers and publishers to determine their use of recycled newsprint. The following results are from calendar year 2011, which were compiled in 2012.

### Summary of Results

State law sets the objective for newspaper publishers to meet at least one of two recycling goals. Forty-one percent of respondents met this objective, with more than 30 percent exceeding both goals. As a group, responding publishers did not meet the recycled newsprint goal, coming just 3 percent short of the goal, but exceeded the post-consumer recycled content goal by 5 percent. Publication respondents cited inability to obtain sufficient quantities of recycled newsprint at competitive prices and on a timely basis as the main reasons they did not purchase more recycled newsprint.

### Use of Recycled Newsprint

One goal calls for recycled newsprint to comprise 30 percent of total newsprint purchased. Recycled newsprint is defined as newsprint containing 25 percent or more post-consumer recycled content. Highlights for 2011 include the following:

- Approximately 27 percent of newsprint purchased by respondents was recycled newsprint (49,505 tons);
- Over 33 percent of the respondents met or exceeded this goal; and
- Since 1995, 40 percent (3 million tons) of all newsprint purchased by respondents has been recycled newsprint.

### Aggregate Post-consumer Recycled Content

The current goal for aggregate post-consumer recycled content in newsprint (i.e., the overall percentage of post-consumer recycled content in all newsprint purchased) is 18 percent. Results for 2011 include the following:

- Over 23 percent of total newsprint purchased by respondents was post-consumer recycled content (43,751 tons);
- Nearly 36 percent of the respondents met or exceeded this goal; and
- Since 1995, respondents have purchased approximately 2.2 million tons of post-consumer recycled content (30 percent of all newsprint purchased).

## Goals and Totals

<b>Number of Times Publications Reported</b>	<b>Total Amount of Newsprint Purchased</b>	<b>Percentage of Total that was Recycled Newsprint</b>	<b>Percentage of Post-consumer Recycled Content in Newsprint</b>
4,473	7.44 million tons	40% (goal: 30%)	30% (goal: 18%)

## Recycled Newsprint Survey - Results from Calendar Year 1995 to 2011

Year	Percentage of Newsprint that was Recycled Newsprint		Percentage of Post-consumer Recycled Content in Newsprint	
	Goal	Actual	Goal	Actual
1995	10%	20%	2.5%	18%
1996	10%	24%	2.5%	22%
1997	20%	37%	12%	21%
1998	20%	43%	12%	21%
1999	20%	46%	12%	22%
2000	30%	46%	18%	33%
2001	30%	46%	18%	34%
2002	30%	52%	18%	48%
2003	30%	38%	18%	30%
2004	30%	40%	18%	23%
2005	30%	56%	18%	46%
2006	30%	57%	18%	42%
2007	30%	36%	18%	43%
2008	30%	48%	18%	36%
2009	30%	51%	18%	42%
2010	30%	28%	18%	28%
2011	30%	27%	18%	24%

<b>Table 3 - Newsprint Survey Details</b>				
YEAR	Number of Publications Represented	Total Amount of Newsprint Purchased (tons)	Total Amount of Recycled Newsprint Purchased (tons)	Total Amount of Postconsumer Recycled Content Purchased (tons)
1995	291	662,482	132,423	119,247
1996	280	528,480	128,659	116,266
1997	283	631,817	236,680	132,682
1998	295	638,432	274,521	134,069
1999	277	693,902	319,860	152,658
2000	227	563,250	259,995	184,237
2001	181	480,964	222,714	163,388
2002	149	529,282	275,506	253,362
2003	262	648,776	244,974	194,684
2004	177	237,346	95,023	55,000
2005	300	481,168	268,107	221,872
2006	226	168,652	95,741	70,493
2007	350	352,302	127,500	151,960
2008	256	266,449	126,776	96,226
2009	245	188,853	97,158	79,730
2010	226	181,305	50,350	50,290
2011	448	183,731	49,505	43,751

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