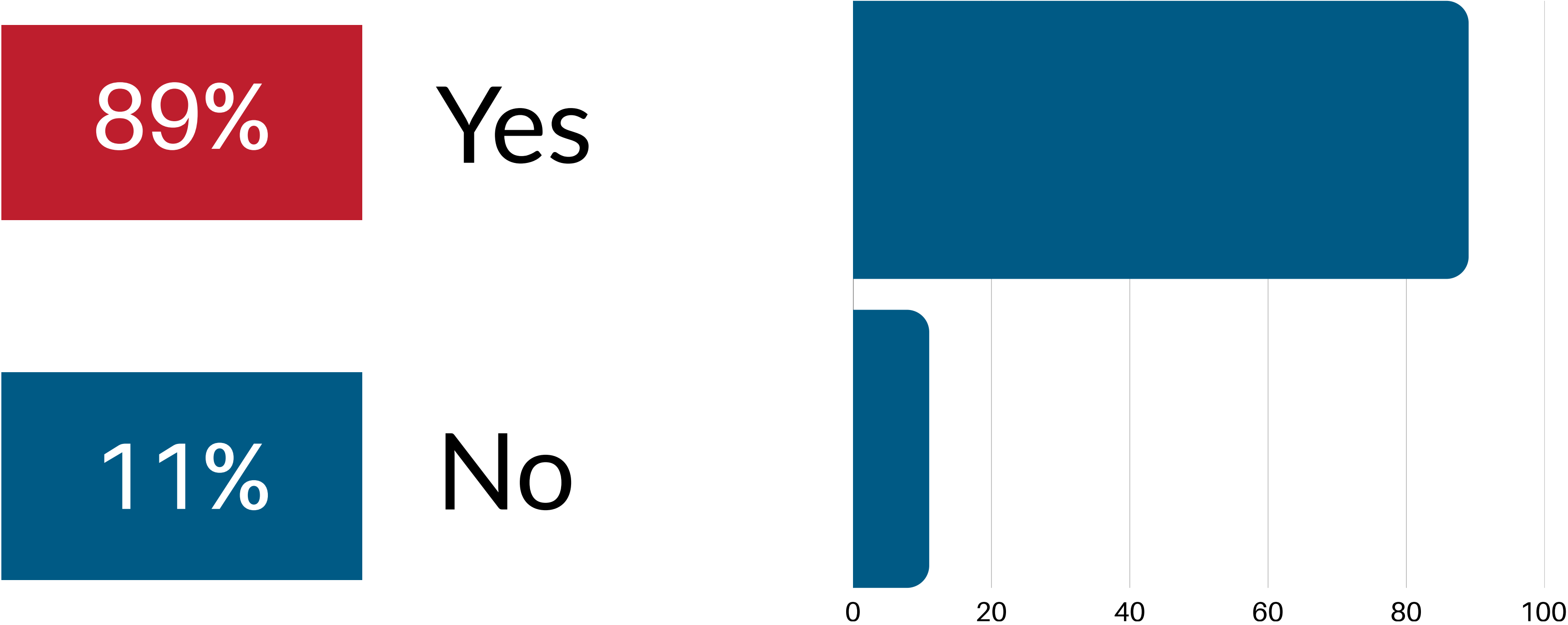




Annual Resource Guide Survey

November 2024

Does this guide help narrow down packaging solutions?



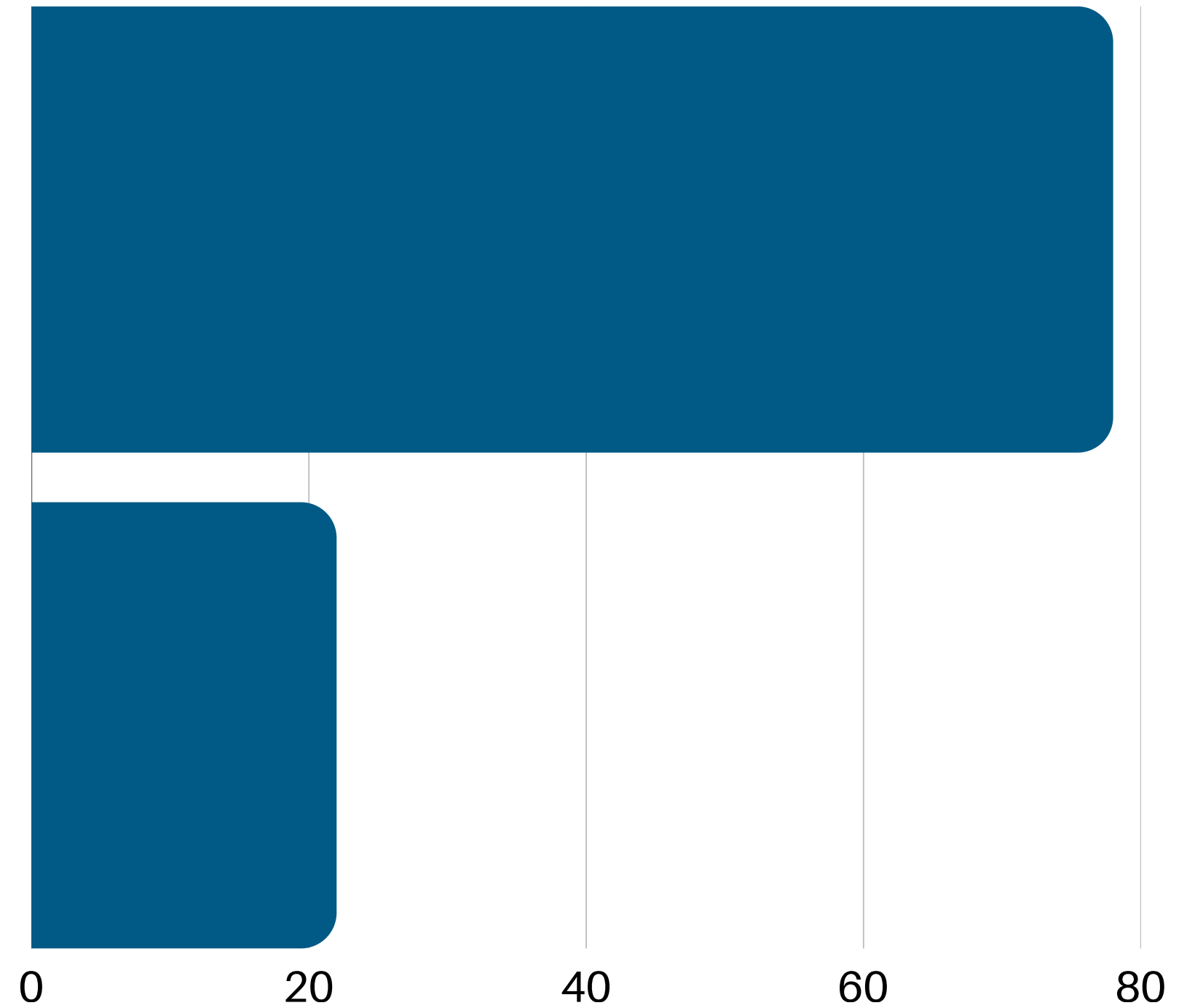
Did you find the format of the book helpful with a photo, headline, description and company URL?

78%

Yes

22%

No



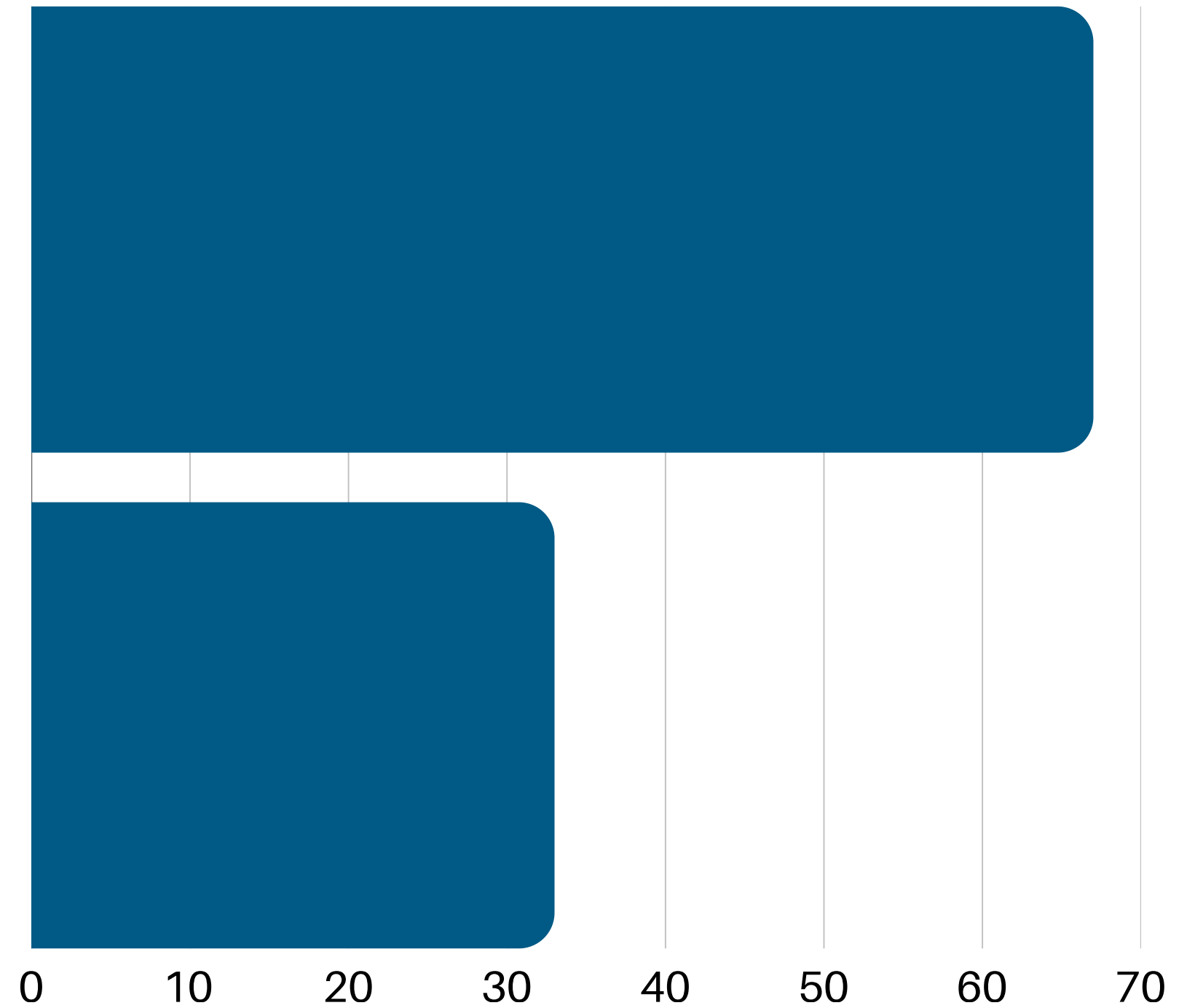
Did you find the directory-style product listing or full company profiles more helpful?

67%

Yes

33%

No

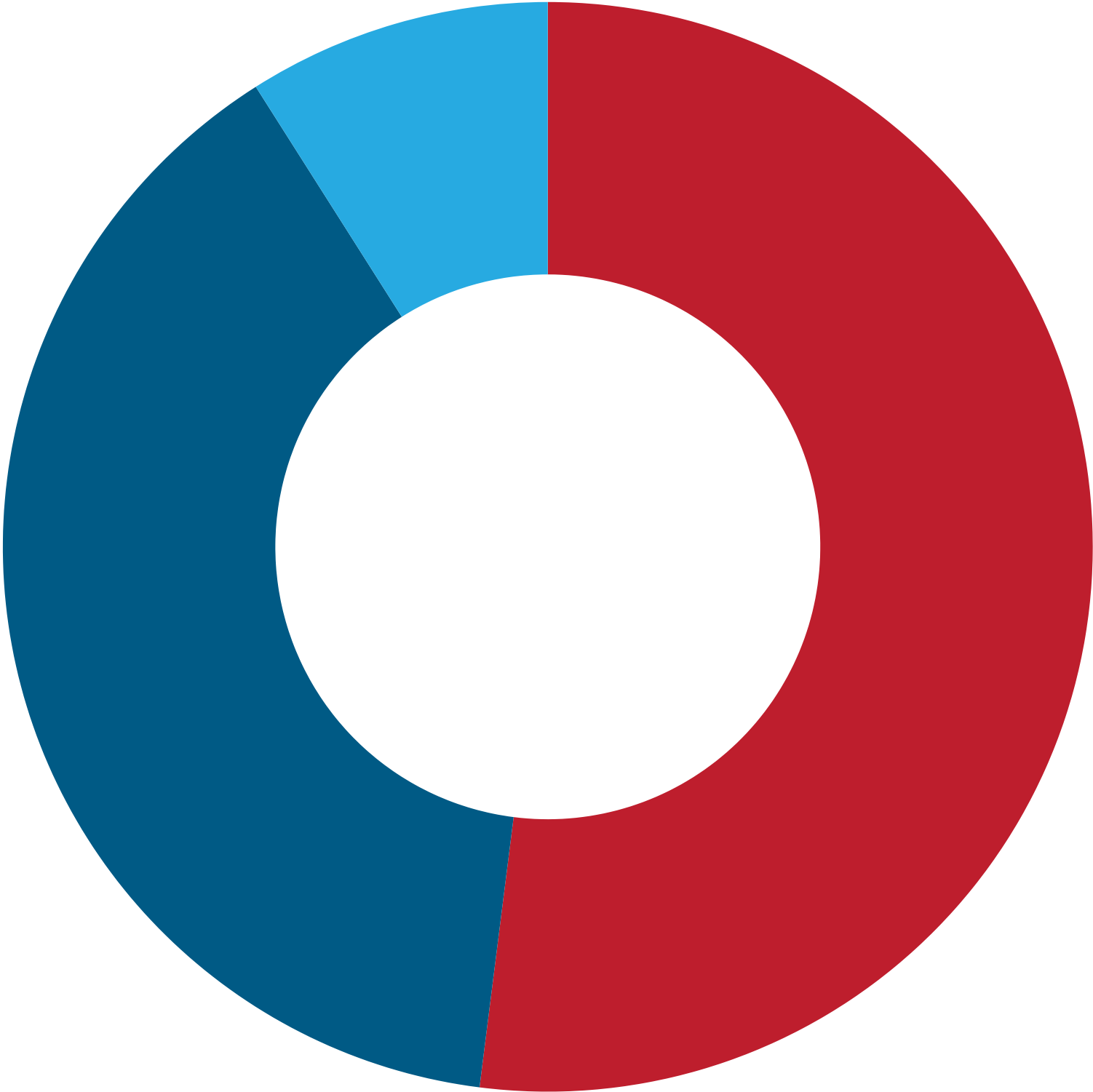


How likely are you to consult companies in the directory to help you plan your next project?

52% Somewhat Likely

39% Extremely Likely

9% Not Likely



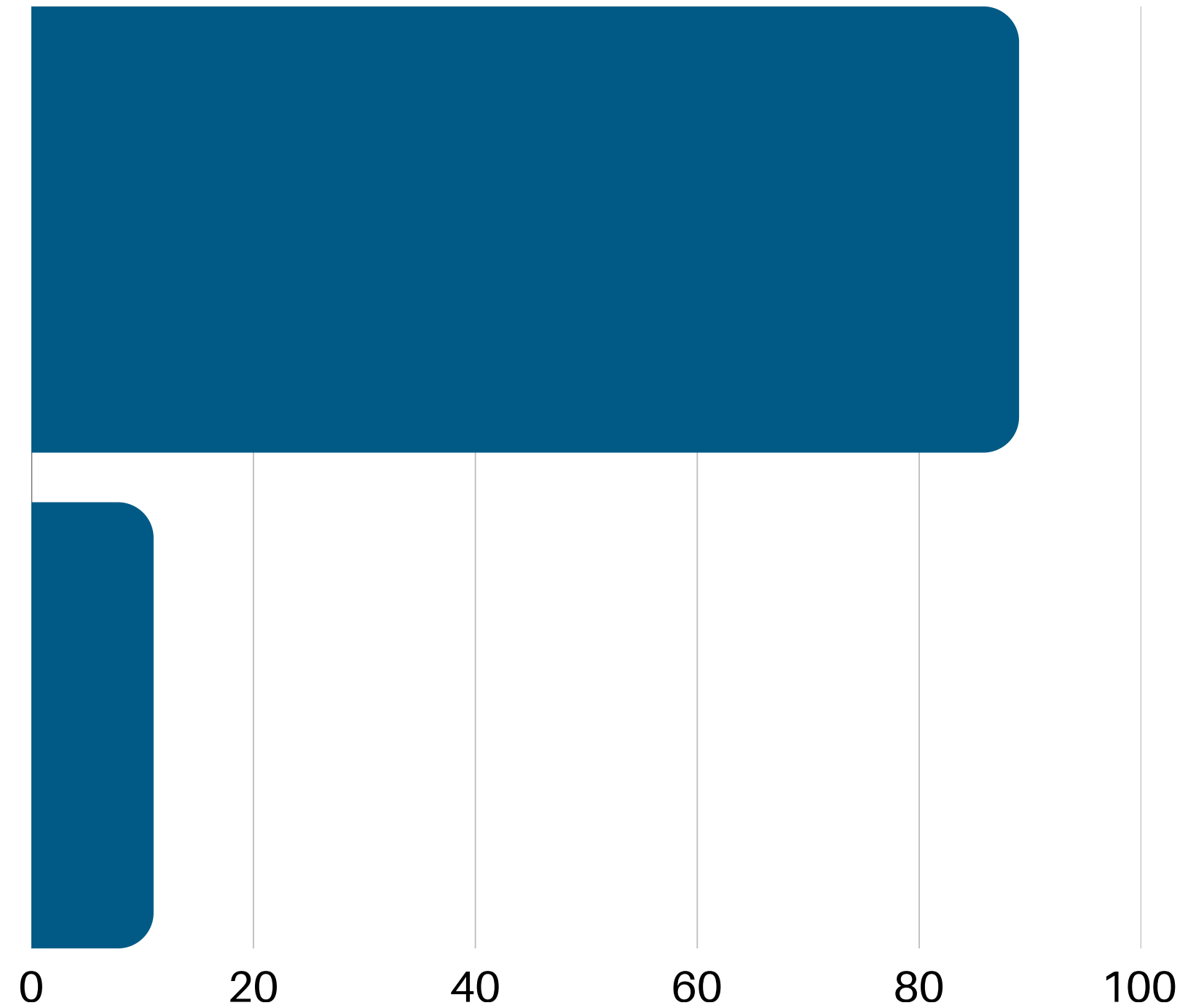
Did you feel the editorial articles were helpful in combination with the resource guide?

89%

Yes

11%

No



Based on your experience, how likely is it that you would recommend the Packaging World Resource Guide to a friend or colleague?

